



**A golden opportunity**

## To develop an Integrated Complex near Mathura Road, New Delhi

### INVITATION FOR BIDS ON A TWO-BID SYSTEM

New Okhla Industrial Development Authority has planned to develop an Integrated Complex of approx. 260 acres on lands located near **Mathura Road, New Delhi, and Okhla, New Delhi**, in a partnership with private developer/ consortium. The larger land parcel is located on **NH-2 Corridor**, and its proximity to Metro Station makes it a seamless destination.



The project contours, its structure and draft project agreement, along with eligibility criteria, have been detailed in the Bid Documents (Parts I, II, III) which could be obtained from the NOIDA office upon a written request accompanied by a demand draft for Rs. 10,000/- (Rupees ten thousand only) in favour of **New Okhla Industrial Development Authority**, payable at New Delhi/NOIDA.

#### KEY DATES OF THE BID PROCESS STAGES ARE AS FOLLOWS:

<b>Issuance of Bid Documents</b>	From NOIDA Office, Sector-6, Noida, on all working days till January 28, 2009, upto 16:00 hrs.
<b>Pre-Bid Conference</b>	At 11:30 hrs on January 09, 2009, at Indira Gandhi Kala Kendra, Sector-6, Noida
<b>Last date for submission of Bids</b>	Till January 29, 2009, upto 12.00 hrs
<b>Opening of Technical Bid</b>	On January 29, 2009, at 13.00 hrs

NOIDA reserves the full right to change the project scope and/or terminate the bid process at any stage without assigning any reasons & without any prior notice and no claim of any nature from anyone in this regard shall be entertained.

The Bid Documents may be obtained from the Asst. General Manager (Group Housing):

**New Okhla Industrial Development Authority**

Main Administrative Building, Sector-6, Noida 201 301, Fax: 91-120-2422210 / 317

Email: [noida@noidaauthorityonline.com](mailto:noida@noidaauthorityonline.com), Website: [www.noidaauthorityonline.com](http://www.noidaauthorityonline.com)

