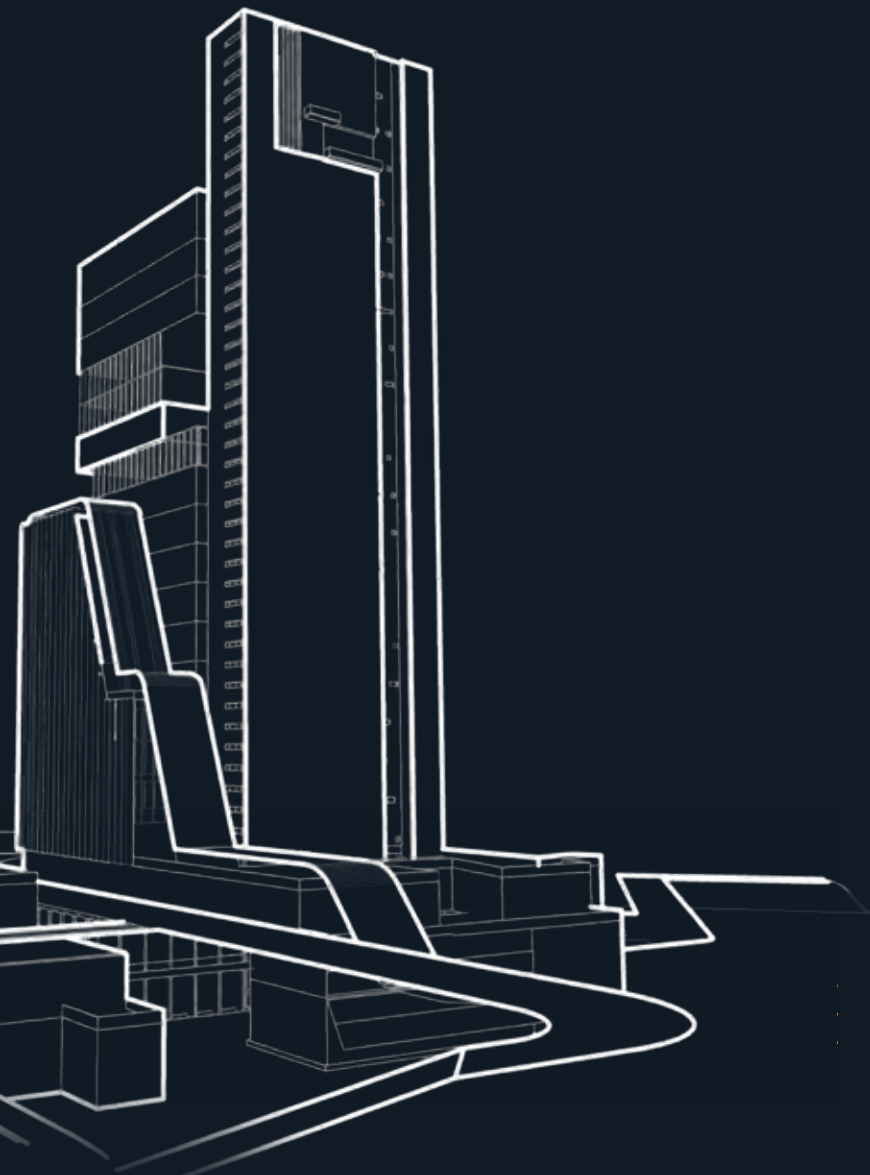


TRANSFORMING THE
WAY THE WORLD DOES
BUSINESS



WORLD TRADE CENTER®
NOIDA

A SPIRE INITIATIVE

*ref disclaimer



One global name present in 100 countries across 6 continents

One brand that houses **1 Million**
businesses across the globe



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When expanding to any new country companies like Adobe,
PWC, Merrill Lynch prefer to open their first office in a WTC

One address that is shared by
Fortune 500[®] companies



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Zhengzhou, Colombo, Bahrain, Panama, Kuala Lumpur, Athens, Denver, Dublin,
Geneva, Paris, Los Angeles, New York

One branded complex that is a
Landmark in the region it serves



Railway and Highway in Zurich; Subway Station in Boston; Monorail in Seoul; etc

One **Catalyst** that builds communities and drives infrastructure growth



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One network that connects 330 Cities across 100 Countries

The most powerful business enabler
in the world is now in the **NCR...**



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In Partnership with
The most **Dynamic**
Real Estate brand in the region



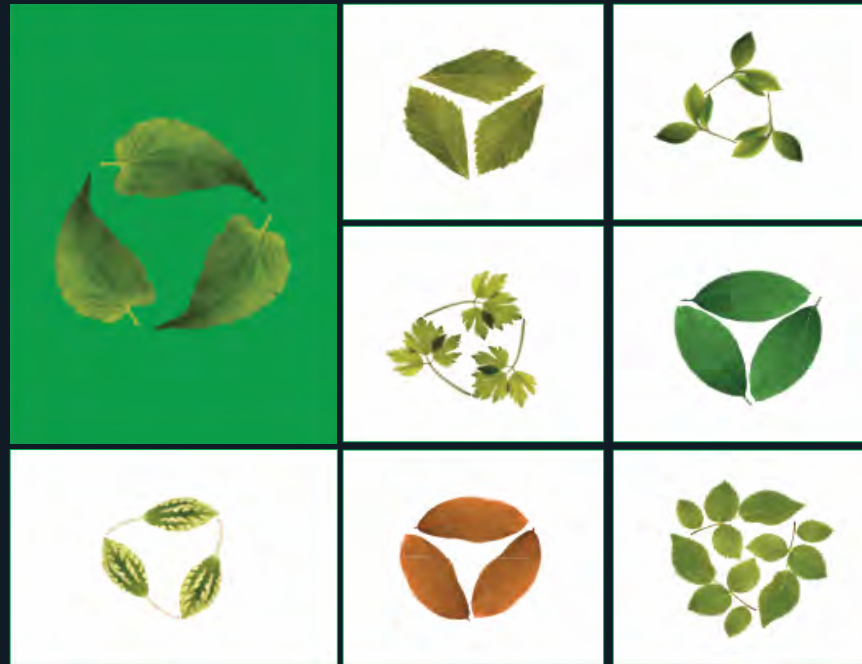
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SPIRE WORLD



