

THEY SAY
IT GETS LONELY
AT THE TOP.

WE BEG TO DIFFER.

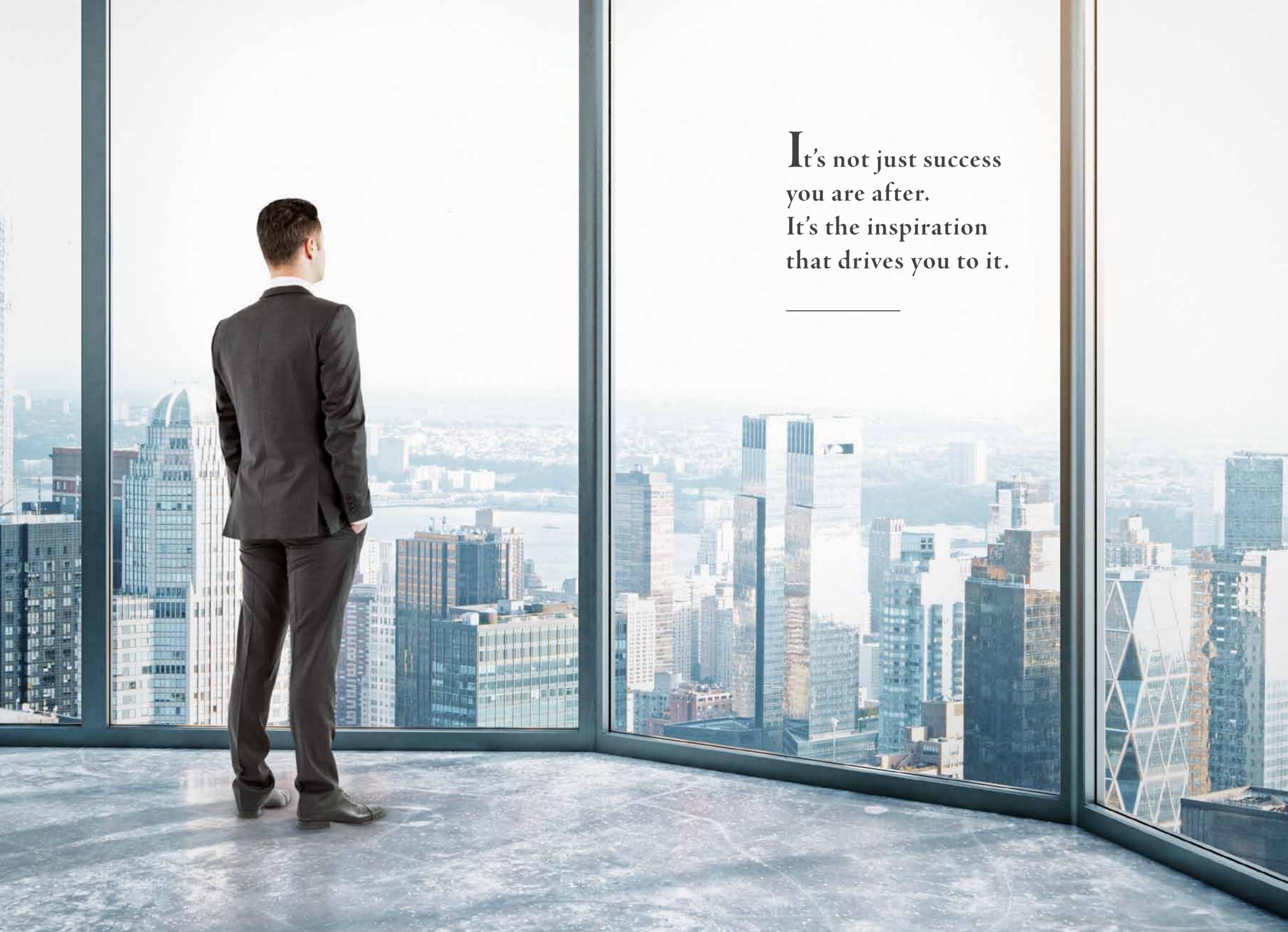


BIRLA

A U R O R A

You've worked
hard and come far
in the pursuit
of success.





It's not just success
you are after.
It's the inspiration
that drives you to it.

*Inspiration comes easy
in the right company,
because when you
stand tall among equals,
the only way to go
is higher up.*



**SUCCESS
HAS AN
ADDRESS.**



**PREMIUM
OFFICE SPACES
IN THE HEART
OF WORLI**



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Here, you're always at the
right place, at the right time.



DISTANCES FROM MAJOR LANDMARKS

Worli undeniably offers you the best of both worlds, being enviably close to the Central Business district of Nariman Point and the new business district of BKC. The stunning sea link has brought many key areas closer making this a much coveted business address.

