



**BIRLA
EVARA**
SARJAPUR

Customer Presentation





US\$
65* Billion
conglomerate

*As on 31st March, 2023.



Consolidated
market cap of
US\$ 113# Bn

#As on August, 2024.



Across
06 Continents &
40 Countries



178
State-of-the-heart
manufacturing
units globally



187,000+
Employees of over
100 nationalities






300M+
Loyal customer
base

ADITYA BIRLA GROUP PORTFOLIO



Diversified Interests

 Carbon Black	 Cement	 Chemicals	 Textiles
 Real Estate	 Entertainment	 Paints	 Jewellery
 Insulators	 Mining	 Renewables	 Telecom
 Financial Service	 Pulp & Fibre	 Trading	 Experience
 Metals	 Fashion & Retail	 Digital Platform	 Dining

Well Established Brands

 BIRLA ESTATES	 UltraTech	 Birla White
 BIRLA OPUS	 BIRLA JEWELLERY	 BIRLA JEWELLERY
 BIRLA JEWELLERY	 BIRLA JEWELLERY	 BIRLA JEWELLERY
 BIRLA JEWELLERY	 ADITYA BIRLA CAPITAL	 VI
 POLO	 LOUIS PHILIPPE	 PANTALOONS
 TASVA	 SABYASACHI	 VAN HEUSEN
 Allen Solly	 masaba	 SIMON CARTER
 Liva	 THE COLLECTIVE	 APPLAUSE ENTERTAINMENT
 Freshwrap	 ETERNIA	 Everlast
 BIRLA PIVOT	 F&S	 CNCIL

