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A NEW AGE
HIGH STREET
IN THE MAKING



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GOOD EARTH SIXTY 9: AN OVERVIEW

Brought to you by the promoters of an ultra successful retail project Good Earth City Centre, Good Earth Sixty 9 is Gurugram's very first premium high street mall driven by upscale fashion stores, entertainment zones, 6-screen multiplex, fine dining, food court, and super market.



COMPETITIVE EDGE

LOCATION

Situated in a young, affluent residential catchment with premium housing developments and great connectivity to Gurugram's major landmarks

PRO-RETAIL DESIGN

Designed to allow complete visibility of all stores at all times as well as easy circulation and movement of people and goods

STRONG BRAND MIX

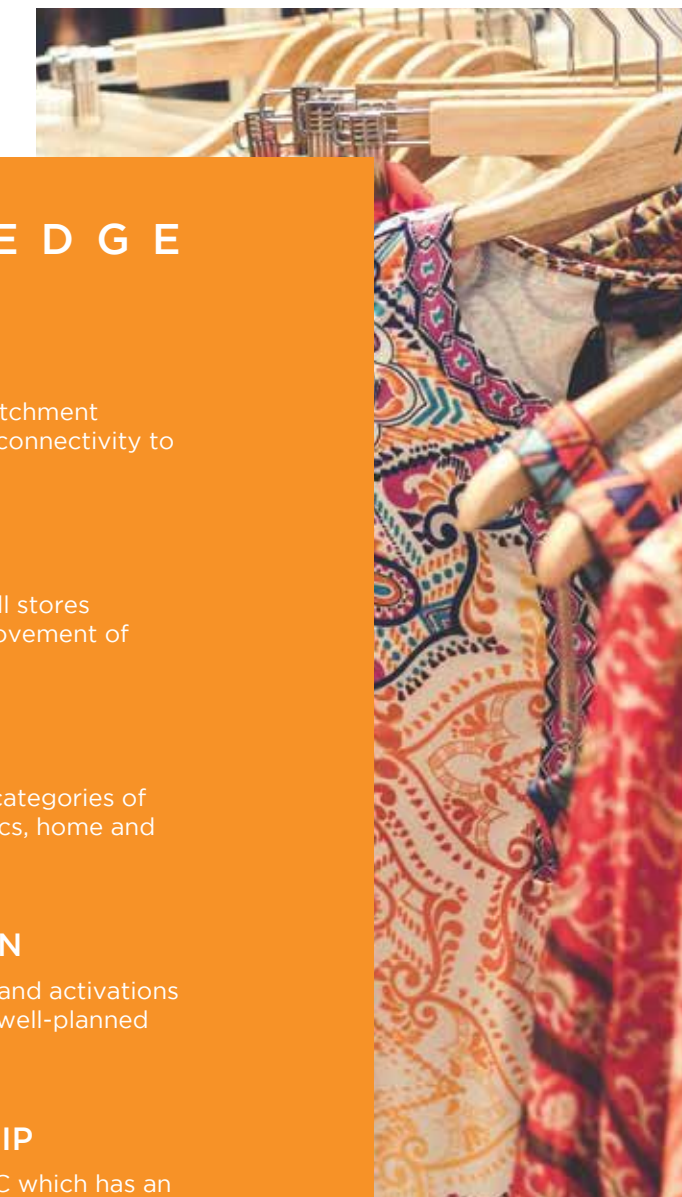
With international and domestic brands in 19 categories of select retail offerings such as fashion, electronics, home and lifestyle, kids, food and beverages

YEAR-ROUND PROMOTION

Backed by robust marketing campaigns, events, and activations to boost partners sales and footfall through a well-planned marketing calendar.

WORLD CLASS LEADERSHIP

Envisioned, managed, and operated by Team ILC which has an extensive experience and acumen in operating successful retail projects



PROJECT HIGHLIGHTS



**2.25 LAKH SQ. FT.
GROSS
LEASABLE AREA**



**FIVE LEVELS OF
CUSTOMIZED SHOPPING,
ENTERTAINMENT AND
DINING EXPERIENCE**



**CENTRAL
PROMENADE
WITH LANDSCAPED
PLAZA**



**THREE LEVELS OF
BASEMENT
CAR PARKING**

*Images used are for references only.



