

**M3M** | °  
**Latitude**  
LIVING WITH ATTITUDE



**DISCOVER  
LIVING  
AT THE  
TOP  
OF THE  
WORLD**

# THE ALTITUDE OF ATTITUDE

Soar above the others. Like an eagle, dominate the sky. Live the high flyer's life. Passionately crafted with the finest piece of architecture in recent times. Explore the euphoria for your senses with maximized panoramic views spread till the very horizon. Blessed with unique features, unseen anywhere in Gurgaon, the building is a vision of the future, being brought alive today. Techno styled and neo-minimalist design accentuations combined with avant-garde sculptures and water bodies evoke a sense of calm and serenity in a life, suited for winners. 'Uncommon' your lifestyle at the cradle of sophistication and exclusivity, as M3M unveils Latitude – the newest benchmark in exclusive new age living.



# INCOMPARABLE IN ADDRESS. PARAMOUNT IN LIFESTYLE.

Luxury is attention to detail, originality, exclusivity and above all, quality.

M3M Latitude is designed to be special in every way. Every day turns into a new experience in a building designed for the high flyer's life, literally. Exceptional in design and amenities, utterly private and incredibly captivating, M3M Latitude is a destination beyond compare.

- 160 limited edition units
- Observatory deck with a panoramic view of the city skyline
- Sky Clubhouse at nearly 130 mtrs.
- Ground floor club with superlative amenities
- 4 high speed passenger elevator and 1 express elevator exclusively for access to the club floors.
- Rooftop café
- Multiple levels of basement parking



Sky Lounge

Clubhouse

Fitness Club

# LIVING HIGH ABOVE THE STANDARDS OF LUXURY

A truly unique singular tower overlooking the skyline of modern millenium city, Gurgaon. M3M Latitude is designed to offer iconic living to the connoisseurs of modern luxury will be known for its architectural ingenuity and world class amenities.





# WAKE-UP TO NATURE UNBOUND, EVERYDAY!

M3M Latitude is your address for complete solitude and peace. Surrounded for miles by endless scenic beauty, M3M Latitude infuses your life with tranquility and gives your family respite from a fast paced city life.

- Open views on all sides for miles together
- Surrounded primarily by low rise settlements
- Overlooking the prime district of M3M Golf Estate

# TAKE IN THE MAJESTIC VIEW OF THE GOLF COURSE

Overlooking the pristine golf course at M3M Golfstate, M3M Latitude rises above all the surroundings with a commanding view of the lush green executive golf course. M3M Latitude takes you up to astonishing views of tranquility everyday. Designed with the same elegance and aesthetics that are hallmark of the M3M, M3M Latitude offers a unique lifestyle experience, set within endless green acres.





# LOCATION ADVANTAGE

Prominently located on a 60 metre wide main arterial sector road, off Golf Course Extension Road.

Just a 30 minute drive from Delhi International Airport.

Located near the Metro corridor, offering fast, convenient and comfortable connectivity to Delhi. Easy accessibility to NH8 as well as to South Delhi via the Gurgaon Faridabad Expressway.

Strategically linked to all major Business Hubs & Retail destinations.

Close to major hospitals like Medicity, Artemis, Fortis etc. and schools like St. Xavier's High School, DPS International, Heritage School etc.

▲ School    H Hospital    ■ Hotel

- M3M URBANA
- M3M URBANA BUSINESS PARK
- M3M ONE-KEY RESIDENTS
- M3M ROYAL REGALIA

- M3M COSMOPOLITAN
- M3M COSMOPLUS

- M3M POLO SUITES
- M3M ST. ANDREWS GOLF RESIDENCES
- M3M GOLF ESTATE
- M3M PANORAMA SUITES

MAP NOT TO SCALE



# MASTER PLANNERS UHA, LONDON

UHA is an international architecture and design studio headquartered in London, managing projects across the Americas, Asia and Europe. The studio is involved in a wide range of projects varying in context, function and scale that encompass architecture, master planning and interior design.

