

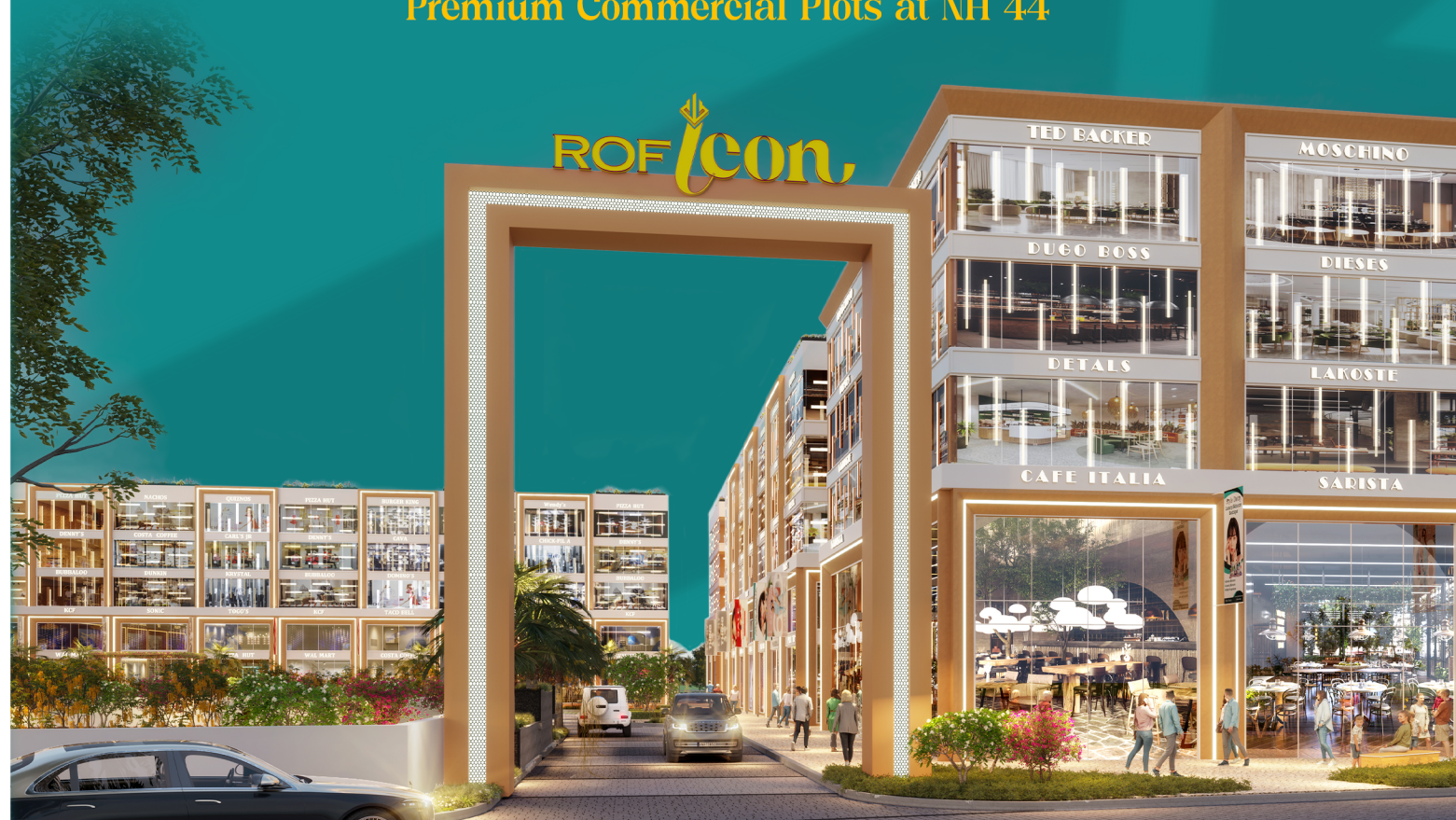


The Iconic Destination

Premium Commercial Plots

ROF *Icon*

Premium Commercial Plots at NH 44



..... ROF *Icon*

AN INVESTMENT OPPORTUNITY YOU CAN'T AFFORD TO MISS!



ROF ICON brings you 26 premium commercial plots right on GT Karnal Road, Sonipat. Located on one of the busiest highways in the country, ROF ICON provides your business identity and visibility. It's proximity to major spots makes it an evergreen commercial investment to create rental income.

ROF ICON is also emerging as an Entertainment and Food Hub in the area. It is surrounded by national & international F&B chains, such as Haldiram, CCD, and Subway, while retail outlets like Skechers, Tommy Hilfiger, Nike, and Adidas are already in the vicinity. The unique concept of walkways, open-sitting restaurants, and a blend of retail makes ICON a lifestyle epicentre — attracting high footfall.





