

CODENAME
NEWLIFE
Mini Township in Thirumazhisai



An Alliance Group Company

Get the lifestyle you can't find in this township that's truly one-of-a-kind



An Alliance Group Company

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The future
belongs to
those
who grab it
by the collar

And suddenly your world has changed!

It's not just about bullock carts giving way to bullet trains, but it's about the world of a difference in coming back home. With the blinding pace of life and the speed at which things happen, the creature comforts that we expect around us are fast changing. And at Codename New Life, homes are no more homes but paradises that contain nurseries for geniuses, wings for the ageing and excitement all around. From its blissfully designed features even the blade of grass perhaps looks well finished and happy, because rules have been broken and norms have been changed to bring in Nextgen comforts to these Nextgen homes. Which is why at Codename New Life you'll discover things that you just can't find anywhere else, in a township that doesn't exist anyplace else. Now who says fairytales aren't for real?

Urbanrise

An Alliance Group Company



5000+
HOMES
DELIVERED



20,000
HOMES UNDER
CONSTRUCTION



₹14,000
CRORES WORTH
PROJECTS IN
PROGRESS



36
MILLION SQ.FT
UNDER
EXECUTION



OUR PROJECTS ARE FUNDED
BY THE WORLD'S LARGEST
SOVEREIGN FUND **ADIA**
(**ABU DHABI INVESTMENT
AUTHORITY**) THROUGH
KOTAK REALITY FUND
AND **INDOSTAR CAPITAL
FINANCE LIMITED.**



NO JDs
ALL PROJECT
LANDS OWNED
BY COMPANY

Big dreams are made by big teams!

South India's largest real estate developer

When you team up with a leader like Urbanrise, your life is bound to be a beacon for your peer group. Because, Urbanrise, part of the Bangalore based Alliance Group, is South India's Largest Real Estate Developer that can bring the most unimaginable things to life. Founded by industry stalwarts with drive and vision, Urbanrise projects set benchmarks and are truly world class when it comes to quality and comforts. More importantly, the company is wedded to ethical practises, transparency and most of all, customer delight...which is why the only frowns you may find are on those who went elsewhere and missed the bus.

So it's not surprising that the group's performance is more than just noteworthy 5000+ homes already delivered; 20,000 homes in the delivery pipeline; 36 million sq. ft. projects worth Rr. 14,000 crores under development in Bengaluru, Chennai, Hyderabad and Vizag (and all projects are on company owned lands and not on joint ventures). Urbanrise projects are funded by global leaders in the world of finance. And this is what happens when you plan with passion, and build on trust.

MANHATTAN CONDOS



Get out- of-the-box

Today, with the maddening rush for prime space, wasting real estate is nothing short of a crime. Look around and you'll find a tiny mobile phone that sports a 50 megapixel camera and 200 other features that could never be accommodated even in an oversized cupboard once upon a time; from clunky refrigerators we are moving into the USB fridge on desktops that can chill the next drink while we sip the first.

Our Manhattan Condos draw insights from such modern day marvels. Inspired by the downtown Condos of New York City, where not an inch of space goes to waste as they are "perfectly sized", these brilliant designs are not penny pinchers by any measure, but exploit geometry and space to the most creative levels while putting out masterpieces that are truly New Gen Homes for the Next Gen Wizards.

Every inch in every Manhattan Condo works for its existence – to deliver utility and value with quality finishes that touch the dizzying heights of perfection!

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Mini township at Thirumazhisai



MIVAN TECHNOLOGY



It takes
one-of-a-kind
to make
one-of-a-kind

Urbanrise employs ground breaking Mivan Technology for unparalleled superiority. More importantly, these seismic and fire resistant structures are built speedily, meaning you get possession of your Next Gen Home on time! And as with any New Gen technology, you get the crème de la crème when it comes to finish, quality, maintenance or premium looks.