DOMESTIC AIRPORT	11 kms
INTERNATIONAL AIRPORT	14 kms
ELPHINSTONE ROAD STATION	02 kms
BANDRA – WORLI SEA LINK	03 kms
BANDRA – KURLA COMPLEX	06 kms
CBD – NARIMAN POINT	11 kms
WESTERN EXPRESS HIGHWAY	05 kms
EASTERN EXPRESS HIGHWAY	08 kms





WORLI SEA-LINK



HIGH-END RETAIL



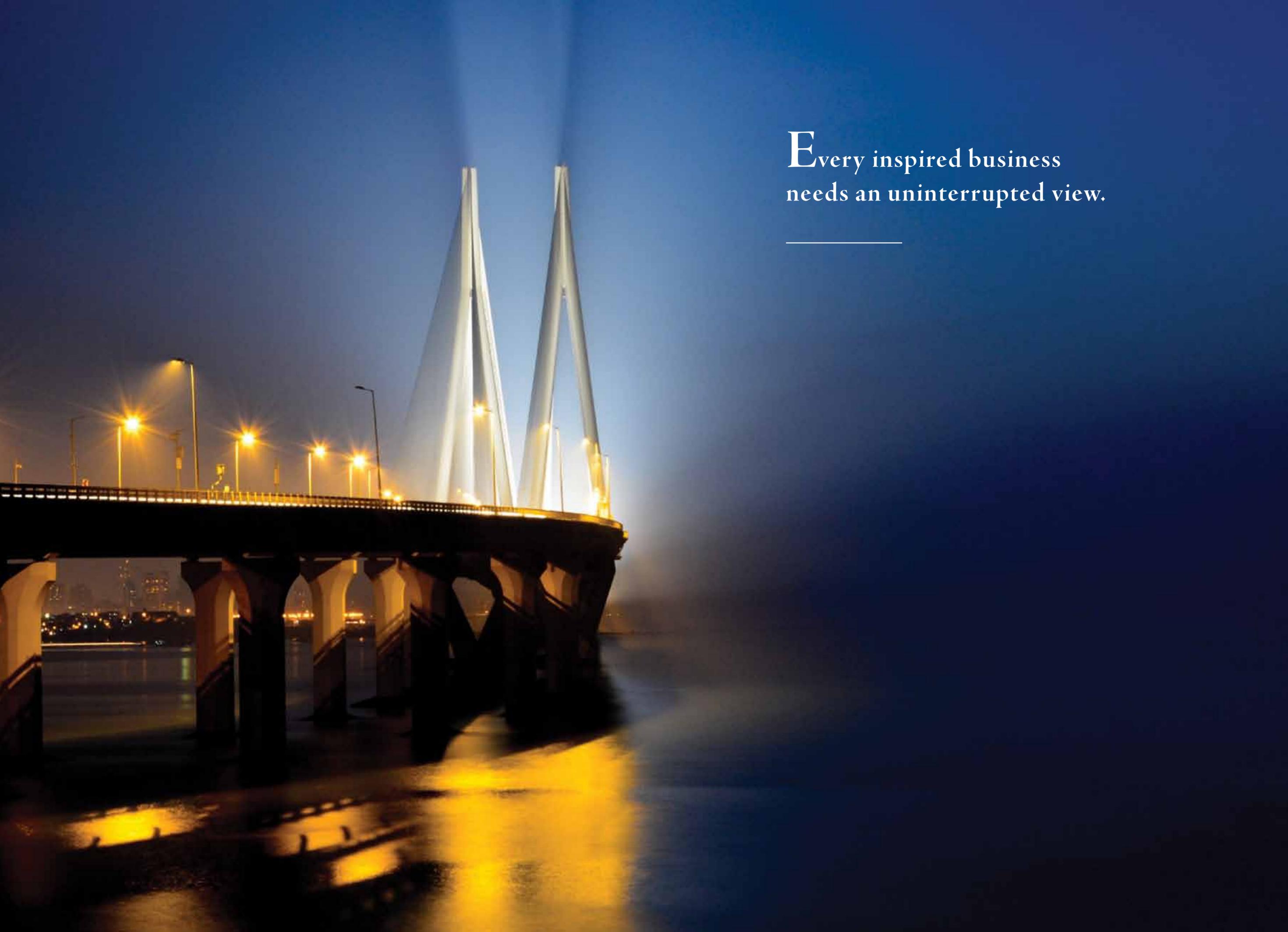
**SUPERIOR DINING
OPTIONS**



RECREATION

While the location is perfect to conduct business, it is great to ensure a work life and perhaps spiritual balance. You'll find close by the best food, retail, hospitality & entertainment, places of culture & art and of course spirituality.

HOSPITALITY: Ritz-Carlton (upcoming), Four Seasons, St. Regis, Mayfair Banquets
RETAIL & ENTERTAINMENT: High Street Phoenix, Palladium
ART & CULTURE: Ravindra Natya Mandir



Every inspired business
needs an uninterrupted view.



