

Be here, elevate yourself.



Regd. Office :
3K, Gopala Tower, 25, Rajendra Place, New Delhi-110 008, Ph.: 011-45520630

Site Office (Open All 7 Days) :
Sector 7, Gomti Nagar Extn., Lucknow

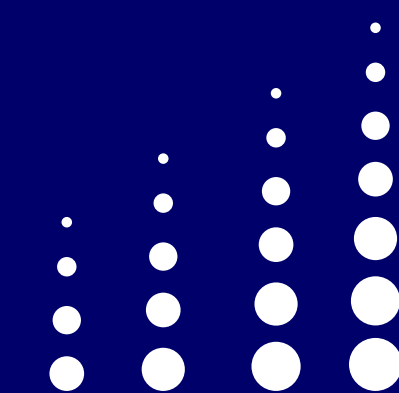
Regional Office :
3rd Floor, Eldeco Corporate Tower, Vibhuti Khand, Gomti Nagar, Lucknow - 226010 • Ph: 0522-4935900-50

Branch Office :
3rd Floor, N/A/2, Civil Station, Tashkand Marg, Civil Lines, (Opp. Hotel Grand Continental) Allahabad-211001 (Uttar Pradesh)

For Enquiries call: 9984865888, 9984798999, 9984455556, 08601148289
SMS 'PAARTH' at 56677, Email: sales@paarthinfra.com

KNOWLEDGE & CONSULTING PARTNER





ELEVATE YOURSELF.



This is no time to stand still. Move up. Rise higher. Touch the next level of luxury. You are invited to step into a life that's not only fascinating but wonderfully sensitive. You've finally arrived at the last frontier of contemporary lifestyle. Arka is rising in Lucknow's most elite neighbourhood for those who live life a cut above!

Be here. Elevate yourself.

EVERY JOYOUS NOTE IN HARMONIOUS HARMONY



Sample Flat Ready

An Artist's Impression

Limited Flats
of
1400 Sq. Ft.#,
1710 Sq. Ft.#
&
1860 Sq. Ft.#

The project, is being built on 14.0 acres (approx) with 1.0 million sq. ft. (approx) of residential built-up area and comprises of future expansion areas / land for serviced apartment / Hotel / Hospital block/ EWS & LIG units etc. (Subject to Developer's future expansion plans).

The accommodation types on offer are:

3 BHK – 1860 sq. ft. (with Servant Room) (approx)#

3 BHK – 1710 sq. ft. (with Store) (approx)#

3 BHK – 1400 sq. ft. (approx)#

These 576 accommodations shall be available in 6 towers comprising stilt + 24 floors each.

All the units shall have premium fittings and fixtures, round the clock power back up, proper ventilation and maximized natural lighting, besides eco-friendly building materials & technology.

Construction of the project is in full swing and shall be delivered as per the committed scheduled.



A RISING STAR IN THE REAL ESTATE GALAXY

Paarth Infrabuild Pvt Ltd (PIPL), an emerging premier Real Estate Developer, has been founded with a vision to fulfill the needs & to meet the special requirements of an ever emerging real estate market & its clients. The Company whose foundations are based on professionalism, believes in establishing new trends in the market & offering modern homes within easy reach.

The Company, with its team of dedicated Professionals, believes in high standards of quality construction, value engineering, continuous innovations & efficient customer services.

Paarth Infrabuild Pvt. Ltd. is embarking on an expansion plan across North India & its activities will soon be visible besides Lucknow, in cities like Allahabad, Varanasi, Noida, Greater Noida, Ghaziabad & many more...

OTHER ON GOING PROJECTS



A NEW WAY OF LIFE

A home that's as exuberant and zestful as you are! Where you wake up to lush greenery and mellow sunshine. Where you recharge with steaming hot coffee and fresh muffins at the cafeteria. Where you shop for the best brands without stepping out of your home ground. Where you get the finest business facilities at your doorstep. The fully-furnished NU is a whole new way of life!

Part of the premium Paarth Aadyant complex, NU is distinctive for its space planning, readymade finish and designer look. These elegant Furnished Suites/ Serviced Studio & 1BHK apartments in the finest location of Lucknow are meant for those who live life without 'terms & conditions' attached.

Plan the future now. Move to a NU life!



An Artist's Impression

Post Possession Assured Lease Option.

FURNISHED / SERVICED STUDIO &

1 BHK SUITES

- Studio Units of 540 sq ft[#]
- 1BHK Units of 785 sq ft[#]



Assured Lease Back Option In Association with Clarke Inn Group of Hotels



BE HERE. ENHANCE YOUR AURA.

Sometimes the very look of an edifice can take your breath away. Sometimes you know that this is perfection personified. Sometimes you come face to face with luxury of a whole new order. This is that time. Welcome to Arka.

