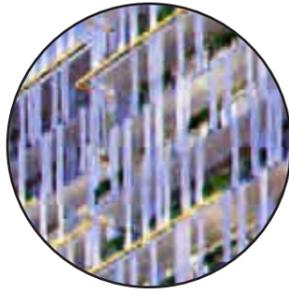
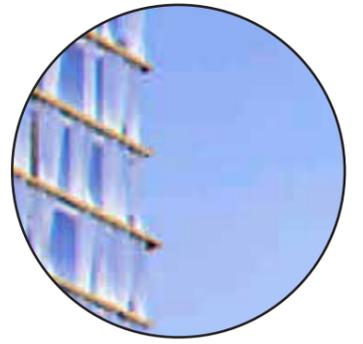




{ Architectural
Landmark }



{ Business and
Leisure Landmark }



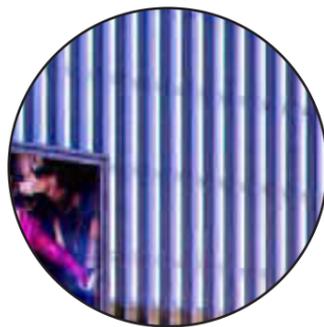
{ Shopping
Landmark }



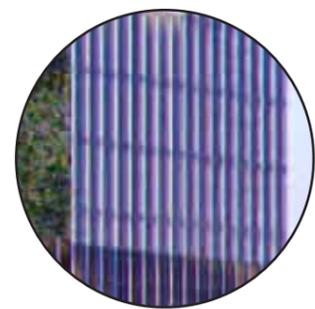
{ Entertainment
Landmark }



{ Lifestyle
Landmark }



{ Green
Landmark }



{ Culinary
Landmark }



ИОФШУ

IRIS BROADWAY

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PRESENTING
IRIS BROADWAY GRENO WEST

A PREMIUM RETAIL-LED MIXED-USE DEVELOPMENT AND ENTERTAINMENT DESTINATION.

IT'S NOT JUST ONE LANDMARK, BUT MANY.



An architectural landmark from the pioneers of landmarks.

What do Ferrari World, City Walk Dubai, the New Bund World Trade Center, Alibaba Headquarters, and Blue Waters–UK have in common with Iris Broadway Greno West? They are all designed by the globally renowned architect Benoy of UK, “Principle Design Consultant”, Iris Broadway Greno West.

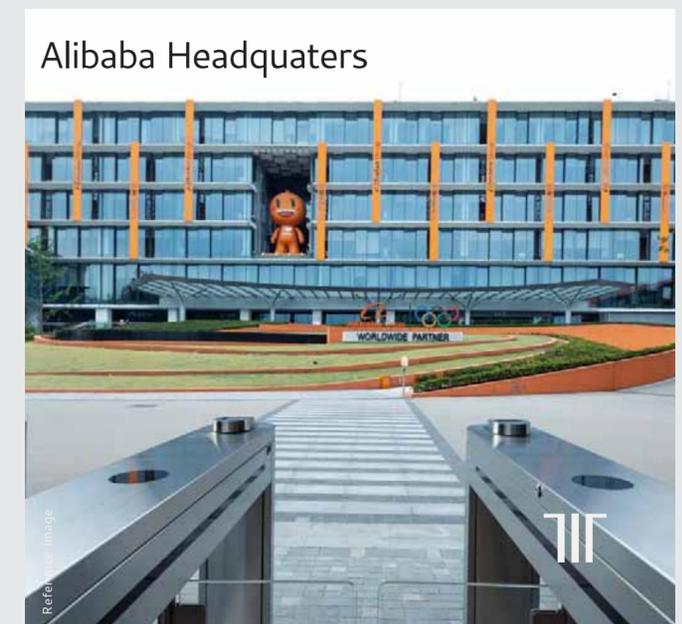


Mike Wilson-MacCormack

Design Director, BENOY UK

The development unfurls to reveal a central courtyard inspired by the golden Laburnum tree which is synonymous with the region. Multiple levels of retail embrace this new social meeting space and with views across the open galleries, guests can take in the full breadth of activity and architectural expression. We desire that Iris Broadway Greno West becomes as much a place to see, as to be seen within. Restaurants and eateries intersperse the retail format, whilst the new hotel and offices bring other audiences to the project, and of course, allow us to create a new landmark design.

BENOY





A photograph of two young girls, one with reddish-brown hair and one with dark hair in a bun, both wearing green dresses. They are standing in a lush, green environment with large tropical leaves, clapping their hands together. The scene is brightly lit, suggesting a sunny day.

A green landmark that

keeps the world cooler.

Iris Broadway Greno West is a one million sq. ft green building with energy-saving features. It has a 25,000 sq. ft central atrium with natural plantations and shading structures. The lifts give you panoramic views of the atrium and the mall houses a roof terrace with a garden, too.



An architectural landmark that

puts the great in Greater Noida West.





Why Greater Noida West?

Because sometimes, location is everything.



Jewar International Airport's foundation laid with an estimated investment of Rs. 30,000 cr



Over Rs. 22,000 cr investment is proposed for setting up data centres in Noida



Rs. 10,000 cr Film City is proposed across Yamuna Expressway



Greater Noida (West) is expected to have 5 lakh apartments in the next 3-4 years with approximately 12 lakh residents



With over 25% area of Greater Noida under green cover, it's one of the most promising cities to live in



