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# RETAIL GOES INTERACTIVE: THE RISE OF ENGAGEMENT CENTERS GLOBALLY

There is a global transformation taking place in the retail industry towards a new type of retail environment. The traditional concept of retail centers is shifting towards more interactive spaces called "engagement centers." These futuristic retail spaces will offer more than just physical stores, but will provide opportunities to socialize, be entertained, and explore new products and experiences.

These multifaceted retail centers are expected to become a hub for like-minded individuals, leading to unexpected and remarkable encounters. This is precisely what Avenue 133 aims to achieve.





🛍️ Only if retailers stop thinking like retailers will they truly **INNOVATE** 🛍️

Brian Solis  
Global Innovation Evangelist and Futurist  
Author of X: The Experience When Business Meets Design

133  
AVENUE







## PROJECT HIGHLIGHTS

-  **VAST EXPANSE:** 34,500 sq mtrs of covered area featuring 3 levels of retail, boutique luxury cinema, and state-of-the-art food court.
-  **PREMIUM CLUBHOUSE:** Parametrically designed space elevating lifestyle.
-  **COVERED PARKING:** Two levels of covered parking ensuring vehicle safety.
-  **TRAFFIC-FREE ZONE:** 30° wide, al-fresco space front-facing ground floor shops.
-  **SCULPTURE & FOUNTAINS:** Central drop-off made distinctive with art and water features.
-  **STRATEGIC VISIBILITY:** 99% of shops are visible from the highway or internal courtyard.
-  **SEAMLESS CONNECTIVITY:** High-speed elevators and lavish stairwells linking all levels.
-  **DIRECT CLUB ACCESS:** Elevator connectivity straight to the premium clubhouse.
-  **LANDSCAPED COURTYARD:** Open-to-sky courtyard on the lower ground floor with a life-sized waterfall.
-  **ELEVATED DINING:** Top-floor restaurants with dedicated sit-outs and al-fresco terraces.



133  
AVENUE

Boasting stunning panoramic views, Avenue 133 is strategically located at one of the fastest-growing urban centers in India, making it an ideal investment opportunity for those seeking Noida's most anticipated retail destination,



# AN AVENUE WHERE THE FUTURE IS COMING

Sector 133 is a small emerging locality that is a part of the Noida Expressway micro-market and is dominated by high-rise apartment towers. With excellent connectivity boosted by the extensive Noida Expressway, Sector 133 is conveniently placed to derive benefits from widespread and quick connectivity. The Noida Expressway seamlessly links Noida with Greater Noida and extends to meet DND Flyway and Mayur Vihar Flyover, thereby enhancing connectivity with Delhi as well.

Basic Amenities such as schools, hospitals, grocery stores, eateries, and banking facilities are accessible within 10-15 minutes from Sector 133. The presence of established job hotspots in sectors like 126, 127, 132, 135, and 142, is one of the significant factors driving real estate growth in this locality. Many IT / ITeS, KPOs and business consulting firms have their offices situated in these employment centers.



