



BIRLA ARIKA

GURUGRAM



Sector - 31, Gurugram

Aditya Birla Group



**A US\$
66* Billion**
conglomerate

*As on 30th Sep, 2024



Considered
market cap of
US\$ 111# Bn

#As on 30th Sep, 2024



Across
06 Continents &
40+ Countries



180
State-of-
the-heart
manufacturing
units globally



187,000+
Employees of
over 100
nationalities



300M+
Loyal customer
base



IN INDIA, 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

1

In Grey Cement
& Concrete

2

One of the largest Financial
Services providers in India

3

Fashion (Branded Apparel)
and Lifestyle Player

4

India's leading
Telephone Company

5

In Copper

6

Our Fabrics are used
by top fashion brands

Globally Aditya Birla Group is

#1

In Aluminium Rolling

Recycler of Aluminium

#2

In Viscose Staple Fibre

In Carbon Black
(based on installed
production capacity)

#3

In Cement (Excluding China)

In Insulators

The largest
single location
copper smelter
in the world



Birla Estates Private Limited

Forayed into real estate business in **2016**

100% wholly owned subsidiary of Aditya Birla Real Estate Limited

Strong management team with experienced industry professionals

One of the **most trusted brands** in the country

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

Diversified portfolio of residential, commercial & mixed-use properties

Portfolio with a developable potential in excess of **24 Mn SFT**

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

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

Robust project pipeline of owned & joint development land parcels in all the **4 major macro markets**

LifeDesigned® Philosophy

Our LifeDesigned® philosophy can be experienced at multiple touch-points across all our projects and reflects our continuous endeavor of pushing ourselves to create spaces designed around life. For life.

Our Approach to
**PRODUCT
DEVELOPMENT**

COLLABORATING WITH LEADING
DESIGN CONSULTANTS

HOW

RESULT

**Foster +
Partners**

Serie Architects

UK, Mumbai

morphogenesis.
Architecture | Interiors | Landscape

Delhi

LERA
Consulting Structural Engineers

NY, Mumbai

LEIGHTON

BURO HAPPOLD

NY, Mumbai



COOPERS HILL

Singapore

BroadwayMalyan^{BM}

LEAP RSP

Italy, Bengaluru

**LifeDesigned[®]
Projects**

**Lifestyle
Projects**

**Placemaking
Projects**

**SUPERIOR
DESIGN**

Birla Estates Overview



“ 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
- 31. Pet Park
- 32. Tower 1
- 33. Tower 2
- 34. Tower 3
- 35. Tower 7
- 36. Future Development
- 37. Sport Club & Convenience Shops
- 38. Fitness Club
- 39. Social & Entertainment Club
- 40. Kids Club
- 41. EWS



LANDMARK Location



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
3.9 Kms



Sector 29 Market
5.1 Kms



Shri Ram Global School
7.6 Kms



Heritage Int School
7.0 Kms



IGI Airport
15 Kms



Millennium City Centre
4.3 Kms

JUST OFF NH-48



Exclusive takes
centre stage with
ultra – luxurious
4BHK residences
at Birla Arika



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-of-
the-art fittings



**Master
Washroom**

**Equipped
with Steamer**



UNIT CONFIGURATION & **Launch Pricing**



**BIRLA
ARIKA**
CONTRIBUTOR

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*



Exclusive Prelaunch Offers

FOR LIMITED TIME PERIOD*

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/-

Final Pricing



Typology	Tower	RERA Carpet Area	Balcony Area	Useable Carpet Area	Launch Price Range* (Rs. in Cr)	ALL Prelaunch Benefits (Rs. in Cr)	Final Prelaunch Price Range* (Rs. in Cr)
4 BHK + Staff	T-1, T-2 & T-3	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	1.0 Cr*	9.49* - 9.89*
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		11.50* - 11.73*

For First 200 Units Only*

*Excluding GST, Possession and other Government Charges.

T&C Apply.

A decorative sunburst graphic with 16 rays emanating from a central point. Each ray is a thin line ending in a small, open circle. The rays are arranged in a circular pattern, with some pointing towards the top, some towards the bottom, and others towards the sides.

Payment Plan

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	



Thank You

COPYRIGHT © 2025 BIRLA ARIKA

The project “**Birla Arika**” (“**Project**”) is registered with Haryana RERA under Registration No. RC/REP/HARERA/GGM/914/646/2025/17 dated 20/02/2025 and can be viewed at : WWW.HARYANARERA.GOV.IN. The Project is being developed by Birla Estates Private Limited (“**Developer**”) in phases on the land admeasuring 13.275 acres equivalent to (approx.) 53722.01 sq. mt. out of which Phase I of the Project is being developed on 11.745 acres equivalent to (approx.) 47530.32 sq. mt. forming part of License No. 116 of 2011 granted in favour of Barmalt (India) Private Limited and others for development of group housing colony situated in Sector 31-32A, Gurgugram, Haryana. The Directorate of Town and Country Planning (DTCP), Haryana has approved change of developer in the favour of the Developer vide Memo No. LC-2512-JE(SK)/2024/28923 dated 13.09.2024. The building plan of the Phase I of the Project is approved by DTCP, Haryana vide memo no ZP-1321/JD(RA)/2024/41278 dated 24.12.2024. The images and other details herein are only indicative and subject to the approval of the concerned authorities. Artist’s impressions are used to illustrate amenities, specifications, images and other details and these may be applicable to select apartments only. This electronic/ printed material does not constitute an offer and/or contract of any type between the Developer and the recipient/reader/viewer. The images of furniture, fixtures, fittings, electronic items, decorative items, specifications shown herein are artist’s impressions/stock images and only for the purpose of illustrating/indicating a possible layout and do not form part of the standard specification/amenities/services to be provided by in the Project. The amenities, specifications, features & landscaping mentioned in the Agreement for Sale shall be final. Prospective buyers are advised to verify all details on the official RERA website and consult independently before making any decisions. The official website of the Project is www.birlaestates.com. Please do not rely on any other source of information. *Club(s) are approved as community buildings and shall be developed in phases. Phase I of the club(s) shall be consisting of three (3) community buildings and shall be developed along with Phase I of the Project and Phase II of the club may be approved as nursery school and be developed and delivered with the final completion of the Project, subject to approvals from the authorities.