



Embassy Property Developments Limited

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Member:



Luxury goes
green

"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"

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Welcome to Embassy Pristine.

The greener side of life.

It's not unusual when a walk outdoors has you worrying about carbon footprints. Or, when a neighbourhood tree being brought down gets you passionate about green issues.

Which is why it might hearten you to learn of homes that embrace environmental conservation as much as you do, and yet, don't crimp on contemporary living. Embassy Pristine represents Embassy Group's pioneering initiative to bring the 'Green Building' concept to mainstream property development.

Sustainable design, green processes and materials create a residential community that makes efficient use of resources while reducing the impact on the environment.

Quite simply, elegant eco-homes for those who have moved beyond talking green to living green. Welcome to the greener side of life and discover a world of pristine privileges.





Water-front living with open spaces on 3 sides.

The property inhabits a pristine space. Blissful, verdant and away from it all, but only just. The green concept is a natural fit to the location off the ORR, near Koramangala, Bangalore.

A protected heritage lake spread across 1000 acres and densely wooded defense area with rolling grasslands and trees envelope the property on 3 sides, with no likelihood of any other development or construction nearby. So the only view windows here will open out to will be of the lush green - not concrete.

Situated 800 metres off the ORR, the property will stay pristine as it is sheltered from the noise and pollution.



Easy access to the world:

KORAMANGALA : 3 Km
 CBD : 15 Km
 BIAL : 52 Km

TECH PARKS WITHIN 5 KM RADIUS:

Embassy Tech Square
 Wipro Corporate Office
 RMZ Ecospace
 Salarpuria Softzone
 Salarpuria Supreme
 Salarpuria Hallmark
 Salarpuria Touchstone
 Prestige Cessna Business Park
 Prestige Tech Park
 Vrindavan Tech Village

OTHER IT ZONES:

Embassy Golf Links Business Park : 8Km
 Electronic City : 19 Km
 Whitefield : 17 Km

LIFESTYLE AMENITIES:

Hospitals:
 St. John's Hospital : 10 Km
 Manipal Hospital : 10 Km

Malls:
 Bangalore Central : 5 Km
 Total Mall : 1 Km
 Forum : 12 Km

Schools:
 Greenwood High School, Sarjapur Road : 6Km
 Delhi Public School, Sarjapur Road : 8Km
 The International School, Whitefield - Sarjapur Road : 9 Km



Leave fewer carbon footprints. Hop to work.

This is also where green spaces and technology bluechips converge, situated as it is, in the midst of Bangalore's IT corridor and in proximity to Marathahalli-Sarjapur Outer Ring Road.

Set off the Outer Ring Road, near Koramangala, Embassy Pristine allows easy access via the ORR to Whitefield, Electronic City and Bangalore International Airport.

You won't burn too much fossil fuel in the pursuit of pleasure or essentials either, as a whole slew of dining, entertainment, educational and health care options are moments away.





Not an apartment, an independent home.

Embassy Pristine is not merely environmentally sensitive, it's also sensitive to your needs. The property brings together 424 luxurious apartments designed around your aspirations. Step in to an apartment and you'll find yourself in a spacious independent home. Exquisite design and detailing weave a gracious aura accented by light and space. Privacy is accorded a premium. There are no common walls between apartments and a private foyer in every apartment creates the sense of living in an independent home.

Living, dining and family areas are characterized by warmth and fluid design, complemented by optimal ventilation. The family area, kitchen and dining make for a cozy family hub. The living, dining and family areas overlook the terrace garden, an expansive area with plentiful natural lighting, elegant wooden flooring and folding doors. A delightful party venue without a doubt.

Spacious bedrooms invite you to sink into absolute comfort. Large windows let in plenteous sunshine and cheer, while affording beautiful views of the outdoors.

Premium fixtures, shower cabinets and touches of detail lend the bathrooms an exquisite aesthetic.

Every apartment features a staff room with toilet, utility and clothes drying area, and a separate external access is provided to the staff quarters.



60,000 sft Club.

One of the biggest in Bangalore.

Expect anything but a pristine lifestyle. The property will play host to an exclusive Club and Spa designed, managed and operated by professionals in hospitality.

Luxuriously appointed, the Club will be a haven of relaxation with endless opportunities for leisure, sport and fun.





The lifestyle less ordinary.
Luxuries at the club.

Recreational sport facilities at the Sports complex include:

- Well equipped Health club with Gym
- Steam & Sauna
- Aerobics hall
- Yoga and Meditation room
- Badminton
- Basketball
- Squash court
- Tennis court
- Outdoor childrens' play area

Leisure, recreational and convenience amenities offered at the Club include:

- 2 Swimming pools (Indoor heated pool and open air pool)
- Banquet hall with Pre-function area
- Business Center with Meeting Room and Reception
- Pool table
- Board games
- Table tennis
- Virtual golf
- Doctor-on-call facility
- Restaurant
- Crèche
- ATM center
- Pharmacy
- Library
- Convenience store
- Laundromat
- Beauty parlor
- Guest suites

Green homes that LEED the way.

