



Embassy Property Developments Limited

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A community experience for The cognoscenti.

Embassy Property Developments Limited is proposing, subject to market conditions and other considerations, to make a public issue of securities and has filed a Draft Red Herring Prospectus ("DRHP") with the Securities and Exchange Board of India. The DRHP is available on the website of SEBI at www.sebi.gov.in and the respective websites of the underwriters at www.ibb.ubs.com/Corporates/indianipo, www.nomura.com/asia/services/capital_raising/equity.shtml, <http://www.online.citibank.co.in/rhtm/citigroupglobalscreen1.htm> and www.edelcap.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see 'Risk Factors' in the DRHP

The information and visuals contained herein are artistic impressions and are meant to be indicative, and are subject to change as may be required by the authorities, architects and cannot form an offer or contract. While every reasonable care has been taken in providing the information, the promoters Embassy Property Developments Limited or their agents cannot be held responsible for any inaccuracies. The promoters reserve their rights to make alterations, additions and amendments as may be necessitated from time to time. Specifications and materials mentioned here are subject to availability.



EMBASSY
BOULEVARD



EMBASSY
BOULEVARD

Embassy Boulevard is an über luxury gated community spread over 51 acres on Bellary Road, 12 km before the Bangalore International Airport. Designed by the award-winning Singapore based Andy Fisher Workshop, the design features at Embassy Boulevard bring together contemporary styling and Indian heritage in an exquisite fusion. The discerning mindscape, the nuances that characterize contemporary luxury and evolved priorities have been extensively explored in the making of villas at Embassy Boulevard. Set amidst rows of towering trees and sculpted gardens, the villas are islands of exclusivity. Just 170 in all and measuring from 4000 to 7400 sft. All villas feature a private swimming pool, outdoor barbeque and landscaped gardens. An exclusive leisure club, designed and managed to international standards, will proffer premium lifestyle amenities.

Proximity points

- 12 km before the International Airport
- 2.5 km off NH-7
- 22 km from CBD
- 13 km from Hebbal Flyover

Life essentials

Hospitals:

Columbia Asia - 12 km

Schools:

Stonehill International School - 5 km

Canadian International School - 7.5 km

Vidyashilp Academy - 8 km

Aditi International School - 8.5 km

Hotels:

Windsor Manor - 19 km

Le Meridien - 19.5 km



The road less Travelled, off The road frequently Travelled

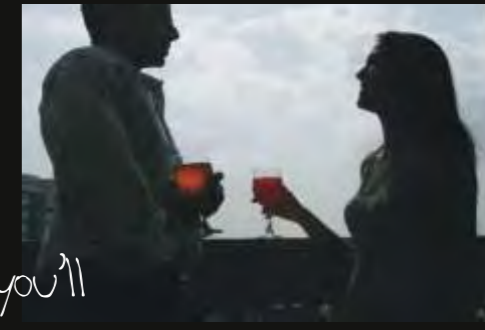
You don't need to get away from it all to get away from it all. Just off the NH7 at North Bangalore, a breezy 22 km drive from the CBD and 12 km before the International Airport is the über-luxury utopia that is Embassy Boulevard. The location presents a compelling paradox. The serenity is a throw back to old Bangalore and yet it is the address of the future.



One of The most luxurious destinations you'll experience: Your villa at Embassy Boulevard

A seamless integration of international design concepts and regionality, technical innovations with use of natural materials create living spaces that redefine refinement.

To offer respite between villa rows, villas are grouped into modules articulated with gabion walls, living fences and other elegant landscape design elements. The villas welcome you to a luxury experience without parallel.





A community experience That goes beyond The gate

Embassy Boulevard is more than just a residential address; it is a community that allows preferential access to a world of privileges.

Membership to exclusive Club & Spa, an international standard leisure club

A 40,000 sft oasis of wellbeing, the luxuriously indulgent Club & Spa sits amidst 3 acres of lush landscaping and is designed on par with the best international clubs. The property is designed and managed by professionals in hospitality.

Quintessentially - Your dedicated concierge

Enjoy absolute pampering by a world-class concierge service. Quintessentially provides a unique brand of service 24 hours a day, 365 days a year. With 60 offices around the world, Quintessentially allows round the clock "access to the inaccessible".

A Quintessentially facility on the Embassy Boulevard precincts will present residents an exclusive opportunity to enjoy a collection of luxury goods, services, treats and help that will make a real difference to life.

