

EVERYTHING ELSE
IS JUST **ORDINARY!**


URBANA
The Latest in the Evolution of Urban Business & Retail



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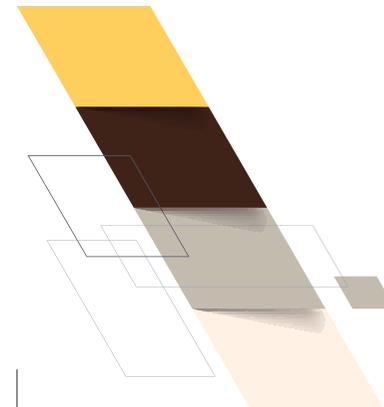
FOUNDER CHAIRMAN'S MESSAGE

*I*t gives me immense pride and pleasure to announce delivery of M3M Urbana – the largest integrated commercial development. It is a beautiful amalgamation of retail, F&B and office spaces and a reflection of company ethos of giving shape to projects that are an architectural manifestation of excellence and class.

This is the beginning of another glorious chapter M3M's eventful journey that started with the delivery of M3M Cosmopolitan. We have a slew of projects lined up for delivery over the next 6 months. This calls for a collective team effort and sincere determination. For now, let's revel in the pride of having given to Gurgaon a landmark that will remain as such in times to come.



Basant Bansal
Founder Chairman, M3M Group





GRAND IN SCALE, GRANDEUR IN EXECUTION!

This is the future of retail. Get physically embraced by the staggering size as you prepare yourself for the unique beauty of the brand culture.

- A. RETAIL SHOPS
- B. RESTAURANTS AND F&B
- C. OFFICES
- D. SERVICE APARTMENTS

ICONIC ARCHITECTURE

ICONIC ARCHITECTURE

Wide panoramic views, designer elegance, and best-in-class-features that define brand-flushed high-street retail and modern-age office units, M3M Urbana's architecture is the confluence of luxury and lifestyle. Meticulously designed and caredfor, M3M Urbana is an architectural marvel with finer nuances addressed at all levels. Designed at a human scale, the projects offers visual comfort as one glides through the wide, welcoming boulevards.