'How green is my world?', you might ponder. Designed for LEED Gold certification, the green building design blends eco-sensitive features and innovative technologies.

Smart lighting, solar energy applications, rain water harvesting and water treatment offer substantial savings on energy bills, even as they help save the planet.



"A green building is one which uses less water, optimises energy efficiency, conserves natural resources, generates less waste and provides healthier spaces for occupants, as compared to a conventional building."

Green Initiatives

1. Use of solar water heating system designed to reduce the energy consumption through electric heaters.

HOW DOES IT HELP YOU? A solar powered water heater uses the heat from the sun to heat water. During the summer months this provides free hot water. Even on days when the sun is not strong enough to fully heat the water, a solar water heater will help to reduce the energy that is needed to heat the water by taking the chill off the cold water, which in turn saves money.

2. Rainwater harvesting on-site through a combination of recharge pits and collection tanks to ensure that as much rainwater as possible is captured within the site and reused.

HOW DOES IT HELP YOU? Saving rain water is a useful way of gaining a free supply of water for the garden, cleaning the car and other occasions where drinking quality water is not required. This is another one of the examples of how going green saves you money. By utilizing a natural resource, such as rainwater, you refrain from further depleting municipal water supplies.

3. Provision of level controllers in overhead water tanks. Use of effective lift management, and pumps with minimum 70% efficiency and motors with minimum 85% efficiency to reduce energy consumption.

HOW DOES IT HELP YOU? Many people are surprised, when they use a water conservation calculator, how easy it is to conserve water at home. A simple dripping tap can waste litres of water over the course of time. There are many useful water saving devices that can help to save natural resources and reduce expenditure.

4. Installation of low flow toilet fixtures including flushes and faucets to reduce the overall consumption of potable water.

HOW DOES IT HELP YOU? Low flow toilet fixtures are a smart addition to your home whether you are into low-impact living or just want to save money. Low flow toilet fixtures use as little as 6 litres of water per flush as compared to a standard toilet fixture which can use 14-26 litres per flush. ToolBase Services estimates that a family of four could save up to 83,000 litres of water per year by using a low flow toilet - which equates to as much as approximately Rs. 4500 annual savings.

5. 100% treatment of on-site waste water and reuse of the treated water for landscaping and other purposes thereby reducing the overall consumption of potable water.

HOW DOES IT HELP YOU? Shortage of potable water creates the challenge of conserving water to meet demand. Water resource management is essential to keep pace. Rainwater, groundwater, greywater and sewage are water resources that can be collected, treated and reused on site. Treated wastewater conserves potable water, offers utility fee savings and can be used to recharge groundwater, benefiting the environment.

6. Avoidance of incandescent lamps in the building. Use of energy efficient internal and external lighting fixtures such as minimum BEE 3 star rated fixtures, CFLs, T5's or T8 fixtures and LED lamps.

HOW DOES IT HELP YOU? Energy efficient lighting saves energy and therefore money. The purpose of a light bulb is to produce light, not heat. Incandescent light bulbs generate heat consuming power and are very energy inefficient. Lighting products that have earned the ENERGY STAR deliver exceptional features, while using less energy. Saving energy helps you save on utility bills and protect the environment by reducing greenhouse gas emissions.

7. High reflective roofs to reduce heat ingress into the buildings.

HOW DOES IT HELP YOU? The heat of the sun is absorbed by the roof, raising the ambient indoor temperature necessitating air-conditioning and therefore higher power consumption. Reflective roofs cut incident heat and help save on energy bills. In fact, green homes are 30-50% more energy efficient than conventionally built homes.

8. Use of paints with low or no VOC content to an extent of 100% of interior wall surface area and VOC emitting materials used within the interiors to ensure that a healthier environment is provided for all the occupants.

HOW DOES IT HELP YOU? Some paints contain heavy metals, formaldehyde, and ethylene glycol, which are added as pigments, drying agents or fungicides. Paints also contain solvents, which allow paint to evaporate to a solid film after it is applied to a surface. The solvents often contain VOCs, which can pose health risks to painters and homeowners who breathe the fumes. Such paints are being avoided. Use environment friendly paint without any toxic chemicals in them. These are better and healthier for you and the environment.

9. Design of apartments in such a manner that more than 50% of each apartment gets natural daylight that no artificial lights have to be switched on during the daytime.

HOW DOES IT HELP YOU? Reduced energy consumption and a structure that would allow better home ventilation and comfort in all apartments. Also brings down your electricity bills.

The Embassy portfolio



A relationship for life.

Embassy's long-term commitment.

At Embassy, the relationship doesn't end with the sale. It begins. The commitment to the long-term is validated in the professional property management provided by Embassy Services, which will ensure that capital and rental values are continuously enhanced over the years.

The scope of services span various aspects including security, housekeeping, equipment maintenance, pest control, landscaping and insurance.

