



the **essentia**
BHIWADI



ZRICKS.COM



Welcome to

**Lords
Homes**
at the essentia

Bhiwadi, a sound alternative to Gurgaon

Bhiwadi is located in Rajasthan, just 55 kms from the Indira Gandhi International Airport New Delhi, 35 kms from Rajiv Chowk, 20 kms from Manesar, 200 kms from the capital Jaipur, 90 kms from Alwar, 60 kms from Faridabad and 5 kms from NH-8 (Delhi-Jaipur highway). All in all, Bhiwadi is extremely well connected and keeps you in touch with the world without the noise and pollution of a metro city.

Bhiwadi is playing a major role in the economic development of Rajasthan. Spread over 3,347 acres, and an additional 3,000 acres proposed for its extension, Bhiwadi has around 2,500 tiny, small, medium, large, industries including MNC industrial units manufacturing various types of products. With social and physical infrastructure and civic amenities in place, Bhiwadi has emerged as a credible alternative to Gurgaon. It is the fastest growing industrial town at the outskirts of Delhi.

Bhiwadi has seamless electricity and water supply. In addition, Government is focussing on Bhiwadi as a development zone. Bhiwadi falls under Delhi-Mumbai Industrial Corridor (DMIC). The NCRTC is going to set up Delhi-Alwar High Speed Train Link as part of RRTS (Rapid Rail Transport System) and the train will pass through Bhiwadi. Government is planning to set up a new international cargo airport near the town of Alwar, in Rajasthan along the Delhi-Mumbai Industrial Corridor (DMIC). The international cargo airport will enable industries along the DMIC freight corridor, as well as businesses in Bhiwadi. The new cargo airport will be linked up to a high-speed train service running between Alwar and Delhi. All in all Bhiwadi is going to witness explosive growth in the coming years.

A fairly good number of healthcare facilities, including private clinics and hospitals, nursing homes and government hospitals are located here. Shopping complexes and malls are also marking their presence.

When compared to other areas of the NCR, the prices in Bhiwadi are still reasonable. Although it is 55 kms from Delhi, it does not take too long to traverse either way owing to the excellent connectivity it has with the national capital. Bhiwadi gives value for money to the investors and the buyers alike. The rapid industrial growth coupled with good connectivity has made this place very attractive to people interested in apartment homes. With affordable prices, easy reach of buyers, Bhiwadi will give good returns in the long term.

Various companies are expected to relocate at Bhiwadi and this will definitely boost the real estate market here, thus provide good appreciation.


the **essentia**
BHIWADI

Delivered
Phase



BHIWADI HIGHLIGHTS

- 30 Minutes from Gurgaon
- Connected to NH8
- Well connected with roadways
- Shopping Malls, Schools in close proximity
- Proposed Bullet Train connectivity
- Affordable Housing compared to Delhi and Gurgaon
- Proposed DMIC and Cargo Airport

THE ESSENTIA

THE ESSENTIA residential development, conveniently located opposite PowerGrid, is a graceful complement to modern integrated group-housing design and dynamic urban thinking. Spread over a prime area of more than 16 acres, the housing complex provides a complete range of living units from 1,2,3-BHK flats to villa-like apartments on the ground floor in low rise developments. The residential towers within the complex include : Low rise Crimson Floors, Saffron Homes, Olive Homes, Wembley Homes, Lords Homes & Eden Homes.

Featured with ravishing landscape containing clubhouse swimming pool, courts and pitches, THE ESSENTIA comprises elements of "active lifestyle." The magnificently designed central park, outdoor play areas, integrated with low and high rise residences make living at THE ESSENTIA's a pleasure. THE ESSENTIA Apartments provide non-stop action of sports, family fitness and recreational excellence.

THE ESSENTIA community spaces are tools to demonstrate the residents the social and fitness aspect that can exist and thrive within a vertical living atmosphere, allowing you an exciting and stimulating experience beyond the apartments.

The indoor amenity space - included within the clubhouse is a professionally equipped exercise room and yoga studio, party lounge, and games room - offer everything you need to revive and rejuvenate.

Upscale and brand new gorgeous apartment homes with modern finishes, fixtures and amenities, makes THE ESSENTIA one of the most sought after housing destination in Bhiwadi.

THE ESSENTIA is a warm and inviting place to live active life for all age-groups in the family. Those residing in the already delivered low rise Crimson Floors are eagerly waiting to welcome the new community members at THE ESSENTIA. Soon, thousands of families will live upscale modern life at THE ESSENTIA residences, one of Bhiwadi's marvels. So don't miss out!

