



# “The TOWER *of* GROWTH”

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## We Are M3M

M3M India is a visionary real estate developer creating designer living in India.

In the last 15 years the company has come a long way in becoming the creator of idyllic high-end city developments in the country by building designer projects.

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## M3M GROUP VISION

- Emerge amongst India's leading real estate conglomerates with a global presence
- Adhere to the highest standards of business ethics and best practices in every area of endeavor
- Set new benchmarks in customer satisfaction, employee motivation and business associate relationships

**BASANT BANSAL**  
CHAIRMAN, M3M GROUP

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# THE M3M BUSINESS VERTICALS



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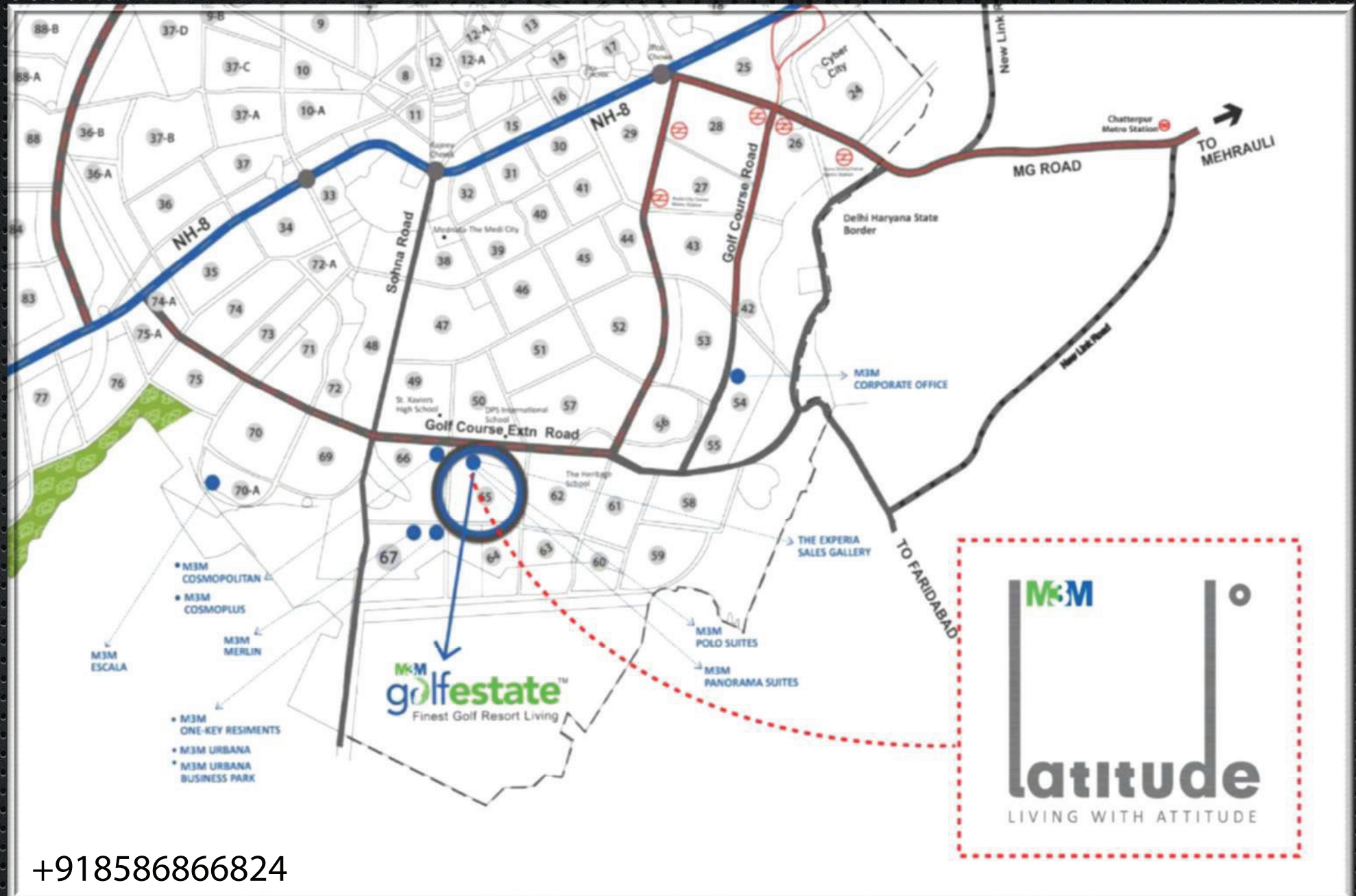
# M3M BRANDS



What's Next ?