P GUCHIST
DENNY'S
BUBBALOO
KCF

QUIZNOS
CARL'S JR
KRYSTAL
TOGO'S

PIZZA HUT
DENNY'S
BUBBALOO
KCF

NACHOS
COSTA COFFEE
DUNKIN'
SONIC

QUIZNOS
CARL'S JR
KRYSTAL
TOGO'S

AMRANI
DENNY'S
BUBBALOO
KCF

ZAFA
RAYMODM
TACO BELL

WAL MART

WAL MART

WAL MART

FIREHOUSE SUBS

WAL MART

WAL MART

COSTA COFFEE

NH44: THE BEHEMOTH OF INDIAN HIGHWAY RETAILING

UNTAPPED POTENTIAL

Stretched from Srinagar to Kanyakumari, NH44 has the most commercial potential being the longest highway connecting many major states in India.

HIGHWAY F&B EVOLUTION

Initially, local food outlets emerged along highways, with prominent hubs like Haveli, Sukhdev, Garam Dharam, and Haldiram.

GROWING ORGANISED RETAIL

These early, unorganized rest areas gained popularity, attracting international food chains like McDonald's, Starbucks, KFC, and Subway along busy motorways.

DIVERSIFYING HIGHWAY RETAIL

Highway retailing has evolved beyond f&b and now includes a diverse mix of retail categories like clothing, sportswear, and footwear brands expanding along highways.

UNLOCKING HIGHWAY BUSINESS OPPORTUNITIES

ICON by ROF is strategically positioned to tap into this major opportunity opening up in highway retailing and is set to be a premium retailing destination owing to its proximity to the longest highway of India, NH44 along with major happening spots — Murthal & GT road.

▶ INTERNATIONAL BRANDS ON THE RISE

The F&B industry is evolving, and people take regular breaks on long trips, so many international cafes and retail chains are expected to set up along highways.

▶ MAXIMIZED BRAND EXPOSURE

As people explore offbeat destinations and many leisure spots are easily accessible, retailers can tap into a wider consumer base with a highway store strategy.

▶ SIMPLIFIED TRAVEL EXPERIENCE

Social media and travel apps boost road travel. Millennials and Gen Z nuclear families seek to escape daily routines, with apps simplifying hotel and staycation bookings.

▶ TRANSFORMING INDIA'S ROAD NETWORKS

The GT Karnal Road alone handles a significant volume of traffic, with an average of around 100,000 vehicles passing through daily.





BUT WHY CHOOSE

Unmatched Amenities



WALKWAY AND AMPHITHEATER

Ensuring smooth navigation of footfalls for maximum business output. The amphitheater is an ideal hangout spot for friends & family.



ORGANIZED PARKING SPACE

Located on the busiest highway, our wide-ranging parking space puts your customers at ease.



EV CHARGING SYSTEM

EV charging stations can be a value-added proposition for your business, especially with the rise of EV ownership.



LEASING ASSISTANCE

We assist you in leasing popular brands. Further, the unique blend of organised retail & restaurants makes ICON a lifestyle hub.



WI-FI ZONE

There are often Internet connectivity issues on highways. Having Wi-Fi zones can lead to increased customer engagement and spending.

LOCATION ADVANTAGES



CONNECTIVITY

Located on NH-44 |
15 minutes from Delhi | Pro-
posed Metro



EDUCATION CITY

Ashoka University | OP
Jindal Global University |
SRM Institute of Science
and Technology



RESIDENTIAL CATCHMENT

Eldeco City | Omaxe City |
Parsvnath City | TDI Espania
Royale





QUIZNOS

Wendy's

PIZZA HUT

NACHOS

QUIZNOS

AMRANI

H&H

PIZZA HUT

NACHOS

QUIZNOS

CARL'S JR

CHICK-FIL A

DENNY'S

MUFTI

CARL'S JR

DENNY'S

ZAFA

DENNY'S

COSTA COFFEE

CARL'S JR

KRYSTAL

CAVA

BUBBALOO

DUNKIN

KRYSTAL

BUBBALOO

RAYMODM

KRYSTAL

DUNKIN

KRYSTAL

TOGO'S

CRUMBL COOKIES

KCF

SONIC

TOGO'S

KCF

TACO BELL

TOGO'S

SONIC

TOGO'S

PIZZA HUT

KFC

WAL MART

WAL MART

COSTA COFFEE

PIZZA HUT

FIREHOUSE SUBS

WAL MART

BURGER

CAVA

DOMI

CRUMBL COOKIES

COSTA

KFC

CATCHMENT AREA LIKE NO OTHER

NH44 connects India from the Top North to the Bottom South. This makes it the most widely used traffic route. The particular section of the highway, Murthal (GT Karnal Road), has established itself as an industrial and lifestyle hotspot. ROF ICON is near renowned colleges, ensuring a steady flow of student customers. Hence, it attracts far greater footfall than any other section.



