

ROCK GOLD

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DESTINATION

GOLD



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ABOUT THE DEVELOPER

ELBATATL
DEVELOPMENTS

We are El Batal Developments, a growing family of born-and-raised Egyptian engineers and real estate developers with a passion for transforming plain earth into tangible constructions.

SINCE 1978

Throughout 40 years of operation, we've established a diverse portfolio of signature real estate developments.

5 DESTINATIONS

El Batal Developments has stretched its influence across the evolving new cities of Egypt. We own, finance, construct, and develop impressive real estate projects in Heliopolis, 6th of October, Obour, New Cairo, and New Administrative Capital.

El Batal Developments places its focus and power in realizing exceptional residential, commercial, and administrative real-estate ventures, with a rock-solid foundation and a dedication to building inviting homes, healthy work environments, and memorable human experiences.

Going Across Continents

Led by engineers Adel and Emad Doss, El Batal Developments grew to new heights overseas in 2010, in Canada.

Entering an entirely new world of real estate, architectural code, regulations, and techniques was a challenge to the Doss brothers, to say the least. However, their progress soared, learning all the essential ins and outs of international code, licensing, and building procedures. This has allowed the company to establish six commercial ventures in Ontario - Canada, under its Canadian sister company, Doss Homes. Made to fit and go beyond the ideal Canadian requirements, Doss Homes eventually attracted the eyes of some core Canadian enterprises: Tim Hortons, CIBC Bank, Burger King, A&W, and Scotia Bank.

Only through learning the finer points of local and international code, licensing, and building procedures have we made a noteworthy mark on our combined land banks.

Egyptian Developer With Canadian Experience

THE ROCK DEFINED

We implemented the ROCK Concept; a name found in all of our projects, indicating not only that we develop on Rock-solid foundations, but also a reflection of our intent to meet the needs and standards of our clients whether at home, at work or anywhere in between.

Our Rock Concept could be an innovative, cultural or architectural or a new idea we present to the market, our profile of the Rocks promises residential and commercial landmarks for our clients.



ABOUT

ROCK GOLD

THE GOLDEN IDEA

Rock Gold is introducing a new concept of shopping malls in Egypt; a mall that gathers all the gold and jewelry shops and brands together in one centralized mall for the first time in Egypt.

Designed with the customer in mind, Rock Gold offers a unique Gold shopping experience accompanied by related services to make the customer journey even more remarkable.

The project has been designed with a taste for luxury combined with elegance and convenience in mind, with an idealistic business environment, through our thoughtful spaces, facilities and services that are needed to provide an outstanding experience for you and your customers.

1st Gold Jewelry Mall in New Cairo

LOCATION

Rock Gold mall is strategically located in Extension Ben Zayed Street, New Cairo's Golden Square, overlooking New Cairo's Central Park and near the new Monorail.

The location is accessible from Suez Road, Ring Road, Road 90 (North & South) and Sokhna Road, minutes away from AUC and the Westin Cairo Golf Resort Hotel.

Close to premium residential compounds such as: Mivida, Mountain View 2, SODIC Villette, SODIC Eastown, Lake View Residence & Hyde Park.

Serving A Population of 5 Million



Coming to

Life 2023

Security Measures

At Rock Gold we understand the importance of security for our customers, we offer no less security measures than the specs provided by the Central Bank.

The latest CCTV surveillance camera systems that work with artificial intelligence (Motion Sensors & Detectors) are able to identify any theft related attempts, searching for suspects, firewarning early detections, the system also makes accurate statistics of the number of visitors.

Access Control integration with CCTV to identify any illegal presence in the mall.



Security Measures

Face Recognition / Finger Print of staff entry for identity verification, even if their access card has been stolen.

Bullet-Proof protective glass facades.

Intrusion Detection systems equipped with motion and glass breaking sensors, and magnetic switches to secure the mall after closing.



