



# OWN YOUR INDEPENDENCE BANG ON OMR



An Alliance Group Company

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CHENNAI | HYDERABAD | BANGALORE  
[www.alliancein.com](http://www.alliancein.com) | [www.urbanrise.in](http://www.urbanrise.in) | [www.codenameindependenceday.com](http://www.codenameindependenceday.com)

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This brochure is purely conceptual and does not constitute a legal document. Visual representations are not to be taken as representations of fact, and do not form part of an offer or contract. The management of Alliance and Urbanrise group reserve the rights to add, delete or alter any specifications mentioned here.



VIEW FROM OSR

# CODENAME INDEPENDENCE DAY

PRESENTING A HOME THAT WILL  
MAKE YOU TRULY INDEPENDENT

Codename Independence Day is the answer to every home buyer's wish list. More than just a world-class home, it gives you the freedom to live the life you've always dreamt of, but was out of reach until now. Hurry, own your independence today. It's either now or never!

\*Images and illustrations used are for representation purposes only and may vary from the actual project.

**INDEPENDENCE**

FROM BEING  
A TENANT TO  
A HOME OWNER ▶



## OWN YOUR INDEPENDENCE BY SAYING NO TO PAYING RENT

OWNING YOUR DREAM HOME, NOW A REALITY.

There's no better time to own that dream home of yours than right now. A golden opportunity comes by very rarely and one should make that life changing decision soon by saying no to paying rent. Priced smartly, you can now own a Codename Independence Day home easily and say goodbye to your landlord forever.

The EMIs are lesser than the rent you are currently paying

A strategic location with excellent connectivity to all major points in the city

Homes in Codename Independence Day are eligible for ₹2.67 lacs subsidy from the Government under PMAY scheme



**INDEPENDENCE**  
FROM A LIFE OF  
NO AMENITIES ▶



## OWN YOUR INDEPENDENCE WITH FINE LIFE AMENITIES

THOUGHTFUL AMENITIES FOR  
THE ENTIRE FAMILY, NOW A REALITY.

There are very few homes that can offer so much in terms of amenities for all family members to use and enjoy. We have carefully introduced these amenities to enhance your quality of life so that you don't need to venture too far to relax, rejuvenate or have fun.

20,000 + sq. ft.  
world-class clubhouse  
and swimming pool

70% open space  
with lush greenery for  
clean fresh air

11,000 + sq. ft. retail  
arcade for all  
your shopping needs

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# CLUB LIFESTYLE



SWIMMING POOL



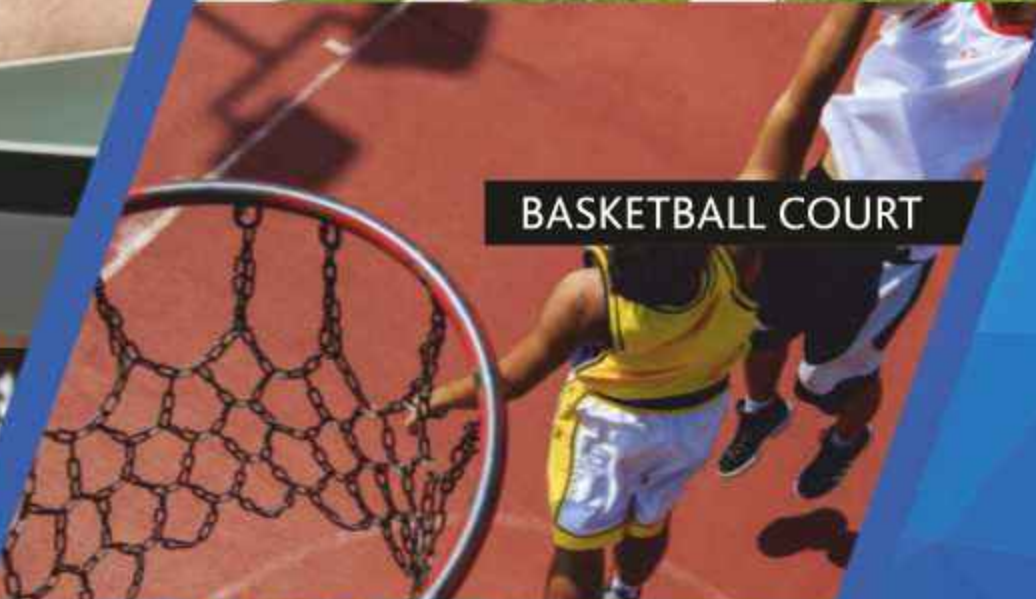
RETAIL ARCADE



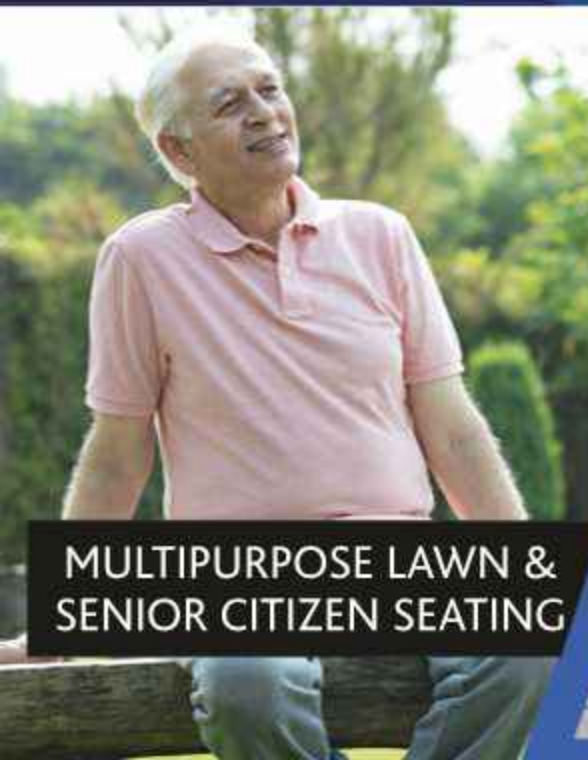
INDOOR GAMES



OPEN AMPHITHEATRE



BASKETBALL COURT



MULTIPURPOSE LAWN & SENIOR CITIZEN SEATING



OUTDOOR GYM & YOGA



MULTIPURPOSE HALL



GYM



CHILDREN'S PLAY AREA



**INDEPENDENCE**  
FROM A LIFE OF  
INCONVENIENCE ▶



## OWN YOUR INDEPENDENCE WITH CONVENIENCE RIGHT AT YOUR DOORSTEP

11,000 SQ. FT. RETAIL ARCADE IN THE COMMUNITY,  
NOW A REALITY.

Residents will enjoy exclusive access to a sprawling Retail Arcade spread over 11,000 sq. ft. within the community. The arcade is also perfect for your everyday shopping needs at the supermarket, be it for fruits, vegetables or groceries.

11 outlets serving  
world-class quality products

Well stocked  
supermarket

An open café and  
roof-top restaurant

The rent from the retail arcade  
will be given back to the association,  
so that the owners can save on  
maintenance charges



**INDEPENDENCE**  
FROM HOMES WITH  
FAULTY DESIGNS ▶



## OWN YOUR INDEPENDENCE WITH HOMES THAT RADIATE POSITIVE ENERGY

VAASTU COMPLIANT HOMES, NOW A REALITY.

