



values that build worth

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**aipl**  
**JOY STREET**  
where it all happens...



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where it all happens...

WHERE IT ALL  
*happens...*



DAY VIEW OF THE FRONT FAÇADE

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VIEW FROM ACROSS THE 60 MT WIDE SECTOR ROAD

# Joy STREET

Introducing AIPL Joy Street - the most extraordinary integrated development that is destined to inspire and rejuvenate the thriving city of Gurgaon.

This immaculate urban centre will be a comprehensive destination of leisure comprising of high street retail, office spaces and thoughtfully designed serviced residences. Shopping and dining will be in abundance, with an electrifying entertainment zone perfectly complementing a joyful destination.

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## *A Destination* **FOR EVERYTHING & EVERYONE**

AIPL Joy Street - **the ultimate mixed use destination** will be the quintessential city centre where shopping, entertainment, leisure, living and business mix seamlessly. This integrated development has been designed as a 360 degree lifestyle hub for the vibrant and dynamic community.

Here, **meticulously planned details enhance the shopping experience**: pedestrian-friendly pathways, convenient underground parking, glittering frontages, open landscaped areas and buzzy sidewalk cafes & restaurants.

To ensure high footfalls, **most shops at AIPL Joy Street enjoy high visibility from the 60 mts. and 24 mts. wide sector roads**, exclusive entry and exit points allow direct access to specific point of interest. Just park your vehicle and walk in to the outlet of your choice.

Spread over **approx. 4 acres**.

**G+17 Floors with 3 levels of basements** plus surface parking.

Surrounded by habitable zones.

Easy access via 60 mts and 24 mts wide Sector Roads.

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**HIGH STREET RETAIL**

Set to be the leisure capital of the region, the vibrant AIPL Joy Street offers an unprecedented choice of high street shopping and buzzy boulevards.



**FURNISHED OFFICES**

Fully furnished offices create the space to inspire your business.



**SERVICED RESIDENCES**

Experience the best of urban living carefully designed to fulfil your everyday needs.



**MULTIPLEX & GOURMET HUB**

Spoilt for choices. Journey through a world of culinary delights at AIPL Joy Street. From fine dining restaurants to food court and six screen multiplex will add zing to your everyday life.

A JOYFUL Mix

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DUSK VIEW OF THE FRONT FACADE

## From vibrant GROUNDS TO ULTIMATE HEIGHTS

A dynamic urban core of diversity and excitement, AIPL Joy Street brings a new energy to Gurgaon with a compelling blend of exceptional retail, entertainment, residences and offices in one unique location. AIPL Joy Street is planned to be much more than just another mixed use development, it is set to offer a unique experience and provide a harmonious blend of live, work and play..

GROUND & FIRST FLOOR: High Street Retail

SECOND FLOOR: Food Court, Restaurants and a Flea Market

THIRD & FOURTH FLOOR: Multiplex

FIFTH TO SEVENTEENTH FLOORS: Serviced offices, Managed and Self-Use Serviced Apartments

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# MAGNETIC. DIVERSE.

## *Dynamic location*

Located at the doorstep of everything, AIPL Joy Street is located in **the most thriving micro-market of Gurgaon, Golf Course Extension Road** and enjoys a prime location with easy access to New Delhi.

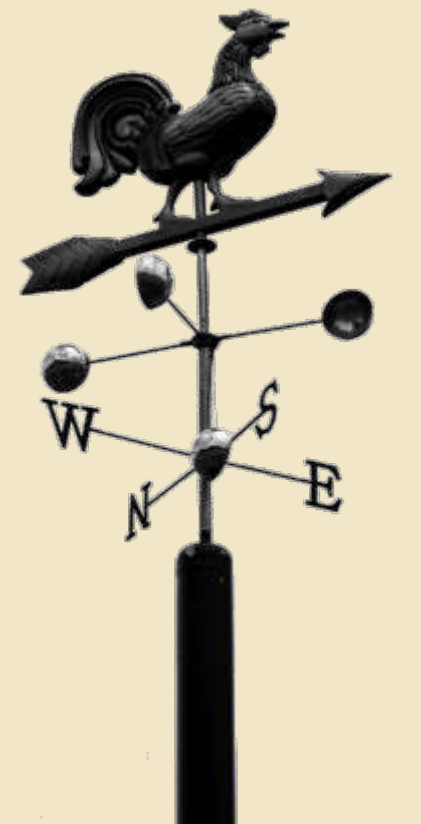
With its location on the Golf Course Extension Road which is the fastest developing region of the city, AIPL Joy Street offers **unmatched accessibility to all the focal points of the city as well as the NCR** through the Golf Course Extension Road, Sohna Road and NH-8. AIPL Joy Street is strategically located in Sector 66, Gurgaon on a **corner plot** surrounded by 60 mtr and 24 mtr wide roads. It is poised to become a magnetic destination for visitors both near and far.

