PRIVÉ 15



- THE NEXT WONDER IN RETAIL —

The world we live in exposes us to an exciting jumble of sights and sounds. Amidst the stimulation striking us, we tend to rely on our vision for the most part, which is why what is shown well, is known to sell well. The next phase of the retail revolution calls for design innovation that will allow a covert power over what the modern consumers see and how they move, thus promising exponential sales.

M3M is ready with an innovation meant to raise the bar for retail. The perfect blend of a mall and high street, to showcase your business on a grand scale and to let the shoppers get the best in a glance. Get ready for a revolutionary concept of retail, that is sure to turn heads and be the talk of the town.

Be Seen, Better Than Ever

A Trailblazing Design to Catch the World's Eye

Emerging as a retail island, M3M Privé73 aspires to conjure a mystical "floating" appearance and an unparalleled shopping experience at the most promising location of Gurugram.

The development takes cues from some of the most iconic heritage landmarks across the world such as The Taj Lake Palace, Udaipur and Saint Michele Island in France. Although different in architecture, it will achieve a similar effect, with a sunken excavation around the perimeter, out of which it will rise like a fortress. The upper volume will be encircled by elegant golden ribbons to achieve the signature splendour of M3M.





Shymkent Mall, Shymkent







A Masterpiece Created by a Stroke of Genius

When commencing the journey to a new phase of retail, we knew only the best could help shape an idea so sublime and elusive. Hence, we chose to partner with the best, UHA London, an internationally acclaimed architecture and design studio, based out of London. Their expertise lies in employing natural elements such as sunlight, working wonders with clean lines and spatial sequences that enhance both private and public domains. They have emerged as a big favourite across America, Asia and Europe, creating spectacular designs that are singular in form and expression, but at the same time pragmatic and efficient, thus creating iconic landmarks.

uhalondon

A Pleasure Island Inspired by an International Wonder

As we set about creating an unprecedented retail destination, we found our inspiration in The Burlington Arcade of London which led us on to the most striking feature of M3M Privé73, an elongated shopping walkway. M3M Privé73 brings alive a modern reinterpretation of this iconic retail address while being in step with the scale and modulation of the original.

M3M Privé73 will impart a new zing to the original format with dynamically positioned units that will ensure optimal visibility to every unit upon entering the arcade.

The intersections of retail streets will transition to a cleaner contemporary style with straight frontages.





An Innovative Amalgam, a First in India

M3M puts together the most effervescent elements of retail science and designs to come up with a breakthrough blend. The grandeur of a mall with an intimate feel of a high street infused into a boutique shopping ensemble. A diverse spread of spaces such as small plazas, break out alcoves and open-to-the-sky Green Haven at different levels will remind one of taking a stroll through a rustic town market, but in a three-dimensional pattern and in a structured layout for an organised flow and arrangement. M3M Privé73 is sure to delight you with the ambience of a high street and comfort of a mall with a covered/semi-covered shopping walkway and air-conditioned units.

A Vantage Location that **Shows You Off**

The first phase of the development is shaping up fast at the most promising location in Gurugram, that benefits from an affluent catchment. Strategically situated off the 90 m wide Southern Periphery Road in Gurugram, the upcoming retail destination will enjoy last mile connectivity.

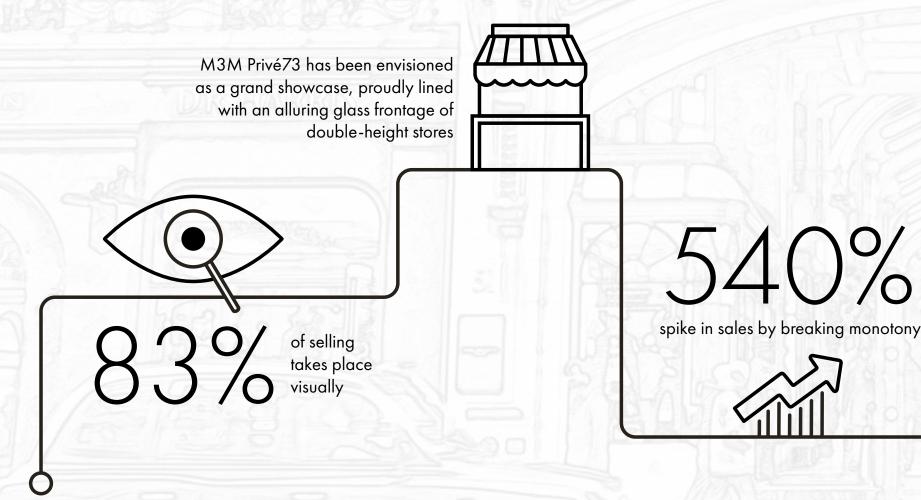
Emerging as the next arena of the future, the area is preferred by Fortune 500 companies and plays host to a number of institutional and commercial developments. The affluent neighbourhood, marked with premium residential projects, assures of a lucrative catchment.

