

**PURAVANKARA**



PURVA  
**AMAITI**  
Serene Homes at Singanallur  
Coimbatore

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HARVESTING PEACE BEFORE WRAPPING YOU IN LUXURY.

A SPACE THAT ELEVATES YOUR SENSES

A HOME ENERGIZED BY VAASTU

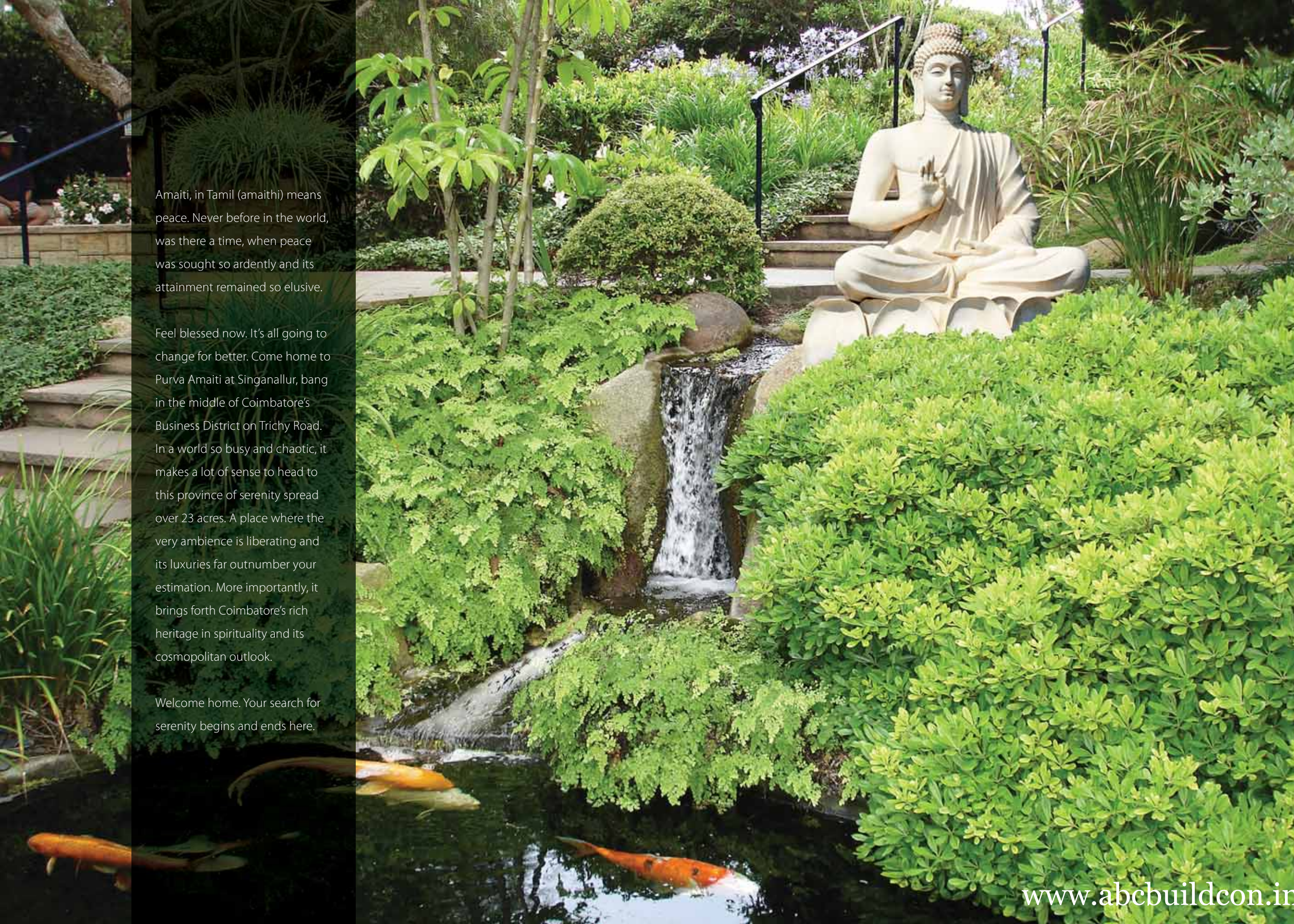
A RETREAT FOR YOUR MIND, BODY AND SOUL

AN ABODE THAT EVOKES ZEN

A PLACE WHERE VINTAGE KISSES MODERNITY

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Amaiti, in Tamil (amaithi) means peace. Never before in the world, was there a time, when peace was sought so ardently and its attainment remained so elusive.

Feel blessed now. It's all going to change for better. Come home to Purva Amaiti at Singanallur, bang in the middle of Coimbatore's Business District on Trichy Road. In a world so busy and chaotic, it makes a lot of sense to head to this province of serenity spread over 23 acres. A place where the very ambience is liberating and its luxuries far outnumber your estimation. More importantly, it brings forth Coimbatore's rich heritage in spirituality and its cosmopolitan outlook.

Welcome home. Your search for serenity begins and ends here.

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## ZEN GARDEN

TO A MIND  
THAT IS STILL,  
THE WORLD  
SURRENDERS.

Meditate. Unwind. Destress. For our Zen Garden is both visually and physically a soothing experience. Here the elements, greenery, waterbody and stones, orchestrate to give you an elevating experience of an enlightened one.



## KOI CARP FISH POND

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SEEKING  
PEACE?  
CONSULT  
A FISH.

Meet your stress-therapist at the Koi Carp Fish Pond that meanders across at Purva Amaiti. Don't go by their sizes, these therapeutic fishes will actually help you in a big way to escape your corporate world. Watch these careless, colourful and agile fishes, feed them...follow their trail and forget your work.



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## A LAND BLESSED BY ALL THE ELEMENTS OF VAASTU

Our magnificent country is a melting pot of various beliefs that each one of us are so graciously tolerant and respectful of. The ancient science of Vaastu Shastra is one such belief which acts as a guiding principle for how the laws of nature can be used in the science of building human dwellings. At Puravankara, we don't claim to be an expert on Vaastu Shastra, but we do want to share our respect for this ancient science and bring out to you the various elements in our project from a Vaastu perspective.



All good things, as per the Hindu belief, start with Lord Ganesha. So does Purva Amaiti. A 50+ years old Ganesha temple resides under the shade of a magnificent & old Peepal tree (popularly called in Tamil as Arasa Maram) right at the entrance of Purva Amaiti. Prayers recited in this temple over the last 50+ years have made the immediate vicinity around the temple as a fountain head of positive energy.

The contours of the land is naturally elevated to the south west corner and slopes towards north east which allows positive energy to flow in with ease.

The natural rectangular shape of our land is believed to be more ideal than odd shaped plots.

The natural waterbody in the form of a canal situated in the northern and eastern boundary is believed to augur well for our project.

To bring in positive energy the northern and eastern sides of the building towers have been kept open.

Further Vaastu remedies will be undertaken to segregate the STP and water sump from the south eastern corner and eastern boundary respectively. To correct the undulations in the north eastern boundary, small hedge walls will be built.



WHERE MODERNISTS WILL FEEL AT HOME, FOREVER.  
INTRODUCING THE CULTURE CLUB AT PURVA AMAITI.

## BRING HOME THE STARS

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YOUR MISSION  
TO MARS  
STARTS ON  
YOUR TERRACE.

