



**YOUR ROAD TO  
THE NEXT BIG  
RETAIL DESTINATION**



**AIPL (Advance India Projects Limited) is a distinguished leader in India's real estate industry, renowned for over three decades of dedicated service and a commitment to excellence. With a portfolio spanning commercial masterpieces, popular retail destinations, and serene residential sanctuaries, AIPL has completed more than 60+ iconic structures. Each project reflects meticulous attention to detail and architectural prowess, becoming landmarks that enrich local communities. AIPL's success is rooted in its ability to innovate and adapt, consistently exceeding expectations with innovative construction techniques and sustainable practices.**

# A LEGACY OF PROGRESS, A VISION FOR TOMORROW

Eight cities, one vision : building a better tomorrow



aipl  
**JOY STREET**  
SECTOR 54, GURUGRAM



aipl  
**JOY SQUARE**  
SECTOR 24, GURUGRAM



aipl  
**JOY GALLERY**  
SECTOR 45, GURUGRAM

aipl  
**JOY CENTRAL**  
SECTOR 43, GURUGRAM



THE  
**Celebration**  
**MALL**  
UDAIPUR



aipl  
**CELEBRATION**  
Jaipur



# PROJECTS IN GURUGRAM

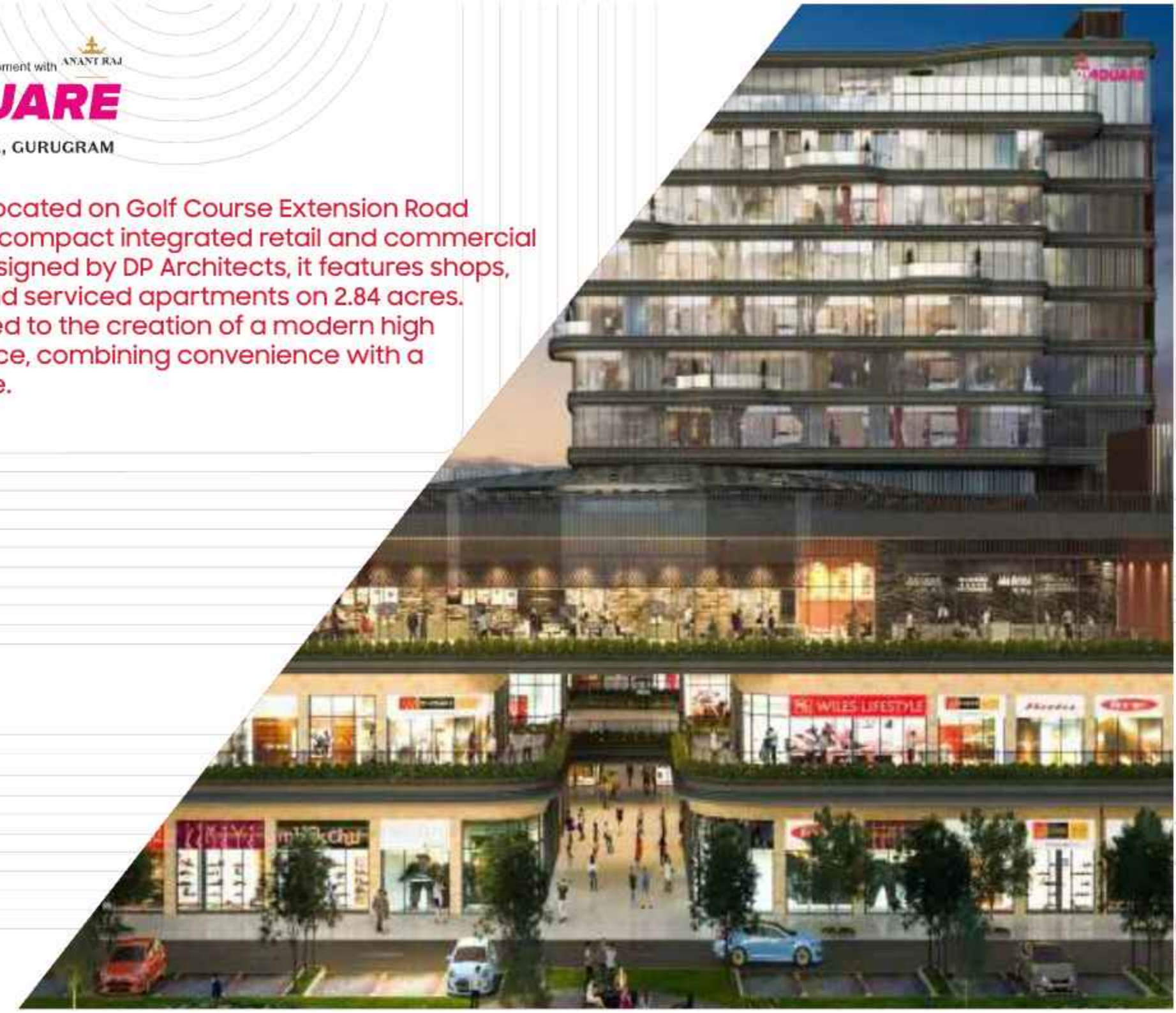


aipl JOYSQUARE  
A joint development with ANANT RAM  
SECTOR 63A, GURUGRAM

AIPL Joy Square, located on Golf Course Extension Road in Gurugram, is a compact integrated retail and commercial development. Designed by DP Architects, it features shops, dining options, and serviced apartments on 2.84 acres. The project has led to the creation of a modern high street marketplace, combining convenience with a lively atmosphere.

