



Presents



Relish the joy of owning a smart home

"The joy of owning a home is one of the greatest pleasures and pursuits of human life. It can be equated to the joy one derives in celebrating a vibrant festival"

Celebrate Living in all its glory

MARG ProperTies launches 'Utsav' for the value conscious home seeker. Utsav in Sanskrit means festival and celebration in Hindi. At Utsav, your mood will be elevated to a blissful state, you will celebrate everyday as a special occasion and you will experience unlimited joy and happiness.

On ECR, nestled inside MARG Swarnabhoomi you will find Utsav smart apartments loaded with rich features and amenities, housed in a residential gated community. Utsav promises to be the new defining address for the discerning home seeker. Utsav comes with two bedroom, two bedroom plus and three bedroom apartments



MARG SWARNABHOOMI LOCATION

- 90 minutes from Chennai, located off the scenic East Coast Road towards Puducherry
- 60 kms from Puducherry
- Proposed rail link connecting Chennai and Puducherry via Cheyyur
- Proposed six way express highway (ECR)
- Proposed Cheyyur power station – 10 kms
- Proposed Nemmeli desalination plant – 35 kms





MARG Swarnabhoomi, offers wholesome benefits for businesses of varying sizes, educational institutions and residential occupants who seek value improved lifestyles. Just a short drive after Mahabalipuram, Swarnabhoomi features offices that share the same view as homes, lush green spaces, and abundant water bodies in a pollution free environment.

An investment brimming potential

At MARG Swarnabhoomi, life and lifestyle take a new dimension altogether. It is the ideal lifestyle destination where businesses, education, healthcare, entertainment and recreation co-exist in perfect harmony. With two SEZ's, state-of-the-art

infrastructure facilities, rich employment opportunities, and a projected one billion dollar economy, whichever way you look at it, investing in MARG Swarnabhoomi makes prudent sense

LIVING

Value enriched living spaces to enhance life.

To provide better work-life balance in the SEZ, MARG has built cost-effective homes and for the value conscious home seeker.

The lifestyle promises a 20% savings on the cost of living, this includes high quality living spaces, reduction in travel expenses to work and school, better work life balance, world-class medical facilities, theme parks, shopping malls and much more.

- Exquisitely crafted residential enclaves including apartments, row houses and luxury villas
- World-class amenities including uninterrupted power, water, piped gas & telecom
- Eco-friendly rain water harvesting, solid waste management and pollution free environment



BUSINESS

Two SEZs to supercharge the economy

MARG Swarnabhoomi will house two SEZs. An Engineering SEZ and a Multi-services SEZ, that provide overall economic benefits and massive cost savings for corporate houses. Well connected by road, rail and sea it will help improve employee work-life balance, cut down attrition rates, boost productivity and will assist in doubling profits.

Multi-Services SEZ

- Spread over 300 acres
- Includes a Science Park spread over 30 acres
- Dedicated to IT, Research, Animation & Simulation Healthcare

Engineering SEZ

- Spread over 312 acres
- Dedicated to Engineering & Power, Auto Ancillary, Auto Electronics
- Space Electronics, Aviation Electronics and Medical Electronics

Science Park

The Multi-Services Special Economic Zone also features a Science Park for research. Spread over 30 acres, the Science Park will serve as a "knowledge hub" for students and for firms involved in cutting-edge research in life sciences.

LEARNING

World-class education centres to further knowledge and develop talent

- An institute for scientific and industrial research in construction management
- Foreign universities in nursing, arts, fashion etc.
- Corporate training in functions and skills

BVM Global School

BVM Global is a CBSE based residential school that can accommodate 1,280 students. Loaded with state-of-the-art infrastructure and amenities that match international standards comes as an additional for your child's growth.

Swarnabhoomi Academy of Music

Swarnabhoomi Academy of Music, envisioned by world renowned guitarist and composer, R Prasanna, will offer a 1 year diploma, along with short term courses and workshops.



SWARNABHOOMI MASTER PLAN



SITE PLAN



1. Security and Main Entrance
2. Club House
3. Space for ATM
4. Childrens Play Area
5. Jogging Track
6. Day Care Centre
7. Car Wash Bay
8. Senior Citizens Park
9. Open Car Park
10. Convineo
11. Accupuncture walkway
12. Basket Ball Court
13. Cricket Net
14. Shuttle Court
15. Yoga Platform
16. Pavilion
17. Skating Rink
18. Swimming Pool





These smart apartments at Utsav come loaded with rich features and amenities that enhance and enrich your life and lifestyle.