# In the hub of Sector 65

At the entrance of M3M Golfestate.. lies an **Iconic Tower**...



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Presenting...



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## M3M Latitude The concept



As the name indicates - it is a concept which is upscale and sophisticated. The physical elements of 'height' is strongly emphasized along with modernity and a certain "Techno- style". This essentially **connotes a neo-minimalist, futuristic design**, evoking a sense of steel greys, cool water, blocks and avant-garde sculptures

The **landscaping will evoke a sense of a closely cropped garden**. Well lit with mood effects and rock-garden features with in-built audio speakers. The whole scenario should incorporate pebbled pathways leading to the exclusive club and infinity pool.

The highlight of the tower would be the **roof-top lounge and 360° observatory circle- culminating in a rectangular penultimate top**.

A truly unique **singular tower overlooking the skyline** of modern millennium city – Gurgaon.

**Exceptional location. Exceptional architecture. Exceptional life !**

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“Wow”

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# What a View !

Rooftop Crystal Club & Lounge

Spread over 41<sup>st</sup>, 42<sup>nd</sup> Floors & Rooftop



Entertain your guests at your own private **Crystal Club** – **Spread over 3 Levels** located more than 400 ft above Ground, Connected though an express lift !

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# Location Advantages

- Situated on 60 metre wide main arterial Sector road.
- Prominently located on Southern Peripheral Road (Golf Course Extension Road) one of the widest roads in Gurgaon (90 meters wide) and recently announced as NH 236.
- Just 30 minute drive from Delhi International Airport.
- Located on the Metro corridor, offering fast, convenient and comfortable connectivity to Delhi, easy accessibility to NH8 as well as to South Delhi via Gurgaon Faridabad expressway.
- Strategically linked to all major Business Hubs & Retail destinations.
- Close to major Hospitals like Medicity, Artemis etc. & Schools like St. Xaviers High School, DPS International, Heritage School etc.

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# 360 Degree From Everything You Would Have Ever Wanted !

