

**PURVA**  
**SOMERSET**  
**HOUSE**

A CELEBRATION OF YOUR  
SUCCESSFUL LIFE.

**PURAVANKARA®**

Call: 044 - 44 55 55 55 / 1860 208 0000 Web: [www.puravankara.com](http://www.puravankara.com) Mail: [sales@puravankara.com](mailto:sales@puravankara.com)

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**Creating  
India's Next  
STATUS SYMBOL  
RESIDENCES.**



PRESENTING,  
PURVA SOMERSET HOUSE



Nothing beats the pride and joy that comes from owning a luxury residence. It doesn't just subtly display to the world, your success. But more importantly a prestigious address as this is an elaborate ornament to your achievements. Purva Somerset House is proudly located in one of the most prime locations in the country, and that's what makes it a true status symbol.



WHEN GOOD THINGS  
COME TOGETHER,  
GREATNESS IS BORN.



PURAVANKARA  
INDIA'S MOST TRUSTED DEVELOPER



HADI TEHERANI  
CONCEPT FAÇADE DESIGNER



GUINDY, CHENNAI  
PRIME DESTINATION



BLUNEX LIFE  
TOMORROW'S TECHNOLOGY IN TODAY'S HOME

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PURAVANKARA

**PURAVANKARA®**

INDIA'S MOST  
TRUSTED DEVELOPER.

NOW HAS A CROWN JEWEL - PURVA SOMERSET HOUSE.

With over 43 years of experience in real estate, Puravankara is today amongst the top 4 developers in India. A credo of uncompromising values, customer centricity, robust engineering, and transparent business operations, has earned Puravankara many accolades from customers and the public at large. Puravankara is also popular for its unique conceptualizing sensibilities. And has over 23,000 happy customers.

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HADI TEHERANI

The façade of Purva Somerset House has been designed to create an international and timeless architectural statement taking inspiration from traditional design elements of Tamil Nadu and global design trends creating a unique solution. It is inspired by the geometry of intricate patterns of the traditional handmade Chettinad tiles which have been reimagined and translated into modern jaali patterns and cladding design elements, thereby giving it a strong character rooted in rich heritage.

Care has been taken to address concerns of hot tropical climate by providing jaalis, chhajjas and appropriate glazing. Jaali's on the balconies offer shading and privacy, without compromising on the grand views of the racecourse across, while chhajjas and balconies provide natural shading and protection from rain. The skin walls and façade treatment tie up the building geometry into a bold clean form where each tower is defined by an envelope with stone cladding to bring in the warm touch of natural materials. In short, Purva Somerset House will be nothing short of magical.

NOTHING LESS  
THAN THE BEST  
WOULD DO.

