



Details for representation only

Disclaimer



This document contains proprietary and confidential information that is not in the public domain. This document and its contents are intended for the exclusive use of Max Ventures and Industries Limited and may not be published, circulated, reproduced and otherwise distributed to any third party without the express written consent of Max Ventures and Industries Limited.

Furthermore, the information provided in this document is preliminary, and is subject to revision as the concept and schematic design of the Project is firmed up. Please treat any data, areas, specifications, images and renders provided in this document as indicative.

NOIDA – An emerging city

Noida, part of Gautam Buddh Nagar, is a key district of Uttar Pradesh and an important economic activity hub of the state, by virtue of its location within Delhi-NCR and continued improvement of physical and social infrastructure over the last decade.



Noida is an aspirational city with strong fundamentals for growth.



Growing per capita income

Today, Noida's per capita income is 10x of UP and contributes to ~8% of the state's GDP.



Highest FDI inflows

Attracting over INR 64,000 crores of FDI in last 5 years, Noida is India's biggest FDI investment destination.

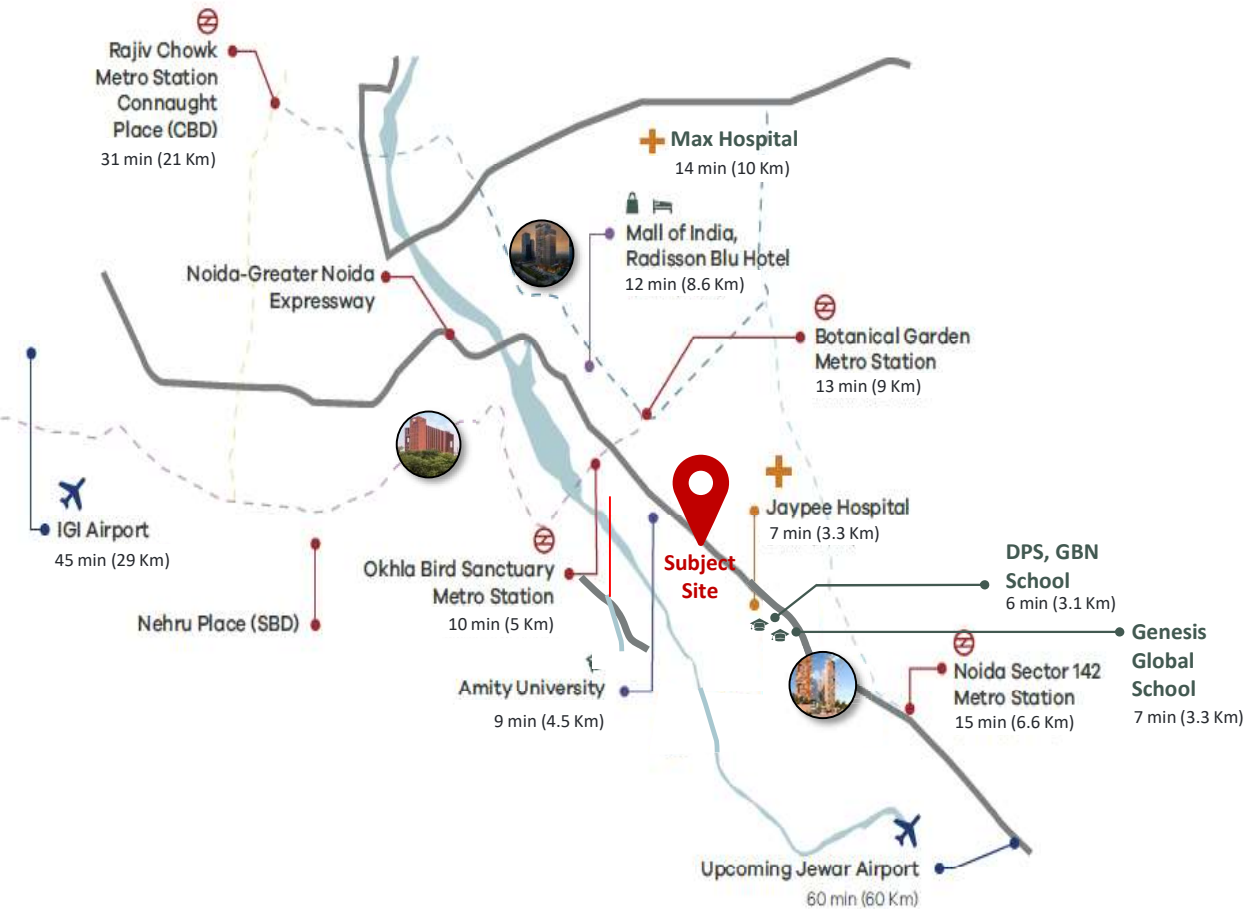


A Sophisticated economy

Similar to developed cities in India, Noida's economy now boasts of 98% income derived from manufacturing and services.



Our Location – on Noida Expressway



Located right on Noida expressway, the Project is part of the most important growth axis of Noida.

Noida Expressway, as the future of Noida's growth.



