



From the legacy to  
the future!





# ESTABLISHING THE HISTORY OF CHANDNI CHOWK





*Raja, Maharajao se rajdhani tak ka safar.*

*Dilli ne hai ab tak dekhi, parkhi, aur jaanchi kayi virasaton ki kahaani.*

*Maurya, Tomar, Chauhan, Mughal, Maratha se lekar British Samraj ne bhi rakha apna shasan.*

*Badla Dilli ka dil 7 (saat) baar!*

*Hukumat se lekar shehero ka safar - Dilli walon ne hai paar kiya sadiyon ka safar.*

*Aayein khoje uss "DIL" ko - jo dhadakta hai aaj bhi Dilli ke naam...*





*Laal Qila, Nahr-e-Bahisht, Khari Baoli se le kar haveli aur bazaaro ka safar.*

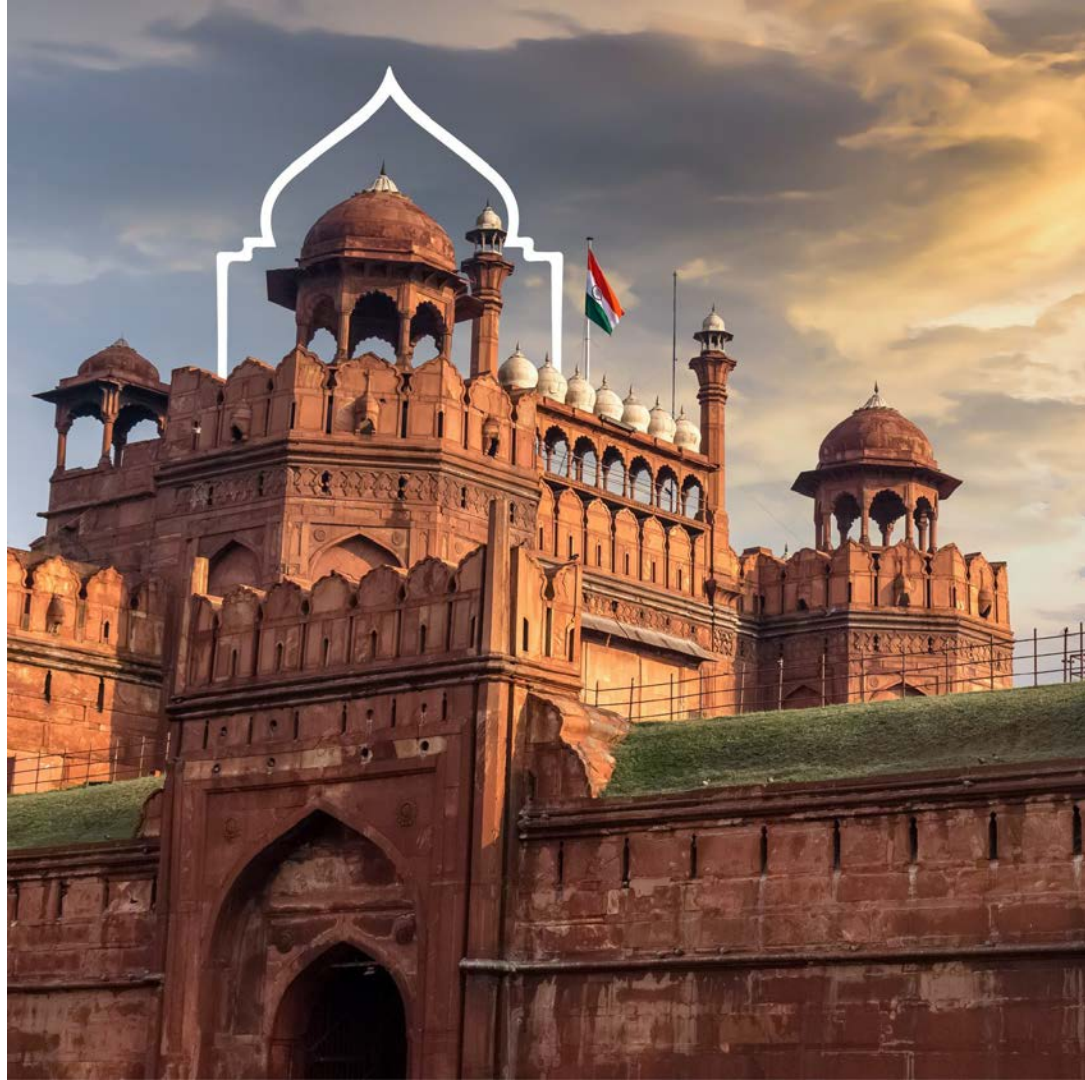
*Purani Dilli ne hai seenchi kayi kahaniyan.*

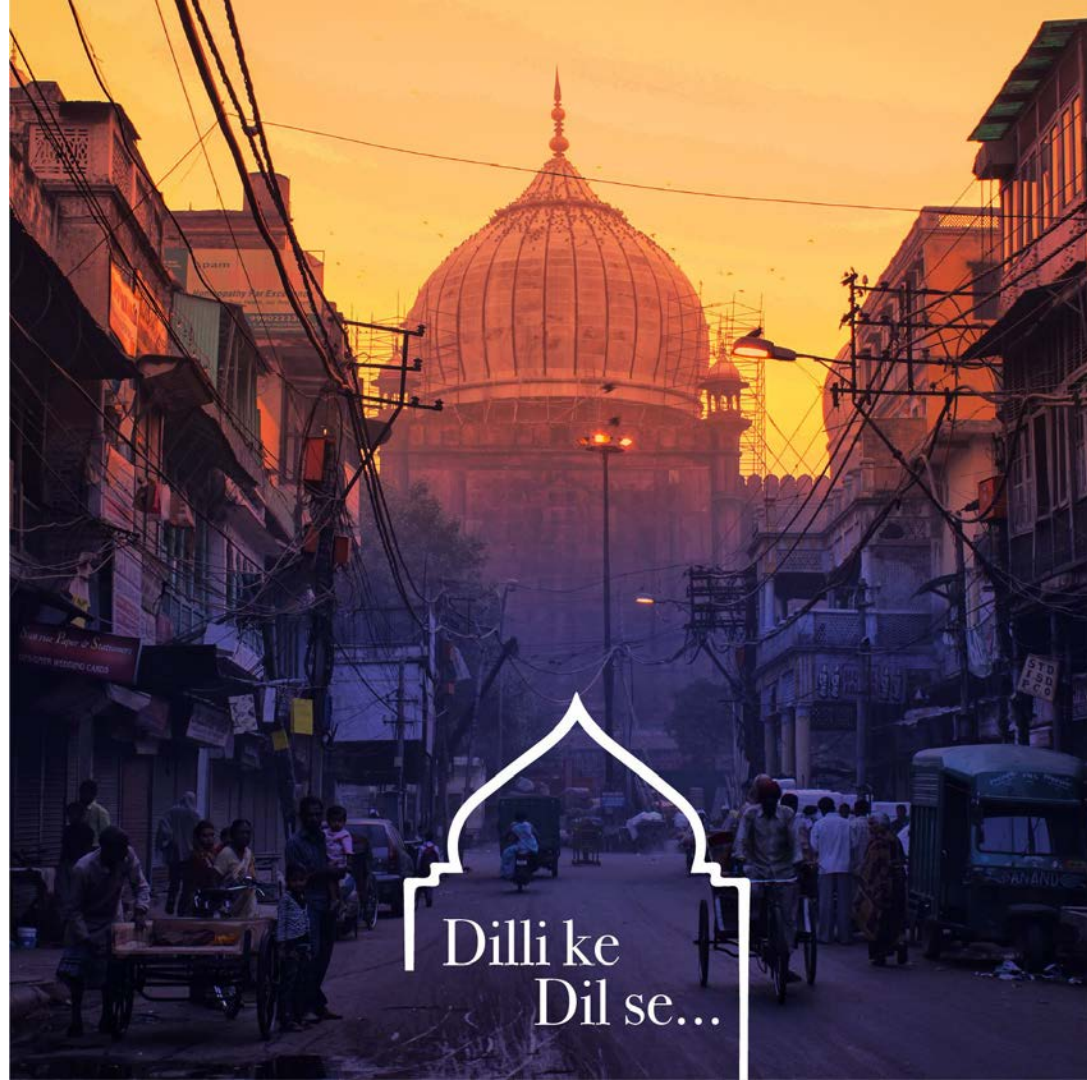
Now close your eyes and come for a walk with us in the streets of Old Delhi where royal processions mingled under the moonlight and paved the way forward for Chandni Chowk.