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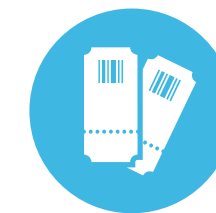
**STRATEGICALLY
LOCATED**



**INDOOR
ENTERTAINMENT
ZONE**



**KEY ANCHOR
STORES**



**6 SCREEN MULTIPLEX
WITH 1,000+
SEATING CAPACITY**



FOOD COURT

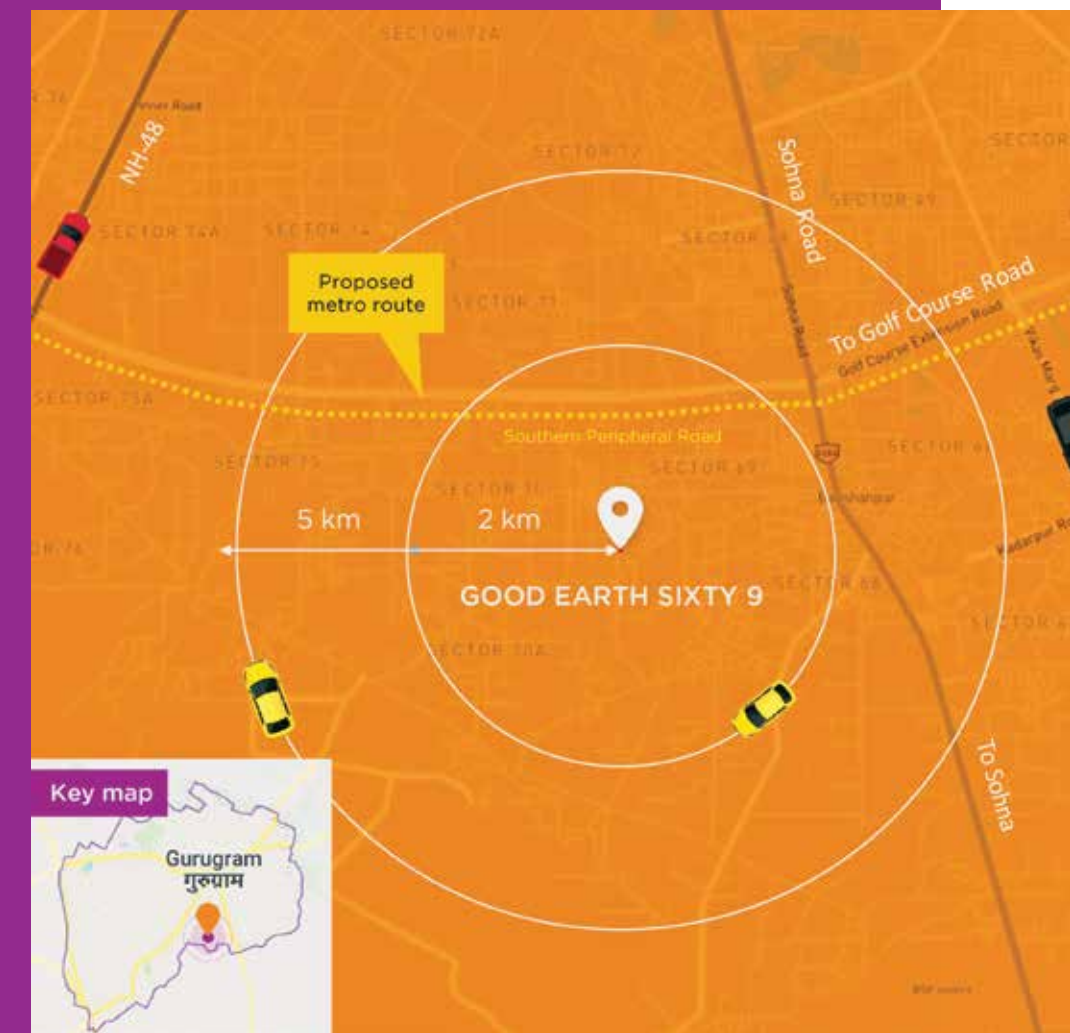
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LOCATION AND CONNECTIVITY

Good Earth Sixty 9 is strategically located in Sector-69, Gurugram, an upcoming premium residential area, along the Southern Periphery Road, the city's growth corridor with a high concentration of residences and offices.