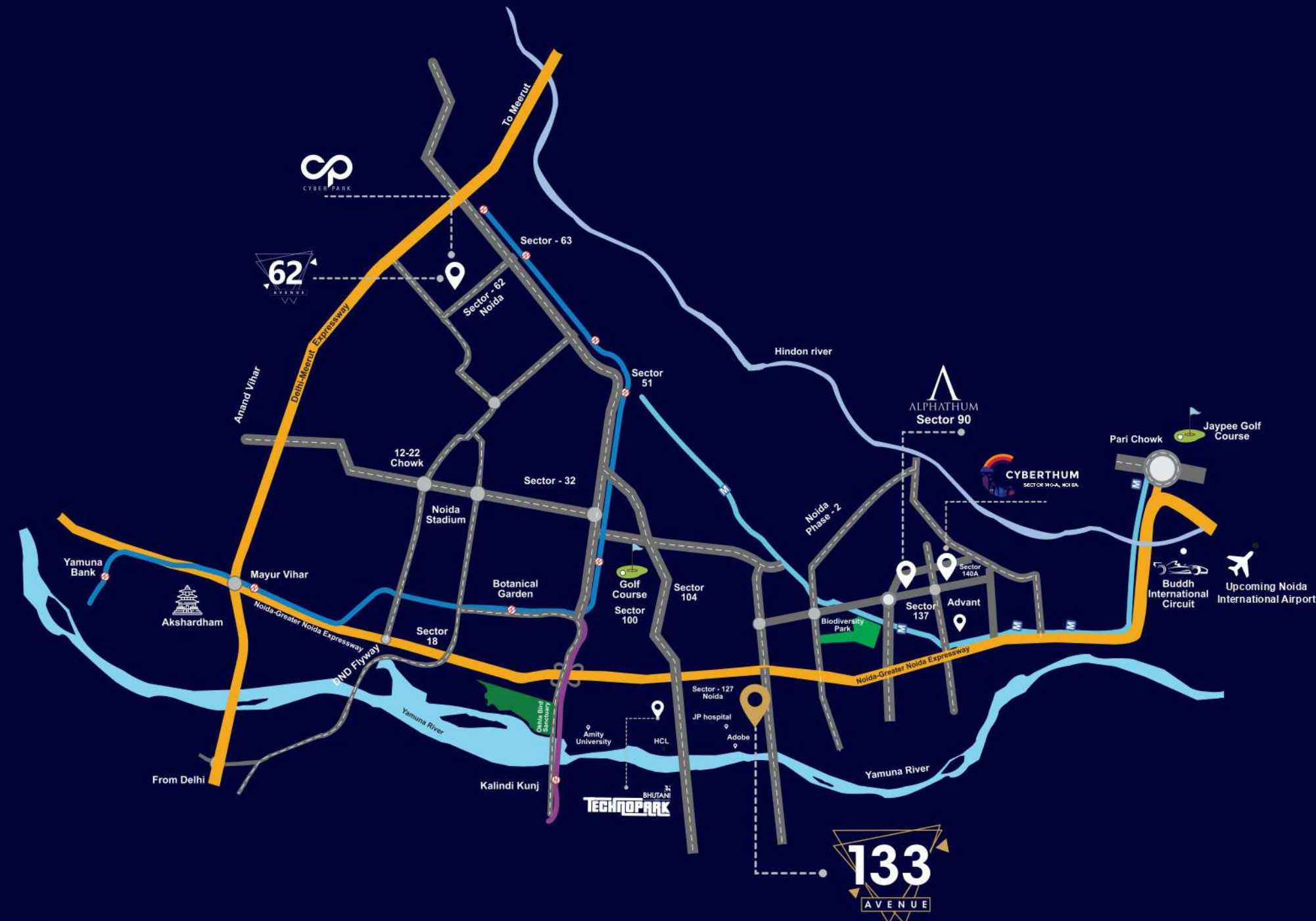
Located just a 25-30 minutes drive from Delhi. 5 km away from the Aqua Line Metro Station, Sector 137, Noida.

With excellent connectivity and easy access to key amenities and employment centers, Sector 133 is the ultimate prime location for your real estate investment.





# LOCATION MAP



Map is not-to-scale and is for graphical representation only.

## NOIDA: A CITY ON THE RISE

Noida, a well-planned city, has been attracting the attention of large corporations for some time now, with several multinationals and IT companies setting up their offices here. With the upcoming Noida International Airport, the real estate dynamics in NCR are poised for a major change.

The airport is expected to play a crucial role in the growth of Noida and Greater Noida, bringing them at par with Delhi and Gurugram in the near future. The project is estimated to bring in investments of up to Rs. 35,000 crore and generate one lakh job opportunities. The Delhi-Mumbai Industrial Corridor (DMIC) infrastructure works have already been completed, according to the commerce and industry ministry.

As per a report published by JLL "Noida is an emerging business hub comprising various MNCs, PSUs and start-ups. Noida is also the biggest manufacturing hub for smartphones and fourth largest IT-BPO arena in the entire country".





## REDEFINING RETAIL WITH IMMERSIVE EXPERIENCES AND FUSION CONCEPTS

Modern retailers now focus less on markets and more on catering to customer tribes and individuals. The emphasis is on establishing a distinct identity and creating an immersive lifestyle experience that blends different forms of selling, from restaurants to real estate. Avenue 133 is designed to cater to the discerning foodie shopper with a gourmet retail experience, as well as to the artistic and culturally inclined with expansive spaces for art installations and events.

