



FINEST RETAIL IN THE
EPICENTRE OF **GURUGRAM**

SECTOR 57, GURUGRAM

RERA No.: RC/REP/HARERA/GGM/651/383/2022/126 Dated 23.12.2022.

M3M PARAGON 57

M3M Paragon is a **futuristic** and an **international mixed use style development** comprising **Retail, Multiplex** and **One BHK Duplex Apartments** – a living concept millennium city has never witnessed before.

M3M Paragon is a transformative mixed use development that is going to complement an equally alive and vibrant neighbourhood.

Occupying **3.16 acres** of prime downtown, on the Florence road, that compliments its magnificence, it's the right business opportunity that you have been holding on to invest.

M3M
PARAGON 57



4-LEVEL RETAIL



3&4TH FLOOR DEDICATED TO MULTIPLEX AND ENTERTAINMENT



DEDICATED SPACE FOR RESTAURANTS & FOOD COURT ON 3RD FLOOR



LOWER GROUND FLOOR: HYPERMARKET



THREE LEVELS OF PARKING



A PERFECT MIX: HI-STREET RETAIL, HYPERMARKET ONE BHK DUPLEXES & MULTIPLEX

ONE BHK DUPLEX APARTMENTS

PARKING & SERVICES

SERVICE FLOOR

CLUB FACILITY

5-SCREEN MULTIPLEX

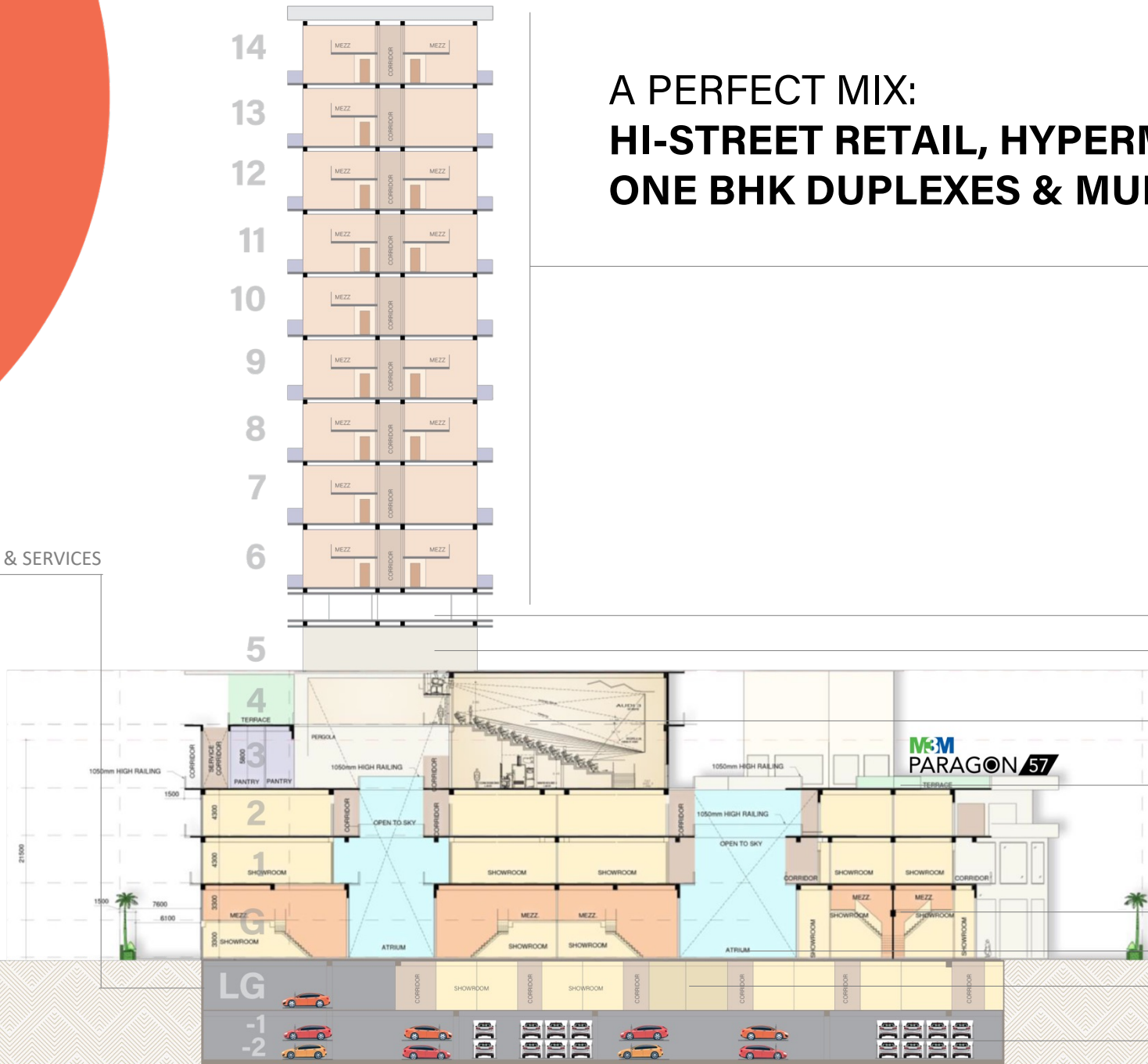
TERRACES

DOUBLE HEIGHT SHOWROOMS

ATRIUM

HYPERMARKET/ SHOWROOMS

PARKING & SERVICES



RESPECTFULLY INTEGRATED. CAREFULLY PLANNED

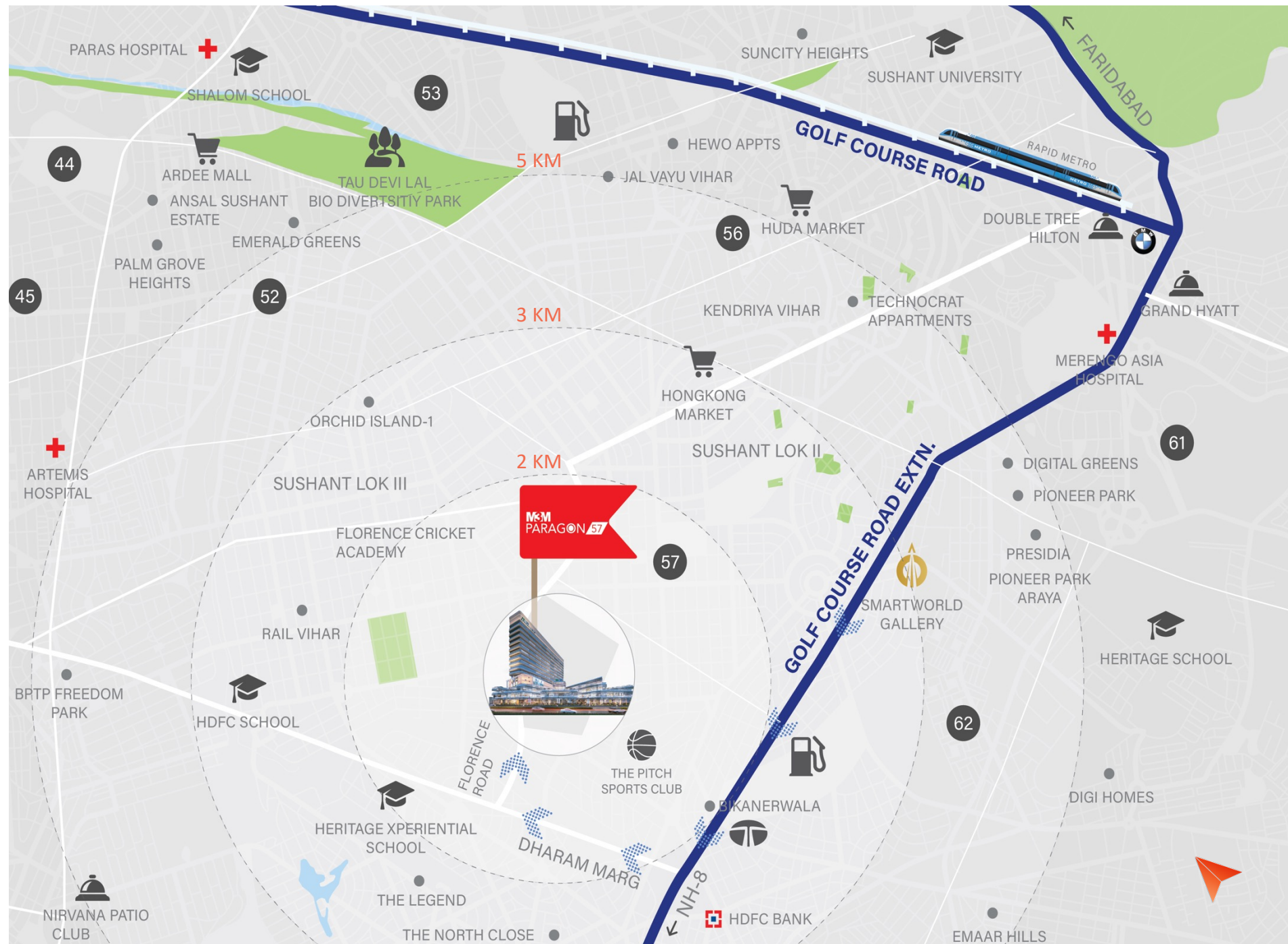
- LESS THAN 2 KMS FROM GOLF COURSE ROAD
- **RIGHT NEXT** TO GOLF COURSE ROAD EXTN.
- BANG ON 60 MTR. WIDE FLORENCE ROAD
- **WALKABLE-ARM-REACH** CONCEPT RETAIL
- PROVIDES **URBAN VITALITY** AND HAS **NO COMPETITION** FROM LOCAL MARKETS