## **Omaxe Chowk**

Redefining the past with a modern touch.







Dilli ke  
Dil se...



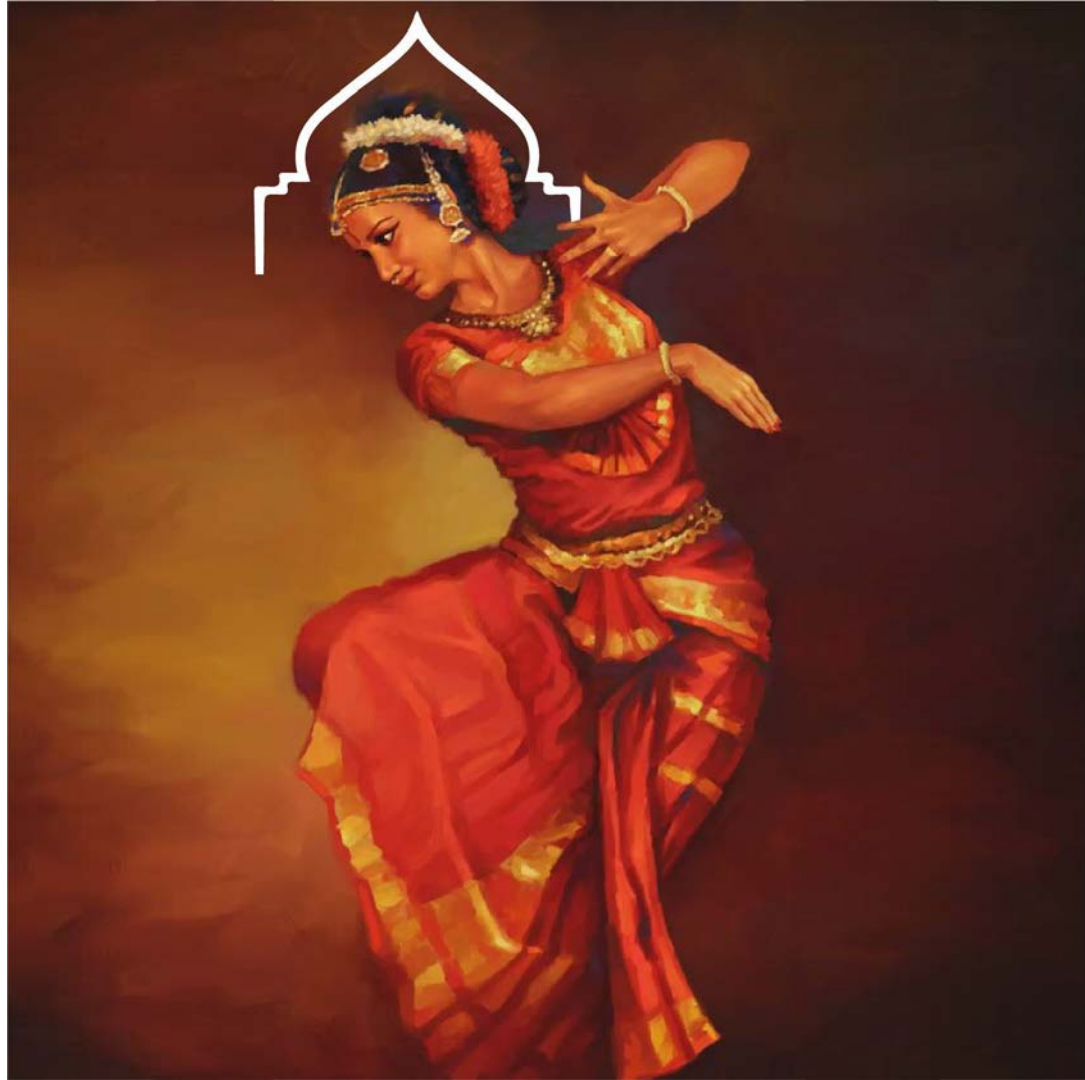






OMAXE  
Chowk  
CHANDNI CHOWK

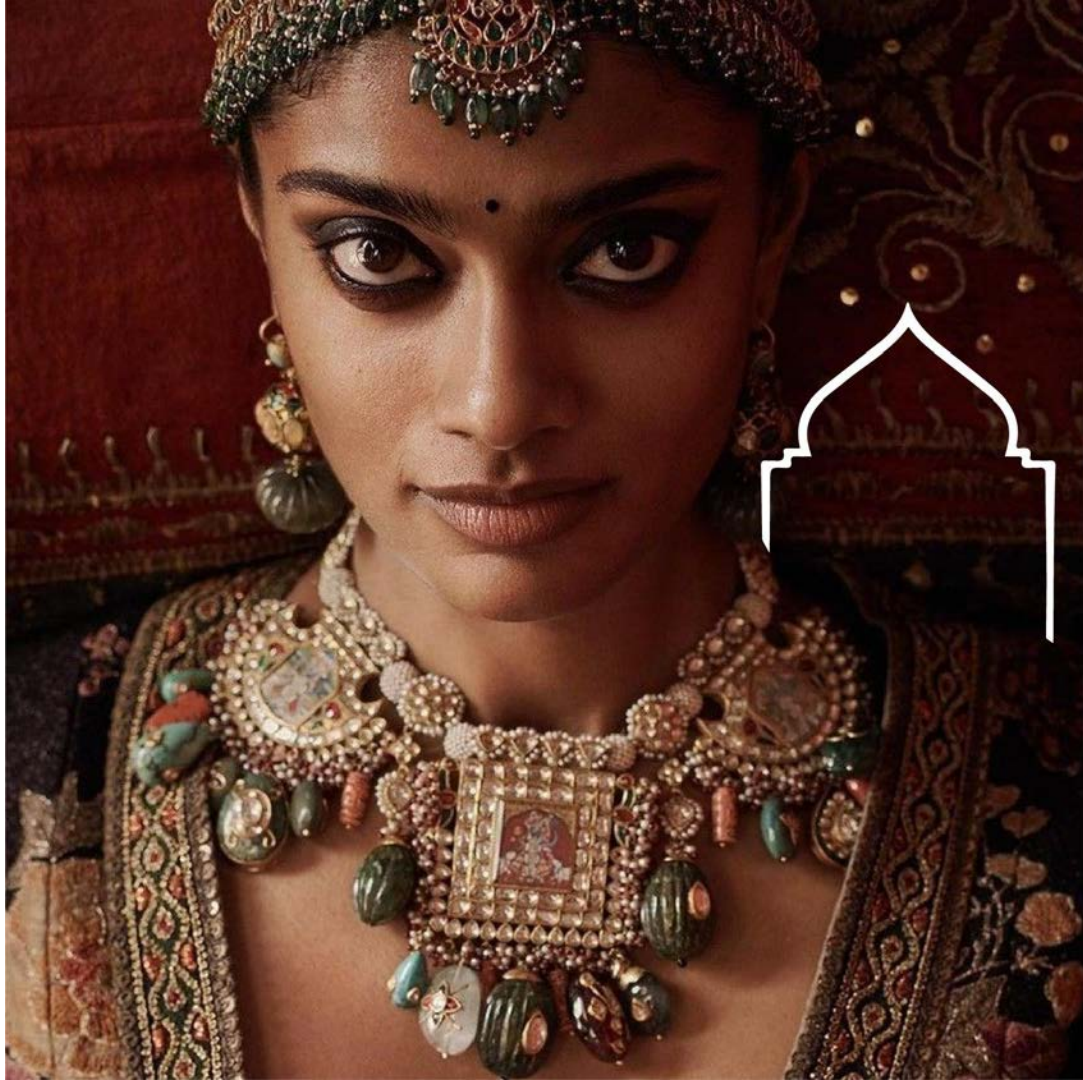
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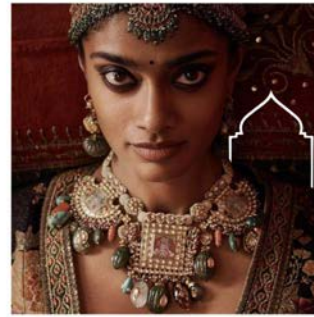
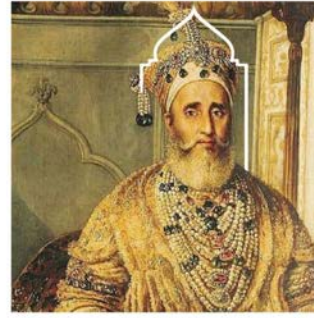
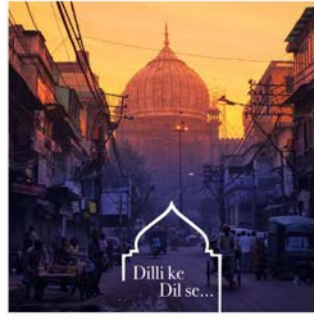
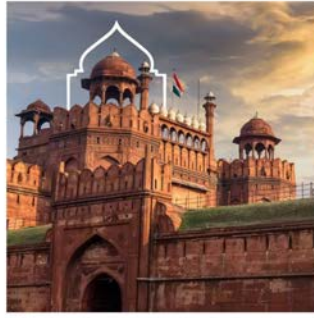






Dilli ki  
Dhadkan Tak...







# ESTABLISHING THE CONNECT BETWEEN CHANDNI CHOWK & OMAXE CHOWK









After 75 years of independence, one thing that binds us together as a unified community is our shared fondness towards culture, tradition and celebrations.

Even though we may have our differences, a place where we bond unhinged is set right in the heart of Old Delhi.

A place where time still holds royal charm, where food still remains a flavourful escapade and where glamour still enraptures the modern consumer.

