



# THE ICON

Faridabad's First RERA-Approved Mixed-Use Development

Main Delhi-Mathura Road, Faridabad

## An Icon is Not Built. It is Earned.

Icons emerge when purpose meets restraint; when vision is guided by understanding rather than excess. They are shaped over time, through decisions that value meaning over momentary impact.

**THE ICON** is born from this philosophy. Every element is planned to exist in balance, creating a destination that feels instinctive and enduring. It stands as a quiet yet confident response to a city ready for depth, maturity and distinction.

- Integrated Mixed-Use Planning
- Global Design Sensibility
- Long-Term Urban Relevance

# BHUMIKA REALTY – Shaping Tomorrow’s Cities

A legacy built on trust. A future defined by innovation. For over six decades, Bhumika Realty has reimagined urban development across retail, residential, hospitality and integrated townships, bringing spaces to life that elevate everyday experiences. Rooted in thoughtful design, functionality and foresight, the brand creates destinations that enrich lives, enhance connectivity and strengthen communities across Delhi, NCR and Rajasthan.

## **Our Vision**

To be a pioneering force in transforming cities through inspired design, responsible development and enduring quality, creating places that resonate with people and endure through time.

## **Our Mission**

To deliver exceptional value through innovation, excellence and integrity, empowering communities with sustainable spaces that shape a brighter future for generations.

**Backed by 60+ Years of Legacy and Execution Excellence**

**Projects Designed to Elevate Lifestyle and Commerce**

**Committed to Quality, Trust and Long-Term Value Creation**



**Uddhav Poddar**

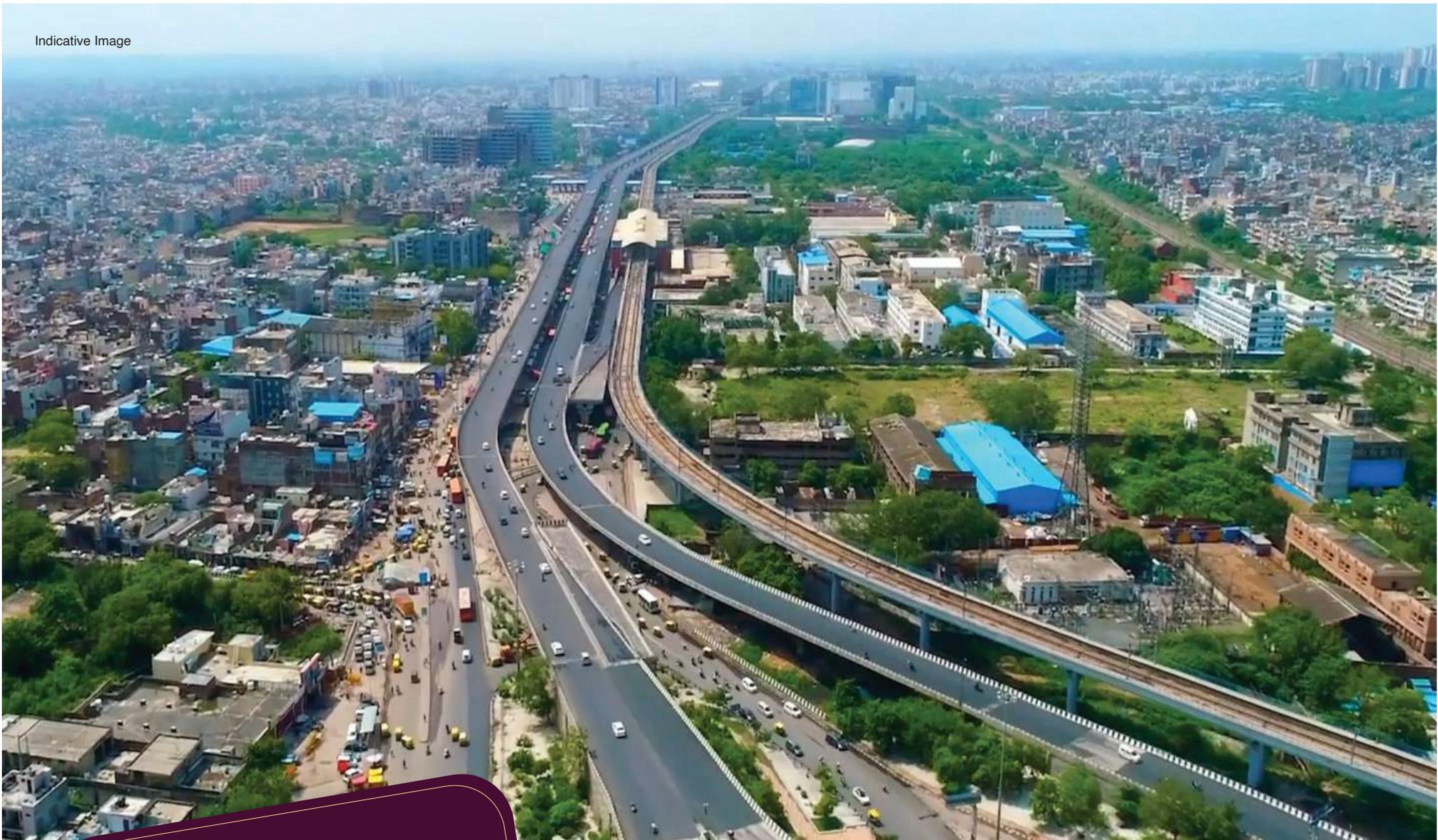
Chairman & Managing Director,  
Bhumika Group

## CMD'S MESSAGE

“ At Bhumika Realty, we believe in creating developments that add enduring value to cities and communities.

**THE ICON** reflects this vision as Faridabad's First RERA-Approved Mixed-Use Development, thoughtfully bringing together Premium Retail, Exclusive Residences and Luxury Hospitality. Designed with clarity, responsibility and long-term relevance, it responds to a city ready for its next chapter.

**THE ICON** is our commitment to quality, trust and purposeful urban growth. A landmark shaped for today and the future. ”



- Large Residential Catchment
- Strong Purchasing Power
- Limited Organised Mixed-Use Developments

## Faridabad – A City Ready for Its Moment

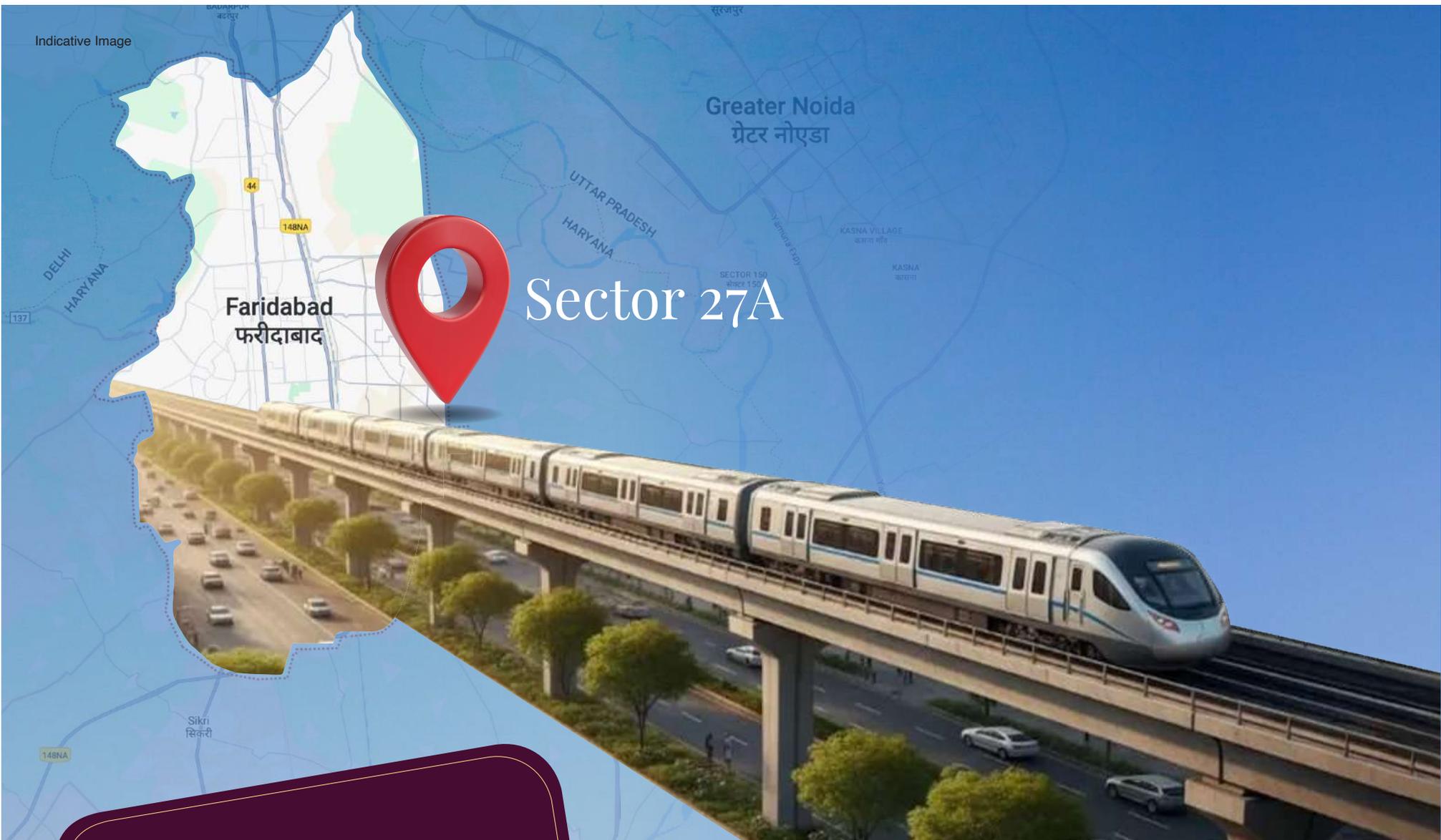
Emerged as one of NCR's most dynamic urban centres with a large residential base, growing aspirations and established infrastructure, the city is primed for a landmark that elevates everyday living and commerce. **THE ICON** arrives as that defining destination.



