



Government of India
Ministry of Commerce and Industry
DEPARTMENT OF COMMERCE



India Trade
Promotion
Organisation
A Government of India Enterprise



REDEVELOPMENT OF
PRAGATI MAIDAN COMPLEX INTO A
WORLD CLASS ICONIC INTERNATIONAL
EXHIBITION-CUM-CONVENTION CENTRE
(IECC)
NEW DELHI

Project Management Consultant



NBCC (INDIA) LIMITED
Formerly National Building Construction Corporation Ltd.
(A Government of India Enterprise)

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“ A Bird's Eye View of World
Class Iconic International
Exhibition-Cum-
Convention Centre ”

India Trade Promotion Organization (ITPO) is the nodal agency of the Government of India, under the Ministry of Commerce and Industry, for promoting trade & commerce.

At present, ITPO owns and manages the Pragati Maidan Exhibition Complex which is the largest exhibition Centre in India, both in terms of exhibition space and the number of events held (appx. 90 events per year). The total area of Pragati Maidan Complex is 123.51 acres (inclusive of area occupied by National Science Centre of 5.53 acres, Crafts Museum of area 2.49 acres), having covered exhibition space of about 65,000 sq. mtrs. which includes 43,000 sq. mtrs. air-conditioned and 22,000 sq. mtrs. non-air-conditioned space.

“Exhibition facilities are of a miniscule nature and grossly inadequate to host large international events.”

Presently, Complex is accessed by 11 entry/exit points. Gate no 7 and Gate no 5 have been developed as Boulevard which leads to Halls i.e. prime exhibition areas of the complex.

The present exhibition facility and infrastructure in Pragati Maidan is quite old i.e. Hall no. 1 built in 1957 and Hall No. 2 to 6 and other major infrastructure in 1972. These halls are in very dilapidated conditions. Balance halls and areas had been built in 1980s to 1990s. The present convention/seminar facilities in Pragati Maidan are of a very miniscule nature and are grossly inadequate to host large international events.

The Pragati Maidan facility can become a key facilitator in making the NCR a globally competitive Meetings, Incentives, Conventions and Exhibitions (MICE) destination. In order to achieve this, it requires improved capacity and state-of-the-art facilities of a world class iconic International Exhibition-cum-Convention Centre (IECC).





SITE LOCATION & CONNECTIVITY

- Pragati Maidan Exhibition Complex is situated in the heart of New Delhi.
- Pragati Maidan is 18 km from the international airport and approx. 2.5 km from Connaught Place, which is the main hub of business activities.
- This complex is spread in approx. 123.5 acres overlooking the historic Purana Qila. Pragati Maidan is flanked by Mathura Road and Bhairon Road on either side.
- The Supreme Court of India is just across the road at North West side.
- Old Fort Complex is situated just across the road at North east side.



A Unique
Symbol of *New India*

IECC at Pragati Maidan- DELHI'S NEW LANDMARK

The Pragati Maidan Exhibition Complex has been an icon for the city for more than 50 years and has played host to an innumerable number of exhibitions and conventions besides the world famous India International Trade Fair (IITF) held every year in November.

Over the years, the need for expansion of the facility and its modernization has been felt and accordingly the Government of India, Ministry of Commerce has decided to redevelop the facility into a Global level Iconic International Exhibition Cum Convention Center (IECC).

It will comprise of:

- Convention Centre (GRIHA-4 rating)
- Exhibition Halls (GRIHA-3 rating)
- Basement for Parking Facilities for 4800 ECS
- Administration Block
- 3.7 acres of land for a Star Hotel
- Ticketing Plaza & Gate Houses with large LED Digital walls
- F & B Kiosks
- Sky Walk from Pragati Maidan Metro Station
- Covered Walkways
- Extensive Landscaping & Water Bodies
- Musical Fountains
- Amphitheatres
- Traffic interventions to decongest traffic in and around Pragati Maidan Complex.

