

BHUMIKATM
REALTY
Curating Spaces | Touching Lives

YEARS
60+
OF TRUST



Indicative Image



THE ICON

PREMIUM RETAIL | EXCLUSIVE RESIDENCES | LUXURY HOSPITALITY

PREMIUM ANCHOR SPACE – LEVEL 1

THE FLAGSHIP RETAIL DESTINATION OF FARIDABAD



A NEW RETAIL ERA FOR FARIDABAD

Faridabad's First Truly Premium Anchor
Experience

Faridabad is entering a new phase of lifestyle evolution - one that demands large-format, premium retail experiences previously available only in Delhi, Noida or Gurugram.

LEVEL 1 PREMIUM ANCHOR SPACE IS DESIGNED TO:

- Introduce International-Scale Retail Formats To The City
- Offer A World-class Shopping Experience Close To Home
- Become The Most Visited And Trusted Retail Destination In The Mall

ONE-STOP SHOPPING FOR ALL AGE GROUPS

Everything Under One Roof For Everyone

The premium anchor space is curated as a complete shopping universe, catering seamlessly to all age groups and lifestyles.

IDEAL BRAND CATEGORIES:

- › Premium Department Stores
- › International Fashion Anchors
- › Premium Indian Fashion Brands
- › Electronics & Lifestyle Anchors



Indicative Image



Indicative Image

LEVEL 1 ADVANTAGE – VISIBILITY THAT SELLS

Positioned For Maximum Footfall
& Conversion

Located on Level 1, the anchor space enjoys the strongest commercial advantage within the mall.

LOCATION BENEFITS:

- Immediate Visibility From Main Entrances
- Direct Access From Escalators And Lifts
- Natural Spill-Over From Food Court, Retail And Entertainment Zones
- High Walk-In Frequency Across Weekdays And Weekends

THIS ENSURES:

- Consistent Footfall
- High Brand Recall
- Strong Sales Performance

SHOPPING EXPERIENCE – DESIGNED FOR COMFORT & SCALE

A Premium Retail Environment

THE ANCHOR SPACE DELIVERS A GLOBAL - FORMAT SHOPPING EXPERIENCE WITH:

- › Wide Floor Plates And Large Storefronts
- › Elegant Façades And Premium Finishes
- › Easy Navigation For Families And Senior Citizens
- › Comfortable, Clutter-Free Shopping Zones

PERFECTLY SUITED FOR:

- › Family Shopping
- › Leisure Browsing
- › Bulk And Repeat Purchases



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INVESTOR ADVANTAGE - STRONG SHORT-TERM RETURNS

Stable Income Immediate Yield

Anchor spaces are the backbone of successful malls and offer high investment security.

SHORT-TERM FINANCIAL BENEFITS:

- High Monthly Rentals Due To Large-Format Leasing
- Lease With Reputed National & International Brands
- Predictable Cash Flow From Day One
- Faster Leasing Compared To Inline Stores

ANCHOR TENANTS ENSURE:

- Operational Stability
- Reduced Vacancy Risk
- Consistent Revenue Generation

LONG-TERM VALUE & CAPITAL APPRECIATION

An Asset That Grows With the City

AS FARIDABAD'S FIRST LUXURY MALL MATURES, THE PREMIUM ANCHOR SPACE BENEFITS FROM:

- Strong Capital Appreciation
- Periodic Rental Escalations
- Rising Brand Demand For Large-Format Stores
- High Resale And Exit Potential

ANCHOR SPACES BECOME:

- Institutional-Grade Assets
- Long-Term Wealth Creators
- Safe Investments Across Market Cycles

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RETAIL - FIRST FLOOR PLAN



ANCHOR SPACES - THE ICON - LEVEL 1, SECTOR - 27A, FARIDABAD

PARTICULARS	PER SQ. FT.	AMOUNT (₹)
Average Size	300	
Rate	30,000	90,00,000/-
Less Launch Discount per sq. ft.	1,000	3,00,000/-
Less Channel Partner Discount per sq. ft.	1,000	3,00,000/-
Net Basic Sales Price (BSP)	28000	84,00,000/-

PAYMENT PLAN

OPTION A - ASSURED RETURN SCHEME

On Booking		5,00,000/-
Within 30 Days from Booking (Less Booking Amount)	25%	16,00,000/-
Within 180 Days from Booking*	25%	21,00,000/-
On Completion Of Super Structure Of Retail	25%	21,00,000/-
On Offer Of Possession	25%	21,00,000/-
NET PAYABLE		84,00,000/-

- ▶ Customer Will Get **Assured Return On BSP** On Completing 25% And 50% (Which is 25% + 25%) Net Payable Amount Till Offer Of Possession
- ▶ Balance 50% Payment Of BSP + Other Charges As Per PLP (Possession Linked Plan)
- ▶ * In Case A Client Pays Any Excess Amount Before 180 Days, They Will Receive The Assured Return On That Amount Accordingly (Over & Above 50%).
- ▶ No Assured Return Will Be Applicable If Payment Received Beyond 180 Days
- ▶ 6% Or Actual (Whichever Is Higher) Post Possession Return Guarantee For 36 Months From Offer Of Possession

OPTION B - NPV SCHEME

	%Age	Due Amt.	NPV Discount	NPV Value	Net Amount
On Booking		5,00,000/-			5,00,000/-
Within 30 Days from Booking (Less Booking Amount)	25%	16,00,000/-	32.5%	6,82,500/-	9,17,500/-
Within 180 Days from Booking*	25%	21,00,000/-	28%	5,88,000/-	15,12,000/-
On Completion Of Super Structure Of Retail	25%	21,00,000/-			21,00,000/-
On Offer Of Possession	25%	21,00,000/-			21,00,000/-
NET PAYABLE					71,29,500/-

- ▶ Balance 50% Payment Of BSP + Other Charges As Per PLP (Possession Linked Plan)
- ▶ * In Case A Client Pays Any Excess Amount Before 180 Days, They Will Receive The NPV On That Amount Accordingly
- ▶ 6% Or Actual (Whichever Is Higher) Post Possession Return Guarantee For 36 Months From Offer Of Possession

DHAMAKA OFFER



Apple MacBook Air (15 inch, Apple M4 chip, 256GB)
on completion of 25% Payment in any plan opted



Special Lucky Spin Wheel draw to get Guaranteed Gift worth Rs. 20,000/- applicable on spot booking

*T&C Apply

If the client does not want an Apple MacBook, an amount of ₹90,000 shall be adjusted. | *PLC & Other Charges as Applicable.

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Artistic Impression

FARIDABAD'S FIRST RERA-APPROVED MIXED-USE DEVELOPMENT

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PREMIUM RETAIL | EXCLUSIVE RESIDENCES | LUXURY HOSPITALITY

Where Global Brands Belong. Where Faridabad Shops Premium. Where Investment Finds Stability.



RERA REG. NO.: HRERA-PKL-FBD-793-2025
RERA REG. PROJECT NAME: THE ICON
RERA WEBSITE: WWW.HARYANARERA.GOV.IN

CIN:
U70100DL2019PTC351009

Site Address: NH-19, Plot No. 4, Opp. Metro Pillar
627, Sec - 27/A, Faridabad, Haryana - 121003

Regd. Office Address: 19, Community Centre,
2nd Floor, East of Kailash, New Delhi - 110065

Promoter Name:
Bhumika Shopping Centre India Pvt. Ltd.

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