



FINEST RETAIL IN THE
EPICENTRE OF **GURUGRAM**

SECTOR 57, GURUGRAM

RERA No.: RC/REP/HARERA/GGM/651/383/2022/126 Dated 23.12.2022.

M3M PARAGON 57

M3M Paragon is a **futuristic** and an **international mixed use style development** comprising **Retail, Multiplex** and **One BHK Duplex Apartments** – a living concept millennium city has never witnessed before.

M3M Paragon is a transformative mixed use development that is going to complement an equally alive and vibrant neighbourhood.

Occupying **3.16 acres** of prime downtown, on the Florence road, that compliments its magnificence, it's the right business opportunity that you have been holding on to invest.

M3M
PARAGON 57



4-LEVEL RETAIL



3 & 4TH FLOOR DEDICATED TO MULTIPLEX AND ENTERTAINMENT



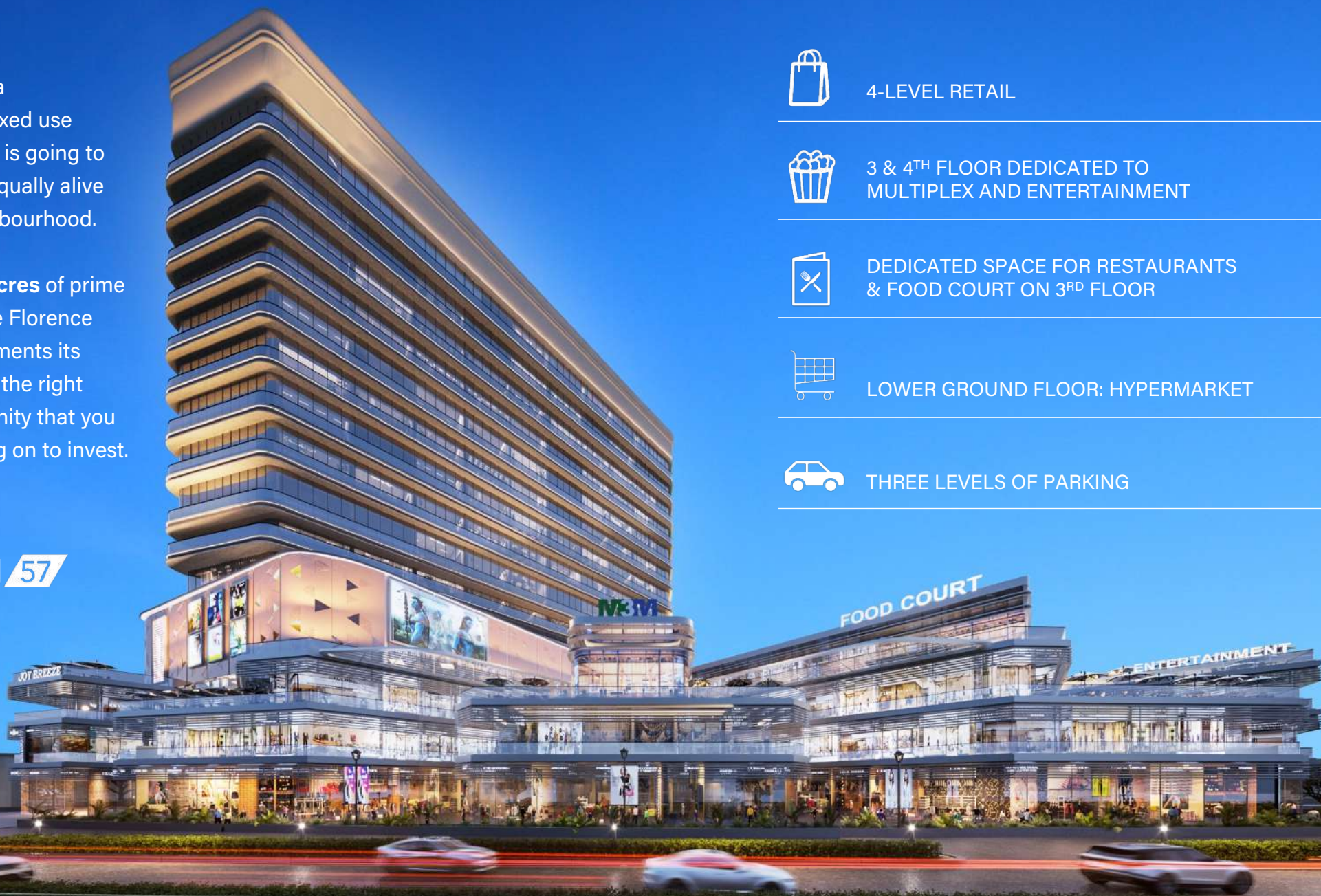
DEDICATED SPACE FOR RESTAURANTS & FOOD COURT ON 3RD FLOOR



LOWER GROUND FLOOR: HYPERMARKET



THREE LEVELS OF PARKING



WORLD-CLASS PARTNERS

Architecture and Design



GPM Architects & Planners, is one of India's leading architecture and design firms with over 40 years of experience providing comprehensive Architecture, Urban Development, Engineering and Project Management services.

Their in-depth knowledge of local markets, and client-focused outlook all contribute to creating a unique, innovative build fabric, which responds not only to the stakeholders' needs but also to the context, culture, and climate.

Key Projects: JW Marriott, Airport Authority of India, Indian Oil Corporation Limited, Central Park etc.

Landscape Design



Studio ATK provides professional landscape architecture services. They are leading environmental design and horticulture consultancy services in the country today.

Studio ATK is well known and respected for meticulous planning & detailing; a hence to core professional values and its commitment to excellence in design.

Key Projects: American Embassy School, New Delhi, Jaypee Hotel & Convention Centre at Agra, Ecological Park at Panipat Refinery for IOCL, Goenka World School, DFIDI Office complex at Qutub Minar.

Lighting Design



Ethereal Designs is a leading consultancy firm in the field of Architectural Lighting Design.

They have approached this project from the aspects of energy, comfort, safety, daylight integration, sustainability, environment; in sync with Architecture, Interior, Landscape Design.

Key Projects: Delhi PWD Streetscapes, Bangalore Airport, Amanora Park Town, Mumbai Airport, Select City Walk-Delhi, GVK One Mall-Hyderabad, Lodha Experia Mall, Dombivali, The Pulse Mall, Pune etc.

