

# Unveiled: City Centre at Vast

The 22-storey project is tipped to be the largest retail-led mixed use development scheme in Gujarat so far at 1 million sq feet

By Swati Bharadwaj-Chand/TNN

Ahmedabad: Singapore by night? Nah! By early 2009, this is what Aapnu Ahmedabad's skyline will look like around the Vastrapur lake. Yet to be made public, this is the final design of the Rs 300-crore AlphaOne city centre project proposed by Delhi-based Alpha G: Corp.

Tipped to be the largest retail-led mixed use development scheme in Gujarat so far at 1 million sq feet, AlphaOne is being designed by Canadian architectural firm ARCOP and will boast of a 22-storey hotel-cum-service apartment and spa block spread over 3 lakh sq ft and a 7 lakh sq ft retail-cum-entertainment zone.

According to sources, IHHR Hospitality of 'Ananda in the Himalayas' fame will set up the five-star hotel under its Ista brand. AlphaOne has already roped in Shoppers' Stop for a 1 lakh sq ft lifestyle store and a 1.30 lakh sq ft Hypercity outlet at the mall and has inked an agreement with movie exhibitor Shrovan Shroff's Shringar for a specialised lounge cinema project spread over 50,000 sq ft.

When contacted, Alpha G:Corp CEO S K Sayal admitted that while deals had already been inked with a few players, talks were underway with several leading international and national brands.

"These tie-ups, and others in the pipeline, will give our customers across the board a truly international shopping experience with the choicest range of products and services at an assured and consistent value,"



A computer generated image of the proposed city centre near Vastrapur lake in

Sanyal said.

According to sources, the concept is to develop AlphaOne as a single destination point for the entire city. The retail development would cater to special and daily shopping needs, fine dining as also inexpensive cuisine, and

large-scale entertainment to suit different tastes and preferences.

While Auda has recently cleared the plans for the project, which is being pitched as a single point destination for the entire city, the excavation work is expected to kick off by October

2006.

Alpha G: Corp had along with local partner Ruchi Enterprises acquired around 35,000 square metres plot at a cost of Rs 55 crore at an Auda auction in early 2005.

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company is also developing an AlphaOne at Amritsar. It is also currently executing townships, retail malls, offices and residential developments across various cities in Northern and Western India like Gurgaon, Jaipur and Karnal among others.