- Centrally located with connectivity to Golf Course Road (Extn.),
 Sohna Road and NH-8
- Prime retail frontage facing the 150 m wide Golf Course Road (Extn.)
 with direct access from NH-8 and Sohna-Gurugram Road
- High-end projects such as Tatvam Villas, Nirvana Country, Central Park 2, Park View City 1, Greenville, Piramanti, Vipul Greens and much more in the vicinity
- In proximity of Grade-A commercial developments such as Vatika Business Park, Aricent Candor Tech, Digital Greens, BMW Training Centre and Corporate Greens
- A stone's throw away from renowned hospitals and schools



Flaunt with a Flair, for Phenomenal Sales

Be seen better than ever at M3M Privé73, armed with features, ingenious designs and layouts that maximise exposure.



A stacked structure to ensure maximum visibility to the floating volumes and an unhindered layout visually connecting each level for optimal visibility

229%

boost in sales with a well-developed hotspot

This retail hub aspires to do that with uninterrupted movements, strategic placement and intelligent connectivity



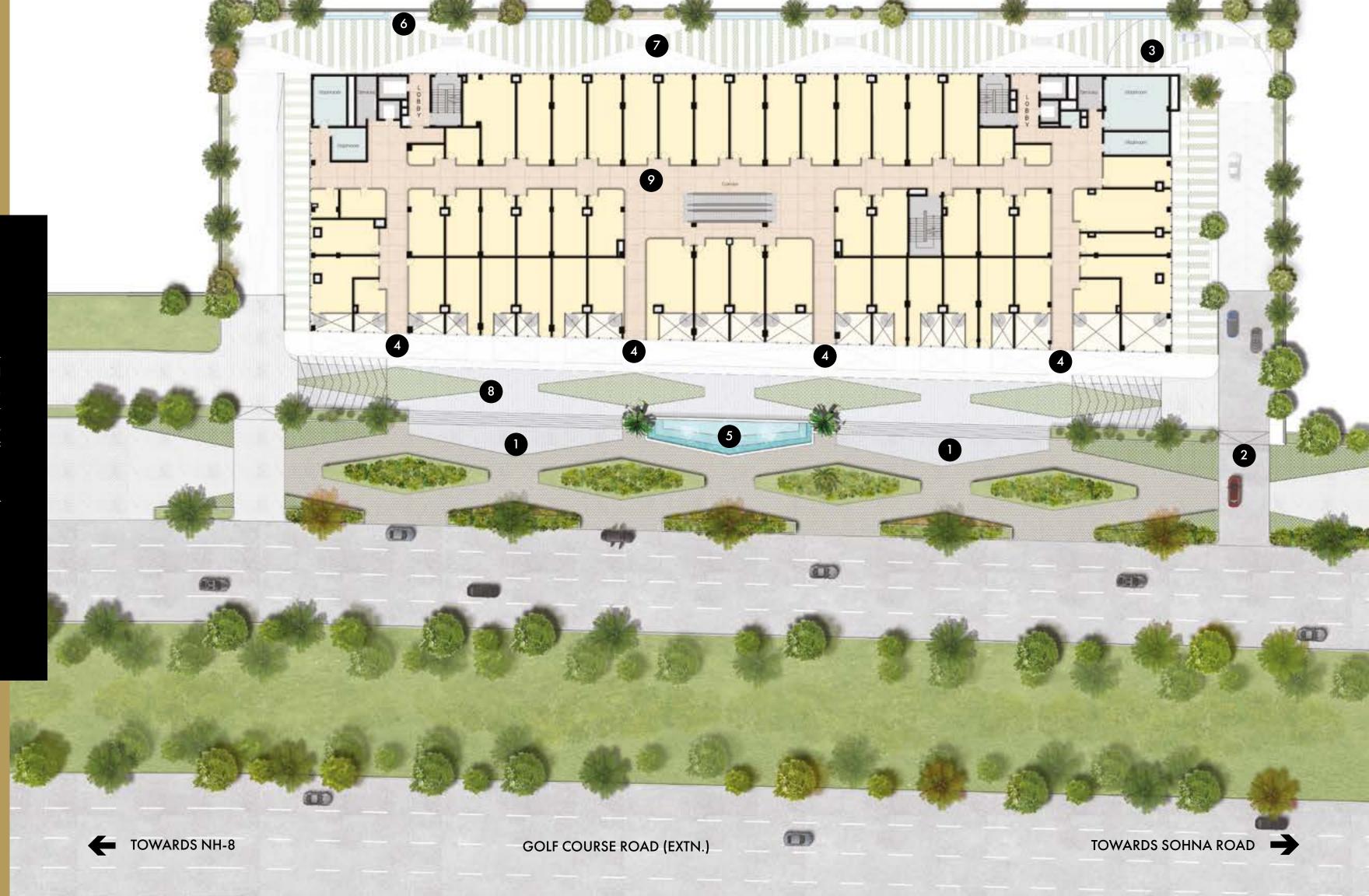
Source:

https://velvetchainsaw.com/2012/05/23/your-senses-your-raw-intormation-learning-portals/ https://www.unibox.co.uk/news-inspiration/types-importance-of-window-displays

A Revolutionary Site, to Fall in Love with, at the First Sight

The project is a delightful mix of retail and F&B, arranged over a stack of 5 levels. The lower ground floor is designed to be an international market-place with double-height showrooms aligned along the southern periphery of the project. The upper ground, level 1 and level 2 together will play host to approx. 200 retail units, ranging from 150 sq. ft. to 1500 sq. ft. The topmost level will be dedicated to F&B, with a mix of alfresco dining on landscaped terraces and elite restaurants.

- Pedestrian Drop Off
- 2 Entry/Exit
- 3 Basement Entry/Exit
- 4 Entrance
- 5 Entrance Water Feature
- 6 Vertical Landscape
- 7 Pedestrianized Activity Zone
- 8 Pedestrian Plaza
- 9 Burlington Arcade
- Retail Shops





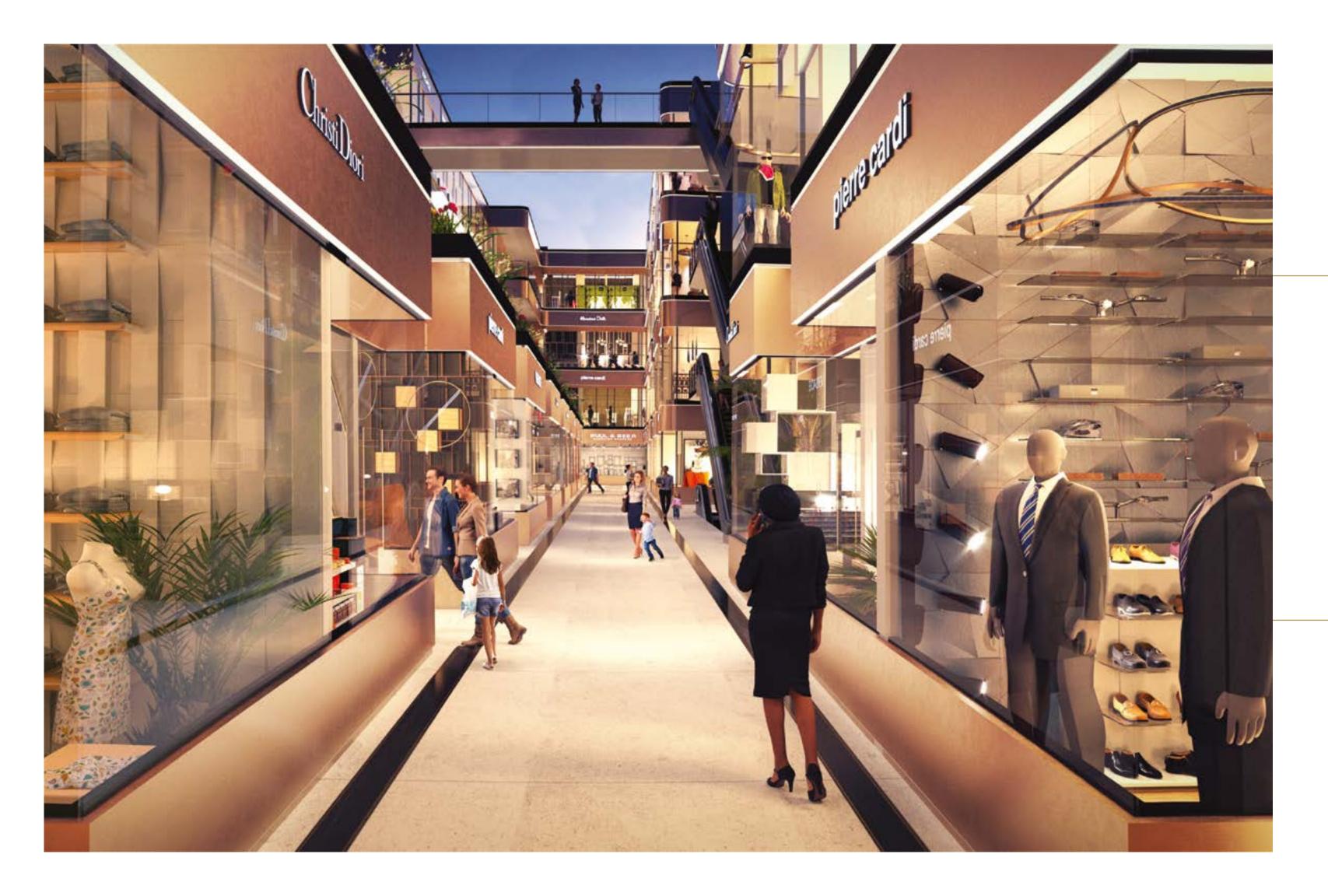
An Iconic Frontage to Turn Heads

A resplendent frontage will allure onlookers with a magnificent glass façade, while the unique golden ribbons encircling the façade will grab eyeballs. The appearance of the project is meant to be its most striking attribute and will reflect a distinct aura of a self-contained retail island wrapped up in golden glory.

A Stunning **Double-Height Glass Front**

Grand double-height showrooms will present an exhilarating view that will be hard to walk away from. The double-height stores emerge dreamily out of the sunken moat, enjoying access from both lower ground and ground floors. A magnificent showcase with 9 m high showrooms, to make an unforgettable impression and overwhelm the visitors with desire.





An International Experience, an Intimate Feel

