



{ Architectural  
Landmark }



{ Business and  
Leisure Landmark }



{ Shopping  
Landmark }



{ Entertainment  
Landmark }



{ Lifestyle  
Landmark }



{ Green  
Landmark }



{ Culinary  
Landmark }

# New Landmarks Rise in Greater Noida West





Artistic Impression



PRESENTING  
**IRIS BROADWAY GRENO WEST**  
A PREMIUM RETAIL-LED MIXED-USE DEVELOPMENT AND ENTERTAINMENT DESTINATION.  
IT'S NOT JUST ONE LANDMARK, BUT MANY.



Artistic Impression







A green landmark that keeps the world cooler.

Iris Broadway Greno West is a one million sq. ft green building with energy-saving features. It has a 25,000 sq. ft central atrium with natural plantations and shading structures. The lifts give you panoramic views of the atrium and the mall houses a roof terrace with a garden too.

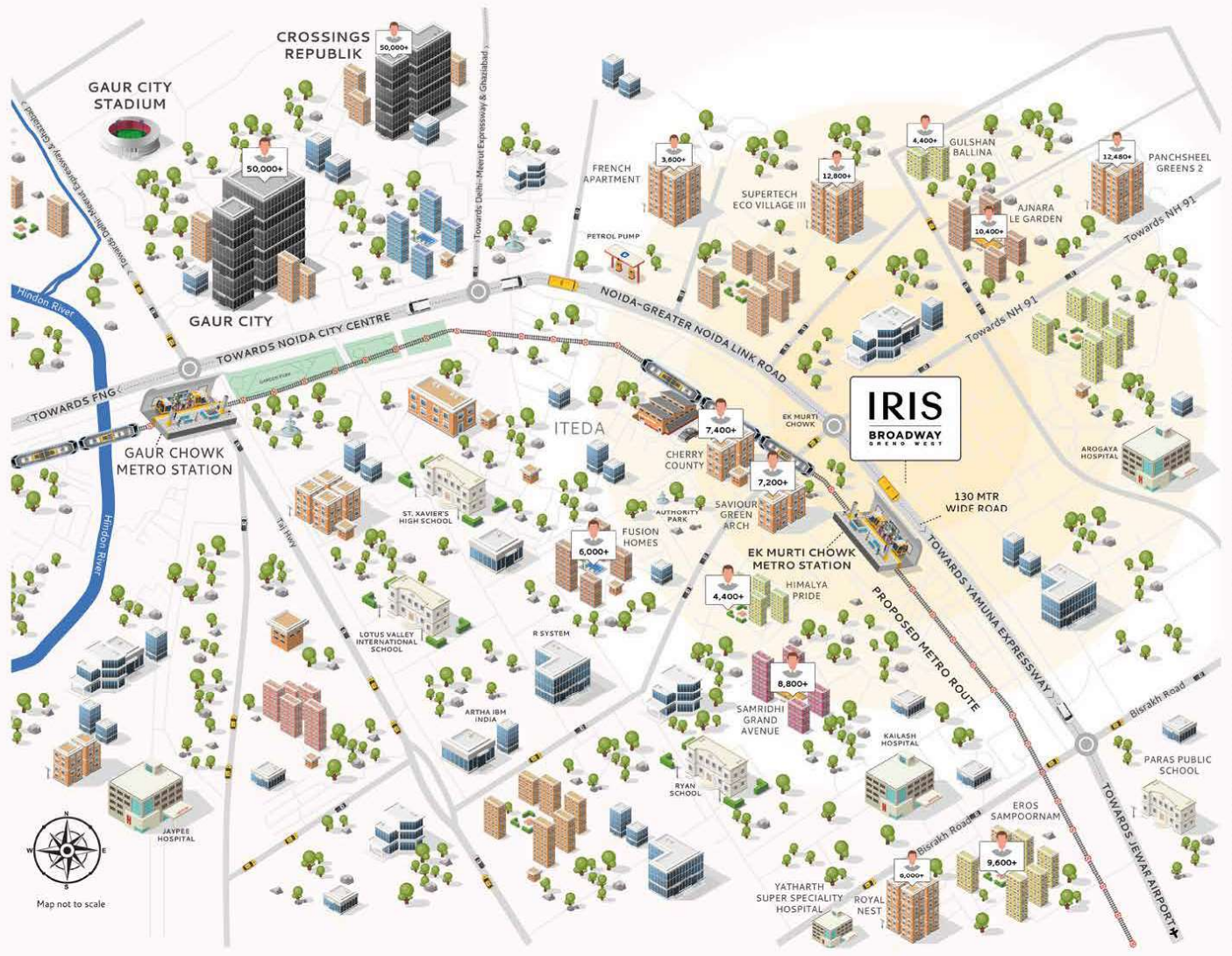






Artistic Impression





- SCHOOLS
- APARTMENTS
- HOSPITALS
- CORPORATE BUILDINGS
- METRO STATIONS
- NUMBER OF RESIDENTS

## A lifestyle landmark that enjoys huge location advantages.

-  FNG Expressway – 5 mins drive
-  Noida City Centre – 20 mins drive
-  International schools & universities within 5 mins drive
-  Delhi–Meerut Expressway – 10 mins drive
-  Fortis Hospital – 20 mins drive | Yatharth Hospital – 5 mins drive
-  Taj Expressway – 25 mins drive making it accessible to Jewar International Airport
-  Iris Broadway Greno West is located at the Ek Murti roundabout on 130 mtr road
-  The development is situated right opposite to NMRC–proposed Metro station
-  Ek Murti Chowk – NH–91 connectivity makes the mall accessible to Ghaziabad, Meerut, Dadri, and Bulandshahr
-  Very close to the originating point of Eastern and Western Peripheral Expressway/DFC
-  Greater Noida's 1<sup>st</sup> railway station is proposed near Bodaki, 35 mins drive from the project
-  Large IT campus like IBM, R System & DELL in close vicinity