There's a whole universe to  
unfold. Stay up the whole night,  
give free play to your inquisitive  
mind. Unlock the mysteries of a  
starlit night.







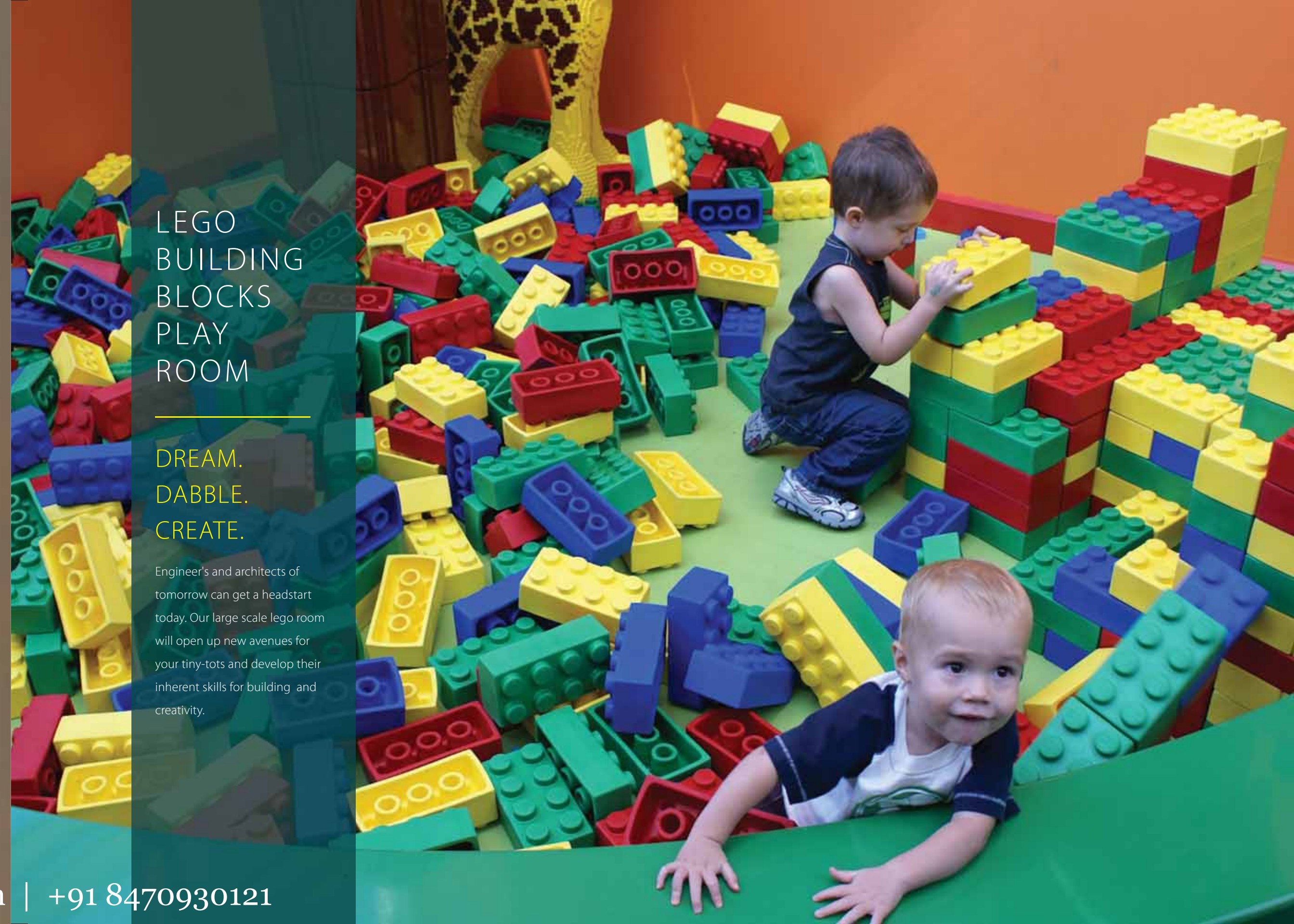
## KARAOKE/ JAMMING

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START ON THE  
RIGHT NOTE,  
THE BIG STAGE  
IS WAITING.

The world is a stage, said the great writer. At Purva Amaiti, we're very serious in giving you ample opportunities to express your vocal and instrumental skills. Yes! Go ahead and transform into a rockstar at our acoustically well designed studio with a wide range of musical instruments.

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## LEGO BUILDING BLOCKS PLAY ROOM

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DREAM.  
DABBLE.  
CREATE.

Engineer's and architects of tomorrow can get a headstart today. Our large scale lego room will open up new avenues for your tiny-tots and develop their inherent skills for building and creativity.

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## SCIENCE CLUB

### UNLOCK THE SCIENTIST IN YOU.

Explore. Experiment. Excel. There's a lot to learn at the Science Club. In fact, it's the place to hang around for the future scientists. For the creative ones, there's a tinkering room to explore their latent engineering skills.

## VIBRANT COIMBATORE! HERE IS WHY YOU SHOULD INVEST IN THE CITY'S PRIME RESIDENTIAL REAL ESTATE

So often we relate Coimbatore only with its Textile industry that we forget the other economic drivers in this city. Here is a collage of various recent developments in the city

- Coimbatore ranks fourth amongst Indian cities in terms of investment climate according to a study by CII
- Coimbatore boasts of two special economic zones- the Coimbatore Hi-Tech Infrastructure, the Coimbatore TIDEL park with five other SEZs in the pipeline.
- The city is now ranked at 17 among the global outsourcing (BPO) cities. "Coimbatore and Nagpur would be among the top 40 cities globally for hiring technology talent in the future" says Zinnov Consulting.
- Coimbatore is the largest non-metro city for e-commerce in South India.
- According to a study by International Property Consultant Cushman & Wakefield in October 2012, Coimbatore is among the top 10 emerging cities (ranked no 4) of India for long term business investment across industries
- Here are some press releases from the recent years on economic development in the city

*\* Siemens sets up global engineering center in Coimbatore. (26-09-2013)*

*\* Tussor Machine Tools Private Limited, a wholly-owned subsidiary of Spanish computer numerical-controlled (CNC) to invest in Coimbatore plant. (31-05-2013)*

*\* Tamil Nadu announces sops for Coimbatore units. (08-12-2012)*

*\* SpiceJet to connect Bangalore with Hubli, Coimbatore. (13-09-2012)*

*\* Coimbatore leads in online job activities for the fifth month in a row, according to the The Monster.com Employment Index India. 18-08-2012*

*\* DHL Express launches new service centre facility in Coimbatore. (03-07-2012)*

*\* Oriental Hotels to open Vivanta by Taj in Coimbatore. (08-08-2011)*

*\* Kirloskar Brothers Ltd (KBL) opens new facility in Coimbatore. (18-06-2011)*

*\* Epic Energy Ltd from the city has been asked by the Punjab Energy Development Agency to prepare a master plan to make Amritsar and Ludhiana solar cities. (07-07-2010)*

*\* Philips India unveiled its first "Light Lounge" in Coimbatore. (26-05-2010)*

*\* Cognizant inaugurates Rs 180 cr facility in Coimbatore. (24-08-2009)*

*\* Hi-Tech Infra to invest Rs 600cr in Coimbatore SEZ. (14-07-2009)*

*\* Perot setting up Coimbatore campus. (12-03-2009)*

*\* Business Process Management (BPM) company, Savvion to open R&D centre in Coimbatore. (24-11-2008)*