Benefits of Mivan Technology

No Cracks & Less
Repair Works
Reduces over all
Maintenance Cost

Superior Quality
Doubles the
Lifespan of
the Building

Speedy
Construction
Which helps in
timely delivery

Seismic & Fire
Resistance
Structure
Ensure Safety

Smooth Finish
and Straight
Walls Give
Premium Look

More
Soundproof
Gives More
Privacy



Our Homes Create Einsteins

Genius is not made in schools. It's nurtured, protected and cultivated at home. Reason why Codename NextGen is perhaps the only township in the country with a skill development programme called GENIUS for children.

This project contains special infrastructure and a well planned orientation programme that can help catch them young and bring out their Genius- so whether it's about winning the spelling bee or getting into the nuances of stem cells, grooming to become a music celebrity or pursuing an astronaut's dream, here is the fertile ground for all your budding Einsteins, Abdul Kalam, CV Raman and Ramanujam of the next generation.

The GENIUS program begins from playschool level, and works right up to 15 years where kids can learn about new technologies, develop new skills and sharpen their intellect to be fighting fit with knowledge and future ready with their skills. Surely such things can happen only in such a one-of-a-kind township...wouldn't you agree?



DANCE CLASSES



MUSIC CLASSES



COOKERY CLASSES



DAY CARE



TUTION CENTER



ROBOTICS

ECO-FRIENDLY WORK STATIONS



**WORK
FROM
PARK**

Get out- of-the-box

Welcome to the only township in the country that prides itself of a WORK FROM PARK. Which means that working from home gets absolutely joyous as you can let your creative juices flow from nature nestled cubicles that have been set up in the gardens. What better inspiration for a fertile, roving mind than to hear the real twitter of birds while you work out your social media campaign, or watch the high flying hawks as you punch in your punchlines. Plonk yourself in a comfy spot and the presentation is really half over even before you've begun. It's because we've put in the hard work so you can enjoy yours.

NURTURE BRADMAN GRANDMAS



SENIOR
FRIENDLY
PARK

Mom & Dad, just make them glad

Whether grandpa is a football freak or Grandma's a skilled middle order bat, there's enough and more for the elderly and the not-so-elderly at heart too. From special chit chat corners to a SENIOR FRIENDLY PARK, no stone has been left unturned to make life eventful for those in the sunset of their lives. Every little whim has been thought through and every possible grouse has been factored, to ensure that what comes our are cheers not complaints, happiness not heartaches.

70% OPEN SPACE



There's more space to live like an ace

Rather than move from one concrete jungle to another, here's the place with 70% GREEN OPEN SPACE over 4 acres of parks. Refreshing ideas have been put in place and whether you wish to jog or meditate, socialise with people or harmonise with nature, the setting is perfect. A well planned green cover, picturesque garden tracks, bountiful flower beds, well planned play areas to make life more lighthearted and full of cheer.



Amenities for the next generation

LADIES KITTY CORNER



WORK FROM PARK

SENIOR LADIES KITTY CORNER





Amenities for the next generation

OUTDOOR GYM



CHILDREN'S PLAY AREA

HAMMOCK PARK



CLUB HOUSE AMENITIES



SWIMMING POOL

TABLE TENNIS



GYM



YOGA/AEROBICS



PARTY HALL



BOARD GAMES



CO-WORKING

PROPOSED CBSE SCHOOL WITHIN THE COMMUNITY



PROPOSED RETAIL ARCADE WITHIN THE COMMUNITY

SUPER MARKET



PHARMACY



STATIONERY SHOP



RESTAURANT



ATM



SALON





THIRUMAZHISAI Manhattan Condos

Master Plan



What Anna Nagar Was in 2000, Thirumazhisai Will Become in 2030!