aipl *Where it all happens...*  
JOYSTREET  
SECTOR 66, GURUGRAM

Located on Golf Course Extension Road, AIPL Joy Street is a modern urban center in Gurugram. It combines retail, dining, & entertainment with high-end serviced apartments and smart suites. The development integrates living, working, and leisure spaces into a cohesive community. Joy Street offers residents a dynamic lifestyle with diverse amenities in a prime location.





aipl  
**JOYCENTRAL**  
the centre  
SECTOR 65, GURUGRAM

AIPL Joy Central is a 22-story mixed-use development on Golf Course Extension Road, Sector 65, Gurugram. Spread across 3.98 acres, it offers retail spaces, a food court, restaurants, and a multiplex on the lower floors. The upper levels house Grade 'A' offices. With a 415 ft. frontage, the project combines commercial, entertainment, and workspace elements in one location.

aipl  
**JOYGALLERY**  
SECTOR 66, GURUGRAM

AIPL Joy Gallery is a mixed-use retail development in Sector 66, Gurugram, on Golf Course Extension Road. Covering 4.418 acres with 3,38,699 sq. ft. of super area, it offers high-street retail, restaurants, cafes, and entertainment spaces. The project provides the best of strategic location and diverse amenities, to create a comprehensive shopping and leisure destination in this growing part of Gurugram.





**THE**  
**CROSS**  
**ROADS**

## ABOUT US

AIPL The Crossroads is a premier commercial development within AIPL DreamCity, Ludhiana, strategically located at a central point surrounded by upscale residential communities. It comprises four meticulously planned Shop-Cum-Office (SCO) sites, serving as a nexus for commerce, leisure, and community interaction.

Situated in the heart of AIPL DreamCity, Ludhiana, The Crossroads is an urban and seamless blend of commercial sophistication. It features upscale boutiques, gourmet dining options, high-street retail shops, and more all with enhanced connectivity for its residents and visitors alike. As a symbol of progress, The Crossroads embodies the vision of AIPL DreamCity, Ludhiana and sets new urban commercial standards in Ludhiana and beyond. Its prime location, impeccable design, and commitment to excellence redefine the landscape of urban mixed-use commercial and residential projects.



**A PREMIUM COMMERCIAL HUB WITHIN AIPL DREAMCITY,  
LUDHIANA, INTEGRATING RETAIL EXPERIENCES,  
LEISURE ACTIVITIES, & COMMUNITY INTERACTIONS.**

# SALIENT FEATURES

All SCO units are easily accessible from the central walkway | Ample parking space available  
SCO units available in 4 different plot sizes | 27-metre spine frontage offers excellent visibility and access to all SCO units

**THE CROSSROADS**

**AREA: 20 SCO Units**

**THE CROSSROADS EAST**

**AREA: 11 SCO Units**

# AMENITIES

**AMENITIES**

**1**



## **MIXED - USE SPACES**

All SCO units are pre-built to exude a finished character from day one, ensuring a seamless transition for occupants and patrons. This strategic approach eliminates disruptions from ongoing construction activities and facilitates a hassle-free user experience.

**AMENITIES**

**2**



## **LANDSCAPING FEATURES**

Thoughtfully planned landscaping at AIPL The Crossroads includes tranquil water bodies, inviting outdoor seating areas, captivating sculptures, and sustainable elements. Together, they create a harmonious blend of natural beauty and urban sophistication and take its ambiance and allure to unparalleled heights.

**AMENITIES**

**3**



## **RECREATIONAL OPTIONS**

AIPL The Crossroads features a spacious 4.3m wide walkway and inviting Alfresco area to improve the experience of patrons. It encourages leisurely strolls, vibrant conversations, and immersive experiences, fostering community and camaraderie in the bustling commercial hub.

**AMENITIES**

**4**



## **ILLUMINATING EXCELLENCE**

Experience ambience like never before with AIPL's bespoke lighting scheme. Designed to enhance every architectural feature, this lighting plan transforms the evening atmosphere, making THE Crossroads shine as a landmark, day or night

**AMENITIES**

**5**



## **THOUGHTFUL LANDSCAPING**

Lush greenery and tranquil water features combine to create an inviting environment at The Crossroads. Our thoughtfully designed landscaping integrates nature with urban charm, offering serene outdoor spaces that elevate the overall experience.