A PERFECT MIX: HI-STREET RETAIL, HYPERMARKET ONE BHK DUPLEXES & MULTIPLEX

ONE BHK DUPLEX APARTMENTS

PARKING & SERVICES

SERVICE FLOOR

CLUB FACILITY

5-SCREEN MULTIPLEX

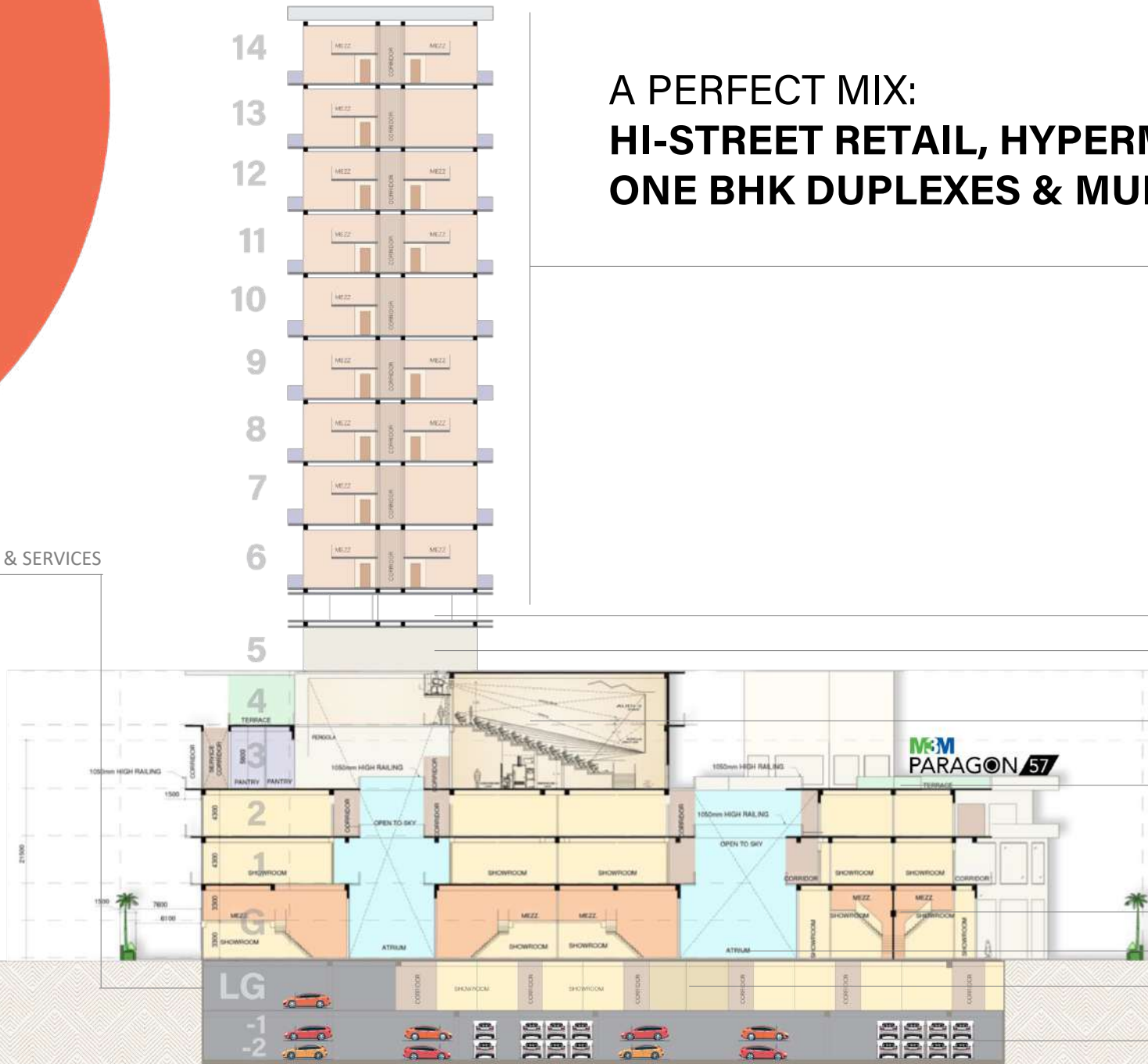
TERRACES

DOUBLE HEIGHT SHOWROOMS

ATRIUM

HYPERMARKET/ SHOWROOMS

PARKING & SERVICES



RESPECTFULLY INTEGRATED. CAREFULLY PLANNED

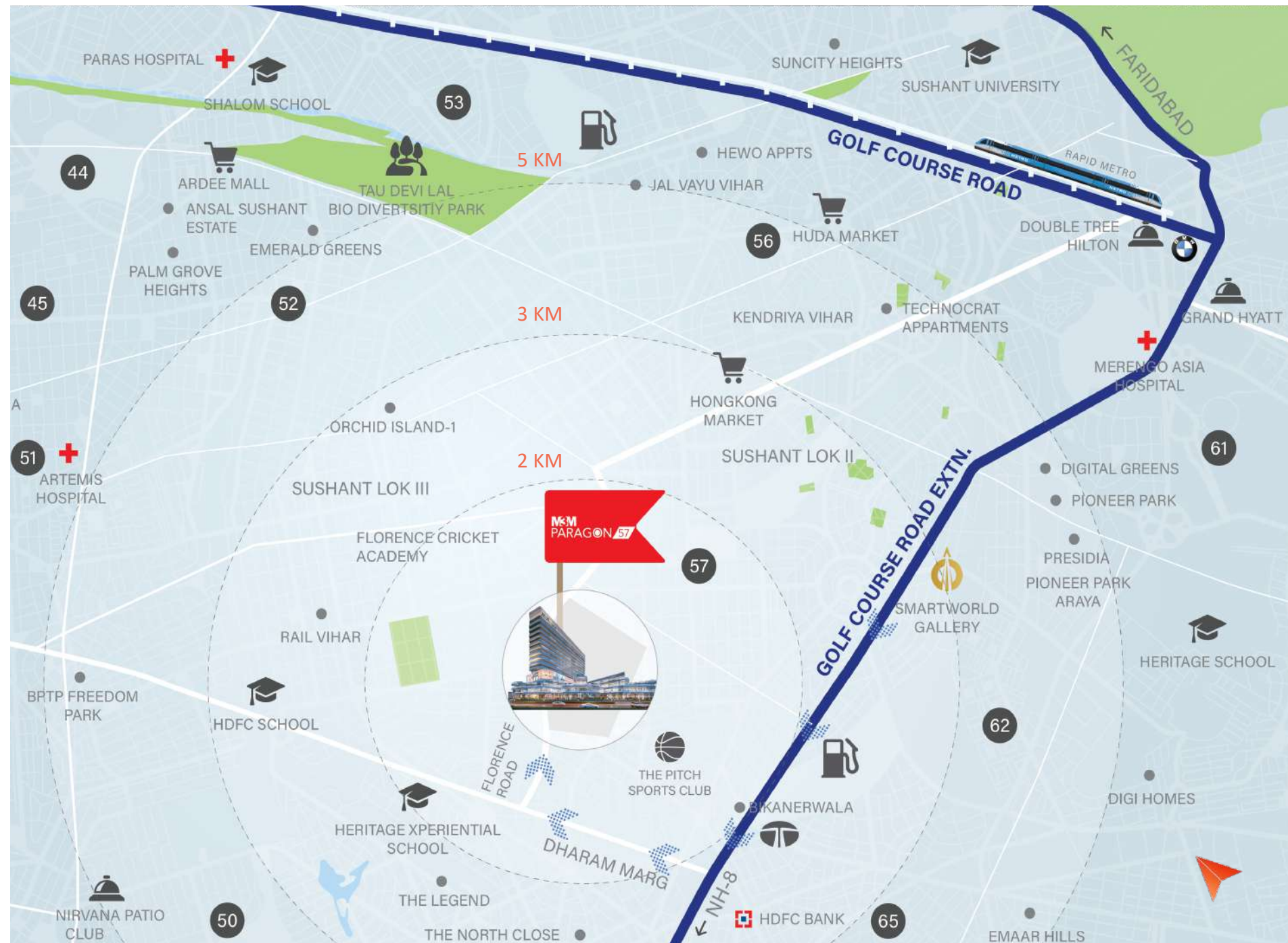
- LESS THAN 2 KMS FROM GOLF COURSE ROAD
- **RIGHT NEXT** TO GOLF COURSE ROAD EXTN.
- BANG ON 48 MTR. WIDE FLORENCE ROAD
- **WALKABLE-ARM-REACH** CONCEPT RETAIL
