

THE LANDMARK OF FUTURE



M3M INDIA PRIVATE LIMITED
CIN: U80903HR2007PTC044491

Paras Twin Towers, Tower-B,
6th Floor, Golf Course Road,
Sector-54, Gurgaon - 122002, India

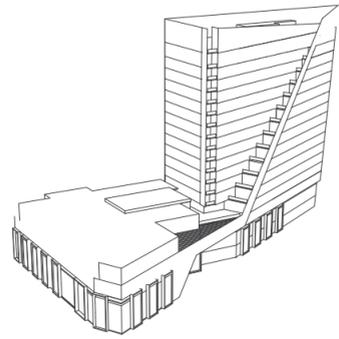
SALES GALLERY/ CRM CELL
The Experia, Golf Course Road (Extn.), Sector-65, Gurgaon - 122002,
Haryana, India

SITE
M3M Urbana Premium, Sector-67, Gurgaon - 122002, Haryana, India

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MAKING OF A LANDMARK

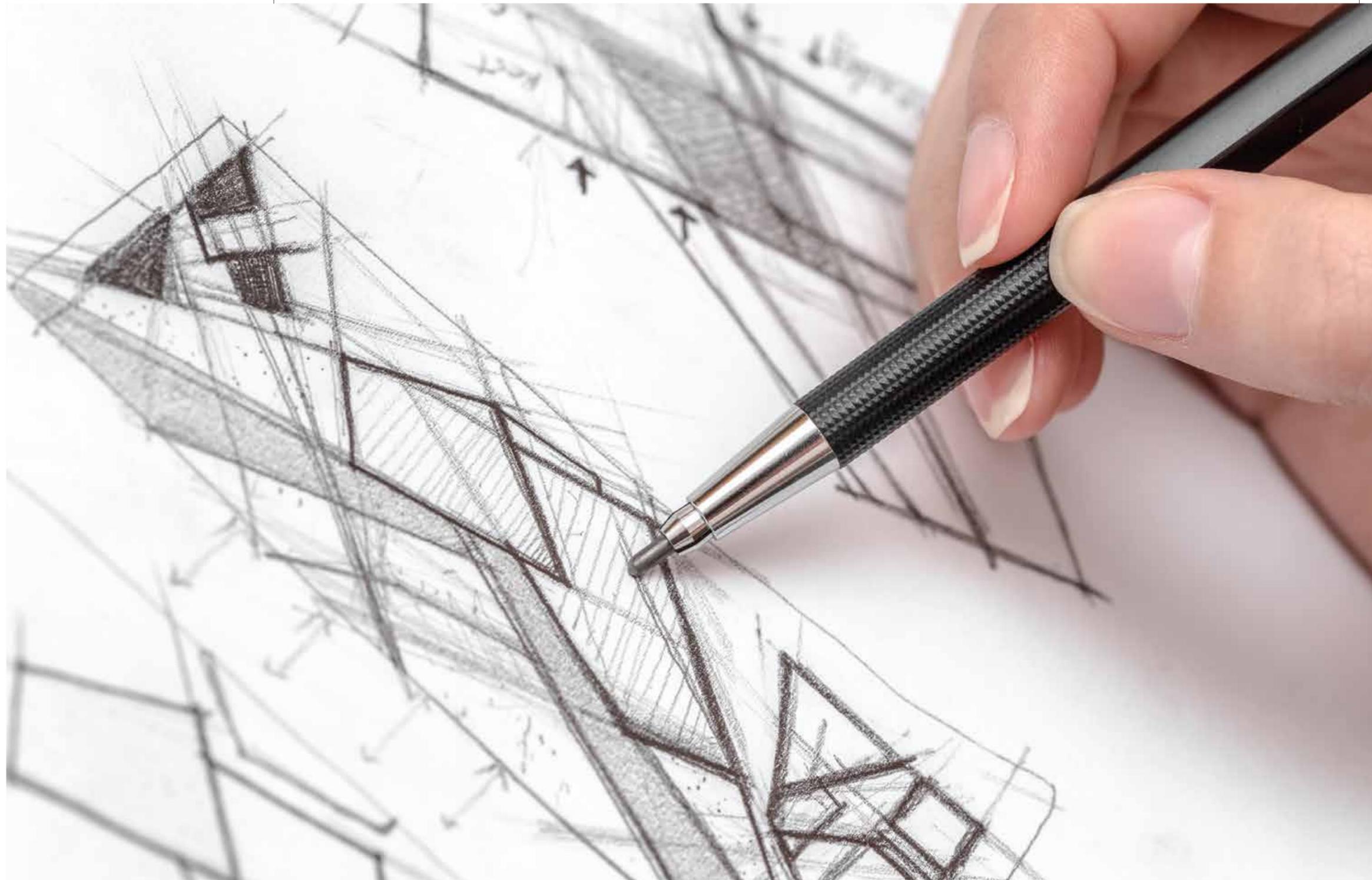




THE IDEA



M3M Urbana Premium draws inspiration from clean lines and sharp angles. This is the guiding principle of its seamless design and connectivity with M3M Urbana. Equanimity and distinctiveness are its core elements and foundation leading to the first sketch on paper.





THE EVOLUTION



M3M Urbana Premium is the next phase of M3M Urbana with the objective of creating an ultra-premium pedestal for international brands and global conglomerates to flourish together. Its seamlessness coupled with distinctive edge gives it a unique appearance that permeates every brand and business under its canopy.



DESIGN EVOLUTION:
SEQUENCE DIAGRAMS, CONTEXT DIAGRAMS



DIAGRAM 01

Explains the height of the development. The height for each floor from Ground-level 2 is 4.5 metres, whereas each floor height of typical office level is 4.2 meters. The last floor height is 5 metres.