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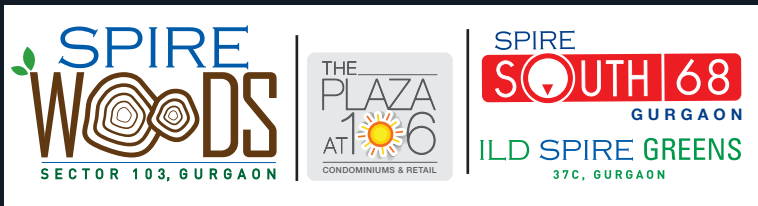


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A brand known for building and delivering “values”



- Innovative concepts and break through designs with Flexi Homes, Code Green and energy efficient buildings
- Embodies quality and on time delivery
- Pioneering the philosophy of Mainstream Green
- Leading the construction industry with concepts of modularity and standardization
- Bringing core values of equity, ecology and identity though to ever walk of life.



A brand recognized for its “sustainable products”

CNBC World's best
Office Development



LEED PLATINUM
GREEN BUILDING

INTERNATIONAL
COMMERCIAL
PROPERTY
AWARDS

in association with



cnbcarabia.com

2009



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&



SPIRE WORLD

Bring to you...

An **INVESTMENT** that gives you



- **CAPITAL APPRECIATION**
- **SECURITY OF INVESTMENT**
- **PRIDE OF OWNERSHIP**
- **HIGH RETURNS**



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SECURITY OF INVESTMENT

- **David Rockefeller** in 1959 creates The Lower Manhattan Association and begins to promote the idea of **"World Trade And Finance Center** in New York City along the East River of Manhattan.
- New York and New Jersey authorize the development of **World Trade Center** in 1962
- The first tenants move into North Tower of the WTC on **December 15, 1970**



“Trust of a Global Powerbrand”



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SECURITY OF INVESTMENT



"I suspect that many corporations have begun to understand that they have an important role to play in the lives of their communities."

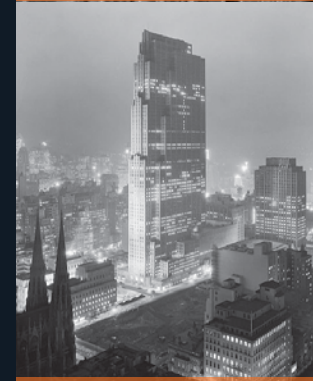
David Rockefeller,

American **Philanthropist and a Real Estate Mogul**
David Rockefeller, the current patriarch of The Rockefeller Family, is an acknowledged name in the field of construction and real estate projects in the U.S. during the 20th century.

"A Legacy of Trust"



River Side Church



Rockefeller Tower



30 Rockefeller Tower



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SECURITY OF INVESTMENT

✓
“The WTCGP has been instrumental in helping DUNMORE find international opportunities to support our global goals.”

JOHN JORDON
Vice President Sales
DUNMORE Corporation

“ With WTC San Diego trade research team added new member firms and today we have over 40+ offices throughout Asia.”

STEVE AUSTIN
Resident, Integra International

“The WTC of Greater Philadelphia, provides resources and international reach far beyond what any small business could develop alone.”

LORRAINE H. KELLER, Ph.D., CEO., Technical Vision Inc.



“Transforming Trade”



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SECURITY OF INVESTMENT



Delivered in record time, **Spire Edge[#]** has not only been awarded the World's best office development), it is also North India's first operational World Trade Center and **India's first** LEED Platinum rated Mainstream Green building



“Delivered to International Standards”

#Project managed by SPIREWORLD



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HIGH RETURNS



An investment that brings a percentage difference

WTC delivers **18% Higher Rental**
& **33% Higher Occupancy**
than the market on an average.

*“Higher Occupancy. Longer Leases.
Higher Rents.”*



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CAPITAL APPRECIATION



WTCs are high profile developments that convey a **premier international business address** and are **highly desirable** locations for business tenants to occupy

*“Catalysts to
Regional Growth”*



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CAPITAL APPRECIATION



WTC Noida is a Mainstream Green

office Complex designed to consume up to
30% lesser energy, resulting in
higher financial & environmental benefits
to the owners, and health benefits to its
occupants

*“Mainstream Green
For Long Term Asset Value”*

50% WATER EFFICIENCY IN AIR CONDITIONING SYSTEM.

• 23.5 lac liters rain water tank to provide for 100%
water top-up requirements for the entire HVAC
system

SPIRE EDGE PROVIDES



28-DAY WATER BACKUP

FOR UNINTERRUPTED
BUSINESS OPERATIONS.

A MINIMUM NATURAL
DAYLIGHT FACTOR IS
ACHIEVED IN AS MUCH AS
98% OF OCCUPIED
BUILDING.

MORE THAN 30% ENERGY SAVINGS

COMPARED
TO NON-ASHRAE
COMPLIANT
BUILDINGS.



