



DLF
MIDTOWN
PLAZA

BLENDING
COMFORT & CLASS



Artistic Rendition

PLAZA OR PARADISE? YOU DECIDE.

DLF Midtown Plaza is a vibrant hub spanning across two acres, designed to cater to discerning consumers. From its charming walkways to delicious cuisines, think of the Plaza as a premium retail, open-air neighbourhood mall, the perfect place to shop, dine, and unwind.



An affluent catchment within a 20-minute radius.



A seamless experience that fosters exclusivity.



Thoughtfully designed spaces.



2,80,000 sq. ft. of Total Gross Leasable Area (GLA).

All this and more makes Midtown Plaza a paradise for retailers where they can elevate their brand presence in a market that redefines urban living.



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BECAUSE LITTLE THINGS MAKE A BIG DIFFERENCE.



Atmosphere and Aesthetics

A perfect blend of a modern shopping mall and the charm of an old-school open-air market.



Targeted a High-Income Demographic

So that your customer comes to you.



Unified Community Hub

Building brands and the local economies through integrated, collaborative spaces.



Convenience and Accessibility

Simplifying access for the retailers and consumers within the community.



Distinctive Retail Mix

So that it appeals to those seeking something unconventional from a conventional mall.



Unique Atmospheric Appeal

Because nothing sells more than the vibe of a place.



Strategic Retail Positioning

An unparalleled shopping experience amidst the terrain of unorganised markets.



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PUTTING OUR PLAZA ON THE MAP.

PRIME LOCATION

Situated on main Shivaji Marg, there's no place like the Plaza to set up shop in all of West Delhi.

PROXIMITY TO AFFLUENT NEIGHBOURHOODS

Strategically located near Rajouri Garden, Kirti Nagar, and Punjabi Bagh, the Plaza will be the epicentre of vibrant retail therapy.

ADJACENT TO DLF DEVELOPMENTS

Being situated adjacent to Capital Greens and ONE Midtown ensures constant and discerning footfall. With approximately 3,000 premium apartments already developed and an additional 1,000 in the pipeline, the bustling neighbourhood promises a steady flow of visitors.

SUPERIOR METRO ACCESS

The Plaza offers accessibility to nearby key metro stations, making it stand out for its high connectivity. Approximately, a third of all metro stations in Delhi are present in the catchment area, ensuring easy access to various parts of the city.

BEING AT THE RIGHT PLACE AT THE RIGHT TIME MATTERS.

DLF Midtown Plaza, strategically located in the central hub of West Delhi, is poised to serve a diverse and affluent catchment area. Within a primary catchment radius of a 0-to-15-minute drive, the Plaza extends its reach to approximately 1.36 million individuals characterised by high-income, youthful aspirations. Beyond this, the secondary and tertiary catchments encompass broader regions, including significant residential, commercial, and retail developments, thereby augmenting its commercial allure.

PLACING THE PLAZA WHERE THE PEOPLE ARE.

NEARBY DEVELOPMENTS

Noteworthy adjacent developments consist of Capital Greens and ONE Midtown (Residential) and DLF Towers (Commercial).

PRIMARY CATCHMENT (0-3 KM)

Within a 0-to-15-minute drive that connects an estimated population of 1.36 million.

- 1 Capital Greens
- 4 Tarc Kailasha
- 1 DLF Towers
- 2 ONE Midtown
- 5 The Leela Sky Villas
- 3 Sawasdee Heights

SECONDARY CATCHMENT (3-6 KM)

Within a 15-to-30-minute drive that encompasses the expanding residential and commercial zones.