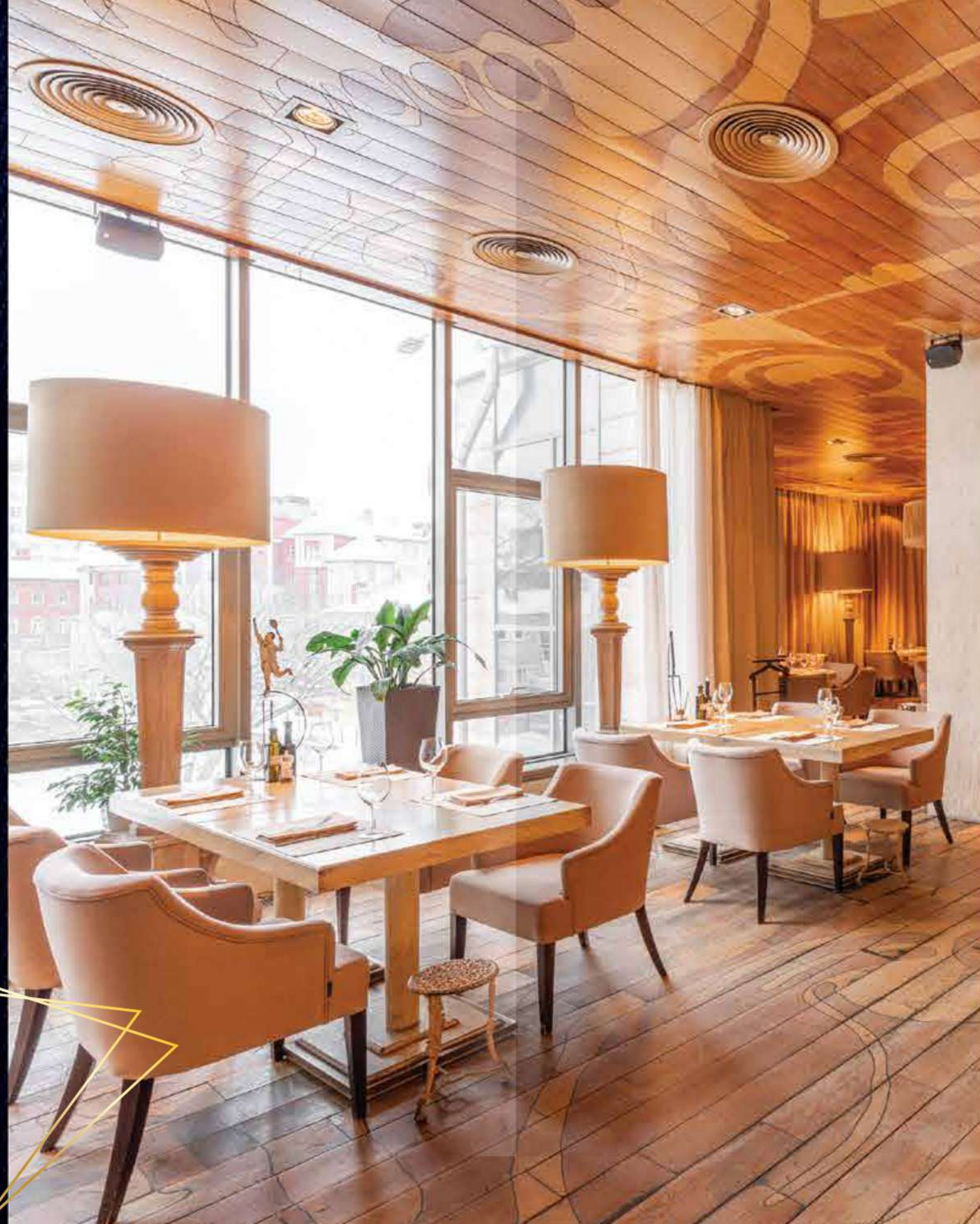
At Bhutani Infra, we strive to innovate and reimagine what shopping and entertainment should look like in the next decade, based on what customers already desire or might not yet know they want. Our team consists of talented experiential designers, lighting designers, event specialists, and 3D specialists, who collaborate to bring together exciting shopping solutions.