## Why Greater Noida West? Because sometimes, location is everything.



Jewar International Airport's foundation laid with an estimated investment of Rs. 30,000 cr



Over Rs. 22,000 cr investment is proposed for setting up data centres in Noida



Rs. 10,000 cr Film City is proposed across Yamuna Expressway



Greater Noida (West) is expected to have 5 lakh apartments in the next 3-4 years with approximately 12 lakh residents



With over 25% area of Greater Noida under green cover, it's one of the most promising cities to live in



Over Rs. 400 cr Toy City to be set up near Jewar – an alternate to Chinese toy industry



Proposed Delhi–Noida–Varanasi bullet train is likely to be completed by 2029–30



The extension of Aqua Metro Line passing through Greater Noida (West) and connecting to Knowledge Park will prove to be a relief to lakhs of commuters residing in Greno West





Artistic Impression





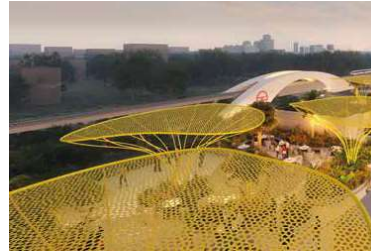
'The Golden Petal' designed by Uncommon Land, UK, adorns the large central atrium of the mall



Express escalator exclusively for the food court



6 independent entry/exit and drop-off points for retail, hotel/banquets, and offices



Upcoming Metro station in front of the mall



6 large anchors with road frontage



Hypermarket



Apparel Anchor



- Triple-height entertainment centre
- Large landscaped terrace restaurants
- Banquet hall with a capacity of 1500-2000 people



Digital Anchor



Home Store



Screen Multiplex



- Large conference rooms for all your meeting needs
- Gym & spa to stretch out the overworked muscles



Artistic Impression

TTT



## An architectural landmark from the pioneers of landmarks.

What do Ferrari World, City Walk Dubai, the New Bund World Trade Center, Alibaba Headquarters, and Blue Waters-UK have in common with Iris Broadway Greno West? They are all designed by the globally renowned architect Benoy of UK, "Principle Design Consultant", Iris Broadway Greno West.