## The Right Time. The Right Opportunity.

Faridabad stands at an inflection point where infrastructure maturity meets rising lifestyle expectations. Consumer behaviour has evolved, demanding integrated experiences rather than fragmented destinations. **THE ICON** captures this momentum at the most opportune moment.

- Infrastructure Already in Place
- Demand Outpacing Quality Supply
- Strong Future Growth Indicators



- Proximity to Major Business Hubs and Industrial Corridors
- Excellent Public Transport and Road Connectivity
- Seamless Connectivity to South Delhi, Noida and Gurugram

## Sector 27A, Main Delhi–Mathura Road

Positioned on one of the region's most prominent arterial corridors, **THE ICON** enjoys constant visibility and seamless accessibility. Its location ensures daily engagement from commuters, residents and visitors alike. This is an address that naturally draws attention.



Artistic Impression

**Jewar Airport & Proposed Film City in Gr. Noida Connected via Manjhawali Bridge**



Indicative Image

**FNG Expressway**



Actual Image

**Delhi-Vadodara-Mumbai Expressway Crosses Through New Faridabad**



Indicative Image

**Delhi-Mumbai Industrial Corridor (DMIC)**



Indicative Image

**Manjhawali Bridge**



Indicative Image

**Industrial Model Township**



Indicative Image

**KGP / KMP Expressway Eastern / Western Peripheral Expressway**



Artistic Impression

**Amrita Hospital**



Indicative Image

**Regional Rapid Transit System Corridor (RRTS)**

# THE ICON

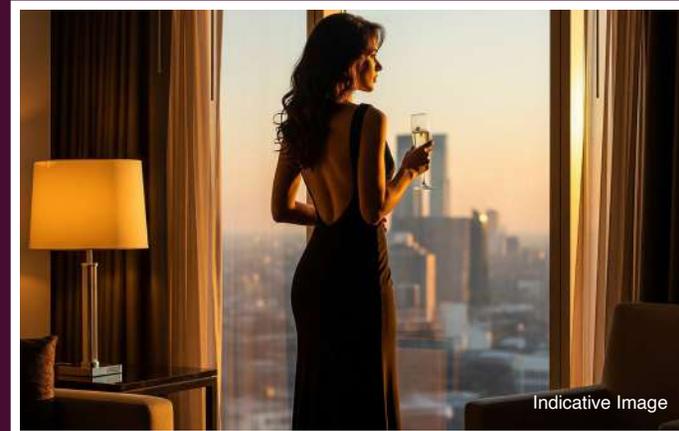
Faridabad's First RERA-Approved Mixed-Use Development

Main Delhi-Mathura Road, Faridabad

## An Integrated Urban Destination

**THE ICON** is a RERA-Approved, complete ecosystem where retail, residences and hospitality complement one another. Each component is designed to enhance the other, creating sustained footfall, everyday convenience and long-term value. Together, they form a future-ready destination built on transparency, balance and scale.