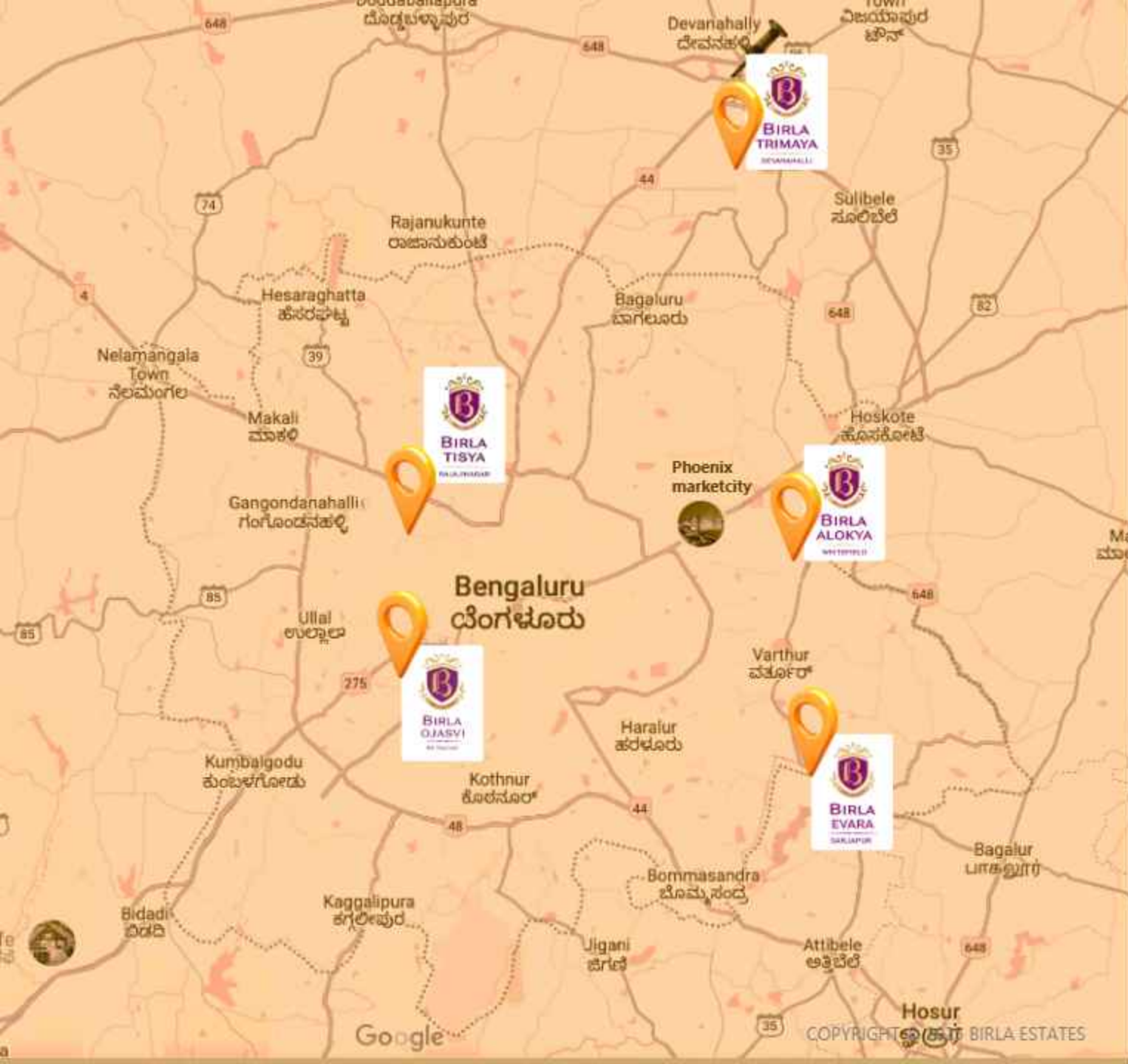
Businesses

 Cement	 VSF, Chemicals & Paints
 Aluminium & Copper	 Pulp, paper & Real estate
 Branded Apparel Retail	 ADITYA BIRLA CAPITAL Financial Services
 Telecom	



BIRLA ESTATES

Journey of Birla Estates in Bengaluru



Every pin marks

**A Legacy The Next
One Starts With You**

PRESENTING



**BIRLA
EVARA**
SARJAPUR



Location Map of

Birla Evara, Sarjapur

Location Aspect





Rapid development, connectivity and proximity to IT hubs



5 kms

Carmelaram Railway Station

3.5 kms

Proposed Carmelaram Metro station (Part of Red line)

15 kms

Infosys upcoming HQ (Under construction)

8.5 kms

Zepto HQ (Upcoming)