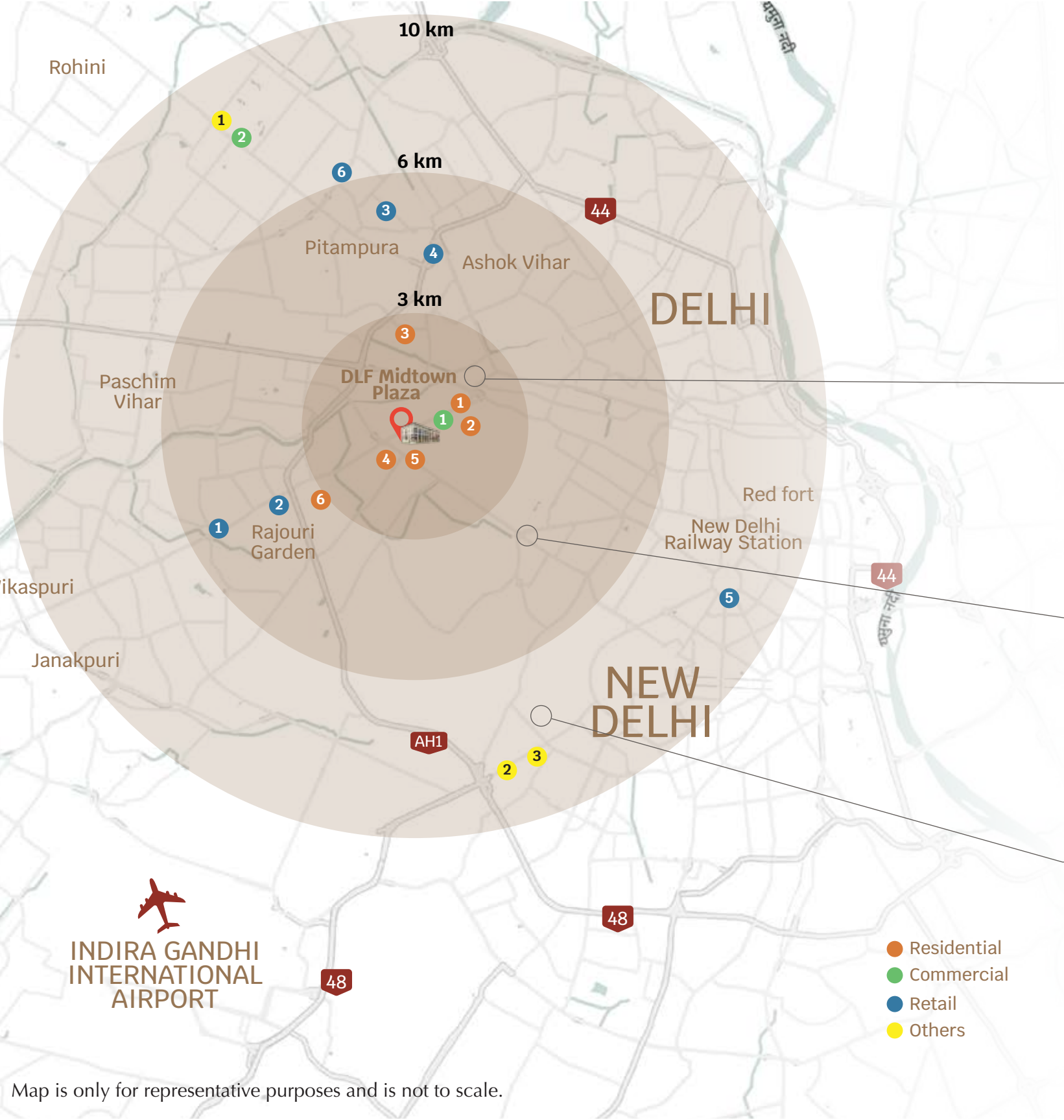
- 6 Unity The Amaryllis
- 1 Tagore Garden Market
- 4 Karol Bagh Market
- 2 Rajouri Garden Market
- 3 Netaji Subhash Place

TERTIARY CATCHMENT (6-10 KM)

Within a 30-to-60-minute drive that extends to key retail hubs.

- 5 Connaught Place
- 1 Crown Plaza Hotel
- 2 Twin District Centre
- 6 Delhi Haat
- 2 Taj Palace Hotel
- 3 ITC Maurya Hotel

- Residential
- Commercial
- Retail
- Others





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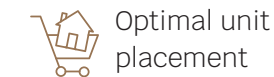
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A SPACE THAT GIVES YOU SPACE TO GROW.

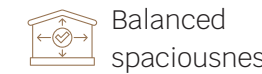
DLF Midtown Plaza has been meticulously crafted to achieve functional excellence.



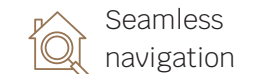
Maximised retail space



Optimal unit placement



Balanced spaciousness



Seamless navigation

The Plaza will stand as a beacon of aesthetic allure, enriching the region's charm and fostering meaningful social connections. With its seamless design, it will guarantee a fluid customer experience where every interaction leaves a lasting impression of ease and delight.



SITE PLAN. MORE LIKE A SUCCESS PLAN.

DLF Midtown Plaza is designed as a space that not only caters to the requirements of the business partners but also surpasses the conventional retail experience. Each level within Midtown Plaza represents a distinctive chapter, providing businesses with a dynamic environment in which to flourish.