M3M URBANA  
M3M COSMOPOLITIAN  
EROS CITY SQUARE  
SOUTH POINT MALL  
RAHEJA MALL  
UNITECH ARCADIA  
RODEO DRIVE

DPS INTERNATIONAL  
ST. XAVIER'S HIGH  
SCHOOL  
HERITAGE SCHOOL  
SCOTTISH HIGH  
THE PRESIDUM  
ANSAL UNIVERSITY



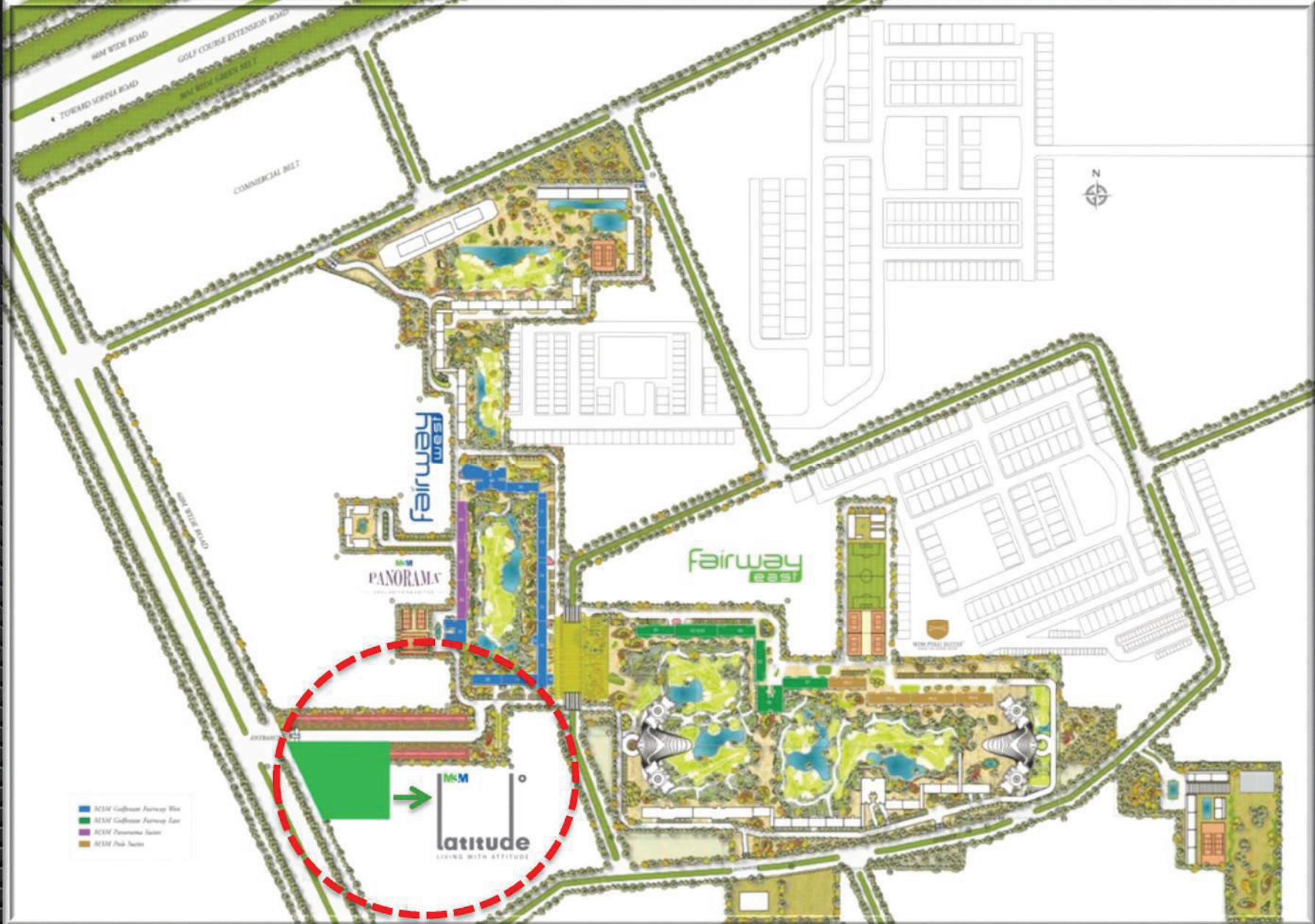
MCDONALD'S  
NAIVEDYAM  
DOMINO'S  
HALDIRAMS  
CAFE COFFEE DAY  
PIZZA HUT  
Many More