MAKE AN ELEGANT ENTRY

A superlative arrival awaits you every day at work, leading up from a landscaped ramp with a living wall of vertical greenery tempered with the gurgling of a water fountain and a calming water wall. This landscaped prelude dimly lights up in the evening for a perfect end to your workday.



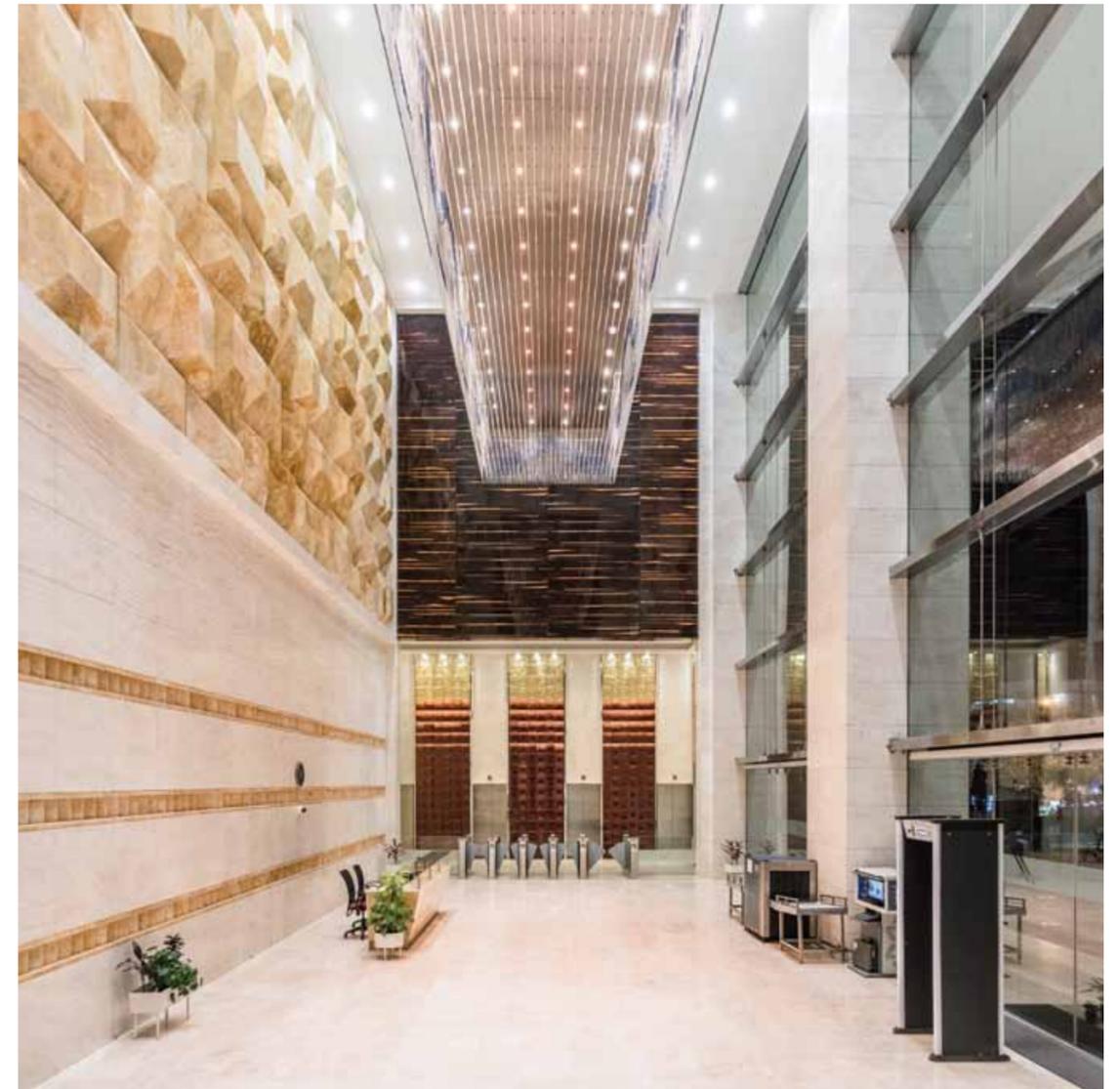
THROUGH A GRAND ENTRANCE

Behold a breathtakingly expansive, three-storey atrium detailed in Italian marble, special Onyx pyramid cladding highlights that store and radiate cosmic energy, greatly helping in reducing stress levels which is ideal in a workplace, and an exquisitely rendered reception desk crafted in Onyx.

The waiting space within the expanse is accented by warm-toned wooden flooring and an accompanying video wall. An Italian chandelier showers streams of light through the entire space lending an uplifting ambience.