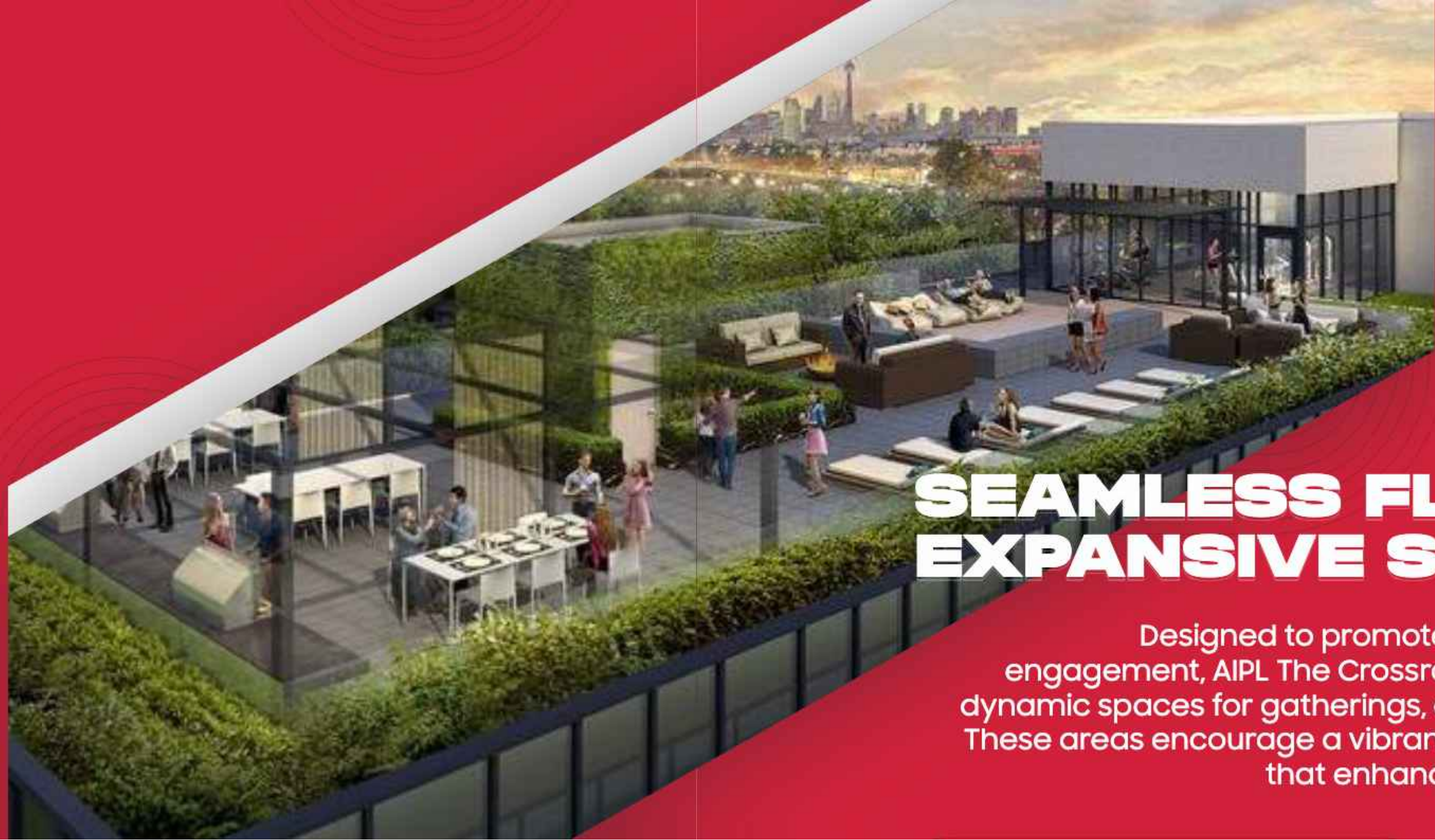
**AMENITIES**



## **FACADE THAT MAKES A STATEMENT**

The striking facade at AIPL The Crossroads blends glass, metal, and textured finishes to offer a contemporary look. Designed to reflect elegance & modernity, it enhances visibility, making your business stand out in this premium retail hub.

**AMENITIES**



## **SEAMLESS FLOW WITH EXPANSIVE SPILL OUTS**

Designed to promote effortless movement and engagement, AIPL The Crossroads' spill-out areas create dynamic spaces for gatherings, alfresco dining, and leisure. These areas encourage a vibrant and bustling atmosphere that enhances community interaction.

**AMENITIES**

**8**



**PERFECTLY PLANNED  
ZONING RETAIL  
DINING MORE**

A IPL The Crossroads offers a carefully curated zoning mix that combines retail, dining, entertainment, and office spaces. Each zone is designed for maximum synergy, ensuring a well-rounded, vibrant environment that caters to all commercial and leisure needs.

**AMENITIES**

**9**



**LIVE.WORK.PLAY.  
REDEFINED**

AIPL The Crossroads is a space where living, working, and recreation coexist seamlessly. With premium office spaces, vibrant retail, and diverse leisure options, you can live, work, and play all in one location.

**AMENITIES**

**10**



## **MAINTENANCE AT YOUR FINGERTIPS**

Our advanced app-based facility management system offers seamless assistance for plumbing, electrical, and maintenance services. Just a few taps, and you have expert support at your doorstep, ensuring hassle-free operations for businesses and residents alike.

**OUR**

**USPs**

# UNPARALLELED PRESENCE

AIPL The Crossroads is the township's central nucleus, housing 20 meticulously crafted Shop-Cum-Office (SCO) units in a G+2 structure. Each unit features a spacious 20' wide shop front designed for optimal visibility and allure, establishing unparalleled commercial presence.