Location Map



SCHOOLS WITHIN 5 MINUTES

- Spartan International School
- Chennai Public School • Chaitanya
- St. Johns Residential School
- SBVM School • Velammal

ENTERTAINMENT WITHIN 10 MINUTES

- EVP Carnival 6 Screen Multiplex
- Queens Land Theme Park
- Chokkidiyani • Madras Motor Racing

HOSPITALS WITHIN 15 MINUTES

- Saveetha • Aravind Eye Hospital
- Ramachandra • Apollo • MIOT

NEARBY OTHER INFRASTRUCTURE

- Poonamallee Bus Depot
- Koyambedu Bus Terminus
- Proposed Chennai Airport
- Proposed Development
- Proposed Metro Connectivity
- Proposed Bus Terminus at Kuthambakkam

IT parks within 25 minutes





FLOOR PLANS



2 BHK REGULAR - EAST FACING - 730 SQ.FT.

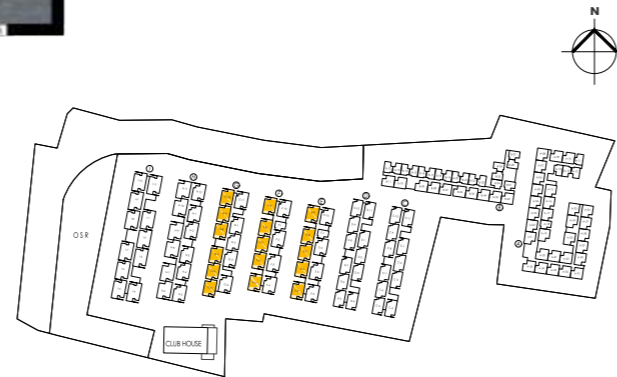


Carpet Area - 456 Sq. Ft. + Exclusive Balcony Area - 28 Sq. Ft.

BLOCK E - 105-12A05, 106-12A06, 107-12A07, 108-12A08, 109-12A09

BLOCK F - 105-12A05, 106-12A06, 107-12A07, 108-12A08, 109-12A09

BLOCK G - 105-12A05, 106-12A06, 107-12A07, 108-12A08, 109-12A09, 110-12A10



2 BHK REGULAR - WEST FACING - 730 SQ.FT.

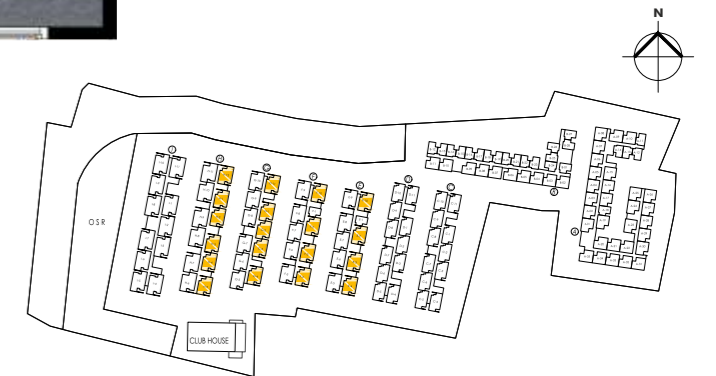


Carpet Area - 456 Sq. Ft. + Exclusive Balcony Area - 28 Sq. Ft.

BLOCK E - 102-12A02, 103-12A03, 104-12A04, 110-12A10 ; BLOCK F - 102-12A02, 103-12A03, 104-12A04, 110-12A10

BLOCK G - 101-12A01, 102-12A02, 103-12A03, 104-12A04, 111-12A11

BLOCK H - 101-12A01, 102-12A02, 103-12A03, 104-12A04, 105-12A05, 112-12A12

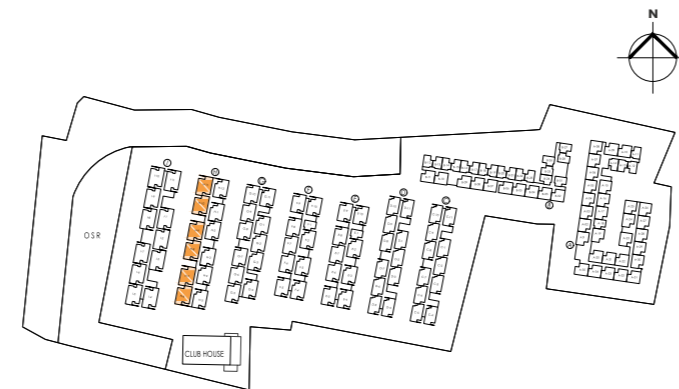


2 BHK LARGE - EAST FACING - 849 SQ.FT.



Carpet Area - 535 Sq. Ft. + Exclusive Balcony Area - 32 Sq. Ft.