- Premium Retail
- Exclusive Residences
- Luxury Hospitality



Indicative Image

Iconic Mixed-Use Destination



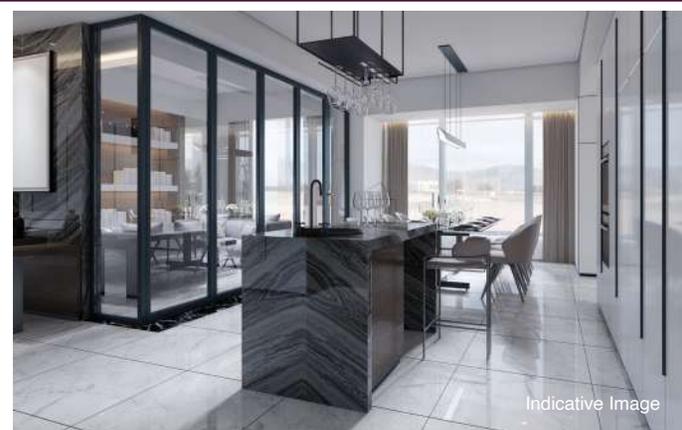
Indicative Image

Destination Retail Experience



Indicative Image

Refined Hospitality



Indicative Image

Cohesive Architectural Identity



Indicative Image

Strong Landmark Presence



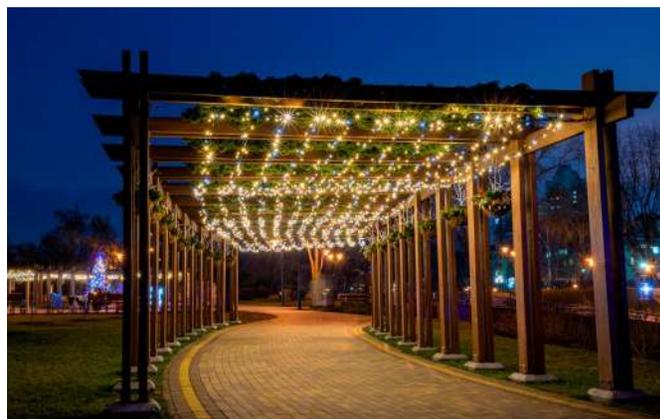
Indicative Image

Intelligent Master Planning



Indicative Image

Exclusive Luxury Residences



Elevated Lighting Design



Indicative Image

Landscape LED Environment



Indicative Image

Art, Detailing & Craftsmanship



Indicative Image

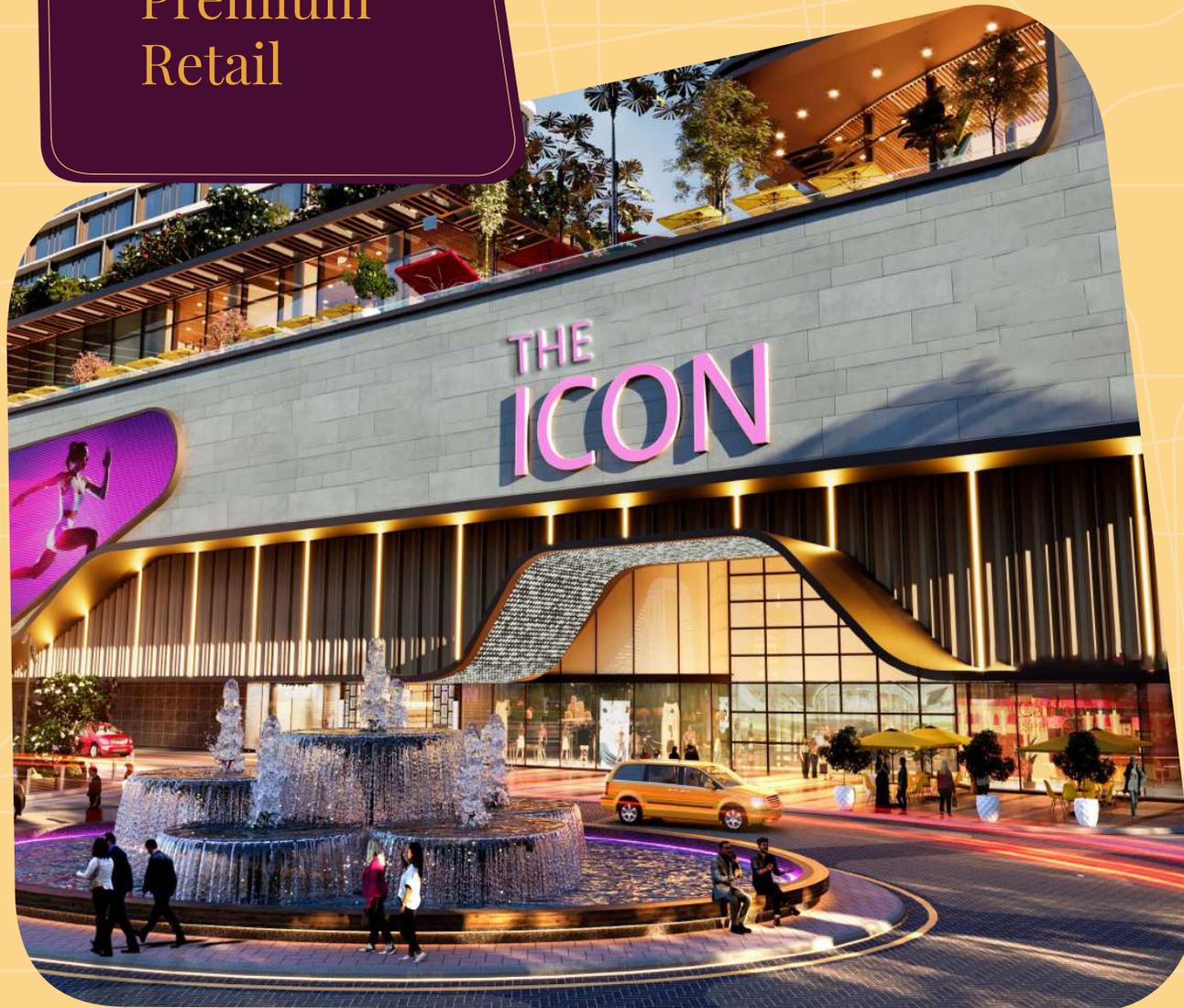
Sustainable & Progressive Design



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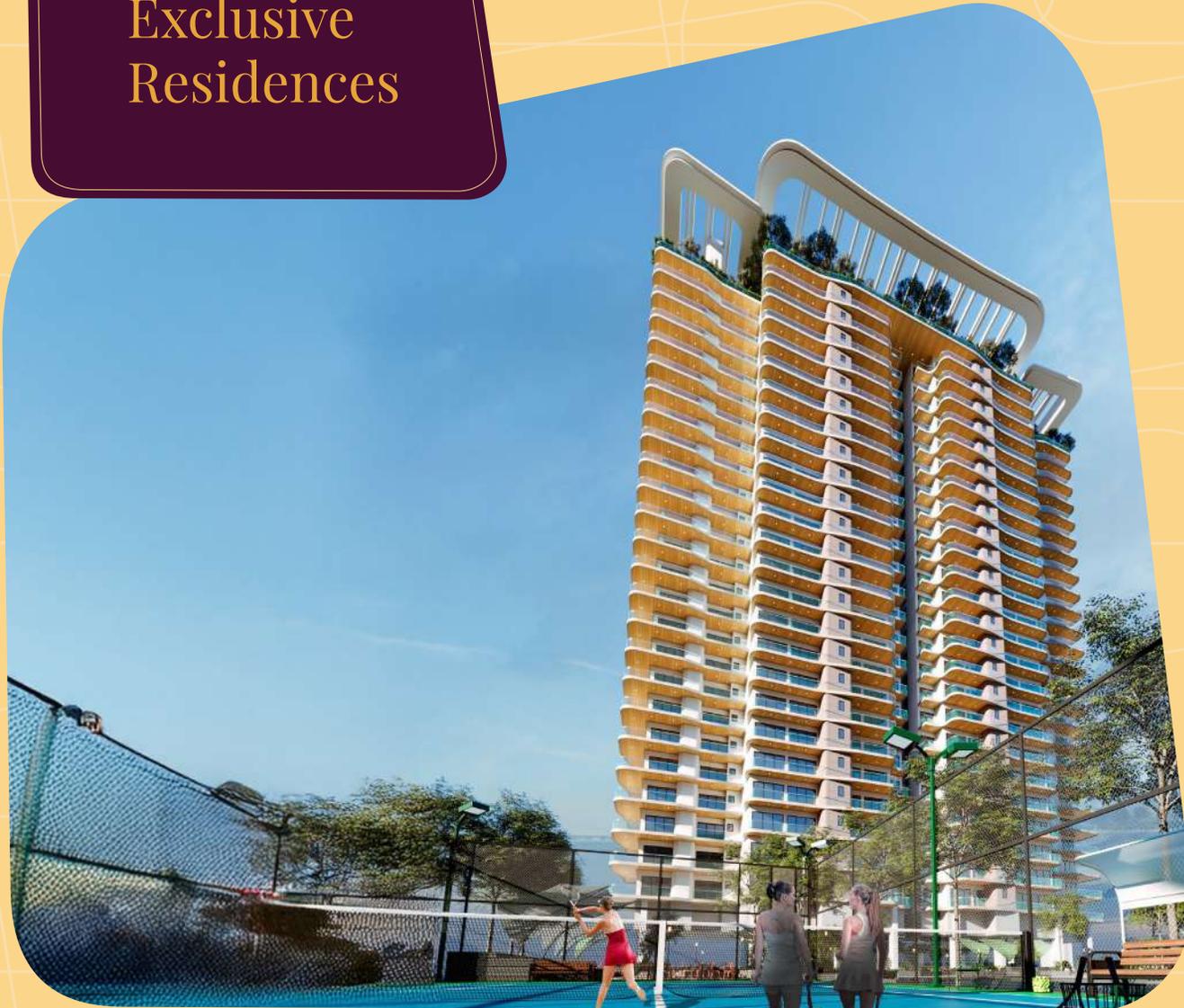
Redefining Shopping, Hospitality & Living

Premium  
Retail



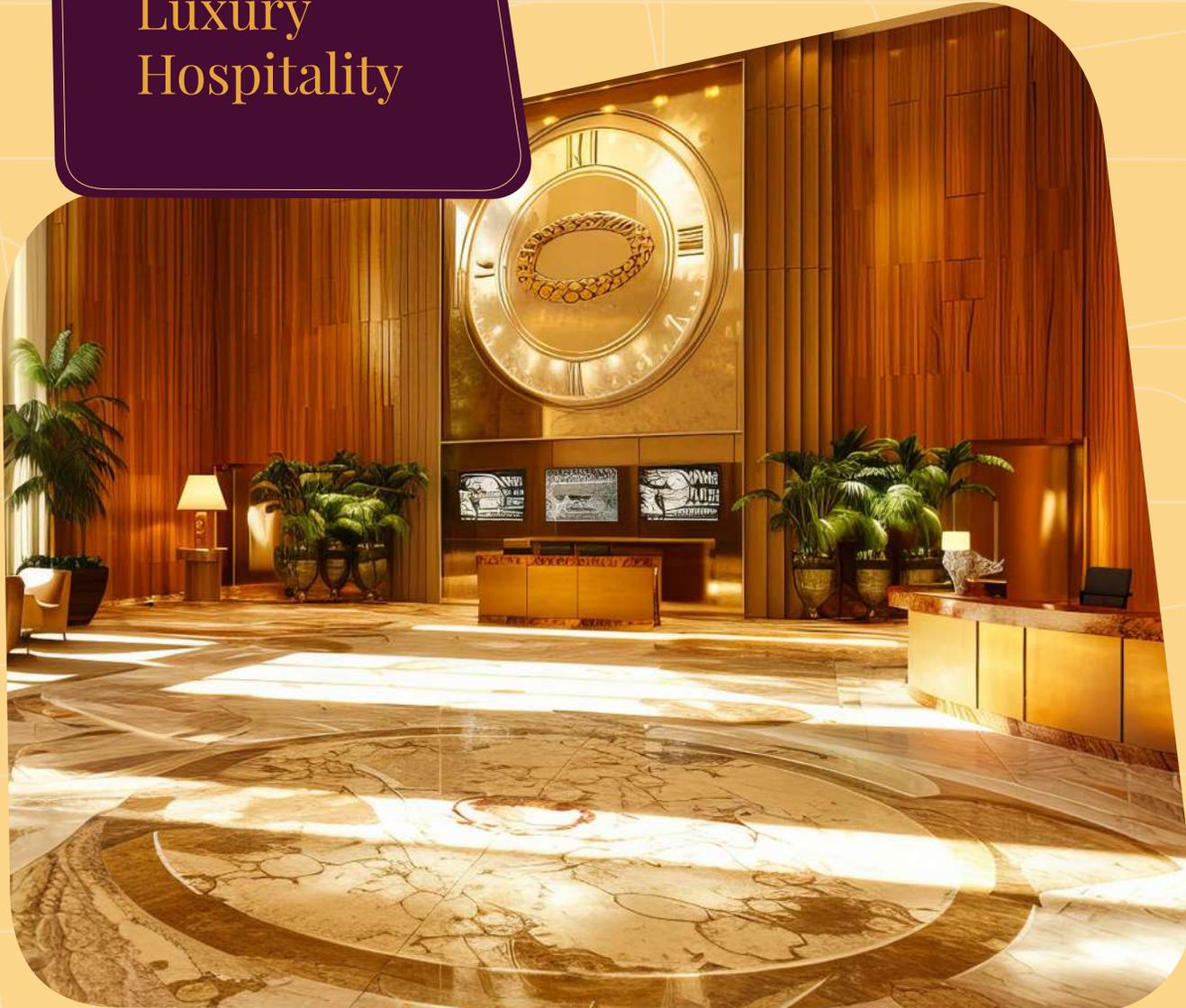
Artistic Impression

# Exclusive Residences



Artistic Impression

# Luxury Hospitality



Indicative Image

Powered by  
Institutional  
Growth

## Iconic Vision, Institutional Confidence.

At **BHUMIKA REALTY**, we are pleased to present **THE ICON**, our landmark multi-use development on Main Mathura Road, Faridabad, supported by a strategic **₹170 crore** institutional investment from the joint real estate credit platform of **Aditya Birla Sun Life AMC and BGO**. The participation of these globally respected institutions is a clear validation of our governance framework, execution capability, and disciplined financial structuring. Concluded within three weeks of launch, the transaction reflects swift institutional conviction in the project's fundamentals and long-term potential. The capital is being utilised towards construction financing and working capital, ensuring execution certainty, financial stability, and timely delivery—providing investors with enhanced confidence and risk-adjusted long-term value.