**SO WE CHOSE  
WORLD RENOWNED  
HADI TEHERANI.**



DANCING TOWERS, HAMBURG, GERMANY



KRANHAUS IN COLOGNE, GERMANY





GUINDY, CHENNAI

# WHERE EVERY SQUARE FEET IS AS PRECIOUS AS GOLD.

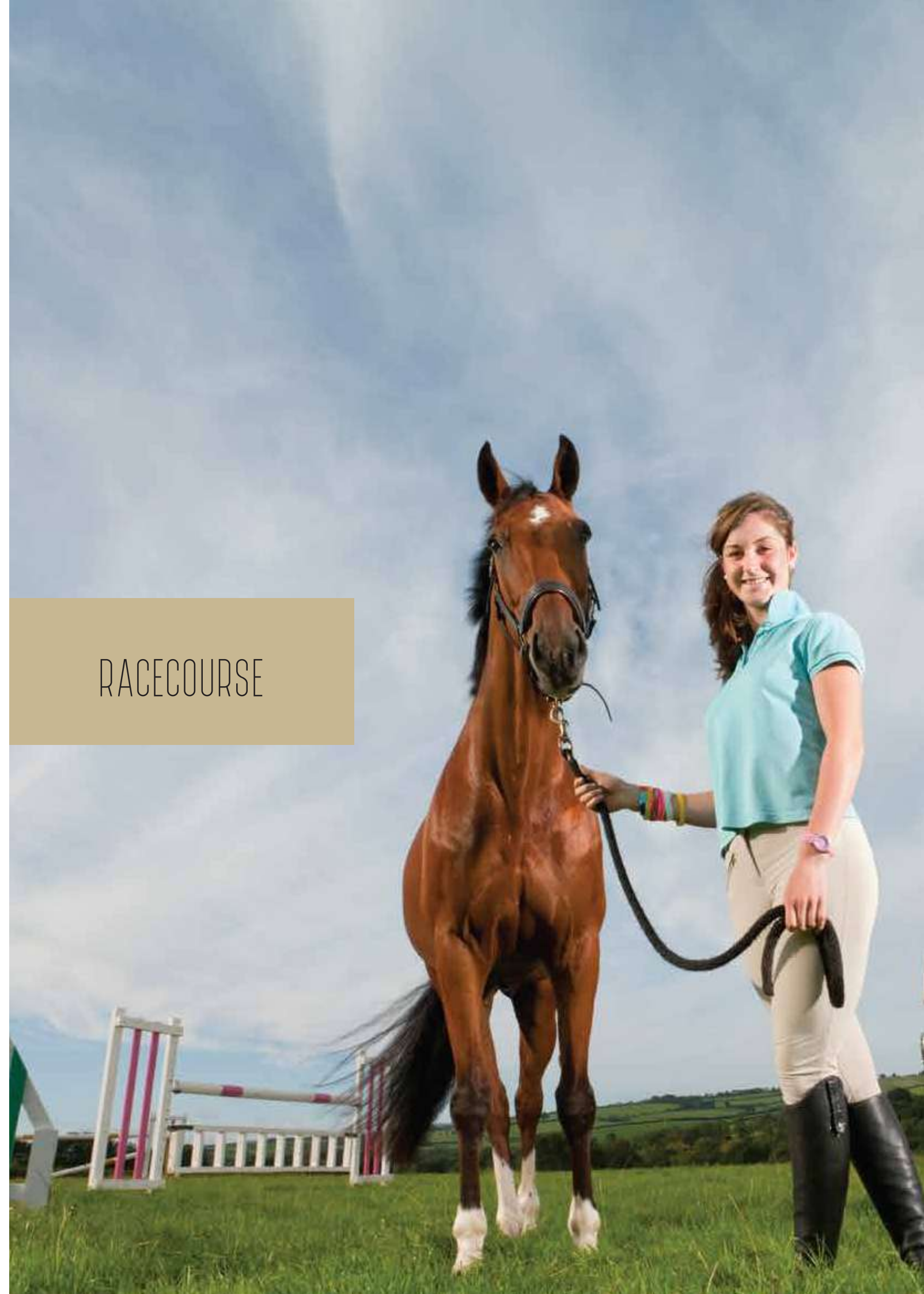
Guindy in Chennai, is one of the 10 most prime investment destinations in India. Overlooking the Guindy Race Course, and situated near the Guindy National Park. This means, your life at Purva Somerset House also unlocks your world to beautiful forests, and a wide variety of flora and fauna. And is yet, in close proximity to city centers like Velachery, the metro station, the Airport, IT Parks, malls, educational institutions, hotels and hospitals. In short, an address that befits your true stature. Where even the air around you is fresh and good for you. Now that's luxury living.

# THE BEST LOCALITIES GET BUILT AROUND THE RACECOURSE.

It's a known fact, all across the world, that land around a racecourse is extremely prime. Like the Mahalakshmi Race Course in Mumbai, the Bangalore Turf Club Race Course, Meydan Race Course in Dubai, and many more. Purva Somerset House around the Guindy Race Course, is one of the most coveted locations in the city. It is also the oldest racecourse in India and boasts of the best racetrack in the country. The sheer majestic views that this unique aesthetic backdrop offers is something only a select few have the privilege of waking up to. Purva Somerset House at Guindy is destined to be the next big thing.

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RACECOURSE





YOUR LUNG SPACE,  
RIGHT IN THE HEART  
OF THE CITY.