“ IECC at Pragati Maidan will be a new Landmark in the city of Delhi. ”



ICONIC CONVENTION CENTRE

“ World Class State-of-the-art Iconic Building deriving its form from the rich architectural heritage of Lutyens New Delhi. ”



The Convention Centre, 120 M wide x 185 M long and 32.4 M high spread across approximately 50,000 sq. mtrs., is proposed to be a World Class State-of-the-art Iconic Building deriving its form from the rich architectural heritage of Lutyens New Delhi. It is proposed to become a landmark building for New India with the best global level facilities and features on par with the latest modern Convention Centres in the world. The various aspects and salient features of

the Convention Centre are given below :

- Unique Facade: Structure on a raised platform (5.4m high) with stepped up vista in Curved and Sloping Form in Dholpur/ Red Sand Stone, GFRG and Insulated Glass Curtain Walls with Large Cantilevers giving a floating effect to the building
- 7000-seat Plenary Hall (with collapsible stage) in a single format with divisible partitions,
- 3000-seat amphitheatre for large cultural performances.

- 600 & 900-seat Auditoriums,
- Special Areas for High Level Dignitaries for G-20 Summit like events and VVIP/ Premium meeting rooms.
- Three drop off points, dedicated VIP Lounges, Elevators, Access and 250 Car Parking at ground level,
- 22 Meeting Rooms of 50 to 500 pax capacity with various back of house services and facilities.
- Business centre,
- F&B outlets,

- Fully air-conditioned interior spaces with 20±1° C design temperature.
- Indoor Landscaped Areas with customized Artwork and Sculptures,
- Support Facilities such as Reception, Language Interpretation Booths, Organiser's Lounge, Cloak Room, Storage Rooms, Medical Room, etc.
- State-of-the-Art Security and Access Control
- An Expansive Glass Enclosed Lobby offering views of Surrounding Areas, Designed as "Window to Delhi"
- Lobby Interiors based on Ganga-Yamuna river theme

EXHIBITION HALLS



There will be a total of 11 Modern Exhibition Halls, measuring 2,97,687 sq. mtrs., proposed as part of the Two-Phased Redevelopment strategy. Phase 1 shall have Six Exhibition Halls with a total of 1,51,687 sq. mtrs. area with actual Exhibition Space of more than 1,00,000 sq. mtrs.

The Halls are facilitated to meet the needs of Exhibition Industry, Trade Shows, Product Demonstrations, Corporate Events and related activities on national and international levels. The Exhibition Halls are planned on two levels and the salient features are given below :

- Exhibition Halls Are Designed to ensure varying Modern Exhibition Needs wrt
 - i. Heavy Exhibit Loadings Ranging from 10KN/Sqmt to 20 KN/Sqmt,
 - ii. Clear Heights Ranging from 10 Mts to 18.5 mts, and
 - iii. Sizes Ranging from 5,000 sq. mtrs. to 25,000 sq. mtrs.
- Operable partition walls to support multiple use for required space arrangements.
- In-built Information, Registration & Ticketing Counters
- Small meeting rooms,
- Large Cargo Elevators to facilitate movement of goods,
- Food courts / F&B outlets at mezzanine floors
- Fully air-conditioned interior spaces with $20\pm 1^{\circ}$ C design temperature.
- And other support facilities like Organizer's Lounge, Language Interpretation Booths, etc.
- Large Open Area for Heavy Outdoor Exhibits spread over 12 Acres with Exhibit Loading of 20KN/sq. mtrs. in 6 Acres.

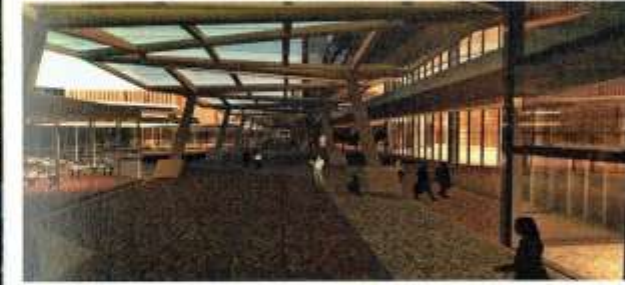


VARIOUS LANDSCAPED FEATURES

The landscape design vocabulary is very urban and pedestrian friendly. Large open modern paved plazas are shaded with Tree Bosque and interconnected with pedestrian pathways. 6 Main design zones have been identified. These zones differ in paving schemes and planting

- Main entry plaza with Ticketing and Tree Bosque.
- Elevated Entry plaza to the convention hall and cascading water features
- Covered walkway running across the entire site
- Exhibition lawns with three open-air Amphitheatres
- F&B street with break out spaces
- Large Musical Fountains with Laser and Mist Shows

The entire scheme is very formal in nature, complementing the buildings and responding to their inherent geometries.