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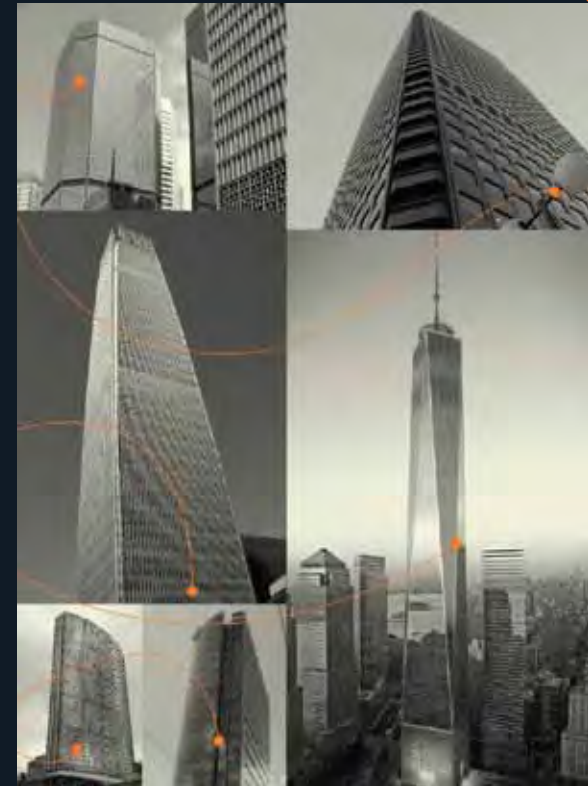
PRIDE OF OWNERSHIP



WTCs serve as

- **Landmarks** in the region that they serve.
- **Exclusive symbols** of International Connectedness and Competitiveness

“Creating Landmarks of Prosperity”



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PRIDE OF OWNERSHIP



WTC Club

- Offers investors a **unique opportunity** to own much more than just a real estate property
- Join the league of world leaders who are helping **define the future of the world** through business



*“Exclusive Membership
to Global Investors’ Club”*



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“e_xperience”



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The city's first landmark in 1979. The DWTC has acted as a platform for business growth.

“Transformational Impact”



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The DWTC Recognized on 100 Dirham notes

“Driving a nation’s economy!”



*Sample image for illustration purpose only.



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Introducing...

WORLD TRADE CENTER® NOIDA

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NASSCOM™
FOUNDATION



WORLD TRADE CENTER®
BUSINESS CLUB



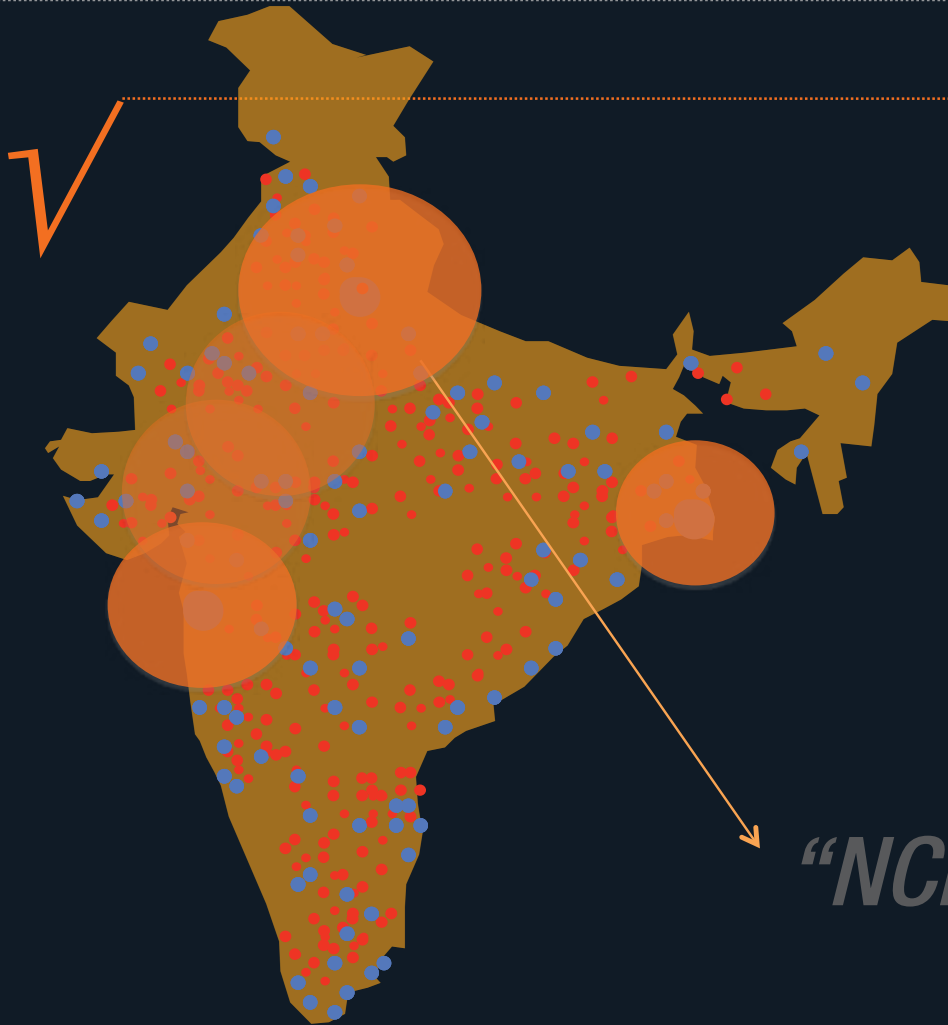
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“India: Urban Hotspots Drive Growth”