Expansive Commercial Landscape

Spanning two acres of prime land.

Substantial Retail Space

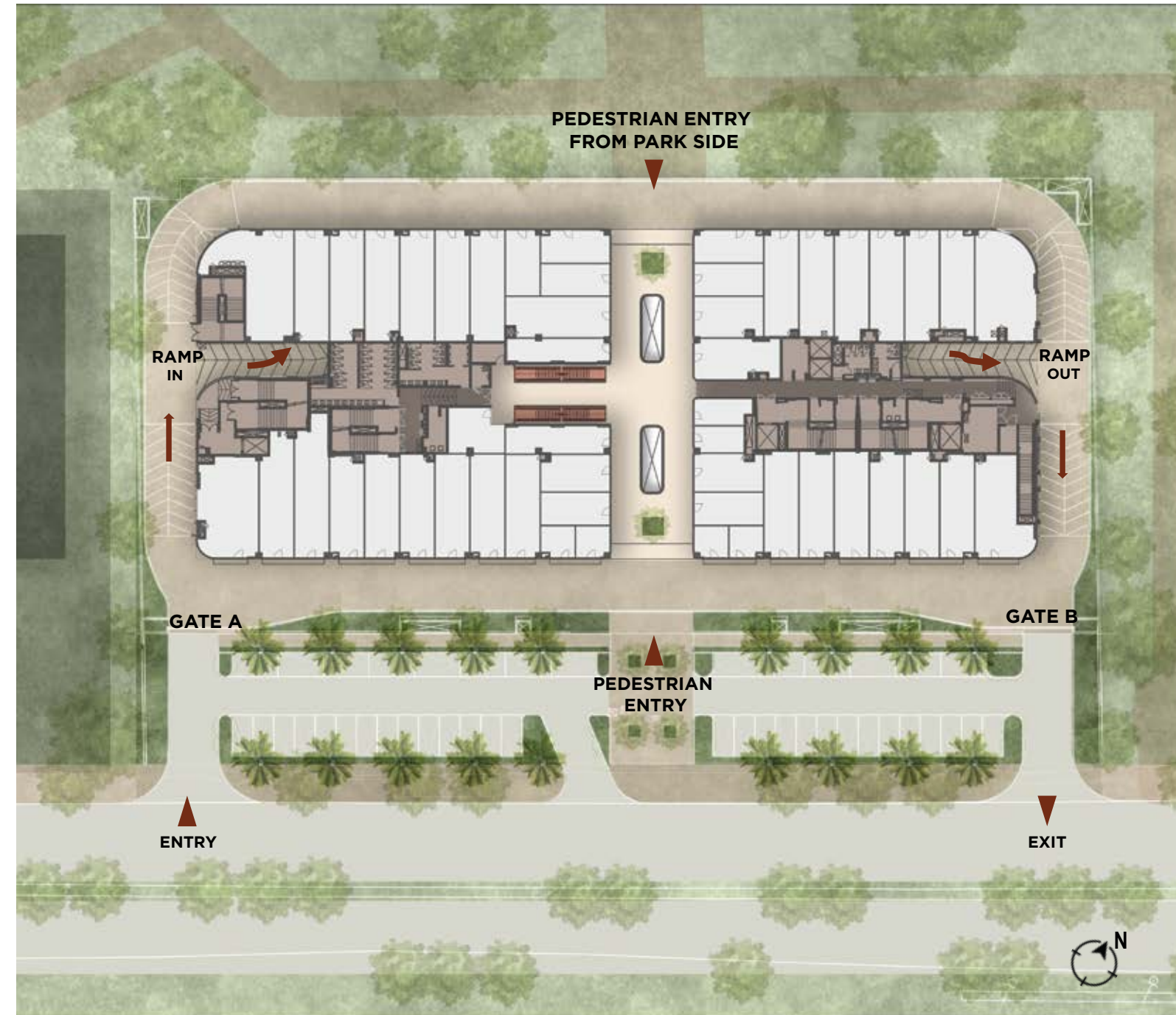
Comprising of 2,80,000 sq. ft. of retail GLA (approximately).

Multifaceted Business Prospects

Encompassing two basements, the Plaza floor, ground, and four upper floors.

Diverse Business Portfolio

Featuring a mix of retail, anchor stores, food & beverage outlets and cinema.



PROJECT CONFIGURATION.

Fourth Floor:

A seamless extension of cinematic entertainment paired with exquisite culinary delights and play areas designated for kids.