**Mike Wilson-MacCormack**  
Design Director, BENOY UK

The development unfurls to reveal a central courtyard inspired by the golden Laburnum tree which is synonymous with the region. Multiple levels of retail embrace this new social meeting space and with views across the open galleries, guests can take in the full breadth of activity and architectural expression. We desire that Iris Broadway Greno West becomes as much a place to see, as to be seen within. Restaurants and eateries intersperse the retail format, whilst the new hotel and offices bring other audiences to the project, and of course, allow us to create a new landmark design.

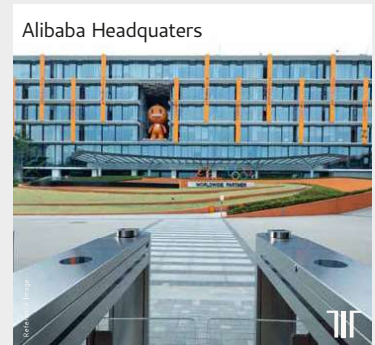
# BENOY



Ferrari World, Abu Dhabi



City Walk, Dubai



Alibaba Headquarters

## From the desk of Cross Works Team.



**Hakan Agca**

Project Director/Project Lead

Iris Broadway Greno West is designed to create an environment where commerce and community can flourish; providing a series of spaces, inside and out, where social interaction, dialogue, industriousness, rest, and play are all encouraged to co-exist. The key elements of the scheme communicate with the end-users excitingly and uniquely; from the rising floating petals to the locally sourced flora and planting, to the pure and elegant design of the facades which transform from day-time to night-time. Our vision was to create a truly mixed-use scheme that was open to the elements, taking full advantage of the climate throughout most of the year; whilst also providing shade and cover where most needed. Drawing inspiration from local plant species, the design team intended to bring nature into the heart of the complex and create a new public square for the region. During a highly collaborative and creative design process, it was a delight to work alongside the Trehan management team. Abhishek and Aman's combined experience and expertise meant that client feedback and decision-making was efficient and concise, all coupled with their passion and desire to create a world-class commercial experience, like no other. Cross Works thoroughly looks forward to the next opportunity to collaborate with this historic organisation.

**Osman Sahinbozkir**

Architectural Designer

Iris Broadway Greno West has been an exemplary case study on how the latest technology in AEC can be leveraged during design development, allowing every condition to be studied in-depth and every decision to provide optimal utility, user comfort, and creative expression. It has been a pleasure working with the project team, of which every member wholeheartedly worked towards the same, clearly defined vision set out by our client - to create a world-class retail experience at Greater Noida West that will be like no other!



**Mert Kilcioglu**

Architectural Designer

Iris Broadway Greno West has been designed to create an environment that allows for meaningful social exchange and dialogue. Every single element of the project communicates with the users in an exciting, humble, and unique way. Cutting-edge design software and manufacturing solutions allowed us to create a design language for the façades that is utterly unique and complementary to its environment. It was exhilarating and delightful to design the façades of Iris Broadway, transforming historical and cultural aspects of the region into a vision for the future.

**Iain Tregoning**

Architectural and Interior Designer

Drawing inspiration from the diversity found in the canopies of green and vibrant rain forests, the interior concept for Iris Broadway brushes each level of the scheme with accents, tones, and the atmosphere of the rainforest ecosystem. Spaces have been curated from the ascending layers of the tree canopy, infusing the essence and ambience of a rainforest, by providing calm and tranquil environments to shop, dwell, and relax. Playing to the strengths of this unique open-air retail destination, the interior concept for Iris Broadway aligns seamlessly with the scheme's landscaping concept of the golden forest. This symmetry playfully blurs the lines between the building's external architecture and the interior spaces, connecting visitors directly with nature and engaging the senses as they journey around the scheme. Very much a biophilic precept, the scheme will connect itself to the wider community and over time, the variety of spaces created will evolve and mature, embedding Iris Broadway in people's minds as a place where nature and architecture seamlessly blend into the one remarkable destination.







Lower Ground Floor  
**The Essentials**

This entire air-conditioned floor is devoted to all your home-essential needs. Right from a toaster to cushion cover, you will be left spoiled for choice.