2 kms

Proposed STRR

3 kms

Proposed PRR

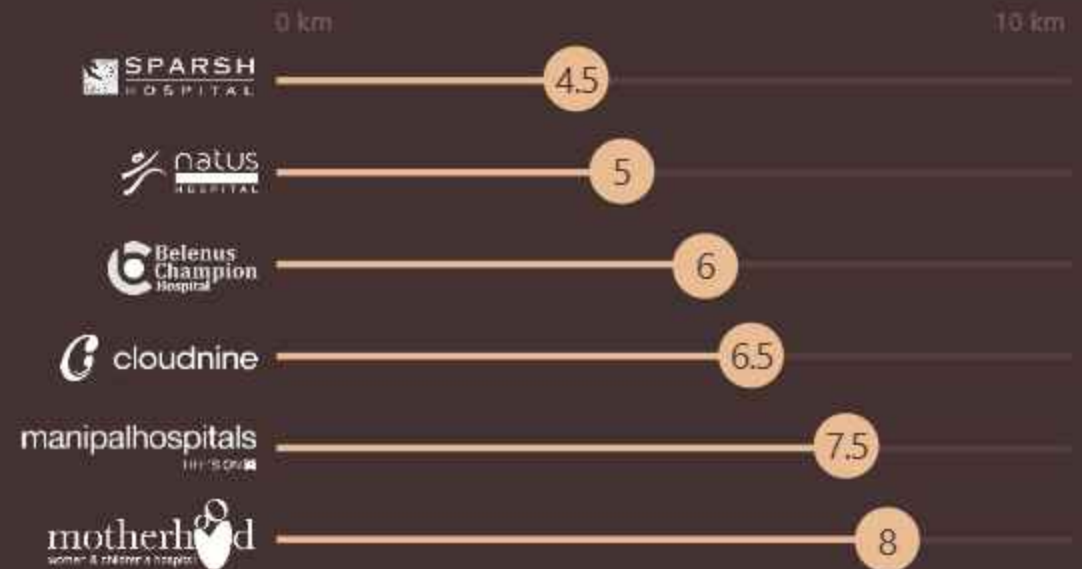


Tech Parks



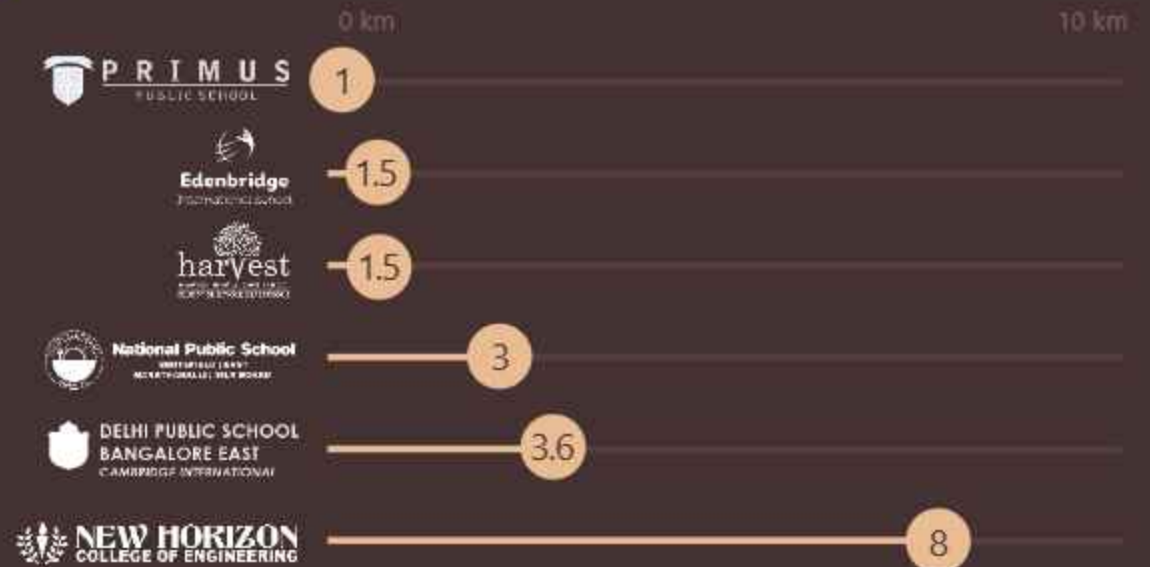


Health Facilities



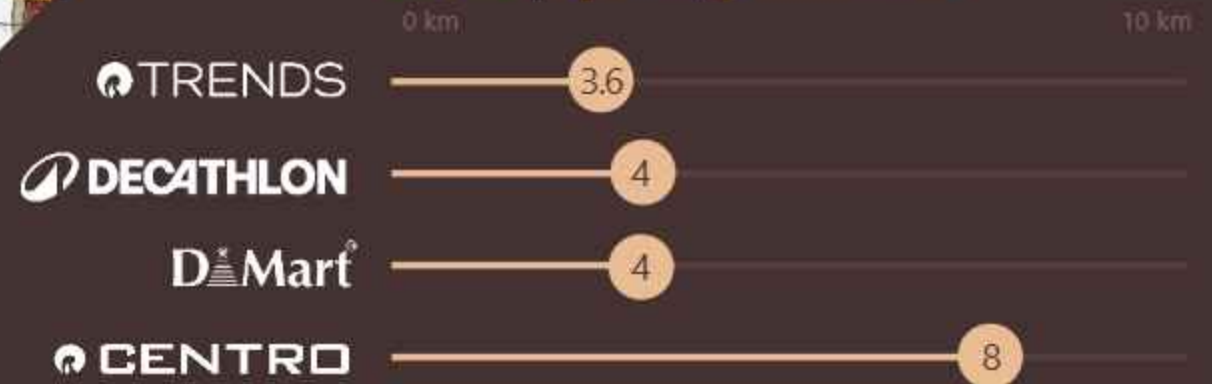


Education / Institutes





Commercial Centres / Shopping Malls





Leisure





Masterplan

Legend

- Entry/Exit With Security Cabin
- Driveway
- Pedestrian Pathway
- surface Parking
- Drop-off
- Community Street
- Amphitheatre With Stage
- Children's Play Area.
- Community Seating
- Tennis Court
- Basketball Court
- Pet Park



Community Street





**BIRLA
EVARA**
SARAJAPUR



ADITYA BIRLA
REAL ESTATE



**BIRLA
EVARA**
SARAJAPUR



Artal's Impression

The Project "Birla Evara" is registered with Karnataka RERA under the Registration No. PRM/KA/RERA/1251/446/PR/060225/007487, dated 06-02-2025 and can be viewed at <https://rera.karnataka.gov.in>.

