

77° EAST

LIVABLE LUXURY IN THE CITY

PLANS, VIEWS & SPECIFICATIONS

AN INTRODUCTION TO 77° EAST

Spread over 18 acres, 77° East is Bangalore's only master planned "Livable Luxury" gated community within city limits, with a mix of only 77 pre-designed and customisable private residences. Bangalore's newest (and soon to be most talked about) hip residential address is located exactly 9.0 kms from MG Road, on Old Airport Road, 1.4 kms before Marathahalli junction. The concept of "Livable Luxury" is central to 77° East. Residences here are neither too small, nor too big, to keep rising running costs under control. You get the privileges of security, convenience, peace and the social status of living in a luxury gated community developed by a Top Five developer. All private residences are 3-storied and have individual swimming pools.

Residents get the luxury of choice - 20 options of size/face/design/finishes, including 12 by celebrated interior designers. Which means, residences are available as Raw, Hard Finished, Partly Furnished (Pre Designed) and Fully Furnished (Pre Designed) or Bespoke (customised) built and delivered. The Residences at 77° East have the most luxurious specifications and finishes available in Bangalore, without insensible pricing. This brochure showcases the specifications and floor plans of Raw and Hard Finished residences only. For the Partly Furnished and Fully Furnished pre-designed options, please refer to any of the four separate brochures of the four different pre-designed residences. For the Bespoke option, please discuss with your relationship manager.

