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Title : Superplex coming NCR's way soon

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# Superplex coming NCR's way soon

Pics: Ranjit Kumar



(L-R) Vikram Nath, Chandni Nath Israni and Shakti Nath



Rama Raman Tikka Shatruijit Singh and Estelle Langer Schroll



Rina Dhaka Karan Israni Sanjay Passi

One of the leading real estate development companies in NCR, the Logix Group, recently hosted a curtain raiser for Logix City Center, the ultimate lifestyle and entertainment destination, with an exclusive preview of the largest superplex in North India. The mixed-use development which has a retail and entertainment hub, corporate offices, serviced apartments and a business hotel, promises to change the skyline of Noida. The who's who from the retail and entertainment industry and business heads from leading banks and funds attended the unveiling.

Shakti Nath, CMD, Logix Group, said, "We are pleased to host the preview of the first superplex, showcasing a 15-screened cinema with gold class, mainstream and one of the largest IMAX screens in Asia. It will also house the first 4DX and first playhouse concept designed specially for kids. The popular Indian and international fashion, food and entertainment brands here will provide a one-stop solution for all the needs of a modern lifestyle." Vikram Nath and Chandni Nath Israni, from the Logix Group, were also present at the event.

Rama Raman, chairman of Noida, Greater Noida and Yamuna Expressway Authority, who was the chief guest at the event, praised the project. He compared Noida's development with Dubai's and said, "We work with the same passion for Noida - to create the best infrastructure in India. For us it has to be the biggest - be it a superplex or infrastructure." He also announced that they are working on a 2,500 acre park in Noida and claimed that it will be India's biggest park.

Govind Shrikhande, customer care associate and MD, Shoppers Stop Ltd, said "We are happy to be associated with the mall in Noida, which will soon become the ultimate fashion and lifestyle hub in the city. It will soon have the most advanced cinema viewing experience in India, along with top fashion, food and entertainment brands.

We will soon launch a new Shoppers Stop store and the largest store of Hypercity in North India at this mall. With its world-class appeal and international layout, this project is set to be a success."

With its strategic location in the heart of Noida, next to the City Center Metro station in Sector 32, the mall is designed to take the entertainment and leisure quotient of NCR many notches higher when it opens in January, 2016.



Shivani Wazir Pasrich