*Aaayein Dilli ke ussi Dil main jahan basti hai khushiyaan anek!*

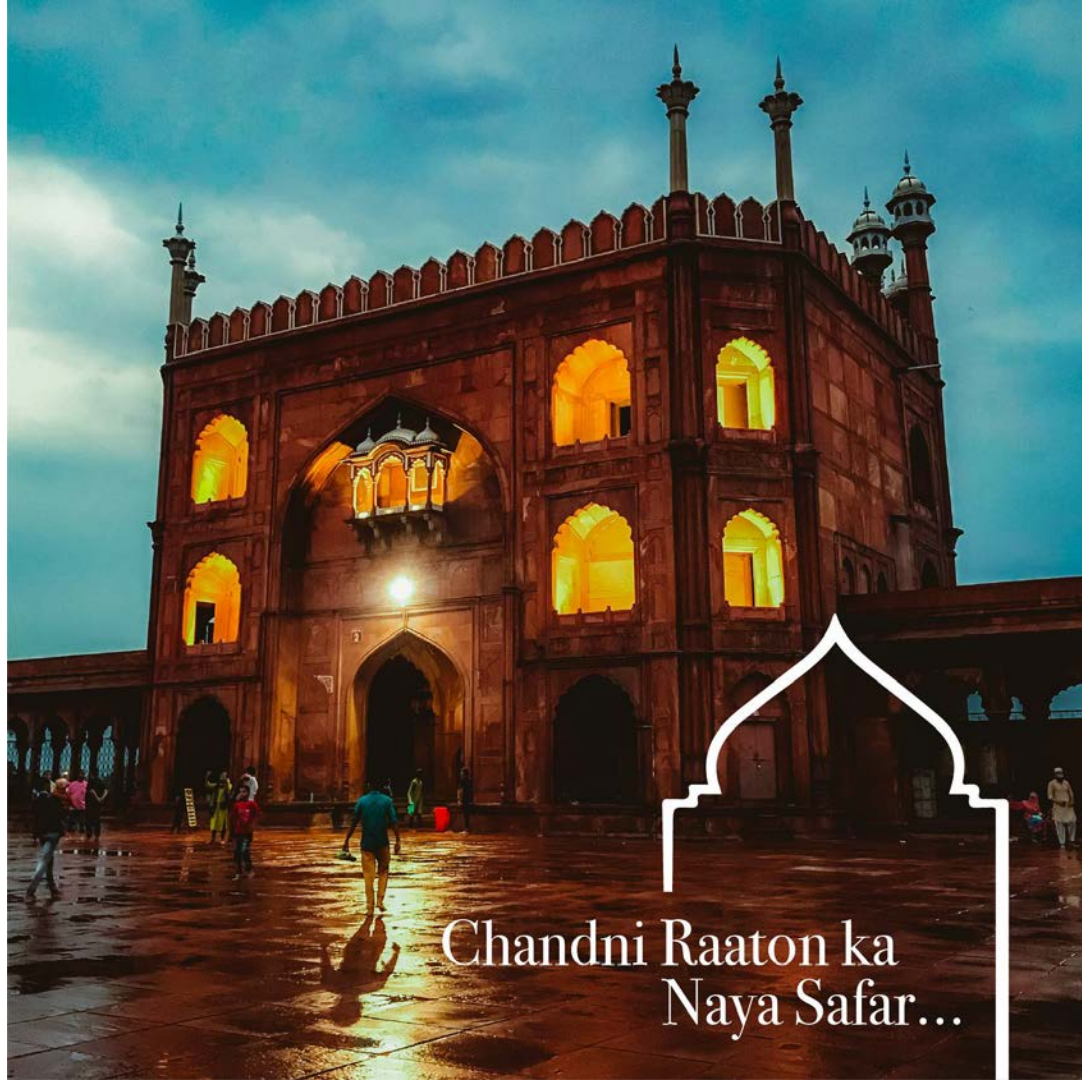
*Naye daur ki ek nayi shuruat.*

*Purani Dilli ka Naya Dil.*

**Omaxe Chowk**  
Unveiling Soon!





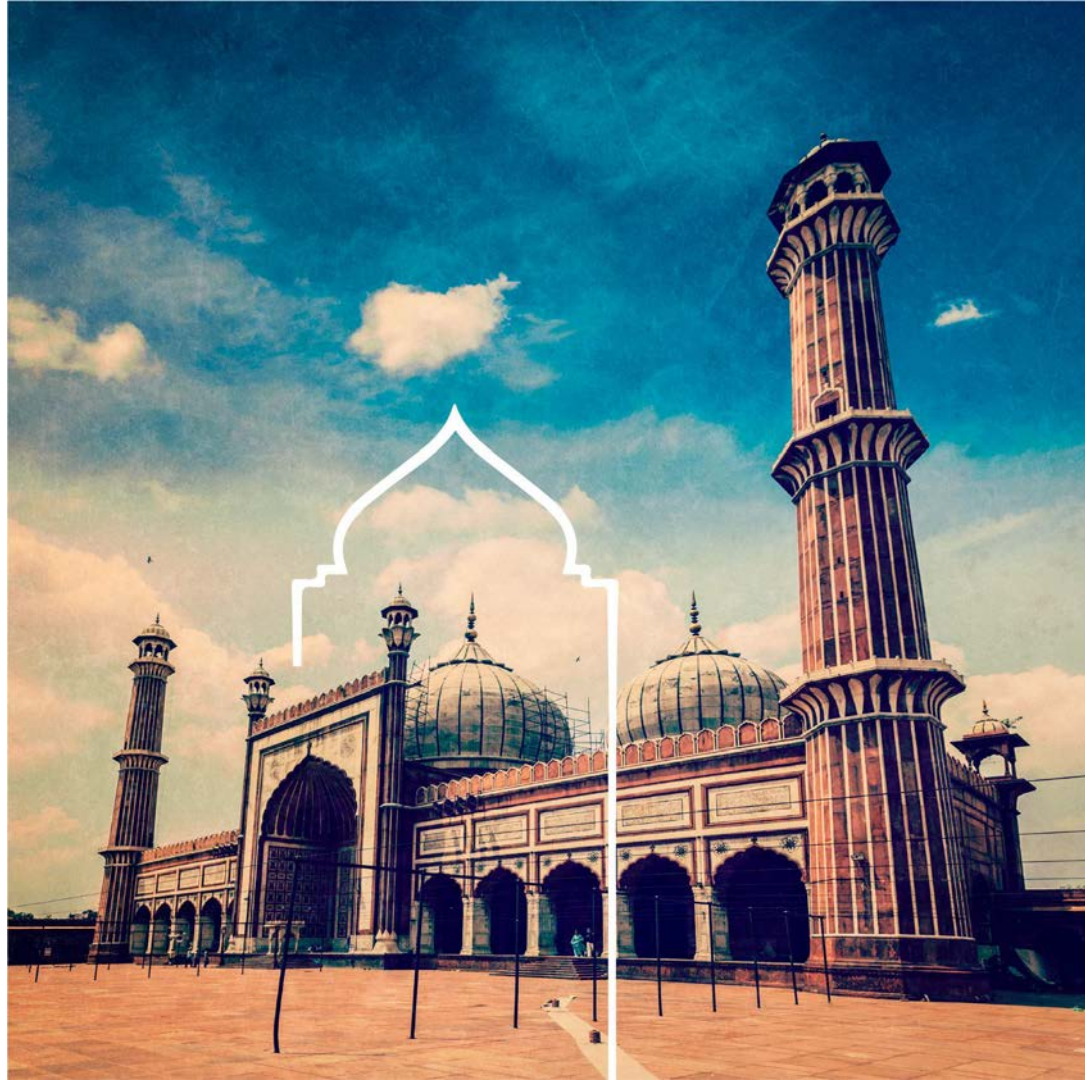


Chandni Raaton ka  
Naya Safar...