For a house to become a home, it needs to radiate a lot of positive energy and vibes. We've laid a lot of emphasis on these key aspects to enhance your living experience by designing each home that is Vaastu compliant.

Promotes financial  
prosperity

Enhances health  
& vitality

Creates a harmonious  
living environment

Makes one's life calm  
and stress-free



**INDEPENDENCE**  
FROM A LIFE OF AIR  
& NOISE POLLUTION ▶



## OWN YOUR INDEPENDENCE WITH OVER 70% OPEN SPACE

WIDE OPEN SPACES WITH FRESH AIR AND GREENERY,  
NOW A REALITY

Your home in Codename Independence Day is truly envisioned and designed to give you and your family greater peace of mind with a 100 meters wide Central Park, part of a 3 acre lung space. You can also take delight in the personal freedom of enjoying a stroll on the pathways or a jog on the well-maintained jogging track.

The greenery all around  
improves the air quality  
in your apartment

All homes enjoy ample  
sunlight through the day &  
fresh air circulation because  
of excellent ventilation.

Improved quality of life  
with more trees and plants  
that provide shade and  
reduces noise pollution.

The community has  
a cheerfully green ambience  
enhancing quality of life.



**INDEPENDENCE**

FROM LIVING  
IN POOR  
QUALITY HOMES ▶



# OWN YOUR INDEPENDENCE WITH MIVAN TECHNOLOGY CONSTRUCTED HOMES

STATE-OF-THE-ART CONSTRUCTION QUALITY, NOW A REALITY.

The use of MIVAN technology ensures smooth finish and optimum use of space. Adherence to strict international standards and scientifically mapped internal deadlines makes sure that the highest quality aspirational homes is delivered in the best possible time frame.

MIVAN Technology  
aided construction  
with shuttering systems  
imported from Malaysia

Used extensively  
in Europe and the US

Prevents leakage  
and dampness

Smooth wall finishes

Smart designs for optimum  
space utilization

Low Maintenance

High quality construction  
for strength and durability

**INDEPENDENCE**  
TO MAKE AN INVESTMENT  
THAT'S FUTURE-SECURED.



## ISN'T IT ABOUT TIME YOU ACHIEVED FINANCIAL INDEPENDENCE TOO?

IT STARTS BY MAKING A SOUND INVESTMENT CHOICE.  
AND OUR HOMES ARE TESTIMONY TO THIS.

HIGHER  
APPRECIATION



- 80% appreciation seen in the last 7 years
- Located in the middle of the most sought out investment destination

HIGH RENTALS



- As per market survey, high rental yield of approximately 8%
- 5 lakh employees within a 10 km radius

APPRECIATION MEANS  
HIGHER RESALE

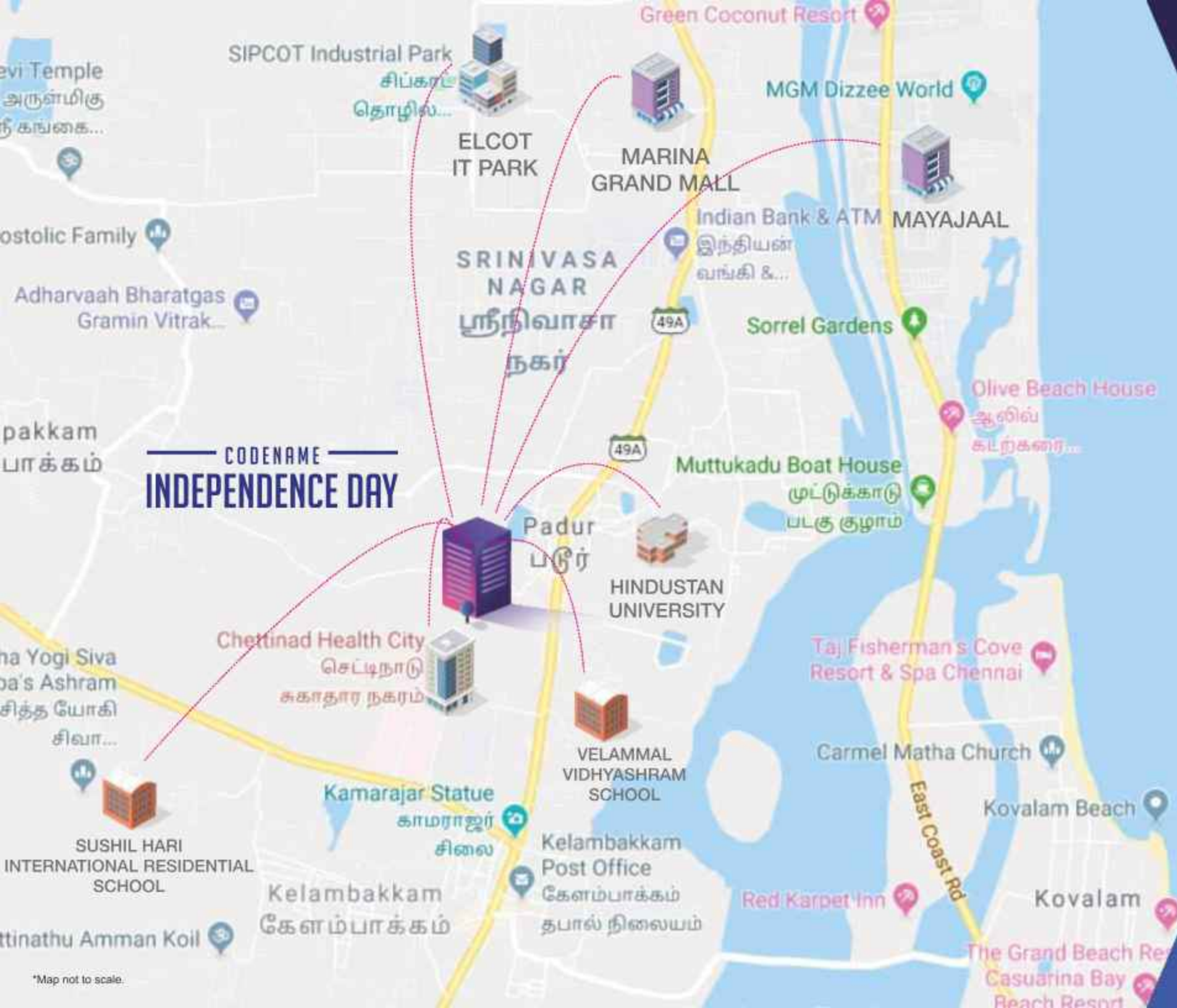


- Using value architecture, these functionally designed apartments with unit sizes of 353- 892 sqft. come with least wastage space
- Good things come in small packages; Smaller sized apartments have a great resale value

HIGH QUALITY  
CONSTRUCTION



- MIVAN Technology
- This best quality is offered at the best price in this location



# INVEST IN OMR

## THE INVESTMENT DESTINATION OF CHENNAI

QUALITY HOMES IN THE HEART OF THE CITY. NOW A REALITY.