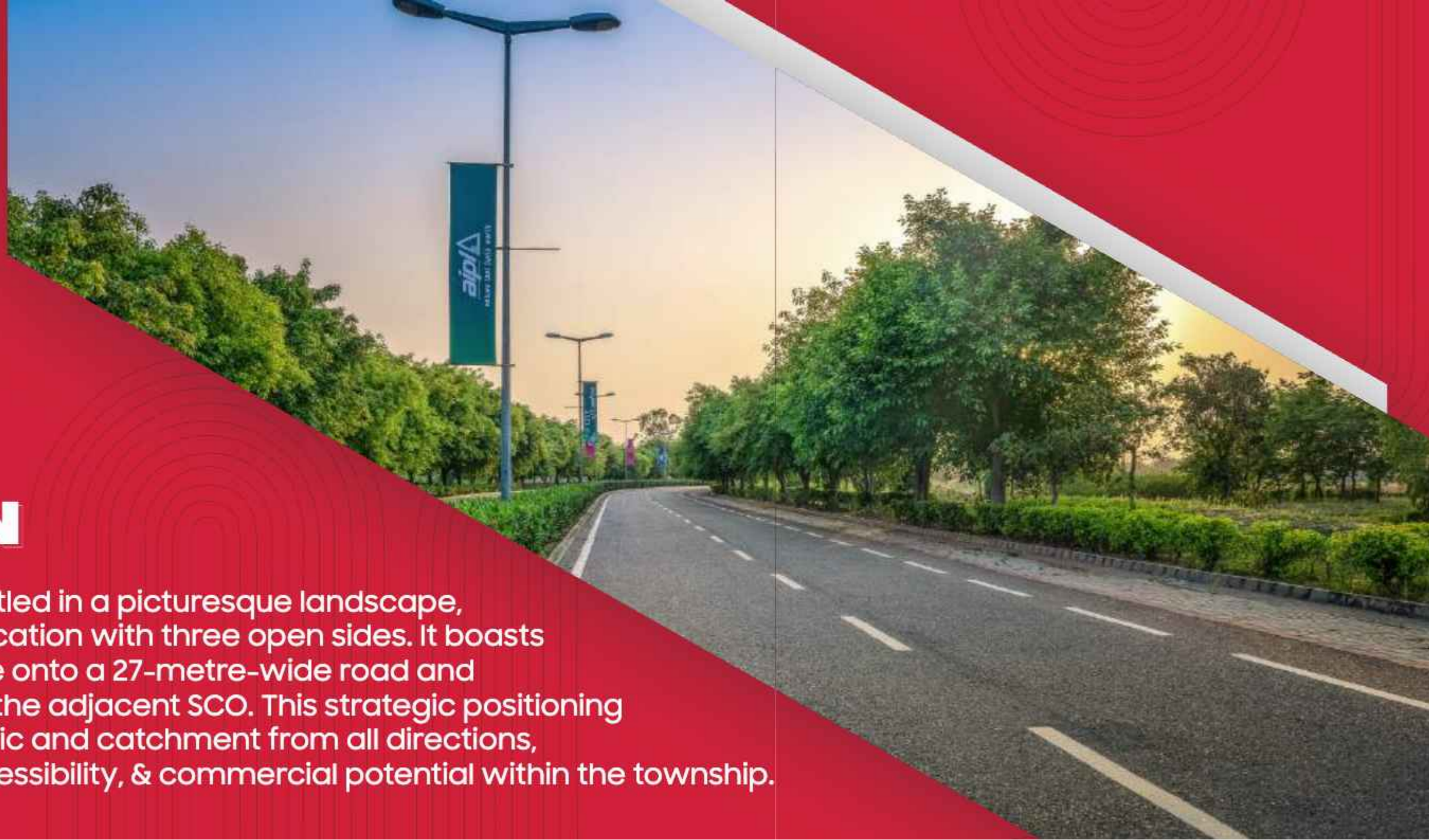


**OUR  
USPs**

**1**

## PRIME LOCATION

AIPL The Crossroads, nestled in a picturesque landscape, benefits from a prime location with three open sides. It boasts two main entrances: one onto a 27-metre-wide road and the other connecting to the adjacent SCO. This strategic positioning ensures steady foot traffic and catchment from all directions, maximising visibility, accessibility, & commercial potential within the township.



**OUR  
USPs**

# 2

# ARCHITECTURAL HARMONY

The facade of AIPL The Crossroads showcases architectural excellence with a harmonious blend of metal, glass, and textured paint. This composition highlights the building's verticality and prominence, improving visibility and depth, and setting new standards for architectural sophistication and elegance.



**OUR  
USPs**

**3**

## DESIGNED FOR COMFORT

The location is thoughtfully designed to offer an exceptional recreational experience. It features a spacious 4.3-meter-wide walkway in front, providing ample room for leisurely strolls and vibrant street-level activity. At the back, an inviting alfresco area extends the space for outdoor relaxation and social gatherings, seamlessly blending comfort and convenience.



**OUR  
USPs**

4+

# EV CHARGING FACILITY

AIPL The Crossroads is equipped with state-of-the-art EV charging facilities, designed to enhance convenience and promote sustainability. These strategically positioned charging stations offer easy access for electric vehicle owners, ensuring a seamless and efficient experience.



**OUR  
USPs**

**5**



## SPACIOUS TERRACES

AIPL The Crossroads is a modern commercial project featuring spacious terraces. These terraces extend your office outdoors, offering great city views and flexible areas for meetings or relaxation. Designed to blend nature & urban life, AIPL The Crossroads boosts creativity and teamwork in a refreshing environment.