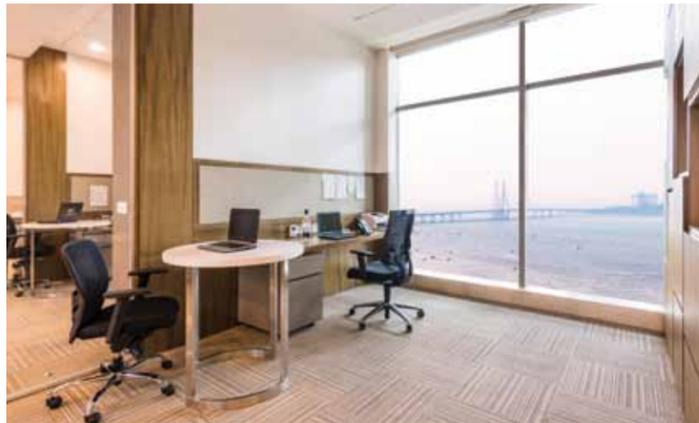
ARTFULLY EXPECTANT RECEPTION



EXUBERANT VOLUMES



WORK WITH A VIEW



EXPANSIVE AND EFFICIENT



DISTINCTIVE MEETING ROOMS

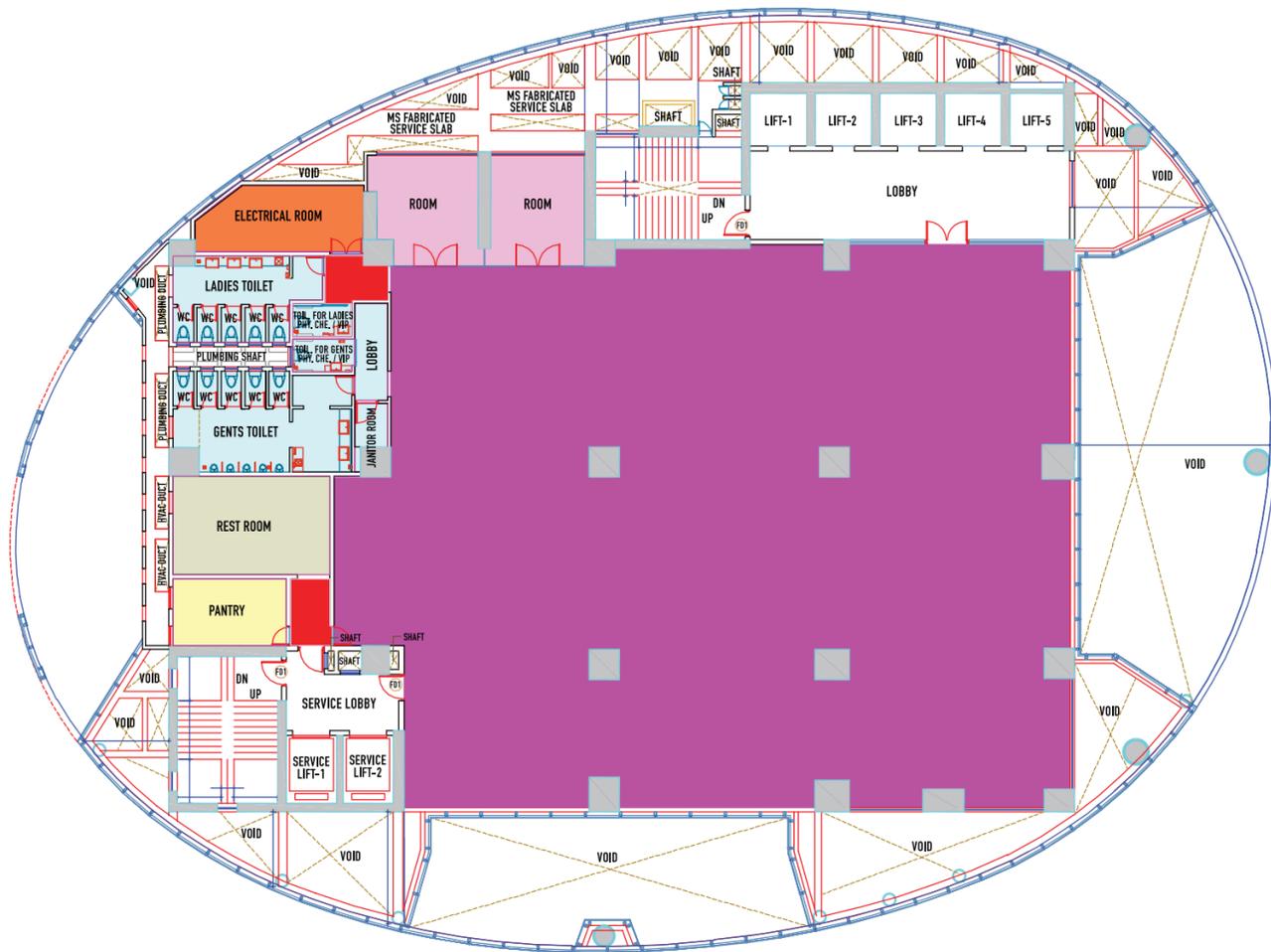
INTO YOUR DREAM WORKSPACE

Your perfect work address, Birla Aurora is a 22 storied structure comprising of Lower Ground, Upper Ground, 5 parking levels, stilt floor (with a height of 15 m) and 15 office floors above it. Your company here will primarily include big names in the financial services industry and ITES sector.