BANG ON OMR  
5 LAKH EMPLOYEES  
in 10 kms radius

Home to TCS, CTS,  
POLARIS, INFOSYS etc.  
CHETTINAD  
HEALTH CITY next door

Close to  
MARINA GRAND MALL,  
Chennai's largest &  
Vivera Mall

METRO RAIL and  
ELEVATED EXPRESSWAY  
coming soon



## FACILITIES IN THE VICINITY

### OFFICE & CORPORATE HUBS

SIPCOT IT Park	05 mins
TCS, Siruseri	07 mins
CTS, Siruseri	07 mins
Polaris	08 mins
ETA Tech Park	10 mins
Accenture	15 mins
Elcot SEZ	20 mins

### NEARBY AREAS

Kelambakkam	03 mins
Navalur	05 mins
Sholinagnallur	12 mins
Medavakkam	20 mins

### EDUCATIONAL INSTITUTES

<b>COLLEGES</b>	
Chettinad Medical Research Centre	02 mins
Hindustan University	05 mins
Anand Institute	10 mins
SSN College	15 mins
Dr. Ambedkar Govt Law College	15 mins
Mohamed Sathak Engineering College	15 mins
Sathyabama University	25 mins
VIT University	30 mins
<b>SCHOOLS</b>	
Chettinad International School	02 mins
Velammal	05 mins
Sushil Hari International School	07 mins
Upscale School	10 mins
JS Global School	15 mins
HCL International	20 mins
PSBB Millennium	25 mins
BVM Global	25 mins

<b>HOSPITALS</b>	
Chettinad Hospital	02 mins
Life line Hospital	05 mins
Supreme Hospital	10 mins

<b>ENTERTAINMENT</b>	
Marina Grand Mall	05 mins
AGS Cinema	06 mins
MGM	12 mins
Mayajal	15 mins
Muttu Kadu	10 mins

<b>TRANSPORTATION</b>	
Proposed Siruseri Metro Station	05 mins
Urapakkam Bus Terminus	22 mins
Airport	40 mins



**URBANRISE AWARDED**  
**No-1 Brand In South India-Affordable Housing Projects.**  
**By Times Realty Icons 2018**

OUR PROJECTS

ALLIANCE Orchid Springss  
 lake facing homes  
 LUXURY APARTMENTS  
 NEAR ANNA NAGAR,  
 CHENNAI

ALLIANCE HUMMING GARDENS  
 villa-living  
 VILLAS  
 BANG ON OMR, CHENNAI

JASMINE SPRINGS  
 ASPIRATIONAL HOMES  
 BANG ON DMR, CHENNAI

GALLERIA RESIDENCES  
 APARTMENTS  
 RIGHT ON "TIRUPAFAKRAM" - PALLAVARAM  
 200 FT. RADIAL ROAD, CHENNAI

Jubilee  
 APARTMENTS  
 GUDUVANCHERY

VILLA BELVEDERE  
 RESIDENTIAL PLOTS  
 ORAGADAM, CHENNAI

Bonginville  
 150 LUXURY VILLAS  
 PORUR, CHENNAI

## SOUTH INDIA'S MOST TRUSTED AND RESPECTED REAL ESTATE BRAND.



Championing the cause of  
**HIGH QUALITY ASPIRATIONAL HOMES**

Urbanrise is South India's most promising Real Estate Brand from the Alliance Group. Founded by a visionary team of experts from the real estate industry, our vision is to be the torch bearer of 'Housing for All by 2022', an initiative by the ministry of Housing & Urban affairs, to develop one million homes for the new emerging India.

Our razor sharp focus is to deliver well planned futuristic gated communities, offering space saving design excellence & quality homes built with the latest Mivan technology, to meet the exacting standards of a new class of professionals.



Committed to  
**CREATING VALUE FOR EVERY INVESTOR.**

We are the Alliance Group, a dynamic Real Estate Company with the vision to become a \$10 Billion realty enterprise by 2035, by helping create appropriate lifestyles for various segments of the population. With an array of offerings that include integrated townships, uber luxury villas, shopping malls and multiplexes - Alliance is committed to its every project, using nothing but the best in technology and the finest in raw materials and fittings. We are led by the best, excited by the innovative and steered by values that build human relationships.

With operations in Chennai, Hyderabad and Bangalore, Alliance takes pride in being an integral part of India's high growth real estate story. The company currently has 3.5 crore sq. ft. (35 million sq. ft.) of projects worth ₹14,000 cr. under execution at different stages, and is all set to realize its dream of becoming the world's premier real estate developer.





# MASTER PLAN & FLOOR PLANS



Wind Direction



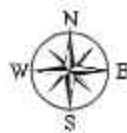
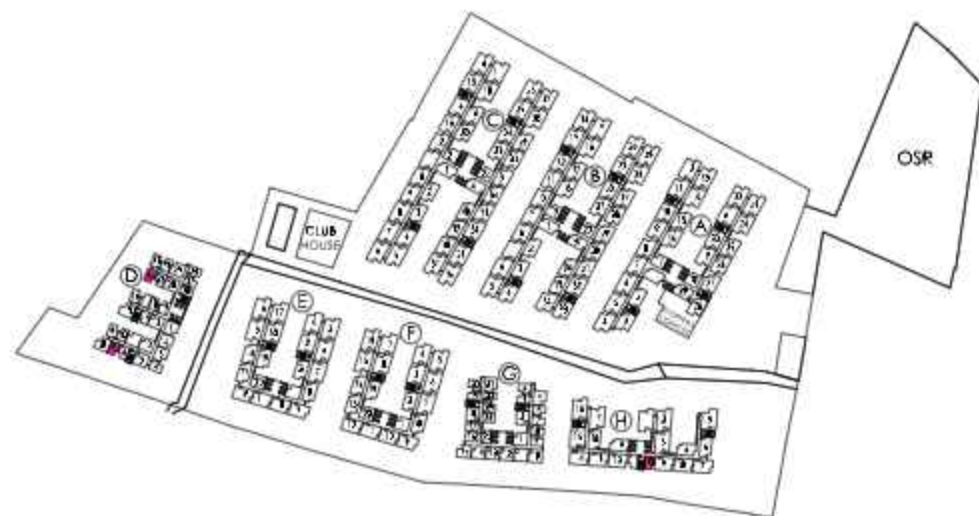
Sunlight



# MASTER PLAN

\*Images and Illustrations used are for representation purposes only and may vary from the actual project.