**OUR  
USPs**



## IDEAL FOR

AIPL Crossroads is designed to be a seamless live-work-play destination, ideal for businesses that thrive in a dynamic, integrated environment. Whether you're running an artisan shop, café, or retail brand, the location offers high visibility & foot traffic. Corporate tenants will benefit from modern, well-equipped spaces, allowing you to operate, collaborate, and relax all in one place.



**OUR  
USPs**



# THE PATH TO UNMATCHED VISIBILITY

A wide 27-metre spine road provides exceptional frontage for every shop-cum-office unit at AIPL The Crossroads. Its strategic layout ensures optimal visibility, ease of access, and steady foot traffic, transforming this commercial hub into the nucleus of retail and business activity.



**OUR  
USPs**

8



**DAILY NEEDS EMPORIUM**

**Redefining grocery shopping with an expansive selection, including fresh produce, bakery goods and imported foods, etc.**

A photograph of a group of people sitting at a table, enjoying pizza. A man on the left is holding a slice of pizza. A woman in the center is eating a slice. Another person's hand is visible on the right, also holding a slice. On the table, there is a green beer bottle and a bowl of food. The background is dark and out of focus. A large, semi-transparent 'F&B' logo is overlaid on the right side of the image. The overall atmosphere is casual and social.

**F&B**

**A diverse dining experience  
with gourmet restaurants,  
cozy cafés, and vibrant eateries.**

**OPTIMAL LOCATION FOR  
BANKING INSTITUTIONS**



**Prime locations for banks to expand,  
strategically positioned in a high-traffic  
and high-visibility commercial hub.**

# **ENTERTAINMENT**



**An array of entertainment choices, featuring gaming zones, and event spaces.**



**SHOPPING**



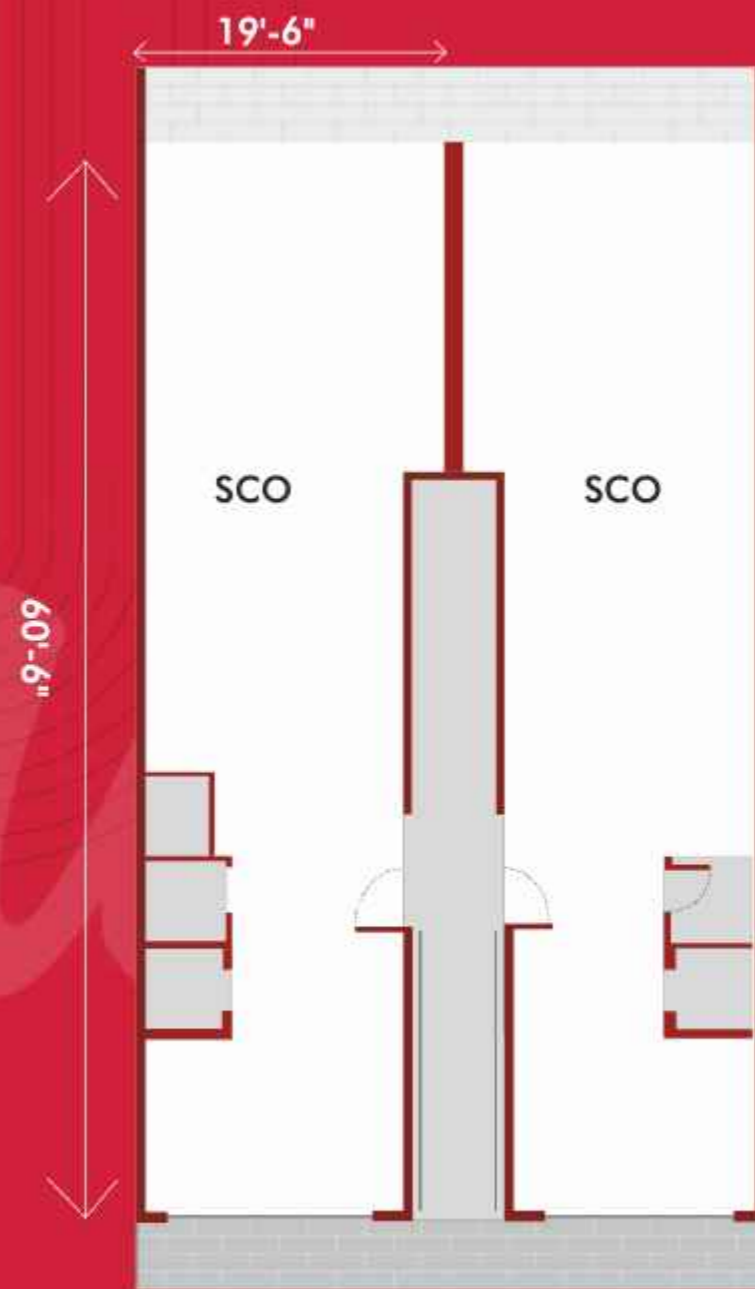
**A shopping paradise offering boutique stores, flagship outlets, and speciality shops.**