Motion Sensors



Glass Break Sensors



Motions Detectors



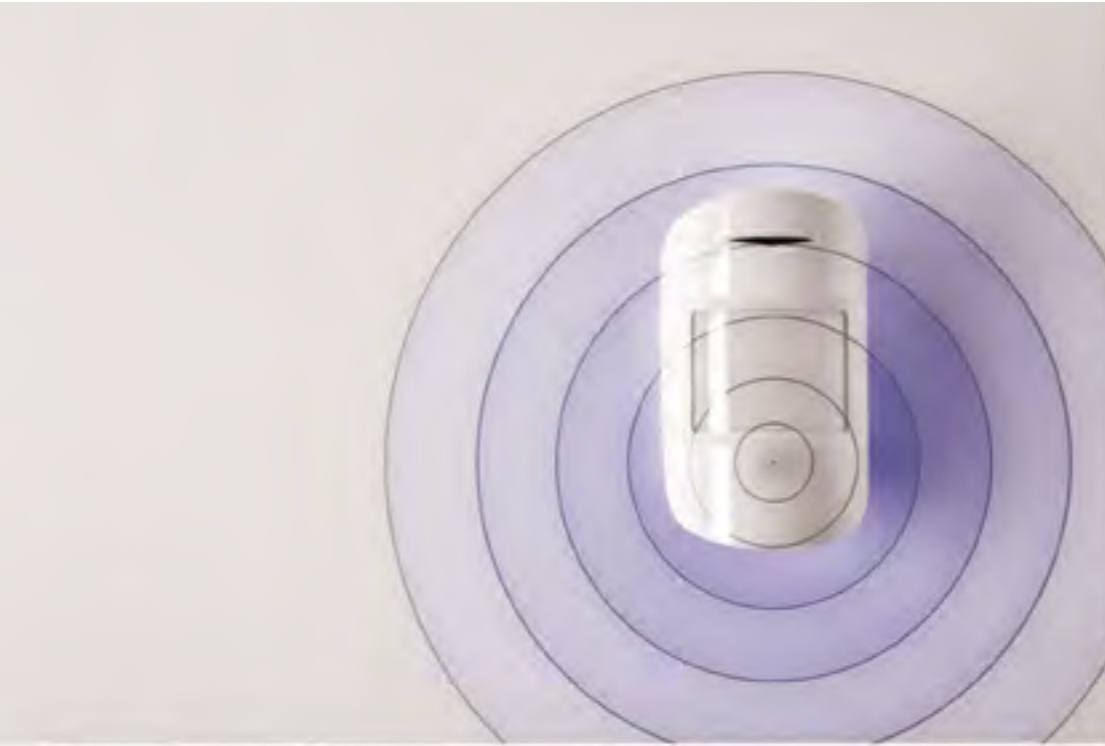
Surveillance Cameras



Vibration Sensors



Access Gates





Beyond Your Expectations

About the Operator & Facility Management



Edgestone REI is a real estate investing company that provides high end real estate consulting services, commercial operations, administrative, residential, primary sales and rentals. Edgestone was established in 2018 and through these years their marketing and public relations allowed them to develop significant brand recognition, success and good reputation in the real estate investment field.

Edgestone team takes care of behind-the-scenes work so that businesses can focus on their core jobs instead of daily logistics, all the tools and services that support the functionality, safety, sustainability and efficiency of the built environment are being taking care of professionally.





The Beauty of Jewelry Shopping

More than 200
Jewelry Shops



Services

At Rock Gold we want to make sure that your clients enjoy a unique Gold shopping experience, we provide complementary services that complete a distinctive customer journey such as restaurants, cafes, chocolate and flower shops to offer a one-stop-destination experience.

Rock Gold also offers hassle free parking with more than 250 slots.