Proximity to Jewar Airport

Planned to be NCR's largest airport, the Project is directly connected to Jewar airport through the expressway.



Upcoming Metro line linking Magenta & Aqua lines

The Project is located right on the upcoming ~11 km metro link between Delhi and Noida.



Investment Hub for MNCs

The expressway and city consist of existing and planned commercial development (retail and office), with investments from major MNCs and real estate developers.



Project Site

— Residential Developments

— Commercial Developments

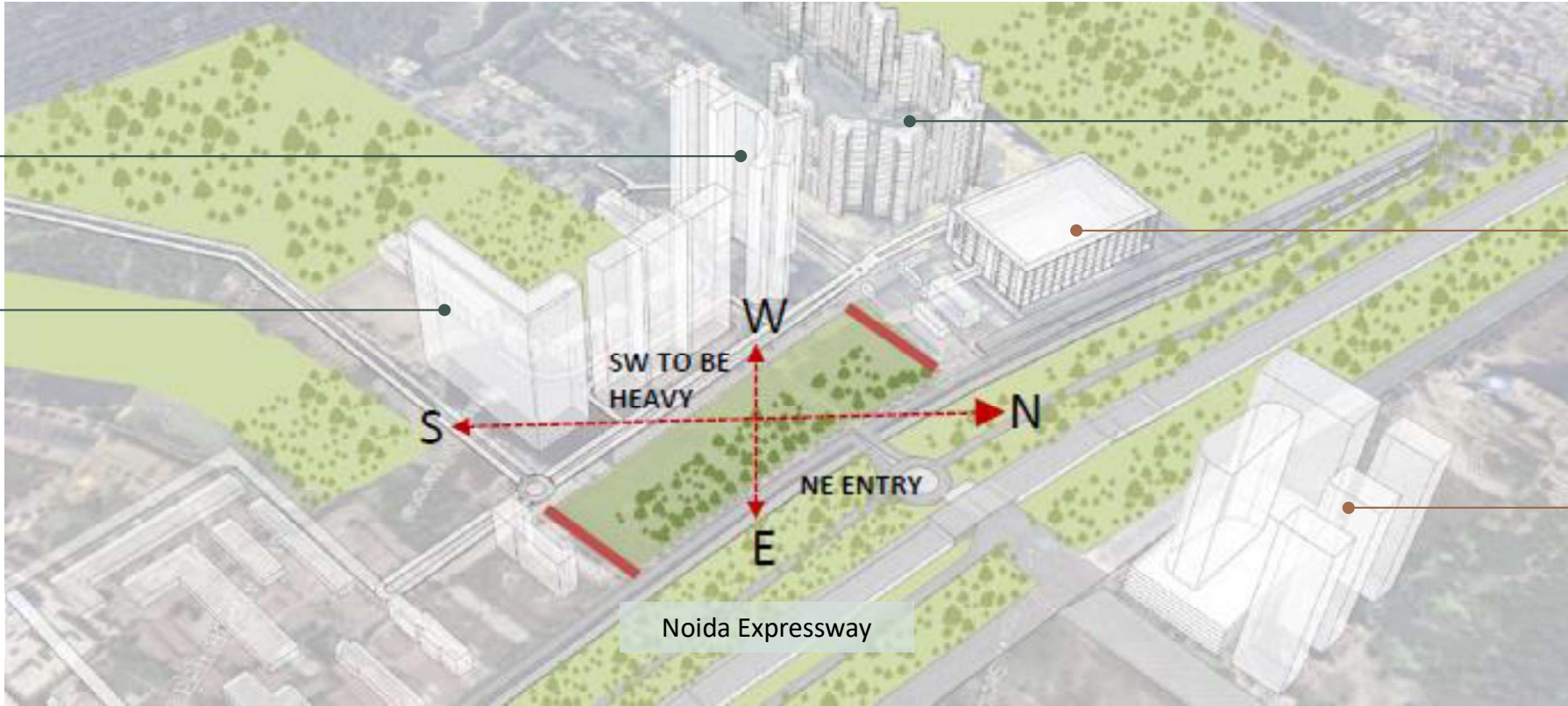
Upcoming High Rise

Kalypso Court

Axis House

Mahagun Manorial

Skymark 98



The Site is located in a well-established neighborhood with ample residential and commercial developments.



The Site has **North-East open**, which is auspicious for Vaastu and energy flow & efficiency.

Re – Architecting MEL’s operating philosophy

LiveWell and *WorkWell* envision an ecosystem that enhances and enriches the quality of life of its occupiers by building a confluence of experiences that enable comfort, healthy living, and community experiences, while ensuring their physical and emotional health and well-being.


The elements of *LiveWell* and *WorkWell* have been unified to reflect the core proposition of the brand, and are as follows:




1 Empathetic Hospitality
An emotionally intelligent approach to hospitality & service that begins with empathy



4 Inclusivity
Age and needs inclusive design for wellbeing of all users



7 Intentional Design
Promoting a healthier lifestyle through design interventions to ensure comfort, aesthetics, mobility and best-in-class technology solutions



2 Elemental Harmony
Focus on elements like air, water and biophilia through interventions like, purifying plant, rainwater harvesting, green design, etc.



