

M3M
URBANA™

The Latest in the Evolution of Urban Business & Retail



Our Expertise. Your Joy.

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(Eratwhile: M3M India Developer Limited)
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URBANA™
The Latest in the Evolution of Urban Business & Retail



THE CHARM OF CALIFORNIA
THE MAGIC OF URBAN CHIC
EXPERIENCE BOTH, AT M3M URBANA.



Experience a heady fusion of Retail, Office, Restaurant & Serviced Apartments
in a rendezvous that celebrates the best of all four.



The Urban Evolution

With more than 50% of the earth's population living in cities, our world today is not just globalized, but urbanized. From New York to Navi Mumbai, and from Old Trafford to purani Dilli, our urban spaces are now living laboratories of revolution - and gateways to an exciting future that is crafted to sustain the ever-evolving demands and desires of its citizens.

Leading this urban revolution is M3M, an organization whose philosophy of ushering transformation through professionalism, excellence and value, is pithily yet powerfully captured in its credo, "Our Expertise, Your Joy."

And nowhere is this manifest more magnificently, than in the organization's latest masterpiece in the mixed-used space, M3M URBANA : An electrifying, eclectic brew of work terminals (offices), retail stations (high street shopping), Food & Beverage fulfilment centres (Restaurants & Fast Food Chains) and serviced habitats/units spread nearly 17 acres(approx.) - one of the largest commercial complex on the Hi-street Retail format in Gurgaon's hottest growth corridor.



Rodeo Drive



Oxford Street



Hhan Market



The Next Step

India's Pride, Gurgaon's evolving glory. M3M Urbana is a retail/office space revolution that is brewing. All of Delhi/NCR will want to be seen, living and working all around M3M Urbana. The New Heaven



The Revolutionary Concept

By International Architect
R204 USA

The industrial revolution changed the way we work. The French revolution changed the way we live. M3M URBANA, the high point of the urban revolution, changes both - in one breathtaking, multi-dimensional destination.

M3M URBANA's unique sustainable model rests on M3M's 3 ideological pillars.

Planning Ideology

Exemplifies M3M's principles of creating an optimal blend of art and muscle. M3M URBANA embodies this in a perfectly sustainable urban matrix built on smart growth principles.

Architectural Ideology

This doesn't just mean deploying the finest architects of the land, but to ensure they bring the vision to life, brick by brick. The result, is M3M URBANA - A rendezvous that combines the contemporary and with the progressive to arrive at a result that thrills and delights in equal measure.

Experiential Ideology

M3M Urbana is built to redefine the joy of living spaces with a versatile and flexible ecosystem that affords a refreshing hunting ground for shoppers, a stimulating work environment for corporates, and a comforting, home-style stopover for travellers. The bar has been raised. The future has been evoked. Brace yourself for the next level of living.

The urban revolution begins, with M3M URBANA.



California Style

Sunlight that gently drizzles down. Walkways that wrap around your senses. A boulevard that caresses your spirit as you get together with friends, or simply savour a quiet moment to yourself. Open seating areas that come alive with conversation. Gyms where you get your mojo back. Bean cafes that perk up your day with fresh coffee all day. Terrace restaurants to network after work. Global retail outlets to pick up something special for someone special. Luxurious boutique spas for a quick make-over. Fine dines to catch up with a friend or entertain clients.

Yes, M3M URBANA successfully recreates the quintessential California experience in a flexible, designer space that marries form and functionality in unforgettable style, and evokes the spirit through all seasons and all time. And, in the process, takes your breath away.

An architectural rendering of the M3M Urbana commercial complex. The image shows a multi-story building with a modern, blue and grey facade. In the foreground, there is a large, open-air plaza with a central fountain and a paved walkway. Several retail stores are visible, including 'MADDENS', 'Factor', 'OSSA', 'ARAWANI', and 'FEDEL'. People are shown walking and sitting in the plaza, and a glass-enclosed staircase is visible. The sky is clear and blue.

About M3M Urbana

The goodness and glitter of several worlds come together at M3M Urbana, the largest commercial complex on the Hi-street Retail format in one of the country's most coveted locations, Gurgaon. Boasting an aggregate area of 7.4 lac sq ft, M3M Urbana's unique California-like design lays out a tantalizing spread of magic over a whopping 20 acres (approx.) of richly contoured landscape comprising 30' to 72' wide central plaza & promenades with finished façade.

- 6' wide central esplanade on all office floors.
- Multiple entry & exit points with boom barriers for retail patrons & office goers.
- One ramp-in & two ramp-out from 1st level basement.
- 6 meter wide internal driveway for congestion free movement.
- Ample parking for free vehicular movement & convenience to patrons: • Basement Parking: 1163 • Surface Parking: 174

Large Frontage



Pamper the big shopper in you in a luxury retail atmosphere



Catch the break you deserve



A familiar cocoon of comfort
that feels a bit like home



Location Map





Location Advantages

HNI Hub

Location in the fast-evolving residential hub of HNI's with high spending power (nearly 5000 hi-end apartments coming up in the neighborhood, such as M3M Golf Estate, M3M Polo Suites, M3M Panorama Suites, M3M Merlin and many more) makes M3M Urbana a dream destination for premium brands.

Everything's a heartbeat away

Both necessities and privileges are within easy reach, with M3M Urbana enjoying unmatched proximity to South Delhi, proposed Metro corridor, Medanta and the international airport.

Corporate epicenter

M3M Urbana is located right in the heart of India Inc's most important hubs, with top business houses, Fortune 500 corporate's and institutes making this their preferred destination.

