



the-heart

manufacturing

units globally

nationalities

40+ Countries

base

conglomerate

US\$ 111# Bn



In Aluminium Rolling

Recycler of Aluminium

In Viscose Staple Fibre

In Carbon Black (based on installed production capacity)

In Cement (Excluding China)

In Insulators





The Group is a leader in various sectors



Largest Chlor-Alkali Player



Largest Linen Player



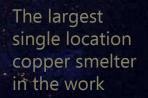
Among the leading Telecom Players



Largest Manufacturers of Insulators



Leading Player in Lie Insurance and Asset Management





In Grey Cement & Concrete

One of the largest Financial Services providers in India



Fashion (Branded Apparel) and Lifestyle Player



India's leading **Telephone Company**



In Copper



Our Fabrics are used by top fashion brands

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• Birla Estates Private Limited

Forayed into real estate business in **2016**

One of the **most**

trusted brands

in the country

Portfolio with a

potential in excess

of **24 Mn SFT**

developable

100% wholly owned subsidiary of Aditya Birla Real Estate Limited

Established presence in 4 key macro markets in India i.e. MMR, NCR, Pune & Bengaluru

Established commercial real estate portfolio located in Worli, Mumbai with ~6 lakh SFT of leasable area

Strong management team with experienced industry professionals

Diversified portfolio of residential, commercial & mixed-use properties

Aims to be amongst the **top 5 real estate companies** in India

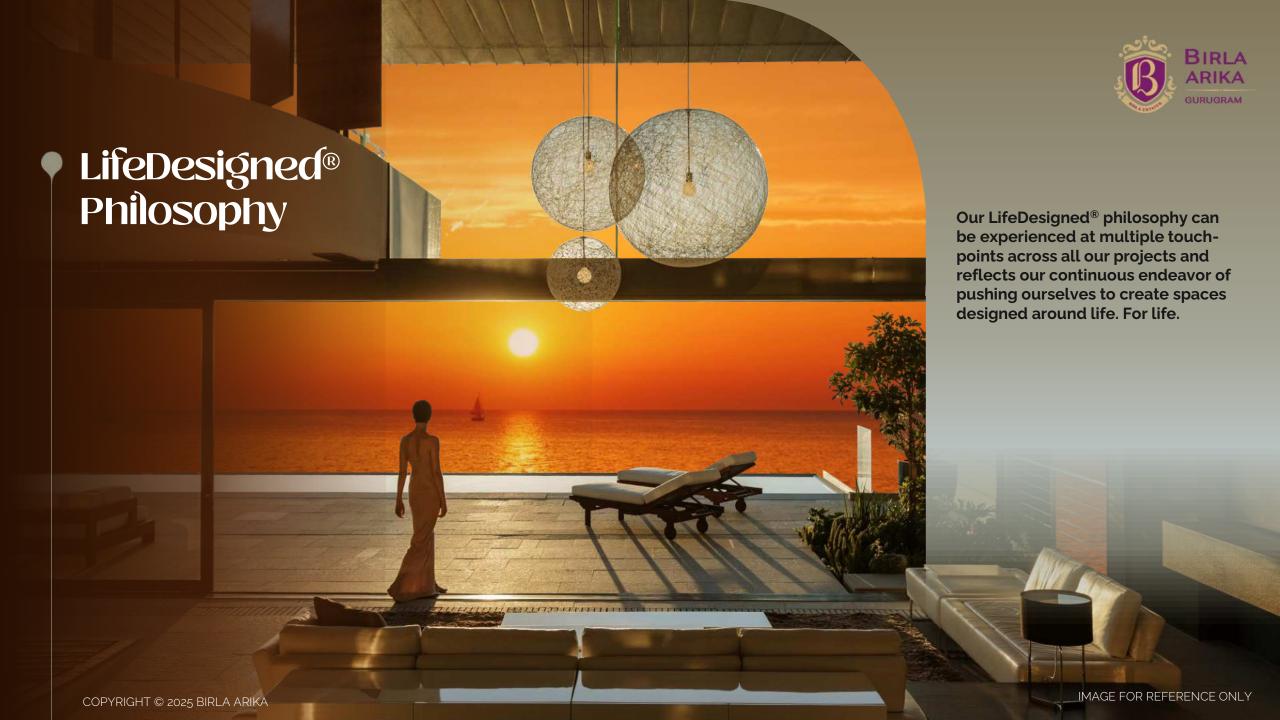
Robust project pipeline of owned & joint <u>development</u>

land parcels in all the 4 major macro markets



BIRLA

IMAGE FOR REFERENCE ONLY







COLLABORATING WITH LEADING DESIGN CONSULTANTS

HOW

RESULT

Foster + Partners

15LEIGHTON

Serie Architects

UK. Mumbai

morphogenesis.

