

THE LANDMARK OF FUTURE



M3M INDIA PRIVATE LIMITED  
CIN: U80903HR2007PTC044491

SALES GALLERY/ CRM CELL  
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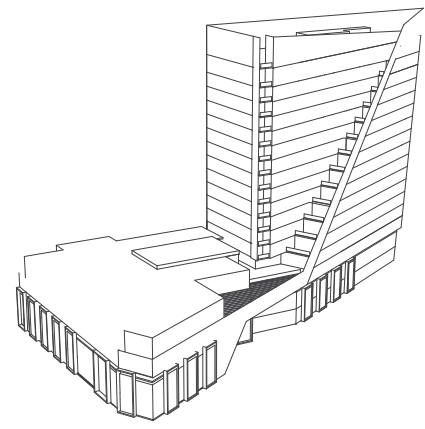
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MAKING OF A LANDMARK



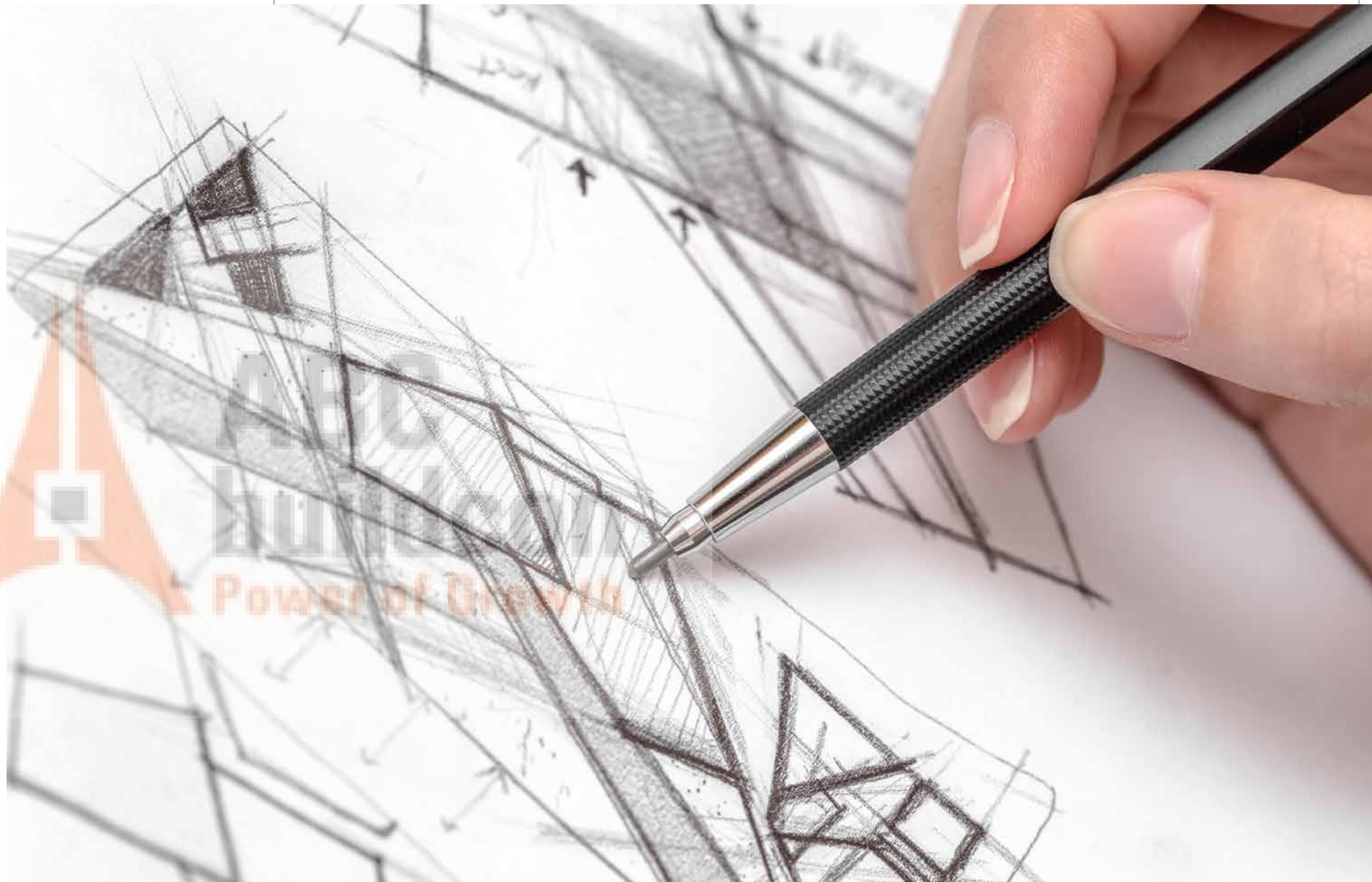
ARTISTIC IMPRESSION



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 personality that permeates every brand and business under its canopy.