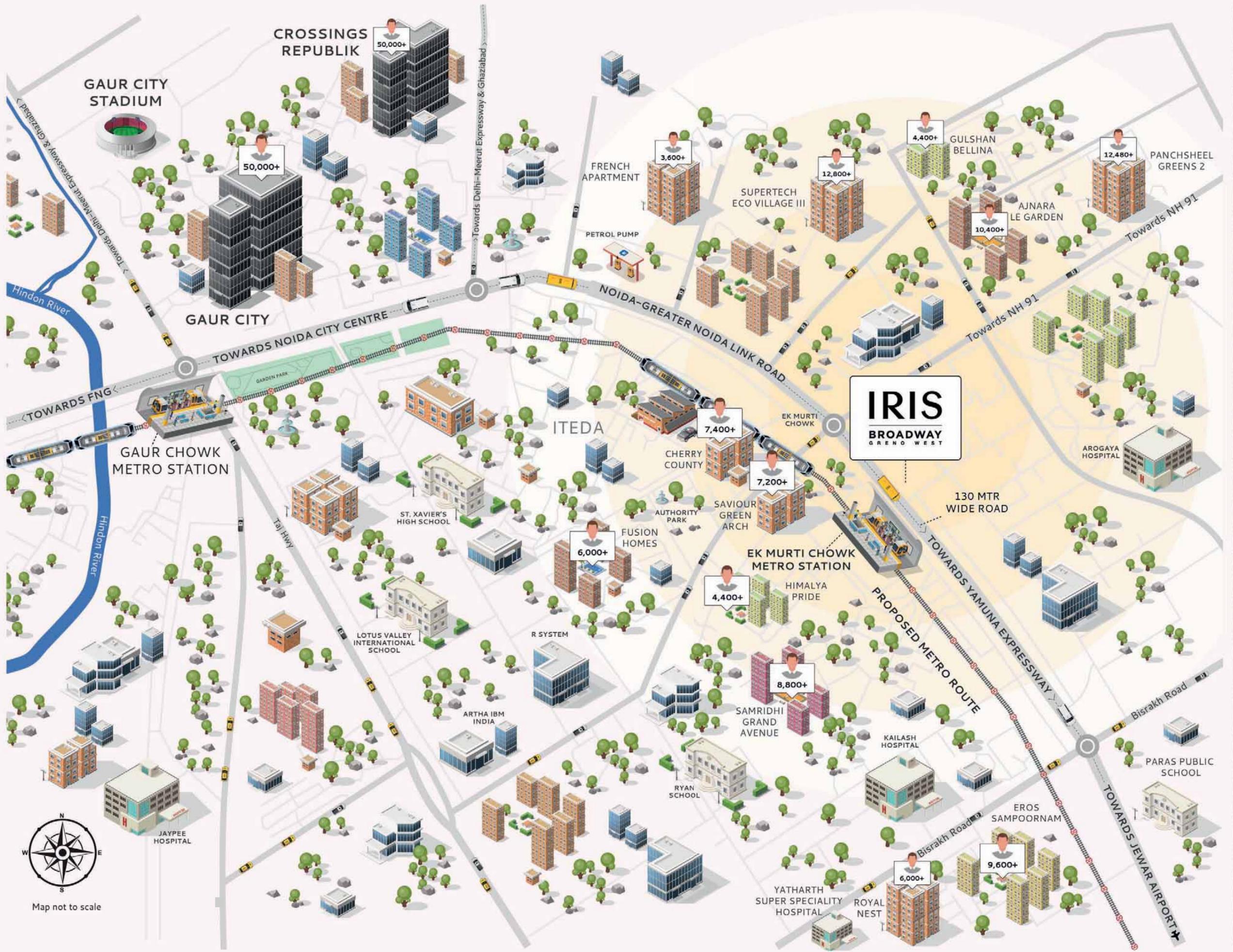
Over Rs. 400 cr Toy City to be set up near Jewar – an alternate to Chinese toy industry



Proposed Delhi-Noida-Varanasi bullet train is likely to be completed by 2029-30



The extension of Aqua Metro Line passing through Greater Noida (West) and connecting to Knowledge Park will prove to be a relief to lakhs of commuters residing in Greno West



 SCHOOLS
 APARTMENTS
 HOSPITALS
 CORPORATE BUILDINGS
 METRO STATIONS
 NUMBER OF RESIDENTS



Map not to scale

A
lifestyle
landmark that
enjoys huge
location
advantages.



FNG Expressway – 5 mins drive



Noida City Centre – 20 mins drive



International schools & universities within 5 mins drive



Delhi–Meerut Expressway – 10 mins drive



Fortis Hospital – 20 mins drive | Yatharth Hospital – 5 mins drive



Taj Expressway – 25 mins drive making it accessible to Jewar International Airport



Iris Broadway Greno West is located at the Ek Murti roundabout on 130 mtr road



The development is situated right opposite to NMRC–proposed Metro station



Ek Murti Chowk – NH-91 connectivity makes the mall accessible to Ghaziabad, Meerut, Dadri, and Bulandshahr



Very close to the originating point of Eastern and Western Peripheral Expressway/DFC



Greater Noida's 1st railway station is proposed near Bodaki, 35 mins drive from the project



Large IT campus like IBM, R System & DELL in close vicinity



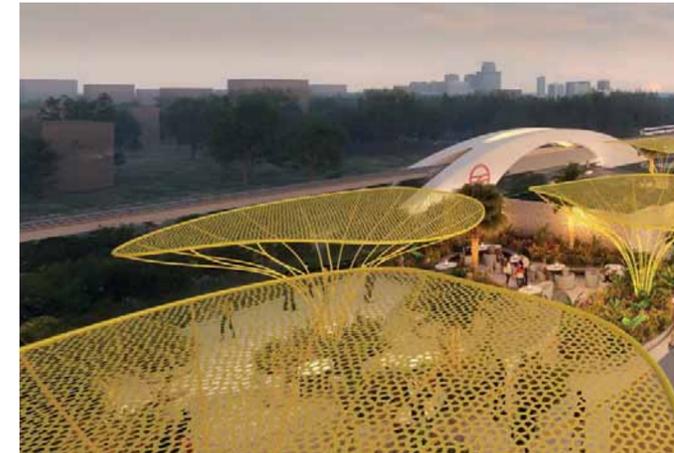
'The Golden Petal' designed by Uncommon Land, UK, adorns the large central atrium of the mall



Express escalator exclusively for the food court



6 independent entry/exit and drop-off points for retail, hotel/banquets, and offices



Upcoming Metro station in front of the mall



6 large anchors with road frontage



Hypermarket



Apparel Anchor



- Triple-height entertainment centre
- Large landscaped terrace restaurants
- Banquet hall with a capacity of 1500-2000 people



Digital Anchor



Home Store



6 Screen Multiplex



- Large conference rooms for all your meeting needs
- Gym & spa to stretch out the overworked muscles

A man with dark curly hair and a beard, wearing a light blue button-down shirt, is leaning forward and talking to a woman. The woman has long dark hair and is wearing a red top, smiling as she holds a white coffee cup. They are sitting at a table with other coffee cups and a blue thermal carafe. The background is a blurred cafe interior.

