

GURUGRAM

Sector - 31, Gurugram

RERA REGISTRATION NO. RC/REP/HARERA/GGM/914/646/2025/17 DATED 20/02/2025 WWW.HARYANARERA.GOV.IN

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BIALA ESTATES

ARTIST'S IMPRESSION

• Aditya Birla Group





A US\$ 66* Billion conglomerate



Considered market cap of **US\$ 111[#] Bn**

#As on 30h Sep, 2024



(F)

Across

06 Continents &

40+ Countries

180 State-ofthe-heart manufacturing units globally



187,000+ Employees of over 100 nationalities



300M+ Loyal customer base

Globally Aditya Birla Group is



In Aluminium Rolling

Recycler of Aluminium

In Viscose Staple Fibre

In Carbon Black (based on installed production capacity)

In Cement (Excluding China)

In Insulators



IN INDIA, The Group is a leader in various sectors

Largest Chlor-Alkali Linen Player

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Largest

Player

Among the leading Telecom Players

Largest Manufacturers of Insulators

Leading Player in Lie Insurance and Asset Management

& Concrete

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5

In Copper

In Grey Cement

Fashion (Branded Apparel)

and Lifestyle Player

One of the largest Financial Services providers in India

> India's leading **Telephone Company**

Our Fabrics are used by top fashion brands

The largest single location copper smelter in the work



Birla Estates Private Limited

Forayed into real estate business in **2016**

100% wholly owned subsidiary of Aditya Birla Real Estate Limited Strong management team with experienced industry professionals

One of the **most trusted brands** in the country Established presence in 4 key macro markets in India i.e. MMR, NCR, Pune & Bengaluru **Diversified portfolio** of residential, commercial & mixed-use properties

Portfolio with a developable potential in excess of **24 Mn SFT** Established commercial real estate portfolio located in Worli, Mumbai with **~6 lakh SFT of leasable area**

Aims to be amongst the **top 5 real estate companies** in India

Robust project pipeline of owned & joint development land parcels in all the **4 major macro markets**



LifeDesigned[®] Philosophy

S. S. S. S. S.

MATTIN MALINA MARTIN

Our LifeDesigned[®] philosophy can be experienced at multiple touchpoints across all our projects and reflects our continuous endeavor of pushing ourselves to create spaces designed around life. For life.

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IMAGE FOR REFERENCE ONLY

Our Approach to PRODUCT DEVELOPMENT



	RATING WITH ONSULTANTS		HOW	RESULT
Foster + Partners	Serie Architects UK, Mumbai	morphogenesis . Architecture Interiors Landscape Delhi	LERRA Coraliting Structural Engineers NY, Mumbai	LifeDesigned Projects
	BURO HAPPOLD NY, Mumbai	Singapore	BroadwayMalyan™	Lifestyle Projects
			LEAP RSP	Placemaking Projects
			B	
		SUP	ERIO	
		DES		

IMAGE FOR REFERENCE ONLY

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Artist's impresses at Kat A

Birìa Estates Overview



66 TO ENRICH LIVES, BY BUILDING HAPPY COMMUNITIES THAT ARE ROOTED IN TRUST



Mumbai Metropolitan Region



Pune



Delhi NCR



Bengaluru



Introducing Birla Arika

Arika means prosperity - a place where life, luxury and well-being flourish. Thoughtfully designed to keep everything you need within reach, Birla Arika offers a lifestyle of effortless flow and seamless living.









Master Plan

Amenities

01. Main Entry/Exit 02. Secondary Entry 03. Peripheral Planting 04. Jogging + Cycling Track 05. Ramp to Basement 06. Tree Grove 07. Nature Walk 08. Meditation Decks 09. Amphitheatre 10. Celebration Lawn 11. Social Club Lawn (Party Lawn) 12. Kids Playground 13. Kids Club Lawn 14. Tower Drop Off 15. Feature Walls 16. Outdoor Gym 17. Vitamin D Lawn 18. Play Park 19. Yoga Lawn 20. Fire Pit Seating 21. Water Lily Pond 22. Sensory Garden 23. Reflexology Path 24. Tennis Court 25. Half Basketball Court 26. Half Olympic Pool 27. Kids Pool/Splash Pad 28. Juice Bar 29. Outdoor Pantry 30. Elevated Walk 31. Pet Park