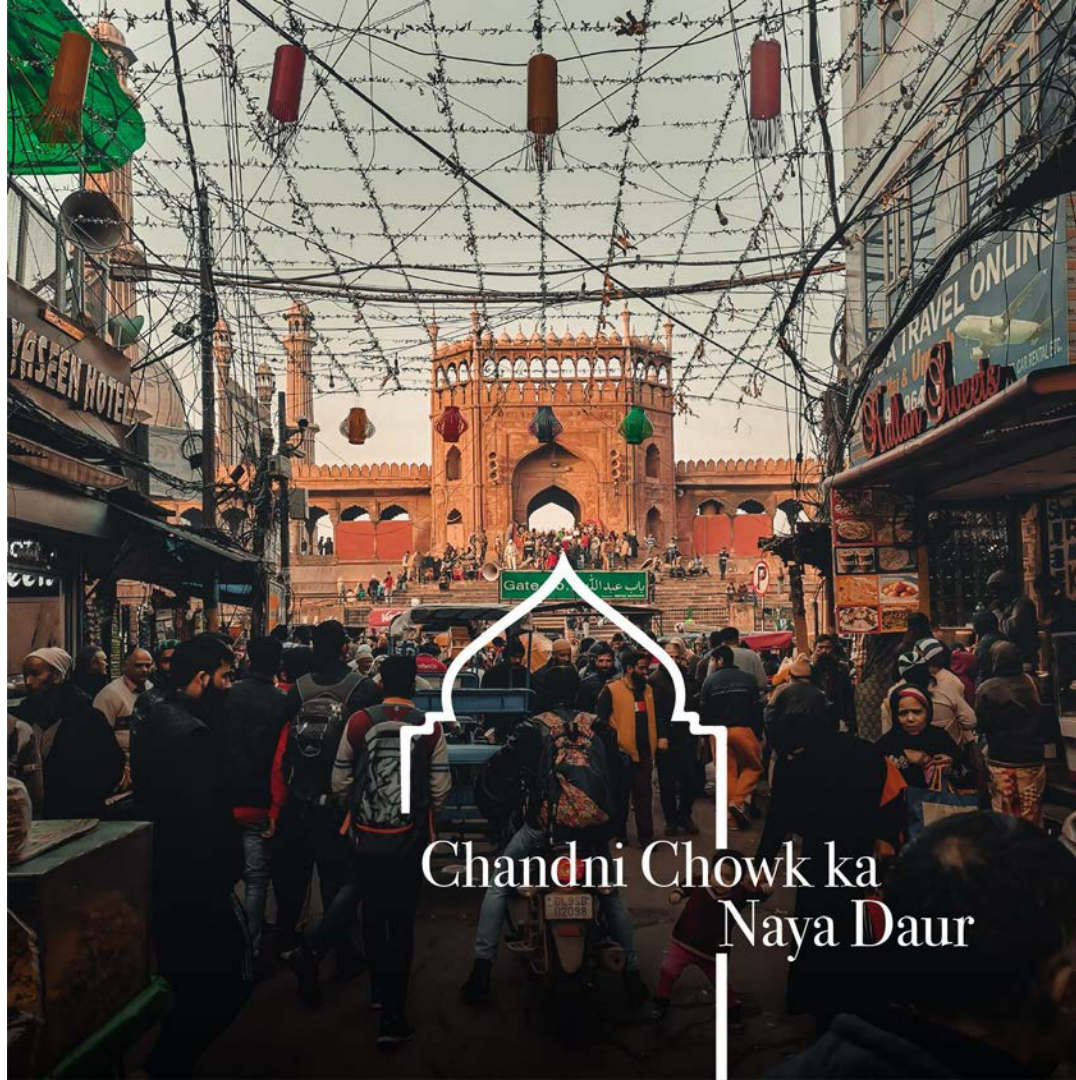


OMAXE  
Chōwk  
CHANDNI CHOWK



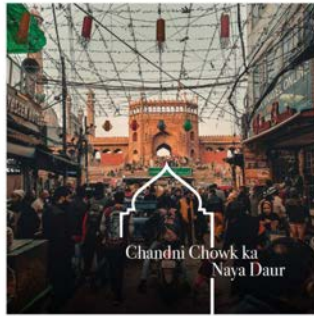
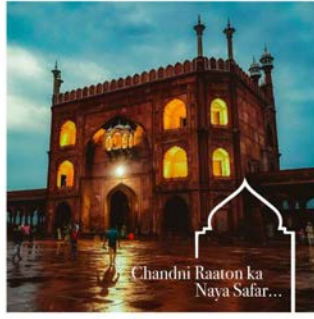






# Chandni Chowk ka Naya Daur







# BIG REVEAL

 **BORN HI**  
DIGITAL

