

# Riding the Tide

Adjusting the Playbook to keep the trade moving



WORLD TRADE CENTER™  
NOIDA

# Mobile Moves Business,

WTC Noida Moves The Mobile Ecosystem, MOX



A 360 Tour  
of the property



CENTER™



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# Simplifying Work & Life

**WTC Noida offers an ecosystem that lends a new meaning to efficiency and convenience, with office complexes, residences, hotels, retails and other recreational facilities at the same address.**



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# Welcome to a **World** where **Trade** is at the **Center**

WTC Noida is conceptualised to give a single point access to a global network of physical development and enabling services to help businesses thrive in the local and global ecosystem.

## A Center where :



Business find  
Markets



Academia connect  
with Industries



Infrastructure meets  
Enabling services



Investors find Startups and  
Businesses get mentors

# Going Beyond Real Estate

Overview of services  
available at MOX

## STRATEGIC

Trade Missions

Optimum Entry Strategy

Taxation & Regulatory

Environment Study

## TACTICAL

Operation Research

B2B & B2G

Trade Information

Environment Study

## OPERATIONAL

Trade Leads

Events

Distribution

B2C & B2B

## TRADE INFRASTRUCTURE

Location Study

New Investment Support

Industrial Engineering

Business Centre

## TRADE INVESTMENT

Market Research & consulting

Product Feasibility

Trade Advisory

Project Finance

JVs, Mergers & Acquisitions

Trade Information

## GLOBAL CONNECT

Business Partner Search

Market Analysis

Tie-up with Centre/State govt., CoC,  
Trade Bodies, & Incubator/ Accelerator

B2G

International Collaborations

WTC Global Membership

B2B & B2C

## GLOBAL CONNECT

HR Consulting

Training and Development

Recruitment & Outsourcing

HRIS, HR Function Management

Accounting & payroll

Audit Assistance (Stat, Tax & TP)





## NOIDA - The new age business destination outshining other cities

From providing a systematically-planned infrastructure to offering a conducive environment for SMEs to grow, Noida has met all the requirements to emerge as an ideal business district and IT/ ITeS hub in North India.

- ✓ Home to more than 2000+ IT, 400+ R&D centers, 800+ mobile & Electronics companies. 400+MNCs
- ✓ The 4th largest IT-BPO destination in India
- ✓ Accounts for nearly 10% of total exports (NASSCOM) and attracts a large workforce
- ✓ Supply of educated and skilled manpower meeting the huge demand of the IT/ITeS sector
- ✓ Considered the best location in the country to start semiconductor operation, next only to Bangalore



# Infrastructure advantage to Noida

WTC Noida is strategically located and offers an enabling infrastructure for trade and commerce to thrive.

- ✓ Well developed physical and social infrastructure with upcoming Expo Mart, Hotels and Malls
- ✓ Sports City, F1 Racing Track and 2500 acre of residential options
- ✓ An education hub with over 40 Engineering & Management Institutes including the 511 acre Gautam Buddha University campus
- ✓ The fastest growing residential market in Delhi NCR
- ✓ Located near the proposed DMIC and AKDIC business corridors
- ✓ Easy access to upcoming Jewar International Airport





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A zone to facilitate B-2-B,  
B-2-C, B-2-G collaboration,  
international association  
& exposure

WTC Noida creating Hub  
and Spoke model for local  
and global development

Access to North, East,  
Central & South India

In the core of skill India &  
Make in India initiative of  
government of India

Centre of Excellence  
dedicated to Skill  
Development

Connected to Growth Corridors  
DMIC, AKDIC, Yamuna Expressway,  
National and State Highways

Largest startup hub with  
more than 8% of  
national manufacturing  
output share