DIAGRAM 02

The light material is wrapped around the tower to create a 3-dimensional perspective and enhances the sharp line architecture. The material also connects the retail areas and office spaces.

DIAGRAM 03

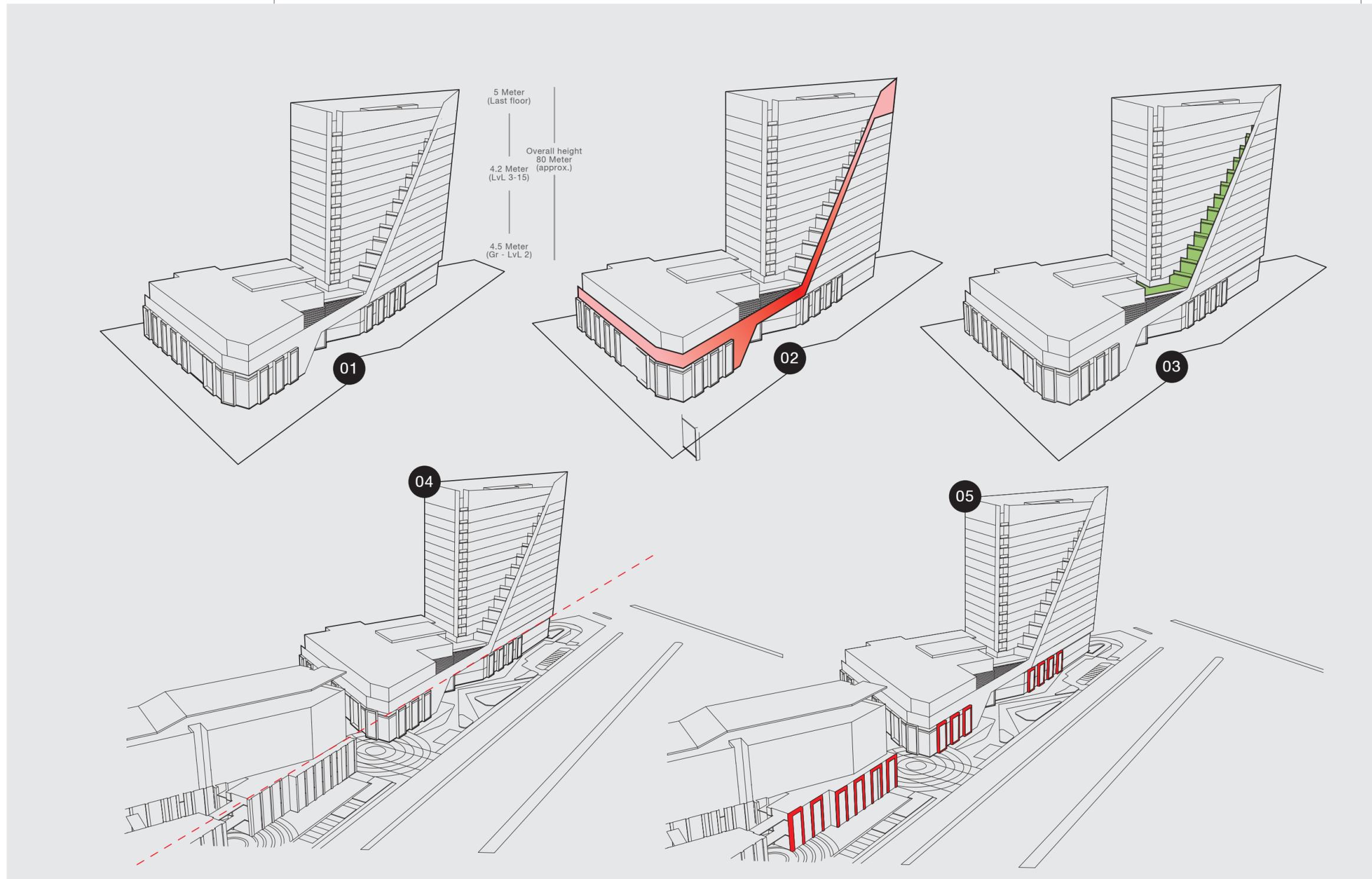
Green terraces run along the eastern facade of the tower giving a visual delight and touch of nature. It also integrates the office tower with the retail areas.

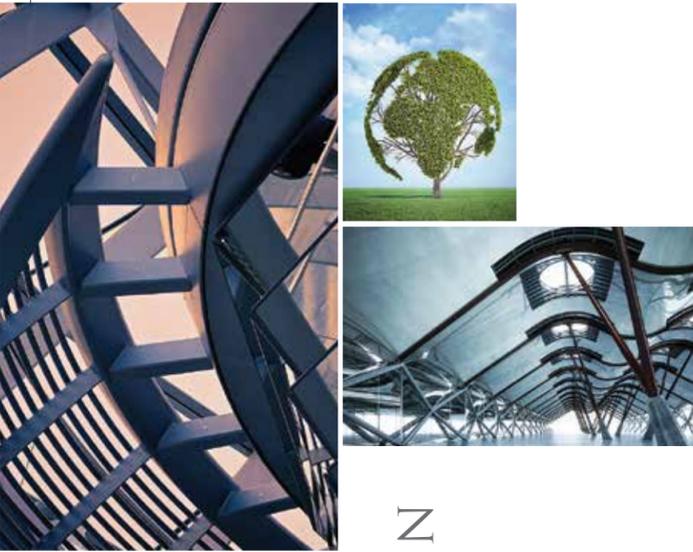
DIAGRAM 04

A continuous line at 2nd/3rd floor level is expressed in the design linking it visually to M3M Urbana development on the other side of the plaza. This establishes the entire area as an integrated planned development making it one of its kind.