## LOCATION ! LOCATION ! LOCATION!

- One of the largest contiguous land parcel under development in Coimbatore
- Located right on the 4 lane Trichy Road (one of the two arterial roads of Coimbatore) with the railway station, bus terminal and airport, all, within a radius of 7 kms
- A buffer zone segregates the residential towers from the hustle bustle of Trichy road, yet keeping them connected
- DTZ, a leading International Property Consultant claims "With operational L&T Bypass and multiple upcoming developments on Avinashi Road, Trichy Road will witness structured residential growth"

## UNIQUE THEME BASED DEVELOPMENT INSPIRED BY 'POSITIVE ENERGY'

- First of its kind "Zen Gardens" nestled as the Central Courtyard of your Project acts as the fountain head of energy
- One of the largest MIZU ponds in the Tamil Nadu with ornamental high energy Koi Carp fish pond
- Silent Meditation & Prayer Zones to explore your inner self
- Feng-shui inspired landscape with water bodies, ISHI rock gardens & Pine forest
- Windchimes & bells to ring in the good and keep out the evil
- Hand lit ornamental TENKIBUTSU lanterns that bring in the joy of lights
- And other lifestyle amenities such as jogging tracks, old folk's corner, children's play area, amphitheatre

## CULTURE CLUB (SOME CALL IT CLUBHOUSE BUT WE CALL IT CULTURE CLUB AND HERE IS WHY)

- Nurture the Engineer in your kid : Lego building block room
- Hone your skills to be the next Indian Idol – Acoustically designed Jamming Room with music instruments
- Pamper the singer in you -Sing-along Karaoke
- Tip-toe Ballet room
- Dream, Dabble & Make at The Science Club – Electrical kits & Painting kits
- Unravel the mysteries of the universe – Roof top sky gazing telescope
- Plus other lifestyle sports & health amenities







ACTUAL PICTURE OF THE MODEL APARTMENT.



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MASTER PLAN



AMENITIES

- Fun and frolic zone
- Table tennis
- Gymnasium
- Steam and sauna
- Squash
- Billiards
- Swimming pool and toddlers' pool
- Provision for minimart
- Provision for health care and crèche
- Multipurpose hall
- Library

PROJECT INCLUDES

1. Water treatment plant
2. Fire protection system
3. Sewerage treatment plant
4. Well-lit and decorated entrance lobbies finished in marble/ granite.

LEGEND

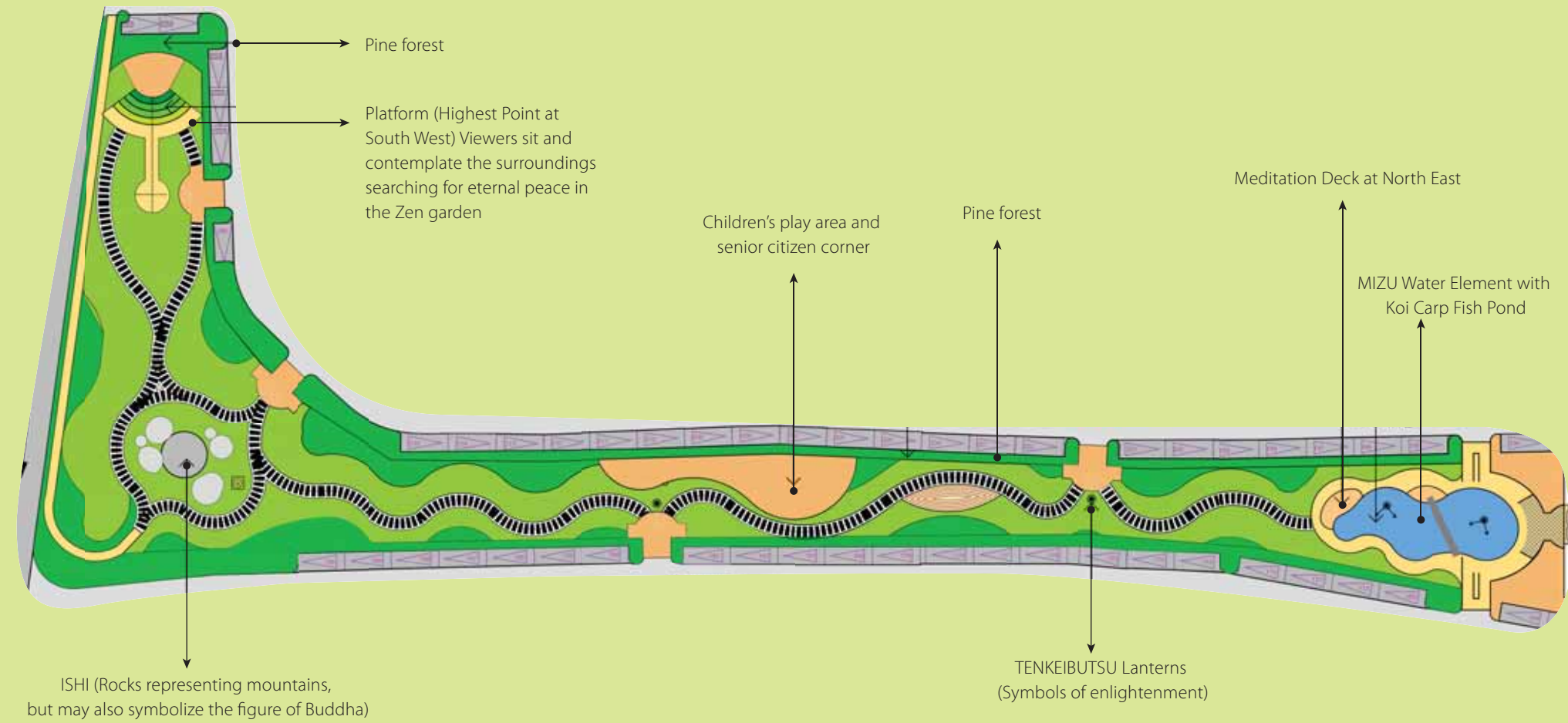
01. Blocks - G+9
02. Clubhouse
03. Elders' pavilion
04. Fun and frolic zone
05. Green mounds with water body
06. Aroma garden
07. Fitness jogging circuit
08. Swimming pool at terrace level
09. Car park
10. Security desk



Master Plan subject to change



## ZEN GARDEN IN THE CENTRAL COURTYARD



## ELEMENTS OF A ZEN GARDEN





## LOCATION MAP



Location map not to scale

### PROXIMITY

Airport	: 8 Kms	PSG Arts College	: 6 Kms
Tidel Park	: 5 Kms	Railway Station	: 8 Kms
Fun Republic Mall	: 5 Kms	CIT College	: 5 Kms
KMCH	: 7.5 Kms	Brookefield Mall	: 10 Kms

## IN YOUR NEIGHBOURHOOD

### Hospitals

1. ESI Hospital
2. KMCH
3. Aravind Eye Hospital
4. Vasan Eye Care
5. Shanthi Gears Social Service Clinic and Lab
6. PSG Hospital
7. NG Hospital

### Schools

1. Perks Matriculation School
2. Venkatalakshmi School
3. Sri Jayendra Saraswathy Vidyalaya
4. St. Joseph's Matriculation School
5. Govt. Higher Secondary School
6. SSVM World School
7. BVM Global

