

PURAVANKARA

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LUXURY HOMES FOR THE 1% CLUB
44 LIMITED-EDITION RESIDENCES

PURVA
MERAKI

HSR LAYOUT

For details, visit <https://rera.karnataka.gov.in/>



**WHEN FOCUS & PASSION DRIVE YOU,
WELCOME TO THE 1% CLUB.**



Your life is one-in-a-million. You're at the zenith of your profession. You've redefined classic traditions and modern minds. And you've provided your family with the best. In other words, you're in the 1% club. It's not easy to get there. That's why your exceptional life ought to be placed like a pearl within an exceptional oyster. Welcome to Purva Meraki. Limited-edition apartments crafted with meticulous passion, wrapped in invaluable silence, and featuring unlimited privileges. Luxury homes for the 1% club.



Design inspiration

BALANCING

MODERNISM & WARMTH



Artistic impression

Being in the 1% club requires balance. Between authenticity and popularity, toughness and gentleness. Meraki's design also strikes a rare balance... between modernism and warmth. The contemporary design, boutique elements and long lines evoke modernism. The fine materials like brick, glass, and wood radiate warmth. Moreover, each home is designed to be bathed in light, perfectly fusing luxury and nature. One third of the property is also curated with landscaped amenities, and these peripheral green areas offer every house a view into a garden of their own.

NOTE FROM THE CEO



Bangalore is a city that effortlessly combines traditions and trends, progress and serenity. HSR Layout is a perfect example. We hugely admire the area for its charming balance of fine living and smart working, of culture and commerce. The gracious citizens of this upscale neighborhood are truly a class apart. We knew we would have to offer them something that was “one in a million”, just like them.

That’s why we put unequalled passion into Purva Meraki. A limited edition masterpiece with all the hallmarks of the high life. Ideal for the cultured, distinguished members of the 1% club. You no longer need to visualize your signature space far from home. You can experience sheer luxury, unlimited privileges, and thoughtful living right where you are. Welcome to where you belong - the 1% club.

Abhishek Kapoor

Chief Executive Officer, Puravankara Ltd.

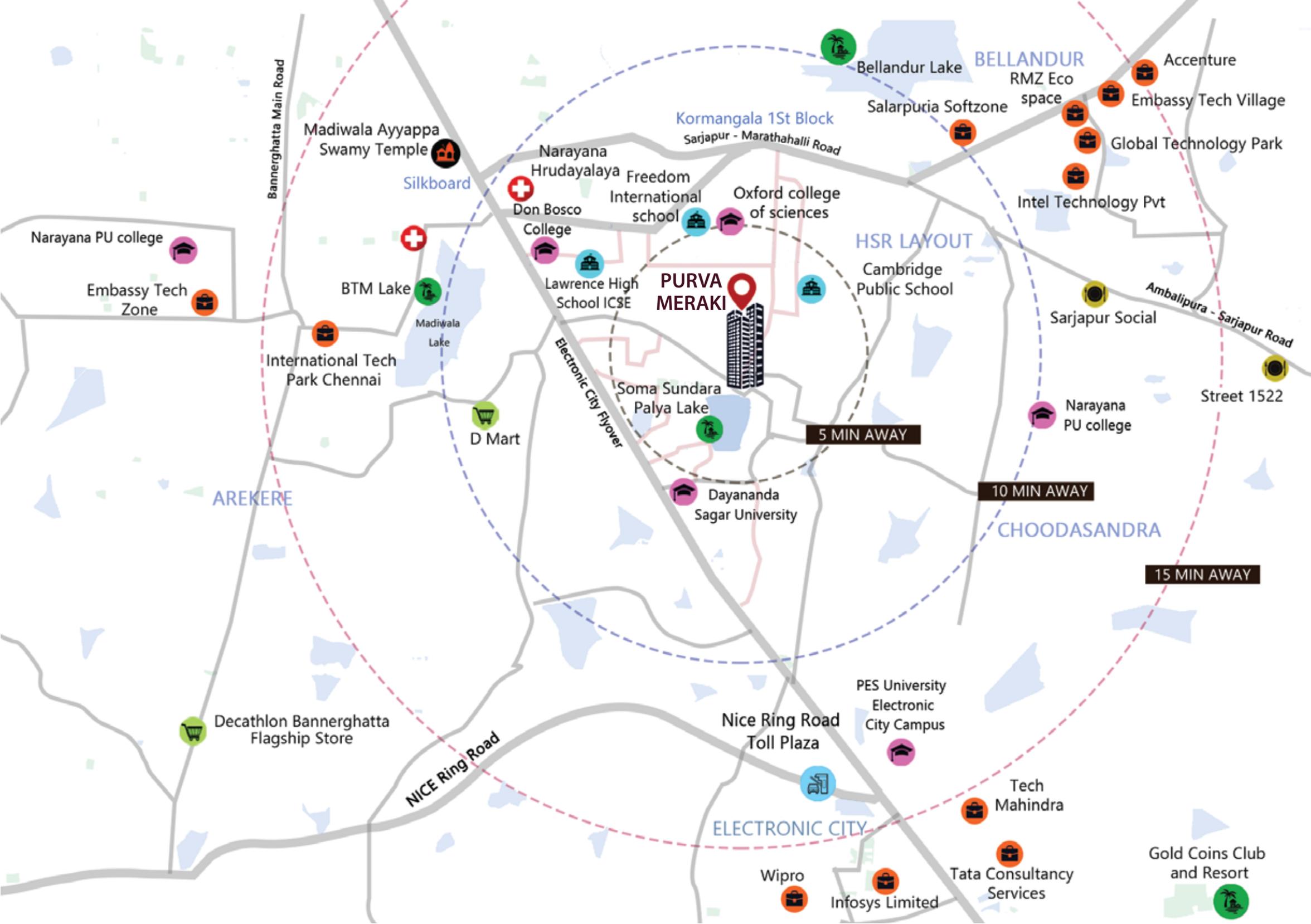


Artistic impression

THE QUINTESSENTIAL HOME FOR THE 1% CLUB

Highlights:

- 44 limited-edition, ultra-spacious homes that redefine luxury
- A quiet, cultured neighbourhood
- Spread out across 1 acre with 75% open space
- Ultra-premium 3 and 4 BHK apartments
- A range of exclusive amenities
- Close to Bangalore's glittering tech hub



DISCOVER UPSCALE HSR LAYOUT: THE 1% CLUB'S BEST KEPT SECRET IN BENGALURU

Photos of surroundings & location may have been digitally enhanced unless otherwise mentioned. For representation purpose only. T&C apply.



Elegance. Progress. Well-being. These are the qualities you look for in your neighbourhood. HSR Layout fits the bill perfectly.

Traditional and trendy, it is one of the city's most affluent addresses, with everything you value: a cultured citizenry, plush lifestyles, a progressive spirit, high-speed connectivity, and technology readiness. It is also well connected to Outer Ring Road, Electronic City, Sarjapur Road, Koramangala, Bellandur, BTM Layout, Madiwala, and Marathahalli.

With its proximity to Bengaluru's tech hub, its constellation of social venues, and its wide roads and pleasing parks, HSR is one of Bengaluru's most liveable, future-fit locations.

Privacy and connection. Silence and growth. Culture and commerce. It's all here. In the centre, sits Purva Meraki, your luxurious vantage point.

44 ultra-spacious, limited-edition residences. With life's most meaningful experiences at your doorstep.



BE CLOSE TO BENGALURU'S SILICON VALLEY

- HSR Layout is a gateway to Electronic City, a major IT hub
- IT parks nearby include RMZ Ecospace, Global Technology Park, and Embassy Tech Village
- Top global brands like Intel & Accenture are present here
- With co-working spaces like BHIVE and IndiQube, HSR is also a magnet for start-ups and unicorns



GIVE YOUR FAMILY THE BEST

- Access educational institutions like Lawrence High School, Cambridge Public School & Freedom International School
- HSR has hospitals like Narayana Multispeciality Hospital, Greenview Medical Centre & Lotus Multispeciality Hospital
- The area features beautiful parks with open gyms and play areas, and broad, tree-lined roads

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RUB SHOULDERS WITH THE WHO'S WHO

- Network & collaborate with like-minded elite leaders
- Unwind at the HSR Club, an upscale meeting-point for industrialists, socialites, celebrities, tech leaders & government officers
- The proximity to posh restaurants makes dining out a classy and diverse experience



ESCAPE TO RETAIL WONDERLAND

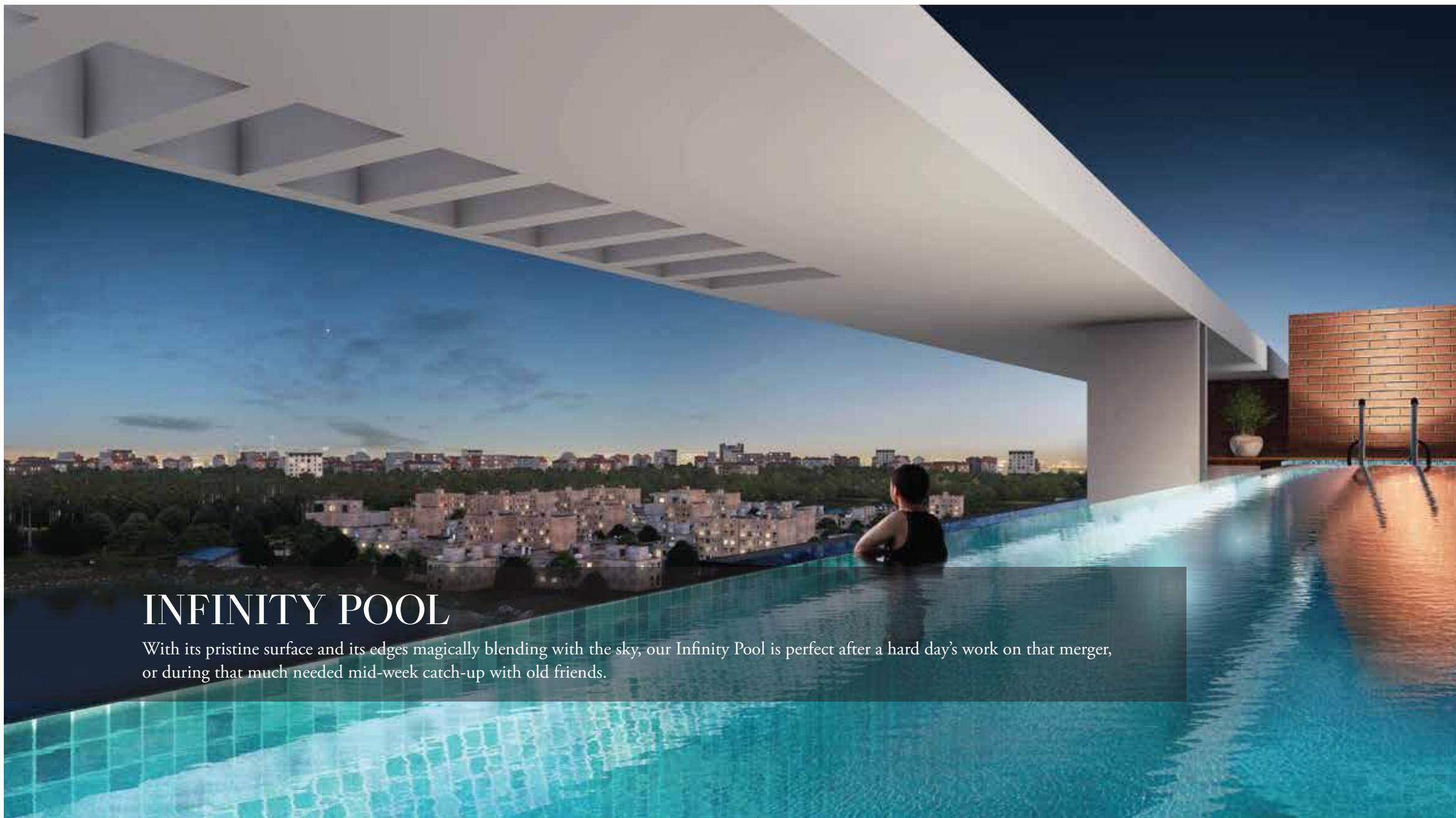
- Enjoy superior connectivity to four major commercial hotspots: Sarjapur, Koramangala, BTM Layout, and Electronic City
- Besides, Outer Ring Road (ORR), Bellandur, Madiwala, and Marathahalli are also well-connected to HSR Layout