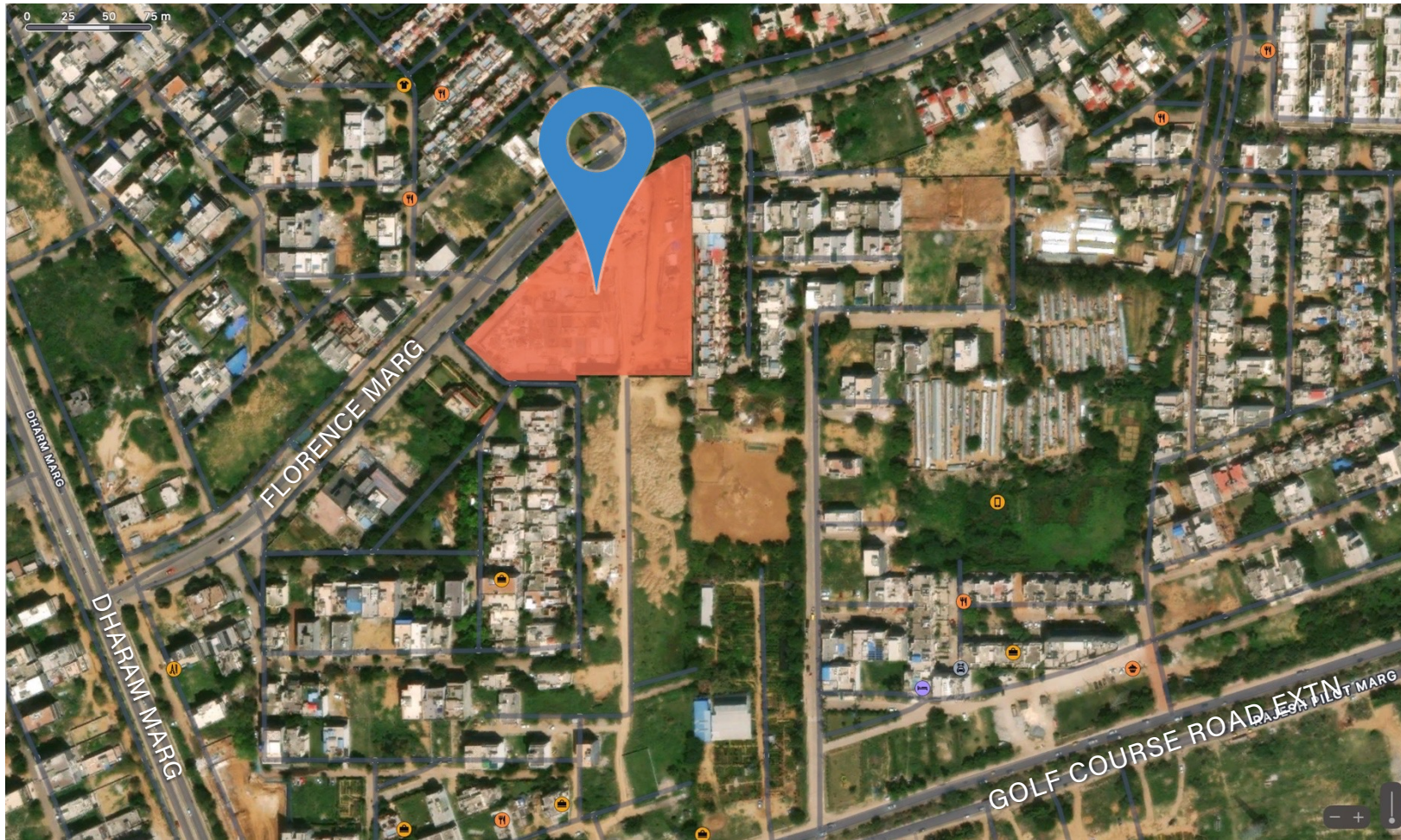
WHAT LIES AROUND

2+ LAKH
HNI
CATCHMENT

41
ICONIC
PROJECTS

10
LUXURY
PROJECTS



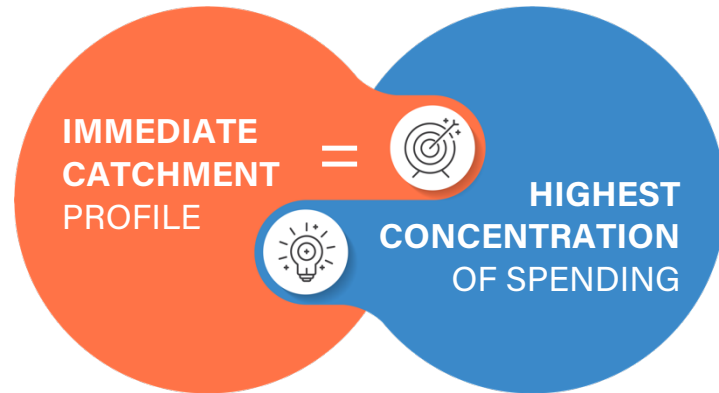


SUBJECT SITE

ACTUAL IMAGERY

Strategically located on Florence Road at Sector 57, provides unmatched accessibility to the local points of city, well connected to Golf course road and well surrounded by habitated zones of 56, 57 and 59 Sectors.

THE CATCHMENT



SUBJECT SITE REGION

FAST PROGRESSING ZONE, SLATED TO BE THE NEXT DESTINATION ALONG THE GOLF COURSE ROAD EXTN. IN THE **ALREADY DEVELOPED** DENSE RESIDENTIAL CATCHMENT.



IMMENSE RETAIL POTENTIAL DUE TO **HIGH-END RETAIL DEMAND & DEARTH OF QUALITY MALLS/ HI-STREET** IN THE VICINITY

EXISTING HI-STREET CHARACTERISTICS:

- DECADE OLD
- POOR DESIGN
- LOW OCCUPANCY
- INTERRUPTED SHOPPING EXPERIENCE
- NO PREMIUM BRANDS

DETAILED GAP ANALYSIS

FULFILLING DEMAND
ASSESSING NEEDS AND GAPS

M3M Paragon opens new doors for shoppers with exclusive mix of retail brands, along with exceptional leisure & shopping experience, lacking so far in this micro market.



A close-up photograph of a wooden parking sign. The sign is made of light-colored wood and has the words "HANDICAPPED PARKING" and "1,000 HOURS" printed on it. A red arrow points to the left, indicating the direction of travel for the parking area.

VEHICULAR
ENTRANCE/ EXIT

CENTRAL ATRIUM
ENTRANCE LOBBY FOR
ONE BHK DUPLEX
APARTMENTS



THE ENTRANCE PLAZA

This Commercial complex has a pleasing appearance that would charm most buyers. This will be a masterpiece designed to create a unique environment which offers diverse and secure mix of living spaces and retail.

