

MANAGED SERVICED APARTMENTS

*A Unique Concept
By*

 **ireo**  TM
THE BIG MULTIPLIER





THE *HOME* & *HOTEL* CONCEPT

Ireo presents Managed Serviced Apartments (MSA) - a unique dual-purpose concept residence that promises optimal utilization of your investment, by offering the flexibility of either residing in it when you wish to, or renting it out commercially when you do not. Located within the upcoming Ireo City area in the prime sector 59 of Gurgaon, this unique 'home & hotel' concept lets you experience the best of both worlds.



Not only will it serve as your home away from home on your visits to Gurgaon but it will double up as a professionally managed, revenue generating apartment complex when you are not staying in. As an integral part of the MSA concept, round-the-year servicing and marketing of the apartment is managed for you, by a professional hospitality operator, thus ensuring that your asset is always productive.

MSA owners can choose from two basic operating models, as per their specific personal use requirements.

CONCEPT A

If the primary objective is as an investment that gives regular Annuity Return and long term Capital Appreciation:

- A professional Hospitality Operator shall be engaged to manage, operate and market the units under this pool for a minimum period of 15 years. As part of this arrangement, the distributable cash flows shall be disbursed to owners on a bi-annual basis.
- The units shall be maintained to world-class standards and marketed widely for optimal revenue management.
- Self Use shall be allowed for a pre-agreed 2 weeks during Peak Season or 3 weeks during Non-Peak Season.

CONCEPT B

If the primary objective is for self-use, with the add-on flexibility of putting it on rent to minimize idle asset time:

- The units shall be maintained by an Ireo appointed professional facilities management team.
- The unit owner shall be entitled to opt for self-use or renting to third parties as per their individual discretion. Owners will enjoy the benefit of common areas & facilities for which they will have to pay a maintenance charge. In addition, housekeeping and renting assistance may be availed from the professional facilities management team on a pay-as-per-use basis.

TAILORED TO *INDIVIDUAL NEEDS*



A WORLD OF BENEFITS



The MSA concept is ideally suited to owners looking for:

A LUXURY PAD THAT COMBINES THE BEST OF BOTH WORLDS

Experience the luxury of premium facilities and services, but with the extra spaciousness and personalized feeling of being in your own home. The typical MSA unit is much larger than your regular five-star hotel room, and nearly twice the size of standard rooms in branded budget hotels in Gurgaon.

EXCELLENT LONG TERM INCOME OPTION

The MSA units are ideally suited as a long term income option for multiple reasons. First, their managed nature favours round the year productivity of the apartment asset. Next, their excellent location favours capital appreciation over time. Lastly they are ideally positioned to meet a currently unfulfilled niche in the rental market, given that Service Apartments are a

grossly under-supplied concept in Gurgaon, the fastest growing commercial hub of India.

VALUE FOR MONEY FOR FREQUENT TRAVELERS TO GURGAON

For frequent short stay visitors to Gurgaon, the MSA offers an excellent value proposition vis-à-vis repeated stay in luxury hotels. This also makes it an ideal unit for use as a company guest house in Gurgaon for executives, and also as a potential annual holiday home for NRIs.



A hand is holding a white, grid-patterned folder or binder. The folder has a distinctive grid of small squares on its cover. The background is a bright blue sky with some architectural lines visible, suggesting an outdoor setting. The text 'THE IREO ADVANTAGE' is overlaid on the right side of the image.

THE IREO *ADVANTAGE*

Get the professional edge.



Ireo - the largest FDI investor in Indian property and a leading pan-India developer

Ireo has been present in India since 2003 and has invested nearly USD 2 bn in a portfolio of high quality executable projects. This is spread across prime locations approximating 3,000 acres* of owned land, which is one of the leading pan-India asset portfolios.



The company has evolved as a fully integrated real estate organization and is developing its own projects. It possesses a diversified portfolio consisting of master planned gated communities, mixed-use office and retail spaces, industrial parks including SEZs and hospitality properties.



