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Area Watch!

## Greater Noida West: The Mall Road of NCR

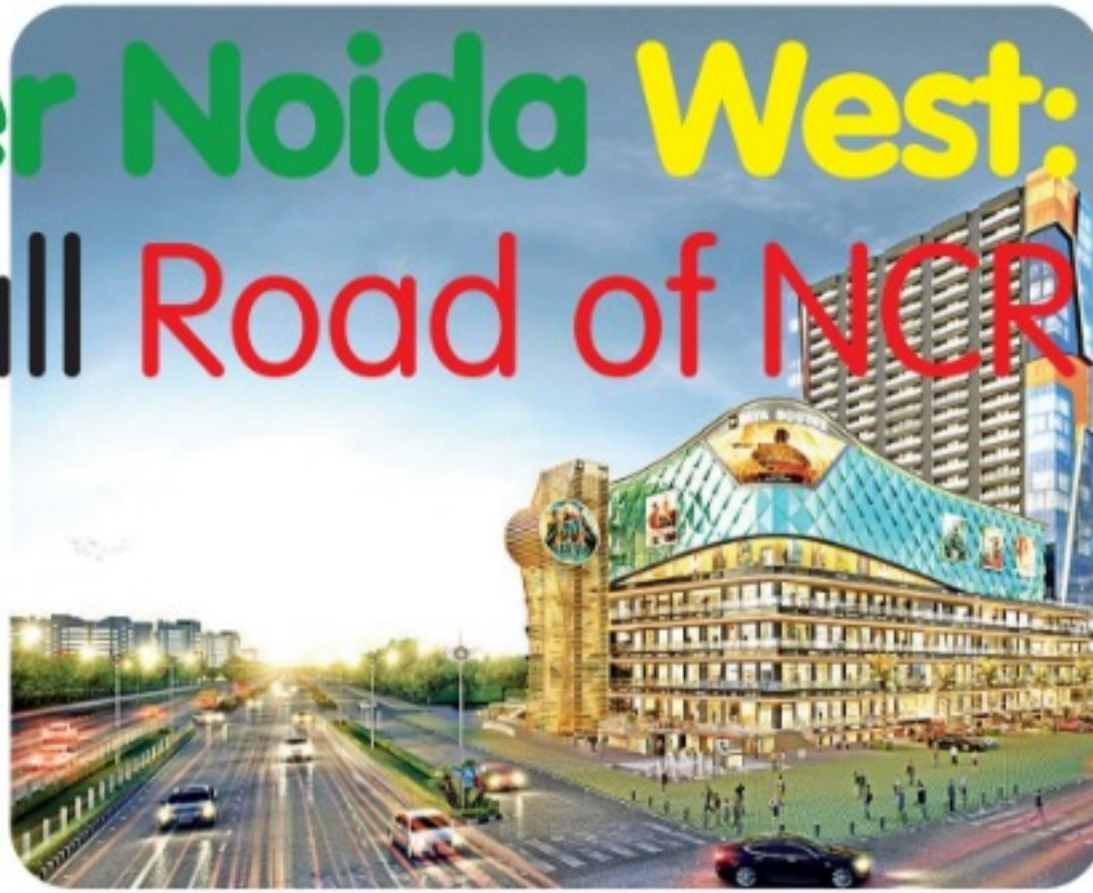
As per the latest Master Plan of the Greater Noida Development Authority (GNOIDA), more than 16 malls have been lined up by developers like Gaursons, H and S, Mahagun, Galaxy, Saya Group, Investor Clinic, Sarvottam, Urbainia Spaces, and Le Solitairian in Greater Noida West, many of which are to open in 2-3 years.

**Potential of footfalls:** All these malls are located on a 130-metre-wide road, which directly connects to Sports City and NH-9 (earlier known as NH-24). With no commercial space for retail and malls earmarked in Sectors 1, 2, Institutional Green, Techzone 4 of Greater Noida West (Noida Extension) and the adjacent Noida Sectors 118, 119, 120, and 121, these malls — stretching from Gaur Chowk at the entry of Greater Noida West — will have a large catchment area and commensurate footfalls.

**Why so many malls in Greater Noida West:** The population density of Greater Noida West is very high, some sources claiming it to be highest in the whole of the NCR, when considered within a radius of 4.5km.

Officials of GNOIDA say that 1 lakh houses have been given the OC (Occupancy Certificate) in Greater Noida West so far. Another 2.5 lakh houses are under various stages of construction, most of which are likely to be completed by 2022.

Today 60,000 houses are ready for occupancy. Over 1.5 lakh people are already living in this area. If another 2.5 lakh houses are completed in the next 2-3 years, the population of Greater Noida



West would likely increase two-fold.

