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Logix Group announces new bench mark with the launch of Logix City Center

By RealtyFact Staff on 19/07/2014



19 July 2014, New Delhi–

Logix Group Set a new benchmark for commercial projects in **Delhi – NCR**, **Logix City Center** is one of the first mixed – use commercial projects planned in the heart of **Noida** city.

Present at the occasion were -

1. Mr. Shakti Nath, CMD Logix Group
2. Ms. Chandni Nath Israni, Director Logix Group
3. Mrs. Meena Nath, Director Logix Group
4. Mr.Vikram Nath, Director Logix Group
5. Mr. Karan Israni
6. Mr. Sunil Sethi, President FDCI
7. Mr. Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Limited
8. Mr. Pramod Arora, Group President, PVR Ltd
9. Designer Manish Malhotra

Strategically located at the nodal point of Noida City Center in Sector 32, this is one of the largest green integrated commercial destinations with retail, hospitality and corporate offices.Spread over 6 acres, Loix City Centre shall have over 7 lac sqft of retail and entertainment, over 4 lac sqft of premium corporate office towers along with 250 keys 5 Star Luxury Hotel.

Mr. Shakti Nath, CMD Of Logix Group said, "We are pleased to launch Logix City Center during the India Couture Week 2014. The six-day fashion week event will eye witness the grand launch of The Logix City Center .The Logix City Center is coming up with **15 screen state of art multiplex PVR entertainment** as well as **first Imax of Northern India**. The Mall will also have **largest HyperCITY** to provide truly international shopping experience, where customers can shop in comfort in a large, modern and exciting environment. Many national and international brands outlets including **Shoppers Stop** will be there in the Mall to offer a complete range of apparel and lifestyle accessories to cater every lifestyle need".

Chandni Nath Israni, Director, Logix Group said, "India Couture Week 2014 is a unique platform and excellent opportunity for fashion talent to exchange ideas. Top Indian designers through a series of riveting shows will make these six days a blend of contemporary art and modern aesthetics with fashion. We are pleased to launch Logix City Center during the India Couture Fashion week 2014. City Centre Mall is all about the art, cinema and fashion and will cater to the complete range of apparel and lifestyle accessories along with entertainment. **Destination Couture** will celebrate India's everlasting love for International luxury and fine taste in high end couture.

Sunil Sethi, President FDCI said "This is the best platform to showcase the Indian Couture with our associate partners Logix group since they would have a dedicated area called **Destination Couture** in the all new Logix City Center Mall. Logix Group is synonymous with quality, dynamism and growth. The group has successfully carved a niche for itself in this competitive scenario by delivering premier facilities.

Designer Manish Malhotra said "Couture week is very special to me as its my biggest show of the year and now with my haveli flagship store in Delhi this year is most special. Portraits' my couture collection 2014 is about timeless embroideries in todays contemporary cut make it a timeless moment : Logix group coming up with Logix City Center where there will be fashion and Northern India's first IMax associating with them, for my couture show is synergy of art fashion and cinema"

PVR

Pramod Arora, Group President, PVR Ltd said, "The Logix Group stands as a testimony to developing India with its state-of-art architecture and we feel honoured to launch India's largest and most advanced format of cinematic viewing—the 'superplex', a 15 screen multiplex cinema at Logix City Centre. With this magnanimous launch, people of North India will also witness the first-ever IMAX experience at PVR." He further adds, "Logix City Centre which encompasses a retail paradise of National/ international brands and luxury perfectly complements our brand. We are pleased that Logix Group has shown faith in PVR, and we promise to provide the best of all world formats under one roof with in-class infrastructure, unmatched technology and a luxurious cinematic experience to our consumers. Moreover, launching with the India Couture Week 2014, also attracts tremendous footfalls as fashion and cinema go hand- in- hand and it is only through cinema that people become aware about the latest fashion trends and vice- versa."