An everyday landmark with floor plans

for weekend, evening plans and stopovers.

The floor houses outlets for premium brands of international lineage. Shoppers will get a taste of what it's like to be at a global shopping destination as this will have the most exclusive brands at one place.



Upper Ground Floor

Regália



Reference image

A woman with long, wavy brown hair is seated on a light-colored, tufted sofa. She is wearing a short-sleeved, floor-length dress covered in shimmering sequins in shades of gold, silver, and black. Her right hand is resting on a small, metallic, textured clutch bag. The background is a plain, light-colored wall. The overall lighting is soft and warm, highlighting the texture of the dress and the tufting of the sofa.

A shopping landmark that offers

some serious competition to Dubai.



The floor is earmarked for health and fitness brands. Here customers will encounter the most renowned brands in the sports and athleisure space. It is guaranteed to entice and motivate people to start working out, if nothing else, to sport a great brand.



First Floor

JUMPER



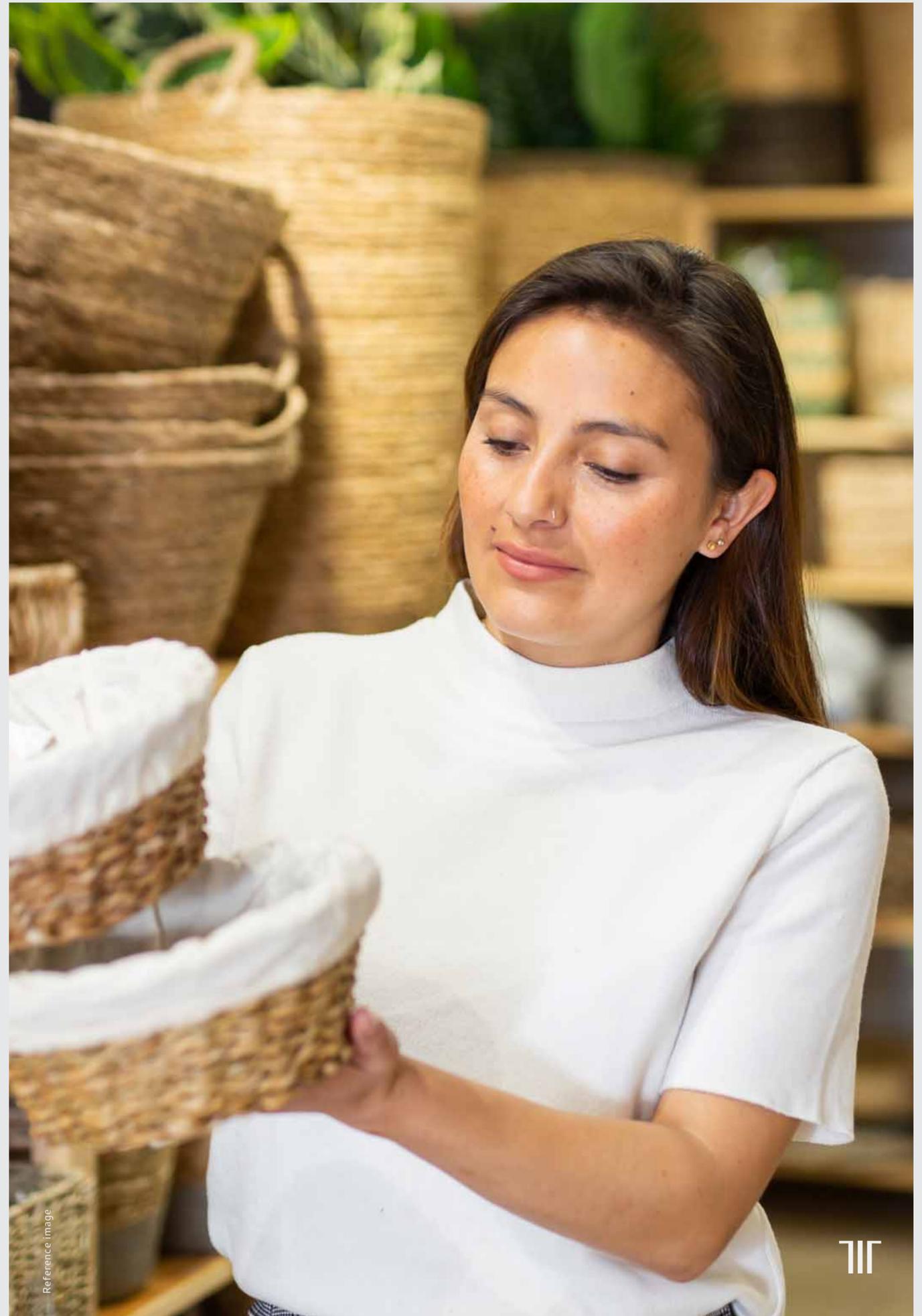
Reference image

A sports landmark that houses

more brands than a stadium.



This entire air-conditioned floor is devoted to all your home-essential needs. Right from a toaster to cushion cover, you will be left spoiled for choice.



Lower Ground Floor

The Essentials

Reference Image



An all-in-one landmark with

more choices than Amazon.