BLOCK H - 106-12A06, 107-12A07, 108-12A08, 109-12A09, 110-12A10, 111-12A11

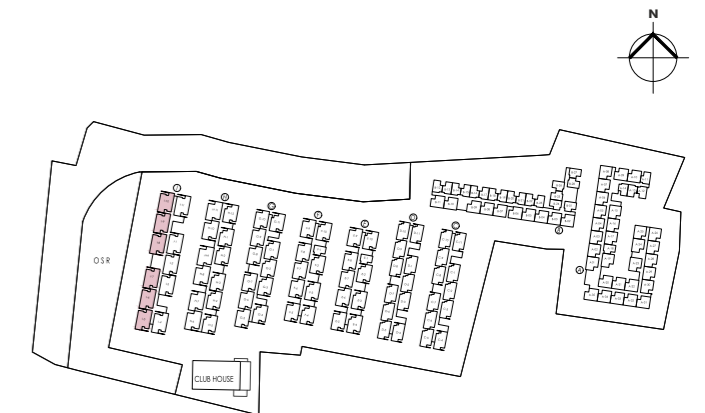


3 BHK - EAST FACING - 885 SQ. FT.



Carpet Area - 555 Sq. Ft. + Exclusive Balcony Area - 34 Sq. Ft.

BLOCK I - 105-12A05, 106-12A06, 107-12A07, 108-12A08, 109-12A09, 110-12A10

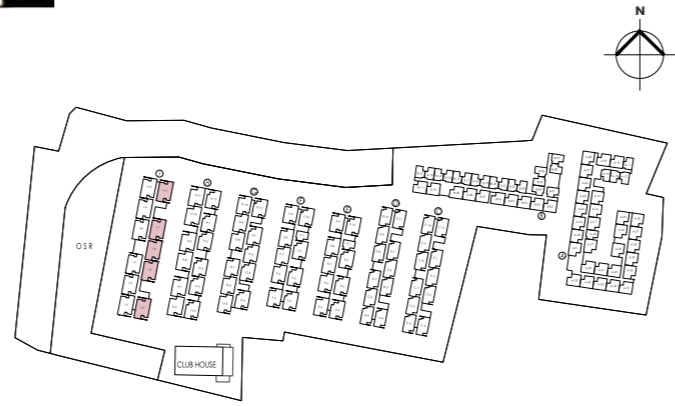


3 BHK - WEST FACING - 885 SQ. FT.

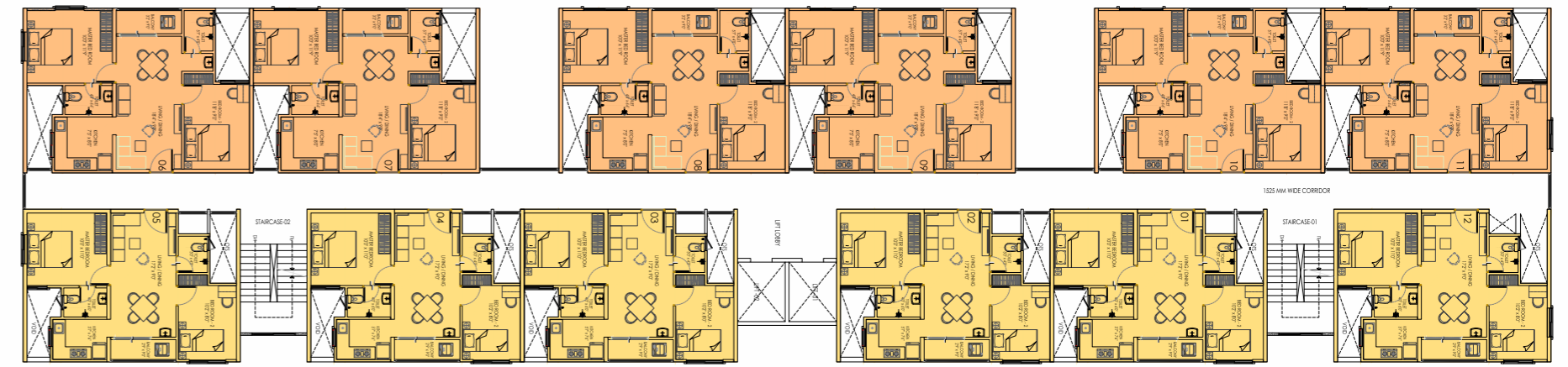


Carpet Area - 555 Sq. Ft. + Exclusive Balcony Area - 34 Sq. Ft.