The architecture is distinctively refreshing owing to an unconventional elliptical design. While the external formality of the building is distinctive owing to its elliptical form the inside efficiencies are maximised by rectangular floor plates and beam free ceilings. This has also resulted in interesting niches that provide for much needed outdoor release on every floor. At Birla Aurora you can keep your focus on work with scintillating sea views as a soothing backdrop, rejuvenate yourself at the break-out zones and find succour in the accompanying greenery.

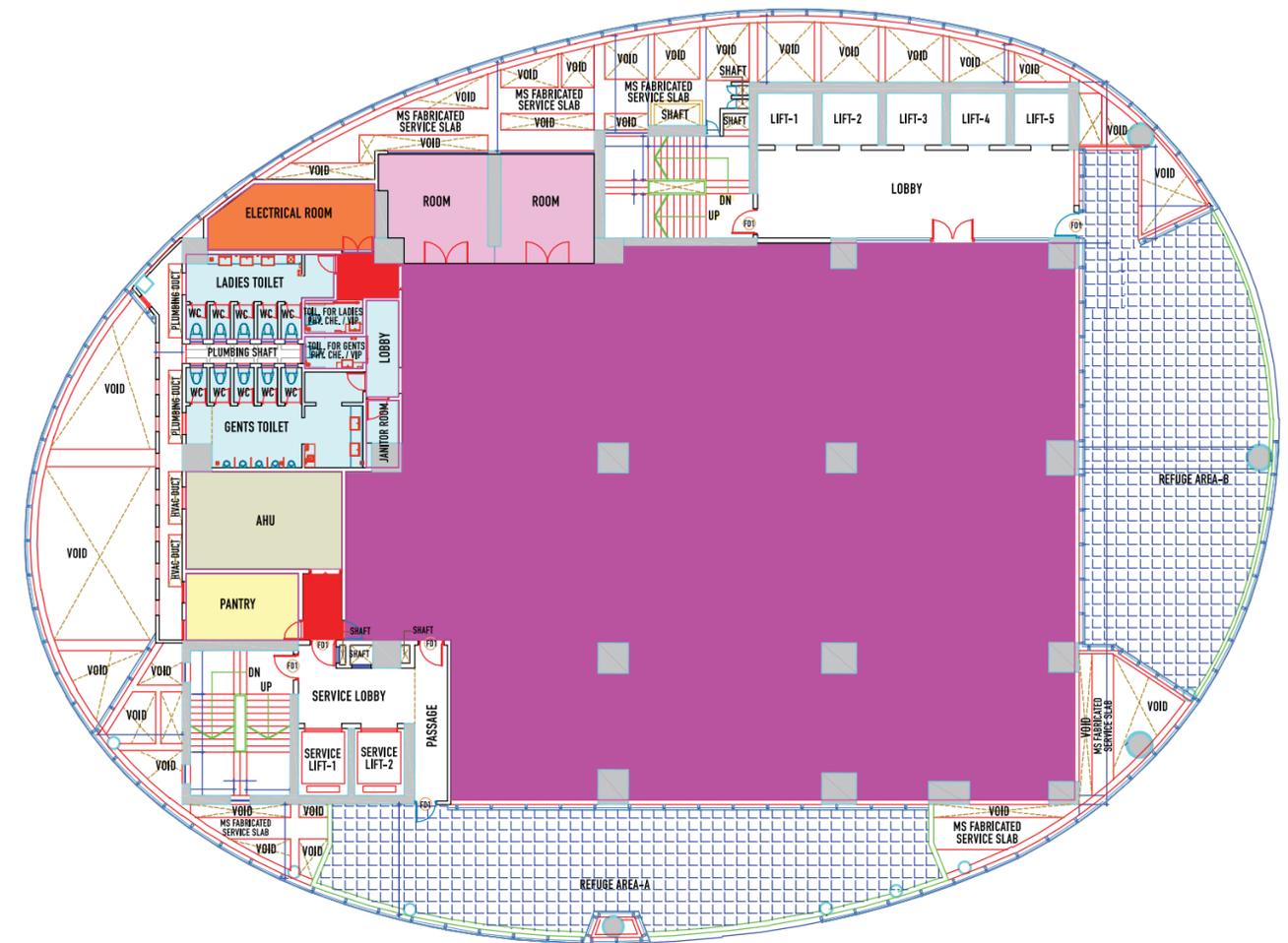
FLOOR TYPES

CARPET AREA



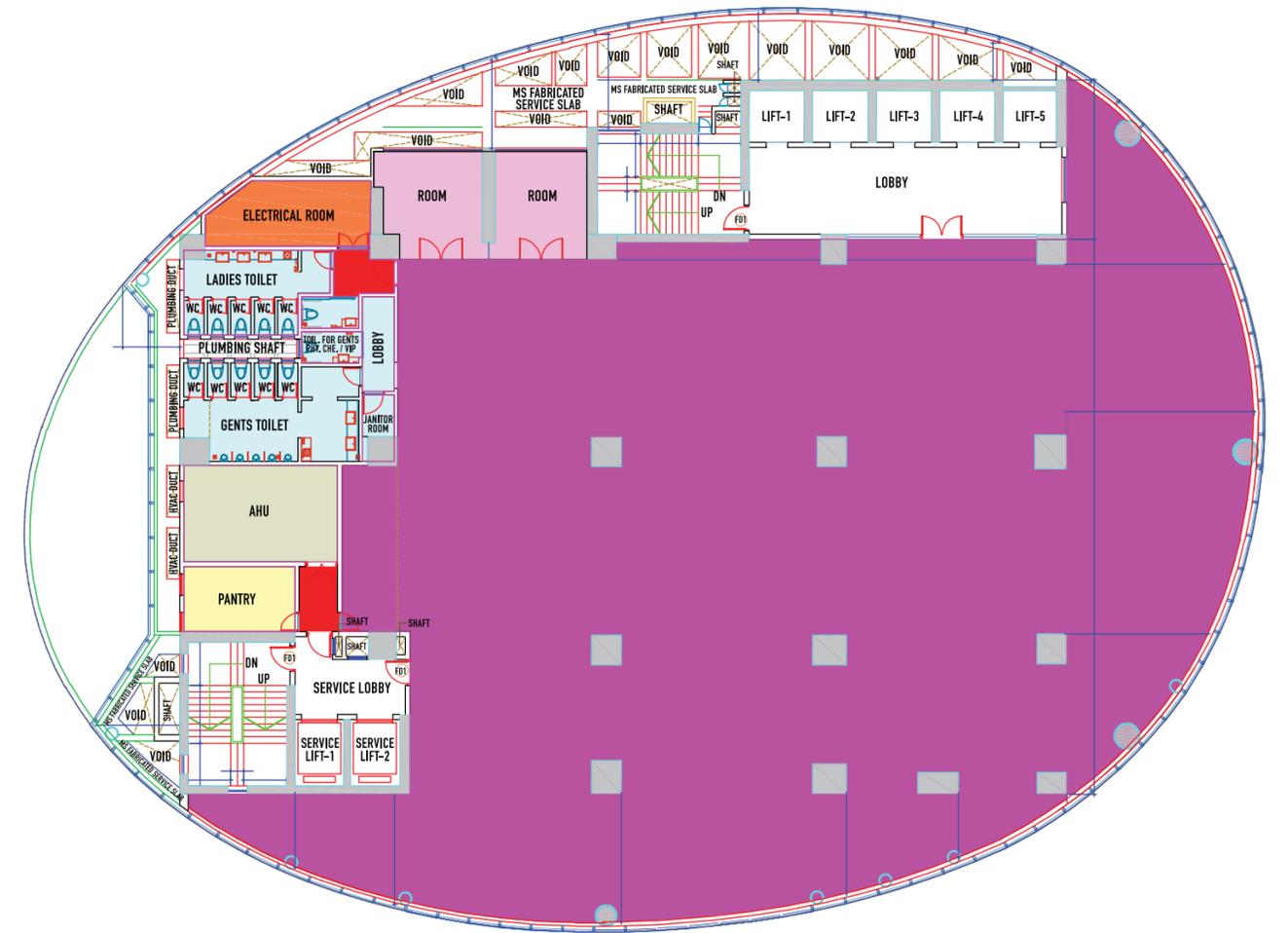
TYPE A

 MAIN OFFICE AREA	 AHU ROOM
 TOILET BLOCK	 PANTRY
 SERVER ROOM	 LOBBY