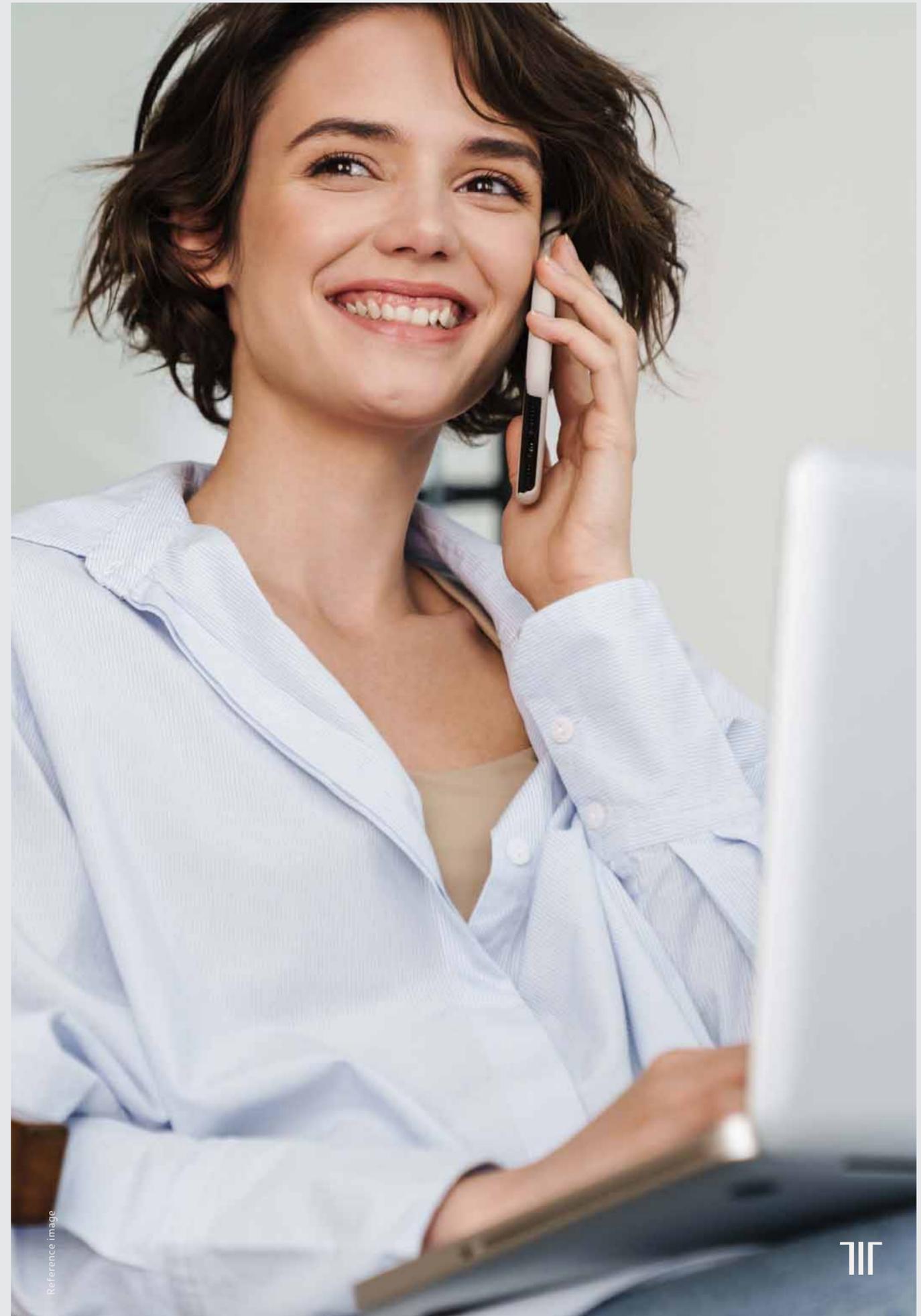
The entire floor, branded Verve, is dedicated to the modern woman. Verve celebrates the women entrepreneurs of today and gives them a platform to take their business ahead.

The left array of the floor is earmarked for trousseau, bags, footwear, and accessories. It will also have salons, spas and other recreational therapy outlets, along with a one-stop-shop for everything to do with weddings and festivals, including customisations and makeovers.

The right array of the floor will have home-essentials and fashion for women and children, along with a toy store. It will also house cafes, boutiques, bookstores, and jewellery outlets.



Second Floor
VERVE



Reference image

A woman with long, straight, light brown hair is shown from the chest down to the waist. She is wearing a white, long-sleeved, button-down shirt with a gathered waist tied in a knot. The shirt has a classic collar and visible buttons down the front. Her hair is blowing in the wind. The background is a soft-focus, golden-brown field, possibly a field of tall grass or wheat, under a bright, hazy sky. The overall mood is serene and elegant.

A fashion landmark curated for women

with more styles than a runway.



The floor has the food court, a foodie's paradise that serves almost every kind of cuisine under the sun. With a variety of dishes to tempt them, those on a diet may want to make every day a cheat day.



Third Floor

WAY TO HEART



Reference image

TIF

A woman with dark hair, wearing a green ribbed sweater, is seated at a table in a restaurant. She is holding a fork to her mouth, with her eyes closed in a state of enjoyment. In front of her is a white bowl filled with a fresh salad, including green leafy vegetables and a piece of grilled chicken. The background is a dimly lit restaurant interior with modern decor, including wooden beams and warm lighting.