AERIAL VIEW



MASTER PLAN



By Anshul Chodha



By Fountainhead



By Aamir & Hameeda



By Husna Rahaman

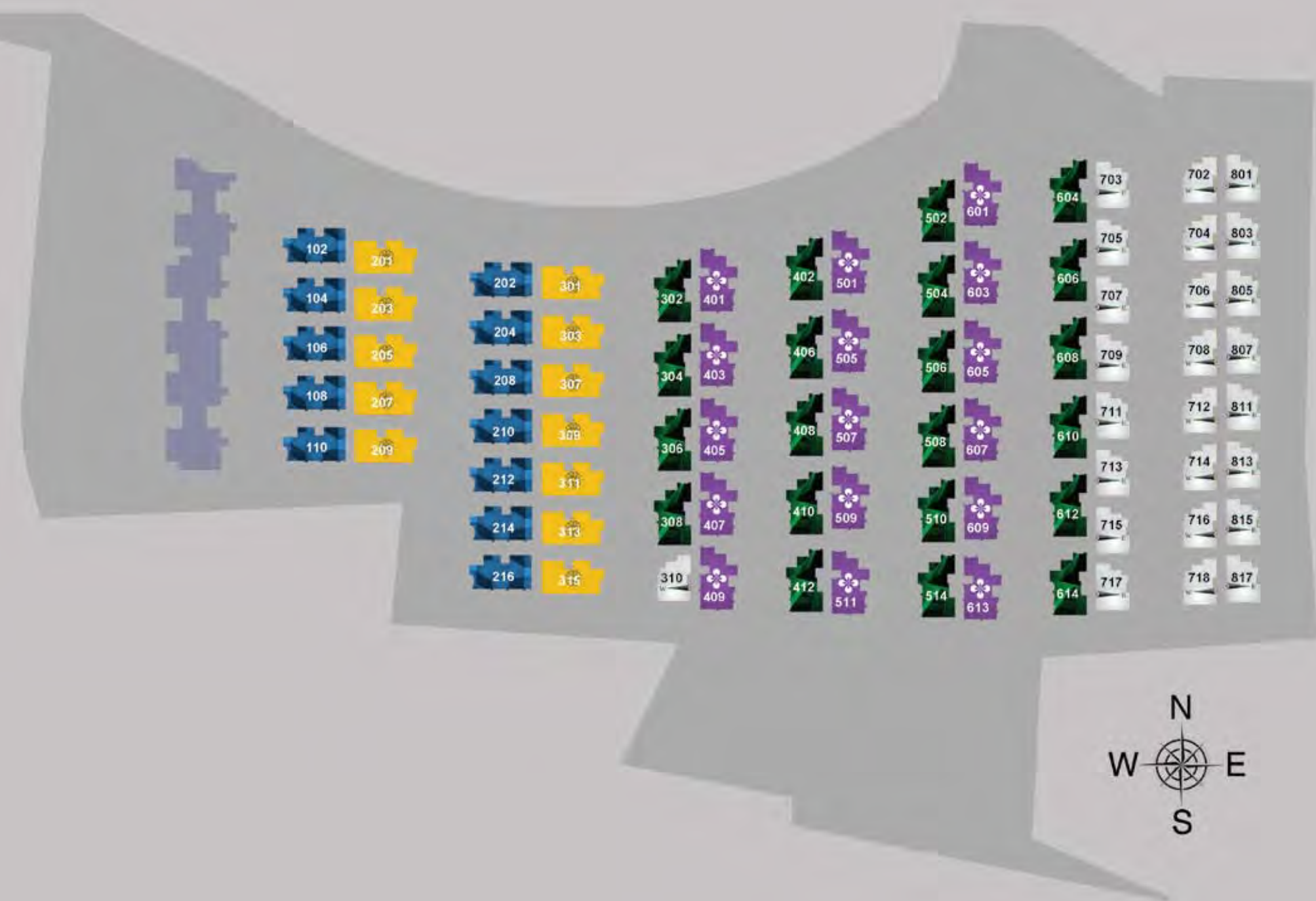


Customisable



Customisable

KEY PLAN



Timeless RESIDENCES

Residence No.	Land Area sft.	Built-Up Area sft.
102	5,255	5,851
104	4,160	6,154
106	4,160	5,851
108	4,160	6,154
110	5,255	5,851
202	4,150	5,851
204	4,150	6,154
208	4,150	5,851
210	4,150	6,154
212	4,150	5,851
214	4,150	6,154
216	4,726	5,851

Classic RESIDENCES

Residence No.	Land Area sft.	Built-Up Area sft.
201	4,017	5,928
203	4,017	5,908
205	4,017	5,928
207	4,017	5,908
209	4,442	5,928
301	4,316	5,928
303	4,160	5,908
307	4,160	5,928
309	4,160	5,908
311	4,160	5,928
313	4,160	5,908
315	4,762	5,928

FLEXIWEST RESIDENCES

Residence No.	Land Area sft.	Built-Up Area sft.
703	3,377	4,656
705	3,050	4,638
707	3,050	4,656
709	3,050	4,638
711	3,050	4,656
713	3,050	4,638
715	3,050	4,656
717	3,394	4,638
801	3,274	4,656
803	3,274	4,638
805	3,274	4,656
807	3,274	4,638
811	3,274	4,656
813	3,274	4,638
815	3,274	4,656
817	3,602	4,638

MODERN RESIDENCES

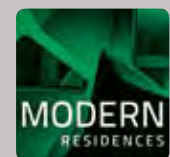
Residence No.	Land Area sft.	Built-Up Area sft.
302	3,953	5,935
304	3,953	6,014
306	3,953	5,935
308	3,953	6,014
402	4,127	5,935
406	4,127	6,014
408	4,127	5,935
410	4,127	6,014
412	4,177	5,935
502	3,980	5,935
504	3,980	6,014
506	3,980	5,935
508	3,980	6,014
510	3,980	5,935
514	4,031	6,014
604	4,158	5,935
606	4,158	6,014
608	4,158	5,935
610	4,158	6,014
612	4,158	5,935
614	4,455	6,014

Spa RESIDENCES

Residence No.	Land Area sft.	Built-Up Area sft.
401	3,905	6,084
403	3,953	6,112
405	3,953	6,084
407	3,953	6,112
409	3,954	6,084
501	4,580	6,084
505	4,160	6,112
507	4,160	6,084
509	4,160	6,112
511	4,579	6,084
601	4,293	6,084
603	4,160	6,112
605	4,160	6,084
607	4,160	6,112
609	4,160	6,084
613	4,292	6,112