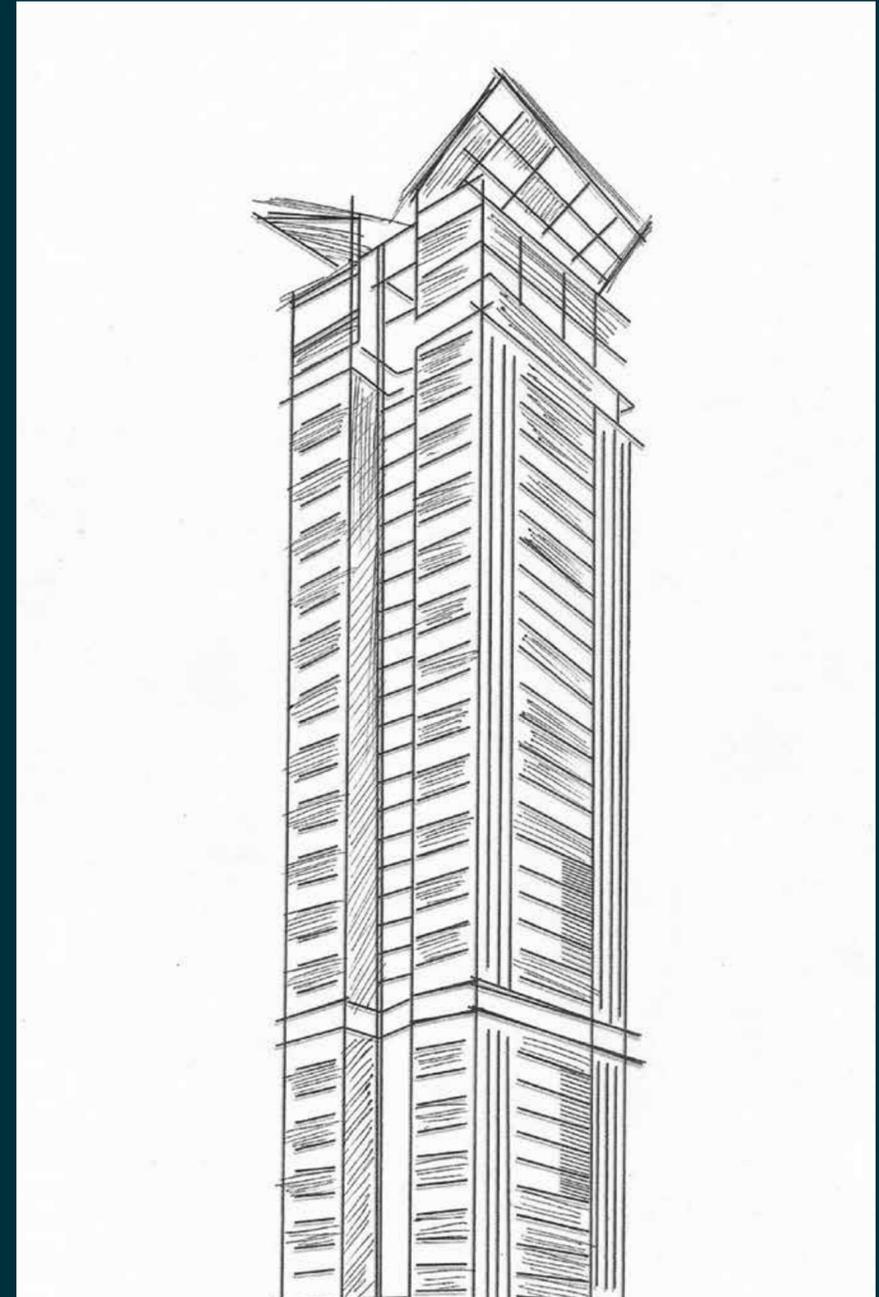


## Design philosophy

M3M Latitude has been conceptualized with an energetic and optimistic approach to create a niche habitat. The design of M3M Latitude strives to constantly improve the quality of its built environment by focusing on specific elements such as natural light, clean lines and spatial sequences that enhance both private and public zones.



The landscape design at the entrance and green areas evoke a sense of a closely cropped garden. Well-lit walkways with mood effect and rock sculptured features with in built audio system. The whole scenario will incorporate pebbled pathways leading to an exclusive club and infinity pool.



The architectural design is flawless. Straight lines intermingled with sharp angles that culminates into a rooftop shaped like an eagle with its wing spread, making the pinnacle soar above the skyline of Gurgaon.

# LIGHTING DESIGN

## Design Philosophy

Even the simplest of forms is made interesting with the thoughtful integration of light. M3M Latitude features bold curves and accentuated finishes on every level. Complementary mood lights have been used to highlight the patterns and contours. M3M Latitude's lighting contributes to the promotion of sustainability in the built environment by using the best technology possible to minimize the building's carbon footprint.