#Lifestyle of the 1% Club

**MEN WILL ‘CHILL OUT’.
KINGS WILL UNWIND.**

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INFINITY POOL

With its pristine surface and its edges magically blending with the sky, our Infinity Pool is perfect after a hard day's work on that merger, or during that much needed mid-week catch-up with old friends.



#Lifestyle of the 1% Club

**IT'S HUMAN TO REACT.
IT'S DIVINE TO RESPOND.**

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YOGA AND MEDITATION DECK

With our mind-expanding yoga and meditation deck, you can master the art of *responding* instead of reacting, one of the many qualities that help you stay in the 1% club. Take your mind-body practices to higher levels of calm and alignment, with these charmingly tranquil spaces.



#Lifestyle of the 1% Club

**‘PARTIES’ ARE OLD-FASHIONED.
LET’S PLAN A SOIREE.**

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CELEBRATION AREA

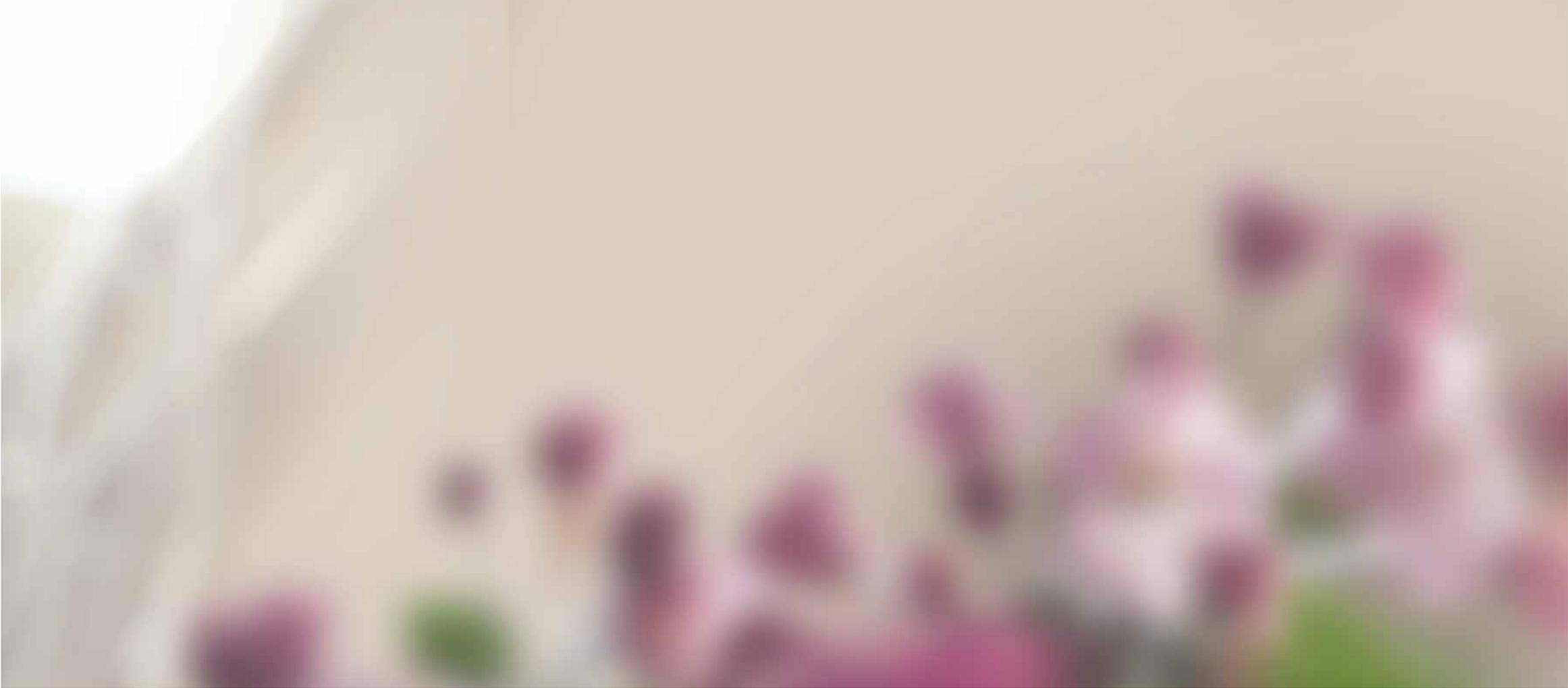
Deck the beams with lilies. Hang art from the walls. Have your very own violinist in a corner, playing Chopin or L Subramaniam. With specially designed, fully equipped party areas in each zone, it's so easy to plan the sophisticated soiree where you deepen old bonds and spark new ones.