## About Aditya Birla Sun Life AMC

Among India's most trusted asset management institutions, **Aditya Birla Sun Life AMC Ltd** is backed by the Aditya Birla Group, a globally diversified conglomerate with a strong legacy of governance, scale, and financial strength, and Sun Life Financial, a leading international financial services organisation. The AMC is recognised for its prudent investment philosophy and long-term value creation approach.

## About BGO

BGO is a global real estate investment management platform associated with Brookfield, bringing deep international expertise in real assets and structured real estate credit. With a focus on disciplined underwriting and execution-ready assets, BGO partners selectively with established developers to create resilient, risk-adjusted investment opportunities.

## THE ECONOMIC TIMES Industry

### Bhumika Group raises Rs 170 cr debt from BGO-Aditya Birla Sun Life platform

By Falgun Haldan - ET Bureau Last Updated: Jan 12, 2026



North India-based real estate developer Bhumika Group has raised Rs 170 crore in debt from a real estate credit platform jointly managed by BGO and Aditya Birla Sun Life AMC.

The funding is for a mixed-use project by the company on Mathura road in Faridabad, which has a revenue potential of over Rs 1,500 crore.

"This investment reflects the growing institutional confidence in our development philosophy and execution capabilities. Faridabad is entering a new phase of organised urban growth, supported by infrastructure and rising end-user demand," said Uddhav Poddar, chairman and managing director of Bhumika Group.

Cushman & Wakefield acted as the transaction advisor for the deal.

The recently launched project achieved financial closure with the funding.

Last year, Gurgaon-based developer Ekan Group

had raised Rs 140 crore in debt from the same platform. Earlier, NCR-based Namu Realtech had secured Rs 350 crore from the platform.

"India's real estate sector has witnessed unprecedented growth in recent years with record capital deployment from both domestic and foreign investors," said A Balasubramanian, managing director and CEO of Aditya Birla Sun Life AMC.

The structured credit investment vehicle Aditya Birla Sun Life AMC and BGO launched in June 2022, has successfully committed \$130 million investments in 13 projects across six cities, focusing on post approval real estate projects with established partners.

With the robust deal pipeline under negotiation and a thriving Indian real estate market, the platform aims to achieve \$1 billion of deployed capital under this strategy by 2028.

"Following our recent deployment in Gurgaon and having crossed the \$100 million commitment milestone, we are excited to expand our portfolio with this project," said Bharat Khanna, head of India at BGO.

Somy Thomas, executive managing director, capital markets, at Cushman & Wakefield India, said the real estate industry in Faridabad is poised to benefit from upcoming infrastructure initiatives such as the FNG (Faridabad-Noida-Gurgaon) Expressway and enhanced connectivity to the Noida International Airport in Jewar.

## ET Realty.com

From The Economic Times

### Bhumika Realty raises ₹170 crore from Aditya Birla Sun Life AMC & BGO for Faridabad project

Bhumika Realty has secured ₹170 crore in funding, courtesy of the joint venture between Aditya Birla Sun Life AMC and BGO's real estate credit platform. This investment will propel the construction of mixed-use development in Faridabad.

Online Bureau - ET Realty  
Published On: Jan 12, 2026 at 12:00 PM IST



**NEW DELHI:** Bhumika Realty has raised ₹170 crore from Aditya Birla Sun Life AMC and BGO's joint real estate credit platform for its mixed-use project in Faridabad.

The investment will be utilised towards construction funding, development momentum and working capital requirements.

Cushman & Wakefield acted as the transaction advisor for the deal.

Aditya Birla Sun Life AMC and BGO had announced their collaboration

to form a structured credit investment vehicle in June 2022. The

platform has committed USD 130 million in thirteen projects spread

across six cities till date and targets to achieve \$1 Billion of deployed

capital under this strategy by 2028.

## Also Featured in:



## Realty+

### Bhumika Realty Secures Rs. 170 Cr Funding for Faridabad Mixed-Use Project

Bhumika Realty has raised Rs. 170 crore from Aditya Birla Sun Life AMC-BGO for its newly launched Faridabad mixed-use development.



Bhumika Realty announced it has secured ₹170 crore in funding from Aditya Birla Sun Life AMC in partnership with BGO for its recently launched mixed-use project in Faridabad. The investment, routed through the joint real estate credit platform of Aditya Birla Sun Life AMC and BGO, will be utilised for construction, development momentum, and working capital requirements, reinforcing institutional confidence in Bhumika Realty's execution capabilities. Cushman & Wakefield acted as transaction advisor.

The project achieved full financial closure within three weeks of launch, reflecting strong lender confidence and disciplined structuring. Strategically located in Faridabad, the development is designed as a modern mixed-use destination combining retail, commercial, and lifestyle components. The micro-market continues to benefit from enhanced connectivity and infrastructure upgrades, positioning Faridabad as a natural extension of Delhi's urban growth.

Commenting on the milestone, Uddhav Poddar, CMD of Bhumika Group, said: "This investment re-

fects the growing institutional confidence in our development philosophy and execution capabilities. Faridabad is entering a new phase of organised urban growth, supported by infrastructure and rising end-user demand. Closing financial arrangements within weeks of launch reinforces the strength of the project fundamentals and our disciplined approach to capital deployment."

A. Balasubramanian, MD & CEO of Aditya Birla Sun Life AMC Ltd, added: "Our partnership with Bhumika Group is a testament to our shared vision of supporting high-value projects and driving long-term value creation." Akshat Pandey, Head of Real Estate at Aditya Birla Sun Life AMC Ltd, noted the strong demand for integrated mixed-use environments in NCR, while Bharat Khanna, Head of India at BGO, highlighted the expansion of their Grade-A portfolio through this marquee project.

The Aditya Birla Sun Life AMC-BGO platform, launched in 2022, has already committed USD 130 million across thirteen projects in six cities, with a target of deploying USD 1 billion by 2028. Cushman & Wakefield's Somy Thomas emphasized Faridabad's strategic proximity to Delhi and upcoming infrastructure initiatives such as the FNG Expressway and connectivity to Noida International Airport, which will accelerate regional growth.

Bhumika Realty, part of the Bhumika Group, has built a strong track record in retail-led mixed-use developments and continues to expand across North and Western India. The transaction underscores sustained institutional confidence in NCR's mixed-use development potential, particularly in micro-markets benefiting from new transport infrastructure and regional economic expansion.

## Business Standard

### Bhumika Realty raises ₹170 cr to fund mixed-use project in Faridabad

Bhumika Realty raises ₹170 crore from Aditya Birla Sun Life AMC-BGO credit platform to fund its ₹700-crore mixed-use project in Faridabad

Last Updated: Jan 12 2026



A Balasubramanian, managing director and CEO, Aditya Birla Sun Life AMC, added that India's real estate sector has witnessed unprecedented growth in recent years. Representative image

NCR-based Bhumika Realty has raised ₹170 crore from a real estate credit platform of Aditya Birla Sun Life AMC and BGO to fund its new mixed-use project in Faridabad.

The developer had launched its mixed-use project, The Icon, in December, with an investment of ₹700 crore and projected sales realisation of ₹1,500 crore. The company said the funds would be used for construction and working capital requirements in the project.

The Icon achieved full financial closure within three weeks of launch, according to Bhumika Realty. The deal has been facilitated by property consultant Cushman & Wakefield.

Commenting on the deal, Uddhav Poddar,

CMD, Bhumika Group, said that Faridabad is entering a new phase of organised urban growth, supported by infrastructure and rising end-user demand.

"Closing financial arrangements within weeks of launch reinforces the strength of the project fundamentals and our disciplined approach to capital deployment," he added.

A Balasubramanian, managing director and CEO, Aditya Birla Sun Life AMC, added that India's real estate sector has witnessed unprecedented growth in recent years, with record capital deployment from both domestic and foreign investors.

Aditya Birla Sun Life AMC and BGO had announced their collaboration to form a structured credit investment vehicle in June 2022, offering strategic financing solutions.

The platform has successfully committed \$130 million to invest in 13 projects spread across six cities, focusing on post-approval real estate projects with established partners.

With a robust deal pipeline under negotiation, the platform targets achieving \$1 billion of deployed capital under this strategy by 2028, the statement said.

## ThePrint



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India's premier news agency



Designed by



of South Africa

- International Architectural Expertise
- Contemporary Yet Timeless Design
- Focus on Efficiency and Aesthetics



Indicative Image

## Bentel's First Architectural Expression in Faridabad

Marking its debut in the city, Bentel brings its globally recognised design philosophy to Faridabad through THE ICON-a bold, timeless architectural statement. Balancing form, function, and future-ready planning, the design reflects Bentel's signature approach to creating destination-driven spaces that integrate retail, residences, and hospitality, setting a new benchmark for design excellence.