SHOPPERS STOP

Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Limited said "We are delighted to associate with the Logix Group to extend our presence in Noida. We will soon launch a new Shoppers Stop and the most admired hypermarket brand, HyperCITY at Logix City Center Mall in Noida. This will be amongst the largest Hyper CITY stores in North India. With its world-class appeal and international layout, this project is poised to become a fashion hub in the city." – Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Limited.

Mr. Shakti Nath – Profile

Mr. Shakti Nath aged 55 years has experience of more than 19 years in the field of **real estate** development. He has started his career in late 90's as an entrepreneur in the real estate field and has consistently grown vertically. Under his leadership, the Group is well known for developing Noida as an ideal hub for IT/ITES by providing and letting out the commercial spaces to IT/ITES companies and infrastructure services in the Technology Projects. The Group has already completed and delivered more than ~ 4 Mn. Sq. Ft. of IT/ITES space and more than 300 IT companies are functioning in the projects developed by Logix group. Logix Park, Logix Techno Park, Logix Infotech Park and Logix Cyber Park are some of the major projects relating to IT/ITES in Noida, developed, owned and maintained by Logix group. Logix Group under his leadership is currently developing about 10 Mn. Sq. Ft. of residential development and more than 2 Mn. Sq. Ft. of Mixed Use Development in Noida. The group has few of marquee developments on the drawing board to be launched over the next few years.

Mr. Shakti Nath has been a speaker at in a number of GRI & CII conferences and other Real Estate Forums. He is also an avid traveler.

Ms. Chandni Nath Israni – Profile (Interior Designer and Director of Logix Group)

Chandni Nath Israni has studied interiors and architecture at the London Metropolitan School and joined then the family business. She heads the company interior design division and has a range of experience spreadheading large commercial projects. Chandni loves the challenge and experience of developing commercial spaces.

She has designed the Interiors of Logix Cyber Park, The Techno park and The Logix Technova. Besides being an interior designer, she is an art lover and she loves to collect art and sculptures. Her most ambitious project is Logix City Center as its a mixed development project comprising mall, hotels and offices spaces.

Logix Group – Profile

Logix Group was founded in Noida, India in 1997 and has been the front-runner in setting up and promoting IT industry and has established more than 25 such facilities and completed more than 4 million sqft of IT facilities.

All the projects are executed by separate SPVs having the group-controlled equity. Logix Group has been the pioneer in setting up IT Parks & IT SEZs for IT/ITES industry in NCR and has established more than 25 such facilities till date. Having a long list of satisfied national and international clients, the group has delivered over 4 million sqft of IT and premium office facilities and has established a perfect address for software development centers, back offices, operations and call centers. Logix Group is dedicated to providing a complete infrastructure solution to its clients helping them operate at their optimum efficiency by focusing on their core competence.

Logix had diversified into the residential sector with the launch of 'Blossom County' & 'Blossom Greens' in year 2010.The unmatched success of these projects has motivated Logix to launch'Blossom Zest', 'NeoWorld', 'La Premiere Residences' and 'Empire Estate'recently. Meticulously designed, these projects will house more than 20,000 units offering a wide range of living avenues to the home buyers -studio apartments, Logix had diversified into the residential sector with the launch of 'Blossom County' & 'Blossom Greens' in year 2010.The unmatched success of these projects has motivated Logix to launch'Blossom Zest', 'NeoWorld', 'La Premiere Residences' and 'Empire Estate'recently. Meticulously designed, these projects will house more than 20,000 units offering a wide range of living avenues to the home buyers -studio apartments, penthouses, golf apartments, luxury condominiums as well as residential plots.

Logix has some of the best FDI investors in their group namely APOLLO, TAIB and ICICI Prudential. The group has a JV with ITC for a luxury hotel in Sector 105.


Logix is also coming up with some of the largest integrated green destinations for retail cum entertainment, hospitality & corporate offices - 'Logix City Center' at Sector 32, 'Riviera 105' at Sector 105 in Noida and the recently launched mega mixed – use development, 'La Premiere' at Sector 124, Noida, including retail, hospitality and service apartments.

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