

A hand with manicured nails holds several small, colorful shopping bags. The bags are in shades of pink, orange, white, and yellow. The background is a solid light pink color. The text is positioned to the right of the hand.

## THE CENTRE OF FASHION

Here fashion and style are the two hearts  
that beat as one



A collection of ten colorful ice cream bars arranged in a circle on an orange background. The bars are in various colors: teal, pink, light pink, yellow, purple, yellow, orange, white with black specks, red, and light pink. Each bar has a wooden stick and a shadow cast to the right.

## THE CENTRE OF TASTE

The centre of culinary delights and  
cozy corners.





# THE CENTRE OF ENTERTAINMENT

Arts, culture, events, a true multi-dimensional  
destination





# THE CENTRE OF EVERYTHING

A magnetic destination in the heart of Gurugram  
in Sector 65, Golf Course Extension Road.

A flourishing corner destination, boldly transforming the way we  
shop, work and play. A vibrant cultural hub of bustling shops, and  
world class restaurants, cafes, and bars...this is where Gurugram will  
stop out when it wants to embrace 65.



## A CENTRE OF UNPARALLELED EXPERIENCES

Artistic impression  
from 84 mtr. road with sector road



Artistic Impression  
of bird's eye view of the front facade

FASHION  
FOOD  
ENTERTAINMENT  
LIFESTYLE

## THE NEW SOCIAL CENTRE FOR EVERYTHING

APPROX. 4 ACRES SITE

THREE SIDE OPEN PLOT

GROUND + FIRST FLOOR:  
180+ STREET RETAIL

SECOND FLOOR:  
FOOD COURT, RESTAURANT,  
GENOVA - THE LADIES BAZAAR

THIRD + FOURTH FLOOR:  
10 SCREEN BOX BISCAMA

FIFTH - 22ND FLOOR:  
GRADE 'A' OFFICE SPACE

AFL Joy Central is a vibrant mixed-use development, an anchor landmark in Sector 66, Gurugram. Located on Golf Course Extension Road, it offers an unparalleled combination of city lifestyle and natural environment. The project goes beyond a typical mixed-use collection of buildings and engages in a way that captures energy and provides a destination to celebrate.

Blending retail, entertainment, F&B and corporate offices, AFL Joy Central makes for a totally unique international leisure and lifestyle destination.



## AN UNSURPASSABLE LOCATION

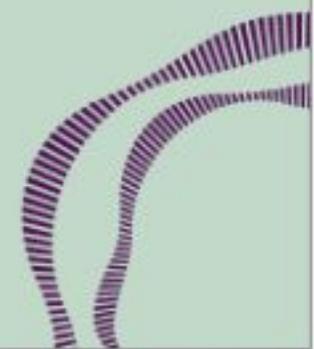
APL Joy Central is located on a high profile site in Sector 65, Gurugram on the Golf Course Extension Road. The 4 acres (approx) site sits in the midst of many prestigious developments.

The site is easily accessible from Delhi and other parts of NCR.

Golf Course Extension Road

Three side open site with frontage  
on 24 mtr, 24 mtr & 14 mtr roads

Easy connectivity  
& accessibility



Artistic impression  
from 04 mtr. wide section road



# A DIVERSE QUARTER



SITE PLAN



## THE CENTRE OF STYLE

Iconic international brands, leading national brands along with budding local brands blend together to create a retail mix for young urban market.





Artistic Impression of arrival courtyard



Night view  
of front plaza

APPL Joy Central is a mix of exciting shopping experiences.

Shops sizes vary from 300 - 2000 sqft. spaces, with excellent visibility & accessibility from all corners.

Well-planned pedestrian flow throughout the shopping district with no dark corners.

Wide overhangs allows excellent visibility for the retail shops towards the main sector roads.

Special kerolan fabric and well-planned shadow of the office tower to keep the massive outdoor plaza shaded from sun.

Digital printed glass is a prominent feature on the facade combined with stone cladding and louvers.

Mechanical ventilation with mist cooling in retail corridors.

Provision for a hypermarket that will cater to daily needs.

## DISCOVER THE POSSIBILITIES

More than just a shopping centre, it is the heart and soul of engaged community. Bringing new energy into Gurugram, APPL Joy Central is set to become a focal destination, seven days a week, that exemplifies the new blend of work and lifestyle. APPL Joy Central's high street retail comprises 3 floors of retail with exciting boutique retail, pop-up activities, events and entertainment.