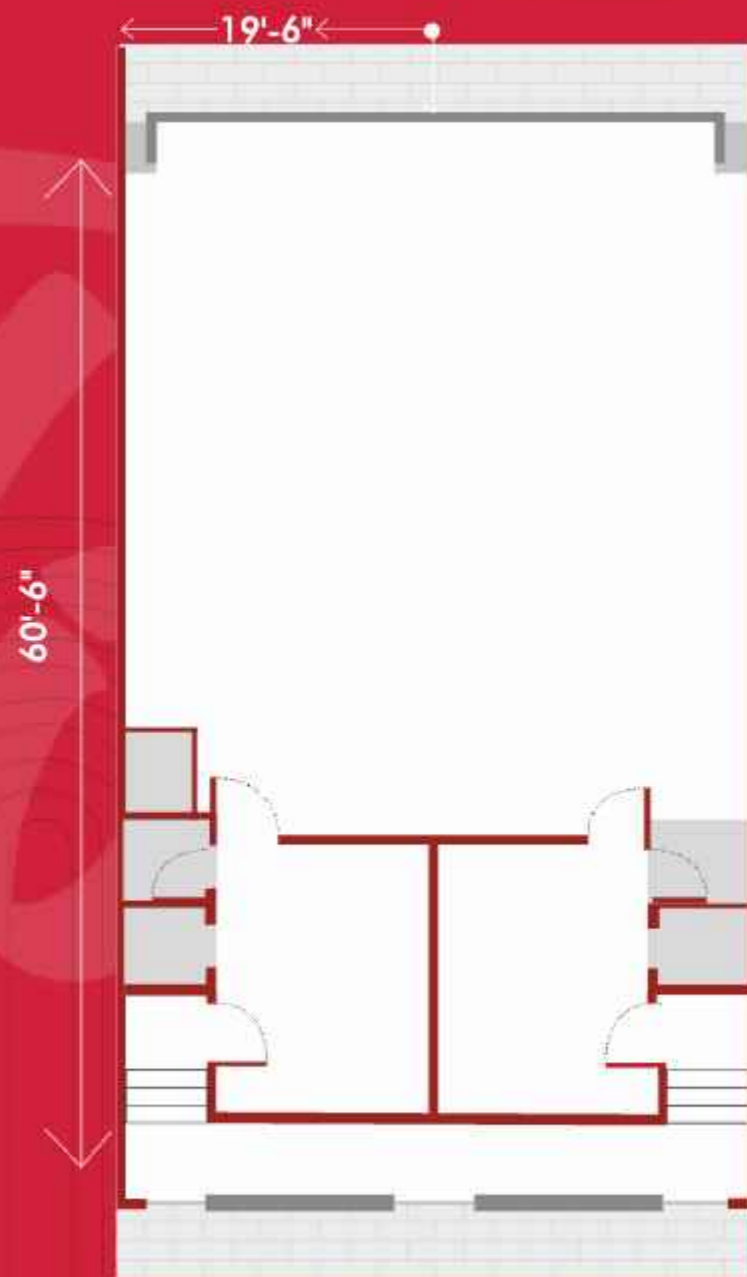
# SITE PLAN

# FLOOR PLAN

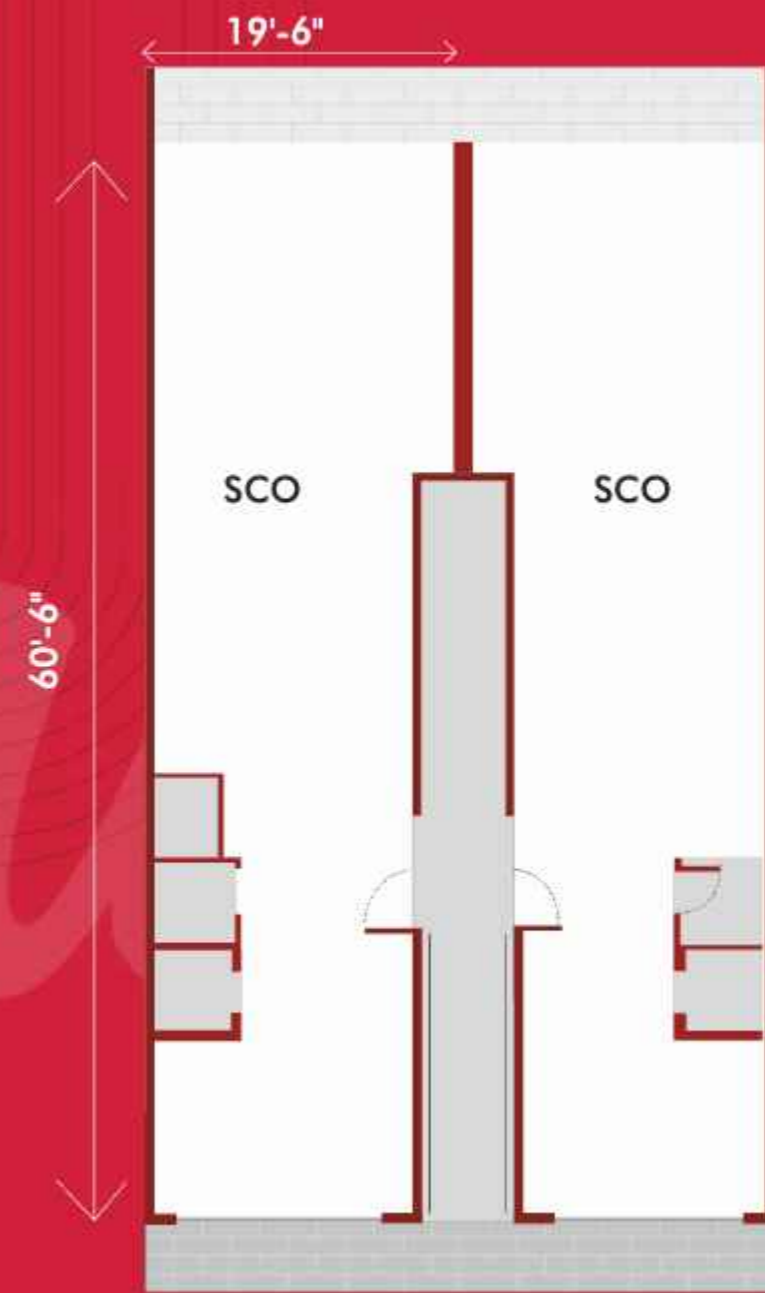
## GROUND FLOOR



# FIRST FLOOR



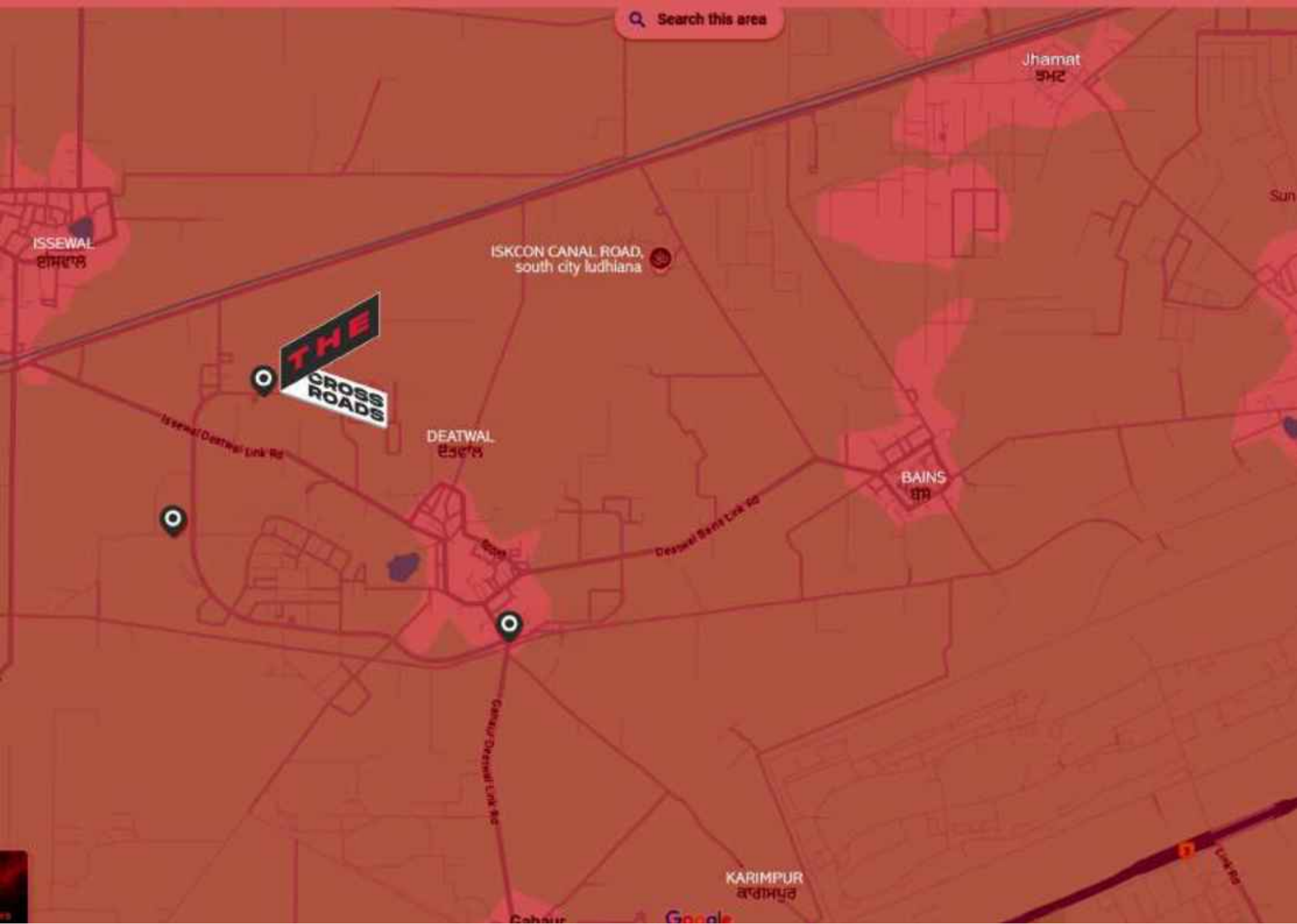
# SECOND FLOOR





# **BRINGING LUDHIANA TOGETHER**

Nestled in a catchment area of nearly two million residents, APL The Crossroads blends modern amenities with vibrant community spaces, ideal for living, working, and thriving.



# LOCATION MAP

Strategically located at a crucial node within AIPL DreamCity, surrounded by upscale residential neighbourhoods.



AIPL DreamCity Ludhiana , Sidhwan Canal Road  
Ludhiana , Punjab - 141102

**15**  
mins.

BUS STAND

**15**  
mins.

SACRED HEART SENIOR  
SECONDARY SCHOOL

**20**  
mins.

RAILWAY STATION

**15**  
mins.

HORIZON HOSPITAL

# CONNECTIVITY

**10**  
mins.

UPCOMING HALWARA  
INTL. AIRPORT

**2**

sides

Approachable from 2 sides :  
SIDHWAN CANAL ROAD  
& FEROTZEPUR ROAD

**25**

mins.