LARGE FRONTAGE

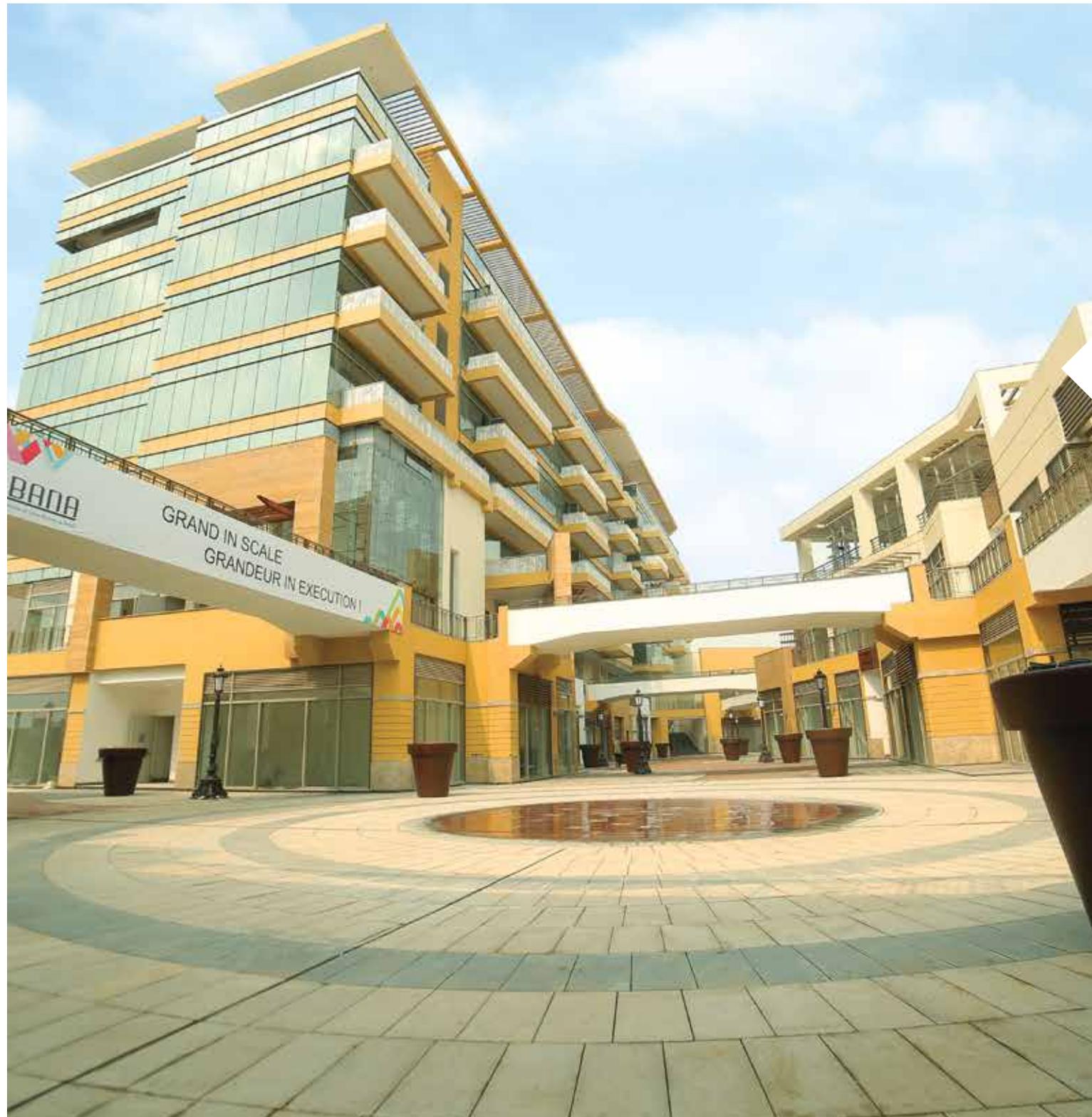
OPEN, WIDE BOULEVARDS

DOUBLE-HEIGHT RETAIL SHOPS

UNHINDERED VISTAS

MULTIPLE ENTRANCES WITH DROP-OFFS





CELEBRATE SIZE

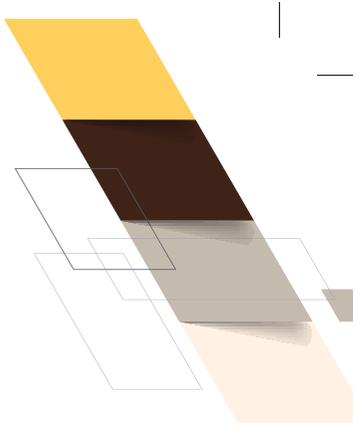
While the structure itself is solid and denotes grandness, it is rightfully accentuated by half a km of beautifully-styled wide frontage along the 60 mtr wide sector road. Unhindered vista, spacious walkways and wide sector road, enjoy the magnitude of the project as you get enveloped by the grand sense of arrival.

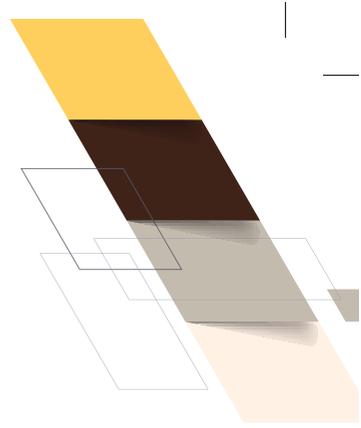




GRAND SENSE OF ARRIVAL

With a frontage that is nearly 500 meters long, the California-like high-street retail extends a stellar view with open welcoming entrance area. Wide boulevards and multiple entrances with drop-off zones add on to the magical effect. Get engulfed with a pleasant visual rush even before you indulge in some shopping.





THE OPEN FRONTAGE

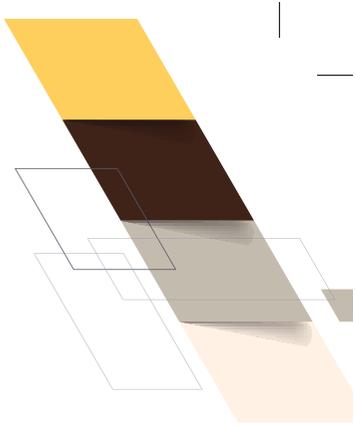
A sense of vastness and grandeur inherent in the outlines of the project takes concrete form as one approaches M3M Urbana from its perimeters. With well-designed architecture and best of brands under one roof, world-class cafes interspersed around the complex and modern day office suites elegantly forming the backdrop, M3M Urbana is a marvel waiting to be explored.