Third Floor:

Boasts a state-of-the-art multiplex and a great mix of culinary destinations.

Second Floor:

Mirrors the offerings on the floors below, combining the premium retail shops with the finest cafés, and salon/derma services.

First Floor:

A harmonious blend of select retail shops and unique café concepts for a complete shopping experience.

Ground Floor:

Lively storefronts featuring a curated mix of retail shops and cafés.

Plaza Floor:

A collection of anchor stores, unique cafés, and utility brands form the heart of the Plaza experience.

Basement Level:

Two levels of basements offer convenient parking facilities right below the Plaza Floor.



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DESIGNED FOR GREATNESS.

The architectural concept underlying DLF Midtown Plaza draws inspiration from a dynamic interplay between urban sophistication and artistic expression.

In essence, it:

- Embraces contemporary design principles.
- Encapsulates the essence of New Delhi's vibrant culture.
- Incorporates natural elements and artistic installations.
- Aims to forge an emotionally resonant space.
- Invokes a profound sense of community and belonging.

This visionary approach is deeply rooted in the ambition to craft a space that goes beyond being a commercial hub, aspiring to become a landmark that harmonises with the spirit of the city and its inhabitants.

SO THAT IT'S A PLEASURE DOING BUSINESS *EVERY DAY.*

DISTINCTIVE AMBIANCE

Exuding modernity
whilst creating a warm
and welcoming space
for your brand.



ARCHITECTURAL EXCELLENCE

Where form and
function work together
to create spaces that
work for you.

DIVERSE RETAIL SELECTION

Making sure there's
always something
new, something
exhilarating for
everyone.



STRATEGIC ACCESSIBILITY

Convenient
for both visitors and
business partners,
the Plaza is
viable for all.



PLAZA PRESTIGE

It's all about
the address.
So rest assured
knowing your
brand's presence
and image will
be elevated by just
being at the Plaza.



BUSINESS POTENTIAL

When your
business is in the
Town, it's sure
to become the
talk of the town.



CULINARY DELIGHTS & ALFRESCO OPTIONS

Shopping is no fun
without dining, which
is why we offer it all
under one roof.



AMPLE PARKING SPACE

Experience true
comfort when you
arrive at and leave
the Plaza with
abundant parking
options available
within the premises.

