



Assetz

66 &  
SHI  
BUI

WHITEFIELD  
MAIN ROAD

INTRODUCING



# THE BLACK SERIES

The concept of this series is rooted in the commitment to define luxury at every touch point of a home. From the distinguished tiles to the solid granite to the elegant fixtures, the series is poised to set new benchmarks for architectural excellence.


But our dedication does not stop at the exterior. Inside each residence, we strive to leave no stone unturned. From exquisite Italian marble flooring to award-winning sanitary fittings and fixtures, we have thoughtfully created each aspect to meet an uncompromising standard. Above all, our aim is to ensure that residents experience an elevated sense of luxury in every element of their abode.



# BEAUTY IN THE DETAILS

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A boutique residential high-rise in Whitefield, inspired by the mystical Japanese aesthetic of Shibu. Designed to bring out love, intelligence, light, and joy in every aspect of living, with beauty that is simply understated and yet enriched in details.



666  
SHI  
BUI

PROPOSED  
WALKWAY





# ACCESSIBILITY



101 102 103 104 105 106 107

101

102

103

104

105

Strategically located to offer sophisticated urban living and seamless connections to major urban facilities, numerous IT firms, key arterial roads, highways, and other essential services.



## AROUND 66 & SHIBUI

*Whitefield main road - one of the most preferred and aspirational parts of Whitefield for residents in the locality with restaurants, shopping malls, schools, healthcare, and all other essential facilities (just a stone's throw away it offers everything one would ever need)*

### HEALTH, FITNESS & RECREATION

- Health Eye
- Inner Circle Park
- Kowtha Hospital
- Municipal Hospital

### EDUCATION

- Start Centre for Child Development and Care

### CAFFES & RESTAURANTS

- Old Spice House
- Four Points by Sheraton
- Gloria Bakery
- Grand Hotels & Resorts
- Luv's Burger & Wings

### SHOPPING & ENTERTAINMENT

- Home Mall
- Flamingo
- Source Salon & Spa



17th  
18th  
19th  
20th  
21st  
22nd  
23rd  
24th  
25th  
26th  
27th  
28th  
29th  
30th  
31st

Aseta

A SENSE  
OF ARRIVAL

# STEP INTO TRANQUILLITY

Crafted to redefine elegance, the individual entry to the project, the elevation, and each home have been meticulously designed to foster an ambience that is both inviting and aspirational, welcoming you into a world defined with effortless natural charm and timeless beauty.

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## THE FACADE

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The facade of M L Shilpi is constructed with natural stone cladding, the subtle details of which leave an impression of its simplicity. The black stone cladding and our generously sized windows provide natural light, insulate the building, and regulate temperatures, bringing together energy efficiency with a pleasant environment for you to unwind in.

# FLOOR PLANS

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Experience the elegance of spacious living with expansive decks, open dining and living areas with masterfully crafted large master suites to choose from. Each unit plan is thoughtfully designed to elevate your everyday living to a plane of luxury and efficiency.

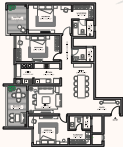
# 3 BHK

2184 SQFT

(SIN.)

1896 SQFT

(TOTAL COVERED AREA (GROSS BALCONY))



# 4 BHK

3044 SQFT

(800)

3280 SQFT

(810) (GARAGE), (2) (CL) (STAIRS) & (BATHROOM)





# MASTER PLAN

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A strategic blueprint spanning 3 acres, centered around creating a fulfilling living experience for the residents. Alongside the spacious and thoughtfully designed apartments, our range of meticulously curated amenities and lush landscapes enhance convenience, leisure, and recreation, for you to embrace an amazing lifestyle.



## **LEGEND**

- |                       |                             |
|-----------------------|-----------------------------|
| 1. Entrance           | 10. Party Room              |
| 2. Security           | 11. Outdoor Gym             |
| 3. Ramp/Elevator/Exit | 12. Social Place with Games |
| 4. Lobby Entrance     | 13. Reading Room            |
| 5. Pedestrian Plaza   | 14. Pet Park                |
| 6. Swimming Pool      | 15. Services                |
| 7. Kids' Pool         | 16. Children's Play Area    |
| 8. Changing Room      |                             |
| 9. Tennis Court       |                             |



THE  
CLUBHOUSE



# AMENITIES

With exclusive access to the best of world-class amenities.

## COMMON AMENITIES

1. Swimming Pools
2. Tennis Courts
3. Children's Play Area
4. Outdoor Gym
5. Seating Areas
6. Party Room

## CLUBHOUSE AMENITIES

1. Gymnasium
2. Yoga / Meditation Studio
3. Indoor Tennis / Courtroom
4. Pool Table
5. Table Tennis
6. Multipurpose hall with Party Facility
7. Discussion Lounge



# LANDSCAPE

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Our landscape treats the existing gateway as an archway connecting residents with various levels of nature. Moreover, a perfect blend of flora and foliage has been integrated that allows your senses painting a beautiful picture as you walk through the path of life & thrive surrounded by the good.