DIAGRAM 05

The framing box element is carried over from M3M Urbana development to further create a connection between the two developments. These frames also bring in a human scale to the development at the street level.





THE DESIGN



Design is the soul and life of the built environment of M3M Urbana Premium. The design is innovative yet a continuation of M3M Urbana as the architecture retains the use of earthy colors and materials of the existing development but the clear lines and sharp angles give a new dimension to the façade. The design enables optimized space planning on the retail front, whilst the office tower is designed as a clean efficient floor plate with a linear core on the west face which helps in shielding the work spaces from the busy retail areas. Powerful flowing lines and graceful contours along with timeless interplay of glass and stone gives the design of M3M Urbana Premium a strong aesthetic appearance.



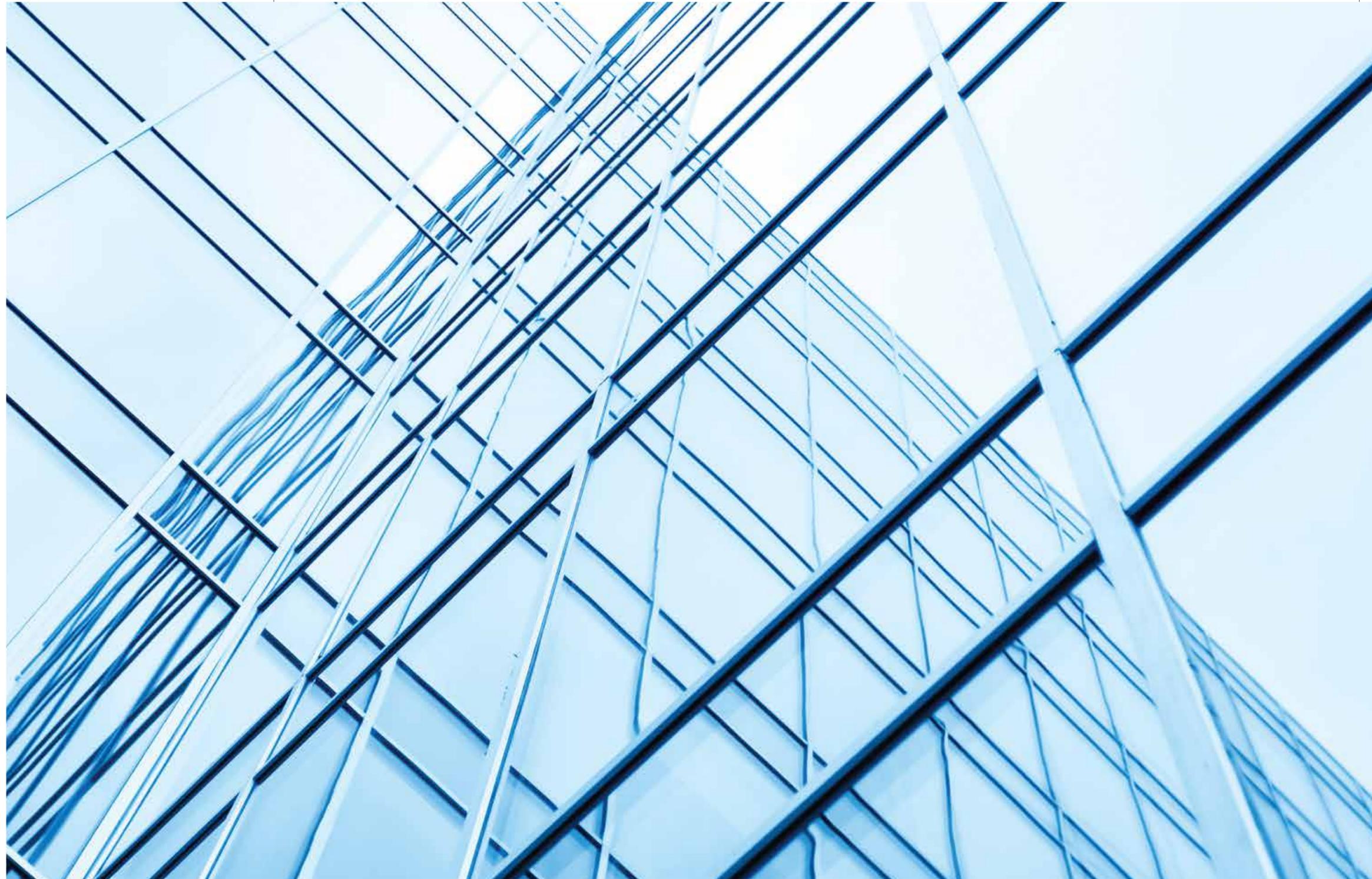


THE PLAN



M3M Urbana Premium is planned as a mixed use project with retail, office and entertainment spaces. The towering office block is a strategic corner construction with the retail segment designed in such a way that it amalgamates seamlessly with the larger commercial complex. The retail podium housing Cafes and Fine Dining is strategically located at the ground level, to enliven the streets and plazas with an 'Al fresco' component.

The project is connected by a plaza at the ground level and a basement facilitating an undisturbed access, resulting in one coherent wholesome retail experience. The state-of-the-art 7-screen Multiplex revs up the entertainment quotient. The plan lends a futuristic edge to the office spaces adding to the landmark location.