- PROVIDES **URBAN VITALITY** AND HAS **NO COMPETITION** FROM LOCAL MARKETS

WHAT LIES AROUND

50+
GROUP
HOUSING

21,000+
EXISTING
GROUP
HOUSING
DWELLINGS

2+ LAKH
HNI
CATCHMENT





SUBJECT SITE CATCHMENT ANALYSIS

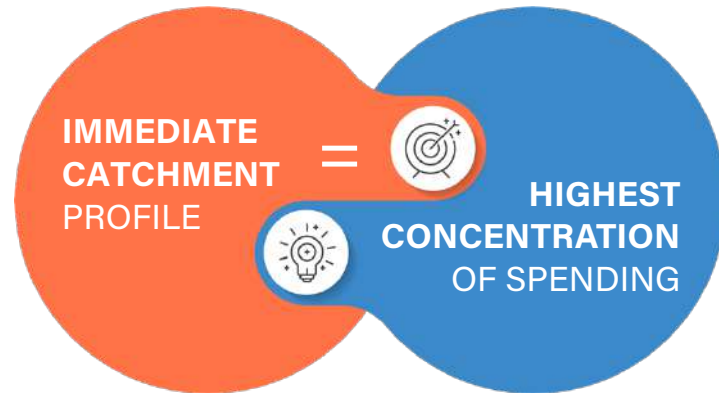
PRIMARY CATCHMENT:

- RESIDENTIAL DEVELOPMENTS IN **SECTOR 57** AND **SECTOR 62**. SECTOR 57 IS HUDA PLOTTED SECTOR COMPRISING MORE THAN **2000 HUDA PLOTS** AND MORE THAN **1500 PLOTS** IN **SUSHANT LOK PHASE II AND III**.
- THE CATCHMENT IS HIGHLY DENSE WITH **UPCOMING BUILDER FLOORS**.