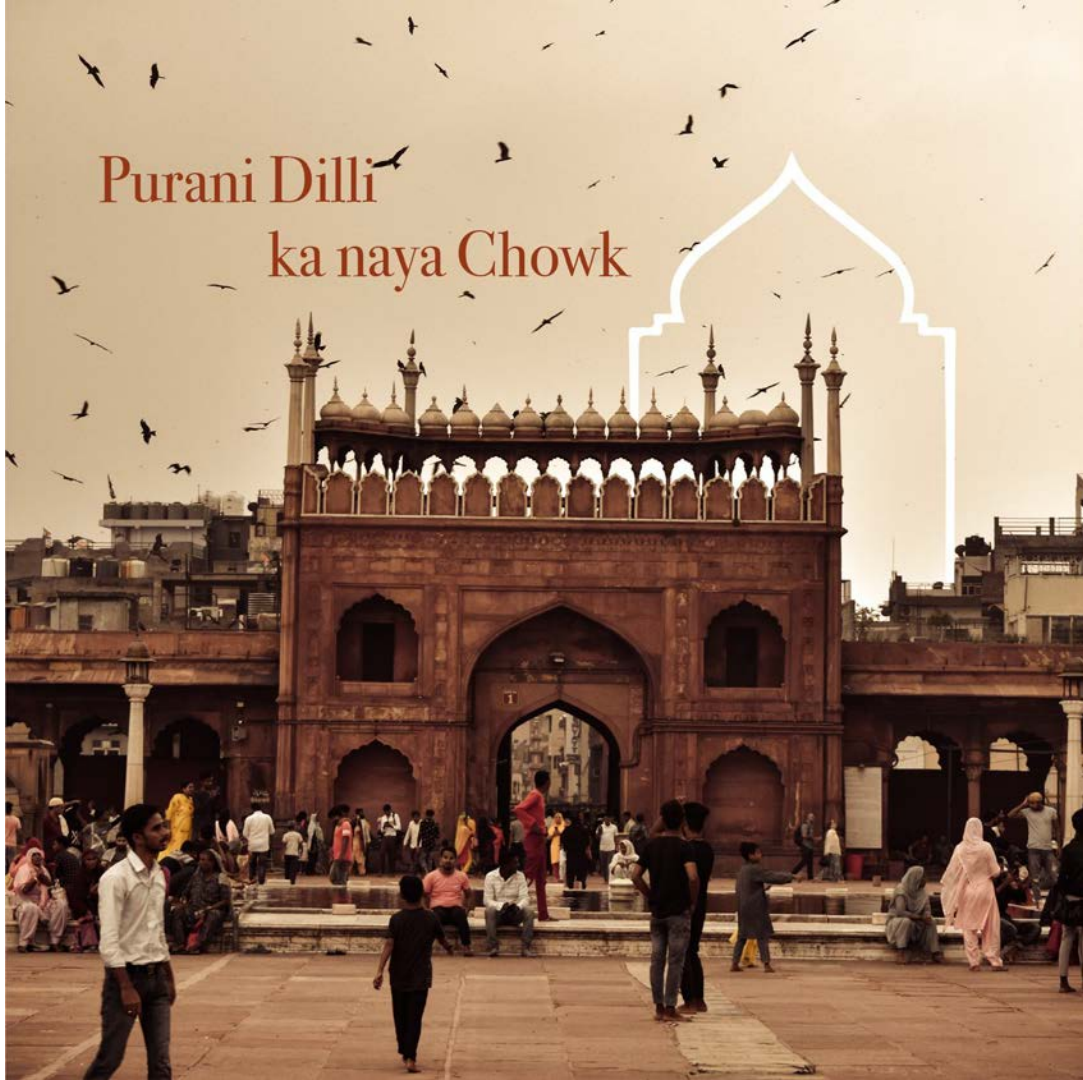
 **OMAXE**  
Turning dreams into reality



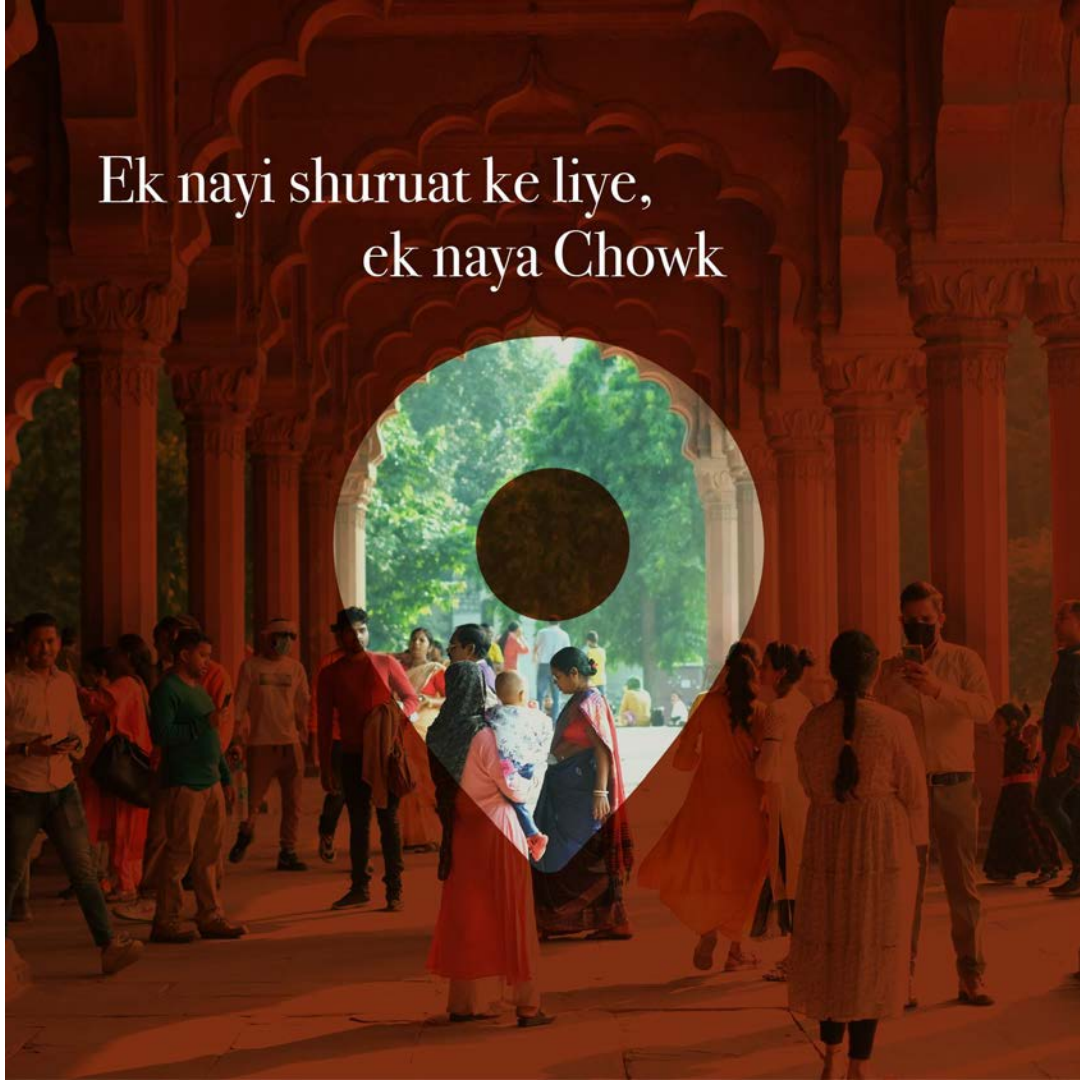
Dilli ka Dil Chandni Chowk,  
Chandni Chowk ka Dil  
Omaxe Chowk.