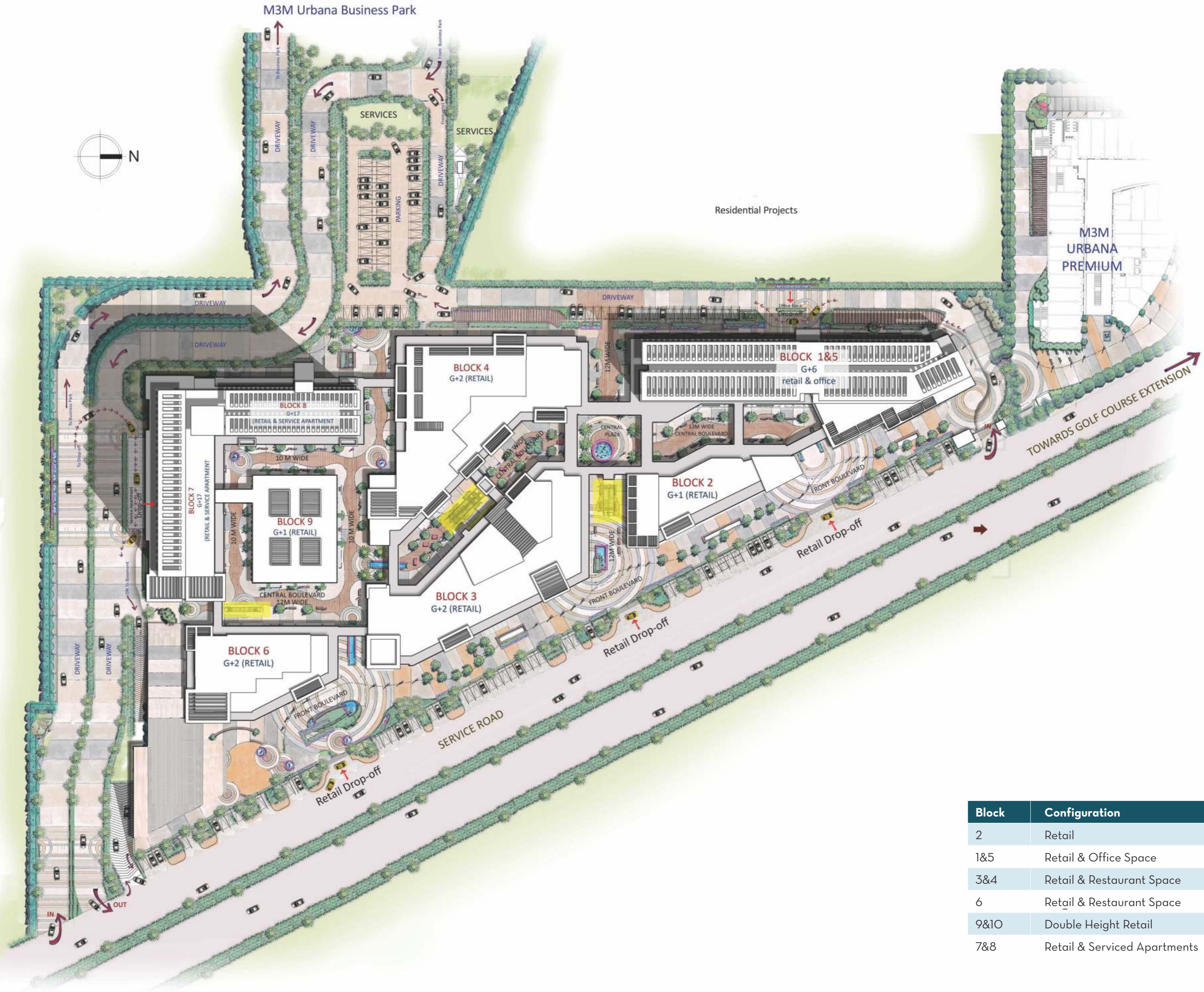
Investor's pick

Enjoying skyrocketing capital appreciation by the day, this is an area slated to become amongst the country's hottest investment options.

Most Valuable Place

With its extraordinary strategic location edge on Golf Course Extension Road in sector 67 Gurgaon, M3M Urbana is well on its way to becoming Delhi (NCR) most prominent spot coveted by individuals, brands and corporate's alike.

Site Map



Block	Configuration	# of Floors
2	Retail	G+1
1&5	Retail & Office Space	G+6
3&4	Retail & Restaurant Space	G+2
6	Retail & Restaurant Space	G+2
9&10	Double Height Retail	G+1
7&8	Retail & Serviced Apartments	G+15



Product Mix



Retail Therapy

Indulge in your passion for shopping that elevates itself to an art form at M3M Urbana, where large storefronts come with arcade and gazing areas - each boasting a distinctive fascia and housing the finest brands from around the world. A charming boulevard type ambiance, complete street lamps, motifs, sit-out and kiosks recreate the legendary shopping experiences of Rodeo Drive and Oxford Street of London, making for an occasion that is second to none.

Key Nuggets

- One of the largest commercial complex in the NCR on the Hi-Street Retail format area 3.5 lacs sq. ft.
- One of the best commercial project mix - retail, anchor store, restaurant & food courts, office
- Every retail unit has distinctive front façade & unique character to break the structural monotony
- Sky-Bridge over the central plaza connecting the retail blocks
- Provision for split AC's in the retail units with provision for placing the external units behind the louvers to retain the aesthetic appeal of the complex.
- Provision for wet points in all the units.
- Clear ceiling height, retail: 4.5 meters, double height retail: 9.0 meters
- provision for cable TV & fixed line.
- Dedicated signage areas for all units as per design.
- Fully finished common toilets with modern fittings & fixtures.