## Location proximity to key areas:

Kathipara Junction - 2 kms  
Guindy National Park - 3 kms  
IT Corridor, OMR - 5 kms  
Guindy Metro Station - 1 km  
Airport - 8 kms

Phoenix Market City - 2 kms  
Raj Bhavan - 3 kms  
IIT Chennai - 4 kms  
Apollo Speciality Hospital, OMR - 6 kms  
Adyar - 5 kms

## IT Parks (Within 5-6 km radius)

TIDEL & Ramanujan Tech Park  
Olympia Tech Park

DLF SEZ  
Ascendas Tech Park





# PURVA SOMERSET HOUSE RESIDENTS GET TWO EXCLUSIVE OPTIONS TO CHOOSE FROM.

When you are in a league of your own, your perceptions would be totally different too. Crafted keeping the sensibilities of the classic and the modern, Purva Somerset House presents a residence that, like you, is a cut above and clearly gestures your undisputed triumph to the world. In expansive 3, 4 and 5 BHK premium residences & penthouses.

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## STANDARD



Fill Up Your Home With What Defines You Best.



Tomorrow's Technology in Today's Home.



# BLUNEX LIFE - TOMORROW'S TECHNOLOGY IN TODAY'S HOME.

Put together by some of the best technical talent in the country, using Artificial Intelligence solutions and Internet of Things (IOT) to transform the way you live. This makes Purva Somerset House a fully integrated lifestyle with everything required to make your life comfortable. Each apartment comes with Google Home<sup>1</sup>, which can give you hands-free help around the house. Google Home is powered by the Google Assistant. Ask it questions. Tell it to do things. It's your own Google, always ready to help. Just start by saying, "Ok Google" to get answers from Google, enjoy music, manage your everyday tasks, and easily control your smart home.

Pure Drinking Water off the Tap

Pure Oxygen

Intelligent Homes



**BluNex Life™**

**Google Home**  
smart speaker powered by  
the  Google Assistant

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# PURIFIED WATER, NOW STRAIGHT OFF YOUR KITCHEN TAP.

Gone are the days when you need to put up a water purifier. Our kitchens are provided with purified water, every time you open the drinking water tap. Processed through a centralised treatment plant, the water is filtered multiple times with sediment filters, activated carbon filters and membrane filters, and stored in a stainless steel tank, so you enjoy the purest access to high quality drinking water.







# INTRODUCING WATER EFFICIENT HOMES, FOR A CLEANER, GREENER TOMORROW.

At Puravankara, we believe in being responsible citizens of the world and taking care of our planet. As a step towards being environment friendly, is understanding the importance of saving water. And that is why we have taken every effort to make every single home of ours water efficient.



# YOUR WATER EFFICIENT HOME.

Our initiative is a 3-step process which includes:



## Water Harvesting

It's our way of giving back to Mother Earth what we take from her. We achieve this through a simple process of collecting and storing rainwater into storage tanks. Treating it and then making it available for domestic use. We also direct the excess water to the ground through recharge pits, thus making it possible to recharge and increase the groundwater level as well.



