

Alpha G:Corp's 75 Value Added Business Associates (VABA Realtors) Meet For the Launch of Private Placement at Alpha International City, Fatehabad

The upcoming Rs. 200 crores Alpha International City, Fatehabad being developed by Alpha G:Corp is an integrated township project spread over 51 acres of land in the pristine Sector 4, located on NH-10. The self-contained, integrated township is designed primarily for the existing residents of Fatehabad, Sirsa and Hissar. This eco-friendly, integrated township presents the opportunity to Alpha G:Corp to deliver a fully sold model township in a tier 3 town when actual users are becoming the majority in current market conditions.

New Delhi, Delhi, August 4, 2008 /[India PRwire](#)/ -- Alpha G:Corp's upcoming Rs. 200 crores Alpha International City, Fatehabad being developed by Alpha G:Corp is an integrated township project spread over 51 acres of land in the pristine Sector 4, located on NH-10. The self-contained, integrated township is designed primarily for the existing residents of Fatehabad, Sirsa and Hissar. This eco-friendly, integrated township presents the opportunity to Alpha G:Corp to deliver a fully sold model township in a tier 3 town when actual users are becoming the majority in current market conditions.

Alpha International City, Fatehabad, has prominent frontage for the township, with prime catchments of residential colonies in close proximity. District Fatehabad is also the gateway to Punjab and Rajasthan from Haryana and is the new Granary Depot of Haryana. The project site is 2 kms. from the upcoming new Inter State Bus Terminus (ISBT). The plot sizes for Alpha International City, Fatehabad will comprise of 290 sq. yds; 360 sq. yds; 500 sq. yds and 970 sq. yds. For the initial private placement, 60 plots have been allotted at a special price before the market launch of the project. The Basic Sale Price (BSP) for private placement is Rs. 5450 per sq. yd., External Development Charges (EDC) will be Rs. 1030 per sq. yd, along with Rs. 100 per sq. yd. for the Interest Free Maintenance Security (IFMS) apart from Preferential Location Charges (PLC) where applicable.

To ensure transparency and professionalism in transactions with end-users to the maximum extent, Alpha G:Corp appointed VABA (Value Added Business Associates) from among established and professional realtors. A total of 75 brokers attended the recently concluded Alpha International City (AIC), Fatehabad brokers' meet to commemorate Alpha G:Corp's second integrated township project after the launch of their flagship 300+ acres eco-friendly, self-contained township in Karnal. Brokers were identified as per special norms drawn up in this regard and some were subsequently selected for this program and were inducted as per Alpha G:Corp's value systems and overall objectives and allotted the status of VABA (Value Added Business Associates).

Due evaluation of customer satisfaction as a performance measure of their projects gears Alpha G:Corp towards long-term success. The company will incorporate global best practices in Fatehabad in keeping with their goal of consistently delivering benchmark properties that deliver beyond expectations. As reported, **Fatehabad would also be a big beneficiary being in proximity of 20 kms. from the proposed site of the Civil Nuclear Power Plant if the UPA wins the confidence vote on the ongoing nuclear deal in Parliament.**

The setting up of infrastructure like the designated Fatehabad marketing office, leveling of the site and development work on the site is in progress. All specifications and designs are as per HUDA norms with all requisite approvals. Alpha G:Corp has laid down timeframes to ensure that the establishment of such infrastructure is complete and beyond expectations at the time of possession, which is May 2009. Besides, soil conditioning along with reduction of heat islands with grid paving in the initial stages will lead to a refreshing landscape and exterior design would transcend generations. The other environmental initiatives to be undertaken are also simple and sustainable: Green belt development including good species and eco-friendly plantation of trees, herbs and shrubs will ensure a balanced and natural environment. To make the Alpha International City in Fatehabad a truly novel and eco-friendly township, design and plans for the integrated township include implementation of extensive development of Green Belt, Rainwater Harvesting, Energy Conservation Systems & Installations, Vermiculture and Segregation & Management of Waste -- Solid and Liquid with a large-scale, advanced and eco-friendly Sewage Treatment Plant on the site.

Mr. S. K. Sayal, Director & CEO, Alpha G:Corp, commented, "Keeping in mind the ever-growing demand for premium space and amenities, Alpha G:Corp is committed to first putting in place the entire infrastructure of their projects well before the delivery date. This is to facilitate ideal working and living environment for our buyers and

residents, not just for their lifetimes but also that of their successors. There is a pressing need for corporate values and systems in the real estate industry in India. With the Alpha International City, we will transcend all established standards and deliver living spaces to our buyers that will become the benchmark for others within industry to imbibe and hence, we pioneer the best systems and practices in the industry. Our inspiration to forge enduring and win-win relationships with customers, shareholders and business associates alike are the biggest contributing factors to our innovations. "Alpha G:Corp's continued growth depends on factors such as recognition and remuneration of talented co-workers and associates in a work culture that promotes teamwork and innovation. At the recently concluded **Asia Pacific Real Estate Awards, 2008** held in Shanghai, China, companies were nominated on their overall market contribution, quality of customer service, innovation and commercial success. **Alpha G:Corp's GurgaonOne, was short-listed as semi-finalist for the Awards - Residential Development** as well as **Asia Pacific Sustainability Project of the Year Award**, a category for Sustainable Projects sponsored by Jones Lang LaSalle featuring Green Projects from the entire Asia Pacific Region. **Alpha G:Corp's Golf View Corporate Towers** was also certified '**Highly Commended**' in the **Best Developer – Commercial/Office (Built) category** in the recently concluded **Cityscape Asia Real Estate Awards 2008 held at Singapore.**

Mr. Prodipta Sen, Vice President, Marketing & Corporate Affairs, "The integrated township offers the ideal environment spread across 51 acres of plotted development backed by benchmark, eco-friendly infrastructure and advanced civic amenities. The plotted development will be followed by retail, commercial, educational and healthcare establishments to establish an integrated and self-contained township. The VABA program with selected realtors is by way of being a strong facilitator to create awareness among the target audience and buyers about our track record, business culture and overall objectives. Alpha G:Corp has also taken the pioneering step of establishing an internal professional maintenance division, Alpha Facility to service the amenities in all their projects throughout the year, including the Alpha International City in Fatehabad."

In July 2006, Morgan Stanley Real Estate invested Rs. 300 crores in Alpha G:Corp in view of the professional management team's reputation for professionalism and innovation, as also for their globally practiced asset management models in real estate. Importantly, Alpha G:Corp initiates projects only after procuring all required regulatory licenses from the Government for all projects without exception. Projects undertaken by Alpha G:Corp have separate, designated bank accounts and funds received from buyers get deposited directly in the respective project's dedicated account. All Alpha G:Corp's ongoing and planned projects are 100% FDI compliant.

Alpha G:Corp is developing landmark city centre projects, integrated townships ranging from 55 acres to 300+ acres, large-scale city centre mega malls, office space and prestigious, gated residential projects spread across the country, encompassing Karnal, Ahmedabad, Amritsar, Delhi NCR, Goa, Fatehabad, Gurgaon, Kurukshetra, Jaipur and Meerut and also actively evaluating other cities in Gujarat, Punjab, Rajasthan and Madhya Pradesh.

Notes to Editor

PR GRID is a public relations consultancy formed in 1996.

For more information, please contact:

Richa Katiyar
PR Associate

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.