The area also boasts a variety of indigenous trees such as neem, neem apple, and more which abundantly contribute to the ecosystem and enhance the natural beauty of the surroundings. The coexistence of multiple contrasting natural elements brings the best of both nature inside and outside of the project.



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# SPECIFICATIONS

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## LEVEL

### Structure



Single or double level framed structure with fixed flooring

### ADDITIONAL FEATURES

#### Roofs



Flat roof or gabled wooden slates with concrete finish. Reinforced concrete, a gable roof for more space

Structural steel or ground reaction slates with concrete finish

Timber frame (impregnated wooden slates with concrete or the reinforced concrete finish on the roof)

#### Windows, Sliding Doors & Ventilators



Frames of the windows from impregnated profile doors and windows with magnetic lock

Galvanized powder coated aluminum ventilators - food-compatible with pressure throughout life

#### Flooring & Wall Cladding



Living flooring (floor, marble)

Marble or other tiles



Reinforced laminated wooden flooring



Reinforced, balcony or utility with fixed balcony (wooden floor, tiles)

### Paint



Internal/external painting (single or double)



Internal/external treatment finish with concrete grade surface treatments along with reinforcement of steel reinforcement

### Balcony/Deckings



Concrete with and top deckings with structural paint finish

### Fabric Cladding



Reinforced wooden frame with fabric cladding or aluminium

## PLUMBING, ELECTRICAL & SERVICES

### Oil, Sanitary, Fittings & Fixtures



Separate service, requires agreement with the contractor for distribution of all fixtures and their placement in the user space



Separate or dependent individual fluid system and accessories





### Electrical Fittings

Interlock or separate individual electrical circuits and distribution board



### Grid Power & Backup Power

#### Grid Power

2,000 - 1000  
2,000 - 10,000



#### Backup Power

Use of an inverter inside the apartments and home backup for construction, lighting lifts, and others.



### Services

Water treatment plant  
Waste treatment plant



### Standards

Minimum performance standards



### Safety & Security

Minimum security standards

## GREEN FEATURES

### Water Conservation

Water audit, dual supply systems and flush systems for sanitary fittings

Maximize water used for flushing purposes & minimize flush volume

Water efficient fixtures

Minimize landscaping

Groundwater recharge

### Energy Conservation

Minimize the solar heated water storage tank at top two floor apartments

Energy efficient lights in common areas

Minimize external stairwells

### Solid Waste Management

Segregation at source

Regular waste collection





## ABOUT ASSETZ

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Every square inch of an Assetz property reflects our "flexible design" philosophy: these ground-breaking forms that let in more of natural light, where space is intelligently managed and every centimetre is of the highest quality. By nurturing the geometry of an overall, we create living spaces that are cherished homes.

Our team comprises over 250 professionals who bring outstanding expertise to their respective fields. The team also have 16 year average of rich cross-industry skills across the board.

Our mission is to balance the need to break through the clutter of a highly competitive market where trends and fashions have a very short shelf life, with the demands of cost and investor confidence. A key to not succumb to this is to embrace architecture that expresses a sort of timelessness – responding to forms that are immovable to the site and the surrounding context and not to passing trends – in order to create something that cannot be replicated elsewhere.

Business Development is an integral component of a comprehensive business strategy. When done right, it is the lifeblood of your business, driving growth and profitability. The success of your business is dependent on the effectiveness of your business development strategy, and this is why it is so important. Business development is a long-term strategy that focuses on identifying and creating new business opportunities. It involves building relationships, understanding market needs, and creating value for customers. This is done through a variety of activities, including networking, sales, marketing, and public relations. Business development is not just about selling products or services; it's about creating a sustainable business model that can grow and thrive in a competitive market. It's about understanding your target audience, their needs, and how you can provide value to them. This involves research, analysis, and strategic planning. Business development is also about building a strong brand identity and a loyal customer base. This is done through consistent messaging, quality products or services, and excellent customer service. Business development is a continuous process, and it requires a long-term commitment to success. It's about staying up-to-date on market trends, identifying new opportunities, and being proactive in pursuing them. Business development is the key to long-term success, and it's why it should be a top priority for every business owner. It's about creating a future for your business, and it's why it's so important.

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**FROM THE BUREAU OF BUSINESS DEVELOPMENT**



2024 Business Development  
1001 Business Development  
1001 Business Development



2024 Business Development  
1001 Business Development  
1001 Business Development

2024 Business Development  
1001 Business Development  
1001 Business Development