Actual Image

**Urban Square Mall, Udaipur**



Actual Image

**Nelson Mandela Square, South Africa**



Actual Image

**Canal Walk, Cape Town, South Africa**



Actual Image

**MonteCasino, Johannesburg, South Africa**

Actual Image



- Land Parcel Size:  
Approx. 4.13 Acres / 16,713.52 Sq. Mtrs.
- 130 Mtrs. / 425 Ft. Grand Frontage and  
Visibility Along Delhi-Mathura Road
- Allows True Mixed-Use Planning  
with Clear Zoning

## A Site That Allows Vision to Breathe

Planned on a spacious land parcel, **THE ICON** offers scale without congestion. Premium Retail, Exclusive Residences and Luxury Hospitality are carefully organised to work independently, yet connect effortlessly. The result is a destination that feels open, easy to navigate and built to adapt over time.



## Planned for Clarity. Designed for Ease.

The master plan prioritises movement, privacy and efficiency. Independent access points and well-defined circulation ensure that every user experiences **THE ICON** seamlessly. Thoughtful planning allows scale to feel effortless rather than overwhelming.

- Separate Entries for Each Use
- Well-Planned Internal Road Network
- 3-Level Dedicated Basement Parking

## Premium Retail

Indicative Image



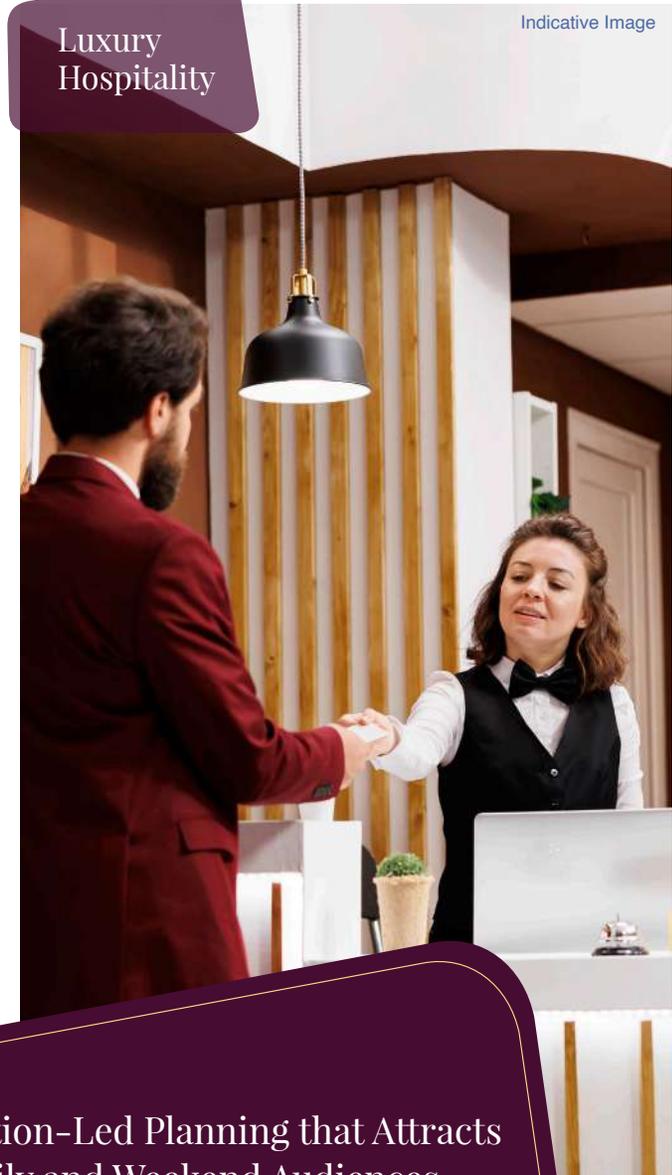
## Exclusive Residences

Indicative Image



## Luxury Hospitality

Indicative Image



## Three Dimensions. One Landmark.

**THE ICON** is a fully integrated mixed-use destination where commerce, living and hospitality come together in balance. Each component is planned to function independently while contributing to a seamless urban ecosystem. Designed with international expertise and thoughtful master planning, it sets a new benchmark for Faridabad. Movement is intuitive, spaces are efficient, and every element strengthens the other. **THE ICON** creates a complete environment for residents, visitors, brands and investors alike.

- Destination-Led Planning that Attracts Both Daily and Weekend Audiences
- Increased Asset Value Through Diversified Use and Sustained Demand
- Multiple User Groups Co-existing, Residents, Shoppers, Guests and Professionals

THE  
ICON

PREMIUM  
RETAIL

Faridabad's Premium Retail  
Destination is Here



## A Place for Brands and People

Retail at **THE ICON** forms the commercial heart of the development. Thoughtfully planned across multiple levels, it brings together international brands, premium retail, dining and entertainment.

Designed to drive consistent daily footfall with strong evening and weekend engagement.

Anchored by key attractions and supported by efficient, intuitive planning.

International architecture and wide corridors create visibility, flexibility and a refined shopping experience.

- 100+ Independent Retail Outlets
- International Hypermarket
- Premium Anchor Stores
- Value Mart
- Food Court
- Alfresco Dining Restaurant
- Themed Event Zones
- Family Entertainment Centre
- Multiplex

Curated  
Brands



- Large Frontages
- Efficient Store Planning
- Strong Brand Visibility

## Spaces Designed for Flagship Brands

Premium retail outlets are designed to offer visibility, flexibility and presence. From luxury boutiques to flagship stores, each space supports brand identity and customer engagement.

100+  
Independent  
Retail Outlets



## Where Choice Meets Convenience

A diverse mix of brands and boutiques offering choice, variety, and everyday convenience, creating a vibrant retail experience across multiple categories.

- Diverse Brand Mix
- Boutique and Flagship Stores
- Everyday Shopping and Discovery

## International Hypermarket



- Global Shopping Experience
- Daily Essentials
- Convenient, Large-Format Layout

## Global Convenience for Everyday Living

The international hypermarket forms the backbone of daily footfall. Designed for convenience and accessibility, it ensures consistent engagement and repeat visits, strengthening the overall retail ecosystem.

## Premium Anchors



### Premium Brands at Scale

Well-known national and international anchor brands that enhance the retail mix and elevate the overall shopping experience.

- Leading National & International Brands
- Large-Format Stores
- High Visibility And Frontage

Value Mart

Indicative Image



- Everyday Essentials
- Value-Driven Shopping
- Quick and Convenient Visits

## Everyday Essentials, Made Accessible

A dedicated value-driven retail space offering everyday essentials at accessible prices, designed for quick, comfortable, and regular visits.

## Food Court



## Dining Designed for Every Mood

The food court brings together diverse cuisines in a thoughtfully designed setting. It balances comfort, efficiency and social interaction, making it an essential part of the retail journey.

- Premium International and National Food Brands
- Premium Seating Layouts

## Alfresco Dining



- Open-Air Dining Experience
- Relaxed Ambience with Outdoor Seating

## Open-Air Dining, Redefined

Alfresco dining at **THE ICON** brings together open-air settings and curated culinary experiences, creating relaxed spaces for social dining and everyday indulgence.

## Themed Event Zones



## Curated Thematic Experiences

Flexible thematic zones designed to host curated promotions, pop-ups and events, keeping the retail experience fresh and engaging year-round.

- Seasonal Showcases
- Brand-Led Activations

## Family Entertainment Centre



- Indoor Games and Activities
- Play, Dine, Celebrate Under One Roof
- New Age Games and Entertainment

## Entertainment for All Ages

The Family Entertainment Centre adds vibrancy and energy to the development. It creates a reason for families to return, extending dwell time and enhancing the destination appeal of **THE ICON**.

## Multiplex



### A Cinematic Landmark

A modern multi-screen multiplex offering an immersive cinematic experience, making entertainment an integral part of the destination.

- Multi-Screen Cinema
- Advanced Sound & Projection
- Designed for Leisure and Entertainment

Premium  
Brands Onboarded  
by THE ICON



SAMSUNG

VIVO

intimissimi

Clavia

ethnix  
by Raymond

PARK AVENUE

ColorPlus

THE  
Raymond  
SHOP

raymond  
*Made to Measure*

Raymond  
READY TO WEAR

MUFTI

श्री SHREE

LINEN CLUB  
PASSIONATE LIKE YOU

FILA

The  
bbq  
Company

TOSZIN  
PIZZA

hd  
HONEY & DOUGH



BLUE  
TOKAI  
COFFEE  
ROASTERS

Fredo's  
BAKERY

waffle  
world

PALMONAS

ETHERA

LOOKS  
SALON

GEETANJALI  
SALON

THE SLEEP  
COMPANY

METRO  
SHOES

MOCHI  
SHOES & ACCESSORIES

& More Premium Brands on the Way...