MEDANTA MEDICITY  
ARTEMIS  
PARAS  
FORTIS  
MAX

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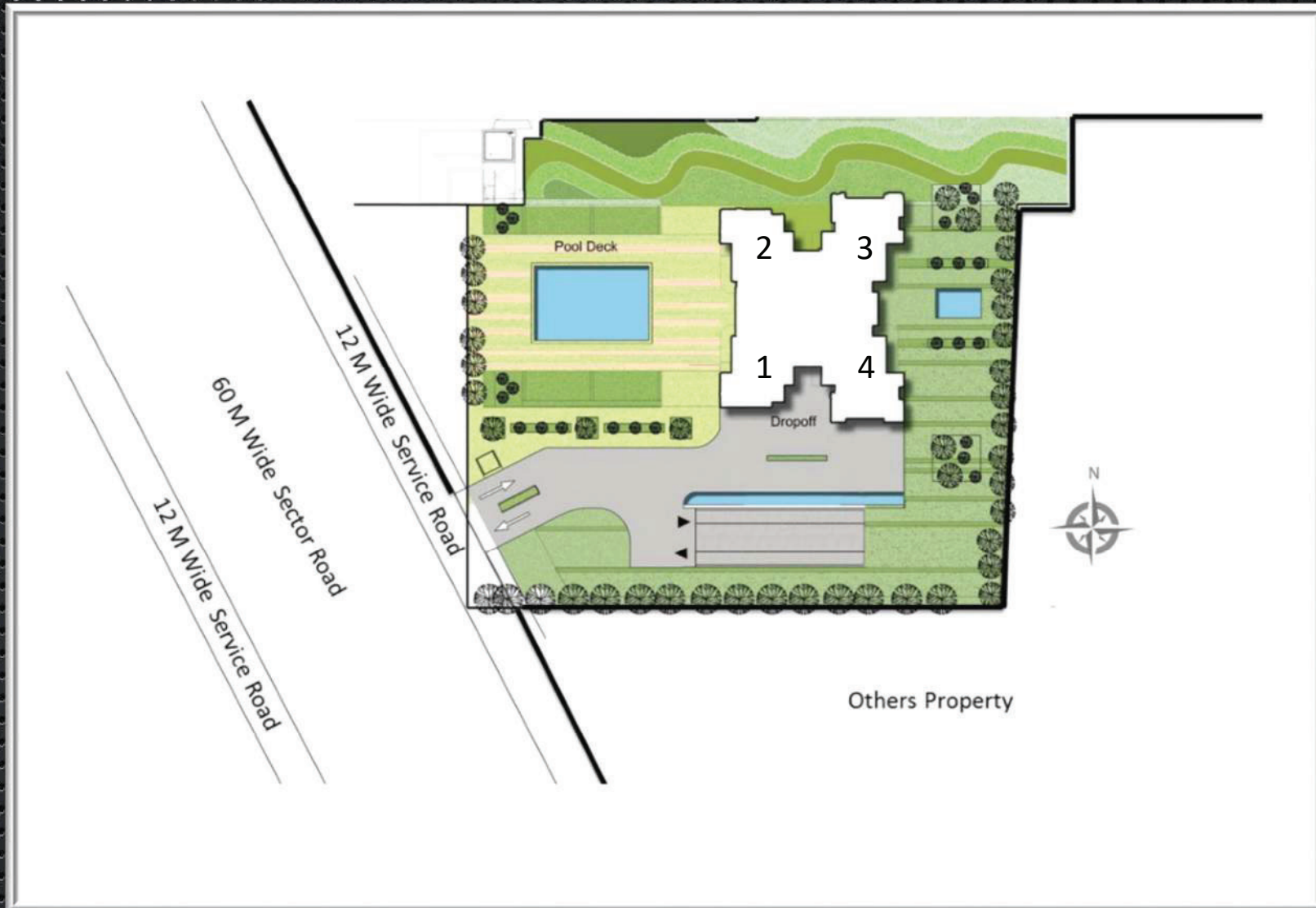


# Master Plan



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# Site Layout





# The Unique Proposition of The Latitude

- Limited edition 160 units.
- Modern Contemporary Architecture; Designed by UHA, London.
- Highly efficient architecture planning and design.
- High rise with beautiful external lighting in the building.
- All around – all apartments enjoy abundant natural light.
- World-class club with Gymnasium, Squash court, SPA, Jacuzzi, Steam, Sauna etc.
- Resort-style pool area and large deck.
- Every room in the apartment living or bedroom has a balcony

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# Contd.

- Roof-top café with breathtaking views.
- Observatory Deck with a Panoramic view of the city skyline
- High Speed Elevators.
- Energy efficient VRV/VRF Air conditioned apartments.
- Double glazing for energy saving and peaceful living.
- Ceiling height of nearly 10 ft.
- Modular Kitchen with European styled cabinetry.
- Intelligent Home Access Control system.
- Laundromat.