30% of India is urbanized

53 Million plus cities in 2011 which
eventually would exceed 80 by 2030

3 megacities of populations in excess of 10 Mn

*“NCR: The Next Capital
of Commerce”*



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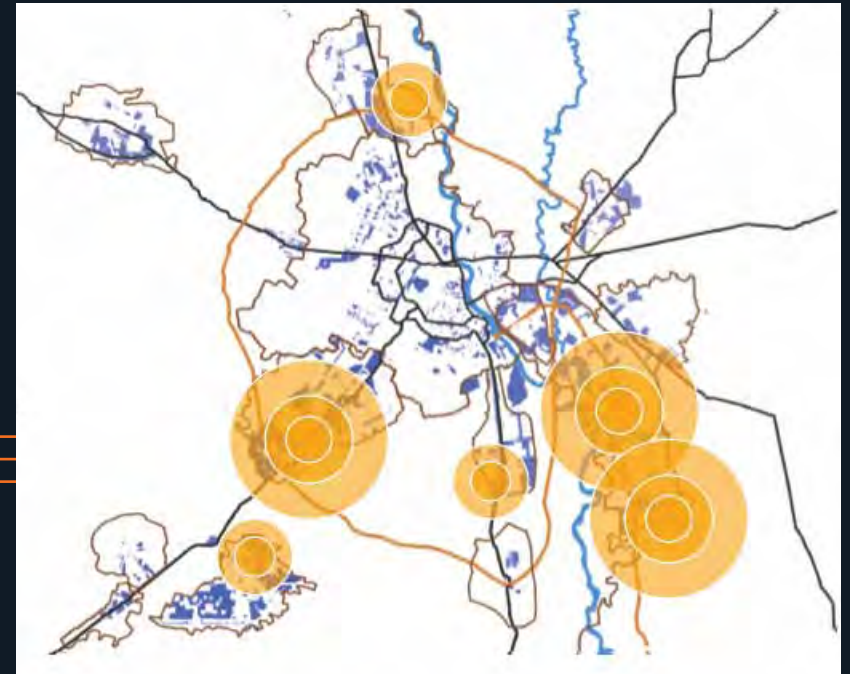
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50% urbanised NCR
contributes to 80% of the
region's GDP

This is where the Jobs are!

- CBD Noida + Greater Noida + Yamuna Expressway
- Faridabad. Gurgaon/Manesar Region



“NCR : the emerging economic hub”



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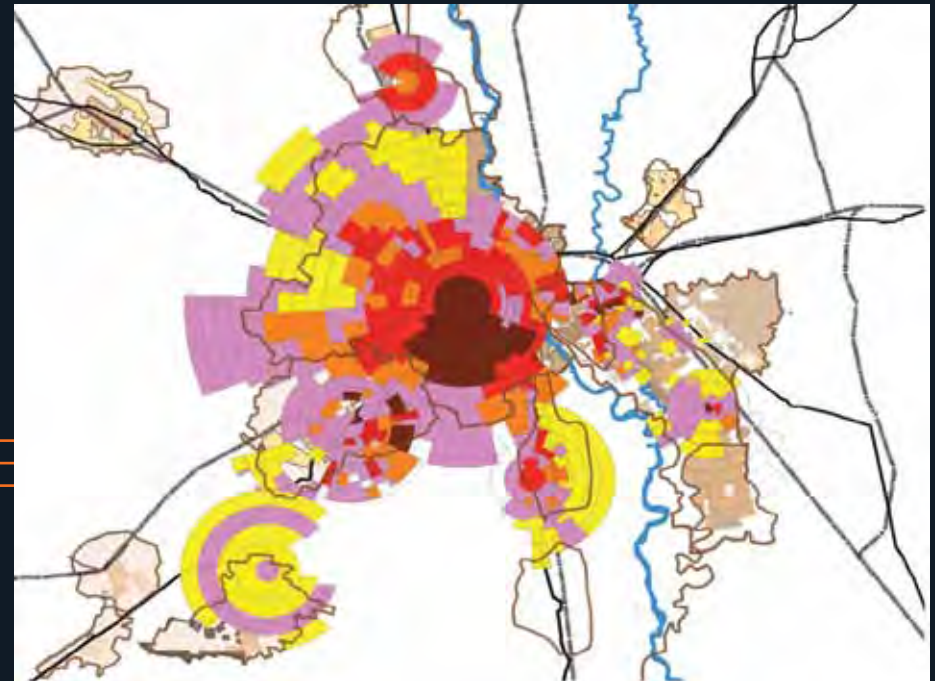


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...And that is where the land values are the highest !

The Radial Corridors guide the development pattern and the land value within NCR



“NOIDA : the next MEGACITY”



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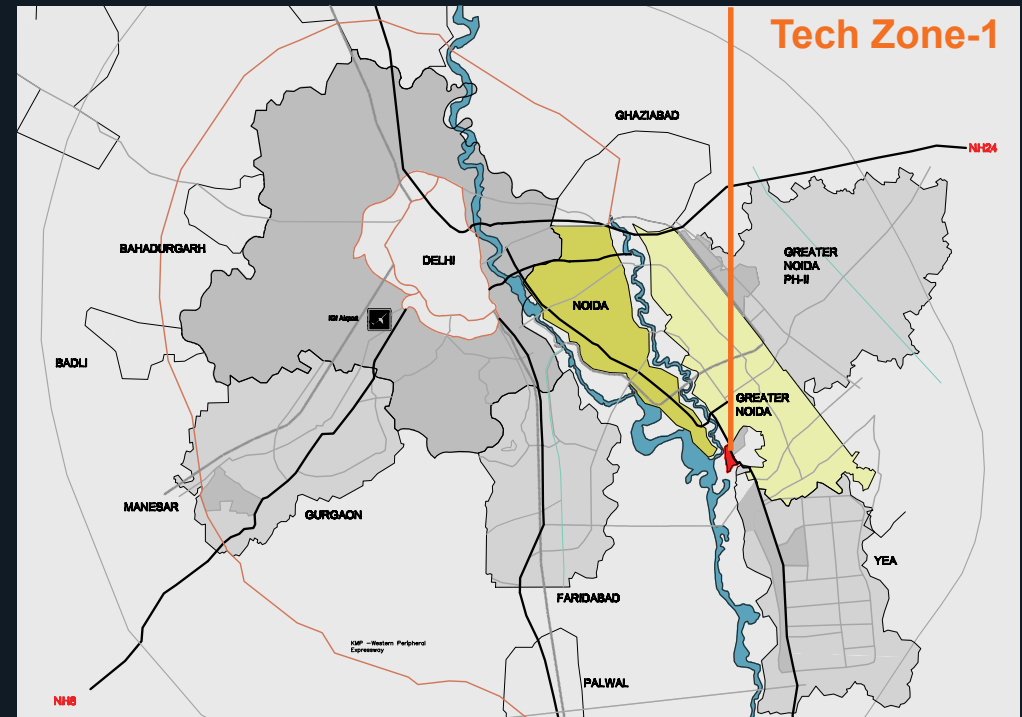
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NOIDA/ GREATER NOIDA

