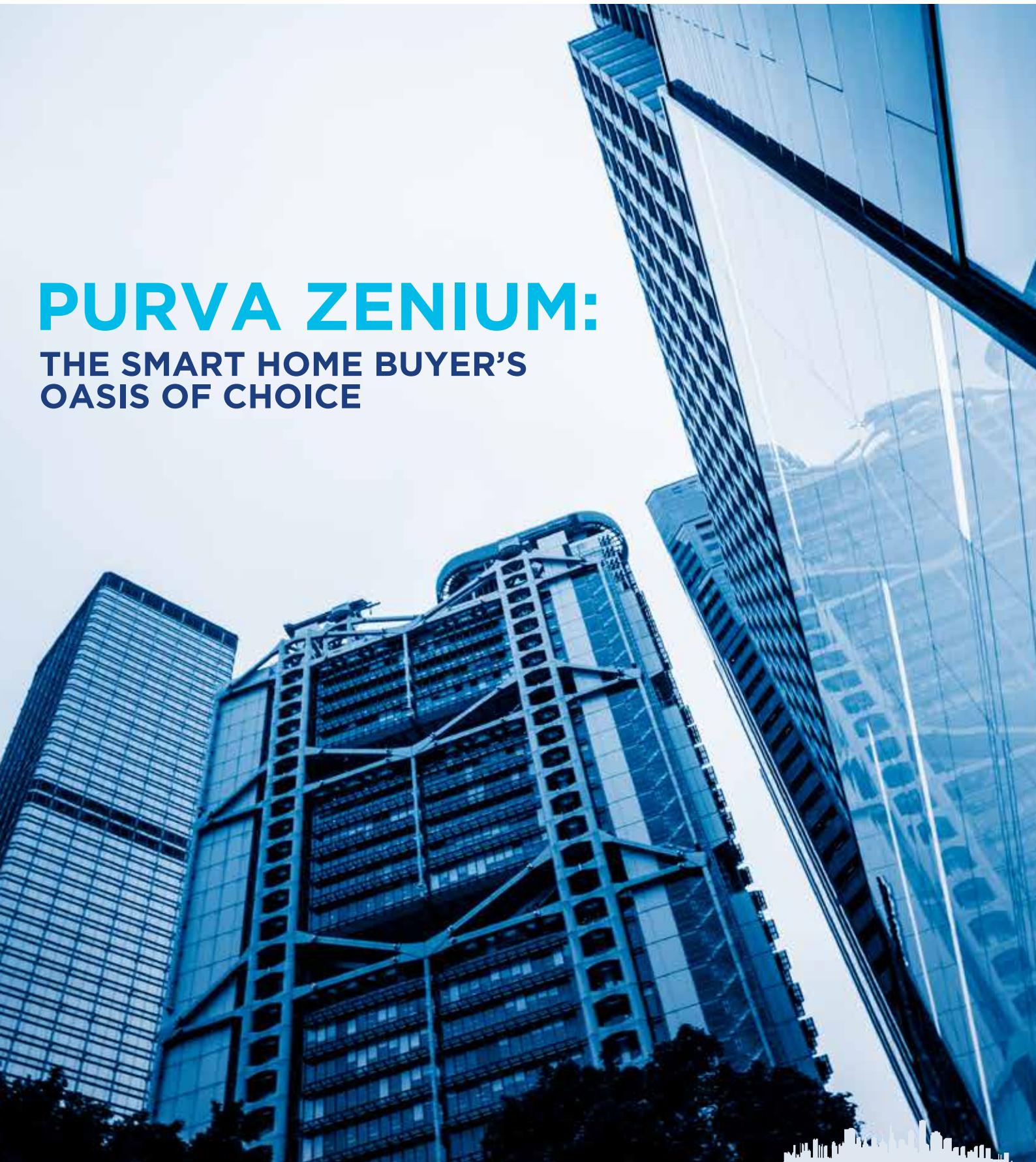


PURVA ZENIUM:

THE SMART HOME BUYER'S OASIS OF CHOICE



Content

Where Technocracies take shape

Chapter 1

The City of Aspirations

Chapter 2

Drivers galore for astute Real Estate investors

Chapter 3

Puravankara: Heritage meets Advanced Technology

Chapter 4

Your Dream Real Estate Destination: Purva Zenium

Where Technocracies take shape

When a technology-driven metropolis intersects with global careers and an aspiration for world-class lifestyles, it gives rise to the unequalled urban hub known as Bengaluru. Today, the Garden City remains unmatched as India's hottest real estate investment destination.