Arka is an amalgam of the finest elements in each sphere. Exquisitely designed by the renowned architect HAFEEZ CONTRACTOR, Arka has also received the prestigious LEEDS Certification for its excellent use of Green Building concepts. The project has received the coveted CRISIL rating for its high standards and transparency.

The landscaping and overall lighting features are being handled by the biggest names in the business. The idea is to be uncompromisingly perfect, every time!

Arka will be one of Lucknow's most coveted addresses.

Are you ready for the magic?



KNOWLEDGE
& CONSULTING PARTNER

BE HERE. ENHANCE YOUR AURA.

Paarth Infrabuild Pvt. Ltd has engaged Rudrabhishek Enterprises Pvt. Ltd. (REPL), a Company with over 20 years of established credentials in City & Regional Planning, Urban designing, Civil Engineering, Infrastructure Planners, Architects, Project Managers and Real Estate Consultants, headquartered in New Delhi- REPL has considerably enlarged its scope of activities and is now a leading consultancy in India. REPL is an ISO 9001:2008 Certified organisation. REPL's integrated approach to service delivery enables our team to deliver optimal, sustainable solutions for public and private sector projects of any size and scope. With more than 230 employees spread across offices in New Delhi, Noida, Allahabad, Lucknow, Cuttack and Singapore. REPL's national practice fosters a broad base on a diverse range of communities and stakeholders.

The group has also recently set up a Private Equity Firm, Rudrabhishek Financial Advisors Pvt. Ltd. (RFAPL) with the objective of providing comprehensive financial support to rising sectors across India. The Fund plans to invest Rs. 1,000 crores in multiple segments and sectors with prime focus on Real Estate. The Fund's investment is principally focused on medium to large projects located in Prime cities across India.

“ CITY & REGIONAL PLANNING
URBAN DESIGN
INFRASTRUCTURE PLANNING
ARCHITECTURAL DESIGN
STRUCTURAL DESIGN
SERVICES DESIGN
CIVIL ENGINEERING
PROJECT MANAGEMENT
STRATEGIC MARKETING & CONSULTING
INFRASTRUCTURE FUNDING & ADVISORY
REAL ESTATE IT SOLUTIONS (GIS)
REPL HARNESSES THE POWER OF KNOWLEDGE ”



**AR. HAFEEZ
CONTRACTOR**

CONCEPT DESIGNER

**Architect
Hafeez
Contractor**

The Firm is winner of over 70 National and International Awards has conceptualized, designed and executed a wide range of architectural projects like bungalows; residential developments; hospitals; hotels; corporate offices; banking and financial institutions; commercial complexes; shopping malls; educational institutions; recreational and sports facilities; townships; airports; railway stations, urban planning and civic redevelopment and infrastructure projects. Hafeez Contractor was a member of the Bombay Heritage Committee and New Delhi Lutyens Bungalow Zone Review Committee. Architect Hafeez Contractor is currently empanelled and working with various housing boards of different states including Maharashtra, Rajasthan, Bihar, Chhattisgarh, Karnataka and Madhya Pradesh.

AHC has used it's vast experience of designing massive Housing Projects across India in making Paarth Arka a more luxurious and more convenient design that makes it a more cost effective product for it's users.

“ While design 'Arka', we have adopted a new and versatile design for the upcoming city of Lucknow, for new generation which is growing bold and looking forward for a smarter development ”

ARCHITECT HAFEEZ CONTRACTOR



AECOM

SERVICES CONSULTANTS

AECOM is a global provider of professional technical and management support services to a broad range of markets, including transportation, facilities, environmental, energy, water and government. With approximately 45,000 employees around the world, AECOM is a leader in all of the key markets that it serves. AECOM provides a blend of global reach, local knowledge, innovation and technical excellence in delivering solutions that create, enhance and sustain the world's built, natural, and social environments.

A Fortune 500 company, AECOM serves clients in more than 140 countries and had revenue of \$8.2 billion during the 12 months ended September 30, 2013.

AECOM as services consultants to Paarth Arka has contributed design in the field of MEP and as well as HVAC. Also AECOM is the facilitator in obtaining the coveted Gold rating certification from IGBC for the project.



BE HERE. LIVE GREENER.

LANDSCAPE DESIGNER

Spaces flow into each other seamlessly. Gardens of varying themes blend, forming a kaleidoscope of blossoms. And within it all, the landscape offers intimate spaces for all age groups - small children, teenagers, mature adults and elderly people. Water bodies, pergolas, a huge celebration lawn, a fascinating paved plaza and flamboyant flowering trees...whichever way you go, you rediscover a new 'you'.

Designed by PROF. SAMIR MATHUR, the eminent landscape architect and his team in Integral Designs International Studio, life at Arka is a dream come true!





CRISIL Ratings is India's leading rating agency. They pioneered the concept of credit rating in India in 1987.