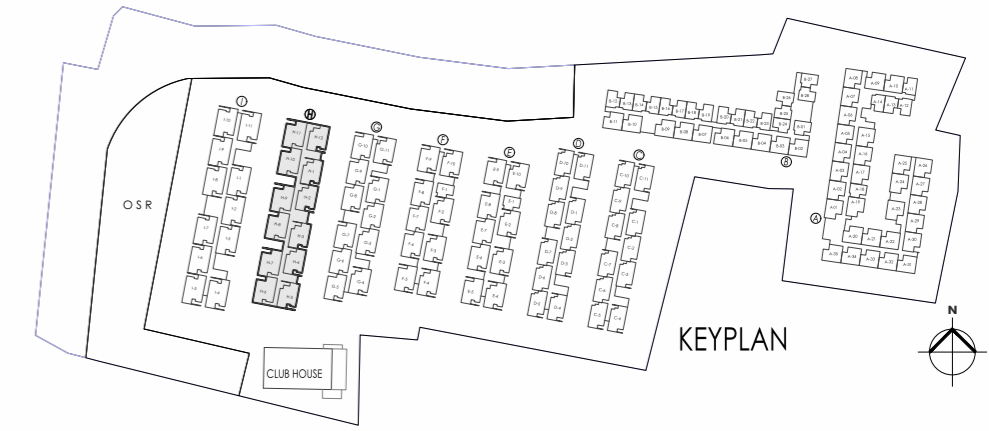
BLOCK I - 101-12A01, 102-12A02, 103-12A03, 104-12A04, 111-12A11



Block-H



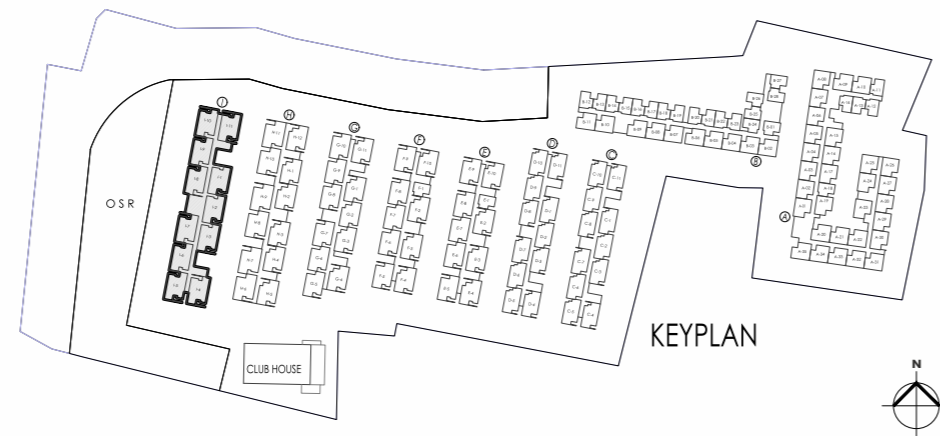
- 2 BHK - REGULAR
- 2 BHK - LARGE



Block-I



3 BHK



Specifications

Living Room

Main Door : 7 feet high wooden door Frame & Flush door Shutter /moulded Skin panel door shutters with Paint Finish on both sides

Windows : UPVC windows with sliding shutters

Flooring : Vitrified tile flooring (2' x2')

Paint :Emulsion Paint

Electrical : Branded Modular switches.TV and Telephone Points

Bedroom

Door : 7 feet high wooden door Frame & Flush door Shutter /moulded Skin panel door shutters with Paint Finish on both sides

Windows : UPVC windows with sliding Shutters

Flooring : Vitrified tile flooring (2' x2')

Paint : Emulsion Paint

Electrical : Branded Modular switches.AC Point in Master Bed Room Only.