 ELECTRICAL ROOM	

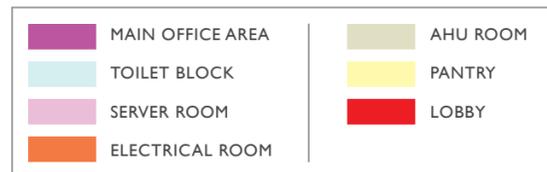


TYPE B

 MAIN OFFICE AREA	 AHU ROOM
 TOILET BLOCK	 PANTRY
 SERVER ROOM	 LOBBY
 ELECTRICAL ROOM	 EXTENDED DECK



TYPE C



TYPE D





FLOOR TYPES CARPET AREA

FLOORS: LOWER GROUND + UPPER GROUND PODIUM + CAR PARK LEVELS (1 TO 5)
+ STILT LEVEL (LANDSCAPED BREAKOUT AREA) + 15 OFFICE FLOORS

CAR PARKING: 400 CARS (APPROX.) TOTAL LEASABLE AREA: APPROX. 250,000 SQ. FT

EFFICIENCY: 68%

FLOOR TYPE	FLOOR NOS.	CARPET AREA
TYPE A:	8, 9, 11, 12, 14, 15, 17, 18 & 20	1036 SQ. M. (11,157 SQ. FT.)
TYPE B:	10, 13, 16 & 19	1036 SQ. M. (11,157 SQ. FT.) <small>(With extended deck area of approximately 3,000 sq. ft.)</small>
TYPE C:	21ST FLOOR	1316 SQ. M. (14,165 SQ. FT.)
TYPE D:	22ND FLOOR	1441 SQ. M. (15,513 SQ. FT.)