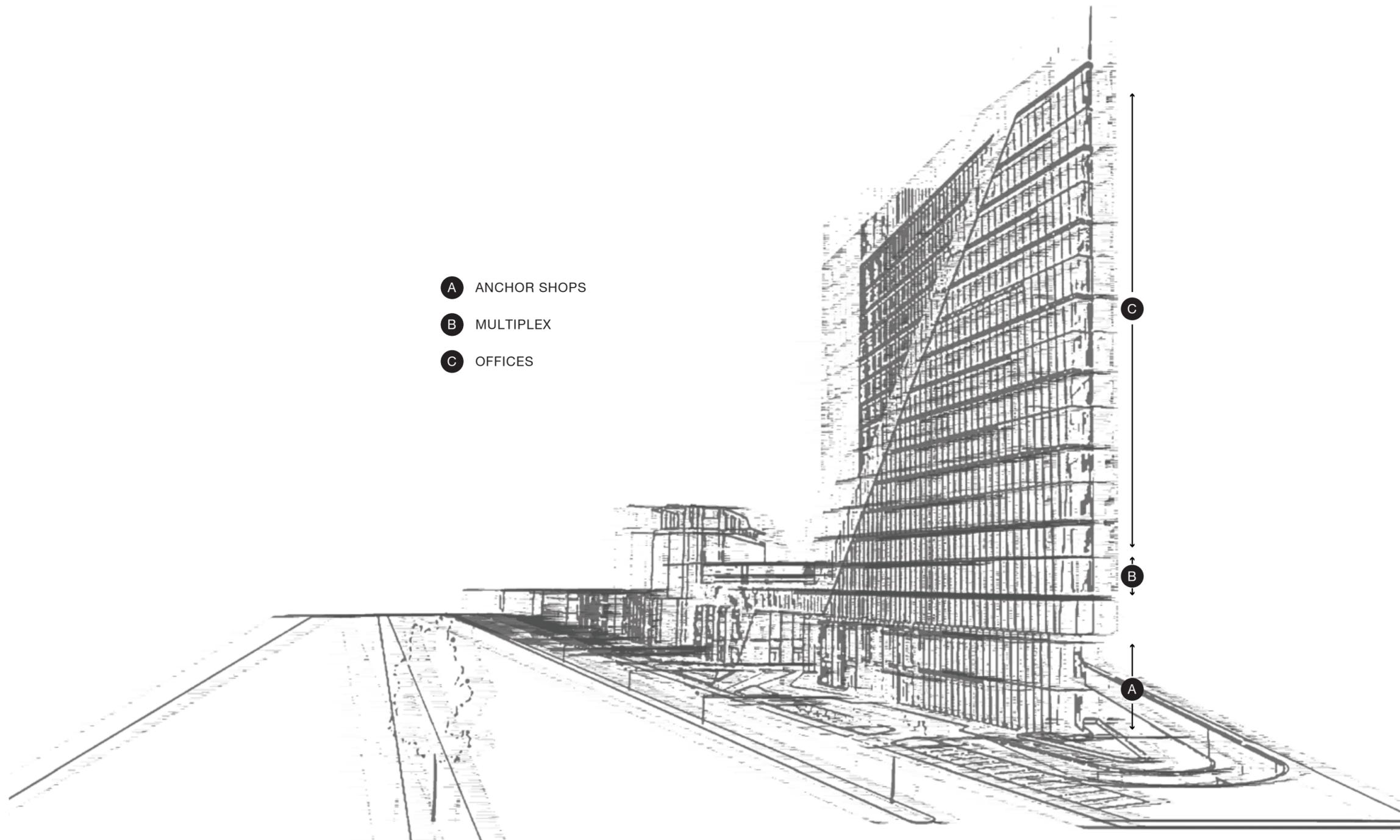


THE DETAILS



The iconic creation accommodates the Central Court at the southeast corner to maintain a visual connectivity with retail outlets at M3M Urbana, resulting in an extensive frontage for the ground floor shops. A travelator connects the hypermarket to the basements and a large anchor space on the ground, first and second floors facilitates entry from both sides. The exits of the Multiplex at the second floor satiate the shopping experience after the shows. The double height lobby with its dynamic corner location and interlocking geometrics make for a fitting entrance to the office space. Double height atriums placed one above another allow visual connectivity between adjacent floor plates.

- A** ANCHOR SHOPS
- B** MULTIPLEX
- C** OFFICES



INTRODUCTION

M3M Urbana Premium is the melting pot of crowd-pulling international names, aspirational brands, large business houses and swank dining and entertainment hubs. The planning and architecture of the eloquent construction creates efficient harmony between private office spaces and open retail destinations. Its strategic location, the jewel in its crown, garners abundant spotlight for businesses to prosper.

- Richly Landscaped Promenade With Exotic Water Body & Sit-outs.
- Dedicated Retail Drop-Off & Entrance Areas.
- Multiple Access with Escalators, Elevators & Staircases.
- Glass Façade for Sprawling Views from Premium Offices.
- High Street Retail with Distinctive Front Facade.





MASTER PLANNER



UHA London - the principal architects of this gigantic architectural masterpiece possess notable expertise in high rise structures and large scale mixed use developments. Globally renowned for structural masterstrokes in architecture, master planning and interior design, they have imbued every project with a distinctiveness in form, expression, functionality and efficiency. UHA is truly international in reach, with an extensive experience of designing and delivering projects around the world.