Savour the good life.

- Fully integrated residential community
- 1/2/3 BHK Apartments
- Clubhouse
- Sports amenities
- 24x7 Security
- Power backup
- Central park
- All lifestyle amenities



The Low rise Crimson Floors design fulfill all your needs of present and future. Along with all the modern amenities and options of 2/3 Bedroom apartments, it has several other benefits of owning as your dream home.

Every apartment block containing 4 apartments on each floor has a passenger lift. Sizeable balconies connect you with the nature. Some of them on the ground floor boast of private greens. Crimson Floors at THE ESSENTIA give your life the luxurious touch.

- G+4 floor apartments
- Colossal balconies touching sky and greenery
- Passenger lifts in each apartment block with only 4 apartments on every floor
- Private greens in a few selected ground floors
 - Villa-like ground floors
 - Block-wise towering entrance gates

SAFFRON HOMES

(SOLD/ Nearing Possession)

Saffron Homes at The Essentia, are economical yet high quality apartments containing spacious rooms and all the lifestyle amenities within the complex and have 1 & 2 BHK Units.

Although Saffron Homes are reasonably priced, these apartments boast of extra large bedrooms, spacious balconies and sizeable kitchens etc.

Saffron Homes are more than luxurious; they are practically designed to make you feel comfortable as well as stylish.

- G+14 floor apartments
- Sizeable balconies touching sky and greenery
- Passenger lifts in each apartment block
- Contemporary elevation



OliveHomes

(SOLD/ Under Construction)

Olive Homes at THE ESSENTIA is designed especially for your kind of lifestyle. The designer apartments are available in 2/3-BHK units with different sizes & specifications. There are more than 400 apartment homes here in 800, 1000 & 1300 sqft areas.

Architecture of the Olive Homes design is such that no balcony faces the front of another, thus giving you complete privacy and independence.

- G+19 floor apartments
- Sizeable balconies touching sky and greenery
- Passenger lifts in each apartment block
- Contemporary elevation



(Sold/Under construction)

Wembley Homes is an environment friendly multi-storey residential tower being developed as the highest tower in THE ESSENTIA. Experience stunning 360 degree views right across Bhiwadi from the the tallest structure at THE ESSENTIA.

It includes dwelling units in 2 BHK format available in 830 and 1000 sqft. The tower is located at the heart of the project, THE ESSENTIA, where the whole project is built on the principles of green building, and sustainable community design complementing the nature.

- Sizeable balconies touching sky and greenery
- Passenger lifts in each apartment block
- Contemporary elevation



(Now Offering)

Lords Homes is a prestigious multi-storey high rise residential tower being developed as part of THE ESSENTIA. The tower includes dwelling units in 830 sqft, 2 BHK format. Apartments are designed to be roomy and spacious for an elegant look and feel.

Residents of this residential tower shall enjoy all the common benefits like the Clubhouse, Indoor and outdoor Sporting facilities being developed at THE ESSENTIA. All the high end specifications for fixtures and fittings being provided in other towers shall form essential part of the tower.

- Upscale high rise tower
- Sizeable balconies touching sky and greenery
- Passenger lifts in each apartment block
- Contemporary elevation
- Easy access to all lifestyle amenities

Coming Soon



ZRICKS.COM





THE CLUBHOUSE

THE ESSENTIA Clubhouse is meant to revitalize your body, mind, and soul. You will rejuvenate and unwind whenever you want to. There is no need to drive anywhere else and sign cheques for expensive clubbing. Enjoy the lavish luxury, right at your doorstep.

THE ESSENTIA community is specially designed for individual and family lifestyle of relaxation and peace with social activities with in-house club. Indoor and Outdoor sports facilities will challenge your sedentary lifestyle. The Joggers Track, Landscaped Garden, Swimming pool etc shall tone up your mind and body.

THE ESSENTIA offers you an opportunity through a plethora of activities to do. Walk around the water channel with fountain, lily pool; indulge with kids in the green area or just treat your eyes with the dancing water jets. Fully equipped gymnasium, card room and hall for aerobics and dance will keep you positively engrossed in little luxuries of life.