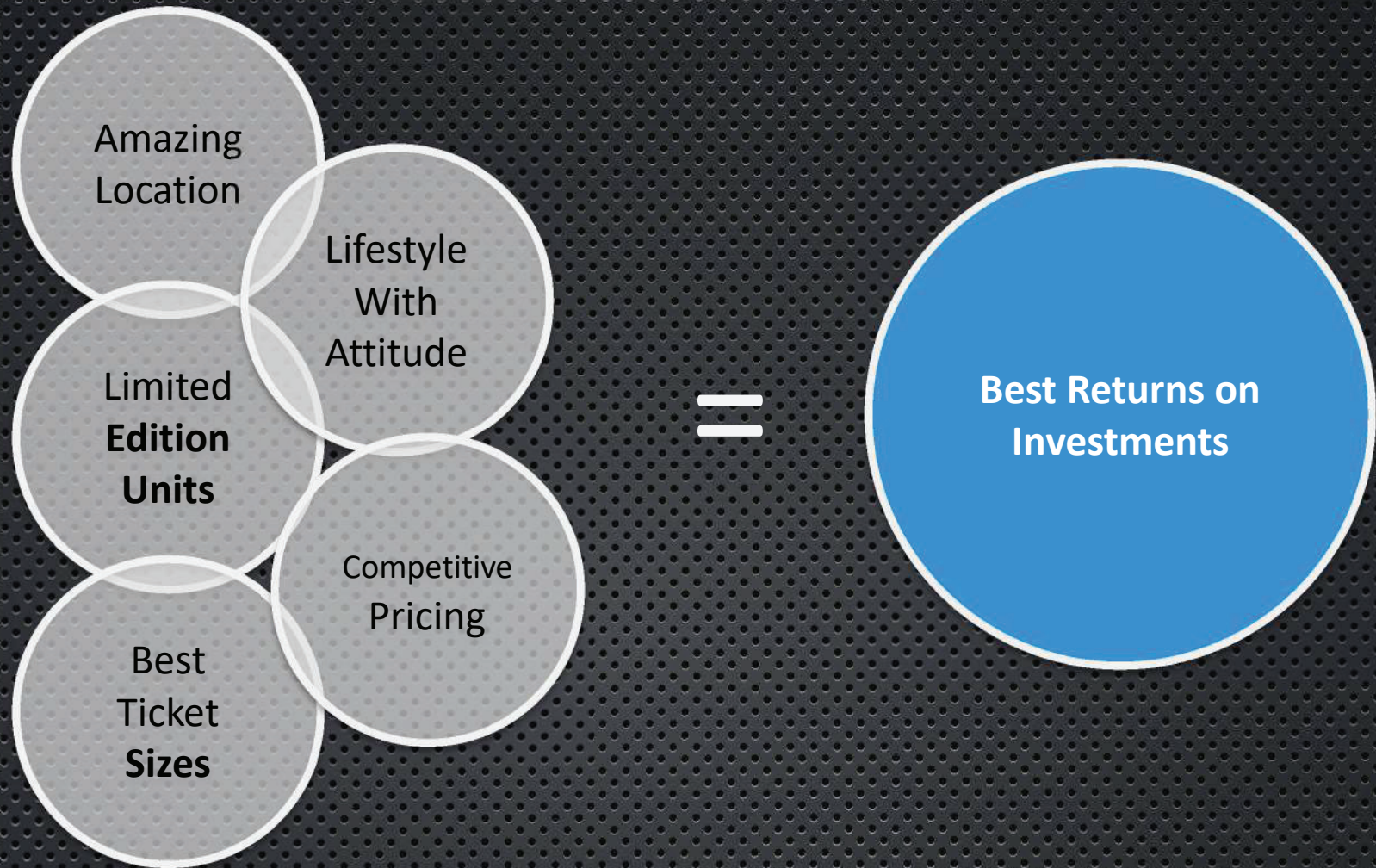
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# Investment Rationale