SECONDARY CATCHMENT:

- RESIDENTIAL DEVELOPMENTS IN **SECTOR 45, 46, 47, 50, 51, 52, 56, 59, 60, 61, 62, 65**.
- **DEVELOPING & EMERGING AREAS** OF GURGAON WITNESSING **LUXURY AND HIGH END HOUSING PROJECTS**.

THE CATCHMENT



SUBJECT SITE REGION

FAST PROGRESSING ZONE, SLATED TO BE THE **NEXT DESTINATION** ALONG THE GOLF COURSE ROAD EXTN. IN THE **ALREADY DEVELOPED** DENSE RESIDENTIAL CATCHMENT IN THE **LARGEST SECTOR OF GURUGRAM** (800+ ACRES)



IMMENSE RETAIL POTENTIAL DUE TO **HIGH-END RETAIL DEMAND & DEARTH OF QUALITY MALLS/ HI-STREET** IN THE VICINITY

EXISTING HI-STREET CHARACTERISTICS:

- DECADE OLD
- POOR DESIGN
- LOW OCCUPANCY
- INTERRUPTED SHOPPING EXPERIENCE
- NO PREMIUM BRANDS

DETAILED GAP ANALYSIS

FULFILLING DEMAND
ASSESSING NEEDS AND GAPS

M3M Paragon opens new doors for shoppers with exclusive mix of retail brands, along with exceptional leisure & shopping experience, lacking so far in this micro market.





THE ENTRANCE PLAZA

This Commercial complex has a pleasing appearance that would charm most buyers. This will be a masterpiece designed to create a unique environment which offers diverse and secure mix of living spaces and retail.

- Strategically planned multiple accesses.
- Separate Vehicular and Pedestrian movement

- Landscaped plaza/Piazza.
- Multiple activity arena
- Multiple sitting arrangements

DESIGN
VOCABULARY



FLOORING



LIGHTING



SCULPTURE



VERTICAL GARDEN



WATER FEATURE



WIDE EAST AND WEST BOULEVARDS

● 24 ft High Double Height shops with mezzanine on Ground Floor



- Open-to-sky courtyards
- Maximum piazza/ atrium facing shops
- The retail has a very intimate scale
- Seamless vertical and horizontal connectivity

WHY GO FOR **DOUBLE HEIGHT SHOPS** ON THE GROUND FLOOR?

SUPER-HIGH EXPOSURE

24 feet high ground floor retail is going to provide the **right exposure** that any brand will wishfully desire for!

PRIME LOCATION

This will be the **1st port of choice** for the catchment, meaning brisk business for the investors and owners alike

BE HOST TO THE RIGHT BRAND

Look beyond basic rentals by playing a host to the brand that's best suited for this space, **get better returns**

MULTIPLE USABILITY

Suiting **multiple formats, multiple businesses** and **multiple target audiences**

YOU DON'T HAVE A CHOICE!

These are the **only double height retail shops** on the Golf Course Road Extn.



MULTIPLEX: A FOOTFALL GENERATOR FOR RETAIL



- Cinema multiplexes are a perfect example of **convergence of retail and entertainment** across the mall and high-street organised shopping formats
- Multiplexes are now proving themselves to be an **integral part of a successful** shopping mall/center
- Symbolic of footfall generator, multiplexes offer an **ideal opportunity to attract** boutique & anchor retailers to their development