Ireo Hospitality-experienced professional team with proven track record of investing, developing and managing hospitality projects in India and overseas

At Ireo we have a dedicated team of top Indian and expatriate professionals running our hospitality business. With combined expertise of developing more than 10 marquee hotels in India and around the world, such as the Park Hyatt Milan, Park Hyatt Zurich, Grand Hyatt Mumbai, Marina Bay Sands and Park Hyatt Beijing.



Within India, Ireo Hospitality is already developing several other prestigious hospitality projects in association with the best International brands in NCR, Goa and other parts of India.



Ireo City is a mega new age Integrated Township spread over 700 Acres* in Sectors 58, 59, 60, 61 on Golf Course Extension Road which is fast becoming the most premium micro-market in Gurgaon.

The site for Ireo's MSA project is at the intersection of two 60 Metre Wide Main Sector Roads in the heart of Ireo City. It will be surrounded by premium residential & commercial developments and will also be within walking distance from a Five Star Hospitality Complex and luxury retail facility being developed over 30 Acres* inside Ireo City. Further, fast exit routes will provide convenient access to the airport and other prime areas of the city.



P R E M I U M **A P A R T M E N T S**

These premium MSA apartments will be part of a larger mixed use retail and entertainment complex spanning approximately 4 acres* in the heart of Ireo City. The ground and first floor of the complex is where all the buzz is, with retail and entertainment hubs all accomodated here. As you ascend, the second floor onwards, opens up to premium residences where a combination of serviced studio, 1 and 2 BHK apartments are housed approximating 200 units. To maintain a top quality ambience, these apartments will be managed by a professional hospitality operator under the supervision of Ireo Hospitality.

Unit Types	Approx. Super Area [#] (in sq. ft.)
Studio Apartment	958 sq. ft.
1 BHK	1250 sq. ft.
2 BHK	1500 sq. ft.

*The areas mentioned herein are approximate and are subject to change at the sole discretion of the Company.





P R E M I U M F A C I L I T I E S & S E R V I C E S

A world of top facilities and services await you at Ireo MSA. Leisure, recreation and entertainment seamlessly converge here to give you a place like no other. Where cares melt away and only wellness abounds.

RECEPTION AREA

A grand lobby awaits your arrival
with a 24 hour front desk,
concierge and visitors lounge.





LIBRARY LOUNGE

Sit back with a book in the well housed library filled with books, newspapers, journals and TV materials.

A woman with long, wavy brown hair is smiling and looking to her right while shopping in a convenience store. She is wearing a light gray short-sleeved top and holding a small bottle in her right hand. She is pushing a shopping cart with her left hand. The background shows shelves stocked with various products, including canned goods and bottles, which are slightly out of focus.

CONVENIENCE **STORE**

A convenience store stocked with a range of everyday items for catering to your daily needs is located nearby.