Artistic impression of shopping street on ground floor

Well planned basements provide ample parking with easy connectivity to the retail levels through elevators and escalators.



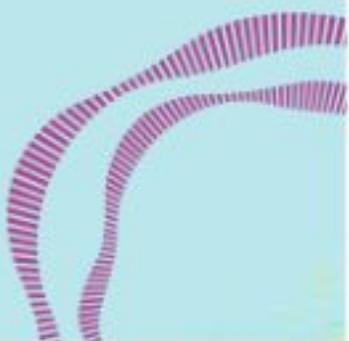
Artistic Impression of pedestrian plaza

Two main pedestrian entries have been kept porous, connecting to the central courtyard, providing access to shops and from inside opening into streets and interactive spaces.



## THE CENTRE OF FLAVOURS

A curated selection of dining establishments will make AIPL Joy Central, a gourmet food destination. With its vibrant blend of cafes, casual eateries, food court, fine dining and bars, this will be the perfect place for customers to linger longer.





View overlooking the entrance courtyard



Food Court spread over  
20,000 sq. ft. on Second  
Floor

Shops ranging between  
200-1000 sq. ft.

High ceiling & natural  
lighting in the Field  
Outlets.

Food Court is connected  
through escalators to  
MGM Ingleis floor.

High Visibility Restaurants

## INDULGE EVERY CRAVING

Just steps from the retail zone - on the 2nd floor, a curated selection of dining establishments with excellent restaurants, cafes, take-aways, casual eateries, food court, fine dining, fresh produce markets and bars will make AEP Jay Central a gourmet food destination catering to a variety of interests. With outdoor dining contributing to the vibrant atmosphere, this will be the perfect place for customers to meet-up with friends or dine out with the family.