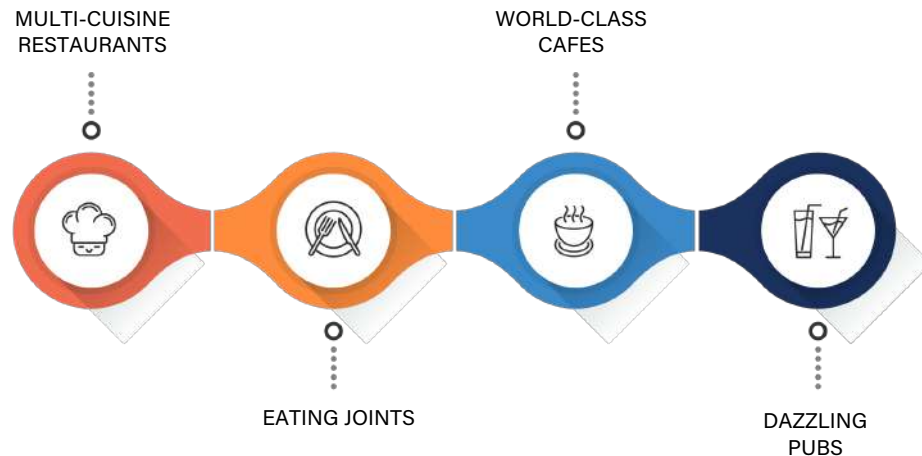


5-SCREEN MULTIPLEX AT LEVEL 3&4

FOOD COURT AT LEVEL 3

A DELIGHTFUL F&B EXPERIENCE

- The food court is an important element of M3M Paragon as it will complement the business of the other tenants in the mall
- The Food Court will drive and direct footfalls to retail
- This will provide a welcome relief to the serious shoppers to:
 - take a break and enjoy a quick fill up,
 - act as a hangout joint,
 - a party place for young adults,
 - a convenient getaway for corporate executives wanting to enjoy a jiffy lunch or a coffee break with their colleagues.



”

"Food courts play the **role of anchor tenant** in a retail. Along with complimenting businesses they provide good recreational space to the customers."



INTRODUCING

M3M
57TH SUITES

ONE BHK **DUPLEX** APARTMENTS

ONE BHK **DUPLEX** APARTMENTS

EXPLORE THE REALM OF THE **AVANT-GARDE** LIVING!



301

ULTRA LUXURY ONE BHK
DUPLEX APARTMENTS

1,210 SQ FT
UNIT AREA

4,200 SQ FT
DEDICATED RESTAURANT

32,200 SQ FT
CLUB AMENITIES

0 Minute
RETAIL

M3M
57TH SUITES

- One BHK **Duplex Apartments**
- Offers a **modern living** in a **prime downtown** location
- **Open-concept** layout
- **Premium amenities** and **excellent connectivity**
- **24x7 concierge** services for an elevated lifestyle
- A perfect **urban retreat**

ONE BHK **DUPLEX** APARTMENTS

AN IMPROVISED **CONCEPT FROM LOFTS**

WHAT'S A LOFT?

- A **Modern, spacious**, and **trendy** living space for **today's generation**
- These provide an **Open-Concept Living Space**, unique design elements and a trendy lifestyle.
- These have **high ceilings**, and **large windows** that allow for plenty of **natural light**.
- Lofts offer **flexible living spaces**, allowing residents to **customize their living arrangements** according to their needs.



BEDROOM
TEAM WORKPLACE
LIBRARY
STUDIO

LIVING ROOM
OWNER'S SPACE
ENTERTAINMENT SPACE
FRONT OFFICE

2x
LIVING

ORIGIN OF LOFT

- The story of the loft apartment started in **SoHo, New York**, a sought-after section of Manhattan in 1960s.
- Lofts were originally used as **workspaces for artists**
- They saw potential in their **high ceilings** and **open spaces** for creating living arrangements that were both **functional & inspiring**.

Lofts are currently basking in a **surge of popularity**, gracing the sets of numerous home décor shows

ADVANTAGES OF LOFTS

- A **spacious** and **unique living space**
- A **central location** in urban areas
- Potential for **customization** - Offer flexible living area.
- **Trendy** and **vibrant** neighbourhoods that offer a range of amenities and entertainment options.
- Lofts are easier to maintain

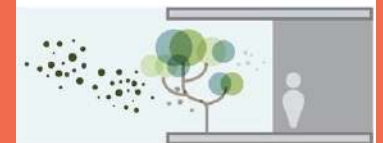
- They have typically **higher ceilings** and **larger windows**, which can make the space feel **brighter** and more **airy**.
- Lofts and apartments also **appeal to different lifestyles** and **demographics**.
- Lofts are often **sought after** by artists, creatives, and young professionals who appreciate the **unique design** of these living spaces.

A TRANSFORMATIONAL LIVING EXPERIENCE!