Features and Amenities

Security

Clubhouse

Space for ATM

Children's Play Area

Jogging Track

Day Care Center

Car Wash Bay

Senior Citizens Park

Open Car Park

Convenio

Acupuncture Walkway

Basketball Court

Cricket Net

Shuttle Court

Yoga Platform

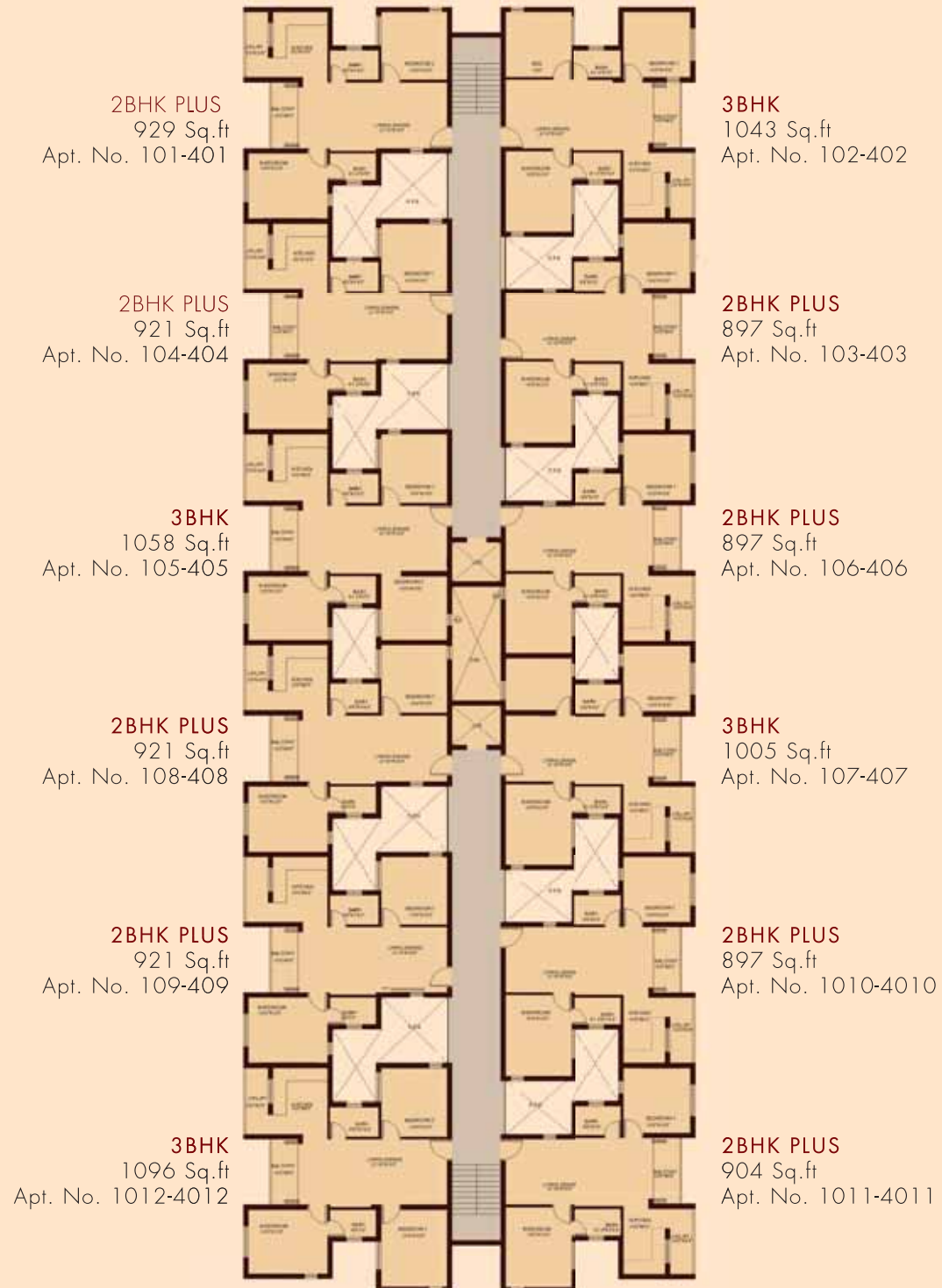
Pavilion

Skating Rink

Swimming Pool



TYPICAL
FLOOR PLAN
BLOCK A,B,C
(STILT+4)



BLOCK A,B,C
(STILT+4)

2BHK PLUS

921 Sq.ft.

Apt. No.

