



**PURAVANKARA**

YOUR LIFE WILL NEVER  
BE SHORT OF DRAMA

**PURVA**  
**WESTEND**

Fine living like nowhere else. Just 4 km from Koramangala

[www.abcbuildcon.in](http://www.abcbuildcon.in) | +91 8470930121

SHE'S NOT JUST YOUR HOME,  
SHE'S YOUR MUSE FOR A LIFETIME.

Welcome to Purva Westend. Inspired by the vibrant culture centers such as London's West End and New York's Broadway, the architecture of this project thoughtfully blends contemporary high rise living with lifestyle choices of Art, Music and Cinema.

Spend some quality moments at its Culture Club, the Grand Central Boulevard and enjoy the visual feast of the country's largest private open air cinema, fantasy fountains, aesthetic apartment towers and many more

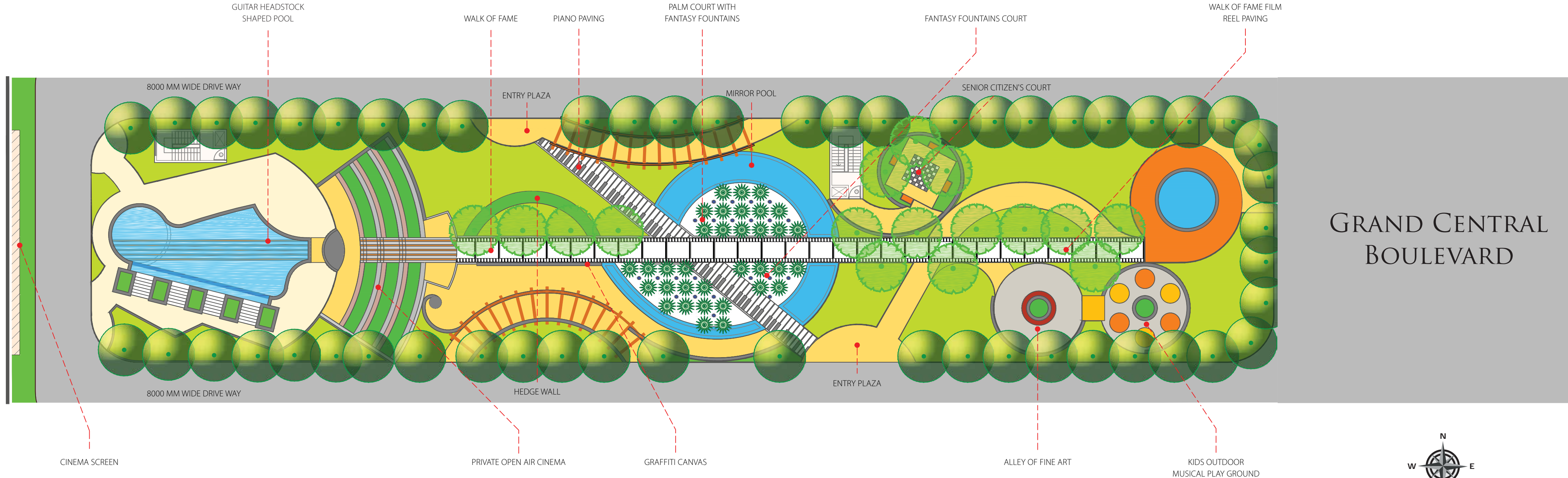
At Purva Westend, it's fine living like nowhere else.

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NOT TO SCALE. PLAN IS CONCEPTUAL IN NATURE AND MAY UNDERGO CHANGES.

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Large Open Air Cinema  
With Amphitheatre



## CATCH UP WITH CELEBRITIES ON A DAILY BASIS.

Avante Garde or popular films, we play it all for your pleasure. With top-of-the-line acoustics, seating and widest of screens, you needn't head far to meet your favourite stars.

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Walking track inspired by  
Hollywood's Walk of Fame



FAME IS FLEETING,  
BUT NOT IN YOUR CASE.

Inspired by the legendary Walk of Fame, we at Puravankara, have recreated the same stretch of fame for our customers to etch their ownership into concrete for posterity.