- 4th largest IT-BPO destination in India
- 50 IT/ITES MNCs present
- Considered best location in country to start semiconductor operation
- Supply of trained & educated manpower
- Infrastructure planned in conjunction with real estate development
- Superior connectivity



“The New Business Destination”

TECHZONE 1: An Envable Neighborhood



Yamuna Expressway



Metro Connectivity



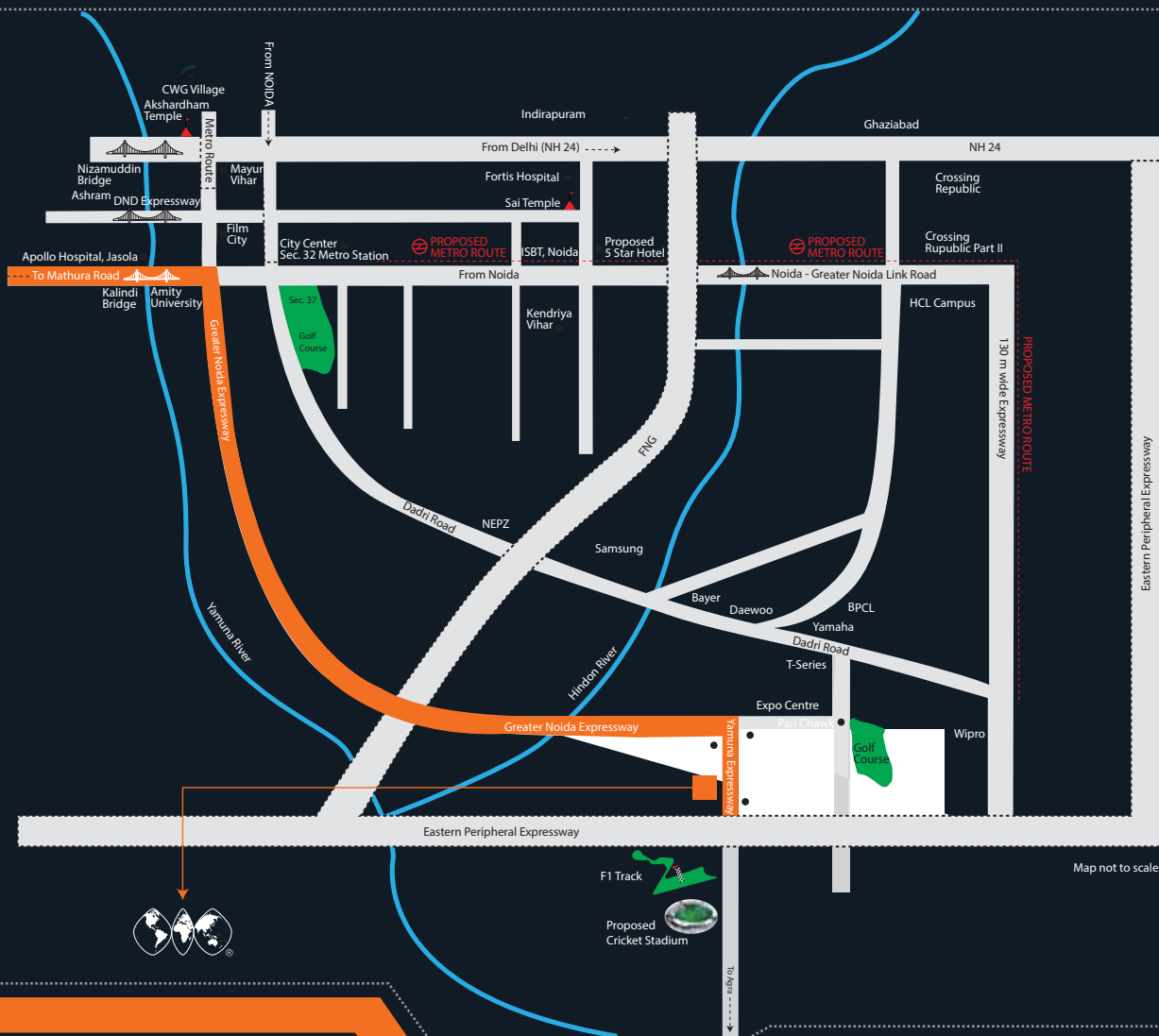
F1- Circuit



NIIT at Techzone -1

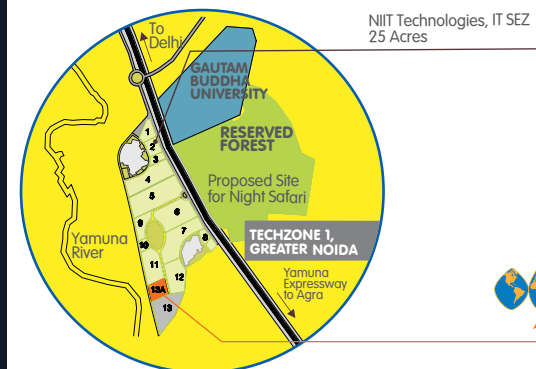


Gautam Buddha University



A LOCATION WITH AN EDGE

- CENTRALLY LOCATED TO DELHI, GURGAON, FARIDABAD AND NOIDA
- WELL CONNECTED BY YAMUNA EXPRESSWAY, EASTERN PERIPHERAL EXPRESSWAY AND FNG CORRIDOR
- OPPOSITE GAUTAM BUDDHA UNIVERSITY, NIIT TECHNOLOGIES AND WIPRO
- NEXT TO BUDDH INTERNATIONAL F1 CIRCUIT, SPORTS CITY AND NIGHT SAFARI
- GREATER NOIDA, THE 4TH LARGEST IT-BPO DESTINATION IN INDIA*



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✓ THE PROTOTYPE



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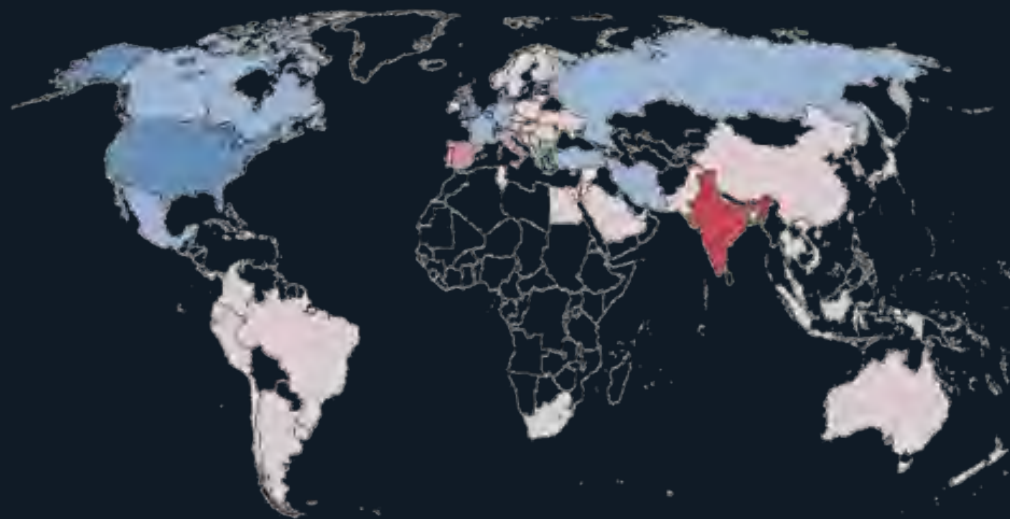


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201 ENTRIES FROM
39 COUNTRIES.

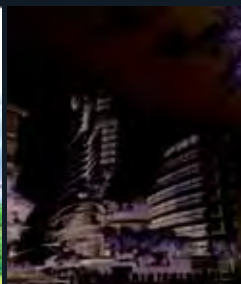
WHICH ONE WILL BE THE NEXT LANDMARK?



713 registrations from 67 countries.
1 GLOBAL LANDMARK

THE WINNERS

The jury has awarded
10 entries from 8 countries:
5 WINNING ENTERIES
5 HONORABLE MENTIONS



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PERFORM IN AN ARENA
THAT WILL HAVE
THE WHOLE WORLD
CHANTING YOUR NAME.

SPIRE ONE AT WTC, NOIDA

STAND TALL

- Iconic 120m tall tower on Yamuna Expressway
- WTC enabled business and convention centre
- Privileged access to venture accelerator services V@C
- Exclusive WTC Club Experience • Efficient modular floor plate with 15 ft floor to floor height • 360 degree sunset views of the Yamuna floodplain • Helipad access • Terrace bar, sky deck and auditorium