HANDOVER STATUS: WARM SHELL

READY FOR FIT-OUTS SINCE: Q2 2014

AMENITIES IN THE PROPERTY

- Breakout area 30,000 sq. ft. area on the 6th floor
- Multi-cuisine food court
- Proposed state-of-the-art gymnasium
- Round the clock security
- Coffee shop (Starbucks), Convenience store (Nature's Basket) and Salon (JUICE) within the building premises
- 7 levels of car park to hold around 400 cars
- Furnished lobbies, washrooms, AHU room and electrical room
- High-speed Schindler elevators

USPS

- Rectangular floor plate with minimum wastage of area and no niche areas.
- No beams in the ceiling area due to Post-Tension slabs
- Floor to ceiling height of 3.9 meters

SUSTAINIBILITY

The project is a Platinum certified green building which guarantees it as an environment friendly structure across many parameters laid down by the Indian Green Building Council

SPECIFICATIONS

- Major electrical fittings by Schneider
- Both the elevators are of Schindler make with speeds of 2.5 mps and 2 mps for the passenger and service elevators respectively
- Daikin make chillers as part of the centralised water cooled centralized chiller system – 3 chillers of capacity 400 TR (2 working and 1 standby)

CREDITS

Design Architect:	Architect Hafeez Contractor
Municipal Architect:	Sunil Ambre & Associates
Construction Company:	L & T Ltd.
Project Management Consultancy:	Mahimtura Consultants
Structural Consultants:	Mahimtura Consultants
Landscape Architect:	Kavita Srivastava & Associates

OTHER FEATURES:

- Modern design, architecture
- 100% Power back-up
- Integrated Building Management Systems to control and monitor HVAC (Heat Ventilation and Air-Conditioning), electrical systems, fire systems, elevators, car management systems, access control, security & public health engineering
- Platinum LEED Certification
- Double glazed façade ensures savings in energy, through reduced thermal radiation
- Optimum use of natural light
- Special exterior lighting design from LDP Associates, Australia.
- The building overlooks the Bandra-Worli Sea Link and is well connected by rail and road.
- Centralized air-conditioning
- Security system through customized access control, CCTV and boom barriers
- Efficient water management system through STP and rain-water harvesting ensures uninterrupted water supply
- Fire fighting with fire sensors, smoke detectors and sprinkler system



Because you never know when
inspiration strikes.