In the most thriving region of NCR.



Set amidst the premium residential and commercial projects of the vicinity.

Great connectivity with key points in NCR.

Proposed metro connectivity.



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-  HOTEL
-  METRO
-  SCHOOL
-  HOSPITAL
-  EXISTING METRO LINE
-  PROPOSED METRO LINE
-  PROPOSED RAPID METRO LINE
-  PROFESSIONAL INSTITUTION



THE GLITTERING  
*Facade*





**SITE PLAN**  
**EVERYTHING PLANNED**  
*to be at the right place*



VIEW OF MAIN PLAZA

# High STREET RETAIL



MAIN STREET VIEW

## A Development OF GREAT RARITY

Three side open plot for ease of access and excellent brand presence.

Multiple entry/exit points to the shopping area.

Cobbled stone boulevards provide a unique shopping experience.

Three level basement parking apart from surface parking.

6 Screen Multiplex.

Food Court along with 9 fine dining restaurants offer a wide variety of dining options to suit every taste.

High visibility for all shops.

Strategically placed lifts and escalators will ensure effective circulation resulting in higher footfalls.

To enhance shopping experience in summers, a special misting system has been planned at all retail levels.



VIEW OF LA FERIA – THE BISTRO STREET

## *A cross section of* **HIGH STREET RETAIL, PIAZZA & BOULEVARDS**

AIPL Joy Street will have an unprecedented collection of retail offerings. **The high street will feature approx. 3,00,000 sq.ft. of best in class retail, destination dining and enticing entertainment.** The project will be anchored by well known brands, all in the most accessible site in the region.

Complementing the retail experience is the **Grand Piazza** which will have landscaped elements, sit-outs and vibrant environment which will serve as a space to relax. Inspired by the world's great pedestrian streets, the Boulevards are based on different themes. **La FERIA** - the L-shaped street will have distinctive Mediterranean look and feel and street architecture. It will have shaded zones and will be climate controlled making it ideal for European-style outdoor cafés, bars, restaurants and small size retail units.



STREET VIEW OF JOY STREET

## FULFILLING YOUR LIFESTYLE NEEDS & Desires

Retail at AIPL Joy Street takes the centre of pride through which all the energy flows. Right from high street to small and medium retail units, efficient planning will ensure that **every shop is easily approachable with high visibility and no dark corners.**

The shopping at AIPL Joy Street is set around themed piazzas and courtyards which will reflect a lively carnival like ambience, designed to act as a magnet to attract higher footfalls and creating a place that people will want to visit again.

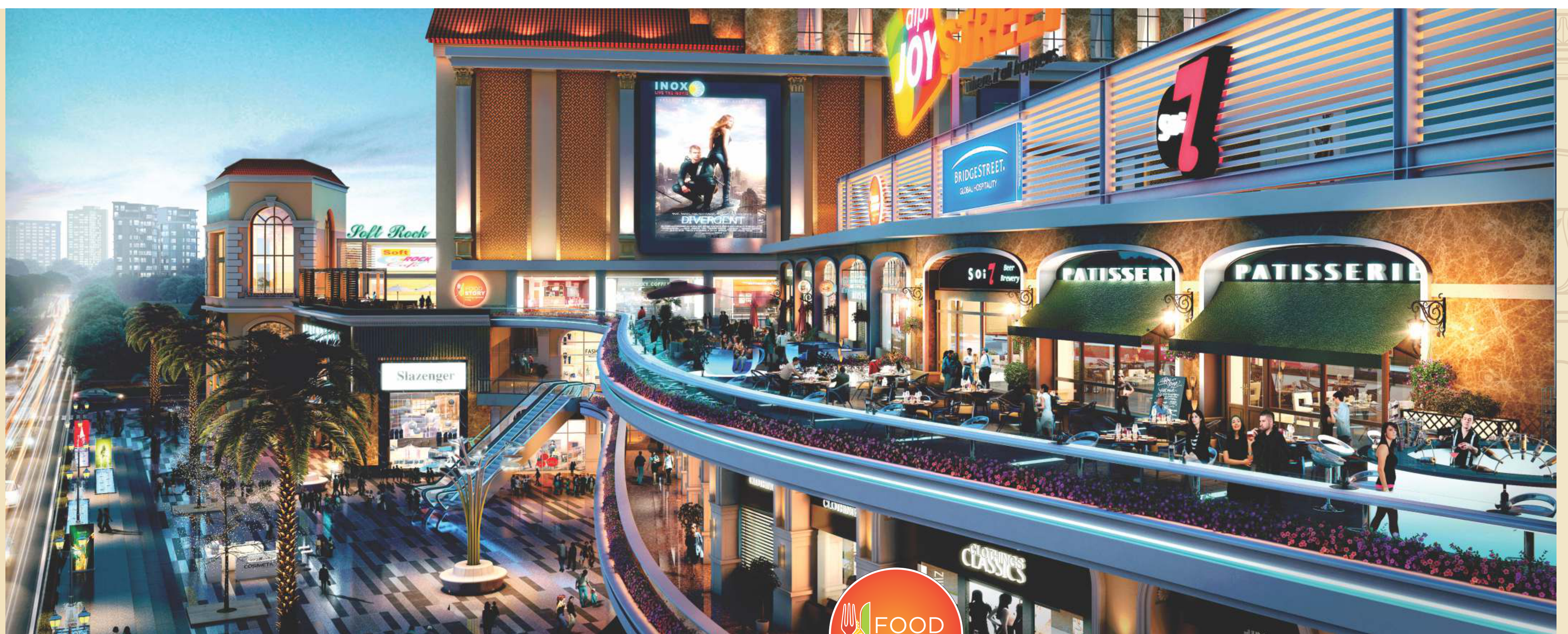
**AIPL Joy Street will have a grand frontage of 450 ft. on the main 60 mtr. wide sector road** dividing the premium sectors 66 & 67.