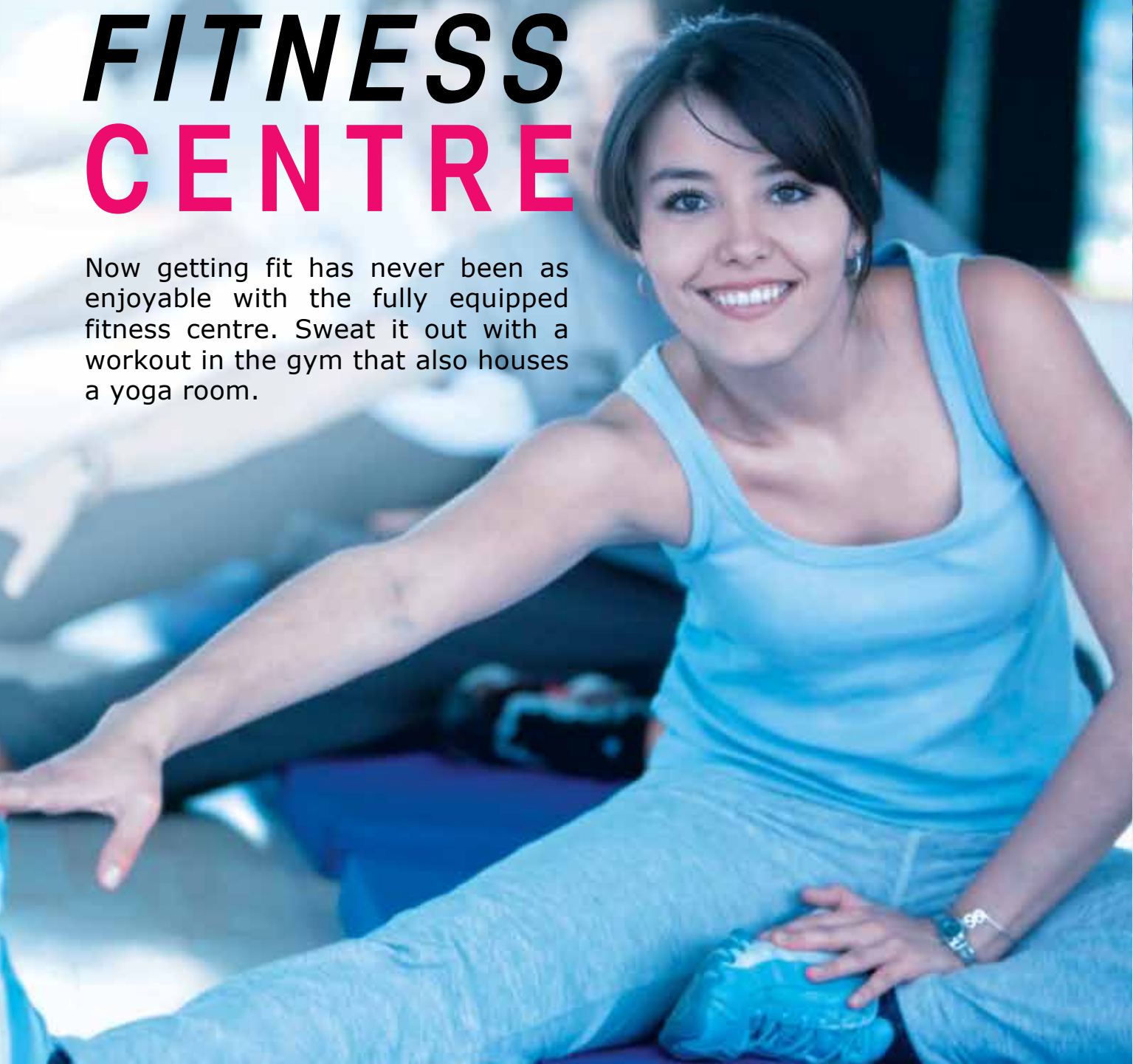
MULTI-CUISINE **RESTAURANT**

A sumptuous breakfast, lunch and dinner is available to you along with all day coffee, tea and snacks. Want it served in your room? Then you can avail room service during stipulated hours.



FITNESS **CENTRE**

Now getting fit has never been as enjoyable with the fully equipped fitness centre. Sweat it out with a workout in the gym that also houses a yoga room.



A vibrant underwater photograph of two children swimming in a pool. The child in the foreground is a girl with reddish hair, wearing a colorful polka-dot swimsuit and blue goggles, smiling as she swims. The child in the background is a boy wearing a blue and green patterned swimsuit and blue goggles, also smiling. The water is clear blue, and the pool floor is visible with light patterns. The text 'HEATED SWIMMING POOL' is overlaid on the right side of the image.

HEATED SWIMMING POOL

Soothe yourself in the warm waters of the swimming pool that is open all year long. It also comes with a separate kids pool, showers and changing rooms.



BUSINESS *CENTRE*

Experience the convenience of a fully equipped business centre with meeting facilities, an audio-visual room, secretarial help and documentation assistance.

COMMUNICATION

Ireo MSA is equipped with an ultra-modern communication system that has a land-line through central PABX, internet & wi-fi connections and satellite television. However Type B Unit owners have to directly avail of facilities like cable TV, wi-fi and other means of communications from various service providers and can be assisted with the same.





