

ACE GROUP DAZZLES NOIDA WITH THE SPECTACULAR LAUNCH OF ACE HAN'EI



(L-R) Chunky Panday, Sonam Bajwa, Mouni Roy, Ajay Chaudhary and Sophie Choudry



Akshay Anand with Ajay Chaudhary, CMD, Ace Group

PHOTOS: HTCS/RAAJESH KASHYAP

Ace Group recently unveiled its latest premium residential project — Ace Han'ei — at the illustrious Expo Mart in Greater Noida. A diverse audience of over 1,500 guests, including industry leaders, real estate experts, renowned celebrities and distinguished channel partners, were a part of the launch that reflected Ace Group's dedication to redefining luxury living.

Actor-singer Sophie Choudry, graced the evening as the event's host, adding a touch of glamour to the night. She introduced the story of Ace Group's journey in the real estate sector and how they established themselves as a leader setting benchmarks in luxury real estate.

The highlight of the event was the presence of Bollywood stars like actors Mouni Roy, Sonam Bajwa and Chunky Panday. The star power also reflected Ace Group's influential stature in the industry.

Setting the mood, Dazzle Dance group performed a mesmerising rendition of Shiv Tandav. As finalists from *India's Got Talent*, they created a spiritual and captivating atmosphere.

The key moment was the traditional lamp-lighting

ceremony, a gesture to mark the beginning of a new journey for Ace Group. The ceremony was led by Ajay Chaudhary, Founder, Chairman and Managing Director, Ace Group, whose vision has consistently driven the company towards new heights. Joining him was Pratap Rathi, Managing Director and Rahul Gupta, Director.

The lamp lighting was culminated with the grand unveiling of the Ace Han'ei logo, unveiling a detailed presentation showcasing the project. Strategically located in Sector 12, Greater Noida West, it promises to redefine the concept of upscale living, featuring a harmonious blend of lush greenery, modern architecture and world-class amenities. It aims to offer residents a luxurious yet serene lifestyle. The presentation also emphasised the project's unique offerings, including state-of-the-art recreational facilities, expansive green spaces and a meticulously designed layout.

During the ceremony, several of Ace Group's top-performing channel partners and associates were honoured for their outstanding contributions. Roy and Bajwa praised Chaudhary's vision and drive, acknowledging the impact Ace Group has made



A performance by Dazzle Dance group

on the real estate landscape of Delhi-NCR. Panday, in his signature witty style, also extended his best wishes.

The night also witnessed a high-energy live performance by the charismatic musician Bismil, who captivated the audience with his signature blend of rhythm and energy. The evening concluded with a sense of fulfilment and excitement for the future.

As Ace Group continues to

expand its footprint in the Delhi-NCR region, the successful launch of Ace Han'ei underscores the company's mission to redefine luxury living in India's rapidly evolving real estate landscape. With two more grand project launches planned before the end of 2024, the group is poised to continue its journey of delivering excellence in luxury real estate.

HTC



Pratap Rathi, Managing Director, Ace Group



Rahul Gupta, Director, Ace Group



ACE HAN'EI

ARTISTIC IMPRESSION



A musical performance by Bismil



(L-R) Garima Arora, Sinthiya Masih, Neha Chachra, Vinita Juneja, Jyoti Saravnan