Work-Play Zones

Get the most out of work with spirited office spaces that blur the borders between work and play. Hi-tech facilities, top-end connectivity, ergonomic work-zones (including those for conferences, seminars and celebrations) perfected to the littlest detail, thoughtfully designed lobbies, high level of security and professional service ensure that you shine the most when you really need to, and, wonder of wonders, look forward to Mondays!

Key Nuggets

- Split AC's provided in the Office Units. Split AC's with ceiling hung Indoor unit & outdoor unit placed in adjacent balcony.
- Clear ceiling height: 3.65 meters
- Dedicated drop off & entrance lobby for office units.
- Internal signage: main lobby equipped with tenant directory & directional signs
- Provision for wet points in all the units.
- Provision for cable TV, optical fibre connectivity & fixed line.
- Lobby finish: combination of stone and painted surface.
- Fully finished common toilets with modern fittings & fixtures.
- High speed elevator to ensure ease of circulation among all the floors.



Food Hub

Whet your appetite for the extra-ordinary with a plethora of world class fine dining options. The finest culinary names converge in the premises to create an irresistible montage of restaurants, fast food joints and cafes catering to every conceivable taste-bud and age group. Landscaped terrace sit-out areas take the experience several notches higher, elevating M3M Urbana to a coveted gourmet hub of the region.

Key Nuggets

- Exclusive Restaurant/F&B space on the second floor with dedicated landscaped terrace area with each
- Restaurant and Food Court unit.
- Large Food Court and Restaurant spaces spread over 37,000 sq. ft., on the second floor of Block 3 & 4 have large terrace sit-out offering perfect ambience to enjoy culinary delights dished out by the best F&B brands.



International Service Apartments

On-the-go? Catch your breath at thoughtfully appointed and professionally managed serviced apartments that understand your every need, and is equipped to respond rousingly. Be it catching up on work at the well appointed and wi-fi connected workstations, taking a dip in the pool, rejuvenating at the sauna, taking a sip & nibble from the wide spread of cuisines, entertaining a guest, or simply luxuriating in an ambience that feels uncannily like home, a stay at the Urbana is designed to recharge your batteries, even as you get ready to kick-start the next day.