104-404 | 108-408 | 109-409

929 Sq.ft.

101-401



3BHK

1058 Sq.ft.

Apt. No. 105-405



929 Sq.ft

921 Sq.ft

1058 Sq.ft

921 Sq.ft

921 Sq.ft

1096 Sq.ft

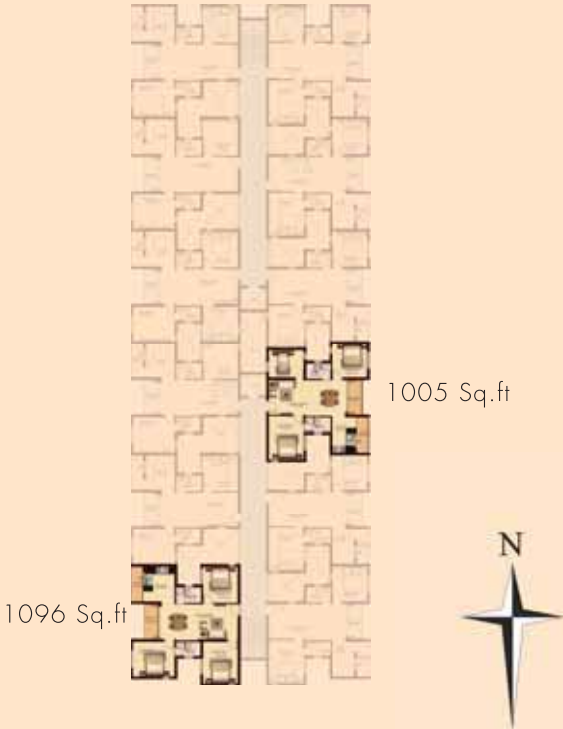


BLOCK A,B,C
(STILT+4)

3BHK
1096 Sq.ft.
Apt. No. 1012-4012



3BHK
1005 Sq.ft.
Apt. No. 107-407



BLOCK A,B,C
(STILT+4)

3BHK

1043 Sq.ft.

Apt. No. 102-402



2BHK PLUS

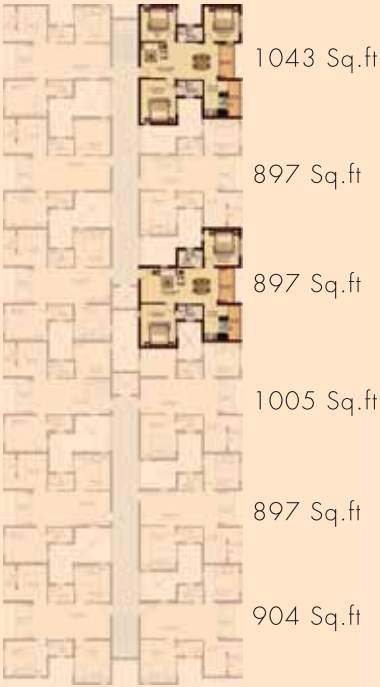
897 Sq.ft.

Apt. No.

103-403 | 106-406 | 1010-4010

904 Sq.ft.

1011-4011



TYPICAL
FLOOR PLAN
2BHK
BLOCK D,E
(G+3)



638 Sq.ft.
Apt. No.
G12-3012

628 Sq.ft.
G8-308 | G4-304



653 Sq.ft.
Apt.No.
G9-309 | G5-305

664 Sq.ft.
G1-301



TYPICAL
FLOOR PLAN
2BHK
BLOCK D,E
(G+3)



628 Sq.ft.
Apt.No.
G7-307 | G3-303

638 Sq.ft.
G11-3011



653 Sq.ft.
Apt.No.
G10-3010 | G6-306

664 Sq.ft.
G2-302



TYPICAL
FLOOR PLAN
BLOCK F
(STILT+4)