CRISIL has launched a new rating product for the Realty Sector in India, "**CRISIL Real Estate Star ratings**" (**CREST**) in August 2010. CREST is a unique project specific rating assigned to on going, proposed and completed projects which benchmarks real estate projects within a given city.

CREST is the ratings assigned to real estate projects and are based on the quality of a project, as per the agreed specifications. It aims to benchmark a real estate project against other projects in a category within the city / region. The rating will be on star ratings scale, where seven stars is the highest star rating and one star is the lowest star rating. **CRISIL's** credible expertise in terms of coverage and analytical strength in real estate sector is unparalleled. It has been a pioneer in rating developers & projects in Real estate sector in India. The in-depth understanding of this sector is borne by the fact that it has rated over 500 developers and projects in this sector. It is also proudly associated with the prestigious **CNBC CRISIL** Real Estate Awards since inception, where it handles the entire awards selection process of scrutinising nominations to the final selection of winners.

ARKA has been designed & planned keeping the considerations of stringent parameters for **CRISIL STAR RATING**

CRISIL REAL ESTATE STAR RATINGS



BE HERE. LIVE GREENER.

IGBC or Indian Green Building Council is transforming the way we think about how our buildings and communities are designed, constructed, maintained and operated across the globe.

What makes life so close to nature in Arka?
Arka is a unique IGBC Gold certified eco-friendly project that extensively uses 'Green Building' concepts. The built form of the towers affords climatic benefits in terms of sun shading and wind dispersion across the buildings. Energy saving features is everywhere – from construction materials to the designs of the fixtures used. There is a strong focus on natural light and cross ventilation. This ensures the therapeutic effect of nature and spectacular power savings.

IGBC CERTIFICATION

Quite simply, Arka ushers in a green era of better living!

The green benefits of living in a IGBC Gold Certified home:

- 40% Energy Efficiency over Conventional Building
- 50-75% of indoor areas lit by natural light
- 16-18% energy efficient over IGBC Green Homes Baseline criteria
- 50% of indoor areas with Cross ventilation
- 40-50% of Site area as Green Landscape Area
- Zero Discharge Site thru 100% Wastewater Treatment & Reuse
- 35% Water saving over IGBC Green Homes Baseline
- 30% Low Embodied Energy Building Materials for construction





BE HERE. ENERGIZE THE ELEMENTS.

You can't have enough of it!

Imagine the club building opening out into the pool deck zone with a wooden deck and a sinuously curved swimming pool. The pool lawn doubles up a party space with an exotic pool pavilion attached. The smaller kids' pool is specially designed for safe splashes!

The club is equipped with a number of leisure and exercise facilities including gymnasiums, yoga and aerobic studios, indoor sports facilities, lounges, a spa area, Jacuzzi and sauna facilities – and so much more!