It will also enjoy **excellent visibility on main 60 mt. wide and the 24 mt. wide Sector Roads.**

**Ground & First Floors shall have approx. 230 outlets** supported by strategically placed escalators, elevators and sky bridges.

The retail shops will have a **grand height for optimum space planning** for the retailers.

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RESTAURANTS WITH ATTACHED TERRACES



Spread across approx. 30,000 sq.ft., **Food Story** at AIPL Joy Street shall be the finest culinary sensation of the region. Whether it is restaurants with attached terraces, multi-cuisine food court, bar and cafes or the flea market, AIPL Joy Street serves up the most diverse taste sensations to suit every unique visitor that arrives. 9 Fine dining restaurants and a world class food court are laced strategically on Second Floor other than that some café and restaurant outlets on the Ground Floor along the boulevards and on the First Floors.

*A perfect setting*  
**FOR GOURMET STORY**

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6 SCREEN MULTIPLEX FOR EVERY  
*movie-lover's dreams*

**INOX**

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## SENORA *Air-conditioned Flea Market*

High street shopping with dedicated air-conditioned flea market is located on Second Floor of AIPL Joy Street with incredible array of stores and a diverse selection of fashion & accessories, jewellery, beauty, home decor and designer wear.

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*Accessible from*  
**ROADS ON THREE SIDES**