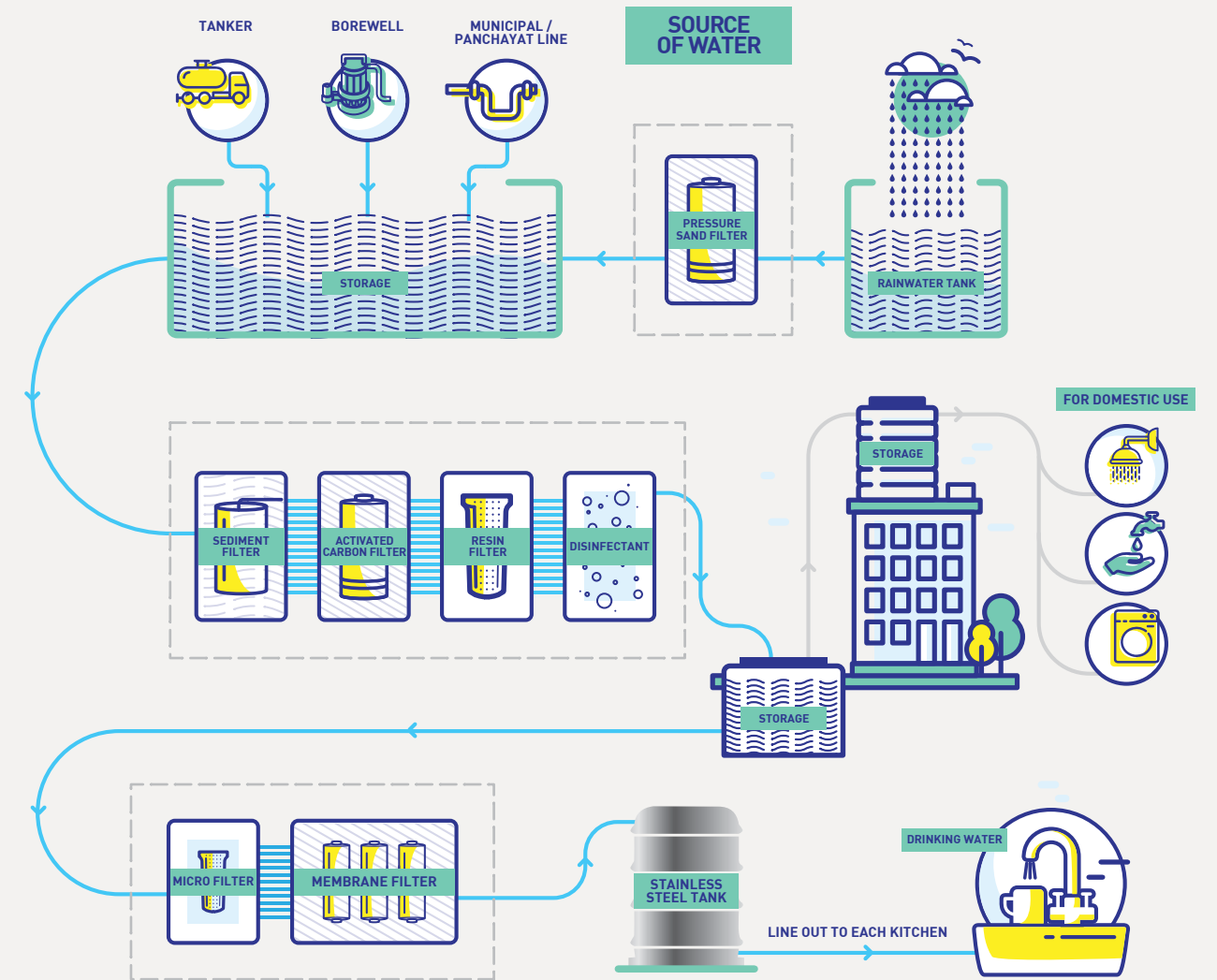
## Water Purification

Designed to keep your health and well-being in check. We at Puravankara, ensure safe and purified drinking water in your kitchen tap, through a rather rigorous treatment process. No matter what your water source is, be it Borewell/Tanker/Municipal/Panchayat water it goes through multiple levels of treatment as well as filtration before it is made available in your kitchen taps, for you to drink straight out off. This way, you and your loved ones stay healthy always.



## Water Recycling

Every drop of water used in a home, can be treated and used again. In fact, our Sewage Treatment Plant, is especially designed to treat waste water (both grey & black water). Once the waste water has been treated through STP (MBR technology), it is then collected in a separate water tank and pumped for flushing and gardening. This not only makes us self-sufficient, but also ensures we play our part in keeping our planet green.





# FOR THE FIRST TIME EVER, PRESENTING THE OXYGEN CLUB.

Oxygen is the very essence of life. In the polluted environments that we live in today, oxygen levels are so low. Whereas, air that's rich in oxygen offers many health benefits including relaxed mental & physical health for your overall well-being. At Purva Somerset House, this is exactly why we supply a fresh dose of oxygen at regular intervals at your clubhouse. So you thoroughly enjoy your experience out here, no matter what you do. Visit the oxygen clubhouse and feel rejuvenated.