The property has rapid connectivity with Sohna Road, NH-48, Golf Course Road, and other popular landmarks of Gurugram.

A metro route is proposed in the vicinity as well.



- 1.1 km (2 min) to **Southern Peripheral Road**
- 5.2 km (5 min) to **NH48**
- 3.2 km (3 min) to **Sohna Road**
- 9.5 km (9 min) to **Golf Course Road**



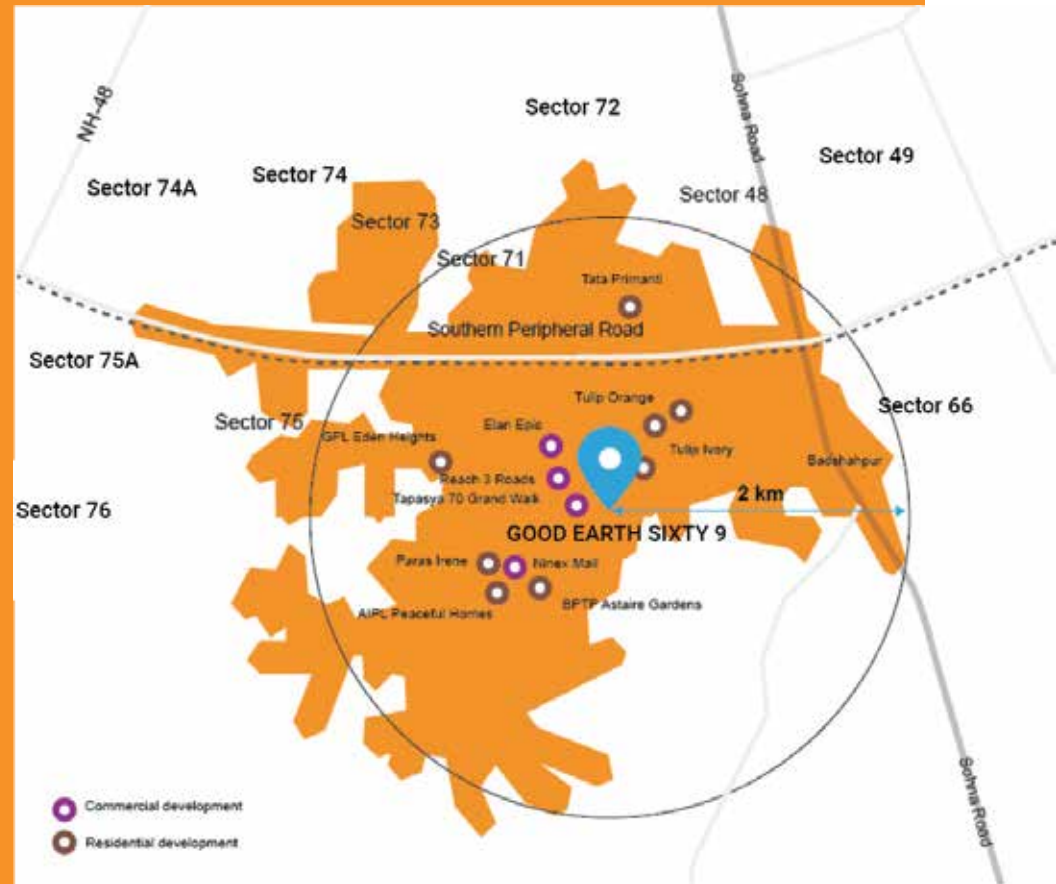
- 14.5 km (25 min) to **MG Road**
- 21 km (30 min) to **Ambience Mall**



- 1.1 km (2 min) to **Proposed Metro Route**
- 9.8 km (20 min) to **Sector 55 And 56 Metro Station**



- 26 km (41 min) to **Indira Gandhi International Airport**



PRIMARY CATCHMENT

Good Earth Sixty 9 is placed in a **young , affluent** residential catchment with premium housing development such as TATA Primanti, Tulip Ivory, Eden Heights, AIPL Peaceful Homes and BPTP Astaire Gardens

Good Earth Sixty 9 is perfectly positioned to meet the growing demand for quality retail



27,807
POPULATION



6,320
HOUSEHOLDS



₹ 3,00,008
ANNUAL PURCHASING
POWER PER CAPITA



58%
POPULATION
BELOW 30
YEARS OF AGE



SECONDARY CATCHMENT

Good Earth Sixty 9 is a **potential nucleus** for premium retail, in the expanding secondary catchment, which has witnessed high residential growth with **over 14,000 dwelling units** proposed within a 5km radius **75% of these units are already sold.**

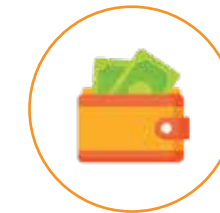
In comparison, commercial developments along Sohna Road are small in size and of low quality.