5 Peace of Mind
Focus on best-in-practice safety measures, high standards of sanitation, and carefully selected locations



8 Sustainability
with use of sustainable materials, recycling, resource conservation and efficient use



3 Generosity
of time, space, and attention to detail. Providing more green cover per person



6 Belonging
with Specially designed amenities for engagement among residents to promote social well-being



9 Food & Nutrition
Access to organic vegetables & biotic food sales, curated F&B options with focus on quality & nutrition

Our Masterplan (1/2)



10 acres
Rectangular shaped site that is Vastu compliant.



250 units
Spread out between 4 towers (G+35).



25 units per acre
One of Delhi NCR's lowest density developments.



7 acres
Of naturally landscaped gardens and lawns

“A boutique, one-of-a-kind development promising an elevated quality of life through pioneering design, wellness and sustainability.”

Our Masterplan (2/2)



Our Design-Led Experience (1/2)

Design Elements

The Project is designed with the utmost attention to detail, evidently visible in its architecture, place-making, design philosophy all of which are tailor-made to ensure the physical and emotional well-being of our residents.



1

Large wrap-around Decks

The Project features first-of-its-kind decks that wrap around the entire unit. Recognizing the need for large, private open spaces, these decks are designed to provide a bespoke outdoor experience.



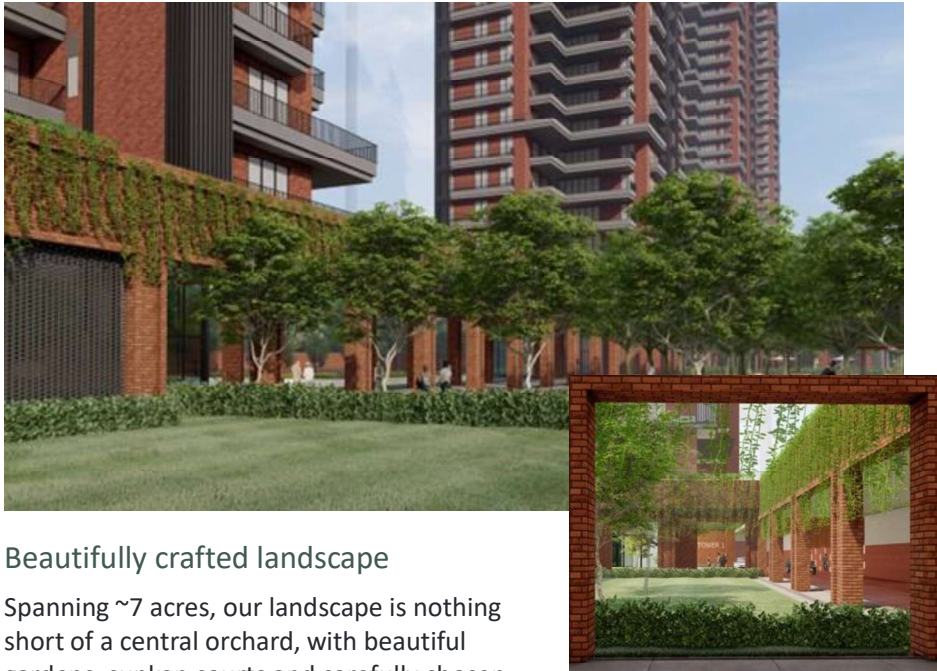
2

Contemporary Architecture with a traditional twist

Extensive usage of traditional element such as brick cladding, exploded concrete and charcoal grey.



Our Design-Led Experience (2/2)



3 Beautifully crafted landscape
Spanning ~7 acres, our landscape is nothing short of a central orchard, with beautiful gardens, sunken courts and carefully chosen flora.



4 Unobstructed Views
All units have unobstructed views of the central greens and the expressway.



5 Fully Loaded Clubhouse & Outdoor Amenities
Nestled in the central landscape and spanning ~35,000 sq ft, our clubhouse has all state-of-the-art amenities including pools, spa, sports courts, multi-purpose hall, dining and others.



6 Minimal Vehicular Circulation on Surface
With all vehicular drop-offs happening at the lower ground level, the Project has minimal vehicular circulation on surface, ensuring a healthy, commotion-free environment for residents.