- Strategically planned multiple accesses.
- Separate Vehicular and Pedestrian movement

- Landscaped plaza/Piazza.
- Multiple activity arena
- Multiple sitting arrangements

DESIGN VOCABULARY



FLOORING



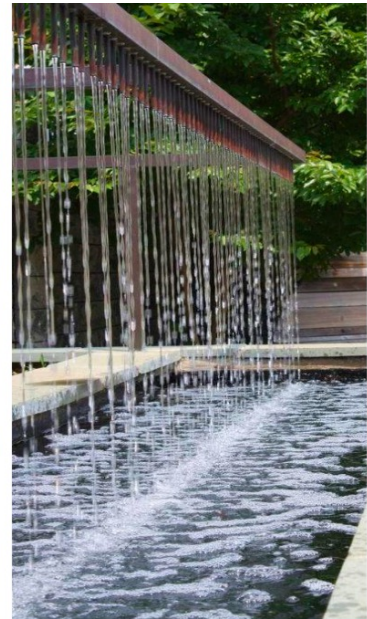
LIGHTING



SCULPTURE



VERTICAL GARDEN



WATER FEATURE



WIDE EAST AND WEST BOULEVARDS



Hi-exposure large glass façade of the retail shops

24 ft High Double Height shops with mezzanine on Ground Floor

WHY GO FOR **DOUBLE HEIGHT SHOPS** ON THE GROUND FLOOR?

SUPER-HIGH EXPOSURE

24 feet high ground floor retail is going to provide the right exposure that any brand will wishfully desire for!

PRIME LOCATION

This will be the 1st port of choice for the catchment, meaning brisk business for the investors and owners alike

BE HOST TO THE RIGHT BRAND

Look beyond basic rentals by playing a host to the brand that's best suited for this space, get better returns

MULTIPLE USABILITY

Suiting multiple formats, multiple businesses and multiple target audiences

YOU DON'T HAVE A CHOICE!

These are the only double height retail shops on the Golf Course Road Extn.



GRAND CENTRAL ATRIUM

- Open-to-sky courtyards for a pleasant recreational experience
- Maximum piazza/ atrium facing shops
- The retail has a very intimate scale with a large central area acting as the activity hub
- The project has been intelligently planned to extend seamless connectivity vertical and horizontal movement through well-appointed elevators, escalators & connecting bridges



MULTIPLEX: A FOOTFALL GENERATOR FOR RETAIL



- Cinema multiplexes are a perfect example of convergence of retail and entertainment across the mall and high-street organised shopping formats
- Multiplexes are now proving themselves to be an integral part of a successful shopping mall/center
- Symbolic of footfall generator, multiplexes offer an ideal opportunity to attract boutique & anchor retailers to their development

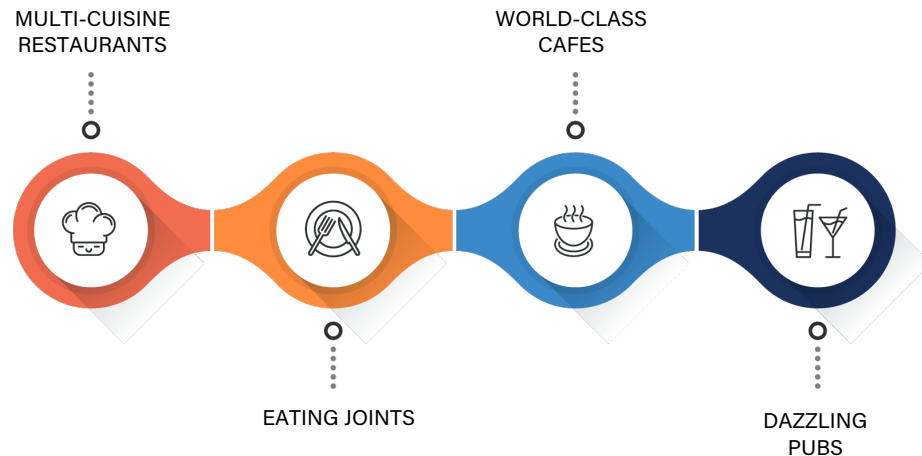


5-SCREEN MULTIPLEX AT LEVEL 3&4

FOOD COURT AT LEVEL 3

A DELIGHTFUL F&B EXPERIENCE

- The food court is an important element of M3M Paragon as it will complement the business of the other tenants in the mall
- The Food Court will drive and direct footfalls to retail
- This will provide a welcome relief to the serious shoppers to:
 - take a break and enjoy a quick fill up,
 - act as a hangout joint,
 - a party place for young adults,
 - a convenient getaway for corporate executives wanting to enjoy a jiffy lunch or a coffee break with their colleagues.



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"Food courts play the **role of anchor tenant** in a retail. Along with complimenting businesses they provide good recreational space to the customers."