#Lifestyle of the 1% Club

**‘ALWAYS BUSY’ IS FOR THE 99%.
THE 1% PURSUE MINDFUL MAGIC.**

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UNWINDING ZONE

You like to work hard. But you also make time for meaningful leisure that restores your focus and spirit. That's why we have curated a vibrant bundle of experiences that help you pause, introspect, and relax. Settle into our rooftop hammocks and read an old favourite. Energize your body in our stepped seating zone. Learn the true meaning of leisure.



#Lifestyle of the 1% Club

**FOOD ISN'T JUST FUEL.
IT'S A CELEBRATION OF LIFE.**

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BARBECUE

You understand eating well is all about giving it time - from a thoughtful cooking process to leisurely conversation. Our barbecue zone is designed for just that. Whether it's a family reunion or a gathering of friends, this zone creates an immersive, slow-burn atmosphere that's perfect for creating meals and memories that will linger in the mind.



#Lifestyle of the 1% Club

**CREATIVITY IS NOT A ‘HOBBY’.
IT’S A WAY OF LIFE.**

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KIDS ZONE

Say hello to our delightful Art and Craft zone. It's specially designed for bright young minds. Your children will find it easy and enjoyable to tap into their innate creativity. Watch them use their hands and minds imaginatively and churn out one masterpiece after another.



#Lifestyle of the 1% Club

**MOST PEOPLE WAIT FOR MOTIVATION.
THE 1% JUST GET GOING.**

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OUTDOOR GYM

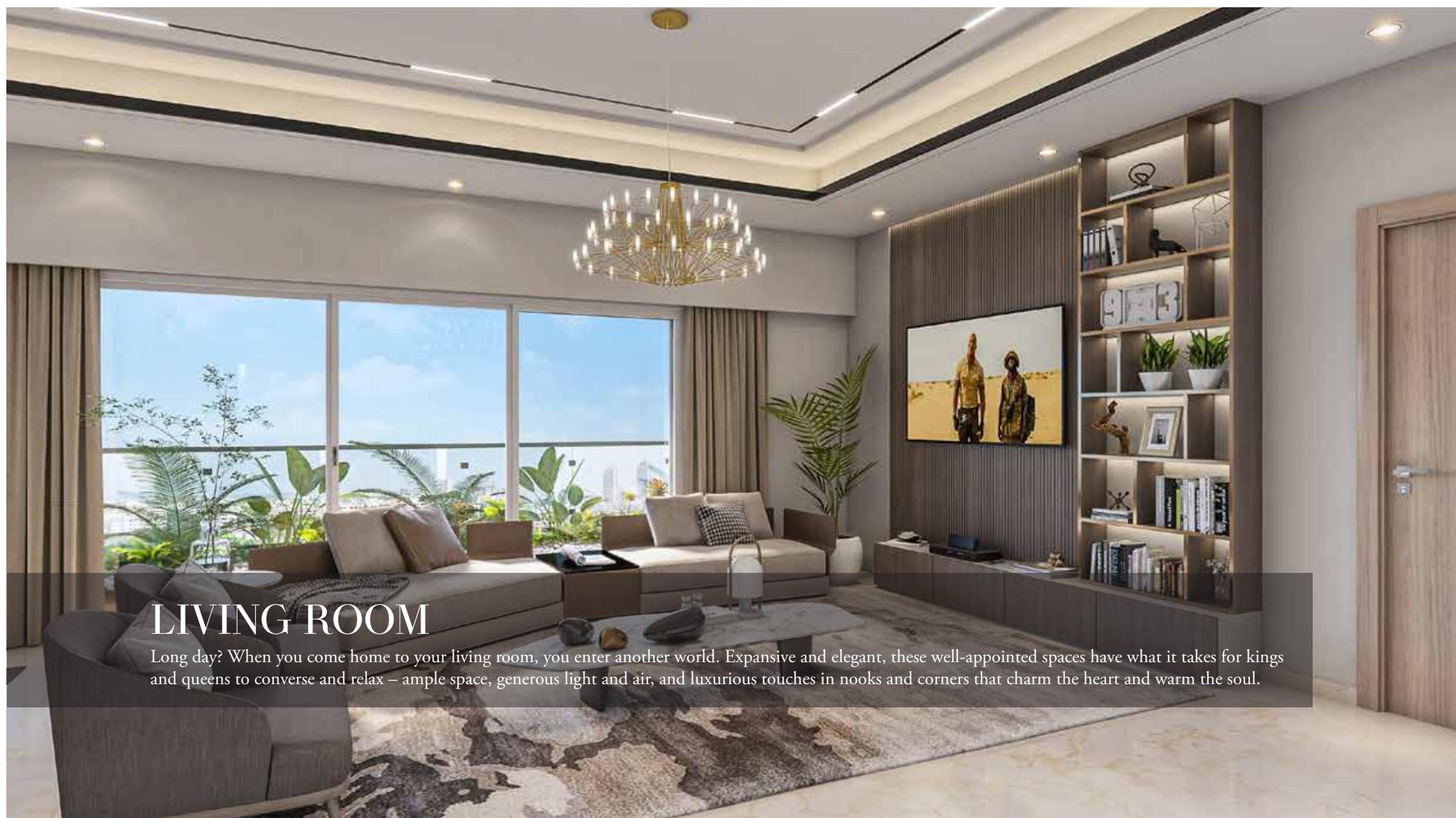
Despite 100-hour weeks and long commutes, you manage to stay fit, thanks to your self-discipline. Our outdoor gym will inspire you to go further. Armed with thoughtful, diverse set-ups, it brings the best of fitness to your doorstep. From morning walks and aerobics to functional training and high intensity workouts, you now have the space for it all.



