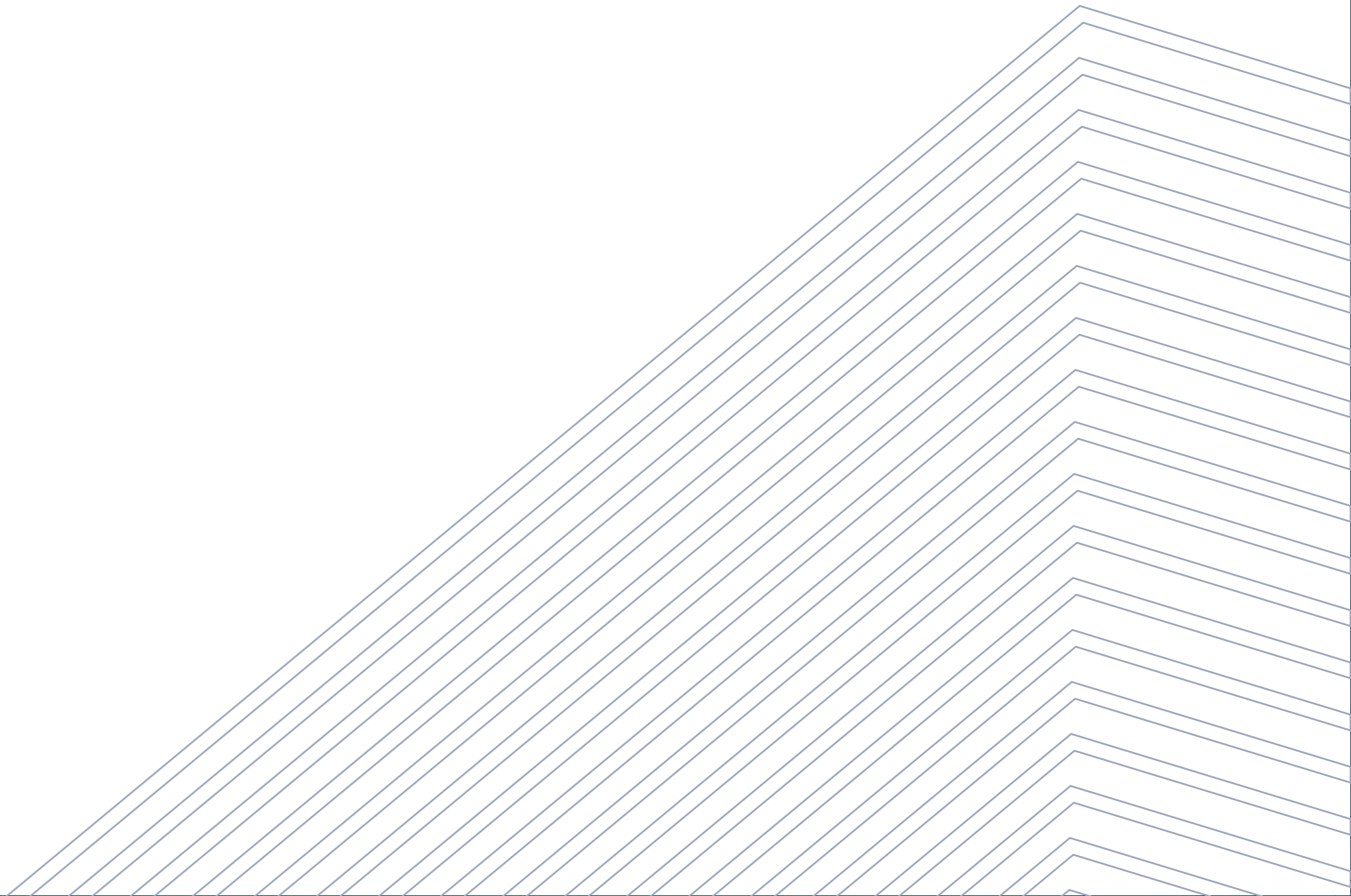




SITE ADDRESS: PLOT NO. A-107, SECTOR 153, NOIDA, GAUTAM BUDDHA NAGAR, UTTAR PRADESH, 201310
RERA No.: UPRERAPRJ423807; Website of UP RERA: www.up-rera.in

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Defy the ordinary and take the triumph
The new norms of work and retail spaces





Stock image for representative purpose only.