INTRODUCING

M3M
57TH SUITES

ONE BHK **DUPLEX** APARTMENTS

ONE BHK **DUPLEX** APARTMENTS

EXPLORE THE REALM OF THE **AVANT-GARDE** LIVING!



301

ULTRA LUXURY ONE BHK
DUPLEX APARTMENTS

1,210 SQ FT
UNIT AREA

4,200 SQ FT
DEDICATED RESTAURANT

32,200 SQ FT
CLUB AMENITIES

0 Minute
RETAIL

M3M
57TH SUITES

- One BHK **Duplex Apartments**
- Offers a **modern living** in a **prime downtown** location
- **Open-concept** layout
- **Premium amenities** and **excellent connectivity**
- **24x7 concierge** services for an elevated lifestyle
- A perfect **urban retreat**

ONE BHK **DUPLEX** APARTMENTS

AN IMPROVISED **CONCEPT** FROM LOFTS

WHAT'S A LOFT?

- A **Modern, spacious**, and **trendy** living space for **today's generation**
- These provide an **Open-Concept Living Space**, unique design elements and a trendy lifestyle.
- These have **high ceilings**, and **large windows** that allow for plenty of **natural light**.
- Lofts offer **flexible living spaces**, allowing residents to **customize their living arrangements** according to their needs.



BEDROOM
TEAM WORKPLACE
LIBRARY
STUDIO

LIVING ROOM
OWNER'S SPACE
ENTERTAINMENT SPACE
FRONT OFFICE

2x
LIVING

ORIGIN OF LOFT

- The story of the loft apartment started in **SoHo, New York**, a sought-after section of Manhattan in 1960s.
- Lofts were originally used as **workspaces for artists**
- They saw potential in their **high ceilings** and **open spaces** for creating living arrangements that were both **functional & inspiring**.

Lofts are currently basking in a **surge of popularity**, gracing the sets of numerous home décor shows

ADVANTAGES OF LOFTS

- A **spacious** and **unique living space**
- A **central location** in urban areas
- Potential for **customization** - Offer flexible living area.
- **Trendy** and **vibrant** neighbourhoods that offer a range of amenities and entertainment options.
- Lofts are easier to maintain

- They have typically **higher ceilings** and **larger windows**, which can make the space feel **brighter** and more **airy**.
- Lofts and apartments also **appeal to different lifestyles** and **demographics**.
- Lofts are often **sought after** by artists, creatives, and young professionals who appreciate the **unique design** of these living spaces.

A TRANSFORMATIONAL LIVING EXPERIENCE!

THERMAL COMFORT



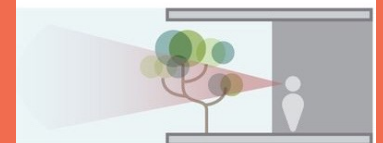
AIR QUALITY



NOISE ABSORPTION



BIOPHILIA
YOUR CONNECTION
WITH NATURE





- Wide-open living spaces and floor-to-ceiling **height of 19 feet** extends plenty of **room to breathe**
- These apartments are spacious with **adaptable spaces**
- **Private balcony** with city views
- Exclusive lobby