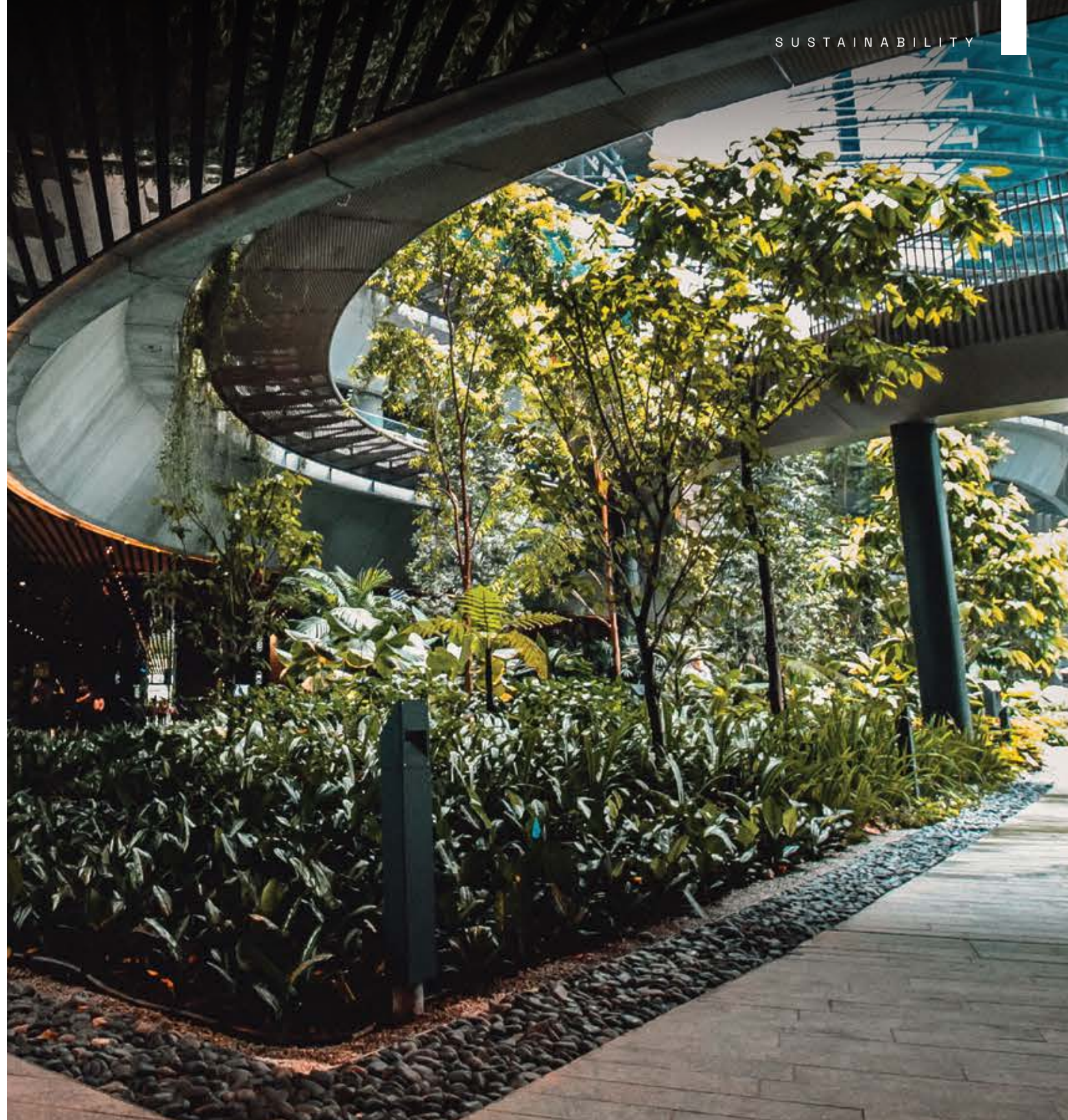


PAINTING THE TOWN GREEN.

At DLF Midtown Plaza, sustainability is a fundamental value that shapes our business and development ethos. Our commitment transcends compliance because it is our profound belief that our present actions mould the future world. And so, in all facets of our Plaza's design and operations, sustainability takes precedence.

- | | | | |
|---------------------------------------|----------------------------------|--------------------------------|-----------------------|
| 💡 Energy-efficient lighting | 🌬️ HVAC systems | 💧 Water-saving fixtures | ♻️ Recycling programs |
| 🏠 Eco-friendly construction materials | 🌿 Water conservation initiatives | 📄 Optimised energy consumption | 🗑️ Minimised wastage |

Our endeavour is to not only diminish our environmental impact but also establish a cost-effective and comfortable environment for our business partners. Because sustainability is not a choice but a lifestyle here. Choosing DLF Midtown Plaza as your business partner thus means investing in a flourishing commercial space that hopes to shape a sustainable and prosperous world.