# 90+

## Brand Partners in Bhumika Realty's Ecosystem

### RETAIL

SHOPPERS STOP

pantaløons

max

lifestyle

TRENDS  
GET THEM TALKING

zudio

INTUNE

ARROW

spykar



Levi's



OCTAVE

KILLERX

Baggit

crocs



CROSSWORD

LIBERTY



MR.DIY  
Always Low Prices

Samsønite



VISHAL MEGA MART

Wooden Street  
Furniture - Handled with love

SILVER PEARL  
Jewellery and Gift Items

PALMONAS

LOOKS  
SALON

### F&B

Domino's



SUBWAY

KEVENTERS  
The Original BBQs



### HOSPITALITY



### COMING SOON



### ENTERTAINMENT

PVR INOX



Jus' Jumpin'

ELLINI  
F h i F h i

& Many More...

EXCLUSIVE  
RESIDENCES

An Iconic Way to  
Live Above The City



## Luxury Living, Thoughtfully Elevated.

The residences at **THE ICON** are designed as a private retreat above the city, offering space, privacy and refinement in a low-density, ultra-luxury environment. Crafted with international architecture and premium specifications, these homes combine contemporary design with thoughtful planning, creating an elevated lifestyle within Faridabad's most iconic address.

- 3 BHK + Study + Domestic Help Room
- 180° Wrap-Around Balconies
- Four Residences Per Floor



Vaastu  
Compliant



- Vaastu-Aligned Planning
- North and North-East Facing Residences
- Balanced Spatial Orientation

## Designed in Harmony with Well-Being

Vaastu compliance at **THE ICON** is seamlessly integrated into the design, aligning modern luxury with time-tested wisdom. Thoughtful planning enhances light, air and flow, creating calm, harmonious living spaces.

A romantic couple in formal attire stands on a balcony at sunset, holding wine glasses and looking at each other. The scene is bathed in the warm, golden light of the setting sun, with a blurred cityscape and water in the background.

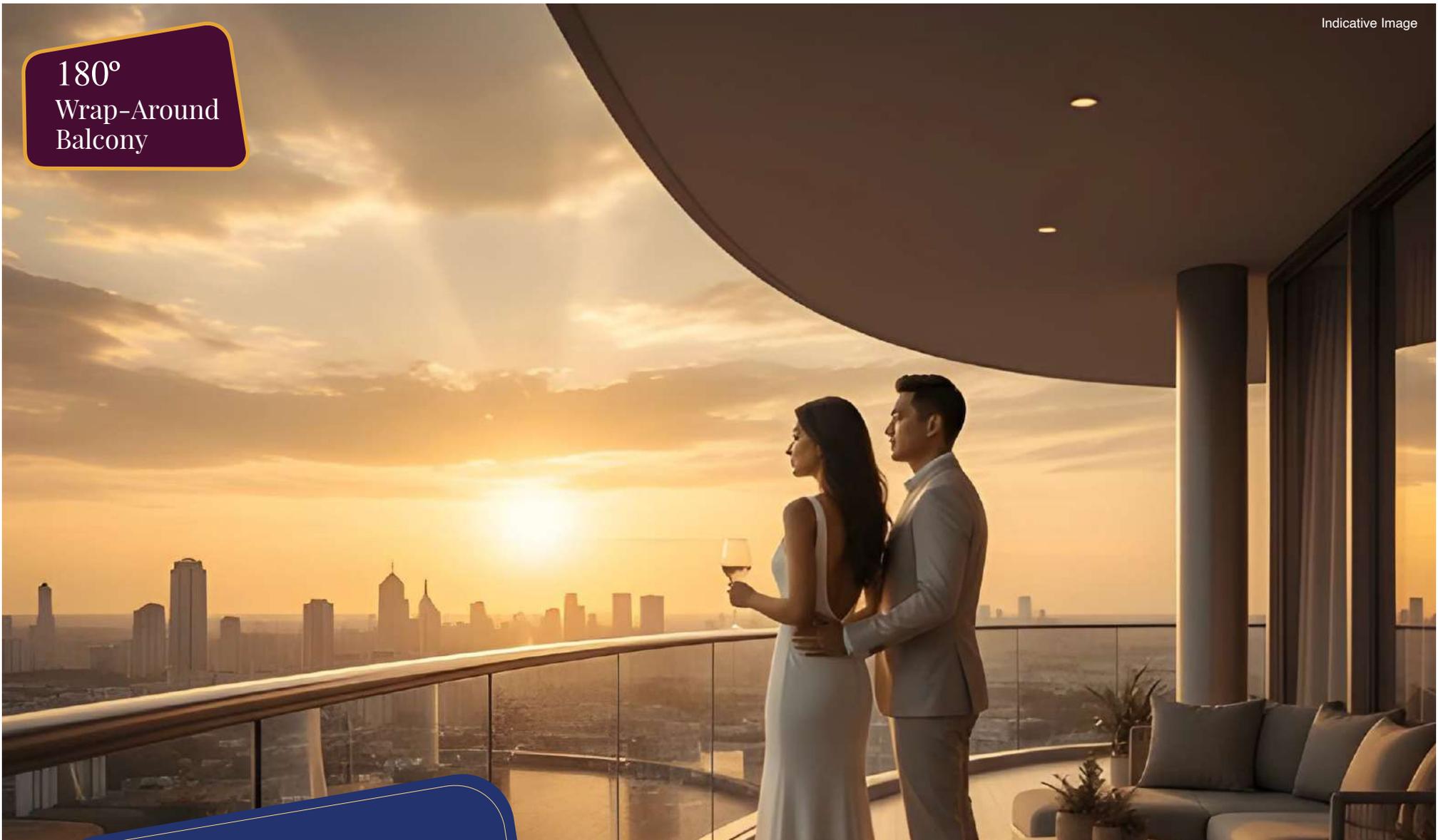
Low Density  
Per Floor

## Only Four Residences Per Floor

Privacy and space define the residential experience at **THE ICON**. With only four residences per floor, the development offers a low-density living environment that enhances exclusivity, quietude and comfort, rarely found in urban developments.

- 3 BHK + Study + Domestic Help Room
- Spacious Luxury Residences 2,950 Sq. Ft. & 2,650 Sq. Ft.
- Low-Density: 4 Residences Per Floor

180°  
Wrap-Around  
Balcony



- 180° Wrap-Around Balconies
- Panoramic City & Skyline Views
- Seamless Indoor-Outdoor Living

## Living That Opens 180°

At **THE ICON**, residences extend beyond their interiors. Expansive 180° balconies create a seamless connection between indoor comfort and the outdoors, maximising light, openness and panoramic views.

## Smart Homes



## Seamless Smart Living

Smart access systems that combine security, comfort and seamless control, supported by intelligent home features and uninterrupted power.

- Smart Access & Home Control
- Effortless Comfort at Every Touch
- Always-On Power Assurance

## Personalised Living



- Chef On Call & In-House Dining and Room Service
- 24/7 Concierge Services
- Guest Relationship, Private Chauffeur and Cab Services

## Personalised Five-Star Living

Life at **THE ICON** is elevated by star-level services designed to simplify everyday living. Personalised assistance and premium conveniences come together to deliver comfort, discretion and effortless hospitality at home.

## Care-Centric Living



### Thoughtful Living for Every Generation

**THE ICON** integrates senior-focused features that ensure comfort, dignity and care. It is a development designed to support residents through every stage of life.

- 24/7 Medical Assistance and Ambulance
- Accessible Design for Wheelchair Mobility
- Wellness Support Programs

## Open Sky Deck



- Landscaped Walkways
- Sunset Lounge
- Observatory Deck for Stargazing

## The Ultimate Sky Deck Experience

The Sky Deck offers residents a rare vantage point above the urban landscape. Designed for leisure and reflection, it transforms everyday moments into memorable experiences.

Secure by  
Design

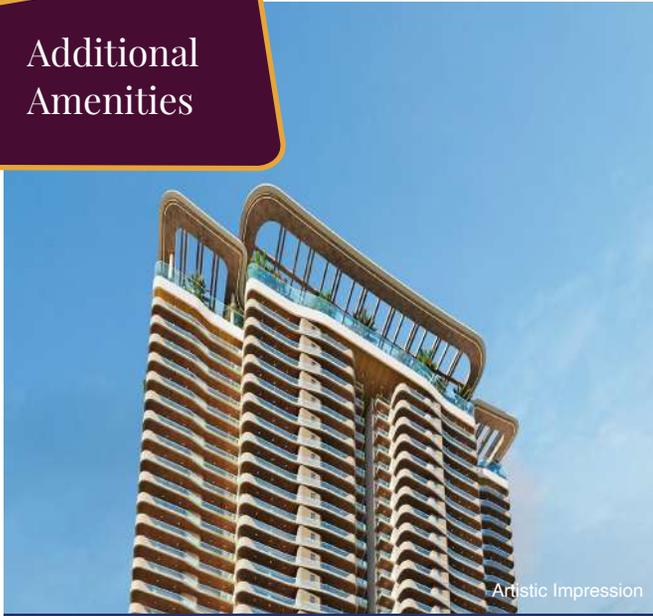


## Security & Access Management

Security at **THE ICON** is designed to offer peace of mind without intrusion. Trained personnel, intelligent access systems and discreet surveillance work together to create a safe, well-managed environment, while valet services ensure seamless guest arrivals.