The main shopping area has been designed as a reflection of a fascinating modern city. The project will distinguish itself with an ambience that is welcoming and will contain a blend of myriad experiences. The retail units on the lower level will face outwards with a transparent façade for optimal visibility and those on the remaining levels will face inwards to keep the external periphery clear.

A Culinary Spread for a **Delicious Experience**

The uppermost level is envisioned to be a F&B destination with a range of outlets to choose from. It will connect with a lush, landscaped rooftop which will present a charming ambience and a stunning view for alfresco dining. Special occasions, quick bites or whimsical cravings, this F&B destination will cater to a wide spectrum of moods and desires with a culinary extravaganza.





A Walk Through **Air**

The internal connectivity is further enhanced by iconic sky walkway. Besides adding an edgy quirkiness to the development, these walkways are expected to be an identifying and popular salient feature of the development, giving the visitors an experience that will thrill them each time.

From One Level to the Next, Like a Breeze

Centrally located escalators address all vertical circulation. The uninterrupted view and escalators at each level that allows the visitors to locate and access what they desire without any hassles. Elevator cores are located at the northwest and northeast corners of the development. Sophisticated high-speed lifts will enable circulation between different levels and will help channelize movement.





A Glorious Hang-Out Perfect for a Pause

M3M Privé73 is intricately designed to create special niches and ingeniously planned to be a series of ecstatic experiences. The space on the rear side development is meant to be an exhilarating hang-out, embellished with lush greens and fountains where one can cherish the open skies while enjoying access to the project. This sit-out with a unique ambience, conjured with soft splashing sounds of water and charming, open air cafes will invite shoppers to catch a breath while on a spree, to grab a bite or to simply unwind.