W-

32. Tower 1
33. Tower 2
34. Tower 3
35. Tower 7
36. Future Development
37. Sport Club & Convenience Shops
38. Fitness Club
39. Social & Entertainment Club
40. Kids Club
41. EWS



BIRLA ARIKA GURUGRAM









Google HQ 1.9 Kms

32nd Avenue 2.0 Kms





Signature Tower 2.9 Kms

IFFCO CHOWK 5.8 Kms

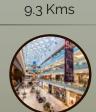




8.4 Kms

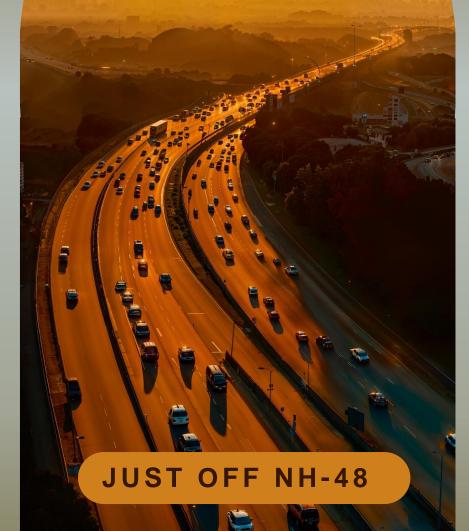


Horizon Centre 7.2 Kms



Ambience Mall 10.7 Kms

LANDMARK Location







Medanta Medicity 1.8 Kms

Fortis Hospital 4.3 Kms





MDI Gurgaon 3.9 Kms

5.1 Kms





Shri Ram Global School 7.6 Kms

Heritage Int School



15 Kms



7.0 Kms

Millenium City Centre 4.3 Kms





Exclusive takes centre stage with ultra - luxurious 4BHK residences at Birla Arika

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4 Clubhouses*



The Fitness Club Because fitness deserves its own luxury



The Social & Entertainment Club

The gateway to endless celebrations



The Sports Club For the love of the game









Fitness Club

- Gymnasium with Yoga and Pilates
- Open Gym
- Spa & Salon
- Kids Pool
- Indoor Swimming Pool
- Outdoor Swimming Pool





Social & Entertainment Club

- Cards Room
- Private Theatre
- Sports Lounge & Karaoke Studio
- Private Dining Area
- Community Hall
- Restaurant
- Business Centre





Sports Club

- Tennis Court
- Squash Court
- Indoor Badminton Court
- Table Tennis
- Half Basketball Court



Kids Club*

- Indoor Play Zone
- Trampoline Space
- Hobby Zone
- Group Tuition Rooms
- Toddlers Section
- Gymnastics with
 Indoor Martial Arts
 Training Space
- Library with Storytelling & Recital Space







Elevated Walkway





Tree Grove with Meditation Decks





Splash Pad





Cabanas







Pet Park





Nature Walk



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ARTIST'S IMPRESSION

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GURUGRAM







Living-Dining

Italian Marble Flooring





Bedrooms

Laminated Wooden Flooring





Kitchen

Modular Kitchen with Built-in appliances





Washrooms

State-ofthe-art fittings

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IMAGE FOR REFERENCE ONLY





Master Washroom

Equipped with Steamer

* Launch Pricing



Typology	Tower	RERA Carpet Area	Balcony Area	Useable Carpet Area	Launch Price Range* (Rs. in Cr)
4 BHK + Staff	T-1, T2 & T3	2319-2356 Sq.ft. (215.45-218.89 Sq.mt)	664-695 Sq.ft. (61.69-64.54 Sq.mt)	3009-3051 Sq.ft. (279.56 - 283.43 Sq.mt)	10.49* – 10.89*
4 BHK + Staff	T-7	2814-2816 Sq.ft. (261.41-261.57 Sq.mt.)	1185 Sq.ft. (110.04-110.13 Sq.mt)	3999-4000 Sq.ft. (371.54-371.61 Sq.mt)	12.50* – 12.73*