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Unique Guitar shaped pool



NOW, ADVENTURE  
EXTENDS TO THE POOL.

Tired of conventional pools? Then here is our little design innovation to bring music into your aqua life. Take a lap or two in a guitar headstock-shaped pool.

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Giant graffiti canvas wall

REBELLIOUS. ROMANTIC. POST MODERN.  
THE WALL IS AWAITING YOUR SIGNATURE STYLE.

Be expressive... vent your emotions on the wall. From a simple doodle to complex masterpieces, spray  
it all to your heart's content.

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Fantasy fountain

## THE FOUNTAIN OF EXUBERANCE

There are a variety of fountains to light up your mood. From the ones that sway to the music to the ones that flow as serene as a monk, they have the power to uplift you from ordinary.

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# THE CULTURE CLUB

ACQUIRE SKILLS. EXIT BOREDOM.

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Lego building blocks room

A young child in a dark blue sleeveless shirt and dark pants is kneeling on a green floor, building a wall with colorful Lego blocks. The wall is made of yellow, red, and green blocks. The child is looking down at the blocks. In the background, there is a large pile of unsorted Lego blocks in various colors (yellow, red, green, blue) on the floor. A giraffe-shaped Lego structure is visible in the background.

## LET YOUR KIDS THINK, TINKER & MAKE AT THE SCIENCE CLUB

Building blocks from Lego kits to carpentry to electronics to tinkering kits, nurture your child's creative abilities from the word go.

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Jamming room



THERE'S A HIDDEN MUSICIAN IN YOU.  
FIND HER HERE.

What if your audience don't count up to much; what if your peers don't relate to your passion. What if the world, all of a sudden, finds out the talent called you.

Well, go ahead and jam, for you never know.

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## WHY NOT STEAL MOMENTS FROM THE MERCILESS MARCH OF TIME?

The art form of Ballet is unique and liberating. As a diversion from the mundane, it helps you in keeping shape and retaining your calm.



## FEEL CENTERED EVEN IF THE WORLD IS NOT.

Mind, body and soul. When they are in harmony, the world seems to be a better place to live in. At our Yoga room, there will be able instructors to guide you through the intricacies of Yama, Niyama, Pranayama and Asanas to attain the glorious heights of peace.



### **Location! Location! Location !**

1. Right on the "High Growth Corridor" of Bangalore i.e. Hosur Main Road. Just 3 odd kilometers from Central Silk Board Junction at Kudlu Gate signal
2. Just 10 minutes drive to Electronic City Phase 1, Bangalore Primary IT Business Zone
3. Nestled between posh localities such as Koramangala, HSR Layout, JP Nagar, Jayanagar & Bannerghatta Road
4. Reputed St. John's Hospital just a short drive away
5. Leading schools in the vicinity include Bethany School, Green Wood High International School, Cambridge Public School, Lawrence School, VIBGYOR etc
6. Reputed Christ College, Jyothi Nivas College & NIFT (National Institute of Fashion Technology) just a short drive away
7. Shopping & leisure destinations nearby include Shopper Stop in Koramangala, Total Mall at Madiwala Junction & Forum Mall at Koramangala
8. Proposed Metro Phase II, will connect Hosur Road to Bommasandra. (It is believed albeit unconfirmed that a Metro Station may be built very close to the property)
9. Knight Frank, a leading International Property Consultant claims that "Kudlu Gate has emerged as a preferred residential micro market on Hosur Road"
10. All major car brand service centres in the vicinity

### **Grand Central Boulevard with design inspirations from Art, Music & Cinema**

#### Your life will never be short of drama

11. First of its kind & possibly India's largest Private Open Air Cinema
12. Private Viewing Cabana's for your family
13. Your ownership etched into concrete – Inspired by Hollywood's Walk-of-Fame

#### Music in your life

14. Ambient music in entrance lobbies
15. Swimming pool in the shape of a Guitar headstock
16. Children's musical play area
17. Piano paving

18. Fantasy fountains

#### Listen to your heart and bring out the art

19. Graffiti canvas
20. Alley of fine art

#### And the rest

21. Barbeque lawn
22. Jogging track
23. Old folks corner
24. Mirror pool
25. Basket ball post
26. Children's play area
27. Pet's corner