**FOODVERSE**



## **FOODVERSE: DISCOVER A WORLD OF CULINARY DELIGHTS**

Innovative dining experiences play a crucial role in creating an integrated and memorable shopping experience. At Avenue 133, we offer a diverse range of gourmet fine dining restaurants, al fresco terrazzo dining, cozy cafes for a quick bite, and even clubs and lounges with breathtaking views of the Noida skyline. With a perfect balance between covers and footfalls, Avenue 133 ensures that business is always thriving.

Boasting a rooftop lounge and several restaurants, as well as an expansive food court, Avenue 133 is a culinary haven designed to cater to every palate and preference.





# BOLT - LEVEL UP YOUR INVESTMENT GAME

At Avenue 133, retail and leisure go hand in hand, providing visitors with a unique experience that blends shopping with entertainment. Our state-of-the-art facilities, including bowling alleys, a games zone, and a multiplex, ensure that visitors of all ages can engage in recreational activities and deepen their sense of community interaction.

Bolt at Avenue 133 offers an array of entertainment options for visitors to indulge in.



VIRTUAL REALITY PARK



AUGMENTED REALITY



INDOOR SPORTS



BOWLING ALLEY



## GLAM AVENUE: EXPERIENCE THE BEST IN BEAUTY

Glam Avenue is a one-stop destination for all your beauty needs, offering top-quality salons and personalized beauty services. With a focus on customer satisfaction, Glam Avenue caters to a diverse client base and features well-known brands in a luxurious and welcoming environment.

Whether you're looking for a unisex salon, makeup services, beauty treatments, a spa, a nail studio, or personalized beauty products, Glam Avenue has got you covered. Indulge in a world of beauty and pampering at Glam Avenue.



## AVENUE VIBE : THE FUTURE OF SHOPPING EXPERIENCE

At Avenue 133, we offer a unique retail space that caters to all your home sports, home electronics, and gadget needs. With a vast array of products to choose from, customers can try out different items and instantly access all the details they need before making a purchase.

Sports enthusiasts can explore a wide range of sporting equipment, while tech enthusiasts can immerse themselves in a world of cutting-edge gadgets. Avenue Vibe's experience center offers a visual and sensory feast, with everything from running shoes to billiards tables, trekking and hiking equipment, and yoga mats.

Whether you're a sports enthusiast, tech geek, or just love to shop, Avenue Vibe promises an unforgettable shopping experience that is sure to leave you wanting more.







## CP133: A RETAIL HAVEN CELEBRATING CULTURE

CP133 is a retail space exclusively designed to showcase Bihar's rich culture through its offerings. From designer boutiques and interior decor to handicrafts, personalized gifts, accessories, health, and beauty products, CP133 offers a diverse range of products that celebrates the essence of Bihar.