64,973
POPULATION



14,667
HOUSEHOLDS



₹ 3,16,081
ANNUAL PURCHASING
POWER PER CAPITA



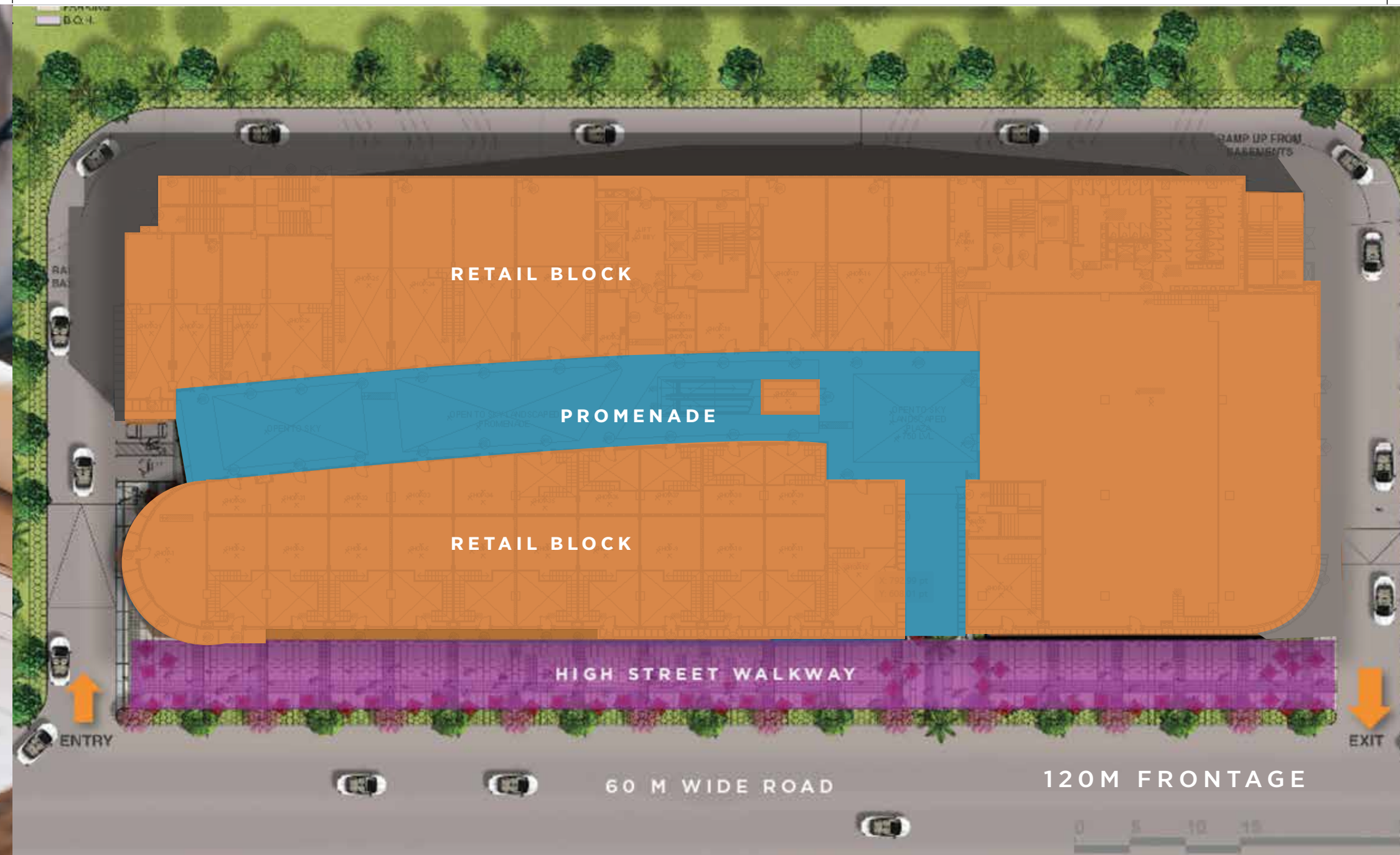
23%
POPULATION
BELOW 30
YEARS OF AGE

PLANNING AND DESIGN

Good Earth Sixty 9 will have an immaculate plan and a well thought of design. The layout will promote seamless circulation within the project. Vertical transportation is also very scientifically designed and planned to promote even circulation of footfalls across all levels.

The mall is designed by an International Architect and is also influenced by our domain expertise, extensive experience and deep understanding of consumer insights, habits, and preferences.

The Good Earth Sixty 9 layout is a culmination of efficiency and aesthetics which is targeted to create a magic of vibrant retail ethos and customer delight.



LOCATION AND CONNECTIVITY

Easy traffic access through a **12 M-WIDE SERVICE ROAD** adjacent to the sector road.

The **CENTRAL PROMENADE** is an open-to-sky walkway along a rich landscape area, which facilitates ergonomic movement while showcasing premium stores.

The **HIGH-STREET WALKWAY** presents a medley of brands in an attractive facade and ensures seamless entry.

LOWER GROUND FLOOR

Supermarket

GROUND + MEZZANINE FLOOR

Premium Fashion Brands

- International Premium Fashion Brands
- National Premium Fashion Brands
- Casual & Sports Wear
- Footwear
- Cosmetics & Perfumes
- Fashion Accessories
- Cafes
- Services

FIRST FLOOR

Indian Fashion & Homes

- Indo-Western & Ethnic Apparel
- Electronics
- Home & Lifestyle
- Gifts & Stationery
- Toys & Kids Apparel

