



Corporate Office

202, 2nd Floor, Krishna Kunj, Above HDFC Bank, 30, Navyug Society, V. M. Road, J. V. P. D.
Vile Parle (West), Mumbai - 400 056. India • Tel.: +91 22 6681 6000 • Fax: +91 22 6681 6016
www.primelifespace.com

Chennai Office

Prime Lifespace
31-A Dream Villa, Ponnappa Street, Mandapam Road,
Kilpauk, Chennai - 600010.
Email: sales@primelifespace.com
Sales Inquiry No.: +91 9003199000 / 9003299000

Site Office

"Arête Homes"
V No 76, Thatchoor 1,
Peruncheri, Ponneri Taluk,
Thiruvallore District,
Chennai - 601204.

Disclaimer

The plans, specifications, Images and other details herein are only indicative and subject to the approval of the concerned authorities. The Developer/ Owner reserves the right to change any or all of these in the interest of the development, without prior notice or obligation. Artists impressions are used to illustrate the amenities specification, images and other details as these may be applicable to select apartments only. Tolerance of +/- 2% is possible in the unit areas on account of design and construction variances. All brands stated are subject to final decisions of the project architect. This printed material does not constitute an offer and / or a contract of any type between the developer / Owner and the recipient. Any Purchaser / Lessee of this development shall be governed by the terms and conditions of the agreement of sale / lease entered into between the parties and no details mentioned in this printed material shall in any way govern such transactions.



Arête Homes

Smart Community Living

At Ponneri, North of Chennai

A Project by



Prime LifeSpace takes pleasure
to announce first smart
community living project

“Arête Homes”

an integrated complex at Ponneri, North of Chennai

Ponneri..

Emerging as a smart city to be developed by JICA
(Japan International Cooperation Agency)

When cities grow, the neighbouring suburbs offer a unique opportunity to provide growth.

Ponneri, North of Chennai, is surrounded by huge industrial hubs and sea ports namely Kattupalli and Ennore Ports. It is at stone's throw from Andhra Pradesh state border which has a large industrial development.

Ponneri has a well-established Road Network, Railway Station, Renowned Educational Institutions and Medical Facilities, in close proximity to National Highway and Sea Ports.



30+ Industries in SRI City

- | | |
|------------------|-----------------|
| Kobelco | Burgen Pipe |
| Kellogg's | MM Polytech |
| Alstom | Kikuwa |
| VRV Asia Pacific | Rotalak Valves |
| Daneili | ISUZU |
| Hunter Douglas | CCI |
| Pepsico | Sarkar |
| Cadbury | and many more.. |

50+ Industries near Kavaraipettai

- Madras Radiator
Surya Dev Alloys
Chetna Steel
Jindal Steel
CUMI
Caplin Point Laboratories
Mico Plast
and many more...

- Ruchi Soya
Pennar
Bata Ltd.
Taiyo Ltd.
Murugan Industries
Peters & Paul
Sunjana Industries
and many more...

60+ Industries in Gummidipoondi Sipcot
(Biggest Hub for Secondary Steel Plants in South India)






- | | |
|------------------|-------------------|
| Greaves Cotton | Time Technoplast |
| JKM Ferrotech | SRF |
| SAK Abrasives | Hitech Carbon |
| Western Thompson | Sundaram Fastners |
| Shinsung | Mitsubasical |
| Kamakshi Steel | and many more... |

Industries near Minjur & Ennore Port

- | | |
|---------------|---------------|
| Ashok Leyland | Zuari Cement |
| NCTPC | and many more |
| India Cement | |