ARCHITECT

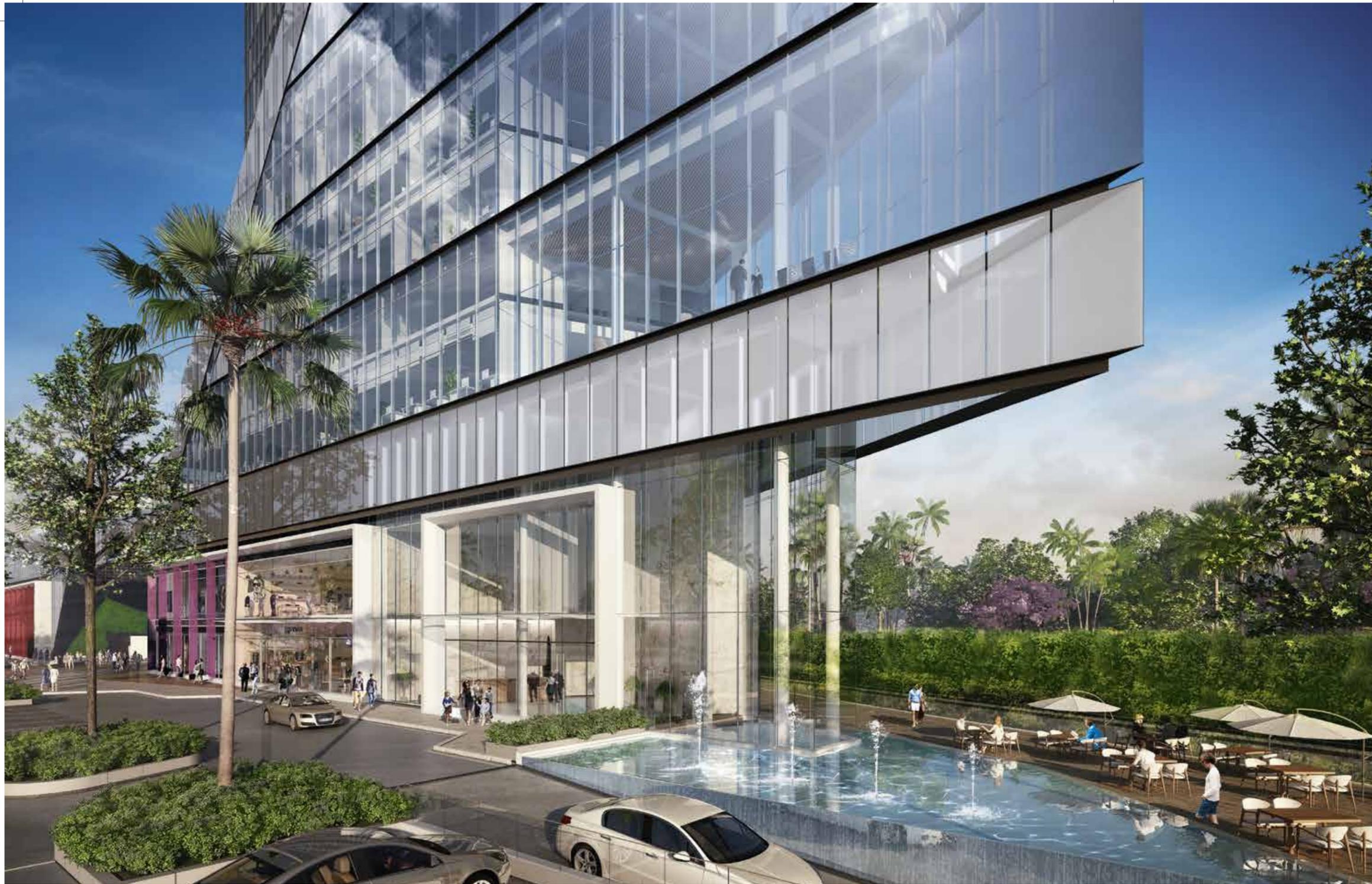


Design Plus Associates
comprise a team of
Architects, Interior
Designers and Visualizers
who develop
environmentally and
morphologically responsible
designs that are
contemporary, multi-layered
and sensitive to the
context. Its networked
studio environment
demonstrates proficiency in
novel designing, modeling
and research techniques.
Here they have applied
their chiseled expertise in
conceptualizing novel
designs and executing the
imposing façade that
elevates the project to
grandeur.





LANDSCAPE PARTNER



Elements Design Studio is a renowned Residential and Commercial landscape design firm that attunes its signature style with the changing pulse of the industry and trends. With over 17 years of experience covering a wide range of projects, the firm provides a comprehensive package of design services from planning stage to completion stage.



CONSTRUCTION PARTNERS



M3M Urbana Premium will be the hands of one of the world's best renowned master craftsmen, credited with building masterpieces of grandeur. Their brilliance will be visible in every project that is strategically planned and painstakingly crafted by them in every aspect, be it architecture, design and construction. We will ensure to commission construction of this project with a partner who will leave no stone unturned to build concrete concepts that will become living paradigms of beauty, exceptionality and perpetuity.





LIGHTING DESIGN
PARTNER



Lighting is a critical element in the architectural fabric and Light Book is incepted to create beautiful lighting environments that elevate projects to a whole new level. Team at Light Book were intrigued by the role lighting can play in project aesthetics and have executed their collective experience across varied geographical locations into creating marvellous lighting solutions.





HYPERMARKET



The grand hypermarket is like a magnet to all the multinational bigwigs ensuring footfalls. The hypermarket is designed to accommodate a multitude of customers with provision to park a large number of cars. Be ready to be deluged with big brands and retail giants coming together to give you a wholesome shopping experience.



ANCHOR STORES



Gear up for some of the world's largest retail tenants to anchor enormous square footage of space. The unique architecture, design and strategic location of the retail podium allow these retail giants to showcase their splendor. The Anchor stores most likely to take up space, include well known fashion giants catering to exquisite tastes of customers across all ages.



PROVISION FOR
FINE DINE
RESTAURANTS



Enjoy Culinary Art and hospitality of fine dining with heady food concoctions, divine flavours and luxurious serving styles that are sure to become the hallmarks at M3M Urbana Premium. Savour a royal bounty of special cuisines blending the freshest ingredients and original flavours. Live every moment of the magical and charismatic setting, be enchanted.