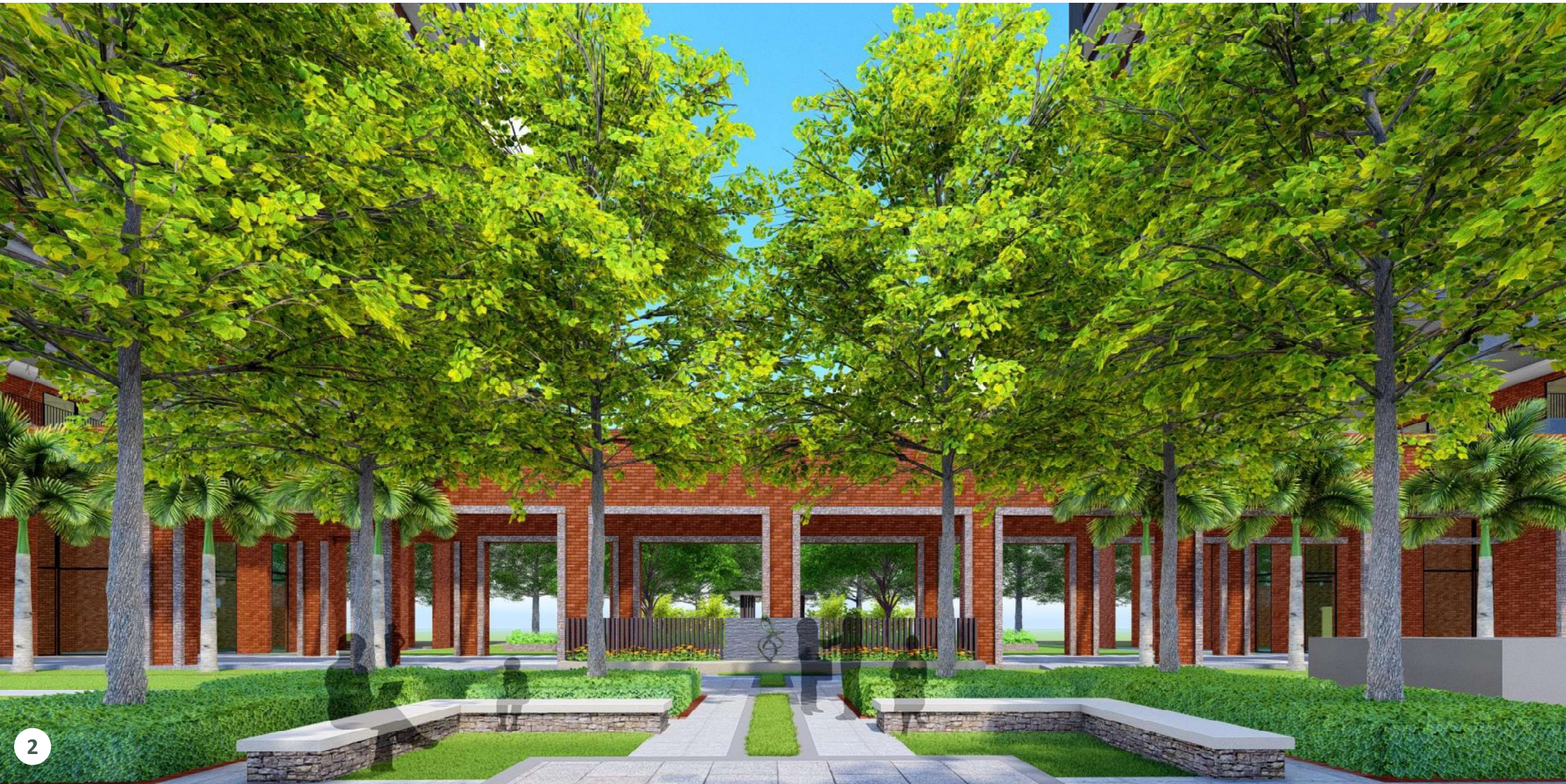
1

Spacious balconies and Large Wrap-around decks – Spanning 2.75 and 3.75 m in width, these balconies/decks provide a unique outdoor experience.