Industries at Manali New Town

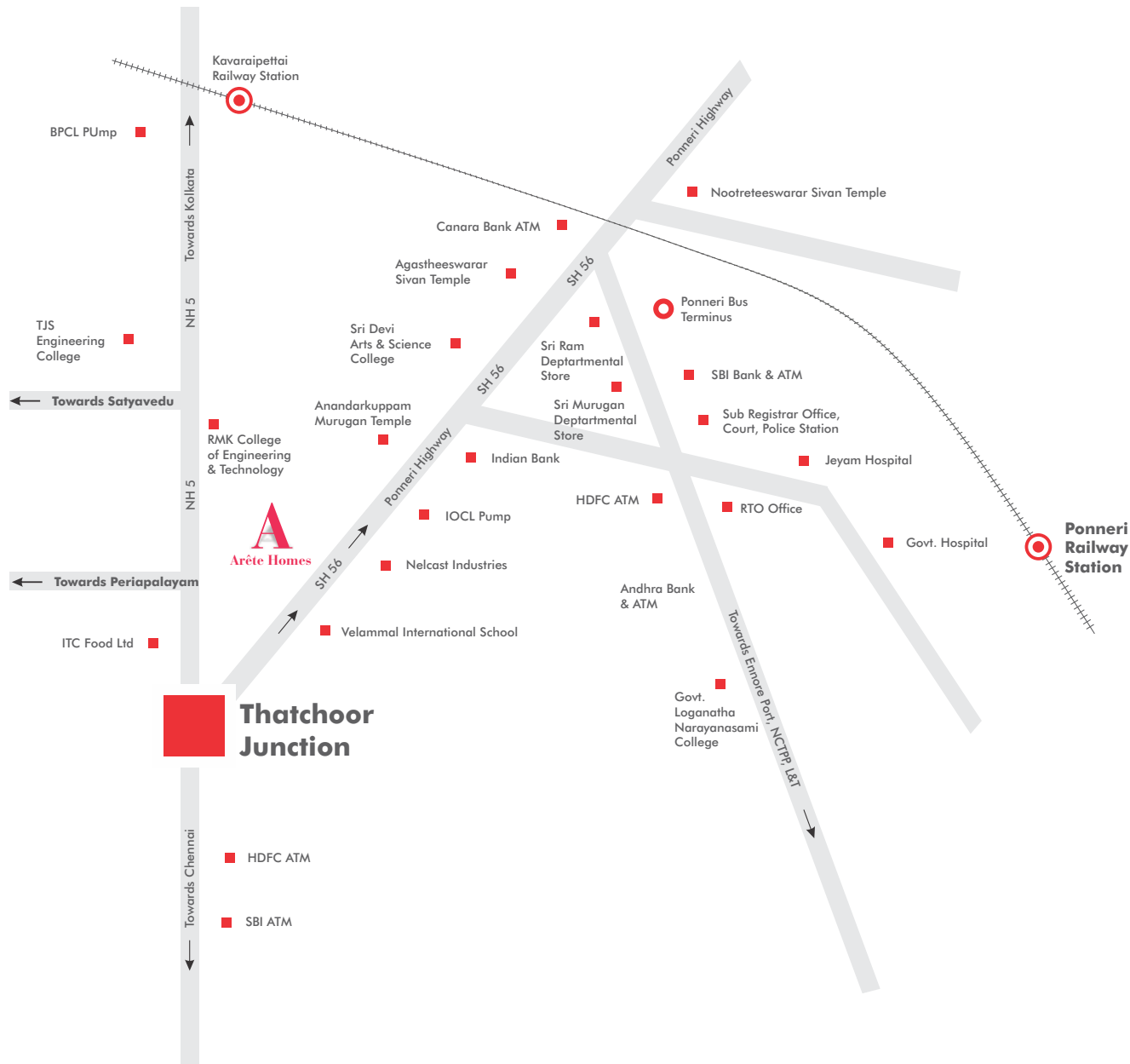
- | | |
|---------|------------------------|
| Toshiba | Spic Heavy Chemicals |
| GDL | Manali Petro Chemicals |
| SRF | and many more |
| MFL | |

-  Railway
-  Industries
-  Airport
-  School / College
-  Port



Reduce travel time from hours to minutes

Today, thousands of people commute up and down from Chennai for work in and around Ponneri and this surge will keep increasing for the next decade or more.



One word to describe its location : **Strategic**

Velammal International & Residential School - **2 Mins Drive**

RMD & RMK Engineering College - **5 Mins Drive**

Ponneri Railway Station - **6 Mins Drive**

Redhills - **15 Mins Drive**

Various Industrial Units - SIPCOT - **20 Mins Drive**

Periapalayam Temple - **25 Mins Drive**

Sri City (Integrated Business City) - **30 Mins Drive**

L&T Ship Building Yard and Port - **30 Mins Drive**

Ennore Port - **30 Mins Drive**

Chennai CMBT - **45 Mins Drive**



The entire ecosystem of a social life...nearby

SCHOOLS

Velammal International Residential School
St. John's Matriculation School
Velammal Matric Hr. Sec. School
L.E.F Eden Matric Hr. Sec. School
Adarsh Matric Hr. Sec. School
Unity Matriculation school
Modern Matriculation school
Bharathy Nursery and Primary School
GT Vidhya Mandhir
RMK Pathshaala