#Lifestyle of the 1% Club

**SMALL IS BEAUTIFUL.
BUT BIG IS DIVINE.**

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LIVING ROOM

Long day? When you come home to your living room, you enter another world. Expansive and elegant, these well-appointed spaces have what it takes for kings and queens to converse and relax – ample space, generous light and air, and luxurious touches in nooks and corners that charm the heart and warm the soul.



#Lifestyle of the 1% Club

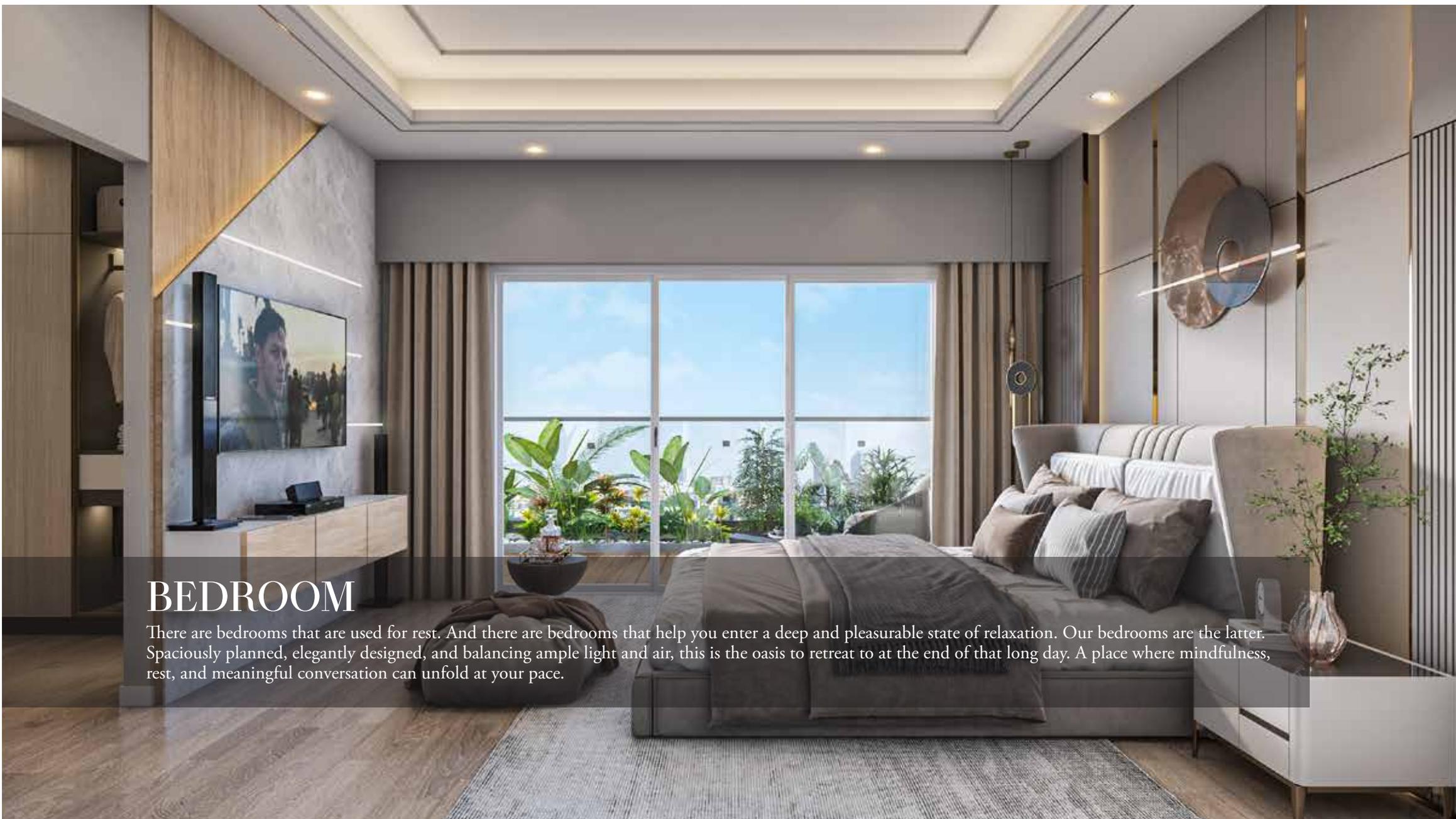
**SLEEP IS FOR THE MASSES.
QUEENS MUST HAVE
THEIR BEAUTY SLEEP.**

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BEDROOM

There are bedrooms that are used for rest. And there are bedrooms that help you enter a deep and pleasurable state of relaxation. Our bedrooms are the latter. Spaciously planned, elegantly designed, and balancing ample light and air, this is the oasis to retreat to at the end of that long day. A place where mindfulness, rest, and meaningful conversation can unfold at your pace.