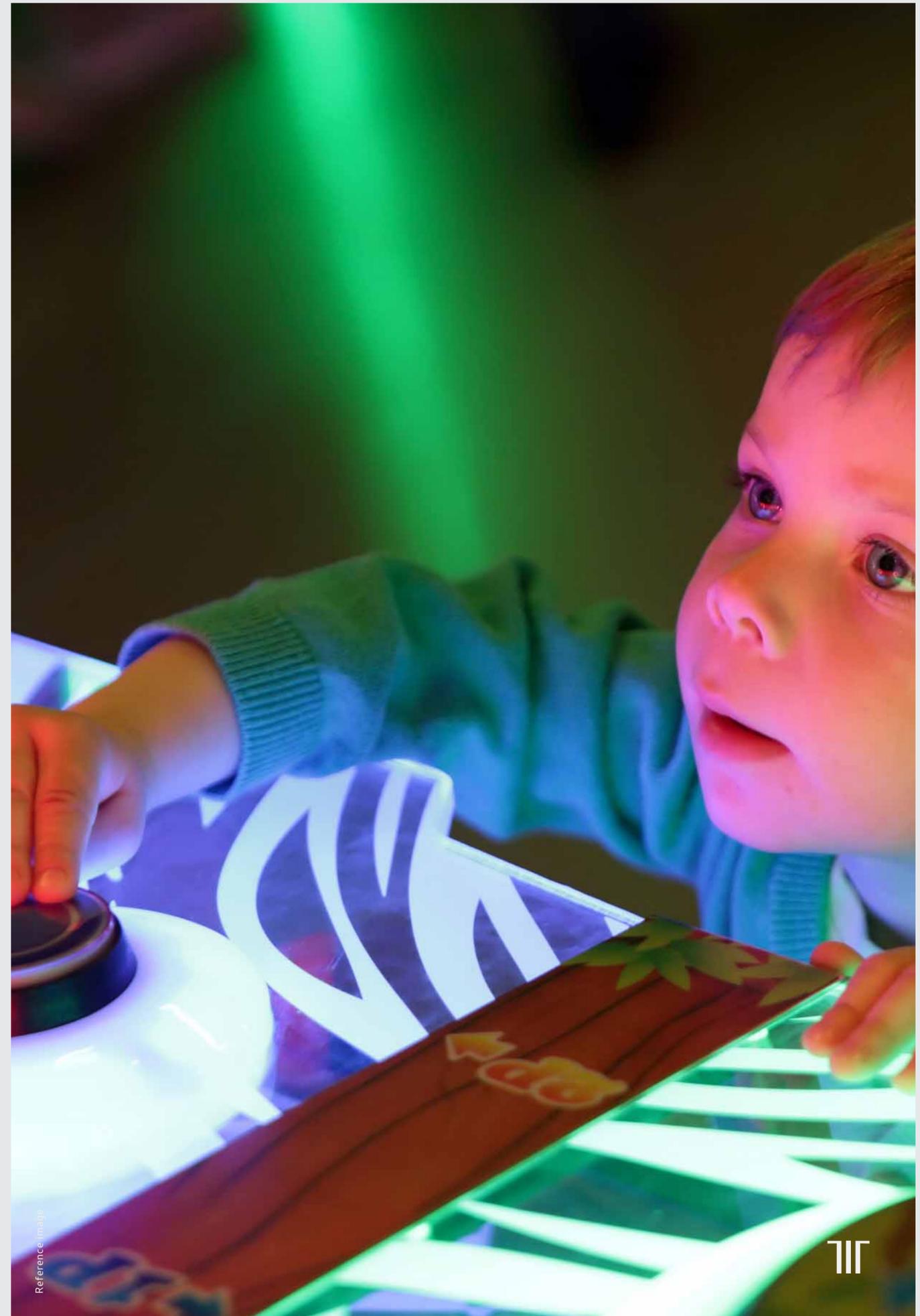
A culinary landmark that has

more dishes than Instagram.

15 multi-cuisine restaurants. 3 large banquets. 50 food kiosks with direct express escalators. Landscaped terraces with 24x7 dining facilities. Truly, Iris Broadway Greno West is a food lover's paradise.



The entertainment zone has facilities for electronic games, multiplex, bowling, and arcades. With so many things to do, it offers fun activities for every member of the family. You can expect people to head here straight after work and on weekends.



Fourth & Fifth Floor



A man and a woman are shown from the chest up, wearing white 3D glasses. They are both smiling and eating popcorn from a large, red and white striped bucket. The man is on the left, and the woman is on the right. The background is dark and out of focus.

An entertainment landmark made for

James Bond, Avengers and Star Wars.

Iris Broadway Greno West has a 6-screen multiplex with more than 1200 seats. Blockbuster movies are made to be shown in theatres like these.



Unwind and replenish. Celebrate and feast.
Wine and dine. Work hard and rejuvenate.
A one-stop destination that speaks the language
of leisure.

The sixth floor is the perfect amalgamation of leisure meets business destination. Be it after-work socialization or a quiet dinner gazing at the city skyline, Aria ensures to make every moment a special one. Adjacent to Aria is a banquet hall with a massive seating capacity, which serves as an ideal spot to host parties, birthday celebrations, luncheons, and business dinners.



Sixth Floor
ARIA



Reference image

A close-up photograph capturing a joyful moment. A woman with long dark hair, wearing a vibrant red dress and a matching choker necklace, is clapping her hands with a wide smile. In the foreground, a man's hands are visible, one of which is placing a diamond ring on the woman's finger. The background is softly blurred, showing warm, bokeh lights and a glass, suggesting an indoor celebration or event.

A leisure landmark that

raises the bar of celebrations.



Plan a perfect banquet event marked with good food, happy faces, and a glamorous atmosphere that leads to an indulgent gathering. Effortlessly host events, parties, ceremonies and weddings in this 25000 sq. ft space with a seating capacity to accommodate 1500 – 2000 people overlooking an adjoining swimming pool, a floating pool bar, a spa bar, and a mini banquet. Here, every day is a celebration.



A mesmerizingly beautiful rooftop restaurant for the food connoisseurs looking for an exclusive dining experience amidst the greens. An ideal place to host private dinner, a romantic dinner, or a family gathering. Enjoy the breeze brush past your hair while you take a sip of your favourite wine.

Omega is a 30-floor high office tower with a dedicated business centre, waiting lounge, gym, and cafeteria.