### Colleges

1. Sri Jayendra Saraswathy Maha Vidyalaya College of Arts & Science
2. Coimbatore Medical College
3. Coimbatore Institute of Technology
4. PSG College of Arts and Science

### Banks

1. Indian Bank
2. State Bank of India
3. Canara Bank
4. Corporation Bank

### Marriage Halls

1. Ranga Mahal
2. ARS Kalyana Mandapam
3. Palaniappa Marriage Hall
4. Venkatalakshmi Mahal

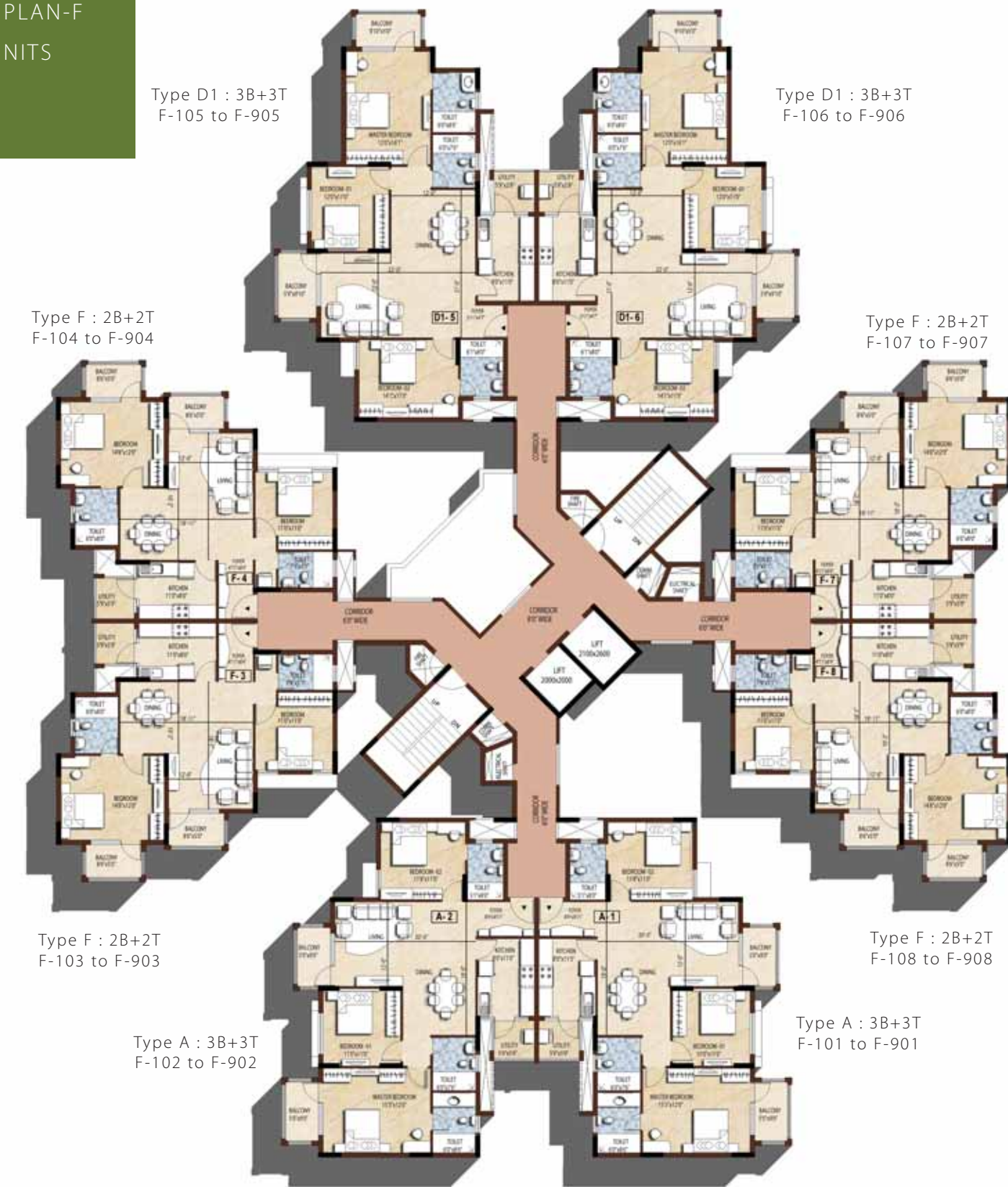
### Petrol Bunks

1. Indian Oil Corporation
2. Bharat Petroleum

### Pharmacies

1. Shanthi Gears Social Service (24 hrs pharmacy)

## WING PLAN-F 8 UNITS



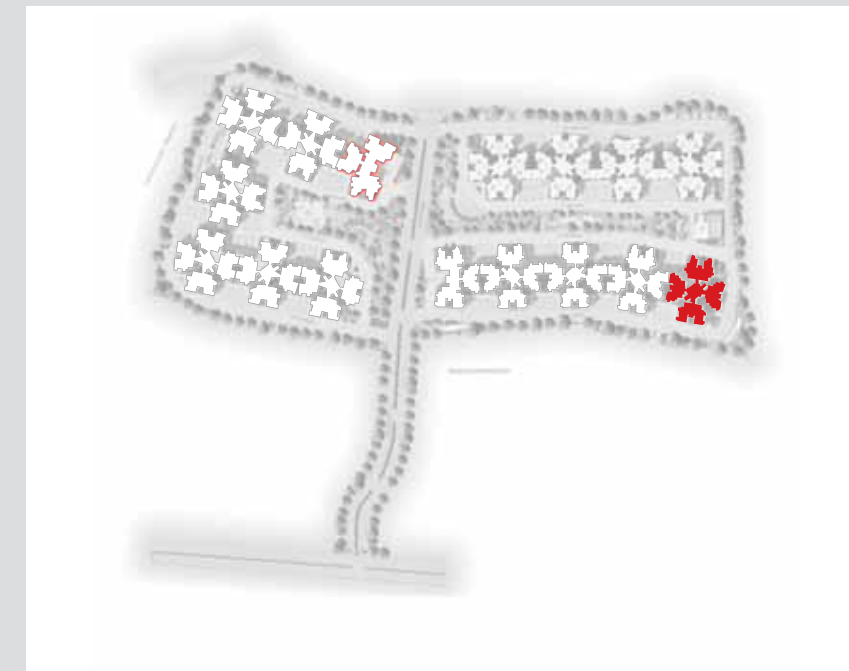
### TYPE AREAS:

- A = 1704 sft
- D1 = 1866 sft
- F = 1387 sft



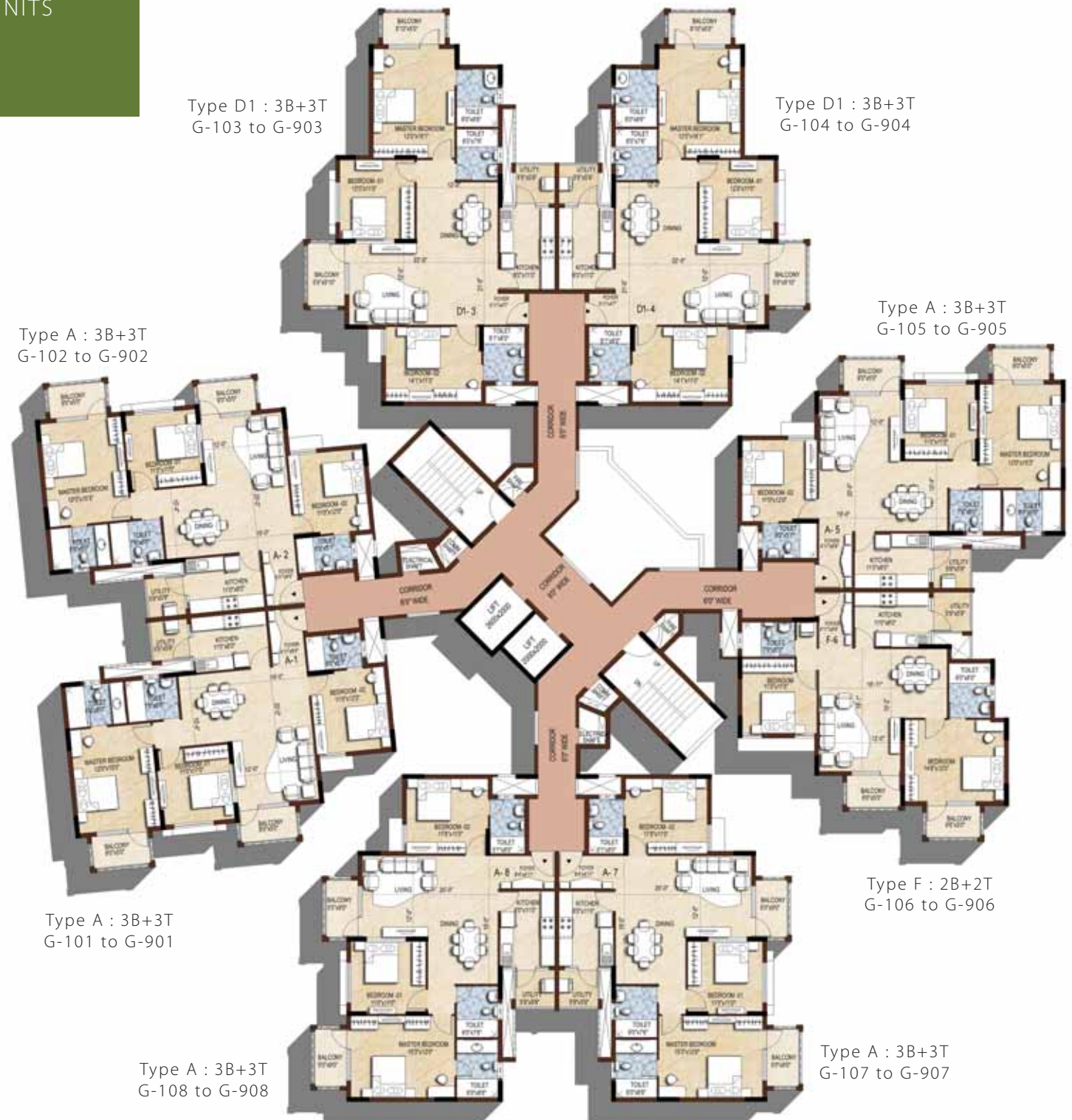
## AREA STATEMENT

Series	Type	Config	Size (sft.)	Classification
1	A	3B+3T	1704	Classic
2	A	3B+3T	1704	Classic
3	F	2B+2T	1387	Classic
4	F	2B+2T	1387	Premium
5	D1	3B+3T	1866	Super Premium
6	D1	3B+3T	1866	Super Premium
7	F	2B+2T	1387	Classic
8	F	2B+2T	1387	Classic





WING PLAN-G  
8 UNITS



**TYPE AREAS:**  
A = 1704 sft  
D1 = 1866 sft  
F = 1387 sft

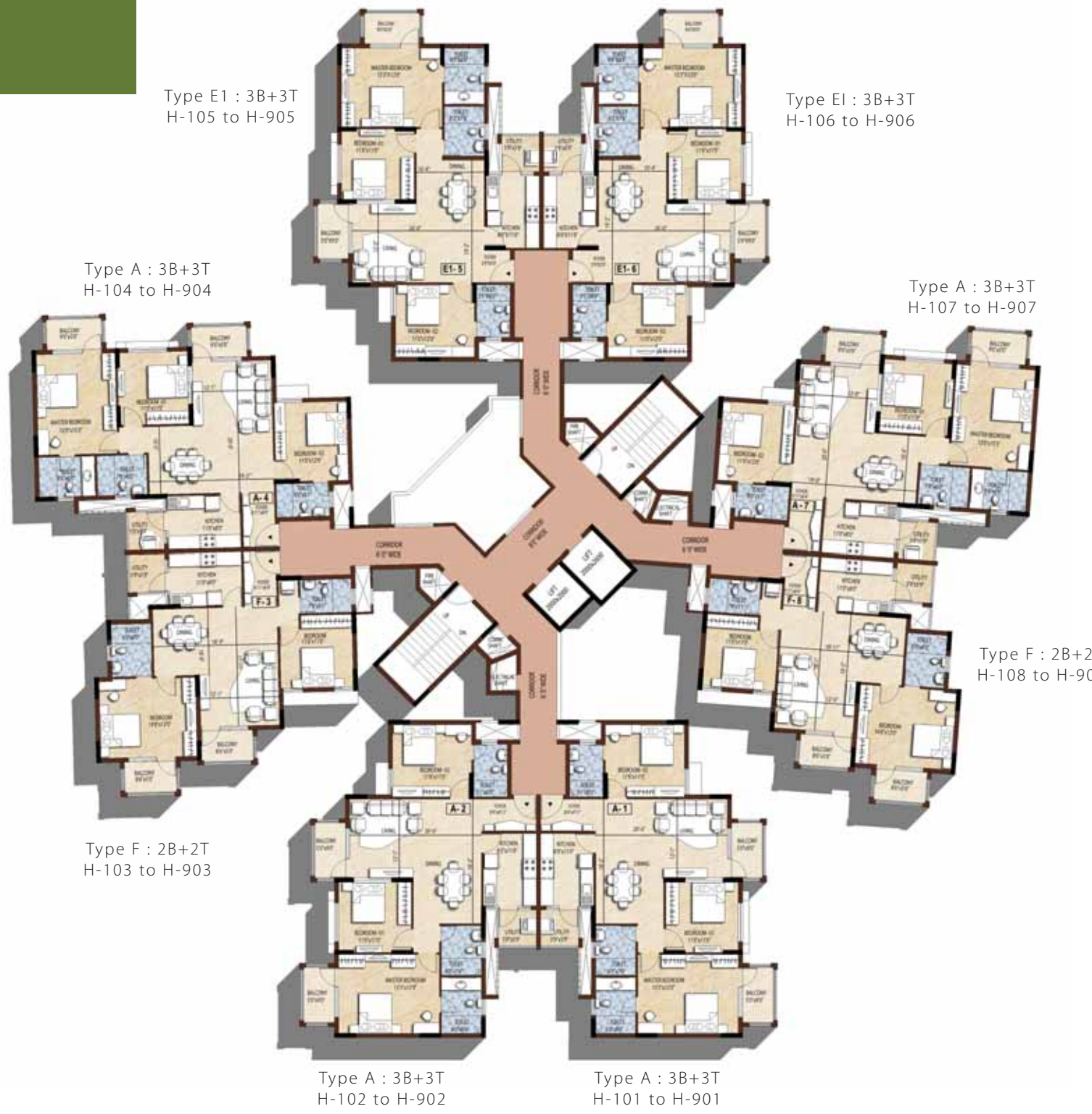


AREA STATEMENT

Series	Type	Config	Size (sft.)	Classification
1	A	3B+3T	1704	Classic
2	A	3B+3T	1704	Premium
3	D1	3B+3T	1866	Super Premium
4	D1	3B+3T	1866	Super Premium
5	A	3B+3T	1704	Premium
6	F	2B+2T	1387	Classic
7	A	3B+3T	1704	Classic
8	A	3B+3T	1704	Classic