# Architectural Advantages



Sophisticated  
Entrance  
& Lobby

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# Elegant Club & Pool



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**Lounge at GF**



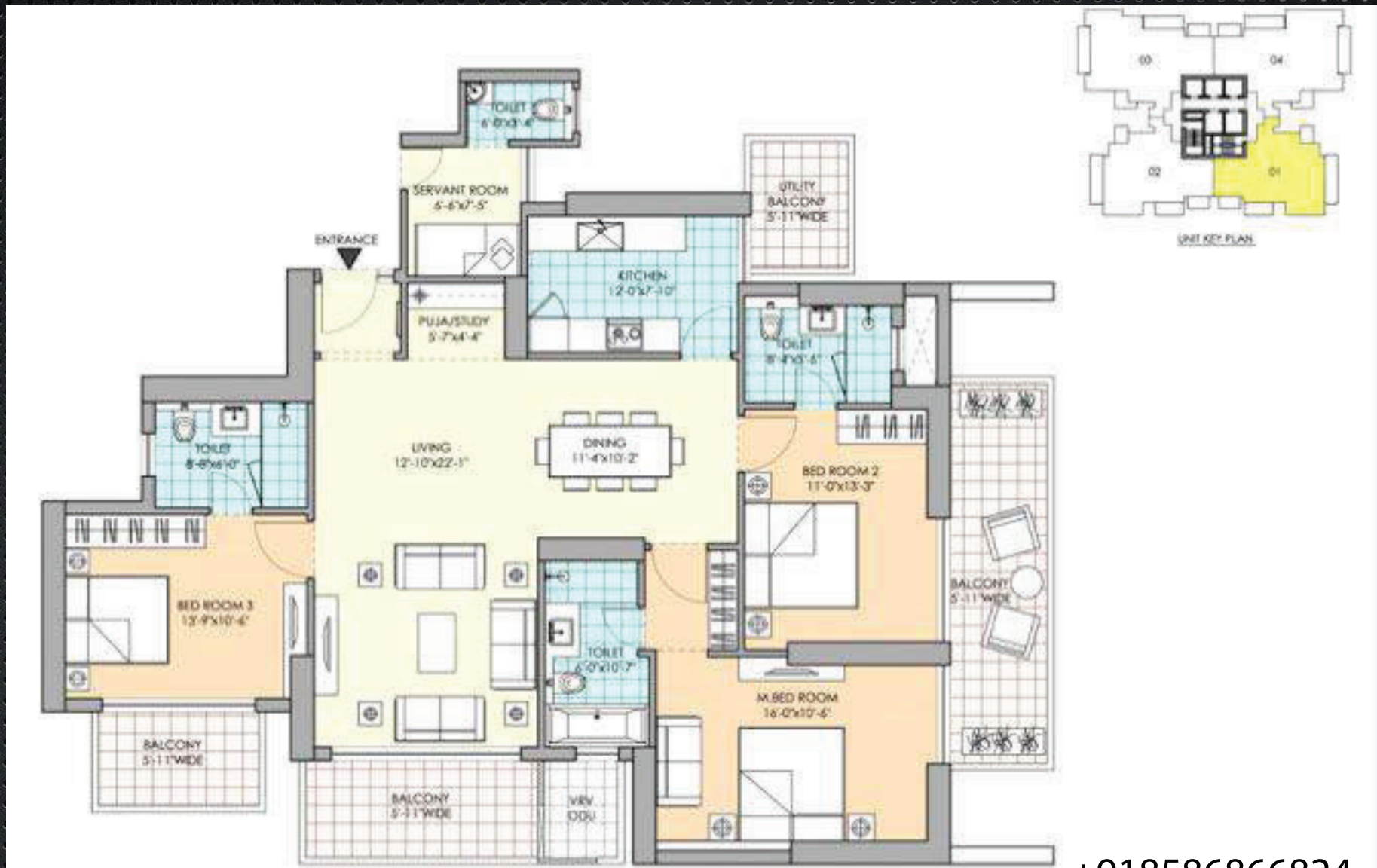
**Observatory deck with Telescope**



**Roof Top Restaurant**

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# Optimized Floor Plans (3 BHK+SQ - 2430 Sq.ft)



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UNIT	Apartment Type	Level	Super Area	
01	3 BHK + SERVANT	1st to 41st	2430 Sft.	



# Optimized Floor Plans (4 BHK+SQ – 2955 Sq.ft)



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UNIT No.	Apartment Type	Floor Level	Super Area	
03	4 BHK + SERVANT	1st to 41st	2955 Sft.	