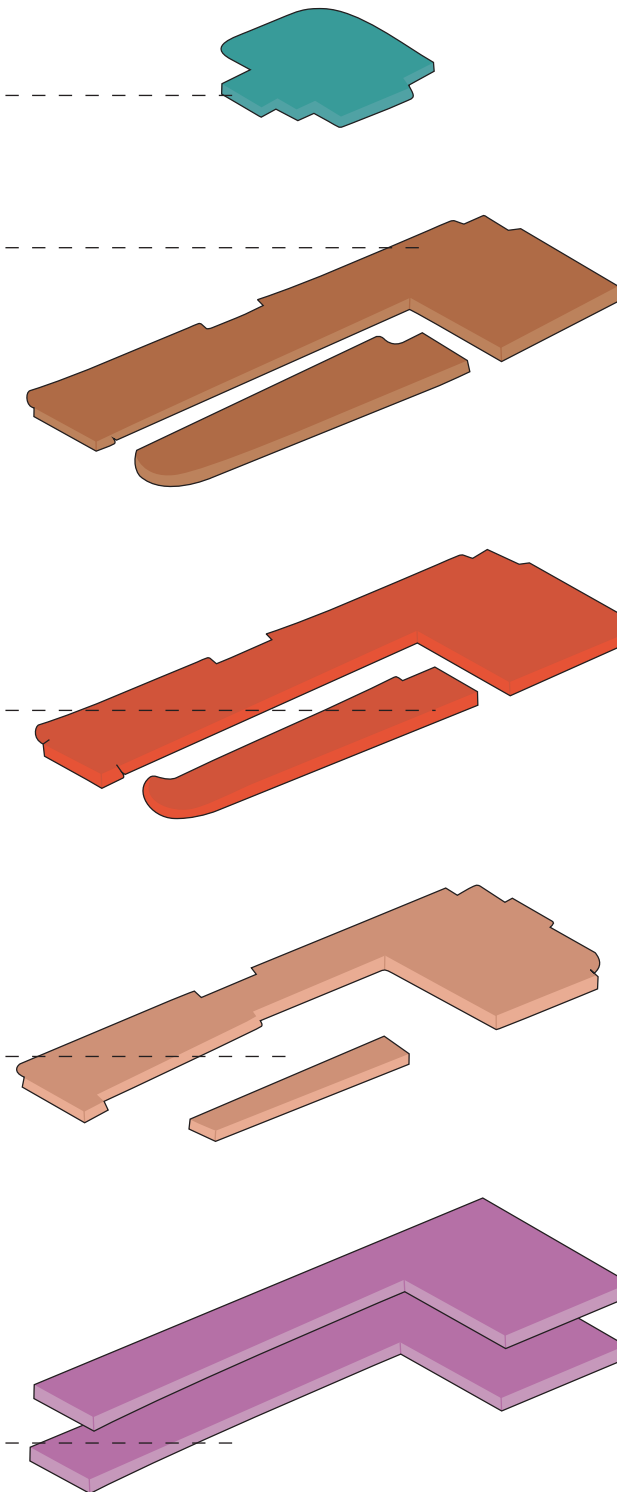
SECOND FLOOR

Food & Beverage and Indoor Entertainment Zone

- Fine Dining
- Quick Service Restaurant
- Terrace Cafes
- Food Court
- Indoor Entertainment
- Family Entertainment Centre

THIRD FLOOR

Multiplex



**LOWER GROUND FLOOR
SUPERMARKET**

The **Lower Ground Floor** will house best-in-class super market to cater to a cross-section of value, mid-segment, and premium customers. The **Basement Car Parking** will ensure comfortable ingress and egress of people and vehicles.

LEGEND	
	SUPERMARKET
	PUBLIC CIRCULATION
	VEHICLE CIRCULATION
	B.O.H.
	TOILETS

Ground+Mezzanine Floor Plan



GROUND + MEZZANINE FLOOR PREMIUM FASHION BRANDS

The **Ground Floor** will house International and National Premium Fashion Brands, including apparel, cosmetics, footwear, jewelry, watches and sportswear. The Ground floor stores are double height stores with a built in **Mezzanine Floor**.

LEGEND	
	RETAIL ANCHOR
	RETAIL TENANT
	FOOD & BEVERAGE
	PUBLIC CIRCULATION
	B.O.H.
	TOILETS

First Floor Plan



FIRST FLOOR INDIAN FASHION AND HOMES

The **First Floor** will be anchored by an Electronic Brand. The floor will house Indian brands specializing in apparel for all age groups as well as home decor, electronics, gifts, stationery, lifestyle stores, and salons.