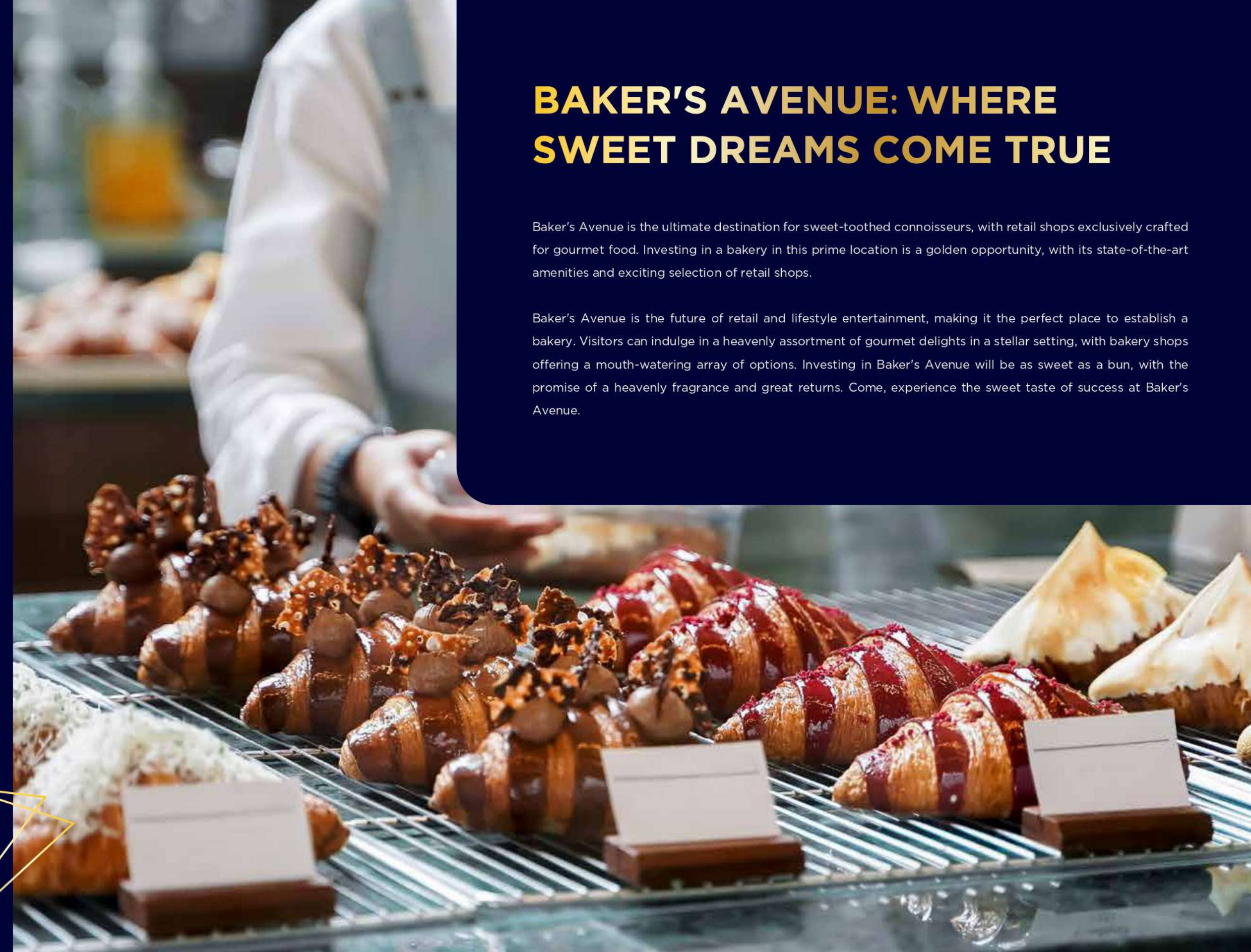
Located in Avenue 133, CP133 has the potential to become a unique gallery of art, craft, beauty, and culture, offering visitors an interesting range of products. Come, immerse yourself in the beauty of Bihar's culture and indulge in a retail experience like no other at CP133.



## BAKER'S AVENUE: WHERE SWEET DREAMS COME TRUE

Baker's Avenue is the ultimate destination for sweet-toothed connoisseurs, with retail shops exclusively crafted for gourmet food. Investing in a bakery in this prime location is a golden opportunity, with its state-of-the-art amenities and exciting selection of retail shops.

Baker's Avenue is the future of retail and lifestyle entertainment, making it the perfect place to establish a bakery. Visitors can indulge in a heavenly assortment of gourmet delights in a stellar setting, with bakery shops offering a mouth-watering array of options. Investing in Baker's Avenue will be as sweet as a bun, with the promise of a heavenly fragrance and great returns. Come, experience the sweet taste of success at Baker's Avenue.





## HYPER 133: YOUR ONE-STOP SHOP FOR DAILY ESSENTIALS

Hyper 133 offers a convenient one-stop solution for everyday staples. With easy access and egress from the parking floors, we ensure the best customer traffic flow to maximize operational efficiency and functional flexibility.