The entire tower will be lit up like a beacon of illumination that will stand out amongst the plethora of buildings that surround the area. The exterior peripheral walkways and manicured shrubs will also be discreetly illuminated to provide a sensual delight.



# SITE PLAN

The site of this unique complex is so well thought out that it makes living here a most convenient, healthy, safe and aesthetically superior option. The underground parking, water body at the entrance and 'spring-in-your-feet' pathways flanked by green plants and trees – a delightful and well planned layout.

1. Main Building
2. Pedestrian Pathway
3. Pool
4. Pool Deck
5. Pool Side Seating A
6. Pool Side Seating B
7. Drop Off
8. Entrance



60 Meter wide Sector Road



# GRAND ENTRANCE LOBBY, YOUR ARRIVAL INTO THE EXTRAORDINARY LIFE

The palm tree lined entrance leading into a posh, concierge serviced lobby area is just the beginning. The special “you have arrived” feeling is replete as your high-speed elevator effortlessly transports you to your haven above.



# DELVE INTO A DISTINGUISHED EXPERIENCE. ASTONISH YOURSELF EVERYDAY.

Life flows happily. Emotions find their sanctuary in every home at M3M Latitude. Step into your private luxurious retreat where every day is a celebration, and every moment a pleasure.

Maximized natural lights and systematic ventilation keeps the room alive with energy throughout the day. Host an elaborate party or an intimate dinner. Your living room gives the luxury of space amidst an ambience that evokes indulgence.



Maximized luminosity



Energy efficient VRV/VRF systems



Décor friendly spaces

The interiors that are well charted allow clean and clear ventilation, ease of movement and thoughtful room allocation. Bright colors and expansive views from double-glazed windows provide beautiful sunrises and sunsets.



# RISE ABOVE, DREAM AMIDST THE CLOUDS

With towering views of Gurgaon and choicest design touches, your playground for pampering is ready. Blessed with the goodness of natural light, your room will always be brimming with joy and exuberance.

Every room opens up to a spacious balcony. Make it your private sky garden or just a place to unwind, M3M Latitude offers an array of innovative spaces to carve your life as per your needs and desires.