ABC  
buildcon  
Power of Growth



**DESIGN EVOLUTION:**  
SEQUENCE DIAGRAMS, CONTEXT DIAGRAMS



**DIAGRAM 01**

Explains the height of the development. The height for each floor from Ground-level 3 is 5 metres, whereas each floor height from level 4-15 is 4 metres. 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**

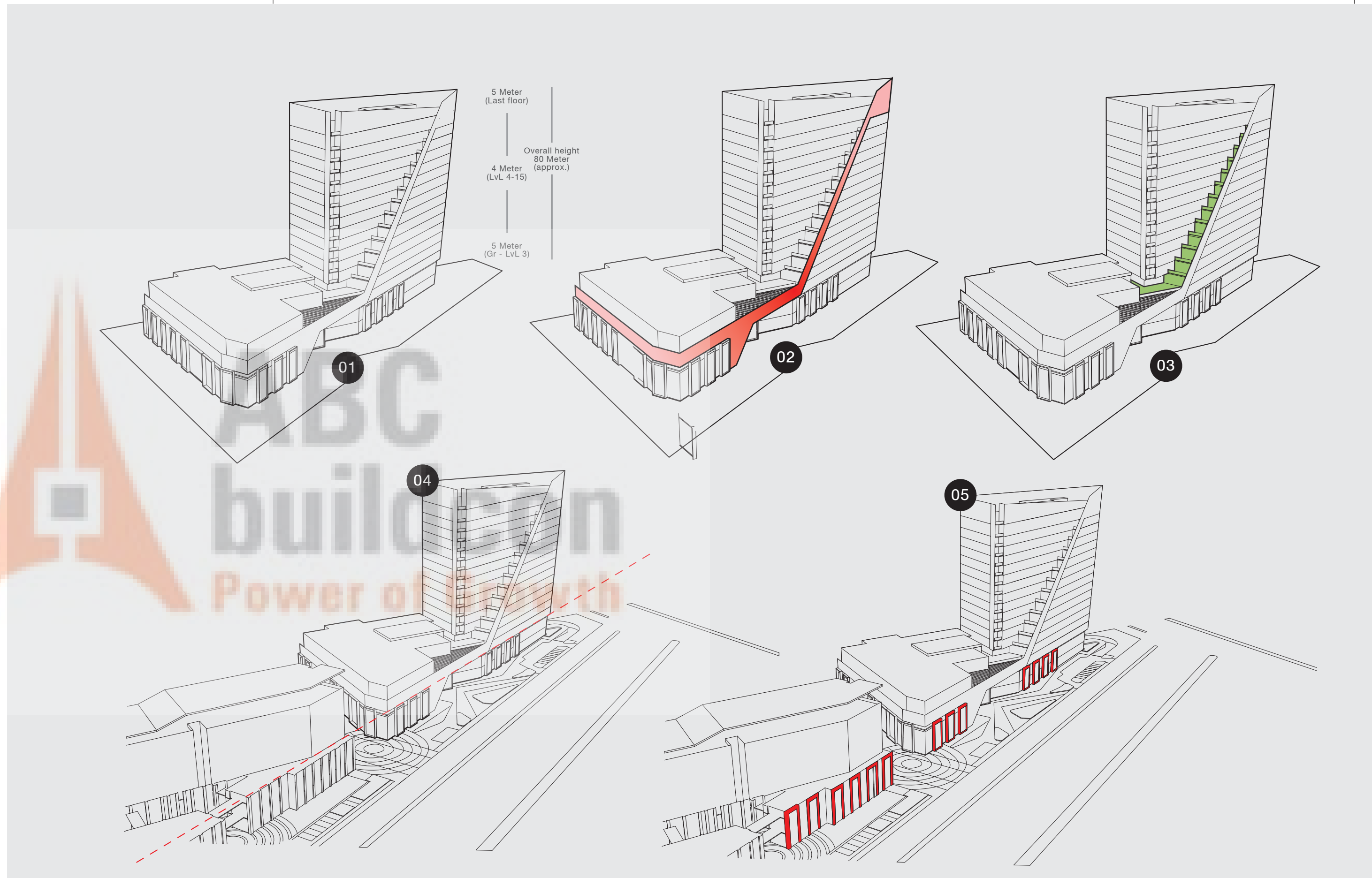
Green terraces run along the eastern facade of the tower giving a visual delight and touch of nature. It also integrates the office tower with the retail areas.