UBER OFFICE
SPACES



M3M Urbana Premium is crafted to be the most picturesque office suites located at a pivotal road junction. The towering block comprises premium office spaces from 3rd to 17th floors, replete with top notch specifications. With smart technology and efficiency systems in place they epitomize the global milieu of business.



MULTIPLEX



7-Screen Multiplex with a spectacular foyer at the 2nd and 3rd floors edify the entertainment and aesthetics quotient of M3M Urbana Premium. The architecture competes with global benchmarks in multiplex, yet is a standalone marvel for movie buffs.





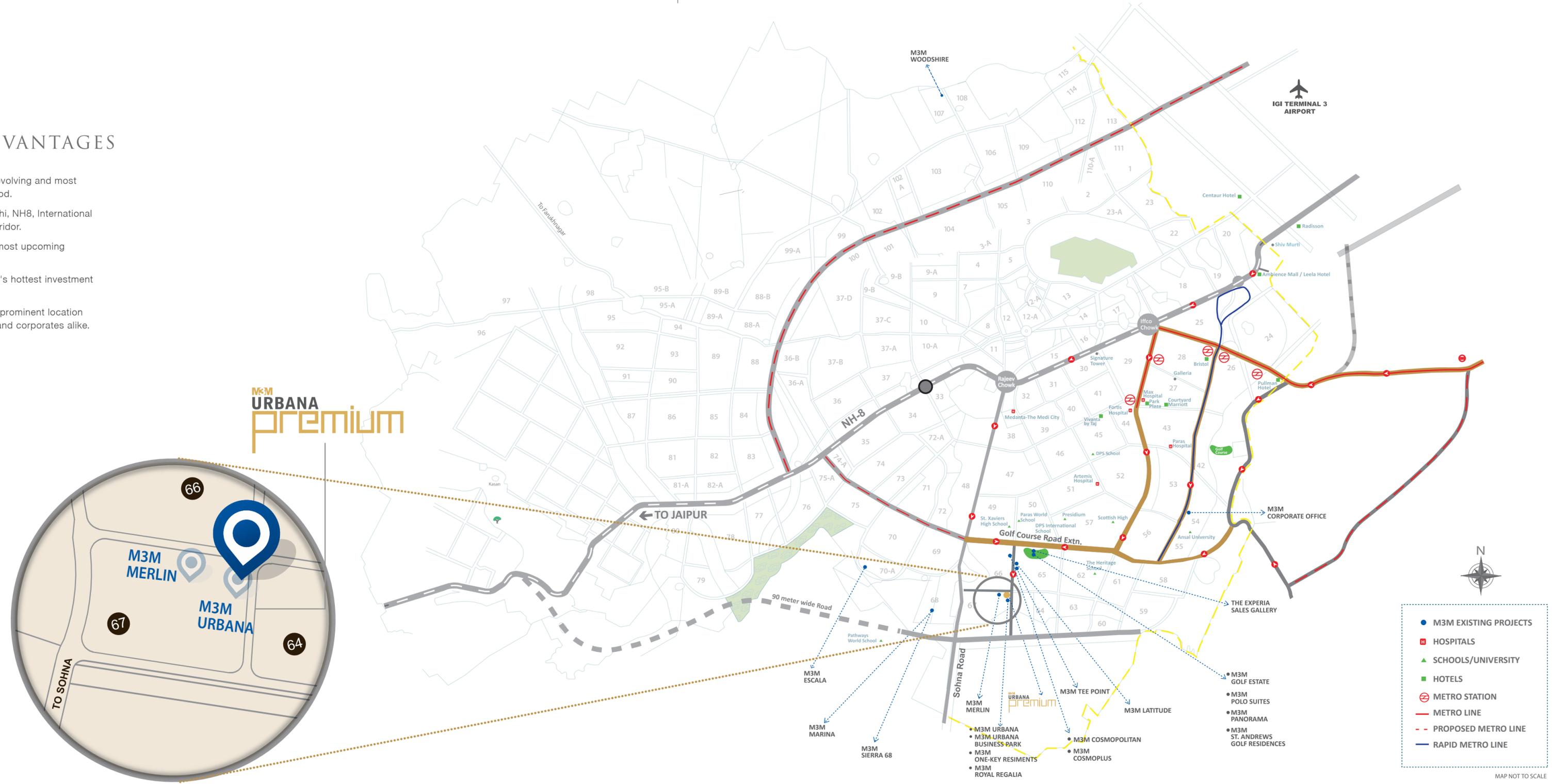
ENVIABLE LOCATION



An extension of the sprawling M3M Urbana, M3M Urbana Premium is prominently placed at the junction of sector roads off the Golf Course Extension Road. It is enveloped by premium residential projects and rewarded with excellent connectivity through multiple interstate highways, international airport and metro corridor.

LOCATION ADVANTAGES

- Surrounded by Gurgaon's fast evolving and most affluent residential neighbourhood.
- Close accessibility to South Delhi, NH8, International Airport and proposed metro corridor.
- Situated at the heart of India's most upcoming business hub.
- The area is rated as the country's hottest investment destination.
- Situated in Sector 67, the most prominent location coveted by individuals, brands and corporates alike.



