



BIRLA ESTATES

LIFEDESIGNED®



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BIRLA ESTATES

Birla Estates Pvt. Ltd. is the wholly owned subsidiary of Century Textiles and Industries Ltd., the flagship company of the B.K. Birla Group of companies. The Company plans to develop the many land parcels held by the group and is parallelly looking to start development on a host of other projects through joint developments / strategic tie-ups, with an aim to establish themselves as a major player in the real estate industry.

Our launch showcased the two most iconic commercial assets, Birla Centurion and Birla Aurora, both located in the heart of Mumbai, at Worli. With a firm stronghold in commercial, Birla Estates then forayed into the residential segment with a sprawling 8.49 hectares project at Kalyan, near Mumbai and furthermore launched its other residential projects in Whitefield, Bengaluru and Golf Course Extension, Gurugram.





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LIFEDESIGNED® PHILOSOPHY

LIFEDESIGNED® is our guiding philosophy where we derive inspiration from the life around us and use that to influence the lives we touch. This is an endless journey of pushing ourselves to create spaces for a lifetime, where every detail is meticulously perfected to enrich your life. From the moment you walk in, to every moment till forever, LIFEDESIGNED® resonates in every single facet of your journey.

JOURNEY HIGHLIGHTS

- Birla Vanya, the Company's first residential project launched in April 2019. Over 400 apartments sold in 3 days
- Birla Alokya, launched in October 2019, achieved 40% sales within 2 months of launch
- Birla Navya, launched successfully in March 2020 across 3 pockets, clocked INR 500 Crore revenues in FY 2020-21
- In March 2021, Birla Estates achieved a sales revenue of Rs. 1,000 Crores, the fastest growth for a real estate Company in recent times
- Birla Estates has achieved the remarkable feat of 1,000 customers in this short span of time





BIRLA VANYA

Nestled in the upcoming smart-city Kalyan, Birla Vanya brings to you LIFEDESIGNED® homes, inspired from and designed around your life. Spread across 8.49 hectares of land with more than 2.5 hectares covered by greens, Birla Vanya offers residences with an unparalleled lifestyle.

Birla Vanya, Kalyan.

Artist impression | Image for reference use only

BIRLA ALOKYA

Birla Alokya is a low density development, offering 218 LIFE**DESIGNED**® Homes across 3.15 hectares. This project is designed around the life and lifestyle of the Bengaluru consumer and goes beyond the common amenities associated with residential projects. Offering several conveniences within the premises, such as a 1,393 square meter (15,000 square feet) state-of-the-art clubhouse, gymnasium, virtual gaming room, magnificent pool deck, walking track, climbing wall, paint wall and for the pet parents, an exclusive pet park. Featuring over 30 amenities, each one is thoughtfully planned for the all-round well-being and entertainment of its residents.





Artist impression | Image for reference use only

BIRLA NAVYA

The jewel of township projects, Birla Navya, covers a total area of 1,90,202 square meters with 2/3/4 BHK Premium Floor Residences. The back-lawns are designed specifically for the community, making life at Birla Navya happening. Here, every residence is an exclusive and independent floor unit, while some offer a private terrace or a basement, all provide a peaceful lifestyle.

Complimenting the calm life is the bustling life at the clubhouse. With a total built-up area of 13,935 square meters (approx. 1,50,000 square feet), the clubhouse offers unparalleled experiences, bringing a new dimension to life. Birla Navya is designed around life. LIFE**DESIGNED**® for you.

Birla Navya, Gurugram.

**Clubhouse is common for residents of Birla Navya and Anant Raj Estate. Birla Navya is being developed by Avarna Projects LLP ("Developer") in Anant Raj Estate. Birla Estates Private Limited and Anant Raj Limite (a well-known real estate and infrastructure developer in NCR) are partners in the developer LLP.*

BIRLA AURORA

Birla Aurora is a 22-storied structure offering sweeping views of the sea, open spaces, break out zones, green areas and inspiring workplaces. Its location at Worli in Mumbai, undeniably offers the best of both worlds, being enviably close to the central business district of Nariman Point and the new business district of BKC.

Key Features - LEED certification by IGBC, cafeteria, gymnasium, sea facing breakout area.

Key Occupants - Siemens Ltd., General Atlantic Pvt. Ltd., ASK Group, T.A. Associates.





Artist impression | Image for reference use only

BIRLA CENTURION

Birla Centurion is an iconic business tower located in the commercial belt of Worli in Mumbai, with easy connectivity to all prime locations in the city. Its sophisticated design is a harmony of modern architecture and art.

Key Features - LEED certification by IGBC, cafeteria, gymnasium, creche, banquet hall.

Key Occupants - Woori Bank, CoWrks, Vodafone Idea Ltd.

Birla Centurion, Worli.



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Birla Vanya

Opp. Century Rayon Chemical Plant, Murbad Rd., Shahad, Kalyan (W) Mumbai - 421103

The Project "Birla Vanya – Phase 1" comprising of towers Avishi (Tower A), Aaral (Tower B), Anila (Tower F) and Ashmi (Tower G) is registered with MahaRERA under the Registration No. P51700019178 and can be viewed at <https://maharera.mahaonline.gov.in>.

Plans for the project are subject to further approvals/modifications from the concerned authority/ies and/or the Promoter.

Birla Alokya

Birla Alokya, Soukya Rd., Whitefield, Bengaluru - 560067

The Project "Birla Alokya" comprising of 218 Villaments and a Club house is registered with Karnataka RERA under the Registration No. PRM/KA/RERA/1250/304/PR/190724/002725 and can be viewed at: <https://rera.karnataka.gov.in/>

Birla Navya

Sector 63A, Golf Course Extension, Gurugram.

RERA Registration - Birla Navya (Amoda I and II) - RC/REP/HARERA/GGM/390/122/2020/06 OF 2020; Birla Navya (Drisha 1A) - RC/REP/HARERA/GGM/391/123/2020/07 OF 2020. www.haryanarera.gov.in

The Project is being developed by Avarna Projects LLP ("Developer"). Birla Estates Private Limited and Anant Raj Limited are partners in the Developer LLP. Plans for the project are subject to further approvals/modifications from the concerned authority/ies and/or the Promoter/Developer. The sale of Unit/Flat/Apartment/ Floor is subject to the terms and conditions of the Application Form and Agreement to Sale. You are requested not to visit to/rely on any unauthorized or unverified website/broker (online/offline) to receive any information about any projects of the Promoter/Developer and/or its sister concerns. The Project is being developed on plots acquired by the Developer in a residential plotted colony forming part of License No. 119 of 2011, License No. 71 of 2014 and 104 of 2019. "Club" has been approved as Community Centre in the approved plans.



birlaestates.com

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