FLEXIEST RESIDENCES

Residence No.	Land Area sft.	Built-Up Area sft.
310	3,263	4,684
702	3,111	4,684
704	3,050	4,737
706	3,050	4,684
708	3,050	4,737
712	3,050	4,684
714	3,050	4,737
716	3,050	4,684
718	3,356	4,737



By Anshul Chodha

By Fountainhead

By Aamir & Hameeda

By Husna Rahaman

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STREET VIEW





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villa V1 (5851 - 6154 SFT)

- 4 Bedrooms
- 6 Toilets (5 Baths + 1 Powder Room)
+ Master Walk-in Closet + 1 Dressing Room
- Drawing Room
- Living Room (double-height)
- Family Room
- Dining Room
- Media Room
- Party Lounge with Bar
- Study Room
- Gym
- Kitchen with Breakfast Counter, Store, Utility and Yard
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green Environment

- Swimming Pool with Deck on Second Floor
- Party Lawn with Patio on Ground Floor
- Display Garden in front of the house
- Wrap-around Kitchen Garden
- 2 Terraces on First Floor
- 2 Balconies on First Floor, 1 Standing Balcony overlooking the Display Garden and 1 Balcony overlooking the Yard

Plus, those extras that you can't do without

- 2 Maid Rooms with separate Bathroom
- 3-Car covered Garage

THE TIMELESS RESIDENCES





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villas V1 (5908 - 5928 SFT)

- 4 Bedrooms
- 6 Toilets (4 Baths + 2 Powder Rooms)
+ Master Walk-in Closet + 3 Dressing Rooms
- Drawing Room
- Living Room
- Family Room
- Dining Room (double-height)
- Media Room
- Party Lounge with Bar
- Study Room
- Gym
- Kitchen with Breakfast Counter, Store and Utility
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green Environment

- Swimming Pool with Deck on Second Floor
- Party Lawn with Patio on Ground Floor
- Display Garden in front of the house
- Wrap-around Kitchen Garden
- 2 Terraces on First Floor and 1 Terrace on Second Floor
- First Floor Balcony overlooking Party Lawn

Plus, those extras that you can't do without

- 2 Maid Rooms with separate Bathroom
- 3-Car covered Garage

THE CLASSIC RESIDENCES





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villas V2 (5935 - 6014 SFT)

- 4 Bedrooms
- 6 Toilets (4 Baths + 2 Powder Rooms) + 1 Open Shower + Master Walk-in Closet + 1 Dressing Room
- Drawing Room (double-height)
- Living Room
- Family Room
- Dining Room
- Media Room
- Party Lounge with Bar
- Study Room
- Gym
- Kitchen with Breakfast Counter, Utility and Yard
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green environment

- Swimming Pool with Deck and Changing Room on Ground Floor
- Party Lawn with Barbecue Area and Patio on Ground Floor
- Display Garden in front of the house
- Wrap-around Kitchen Garden with Patio
- 2 Terraces on First Floor and 1 Terrace on Second Floor
- Second Floor Balcony overlooking Display Garden

Plus, those extras that you can't do without

- 2 Maid Rooms with separate Bathroom
- 3-Car covered Garage

THE MODERN RESIDENCES





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villas V2 (6084 - 6112 SFT)

- 4 Bedrooms
- 6 Toilets (5 Baths + 1 Powder Room)
+ Master Walk-in Closet + 2 Dressing Rooms
- Drawing Room (double-height)
- Living Room
- Family Room
- Dining Room
- Media Room
- Party Lounge with Bar
- Study Room
- Gym
- Kitchen with Breakfast Counter, Utility and Yard
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green environment

- Swimming Pool with Deck on Ground Floor
- Party Lawn with Barbecue Area and Patio on Ground Floor
- Display Garden with Patio in front of the house
- Wrap-around Kitchen Garden
- Terrace on First Floor
- Terrace on second floor
- First Floor Balcony overlooking Display Garden

Plus, those extras that you can't do without

- 2 Maid Rooms with separate Bathroom
- 3-Car covered Garage

THE SPA RESIDENCES





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villas V3

(4684 - 4737 SFT)