**DIAGRAM 04**

A continuous line at 2<sup>nd</sup>/3<sup>rd</sup> 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 areas as an integrated planned development making it one of its kind.

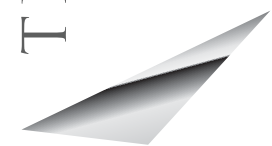
**DIAGRAM 05**

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

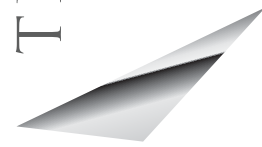


Design is the soul and life of the built environment of M3M Urbana Premium. M3M Urbana Premium design is innovative yet a continuation of M3M Urbana as the architecture retains the use of earthy colors and materials of the existing development but the clear lines and sharp angles give a new dimension 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. With powerful flowing lines and graceful contours along with timeless interplay of glass and stone gives the design of M3M Urbana Premium a strong aesthetic personality.





## THE PLAN



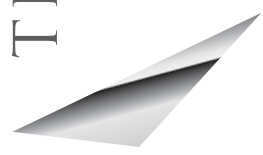
M3M Urbana Premium is planned as a mixed use project with retail, office & multiplex and as an extension of M3M Urbana. The plan vocabulary of M3M Urbana Premium is a mix of the contemporary and the everlasting. The towering office block is a strategic corner construction with the retail segment designed in such a way that it amalgamates seamlessly with the parent project. The Retail podium housing Cafes and Fine Dining is strategically located at the ground level, to activate the streets and plazas with an 'Al fresco' component.

The two projects are connected by a plaza at the ground level and a basement facilitating an undisturbed access to either project resulting in one coherent wholesome retail experience. The multiscreen Multiplex revs up the entertainment quotient. The plan works for the futuristic office spaces as well, in terms of unique location.

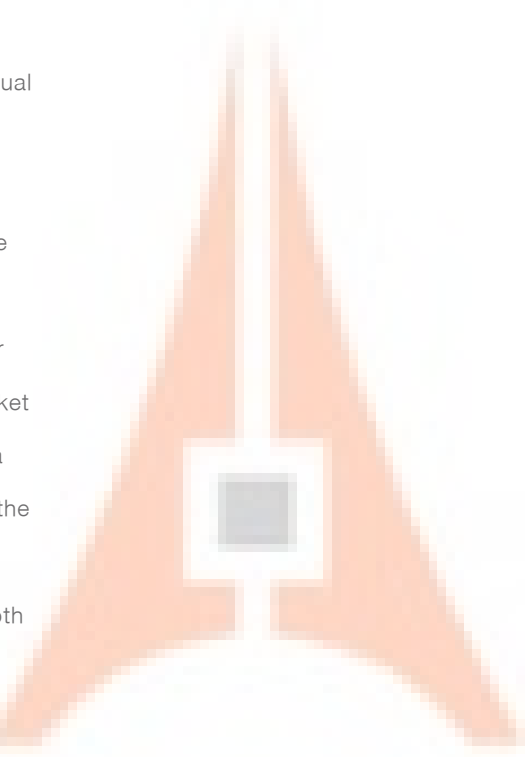




THE DETAILS



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 and 1st floors facilitates entry from both sides. The exits of the Multiplex at the second floor satiate the shopping experience after the shows. The triple 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 Studios 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 is in the hands of one of the world's best renowned master craftsmen, credited with building masterpieces of grandeur. Their brilliance is visible in every project that is strategically planned and painstakingly crafted by them in every aspect, be it architecture, design and construction. They leave no stone unturned to build concrete concepts that 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. Vinayak Diwan, its principal founder was intrigued by the role lighting can play in project aesthetics and has executed his collective experience across varied geographical locations into creating marvelous lighting solutions.