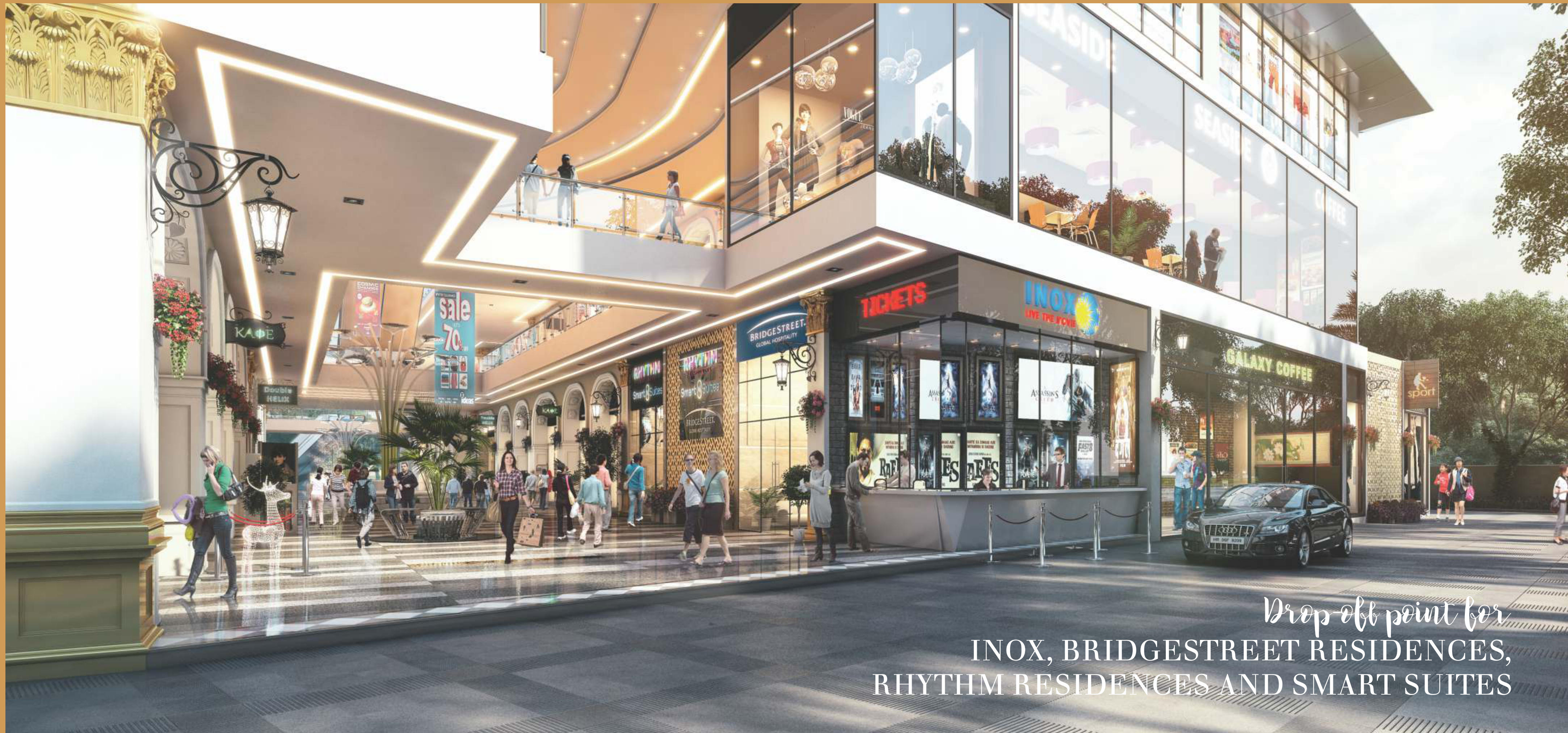


*Your Pad, Your Key*  
**SELF - USE SERVICED  
RESIDENCES**



An extension of your home, Rhythm Residences rise on top of AIPL Joy Street. Intelligently designed and impeccably appointed, these **fully furnished, air conditioned residences** offer interior layouts that maximize your living area for an exceptionally comfortable personal space. So whether it is time with yourself or with your loved one or with your friends or your profession, a **wide range of services will be available** to facilitate a true My Pad experience.

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*Drop-off point for*  
**INOX, BRIDGESTREET RESIDENCES,  
RHYTHM RESIDENCES AND SMART SUITES**

DROP OFF AREA FOR BRIDGE STREET RESIDENCES



PERSPECTIVE VIEW OF 1 BHK APARTMENT

## *Serviced Residences* AFTER 60 COUNTRIES NOW IN GURGAON

AIPL joins hand with **BridgeStreet Global Hospitality**, a premier international provider of branded residences, serviced apartments and serviced suites to provide you a unique opportunity to be a part of a **new class of income generating property asset**. Own a space and lease it out through the world wide search engine of BridgeStreet to optimize your rental income by having an ever growing asset for life. So, rent out through the world leader in serviced apartments, it is a perfect opportunity in every way.

### **Optimized and ever growing returns on investment:**

Professionally managed asset.

Global reach for maximized revenues - BridgeStreet worldwide booking engine.

Quarterly disbursement of profits.

BridgeStreet's Brand power - higher rentals.



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## HIGHLY EFFICIENT *Plug & Play Office Spaces*

Smart  Suites

Soaring above a self-contained mini-metropolis, Smart Suites enjoy a core location at AIPL Joy Street. The **environment - friendly plug & play offices** showcase a high standard in architecture, technology, building facilities, and management service. They will serve high profile corporations from the finance, investment and professional services sectors and enable outstanding business criteria. They will provide tenants with flexibility, connectivity, and service to enable business growth.

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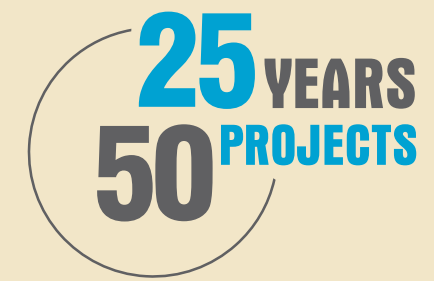
*A joyous mix of*  
**SHOPPING, FOOD & FUN**





## MAKING HISTORY

AIPL has completed a string of outstanding projects in the National Capital Region, Punjab & Rajasthan and continues to transform the look and texture of India with innovative commercial landmarks, unprecedented retail developments and exclusive residential communities.



BUILDING QUALITY SPACES SINCE  
**1991**