THE 4 PILLARS UPON WHICH WE STAND STRONG



PASSION

To fulfil our ambition to ace, we set higher standards and scale new heights with each new initiative.



COMMITMENT

We have been setting benchmarks across the industry by upholding our commitment to a better future.



DILIGENCE

On the back of exceptional planning and execution, we work diligently to provide a superior living experience and deliver sustainable returns.



EXCELLENCE

From land procurement to the possession of the products, we pay close attention to detail at every stage to deliver the best real estate avenues.

T H I N K E X P O N E N T I A L

A well-deserved address that lets you create new paths, break down ideas or devise path-breaking ideas. From line of sight to curve of vision, from a prolific name to even greater recognitions, from an idea that takes you places to taking on the world—your skyrocketing growth starts here.



ACE 153

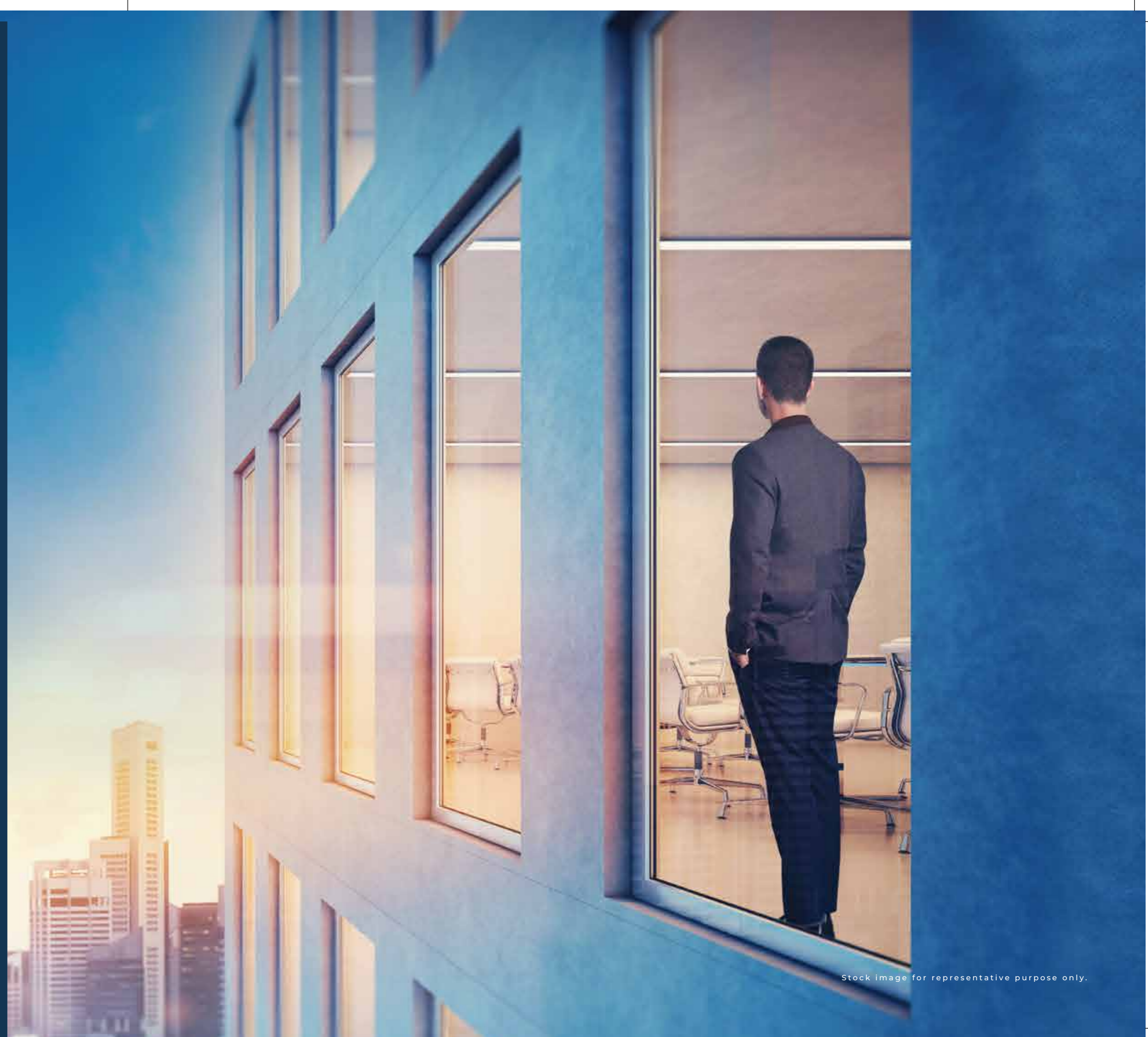
A DYNAMIC & THRIVING BUSINESS DISTRICT

ACE 153 aims to redefine the idea of office & retail spaces by offering multifold excellence. Through fine craftsmanship, strategic planning and unparalleled service, it is positioned to become a landmark offering a supreme experience in the vertical.

Strategically located along the burgeoning Noida-Greater Noida Expressway, ACE 153 positions itself as the centre of the city's growth corridor. The transformative project will undoubtedly catalyse growth in the region.

The remarkable development presents a harmonious blend of high-end retail and office spaces, carefully designed to provide a thriving and interactive environment for businesses to flourish. The landmark has evolved as a key IT and corporate hub, increasing the opportunity for collaboration and networking.

The visionary development transcends the traditional concept of a business centre, offering an immersive experience that seamlessly blends contemporary design, sustainability and community-driven spaces. It paves the way for a new era of collaborative success, holistic well-being and boundless opportunities.



Stock image for representative purpose only.



**A NEW-AGE BUSINESS
LANDMARK BECAUSE
SUCCESS IS A DECISION**

Artist's impression

PROJECT HALLMARKS