0_{min}

from Residential Area
like Omaxe and
Eldeco

5_{min}

from
KMP & KGP

5_{min}

from
Posh Sonipat
Sector 14 & 15

5_{min}

from OP Jindal
Global University
and Rajiv Gandhi
Education City

OWN A PIECE OF PRIME COMMERCIAL REAL ESTATE

Premium Commercial Plots at ICON by ROF leverage the charm of Murthal & GT Karnal Road to offer your business high visibility and footfalls. This prime location offers excellent connectivity to major cities attracting travelers and residents, making it a vital hub for office spaces, restaurants, and retail stores. These commercial plots present a compelling investment opportunity for business owners and financiers seeking to establish a presence in the expanding Indian economy.



OKIES

DENNY'S

BUBBALOO

KCF

WAL MART

NACHOS

MUFTI

DUNKIN

SONIC

FIREHOUSE SUBS

QUIZNOS

CARL'S JR

KRYSTAL

TOCOS

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WAL MART

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TOCOS

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SONIC

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KCF

Wendy's
CHICK-FIL A
CAVA
CRUMBL COOKIES



A Decade of Crafting Success Stories For Commerce

ROF is synonymous with commercial excellence—creating not just structures but unmatched international standards. For more than a decade, ROF has stood like a skyscraper, looking over the changing landscape of Indian commercial real estate. Our experience and expertise have enabled us to deliver world-class structures with supreme quality and unimaginable facilities. From retail plots to office spaces to luxury hotels, ROF has always been an industry pioneer in developing world-class real estate projects.

ROF is not just a name; it's the epitome of brilliance and sheer perfection.

Delivered Projects



Ongoing Projects



ROF
alante

1/2/3 BHK Apartments
Sector-108, Gurugram

CONSTRUCTION IN FULL SWING



ROF
atulyas
Incredible Nature Living

2&3 BHK Apartments
Sector-93, Gurugram

CONSTRUCTION IN FULL SWING



ROF
GALJERIA

High Street Retail
Sector-93, Gurugram

CONSTRUCTION IN FULL SWING



ROF
Insignia
Souk

SCO Plots
Sector-93, Gurugram

CONSTRUCTION IN FULL SWING



ROF
Insignia
PARK

Luxury Residential Plots
Sector-93, Gurugram

CONSTRUCTION IN FULL SWING



ROF
NORMANTON
PARK

Luxury Residential Plots
Sector-36, South of Gurugram

CONSTRUCTION IN FULL SWING



ROF
Insignia
PARK II

Residential Plots
Sector-95, Gurugram

CONSTRUCTION IN FULL SWING



ambliss
live the blissful life

2&3 BHK Apartment
Sector-78, Gurugram

CONSTRUCTION IN FULL SWING



ROF
city

Industrial Plots
Murthal, Haryana

CONSTRUCTION IN FULL SWING



ROF
GALJERIA

High Street Retail
Sector-108, Gurugram

CONSTRUCTION IN FULL SWING



ROF
GALJERIA

High Street Retail
Sector-78, Gurugram

CONSTRUCTION IN FULL SWING



ROF
Insignia
Mart

High Street Retail
Sector-93, Gurugram

CONSTRUCTION IN FULL SWING



Location map





Site Plan

Plot Size

- A 162.70 Sq. Yds.
- B 107.64 Sq. Yds.
- C 89.70 Sq. Yds.

*1 Square Meter = 1.196 Square Yard





Premium Commercial Plots

Address: Nh-44, GT Karnal Road, Murthal, Haryana

☎ : 9821281901

RERA NO.: HRERA-PKL-SNP-363-2022

Promoter urges every applicant to inspect the project site and shall not merely rely upon or to be influenced by any architectural impression, plan or sales brochure and therefore, requested to make personal judgement prior to submitting an application for allotment. The projects being developed in phases, hence certain facilities/amenities etc. may be used representations of the products and/or any amenities. Further, the actual design may vary in the fit and finished from the one displayed above. Project details/specifications can also be accessed at the website of Haryana real estate regulatory authority

website://haryanarera.Gov.in/. Journey time shown, if any, is based upon Google maps, which may vary as per the traffic at a relevant point of time. Rates mentioned do not include GST and other statutory charges, if applicable. ROF Housing and Infrastructure Private Limited, M-18 (M Block Market) Greater Kailash-II New Delhi-110048. CIN-U45400DL2010PTC198652.

T&C apply