RETAIL & DINING OPTIONS

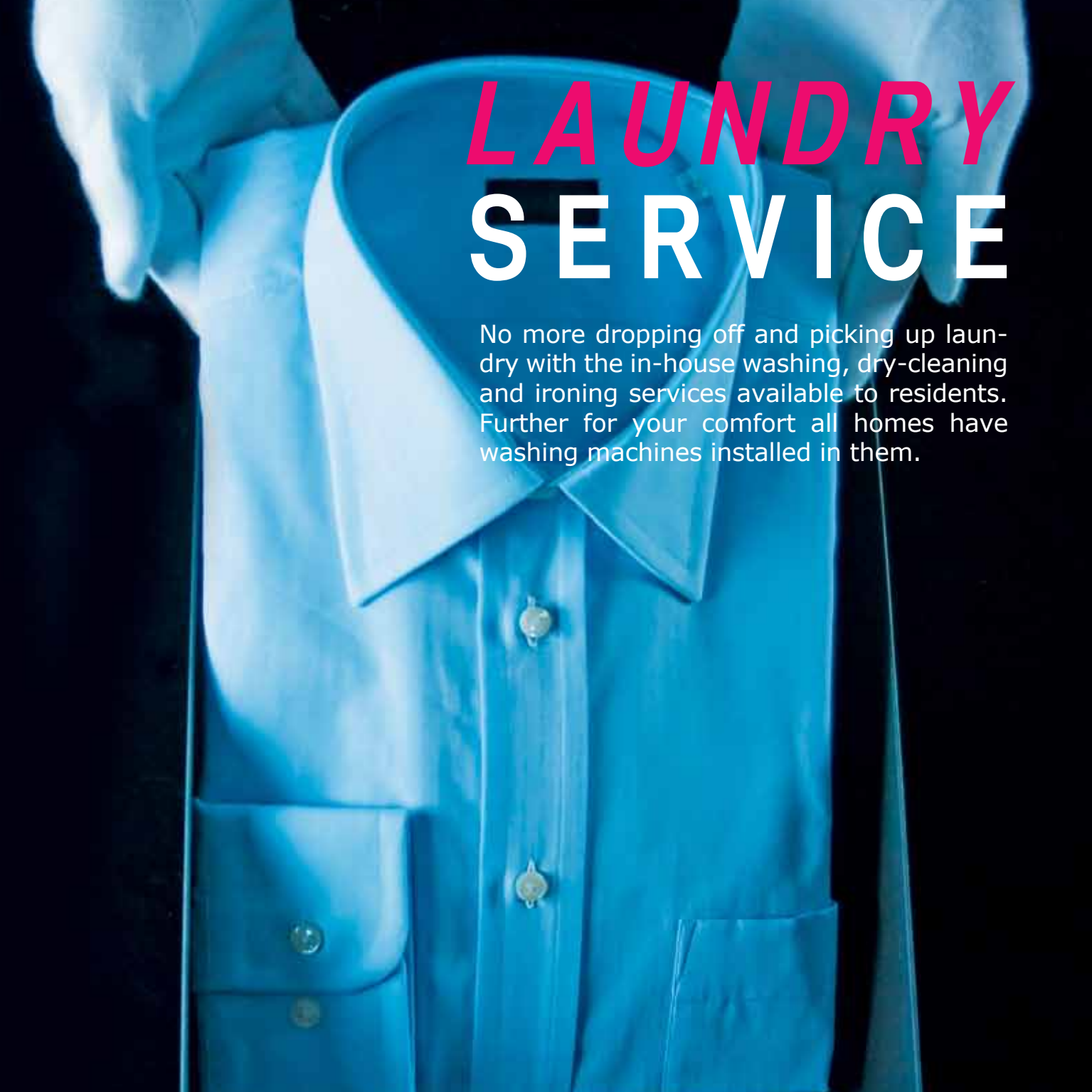
Just ride the elevator down to experience entertainment, shopping and dining options right in your complex.





HOUSEKEEPING & *MAINTENANCE*

Top of the line housekeeping and maintenance services are provided to ensure a quality ambience. Type A residences will be managed by a professional hospitality operator and Type B can avail of housekeeping and maintenance services on a pay per use from Ireo Facility Management Team.