STRUCTURE	RCC/steel/composite structure as per relevant IS code
LANDSCAPE	Landscaped boulevard at front & rear with water-features
FINISHES	
Exterior	Combination of one or more: glazing, stone, tile, ACP and painted surface etc.
Lobbies	Combination of one or more: stone, tile and painted surface
Basement	Broom finish concrete
Tenant Floor Finish	Concrete floor
Common Toilets	Finished toilets with modern fittings and fixtures
PARKING	Multilevel basements for parking & services as per norms
SECURITY	
Video Surveillance	Basement driveways, lift lobbies & peripheral security
Manned Security	Boom barriers at strategic vehicular entry & exit points
FIRE SAFETY	
Wet Riser/Hose	Provisioned & to be provided as per norms
Reels/Sprinklers/Fire Extinguishers	Provisioned & to be provided as per norms
External Fire Hydrants	Provisioned & to be provided as per norms
Fire Detection System	Provisioned & to be provided as per norms

HVAC

AC System Ventilation and Exhaust Provision for split/water cooled DX system

Provided for common toilets and basements as per norms

ELECTRICAL

Provision of cable up to unit/premises Distribution

Unit load will be metered through intelligent metering system Metering

Lightening Protection & Earthing Pits Provided

100% fully automatic backup running on diesel with suitable diversity and load factor

SIGNAGE

GENERATORS

Main lobby equipped with directional signs Internal

External signage as per developers design and conditions External

COMMUNICATION CABLE/TV CONNECTION

Provision for data & voice



RESIDENTIAL

- M3M Golfestate Fairway East India's first in-city golf lifestyle destination
- M3M Escala A picture perfect Indo-Spanish story
- M3M St. Andrews Luxury residences located in Sector- 65, Gurugram
- M3M Polo Suites Specially curated for the blue-bloods with amenities befitting royalty
- M3M Woodshire Residences located in Sector-107, Gurugram
- M3M Golfestate Fairway West India's first in-city golf lifestyle destination
- M3M Merlin The Singaporean style world-class residences
- M3M Panorama Suites Truly for the select few with only 36 exclusive suites



WOODSHIRE









- M3M Cosmopolitan The first street retail development on Golf Course Road Extn.
- M3M Urbana Largest integrated mixed-use commercial development
- M3M TeePoint A well-established mixed-use project for the business-minded people









































With a host of ambitious projects rapidly taking shape, today 'M3M' as a brand stands at the threshold of bringing in more landmarks and more innovative concepts of home, retail, and business. The future beckons and brand 'M3M' is ready for it.

- Residential 6
- Office/Retail/F&B 5
- Serviced Apartments & Loft 3
- IT Park 1



M3M Foundation is a charitable organization established with the objective of harmonious and sustainable moral, social and economic upliftment of underprivileged and weaker sections of society.

THE M3M WORLD



The future of luxury-living is here. 'M3M Life' is a venture that will develop high-end housing projects all over the country.

M3M Zone:

'M3M Zone' is M3M's own "Silicon Valley". 'M3M Zone' will be responsible for bringing in IT companies and SEZs, to put this area amidst intelligent surroundings.



'M3M Biz' is here to revolutionise shopping and office spaces. 'M3M Biz' specialises in bringing exclusive commercial centers to life. It is here to take on the responsibility of changing one's outlook towards office and retail spaces in the near future.



Brand 'M3M' is expanding internationally, forging life-long, mutually beneficial ties. This is in line with the brand's long-term ambitious growth strategy to mark its global presence. M3M as a brand already has a marketing presence in USA, UK and the Middle East.



'M3MJoy' proposes to create an ideal world of entertainment and hospitality. It will spearhead the brand's journey into innovative projects by bringing world-class hotels, service apartment and malls to life.

MMLearn.

'M3M Learn' is a revolutionary effort by M3M that specialises in bringing up the best institutions affiliated with top universities worldwide. It will be responsible for delivering the best in education.



'M3M Care' is the human face that embodies M3M's CSR activities. The brand believes in giving back to the employees, the community and to the natural surroundings.

REDEFINING THE FUTURE

'M3M' as a brand is all set to march into the future with limitless expansion and inclusive growth by upgrading living concepts and foraying into new sectors.



SMART CITY

The mass access to modern amenities in India has made smart living a priority for government and industries. 'M3M' as a brand is also planning to develop/associate itself with the development of smart cities designed using the urban informatics and technology to improve the efficiency of services.

EDUCATION

'M3M' believes in providing quality education in order to sow seeds for a better tomorrow. It aims to establish institutions which can create leaders who are able to contribute and succeed in a rapidly changing society.



MA

AFFORDABLE HOUSING

Inspired by the vision of 'Housing for All', M3M is planning to add value to affordable living by providing better homes to lower income groups looking for the luxury of a self-owned home.

INDUSTRIAL WAREHOUSING

'M3M' is entering the warehousing industry set to grow at a CAGR of 8% - 10% and modern warehousing at 25% - 30% over the next few years to come.



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