LEGEND	
	RETAIL ANCHOR
	RETAIL TENANT
	PUBLIC CIRCULATION
	B.O.H.
	TOILETS

Second Floor Plan

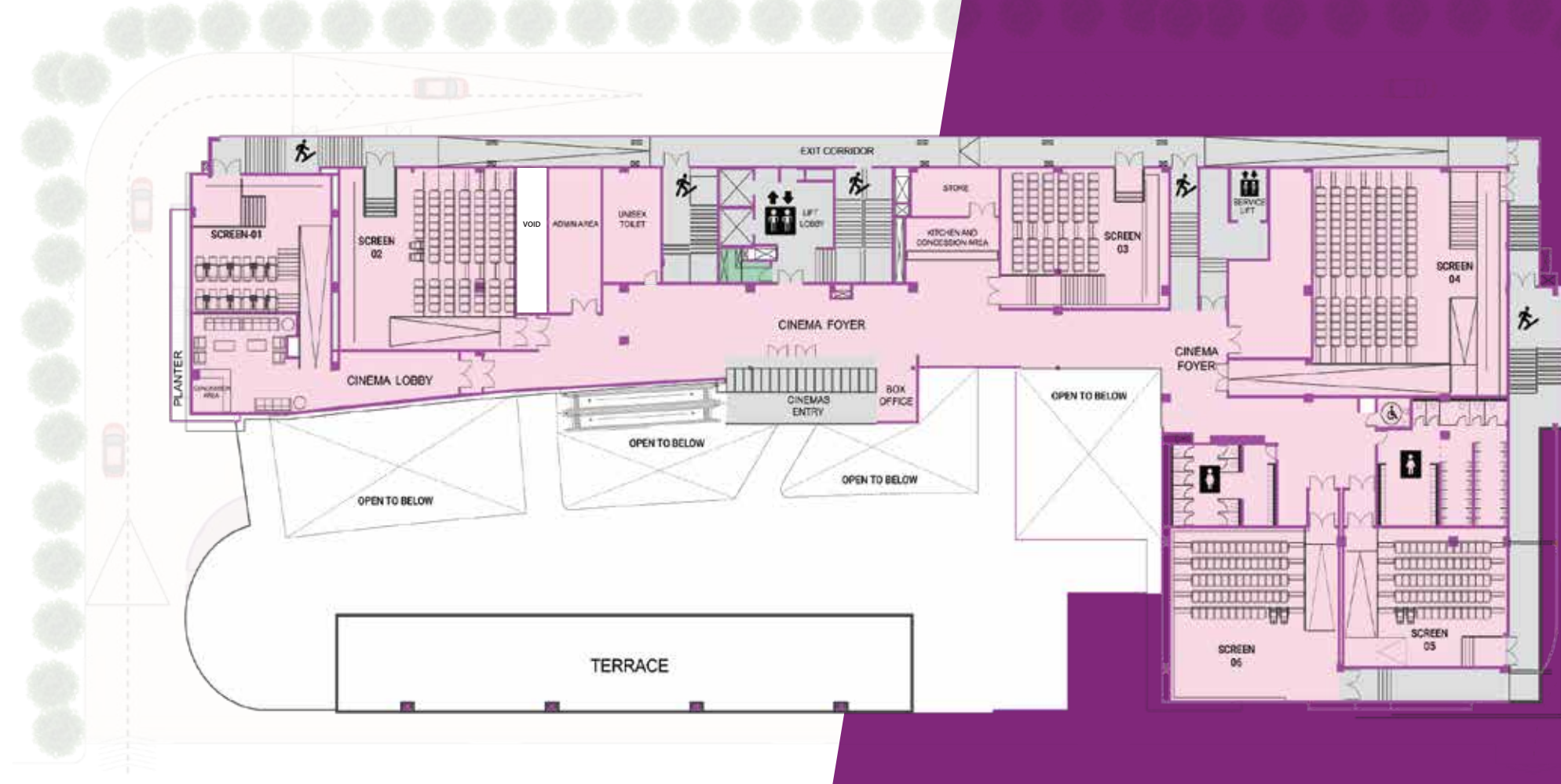


SECOND FLOOR FOOD & BEVERAGE AND INDOOR ENTERTAINMENT ZONE

The Second Floor will feature the food court and fine dining restaurants, pulling in families and youngsters alike with delectable, multi-cuisine options. The open-sky dining terrace will maximize the potential of outdoor seating and showcase premium food & beverage brands.

LEGEND	
	RETAIL TENANT
	FOOD & BEVERAGE
	INDOOR ENTERTAINMENT
	PUBLIC CIRCULATION
	B.O.H.
	TOILETS

Third Floor Plan



THIRD FLOOR MULTIPLEX

The luxurious 6-screen multiplex on the third and fourth floors will captivate moviegoers across ages, perfectly positioning **Good Earth Sixty 9** as a comprehensive entertainment and shopping destination.

LEGEND	
	CINEMA
	PUBLIC CIRCULATION
	B.O.H.

ABOUT THE DEVELOPER



THE ILC GROUP, an emerging leader in Delhi NCR's real estate space, is committed to developing the complete spectrum of multiple institutional investment-grade assets across commercial, retail, IT, residential and mixed-use segments. An experienced, professional management team and promoters with high market credibility enable ILC to innovate while striving to set industry standards on excellence.

ILC's projects are known for their elegant styling, value for money offerings, impeccable execution, and on-time delivery. Having served over 1,000 happy customers, today ILC is looking to synergize its varied experience to reimagine real estate in the country.

PROJECTS

GOOD EARTH BUSINESS BAY

Sec-58, Gurugram

A high-end IT office project with state-of-the-art facilities, this contemporary and high-tech business complex offers state-of-the-art facilities that promise to make work enjoyable. Experience the impeccably designed ambiance and indulge in the delectable cuisine at our restaurants /cafes. Some of the proposed facilities available at our campus are restaurants, cafés, banks & ATMs, a business incubation center, and premium office spaces with floor plates up to 35,000 sq. ft.

GOOD EARTH TRADE TOWER

Sec-62, Gurugram

An IT office complex with state-of-the-art facilities, this business complex is designed to be a green building with all amenities and enablement for IT/ITES occupants. Sustainably designed, beautifully landscaped, structurally efficient, and spatially effective, this trade tower will offer an inspiring and productive workspace.