lightbook  
architectural lighting designers



STAR WARS  
THE FORCE AWAKENS  
DECEMBER 18

JACOB

JACOB

TAMMY

PRODA

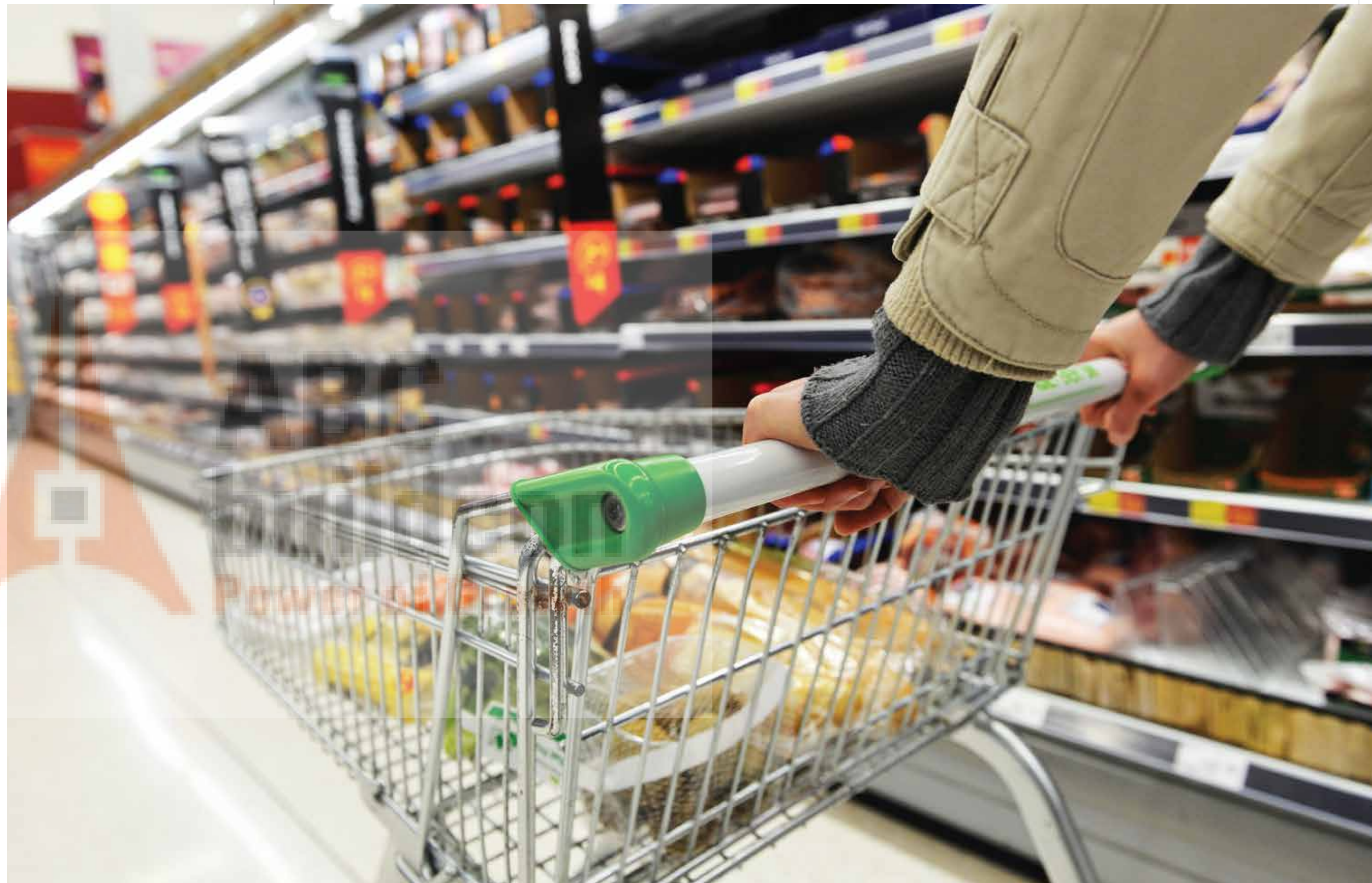
PRODA

ARTISTIC IMPRESSION

# HYPERMARKET



The grand hypermarket is like a magnet to all the multinational bigwigs displaying under one roof with following footfalls. The construction of the hypermarket is designed to accommodate a multitude of customers with provision for parking of large number of cars in the territory of the building. The hypermarket includes functional areas, such as entrance area, trade area, and other areas for sale. Be ready to be deluged with big brands and retail giants rubbing shoulders for your attention.





# 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 and world class offerings. The Anchor stores most likely to take up space include well known fashion giants catering to exquisite tastes of customers across all ages.