THERMAL COMFORT



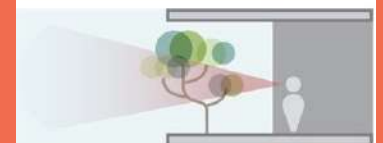
AIR QUALITY



NOISE ABSORPTION



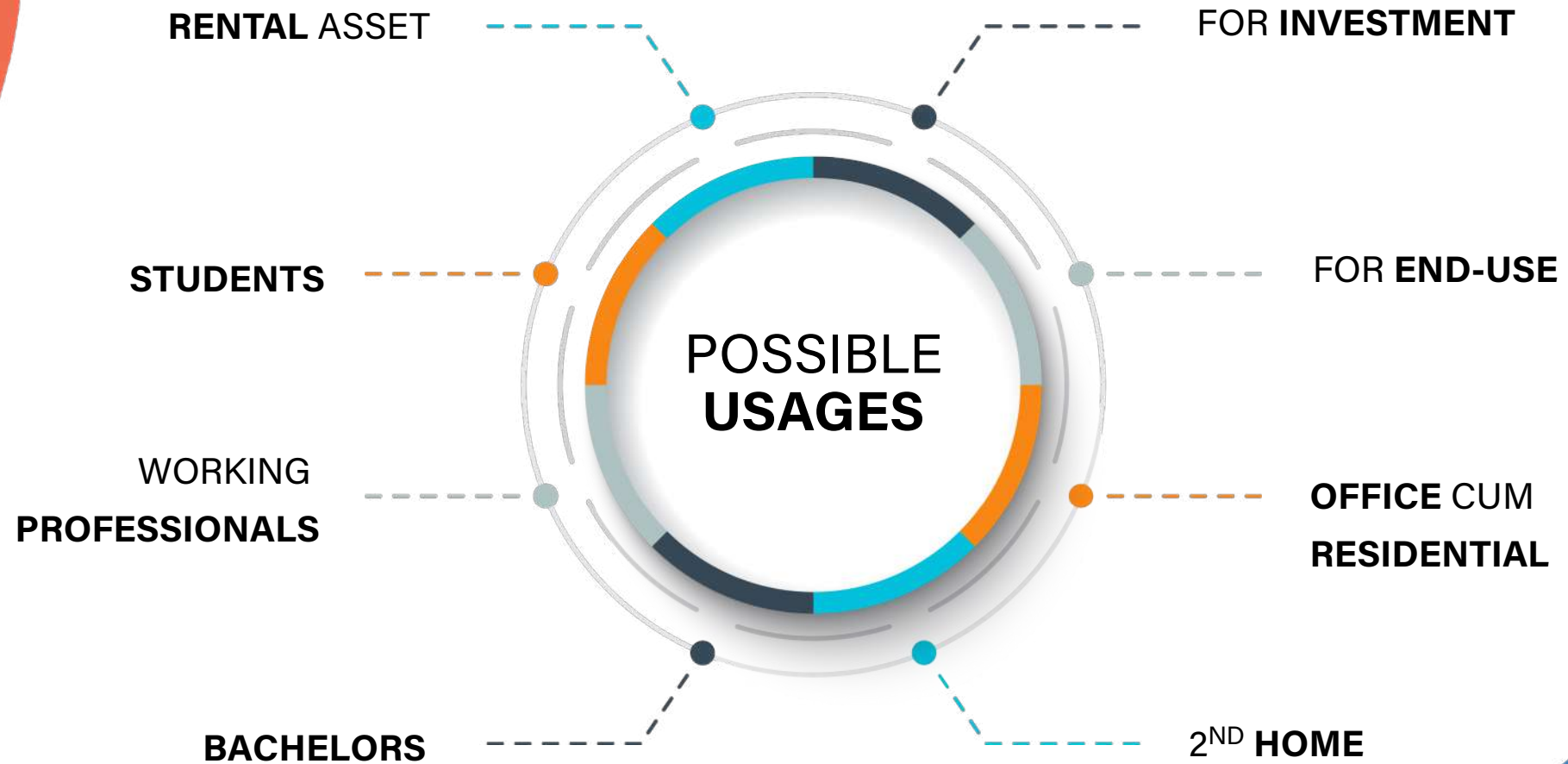
BIOPHILIA
YOUR CONNECTION
WITH NATURE





- Wide-open living spaces and floor-to-ceiling **height of 19 feet** extends plenty of **room to breathe**
- These apartments are spacious with **adaptable spaces**
- **Private balcony** with city views
- Exclusive lobby





THIS MULTIFUNCTIONAL GEM IS YOUR CANVAS FOR ENDLESS POSSIBILITIES!