Delhi

Singapore

COOPERS HILL

LERA

NY. Mumbai

Bro

BroadwayMalyan^{вм}

RSP
Italy, Bengaluru

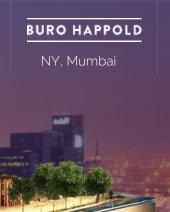
LifeDesigned® Projects

Lifestyle Projects

Placemaking Projects

SUPERIOR DESIGN

IMAGE FOR REFERENCE ONLY







55 TO ENRICH LIVES, BY

BUILDING HAPPY COMMUNITIES

THAT ARE ROOTED IN TRUST



Mumbai Metropolitan Region



Delhi NCR



Pune



Bengaluru



Introducing Birla Arika

Arika means prosperity - a place where life, luxury and well-being flourish. Thoughtfully designed to keep everything you need within reach, Birla Arika offers a lifestyle of effortless flow and seamless living.







Master Plan



Amenities

- 01. Main Entry/Exit
- 02. Secondary Entry
- 03. Peripheral Planting
- 04. Jogging + Cycling Track
- 05. Ramp to Basement
- 06. Tree Grove
- 07. Nature Walk
- 08. Meditation Decks
- 09. Amphitheatre
- 10. Celebration Lawn
- 11. Social Club Lawn (Party Lawn)
- 12. Kids Playground
- 13. Kids Club Lawn
- 14. Tower Drop Off
- 15. Feature Walls
- 16. Outdoor Gym
- 17. Vitamin D Lawn
- 18. Play Park
- 19. Yoga Lawn
- 20. Fire Pit Seating
- 21. Water Lily Pond
- 22. Sensory Garden
- 23. Reflexology Path
- 24. Tennis Court
- 25. Half Basketball Court
- 26. Half Olympic Pool
- 27. Kids Pool/Splash Pad
- 28. Juice Bar
- 29. Outdoor Pantry
- 30. Elevated Walk









Google HQ 1.9 Kms



32nd Avenue 2.0 Kms



Signature Tower
2.9 Kms

IFFCO CHOWK

5.8 Kms



UDYOG VIHAR

8.4 Kms



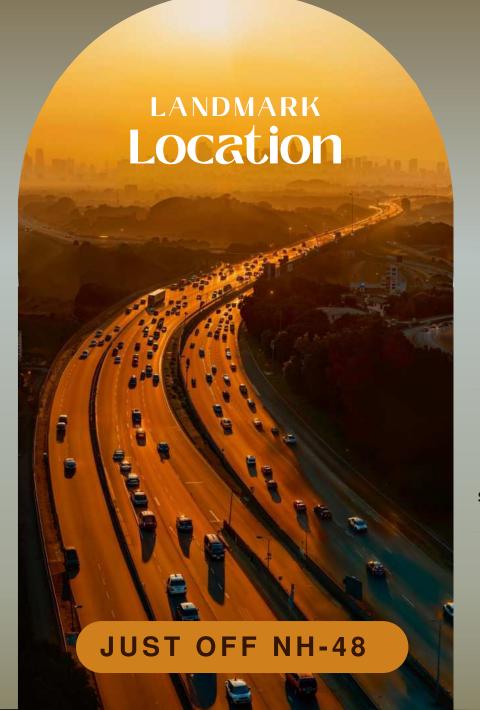
Cyber Hub 9.3 Kms



Horizon Centre 7.2 Kms



Ambience Mall 10.7 Kms







Medanta Medicity
1.8 Kms



Fortis Hospital 4.3 Kms



MDI Gurgaon



Sector 29 Market 5.1 Kms

3.9 Kms



Shri Ram Global School

7.6 Kms



Heritage Int School 7.0 Kms



IGI Airport 15 Kms



Millenium City Centre

4.3 Kms







4 Clubhouses*



The Fitness Club

Because fitness deserves its own luxury



The Social & Entertainment Club

The gateway to endless celebrations



The Sports Club

For the love of the game



The Kids Club*

A Wonderland for the young







Fitness Club

- Gymnasium with Yoga and Pilates
- Open Gym
- Spa & Salon
- Kids Pool
- Indoor Swimming Pool
- Outdoor Swimming Pool