FINE DINE  
RESTAURANTS



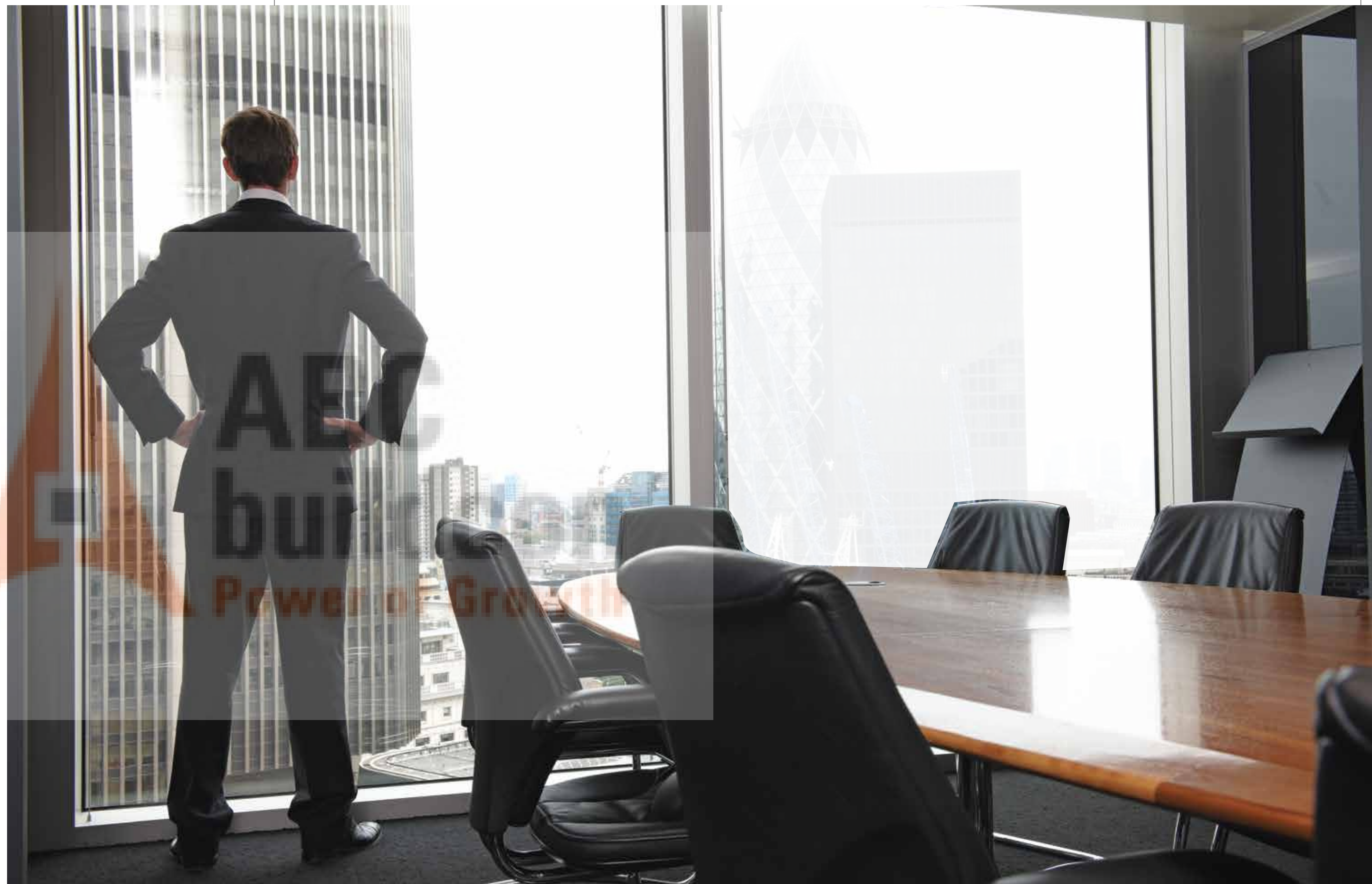
Enjoy Culinary Art and hospitality of fine dining with heady food concoctions, divine flavours and luxurious serving styles that are sure to become the hallmarks at M3M Urbana Premium. Savour a royal bounty of special cuisines blending the freshest ingredients, original flavours and the right etiquette.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