WHERE EXPLORING IS FUN

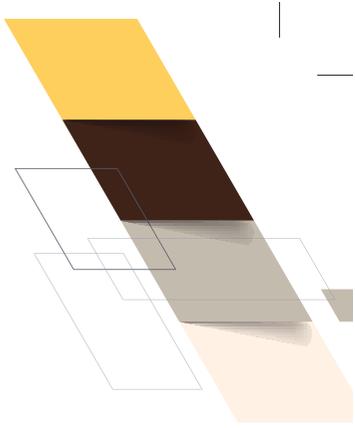
M3M Urbana is seamlessly connected via multiple access escalators, elevators and staircases that are thoughtfully placed at strategic locations. Connectivity is further advanced by sky bridges. Enjoy easy and safe connectivity within the complex as you explore the place.





THE STAMP OF DISTINCTIVENESS

A grand entrance, complemented by large shop fronts, feel like a king as you make your way into the complex. The spectacular boulevard adds not only to finesse but also the functionality of the complex. Ample seating areas, carefully crafted wrought iron benches that are distinctly chic, enjoy the panorama as you take a breather. Beautiful cravers and wide pathways, have your own space amidst the bustling shopping arena. With the 12 mtr wide boulevards flanked with world-class brands on either side, experience the grandeur around as you take a leisurely stroll and pamper yourself with a fulfilling shopping experience.



LARGEST HI-STREET RETAIL

The high-street retail features international brands that span across the entire spectrum of luxury and lifestyle. It is designed and built to offer an exclusive shopping experience that takes the shoppers to an altogether different world as they step-in through the doors of exclusive stores. Exquisitely built-out shops for an environment of luxury, a physical space that expresses the exclusivity of the label, get physically embraced by the unique beauty of the brand culture. A development that encompasses all kinds of retail - single and double height, it is a feature that is sure to draw your awes of admiration.

A BEAUTIFUL AMALGAMATION OF
CONTEMPORARY AND COLONIAL CHARM

ECLECTIC MIX OF SHOPS
27.89 SQ.MTR. -185.80 SQ.MTR.
(300 SQ. FT. - 2000 SQ. FT.)

CONVENTIONAL AND DOUBLE
HEIGHT RETAIL

EXCLUSIVE RESTAURANTS AND
COMFORTABLE FOOD COURTS



LARGEST HI-STREET RETAIL





INTERNATIONAL CULINARY EXPERIENCE: THE INSIDER LOOK

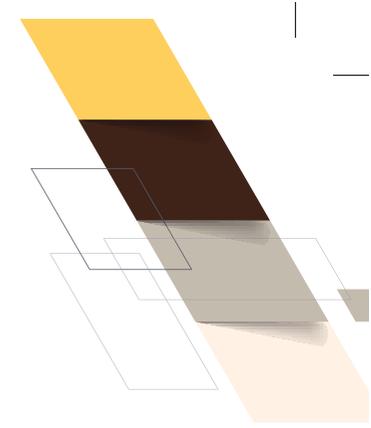
The Project boasts of exclusive restaurants and comfortable food-courts dotted across retail and office areas. There are multiple exclusive eating outlets around the complex catering to all kinds of taste bud preferences. With a combined area that is nearly 3437.41 sq.mtr. (37,000 sq.ft.) you can enjoy the best of culinary experience amidst vast welcoming spaces. Beautifully done up food courts with glass facades and elegant seating areas, they are your one-stop destination after shopping sprees and leisurely strolls. Artistically done and enhancing both the aesthetic appeal and functional component, they also have large terrace sit-outs offering perfect ambience.

EXCLUSIVE RESTAURANTS

COMFORTABLE FOOD COURTS

SKY LOUNGE

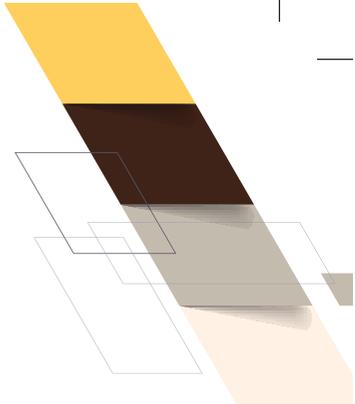




INDULGE YOUR TINY TOTS

The project has a well-designed and dedicated play area as you shop around while the tiny tots keep themselves busy. With water jets added in, watch with delight as the kids splash, jostle and play around. The large area has curved contemporary fence as added security feature. To add visual delight to the charm of the place, there are five water bodies within the complex, all aesthetically pleasing and rejuvenating. There are fountains, water jets and sprouting water towers. The lovely rippling effects are distinctly pleasing and tranquilizing addition to the spirit of the overall architecture.