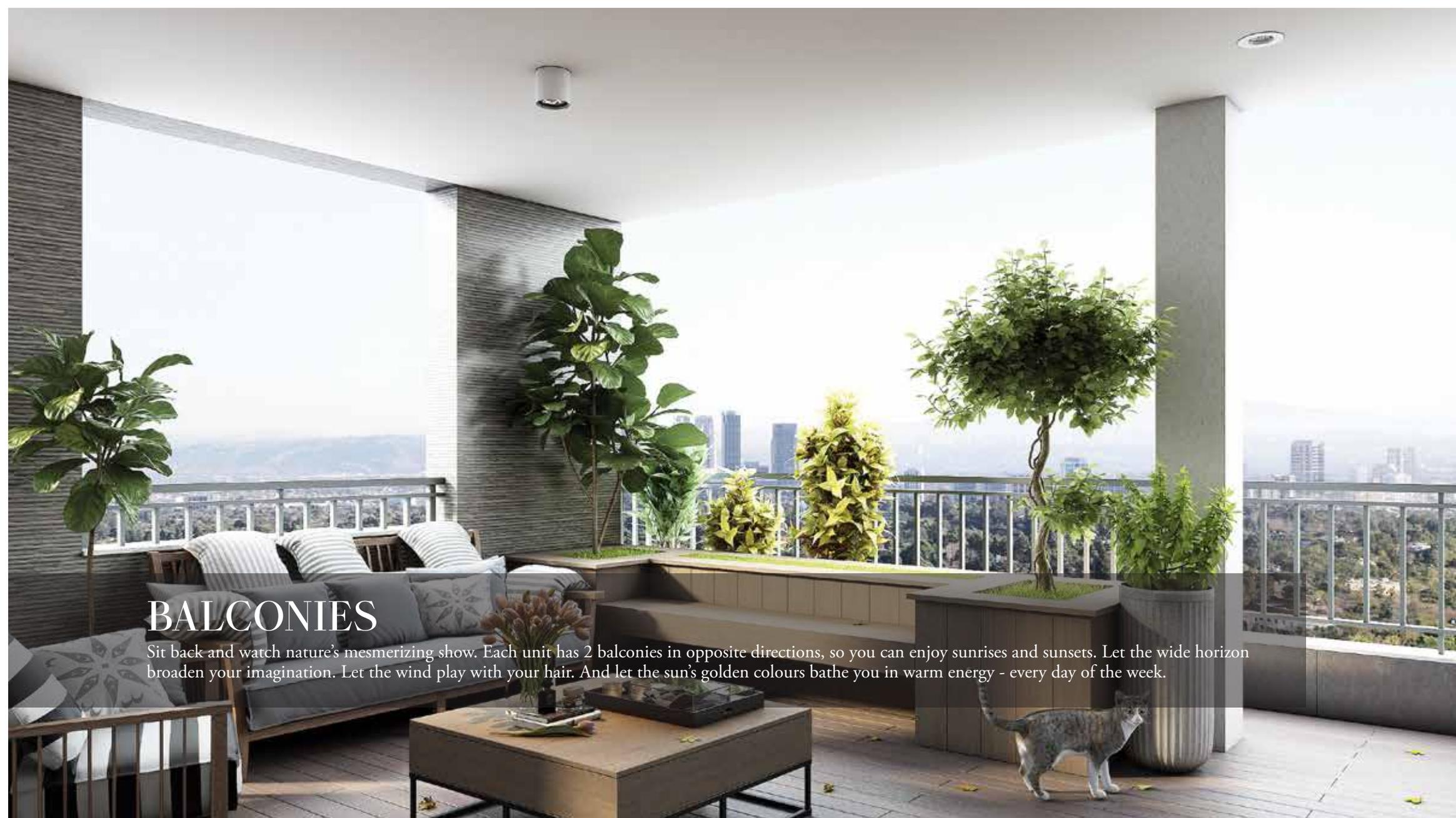




#Lifestyle of the 1% Club

‘NETFLIX & CHILL’ IS FUN.
BUT WATCHING A
WIDE SUNSET IS AMAZING.

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BALCONIES

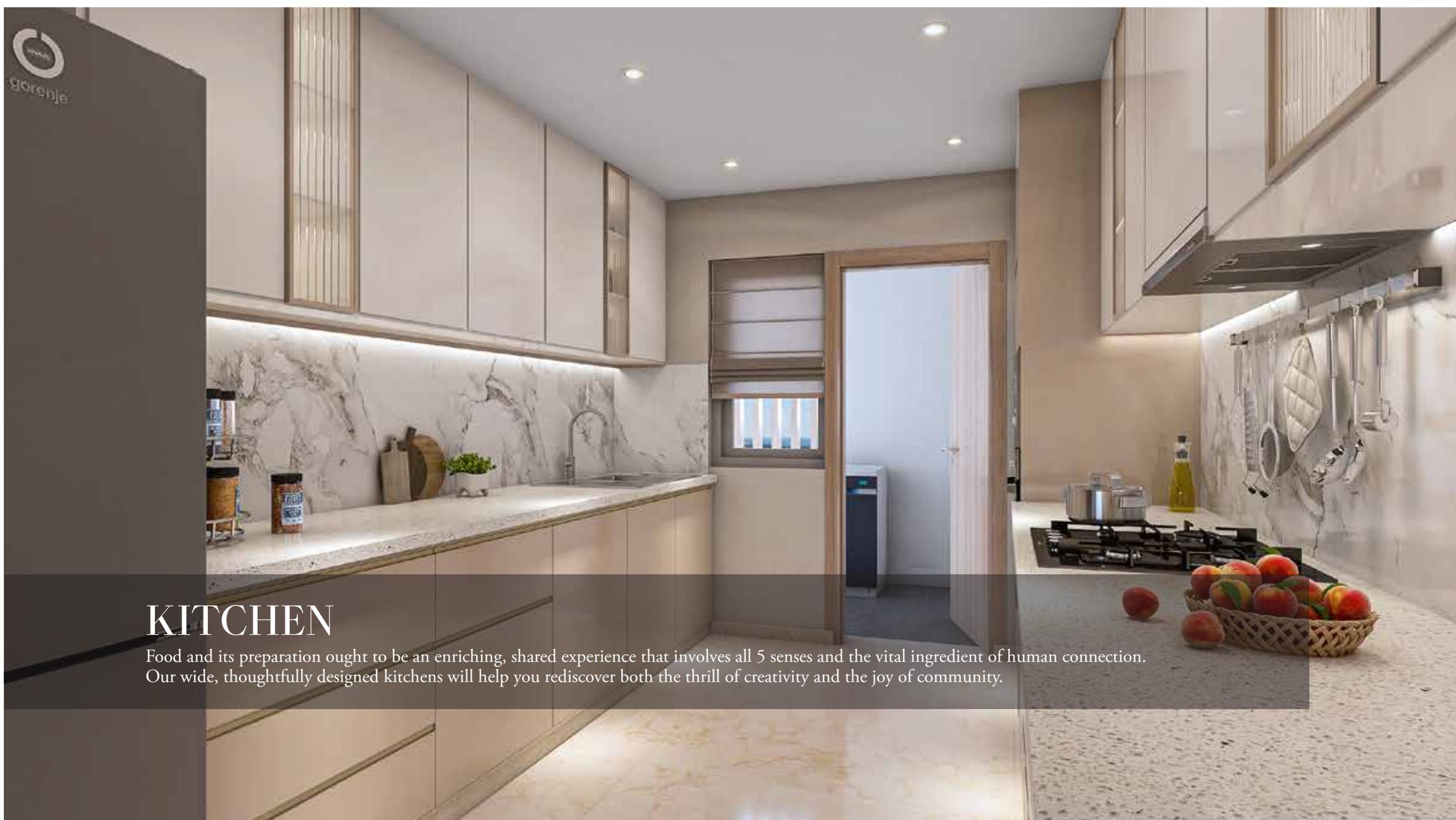
Sit back and watch nature's mesmerizing show. Each unit has 2 balconies in opposite directions, so you can enjoy sunrises and sunsets. Let the wide horizon broaden your imagination. Let the wind play with your hair. And let the sun's golden colours bathe you in warm energy - every day of the week.