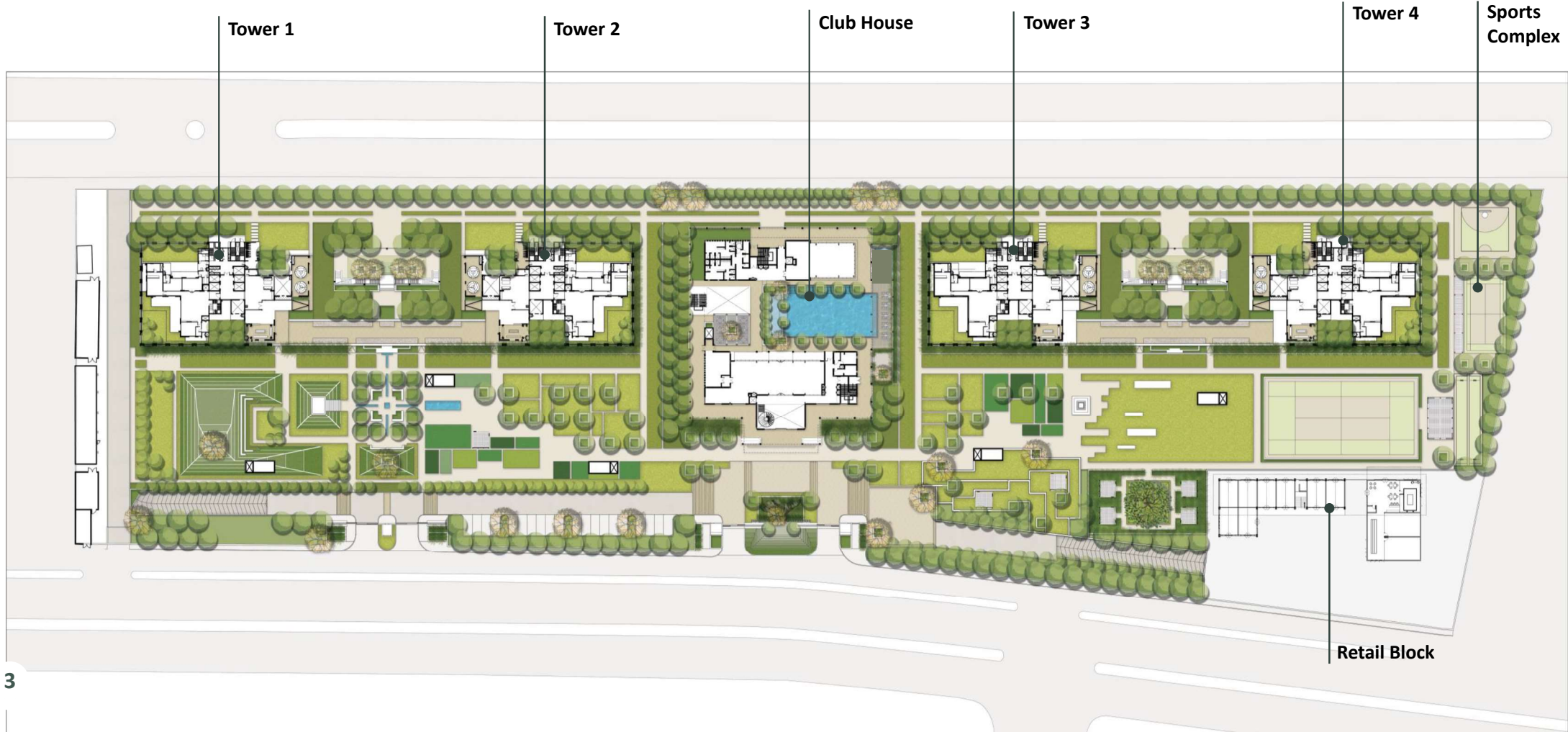
2

Contemporary Indian Architecture – Usage of traditional elements such as Brick cladding, Exploded concrete and Charcoal grey.



2

Connecting walkways between towers and clubhouse – Providing a natural, beautiful skywalk experience.



7 acres of symbolically designed landscape emulating the journey of the river which traverses through the mountains and culminates into the vast ocean



3 Naturally lit Sunken Courtyards – The Lower Ground Floor comes to life with exquisitely designed 7,000 sq ft sunken courtyards.