- Swimming pool
- Gymnasium
- Yoga and meditation area
- Indoor & Outdoor party area
- Aerobics hall
- Indoor & Outdoor games facilities
- Squash Court
- Cricket Practice Net
- Basket Ball Court*
- Jogging Track

ZRICKS.COM





SHOPPING CONVENIENCE

THE ESSENTIA Complex shall address daily shopping need of the residents by providing a shopping arcade for daily provisions within the complex. One will not have to go out off campus, just for the sake of shopping. Simply scroll down and find everything you would require, with ease!

The daily need goods shop will be conveniently close to the apartments. Even if the adults in the family are away, kids or the elderlies can easily walk into the stores for their mundane needs.

Happy convenient shopping!

ZRICTING.COM





UNIT PLANS

**Typical 2 Bedroom Plan
Saleable Area 830 sqft**

- 2 Bedrooms • 2 Toilets • Kitchen • Dining
- Drawing • 2 Balconies

**Typical 2 Bedroom Plan
Saleable Area 1000 sqft**

- 2 Bedrooms • 2 Toilets • Kitchen • Dining
- Drawing • 3 Balconies



Entry



Entry

- Drawing Room : 10'-0" x 14'-0"
- Master Bedroom : 10'-0" x 14'-0"
- Bedroom : 10'-0" x 10'-0"
- Kitchen : 5'-0" x 8'-0"
- Toilet -1 : 5'-0" x 7'-0"
- Toilet -2 : 4'-8" x 7'-0"
- Balcony : 4'-0" wide
- Balcony : 6'-0" wide

1 Sq meter = 10.764 Sq ft

- Drawing Room : 10'-6" x 17'-0"
- Master Bedroom : 10'-6" x 13'-0"
- Bedroom : 11'-0" x 10'-6"
- Kitchen : 6'-0" x 10'-6"
- Toilet -1 : 5'-0" x 10'-0"
- Toilet -2 : 5'-0" x 7'-0"
- Balcony : 5'-0" wide
- Balcony : 4'-0" wide
- Balcony : 4'-0" wide

1 Sq meter = 10.764 Sq ft

TRICKS

ELEGANT SPECIFICATIONS



Structure	:	Earthquake Resistant RCC Frame Structure.
Living/Dining	:	
Floor	:	Vitrified tiles
Walls	:	Putty with Acrylic distemper
Ceiling	:	Putty with Acrylic distemper
Bedroom	:	
Floor	:	Vitrified tiles
Walls	:	Putty with Acrylic distemper with one Highlighter Wall
Ceiling	:	Putty with Acrylic distemper
Kitchen	:	
Walls	:	Designer Ceramic Tiles upto 2' above working counter and Acrylic distemper in the Balance Area
Floor	:	Ceramic Tiles
Counter	:	Granite with stainless steel sink
Fitting/Fixture	:	Superior Quality CP Fittings Individual RO
Toilets	:	
Floor	:	Ceramic Floor tiles
Walls	:	Bathroom Pattern Tiles upto 7' Height
Fitting & Fixtures	:	Superior Quality C.P Fittings, Wash basins, WC of Appropriate shades, Towel Rail/Ring, Soap Dish

Balcony	:	
Floor	:	Designer Anti Skid Tiles
Walls	:	Superior Quality Exterior Paint
Ceiling	:	Superior Quality Exterior Paint
Doors	:	
Entrance Door	:	Designer Skin Door
Internal Door	:	Designer Skin Door
Windows	:	Aluminium section windows with good quality glass
Electrical	:	ISI Modular Switches, Sockets, Multistrand Copper Wiring, All Circuits protected by MCB, TV - Telephone outlets and Power Points
Plumbing	:	Corrosion free Pipes for internal conduiting
Security System	:	Two level security for each flat
Club Facility	:	Landscaped garden, Swimming pool, Gymnasium, Jacuzzi, Sauna, Aerobics hall
Common Passage	:	The common passages will be aesthetically floored
Parking	:	Ample parking space
Lift	:	Lift in each Block

ZERICKS .COM





Star Raison Landmarks is one of the most promising real estate companies in north India. The Group has been in the real estate industry for past 2 decades. Promoters of this company are young, experienced, highly educated and enlightened new-age entrepreneurs. They are visionaries and dynamic in the execution of their vision.

The company run on management values and systems. Top management of the company comes with years of experience in real estate development in India and abroad. Promoters of Star Raison Landmarks have done several real estate projects of different size and nature in and around Delhi-NCR. They have provided lifestyle solutions to thousand of happy customers who stand testimony to the quality and innovative solutions provided by the company. Some of the delivered and current projects in Ghaziabad are mentioned here. They are all built to the usual high standards and feature superb specifications.