#Lifestyle of the 1% Club

**A KITCHEN ISN'T ALL SLICING AND DICING.
IT'S ALSO ABOUT TALKING
AND BONDING.**

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KITCHEN

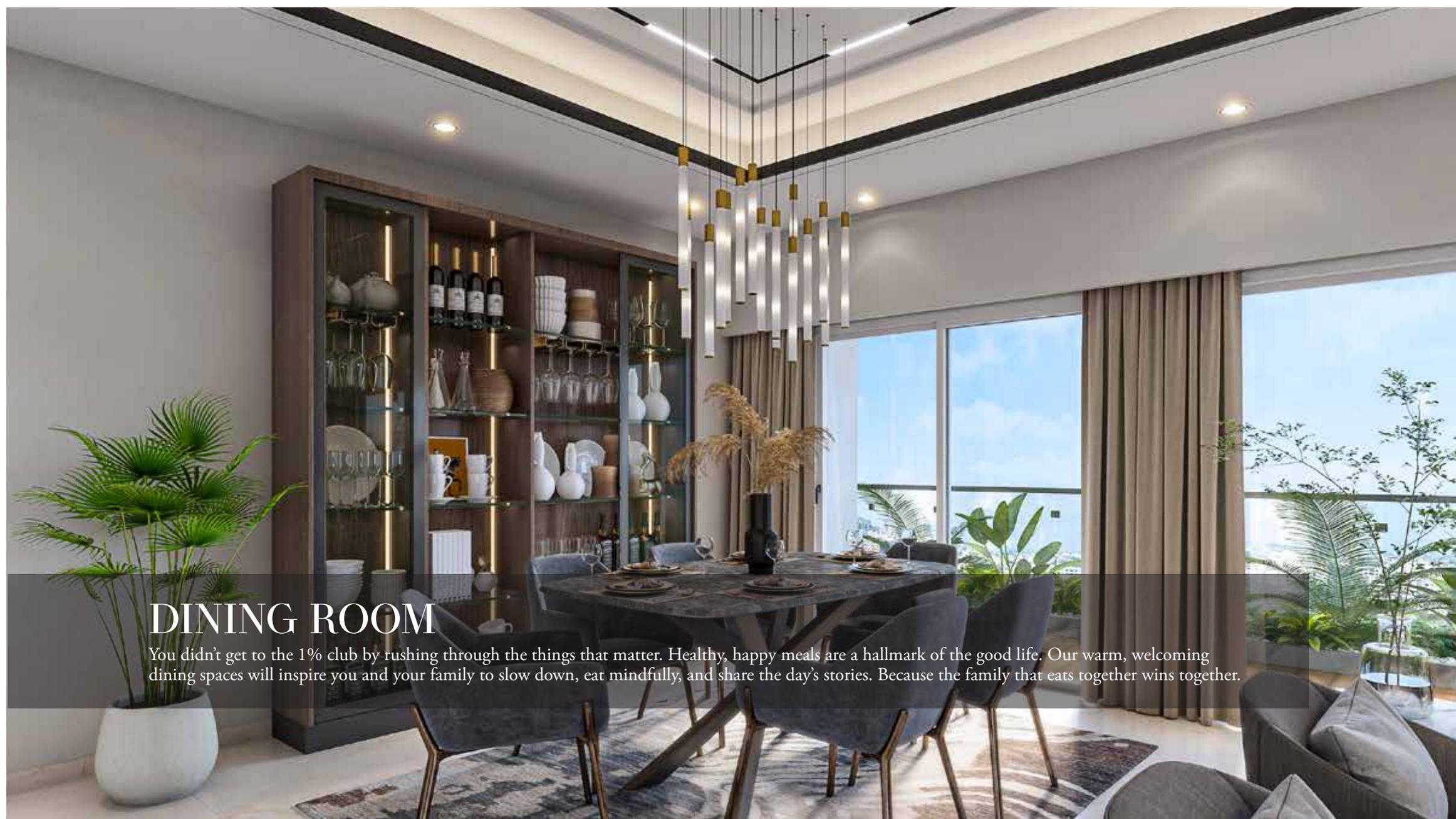
Food and its preparation ought to be an enriching, shared experience that involves all 5 senses and the vital ingredient of human connection. Our wide, thoughtfully designed kitchens will help you rediscover both the thrill of creativity and the joy of community.