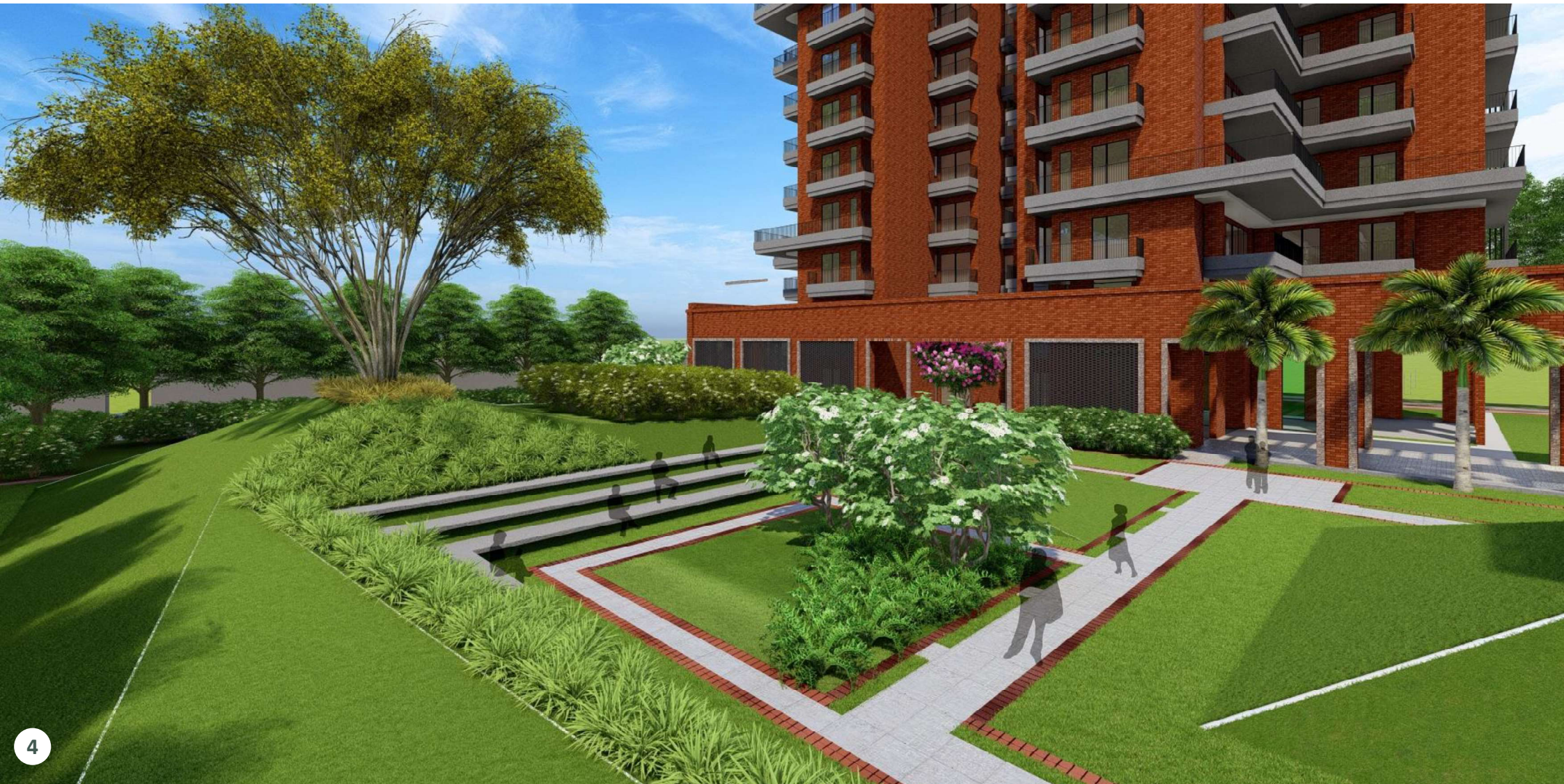


Natural, Green Views – 100% of the apartments have unobstructed views of the central landscape spanning 7 acres.