VEHICULAR
ENTRANCE/ EXIT

60M WIDE ROAD

PEDESTRIAN ENTRANCE

TIERED HEDGES

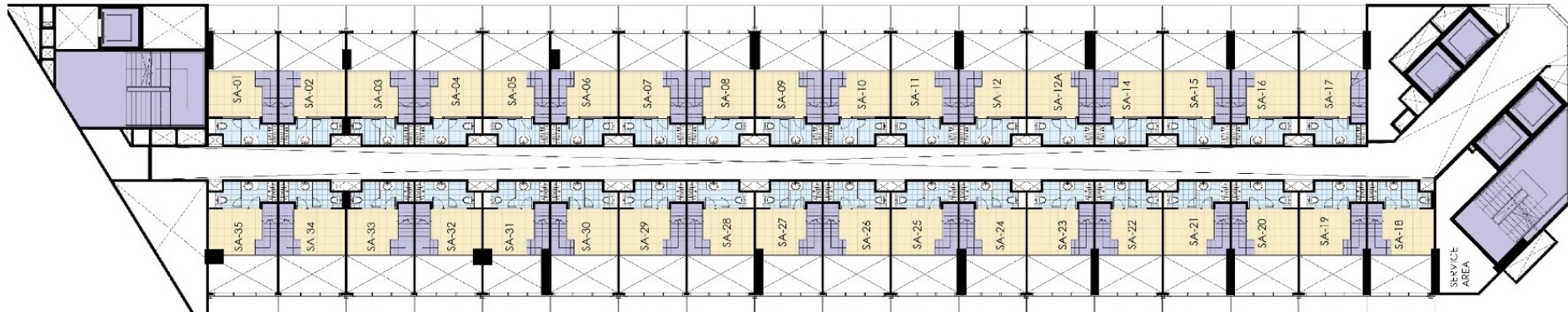
VEHICULAR
ENTRANCE/ EXIT

LOFT
PROFILE



ENTRANCE LOBBY FOR
ONE BHK DUPLEX
APARTMENTS

TYPICAL FLOOR PLAN

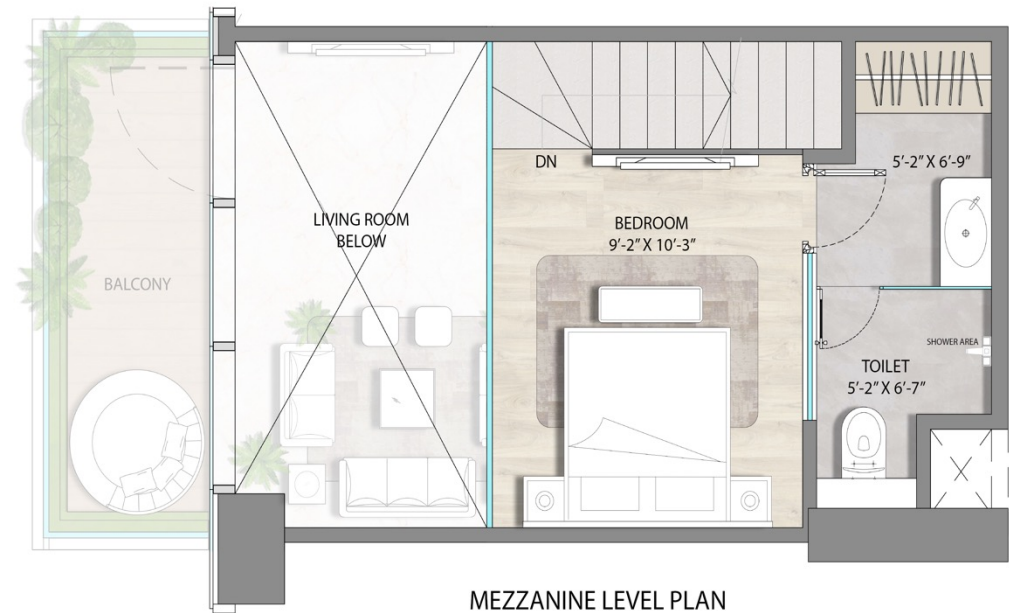


TYPICAL MEZZANINE LEVEL PLAN

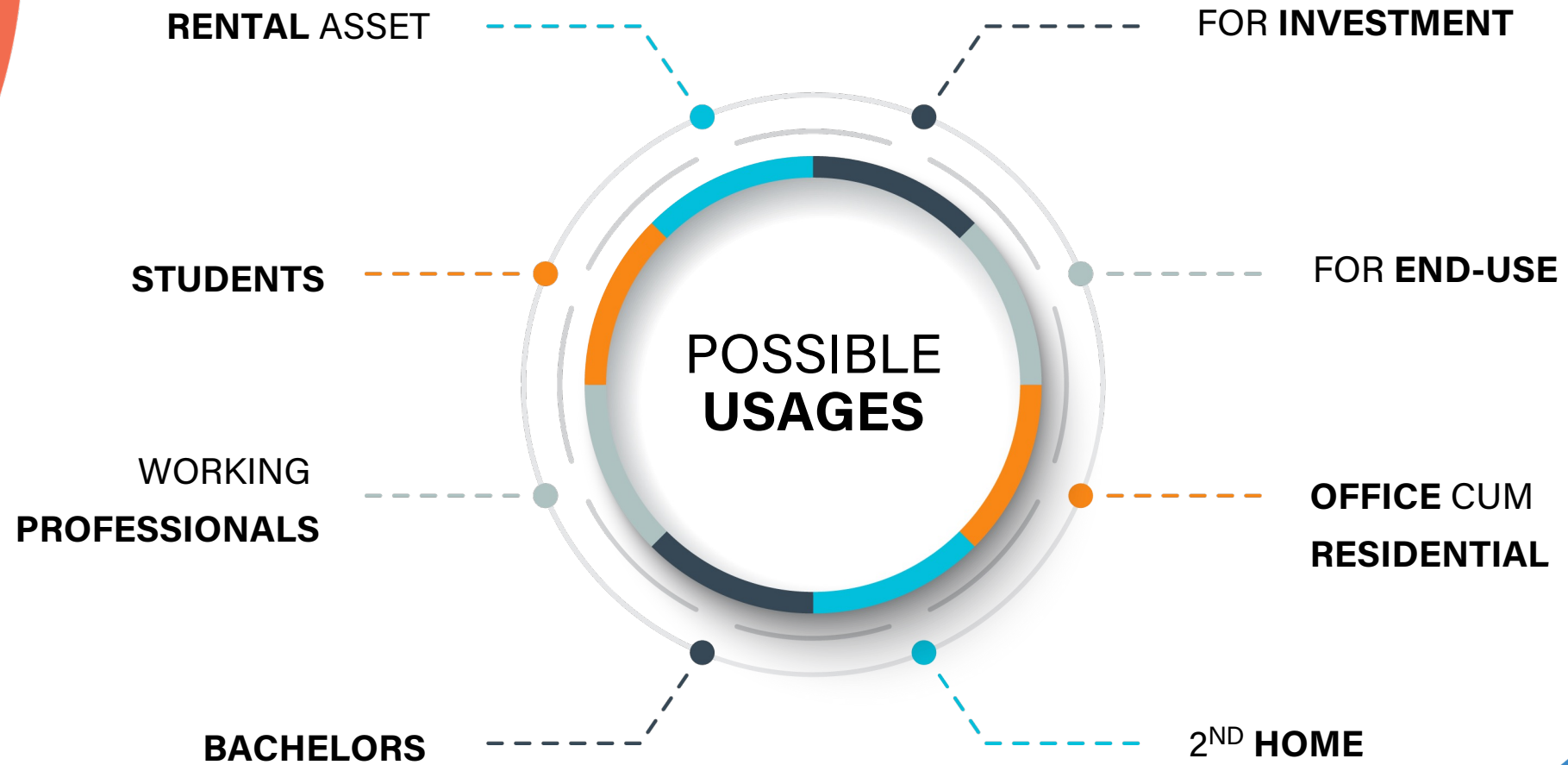


TYPICAL LOWER LEVEL PLAN

TYPICAL UNIT PLAN



TYPICAL UNIT : 1210 SQ FT | 310 UNITS



EXTENDING A CHIC LIFESTYLE!

EXCLUSIVE CLUB AMENITIES



CLUB TERRACE



RESTAURANT AT THE CLUB



CLUB FITNESS CENTRE



DAY CAFE

LET US HELP YOU MAKE THE MOVE THAT MATTERS!



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Lofts at "M3M Paragon57" is an independent standalone Commercial Project and part of larger license Residential Colony being developed on the part of licensed land bearing no. 10-16 of 1996 dated 16.02.1996. The project is on land admeasuring 12,788.07sq. mts. (3.16Acres), situated at Block-A, Sector - 57, Sushant Lok-III, Gurugram Haryana and conveyance deed duly registered vide Document No.7936 dated 13.09.2022 with Sub-Registrar, Wazirabad, Gurugram, Haryana in favour of Promoter Company i.e. Paryapt Infrastructure Pvt. Ltd. The Project is duly registered with Haryana Real Estate Regulatory Authority vide Regn. No. RC/REP/HARERA/GGM/651/383/2022/126, dated 23.12.2022. The development of the Project is in accordance with the Building Plans approved and sanctioned by DTCP, Haryana.

The use of word 'M3M' shall in no manner be construed or interpreted as M3M India Pvt. Ltd. being the Promoter and / or Developer of the Project.

Dispute with regard to the interpretation of information will be subject to the exclusive jurisdiction of District Courts at Gurugram and Hon'ble High Court of Punjab & Haryana at Chandigarh, India.

1 Hect. = 2.471Acres, 1 Acre = 4840 sq. yds. or 4046.86 sq. mtrs., 1 sq. mtr. = 10.764 sq.ft