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A BEACON RISES



WORLD TRADE CENTER®
NOIDA

UNVEILS

SPIRE ONE
STAND TALL

Access the best opportunities in commerce in 330 cities and 100 countries with a physical and virtual infrastructure that has the whole world applauding your every business decision. **Stand Tall** with Spire One at the World Trade Center, Noida that connects you to a world of networking that only an exclusive few are invited to.

Built on the system of fractals, Spire One views human interaction from a 360 degree perspective. With 3.5 lakh sq ft of work space area, the tower acts as the fulcrum of the development with integrated live-work-play functions on the ground plate. While richly interspersed landscaped terraces and sky courts add diversity to effective space, its unobstructed views of the river and flood plain add to the efficient work environment that the tower strives to achieve.



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Iconic 120m tall tower on Yamuna Expressway

A beacon of pride that stands tall on the Expressway. At 120 meters, Spire One is the icon of prosperity visible from afar. It symbolises power, prosperity and prestige. The tower arises from a fertile bed of ideas emerging from India's largest global design competition.

- Grand lobby
- Seminar and conferences
- Business center
- Premium offices

360 degree sunset views of the Yamuna flood plain

Established on the ecological nerve-point of the Yamuna flood plain, the tower allows access to uninhibited vistas that afford a more serene and productive work environment.

Exclusive WTC Club experience

The WTC Club, all over the world, is the centerpoint for the topmost echelons of networking. It provides access to the best and the brightest minds in business and privileged access to WTC clubs globally.