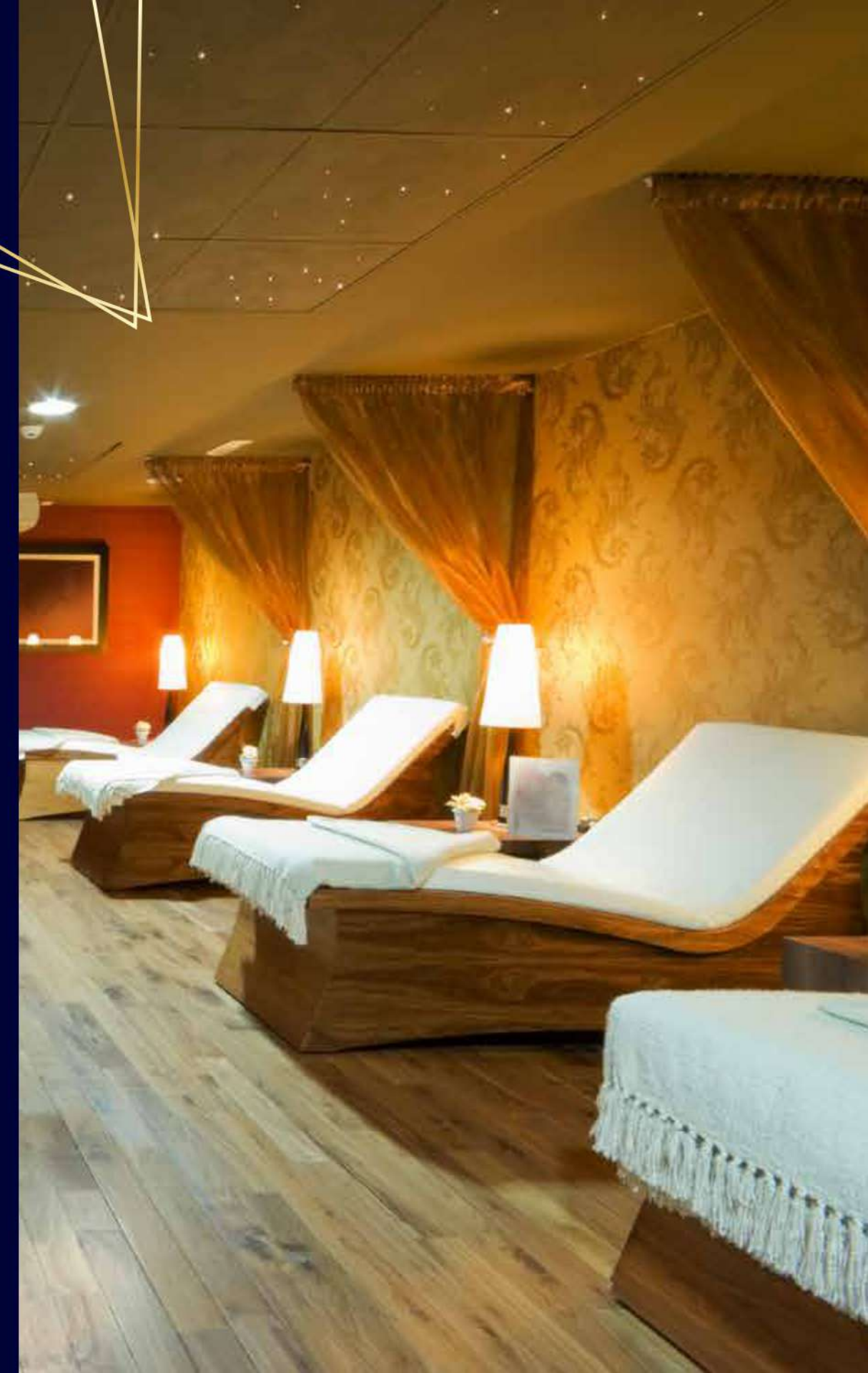
Our digital assistants at various touch points save time on shopping for essentials, so you can spend more time enjoying entertainment and leisurely shopping on the upper floors. Hyper 133 is the ultimate magnet that draws the attention of local communities and casual shoppers alike. Come, experience the convenience of Hyper 133 and make us your go-to destination for all your daily needs.



## WELLNESS RETREAT: ELEVATE YOUR SENSES

Experience the ultimate self-care escape at our wellness retreat, designed to provide a luxurious leisure retreat for shoppers and wellness enthusiasts alike. With visually compelling decor and unparalleled service standards, discerning patrons can indulge in a truly elevated sensory experience after strolling through their favorite retail spaces.