UBER OFFICE  
SPACES



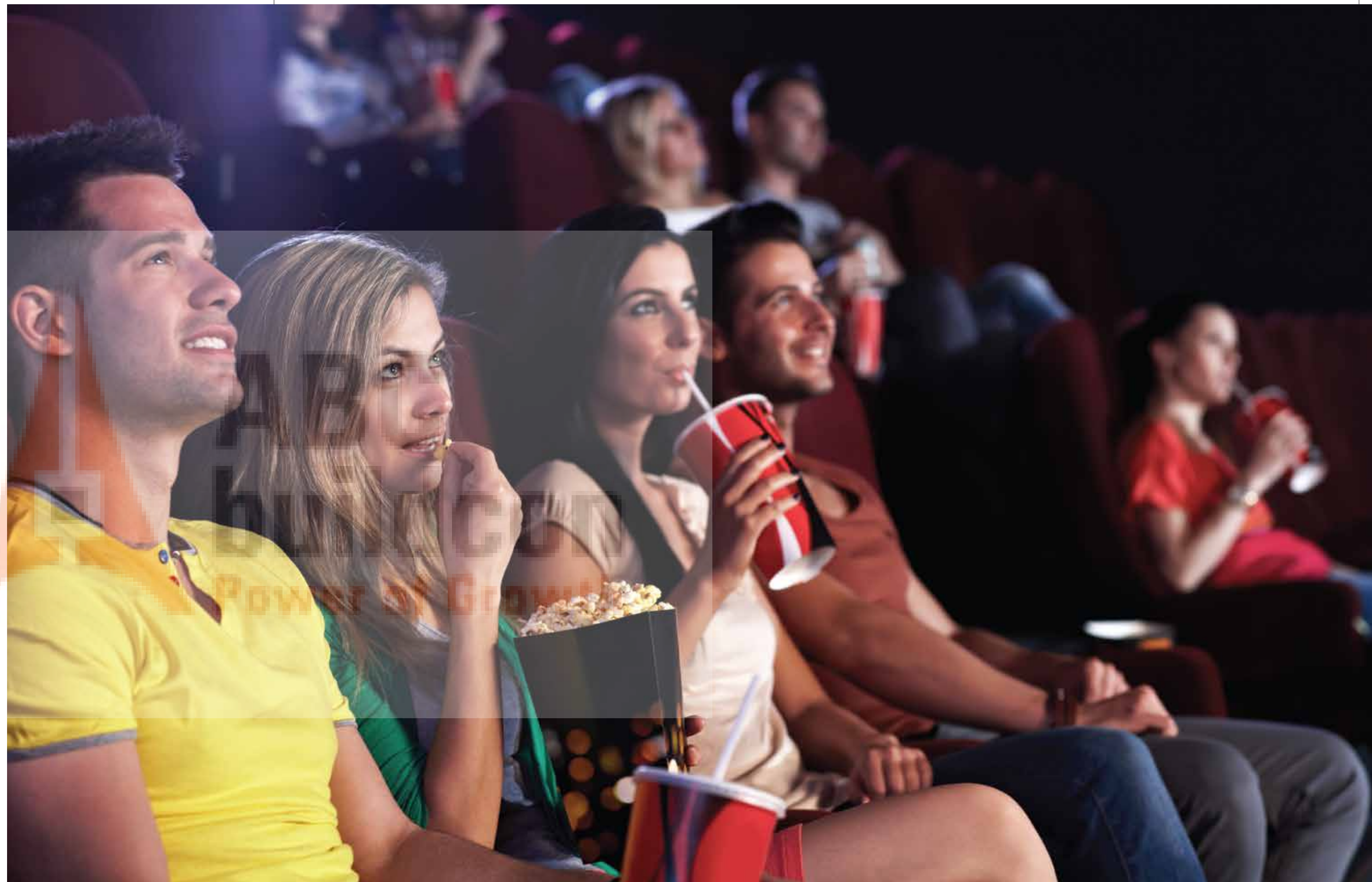
M3M Urbana Premium is crafted to be the most picturesque office suites located at a pivotal road junction. The towering block comprises premium office spaces from 3rd to 12th floors, replete with top notch specifications. With smart technology and efficiency systems in place they epitomize the global milieu of business.



# MULTIPLEX



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 and visitors.