#Lifestyle of the 1% Club

**LET THE MASSES RUSH THEIR MEALS.
WINNERS TAKE THEIR TIME.**

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DINING ROOM

You didn't get to the 1% club by rushing through the things that matter. Healthy, happy meals are a hallmark of the good life. Our warm, welcoming dining spaces will inspire you and your family to slow down, eat mindfully, and share the day's stories. Because the family that eats together wins together.



YOU CAN BE IN THE 1% CLUB AND LOVE 100% OF THE PLANET

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CREATING CONSCIOUS LIVING WITH SUSTAINABILITY

Every aspect of project development supports the physical, emotional and social well-being of people, the impact on the environment, and efficient use of resources.



SELECTING SITES CAREFULLY

Creating proximity to basic amenities and public transport
Making provisions for charging points for EVs in select car parking slots



DESIGNING HOLISTICALLY WITH EXPERTS

Preserving surrounding trees, soil, and water bodies
Designing to increase daylight & shade, and reduce glare & south exposure
Making space for social and activity zones



SAVING EVERY DROP OF WATER

Reusing rain water for domestic purposes
Achieving higher water savings with plumbing fixtures that reduce water flow
Improving landscape water conservation by using acclimatized native plants
Allowing water to percolate by using more natural ground in landscapes
Reusing water from STPs (Sewage Treatment Plants) for landscaping & flushing
Measuring water usage at the building level



MAXIMIZING ENERGY EFFICIENCY

Integrating a range of energy-saving systems
Reducing ozone depletion with CFC-free refrigerants
Leveraging renewable energy systems like solar for common areas



CHOOSING THE RIGHT MATERIALS

Smart use of materials before, during & after construction
Deploying select recycled & reused materials
Creating a waste management system for 100% of the building's organic waste



ENHANCING INDOOR AIR QUALITY

Increasing ventilation and reducing pollution to create ambient, healthy spaces
Using materials that emit less toxins
Using the generator sparingly to reduce air & noise pollution





MASTER PLAN

ARTFULLY COMBINING LUXURY, NATURE,
SUSTAINABILITY, AND TECHNOLOGY.

PURVA MERAKEI

HSR LAYOUT



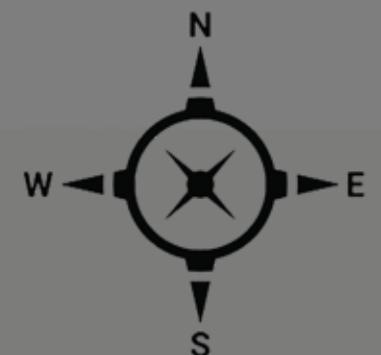
GROUND LEVEL PLAN

1. GRAND ENTRY
2. WATER FEATURE
3. OUTDOOR GYM
4. ACCUPRESSURE WALK
5. SOCIAL SEATING AREA
6. KIDS PLAY AREA
7. TOWER ENTRY
8. BASEMENT PARKING ENTRY
9. SERVICES
10. BASEMENT DROP OFF AREA
11. CLUBHOUSE ENTRY

TERRACE LEVEL PLAN

12. SUNSET VIEW DECK
13. YOGA AREA
14. BANQUET AREA
15. ELEVATED SEATING
16. FIRE PIT
17. OUTDOOR TABLE TENNIS
18. HAMMOCK AREA
19. FLOOR GAMES
20. ART & CRAFTS ZONE
21. PARTY LAWN
22. INFINITY POOL
23. SKYWALK
24. ENTRY /EXIT

Master plan is an indicative digital rendering of all phases/paths of the project post completion.





A JOURNEY OF CREATING
ICONIC LANDMARKS

PURAVANKARA

Puravankara is one of the top 4 listed developers in India. We pioneered on many fronts: we were the first to bring FDI in Indian real estate, design theme-based projects, and unlock affordable housing. Our strong values, deep customer centricity, robust engineering, and complete transparency have earned us accolades as well as the respect of customers across the world.

47
YEARS OF
EXCELLENCE

9
CITIES

43
MILLION SQ. FT.
DEVELOPED

42,500+
HOMES
DELIVERED

1.7 LAC+
HAPPY
RESIDENTS

PURAVANKARA
RESIDENTIAL
Luxury apartments & villas

PROVIDENT
RESIDENTIAL
Premium development

PURAVANKARA
COMMERCIAL
Tech / Business parks

STARWORTH
INFRASTRUCTURE & CONSTRUCTION LTD.
Engineering & Constructions

PURVA[®] STREAKS
Interior design

PURVALAND
PLOTTED DEVELOPMENT
Theme based unique plotted developments

BENGALURU | CHENNAI | COIMBATORE | GOA | HYDERABAD | KOCHI | MANGALORE | MUMBAI | PUNE

T&C apply



Artistic impression

**YOU'VE COME A LONG WAY.
THE 1% CLUB AWAITS YOU.**

The images used in the brochure are indicative of style only. Images of the interiors, surround views, and locations may have been digitally enhanced and do not represent actual views or surrounding views. No photos have been shot at site. The images shown in the brochure are not standard and will not be provided as part of an apartment. The information contained herein is believed to be true but not guaranteed. The colors of the building are indicative. This is a reference document intended only to provide generic information and does not constitute an offer or contract.

PURAVANKARA

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