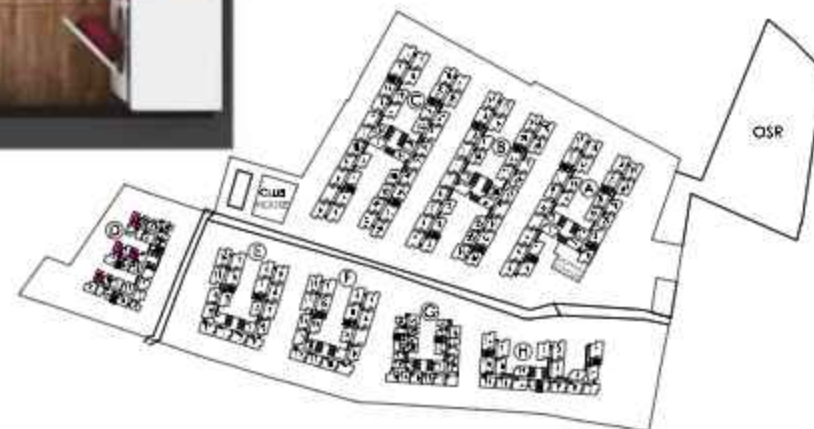
Studio Type 1 - North Facing - 353 Sq.ft



**Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.**

\*Images and Illustrations used are for representation purposes only and may vary from the actual project.

Studio Type 1 - South Facing - 353 Sq.ft



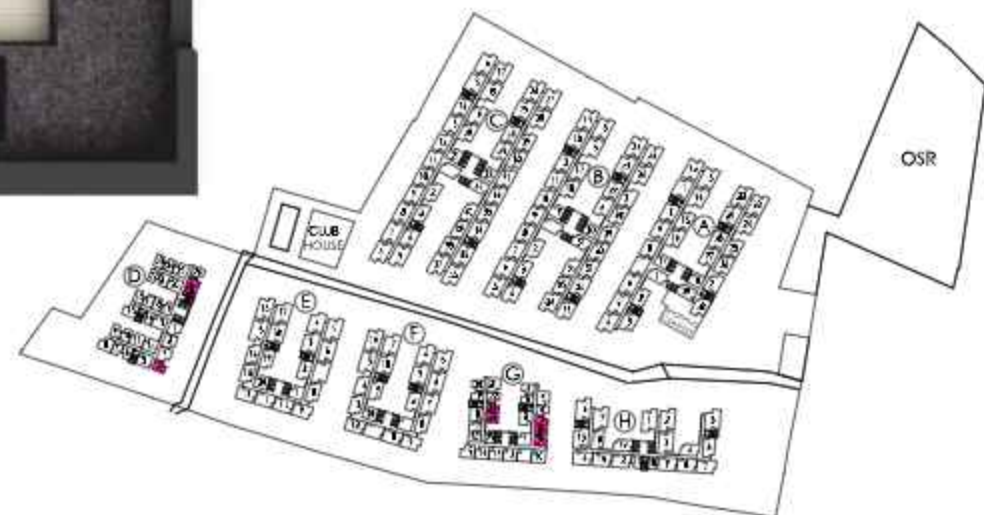
**Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.**

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Studio Type 1 - West Facing - 353 Sq.ft

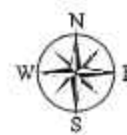


Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.

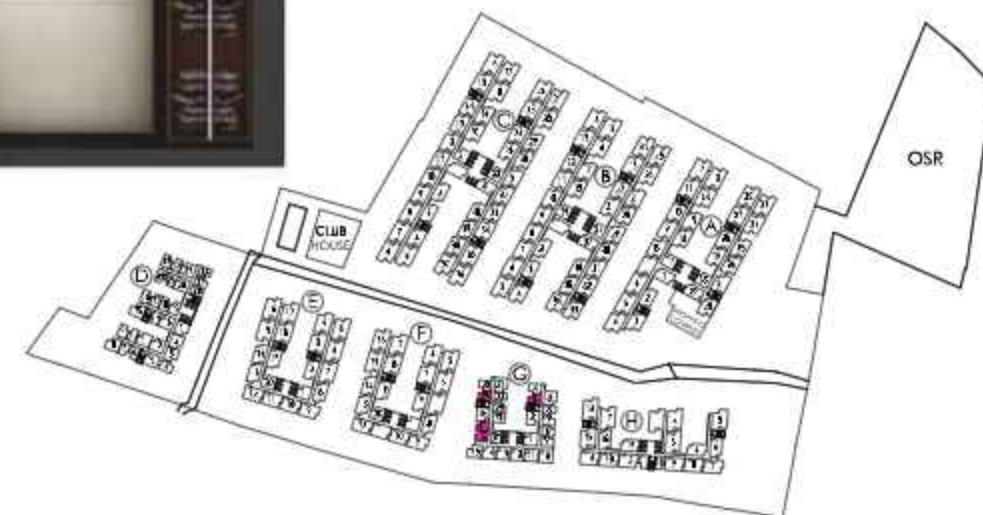


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Studio Type 1 - East Facing - 353 Sq.ft

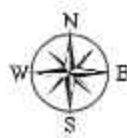
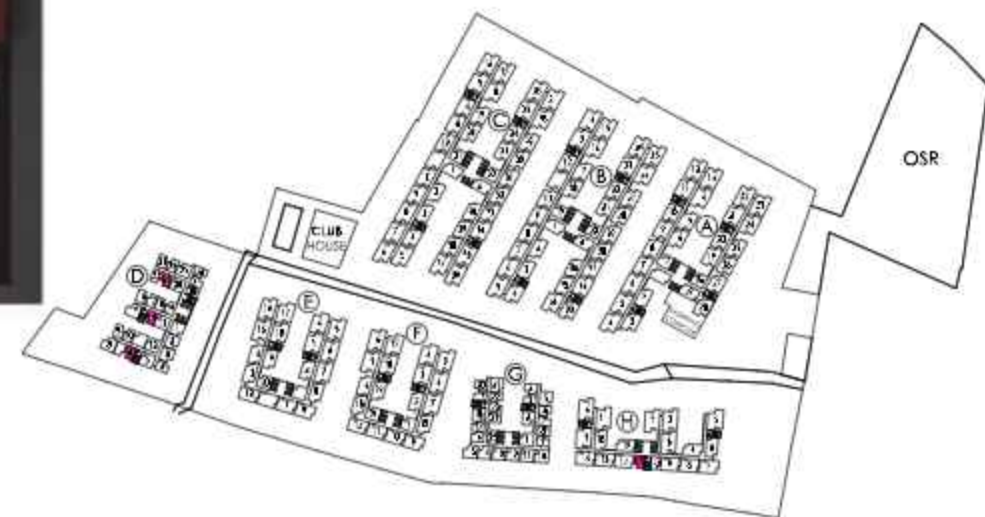


Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.