# BID DOCUMENTS

for Integrated Complexes near Mathura Road & Okhla, New Delhi

## Part II Project Information Memorandum (PIM)



## DISCLAIMER

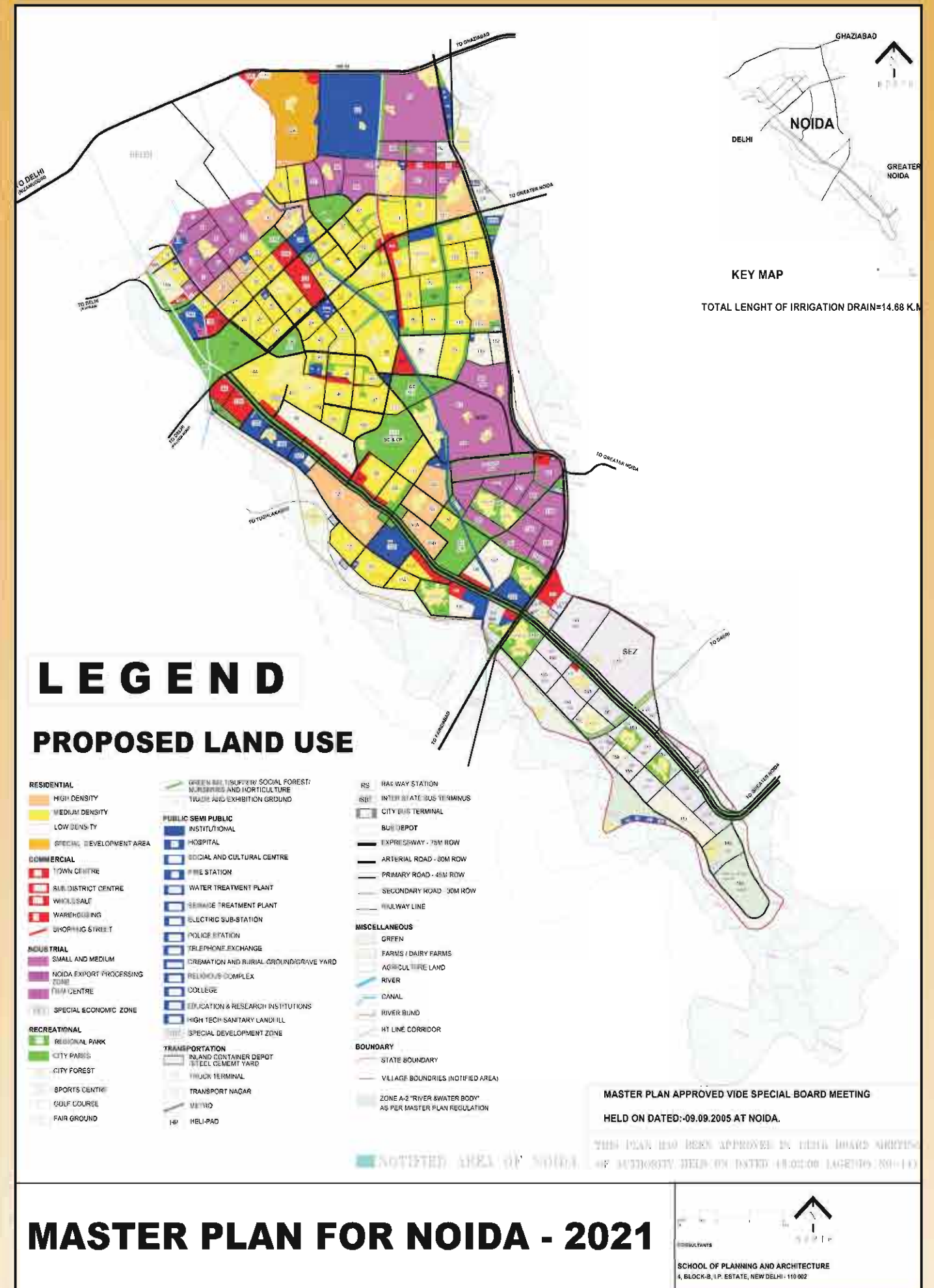
The information contained in this Bid Document or subsequently provided to Bidder(s), in documentary form by or on behalf of New Okhla Industrial Development Authority (NOIDA) or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this Bid Document and any other terms and conditions subject to which such information is provided.

The purpose of this Bid Document is to provide interested parties general information and broad salient features to assist the formulation of their Bid. The Bid Document does not support to contain all the information each Bidder may require.

NOIDA may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this Bid Document at any stage.

## CONTENTS OF BID DOCUMENTS

Part	Document Description
<b>I</b>	Instruction to Bidders
<b>II</b>	Project Information Memorandum (PIM)
<b>III</b>	Draft Project Agreement (DPA)



# MASTER PLAN FOR NOIDA - 2021

## CONTENTS OF PIM

The "Project Information Memorandum (PIM)" is being issued to applicants as Part II of the Bid Document and must be read in conjunction with the Part I Instructions to Bidders (ITB) of Bid Documents.

This PIM document provides the applicants the information about the proposed development of land in Delhi to enable them to make an assessment of the Project & help them in submitting their bids in response to the Invitation for Bids.

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### 3.2 Primary Demand Survey

In order to make a realistic justification of the actual demand, market survey of various possible real estate products and key players (developers/investors/operators) in Delhi was undertaken by IASPL. All the respondents shown a keen interest in the said development and believed that the Site has immense potential for integrated development. The primary survey also revealed that the said Project has potential to achieve higher premium as compared to the other projects due to its prime locations as well as due to various infrastructure development activities taking place near the Site.

### 3.3 Conclusion

The real estate market assessment, primary survey feedback & the proposed changed land use for the Project Land, conclude that it is suitable for integrated development having modern facilities. However final scheme will be designed by the developer in accordance with the applicable development control norms and bye-laws.