WING PLAN-H  
8 UNITS

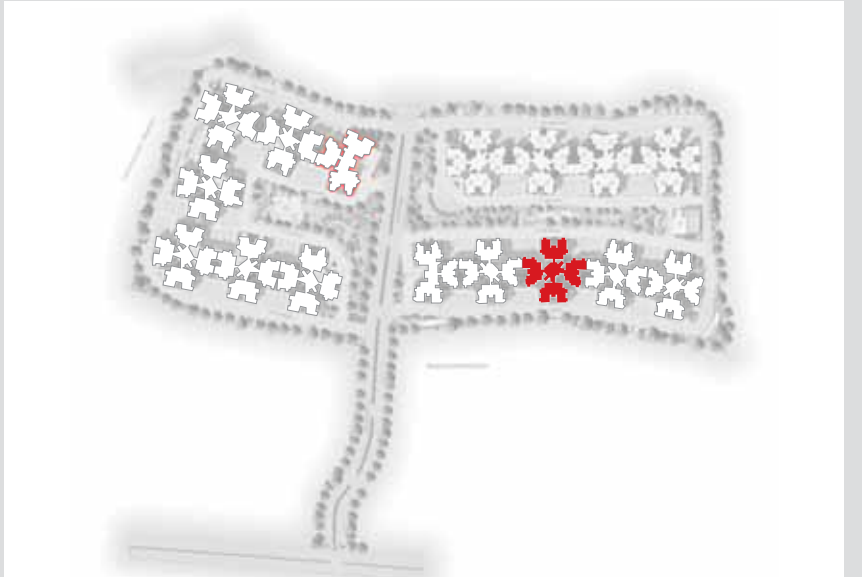


**TYPE AREAS:**  
A = 1704 sft  
E1 = 1676 sft  
F = 1387 sft



AREA STATEMENT

Series	Type	Config	Size (sft.)	Classification
1	A	3B+3T	1704	Classic
2	A	3B+3T	1704	Classic
3	F	2B+2T	1387	Classic
4	A	3B+3T	1704	Premium
5	E1	3B+3T	1676	Super Premium
6	E1	3B+3T	1676	Super Premium
7	A	3B+3T	1704	Premium
8	F	2B+2T	1387	Classic