MAJESTIC GETAWAY

Enjoy multiple activity area with a fabulous feature wall as leisure and recreation complement your world-class shopping experience. See the diverse colours come alive with adjustable lights and background music. Functions, gatherings, performances...the area accommodates all. Enjoy world-class musical experiences with performance speakers. Concentric paving patterns, water features with interactive jets and date palms add to the strong visual aesthetics.



WHERE WALKING IS FUN

The service lane leading to five entrance points ensures that the pedestrian movement is not inhibited. The entire project is designed keeping the pedestrian convenience and accessibility in mind. The Office Suites have exclusive entry and exit points ensuring easy access and movement for shopaholics and gastronomes.

PEDESTRIAN-FRIENDLY DESIGN

SAFE & WELL-DIMENSIONED STAIRCASES

SEAMLESS CONNECTIVITY VIA
ESCALATORS AND ELEVATORS

WELL-CONCEPTUALIZED
SIGNAGE SYSTEM



WHERE WALKING IS FUN



GLIDE TO YOUR DESTINATION!

The 60m wide service lane leading up to the complex offers ample space for a cluster-free traffic movement. Separate entry and exit points for retail areas and offices ensure that the vehicular movement is efficient and streamlined.



THE FLIGHT OF COMFORT

Safe and well-dimensioned staircases mark the vertical movement around the complex. Wide and comfortable stair treads mark the entry to each floor. They not only complement the wide vistas of the complex but are thoughtfully designed to integrate into the theme-based architecture of the project.

SPECTACULAR SWEEPING VIEWS

Designed with vision and style, the materials used in the complex have been carefully selected to provide functionality and aesthetics. Granite stone and concrete pavers have been used for vehicular and pedestrian areas. Stone cladding at the entrance of retail shops has a welcoming effect that reflects the comforting style of M3M Urbana, while accentuating focal areas like entrance, pillars, feature walls, sills and walling.

The project has a delightful composition of native plant species adding to the design of the landscape.

WIDE OPEN BOULEVARDS

DELIGHTFUL COMPOSITION OF
NATIVE PLANT SPECIES

INVIGORATING WATER BODIES



SPECTACULAR SWEEPING VIEWS



COMFORTING COOLNESS

The project has been provided with special misting facility. The grandness of the scale with best-in-class features of the facility ensure that the entire project gets a microclimate of its own. The result is cool, pleasant conditions even during peak summers.

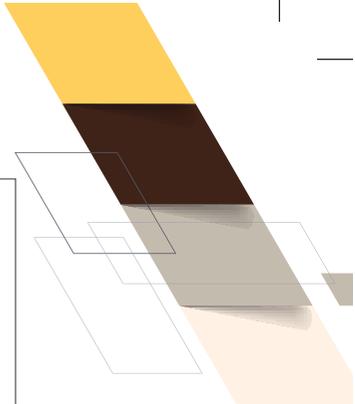
THE CLEAN ENERGY

The entire building is fitted with **photo-voltaic systems**, making it one of the largest Solar PV Rooftop System installed in a commercial building in Gurugram. The building produces 5 lacs units of green electricity annually, consequently reducing 500 tons of CO2 emission to the environment on an annual basis. This reduces demand on the city's electrical grid. The result is a cleaner, greener environment complementing the relaxed look of the place.

ONE OF THE LARGEST INSTALLED
SOLAR PV ROOF TOP SYSTEM

5 LACS UNITS OF GREEN
ELECTRICITY GENERATED ANNUALLY

500 TONS OF CO2 REDUCTION
TO GREEN POWER ANNUALLY



METICULOUS SIGNAGE SYSTEM, PAUSLESS WALKING

Classic yet contemporary motifs have been used that act as signage elements. Visual clues have been taken from the chequered chess patterns for providing systematic navigation. The entire complex has been divided into five zones which are colour-coded. Further, pillars in each of the zones are numbered. The corner pillars have been provided with directional signs for easy accessibility to the elevators and the stairs. The same zone pillars have been painted in a set of four for easy navigability.