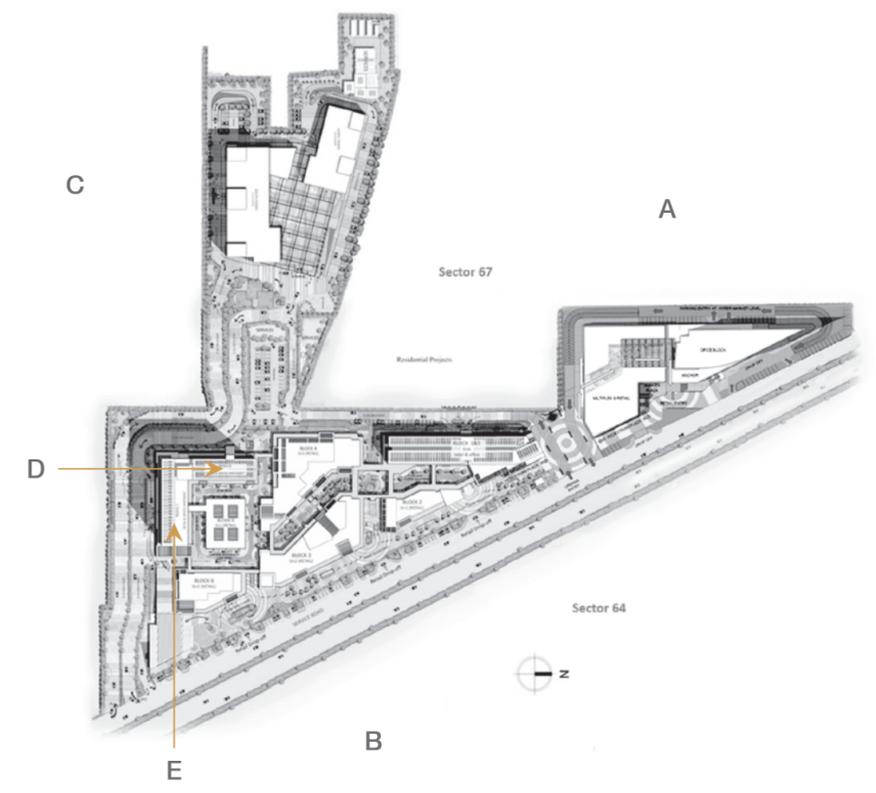
M3M
URBANA
Premium



- M3M EXISTING PROJECTS
- 🏥 HOSPITALS
- 🎓 SCHOOLS/UNIVERSITY
- 🏨 HOTELS
- 🚇 METRO STATION
- METRO LINE
- - PROPOSED METRO LINE
- RAPID METRO LINE

MAP NOT TO SCALE

M3M URBANA MASTER DEVELOPMENT



- A **M3M Urbana Premium** - A Landmark of the Future
- B **M3M Urbana** - Evolution of Urban Business & Retail
- C **M3M Urbana Business Park** - Sustainable Working Spaces
- D **M3M Royal Regalia** - Your Royal Hotel Suite In A Home
- E **M3M One-Key Resiments** - Modern Serviced Units



M3M URBANA PREMIUM SITE PLAN

M3M Urbana Premium, spread over 1.17 hectares, is a part of the 6.69 hectares M3M Urbana development, which is one of the largest commercial complexes in Gurgaon encompassing Hi-Street retail, Offices, Serviced apartments, Premium anchor stores, Hypermarket, Multiplex, etc.

SPECIFICATIONS

RETAIL SHOPS



RETAIL SHOPS

Large store fronts and glazing area for Retail units as per design. Dedicated signage areas for all units as per design



STRUCTURE

RCC framed Structure with Masonry partitions



LANDSCAPE

Pedestrian plaza designed with seating areas and food kiosks. Dedicated Entrances for retail. On-site parking areas with greens and landscape features as per Design



FINISHES

EXTERIOR : Combination of one or more of Glazing, Stone, Tile, ACP and painted surface etc.

LOBBIES : Combination of one or more of Glazing, Stone, Tile and painted surface etc.

BASEMENT : Broom finish concrete

UNIT FLOOR FINISH : Concrete floor

COMMON TOILETS : Finished toilets with modern fittings and fixtures



SECURITY

CCTV SURVEILLANCE : Basement driveway, basement and ground floor lobbies

BOOM BARRIER : At all vehicular entry and exit points including Basement entry ramps

PERIMETER SECURITY : Boundary wall with Manned Guard Post at entry and exit points



AIR CONDITIONING

Space provision for water cooled DX systems



FIBRE TO HOME

Provision for DTH, Wi-Fi, Intercom connection



DIESEL GENERATORS

100% fully automatic backup with suitable diversity and load factor provided for lighting, power and AC



FIRE SAFETY

WET RISER/HOSE : Provided as per norms

REELS/SPRINKLERS/ FIRE EXTINGUISHERS : Provided as per norms

EXTERNAL FIRE HYDRANTS : Provided as per norms

FIRE DETECTION SYSTEM : Provided as per norms



ELECTRICAL

DISTRIBUTION : Provision of cable up to distribution board

METERING : Unit load will be metered

LIGHTNING PROTECTION & EARTHING PITS : Provided



SIGNAGE

INTERNAL : Main lobby equipped with tenant directory and directional signs

EXTERNAL : As per design and conditions

SPECIFICATIONS

OFFICES



OFFICE SUITES

Office Floors



STRUCTURE

RCC framed Structure



LANDSCAPE

Pedestrian plaza designed with seating areas and food kiosks. Dedicated drop off zone and entrance Lobby for office floors



FINISHES

EXTERIOR : Combination of one or more of Glazing, Stone, Tile, ACP and painted surface etc

GROUND FLOOR LOBBIES : Finished ground floor lobby with waiting area seating and reception desk

TYPICAL FLOOR LOBBIES : Concrete floor and to be finished by Allottee/Tenant

BASEMENT : Broom finish concrete

UNIT FLOOR FINISH : Concrete floor

TOILETS BLOCKS : Provision for Services will be Provided and to be finished by Allottee/Tenant



SECURITY

CCTV SURVEILLANCE : Basement driveway, basement and ground floor lobbies

BOOM BARRIER : At all vehicular entry and exit points including Basement entry ramps

PERIMETER SECURITY : Boundary wall with Manned Guard Post at entry and exit points