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INTELLIGENT HOMES, SO  
YOU CAN TRULY RELAX  
AND UNWIND.

Your home at Purva Somerset House would be an experience to own as it comes with:

- Intelligent Master Command For all Smart Appliances
- Intelligent Entertainment using Google Home - Voice enabled help
- Intelligent Answers (Education) - using Google home
- Last Mile Fibre Optic Infrastructure
- Intelligent Master Command For all Smart Appliances
- Intelligent Biometric Security
- Intelligent Lighting & Cooling
- Intelligent Motion Sensors
- Wifi Boosters to enhance intra-home connectivity
- 24/7 Remote connectivity to your home from anywhere in the world
- Intelligent Home Controls by Voice & BluNex-App



# GET YOUR HOMES DESIGNED BY THE BEST IN BUSINESS.



**VANI GANAPATHY**

'Elegance Unlimited', 'Classical Diva' and 'Style inbuilt in her', is how the press fondly describes Vani Ganapathy and her work style. Celebrated classical dancer & interior designer Vani Ganapathy is based out of Bangalore. One of India's renowned designers, Vani brings to her designs a beautiful fusion of the contemporary & the traditional. Her use of colours is eclectic, & the final result is sheer splendour.

Darshana Patel (Alumni of LS Raheja School of Architecture) is the principal partner and founder of the award winning design firm - Signa Design. With offices in Mumbai and Bangalore, she has created a robust design philosophy which pushes the design envelope. Her design aesthetics follow a unique blend of form, function and financial logic resulting in spaces which are stylish, timeless and unique.



**DARSHANA PATEL**



**HUSNA RAHAMAN**

Fulcrum Studio is an international award-winning firm which redefines design within a framework of 'emotional response' and 'spatial philosophy.' Having worked on the choicest projects in the country she has transcended interior design into a realm of spiritual thoughtfulness. Having studied at the celebrated Parsons School of Design, New York and Paris she has an affinity to the wonder of the world and transports the senses into a higher realm. Amongst much recognition, her latest feather in the cap is being chosen as one of the top ten female lead design firms in the world by the revered ArchDaily.

LUXURIES TO  
INDULGE IN,  
SO YOU CAN  
MAKE MEMORIES  
ALL ACROSS  
PURVA SOMERSET  
HOUSE.



INTELLIGENT HOMES

TERRACE INFINITY POOL







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STARRY SKY LOUNGE





MEETING ROOM



POOL TABLE ROOM



STEAM AND SAUNA



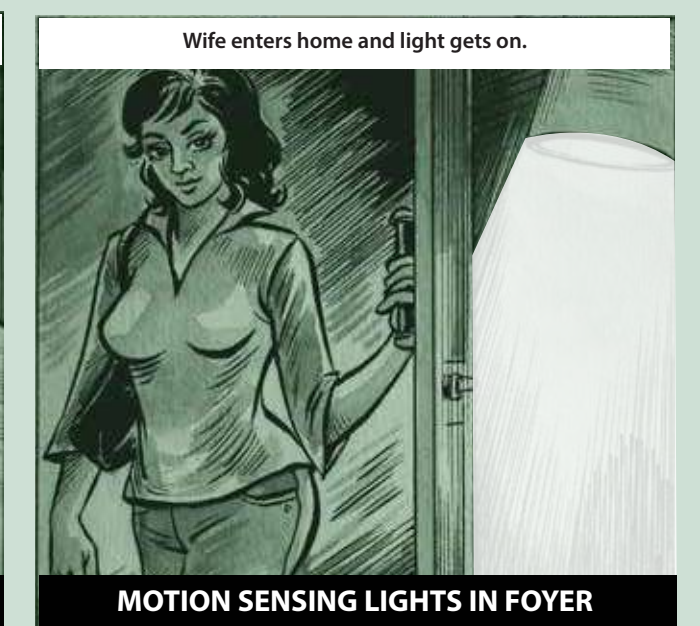
MULTI-PURPOSE HALL



# WHAT EXACTLY DOES THE BLUNEX LIFE OFFER?

**BluNex Life™**

Google Home  
smart speaker powered by  
the Google Assistant



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Wife cooking in kitchen.