2BHK PLUS
1089 Sq.ft
Apt. No. 101-401

3BHK
1157 Sq.ft
Apt. No. 104-404

2BHK PLUS
1018 Sq.ft
Apt. No. 105-405

3BHK
1157 Sq.ft
Apt. No. 108-408

2BHK PLUS
1018 Sq.ft
Apt. No. 109-409

3BHK
1157 Sq.ft
Apt. No. 1012-4012

2BHK PLUS
1018 Sq.ft
Apt. No. 1013-4013

3BHK
1157 Sq.ft
Apt. No. 1016-4016

2BHK PLUS
1018 Sq.ft
Apt. No. 1017-4017

3BHK
1209 Sq.ft
Apt. No. 1020-4020



3BHK
1232 Sq.ft
Apt. No. 102-402

2BHK PLUS
1013 Sq.ft
Apt. No. 103-403

3BHK
1181 Sq.ft
Apt. No. 106-406

2BHK PLUS
1013 Sq.ft
Apt. No. 107-407

3BHK
1181 Sq.ft
Apt. No. 1010-4010

2BHK PLUS
1013 Sq.ft
Apt. No. 1011-4011

3BHK
1181 Sq.ft
Apt. No. 1014-4014

2BHK PLUS
1013 Sq.ft
Apt. No. 1015-4015

3BHK
1181 Sq.ft
Apt. No. 1018-4018

2BHK PLUS
1018 Sq.ft
Apt. No. 1019-4019



BLOCK F
(STILT+4)



3BHK
1232 Sq.ft.
Apt. No. 102-402



BLOCK F (STILT+4)

3BHK

1157 Sq.ft.

Apt. No.

1016-4016 | 1012-4012

108-408 | 104-404



1181 Sq.ft



1157 Sq.ft

3BHK

1181 Sq.ft.

Apt. No.

106-406 | 1010-4010

1014-4014 | 1018-4018

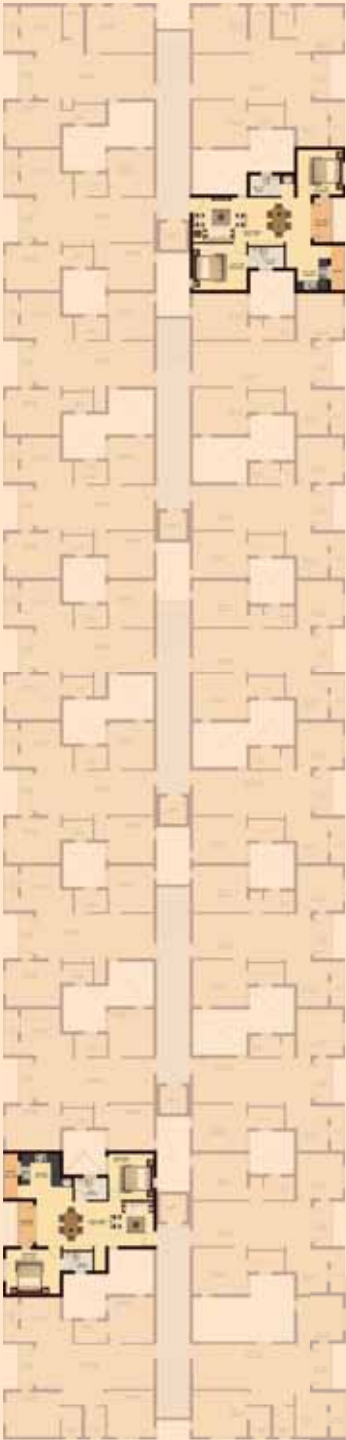


BLOCK F
(STILT+4)



2BHK PLUS
1018 Sq.ft.
Apt. No.
1017-4017 | 1013-4013
109-409 | 105-405

2BHK PLUS
1013 Sq.ft.
Apt. No.
103-403 | 107-407
1011-4011 | 1015-4015



1013 Sq.ft

1018 Sq.ft



BLOCK F
(STILT+4)