Structure	Earthquake Resistant RCC frame structure	
External Finish	Weather proof paint/Texture Paint	
Drawing & Dining		
Floor	Vitrified Tiles	RAK / Kajaria / Somany / Johnson / Equivalent other brand
Walls	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
Ceiling	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
Split AC	Two AC of 1.5 Tonne each	Voltas / LG / Samsung / Blue-star / Equivalent other brand
Master Bed Room		
Floor	Laminated Wooden Flooring	Pergo / Action Tesa / Kajaria Wood / Kronotex / EURO / EGO / Equivalent other brand
Walls	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
Ceiling	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
Split AC	1.5 Tonne Capacity	Voltas / LG / Samsung / Blue-star / Equivalent other brand
Bed Rooms		
Floor	Vitrified Tiles	RAK / Kajaria / Somany / Johnson / Equivalent other Brand
Walls	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
Ceiling	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand
AC	1.5 Tonne capacity	Voltas / LG / Samsung / Blue-star / Equivalent other brand
Kitchen		
Floor	Vitrified/Anti Skid Tiles	RAK / Kajaria / Somany / Johnson / Equivalent other brand
Platform	Pre-polished Granite Stone with One and Half Bowl Stainless Steel Sink	Nirali / Lotus / Jaina / Neelkamal / Equivalent other brand
Walls/Dado	Ceramic Tiles Upto 2 Feet Height Above Kitchen Counter, Balance Plastic Emulsion Paint	RAK / Kajaria / Somany / Johnson / Equivalent other brand
Water Supply	Provision for Hot and Cold Water Supply	
Hob & Chimney	Four Burner Kitchen Hob Chimney above the Hob	Faber / Kaff / Sunflame or Equivalent
Fittings	CP Fittings with Mixture	Jaquar / Parryware / Hindware / Equivalent other brand
Water Purifier	RO System	Kent / Eureka Forbes / Equivalent other brand
Geysers	Instant Geysers	Bajaj / Racold / Havells / Equivalent other brand
Bathrooms		
Floors	Anti-Skid Ceramic Tiles	RAK / Kajaria / Somany / Johnson / Equivalent other brand
Walls	Ceramic Tiles dado upto 2100 mm & OBD above	Tiles – RAK / Kajaria / Somany / Johnson / Equivalent other brand OBD – Asian / Berger / ICI / Equivalent other brand
Fitting & Fixtures	Wall Mounted WC, Counter Wash Basin, Bathtub/Shower Enclosure in Master Toilet, 2.5/3 ft. Glass Panel in Other Toilets, Towel Rail, Soap Dish, Health Faucet, Geysers with 25 ltr Capacity in master Toilet & 15 ltr capacity in other Toilets.	CP Fittings – Jaquar / Parryware / Hindware / Equivalent other brand China wares – Hindware / Parryware / Equivalent other brand
Balconies		
Floor	Anti-Skid Ceramic Tiles	RAK / Kajaria / Somany / Johnson / Equivalent other brand
Railing	Provision for Washing Machine in Service / Utility Balcony MS Railing with synthetic enamel paint	
Doors & Windows		
Entrance Door	Seasoned Hardwood Frames with Decorative Moulded Shutter with Electronic Lock	
Internal Doors	Seasoned Hardwood Frames with Flush Door Shutters / Moulded Skin Door	
Balcony Doors / Windows	UPVC Glazed Door/Shutter or Powdered Coated Aluminium Doors / Shutters	
Electrical		
Point Wiring	Copper Concealed Wiring in All Rooms Sufficient Light Points, Fan Points, AC Points in Living / Dining and Bed Rooms, Provision for TV etc.	
Switches	Modular Switches	Crabtree / Anchor / Legrand / Equivalent other brand
Exhaust fan	In All Toilets	Havells / Bajaj / Usha / Equivalent other brand
Security System		
Club Facilities	Gated Community, Fire fighting system & Intercom Swimming Pool, Sauna, Steam, Jacuzzi, Gymnasium, Indoor games like: Snooker/Pool Table etc., Indoor Squash Court, Tennis/ Multi-purpose court, Provision for Restaurant/Cafeteria, Provision for business lounge etc, Children's play area Beautifully landscaped Central park with water bodies	
Special Facilities	Wi-Fi enabled campus	
Staircase & Common Passage		
Floor	Granite / Marble / Kota Stone	
Walls & Ceiling	Acrylic OBD	Nerolac / Berger / Asian / Equivalent other brand



FIRST FLOOR PLAN
SERVICE SHAFTS

FLOOR PLAN



10,764 sq.mtrs. = 10,764 sq.ft.

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.



TOWER SURYA-B, KAVAYEE, ARUNYA, C
FIRST FLOOR

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.



**TOWER - KAVYA-A, KAVYA-B, ARUNYA-B
TYPICAL FLOOR PLAN**

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.