- 4 Bedrooms
- 5 Toilets (4 Baths + 1 Powder Room)
+ Master Walk-in Closet
- Drawing Room (double-height)
- Living Room
- Family Room
- Dining Room
- Media Room
- Party Lounge with Bar
- Study Area
- Kitchen with Breakfast Counter, Store, Utility and Yard
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green environment

- Water body on Ground Floor
- Display Garden in front of the house
- Wrap-around Garden with 2 Patios
- 2 Terraces on First Floor and 2 Terraces on Second Floor
- Second Floor Balcony overlooking Display Garden

Plus, those extras that you can't do without

- 1 Maid Room with separate Bathroom
- 2-Car covered Garage

THE FLEXIWEST RESIDENCES





GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Villas V3 SIDENCES (4638 – 4656 SFT)

- 4 Bedrooms
- 5 Toilets (4 Baths + 1 Powder Room) + Master Walk-in Closet
- Drawing Room (double-height)
- Living Room
- Family Room
- Dining Room
- Media Room
- Party Lounge with Bar
- Study Area
- Kitchen with Breakfast Counter, Store and Utility
- Entrance Foyer with Footwear Console
- Lift connecting all 3 floors

Cool Green environment

- Water body on Ground Floor
- Display Garden with Patio in front of the house
- Wrap-around Garden with Patio
- 2 Terraces on First Floor and 2 Terraces on Second Floor

Plus, those extras that you can't do without

- 1 Maid Room with separate Bathroom
- 2-Car covered Garage

THE FLEXIEST RESIDENCES



THE LUXURY OF TWO CLUBS

Residents of 77° East will have access to not one, but two clubs. An exhaustive range of sports and recreation facilities will be available at the 75,000* sft 'Club One East', one of Bangalore's largest private member clubs, which is to be located just outside the main gate. 'Club One East' will be shared with the neighbouring luxury housing community and will have control-free access for your guests (hence, outside the security-controlled main gate).

There is also your very own exclusive residents' club. The 63,500 sft 'South Club', an indulgent business and social engagement venue (with adequate sporting activities), is reserved only for the 99 families that will reside at 77° East. Indoor facilities at 'The South Club' have been designed in three separate blocks – a social engagement block (with a separate area for kids to study or play), a spa block and a business block (with executive cabins and a choice of meeting venues)

*Exact area of 'Club One East' to be determined



SOUTH CLUB

Facilities at The South Club include:

Social Engagement Block

- Members Lounge with outdoor deck and wide views of the swimming pool
- 40-seater Indoor/Outdoor Coffee Shop
- Single Malt & Cigar Lounge with Billiards table, Pool table and Smoker's balcony
- 110-pax Party Hall with Smoker's balcony
- 2-table 12-pax Card Room
- 470 sft Multi-purpose Hall
- 2 Tuition Rooms

SPA Block

- Spa facilities (separate Steam and Sauna rooms for men & women)
- 15-station Gymnasium
- Large Locker Rooms for Men & Women
- Separate Locker Rooms for Boys & Girls

Business Block

- 18-pax Board Room
- 2 Meeting Rooms
- Executive Office Suite with Private Secretary Cabin
- 2 Executive Cabins
- Common Secretarial Area

Outdoor Activities

(opening on to 330 feet wide landscaped valley)

- Swimming Pool (with Food & Beverage service)
- Open Air Theatre
- Childrens Play Area
- Croquet Lawn
- Luxuriously Landscaped Party Garden