Trust. Delivered.

Embassy Property Developments.

As a pioneer in developing luxury 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 together with its promoters, Embassy today is one of the leading IT/ITES developers in India.

The Embassy portfolio comprises 28.5 million sft of completed residential, commercial and retail space as of March 2011.

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.



Specifications:

GENERAL SPECIFICATIONS

RCC framed structure building. Concrete solid block masonry (Internal/External)
Covered parking spaces in two levels of stilt floors
LEED Gold pre-certified building

PLASTERING

Internal walls cement plastered with lime rendering
External wall plastering with cement plaster mixed with waterproofing compound

PAINTING

Paints of low VOC content, meeting LEED requirements
Interior: Plastic emulsion for internal walls and ceilings
External: Weather proof paint on textured backing

FLOORING AND CLADDING

Apartment:

Vitrified tiles for living, family, dining and kitchen
External grade wooden flooring for balcony
Laminate wooden flooring for all bedrooms
Anti skid vitrified tile flooring for utility area and domestic staff room
Flooring and cladding with ceramic tiles for toilets

Upgrade:

Italian marble flooring for living, family, dining, kitchen and bedrooms
Vitrified tile for flooring and cladding of toilets
Gypsum false ceiling for living, family and dining areas

Common Areas:

Italian marble for entrance foyer and staircase
Italian marble flooring for ground floor, first floor and second floor lift lobby
Vitrified tiles flooring and cladding for corridors on all floors
Kota or sadarali stone flooring for fire escape staircase

TOILET: FITTINGS AND ACCESSORIES

Bathrooms with wall hung EWC of superior make with dual flush concealed tank
Shower partition with clear glass and required accessories of superior make
Hot and cold mixer of superior make for basin mixer and under-counter wash basin in bathrooms
Exhaust fans in toilets
Internal piping for water supply with CPVC piping. Hot water lines insulated for minimum thermal losses
Drainage with UPVC piping
Twin robe hook, towel rod and soap dish trays
Bathrooms with hot and cold mixer, diverter, spout and overhead shower of superior make

DOORS AND WINDOWS

Entrance doors - 8' high opening with frame and 4' wide paneled single shutter with seasoned hardwood stained to match interior scheme
Internal doors - Bedroom doors are 7' high and 3' wide
Toilet doors - 7' high and 2'8" wide, with hardwood frames stained to match interior scheme, architraves and laminated flush shutters
External Doors/Windows - External doors, window frames and shutters in track sliding system
Windows with clear glass and retractable type mosquito mesh
Balcony and terrace railings in stainless steel and toughened glass
Easy access to balcony from family room via aluminium sliding folding door

Upgrade:

Internal doors with veneer finish

TELEPHONE AND DATA CONNECTION

TV points in bedrooms, living, family, dining and staff rooms
Telephone point in bedrooms, living and family rooms and toilets
Cable TV network provision with a centralized control room at a convenient location

ELECTRICAL

Power - 8 KVA for 3BHK, 10 KVA for 4 BHK and 12 KVA for 5BHK
Sufficient power outlets with concealed wiring with PVC insulated copper wires and modular switches
Light points provision
Kitchen power sockets for various appliances
Adequate power points for electric car charging at basement for each block
Switches & accessories are modular type of superior make

LIFT

1 Passenger lift of 16 passenger capacity and 1 stretcher lift of superior make for each apartment block

FIRE SAFETY

Apartments will have side throw sprinklers, concealed along the wall ceiling junction with gypsum cornice
Fire fighting system in each lobby and external yard hydrants

PLUMBING

Water supply at 135 litres per person per day with a storage capacity of 1.5 days
Gravity system for water distribution with UPVC and CPVC piping
Domestic water treated at filtration plants
Soil and sewage water treated at central sewage water treatment plant with water reused for irrigation
Central hybrid solar water heating system for all apartments at 25 litres per person per day
Back up heating in the hybrid system will be done with a highly efficient heat pump for maintaining temperature
Pressurized system with re-circulation line for 24 hours ready hot water availability

SECURITY SYSTEM AND HOME AUTOMATION

Security system with intruder alarm and motion sensors
Video door phone

GENERATOR BACKUP

100% power backup provided for all apartments and common services with automatic changeover switches

Note:

The brand type and colour of wares, fittings and accessories are subject to availability and architect's selection



Site plan



Scheme credits

ARCHITECT:
RSP Architects Planners and Engineers

PROJECT MANAGEMENT:
Synergy Property Development Services

STRUCTURAL CONSULTANTS:
Sterling Engineering

ENGINEERING CONSULTANTS:
RSP Consultancy Services

GREEN BUILDING CONSULTANTS:
En3 Sustainability Solutions

ENVIRONMENT CONSULTANTS:
Aquatech Enviro Engineers

CLIMATE CHANGE & SUSTAINABILITY CONSULTANTS:
Ernst & Young

LEGAL ADVISOR:
Anup Shah Law Firm