**TOWER - KAVYA-A, ARUNYA-B
TYPICAL FLOOR PLAN**
KAVYA-A - 2ND TO 24TH FLOOR
ARUNYA-B - 2ND TO 28TH FLOOR

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

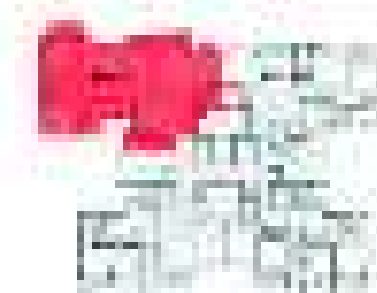


**TOWER- KAVYA-A, ARUNYA-B
FIRST FLOOR PLAN**

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

15. AREA WITH DECK OR
POOR AREA WITH BALCONY
OR POOR COMMON AREA
EXCLUDED

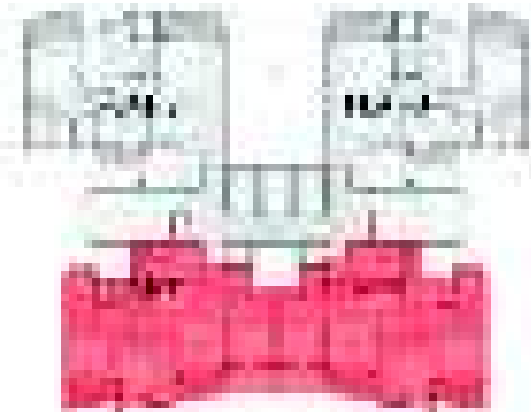


* THE ABOVE MENTIONED REMARKS SHOULD BE READ CAREFULLY BEFORE BUYING	
NET AREA	3100 SQ.FT
GROSS AREA	3400 SQ.FT

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

APPROXIMATELY 10% MORE AREA THAN OTHERS IN THE MARKET

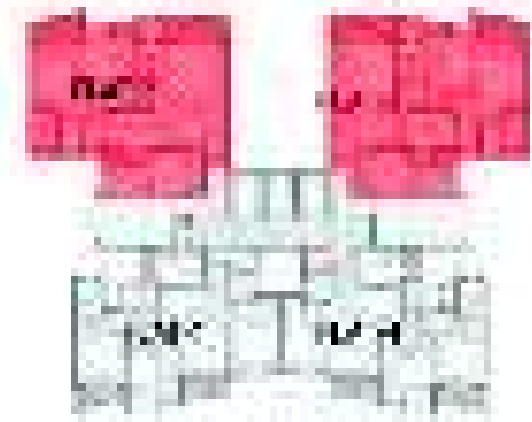


3BHK - 3 TOILETS	
BEDS - 3	
TOTAL SQUARE FEET AREA	
SUPER AREA	1075 SQ. FT.
SPLIT AREA	1025 SQ. FT.

FLOOR PLAN

*1 sq.mtrs. = 10.764 sq.ft.

APPROXIMATELY 10% MORE AREA THAN OTHERS IN THE MARKET

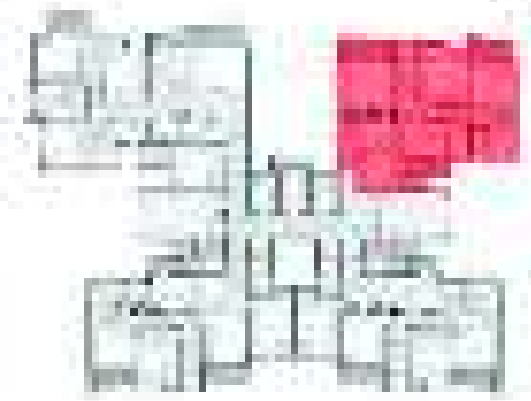


3BHK - 3 TOILETS	
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SUPER AREA	1075 SQ. FT.
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FLOOR PLAN

*1 sq.mtrs. = 10.764 sq.ft.

1000 SQ. FT. (1000)
KITCHEN WITH REFRIGERATOR
STOVE
SINK/STOVE



1000 SQ. FT. (1000)	
KITCHEN WITH REFRIGERATOR STOVE SINK/STOVE	
BED ROOM	1000
SALVAGE	1000

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

1000 SQ. FT. (1000)
KITCHEN WITH REFRIGERATOR
STOVE
SINK/STOVE

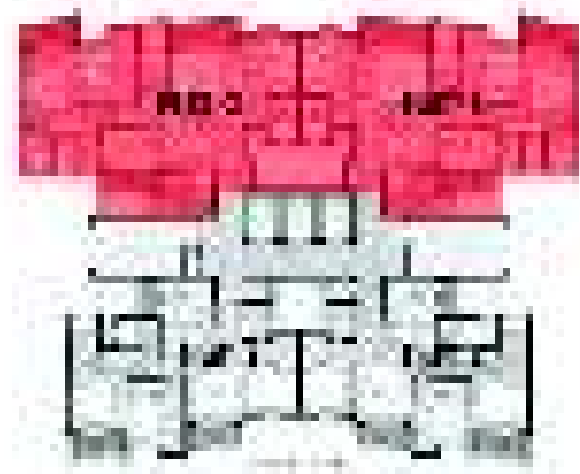


1000 SQ. FT. (1000)	
KITCHEN WITH REFRIGERATOR STOVE SINK/STOVE	
BED ROOM	1000
SALVAGE	1000

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

- LIVING WITH DINING
- KITCHEN WITH UTILITY BALCONY
- SEPARATE ROOM WITH TOILET
- BALCONIES

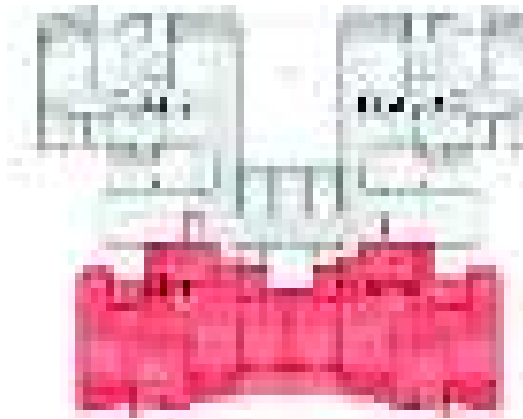


3 BHK + 2 TOILETS - SEPARATE	
FLOORS - 2/4/202 PL	
TOWER - SURABH SKYLINE BARLIHWA C	
UNIT NO - 2.1	
BUILT UP AREA	1575 SQ. FT.
SUPER AREA	2095 SQ. FT.

