

## **Assotech Realty celebrates ‘Green Holi’ at their eco friendly project Assotech Business Cresterra**

***Raises awareness on benefits of green living by celebrating the festival of colors with flowers***

**Noida, 19 March 2014:** The evening was pleasant and the environment was filled with exuberance when the festival of colours was celebrated with **flowers** instead of colours at the construction site of **Assotech Business Cresterra**, a mixed use Business Park by Assotech Realty.

The entertainment quotient went up by many notches when the guests were enthralled with the vivacious and lively performance of a Radha Krishna Brij Dance troupe during the Floral Holi celebration. The atmosphere became spiritual and gave the feeling of Vrindavan coming live at the Business Park located at Sector 135 on the Noida Expressway. The guests were also seen enjoying the various games played during the celebrations and performance by stand-up comedian.

An elated **Mr. Neeraj Gulati, Managing Director, Assotech Realty** said, “Celebrating Holi in an environment friendly manner gives us an opportunity to raise awareness on benefits of green living through this initiative. We request all the residents of Noida to celebrate Green Holi this year. We are very happy to share that our flagship project Assotech Business Cresterra is moving ahead of schedule and the project will come to life by mid 2015”.

The event saw the attendance of many eminent personalities and the celebrations ended with gala spread of dishes, well suited for the occasion.

Spread across a sprawling 14 acres, Assotech Business Cresterra is an intelligent green eco friendly, Business Park. The business park offers flexible office space solutions, with high-rise offices, tailor made to suit, plug n play, incubation facilities or customized built-up spaces. It also contains 4 star level luxurious serviced residences named ‘Sandal Suites Residences’ and a high-end retail wing “Sandal Street” for ultimate shopping experience.

The ‘Intelligent’ complex is focused on healthy working places which are ergonomically designed, comprising of all fire safety, detection and fighting as per the international norms. It will have a pedestrian and handicap friendly infrastructure with intelligent traffic planning.

It will have a 4 star level luxurious service residence in the name of ‘Sandal Suites’ spread across 1.75 lakhs square feet area, offering a deluxe and premium accommodation options. All suites comprise of a kitchenette with a dining area in addition to the living and bedroom areas. The suites are aesthetically designed with Modern & Vastu Based Architecture and are fully furnished with all modern amenities.

ABC has integrated office spaces, serviced residences and high street retail facilities whereby one can work, lodge and shop in the same vicinity. It is a unique and well conceived concept as it offers a plethora of world class amenities. The project includes 12 Lakh SQ. FT of office space across six business towers of 9-11 stories each with Grand Atriums with lounge and waiting lobbies. The towers offer variable office spaces ranging from 950 SQ. FT to 82,000 SQ. FT which are tailor-made to suit any requirement in terms of built-to-suit, plug-n-play incubation facilities and customized

built-up spaces. ABC will also have a business centre, an e-library, conference & board rooms with state of the art video conferencing facilities and high speed internet connectivity, an amphitheatre, a crèche and a mini golf course in for the golf aficionados.

### **About Assotech Realty Pvt. Ltd**

Assotech Realty is a leading real estate developer having been delivered over 5 million sq-ft of projects worth \$ 300 million, now consolidating its foothold in the Pan-India real estate market. Assotech Realty's expansion plans on the chain of serviced residences segment, under the brand name of Sandal Suites, a four/five star level offering, has been initiated to spread its wings in other major destinations across India. Assotech Realty is expanding in commercial, retail, residential and hospitality.

The Sandal Suites serviced residences will be coming up in three segments:

- Business
- Leisure
- Pilgrimage

Under business segment, so far the targeted cities are Bangalore, Mumbai, Hyderabad, Gurgaon, Noida (under construction), Lucknow and Indore. The religious segment includes Tirupati Balaji, Shirdi (Maharashtra) and Katra (Jammu). Goa and Kochi falls under the leisure segment.

### **For further information, please contact:-**

Ms. Srilekha Sharma  
**Assotech Realty Pvt. Ltd**  
Tel: 91- 9910365252  
[srilekha.sharma@assotech.in](mailto:srilekha.sharma@assotech.in)

Ms. Aditee Dey/ Mr. Sumanta Biswas  
**Adfactors PR**  
Tel: 91-9711306389/8586973521  
[aditee.dey@adfactorspr.com](mailto:aditee.dey@adfactorspr.com)  
[sumanta.biswas@adfactorspr.com](mailto:sumanta.biswas@adfactorspr.com)