Purani Dilli  
ka naya Chowk



Ek nayi shuruat ke liye,  
ek naya Chowk



Dilli Ka Dil Chandni Chowk,  
Chandni Chowk Ka Dil

**OMAXE**  
**Chowk**  
CHANDNI CHOWK



**WELCOME TO THE NEXT-GEN SHOPPING DESTINATION:**

chhabra 555

Haldiram's

TANISHQ  
JEWELLERY

BIRYANI  
BOUTIQUE

wow!  
momos

HOUSE OF  
CANDY

Cafe Chennai

Nizam's  
Rathi Rasoi



Dilli ke Dil ka, ek hissa ab aapka

## Omaxe Chowk

Own a Commercial space  
in Delhi's heart – Chandni Chowk



Largest  
development in  
Chandni Chowk



Spread across  
18,524 sq. mtr.



India's largest  
Food Capital



Entry from  
Chandni Chowk  
Metro Station



Multi-level  
car parking



**Carousel: B2B**



Ek nayi shuruat ke liye,  
Ek naya Chowk...

**OMAXE**  
**Chowk**  
CHANDNI CHOWK



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Dilli ka Dil Chandni Chowk,  
Chandni Chowk ka Dil Omaxe Chowk

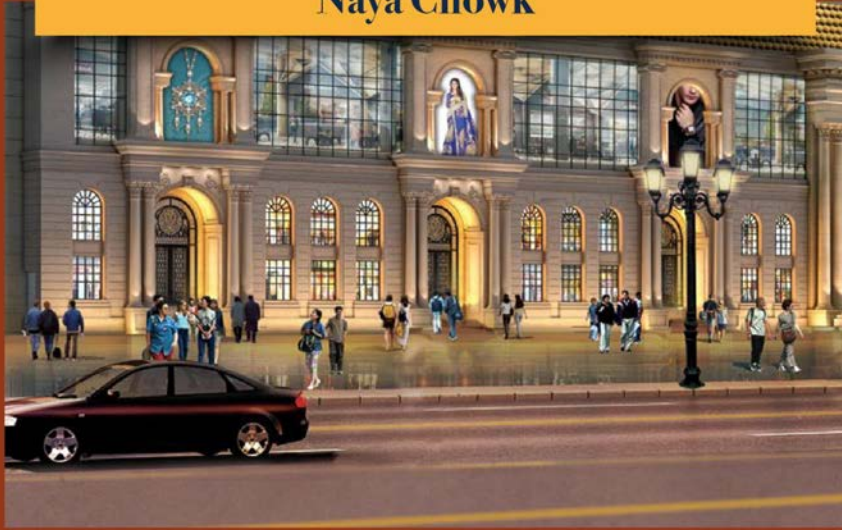
The logo features the word "OMAXE" in a bold, uppercase, sans-serif font. Below it, the word "Chowk" is written in a large, elegant, serif font with a horizontal line through the middle of the letters. A small diamond-shaped icon is placed above the 'C' and another above the 'h'. To the right of the "Chowk" text is a stylized white outline of a building with a domed roof and a small window. Below "Chowk", the words "CHANDNI CHOWK" are written in a smaller, uppercase, sans-serif font.