Landscaping



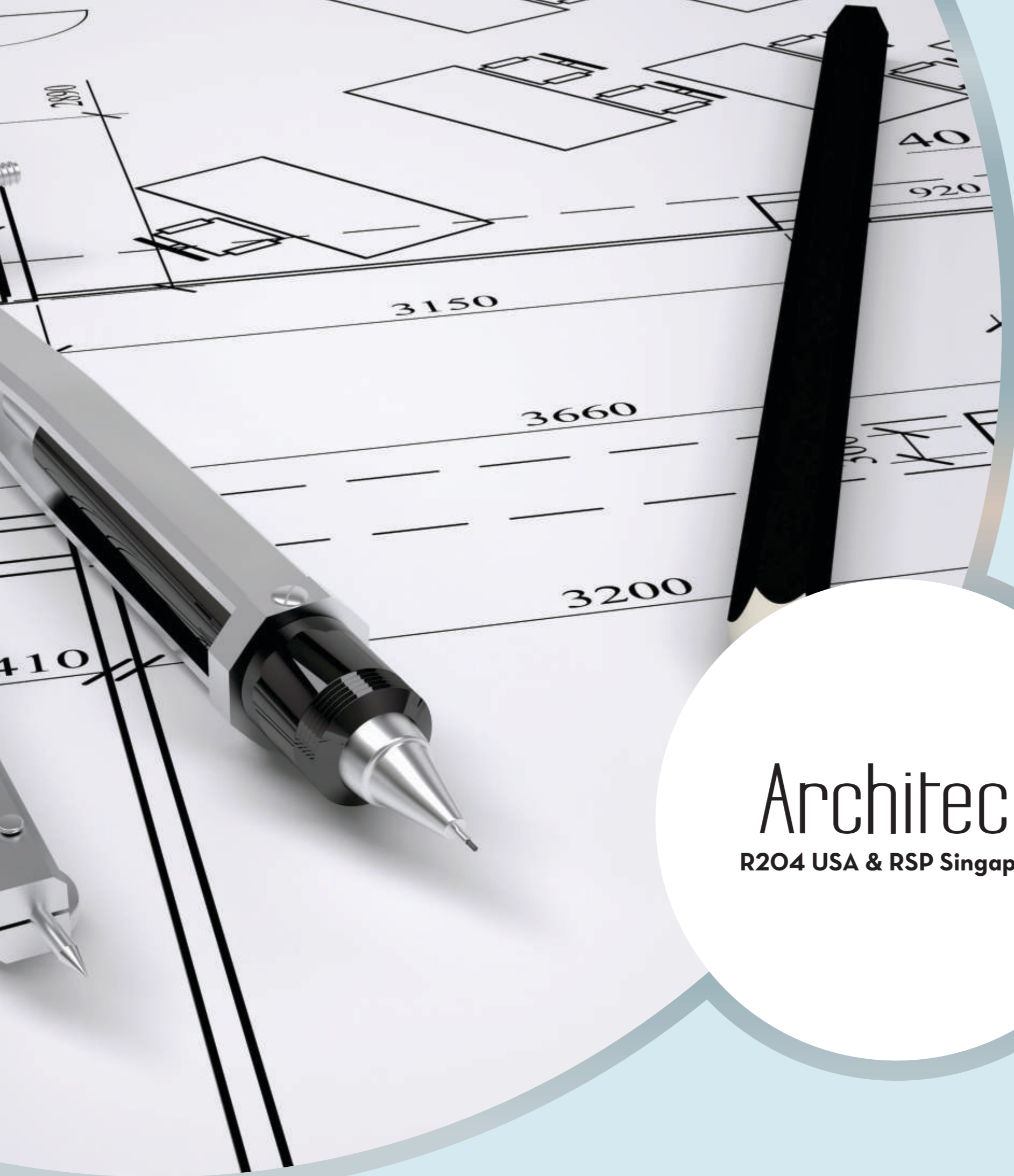
Lighting



Construction



To deliver the best
we partnered with the best



Architect
R2O4 USA & RSP Singapore



Construction Partner
Shapoorji & Pallonji

Award winning design firm credited with precision-crafting prestigious assignments across Los Angeles, Kuwait, Tokyo and Singapore. Specifically, R2O4-RSP are acknowledged masters when it comes to futuristic retail and commercial mega-structures that boast of atypically façade patterns, leverage concepts of green-living and integrated techniques of misting and pergola to breathe life to a lifestyle paradigm less ordinary.

Legends in the construction domain whose heritage of expertise, insight and innovation has repeatedly manifest itself across civil and structural masterpieces including factories, research establishments, stadia, airports, hotels, hospitals, giant skyscrapers, townships, water treatment & power plants and expressways. The GVK One Mall (Hyderabad), RBI Data Center (Mumbai) all bear testimony to the company's benchmarks of quality, majesty and safety.