Bengaluru's USP as a key nerve centre of the global technology industry ensures that this demographically diverse city is India's second fastest-growing major metropolis.

Often referred to as the 'IT capital of India' or the 'Silicon Valley of India', Bengaluru offers India's finest quality of life, a huge infrastructure push that is transforming the city, and is India's best city to work in.

Located on the Deccan plateau at an elevation of about 920 meters above sea level, Bengaluru falls in one of the safest seismic zones in our subcontinent. Factor in year-round pleasant weather, and the scene is set for blissful living spaces beyond compare.



BENGALURU

Chapter 1

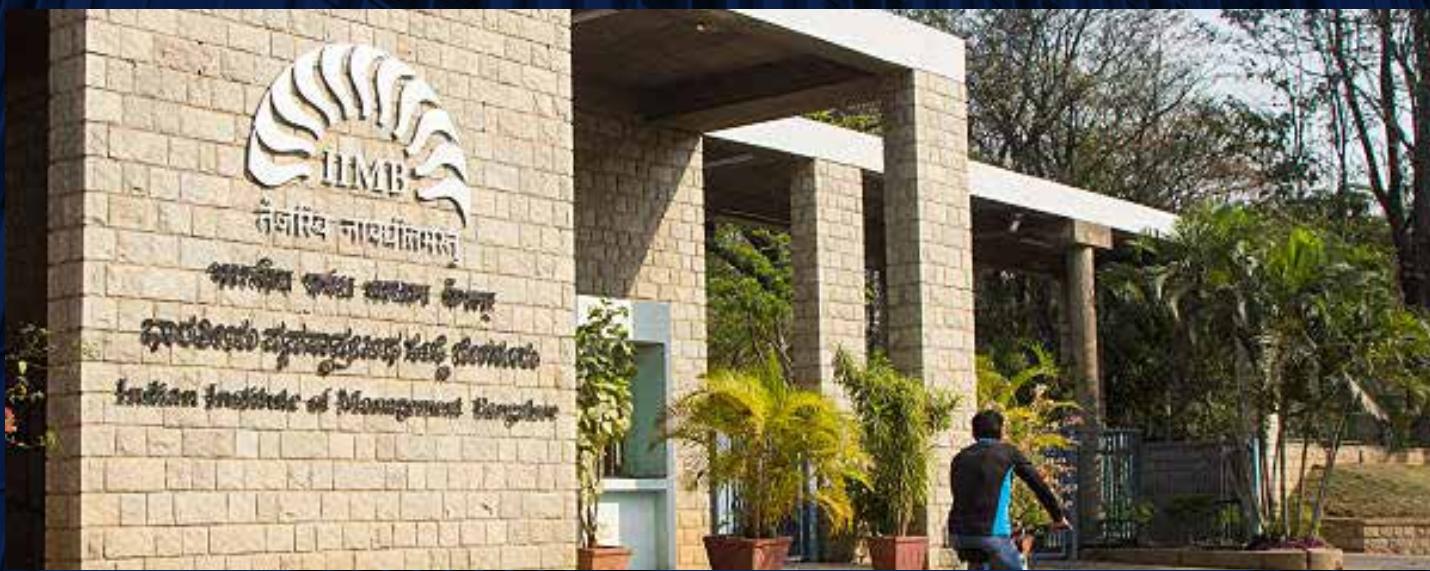


The City of Aspirations

An ideal investment destination for the discerning property buyer, Bengaluru assures safety, prosperity, peace of mind, and a lot more!

Long acclaimed for its focus on quality education and science, Bengaluru is the abode for India's top academic and research institutions. For example, some of the leading Institutions the city houses include:

- **Indian Institute of Management - Bangalore (IIMB)**
- **Indian Institute of Science (IISc)**
- **International Institute of Information Technology - Bangalore (IIIT-B)**
- **National Institute of Fashion Technology (NIFT)**
- **National Law School of India University (NLSIU)**
- **National Institute of Mental Health and Neurosciences (NIMHANS)**
- **National Institute of Design (R&D Campus)**





Among the fastest growing business hubs in India, top global players from industries such as IT and ITeS, Aerospace, Biotech, Pharmaceuticals and Manufacturing have an active presence in Bengaluru.