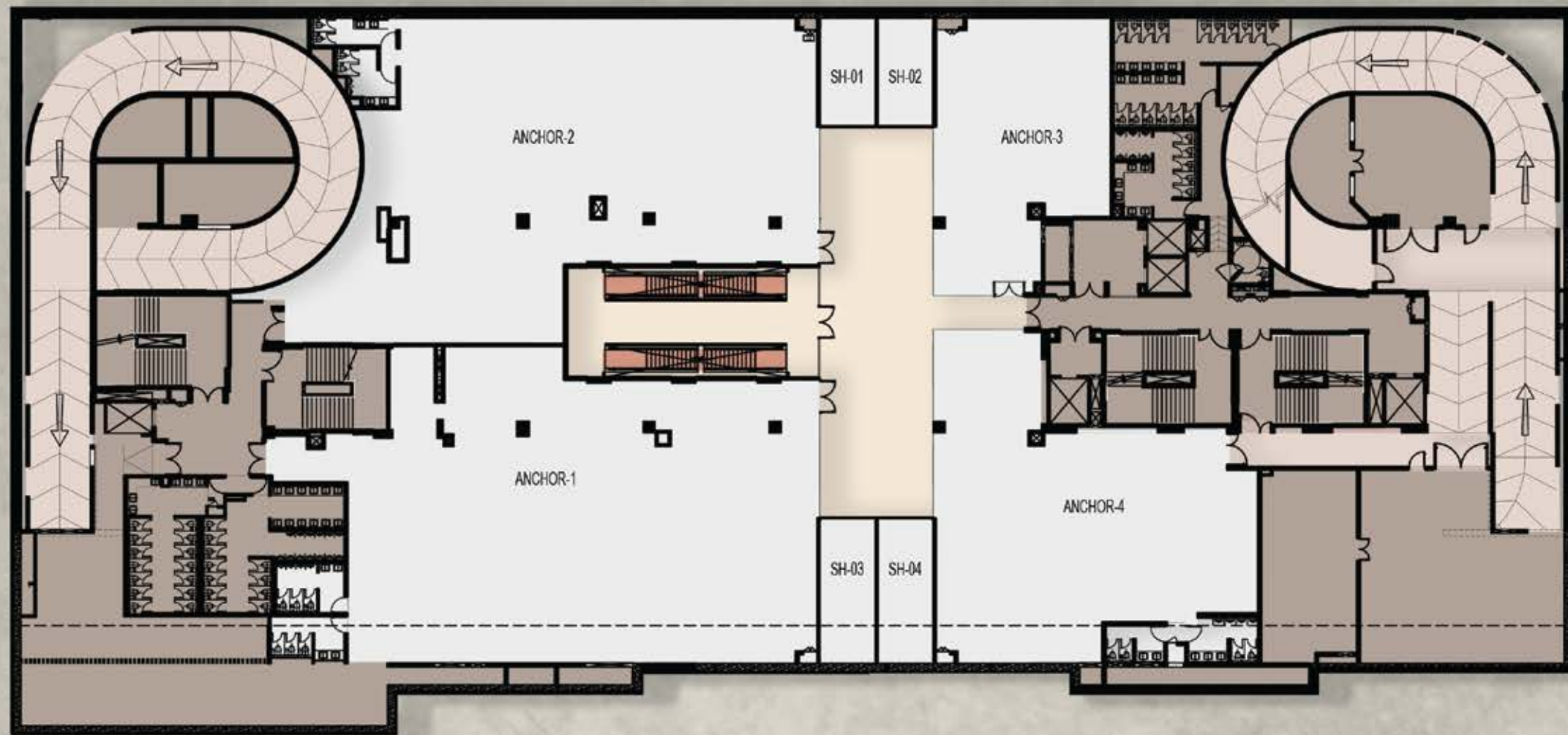
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AND IT ALL STARTED WITH THE LEGACY OF DLF.

At DLF, our legacy of excellence speaks volumes. With a rich history of pioneering real estate developments, we have consistently delivered outstanding quality and innovation. It is this commitment to crafting thriving communities that gets reflected in our neighbourhood Plazas.

Every DLF Plaza transcends the conventional shopping experience into a dynamic one. Harmonizing the best of open-air shopping, entertainment, and leisure, our Plazas offer a rejuvenating experience for visitors of all ages.

PLAZA FLOOR



All information, drawings, design and plans are only indicative and not to scale. Details of Units will be as per the agreement.



GROUND FLOOR



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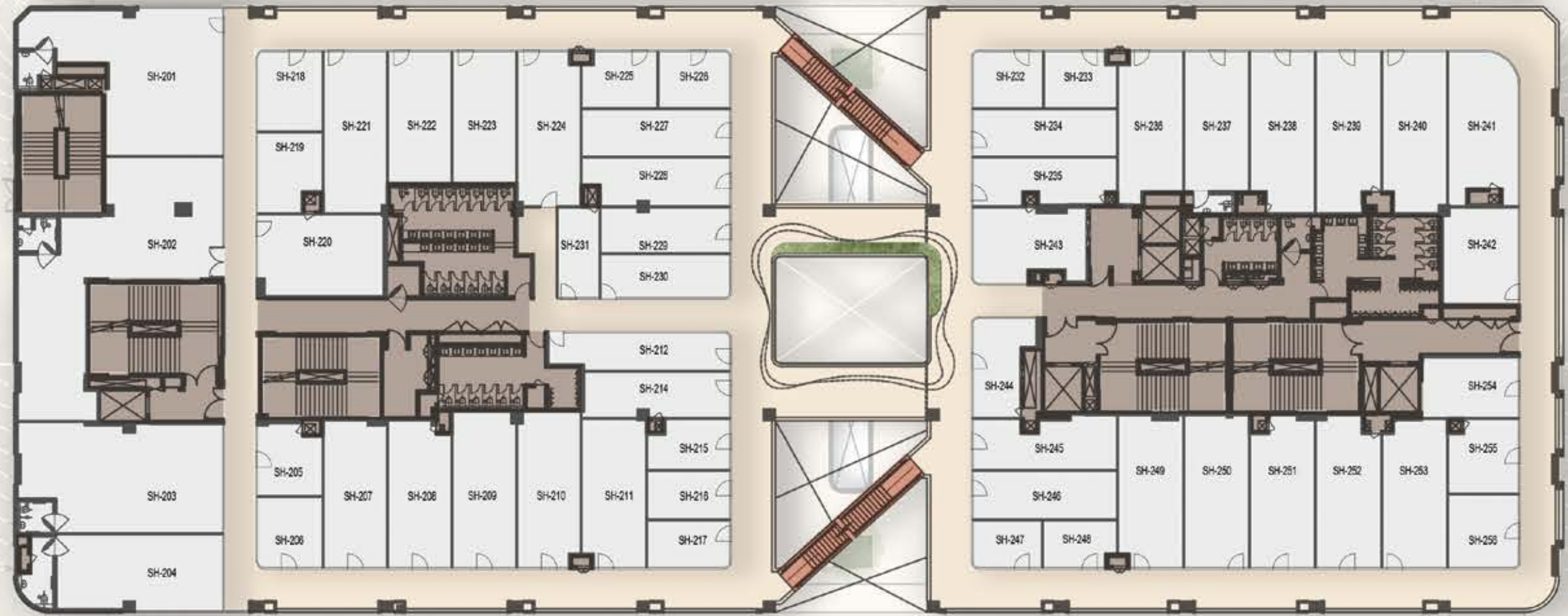
FIRST FLOOR