Landscaping

**Element Design Studio
Singapore**

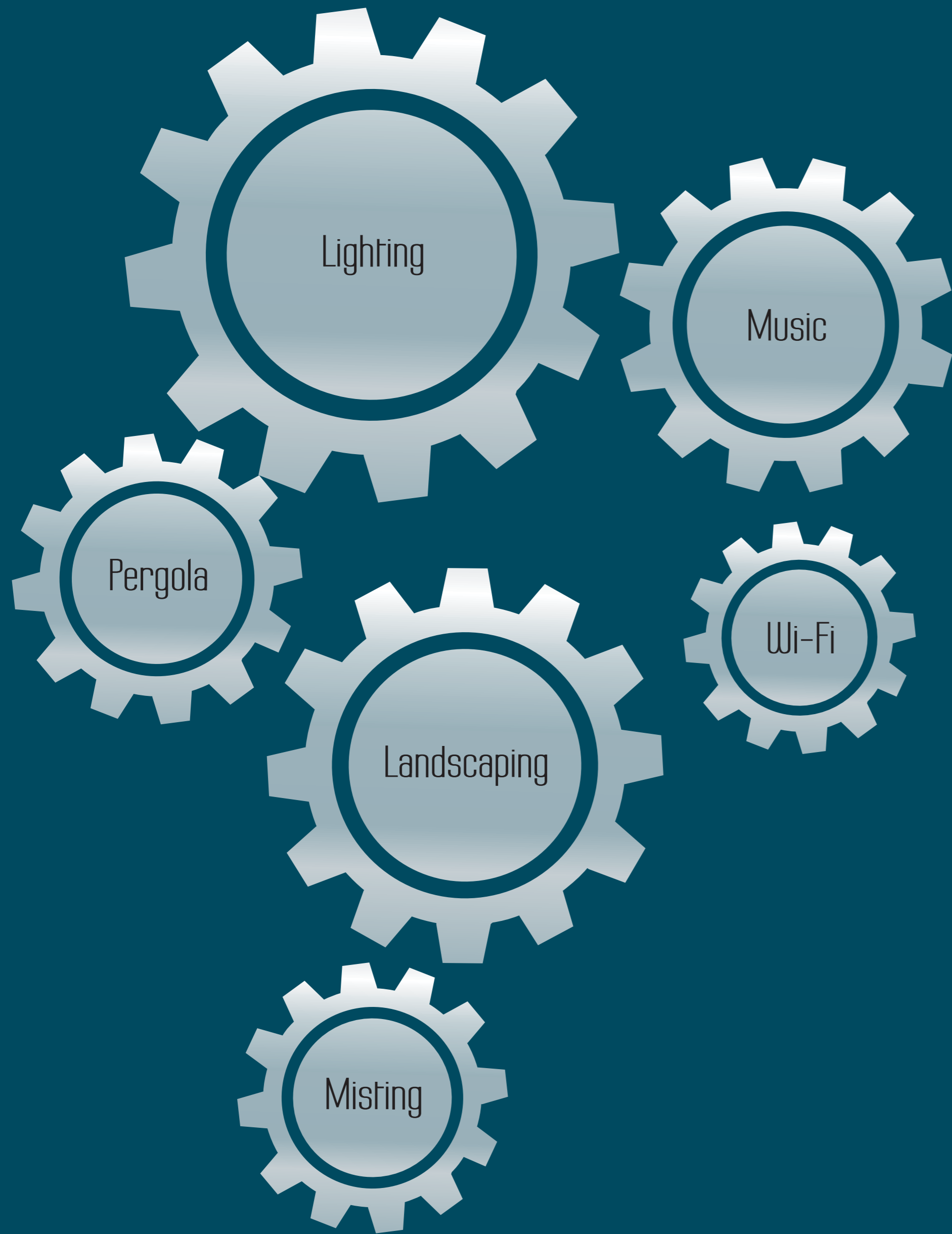


Lighting

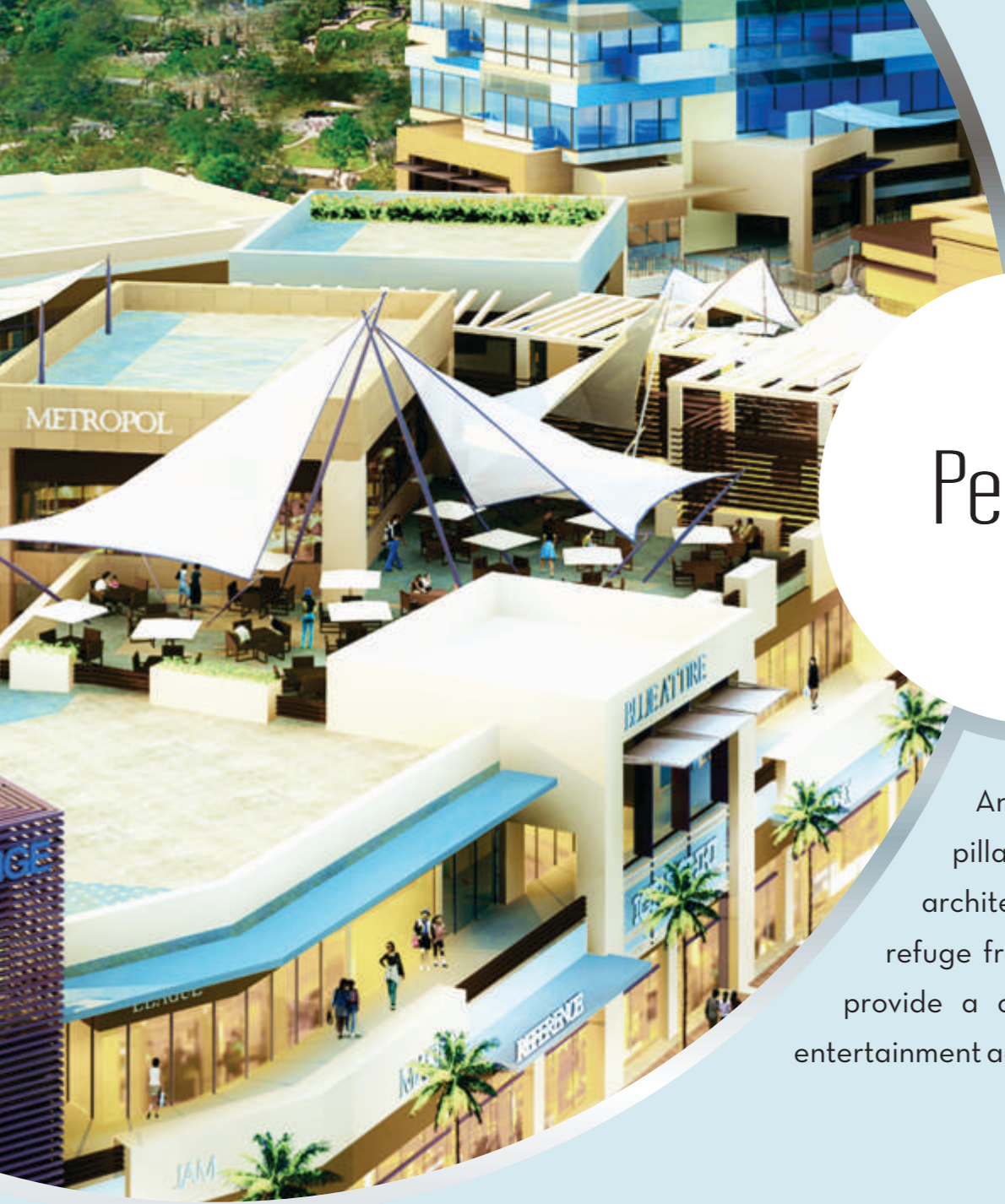
**Lighting Design Partnership
International, U.K.**

A touch of California come under a tropical canopy of trees where master planning and landscape architect Element Design Studio bring their acclaimed dexterities (of over 70 years) in concept, schematic and landscape design to work magic that both enthral and generates awe. Gregory Konark has, in the past, visualized a series of magnum opus for Taj Hotel Mumbai, Vivanta Gurgaon, Radisson Plaza Mumbai, Bel Ombre Hotel, The Groove Kenya, Thomson Line MRT Singapore and Neotown Port Louis Mauritius.

Lighting Design International UK", Urbana's lighting consultant based out of London is a celebrated name in the domain, differentiating itself via outstanding lighting ideas and solutions to its prestigious roster of global clientele such as Brookland, Lumiere, Claridges, Four Seasons and The Savoy, to name some.



Amenities and Technical Aspects



Pergola

An open-aired garden rendezvous embellished with pillars and beams that blend the twin delights of architectural beauty and practical functionality. Providing refuge from the hot sun, pergolas, a natural home for vines, provide a cozy and inviting bower for a bevy of engaging entertainment activities, or simply for relaxation.



Wi-Fi

Be it at the boutique spa as you get a pedicure, at the terrace as you hum a tune under the stars, at the café as you dunk your latte, at the showroom as your family shops or on the lush lawn grass as your stretch, at the M3M Urbana, you never miss a beat on what's happening in your world, thanks to our hi-speed dedicated Wi-fi



Misting

Operating on the principle of evaporation cooling process, Outdoor Misting systems are an effective way to cool you down when the mercury's soaring. The M3M Urbana will boast mists of a variety of flower fragrances, creating an ambience that uplifts and soothes at once.



Music

Hi-end music ambient systems that refresh your universe, adding both a spring to your step and a hum to your lips - even as you go about shopping, dining, networking or simply lazing around relishing the rare, ravishing setting.

Landscape

For M3M Urbana, Element Design Studio raises things up a notch, with a central pedestrian plaza bedecked with enthralling promenades and esplanades with bracing walkways and enhanced with Pergola roof design and Misting Facility, sparkling fountains, a gorgeous blue pool, sit-out, hi-street retail, spot parks, food kiosks, on-site parking areas, internal driveways, dedicated drop-off zones and larger than life entrances. Together, they spell a richly adorned landscape that conceals bliss and surprises at every twist, step and turn.