A BACHELOR'S
PAD

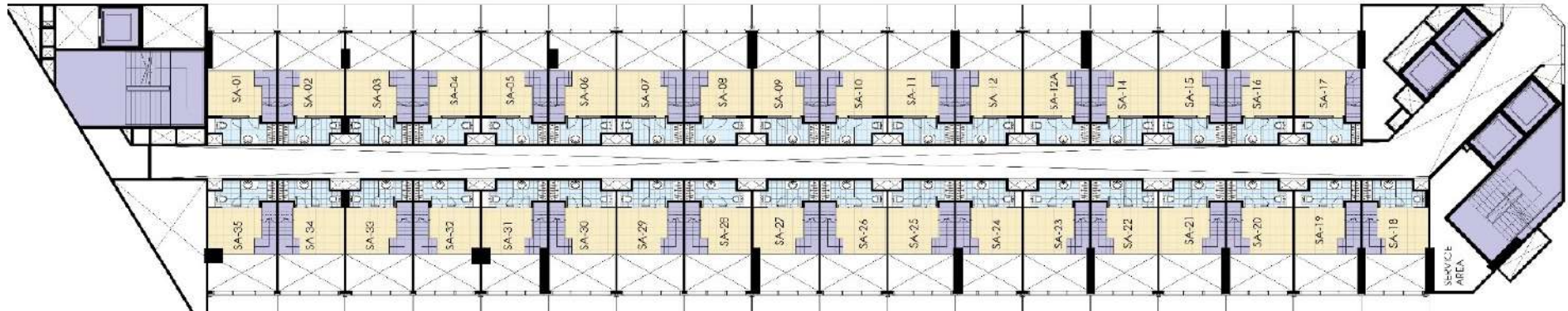


FOR YOUNG
COUPLES



2ND HOME FOR
A BUSINESS PROFESSIONAL

TYPICAL FLOOR PLAN



TYPICAL MEZZANINE LEVEL PLAN



TYPICAL LOWER LEVEL PLAN

TYPICAL UNIT PLAN



TYPICAL UNIT : 1210 SQ FT | 310 UNITS

EXTENDING A CHIC LIFESTYLE!

EXCLUSIVE CLUB AMENITIES



CLUB TERRACE



RESTAURANT AT THE CLUB



CLUB FITNESS CENTRE



ALL DAY CAFE

A HOLISTIC LIVING EXPERIENCE!



M3M - A DEVELOPER OF **PROMISE AND CREDIBILITY**



LET US HELP YOU MAKE THE MOVE THAT MATTERS!



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Lofts at "M3M Paragon57" is an independent standalone Commercial Project and part of larger license Residential Colony being developed on the part of licensed land bearing no. 10-16 of 1996 dated 16.02.1996. The project is on land admeasuring 12,788.07sq. mts. (3.16Acres), situated at Block-A, Sector - 57, Sushant Lok-III, Gurugram Haryana and conveyance deed duly registered vide Document No.7936 dated 13.09.2022 with Sub-Registrar, Wazirabad, Gurugram, Haryana in favour of Promoter Company i.e. Paryapt Infrastructure Pvt. Ltd. The Project is duly registered with Haryana Real Estate Regulatory Authority vide Regn. No. RC/REP/HARERA/GGM/651/383/2022/126, dated 23.12.2022. The development of the Project is in accordance with the Building Plans approved and sanctioned by DTCP, Haryana.

The use of word 'M3M' shall in no manner be construed or interpreted as M3M India Pvt. Ltd. being the Promoter and / or Developer of the Project.

Dispute with regard to the interpretation of information will be subject to the exclusive jurisdiction of District Courts at Gurugram and Hon'ble High Court of Punjab & Haryana at Chandigarh, India.

1 Hect. = 2.471Acres, 1 Acre = 4840 sq. yds. or 4046.86 sq. mtrs., 1 sq. mtr. = 10.764 sq.ft