OPULENT BREAKOUT AREA

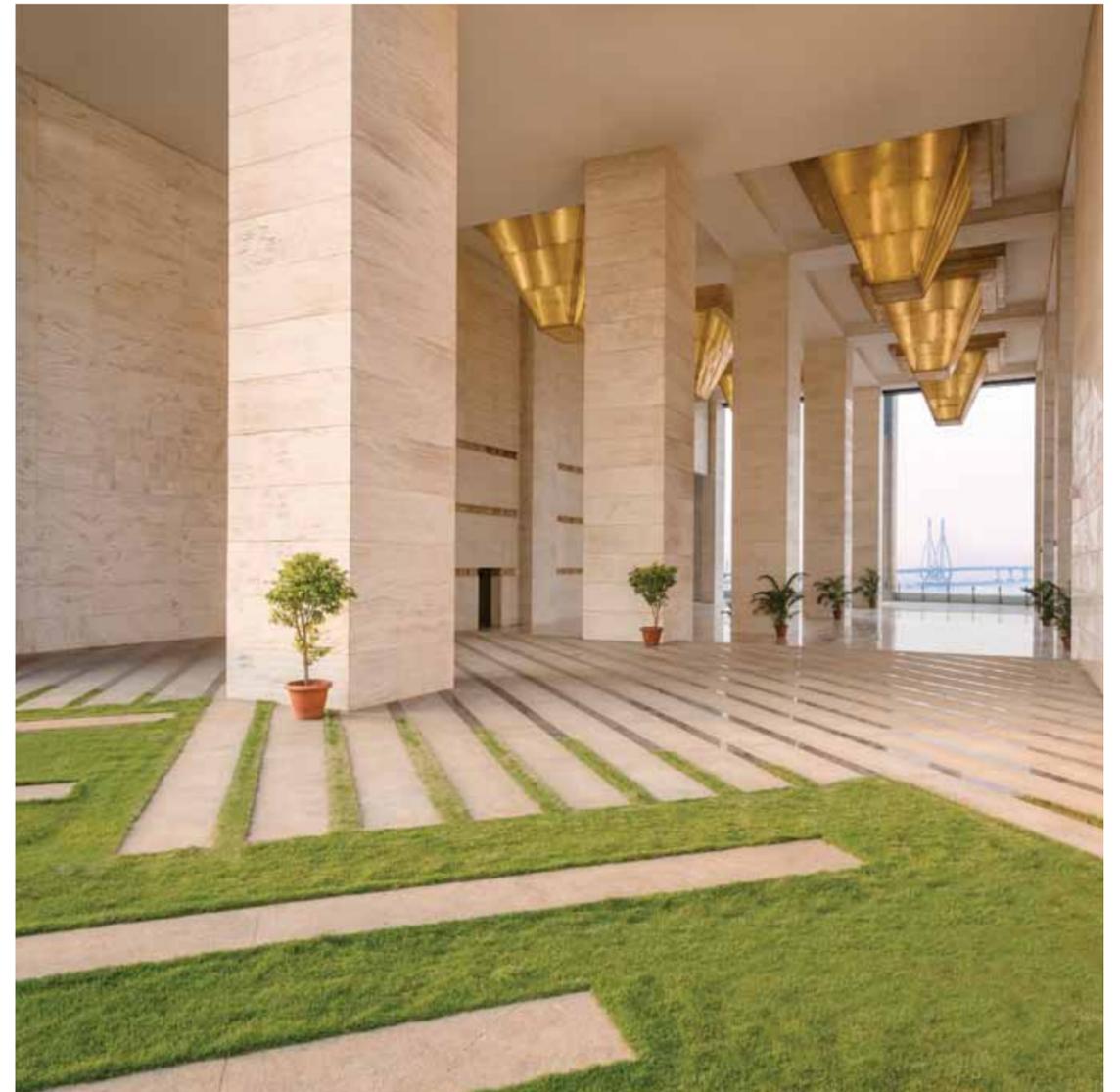
The magnificent 30,000 sq.ft stilt break-out area on the 6th level of the building offers a generous breezy semi-outdoor space with landscaped greens and stunning sea views. At night, the thoughtfully planned exterior lighting transforms the landscaped garden at podium into a visual delight.

Here, you can steal a quick break from work whenever you are looking for that much needed inspiration or even a quick huddle with the team while you indulge in some light bites and steaming coffee.



image for reference only

WORK & LEISURE



ELEVATED RELEASE



INSPIRING CUISINE

FOOD FOR THOUGHT

The expansive food-court in Birla Aurora with a seating capacity of about 200 people not only offers you the most inspiring views but also a wide spread of healthy-nutritious multi-cuisine food choices throughout work hours. You can also indulge in some great coffee at Starbucks located adjacent to the food court. So tuck-in and stay nourished and focused for work.

GO FLEX A MUSCLE

Staying faithful to a regular fitness routine is nearly impossible with most hours spent at work, which is why at Birla Aurora we plan to fit the gym right into your workplace. So go flex that muscle and work-up some inspiration.

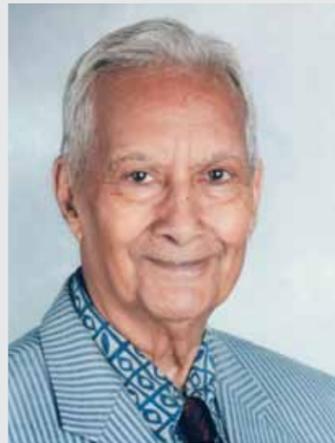


image for reference only



image for reference only

A LEGACY IS A HERITAGE, BUILT OVER A HUNDRED YEARS.



BASANT KUMAR BIRLA
Chairman, Century Textiles and Industries Limited

From pre-independence to post-liberalisation, there is one name that's synonymous to India's growth as a global power - Birla! Rich in values and with depth of insights, the Birla legacy has been passed on seamlessly from generation to generation. From creating growth engines for the nation in the form of industrial units, to world famous institutes of academic excellence, Birla's encompassing vision is as grand as the history of this great nation.

Creating benchmarks of success with every passing year, the B. K. Birla Group stands tall in all new and emerging scenarios.



RAYON | PULP AND PAPER | TEXTILES | CEMENT & MORE.



BIRLA ESTATES

A LEGACY OF TRUST

Birla Estates is the real estate division of Century Textiles and Industries Ltd., the over Rs. 8000 crore flagship Company of the B. K. Birla Group of Companies with presence in cement, textiles, rayon yarn, pulp & paper, denim, salt, chemicals and more. With Birla Estates, the Company has now forayed into a fully-fledged real estate division with the initial task of developing the many land parcels held by it. Birla Estates would parallelly look to start development on many projects through direct acquisitions and strategic tie-ups with an aim to establish themselves as a major player in the real estate industry.