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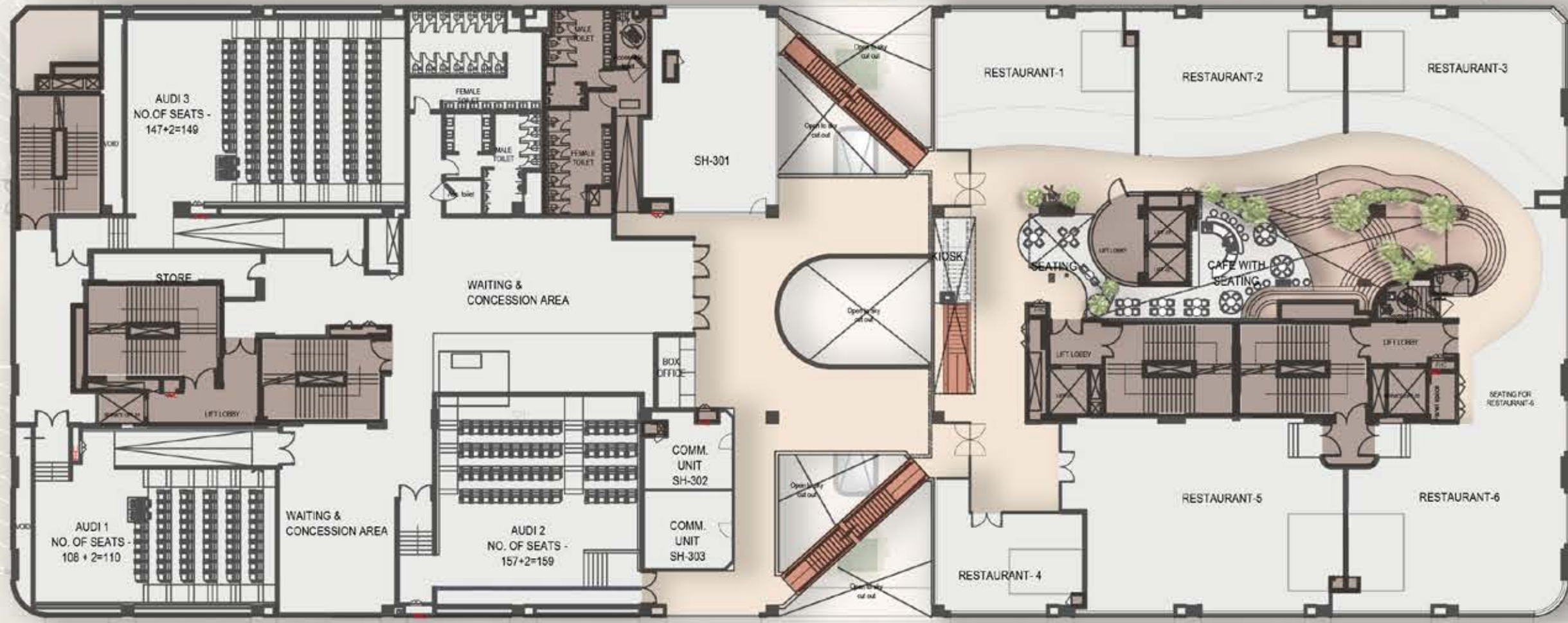
SECOND FLOOR