**5000 acres**  
**DEDICATED TO GLOBAL ELECTRONIC  
MANUFACTURING CITY**

Home to more than 2000+ IT,  
800+ Mobile & Electronic,  
400+ R&D Companies

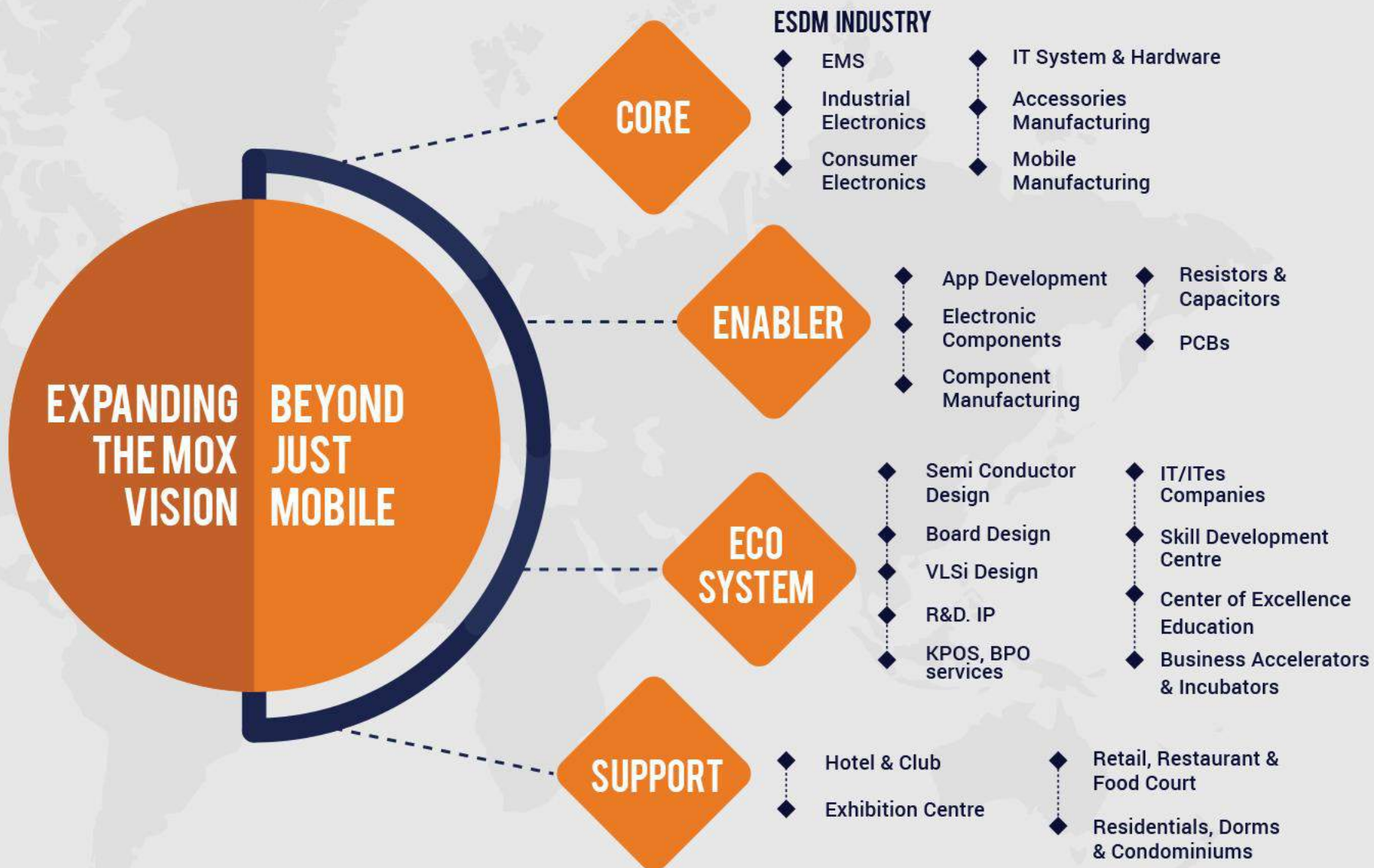


MOBILE OPEN-EXCHANGE CLUSTER



# Facets of Global Electronic City

Unfolding  
Growth,  
Connecting  
businesses



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# Conquering the COVID challenge

Creating a Safe Zone for Tenants, Employees, Workers and Investors in times of uncertainty by



Drafting new and improved guidelines



Preparing the premises for operations



Restoring the development work on-site to meet the delivery timelines



Ensuring that leasing and operations are regular



Protecting the workforce & striving to provide uninterrupted services



Restoring the faith of investors





## Getting the workplace ready

Ensuring safety for employees, contractors and clients across various office within the vicinity took the centre stage. A detailed guideline with prescriptions and precaution for safe operations was developed, delivered and communicated to all stakeholders. The guide covers





# Thank you



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