Attracted by the ready availability of engineering and technology talent, some of the world's largest technological organisations such as Intel, IBM, Accenture, Wipro, Dell-EMC, Infosys, Cisco, TCS, Capgemini, Deloitte and Oracle, among many others, have a significant presence along with major research and development centres in the city.

This is in addition to the existing titans such as the Indian Space Research Organisation (ISRO). And the city is also home to many of India's start-up unicorns like as Ola and Flipkart. It's a city with companies that are technology leaders today and tomorrow's emerging technology leaders.

As a result, it is home to a sophisticated populace that demands and aspires for high living standards.



Did You Know



- Ranked first on the 'Best Place to Live and Work' list.
- Ranked second on the Global Start-up Ecosystem Growth Index (by Compass Infrastructure).
- Bengaluru has over 7,700 start-ups, which is about 30 per cent of the total number of start-ups across India (according to NASSCOM). It is also the world's third-largest start-up hub.
- According to Global ranking agency Quacquarelli Symonds, Bengaluru is India's best city for students.
- From January 2019, Bengaluru-based companies attracted \$405 million in VC investments from 100 deals, according to Venture Intelligence.
- A city synonymous with women's safety, more than 4,500 junctions in Bengaluru are enabled with 10,000 CCTV cameras to prevent crime in real time. Women auto drivers and delivery professionals are a common sight here. In 2018, the central government allocated ₹ 667 crores for the safety of women in the city.
- IT services companies, advertising agencies, public sector companies and start-ups are the top hirers in Bengaluru.
- Ranked as the best Indian city in terms of human resources, policy support and nature of work: 2019 KPMG and NASSCOM survey.

Chapter 2



Drivers galore for astute Real Estate investors

As a property buyer, you may wonder what makes Bengaluru so special. For starters, the city occupies a prime position among the globe's top-ranking cities thanks to its robust technology and innovation ecosystem. The technology sector is a vital driver of real estate and economic growth in the city—a sustainable push fuelled by tech titans as well as its vigorous start-up culture.

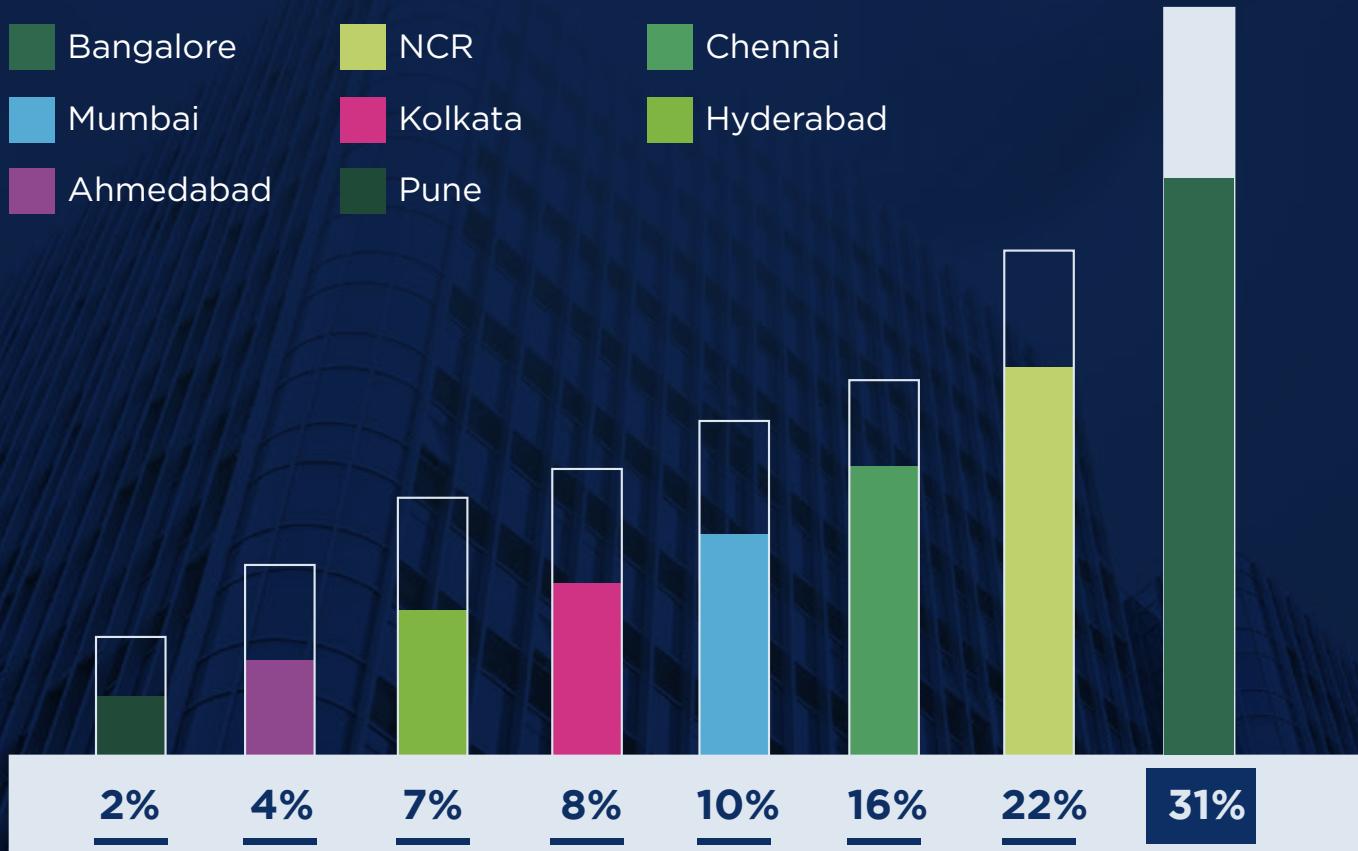
Bengaluru is :