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

- LIVING WITH DINING
- KITCHEN WITH UTILITY BALCONY
- BALCONIES

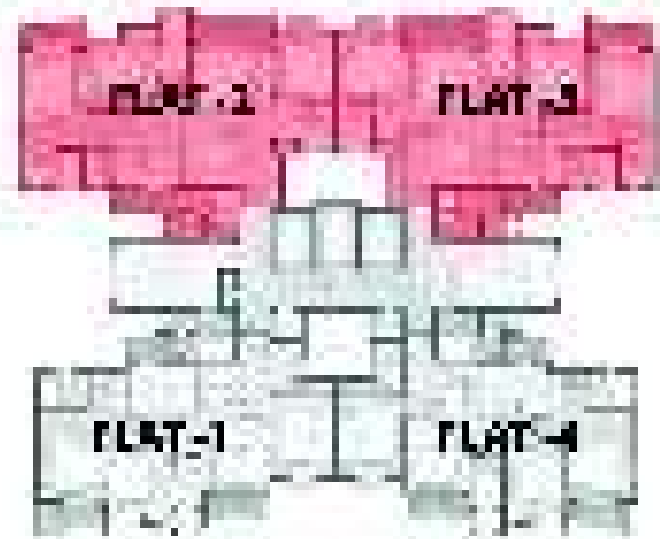


3 BHK + 2 TOILETS	
FLOORS - 2/4/202 PL	
TOWER - SURABH SKYLINE BARLIHWA C	
UNIT NO - 1.1	
BUILT UP AREA	1575 SQ. FT.
SUPER AREA	2095 SQ. FT.

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

3 BEDROOM + STUDY
FLAT WITH FULLY
SERVICED BATH TOILET
CLOSET

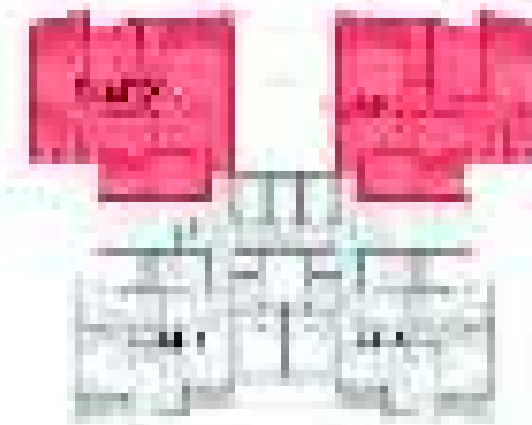


3 BEDROOM + STUDY FLOOR - 2ND FLOOR TOWER - BUNGA BANGA BANGA AC UNIT NO. 202	
BUILT UP AREA SUPER AREA	480 SQ.FT 1830 SQ.FT

FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

3 BEDROOM + STUDY
FLAT WITH FULLY SERVICED
BATH TOILET
CLOSET

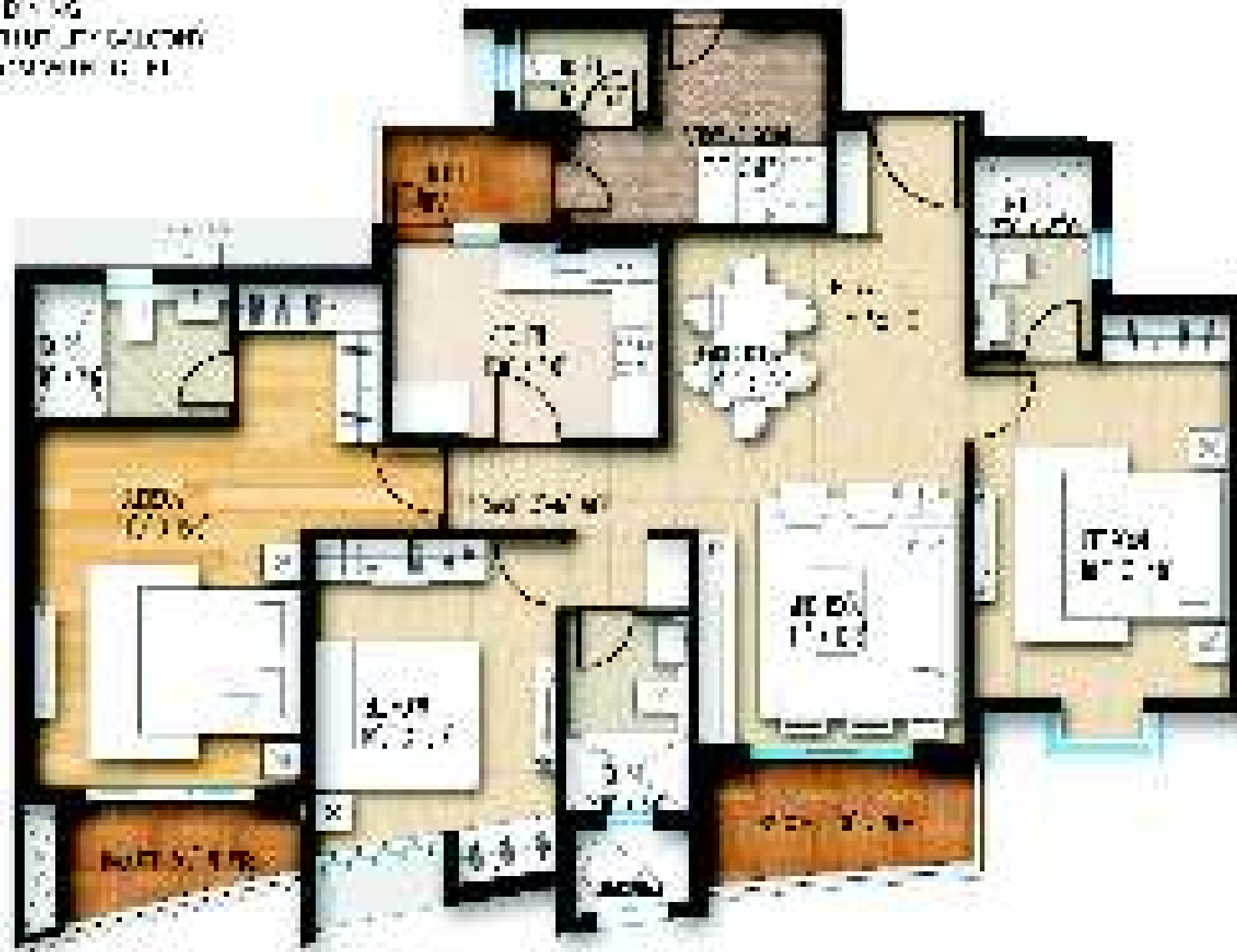


3 BEDROOM + STUDY FLOOR - 2ND FLOOR TOWER - BUNGA BANGA BANGA AC UNIT NO. 202	
BUILT UP AREA SUPER AREA	480 SQ.FT 1830 SQ.FT

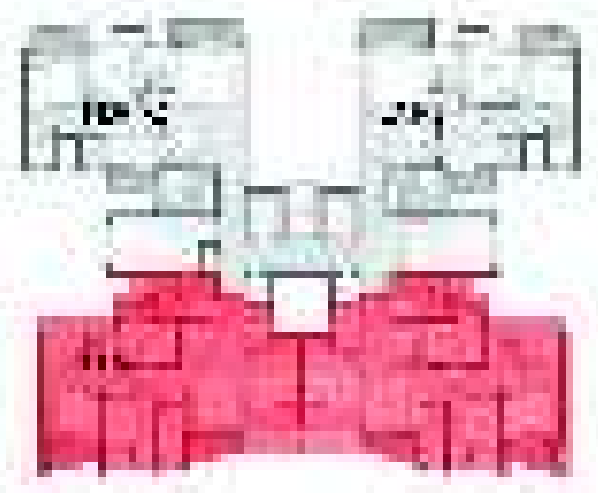
FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.