OMAXE  
Chowk  
CHANDNI CHOWK

**Carousel: B2C**

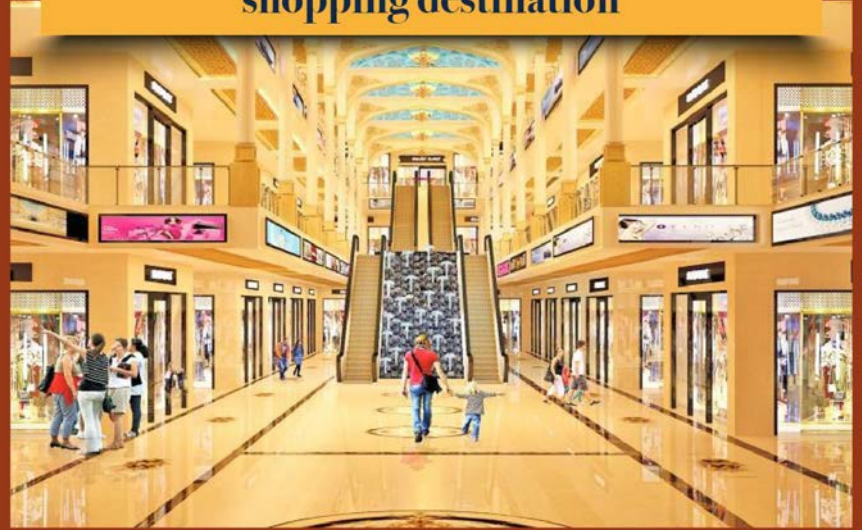
**OMAXE**  
**Chowk**  
CHANDNI CHOWK

Purani Dilli ka  
**Naya Chowk**



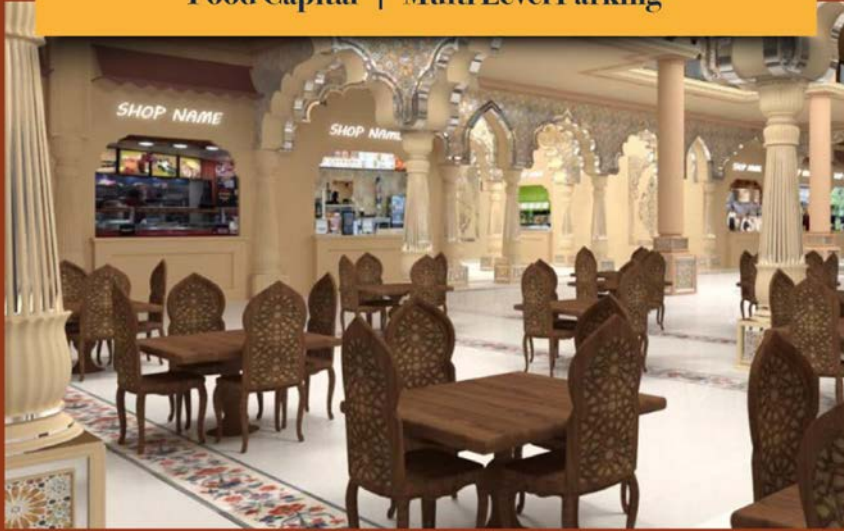
**OMAXE**  
**Chowk**  
CHANDNI CHOWK

Welcome to the next-gen  
**shopping destination**

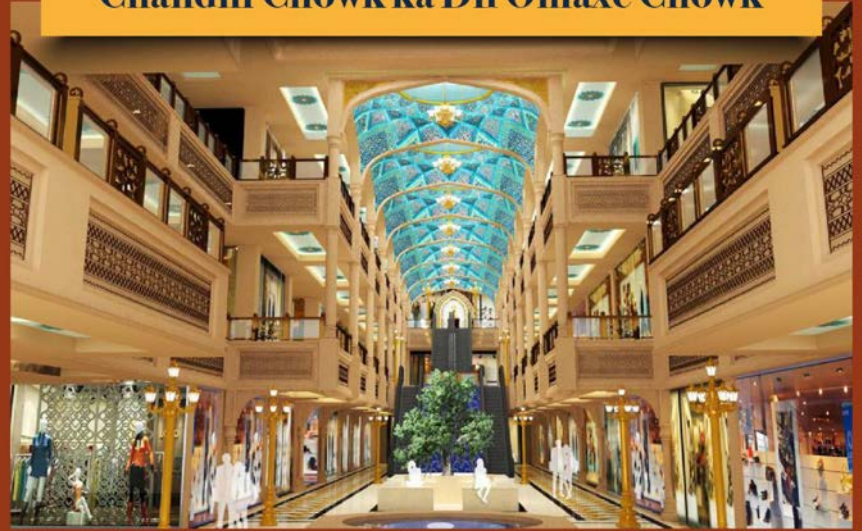




**Jewel Court | Bridal Market**  
**Food Capital | Multi Level Parking**



**Dilli ka Dil Chandni Chowk,**  
**Chandni Chowk ka Dil Omaxe Chowk**







OMAXE  
Chòwk  
CHANDNI CHOWK





Delhi ka Dil  
Chandni Chowk

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Chōwk  
CHANDNI CHOWK

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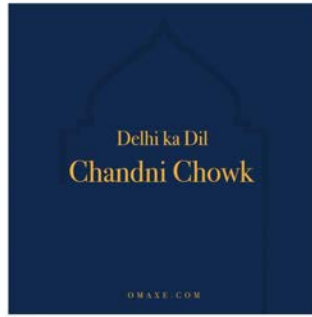
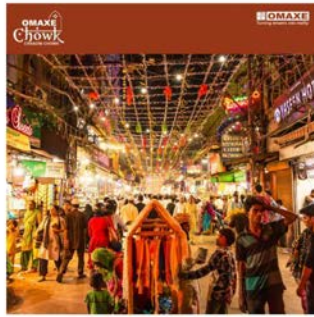


# Chandni Chowk ka Dil



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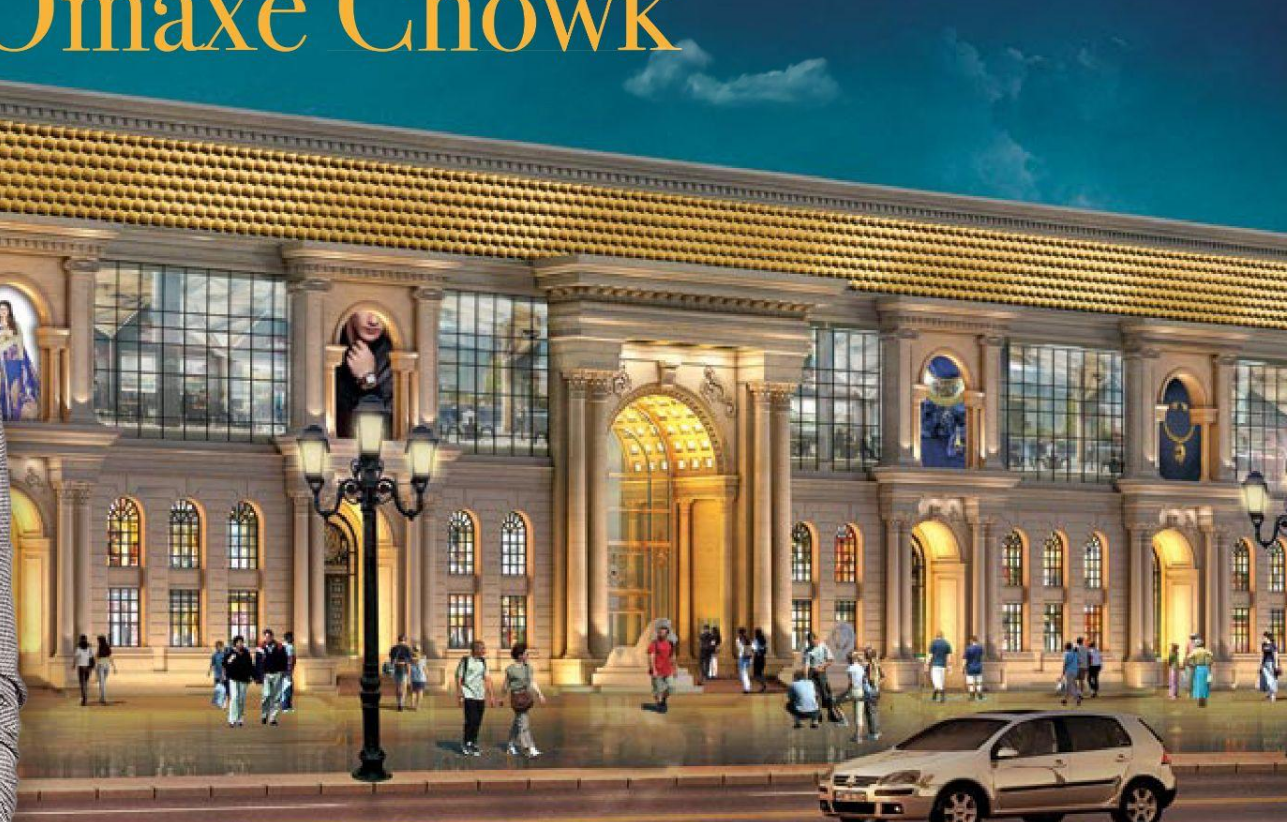
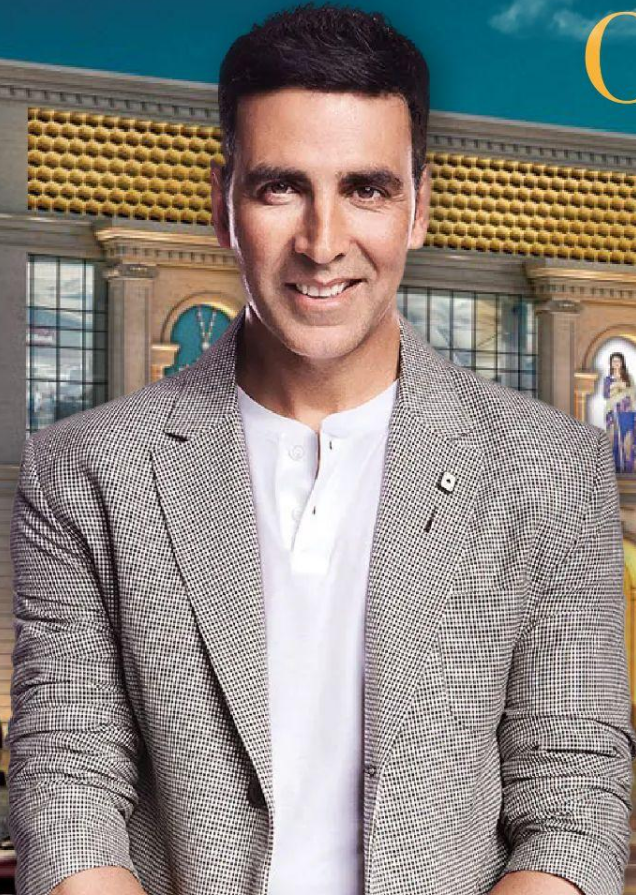


