

## **M3M India showcases the Californian architecture themed M3M Urbana at Consumer Visit**

*Offers timely possession in spite of current slump in real estate scenario*

**OR**

### **M3M India showcases M3M Urbana at Consumer Visit:**

*Blending the aesthetics of Californian architecture with aspects of*

*Modern comfort & functionality*

**New Delhi, March 19, 2015:** M3M India, a leading ultra-luxury real estate developer, recently presented the Californian architecture themed, 'M3M Urbana' to its patrons at a consumer visit organized by the company. Sprawling over 18 acres, the project is exquisitely-designed with the aim to provide the aura and ambience of Rodeo Drive California and Oxford Street London, to its dwellers. Sited at Sector-67, Golf Course extension road, Gurgaon, M3M Urbana is being offered for possession on time in spite of the lukewarm state of the real-estate market. By offering personalised services to its patrons, M3M India yet again demonstrates the fact that it has its pulse on the lifestyle needs of contemporary urban residents today.

Situated in an attractive location that is forecasted as a future hotspot for HNIs and surrounded by luxurious properties, M3M Urbana is designed and developed under mixed use development. It has been created with the sole objective of providing the best-in-class infrastructure and basic amenities that are required to lead a comfortable life within a single area. From high-end street shopping to multi-cuisine restaurants, and from world class offices to finest serviced units, everything is available under the modernistic umbrella of "Urbana".

**Mr. Pankaj Bansal, Director-M3M India said,** "Our new project 'M3M Urbana' provides every modern facility under one roof. We are extremely elated with the response of our customers at the site visit and are eagerly waiting for the project to take full shape soon. The commercial viability of M3M Urbana is high with its location pegged at becoming the next shopping destination of Gurgaon. Its internationally inspired design, world class infrastructure, mesmerising landscape, promising location and array of amenities make it a revolutionary concept and among the world's best examples of mixed used development."

The landscape of the project is designed by world renowned Element Design Studio, Singapore while the architecture design of the project is created by R204 USA & RSA Singapore. The integration of landscaping is planned through the use of bold planting statements at arrivals, visual hardscape paving surfaces, decorative features, and selective water features at key areas. All these components complement each other harmoniously. A central pedestrian plaza is flanked by hi street retail, spot parks, food kiosks, on-site parking areas, internal driveways and dedicated drop off zones. Enthralling promenades, esplanades with bracing walkways, Pergola roofs, Misting facility, sparkling fountains, a gorgeous blue pool, and grand entrances together create a dramatic and dreamy landscape.

M3M Urbana sports a frontage that is the largest among commercial projects in Delhi NCR offering great visibility to retail brands. A development in the heart of the city, with its magnificent design, state-of-the-art infrastructure and coveted location, it is a seamless blend of traditional as well as progressive aspects gelled together, making it a living paradise that caters to all the needs and demands of residents, shoppers and corporates alike.

## **About M3M Group**

M3M Group is one of India's premiere business conglomerates with interests in Real Estate (Residential / Commercial / Retail), Hospitality, Education and IT / SEZs. The land bank exceeds 2000 acres of prime land with 11 million sq. ft. of built up space. The organization has already invested over US \$ 500 million in developing many iconic projects in North India. The projected business value of the organization exceeds US \$ 5 billion.

M3M has embarked upon 39 projects in Haryana. M3M Golf Estate, the 75 acre uber luxury resort-like residential complex is an example of its venture. This project has won many accolades and awards the world over at Dubai, London and San Francisco. Recently it won the award for the Best Luxury Project in India from NAREDCO, a Govt. of India patronized organization. The group is known for its philanthropic activities in uplifting the weaker sections of our society. M3M is also known to back healthy and clean living by promoting sports and games for the youth. The recent Polo tournaments were sponsored by the company. M3M is an ardent supporter of all government initiatives. The company directors were part of the recent business delegation to Japan along with the PM and also accompanied the President of India, His Excellency Shri Pranab Mukherjee, to Finland and Norway.