MOTIFS AS SIGNAGE SYSTEM

VISUAL CLUES THROUGH
CHEQUERED CHESS PATTERN

FIVE COLOUR-CODED ZONES

NUMBERED PILLARS



METICULOUS SIGNAGE SYSTEM





STAY CONNECTED

We live in a world where we are accustomed to being connected at all times, where we feel that internet is not an option anymore but a necessity. We understand your world...At M3M Urbana, we provide a shopping experience with technology innovations that includes fibre optic network system. Enjoy high-speed wi-fi connectivity that is free of cost as you indulge in some fashionable shopping.

YOU LICENSE TO FEEL SECURE

From the security perspective, there is advanced security technology with integration between cameras and computers. There is video Surveillance covering all strategic places including basement parking, lifts and floor lobbies. Additionally, there are boom barriers at Entry and Exit Points manned by trained security personnel.





WHERE PARKING IS FUN

Whether you are visiting for an hour, wanting to open a new business or looking at a work opportunity within the complex, the project has parking solutions for all. The building boasts of parking facility for more than 1,000 cars. The wide entrance areas to the complex are well-complemented by ample parking space on offer. If the vastness of the space on offer is not enough, we have provided the basement parking area with tractive artworks that is pleasing to the senses.

PARKING FACILITY FOR MORE THAN 1000 VEHICLES
SEPERATE PARKING FOR OFFICE AND RETAIL

WHERE LIGHTS DELIGHT

The project boasts of diverse lighting and energy-efficient features. There are surface mounted linear LED strips, LED based driveways, step lights for highlighting staircases for easy navigation, up-lighting features for water sprouts, trees and LED features for water bubblers. The lighting system at M3M Urbana is not only perfectly integrated with the grandness of the architecture but with best-in-class features as well, is one of the most accentuating features of the project.



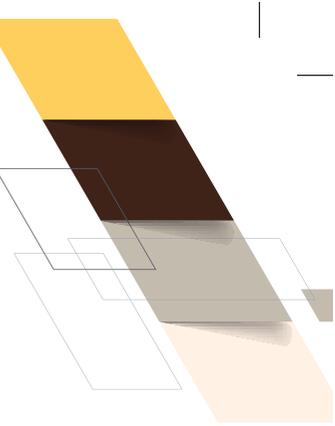


WORKMANSHIP

The project gets its aesthetically designed and beautifully crafted structure from high-quality workmanship. Right from the conceptualization to the final stages, an eye for the minutest of details and a determination to execute the best have ensured that the final product is a masterpiece in its category.

THE COMFORTABLE CONVENIENCE

Minutest of details have been kept in mind to provide a complete, immaculate shopping experience to the patrons. The washrooms features best-in-class modern amenities which includes sensor-based basin faucets, sensor-based low volume flushing systems and other imported fittings.



UBER-COOL OFFICE SPACES

The project features contemporary and stylish office space. There is a seamless connectivity with the retail area, for those looking at a leisurely experience after a hard day at work. The 127 units are part of the tallest block of the development that also has retail area on the Ground and First floors. There are stylishly defined large balconies providing an open view. The office blocks have separate parking and drop-off zones.