COLLEGES

Sri Devi College of Education
Loganatha Narayanaswamy Government Arts
Rmd Engineering College
Rmk College of Engineering
TJS Engineering College
Shree Chandraprabhu Jain College
Gojan School of Business & Technology
Sams College of Engineering & Technology
Jaya Suriya Engineering College
RVS Padhmavathy College of Engineering
R B Gothi Jain College for Women
Velammal College of Management & Co.
RKR Educational Trust
Velammal Engineering College
Indian Institute of Information Technology, Sri City
Omayal Achi College of Nursing
Veltech College of Engineering
Thiruthangal Nadar College, Selavaya
Bhaktavatsalam College for Women
Annai Violet Arts & Science College
Sree Muthukumaraswamy College
Vel Sri Ranga Sanku College of Arts
Vel RS Medical College
Shre Mathi College

COMPANIES / INDUSTRIAL UNITS

Nelcast Limited
Rane Engine Valves Ltd.
NCTPS (North Chennai Thermal Power Station)
Herrenknecht India Pvt Ltd.
ITC Foods Ltd.
L&T Kattupali Port
Ashok Leyland
Toshiba JSW Power Systems Pvt. Ltd.
Ennore Port
Container/Logistic Companies - (E.g. Maersk Line)
Ponneri Industrial Corporation
Ponneri Steel Industries
Jumbo Bags Limited
MAC Pac Industries
Kellogg's
Isuzu
Cadbury
Pepsi
Kobelco
Nippon Seiki Instruments
Sivasri Industries
Hefex
HPCL Terminal
Mahindra Life Space
Ruchi Soya
Pennar Industries
Taiyo Ltd.
Peters & Paul
Sujana Industries
Madras Radiator
Jindal Steel
Nippo Batteries
Tata Steel
Greaves Cotton
JKM Ferrotech
Western Thompson
India Cement
Zuari Cement
Manali Petro Chemicals
SRF
Michelin Tyres
Kikuwa
Mico Plast Industries
Bata Ltd.
SAK Abrasives
Kanishka Steel
Century Plyboards

Yes, it has caught the attention of the media too...

Master Plan For Ponneri Smart City Ready: JICA

Chennai-Bangaluru industrial corridor to attract \$181 billion
Nirmala Sitharaman

With Mahindra Plan to Open Industrial Park, Ponneri Aims to Better Oragadam



THE TIMES OF INDIA

Chennai-Bangaluru industrial corridor to attract \$181 billion
TNN | Sep 11, 2015

The Proposed Chennai Bengaluru Industrial Corridor project would attract an investment of \$181 billion and generate employment for 22 million skilled people over the next two decades. Of this, more than 2 lakh crore investments would come into Ponneri in North Chennai, said Japan International Cooperation Agency (JICA) deputy chief representative Ichiguchi Tomohide at a seminar on industrial corridors at the Global Investors Meet in the city on Thursday.

The corridor would attract investments in automotive, electronics, pharmaceuticals and petrochemical sectors. As Ponneri develops into an industrial city, more than 3.37 lakh people would be employed there, he said. JICA is involved in drawing up plans for the project.



The Indian EXPRESS

JOURNALISM OF COURAGE

Ponneri to Emerge as CBIC's Engine of Growth
By Express News Service.
Published: 24th September 2015

CHENNAI: Ponneri Smart City could emerge as engine of growth for Chennai Bangalore Industrial Corridor as it is being developed by Japanese Investment Cooperation Agency in an area which is largest when compared to three other cities being developed along CBIC.

Of the 32,000 crore required to develop Ponneri smart City, it is believed that a 41 per cent of total funds (Rs 13,509) will be spent on land acquisition. The remaining 19 per cent (Rs 6,175 crore) will be spent on water and effluent treatment, 17 per cent (Rs 5,633 crore) will be spent on land development and nine per cent (Rs 2,933 crore) will be spent on creating power infrastructure.



The Indian EXPRESS

JOURNALISM OF COURAGE

With Mahindra Plan to Open Industrial Park, Ponneri | By Express News Service.
Published: 11th September 2015

CHENNAI: Ponneri in North Chennai is going to be an investors' paradise as the Mahindra Group is setting up a Rs 400 crore industrial park in collaboration with Japan's Sumitomo Corporation. She said under the joint venture Mahindra would be holding 60 per cent stake while Sumitomo Corporation would have 40 per cent stake. Mahindra was targeting an investment of Rs 2,500 crore in the industrial park on the Chennai-Bangaluru Industrial Corridor.