STANDARD SPECIFICATIONS & FINISHES

BUILDING SPECIFICATIONS	
STRUCTURE, MASONRY & FINISHES	
Structure	RCC-Framed Structure with Masonry Partitions
Floor-to-floor Height	3.6m (translates to clear heights of 11'8" in Living/Dining/Family/Bedrooms and 10'6" in Bathrooms)
Internal Walls	100mm thick internal walls in Solid Cement Block Masonry with Trowel Finished Plaster
External Walls	200mm thick internal walls in Solid Cement Block Masonry with 2 coats of Smooth Plaster
Internal Wall Paint	POP Punning + Putty + Acrylic Emulsion Paint
External Wall Paint	Exterior Emulsion
Paint on Steel Railings	Zinc-Chromate Primer and Synthetic Enamel Paint
FLOORING & DADO	
Verandah; Entrance Foyer	Combination of Natural Stone and Imported Marble
Living/Dining/Drawing/Family Rooms; Master Bedroom; Master Bath; Kids' Baths; Staircase	Imported/Engineered Marble
Master W-I-C; Kids' Bedrooms; Media Room; Guest Bedroom	Engineered Wood
Kitchen	Premium Vitrified Tiles (1m x 1m)
Indoor Utility/Store; Outdoor Utility Yard	Matte Finish Vitrified Tiles
Guest Toilet; Lounge Toilet	Flooring - Italian Marble; Dado - Combination of Italian Marble and Textured Paint
Powder Room	Flooring - Italian Marble; Dado - Combination of Italian Marble and Wallpaper
Study; Gym	Laminated Wood
Open Shower (depends on Residence Type)	Flamed Granite
Lounge/Bar Area; Patio	Premium Textured Wood Finish Vitrified Tiles
Balcony/Terrace Garden	Rustic Finish Tiles/Randomly Laid Marble
Maid Rooms & Bath	Ceramic Tiles
PLUMBING & BATHROOM FIXTURES	
WCs; Bathtub; Tap/Other Fittings	Kohler or equivalent
Flush	Concealed Cistern - Kohler or equivalent
Stainless Steel Sink	Franke or equivalent
Shower Area	Glass Partitions
Bathroom Accessories	Towel Rings, Towel Rack, Soap Dish, Toilet Paper Holder - all Kohler or equivalent
Plumbing (Internal & External)	All Water Supply Lines in CPVC Pipes & Waste Water Lines in SWR Pipes
House Help Bath	CP - Jaquar or equivalent; Sanitaryware - Hindware or equivalent
Provision for Water Purifier	In Kitchen
POWER SUPPLY; ELECTRICAL AND COMMUNICATION SYSTEMS	
Wiring	Havells or equivalent; concealed in 19mm dia, 2mm thick PVC Conduits. 15A Copper Wiring in 3/20, 660/440V rating for equipment upto 3KW. 5A wiring of 3/22 rating for Grinders/Mixers/Fridge/Washing Machines & other equipment upto 1100W.

Earthing	Earth Leakage Circuit Breaker (ELCB) and Miniature Circuit Breakers (MCB)
Switches	Schneider/Anchor AVE/Crabtree
Connected Power Load	15-20 KVA depending on Residence Type
Back-up Power	100% DG Backup for Common Areas and Individual Residences
TV & Telephone Points	In the Living/Dining/Family/Media Rooms and all Bedrooms
Wireless Internet	The entire Gated Community shall be a large Wi-Fi Hot Spot
DOORS & WINDOWS	
Frames	Finger Jointed Natural Timber or equivalent Hardwood
Entrance Door	Panelled Door in combination of Timber & Designer Glass
Internal Doors - Rooms	8'0" height Flush Doors with Veneer Panelling on both sides with Hardwood Architraves
Internal Doors - Bathrooms	7'0" height Flush Doors with Veneer Panelling on one side and 1mm thick Laminate Panelling with Hardwood Architraves on the other side
External Doors & Windows	Sound Insulated UPVC Frames & Shutters with Clear Glass
Grills and Mosquito Screens	Provided
Door Knobs & Latches	Brush Finished Stainless Steel
HVAC	
Air-conditioning	Central VRV System with Refrigerant Copper Piping and Drain Lines
LANDSCAPING	
Soil	Base Layer of Red Soil and Sand Mixture with Manure
Drip Irrigation	For Landscaped Areas only
Softscapes	Professionally planned, designed & executed Landscape
Street Lighting	Classical Style Lamp Posts as designed by the Landscape Architect
UTILITIES, SERVICES, FACILITIES & AMENITIES	
Security	Perimeter Cameras; 24x7 Patrolling; Access Control; Visitor Verification
Rainwater Harvesting	Provided throughout the Gated Community
Sewage Treatment Plant	Common STP provided
Club & Sports Facilities	As per separate details
Roads	Internal Concrete/Paved Roads with Landscaped Bulbs
SPECIAL FEATURES	
Swimming Pools	With Filtration Plant, Glass Mosaic Tiling and Underwater Lights
Elevators (Lifts)	Hydraulic Machine-Room-Less Elevators
Home Automation System	Video Doorphone, Intrusion Alarm, Gas Leak Detector, AV Distribution, CCTV (External & Internal), Biometric Door Lock, Lighting Controls
Pressurised Water Supply	Ring Main based Pressurised Water Supply System