Exclusive Prelaunch Offers FOR LIMITED TIME PERIOD*

Offer - 01

Prelaunch Benefit ₹50,00,000/-

Offer - 02 ON-SPOT EOI Benefit ₹25,00,000/-

Offer - 03

ON-SPOT 10% Payment Benefit ₹ 25,00,000/-

Final Pricing

Typology	Tower	RERA Carpet Area	Balcony Area	Useable Carpet Area	Launch Price Range* (Rs. in Cr)	ALL Prelaunch Benefits (Rs. in Cr)	Final Prelaunch Price Range* (Rs. in Cr)
4 BHK + Staff	T-1, T-2 & T-3	2319-2356 Sq.ft. (215.45-218.89 Sq.mt)	664-695 Sq.ft. (61.69-64.54 Sq.mt)	3009-3051 Sq.ft. (279.56 - 283.43 Sq.mt)	-10.49 - 10.89 -	1.0 Cr*	9.49* - 9.89*
4 BHK + Staff	T-7	2814-2816 Sq.ft. (261.41-261.57 Sq.mt)	1185 Sq.ft. (110.04-110.13 Sq.mt)	3999-4000 Sq.ft. (371.54-371.61 Sq.mt)	-12.50 - 12.73 -		11.50* - 11.73*

For First 200 Units Only*

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*Excluding GST, Possession and other Government Charges.

T&C Apply.





Payment Plan - 20 x 5

Milestones	% Payment		
At the time of Booking	10%	20%	
Within 8 months of Booking	10%	20%	
On Completion of Ground Floor Slab		20%	
On Completion of 20 th Floor Slab		20%	
On Commencement of Lift Works		20%	
On Application of OC	10%	20%	
On Offer of Possession	10%	20%	



Payment Details -

Tower	EOI Amount	Bank Account Details
4BHK + Staff (T1, T2 & T3)	20 Lakhs	BIRLA ARIKA COLLECTION A/C A/C NO – 777705950100 BANK – ICICI BANK LTD
4BHK + Staff (T7)	25 Lakhs	IFSC CODE – ICIC0001143 BRANCH – ICICI BANK LTD. TIMES TOWER, MG ROAD GURGAON

Thank You

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BIRLA ARIKA

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The project "Birla Arika" ("Project") is registered with Haryana RERA under Registration No. RC/REP/HARERA/GGM/914/646/2025/17 dated 20/02/2025 and can be viewed at : Converted at the project is being developed by Birla Estates Private Limited ("Developer") in phases on the land admeasuring 13.275 acres equivalent to (approx.) 53722.01 sq. mt. out of which Phase I of the Project is being developed on 11.745 acres equivalent to (approx.) 47530.32 sq. mt. forming part of License No. 116 of 2011 granted in favour of Barmalt (India) Private Limited and others for development of group housing colony situated in Sector 31-32A, Gurgugram, Haryana. The Directorate of Town and Country Planning (DTCP), Haryana has approved change of developer vide Memo No. LC-2512-JE(SK)/2024/28923 dated 13.09.2024. The building plan of the Phase I of the Project is approved by DTCP, Haryana vide memo no ZP-1321/JD(RA)/2024/1278 dated 24.12.2024. The images and other details herein are only indicative and subject to the approval of the concerned authorities. Artist's impressions are used to illustrate amenities, specifications, images and other details and these may be applicable to select apartments only. This electronic/ printed material does not constitute an offer and/or contract of any type between the Developer and the recipient/reader/viewer. The images of furniture, fixtures, fittings, electronic items, decorative items, specifications shown herein are artist's impressions/stock images and only for the purpose of illustrating/indicating a possible layout and do not form part of the standard specification/amenities/services to be provided by in the Project is website of the Project is website of the Project is website of the Project is educored on trey on any other source of information. *Club(s) are approved as community buildings and shall be developed and delivered with the authorities.