This could mean that Ponneri would have an industrial park as well as a Smart City, which was taking shape under JICA. The smart city is coming up on about 25,000 acres in three phases. The Confederation of Real Estate Developers' Associations of India (CREDAI) Chennai president Ajith Chordia told Express that Ponneri was developing into a good satellite township.



DH

DECCA'S HETRA

Chennai-Bangaluru IC project to be completed soon: Nirmala Sitharaman
September 10, 2015, Chennai, DHNS

Sitharaman said that Ponneri taluk in Tamil Nadu has been identified as the industrial node development plan to the State as a part of CBIC project.

TN industries department sources here said that many integrated special investment regions will be developed along the corridor and that these regions will be self-sustained industrial townships with world-class infrastructure, road and rail connectivity for freight movement to and from Chennai, Ennore and Kattupalli ports and logistics hubs with reliable power and social infrastructure.

PONNERI to be developed like Gurgaon, Noida.



The Indian EXPRESS

JOURNALISM OF COURAGE

Masterplan for Ponneri Smart City Ready: JICA By C Shivakumar
Published: 10th September 2015

CHENNAI: The proposed Smart City in Ponneri in north Chennai would be developed on 25,000 acres in three phases, according to the senior representative of Japan International Cooperation Agency (JICA), Ichiguchi Tomohide.

Talking to Express on the sidelines of the Global Investors Meet (GIM) here on Wednesday, Tomohide said the Ponneri Smart City project would be done in three stages.

"In the first and second stages, a total of 4,500 acres would be converted into Smart City, and in the third stage we are targeting an area of 20,000 acres. The master plan is ready. We prepared it in July," he said. Ponneri in North Chennai is one of the three Smart Cities in Chennai-Bangaluru Industrial Corridor - the other two are at VasantNarasapur, Tumkur, Karnataka and Krishnapatnam near Nellore in Andhra Pradesh.

On investments in the Smart City, Tomohide said it was too early to comment. "The next stage is implementation and it will be dependent on cooperation from the Centre as well as the State. The masterplan would include industrial parks, residential areas besides commercial space," he said.

He also said that Chennai and Tamil Nadu were JICA's priority regions because of the Chennai-Bangalore Industrial Corridor Framework and potential for Japanese investment.

To a query on whether JICA would fund the second phase of the Chennai Metro Rail project, Tomohide said they were yet to get the detailed project report. He also said that JICA was yet to receive any request for funding of extension of the first phase of Chennai Metro Rail project by 9 km from Washermanpet to Wimco Nagar in Tiruvottriyur. The priority projects for JICA were the 62.3 km Outer Ring Road, 129 km Chennai Peripheral Ring Road and 400 million litres per day desalination plant.



The Indian EXPRESS

JOURNALISM OF COURAGE

Ponneri Smart City to House 4 Lakh on 22,000 Acres By C Shivakumar | ENS
Published: 25th September 2015

CHENNAI: Moving fast on the road to setting up the proposed Smart City at Ponneri, the Japan International Cooperation Agency has prepared a master plan that envisages development of the urban, manufacturing node near Chennai spread across 22,000 acres of land at a total cost of Rs 32,713 crore.

The proposed city is expected to have a population of four lakh and a working population of 8.88 lakh by 2025, as per the master plan document. It would be developed in three phases. The first phase will involve 4,448 acres of land available with government agencies while the second phase would involve 2,718 acres of existing port area. The third phase will involve 5,667 acres of land with existing development around coastal regulation zone. Of the total planned area, 9,133 acres of land are yet to be acquired.

While the traditional strength of Ponneri has been identified as automobiles and auto components, chemicals and petrochemical machinery besides computers, electronic and optical components, the master plan has identified metallurgy, electrical machinery, textiles and apparels, pharmaceuticals and medical equipment as potential areas of growth.



Welcome to "Arête Homes"

"Arête" stands for
a place of Excellence,
a place of Purity and Happiness.

Arête Homes at Ponneri, North of Chennai, the first of its kind ever, is a unique project undertaken keeping in mind the human dimension that matters the most to you and your family.





