



# BIRLA ARIKA

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## GURUGRAM



Sector - 31, Gurugram



# Aditya Birla Group



**A US\$  
66\* Billion**  
conglomerate

\*As on 30<sup>th</sup> Sep, 2024



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

#As on 30<sup>th</sup> Sep, 2024



Across  
**06** Continents &  
**40+** Countries



**180**  
State-of-  
the-heart  
manufacturing  
units globally



**187,000+**  
Employees of  
over 100  
nationalities



**300M+**  
Loyal customer  
base

# Globally Aditya Birla Group is

## #1

In Aluminium Rolling

Recycler of Aluminium

## #2

In Viscose Staple Fibre

In Carbon Black  
(based on installed  
production capacity)

## #3

In Cement (Excluding China)

In Insulators

The largest  
single location  
copper smelter  
in the world

# #1



**IN INDIA,** The Group is a leader  
in various sectors



Largest  
Chlor-Alkali  
Player



Largest  
Linen  
Player



Among  
the leading  
Telecom  
Players



Largest  
Manufacturers  
of Insulators



Leading  
Player in Life  
Insurance  
and Asset  
Management

1

In Grey Cement  
& Concrete

2

One of the largest Financial  
Services providers in India

3

Fashion (Branded Apparel)  
and Lifestyle Player

4

India's leading  
Telephone Company

5

In Copper

6

Our Fabrics are used  
by top fashion brands



# 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

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



Our Approach to  
**PRODUCT  
DEVELOPMENT**

COLLABORATING WITH LEADING  
DESIGN CONSULTANTS

**HOW**

**RESULT**

**Foster +  
Partners**

Serie Architects

UK, Mumbai

**morphogenesis.**  
Architecture | Interiors | Landscape

Delhi

**LERA**  
Consulting Structural Engineers

NY, Mumbai

**LEIGHTON**

**BURO HAPPOLD**

NY, Mumbai



COOPERS HILL

Singapore

**BroadwayMalyan<sup>BM</sup>**



**RSP**  
Italy, Bengaluru

**LifeDesigned<sup>®</sup>  
Projects**

**Lifestyle  
Projects**

**Placemaking  
Projects**

**SUPERIOR  
DESIGN**



# Birla Estates Overview



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



**Mumbai**  
Metropolitan Region



**Delhi NCR**



**Pune**



**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
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





# LANDMARK Location



**Google HQ**  
1.9 Kms



**32nd Avenue**  
2.0 Kms



**Signature Tower**  
2.9 Kms



**IFFCO CHOWK**  
5.8 Kms



**UDYOG VIHAR**  
8.4 Kms



**Cyber Hub**  
9.3 Kms



**Horizon Centre**  
7.2 Kms



**Ambience Mall**  
10.7 Kms



**Medanta Medicity**  
1.8 Kms



**Fortis Hospital**  
4.3 Kms



**MDI Gurgaon**  
3.9 Kms



**Sector 29 Market**  
5.1 Kms



**Shri Ram Global School**  
7.6 Kms



**Heritage Int School**  
7.0 Kms



**IGI Airport**  
15 Kms



**Millennium City Centre**  
4.3 Kms

**JUST OFF NH-48**







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





# 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



## **The Kids Club\***

A Wonderland for the young





# 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



**Jogging, running,  
cycling tracks**



## Pet Park



## Nature Walk



## Social Club Lawn



A decorative sunburst graphic composed of thin lines radiating from a central point, with small teardrop shapes at the ends of the lines. The word "Specifications" is centered over this graphic.

# Specifications





# Living-Dining

## Italian Marble Flooring





**Bedrooms**

**Laminated  
Wooden  
Flooring**





## Kitchen

## Modular Kitchen with Built-in appliances





Washrooms

State-of-  
the-art fittings





**Master  
Washroom**

**Equipped  
with Steamer**





# UNIT CONFIGURATION & **Launch Pricing**





**BIRLA  
ARIKA**  
PURUGRAM

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





# 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	<b>2319-2356 Sq.ft.</b> (215.45-218.89 Sq.mt)	<b>664-695 Sq.ft.</b> (61.69-64.54 Sq.mt)	<b>3009-3051 Sq.ft.</b> (279.56 - 283.43 Sq.mt)	<del>10.49 - 10.89</del>	<b>1.0 Cr*</b>	<b>9.49* - 9.89*</b>
4 BHK + Staff	T-7	<b>2814-2816 Sq.ft.</b> (261.41-261.57 Sq.mt)	<b>1185 Sq.ft.</b> (110.04-110.13 Sq.mt)	<b>3999-4000 Sq.ft.</b> (371.54-371.61 Sq.mt)	<del>12.50 - 12.73</del>		<b>11.50* - 11.73*</b>

**For First 200 Units Only\***

\*Excluding GST, Possession and other Government Charges.

T&C Apply.





# Payment Plan



# Payment Plan – 20 x 5

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



# Payment Details –

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





# Thank You

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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 : [WWW.HARYANARERA.GOV.IN](http://WWW.HARYANARERA.GOV.IN). 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, Gurgaon, Haryana. The Directorate of Town and Country Planning (DTCP), Haryana has approved change of developer in the favour of the 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)/2024/41278 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. The amenities, specifications, features & landscaping mentioned in the Agreement for Sale shall be final. Prospective buyers are advised to verify all details on the official RERA website and consult independently before making any decisions. The official website of the Project is [www.birlaestates.com](http://www.birlaestates.com). Please do not rely on any other source of information. \*Club(s) are approved as community buildings and shall be developed in phases. Phase I of the club(s) shall be consisting of three (3) community buildings and shall be developed along with Phase I of the Project and Phase II of the club may be approved as nursery school and be developed and delivered with the final completion of the Project, subject to approvals from the authorities.