LOCKABLE UBER-COOL OFFICE SPACES

STYLISHLY DEFINED LARGE BALCONIES

SEPERATE PARKING AND
DROP-OFF ZONES

UBER-COOL OFFICE SPACES



SAMPLE OFFICE 1



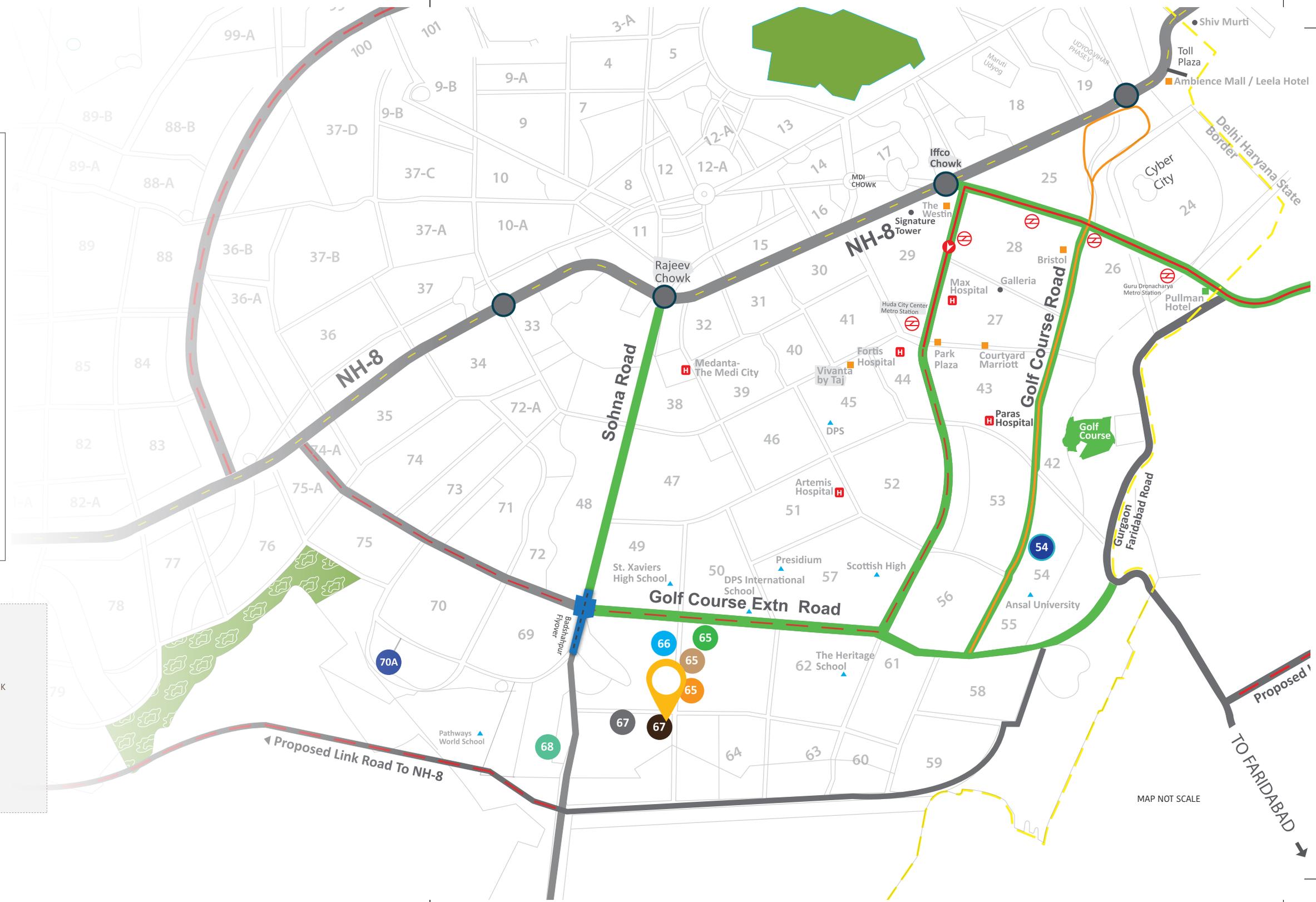
SAMPLE OFFICE 2

UNBEATABLE LOCATION

The project is situated at a location that is bound to be the address of the future, a location from where the new upcoming Gurgaon will draw its exclusivity and panache. It is located in an area that will in the future see the confluence of large number of cultured, affluent families forming the nucleus of the area. The next wave of development in the emerging Gurgaon is all set to have its origin in this area, it is a world waiting to be explored, waiting to buzz with life!

M3M PROJECTS

- | | | | |
|----|--|-----|---|
| 54 | M3M CORPORATE OFFICE | 67 | M3M MERLIN |
| 65 | THE EXPERIA- SALES GALLERY
M3M GOLFFESTATE
M3M POLO SUITES
M3M PANORAMA SUITES
M3M ST. ANDREWS | 67 | M3M URBANA
M3M URBANA BUSINESS PARK
M3M URBANA PREMIUM
M3M ONE-KEY RESI-MENTS
M3M ROYAL REGALIA |
| 65 | M3M LATITUDE | 68 | M3M THE MARINA
M3M SIERRA68 |
| 65 | M3M TEEPOINT | 70A | M3M ESCALA |
| 66 | M3M COSMOPOLITAN | | |



MAP NOT SCALE

TO FARIDABAD



WORLD RENOWNED FACILITY MANAGER



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