- High-Street Retail, Office and F&B Pavilion
- Perfect Location with Seamless Connectivity
- Architectural Masterpiece Sprawling over 88,000 sq. m.
- Sought-After Location of Sector 153, Noida
- 1800 sq. m. State-of-the-art Club-Martini
- Attractive Water Plaza

SPECIFICATIONS



**NUMBER OF
TOWERS: 2**



**NUMBER OF STOREYS
TOWER 1: G+21 | TOWER 2: G+20**



**TOTAL PLOT AREA:
20000 SQM**



**RETAIL SPACE
3 BLOCKS (G+2)**



BASEMENT: 2

AN ADDRESS THAT BRIDGES THE GAP BETWEEN BOTH WORLDS

Located along the flourishing Noida-Greater Noida Expressway, ACE 153 is the sector's growth engine, attracting both corporations and customers. The mixed-use development blends office spaces with retail and F&B, which are deemed to be consistently desirable.

LOCATION HIGHLIGHTS



About 500 m from the Expressway



Walking distance from the Metro Station



One of the first institutional sector in Noida while coming from Jewar Airport



One of the largest IT/ITES plots in Sector 153



Part of huge office cluster spread across Sector 153 & 154



Massive residential catchment in close vicinity

LOCATION MAP →

LEGENDS

- School / College / Institutes
- Landmark
- Commercial Complex
- Metro
- Hospital
- F1 International Circuit
- Mall
- Metro Line
- Park
- Expressway

MAP NOT TO SCALE





Artist's Impression



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PRIME LOCATION WITH PROXIMITY TO ICONIC LANDMARKS



CITY NODES & TRANSIT

- Noida-Greater Noida Expressway
- Aqua Metro Line
- Upcoming FNG Expressway
- DND Flyover
- Upcoming Jewar International Airport



CORPORATIONS NEARBY

- Tata Consultancy Services
- Paytm
- Kent
- Wipro



MODERN ARCHITECTURE INSPIRED BY AERONAUTICAL EXCELLENCE

ACE 153 boasts state-of-the-art architecture that redefines office and retail space. The business towers resemble a pair of aircraft wings, creating an elegant profile against the sky. While the glass curtain walls capture the changing colours of the sun, the aluminium accent frames enhance the elevation.

Inspired by invention and advancement, the towers offer an unmatched view of the outside world while maintaining a soaring interior space. The entire development depicts futuristic, enigmatic, and emotive architecture.