## 4.0 DEVELOPMENT CONTROL AND BUILDING REGULATIONS

### 4.1 Proposed Land Use for the Project Land

The broad landuse classification of the Project Land (Both Site A & B) as planned by NOIDA is as below:

Land use	% Allocation
Residential	50%
Commercial	15%
Institutional	5%
Recreational, Transport, Road and Circulation	30%

### 4.2 Major Building Control & Byelaws

The norms for layout plans and building controls will be applicable as per the Delhi Master Plan 2021 and prevailing Building Bye Laws of DDA.

## 1.0 INTRODUCTION

The NOIDA Authority is desirous of developing an Integrated Complex on its lands near Aali Village, Mathura Road, New Delhi and Okhla, New Delhi which is presently lying unused.

This PIM provides the site information, development controls and building guidelines etc.

Applicants are advised to make an independent assessment of the Project at their end, make site visits & carry out necessary investigations and due diligence & check the adequacy of the information given in the PIM.

## 2.0 SITE FEATURES

### 2.1 Location & Area

#### Site A

The larger Project Land parcel admeasuring approximately 236 acres is located off Mathura Road (NH-2) near Aali Village in South Delhi. The site is located opposite to Mohan Cooperative Industrial Estate and near Badarpur.

The Land is irregular in shape and topography is generally flat with gradual slope towards east.

The Project Land is surrounded by following:

**North:** Sarita Vihar

**South:** Aali Village Settlement

**East:** Agra Canal

**West:** DDA Land along Mathura Road

#### Site B

The smaller Project Land parcel admeasuring~29 acres is located near Jamia Millia University Campus in Okhla Area of Delhi.

### 2.2 Accessibility to the Site

The Project Site A is accessible through two major roads, Mathura Road (NH-2) & Aali Village Road. The Project Site is also well connected to other important locations in Delhi & NOIDA. The Project Site is envisaged to have good Metro connectivity in future.

### 2.3 Existing Development

The entire Project Site A admeasuring approximately 236 acres is lying vacant having trees & bushes all over it. Similarly, Site B admeasuring approximately 29 acres is also lying vacant.

### 2.4 Infrastructure Availability

#### 2.4.1 Water Supply

Currently water is being supplied by Delhi Jal Board to the areas surrounding the Project Land through its distribution network in the area.



## 5.0 PROPOSED DEVELOPMENT MIX

### 5.1 Site Potential

#### Strength

- The Project Land are well connected with the other parts of the city, particularly to major trade and economic centres, railway station, airport etc.
- The sites are easily accessible by different public transportation modes e.g. road, rail and planned metro etc.
- The sites are in close proximity to some of the commercial areas like Jasola Business District, Nehru Place etc.

#### Opportunities

- Project sites are strategically located to serve a large catchment area.
- No such large scale real estate development is planned in the vicinity of the Project Lands. This site can get the first mover advantage.
- The running of Metro and upcoming commercial development in the vicinity of Project Land like Jasola Business District, will help to transform the perception of the area and stimulate development.

### 5.2 Proposed Development Integrated Complex

Based on the proposed changed land use and strengths of the location for both the sites, integrated complex appears to be the most pragmatic way to exploit the potential of the Project Land .

The proposed development for the Project shall include residential, commercial, institutional and recreational activities, and will also include all supportive facilities/amenities.

#### 2.4.2 Power Supply

Currently the private distribution agency South West Delhi Power Limited is supplying electricity to this area of the city.

#### 2.4.3 Sewerage

Delhi Jal Board is the agency responsible for maintenance of the sewer and final treatment of the waste.

#### 2.4.4 Storm Water Drainage

The Project Land has good natural drainage and ample open areas, therefore, no major water logging occurs at the Site.

#### 2.4.5 Solid Waste Management

Currently, there is MCD garbage collection point near Aali village, from where the MCD takes it away to landfill site.