Study Room

Door : 7 feet high wooden door Frame & Flush door Shutter /moulded Skin panel door shutters with Paint Finish on both sides

Windows : UPVC windows with sliding Shutters

Flooring : Vitrified tile flooring (2' x2')

Paint :Emulsion Paint.

Electrical : Branded Modular switches.

Corridor & Lift Lobby

Flooring : Anti-skid Ceramic tiles

Wall paint : Emulsion Paint

Lifts : Branded Lift.

Kitchen

Windows :UPVC windows with sliding shutters

Flooring : Vitrified tile flooring (2' x2')

Paint :Emulsion Paint

Electrical : Branded Modular switches.

Sink :Single bowl stainless steel sink

Platform : Granite platform or Full body vitrified tiles for kitchen Counter & 18" high wall dado

Bathroom

Door : 7 feet high wooden door Frame & Flush door Shutter/moulded Skin panel door shutters with Paint Finish on both sides

Ventilators : Powder Coated Aluminium Ventilators / uPVC ventilators

Flooring : Anti-skid Ceramic Tiles

Wall dado : 6 Feet height Wall dado

Electrical : Branded Modular switches.

Sanitary

ware : Good quality Water closets & wash basins

CP Fittings : Good quality branded CP Fittings

Balcony

Door : UPVC French Doors - Sliding Shutters with plain glass

Flooring : Anti-skid Ceramic Tiles

Railing : MS railing with enamel painted finish

Other : Washing Machine Provision for all flats

Power Supply (raw & backup)

Studio & 1 BHK : 3 KW , Single Phase

2 BHK Compact & Regular : 5KW ,Three Phase

Back-up inside Flats : Provision for Inverter

DG Back up for Common Areas & Lifts

HIGH QUALITY ASPIRATIONAL HOMES AT AFFORDABLE PRICES

Urbanrise is South India's most promising Real Estate Brand from the Alliance Group. Founded by a visionary team of experts from the real estate industry, our vision is to be the torch bearer of 'Housing for All by 2022', an initiative by the ministry of Housing & Urban affairs, to develop one million homes for the new emerging India.

Our razor sharp focus is to deliver well planned futuristic gated communities, offering space saving design excellence & quality homes built with the latest MIVAN technology, to meet the exacting standards of a new class of professionals.



urbanrise

An Alliance Group Company

OUR PROJECTS



CODE NAME
MILLION CARATS



CODENAME
GOLD STANDARD

alliance
GROUP

OUR PROJECTS



LUXURY APARTMENTS
NEAR ANNA NAGAR,
CHENNAI



VILLAS
BANG ON OMR, CHENNAI



APARTMENTS
RIGHT ON "THORAPAKKAM - PALLAVARAM"
200 FT. RADIAL ROAD, CHENNAI



RESIDENTIAL PLOTS
ORAGADAM, CHENNAI



150 LUXURY VILLAS
PORUR, CHENNAI



250 LUXURY VILLAS
WHITEFIELD, BANGALORE

ALLIANCE GROUP - COMMITTED TO CREATING VALUE FOR EVERY INVESTOR

We are the Alliance Group, a dynamic Real Estate Company with the vision to become a \$10 Billion realty enterprise by 2035, by helping create appropriate lifestyles for various segments of the population. With an array of offerings that include integrated townships, uber luxury villas, shopping malls and multiplexes - Alliance is committed to its every project, using nothing but the best in technology and the finest in raw materials and fittings. We are led by the best, excited by the innovative and steered by values that build human relationships.

With operations in Chennai, Hyderabad, Bangalore and Mysore, Alliance takes pride in being an integral part of India's high growth real estate story. The company currently has 3.5 crore sq. ft. (35 million sq. ft.) of projects worth ₹14,000 cr. under execution at different stages and is all set to realize its dream of becoming the world's premier real estate developer.