Entry



Granite



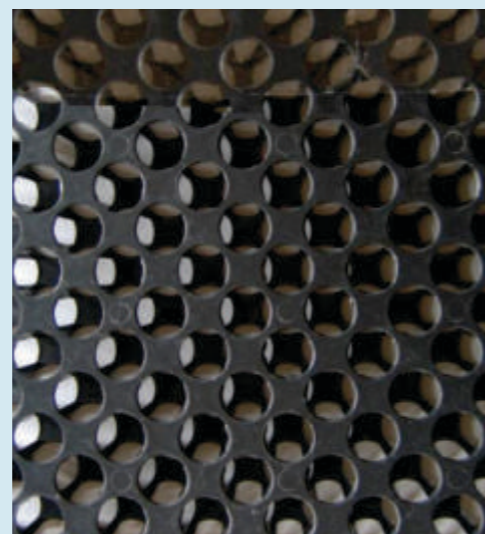
Artificial Turf



Concrete Pavers



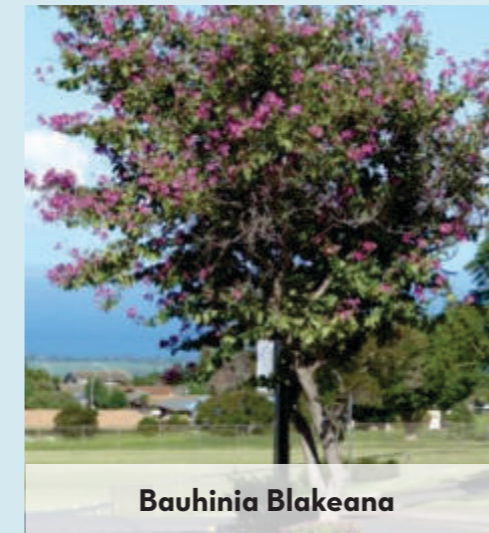
Subsoil Drain Mat



Ceramic Tiles



Trees



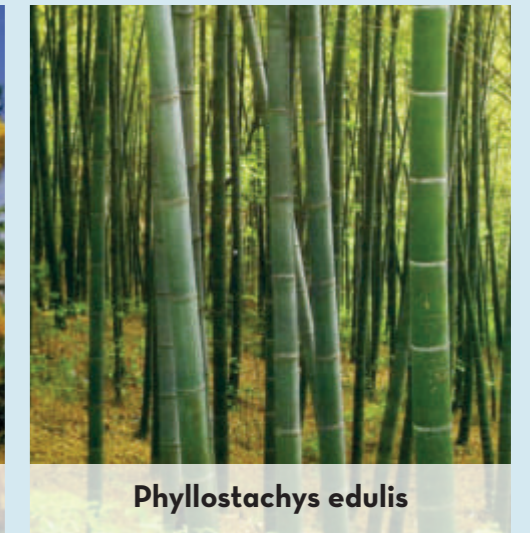
Bauhinia Blakeana



Lagerstroemia Speciosa



Cassia fistula flower



Phyllostachys edulis

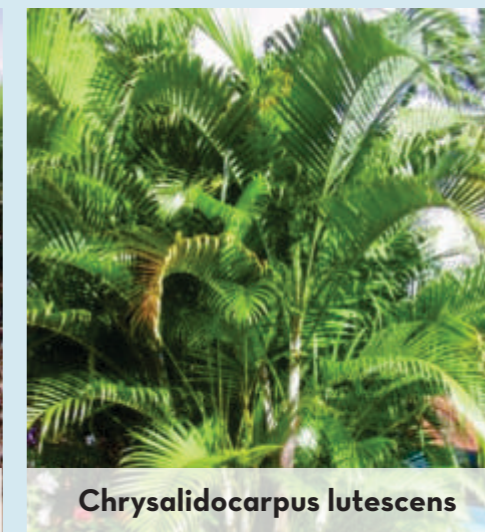
Palms



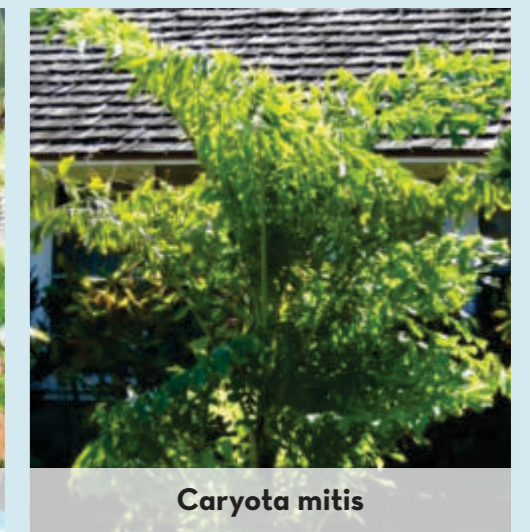
Phoenix dactylifera



Washingtonia robusta



Chrysalidocarpus lutescens



Caryota mitis

Shrubs



Hibiscus rosa sinensis



Tabernaemontana divaricata

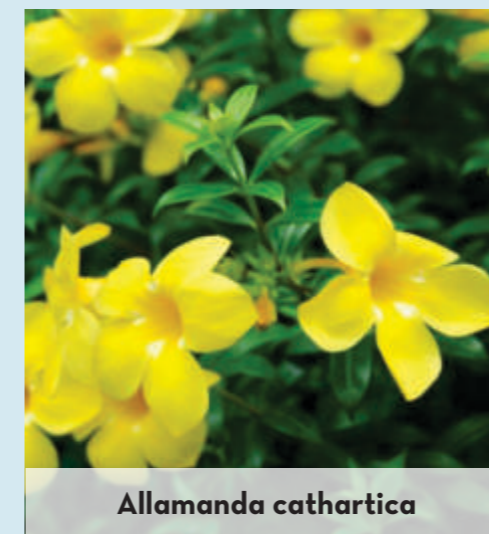


Canna generalis



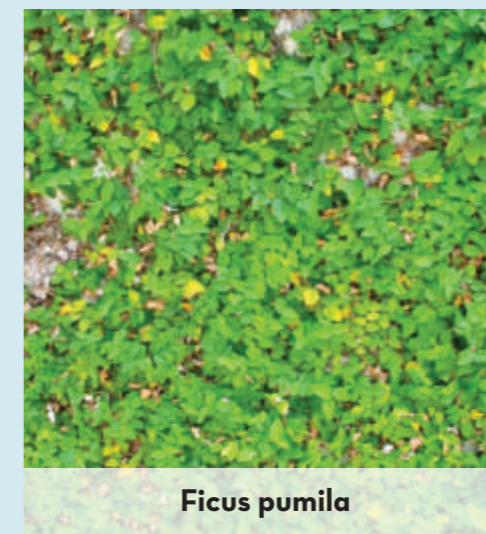
Bougainvillea poultonii

Shrubs



Allamanda cathartica

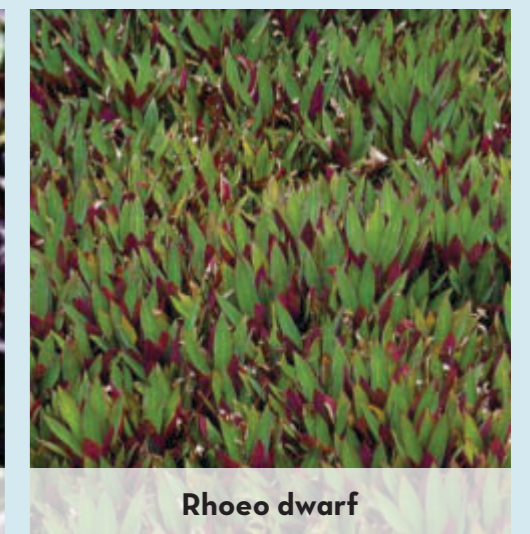
Groundcover



Ficus pumila



Alternanthera dentata



Rhoec dwarf

Lighting Concepts

Emphasising Solid & Void and Celebrating Light & Shadow

Backlit Jali Screens