### **Culture Club (Some call it Clubhouse but we call it Culture Club and here is why)**

#### Culture amenities

28. Nurture the engineer in your kid : Lego building block room
29. Hone your skills to be the next Indian Idol – Acoustically designed Jamming Room with music instruments
30. Pamper the singer in you -Sing-along Karaoke
31. Soothe your soul in the sweet sound of the Piano
32. Tip- toe Ballet room
33. Think, Tinker & Make @ The Science Club – Carpentry kits, electrical kits, painting kits & pottery making
34. Unravel the mysteries of the universe – Roof top sky gazing telescope

#### Sports & Health Amenities

35. Table tennis
36. Well equipped gymnasium
37. Pool table
38. Steam and sauna,
39. Yoga room (Interchangeable with the ballet room)
40. Provision for a mini-mart convenience store

### **Fine living within your four walls**

41. Spacious balcony with every living room
42. Unique Juliet balcony design in master bedroom – Space efficient yet retaining the feel of a balcony

43. Wooden flooring in the master bedroom
44. Premium bathroom fittings
45. Provision for internet connectivity in all rooms
46. Kitchen with granite slab and 600 mm dado
47. Unhindered views of the city and / or the Grand Central Boulevard from higher floors
48. Shoe cleaning machine in all lobbies

### **Your safety is paramount to us**

49. Peripheral vigilance through CCTV/cameras
50. Gas leak detector in kitchen and panic button in master bedroom and dining area
51. Intra-communication facility provided from apartment to apartment and to security cabin within the complex
52. High speed automatic elevators from reputed brands
53. Earthquake resistant buildings
54. Buildings fitted with fire-safety equipment as per the latest development norms
55. Buffer space to break sound from Hosur Road

\*Some of the features may alter during the time of development to meet design challenges, while some other features mentioned may be available only to specific apartments and not to all due to design constraints.

## **55 REASONS IN THE MAKING OF A MASTERPIECE.**

Nothing great has ever got built without it being perfect in terms of details. The reason why, at Purva Westend we travel that extra mile to ensure that every tiny bit contributes to the overall grand vision.