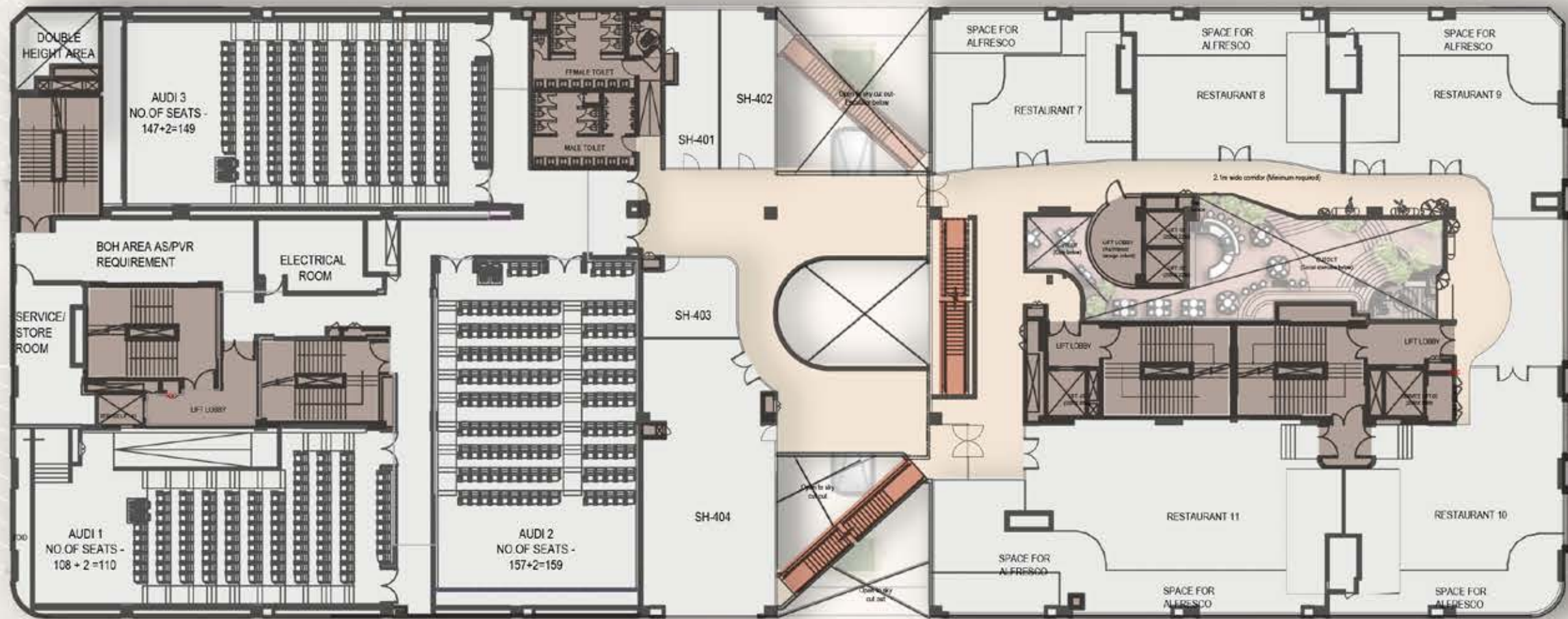
All information, drawings, design and plans are only indicative and not to scale. Details of Units will be as per the agreement.



THIRD FLOOR



FOURTH FLOOR



Disclaimers:

All information, images and visuals, design and drawings, plans or sketches are only representative, an architect's impression, or artistic renderings and not to scale. Design, colour schemes, interior and exterior, descriptions, dimensions, locations of the showrooms/eateries, cafeteria/diners, and brand names are illustrative and indicative only. Specifications, areas including circulation areas, entry/exit, common areas, services, colour and lighting features are for visual effect, subject to final leasing. Areas and land outside the periphery/boundary of the Project are indicative and no right is created thereon. Nothing contained herein intends to constitute a legal offer and does not form part of any legally binding agreement. Recipients/viewers are advised to exercise their discretion in relying on the information provided and are requested to verify all the details, specifications and other relevant terms independently with the Promoter (DLF Home Developers Ltd.),. Registration No. DLRERA2022P0018 available at www.rera.delhi.gov.in.

For more information please visit - <https://www.dlf.in/retail/>. Project address - 15, Shivaji Marg, New Delhi - 110015.

*Terms and conditions apply.