UNBUILT 10%
ETC. SHANTHILIFE PROJECTS
WARRANTY FOR 10% OF
PRICE



3 BHK 3 TOILET 1000 SQ. FT.	
BATH, SHOWER, ALMOUSE	
KITCHEN, TV	
10'0" x 12'0"	10'0" x 10'0"
10'0" x 10'0"	10'0" x 10'0"



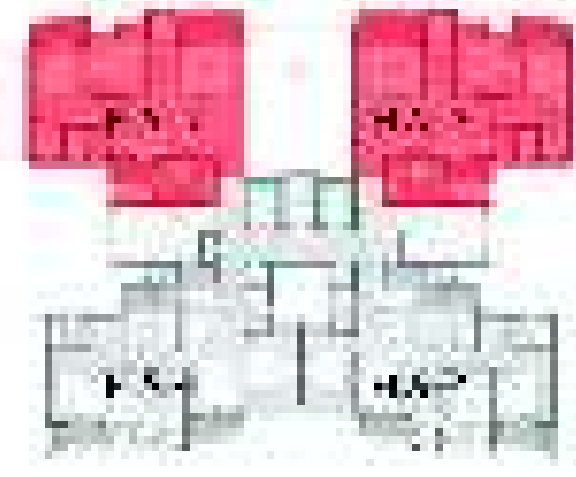
FLOOR PLAN

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UNBUILT 10%
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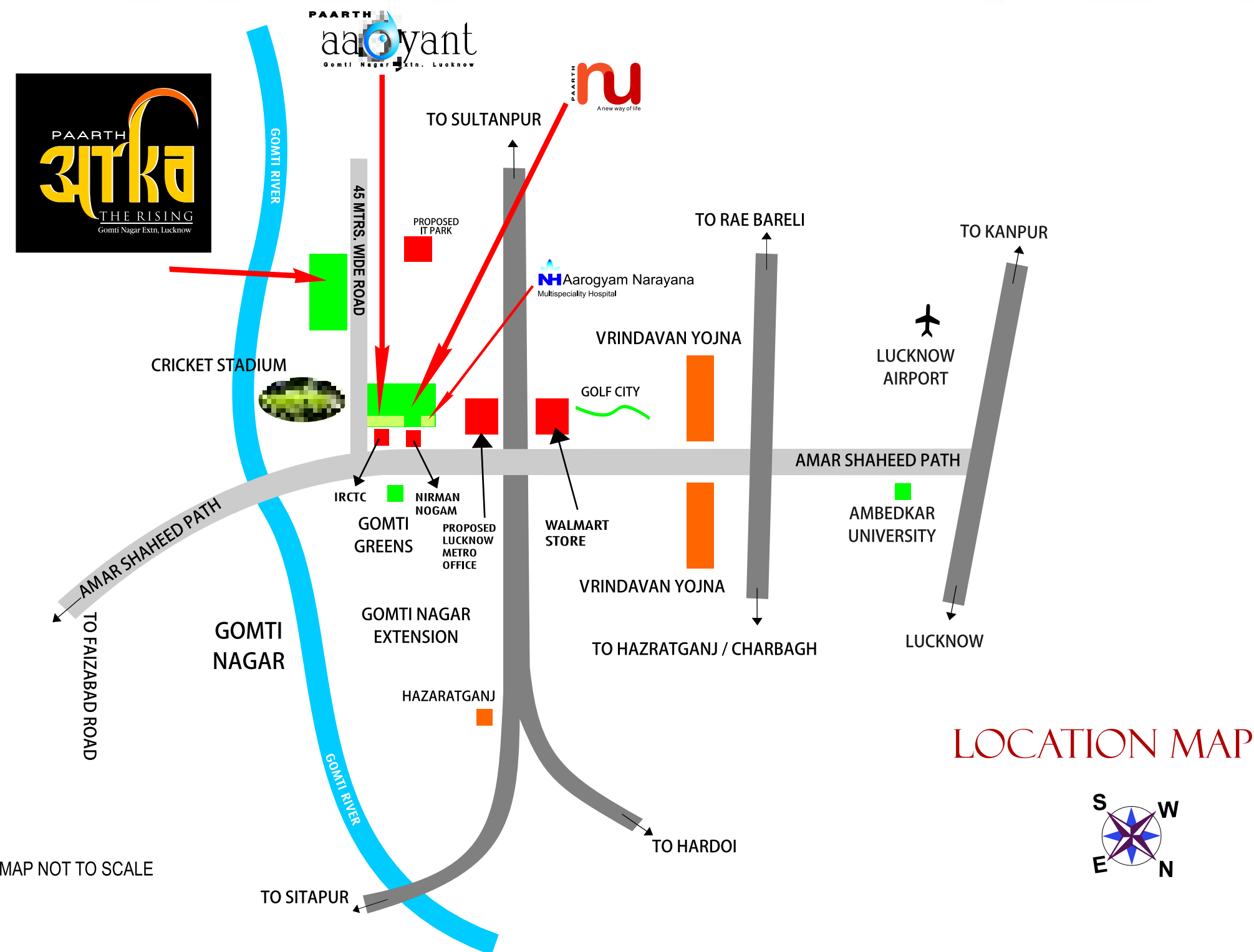
FLOOR PLAN

#1 sq.mtrs. = 10.764 sq.ft.



BE HERE. RAISE THE BAR.

Even the location is out of this world!
This elite oasis is located on Sultanpur Road, enjoying excellent accessibility as it is in close proximity to the Gomtinagar Extension Road and a mere 10 minute drive from the city's Airport. The locale is set to hit headlines with the upcoming Lucknow Cricket Stadium, a state-of-the-art sporting facility and the first of its kind in the region. What's more, this is one of Lucknow's most well planned urban zones with easy links with the heart of the city.



LANDMARKS SURROUNDING PAARTH ARKA:-

- **International State-of-the-art Cricket Stadium**
Will be an International level facility that will cater to the sporting enthusiasts of the Country.
- **IT SEZ**
Spread over approx. 100 acre will be an employment generator of Lucknow. This IT SEZ will place Lucknow on the IT map of the Country.
- **325 bedded NH Aarogyam Narayana Hospital**
Multi & Super Speciality Hospital of Narayana Healthcare Group shall be a one of it's kind health institution in Central UP Region.
- **200 bedded Mother & Childcare hospital of State Govt.**
- **Corporate offices in the vicinity**
IRCTC
Nirman Nigam Ltd.
Central Bank of India
Lucknow Metro Rail Corporation
UP Police Headquarter
And many more...

PAARTH ARKA IS NOT ONLY BLESSED WITH THESE LANDMARKS ALSO ENJOYS THE BREATH TAKING VIEWS OF RIVER GOMTI!!