Open air cinema



Alley of fine art



Ballet room



Musical play zone



Karaoke room



Private cabana



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Piano room



Juliet balcony



Pool tables





Steam & Sauna



Play area



Telescope for star gazing



Gymnasium



Table Tennis



Old folks corner



Basketball court



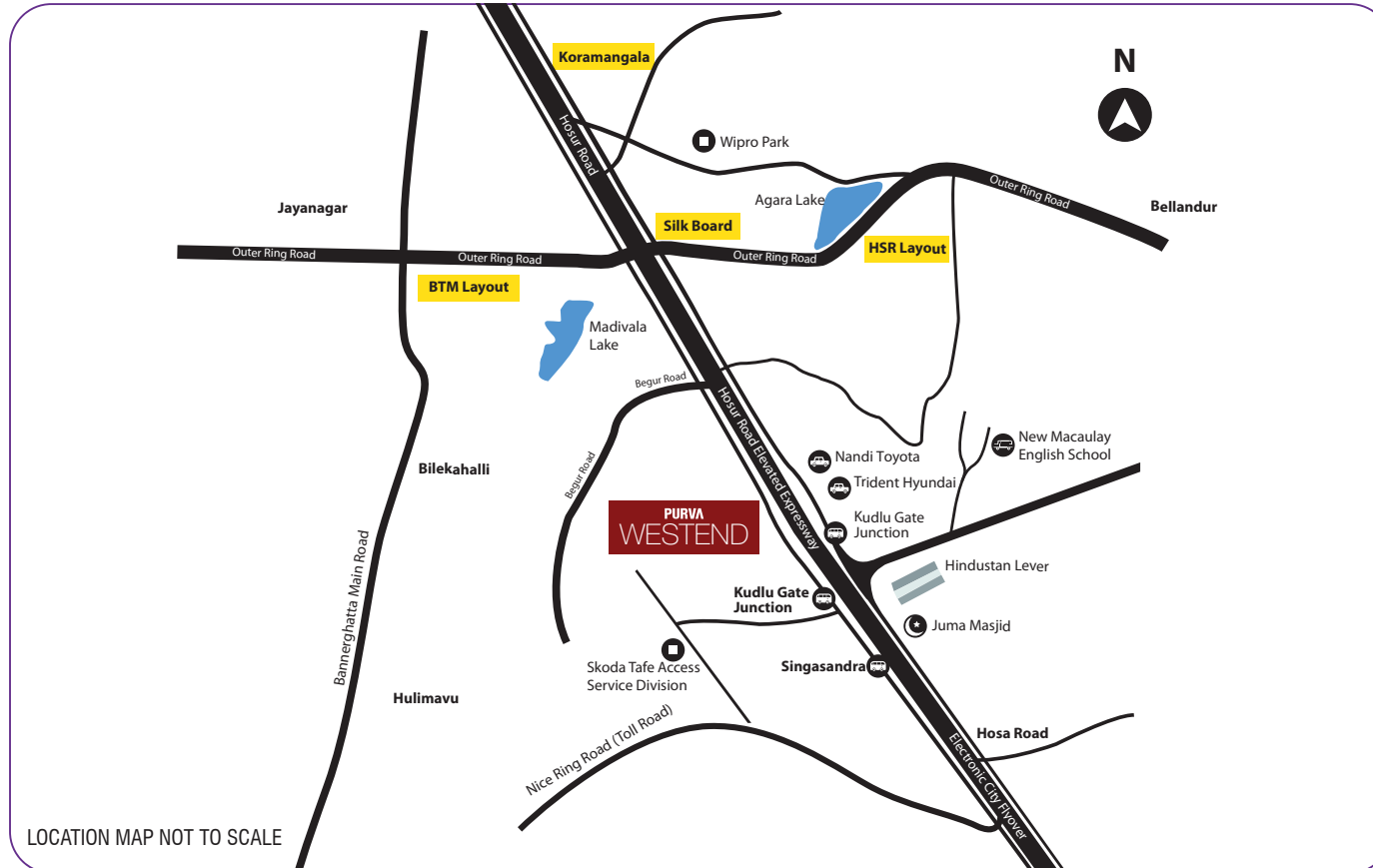
Close circuit camera



Manicured Garden



## LOCATION MAP



### Location Benefits!

- Right on the "High Growth Corridor" of Bangalore i.e. Hosur Main Road. Just 3 odd kilometers from Central Silk Board junction at Kudlu gate signal
- Just 10 minutes drive to Electronic City Phase 1, Bangalore's primary IT business zone
- Nestled between posh localities such as Koramangala, HSR Layout, JP Nagar, Jayanagar and Bannerghatta road
- Reputed St. John's Hospital just a short drive away
- Leading schools in the vicinity include Bethany School, Green Wood High International School, Cambridge Public School, Lawrence School, VIBGYOR etc
- Reputed Christ College, Jyothi Nivas College and NIFT (National Institute of Fashion Technology) just a short drive away
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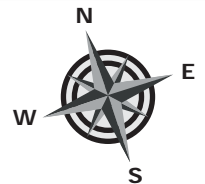


# MASTER PLAN



## LEGEND

- 01 Entrance Plaza
- 02 Tree Grove
- 03 Fender Pool
- 04 Private Cabana
- 05 Walk of fame film reel paving
- 06 Piano paving
- 07 Palm court with musical fountain
- 08 Kids outdoor musical play ground
- 09 Art street
- 10 Informal amphitheater
- 11 Mirror pool
- 12 Open air cinema
- 13 Children's play area
- 14 Senior tennis court
- 15 Basket ball court
- 16 Wing - A, B & C - 2B+G+19 Floors
- 17 Wing - D - 2B+G+19 Floors
- 18 Wing - E - 2B+G+19 Floors
- 19 The Culture Club - G+2
- 20 Senior citizen's court
- 21 Services
- 22 Junior tennis court





