



THE MULTIPLIER IS READY TO ROLL AGAIN



**AWAIT THE NEXT
BIG LAUNCH**



Rs. 7500 crore invested | Pan India projects | World-renowned investors | 3000 acres



ireoTM
uptown
Home to young dreams



Why UPTOWN ?



Why **UPTOWN** ?

- Voice of the Customer
- Voice of the Channel

Seeking a lower Ticket Size



What about the IREO Way?

- Why **UPTOWN** ?



The IREO WAY



- **Founded on Market Research & Extensive Focused Group Studies**
- **“The Next Level of Living” must fulfill baseline requirements on**
 - **Design and Construction**
 - **Enhancing Quality of Life**
 - **Removing pain points**
 - **Environment Consciousness**



- Why **UPTOWN** ?
- The IREO WAY



IREO UPTOWN – “Feature Packed” but “Striking a Balance”



IREO UPTOWN – The Drawing Board



Three / Three and Half Side Open [Say goodbye to cramped]

Special Wardrobe Space

Spacious Balcony [Relax with landscape view]

Rain-Water Harvesting [Water – the white gold]

High Speed Elevators [Rocket at 1.75 m/s]

Reception Lobbies [Guests greeted]

Reception Lobbies [Guests greeted]

Dress Area

Rain-Water Harvesting [Water – the white gold]

Club House [Experience array of Recreational Facilities]

Lush Landscape [90% open area landscape]

Reception Lobbies [Guests greeted]

CCTV Monitoring

Dress Area

Piped G

Solid Waste Management

Kitchen with hob, chimney & stainless steel sinks [Ready to live-in &]

Shuttering Systems + Flat Slabs

Master Bedrooms proportionately bigger

Master Bedrooms proportionately bigger

Solid Waste Management [Pioneering Concept. Consumers are increasingly environment sensitive]

Variable Refrigerant Volume Flow Technology [Optimal Temperature Control at will with Complete Silence]

High Speed Elevators [Rocket at 1.75 m/s]

5% O Area

100% Power Back-Up

Terraces

Structure in Duplex

Shuttering Systems + Flat Slabs

Location

- **The IREO Way**
 - Views – Unobstructed into the Horizon
 - Tranquil Surrounding
- **Internationally, property on main roads discounted owing to:**
 - Noise Pollution
 - Air Pollution
 - Safety Hazard

LABURNUM (*Not on the Main Road, Big Frontage, Premium Price*)
- **Traffic Study – By 2021, Golf Course Extn Road to have NH Level Traffic**
- **Are New Developments on Golf Course Extn taking cognizance of these factors?**
(how many of us will like heavy traffic view from our balconies?)

25
Standard
Features



10
Unique
Features

Villa-Like Living

- **Three Side Open Apartments** (*watch the sunrise and the sunset*)
- **Villa like feeling - 10 Foot High Ceiling** (*Time to say goodbye to cramped living*)
- **Variable Refrigerant Flow Technology** (*Air Conditioner with a Mind plus "Silence"*)



Cornerstones of the "IREO Way" to Real Estate Development

State-of-the-Art Club House



- **Dance Room**
- **Coffee Bar**
- **Massage Rooms**
- **Steam Showers**
- **Party Room**
- **Video-Game Room**
- **Mini-Theatre**
- **Foot Reflexology**
- **Badminton**
- **Jogging Trail**
- **Yoga Room**
- **Swimming Pool**
- **Table Tennis**
- **Squash Court**
- **Basketball Court**
- **Tennis Court**

UTILITIES

- **Usable Balcony**
 - *When was the last time you had a leisurely morning tea in the balcony?*
 - *Poorly optimized space resulting in usage for potted plants, clothesline*
 - *Poor or No View & No Space to sit*
- **High Speed & Spacious Elevators**
 - *Imagining moving furniture via stairways to Penthouse of a High-Rise*
- **“Dedicated Storage” in addition to stated room sizes**
 - *In India, there is no throw away culture. Exploding Cupboards, behind the beds, then under the beds & finally into the fridge.*
 - *“Smaller Unit, Larger Space”*
- **Modular Kitchen with Hob Chimney & Stainless Steel Sinks** (*Ready to Live – In and start cooking*)

Lush Landscape

- **80% Open Spaces**
- **90% Landscaped**
- **Dog Walking Track**
- **Horticulture**
- **Herb Garden**
- **Organic Fruit Orchard**
- **Green Lawns**

Environment Conscious

- **90% recovery of wastewater**
– irrigation, filter backwash & flushing water
- **VRFT (30% Energy Efficiency)**
- **Solid Waste Management**

Cornerstones of the “IREO Way” to Real Estate Development

STANDARD POINTS



1. Earthquake Code Compliant; with Building designed to highest codal provisions for this zone
2. Primary School, Kindergarden and Creche
3. Rain Water Harvesting
4. Convenience Shopping
5. Gated Community
6. Cohesive Urban Design to include roads, street furniture, street lighting, paving and signage
7. Mini Theatre in the Club House
8. Water Features within the Development
9. 24/7 and 100 % Power back up
10. Solar heating
11. Solar lighting for street lights
12. Sense of Arrival to Ireo Uptown
13. Sense of Arrival to each Building
14. Spacious Ground floor lobby-fully air conditioned
15. Customer Service Officers at reception area
16. Waste Water Treatment Plant - State of the Art Membrane Technology for water purification and recycling
17. 90% of wastewater recovered as irrigation, cooling make-up, filter backwash and flushing water; the latter to be odourless, free of suspended particles and harmful bacteria, conforming to the highest standards of hygiene
18. Separate flushing water pipes
19. Gas piping fitted into each property
20. Availability of shuttle bus service with covered bus stop to Metro and Irecocity
21. Double basement car parking
22. Laminated wood flooring to master bedroom
23. Wi-Fi in Public Areas
24. Fitted baths with contemporary modern fittings
25. CCTV in basement and main entrance lobby for surveillance, perimeter security and intelligence control system

The Offer - “ Feature Packed” & “ Easy on Pocket ”



- **The Features**

- Location
- Villa – Like Living
- Utilities
- State-of-the-Art Club House
- Lush Landscape
- Environment Conscious
- The IREO Brand



- **A Comparison : Best Product in Sector – 66 matches **UPTOWN**, only on Modular Kitchen & Club Facilities**