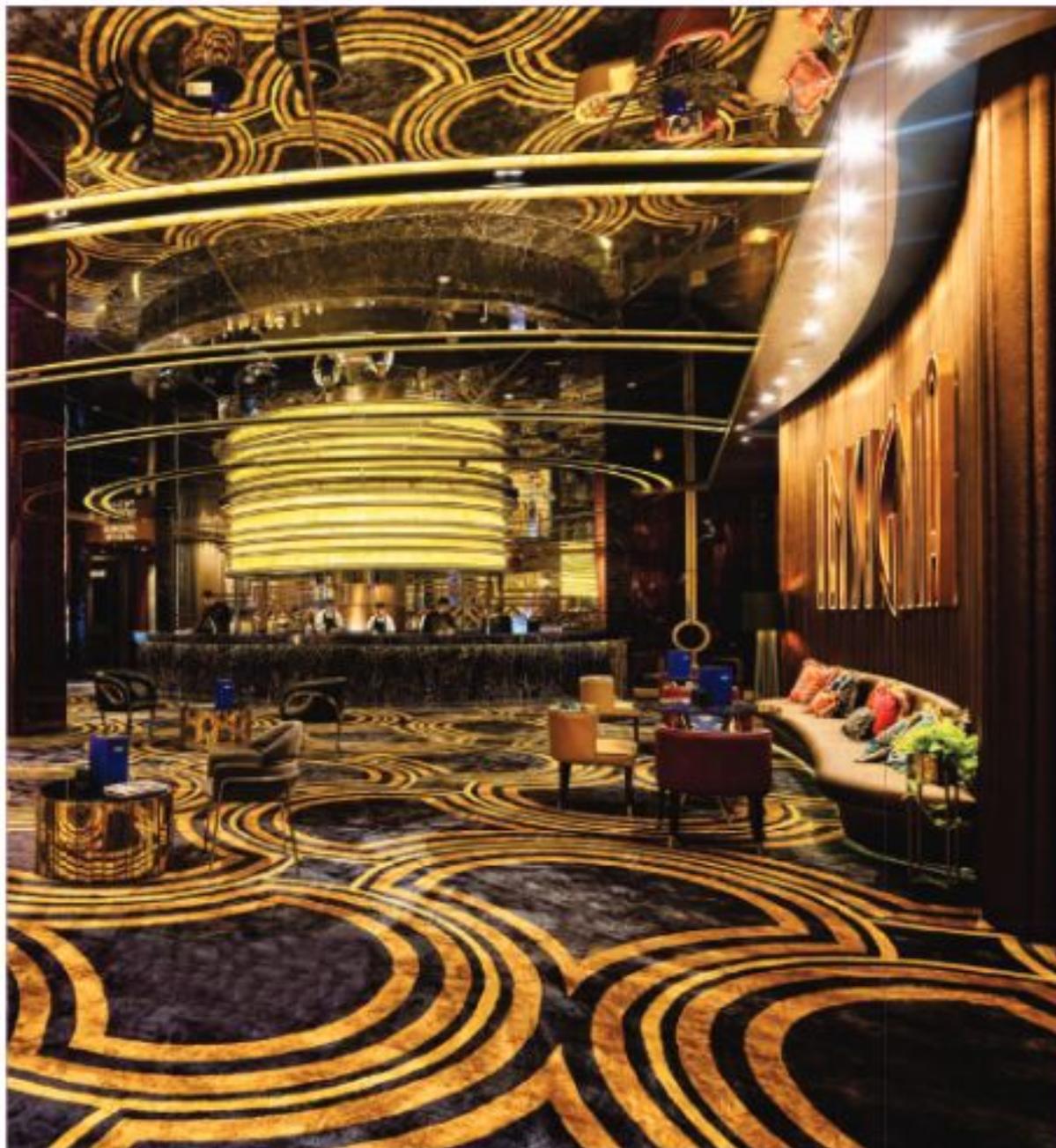
# CINEMA



## THE CENTRE OF ENERGY

Our mission is holistic: to give you an unforgettable experience with cinema, sports hangouts that contribute to vibrant atmosphere and create a sense of limitless energy.