ACPL Design Ltd.
Architectural Consultant

Ms. Sanju Bose
Landscape Consultant

STYLISH GLASS FACADE FOR A DAZZLING VISUAL IMPACT

The towers are designed to provide a sense of gravity and dominance by leveraging the ability of glass to bring natural light deep into the building and provide an unmatched view of the outside world. The striking design is complemented by aluminium accent frames, which add to the sophisticated appearance.

IGBC GOLD CERTIFICATION A STEP TOWARDS GREEN CITIES

The IGBC (Indian Green Building Council) is an association that promotes sustainable building practises in India. It has developed the IGBC Green Building Rating System, which provides a framework for assessing building environmental performance. The rating system covers various aspects such as site selection and planning, water efficiency, energy efficiency, material selection, indoor environmental quality and innovation.

ACE 153 has proved its commitment to energy efficiency, water conservation and indoor environmental quality by achieving this accreditation.



AN ASSET WITH A POTENTIAL OF EXPONENTIAL RETURNS

OFFICE SPACES

The unique business space design creates an efficient planning envelope with standard floor patterns tailored for optimal efficiency. The office spaces exude grandeur with lavish lobbies and glass curtain walls. Standing at the edge of the central water plaza, the Grade A twin towers offer panoramic views of the expressway and upcoming golf course.

SALIENT FEATURES

- Modern architecture redefining office space
- Lavish entrance lobbies
- Glass curtain walls
- Standard floor patterns customisable for efficiency



SHOPPERS DELIGHT IN A PREMIER RETAIL DESTINATION

RETAIL AND F&B SPACES

Inspired by historic arcades, the axial paths connecting the stacked pavilion offer a striking ambience for a one-of-a-kind visiting experience. Overlooking the water plaza and the twin tower building, the external patio is lively, while the rooftop terrace offers exclusive dining experiences with panoramic views of the expressway.

SALIENT FEATURES

- G+2 retail area at the entrance
- A striking central water feature
- Open-edge corridor circulation
- Landscaping supremacy
- AI fresco dining options
- Event arena
- Retail boulevard for maximum visibility
- More than about 12,000 employees to drive retail



AN EXCLUSIVE MEMBERS-ONLY CLUB MARTINI BY ACE

Spread across about 1800 sq. m., the clubhouse is a fusion of elements representing health, intellectual stimulation and fun, just like the iconic cocktail. With its modern and lively environment, Club Martini aims to let its members transition seamlessly between work and play.



SALIENT FEATURES



EXCLUSIVE CLUBHOUSE FOR LEISURE, NETWORKING AND GROWTH



SPREAD ACROSS ABOUT 1800 SQ. M.



MODERN AND LIVELY ENVIRONMENT



UNIVERSAL ACCESS MEMBERSHIP CARD

CLUB MARTINI BY ACE

SALIENT FEATURES



TOP-OF-THE-LINE CONCIERGE SERVICES



GRAND LOUNGE AREA



BOOK READING



WINE TASTING



WELL-STOCKED BAR



EXCLUSIVE PRIVATE LOUNGES



STATE-OF-THE-ART GYMNASIUM, YOGA AND PILATES STUDIO



MASTER PLAN



LEGENDS

- 1 - ENTRY
- 2 - EXIT
- 3 - RAMPS IN AND OUT FROM BASEMENT
- 4 - TOWER ENTRY
- 5 - SEATING PLAZA
- 6 - WATER FEATURE
- 7 - ELECTRICAL SERVICES
- 8 - LIFT & ESCALATOR
- 9 - PLANTING BANDS
- 10 - SURFACE PARKING
- 11 - EVENT AREA
- 12 - CENTRAL WATER BODY

COMPLETED PROJECTS

ACE Platinum | ACE Aspire | ACE City | City Square

ACE Studio | ACE Golfshire | ACE Capitol

ACE Divino | ACE Parkway | ACE Palm Floors

ONGOING PROJECTS

ACE Medley Avenue | ACE Starlit | ACE 153

JOINT VENTURES

Godrej Golf Link | Godrej Palm Retreat

ATS Destinaire | County 107 | Prestige

"The best way to predict your future is to create it."

Peter Drucker