A One-Stop-Destination
for all your Jewelry


Facilities


 Bank Security Measures 24/7


 Fire Fighting & Fire Alarms

 Parking Slots

 Operation & Maintenance


 Landscape & Water Features

 Seating Areas

 Central AC

 Elevators & Escalators

 ATM Machines

 Disability-Friendly Building

 Electricity Generators





All About Gold in
One Place

Iconic & Luxurious





An Astounding
Gold Experience

Shop Beyond
the Predictable



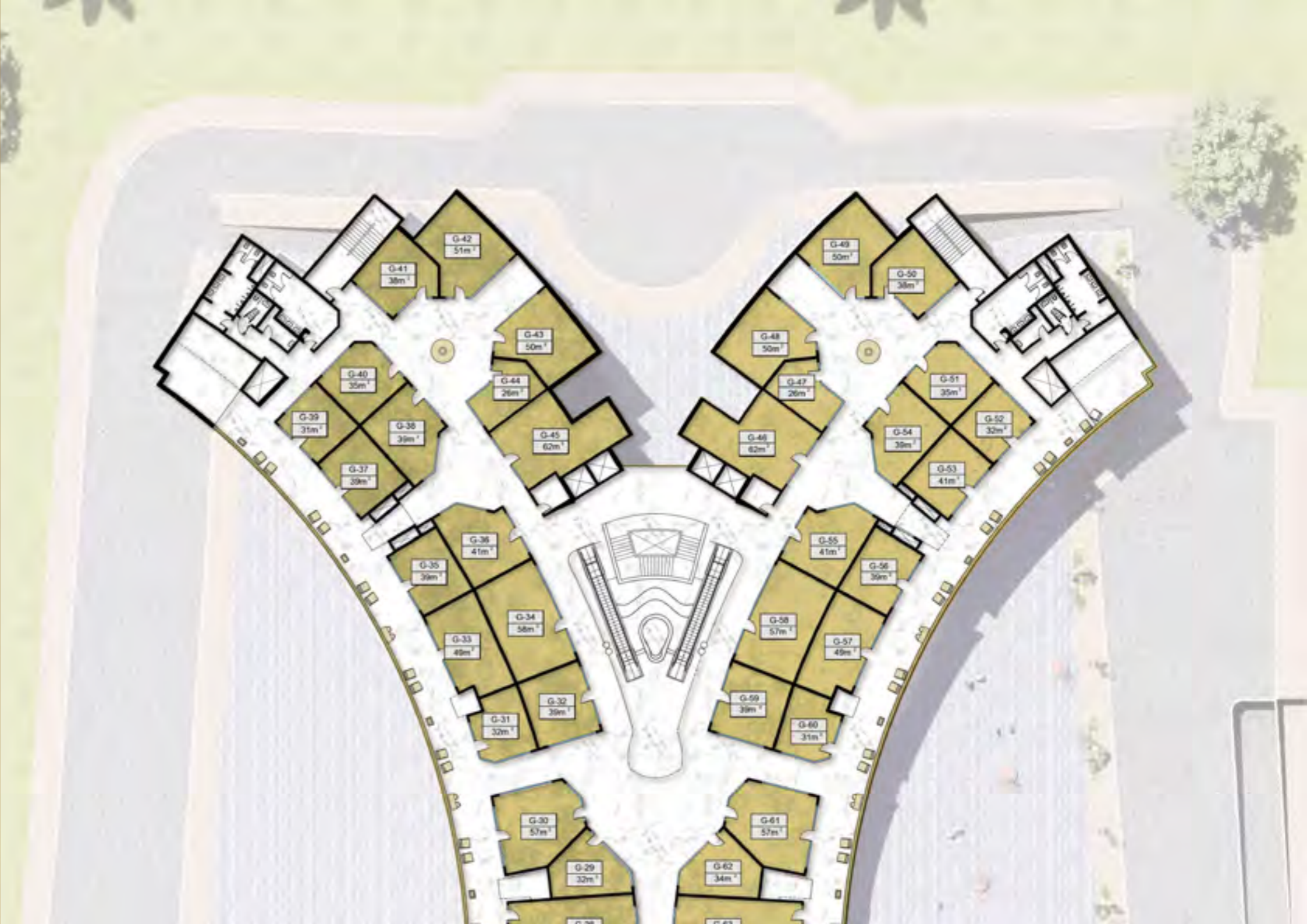


A Place of Value

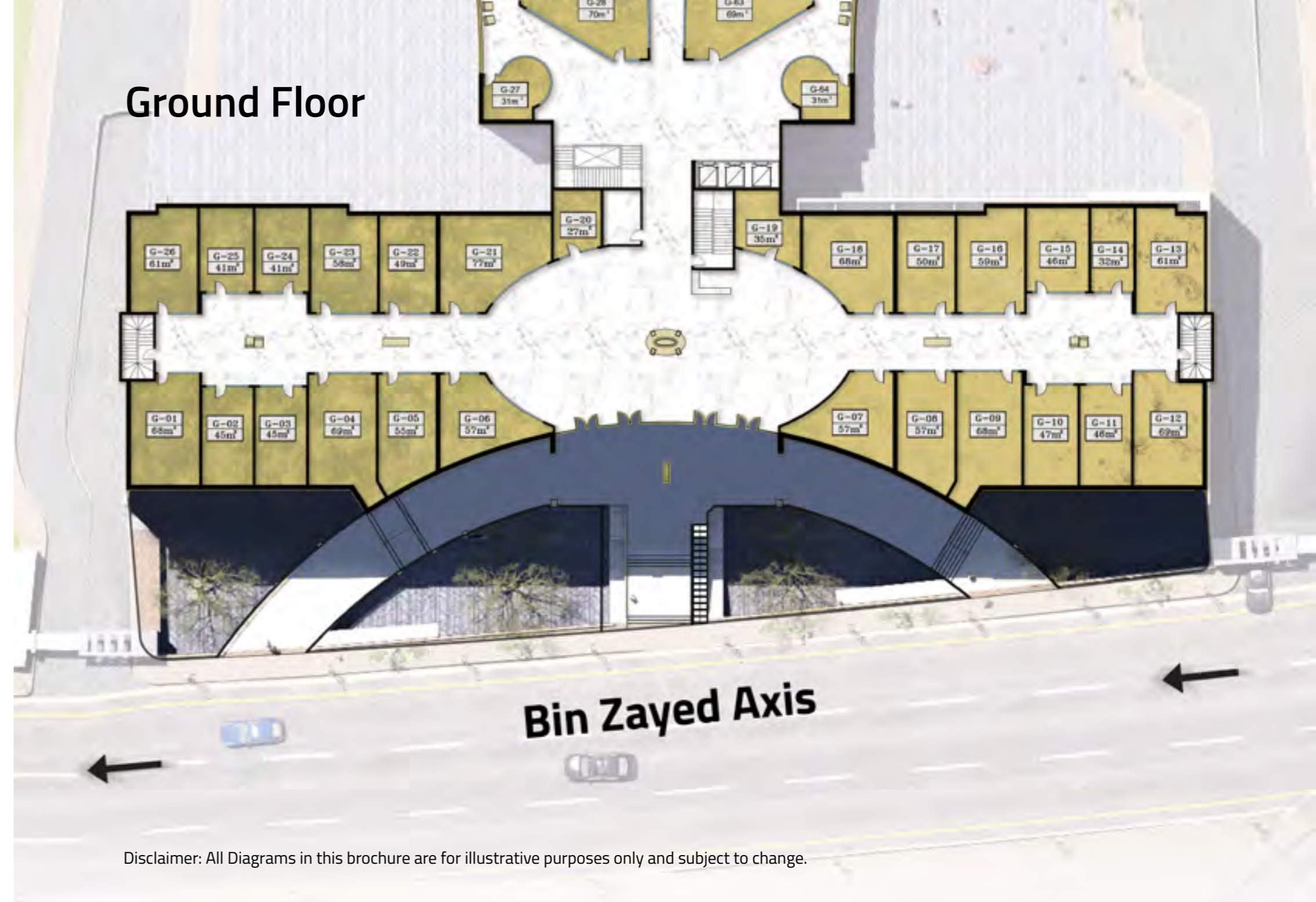
Be Gorgeous



Floor Plans

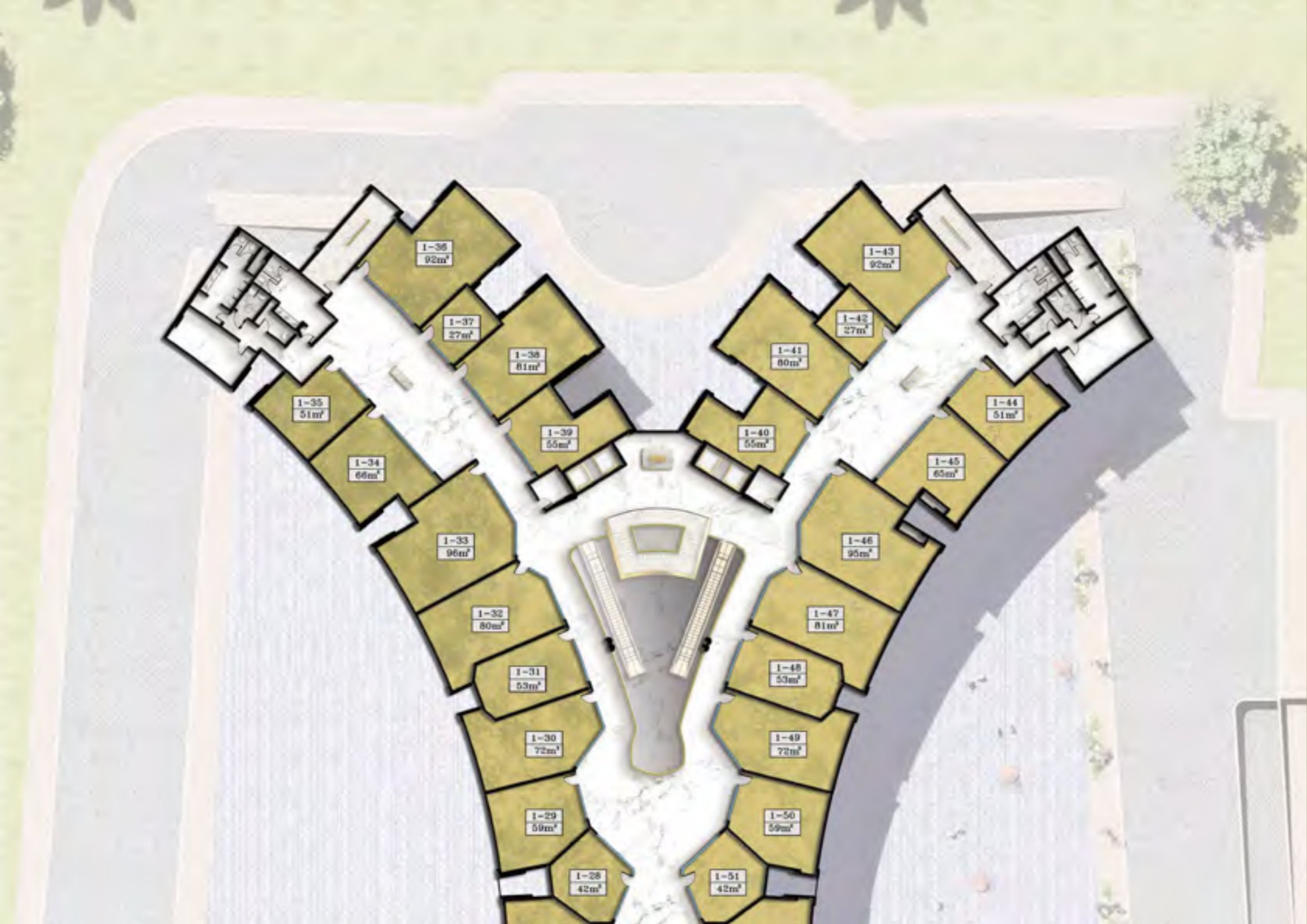


Ground Floor



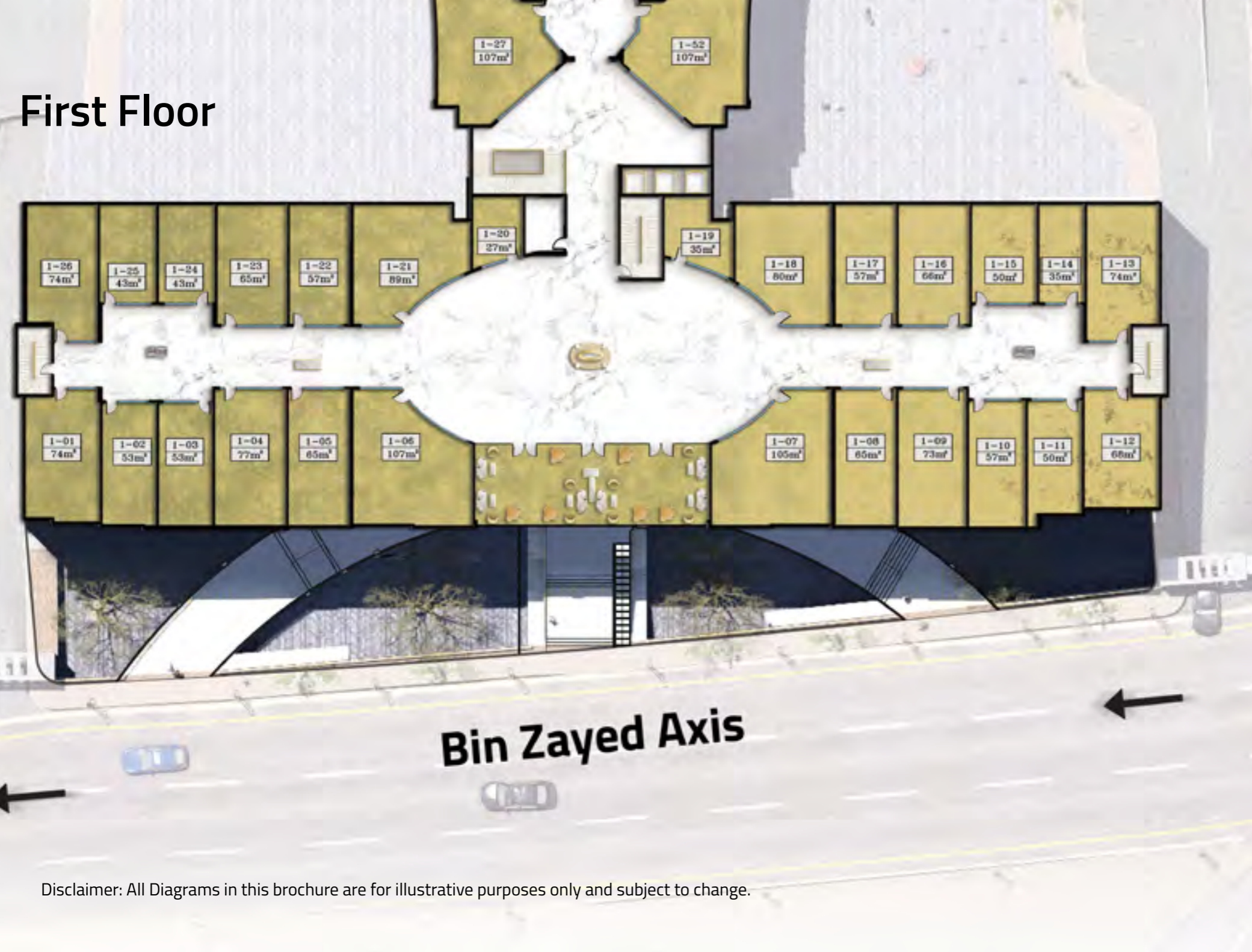
Bin Zayed Axis

Disclaimer: All Diagrams in this brochure are for illustrative purposes only and subject to change.



1st Gold Jewelry Mall in New Cairo

First Floor



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