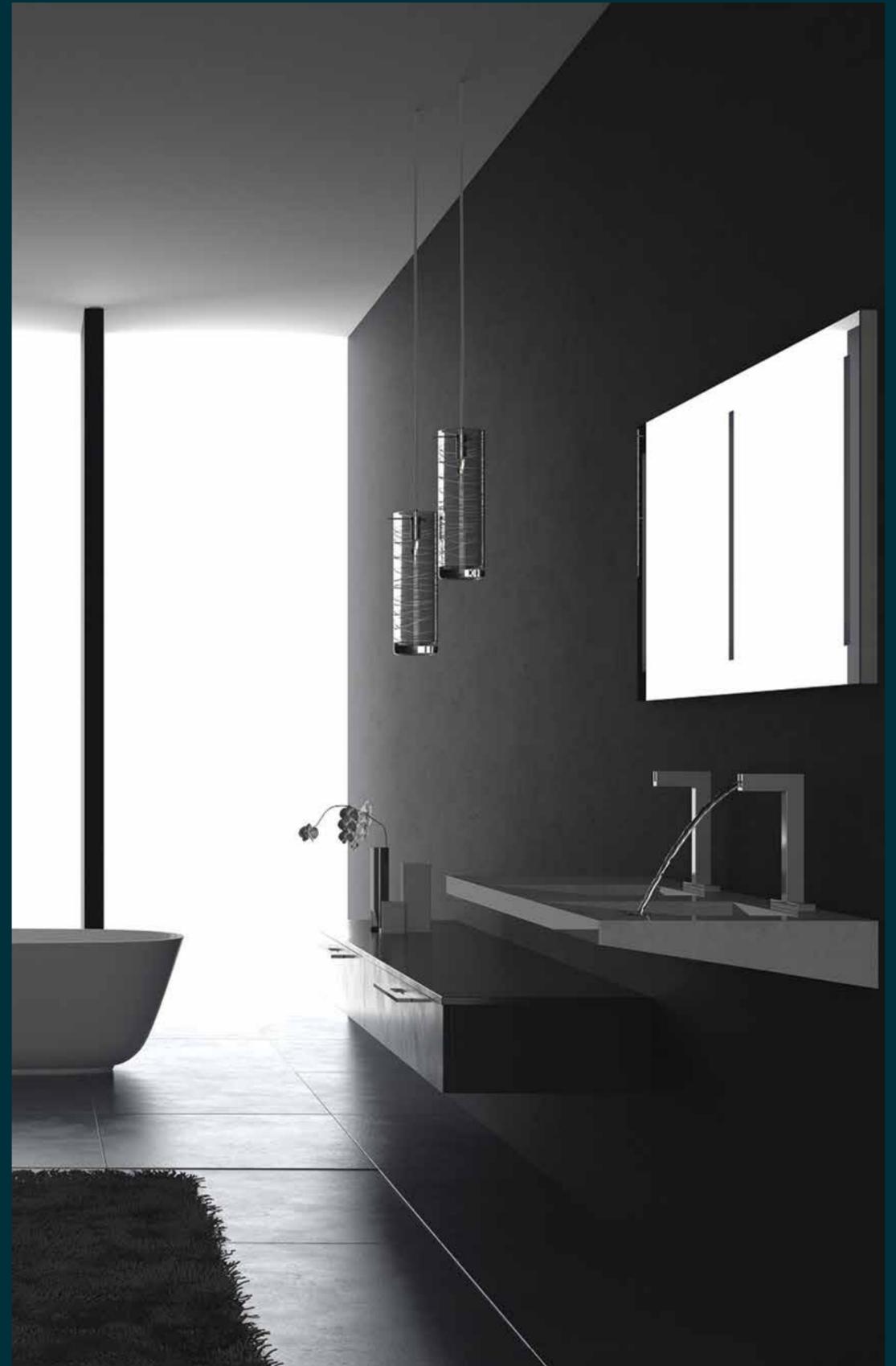


# COMFORT AND CONVENIENCE MEETS GLAMOROUS EXECUTIONS

Accentuated with the finest bath accessories sourced from all over the world, every bathroom at M3M Latitude tells a separate story of fine selections and elegant executions. Equipped with comfort enhancing materials ergonomically designed to maximize convenience and give you an ethereal experience, every time you step into the room.



Bathroom suites and modern modular kitchens make up the requisite convenient home amenities.



**THE 360° LIFE  
EVERYTHING  
YOU EVER  
WANTED**

**“WHAT  
A VIEW!”**

360-degree panoramic view from the observatory deck and the roof top café. This is perhaps the “Pièce de résistance ” of your life at M3M Latitude. Exclusive fast-speed elevators to speed you up to the top floors. And yes...this view will make life worth living all over again!



# THE ULTIMATE INDULGENCE, IMPECCABLY CRAFTED TO PERFECTION

The highlight of the building is the iconic rooftop lounge and observatory deck called the Crystal Club. Located more than approx 130 mtrs above the ground and connected by an express lift, this club is conceptualised to provide the paramount destination for parties and social gatherings, to inspire and mesmerize every visitor.

Sky Lounge

Clubhouse

Fitness Club



# CRYSTAL CLUB AND POOL



Your weekends and after-office hours will never be the same again. A well-designed infinity pool-and-deck gives you the ticket to that special feeling of relaxation and well-being. Form and style are ethereal facets of life that are in the most subliminal. The making of the 'Crystal Club' is more a labor of love, than a mere technical exercise.

# SAFE AND SECURE WITH INTELLIGENT HOME ACCESS SYSTEM

- Total fire protection and security systems all in place.
- Earthquake resistant structure designed as per BIS standards



# IMPECCABLE IN CREATION. PHENOMENAL AS A DESTINATION!

All apartments enjoy abundant natural light all around.  
World-class club with gymnasium, spa, jacuzzi, steam, sauna, etc.  
Resort-style pool area and large deck.  
High rise with beautiful external lighting  
High speed elevators  
Rooftop café with breathtaking views.



# GOURMET FARES. GLOBAL FLAVORS. ON THE STAIRWAY TO HEAVEN

Fresh air. Effervescent aromas. Delectable delights. Welcome to the connoisseur's life. M3M Latitude houses a rooftop restaurant featuring a globally curated menu, just an elevator away from your luxury home.