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Art by Impression

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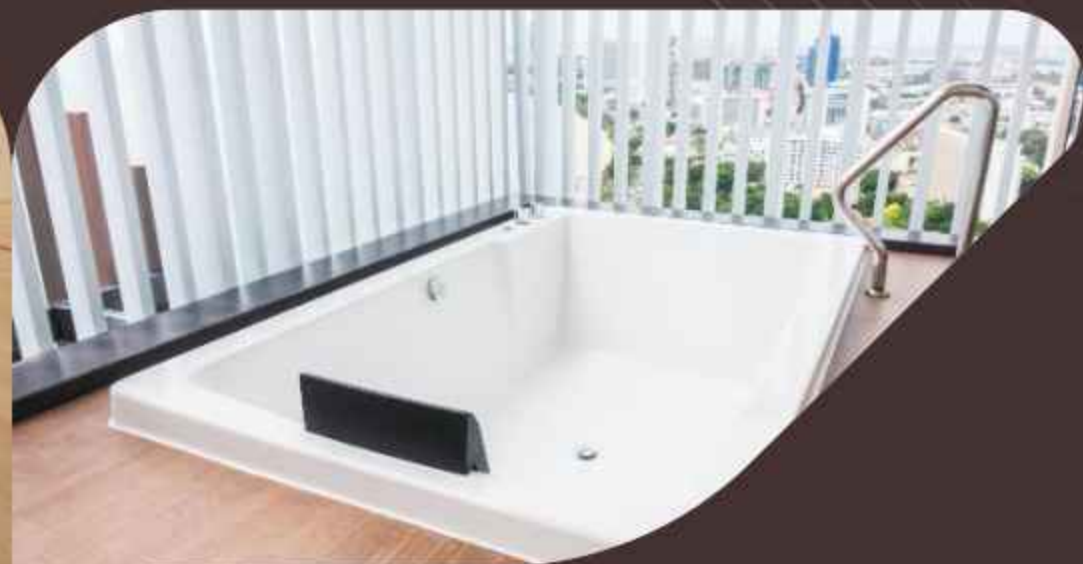