Ok Google, give me the recipe for Thai Green Curry.

Hi Priya... I'm home!

Okay, I've got a recipe called Real Vegan Thai Green Curry.

**ASK GOOGLE HOME FOR RECIPES<sup>1</sup>**

As husband enters, wife goes and hugs him. Husband has a cheeky expression on face.

Ok Google. Play Jazz music.

Playing Jazz music

**PLAY MUSIC HANDS-FREE WITH GOOGLE HOME<sup>2</sup>**

Husband getting out from bathroom. Son on bed, facing TV. Content streamed on TV using Google Chromecast.

Hey, that's my bed!!!

Ok Google, Cast cartoons from YouTube on Bedroom TV.

**USE YOUR VOICE TO CAST CONTENT ON TV WITH GOOGLE HOME<sup>3</sup>**

Wife gets thirsty and drinks water in a glass, right from the tap.

**PURE DRINKING WATER OFF THE TAP**

Husband keeps his tab, and gets ready to sleep. Wife is already asleep next to him.

!!Light turns Off!!

!!AC turns ON!!

Ok Google... Good night!

!!AC turns ON!!

!!Light turns Off!!

**ONE VOICE COMMAND TO OPERATE YOUR SMART HOME VIA GOOGLE HOME<sup>4</sup>**

Night time. Wife asks Google Home.

Ok Google, Set AC Temperature to 22 degrees.

Setting AC Temperature to 22 degrees

**BE IT ANYTIME, GOOGLE HOME IS THERE FOR YOU<sup>1</sup>**

Alarm rings. Wife asks Google Home.

Ok Google, Good Morning.

!!Light turns on!!

**ONE VOICE COMMAND FOR HANDS-FREE HELP<sup>1</sup>**

Wife lazing on bed. Maid ringing bell appears on her phone.

Didi, Good morning.

**AUTOMATED SECURITY FEATURES**

Husband shaving. Phone rings. Boss's message appears on phone.

Mail me that document asap!

Mail sent!

I love my BluNex Life!

**WI-FI BOOSTERS FOR A STRONG WI-FI SIGNAL**

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Husband running on the treadmill at the gym in the Oxygen Clubhouse.



**OXYGEN CLUB**

Husband looks unsure about the geyser.



**BLUNEX APP ENABLED HOME AUTOMATION**

Husband and wife in car. Image of courier boy appears on husbands phone. Husband answers.



**FUTURISTIC NEXT GEN HOMES**



# MASTER PLAN



A sprawling property comprising of 4 towers with designated courtyards between each of the towers. The building comprises of three basement with mechanised/valet parking, stilt + 12 habitable floors.

\*For representation purpose only.



# TYPICAL UNIT PLANS

## LEGENDS :-

1. Foyer - 7'10" x 9'3"
2. Living/Dining - 21'1" x 15'0"
3. Balcony - 16'4" x 5'0"
4. Kitchen - 10'5" x 9'3"
5. Utility - 5'2" x 9'7"
6. Bedroom-2 - 12'0" x 14'0"
7. Toilet-2 - 5'6" x 8'6"
8. Bedroom-3 - 11'4" x 13'9"
9. Master Bedroom - 12'0" x 15'0 1/2"
10. Toilet-1 - 8'6" x 6'0"
11. Toilet-3 - 8'0" x 6'0"



Indicative Saleable Area	~ 1925 Sq ft
Indicative Carpet Area	~ 1225 Sq ft
Indicative Usable Area	~ 1325 Sq ft

3-BHK Luxe

## LEGENDS :-

1. Private entry - 9'5" x 5'6"
2. Foyer - 5'0" x 3'1"
3. Living/Dining - 22'1" x 15'0"
4. Balcony - 16'6" x 5'0"
5. Kitchen - 11'5" x 9'3"
6. Utility - 12'4 1/2" x 5'0"
7. Bedroom-2 - 12'0" x 14'0"
8. Toilet-2 - 5'6" x 8'6"
9. Toilet-4 - 5'0" x 9'3"
10. Bedroom-4 - 11'4" x 13'3"
11. Bedroom-3 - 12'0" x 14'0"
12. Toilet-3 - 5'2" x 8'4 1/2"
13. Master Bedroom - 12'0" x 16'0"