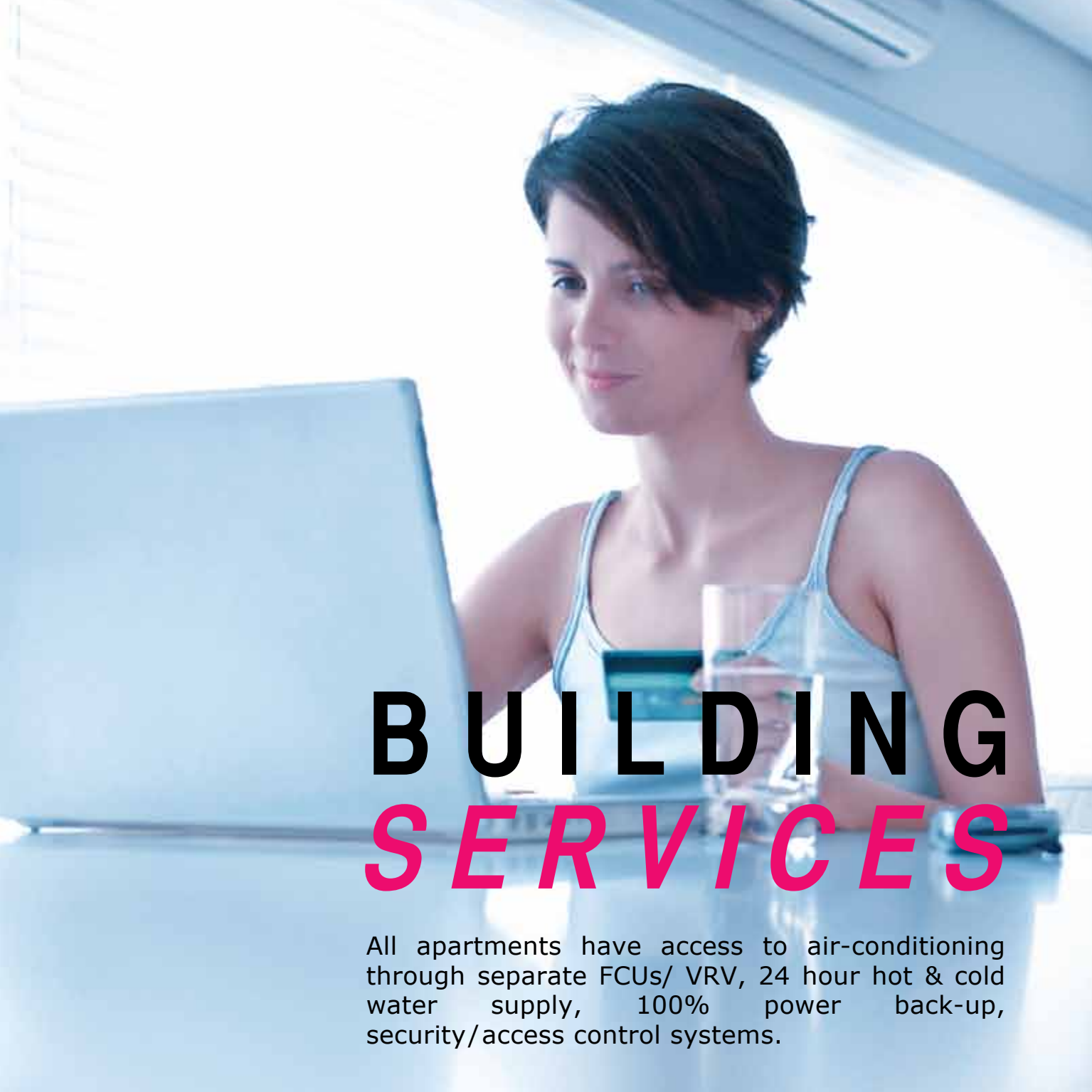
LAUNDRY SERVICE

No more dropping off and picking up laundry with the in-house washing, dry-cleaning and ironing services available to residents. Further for your comfort all homes have washing machines installed in them.

BASEMENT *PARKING*

Basement parking will ensure that vehicles are weather proofed.





BUILDING *SERVICES*

All apartments have access to air-conditioning through separate FCUs/ VRV, 24 hour hot & cold water supply, 100% power back-up, security/access control systems.



Ireo Private Limited

Orchid Centre, 5th Floor, Golf Course Extension Road, Sector-53, Gurgaon, Haryana-122002, India

Tel: +91 124 4754000, Fax: +91 124 4754100, www.ireoworld.com

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