**INOX**  
LIVE THE MOVIE

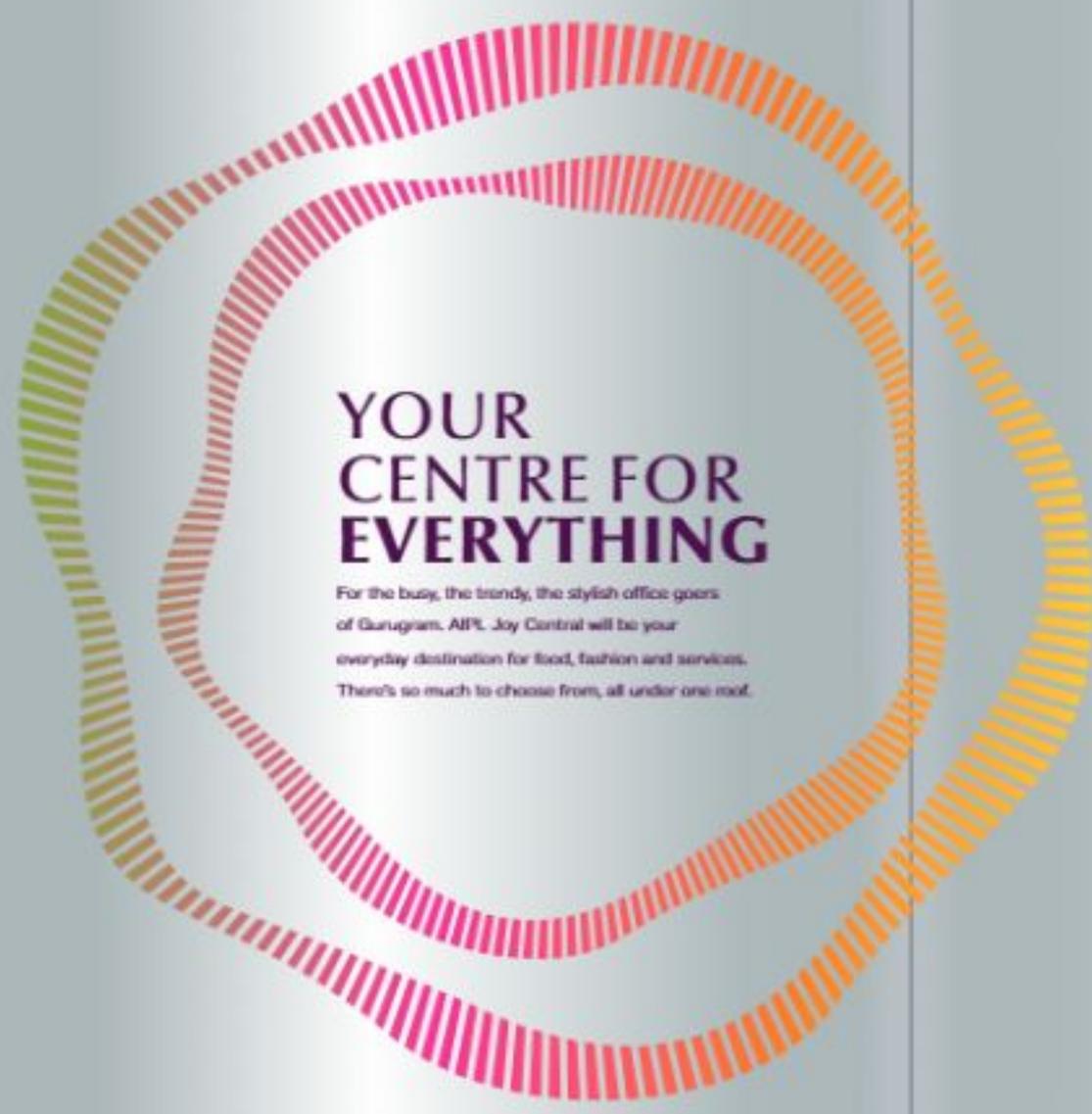
**INSIGNIA**  
*www.foxstar.com*

INOX Insignia is located on the 3rd floor with connection to F&B Floor through well placed escalators and elevators.

10 Screen INOX Insignia seats approx. 1400 people

## MEGA CINEMATIC EXPERIENCE

A state-of-the-art multiplex can match a superb shopping experience and to enhance that APL Joy Central has a 10 Screen INOX Insignia for premium quality entertainment to sit back and relax.



## YOUR CENTRE FOR EVERYTHING

For the busy, the trendy, the stylish office goers  
of Gurugram, AIFC Joy Central will be your  
everyday destination for food, fashion and services.  
There's so much to choose from, all under one roof.

## THE AFFLUENT NEIGHBORHOOD FOOTFALLS

Residential Catchment of  
**10,000 +**  
Families

Area is well occupied by  
premium residences and  
commercial offices

---

## PROMINENT BUSINESSES

in the area

---

## BRANDS THAT FILL THE GAP BETWEEN MID MARKET AND PREMIUM BRANDS

### EVERYDAY ESSENTIALS

Fresh food, convenience and service retailers that represent  
the "have to have" and meet the everyday needs.

### MAINSTREAM

Mainstream international and local brands which are foundation  
of retail mix in the categories of fashion, home & lifestyle, family  
and food.

### CINEMA AND GOURMET HUB

Just steps away, AIFC Joy Central offers a wide choice of gourmet  
delights along with vibrant cinematic experience.



# AMENITIES THAT MATTER

01.  HANDS FREE SHOPPING

02.  CONCIERGE

03.  FOREIGN EXCHANGE

04.  VALET

05.  BABY FEEDING ROOMS

06.  WI-FI

07.  TAXI SERVICES

08.  ATM

09.  DELIVERY SERVICE

10.  HANDICAP ASSISTANCE

Artistic Impression  
of shopping street



## THE CENTRE OF SUCCESS

AIPL Signature is set to be a powerful enabler of change; a zone of diversity, creativity and connectivity that will revolutionise how people work.



Artistic Impression of APF Signature Entrance Lobby



Artistic impression of  
APL Signature

## A BUSINESS ADDRESS THAT'S YOUR SIGNATURE

Spread over a super area of approx 4,62,000 sq.ft, APL Signature offers Grade IV office spaces set atop street-level retail, putting businesses and their employees in the heart of the action. This development represents a new standard in workplace design and an opportunity to be a part of Gurugram's best connected commercial and lifestyle destination.

Designed for the ultimate work-life balance, with the comfort, convenience and wellness of employees always in mind, these offices have been designed to create a world-class address for your business.

Thoughtfully planned, whether it is the contemporary breakout spaces or light-filled offices of the building, APL Signature raises the bar for workplace design on Golf Course Extension Road.