WING PLAN-J  
8 UNITS

Type E1 : 3B+3T  
J-103 to J-903

Type E1 : 3B+3T  
J-104 to J-904

Type A : 3B+3T  
J-102 to J-902

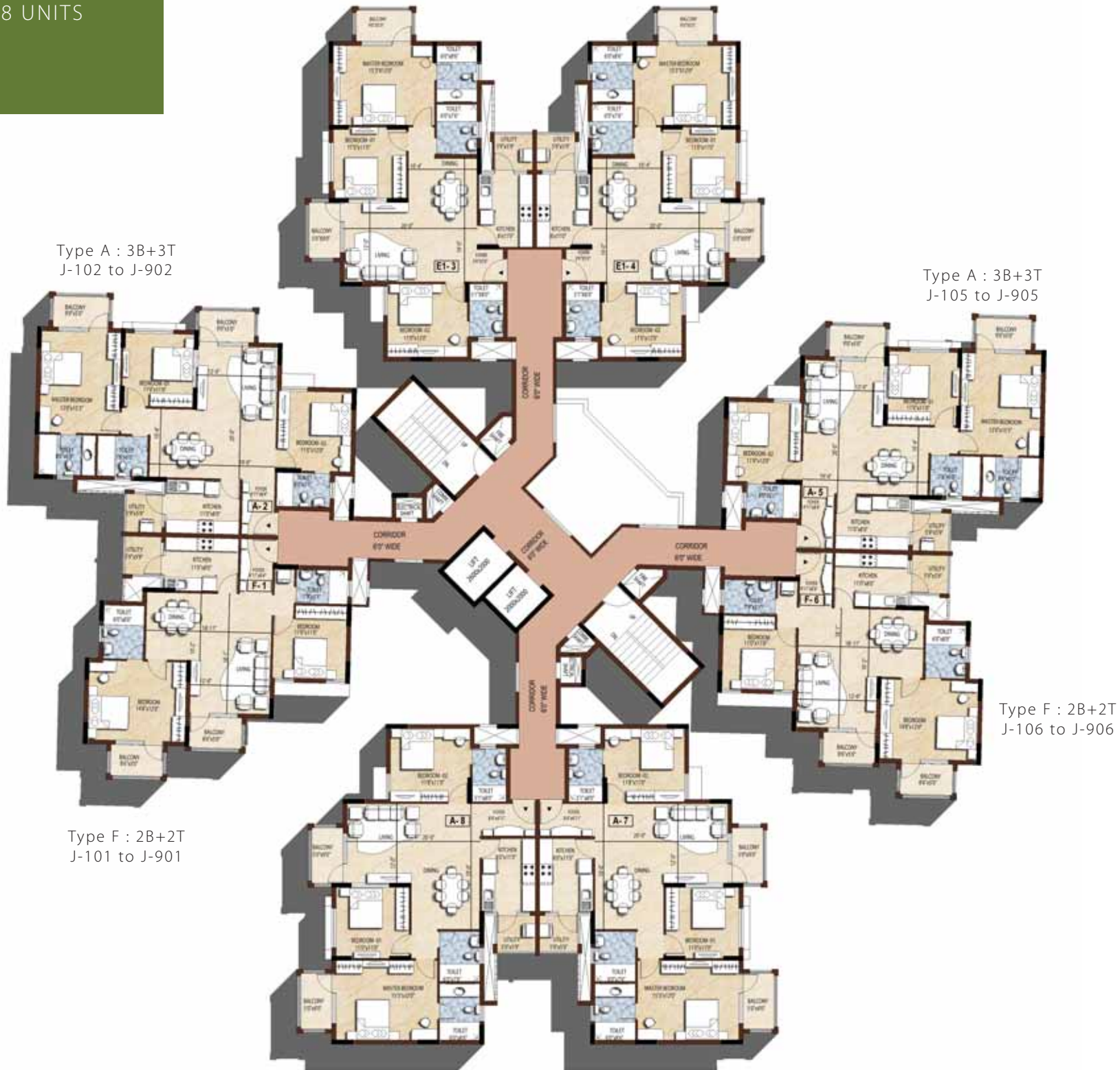
Type A : 3B+3T  
J-105 to J-905

Type F : 2B+2T  
J-101 to J-901

Type F : 2B+2T  
J-106 to J-906

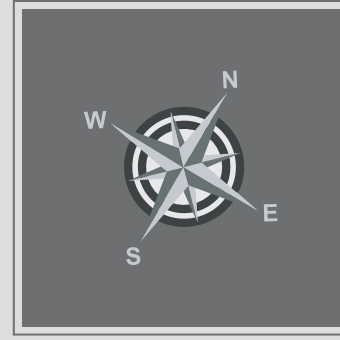
Type A : 3B+3T  
J-108 to J-908

Type A : 3B+3T  
J-107 to J-907



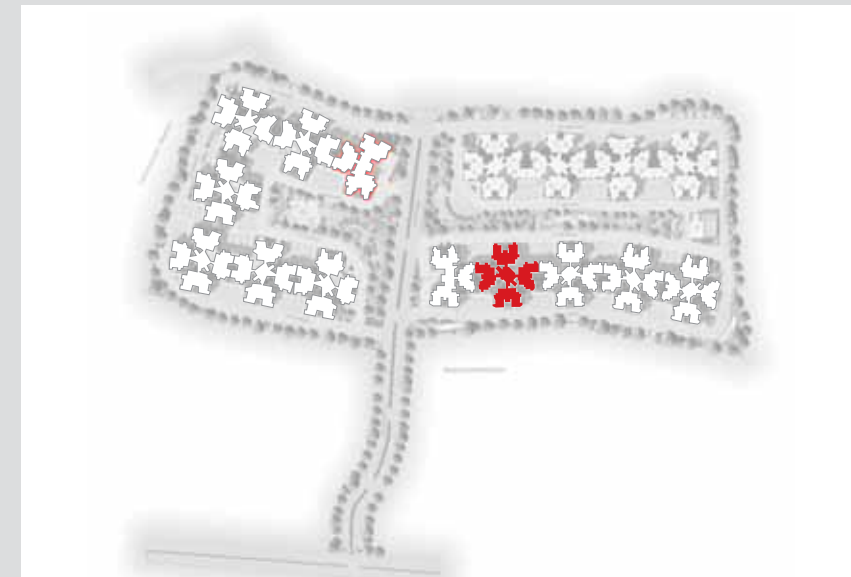
**TYPE AREAS:**

F = 1387 sft  
A = 1704 sft  
E1 = 1676 sft



**AREA STATEMENT**

Series	Type	Config	Size (sft.)	Classification
1	F	2B+2T	1387	Classic
2	A	3B+3T	1704	Premium
3	E1	3B+3T	1676	Super Premium
4	E1	3B+3T	1676	Super Premium
5	A	3B+3T	1704	Premium
6	F	2B+2T	1387	Classic
7	A	3B+3T	1704	Classic
8	A	3B+3T	1704	Classic

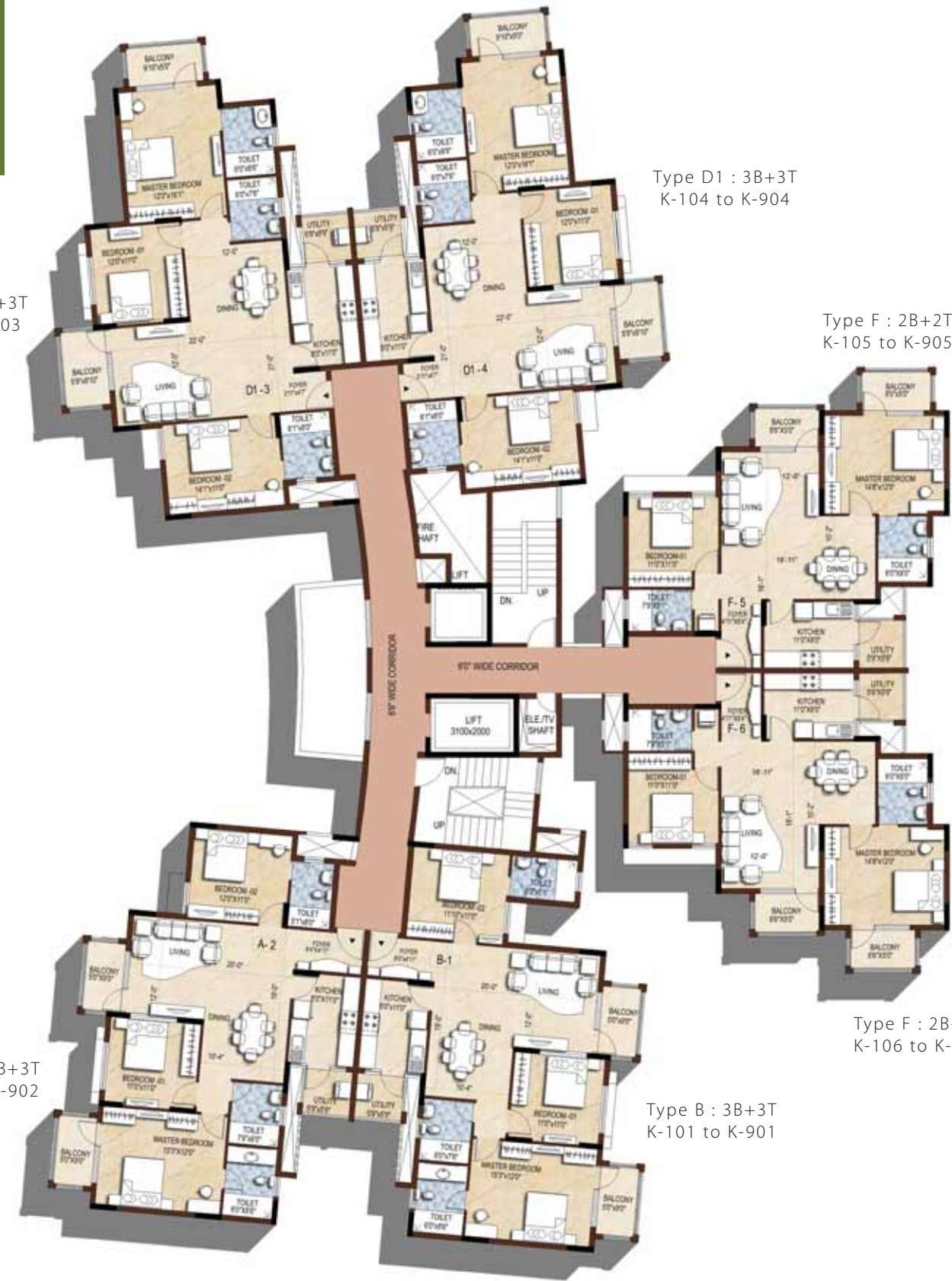


WING PLAN-K  
6 UNITS

Type D1 : 3B+3T  
K-103 to K-903

Type D1 : 3B+3T  
K-104 to K-904

Type F : 2B+2T  
K-105 to K-905



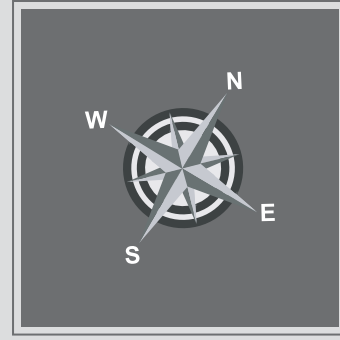
Type A : 3B+3T  
K-102 to K-902

Type B : 3B+3T  
K-101 to K-901

Type F : 2B+2T  
K-106 to K-906

**TYPE AREAS:**

B = 1713 sft  
A = 1704 sft  
D1 = 1866 sft  
F = 1387 sft



**AREA STATEMENT**

Series	Type	Config	Size (sft.)	Classification
1	B	3B+3T	1713	Classic
2	A	3B+3T	1704	Super Premium
3	D1	3B+3T	1866	Super Premium
4	D1	3B+3T	1866	Super Premium
5	F	2B+2T	1387	Premium
6	F	2B+2T	1387	Classic







TYPE - A CONFIGURATION - 3B+3T SUPER BUILTUP AREA - 1704 Sft



TYPE - B CONFIGURATION - 3B+3T SUPER BUILTUP AREA - 1713 Sft







TYPE - D1\* CONFIGURATION - 3B+3T SUPER BUILTUP AREA - 1866 Sft



TYPE - E1\* CONFIGURATION - 3B+3T SUPER BUILTUP AREA - 1676 Sft



\*Please refer to 2-D plan. The 3-D plan shown here is only indicative.