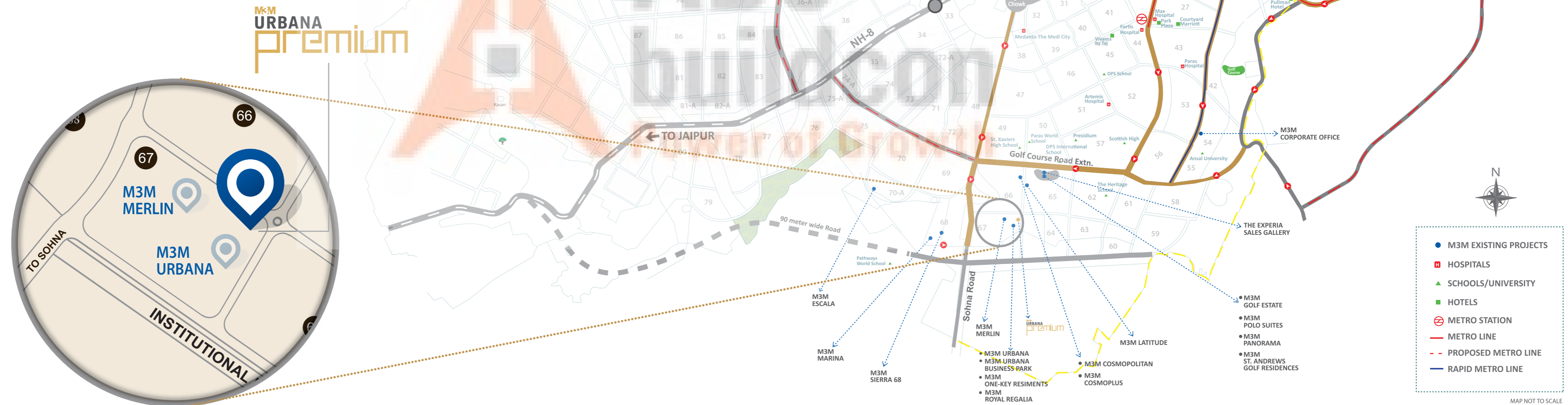
## ENVIABLE LOCATION



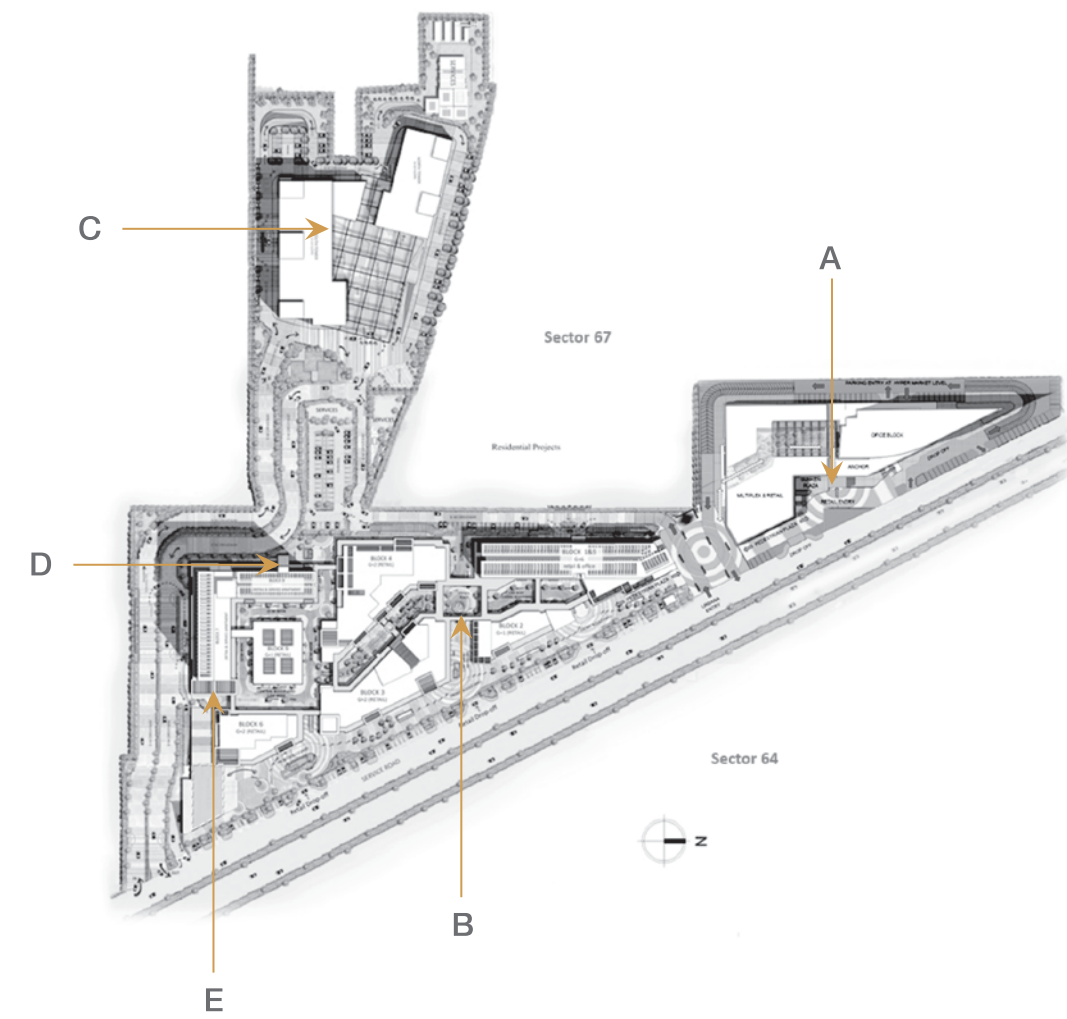
An extension of the sprawling M3M Urbana, M3M Urbana Premium is prominently placed at the junction of sector roads off the Golf Course Extension Road. M3M Urbana Premium encompasses exceptional shopping experience, entertainment and office spaces. It is enveloped by premium residential projects and rewarded 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 MASTER DEVELOPMENT