# TYPICAL FLOOR PLAN – 1st to 18th TOWER - A

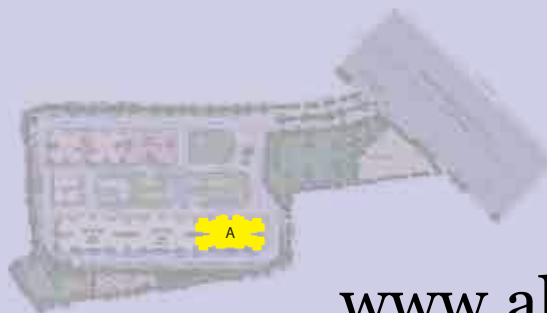
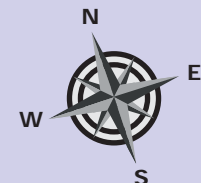
GRAND CENTRAL BOULEVARD FACING



Area Statement Tower A

| UNIT SERIES | CONFIGURATION  | SIZE | CLASSIFICATION |
|-------------|----------------|------|----------------|
| 1           | 3B+3T; Grand   | 1677 | Super Premium  |
| 2           | 3B+2T; Comfort | 1497 | Super Premium  |
| 3           | 3B+2T; Comfort | 1499 | Super Premium  |
| 4           | 2B+2T          | 1185 | Premium        |
| 5           | 2B+2T          | 1185 | Premium        |
| 6           | 3B+2T; Comfort | 1498 | Premium        |
| 7           | 3B+2T; Comfort | 1495 | Super Premium  |
| 8           | 3B+3T; Grand   | 1677 | Super Premium  |

CITY VIEW





# TYPICAL FLOOR PLAN – 1st to 18th TOWER - B

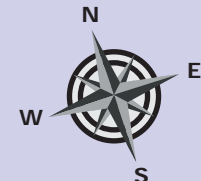
GRAND CENTRAL BOULEVARD FACING



Area Statement Tower B

| UNIT SERIES | CONFIGURATION  | SIZE | CLASSIFICATION |
|-------------|----------------|------|----------------|
| 1           | 3B+3T; Grand   | 1677 | Super Premium  |
| 2           | 3B+2T; Comfort | 1495 | Super Premium  |
| 3           | 3B+2T; Comfort | 1497 | Premium        |
| 4           | 2B+2T          | 1185 | Premium        |
| 5           | 2B+2T          | 1185 | Premium        |
| 6           | 3B+2T; Comfort | 1498 | Premium        |
| 7           | 3B+2T; Comfort | 1495 | Super Premium  |
| 8           | 3B+3T; Grand   | 1677 | Super Premium  |