ABOUT DIVYASREE

- Among the most reputed urban infrastructure developers in South India, with operations in Bangalore, Hyderabad, Chennai and Kochi.
 - Rebuilt the City Market (KR Market) in the 1990s for the Bangalore City Corporation.
 - In 1999, completed DivyaSree Chambers, with the largest floor plate of 50,000 sft for any office building in Bangalore at that time.
 - Structured the first commercial RE transaction valued on a rental yield capitalisation basis.
 - First private developer to provide captive power generation and centralised air-conditioning in an IT park.
 - Built the Mekhri Circle underpass in 2001, the first major traffic project for Bangalore in this millenium.
 - Chosen by Government of Karnataka to restore Ulsoor Lake and Sankey Tank in 2003-04.
 - Voted Best Developer - 2003 by International Facilities Management Association.
 - Voted Best Service Provider as a Landlord - 2004 by International Facilities Management Association.
 - Got one of the first PE investments in Indian real estate at entity level from Texas Pacific Group Axon.
 - Has delivered more than 9 million sft of office space to some of the world's leading technology companies.
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Releasing your potential
logica



JDA



Giving you & the Luxury of choice



By Anshul Chodha

Today's chic
and tantalising
vibes all under
one roof



By Fountainhead

Stately residences
that are classics
from every point
of view



By Aamir & Hameeda

Contemporary
elegance is at
home here



By Husna Rahaman

Relaxed, open
and laid back
to soothe your
blues away



Customisable



Customisable

Customisable homes where you can choose one of the four designers (or get your own designer) and get them to design a bespoke home as per your taste. So you decide how your home should be and get complete control of every aspect.

WHY YOU SHOULD CONSIDER A 'CELEBRITY DESIGNER HOME' AT 77° EAST?

- Celebrity interior designers are very choosy about designing private residences. Even when they do agree, they are usually quite expensive and take their own time. Here, you already have a choice of four unique designs from four celebrity designers, each with distinct design features and palettes. This is not yet a common practice in India, though it is now becoming a global standard for future luxury homes.
- The cost of fully furnishing your home as per one of these designs will be at least 15% less than if you were to do it on your own.
- You do not have to undergo the headache and frustration of having to deal with contractors, vendors and *mistrys* of any kind.
- There is absolutely no risk of you getting cheated on the authenticity and quality of materials used, execution and prices.
- Your home will be ready to live in within a predictable schedule, compared to months of delay without any professional management.

In addition to all the benefits listed above, you have four additional options:

1. Opt for a semi-furnished home – with specific rooms/spaces as per one of the four unique designs, while other rooms/spaces are furnished with your own designs.
2. Customising the furniture, material and colours of any of the four designer homes by paying only ₹7.50 lakhs in design fees ± actual cost difference.
3. Mix and match different home designs from two, three or four designers by paying only ₹7.50 lakhs in design fees ± actual cost difference.
4. Get a completely new design from any of our four celebrity interior designers by paying only ₹15 lakhs in design fees and we will execute your designer home at cost + 15% supervision charges.

Promoted & Developed by:


DivyaSree

CREDAI
BENGALURU

Funded by and Mortgaged with

TATA CAPITAL HOUSING FINANCE LIMITED

THE 77° EAST EXPERIENCE CENTRE

DivyaSree Technopolis, Yemlur Main Road, Off Old Airport Road, Bangalore 560 037

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