Set against the bewitching night, iconic Backlit Jali patterns create a spell. Intricate latticework set the roof terrace a glow in a surreal haze, recalling the charisma of a forgotten era, and creating a moment that lingers.



Small Decorative Wall Lights

Uplight and downlight components that are critical to optimize visual scale by accentuating height and architectural USPs of the structure, making for a majestic ambience custom-perfect for celebrations that are larger than life.



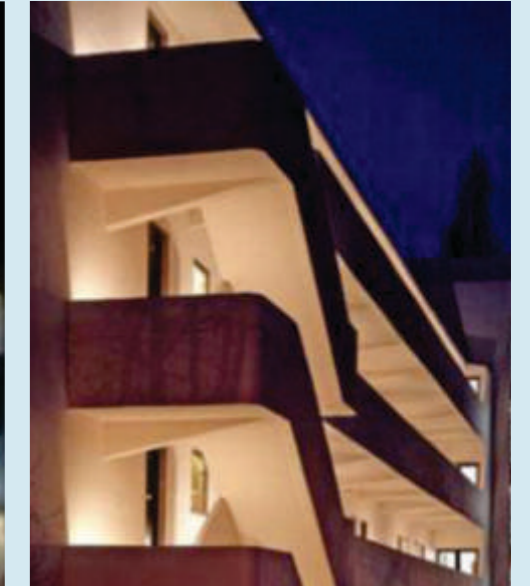
Portal Silhouetting

Surface mounted downlights integrated within pergola structures (located adjacent to portal) that subtly accentuates angles and enhances shadow to engender a hypnotic illumination effect, complementing some of life's more special occasions.



Top Capping Graphic Line

Integrated linear LED in amber colour source designed create visual graphic line and capping to the Tower block, guiding the eye along a trajectory that stirs the soul, and raises the mood.



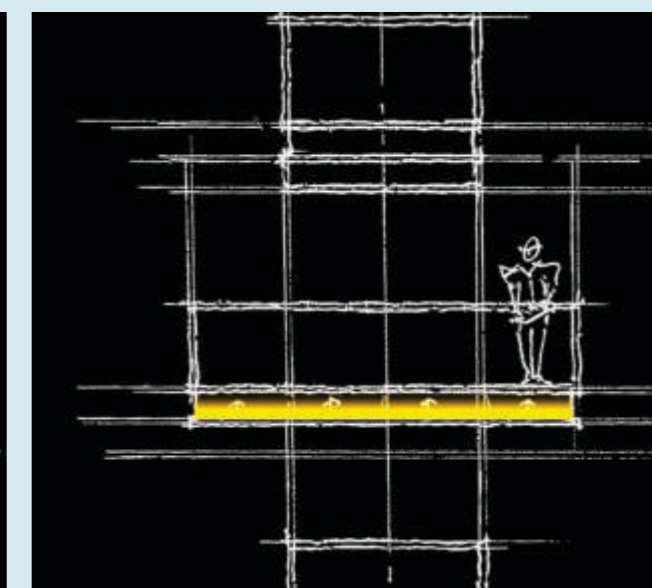
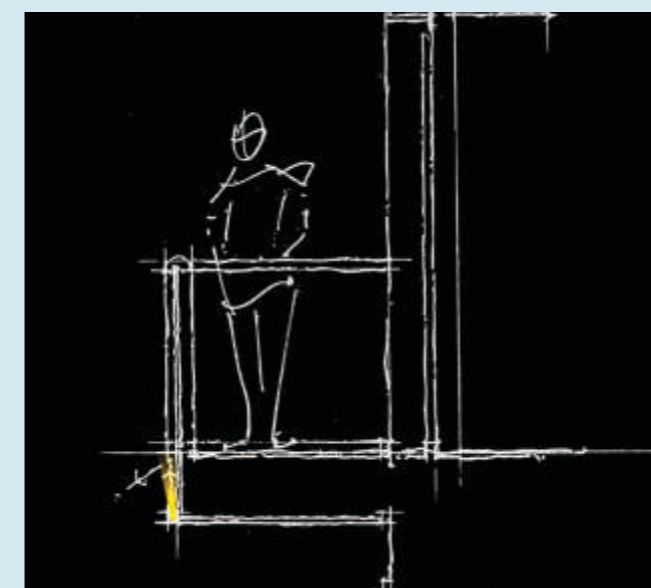
Ground Level Facade Uplighting