IMPERIA TOWER MALIBU TOWNE

Sohna Road, Gurugram

A premium high-rise residential development, situated in an ideal location in Gurugram, Imperia Tower is the latest offering from ILC that redefines luxury. The Imperia Tower has 3 and 4 BHK apartments along with penthouses having sizes ranging from 3,012 to 5,467 sq. ft. with world-class features and amenities.



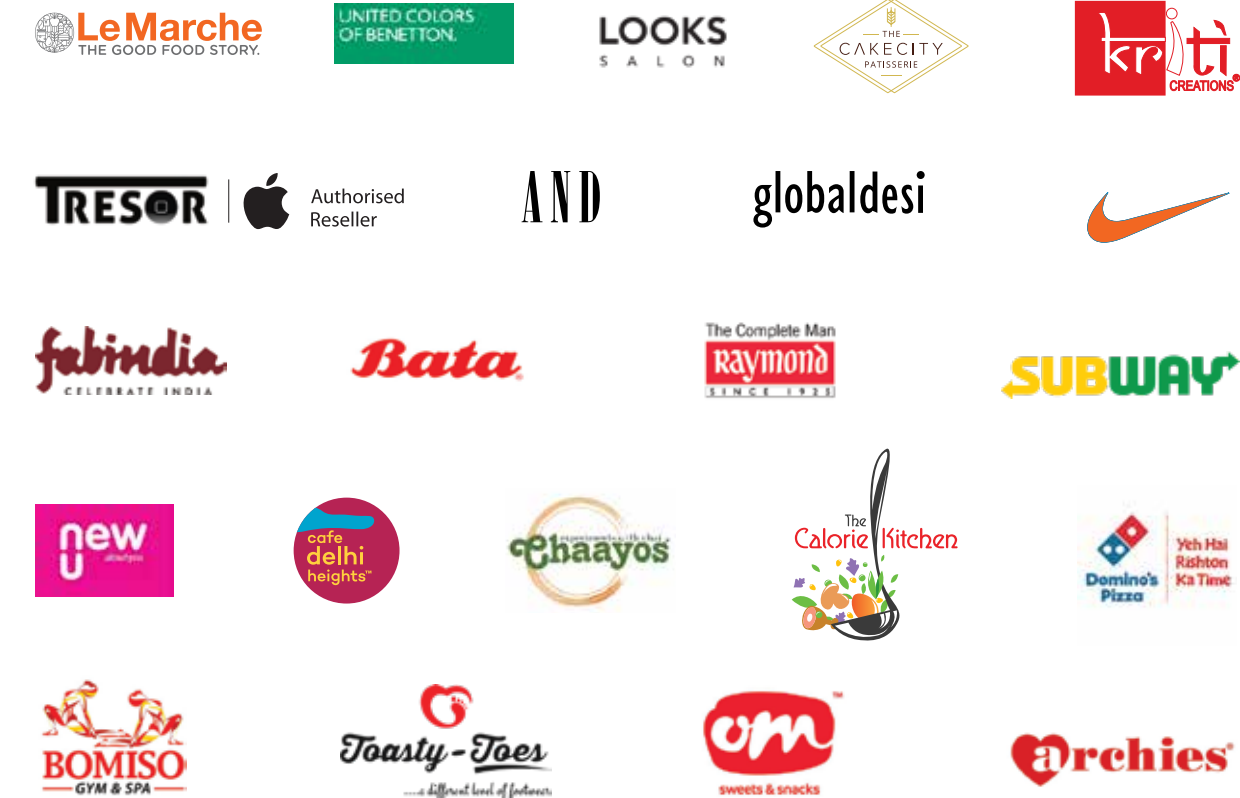
GOOD EARTH CITY CENTER

Sec-50, Gurgaon

An integrated commercial-cum-retail-cum-hospitality project, Good Earth City Centre comprises 205 rooms for the Accor Group of Hotels (known as Holiday Inn Express Hotels), 100+ high-end retail shops and commercial office spaces.



KEY TENANTS AT OUR OTHER LEADING PROJECTS



2.5
LAC

GROSS
LEASABLE
AREA

100 +
HIGH END
RETAIL SHOPS