3BHK
1209 Sq.ft.
Apt. No. 1020-4020



2BHK PLUS
1018 Sq.ft.
Apt. No. 1019-4019



1209 Sq.ft 1018 Sq.ft



Features & Specifications

STRUCTURE	RCC Framed structure complying to seismic zone requirements. Outer Wall 230 mm thick brick masonry, Inner Walls 115 mm thick brick masonry.
FLOORING	
Living/Dining	Ceramic Tiles
Balcony	Ceramic Tiles
Bedrooms	Ceramic Tiles
Kitchen	Ceramic Tiles
Toilets	Ceramic Tiles
Corridor Area	Kotah Stone
Staircase	Grano flooring
DADOING	
Toilets	12"X8" glazed concept tiles up to 7' height bath area rest 4' 6" height.
Above Kitchen Platform	Glazed tiles up to 2' height.
Utility walls.	Glazed tiles up to 3' height on 3 side walls.
RAILING	
Staircase	MS railing
Balcony	100 mm thick Block work and MS pipe at top.
WEATHERING COURSE / WATER PROOFING	
Toilets	Approved water proofing compound to floor and walls of toilet followed by average 15 to 20mm thick protective screed in cement mortar 1:3
Terrace :	Weathering course with surki concrete by using broken brick jelly over RCC roof slab. Finishing the top with one course of pressed tiles.
PLUMBING/SANITARY FITTING	
Sanitary	Parryware or equivalent standard fitting in white.
Plumbing	CP fittings metro/waterman or equivalent. Geyser point in all the toilets. SS Sink at Kitchen without drain boardLong body bib cock for kitchen sink. OH Shower.
PLUMBING	PVC/UPVC, GI Pipes.

DOORS	
Main Door	Hard wood frame with teakwood shutters OST. Main door with mortise lock, door eye, door chain, tower bolt, door stopper, bush, handle.
Other Door	Painted flush doors with aldrop tower bolt, handle and door stopper, bush
Toilet Doors	PVC doors and frames with latch and Handle.
Window	Powder coated aluminum windows without Grills.
PAINTING	
Interiors	Cement Paint
Ceilings	White Wash
Exteriors	Weather Proof Paint
Hand Rails	Enamel
ELECTRICALS	Modular switches from Anchor Rider or equivalent. Power point Provision for Air Conditioner in Master bedroomsTele- phone points (Intercom & Security) in living room. Television point in living room. Provision of power points (15A) for fridge, Grinder in the kitchen. Provision for Exhaust Fan in kitchen. Provision for Geyser point in Toilets.
POWER BACKUP	DG Back up for Common areas, Lifts.
ELEVATOR	Lift for all the Blocks.
DRIVEWAY	Bitumen Road for all external areas. Granolithic flooring for Stilt Area.
DRAINAGE	Sewage Treatment Plant Strom water drains with Block work, plaster.
WATER SUPPLY	Water Treatment Plant.
GENERAL	Single lofts for one bed room and kitchen. Electrical Fixtures will be provided for common areas. Granite counter with stainless steel sink in kitchen

The expertise and skill MARG brings to Utsav.

MARG Ltd., India's leading infrastructure company which is into building SEZs, IT Parks, Malls, Residential Spaces, Integrated Townships, Roads & Highways, Power Projects, Ports and Airports, identified the need for the city's contours to expand very rapidly.

Marine Infrastructure:

From ports to fishing harbours, from dredging to marine logistics, MARG has brought about a sea change to the marine infrastructure of the nation. MARG Karaikal Port is poised to become the premier port in the region.

Industrial Clusters:

MARG Swarnabhoomi is a new era city - a sprawling area where work spaces and homes are integrated - a place where you can walk to work.

Real Estate Commercial

MARG Junction is a 1.8 million Sq.ft. mixed use development on OMR. It is poised to be a one stop shop for shopping, dining, cinema, leisure, entertainment and much more.

Real Estate Residential

MARG ProperTies - the real estate residential arm provides value enriched homes and builds everlasting relationships. It has something to offer for everyone, showcasing a range of living spaces from functional budget apartments to super luxury villas.

EPC Contracting:

MARG has over 500 man years of technical experience in handling deep excavation works, high rise buildings, power sub-stations, high power (above 132 KV) transmission lines. With this superior expertise and landmark projects MARG continues to contribute to the nation's changing skyline. The Engineering, Procurement and Construction (EPC) has become a vertical called MARG Foundation India.

MARINE INFRASTRUCTURE



KARAİKAL PORT

INDUSTRIAL CLUSTERS



MARG SWARNABHOOMI

COMMERCIAL SPACES



MARG JUNCTION

RESIDENTIAL SPACES



TAPOVAN - PREMIUM HOMES



4/318, Old Mahabalipuram Road, Kottivakkam, Chennai-600 041.
Ph: +91 44 2454 1111. www.margproperties.com

* This product literature is not a legal offering and is subject to change as per the architects advice.