- Dedicated relationship manager
- Preferred access to all calendar events
- Upgrades and discounts on business transactions*
- Concierge services
- Fine dining, terrace bar and sky deck

Helipad access

As the axis of international business, The World Trade Center, Noida, will feature some of the most pivotal meetings and conferences. The delegates for which don't always have time to negotiate through the city traffic. The Helipad atop Spire One allows quick, direct and efficient access.

Privileged access to Venture Accelerator Services at V@C

In line with enabling businesses big and small, the World Trade Center, Noida offers V@C services that include Entrepreneurship Enablement, Capital, Market Information, Research and Business Center facilities.

WTC enabled business and convention centre

The World Trade Center, Noida, will serve as the fulcrum of trade in the region. Its convention center services, seminars, conference facilities and trade events, enabled by the World Trade Center Association, will allow local businesses to interact on a global arena through cutting edge facilities and conveniences.

*Terms and conditions apply. On the sole discretion of the service provider.



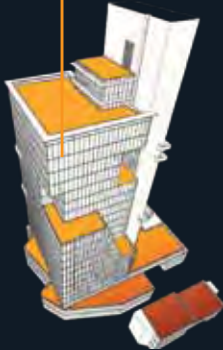
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● **Excellent Infrastructure**
Mainstream Green principles ensure sustainable solutions with the same level of robustness in operation.



● **Integrated Facilities**
VAC, Exhibition Spaces and Seminar Rooms



● **Efficient Modular Floor Plates**
Starting from 450 sq ft to 24,000 sq ft



● **Built to global Standard**

- Built to U.S. office parameters
- 4.6m (15') floor to floor height for service space redundancy
- Modular office bays in multiples of 450 sq.ft. for maximum flexibility
- High speed elevators
- Modular service tap-offs and smart metering



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Residences

The residences at the WTC complex offer modern and stylish living options by the river, something that is difficult to find in the NCR.

Promenade

The WTC at Noida lies adjacent to the river Yamuna, and it grabs it as a great opportunity to create an exemplary and sensitive urban environment at the edge of the river.

- Hotel
- Street and River Edge
- Residences

Armature

The Armature is a mnemonic green thread that is the DNA of the iconic metamorphosis of the WTC complex. If the site is the city, the thread is its museum, a repository of data that both allows and informs the transformation that makes it iconic at each level. In the city the landscape is of memory, while the mnemonic thread is both the garden within the fields, impacted by the minutest change in environment, as well as the very DNA that eventually mutates and becomes the future.

Hotel

At one end of the promenade stands the Hotel, managed by a renowned international hospitality operator brand.

- 160 Rooms
- Club, Specialty Restaurant, Fine Dining
- Gym, Spa, Pool
- Banqueting
- Lobby/Reception

SPIRE ONE

SOHOs and STUDIOS

Provide a key mixed use function of live-work spaces. Unburdened by large building impositions, the SOHOs at the WTC are independent duplex units that are ideal for 24 hour usage. Studios are offices located on the ground floors of various building blocks with direct access off the street.

T1 and T2

The twin towers are 8 storeys high, covering an area of 2.7 lac sqft

- Multitenant office
- Serviced offices
- Retail

WTC ONE

The largest building in the WTC Noida complex, 11 storeyed, it covers an area of 8.5 lac sq ft, comprising of an anchor block at its helm, the building consists of efficient and large floor plates, suitable for MNCs, Global Majors and large trade organisations.

- Anchor Block
- Multitenant Offices
- Global Offices
- Retail + WTC Studio



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The System of Fractals

Treats each individual element within the campus as part of a greater whole. The entire site is treated like a Plate that contains layers of Work and Life finding meaning in coexistence to deliver a harmonious environment. Like a pivot for the entire development, Spire One works in conjunction with the functions and features, delivering a hybrid eco-system.