- 24x7 Gated Security with Trained Personnel
- CCTV Surveillance
- RFID-Based Entry and Exit
- Valet Parking Services for Guests

**Additional  
Amenities**



Artistic Impression

**Multi-Storey  
Ultra-Luxury Tower**



Indicative Image

**Performance  
Glass Facade**



Indicative Image

**Wellness Zone &  
Green Landscaping**



Indicative Image

**Imported Marble Flooring  
in Living Rooms**



Indicative Image

**Laminated Wooden  
Flooring in all Bedrooms**



Indicative Image

**Modular Kitchen  
with Smart Storage**



Indicative Image

**Fully Air-Conditioned  
VRF System**



Indicative Image

**Premium Bathroom  
Fittings**



Indicative Image

**24-Hour Power Backup &  
Premium Paint Finish**



Indicative Image

**Smart Switches  
in Flats**



Indicative Image

**Common EV  
Charging Stations**



Indicative Image

**Double Height  
Reception Lobby**



THE ICONIC  
CLUB

A Private World Reserved  
For Residents

## Private Lounge



- Cigar Bar
- Whiskey Bar
- Wine Lounge
- Champagne Lounge

## A World of Refined Indulgence

Curated lounge spaces offering premium cigars, fine spirits, and select wines in an atmosphere designed for comfort, privacy, and quiet indulgence.

## Exclusive Celebration Spaces



## Where Celebrations Take Shape

Members-only social spaces and Michelin-inspired dining come together to create settings designed for connection, celebration, and elevated experiences.

- Members-Only Social Gatherings & Events
- Thoughtfully Designed Celebration Venues

## Wellness & Fitness



- State-of-the-Art Fitness Centre
- Fully Equipped Techno Gym
- Yoga Pavilion

## Balance, Wellness and Everyday Performance

Complementing its social spaces, the Iconic Clubhouse offers a complete range of wellness, fitness and productivity amenities. From rejuvenation to recreation, every facility is designed to support an active and balanced lifestyle.

## Relaxation & Play



## Relax. Recharge. Reconnect.

From poolside relaxation to indoor sports and recreation, these spaces are designed to support an active yet effortless lifestyle.

- Swimming Pool & Private Cabanas
- Leisure Pool Designed for Relaxation

More to Experience



Indicative Image

**Michelin-Inspired  
Gourmet Dining**



Indicative Image

**Private Meeting Rooms &  
Business Centre**



Indicative Image

**Yoga Pavilion**



Indicative Image

**Indoor Multi-Sports Arena Table Tennis,  
Card Room, Carrom Board & Pool**



Indicative Image

**Library**



Indicative Image

**Interactive Digital Gaming &  
VR Experience Arena**

More to Experience



Indicative Image

**Kids Play Area**



Indicative Image

**Personalized Concierge**



Indicative Image

**Spa**



Indicative Image

**Cryotherapy**



Indicative Image

**Himalayan Salt Cave Therapy**



Indicative Image

**Personalized Butler & Chauffeur Services**



# LUXURY HOSPITALITY

An Iconic Welcome,  
Every Time.



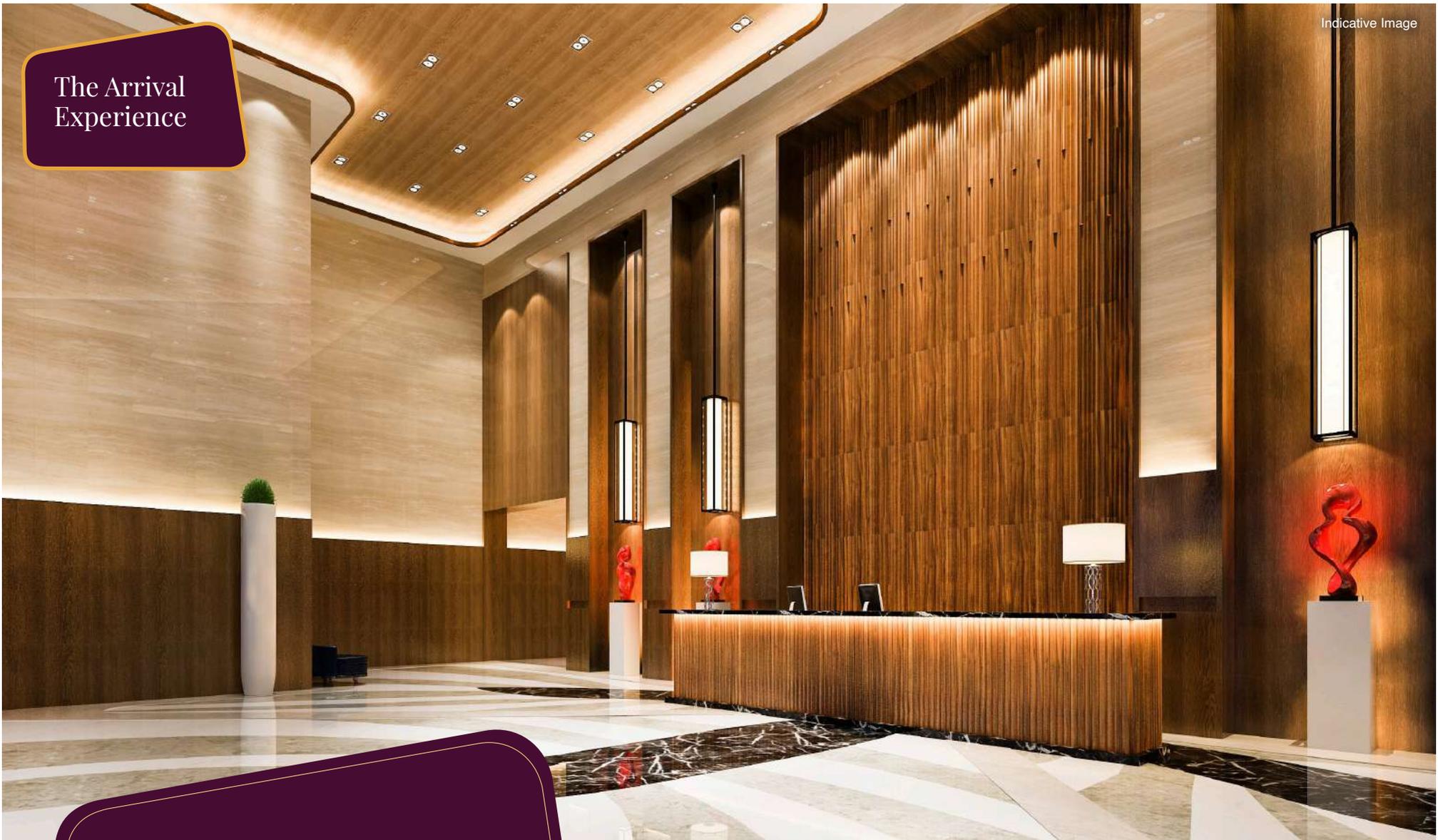
Indicative Image  
Indicative Image

## A Destination Set to Welcome the World

Planned as part of **THE ICON's** integrated mixed-use ecosystem, the future hospitality development is envisioned to introduce a refined hospitality experience that complements the project's retail and residential offerings. Designed to enhance the destination's stature, it will add depth, vitality and international appeal to **THE ICON**.

- Elegantly Designed Serviced Residences with Modern Living Spaces
- Curated Dining, Lounge and Social Experiences
- Business Lounge, Meeting Rooms and Event Spaces

## The Arrival Experience



- Striking Double-Height Arrival Space
- Light-Filled, Expansive Lobby
- Designed to Create a Grand First Impression

## A Welcome Defined by Scale and Service

The hospitality experience at **THE ICON** begins with a sense of arrival that feels composed and effortless. From the moment guests step in, spaces and services are designed to deliver comfort, clarity and quiet sophistication.

Premium Living-  
Residential  
Bedroom View



## Private Spaces Crafted for Everyday Luxury

Every living space at **THE ICON** is designed as a refined living environment, where comfort, functionality and elegance coexist. Thoughtful layouts and premium details ensure a stay that feels both indulgent and intuitive.

- Refined Private Living Spaces
- Comfort Meets Elegance
- Intuitive Luxury Living

## Rejuvenate at Spa & Wellness Centre



- Dedicated Spa and Wellness Facilities
- Curated Therapies for Relaxation and Recovery
- Calm, Private and Restorative Environments

## Rejuvenate at Spa & Wellness Centre

The Spa & Wellness Centre offers a serene retreat with curated therapies and calming spaces designed for relaxation and rejuvenation.

## Gourmet Fine Dining



## Where Stay Becomes Experience

Hospitality at THE ICON extends into thoughtfully curated experiences for dining, work and entertainment. Designed to serve both leisure and business travellers, these spaces elevate every stay.

- Curated Fine Dining Experiences
- Elegant Dining Settings
- Service-Driven Culinary Excellence

## Business Lounge & Workspace



- Business Lounge & Professional Workspaces
- Private Meeting Rooms
- Designed for Seamless Hosting & Productivity

## Spaces Designed for Business and Celebration

Designed for focus and flexibility, the Business Lounge & Workspace offers refined environments for meetings and everyday work. Thoughtfully planned layouts and a calm ambience support productivity, comfort and seamless professional interactions.