Social & Entertainment Club

- Cards Room
- Private Theatre
- Sports Lounge & Karaoke
 Studio
- Private Dining Area
- Community Hall
- Restaurant
- Business Centre





Sports Club

- Tennis Court
- Squash Court
- Indoor Badminton Court
- Table Tennis
- Half Basketball Court





Kids Club*

- Indoor Play Zone
- Trampoline Space
- Hobby Zone
- Group Tuition Rooms
- Toddlers Section
- Gymnastics with Indoor Martial Arts Training Space
- Library with Storytelling& Recital Space







Elevated Walkway





Tree Grove with Meditation Decks





Splash Pad





Cabanas





Jogging, running, cycling tracks





Pet Park





Nature Walk





Social Club Lawn







Living-Dining

Italian Marble Flooring





Bedrooms

Laminated Wooden Flooring





Kitchen

Modular Kitchen with Built-in appliances





Washrooms

State-ofthe-art fittings





Master Washroom

Equipped with Steamer





Typology

Tower

RERA Carpet Area

Balcony Area

Useable Carpet Area Launch Price Range* (Rs. in Cr)

4 BHK + Staff

T-1, T2 & T3

2319-2356 Sq.ft.

(215.45-218.89 Sq.mt)

664-695 Sq.ft.

(61.69-64.54 Sq.mt)

3009-3051 Sq.ft. (279.56 - 283.43 Sq.mt)

10.49* - 10.89*

4 BHK + Staff

T-7

2814-2816 Sq.ft.

(261.41-261.57 Sq.mt.)

1185 Sq.ft.

(110.04-110.13 Sq.mt)

3999-4000 Sq.ft.

(371.54-371.61 Sq.mt)

12.50* - 12.73*



Offer - 01
Prelaunch Benefit
₹50,00,000/-

Offer - 02

ON-SPOT EOI Benefit

₹ 25,00,000/-

Offer - 03

ON-SPOT 10% Payment Benefit

₹ 25,00,000/-



ALL Prelaunch Final Prelaunch Launch Price **RERA Carpet** Balcony Useable Benefits Price Range* Range* Typology Tower Area Area Carpet Area (Rs. in Cr) (Rs. in Cr) (Rs. in Cr) 2319-2356 Sq.ft. 664-695 Sq.ft. 3009-3051 Sq.ft. 10.49 - 10.89 9.49* - 9.89* 4 BHK + Staff T-1, T-2 & T-3 (215.45-218.89 Sq.mt) (279.56 - 283.43 Sq.mt) (61.69-64.54 Sq.mt) 1.0 Cr* 2814-2816 Sq.ft. 1185 Sq.ft. 3999-4000 Sq.ft. 12.50 - 12.73 11.50* - 11.73* T-7 4 BHK + Staff (261.41-261.57 Sq.mt) (110.04-110.13 Sq.mt) (371.54-371.61 Sq.mt)

For First 200 Units Only*





Payment Plan - 20 x 5

Milestones	% Payment	
At the time of Booking	10%	20%
Within 8 months of Booking	10%	
On Completion of Ground Floor Slab		20%
On Completion of 20 th Floor Slab		20%
On Commencement of Lift Works		20%
On Application of OC	10%	20%
On Offer of Possession	10%	



Payment Details -

Tower	EOI Amount	Bank Account Details
4BHK + Staff (T1, T2 & T3)	20 Lakhs	BIRLA ARIKA COLLECTION A/C A/C NO - 777705950100 BANK - ICICI BANK LTD IFSC CODE - ICIC0001143 BRANCH - ICICI BANK LTD. TIMES TOWER, MG ROAD GURGAON
4BHK + Staff (T7)	25 Lakhs	