- Among the top 10 destinations for cross-border investment in Asia Pacific (CBRE South Asia: Asia Pacific Investor Intentions Survey 2019)
- Among the World's Top 10 cheapest cities. The cost of living in Bengaluru is lower than Mumbai, Delhi, Gurgaon and Noida (Source: Worldwide Cost of Living 2019 survey)
- For 31 percent of NRIs, Bengaluru was the most preferred city for investment, and 67 percent buyers in Bengaluru were happy with the builder from whom they purchased their property, a reflection of the presence of high-end, respected developers like Puravankara (Source: ANAROCK consumer sentiment survey)

Bengaluru's real estate prices offer fairly attractive propositions for buyers and investors alike. In fact, the city offers lower price points than other Indian metros. Astute property investors attracted by the city's pure-play focus on optimal returns drive this real estate growth.

Fig. 1: India Real Estate Market Outlook 2019 |

(Source: CBRE)



Over the past few decades, Bengaluru has emerged as an attractive employment hub and residential location, thanks to the stable inflow of investments and modern infrastructure. A pleasant climate, modern infrastructure with good roads, rail and air travel facilities, and reliable telecommunication and internet connectivity make the city an ideal destination for businesses and residents. Citizen-friendly government policies, first-rate education, hotels, hospitals, food-chains, and the peaceful, qualified, sophisticated and successful people are some of the highlights of this magnificent city.

Savvy professionals zero in on Bengaluru for its conducive environment that ensures safe and amenity-rich living spaces. Abundant employment opportunities, good infrastructure and favourable living conditions ensure that property investors reap handsome dividends in Bengaluru.

Chapter 3



Puravankara: Heritage meets Advanced Technology

Discerning buyers look for a property that combines multiple positive factors. These include modern architecture, health-care facilities, high-tech living support, easy accessibility to vital civic utilities, best of travel connectivity and recreational options, to cite a few.

Your search for the ideal property ends with Puravankara, India's real estate leader. Quality is at the heart of every Puravankara project. As a Puravankara property owner, you are assured of an unrivalled status symbol. Puravankara successfully melds quality with uncompromising values, customer centricity, robust engineering, and transparency in business operations. The corporate vision of delivering quality offerings is driven by a highly skilled and committed workforce of over 900 professionals, which includes 205 engineers and in-house architects.