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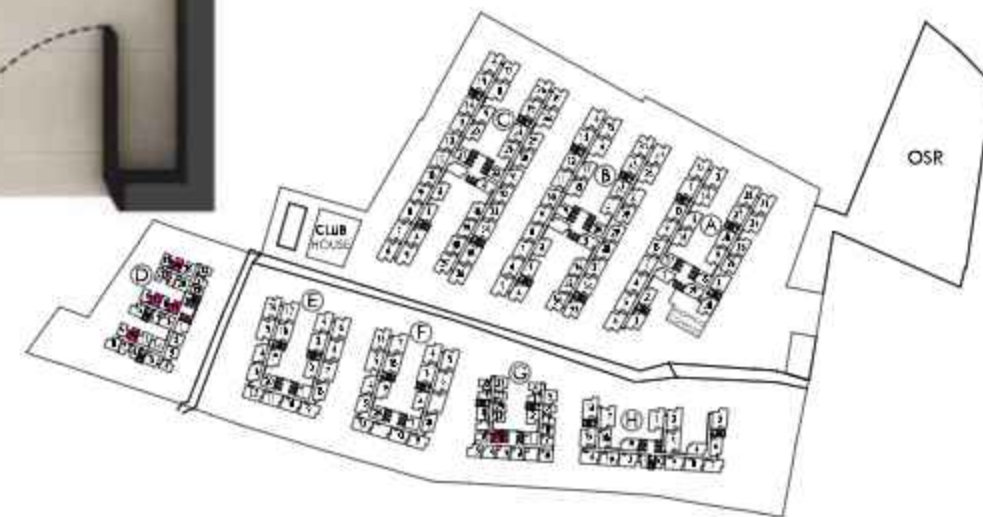
Studio Type 2 - North Facing - 353 Sq.ft



Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.

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Studio Type 2 - South Facing - 353 Sq.ft



Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.

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Studio Type 2 - West Facing - 353 Sq.ft



Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.

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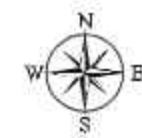
Studio Type 2 - East Facing - 353 Sq.ft



Carpet Area - 208 sq. ft. + Exclusive Balcony Area - 14.7 sq. ft.

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1 BHK + 1 T - North Facing - 510 Sq.ft



Carpet Area - 311.59 sq. ft. + Exclusive Balcony Area - 18.39 sq. ft.

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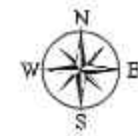
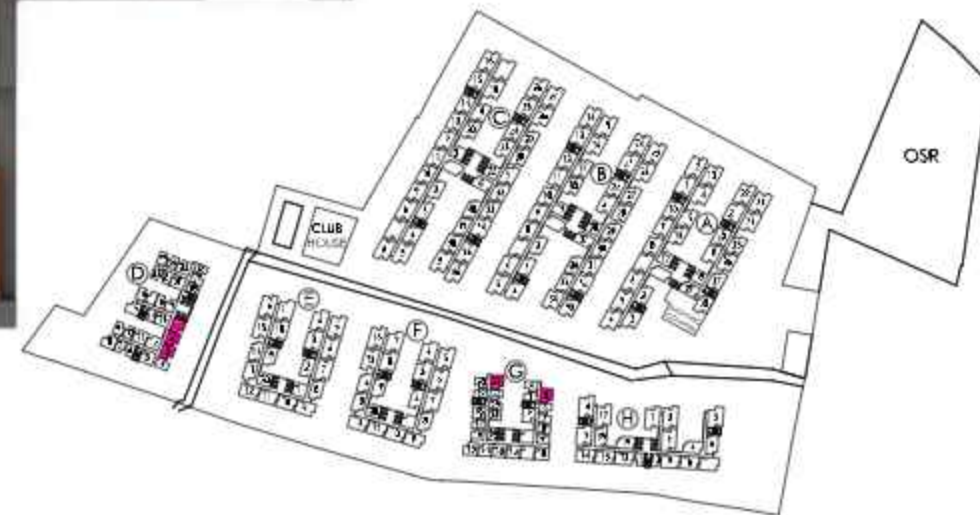
1 BHK + 1 T - South Facing - 510 Sq.ft



Carpet Area - 311.59 sq. ft. + Exclusive Balcony Area - 18.39 sq. ft.

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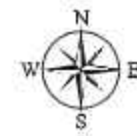
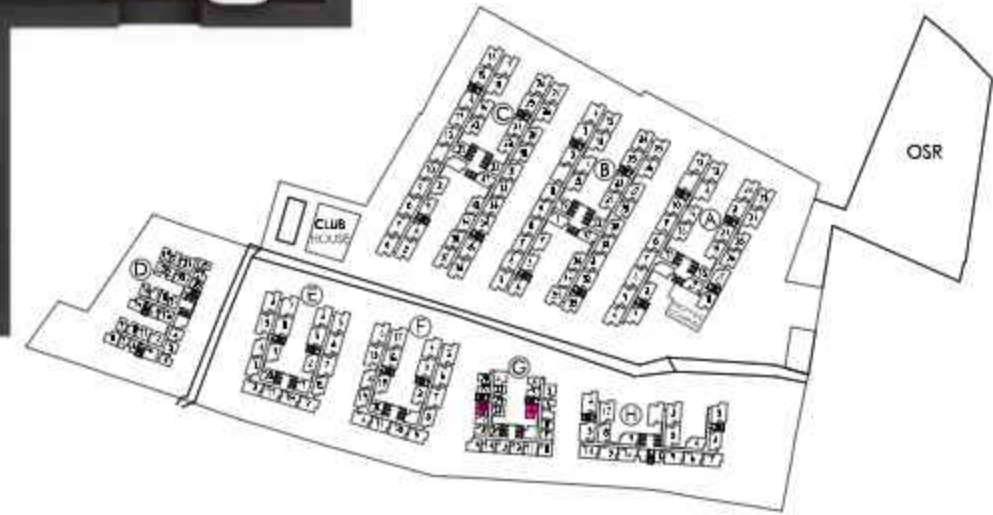
1 BHK +1 T - West Facing - 510 Sq.ft



Carpet Area - 311.59 sq. ft. + Exclusive Balcony Area - 18.39 sq. ft.

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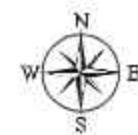
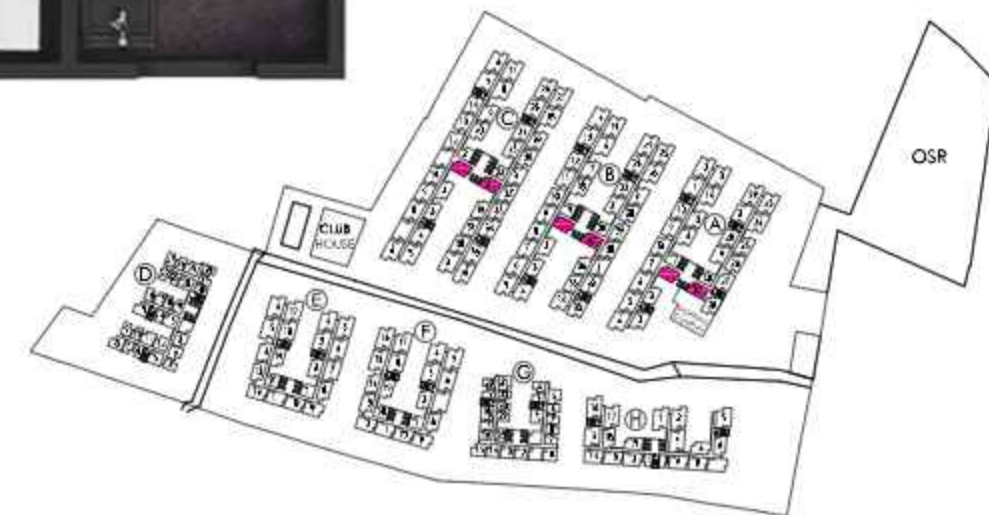
1 BHK +1 T - East Facing - 510 Sq.ft



Carpet Area - 311.59 sq. ft. + Exclusive Balcony Area - 18.39 sq. ft.