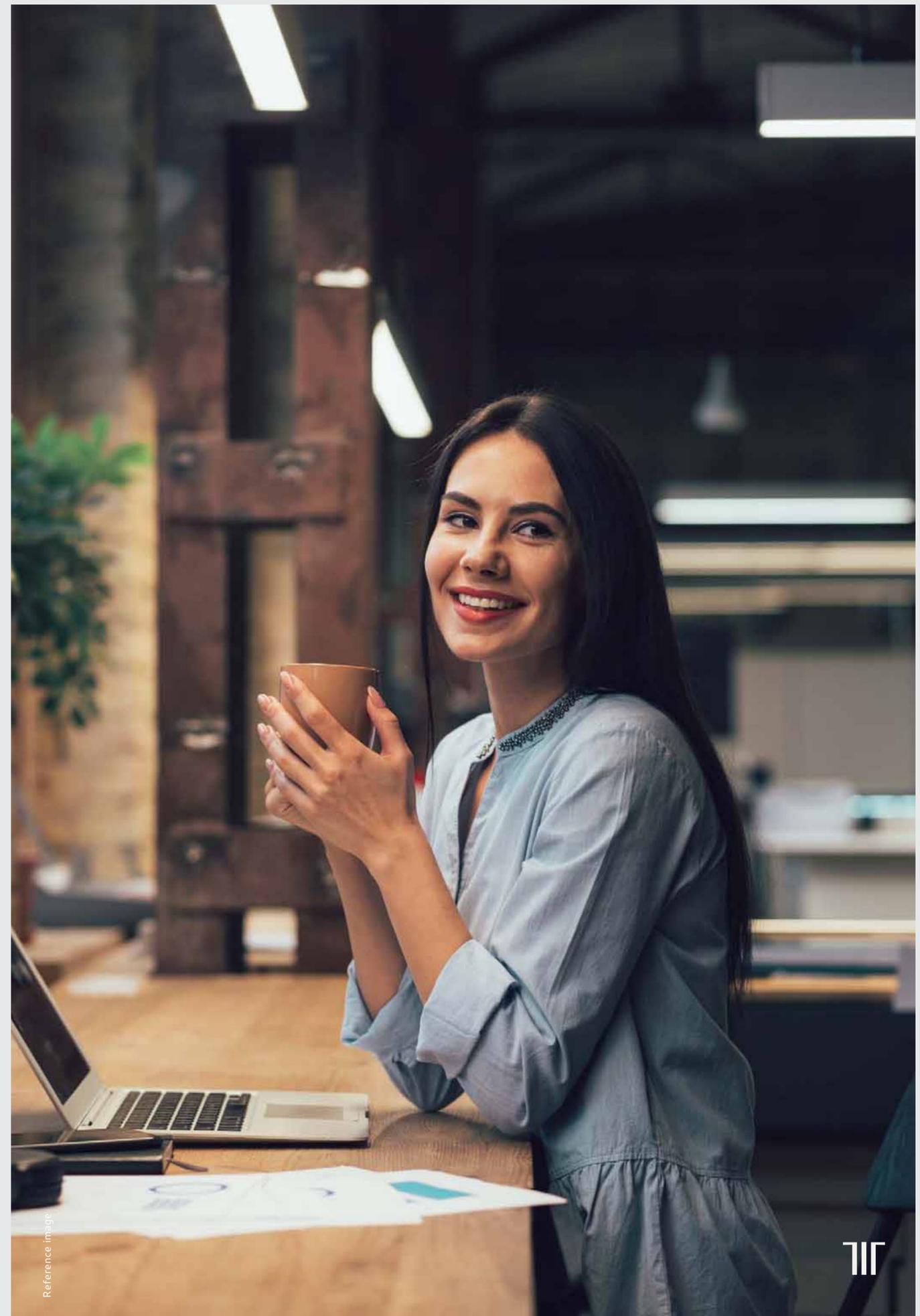
Exercise the flexibility to choose from a variety of ergonomically designed furnished and unfurnished office spaces.

Enjoy panoramic views from these modern workspaces and host clients and colleagues from across the globe. The spaces have been judiciously designed so that every office gets natural lighting and ventilation with balconies in each office and the separate drop-off areas for the office tower.