Purva Zenium features integrated Blunex Life. Every aspect of your home, right from lighting, temperature, security, and entertainment, all the way to your music choices can be controlled using the BluNex App on your smart phone.



The company features among the 'most preferred' Indian real estate brands in both the residential and commercial segments--with many industry firsts. For instance, it is the first developer to obtain foreign direct investment (FDI) in the Indian real estate space – achieved through its joint venture with Singapore-based Keppel Land Limited.



Conceptualised by the world's finest technologists, BluNex Life leverages Artificial Intelligence solutions and Internet of Things (IOT) to transform the way you live.



Each apartment comes with Google Home, which empowers you with hands-free assistance around the house. **Google Home** is powered by the Google Assistant.

Ask 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.

Chapter 4



Your Dream Real Estate Destination: Purva Zenium

As your car navigates through the scenic terrain of Hosahalli, prepare to reach your ideal living destination: 'Purva Zenium.' This in-demand location of Bengaluru, just a few kilometres away from Bangalore's fast expanding world-class airport, greets you with luxurious ambience and spacious roads, as it guides you to elegant and tech-ready healthy homes by Puravankara.

Explore homes that perfectly blend futuristic lifescapes – location, community, technology, as well as world-class fixtures and fittings by global brands. Built in Sammy's dreamland community, Purva Zenium is flanked by majestic villas, row houses, high end plotted development, retail and leisure.





With its USP of being the most promising real estate locale, Bengaluru International Airport Road offers attractive growth potential. This includes the extension of Metro lines to the international airport, Peripheral Ring Road (PRR), Satellite Town Ring Road (STRR), and development of an Aerospace SEZ across 1900 acres.

Benefit from Blunex Life: Tomorrow's technology in Today's Homes. Purva Zenium delivers high-quality living which leverages made-to-measure digital technology. Right from lighting, temperature, security and entertainment, all the way to your music choices - you can control it all from your smartphone using our BluNex App. Invest in a home that syncs with your every mood.

At the same time, enjoy ease and convenience without compromising on health. For instance, you can safely drink water straight off the tap at Purva Zenium or refresh yourself with oxygenated air at the clubhouse.





A value-packed buy

It is now time to explore the concrete advantages of today. Let us also examine how this location will shape up in the near future. Here are a few reasons why you must consider investing in Purva Zenium.



Phase 2 of the Metro is set to connect Gottigere to Nagawara, and Phase 2B from Nagawara to Bengaluru International Airport.



The proposed 65 km Peripheral Ring Road will provide a faster alternative route to reach Airport Road Corridor from Electronic City, Sarjapur Road and KR Puram.



Proposed 6-Lane Satellite Town Ring Road will connect Airport Road Corridor with Doddaballapur, Tumkur, Hosur and Kanakapura.



The Karnataka Industrial Areas Development Board (KIADB) has earmarked 1900 acres for development of Aerospace SEZ, IT and Hardware Park, and Devanahalli Business Park.



Close to 15 million square feet of new office space is being added in the region, which is expected to generate around 2,00,000 new jobs.



One of India's largest mall operators - Phoenix Market City has acquired land to develop a market city mall in the Airport Road Corridor.



Purva Zenium - Amenities and Connectivity that Matters

Key Amenities



Cricket Pitch



Lawn Tennis



Hammock Garden



Amphitheatre



Squash Court



Hebbal Flyover



Bangalore
International Airport



Bellary Road



Purva Zenium - Advantage Consumer

Realise your dreams without further wait. As a Purva Zenium buyer, you are slated to reap the benefits of the proposed development of the project's location. Get complete access to facilities that comprehensively meet your medical, educational, recreational, shopping and entertainment needs.

Purva Zenium's advantages at a glance

Multispecialty Hospitals

- █ Columbia Asia Hospital, Hebbal @ 14 KM
- █ Aster CMI @ 16 KM
- █ Cytecare Cancer Hospital @ 10 KM

Renowned Educational Institutes

- █ Canadian International School
- █ Stonehill International School
- █ Mallya Aditi International School
- █ Sir M. Visvesvaraya Institute of Technology
- █ Vidyashilp Academy

Exciting Shopping Centres

- █ Decathlon
- █ RMZ Galleria Mall

Luxury Hotel

- █ Taj Hotels @ 22 KM