Indicative Saleable Area	~ 2475 Sq ft
Indicative Carpet Area	~ 1500 Sq ft
Indicative Usable Area	~ 1665 Sq ft

4-BHK Luxe

# TYPICAL PENTHOUSE UNIT PLAN

**LEGENDS :-**

1. Foyer - 5'4" x 6'6"
2. Living/Dining - 21'8" x 15'8"
3. Balcony - 16'4" x 4'6"
4. Kitchen - 10'4" x 9'4"
5. Utility - 5'0" x 9'0"
6. Bedroom-2 - 14'6" x 12'0"
7. Toilet-2 - 5'10" x 8'0 ½"
8. Toilet-3 - 8'0" x 6'0"
9. Gym - 11'7" x 12'6 ½"
10. Master Bedroom - 12'0" x 15'0 ½"
11. Toilet-1 - 8'6" x 6'0"



Indicative Saleable Area	~ 2650 Sq ft + ~ 875 Sq ft Terrace
Indicative Carpet Area	~ 1700 Sq ft + ~ 875 Sq ft Terrace
Indicative Usable Area	~ 1800 Sq ft + ~ 875 Sq ft Terrace

LOWER PENTHOUSE

**LEGENDS :-**

1. Lounge - 8'0" x 6'9"
2. Study - 8'0" x 11'8"
3. Bedroom-3 - 12'0" x 15'0 ½"
4. Toilet-3 - 8'0" x 6'0"
5. Private terrace



UPPER PENTHOUSE



## IMPERIAL MANSIONS UNIT PLAN



### IMPERIAL MANSIONS

#### 5-BHK Modification Request

Optional modification on a customer request combining 2 independent units of series 1 and 2 or series 3 and 4 in Tower D. The modification will continue to retain units in series 1 and 2 or series 3 and 4 as two independent units with 2 independent sale deeds and two independent main door numbers for all statutory and documentation purposes.

Furniture, fixtures or fittings shown in the floor plan are not standard and will not be provided in the apartment. Areas mentioned herein are approximate and shall vary based on selected apartment. Floor plans are in accordance with the latest approved sanctioned plan and are subject to changes mandated by government authorities and/or applicable laws from time to time.

# TERMS & CONDITIONS

I/We understand that all features offered by the developer under the BluNex Life Package is an optional upgrade which comes at an additional cost for the Home Owners. However as an inaugural promotional plan, the developer is offering the BluNex Life Package complementary to all purchasers of this project. The developer has appointed a specialised home automation vendor/s and such other vendors as may be required for the installation of BluNex. The installation of BluNex Life Package and integration of the same with the relevant smart appliances of the Home Owner shall be done post the Home Owners taking possession of their home. Most of the features of BluNex Life Package are technology based and I/We understand that the operation of the same shall require smart appliances/devices/fixtures, paid subscriptions to service providers, potential modifications, power, wi-fi connectivity and such things/services as may be required to customise the installation to the special situation that a home may demand, all of which may be at an additional cost to the Home Owner. I/We understand further that Technology/Technology Vendor evolve at a rapid pace with possibilities of redundancies and possibilities of non-compatibility of some or all of the features/devices of BluNex Life Package with some or all of the Home appliances owned by the Home Owner, in which case the Home Owner may need to upgrade their home appliances/devices/fixtures to take advantage of the offerings under the BluNex Life Package. I/We understand that the user interface on the BluNex app, Google Home app and on other home automation devices including the Google Home may change with time. I/We also understand all features, offerings, devices offered under the BluNex Life Package are beyond the Standard Specifications offered by the developer and hence the developer is precluded from any defect period liability on the same. Google and Google Home are trademarks of Google LLC. I/We understand that a detailed note of all specifications that come as part of the BluNex Life package shall be intimated to all Home Owners independently.