Additionally, Star Raison Landmarks have a highly experienced administrative staff and construction crew. Each of the suppliers and subcontractors are carefully chosen for the quality and excellence in their work and most have been with the company for many years. All the fixtures and fittings used by the company in its prestigious projects are taken from the renowned brands, well known for quality and aesthetics of their products. Instilled in every person associated with construction of your home is Director's personal motto: "Build each home as if it were your very own".

Star Raison Landmarks has come up with one of the finest and world-class community living solutions called THE ESSENTIA in Bhiwadi. Idea behind selection of this project in Bhiwadi was the dynamic growth that the area is witnessing today. It is the city of future that has already transformed into an Industrial hub. THE ESSENTIA will have amenities, features and specifications that have no match in Bhiwadi in terms of quality and innovativeness. Many multinational companies in and around Bhiwadi have already considered this project for modern housing solutions for their employees.

- Delivered 1.5 Million SQFT Built-up Area
- Over 2 Million SQFT under construction
- Creating the skyline of Bhiwadi with 20 storeys high-rise towers

ZIRICKS



RRTS finally on track, NCR primed for a boom phase

The Regional Rapid Transit System Will Reduce Travel Time, Costs And Pollution In The NCR, Ease Pressure On Road Infrastructure And Spur Economic Growth

NCR AREA
33,578 sqkm

POPULATION:
4.6 cr (2011)

The NCR Planning Board has made a functional inter-city transport plan to be implemented by 2032. It recommends an integrated multi-modal transportation system for fast and efficient movement of traffic, particularly commuter traffic, and to achieve sustainable development of the region.

Three alignments envisaged for fast intra-city travel are:

- Delhi-Panipat
- Delhi-Meerut
- Delhi-Alwar

Alignments will be implemented by a special purpose vehicle (SPV)

Related benefits

1 lakh fewer private vehicles; less stress on city roads

Saving on fuel: **Rs 18,224 cr**

Increase in revenue (VAT): **Rs 1,968 cr**

Saving on road infrastructure: **Rs 14,913 cr**

Saving from reduction in accidents: **Rs 9,763 cr**

Notional savings on environmental costs: **Rs 4,959 cr**

Estimated value of passenger time saved: **Rs 453,11 cr**

11 million vehicles daily (2007 data)

36.7% originate in Delhi

38.4% head out of Delhi

22.9% pass through

Benefits to Delhi

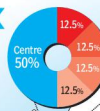
RRTS users: Saving in fuel and time costs

Non-users: Reduction in congestion and, as a result, commute time

Community: Less pollution, less investment on alternative transport network

FINANCIAL MODEL

- Rs 100-cr corpus set up for the project
- Centre to contribute 50% and the states involved—Delhi, UP, Haryana and Rajasthan—12.5% each

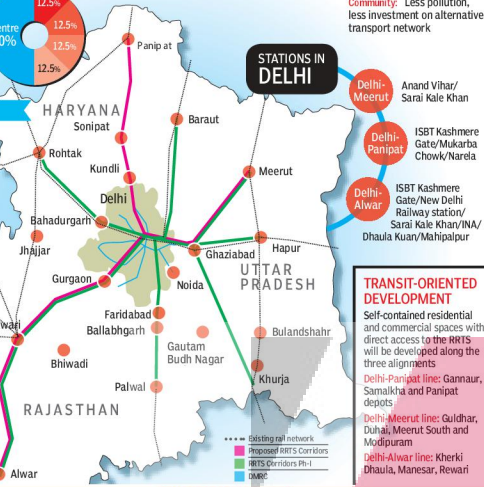


REGIONAL RAPID TRANSIT SYSTEM

- There will be three alignments in the first phase: Delhi-Panipat (111km), Delhi-Meerut (90km) and Delhi-Alwar (180km). The Delhi-Alwar alignment will terminate at Gurgaon (148km) in the first phase
- High-speed system designed for 180km/hr and with trains operating at 160km/hr
 - Trains will terminate in the heart of the city rather than at hidden sidetracks of railway terminals, as is the case with Delhi's suburban railway at present
 - Journey will take 74 minutes to Panipat, 62 minutes to Meerut and 117 minutes to Alwar
 - Fare likely to be Re 1 per km
 - Each train will have six broad-gauge cars that will be wider than Metro coaches
 - Each car will be 22m long with three doors on either side and luggage space near the doors
 - There will be 12 stations on the Panipat line, 17 to Meerut and 19 to Alwar