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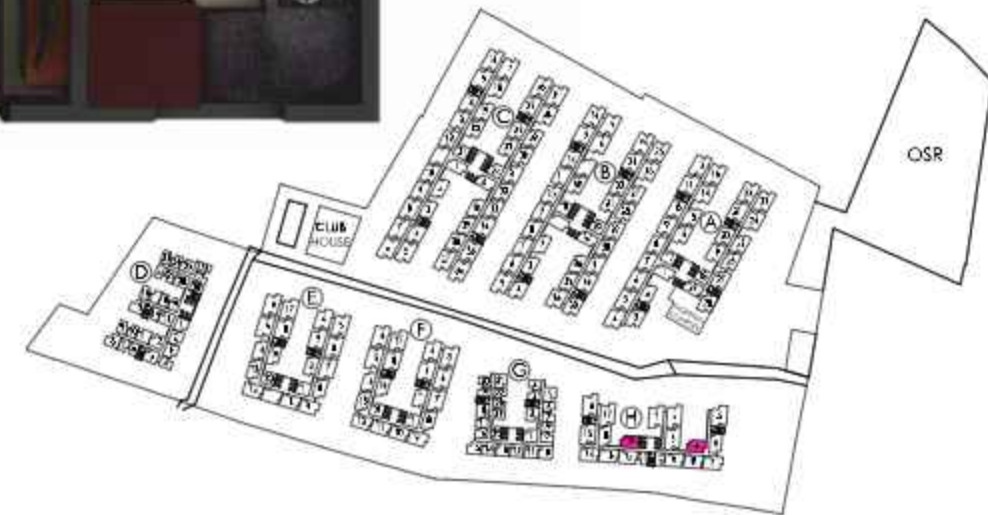
2 BHK + 1 T - North Facing - 636 Sq.ft



Carpet Area - 390.10 sq. ft. + Exclusive Balcony Area - 25.71 sq. ft.

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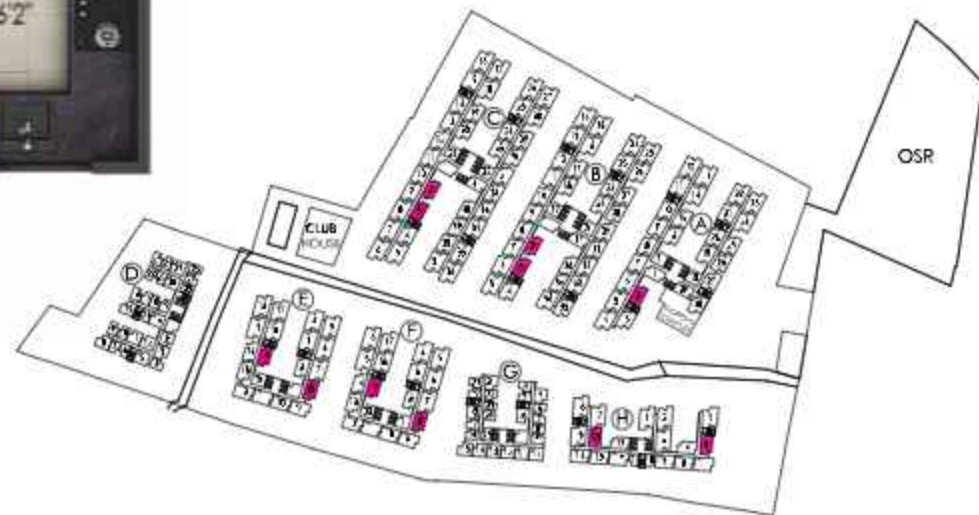
2 BHK + 1 T - South Facing - 636 Sq.ft



Carpet Area - 390.10 sq. ft. + Exclusive Balcony Area - 25.71 sq. ft.

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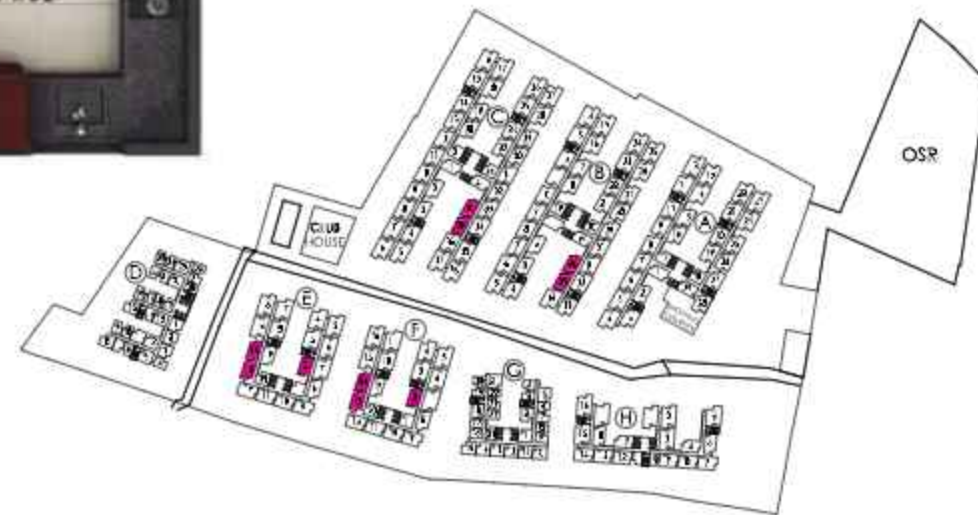
2 BHK +1 T - West Facing - 649 Sq.ft



Carpet Area - 398.85 sq. ft. + Exclusive Balcony Area - 25.11 sq. ft.

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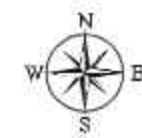
2 BHK +1 T - East Facing - 649 Sq.ft



Carpet Area - 398.85 sq. ft. + Exclusive Balcony Area - 25.11 sq. ft.