CITY VIEW





# TYPICAL FLOOR PLAN – 1st to 18th TOWER - C

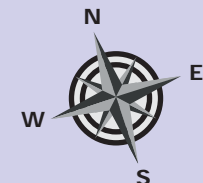
GRAND CENTRAL BOULEVARD FACING



Area Statement Tower C

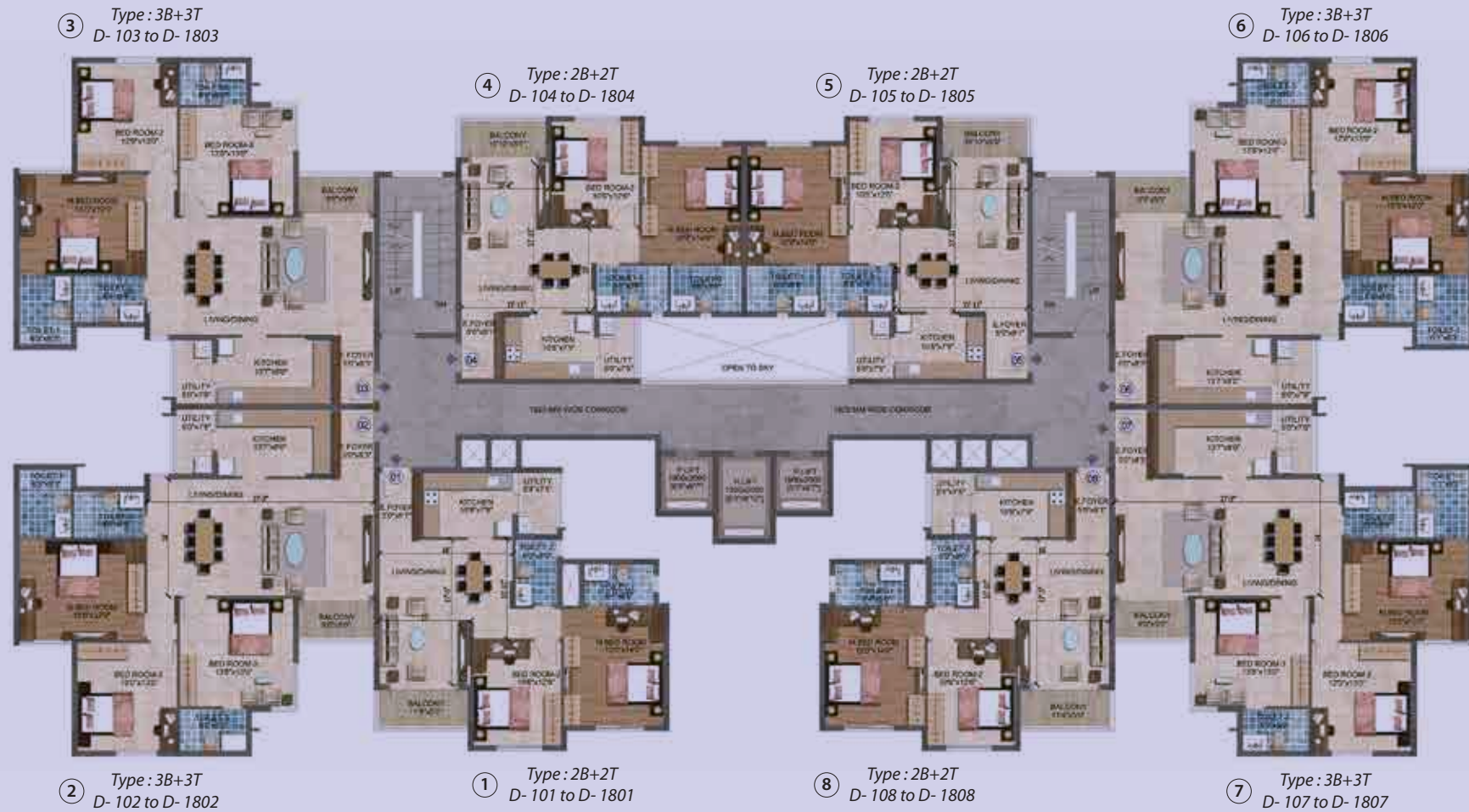
CITY VIEW

| UNIT SERIES | CONFIGURATION  | SIZE | CLASSIFICATION |
|-------------|----------------|------|----------------|
| 1           | 3B+3T; Grand   | 1677 | Super Premium  |
| 2           | 3B+2T; Comfort | 1495 | Super Premium  |
| 3           | 3B+2T; Comfort | 1497 | Premium        |
| 4           | 2B+2T          | 1185 | Premium        |
| 5           | 2B+2T          | 1185 | Premium        |
| 6           | 3B+2T; Comfort | 1500 | Super Premium  |
| 7           | 3B+2T; Comfort | 1497 | Super Premium  |
| 8           | 3B+3T; Grand   | 1677 | Super Premium  |





# TYPICAL FLOOR PLAN – 1st to 18th TOWER - D



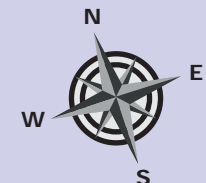
CITY VIEW

GRAND CENTRAL BOULEVARD FACING



Area Statement Tower D

| UNIT SERIES | CONFIGURATION | SIZE | CLASSIFICATION |
|-------------|---------------|------|----------------|
| 1           | 2B+2T         | 1213 | Super Premium  |
| 2           | 3B+3T; Grand  | 1752 | Super Premium  |
| 3           | 3B+3T; Grand  | 1752 | Super Premium  |
| 4           | 2B+2T         | 1184 | Premium        |
| 5           | 2B+2T         | 1184 | Premium        |
| 6           | 3B+3T; Grand  | 1750 | Premium        |
| 7           | 3B+3T; Grand  | 1750 | Super Premium  |
| 8           | 2B+2T         | 1213 | Super Premium  |