International examples of integrated transportation system

BART (San Francisco), S-Bahn (Berlin), RER (Paris)



TRANSIT-ORIENTED DEVELOPMENT

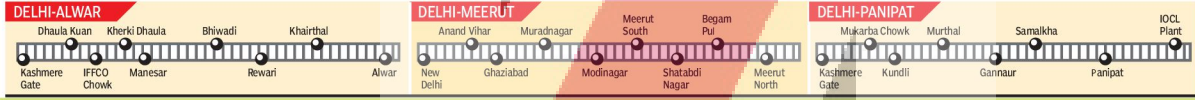
Self-contained residential and commercial spaces with direct access to the RRTS will be developed along the three alignments

Delhi-Panipat line: Gannaur, Samalkha and Panipat depots

Delhi-Meerut line: Guldhar, Duhai, Meerut South and Modipuram

Delhi-Alwar line: Kherki Dhaula, Manesar, Rewari

PROPOSED ALIGNMENT OF THE CORRIDORS



Rumu Banerjee | TNN

New Delhi: The LG's green signal to the regional rapid transit system (RRTS) earlier this week is the first step towards making the concept of NCR a reality. Detailed project reports of the three alignments—Delhi to Panipat, Alwar and Meerut—show that high-speed connectivity will enable an integrated multi-modal transportation system and be hugely beneficial to the capital.

The project's benefits are wide-ranging—from less stress on the city's infrastructure to reduction in pollution as well as savings in terms of fuel and time costs. A functional plan envisaged by the NCR Planning Board spells out that a good transport plan will provide efficient and economical rail- and road-based transportation systems (including mass transport systems) that are well integrated with the land use patterns to support balanced regional development. It will also provide accessibility to all parts of the

EXPECTED INCREASE IN RIDERSHIP OVER THE YEARS

Year	Total daily ridership (in lakhs)			Total
	Delhi-Panipat	Delhi-Meerut	Delhi-Alwar	
2016	3.77	5.7	6.9	16.37
2021	5.47	7.4	9.1	21.97
2031	7.79	9.2	12.5	29.49
2041	9.83	11.4	15.1	36.33

augmentation of the transport structure within the city. However, last-mile connectivity remains a hurdle despite spending crores on the Metro network as well as on improving the surface transport system, which includes buses. Experts, however, say lack of first- and last-mile connectivity is not the only hurdle for a robust public transport in Delhi. The concept of seamless NCR travel remains unrealized, said an NCRPB member. "Although NCR permits were set up for easy commuting between the NCR, few bus owners have come forward to avail of the permits. The number of taxi owners opting for NCR permits is much more," added the official.

The rapid increase in Delhi's vehicular population underscores the need for a better transportation system. Between 1999 and 2009, the number of vehicles increased annually at a rate of 7.62% while in Mumbai and Kolkata the rates were 6.6% and 4.5% respectively. Although road length increased 1.1 times (2000-07), vehicles increased 1.9 times, leading to congestion.

With the RRTS, this is set to change. A transport department official said, "A suburban railway works best with a robust urban metro system. It needs to operate right into the heart of the city."

With its nine stations in Delhi located centrally, the RRTS will have a strong reach, say officials. "With the high-speed corridors in place, the benefits will be huge in terms of fuel, highway, pollution, capital and time saved," said the official. These links are also expected to provide fast and reliable connectivity to those districts of UP, Haryana and Rajasthan that have been identified as the major contributors to Delhi's increasing migrant population.

THE EXCELLENT APPROACH



GPS Coordinates
28° 11' 2" N 76° 49' 10" E



STAR RAISON LANDMARKS

Sales off : Unit No.19, Upper Ground Floor, JMD Regent Arcade, MG Road, Gurgaon-122001
 Site off : The Essentia, Sector-22, Opposite Power Grid, Alwar Bypass Road, Bhiwadi, Rajasthan
 Regd off : A 26, New Krishna Park, New Delhi-110018
 E-mail : info@theessentia.in | www.theessentia.in

This booklet is purely conceptual and not a legal offering. Further the company architect reserves the right to modify any detail/specification/feature/area/layout and plan depicted here without notice and at the sole discretion of the company and are subject to statutory and other approvals. All dimensions shown in feet-inches are close approximations to metric dimensions.