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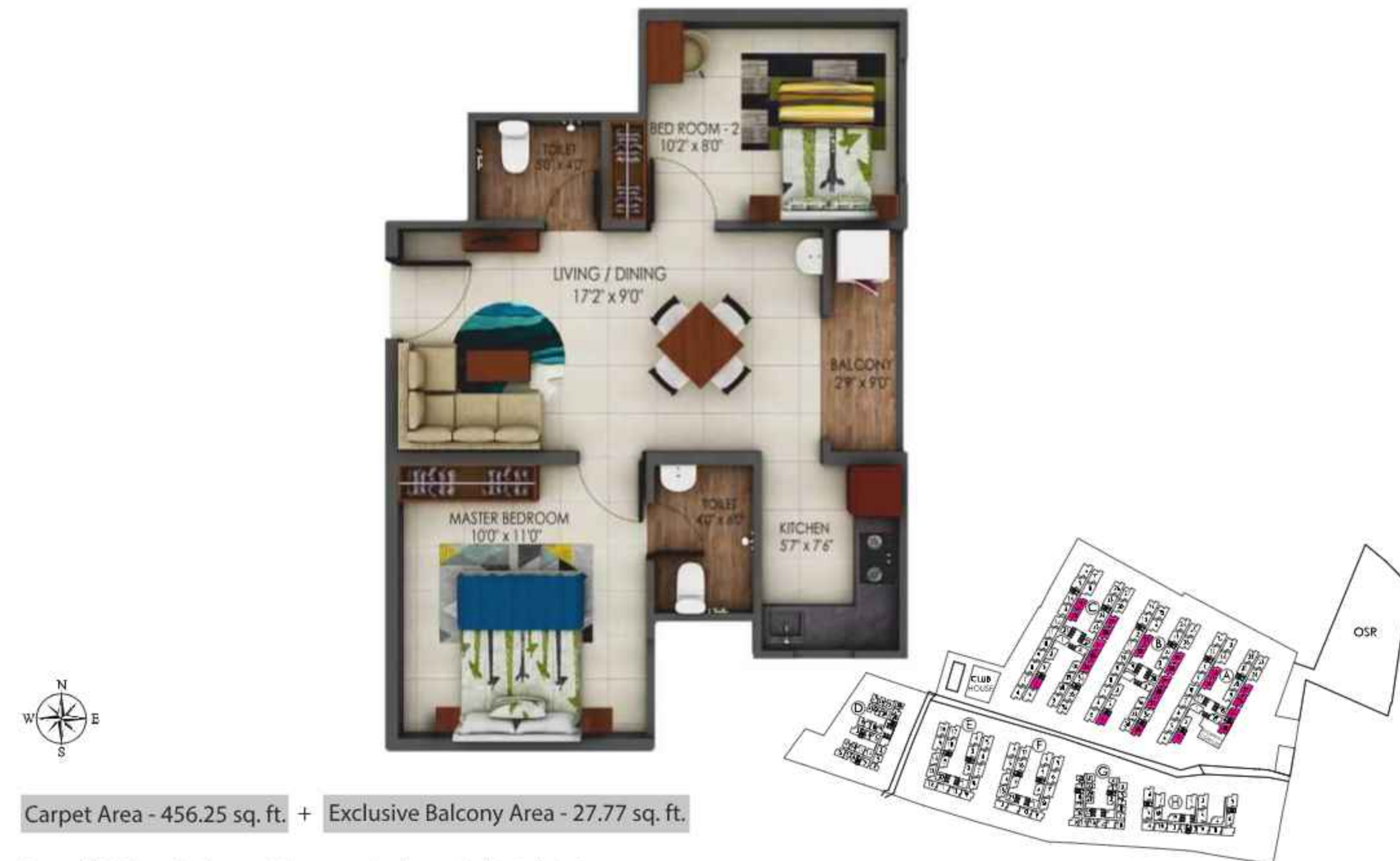
2 BHK +2 T Regular - North Facing - 727 Sq.ft



Carpet Area - 450.3 sq. ft. + Exclusive Balcony Area - 31.02 sq. ft.

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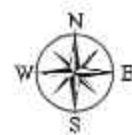
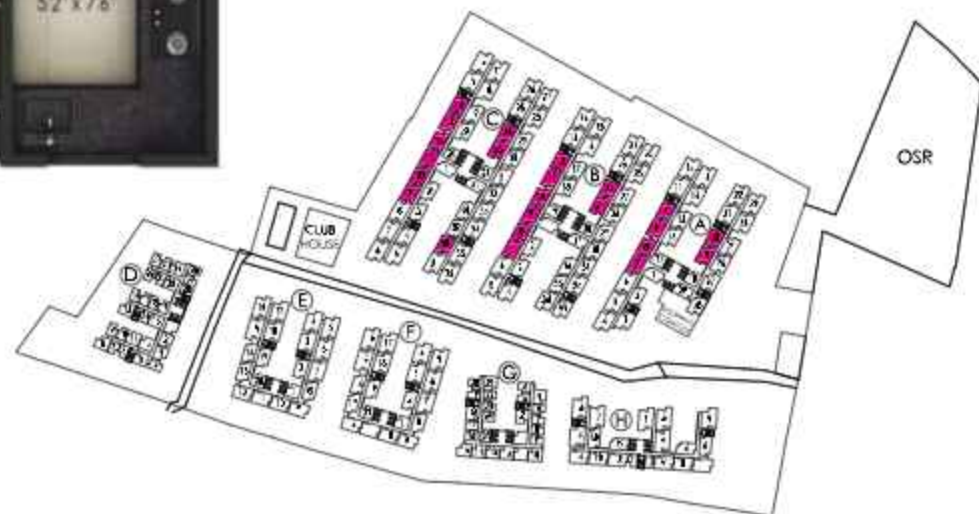
2 BHK +2 T Regular - West Facing - 737 Sq.ft



Carpet Area - 456.25 sq. ft. + Exclusive Balcony Area - 27.77 sq. ft.

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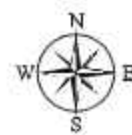
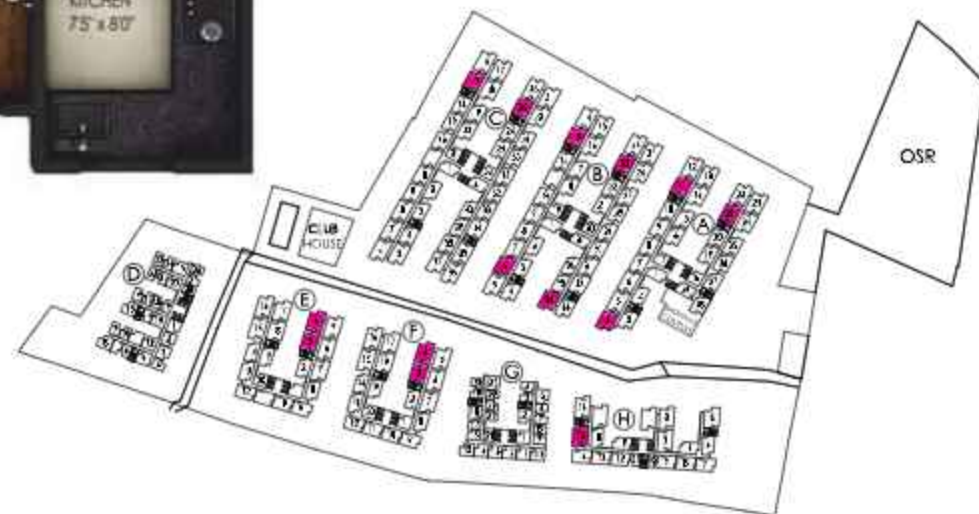
2 BHK + 2 T Regular - East Facing - 748 Sq.ft



Carpet Area - 464.88 sq. ft. + Exclusive Balcony Area - 27.77 sq. ft.

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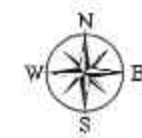
2 BHK+ 2 T - Large - East Facing - 857 Sq.ft



Carpet Area - 534.65 sq. ft. + Exclusive Balcony Area - 31.77 sq. ft.