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Amenities at Birla Evara



Total Indoor
Amenities area

58,247 Sq Ft.
5,411.3 Sq. M

Amenities below Tower
and Multipurpose Hall

27,445.52 Sq Ft.
2,549.77 Sq M



Community Street



Badminton Court



Amphitheatre



Tennis Court



Swimming Pool



Elevated Walkway



**Drop Off
Zone**

North Club

14,249.81 Sq Ft. / 1,323.84 Sq M



Badminton court



Spa



Café



Squash court



Business centre



Mini theatre



Badminton court



Spa



Café



Squash court



Business centre



Mini theatre



South Club

16,551.80 Sq Ft./ 1,537.7 Sq M



Zumba



Aerobic



Yoga



Swimming pool



Kids pool



Jacuzzi



Badminton court



Squash court



Gymnasium



Zumba



Aerobic



Yoga



Swimming pool



Kids pool



Jacuzzi



Badminton court



Squash court



Gymnasium



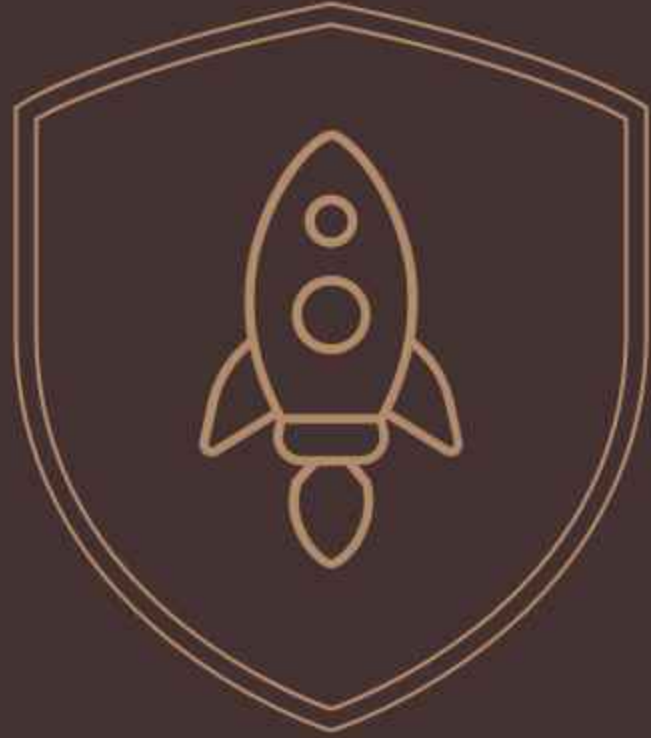


UNIT CONFIGURATION & PRICING

PRODUCT MIX & PRICE DETAILS



 TYOLOGY	 Usable Carpet Area (In Sqft / sq mts)	 Launch Agreement Value* (In Cr)	 EOI Amount
1 BHK	474 (44.04)	0.71 Cr. - 0.76 Cr.	1 Lakh
2 BHK	857 (79.62)	1.41 Cr. - 1.50 Cr.	2 Lakh
3 BHK COMPACT	1127 – 1137 (104.70 - 105.63)	1.85 Cr. - 1.98 Cr.	3 Lakh
3 BHK REGULAR	1275 – 1278 (118.45 - 118.73)	2.10 Cr. - 2.22 Cr.	3 Lakh
3 BHK + SQ	1427 - 1461 (132.57 – 135.73)	2.17 Cr. - 2.37 Cr	3 Lakh
4BHK + SQ	1733 – 1759 (161.0 - 163.42)	2.93 Cr. - 3.16 Cr.	4 Lakh



BLOCKBUSTER PRELAUNCH OFFERS

PRE-LAUNCH BENEFIT RANGE



₹3,00,000/-

to

₹12,00,000/-

PRELAUNCH BENEFIT



Typology	Usable Carpet Area (in SQ. FT)	Launch AV* (In Cr.)	Prelaunch AV* (In Cr.)
1 BHK	474 (44.04)	0.71 Cr. – 0.76 Cr.	0.68 Cr. – 0.73 Cr.
2 BHK	857 (79.62)	1.41 Cr. – 1.50 Cr.	1.35 Cr. – 1.44 Cr
3 BHK COMPACT	1127 – 1137 (104.70 – 105.63)	1.85 Cr. – 1.98 Cr.	1.76 Cr. – 1.89 Cr
3 BHK REGULAR	1275 – 1278 (118.45 – 118.73)	2.10 Cr. – 2.22 Cr	2.01 Cr - 2.13 Cr
3 BHK + SQ	1427 - 1461 (132.57 – 135.73)	2.17 Cr. – 2.37 Cr.	2.08 Cr – 2.28 Cr
4BHK + SQ	1733 – 1759 (161.0 – 163.42)	2.93 Cr. – 3.16 Cr.	2.81 Cr – 3.04 Cr

*Excludes GST, Possession Charges & SDR

AV= Agreement Value

**ON SPOT
10% PAYMENT
BENEFIT RANGE**



₹1,00,000/-

to

₹4,00,000/-

ON SPOT 10% PAYMENT BENEFIT



Typology	On Spot 10% Payment Completion Benefit
1 BHK	1,00,000
2 BHK	2,00,000
3 BHK COMPACT	3,00,000
3 BHK REGULAR	3,00,000
3 BHK + SQ	3,00,000
4BHK + SQ	4,00,000

EOI BENEFIT RANGE



₹2,00,000/-

to

₹8,00,000/-

EOI BENEFIT



Typology	On Spot 10% Payment Completion Benefit
1 BHK	2,00,000
2 BHK	4,00,000
3 BHK COMPACT	6,00,000
3 BHK REGULAR	6,00,000
3 BHK + SQ	6,00,000
4BHK + SQ	8,00,000

UNIT CONFIGURATION & FINAL PRELAUNCH PRICING

 TYPOLOGY	 USABLE CARPET AREA (IN SQ.FT)	 LAUNCH AV* (IN CR)	 PRELAUNCH AV* (IN CR)
1 BHK	474 (44.04)	0.71 Cr. - 0.76 Cr.	0.65 Cr. – 0.70 Cr.
2 BHK	857 (79.62)	1.41 Cr. - 1.50 Cr.	1.29 Cr. – 1.38 Cr
3 BHK COMPACT	1127 – 1137 (104.70 - 105.63)	1.85 Cr. - 1.98 Cr.	1.67 Cr. – 1.80 Cr
3 BHK REGULAR	1275 – 1278 (118.45 - 118.73)	2.10 Cr. - 2.22 Cr.	1.92 Cr - 2.04 Cr
3 BHK + SQ	1427 - 1461 (132.57 – 135.73)	2.17 Cr. - 2.37 Cr.	1.99 Cr – 2.19 Cr
4BHK + SQ	1733 – 1759 (161.0 - 163.42)	2.93 Cr. - 3.16 Cr.	2.69 Cr – 2.92 Cr

*Excludes GST, Possession Charges & SDR

AV= Agreement Value

#Prelaunch prices valid only for first 500 Bookings



CONSTRUCTION LINKED PAYMENT PLAN



THANK YOU