COVERED CANOPIES

Fretted glass covered canopies are installed from entry gates to all buildings to provide shaded access to the pedestrians. The 7 m high canopy is well lit with LED lights and has mist cooling systems to provide relief from the sun and bring down the outdoor temperature.

MUSICAL FOUNTAIN

Animated fountain area of 7000 sq. mtrs. proposed in the front plaza of convention centre with amphitheatre seating to entertain the general public is a major landmark feature of the IECC project.

10-METRE HIGH ASHOKA STUMBH

A 10 Mtr high sculpture of Ashoka Stumbh which is a symbol of identity for the nation is installed near the entry at Gate no. 6.

LANDSCAPED AMPHITHEATRES

Three open air amphitheatres are designed to support live performances, collectors' space for recreation and host various cultural shows.

CHILDREN'S PARK

Three pockets of children's park have been designed, each with a different theme providing a variety of experiences and adventures for different age groups and abilities.

“ The landscape design vocabulary is very urban and pedestrian friendly ”





INFRASTRUCTURE TO ENCOURAGE USE OF PUBLIC TRANSPORT

- Integration of Metro stations, viz. Pragati Maidan, Indraprastha, Mandi House and ITO Metro stations and local railway stations, viz. Tilak Bridge and Pragati Maidan Railway Station with surrounding areas, complexes, and bus stops through direct sky-walks, foot-over bridges/ pedestrian sub-ways and wide, smooth and continuous side-walks for seamless interchange.

INFRASTRUCTURE TO DECONGEST ROADS

- **East-West Links: Bhairon Marg and Ring Road / Indraprastha Marg**
New Link as a tunnel between Purana Qila Road / Mathura Road and Ring Road is proposed for decongestion of congested East-West Links. This will be a 6-Lane Divided Tunnel of 1.1 km of length, first of its kind in the capital city of Delhi.
- **North South Links: Ring Road and Mathura Road**
The existing cross section of Ring Road is 8 lane divided and can be further expanded to 12 lane divided or more. The capacity of Mathura road can be supplemented by providing cycle tracks and service road within ROW and the proposal is made for signal free movement of traffic on Mathura Road between W-point intersection and Sunder Nagar.

INFRASTRUCTURE DEVELOPMENT PLAN FOR DE-CONGESTION OF INTERSECTIONS

All the following intersections surrounding Pragati Maidan and proposed new link intersections are proposed to be developed as grade separated or/and signal free intersections in order to provide the required capacity.

- Mathura Road-Sher Shah Suri Marg and Mathura Road- Subramaniam Bharti Marg Intersection: Signal Free by Providing U Turn Underpass Near Sundar Nagar and a U Turn Near NSCI / Purana Quila Road Intersection.
- DPS- Mathura Road Intersection Made Signal Free by Providing Under Pass on Mathura Road

INFRASTRUCTURE DEVELOPMENT PLAN FOR MANAGEMENT OF GENERATED TRAFFIC (ENTRY/EXIT OF INGRESS AND EGRESS TRAFFIC) OF PRAGATI MAIDAN

Following direct entry/exits are proposed to be developed through up/down ramps (grade separated) for efficient and safe management of ingress and egress traffic of Pragati Maidan into the basement concourse for parking and boarding/alighting, dropping/picking up of commuters/visitors from different directions.