Narrow beam optic ground recessed uplights that enlighten protruding portals in order to emphasise textural qualities of cladding finishes. Not only does this reduce glare, it achieves it by focussing the admiring onlooker's attention to the texture and touches of the edifice that matter, creating a magnetic allure that is understated and mysterious at once.



Balconies Perforated Screens

Integrated linear LEDs to backlight perforated patterns cut into the balcony's upstand frontage, generating an un-missable appeal that serenades and soothes at the same time.





High Catchment

Slated to become the sole shopping destination of its kind in the area, M3M Urbana will enjoy the dedicated footfalls of a captive catchment area comprising hi end residential and commercial complexes.



Capital Appreciation

Best Location, the finest privileges, larger-than-life frontage and one of the largest mixed use developments make M3M Urbana a coveted property, and a hotly pursued investment options that promises to continue yielding returns

What's there for U?

Low Maintenance Cost

A high street shopping experience - as opposed to mall type - reduces AC maintenance and electricity costs.



High Visibility

A gripping frontage designed to breathless levels of splendour ensures that the M3M Urbana will be hard to miss, no matter how you look at it.



Specifications

Retail Shops	
RETAIL SHOPS	Retail Floors - Ground, First & Second Large store fronts and glazing area for Retail units Arcade along all Retail units Dedicated signage areas for all units as per design Restaurant with terrace dining provided on second floor
STRUCTURE	RCC slab and column structure with masonry partitions
LANDSCAPE	Richly landscaped central plaza Pedestrian plaza designed with seating areas and food kiosks Dedicated drop-off zone and entrances for retail On-site parking areas with lush canopy trees and landscape features
FINISHES Exterior Lobbies Basement Tenant Floor Finish Common Toilets	Combination of stone and painted surface Combination of stone and painted surface Broom finish concrete Concrete floor Finished toilets with modern fittings and fixtures
PARKING	Multilevel basement for parking and services. Adequate surface parking Provision of video surveillance
SECURITY Video Surveillance Manned Security	Basement parking, basement & ground floor lobbies Boom barriers at all vehicular entry & exit points
FIRE SAFETY Wet Riser/Hose Reels/Sprinklers/Fire Extinguishers External Fire Hydrants Fire Detection System	Provided as per norms Provided as per norms Provided as per norms
HVAC AC system Ventilation and Exhaust	Space provision for split AC units Provided for common toilets and basements
ELECTRICAL Distribution Metering Lightening Protection & Earthing Pits	Provision of cable upto tenants distribution board Tenant load will be metered Provided
DIESEL GENERATORS	100% fully automatic backup with suitable diversity and load factor provided for lighting, power and AC
SIGNAGE Internal External	Main lobby equipped with tenant directory and directional signs External signage as per developers design and conditions

COMMUNICATION Cable/TV connection	Provision for cable TV
Offices	
OFFICE SUITE	Office Floors
STRUCTURE	RCC slab and column structure with masonry partitions Passenger & service elevator and staircase connecting office levels
LANDSCAPE	Richly landscaped central plaza Pedestrian plaza designed with seating areas and food kiosks Dedicated drop-off zone and entrances for office
FINISHES Lobbies Basement Tenant Floor Finish Common Toilets	Combination of stone and painted surface Broom finish concrete Concrete floor Finished toilets with modern fittings and fixtures
PARKING	Multilevel basement for parking and services. Adequate surface parking Provision of video surveillance
SECURITY Video Surveillance Manned Security	Basement parking, basement & ground floor lobbies Boom barriers at all vehicular entry & exit points\
FIRE SAFETY Wet Riser/Hose Reels/Sprinklers/Fire Extinguishers External Fire Hydrants Fire Detection System	Provided as per norms Provided as per norms Provided as per norms
HVAC AC system Ventilation and Exhaust	Split AC units provided Provided for common toilets and basements
ELECTRICAL Distribution Metering Lightening Protection & Earthing Pits Emergency Lighting	Provision of cable upto tenants distribution board Tenant load will be metered Provided Emergency lighting in selected common area
DIESEL GENERATORS	100% fully automatic backup with suitable diversity and load factor provided for lighting, power and AC
SIGNAGE Internal	Main lobby equipped with tenant directory and directional signs
COMMUNICATION Cable/ TV connection	Provision for TV connection

It's changing the way you work.
It's transforming the way you play.

The Urban Revolution is all about you.
It's all about.... URBANA.