*Artistic impression of terrace garden*



**8 High speed elevators with Destination Control System**  
Average waiting time less than **40 seconds**

**Access Control system in the Ground Floor lift lobby with Turnstiles.**

**Iconic facade design using unitized curtain wall system with high performance DGU glass to improve energy efficiency helping in HVAC load reduction, thereby reducing the recurring cost.**

**Electro magnetic filters in all AHUs of common areas with air quality display.**

**22 storied iconic structure with Grade 'X' office spaces starting from 5th floor.**

**Large and medium floor plates ranging from 18,000 - 22,000 sq.ft. on one level.**

**Exclusive entry for the office block from 24 mtr. wide sector road**

**Triple height entrance lobby along with waiting lounge & concierge desk.**

**The office tower shape and core placement allows for sufficient ambient lighting and outdoor views.**

**Peripheral column placement allows flexibility in the office fit-outs planning**

**The exclusive office floors enjoy an access to a large landscaped area with strategically placed water body.**

**Floor plates designed to be flexible to allow tenants efficient layouts.**

## HIGH PERFORMANCE BUILDING



# BUILDING GREEN

GRIHA 4 STAR PRE-CERTIFIED ★★★★★



#### DAY LIGHTING

85% of the regularly occupied spaces are naturally lit & reflecting the use of artificial lights



#### ENERGY SAVING

Automatic timer controls 100% of the outdoor lighting system



#### INDOOR WATER USE REDUCTION

Water Efficient low-flow fixtures to reduce the potable water use



#### SOLAR PHOTOVOLTAIC CELLS

Solar Panels installed as per norms reducing the use of conventional fossil fuel based energy resources



#### WASTE WATER REUSE

Sewage Treatment Plant on site treating 100% of the waste water generated on site and reused for landscaping, flushing etc



#### ENERGY CONSERVATION

Use of low energy intensive material AAC blocks to replace a part of energy intensive materials



#### STORM WATER MANAGEMENT

RWSI pits to recharge ground water table



#### WASTE SEGREGATION

Waste segregation at the source for efficient resource recovery



#### ELECTRIC CAR CHARGING

Car charging points provided as per norms



#### INTERNATIONAL QUALITY FACADE

Double pane glass for energy efficiency, noise and heat insulation



#### HEAT ISLAND REDUCTION

Painting materials used to reduce heat island and cooling need of the parking underground



#### ORGANIC WASTE CONVERTER

To treat organic waste generated on site

“

The retail and entertainment mix has been fully modelled on the lower floors to allow for easy access and high visibility. The large variety of stores allows for all kinds of retail and F&B experiences to be accommodated. There have been several ways that different parts of the building provide different experiences to the users. A large multiplex rounds off the entertainment experience at the uppermost podium levels.

*Principle Architects - Team 3*

”



“

With its very limited perimeter of plot boundaries the designed landscape aims to showcase the contemporary requirements of a suburban plaza that perfectly fits the transitional context between the middle busy sector road and the elevated lower high street walls between the stops.

The designed road plans echo the pattern typology of the modern facade design through its stone pattern, its rich textures and odd colour variations. It provides ample sitting ledges delineating the glass edges, dotted with elegant poles and retail beds boxes, light benches and temple storage features at the entrance court.

*Landscape Architects  
Design Accord*

”



The food court at MPV, Jay Durgah, is conceptualised as a space embodying a spirit of collaboration, bringing people together through food, sharing seamlessly within the context of the vibrant and engaging urban core development. It is a warm, bustling space, offering diverse zones for other groups of all sizes, from large commercial meeting pods to more private rooms, topped with bursts of colour and green to elevate the experience.

*Food Court Interior  
Designer - Studio Lotus*

”

“

The lighting concept was proposed with a balanced approach of aesthetics, functionality & visual appeal for the users who will either visit the retail street or work in the office. Our lighting concept was to form a direct connect between a prominent facade glass facade & smart LED glaze on upper facade which creates a dynamic lighting effect at night, and it changes everything as per the pre-designed lighting scenes.

*Lighting Consultants - Light Book*

”



## AN EXTRAORDINARY TEAM WITH EXTRAORDINARY VISION

DESIGN ARCHITECT

Team 3



MEP CONSULTANT

Udayan Chaudhary  
ECE  
Environ



LIGHTING

Light Book



LANDSCAPE

Design Accord



SECURITY

EM Improvement



VERTICAL CONSULTANT

VT Services



FACETACADE

Facet Facade Consultancy



CONTRACTOR

Ashwalia Contracts India Ltd





## TEAM 3 ARCHITECTS

In a world where many new associations are formed to establish new found individuality, here were people who had already established their individuality in the field of architecture, but decided to bring it all together. We believe that this confluence will explore and find new ideas in design, construction and architecture in the years to come, and will excite and enthuse everyone who becomes part of this process towards successful design solutions.