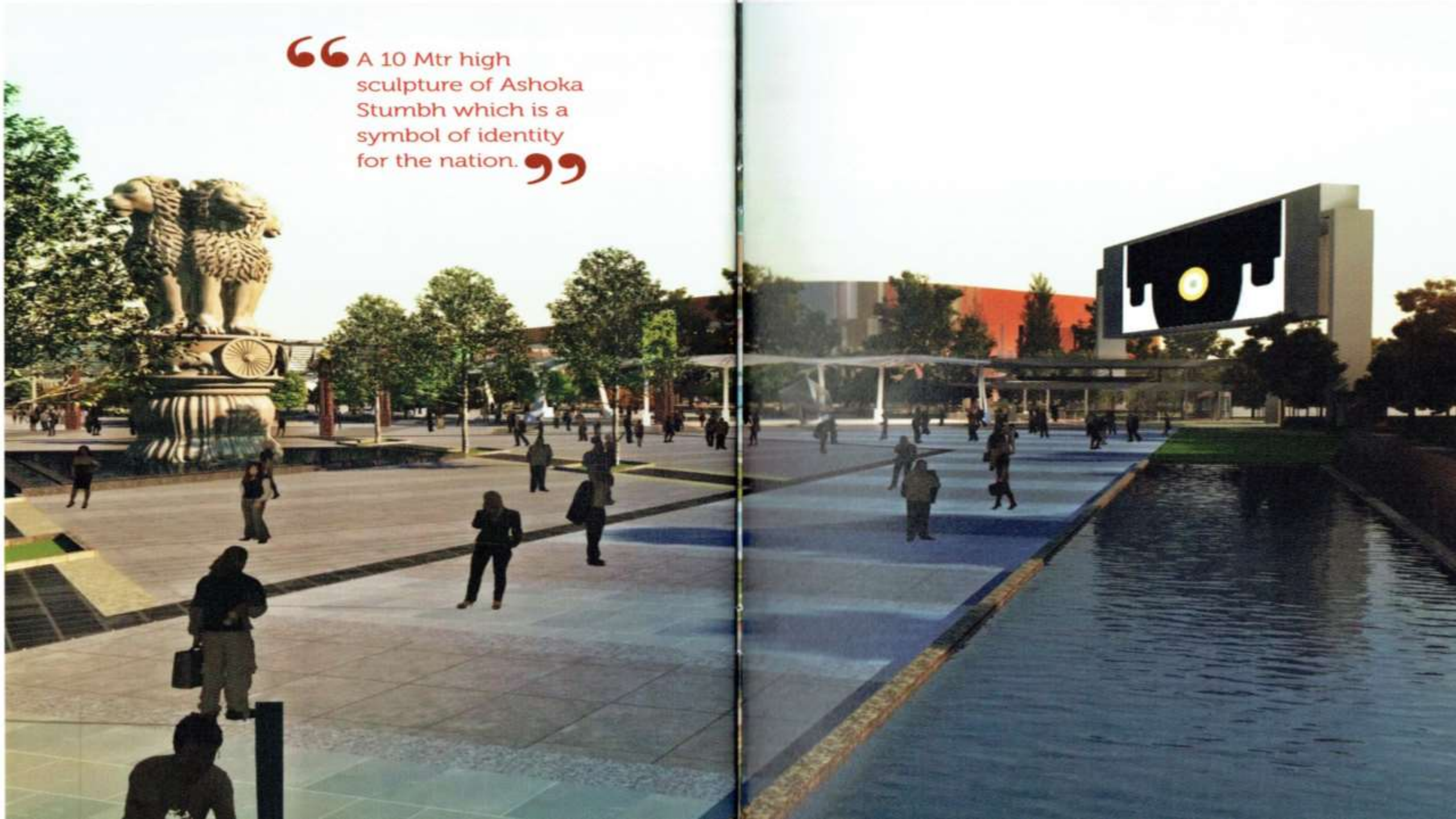
- Mathura Road-Bhairon Marg Intersection: Grade Separated U Turn Under Pass and No Right Turn from Bhairon Road to Mathura Road
- Mathura Road-Purana Quila Road Intersection: No Right Turn and an underground Tunnel connection between Purana Quila Road & Ring Road. A U Turn Under pass planned before the New Supreme court annexe, on Mathura Road.
- Bhairon Marg-Ring Road Intersection: Grade Separator Planned.

ROLE OF TECHNOLOGY

Key Features :

- Outdoor video walls
- Kiosk / Digital Way finders provided in order to track location, events / activities
- Public address systems
- Portable AV Equipment
- Smartphone based Integrated Systems
- Solar PV Panels for Solar Power generation at terrace levels.
- Parking Management System with Token Vending Machines, Car Slot Occupancy Sensor, Digital Signage's for car availability in the basement.