**Vishu Goel**, founder of Infinity Spaces, said: "From the point of connectivity, this affordable residential zone has no match. Add to this the Metro link (soon to become operational), widening of NH-24, and the presence of FNG Expressway, then Greater Noida West may well be considered the future hub for housing and commercial developments. Also, with work on the Jewar airport picking pace, the whole region will be a national and international attraction."

**Operational:** The first mall up and running here is **Gaur City Mall**, located to the right as you enter Gaur Chowk on way to Greater Noida West. The mall is also near the approved Metro station. Spread over 8.45 lakh sq ft of retail space, it is touted to be not only the first, but also the largest mall of Greater Noida West. Today, 50% of the mall is operational, with over 20,000-25,000 visitors on weekends, a spokesman of the mall said.

The mall is a part of the 25-acre Gaur City Center, a commercial project, which boasts of the largest multilevel parking of the region with space for 5,600 cars, an operational petrol pump, and a forthcoming hospital of the Gaurs Group's 237-acre integrated township.

The mall will have a "180 key" Radisson Hotel, a first for the region. **Manoj Gaur**, MD of Gaurs Group, said, "We are confident that the mall will be very successful with a large population already residing here; also, as over a lakh more flats are soon to be ready for possession, there will be a huge demand for shopping and commercial areas, which the mall can offer in ample measure."

**Forthcoming malls:** Investor Clinic is coming up with its first mall project — Heart and Soul Boulevard Walk — in

Sector 4, Greater Noida West, and will have retail shops, anchor stores, hyper market, multiplex, food court, hotel apartments, and office spaces, all under one roof. **Honey Katiyal**, MD of Investors Clinic, said: "Considering the current and future population of this area, malls here will have great a potential to provide retail and commercial facilities to residents. Over 50 lakh sq ft of retail and commercial spaces are expected to be operational by 2022. Moving with the changing times and tastes, Boulevard Walk is perhaps the first mall to evolve along with the learning curve of the mall presence in India."

Saya Homes has invested Rs 450 crore in its first retail-cum-mall project, **Saya South X**, at Greater Noida West. The project will have a high street retail development on 12,000 sq metres, with a saleable area of 6.85 lakh sq ft. The project will comprise retail shops, banquets, six-screen multiplex, themed restaurants, and over 300 business suites.

**Vikas Bhasin**, CMD of Saya Homes, says: "Demand for high street retail-cum-mall will rise, as the number of housing projects being delivered is only increasing. Our forthcoming retail-cum-mall project is based on 100% sales model where all retail and business suites will be sold to individual buyers."

Mahagun Group has launched **Marina Wwalk**, a retail-cum-mall project on 18,694 sq metres in Greater Noida West. The mall will have shopping, 14-screen multiplex, hotel, and office space.

**Dhiraj Jain**, director of Mahagun Group, said: "We felt it's the right time to launch a project like Marina Wwalk. By the time the project is ready; the region's population would have more than doubled." — **A K Tiwary**

### FORTHCOMING MALL PROJECTS WHICH HAVE BEEN LAUNCHED, AND THOSE PROPOSED IN THE LOCALITY

Project	Location	Status	Important Facts
<b>Gaur City Mall</b> (First and largest mall)	Gaur City Centre, Greater Noida West	Operational	The project offers commercial shops, retails, multiplexes, food court, hyper market, hotel, service apartments. Total Area: 8.45 lakh sq ft
<b>Heart and Soul Boulevard Walk Mall</b>	Greater Noida West	Expecting possession soon	The project is being developed by Investor Clinic which offers retail shops, anchor stores, hyper market, multiplex, food court,
<b>Saya South X</b>	Greater Noida West	By next year	The project is being developed by Saya Developers which offers all sorts of entertainment and recreational activities like retail shops, lifestyle retail, anchor stores, gourmet dining, 6-screen multiplexes, business suites, smart offices, restaurants, cafes, etc, under one roof.

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ject has both commercial sidential blocks brilliantly ned to provide easy moving ssage for residents and s. The architects of this rcial project have given the 3 a Roman contemporary tural design.

remier commercial pment in Noida Extension: shops, office spaces and and service apartments for s sage.

ject is commercial joint oment of Galaxy Group and Developers and designed 1 idea to uplift the lifestyle of ial buyers.

ject is being developed by un Group: will offer 14 i multiplexes, hotel and spaces. The project will igger spaces like anchor . food court, hyper store her entertainment areas. In n, it will also have a hotel ore than 250 keys.

**Greater Noida West**, one of the most affordable housing zones in the Delhi NCR, will soon achieve a milestone — the region with the maximum mall density in the NCR