FEEL FULFILLED
IN OUR INTEGRATED
DEVELOPMENT

FUTURE DEVELOPMENT

FUTURE DEVELOPMENT
RETAIL / COMMERCIAL



Arête Homes bring positivity to your life

Understanding the requirements from the past, necessities of the present and the needs of the future, we at Arête have put in all our energy and effort to build ideal 'Vastu Compliant' homes for the communities of today and tomorrow.



Master Plan



Arête Club

A CLUBHOUSE THAT LIVES UP TO ITS NAME



Restaurant & Banquet Hall



The perfect place to blow off a little steam and swing by for lunch, brunch, happy hour or dinner... This 'casual upscale' eatery has everything you need to wrap up your week days & kick off your weekend.



A special place for special moments. A perfect destination for anniversary parties, weddings, and more.

Terrace Garden & Cafe



The open to sky terrace garden is the best place to be after a long tiring day.



A cup of coffee and a best friend.. what else do you need?

Swimming Pool & Wellness Spa



Magnificent Swimming Pool with designer deck and lounge. The changing room and lockers add to the convenience.



The Spa and Rejuvenation Centre is best stress buster, relaxing your mind, body & soul.

Gymnasium



The fully modernized gym with latest equipments.

Steam & Sauna



Relax and get pampered with a refreshing steam and sauna bath.

Sports Arena



Multi Gaming Court combines a variety of indoor sports like Tennis, Badminton, Basket Ball, Volley Ball, Indoor Cricket, Indoor Football and lot more.



Hit the ball straight up in our Olympic size Squash Court.



Indoor Sports Lounge shares a special place for Table Tennis, Snooker, Carom and Chess enthusiasts.



Open spaces, shaped into playgrounds ensuring your kids get the childhood you've always yearned to give them.

Meditation & Yoga Retreat



Keep your calm with our state-of-the-art meditation retreat.

Kids Play Area



Kids play area with a wide variety of activities.



A yoga garden for a healthy body and mind.



An opportunity to relax while your young ones enjoy at our state-of-the-art play area.

Homes that blend tradition and technology

Provision to control your home through an app in your mobile phone or tablet from anywhere in the world.

Save the energy by making your home 'smart', automatically turn on/off lights or fans as you walk through the door.

Switch off all your utilities with one touch while leaving for work.

Set your mood right for dining, movies or socializing by customizing the lights, air-conditioners and window blinds to your liking with one touch on your screen.

Stay tuned and connected with the provision for Common Cable TV Network and Wi Fi Zone.



Security & Surveillance System

The integrated, state-of-the art Building Management System will ensure safety of the occupants with the help of:

- High Definition Video Surveillance Equipment
- IP based Intercom system
- Visitor Management systems
- Personalized CCTV system



Surroundings at a glance



A sanctuary of flowers, trees and gardens adorned with butterflies and birds, Arête Homes is a destination apt for nature lovers.



A full fledged convenience store just a step away ready to fulfill all your daily needs.



Flower covered pergolas do their best in making your every walk a special one.



Nonstop shopping and entertainment at the exclusive retail mall.

Internal & External Amenities

Apartment air-conditioning

- Provision for A.C in living & bed room area.
- Place for indoor and outdoor units

Flooring

- Living & dining room : vitrified
- Master bedroom : wooden / vitrified
- Other rooms : vitrified tiles

Toilets

- Superior quality sanitary and plumbing fixtures
- Designer quality tiles on walls upto lintel level (7' ht)
- Anti skid ceramic tiles on the floor
- Provision for geyser & exhaust fan in each toilet

Kitchen / Dry Balcony

- Vitrified tiles on the floor
- Granite counter with S.S sink
- Provision of electrical for chimney, microwave, Refrigerator, water purifier, washing machine etc

Doors

- Main door with laminate / veneer finish and internal wooden with good quality

Windows

- High quality anodised / powder coated windows.

Electricals

- Concealed electrical wiring with PVC insulation wires and modular switches points for TV, AC, fridge, washing machine, microwave oven, geyser, water purifier, telephone etc.

Security System

- Video door phone with connectivity to reception
- CCTV in common areas, Provision for RFID and smart card system

Paint

- Inside: punning / putty finished / Acrylic base paint
- Outside: texture / good quality of external paint

Structure

- Mivan / Aluminium form work, R.C.C. shear wall type design for 2, 2.5 and 3 BHK Apartments.
- Apartment spread from ground floor to 10/14 floor in phase I
- Earthquake resistant RCC structure.