SHRI RAM SCHOOL

**20**

mins

DELHI PUBLIC SCHOOL

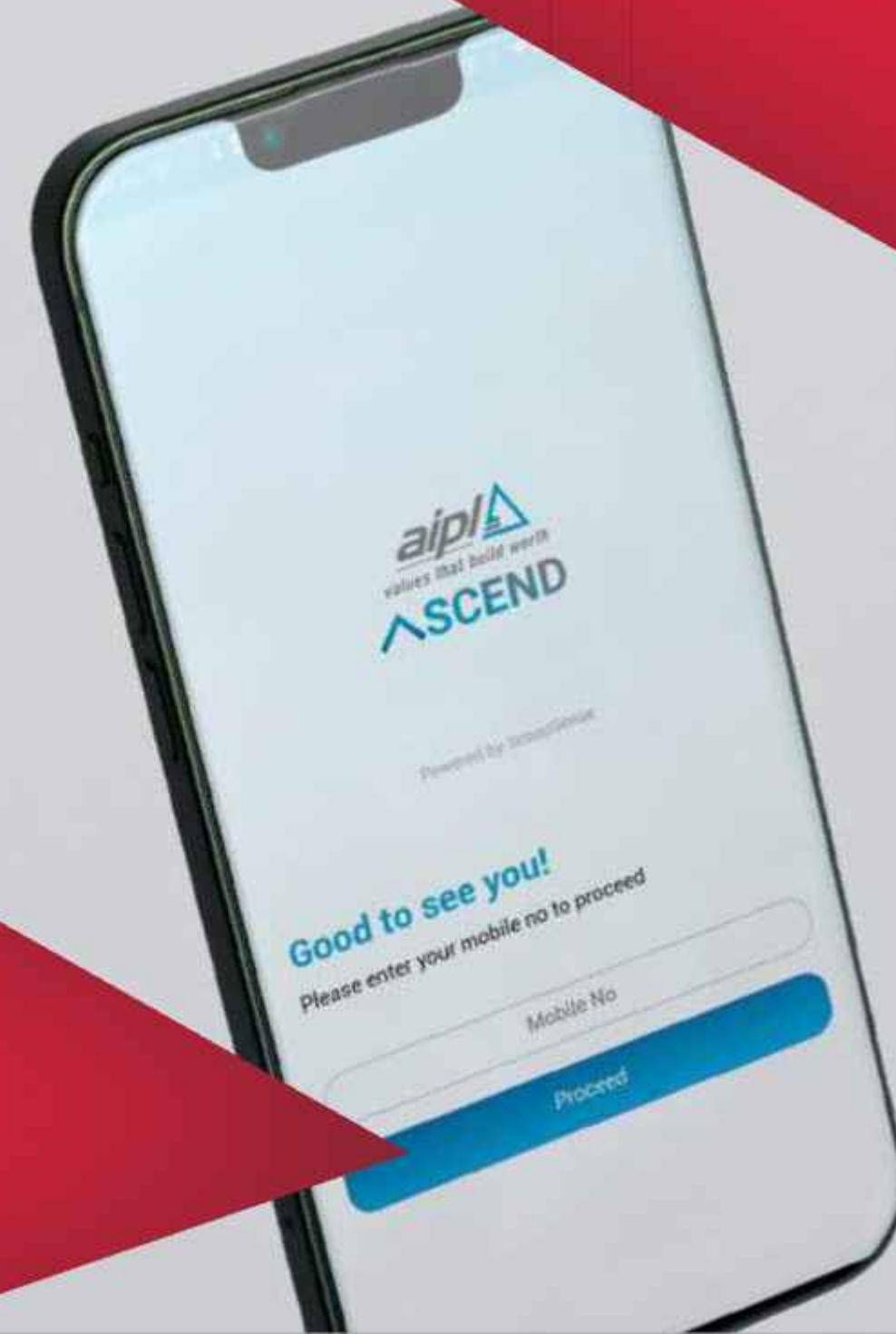
POSITIONED FOR UN



**SEAMLESS & RELIABLE  
FACILITIES MANAGEMENT**

# AIPL ASCEND

is your dedicated digital assistant, developed exclusively for tenants of AIPL's commercial and retail spaces. From streamlining daily operations and securing work permits to addressing complaints and promoting events, the app empowers you with essential tools to foster a thriving business community. Experience a seamless, efficient, and growth-focused assistance, all at your fingertips.





# 100% POWER BACKUP

At The Crossroads and throughout AIPL Dreamcity Ludhiana, you'll experience the peace of mind that comes with 100% power backup. Whether for work, leisure, or everyday living, enjoy uninterrupted services and comfort—all day, every day.

# IMPECCABLE LEASING RECORD





**A WALK  
THROUGH  
THE  
CROSSROADS**



**SALES**  
**CONTACT DETAILS**

Secure your space at AIPL The Crossroads.  
Get in touch today!



AIPL DreamCity  
Ludhiana Brochure



[www.aipl.com](http://www.aipl.com)



[sales@dreamcityludhiana.com](mailto:sales@dreamcityludhiana.com) | [care@dreamcityludhiana.com](mailto:care@dreamcityludhiana.com)



0161-3513940, 0161-3513941