## Elegant Event Space



## Celebrations & Events

Thoughtfully designed event spaces offer a refined setting for celebrations, gatherings and formal occasions. Flexible layouts, elegant interiors and seamless service come together to create memorable experiences for every event.

- Elegant Venues for Social and Corporate Events
- Flexible Layouts for Varied Occasions
- Designed for Seamless Hosting and Celebration

# Hospitality Beyond the Expected



Fully Equipped Culinary Facilities



Custom Luxury Furnishings



Smart Living Features



Pet-Friendly Luxury



Daily Housekeeping & Laundry



Sitting Area



Swimming Pool



Rooftop Lounge



Smart Valet Parking

# Hospitality Beyond the Expected



Elite Fitness Centre



Luxury Shopping Boutiques



The Cigar Lounge



Exclusive Bar Lounge



Private Cinema Experience



Safety & Privacy Assured



Zen Garden



Indoor Gaming Zone



Kids Club/Daycare

## A Legacy of Delivery

Bhumika Realty's legacy is defined not by intent, but by delivery. Over the years, the group has consistently translated vision into large-scale, operational landmarks across retail, mixed-use and infrastructure, reinforcing trust through execution excellence and long-term value creation.

Every completed project stands as a testament to disciplined planning, timely delivery and the ability to create destinations that remain relevant well beyond launch.

- Delivered 1 Million Sq. Ft. of Retail and Mixed-Use Developments
- Won Multiple Awards Including Best Mall, Best Mixed-Use Development and Iconic Project of The Year
- Successfully Delivered Critical Infrastructure Projects, Including The NHPC Chowk Metro Station

Actual Image



**URBAN  
SQUARE**

AFTER HERE NO WHERE

**LARGEST MALL OF  
RAJASTHAN  
(UDAIPUR)**

**PROJECT SPREAD ACROSS  
6.9 ACRES**

**MALL FRONTAGE  
650 FT.**

THE MAESTRO OF MASTERPIECES

Actual Image



**A Premium Hotel Suite  
Within Urban**

**Offering World-class  
Hospitality**

**Designed to cater to both  
business and leisure travelers,  
enhancing the project's appeal.**

Actual Image



**Holiday Inn**

Elevating Hospitality  
Standards!

Luxurious 5-star hotel featuring  
**200** ELEGANTLY  
DESIGNED ROOMS  
Currently under construction.

Anticipated grand opening

**FY 2028**

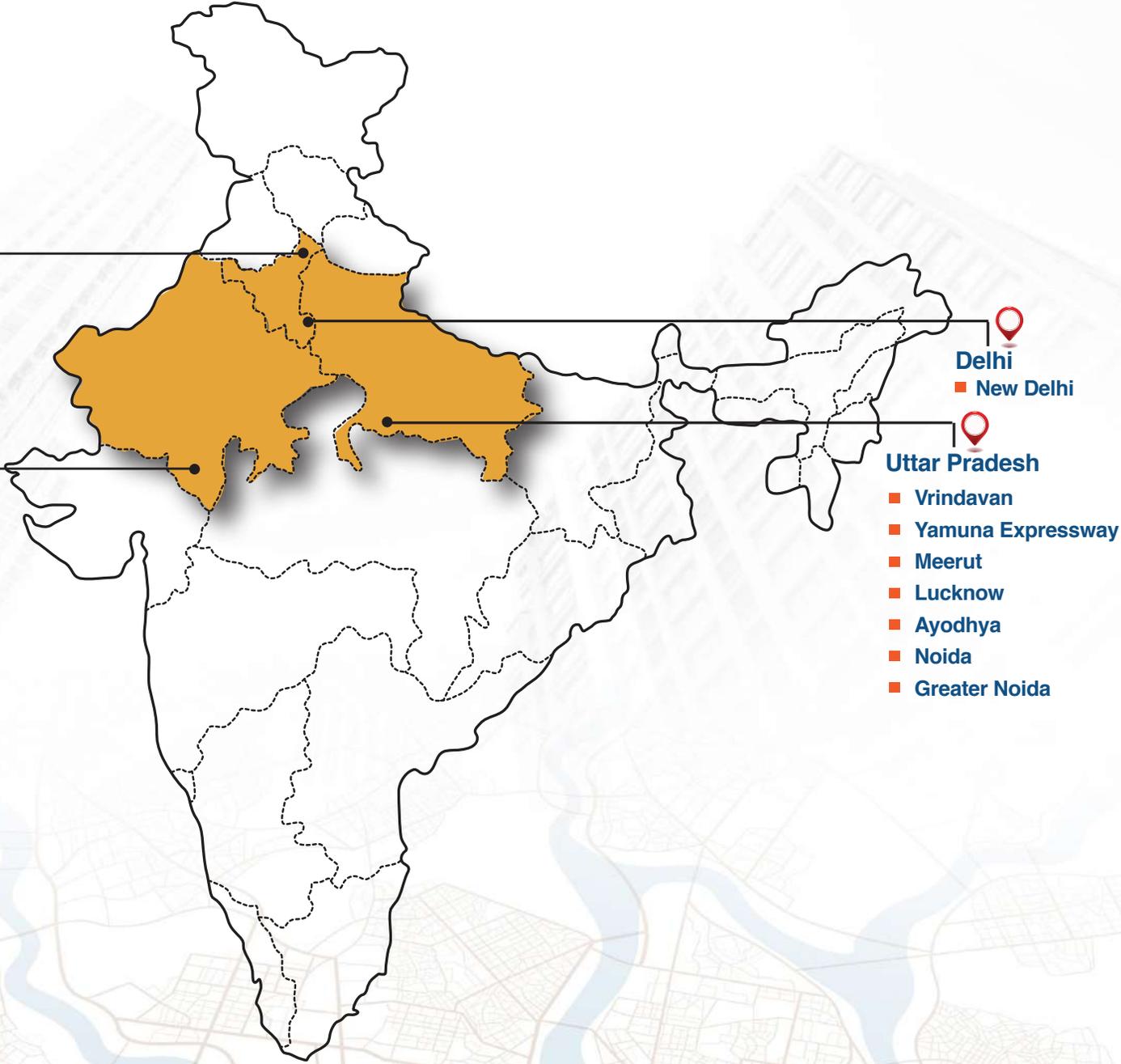
Actual Image



Leased  
**NHPC**  
Metro Station  
From **DMRC**

Operational From  
**Aug 2024**

# Existing & Future Planning



## Haryana

- Gurugram
- Faridabad
- Palwal
- Bahadurgarh
- Jhajjar
- Sonipat
- Panipat

## Rajasthan

- Udaipur

## Delhi

- New Delhi

## Uttar Pradesh

- Vrindavan
- Yamuna Expressway
- Meerut
- Lucknow
- Ayodhya
- Noida
- Greater Noida

04 States  
15 Cities

- Existing Projects
- Planned Future Expansion

## From Defining Landmarks to Building Urban Ecosystems

Anchored in a strong **60-year legacy** of enterprise and trust, **BHUMIKA REALTY**'s real estate journey began with a bold statement-Urban Square, Udaipur, the largest mall of Rajasthan-where scale, vision, and execution came together to create a defining landmark. This first milestone set the foundation for institutional-grade growth. The Group then expanded into the dynamic Delhi NCR market with THE ICON, a flagship mixed-use development in Faridabad, followed by the acquisition of a prime commercial asset in Gurugram, further strengthening its regional presence. Today, BHUMIKA REALTY is actively acquiring land parcels in Faridabad for integrated luxury residential developments, deepening its commitment to creating holistic urban ecosystems. With every chapter, the Group builds on proven execution, disciplined capital deployment, and trusted partnerships-now preparing for its next phase of growth, expanding across multiple cities in North India through well-planned horizontal and vertical developments, designed to deliver sustainable, long-term value for investors.

## Recognition Earned Through Excellence

At Bhumika Realty, recognition has always followed responsibility. Over the years, the brand's commitment to quality, design integrity and timely delivery has been acknowledged by leading industry platforms, reinforcing its reputation as a trusted name in real estate development.

These accolades reflect not just milestones achieved, but a consistent pursuit of excellence across retail, residential and mixed-use developments.



# Awards & Accolades



## Built on Transparency. Delivered with Confidence.

At Bhumika Realty, every development is guided by a commitment to regulatory compliance, transparency and responsible execution. **THE ICON** has been planned and developed in strict adherence to statutory norms, ensuring clarity and confidence for buyers, investors and stakeholders.

From approvals to construction standards, every aspect of the project reflects a disciplined approach to governance and long-term assurance.

- RERA-Approved Development
- Quality-Led Construction Practices and Material Standards
- Alignment with Safety, Environmental and Quality Standards

# THE ICON

Premium Retail | Exclusive Residences | Luxury Hospitality



**CIN:**  
U74300DL1999PTC099684

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

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

**Project Office Address:**  
Bhumika Realty Pvt. Ltd.,  
Sector 27 A, Faridabad

For Site Visit Call:  
**+91 9090-915-914**  
[www.bhumikagroup.com](http://www.bhumikagroup.com)