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2 BHK+ 2 T - Large - West Facing - 857 Sq.ft



Carpet Area - 534.65 sq. ft. + Exclusive Balcony Area - 31.77 sq. ft.

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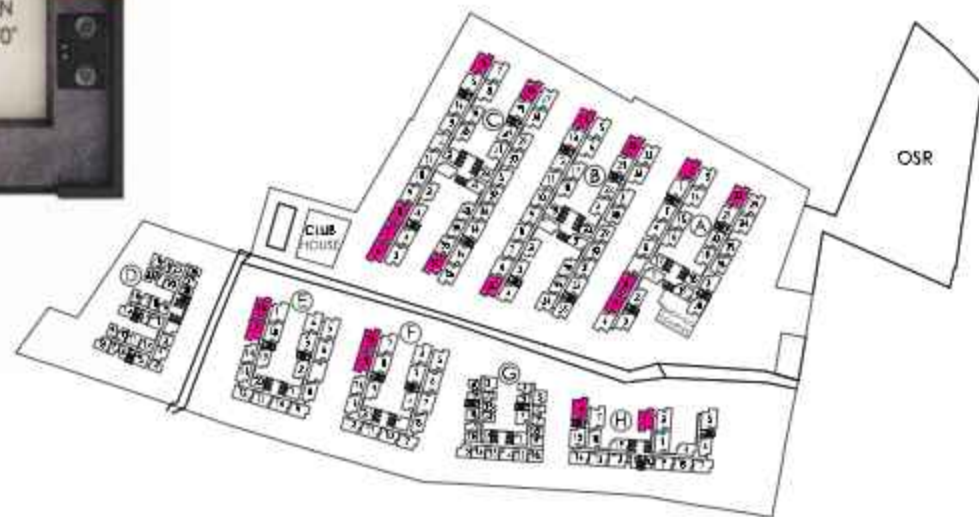
3 BHK + 2 T - West Facing - 892 Sq.ft



Carpet Area - 555.50 sq. ft. + Exclusive Balcony Area - 33.99 sq. ft.

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3 BHK + 2 T - East Facing - 892 Sq.ft



Carpet Area - 555.50 sq. ft. + Exclusive Balcony Area - 33.99 sq. ft.

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## TECHNICAL SPECIFICATION

### Living Room

Main Door	: 7 feet high wooden door Frame & Flush door Shutter /moulded skin panel door shutters with paint finish on both sides
Windows	: UPVC windows with sliding shutters
Flooring	: Vitrified tile flooring (2' x2')
Paint	: Emulsion Paint
Electrical	: Branded Modular switches, TV and Telephone Points

### Bedroom

Door	: 7 feet high wooden door Frame & Flush door Shutter /moulded skin panel door shutters with Paint Finish on both sides
Windows	: UPVC windows with sliding Shutters
Flooring	: Vitrified tile flooring (2' x2')
Paint	: Emulsion Paint
Electrical	: Branded Modular switches, AC Point in Master Bed Room Only.

### Study Room

Door	: 7 feet high wooden door Frame & Flush door Shutter /moulded Skin panel door shutters with Paint Finish on both sides
Windows	: UPVC windows with sliding Shutters
Flooring	: Vitrified tile flooring (2' x2')
Paint	: Emulsion Paint.
Electrical	: Branded Modular switches.

### Kitchen

Windows	: UPVC windows with sliding shutters
Flooring	: Vitrified tile flooring (2' x2')
Paint	: Emulsion Paint
Electrical	: Branded Modular switches.
Sink	: Single bowl stainless steel sink
Platform	: Granite platform or Full body vitrified tiles for kitchen Counter & 18" high wall dado

### Bathrooms

Door	: PVC Door.
Ventilators	: Powder Coated Aluminium Ventilators / UPVC ventilators
Flooring	: Anti-skid Ceramic Tiles
Wall dado	: 6 Feet height Wall dado
Electrical	: Branded Modular switches.
Sanitary ware	: Good quality Water closets & wash basins
CP Fittings	: Good quality branded CP Fittings

### Balcony

Door	: UPVC French Doors - Sliding Shutters with plain glass
Flooring	: Anti-skid Ceramic Tiles
Railing	: MS railing with enamel painted finish Washing Machine Provision for all flats

### Corridor & Lift Lobby

Flooring	: Anti-skid Ceramic tiles
Wall paint	: Emulsion Paint
Lifts	: Branded Lift.

### Power (Raw & Backup)

Studio & 1 BHK	: 3 KW , Single Phase
2 BHK & 3 BHK	: 5 KW , Three Phase
Back-up inside Flats	: Provision for Inverter, DG Back up for Common Areas & Lifts

# ARCHITECTURE IS A VISUAL ART AND THEIR WORK SPEAKS FOR THEMSELVES.



## ARCHITECTS

**arvind  
varuna  
associates**

Ar. Arvind graduated in the year 1989 from IIT Kharagpur. After having worked in Kuwait and Chennai for some of the leading architectural firms, he along with his wife, Varuna, started their own professional practice in the year 1994. From a small and nimble set up they have built the company to what it is now, a mid-sized firm with some of the most talented and experienced professionals.

Today, under their leadership, M/s. Arvind Varuna Associates has grown to become one of the leading architectural firms in Chennai. The firm covers a wide range of architectural and interior design projects. These include several residences, housing, commercial cum IT projects, restaurants, hotels and schools. Some of these projects have been recognized and published in several architectural magazines.

Over the years, their work has gained a reputation for providing quality in design and detailing. Their designs are practical, functional and score high on aesthetic appeal.

## LANDSCAPE DESIGN



Naveen Ponnada, the founder of the firm, comes with a degree in Architecture from Andhra University at Visakhapatnam. He studied his Masters in Landscape Architecture from the School of Planning and Architecture at New Delhi after which he worked as an Associate for few years with Design Cell in the same city.

The firm was established in 2016 and has earned a reputation for comprehensive landscape design work that serves to create a positive impact on spaces. Their design ideology is functional yet aesthetic.

## STRUCTURAL DESIGN



**mahimtura consultants pvt. ltd.**

Started in the year 1949, they come with an incredible 70+ years of service in the construction industry. They include Consulting Engineers and Chartered Engineers with Class – 1 License from the Corporation of Chennai & Class -1 Structural Engineers by CMDA.

They are leading Structural Consultants in the field of construction of high rise R.C.C. framed structures, Shear wall designs & concepts as well as medium rise structures.

They have designed and executed works of great distinction like massive residential townships, industrial & commercial projects and malls. They have also completed many HRB Towers of more than 45 floors in Chennai and 60 floors (more than 180.0 mtrs.) in other cities in India.

MCPL is head quartered in Mumbai and is lead by 2 senior Directors, Mr. Sailesh R. Mahimtura & Hiten R. Mahimtura along with a team of over 450 devoted Engineers with a minimum experience of 15 -25 years their respective fields. Over the past 70 years, they have made an exceptional contribution in offering cost effective yet innovative design solutions through a wide network of offices in different cities of India.