# PROPOSED SPECIFICATIONS



## Bedrooms

**Walls:** Plastic emulsion with roller finish  
**Floors:** Imported laminated wooden flooring  
**Doors:** Polished flush shutter with wooden door frame  
**Windows:** Double glazed; UPVC Aluminium glazing (powder coated or anodized)  
**Ceiling:** Plastic emulsion



## Living/Dining Room

**Walls:** Plastic emulsion with roller finish  
**Floors:** Imported marble  
**Doors:** Polished flush shutter with wooden door frame  
**Windows:** Double glazed; UPVC aluminium glazing (powder coated or anodized)  
**Ceiling:** Plastic emulsion



## Kitchen

International style modular kitchen with hob and chimney  
 Polished granite counter with SS sink and CP faucet  
**Walls:** 2' high ceramic tiles above counter, balance painted  
**Floors:** Anti skid ceramic/vitrified tiles  
**Doors:** Polished flush shutter with wooden door frame  
**Windows:** UPVC aluminium glazing (powder coated or anodized)  
**Ceilings:** Oil bound distemper paint



## Servant / Utility Room

**Walls:** Oil bound distemper  
**Floors:** Ceramic/ vitrified tiles  
**Windows:** UPVC/ aluminium glazing (powder coated or anodized)  
**Doors:** Painted flush shutter with wooden door frame  
**Ceilings:** Oil bound distemper paint



## Balcony / Utility Balcony

**Floors:** Anti-skid ceramic / vitrified tiles  
**Walls:** Durable exterior paint



## Staircases

**Walls:** Oil bound distemper paint  
**Floors:** Kota stone / precast tiles  
**Doors:** Steel fire doors / fire resistant shutter  
**Ceilings:** Oil bound distemper paint



## Toilets

**Walls:** Ceramic tiles dado, rest plastic emulsion paint  
**Floors:** Anti skid ceramic/vitrified tiles  
**Doors:** Polished flush shutter with wooden door frame  
**Windows:** UPVC aluminium (powder coated or anodized) window  
**Ceilings:** Plastic emulsion paint  
**Fixtures:** Single lever, international brand CP fittings & white sanitaryware



## Lift Lobbies

**Walls:** Combination of one and more of stone cladding, tiles wall paper and plastic emulsion paint  
**Floors:** Combination of one and more of natural stone & tiles  
**Doors:** Stainless steel finished lift doors  
**Ceilings:** Plastic emulsion paint  
**Others:** Granite / marble counter  
 Air-conditioned ground floor lobby



## External Facade

**Walls:** Combination of one and more of stone cladding, plaster with exterior grade paint, glazings  
**Railings:** Glass balcony railings



## Electrical Equipment

VRV/VRF airconditioning system for living, dining & bedrooms  
 Three tier security system  
 High speed elevators with stainless steel lift car interiors  
 100% Power back up round the clock with suitable diversity and load factor



## Fire Safety

Automatic sprinkler system, wet riser, Fire detection & alarm system



## Others

Round the clock treated water supply

# M3M GROUP



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.



The M3M Life, a part of M3M Group's residential projects has always been versatile in its approach towards perfection. In the quest to present a flourishing premium lifestyle these apartment configurations range from well-planned and spacious duplexes to palatial 3-level penthouses while keeping the needs and requirements of our customers in mind. Keeping our customers' ease and comfort upfront, we made sure that all our projects are strategically located in Gurgaon's top residential sectors and in the vicinity of the corridor that will connect Delhi with Gurgaon, thus giving the best there can be in a complete package.



# THE WORLD OF M3M



A constant pursuit of joy in creation of a happy and networked residential society that is rewarding to the families and completely secure.



Forming prime commercial & retail spaces, most luxurious shopping destinations and the most sophisticated offices.



Redefining the aura of hospitality through unmatched services and unfathomable care to provide the utmost comfort and a fulfilling experience.



Developing the future, through world class and truly global workspaces for IT/ITES & SEZs.



Enhancing enlightenment of minds through holistic education and world class schools and institutions.



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



M3M CARE is the human face of the company that embodies the group's CSR activities. We believe in giving back to our workers, our community and to our natural surroundings.

☎ 1800 123 3333 📞 'M3M' to 56263 📧 info@m3mindia.com, sales@m3mindia.com 🌐 www.m3mlatitude.com

M3M India Private Limited, CIN: U80903HR2007PTC044491,  
Paras Twin Towers, Tower-B, 6th Floor, Golf Course Road, Sector-54, Gurgaon - Haryana. Ph: +91 124 4732000, Fax: +91 124 4732010

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