Modular Workspaces



Zone of Ideas



Eco systemic Hybrid

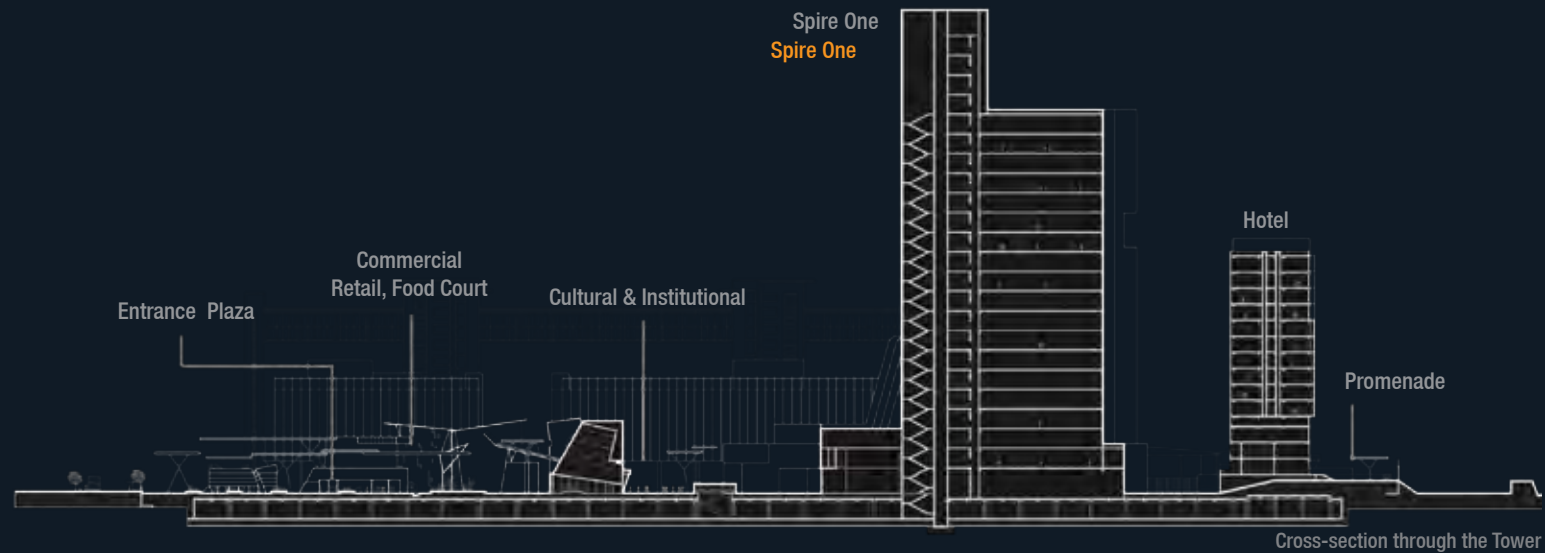


Plate of Life

Plate of Life

The WTC at Noida propounds a holistic 'Work + Life' balance, through its 'Plate of Life'. This plate consists of intertwined activities that support the needs of the mundane to the desire of souls, in the form of built spaces for shopping, browsing, absorbing & re-invigorating

- CONNECT: Audi-Seminars-Exhibitions
- COMMERCIAL: Shopping-Food Courts-Health & Wellness
- CULTURE: Galleries-Centre for Innovation



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SPECIFICATIONS

SPACE

MASTERPLANNING

• AREAS	The tower has an approx 3.5 lac sq ft of work space area	Built to hold 3500 people
• SITE MASSING AND LAYOUT	Acting as the fulcrum of the development with integrated live-work-play functions on the ground plate	A prestigious 120m high tower with helipad
• CIRCULATION	Well-planned access at all levels through high speed elevators for quick and efficient movements	Total 5 no. lifts, with speed of 2.5m/s

INDOOR & COMMON AREAS

• OFFICE AREA	Large floor plates with modular office arrangement. Higher floor to ceiling height gives better flexibility for the IT-enabled offices	Provision for under- floor cabling and services
• ATRIUMS	Grand entrance experience with Atriums on two sides of the buildings	10 metres ceiling height of atrium
• TERRACES	Richly interspersed landscaped terraces & sky courts add diversity to utilizable space, providing breakout areas from the cold interiors	Terraces at various levels, provide spatial relief, and serve as refuge in case of fire
• PARKING	Adequate parking as part of the 18 acre single-level basement	Higher height for extendable parking.

FACILITIES

• BUSINESS CENTRE	WTC enabled world class business centre	
• EXHIBITION AREA	Large double height space on the ground floor can be utilized for exhibitions, product launches and congregation events	6m Double height of ground floor areas
• CONFERENCE	State-of-the-art facilities for seminars and conferences. Auditorium with 200 seater capacity within the complex	
• OBSERVATION DECK	Unobstructed view of the river, flood plain and development from office spaces and higher heights	Viewing deck on the top-most floor
• PLATE OF LIFE	A host of food, cultural, shopping and wellness choices within the complex	A vibrant work environment

STRUCTURE

SHELL

• SYSTEMS	Framed system and shear core atop pile foundations provides a robust framework	Designed for Zone IV earthquake detailing
• STRUCTURAL ELEMENTS	Onsite batching plant to maintain standards of concrete production. Strict testing of materials, steel and concrete mix supplemented by 3rd party testing to give the greatest level of quality assurance	Approximately 3000 MT of Steel and 30,000 cum concrete will be used
• MASONRY	Use of advanced cellular lightweight concrete blocks for walls	

ENVELOPE

• FAÇADE SYSTEM	Semi-unitized/unitized type structural glazing system is used, along with cladding for lower and core areas	Energy optimized and unique memorable imagery
• ENVELOPE	Energy Appropriate glass that is high performance and colour tinted. Earthy and textured paints and cladding materials used for non glazed surfaces	Recesses and Shading devices add fineness to the façade detail
• ROOFS	Roofs are designed as utilizable spaces, and are landscaped with vegetation and tiles	Terracing layers carry thermal insulation and water proofing under the roof



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SPECIFIICATIONS CONTINUED

SUSTAINABILITY

ADEQUACY

- | | | |
|-----------|---|------------------------|
| • ENERGY | Efficient and Practical planning ensures that the functional, safety and comfort requirements for users are met adequately. While reducing operational costs, adequate power backup on modular basis is provided. | |
| • WATER | Rainwater harvesting and double run water cycle, ensures every drop counts | Zero discharge complex |
| • COMFORT | High efficiency chillers and advanced controls ensure indoor comfort. A mix of active and passive strategies provide for a comfortable workspace all year round. | |

ACCESS & CONTROLS

- | | | |
|------------|---|--|
| • PHYSICAL | Carefully planned to secure, survey impede and detect unwanted intrusions | Layered security with various levels of access |
| • WIRED | Integrated solution for all voice, data and internet requirements | High speed data connection |
| • SAFETY | Integrated Automatic Fire Alarm and Response system that would ensure safety for all occupants irrespective of the source and extent of the emergency situation | |

APPROPRIATENESS

- | | | |
|---------------------------|--|---|
| • ARMATURE | A unique and cutting edge solution to enhance the utilization of outdoor urban spaces | Integrated to the façade of the Tower |
| • RENEWABLE | Harnessing the power of sun and wind | |
| • RESPONSIBLE DEVELOPMENT | Based on principles that promote consumption that reduces waste, and promotes recycling. An environmentally responsible and ecologically conscious way of building | Local material and flyash used. Promotes flora & fauna. |



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Marketed by:

Madhyam.com

info@madhyam.com | www.madhyam.com | MEL to 56677

Corporate Address:

B-4, 4th Floor, Matrix Tower, Sec-132, Noida (U.P) -201301



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