Preferential admission to the Stonehill International School

The Stonehill International School is a portal of excellence that transcends academia. Located 5 minutes off NH7 and spread over 33 acres of land, this purpose built educational institution of world standard is designed in close consultation with the Council of International Schools (CIS). Guided by the dynamic, inquiry based approach of the International Baccalaureate (IB), Stonehill represents the leading-edge of learning. Wards of residents enjoy preferential admission.

Membership to the Embassy International Riding School

Residents enjoy membership to the Embassy International Riding School, a world-class equine academy that brings together accomplished international faculty, facilities of exceptional pedigree and an array of courses.



Tree-lined avenue

How green is your passion

The design ethos of Embassy Boulevard stems from a deep concern for the planet. Sustainable green building design, embracing regionality and climatic challenges, create a unique urban habitat that is both luxurious and eco-sensitive. A strong expression of materiality featuring local building resources, dry climatic vegetation and other innovative site solutions for climatic control capture the essence of the project and its context. The accent is on the rational use of natural resources, whilst replenishing what is used, wherever possible. The coming together of green features and contemporary planning take Embassy Boulevard further on the road to evolved luxury and a pre-certified LEED rating.

Green features:

- Zero Discharge
- Rainwater Harvesting
- Solar Heating
- Expansive Windows
- Low Flow Toilet Fixtures
- Avoidance of Incandescent Lamps
- Low VOC Paint
- Onsite Composting System
- Xeriscaping Foliage





Trust. Delivered. Embassy Property Developments.

As a pioneer in developing residential spaces in Bangalore, Embassy defined the standards for the industry. The Embassy ethos is underscored by an unbroken commitment to customer satisfaction.

Drawing on a 25 year track record, Embassy today, is one of the leading IT/ITES developers in India. As of March 2011, the Embassy portfolio comprises 28.5 million sft of completed residential, commercial and retail space and counting. Ongoing and proposed projects span over 87.2 million sft.

As the planet shrinks and opportunities expand, Embassy is taking its expertise to the world with projects in Malaysia and Serbia.

Our relationship does not culminate with the sale of property. We are with you through the long haul, providing Property Management through Embassy Services on an open book-cost plus management fee basis. This ensures that your capital and rental values are continuously enhanced over the years.



Willow

BUILT-UP AREA: 3,935 sft (365.3 sqm)

PLOT AREA: 3,900 - 6,229 sft (362.3 - 579.0 sqm)



Pine

BUILT-UP AREA: 4,105 sft (381.4 sqm)

PLOT AREA: 3,900 - 6,229 sft (362.3 - 579.0 sqm)



Cedar

BUILT-UP AREA: 5,885 sft (548.1 sqm)

PLOT AREA: 5,810 - 10,026 sft (539.7 - 931.4 sqm)



Silver Oak

BUILT-UP AREA: 7,310 sft (679.2 sqm)

PLOT AREA: 8,600 - 16,974 sft (799.0 - 1576.9 sqm)



Villa type	Saleable area
Willow	3,935 sft (365.3 sqm)
Pine	4,105 sft (381.4 sqm)
Cedar	5,885 sft (548.1 sqm)
Silver Oak	7,310 sft (679.2 sqm)
Cypress	7,390 sft (686.7 sqm)



Cypress

BUILT-UP AREA: 7,390 sft (686.7 sqm)

PLOT AREA: 8,657 - 14,488 sft (804.3 - 1346.0 sqm)



Specifications

- Centrally air-conditioned
- Automatic elevator in each villa
- Swimming pool for each villa
- Double height ceiling
- Aluminum over hang louvers for sun shading
- Flooring:
 - Italian marble for living, family, dining and foyer
 - Engineered wooden flooring for all bedrooms
 - Marble flooring and dadoing up to false ceiling in all bathrooms
 - Swimming pool deck in composite timber
 - Vitrified tiles in kitchen and utility
 - Ceramic tiles in staff quarters
- Sanitary fixtures, bathtubs, CP fittings, shower area fittings of superior make
- False ceiling for all rooms
- Car porch canopy with laminated tinted glass

Services

- 12 KVA for Pine & Willow, 15 KVA for Cedar & 18 KVA for Silver Oak and Cypress with 100% power backup Uninterrupted power supply, 100% backup up for all services
- CAT 6 cabling & conduiting network in all rooms to facilitate Tele/Internet service
- Provision for smart home technology including gas leak detectors, video door phone, motion detectors, intrusion alarm, lighting control, lighting sensors and automated curtain operations
- Round the clock security with video monitoring