# TYPICAL FLOOR PLAN – 1st to 18th TOWER - E

CITY VIEW



GRAND CENTRAL BOULEVARD FACING

Area Statement Tower E

| UNIT SERIES | CONFIGURATION   | SIZE | CLASSIFICATION |
|-------------|-----------------|------|----------------|
| 1           | 3B+3T+SR*; Luxe | 1886 | Super Premium  |
| 4           | 3B+3T+SR*; Luxe | 1891 | Premium        |
| 5           | 3B+2T           | 1415 | Premium        |
| 6           | 3B+3T+SR*; Luxe | 1888 | Premium        |
| 9           | 3B+3T+SR*; Luxe | 1887 | Super Premium  |





## TYPICAL UNIT PLANS



2B + 2T  
SBA : 1184 / 1185 sq. ft.



2B + 2T  
SBA : 1212 / 1213 sq. ft.



## TYPICAL UNIT PLANS



3B + 2T (Comfort)  
SBA : 1495 - 1500 sq. ft.



3B + 2T (Comfort)  
SBA : 1415 sq. ft.



## TYPICAL UNIT PLANS



3B + 3T (Grand)  
SBA : 1677 sq. ft.



3B + 3T (Grand)  
SBA : 1750 / 1752 sq. ft.



## TYPICAL UNIT PLANS



Servant's Room  
SBA : 154 / 156 sq. ft.



3B + 3T (Luxe)  
SBA : 1732 / 1733 / 1735 sq. ft.



3B + 3T + SR (Luxe)  
SBA : 1886 - 1891 sq. ft.

# PROJECT SPECIFICATIONS

## Structure:

- RCC framed structure
- Parking in basement and stilt floor

## Lobby & Staircase:

- Elegant ground floor lobby with highly polished granite or equivalent or combination of granite and marble flooring

## Apartment Flooring:

- Master bedroom laid with laminated wooden flooring
- Vitrified tiles in living, dining, other bedrooms and passages leading to bedrooms
- Vitrified or anti-skid/matt finished vitrified tiles in unit terraces
- Vitrified tiles in balconies

## Kitchen & Utility:

- Vitrified tile flooring in kitchen
- Vitrified tile flooring in utility area
- Provision for washing machine in utility

## Bathrooms:

- Anti skid/matt ceramic designer tile flooring
- Colored glazed or matt finish designer tiles up to the height of 2300mm
- Master bathroom - Granite/marble counter-top wash basin with hot and cold water mixer, shower area with head rose or rain shower and wall mixer or diverter.
- Other bathrooms - Granite/marble counter-top wash basin, shower area with head rose and wall mixer or diverter and wall mounted EWC with premium quality CP fittings and sanitary fixtures.
- Plumbing line provision for geyser
- Wall mounted EWC and premium quality CP fittings (Jaguar/ Kohler/ Roca or equivalent brand)and sanitary fixtures ( Kohler/ Toto/ Roca/ Hindware/ Parryware or equivalent)

## Doors:

- Main door – Engineered solid core door frame with shutter consisting of veneer skin on plywood on both sides with melamine polish with good quality hardware and security eye
- Bedroom doors – Engineered solid core door frame with shutter consisting of veneer skin on top of plywood on both side with melamine polish and good quality hardware

- Bathroom doors – Engineered solid core door frame with shutter consisting of veneer skin on plywood on both sides and melamine polished on outside, waterproofed/ laminated on the inside surface with good quality hardware and thumb turn lock
- Balconies for living, dining and bedroom balconies – Glazed French windows with heavy gauged UPVC/ aluminum frames with sliding/ hinged shutters with mosquito mesh
- Utility door-Glazed door cum window with heavy gauged UPVC/ aluminium frames with sliding/ hinged shutters