GF - 30

Office Floors

OMEGA



Reference Image

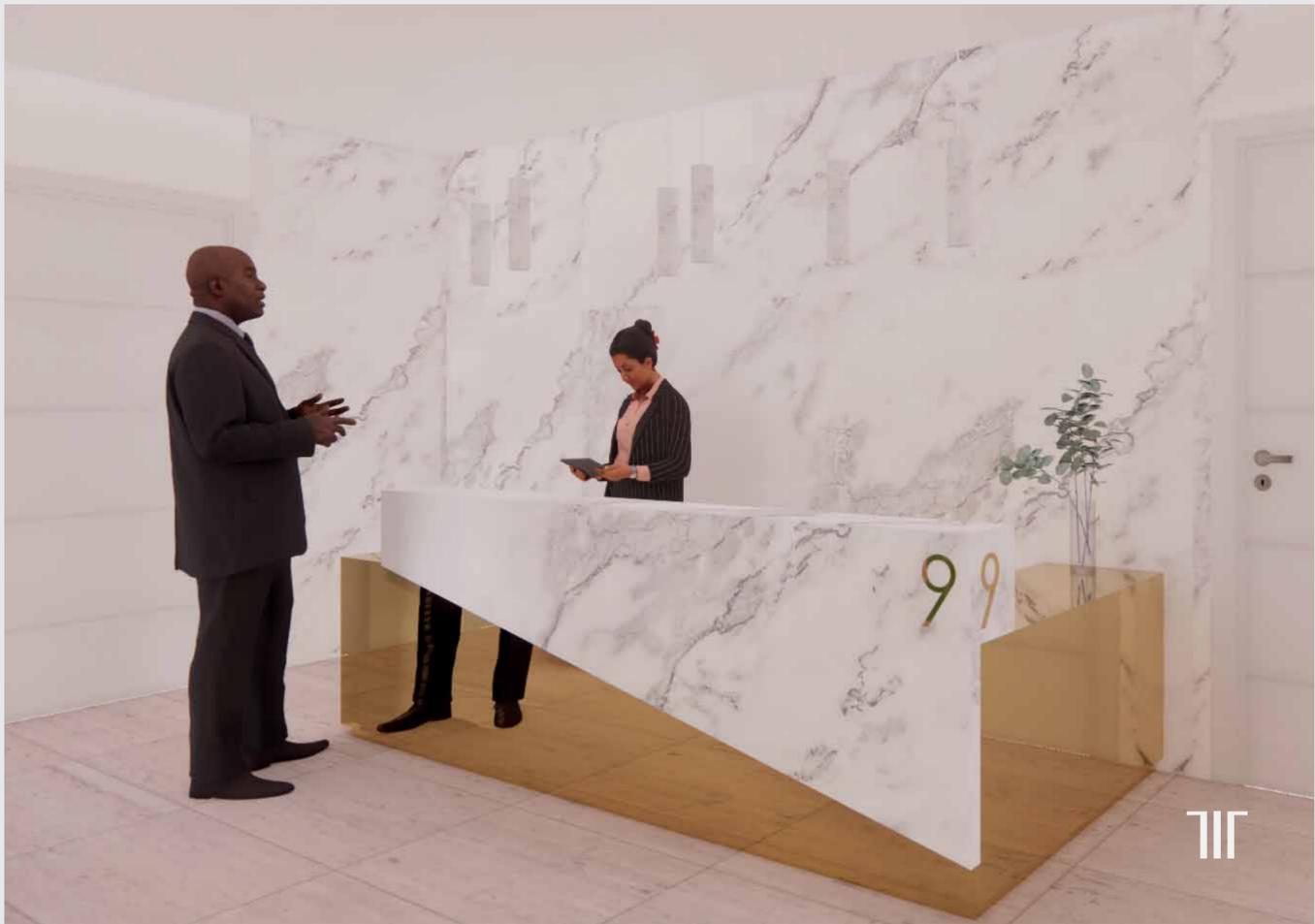
TIF



A corporate landmark that

lets your aspirations soar higher.

Omega is based on the concept of integrating amenities for business recreation with official workspaces. You will get direct access to the mall and multiple terrace restaurants. The well-lit double-height office lobby which ensures the waiting time for your guests and clients, is a pleasurable one. It offers direct entry and exit to the office building from 130 meter wide road and an independent ramp for basement parking. Omega is far more than just a workplace.



From the desk of Cross Works Team.

Hakan Agca

Project Director/Project Lead



Iris Broadway Greno West is designed to create an environment where commerce and community can flourish; providing a series of spaces, inside and out, where social interaction, dialogue, industriousness, rest, and play are all encouraged to co-exist. The key elements of the scheme communicate with the end-users excitingly and uniquely; from the rising floating petals to the locally sourced flora and planting, to the pure and elegant design of the facades which transform from day-time to night-time. Our vision was to create a truly mixed-use scheme that was open to the elements, taking full advantage of the climate throughout most of the year; whilst also providing shade and cover where most needed. Drawing inspiration from local plant species, the design team intended to bring nature into the heart of the complex and create a new public square for the region. During a highly collaborative and creative design process, it was a delight to work alongside the Trehan management team. Abhishek and Aman's combined experience and expertise meant that client feedback and decision-making was efficient and concise; all coupled with their passion and desire to create a world-class commercial experience, like no other. Cross Works thoroughly looks forward to the next opportunity to collaborate with this historic organisation.

Osman Sahinbozkir

Architectural Designer

Iris Broadway Greno West has been an exemplary case study on how the latest technology in AEC can be leveraged during design development, allowing every condition to be studied in-depth and every decision to provide optimal utility, user comfort, and creative expression. It has been a pleasure working with the project team, of which every member wholeheartedly worked towards the same, clearly defined vision set out by our client—to create a world-class retail experience at Greater Noida West that will be like no other!



Mert Kilcioglu

Architectural Designer

Iris Broadway Greno West has been designed to create an environment that allows for meaningful social exchange and dialogue. Every single element of the project communicates with the users in an exciting, humble, and unique way. Cutting-edge design software and manufacturing solutions allowed us to create a design language for the façades that is utterly unique and complementary to its environment. It was exhilarating and delightful to design the façades of Iris Broadway, transforming historical and cultural aspects of the region into a vision for the future.

Iain Tregoning

Architectural and Interior Designer

Drawing inspiration from the diversity found in the canopies of green and vibrant rain forests, the interior concept for Iris Broadway brushes each level of the scheme with accents, tones, and the atmosphere of the rainforest ecosystem. Spaces have been curated from the ascending layers of the tree canopy, infusing the essence and ambience of a rainforest, by providing calm and tranquil environments to shop, dwell, and relax. Playing to the strengths of this unique open-air retail destination, the interior concept for Iris Broadway aligns seamlessly with the scheme's landscaping concept of the golden forest. This symmetry playfully blurs the lines between the building's external architecture and the interior spaces, connecting visitors directly with nature and engaging the senses as they journey around the scheme. Very much a biophilic precept, the scheme will connect itself to the wider community and over time, the variety of spaces created will evolve and mature, embedding Iris Broadway in people's minds as a place where nature and architecture seamlessly blend into the one remarkable destination.





Artistic Impression

International Consultants:

- Design Conceptualised by: Benoy, London
- Architectural Design: Cross Works, London
- Landscape Consultant: Uncommon Land, UK
- Facade Consultant: FCD Vietnam
- Parking Consultant: Secure Parking, Singapore

Domestic Consultants:

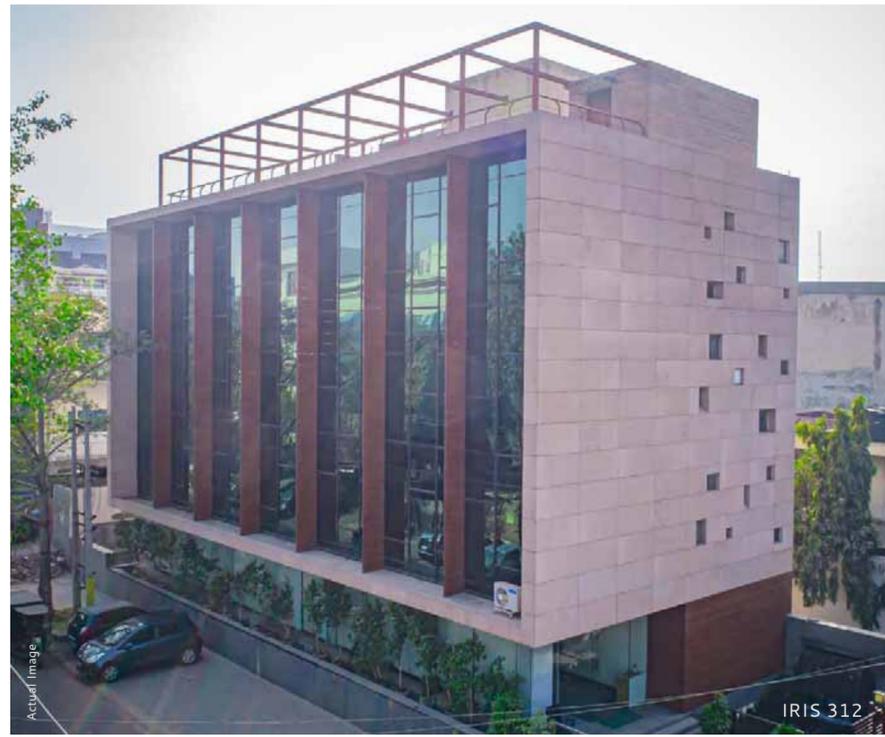
- Schematic Design: Modarch India Architects
- HVAC Consultant: AHCON
- Plumbing & Fire Consultant: MKG
- Electrical Consultant: ESCON
- Structure Consultant: NNC