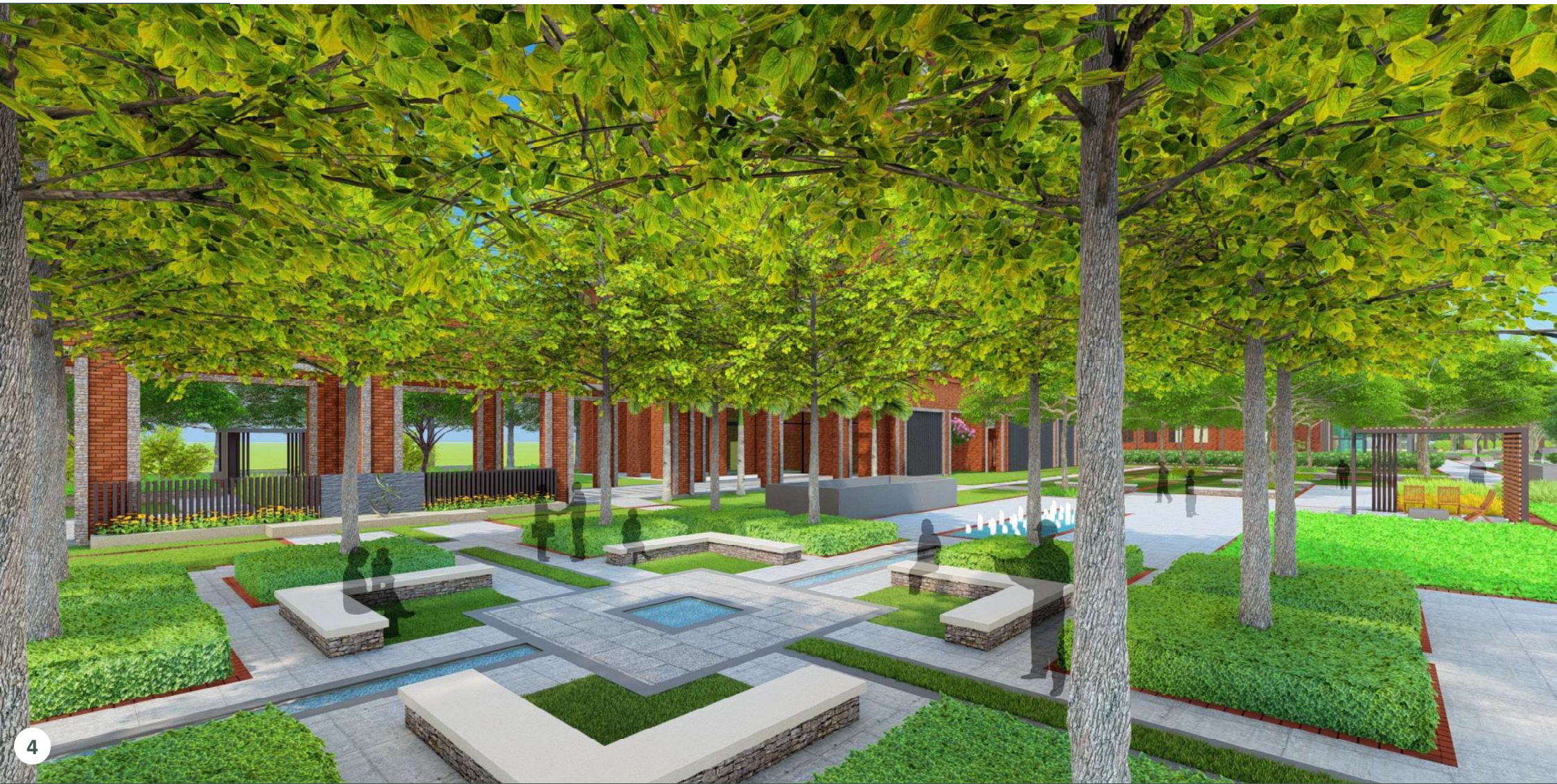


4

The central landscape is designed with orchards and farmlands as the key theme



View of the grand mountains and grass steps amphitheater in front of Tower 1



4 View of the fruit tree orchards and the connecting walkways between the towers



Entrance View



4

Peripheral Walkways and Cycle Track



Clubhouse Entrance View

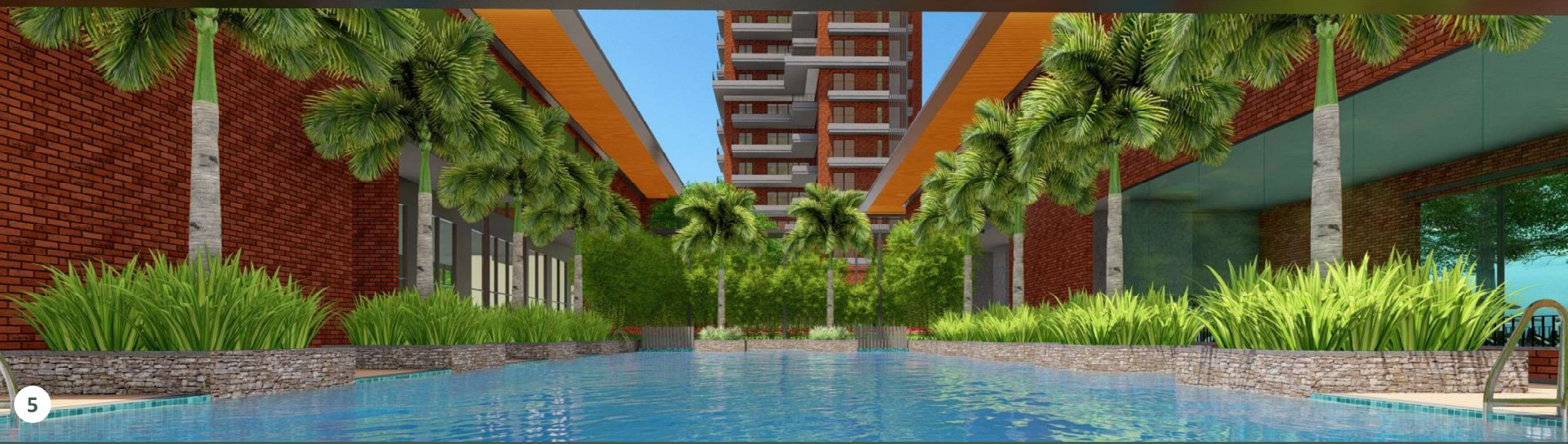
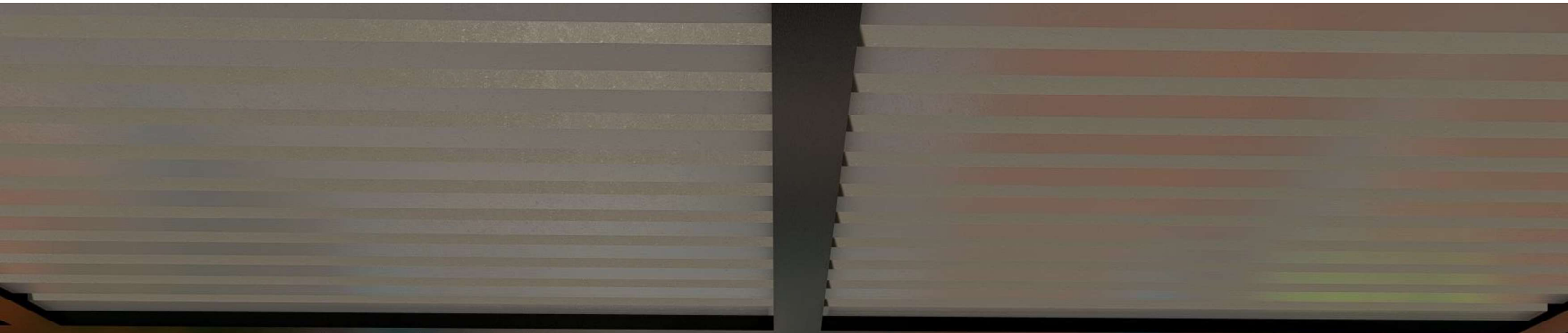


5

Fully Loaded Clubhouse – The ~35,000 sq ft, state-of-the-art clubhouse introduces residents to a new, elevated level of recreation.



Clubhouse View – The Clubhouse design provides a smooth continuum between the indoors & outdoors.



Clubhouse – Swimming Pool View



5

Outdoor Amenities – Table Tennis Court



6

Vehicular drop-offs at Lower Ground – Ensuring that the surface is almost free of vehicular movement.