# CELEBRITY OPPORTUNITY



Delhi ka Dil Chandni Chowk  
Chandni Chowk ka Dil

# Omaxe Chowk



Rope in Akshay Kumar as the brand ambassador as he has a mass appeal and hails from Chandni Chowk.

We leverage his presence with a film where he gives us a tour of Chandni Chowk and shares his memories of a few chosen places. Here's where he establishes **"Dilli Ka Dil Hai Chandni Chowk"**

Cut to him shifting to the revamped Chandni Chowk where he now walks into the Omaxe Chowk mall and says: **"Aur Chandni Chowk Ka Dil Omaxe Chowk "**

Cut to montages of the mall, joyous kids, happy couples and people relaxing around the property, as we sign off.



# INSPIRATIONAL MOODBOARD







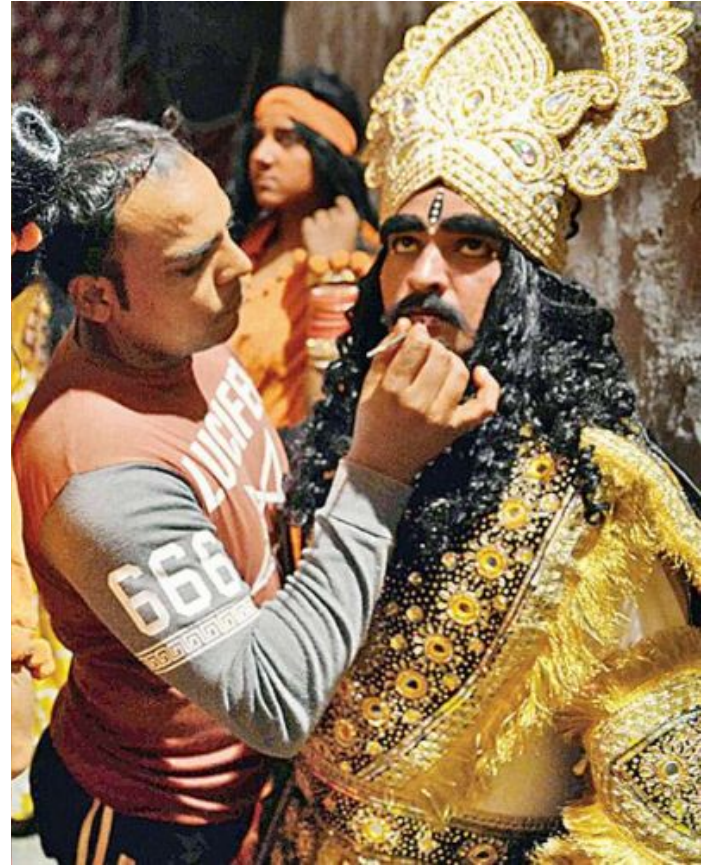




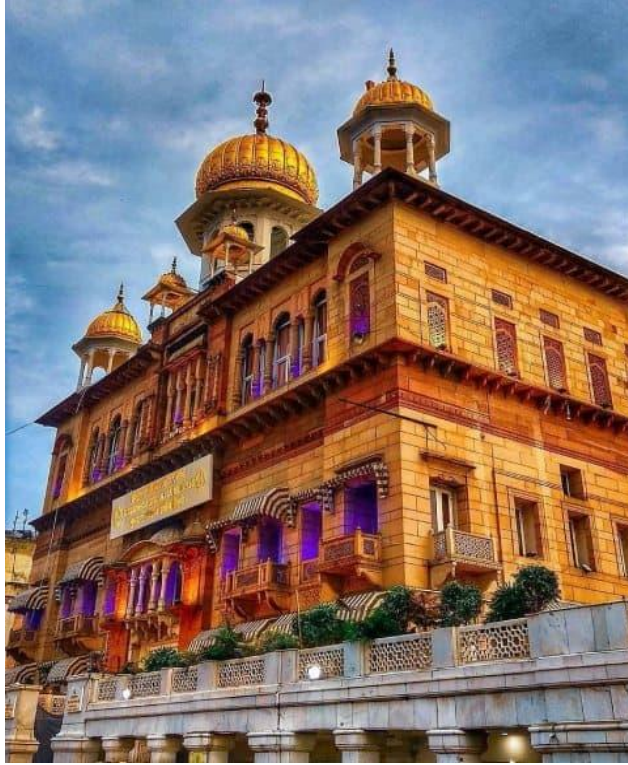






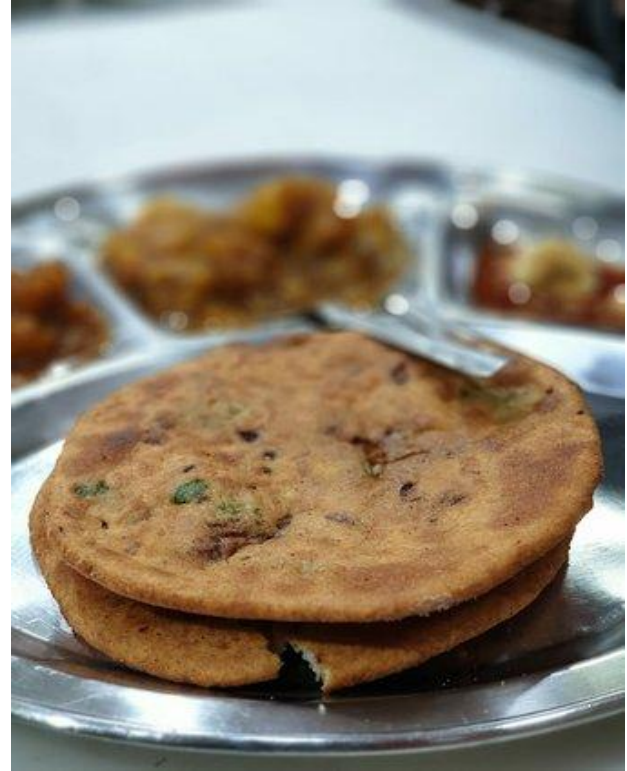
























# Thank You!