### 3.0 DEMAND ASSESSMENT

#### 3.1 Delhi Real Estate Market

Delhi's booming economy, consumer market and a steadily improving quality of life makes it one of the hottest destinations for real estate investments. Delhi Metro also is hugely responsible for the economic growth of the region and the city in particular. It has not only contributed in the convenience of its citizens but has also helped investment opportunities in Delhi and the adjoining regions. Consequently, the property prices in Delhi and surrounding satellite towns have increased manifold in the recent past.

##### 3.1.1 Residential Market

Delhi's booming real estate prices has witnessed a huge growth in residential market. The prices of apartments, villas & bungalows have grown because of huge spurt in demand. Construction activity has been witnessed all around Delhi including NOIDA, Greater NOIDA, Indirapuram, Vaishali, Gurgaon, Manesar, Faridabad & Ghaziabad.

Delhi's premium residential market witnessed a supply of approx 0.5 million sq ft in Q3'08. With all the prime locations such as Golf Links, Jorbagh, Anand Niketan, Vasant Vihar and Shanti Niketan amongst others contributed to this supply. In the medium-to long-term the city is expected to witness supply in the form of redevelopment projects.

Demand for lease as well as sale of Grade A residential properties remained stable in the prime locations of South and Central Delhi owing to continual interest of expatriates and HNI's in these locations.

The city is witnessing a number of infrastructural projects simultaneously in an attempt to give itself a major facelift for the commonwealth games which leads to temporary demand shift from one area to the other.

#### 3.1.2 Commercial Office Market

The commercial office market of NCR is largely driven by IT & ITES companies. The shortage of large space in New Delhi has led to the growth in the nearby locations such as Noida, Gurgaon, Ghaziabad, etc. In the recent years the Delhi Metro Rail project has also led to a major appreciation in the real estate values.

Q3'08 witnessed a total available supply to a tune of over 3.0 million sq ft under Grade A office category in Delhi and Noida markets. Noida shared close to three-fourth of the total available stock on account of completion of number of IT/ITes projects from DLF, Windsor, Stellar and Princeton among others. The remaining supply was primarily contributed by Jasola, followed by Saket and Connaught Place.

Connaught Place observed robust demand from MNC's and Financial institutions and the companies readily grabbed whatever stock was vacated. Nehru Place and Saket remained the other two prime sub-markets that have shown high consistency in demand. Delhi office market can typically be segmented into the following categories:

**Central Business District:** Connaught Place

**Sub Central Business District / District Centres :** Nehru Place, Janakpuri, Rajendra Place, Laxmi Nagar, Bhikaji Cama Place, Saket, Shivaji Place, Jhandewalan, Netaji Subhas Place, Manglam Place (Rohini).

**Peripheral Business District:** Gurgaon, NOIDA, Ghaziabad, Faridabad, Jaipur Highway (NH-8), Mathura Highway (NH-24), GT Karnal road.

In terms of commercial development many commercial projects already exist in the site catchment area.

#### 3.1.3 Commercial Retail Market

The National Capital Region has been and continues to be the leader in mall culture in India. Organised retailing in the NCR is twice the size of Mumbai, both in terms of shopping mall stock and retailer presence. Rising income levels, increasing demand for branded products and wider acceptance of mall culture has led to massive growth in the shopping mall stock. Retailers are also attracted by the consumer profile of the NCR, with over 40% of household in SEC group A & B.

At present the total Mall stock stands at 8.2 million sq ft of which 2.6 million sq ft is within the city of Delhi. Most stock, however, is concentrated in the main suburban regions of Gurgaon (at 2.6 mn sq ft), Ghaziabad (1.2 million sq ft) and NOIDA (1.1 million sq ft)

Delhi retail market can be segmented mainly into the following two categories:

**Traditional Retail Markets** like Karol Bagh , Walled City, Sarojini Nagar, Lajpat Nagar, INA Market etc.

**High Street Locations** such as Connaught Place, South Extension, Khan Market, Greater Kailash etc.