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









## M3M URBANA PREMIUM SITE PLAN

M3M Urbana Premium, spread over 1.17 hectares, is a part of the 6.87 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 parking, 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 split AC units
- 
**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 parking, 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



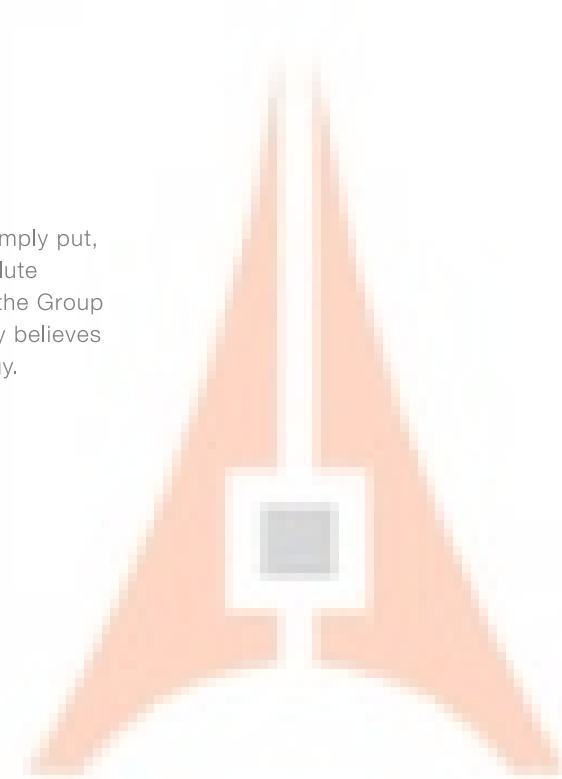




The Group M3M stands for magnificence in the trinity of Men, Materials and Money. Simply put, the organization has a philosophy that strives for excellence, culminating in absolute magnificence in every aspect of its character, ethics and way of doing business. What the Group stands for is in sync with 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.



**ABC**  
**buildcon**  
**Power of Growth**



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



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.



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

**M&M**  
**golfestate**  
Finest Golf Resort Living  
SECTOR-65, GURGAON

**M3M POLO SUITES**  
WHERE THE GENTRY RESIDE  
SECTOR-65, GURGAON

**M&M**  
**latitude**  
LIVING WITH ATTITUDE  
SECTOR-65, GURGAON

**M&M**  
**ST. ANDREWS**  
GOLF RESIDENCES  
SECTOR-65, GURGAON

**M&M**  
**PANORAMA**  
EXCLUSIVE 36 SUITES  
SECTOR-65, GURGAON

**M&M**  
**MERLIN**  
SINGAPORE STYLE WORLD-CLASS APARTMENTS  
SECTOR-67, GURGAON

**M&M**  
**THE MARINA**  
SECTOR-68, GURGAON

**M&M**  
**SIERRA 68**  
SECTOR-68, GURGAON

**M&M**  
**ESCALA**  
SECTOR-70A, GURGAON

**M&M**  
**WOODSHIRE**  
SECTOR-107, GURGAON

## COMMERCIAL

Our range of Commercial and Retail Offerings

**M&M**  
**TEE POINT**  
SECTOR-65, GURGAON

**M&M**  
**COSMOPOLITAN**  
STYLISH RETAIL & COMMERCIAL HUB  
SECTOR-66, GURGAON

**M&M**  
**COSMO**  
CONVENIENCE CARE CLINICS  
SECTOR-66, GURGAON

**M&M**  
**URBANA**  
The Latest in the Evolution of Urban Business & Retail  
SECTOR-67, GURGAON

**M&M**  
**URBANA**  
business park  
SECTOR-67, GURGAON

**M&M**  
**ONE-KEY**  
RESIDENTS  
SECTOR-67, GURGAON

**M&M**  
**ROYAL REGALIA**  
SECTOR-67, GURGAON

**ABC**  
**buildcon**  
Power of Growth

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