PARKING

Adequate Parking in Multilevel basement and on surface



AIR CONDITIONING

Central Air Conditioning up to AHU by Developer and Low side works by Allottee/Tenant



FIBRE TO HOME

Provision for DTH, Wi-Fi, Intercom connection



DIESEL GENERATORS

100% fully automatic backup with suitable diversity and load factor provided for lighting, power and AC



FIRE SAFETY

WET RISER/HOSE : Provided as per norms

REELS/SPRINKLERS/ FIRE EXTINGUISHERS : Provided as per norms

EXTERNAL FIRE HYDRANTS : Provided as per norms

FIRE DETECTION SYSTEM : Provided as per norms



ELECTRICAL

DISTRIBUTION : Provision of cable up to distribution board

METERING : Tenant load will be metered

LIGHTNING PROTECTION : Provided

EARTHING PITS : Provided

EMERGENCY LIGHTING : In select common areas



SIGNAGE

INTERNAL : Main lobby equipped with tenant directory and directional signs



The Group M3M stands for magnificence in the trinity of Men, Materials and Money. Simply put, the organization has a philosophy that strives for excellence, culminating in absolute magnificence in every aspect of its character, ethics and way of doing business. What the Group stands for is in sync with its slogan of "Our Expertise. Your Joy." The organization firmly believes in achieving brilliance through true professionalism and cutting-edge technology.



M3M Biz, the retail and commercial arm of M3M Group has created quite a few exemplary commercial hubs with refreshingly designed retail spaces, office complexes and premium luxury serviced apartments.



A constant pursuit of joy in creation of a happy and networked residential society that is rewarding to the families and completely secure.



Redefining the aura of hospitality through unmatched services and unfathomable care to provide the utmost comfort and a fulfilling experience.



Establishing a global footprint through international associations and commendable tie-ups for technologically superior and world class infrastructure.



M3M CARE is the human face of the company that embodies the Group's CSR activities. We believe in giving back to our employees, our community and to our natural surroundings.



Forming prime commercial and retail spaces, most luxurious shopping destinations and the most sophisticated offices.



Developing the future through world class and truly global workspaces for IT/ITES and SEZs.



Enhancing enlightenment of minds through holistic education and world class schools and institutions.

RESIDENTIAL

Our range of premium to super premium Residential Offerings



COMMERCIAL

Our range of Commercial and Retail Offerings



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Further, the contents are subject to terms and conditions as stated in, (i) the Application Form and/or the Buyer's Agreement; (ii) License No. 89 of 2010 dated 28.10.201 explicitly; license no. 100 of 2010 dated 26.11.2010 vide Memo No. LC-1955-DS(R)-2010/16563 dated 26.11.2010 (renewed vide Memo No. LC-1955-PA(SN)/2015/16398 dated 31.08.2015), Licence No. 101 of 2010 dated 26.11.2010 vide Memo No. LC-2347-DS(R)-2010/16546 dated 26.11.2010 (renewed vide Memo No. LC-2347-JE(S)-2015/9041 dated 03.06.2015), Licence No. 11 of 2011 dated 28.01.2011 vide Memo No. DS (R)-LC-2478/2011/1347 dated 31.10.2011(renewed vide Memo No. LC-2478-JE(S)-2015/7216 dated 05.05.2015) and Licence No. 36 of 2013 dated 31.05.2013 vide Memo No. LC-1955-B-JE(S)-2013/41753 dated 05.06.2013, wherever applicable and (iii) Building Plan Approval No. Memo no. ZP-693/JD(BS)/2012/18881 dated 21.09.2012 (revised vide Memo no. ZP-693/AD(RA)/2013/57062 dated 11.11.2013 and further revised vide Memo No. ZP-693/SD(BS)/2016/16/29 dated 03/08/2016); accorded by the Competent Authority in favour of M/s Martial Buildcon Private Limited. The Project developed on 2.9125 Acres (approx.) of land; is part of the larger commercial complex M3M Urbana developed on additional land ad-measuring 8.225 Acres, in Sector-67, Village Midawas, Gurgaon, Haryana. The Units hereinabove shall form part of the aforesaid development. Copies of approvals are available for inspection at Company's office at Paras Twin Tower, Tower B, 6th Floor, Golf Course Road, Sector 54, Gurgaon, Haryana, India. Company reserves its right to undertake future vertical expansion in the Project after following the due process of law for which purposes the Company has already made appropriate and requisite provisions. Copies of approvals are available for inspection at Paras Twin Tower, Tower B, 6th Floor, Golf Course Road, Sector 54, Gurgaon, Haryana, India. Some of the information may give an impression of forward looking statements even though they are not meant or intended to be so and persons dealing with such information are required to undertake full and independent analysis thereof and make independent judgment of their own at their end. Presently, the Project land and receivables thereof have been mortgaged in favour of ICICI Bank Ltd. ICICI Bank Ltd shall have first charge/lien upon the unit(s)/ tower/ project/ project land. The Company shall obtain, from ICICI Bank Ltd. (i)No Objection Certificate, for the respective unit(s), before the execution of the Buyer's Agreement; (ii) Permission to Mortgage in the event the allottee wishes to avail finance for the unit(s). However, the unit(s) shall be free from encumbrance at the time of execution of the Conveyance Deed for the respective unit(s). Use of the information for buying/investing in the Project by any person shall deemed to be on the basis of his/her/their independent analysis and decision and in no event will the Company and its officials and representatives be liable to the reader/user or any third party for any incidental, consequential, indirect, special, or exemplary damages, including, without limitation, loss of business, loss of profits, business interruption, or any pecuniary loss, arising out of, in connection with, or relating to the use or performance of the information based out of or contained herein or due to any reason whatsoever. 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