\*Please refer to the 2-D plan. The 3-D plan shown here is only indicative.





TYPE - F CONFIGURATION - 2B+2T SUPER BUILTUP AREA - 1387 Sft



PROJECT SPECIFICATIONS

Actual picture of model apartment.



**STRUCTURE:**

- RCC framed structure

**LOBBY & STAIRCASE:**

- Elegant ground floor lobby with marble or highly polished granite flooring

**APARTMENT FLOORING:**

- Vitrified tiles flooring in living, dining, bedrooms, balconies and passages leading to bedrooms

**KITCHEN & UTILITY:**

- Vitrified tile flooring in kitchen
- Vitrified tile dado up to 2' ht above the kitchen counter
- Highly polished granite for kitchen counter top
- Single bowl, single drain stainless steel sink with tap
- Provision for water purifier above the drain board
- Vitrified tile flooring in utility area
- Provision for washing machine in utility

**BATHROOMS:**

- Anti skid/matt ceramic designer tile flooring
- Colored glazed designer tiles up to the false ceiling
- Master bathroom - Granite/marble counter-top wash basin, shower area with diverter and rain shower, shower panel and openable shower partition
- Other bathroom - Wash basin with pillar cock and bottle trap, shower area with head rose and wall mixer and EWC with premium quality CP fittings and sanitary fixtures in all other bathroom

**DOORS:**

- Main door - Teak wood frame with threshold and teak wood paneled or high density fiber door shutter (polished on both sides) with good quality hardware and security eye
- Bedroom doors - Sal wood door frame with solid core flush door or HDF door shutters polished on both sides with good quality hardware
- Bathroom doors - Waterproofed (inside) and painted flush door with hardware frame and polished outside or equivalent with good quality hardware
- Balconies for living and dining - Glazed French windows with

- heavy gauged UPVC frames or equivalent frames with sliding or hinged shutters
- Other balcony / utility door- Glazed door and window with UPVC or equivalent frames with sliding / hinged shutters

**WINDOWS:**

- Heavy gauged UPVC or equivalent frames with glazed, sliding/hinged shutters with mild steel grills

**VENTILATORS:**

- Heavy gauged, UPVC or equivalent frames with glazed, louvered/hinged/fix ventilators
- Provision for exhaust fan

**PAINTING:**

- Acrylic based paint and textured surfaces in selective places as per design for exterior fascia of the building
- Interior walls are painted in emulsion paint

**BALCONY RAILINGS & STAIRCASE HANDRAILS:**

- Mild steel railings as per design

**ELECTRICAL:**

- All electrical wiring is concealed with premium quality PVC conduits
- Adequate power outlets for lights, fans, exhaust-fans, call-bell, television and telephones points are provided
- One AC point in master bedroom and one AC point provision in other bedrooms, living and dining area
- Provision for cable TV connection in master bedroom and living and dining area

**LIFTS:**

- Automatic passenger lifts are provided in each block with intercom facility connected to security cabin with D.G. back-up.

**DG POWER:**

- Back-up for common area lighting, pumps and lifts.
- 1200 W D.G. power backup is provided for 3 BHK and 1000W for 2 BHK

**SECURITY SYSTEM & INTRA COMMUNICATION SYSTEM:**

- Gas leak detector in kitchen
- Intra-communication facility from security cabin to each apartment



Unit Configuration	2 BHK	3 BHK Grand	3 BHK Luxe
Indicative saleable area	1360 & 1387 sq ft	1676, 1704 & 1713 sq ft	1866 & 1894 sq ft
Indicative total price excluding stamp duty & registration, for a typical 4th floor unit	Rs. 56.25 lakhs to Rs. 65 lakhs	Rs. 70 lakhs to Rs. 81 lakhs	Rs. 77.25 lakhs to Rs. 88.75 lakhs

Non- binding expression of interest invited for Purva Amaiti at the below mentioned indicative pre-launch price	
Indicative base price range Rs. 3490 to Rs. 3775 per sq ft	Indicative other charges 1. Floor rise: Rs. 30 per sq ft from 2nd floor. 2. Premium charges: Rs. 150 per sq ft & Super Premium charges Rs 250 per sq ft 3. Covered Car Park Facility- Rs. 300,000 4. Culture Club Charges - Rs 225,000 Plus other levies such as Service tax, TNEB & Water Charges, Adv Maintenance, Stamp Duty & Registration etc

Purva Amaiti is part of the Purva Bluemont project and is the name of the Phase 2 of Purva Bluemont. Clubhouse & other amenities / facilities of the Purva Bluemont Phase 1 & Phase 2 (named Purva Amaiti) will be shared and used by all residents of the Purva Bluemont Project, including those of Purva Amaiti, immaterial of the physical location of such amenities / facilities / Clubhouse.

The selling price mentioned in this brochure are indicative only. After the announcement of the actual pre-launch price, the application form and Expression of Interest shall be processed by Puravankara at our sole discretion and the booking cheque given to us may be encashed. The opportunity to select the unit by the customer is subject to realization of the booking cheque, subject to availability & final confirmation from Puravankara Projects Ltd., and allocation of such apartment/s will be at the sole discretion of Puravankara Projects Ltd. Puravankara Projects Ltd., at its sole discretion may choose to return the expression of interest (booking cheques) without assigning any reason whatsoever. All marketing collaterals/brochures are indicative and are conceptual in nature only. (Errors & Omissions Excepted.)

This information brochure is intended for circulation as part of the special pre-launch period only.

The images used in the brochure are only indicative.



# PURAVANKARA

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KINGDOM OF SAUDI ARABIA

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## READY-TO-MOVE-IN PROJECTS ACROSS INDIA

Purva Highland, Off Kanakapura Road, Bangalore

Purva Venezia, Yelahanka, Bangalore

Purva Atria, RMV IIInd Stage, Bangalore

Purva Oceana, Marine Drive, Kochi

Purva Eternity, Kakkanad, Kochi

Purva Moonreach, On Seaport-Airport Road, Kochi

## ON-GOING PROJECTS ACROSS INDIA

Purva Whitehall, On Sarjapur Main Road, Bangalore

Purva Skywood, Off Sarjapur Road, Bangalore

Purva Midtown Residences, Off Old Madras Road, Bangalore

Purva Platina, RMV IIInd Stage, Bangalore

Purva Season, C.V. Raman Nagar, Bangalore

Purva Sunflower, at Rajajinagar, Bangalore

Purva Skydale, Off Sarjapur Road, Bangalore

Purva GrandBay, Marine Drive, Kochi

Purva Swanlake, OMR, Chennai

Purva Windermere, Pallikaranai, Chennai

Purva Bluemont, Singanallur, Trichy Road, Coimbatore

**Purva Amaiti is financed by ICICI Bank Ltd.**

**The images used are only indicative**

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