Upper Ground Floor  
**Regalia**

The floor is dedicated to premium brands of international lineage. Shoppers will get a taste of what it's like to be at a global shopping destination as this will have the most exclusive brands at one place.



First Floor  
**JUMPER**

The floor is earmarked for health and fitness brands. Here, customers will encounter the most renowned brands in the sports and athleisure space. It is guaranteed to entice and motivate people to start working out, if nothing else, to sport a great brand.



Second Floor  
**VERVE**

The entire floor, branded Verve, is dedicated to the modern woman. Verve celebrates the women entrepreneurs of today and gives them a platform to take their business ahead.



Third Floor  
**WAY TO HEART**

The floor houses a food court, a foodie's paradise that serves almost every kind of cuisine under the sun. With a variety of dishes to tempt them, those on a diet may want to make every day a cheat day.



Fourth & Fifth Floor



The entertainment zone has facilities for electronic games, multiplex, bowling, and arcades. With so many things to do, it offers fun activities for every member of the family. You can expect people to head here straight after work and on weekends.



Sixth Floor  
**ARIA**

Unwind and replenish. Celebrate and feast. Wine and dine. Work hard and rejuvenate. A one-stop destination that speaks the language of leisure.



Office Floors  
**OMEGA**

Omega is a 30-floor high office tower with a dedicated business centre, waiting lounge, gym, and cafeteria. Exercise the flexibility to choose from a variety of ergonomically designed furnished and unfurnished office spaces.

An architectural landmark that

puts the great in Greater Noida West.





Lower Ground Floor

# The Essentials

Upper Ground Floor

# Regalia



First Floor

JUMPER



Second Floor

VERVE

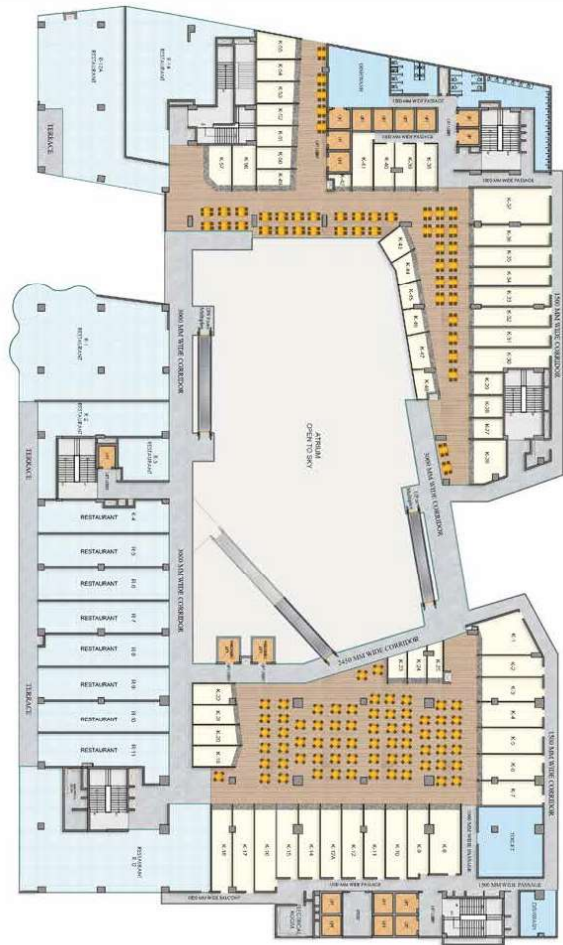




Third Floor

# WAY TO HEART

Site Plan





Artistic Impression



## Associated Partners





In six decades, we have built several landmarks across India and a sterling reputation for excellence.

- Leading "A" class government and private contractors
- 60+ years of unmatched experience in the construction field
- 15 million+ sq. ft area in prime locations of Delhi/NCR
- 100+ projects delivered in Delhi/NCR
- In-house quality control systems and processes with structured manuals to deliver excellence in quality
- Expertise in group housing projects, independent high-end residences, farmhouses, commercial complexes, IT parks, industries, etc.

All of these are landmarks built by us. Today, it's Greater Noida West's turn.