# Proposed Specifications & Finishes

## Bedrooms

Walls: Plastic Emulsion with Roller Finish  
Floors: Imported Laminated wooden flooring  
Doors: Polished Flush Shutter with Wooden Door Frame  
Windows : Double glazed; UPVC/ Aluminum Glazing  
(Powder coated or Anodized)  
Ceiling: Plastic Emulsion

## Living/Dining Room

Walls: Plastic Emulsion with Roller Finish  
Floors: Imported Marble  
Doors: Polished Flush Shutter with Wooden Door Frame  
Windows: Double glazed; UPVC/ Aluminium Glazing  
(Powder coated or Anodized)  
Ceiling: Plastic Emulsion

## Kitchen

International Style Modular kitchen with Hob and Chimney  
Polished Granite counter with SS sink and CP faucet  
Walls: 2' high ceramic tiles above counter, balance painted  
Floors: Anti skid Ceramic/Vitrified tiles  
Doors: Polished Flush Shutter with Wooden Door Frame  
Windows: UPVC/ Aluminum Glazing (Powder coated or Anodized)  
Ceilings: Oil Bound Distemper Paint

## Toilets

Walls: Ceramic tiles dado, rest plastic emulsion paint  
Floors: Anti skid Ceramic/Vitrified tiles  
Doors: Polished Flush Shutter with Wooden Door Frame  
Windows: UPVC/ Aluminium (Powder coated or Anodized) window  
Ceilings: Plastic emulsion paint  
Fixtures: Single lever, International Brand CP Fittings & White sanitaryware  
Others: Granite / marble counter



# Proposed Specifications & Finishes

## Lift Lobbies

Walls: Combination of one and more of stone cladding, tiles and plastic emulsion paint  
Floors: Combination of one and more of Natural Stone & tiles  
Doors: Stainless Steel finished lift doors  
Ceilings: Plastic emulsion paint  
Air-conditioned Ground Floor Lobby

## External Façade

Walls: Combination of one and more of stone cladding, plaster with exterior grade paint, glazings  
Railings: Glass Balcony Railings

## Servant/Utility Room

Walls: Oil bound distemper  
Floors: Ceramic/ Vitrified tiles  
Windows: UPVC/ Aluminium Glazing (Powder coated or Anodized)  
Doors: Painted Flush Shutter with Wooden Door Frame  
Ceilings: Oil Bound Distemper Paint

## Balcony/Utility Balcony

Floors: Anti-skid Ceramic/vitrified tiles  
Walls: Durable exterior paint

## Staircases

Walls: Oil Bound Distemper Paint  
Floors: Kota Stone/ Precast tiles  
Doors: Steel fire doors/fire resistant shutter  
Ceilings: Oil Bound Distemper Paint

## Electrical Equipment

VRV/VRF airconditioning system for Living, Dining & Bedrooms  
Three tier security system  
High speed elevators with Stainless steel lift car interiors  
100 % power back up round the clock with suitable diversity and load factor

## Fire Safety

Automatic Sprinkler System, Wet riser , Fire detection & Alarm System

## Others

Round the clock treated water supply

# Price List

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## Price List

Basic Selling Price (BSP) per sq.ft	Rs. 10700
External Development Charges (EDC)	As Applicable
Infrastructural Development Charges (IDC) per Sq.ft	As Applicable
Interest Free Maintenance Security (IFMS) per sq. ft	As Applicable
Preferential Location Charges (PLC)	As Applicable
Parking Charges ( <i>per Car Parking Bay</i> ) 2 Car Parks are mandatory for 3 Bed Room Apartment & 4 Bed Room Apartment.	Rs. 600000
Community Club Membership	Rs. 600000

## Payment Plan

Milestone	Description
At Booking	Rs. 10,00,000
Within 30 days of Booking	10% of TSV Less Booking Amount
Within 90 days of Booking	10% of TSV
Within 6 Months of Booking	10% of TSV
On Completion of Top Floor Roof Slab	30% of TSV
On Filing of application for grant of Occupancy Certificate/Within 30 Days of Notice of Possession	40% of TSV (30% & 10% of TSV Respectively) & IFMS

\* TSV - Total Sale Value inclusive of BSP + EDC/IDC + PLC + Car Parking + Club Membership



# Towering Attitude



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Live With Attitude!

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