Sample Apartment Renders (1/3)



Living Room

Sample Apartment Renders (2/3)



Master Bedroom 1

Sample Apartment Renders (3/3)



Master Bedroom 2

Experience Centre Renders (1/3)



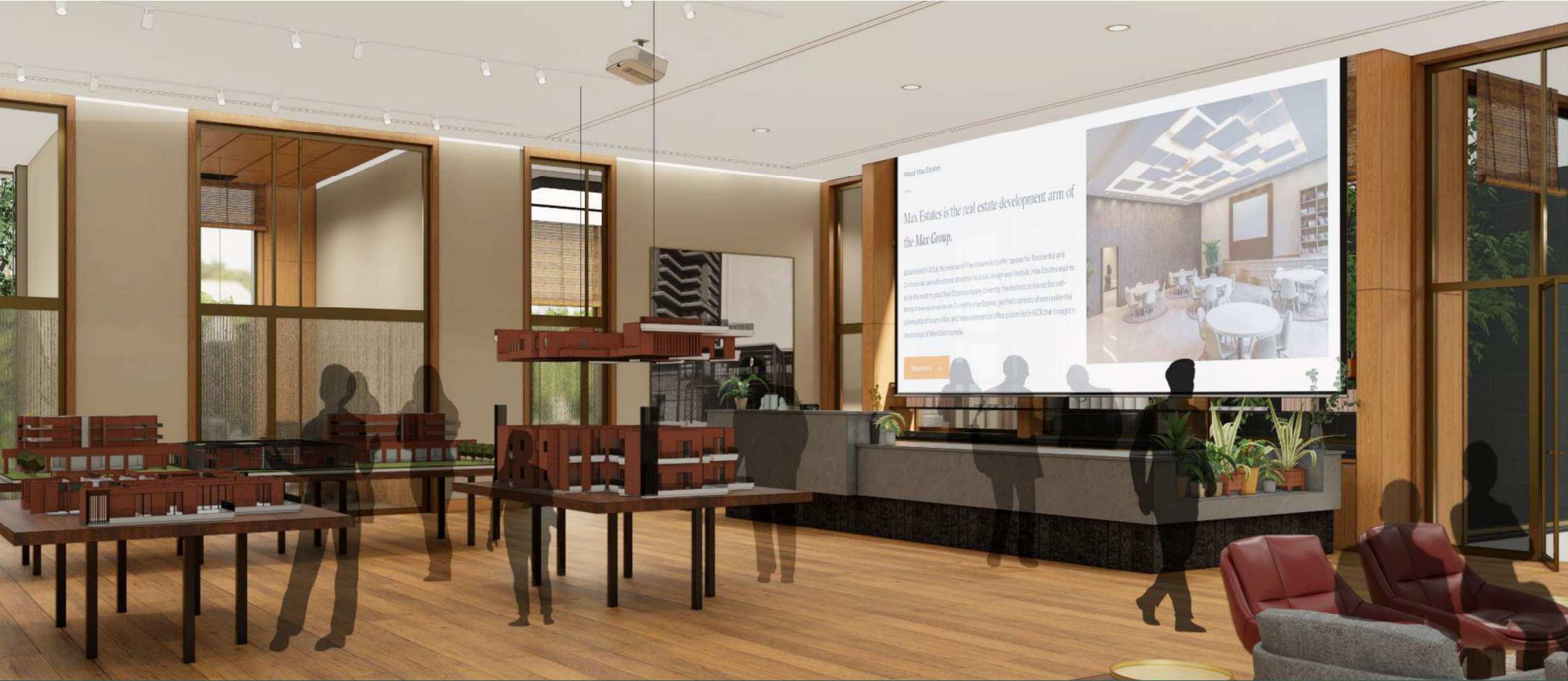
Reception and Waiting Lounge

Experience Centre Renders (2/3)



AV Lounge

Experience Centre Renders (3/3)



Events Lounge



The genesis of our business is in the wellness of people. Our developments are made keeping our operating philosophies of WorkWell and LiveWell in mind, to continually deliver on our purpose to enhance quality of life through the spaces we create.

Max House, Okhla

Located in the Central Business District of South Delhi - the design vocabulary of Max House extends the narrative set by its Industrial vicinity and adapts it for a modern workforce. Max House is LEED Gold certified for Green Building Strategies and IGBC Gold Rated for Health and Wellness aspects.



Max Towers, Noida

Strategically located at the edge of South Delhi in Noida, Max Towers is a next-generation office building, LEED Platinum certified for Green Building Strategies, and IGBC Platinum rated for Health and Well-Being aspects.

222 Rajpur, Dehradun

222 Rajpur is a premier residential community located adjacent to the Malsi forest, on the most exclusive address in Dehradun.



Max Square

Max Square uniquely combines nature and work, with a central forest courtyard at the heart of the development, enabling you to not just work, but flourish & grow. IGBC Platinum pre certified, and an award winning development even before completion, Max Square is set to redefine workspaces.





Thank you