“ A 10 Mtr high sculpture of Ashoka Stumbh which is a symbol of identity for the nation. ”





SITE PLAN

- 1 CONVENTION CENTRE
- 2 EXHIBITIONS AREA
- 3 PRAGATI MAIDAN PLAZA
- 4 HOTEL (300 keys)
- 5 SLOPING GREENS
- 6 BUSINESS CENTRE
- 7 F&B COURTYARDS
- 8 ADMIN BLOCK


- H EXHIBITION HALLS
- T EXHIBITIONS TICKETING
- G SITE GATES (scan - security)
- R PARKING RAMPS
- S MEP SERVICES
- W PUBLIC TOILETS
- A AMPHITHEATRE

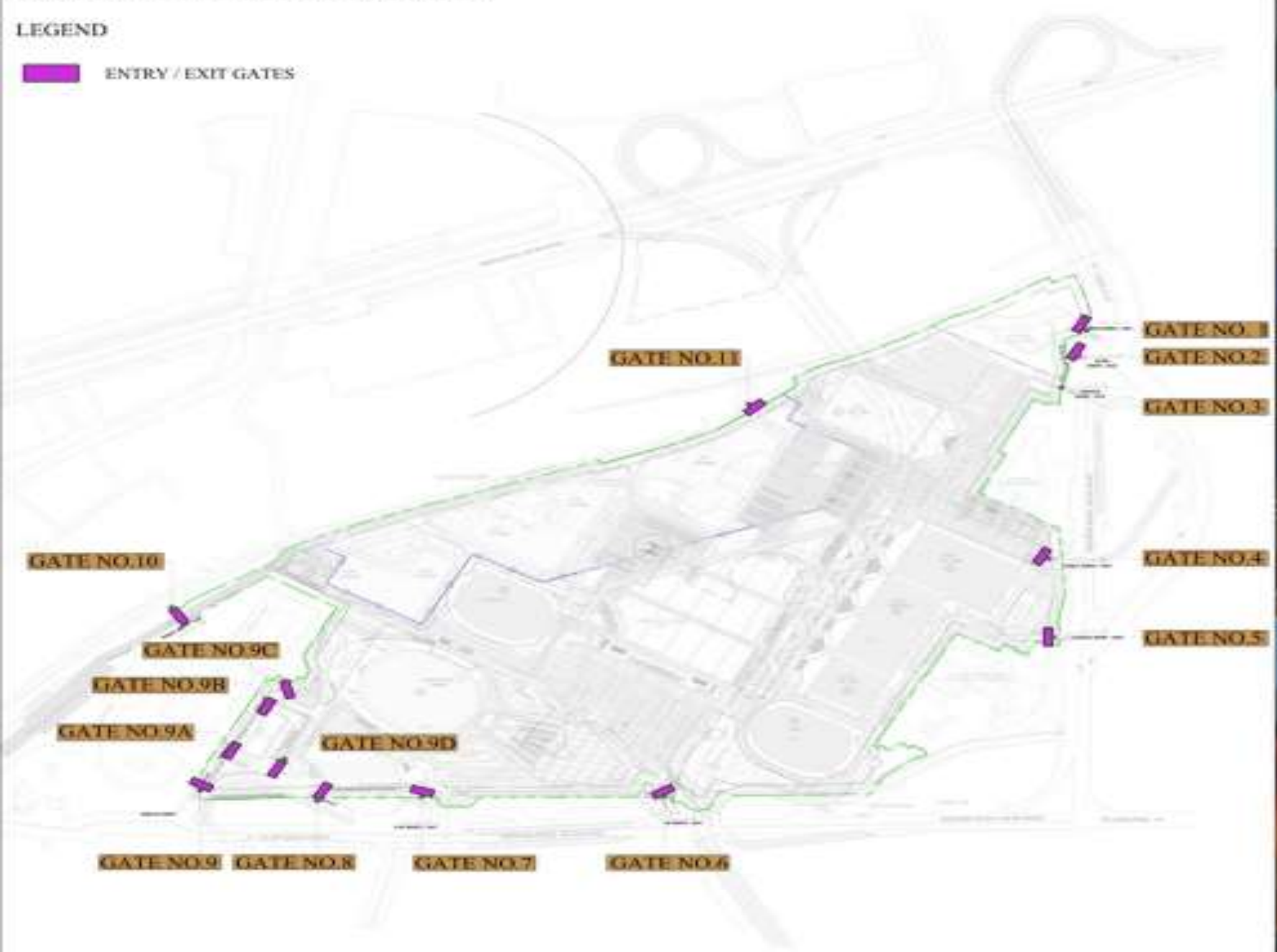




ENTRY & EXIT GATES

LEGEND

 ENTRY / EXIT GATES





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Architect : Atrop Associate Pvt. Ltd.

Project Management Consultant



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