Associated Partners





IRIS TECHPARK



IRIS 312



IRIS BROADWAY, GURUGRAM



IRIS FARMS



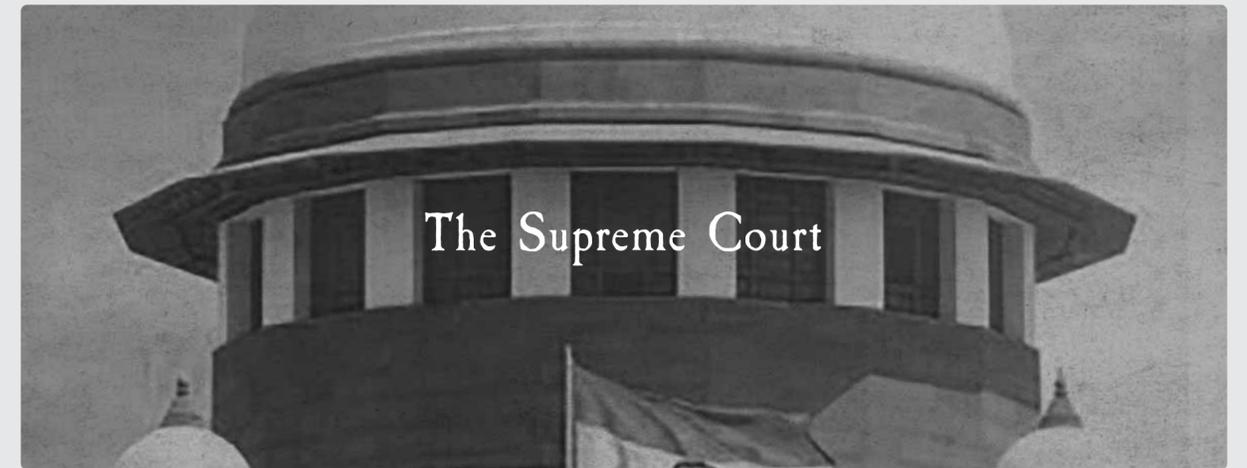
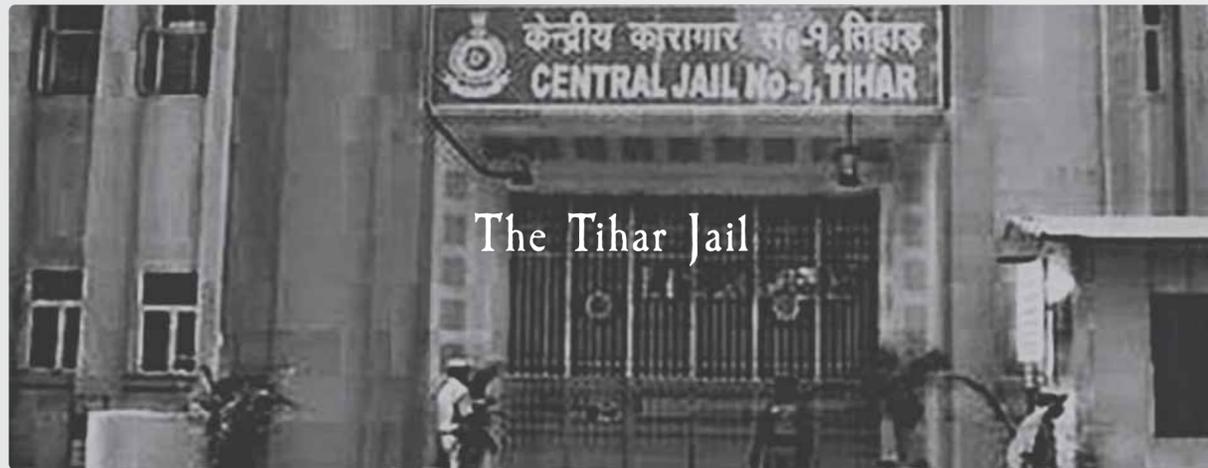
IRIS GOMATI



IRIS CYBER SQUARE

In six decades, we have built several landmarks across India and a sterling reputation for excellence.

- Leading "A" class government and private contractors
- 60+ years of unmatched experience in the construction field
- 15 million+ sq. ft area in prime locations of Delhi/NCR
- 100+ projects delivered in Delhi/NCR
- In-house quality control systems and processes with structured manuals to deliver excellence in quality
- Expertise in group housing projects, independent high-end residences, farmhouses, commercial complexes, IT parks, industries, etc.



All of these are landmarks built by us.
Today, it's Greater Noida West's turn.

111



Corporate Offices | Retail and Hospitality | Residential Properties | Farms and Villas

RUVIK BUILDTECH PRIVATE LIMITED
Site Office: Plot No. C2, Sector – ECOTECH – XII,
Greater Noida (West), Gautam Buddh Nagar, Uttar Pradesh–201310

Corporate Office: 152, 5th Floor, Wing – A, Corenthum,
A-41, Sec-62, Gautam Buddh Nagar, Uttar Pradesh–201301

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T & C Apply

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A future built on legacy.™

