

## THE MULTIPLIER ... ... IS READY TO ROLL AGAIN











# IREO UPTOWN





# Why UPTOWN?







- Voice of the Customer
- Voice of the Channel

# **Seeking a lower Ticket Size**



What about the IREO Way?

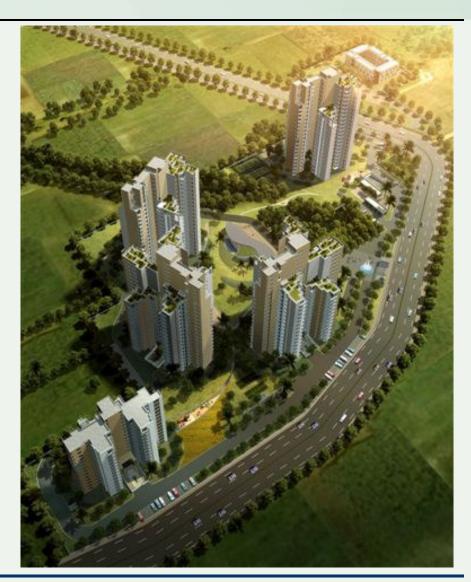
# **IREO UPTOWN**



Why UPTOWN ?



# The IREO WAY



## 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



## **IREO UPTOWN**



- Why UPTOWN ?
- The IREO WAY



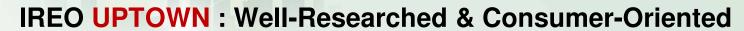
# IREO UPTOWN – "Feature Packed" but "Striking a Balance"



# **IREO UPTOWN** – The Drawing Board



Three / Three and Half Side Open [S.	Club House [Experience array	Solid Waste Management	Variable Refrigerant Volume Flow
Special Wardrobe Space (Viii)	Lush Landscape [90% open a landscape Shut	hob, chimney &  Kitchen with  Stainless steel sinks  Keady to /ive-in &  ttering CCTV  ems +  Monitoring	Will with Complete  Signal  High Speed  Elevators [Rocket at
Rain-Water Harvesting [Water_ the white gold]  High Spec Red Loi Elevators [Ro] [Gi	CCTV Monitoring	Bedrooms rtionately gger laster beuroch proportiona er s Area [Pioneeri Consu	**Nower ack-Up in Terraces ack-Up in Duplex  **Address in Duplex  **Addr





### Location

- The IREO Way
  - Views Unobstructed into the Horizon
  - Tranquil Surrounding
- Internationally, property on main roads discounted owing to:

Noise Pollution

LABURNUM (Not on the

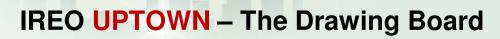
Air Pollution

Main Road, Big Frontage,

- Safety Hazard

Premium Price)

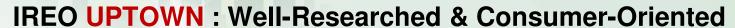
- Traffic Study By 2021, Golf Course Extn Road to have NH Level Traffic
- Are New Developments on Golf Course Extn taking cognizance of these factors? (how many of us will like heavy traffic view from our balconies?)





# 25 Standard Features







## **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

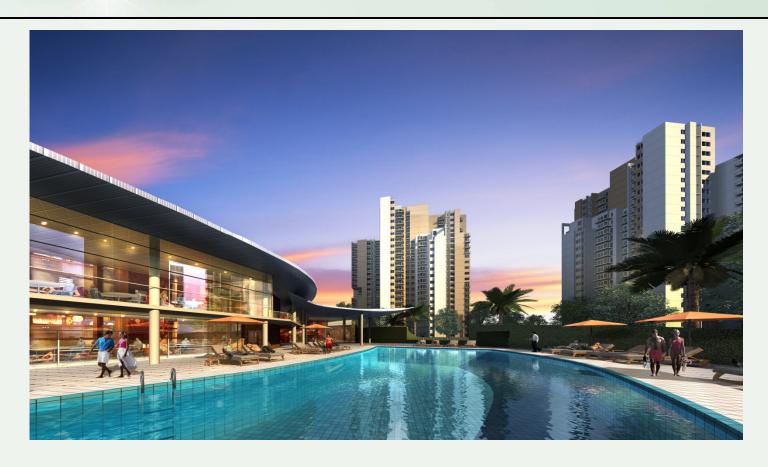
"Silence")



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)

## IREO UPTOWN: Well-Researched & Consumer-Oriented



## **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



- 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 makeup, 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
- 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 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