## Windows:

- Heavy gauged UPVC/ aluminium frames with glazed, sliding/hinged shutters with mosquito mesh and mild steel grills

## Ventilators

- Heavy gauged, UPVC/ aluminium frames with glazed, louvered/hinged/ fixed shutters
- Provision for exhaust fan

## Painting:

- Plaster and external quality paints and textured surfaces in selective places as per design for exterior fascia of the building
- Interior walls are plastered and smoothly finished with putty and painted in emulsion

## Ceilings:

- POP/ Polysterene cornices in living, dining, foyer and in passage areas
- Ceilings are finished with putty and painted in OBD

## Staircase & Balcony Railings:

- Mild steel railings as per architect's design

## Electrical:

- All electrical wiring is concealed with premium quality PVC conduits
- Adequate power outlets for lights, fans, exhaust-fans, call-bell, television, AC points and telephone points are provided in all bedrooms, living and dining area
- TV and telephone point in the living room and all the bedrooms. Data point in all the bedroom, intercom point and provision for cable TV connection in the living area.

- AC point in master bedroom and guest bedroom. Dummy AC points in other bedroom
- 6 KW power will be provided for 3 BHK and 5 KW power for 2 BHK apartments

## Elevators:

- Automatic passenger and service lifts are provided in every block with intercom facility connected to security cabin

## DG Power:

- 100% back-up for common area lighting, pumps and lifts.
- 3 KW of D.G. power backup is provided for 3 BHK and 2 KW for 2 BHK apartments

## Security System & Intra Communication system:

- Panic button in master bedroom and dining area
- Gas leak detector in kitchen.
- Peripheral vigilance through CCTV/cameras
- Boom barriers at the entrance to the premises
- Intra-communication facility from apartment to apartment and to security cabin within the complex

## Project Includes:

- Water features in landscaped area
- Well lit landscaped garden



| Unit Configuration  | 2 BHK                      | 3 BHK Comfort              | 3 BHK Grand                 | 3 BHK Luxe                   |
|---|----------------------------|----------------------------|-----------------------------|------------------------------|
| Saleable area   | 1184 - 1213 sq. ft.        | 1495 - 1500 sq. ft.        | 1677 - 1752 sq.ft           | 1886 -1891 sq.ft             |
| Indicative total price excluding stamp duty & registration for a typical 10th floor unit. | Rs 66.00 to Rs 74.20 Lakhs | Rs 83.10 to Rs 91.60 Lakhs | Rs 92.40 to Rs 105.90 Lakhs | Rs 103.10 to Rs 113.80 Lakhs |

## Non-binding expression of interest invited for Purva Westend at the below mentioned indicative pre-launch price

|  |   |
|--|---|
| Indicative base price range<br>Rs 4390 - Rs 4750 per sq. ft. | <p>Indicative Other charges</p> <ol style="list-style-type: none"> <li>1. Floor rise Rs 20 per sq. ft. per floor</li> <li>2. Super premium charges Rs 150 per sq. ft.</li> <li>3. Culture Club charges Rs. 2, 25, 000</li> <li>4. Covered car park facility Rs 2, 75, 000</li> <li>5. Other levies include service tax, VAT, KEB and BWSSB, Advance maintenance, Stamp duty, Registration &amp; Misl charges</li> </ol> |
|--|---|

## DISCLAIMER

Please be fully aware of the below facts

- Development plans for the project have been submitted to the concerned authorities and the final statutory approvals are awaited shortly
- Selling price are indicative only
- Puravankara at its sole discretion shall process the application form that shall be submitted to us and deposit the booking cheque
- Selection of unit is subject to realization of the booking cheque, subject to availability and final confirmation from Puravankara Projects Ltd., and allocation of such apartment/s will be at the sole discretion of Puravankara Projects Ltd.

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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Hosur Main Road, Bangalore

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channelsales@puravankara.com

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vinay.gupta@puravankara.com

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shreyshi@puravankara.com,  
bhaskar.rawat@puravankara.com

### Mumbai: Waseem Shaikh, +91 90290 80824

waseem.shaikh@puravankara.com



## 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 Amaiti, Trichy Road, Coimbatore

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