Our wellness retreat offers a range of services that cater to your well-being, from relaxing massages and rejuvenating facials to invigorating yoga classes and refreshing wellness beverages. Come, escape the hustle and bustle of everyday life and elevate your senses at our wellness retreat.







## KIDDIPEDIA: IT'S A KIDS' WORLD

Kiddipedia is a dedicated space exclusively designed for kids, offering a wide range of products and services that cater to their needs and interests. With a diverse selection of great brands across various categories, including kids' gifting, stationery, party and play, salon services, and apparel, Kiddipedia is a one-stop destination for all your child's needs.

At Kiddipedia, we understand that every child is unique and has different interests and preferences. That's why we offer a wide range of products and services that cater to their individual needs, ensuring that they have a fun and enjoyable experience every time they visit. So come, explore the world of Kiddipedia, and give your child a world of fun they'll never forget.



## MULTIPLEX AT AVENUE 133

The multiplex at Avenue 133 is the ultimate destination for movie lovers. With state-of-the-art facilities and a commitment to providing the finest movie experience, this multiplex sets the standard for entertainment venues in Noida. Whether you're in the mood for a big blockbuster or an indie art film, the multiplex has you covered with a diverse selection of movies from all genres.

The cinema experience is enhanced by its comfortable seating, crystal-clear sound, and high-quality visuals. The multiplex boasts multiple screens and showtimes, making it easy for viewers to catch their favorite movies at a time that suits them. Plus, with its prime location in Avenue 133, visitors can enjoy a day of shopping, dining, and entertainment all in one convenient location.



# BHUTANI GROUP

## A legacy of excellence

### DELIVERED PROJECTS



Offering one of the largest water body in India, Alphathum lays the ground for efficient and smart office spaces.



The I-THUM is a landmark development and the future of IT Parks in Noida, Sector 62. It offers Commercial Office Spaces and also shares the campus of the Corenthum including some leading banks.



Techno Park is one of the commercial development located in Noida. The project is well equipped with all the amenities to facilitate the needs of the office people.



365 Office gets you ready for the future, where you control your time, where you mark your days, plan the year and drive your growth in the direction you want.



DELIVERED PROJECTS



City Center GZB, by Bhutani Group is one of the leading mall in Ghaziabad with a multiplex, banquet, and a 3 Star Hotel, as its part.



World Square Hotel, a 3-star Ghaziabad property, offers a comfortable stay, exceptional hospitality, and convenient access to entertainment, shopping, and business hubs.



Situated at Noida's Sector 62, Cyber Park provides open-plan, lockable and unlockable office spaces, encouraging interaction and idea-sharing among entrepreneurs and professionals.

- PARMESH COMPLEX, Nirman Vihar
- PARMESH CORPORATE TOWER, Karkardooma
- PARMESH COMPLEX I, Karkardooma
- PARMESH COMPLEX II, Karkardooma

- PARMESH BUSINESS CENTRE I: Karkardooma
- PARMESH BUSINESS CENTRE II, Karkardooma
- IIT ENGINEERS CO-OPERATIVE GROUP HOUSING SOCIETY, Dwarka



ONGOING PROJECTS



City Center 150 is a glimpse into the future of retail and lifestyle entertainment. With al-fresco style high-street retail in a low-rise development, the project is built to immerse visitors in a world of seamless convenience.



Part of a 26.8 acres mixed-use development, Cyberthum is one of the tallest commercial tower in NCR with world-class spaces, mall in the sky, and Bolt, one of India's biggest gaming and entertainment centers.



Avenue 62 is the perfect amalgamation of an architectural form and a work of art. The singular seamless perforated roof with its wrap around latticed skin and distinctive flowing lines gives it an organic texture that undulates with the land.





**Marketing office : Plot 1, Sector - 90, Noida Expressway, Noida, Uttar Pradesh - 201305**

**Site Address : Plot No, C1-D2, Sector-133, Wish Town Noida, Gautam Buddha Nagar, Noida, Uttar Pradesh - 201304**

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