Entrance foyers

- Aesthetically designed lobby with attractive appealing elevation

Lift

- High Speed Automatic Lift - Otis / Schindler / Kone

Solar Water Heating System

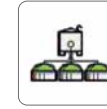
Common Amenities

- Unique feature**
Smart homes with Vastu compliant flats
Provision to customize the Lights, air-conditioners, and window blinds to your liking with one touch on your touchscreen
Provision to switch off all your utilities with one touch while leaving for work .
Provision of all latest Safety and Fire fighting and CCTV equipment
- Entertainment / Social Lifestyle / Healthcare**
Meditation Retreat
Large kids play area
Squash room, Table tennis, Snooker, Kids room
Large indoor games space loaded with Multi Gaming Court :- Tennis, Badminton, Basketball, Volleyball, Indoor cricket, Indoor Football and lot more...
Outdoor Sports
Large Banquet hall with Open Terrace
Beautifully landscaped party lawn
Coffee shops, Small library, Restaurant
Large sized modernized Gym with latest equipment along with Massage room, Steam / Sauna
Magnificent swimming pool with designer deck and lounge, Changing room, Locker Room, Sitting area and Jogging Track

Other Common Features



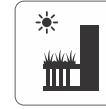
Led / Solar Lighting in Common Areas / Street



STP, Biomethanation Plant



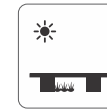
Rainwater Harvesting



Beautiful Landscaping



LED Lighting



Open Sitting



Water Body



Ample Parking



DG Backup for Lifts & Common Areas



Provision for Inverter Backup



Garbage Chute Provision



Food Court



Multiplex



Hyper Market / Convenience Store



Ambulance Service



Poly Clinic



Fire Safety



ATM

Disaster Management and Emergency Preparation

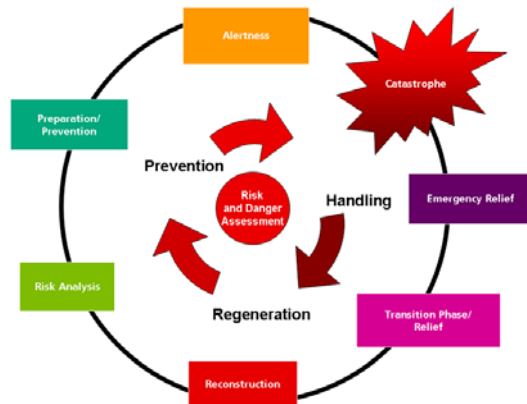


Disaster cannot be prevented but their impact can be reduced.

We believe in Integrated Disaster Management system

Some of the important points which we are taking care of:

1. CCTV coverage and excellent security management.
2. High quality fire alarm and protection system.
3. Well planned drainage and pumping system to avoid accumulation of water around the entire development.
4. Higher stilt and plinth levels to secure entry points, lift wells and car parking.
5. Emergency health and ambulance services.
6. Trained and qualified disaster management teams to take care of emergencies.
7. Adoption of the disaster management codes as preparedness for floods and other emergencies.
8. High quality construction of structures for seismic and cyclone protection using Mivan / Aluminium form work Technique.
9. Liaison with local police personal, fire fighting teams, home guards and doctors and hospitals.
10. Creation of Police Booth and Bank ATM facilities for safety, law and order and cash withdrawals.
11. In house provisional stores for serving the residents.



Our Partners

<p>Architecture Design</p> <p>fba</p> <p>Ar. Rama Nayak</p>	<p>MOEF Consultant</p> <p>HECS</p> <p>Mr. J. R. Moses</p>	<p>Structural Designer</p> <p>fba</p> <p>fba Engineers and Mr. Stephen (Ex. L&T)</p>
<p>MEP Consultant</p> <p>D & L Consulting Services</p> <p>Mr. Gopiparthasarithi. M</p>	<p>Vastu Consultant</p> <p>Dr. Manswi</p>	<p>Landscaping Consultant</p> <p>Mini Gardens</p> <p>Mr. Sohel Degani</p>
<p>Solar Energy</p> <p>PLS Green Power</p>	<p>Electrical Consultant</p> <p>SV Intense Engineering Pvt. Ltd. (Mr. Sakthivel)</p>	<p>3D Architectural Visualization</p> <p>VA STUDIO</p>
<p>Print Partner</p> <p>B&F</p> <p>Brand Strategist Creative Agency</p>	<p>expat</p> <p>Building Relationships</p>	<p>Digital Partner</p> <p>ethinos</p> <p>digital marketing</p>



