



An Alliance Group Company

Site Office: Urbanrise Codename New Porur, Survey No.72, Near Santro City, Chembarambakkam, Poonamallee, Thirumazhisai, Chennai – 600 124

Corporate Office: Plot No.'A', No. 36/1, Gandhi Mandapam Road, Kotturpuram, Chennai – 600 085
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www.urbanrise.in | www.codenamewporur.com

TN/02/BUILDING/0467/2020 | www.tnrera.in



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CODENAME
NEW PORUR

SEMINA
LOCATION

SEMINA
PRICE

SEMINA
LIFESTYLE

CODENAME
NEW PORUR



Futuristic township in the most sought after locations in Chennai

Get away from the buzz and din of the city into this new world that will soon be one of the most sought after housing destinations. Codename New Porur at Thirumazhisai will soon sport a metro station. It is just a stone's throw from the Outer Ring Road and will be connected to the 13.7 km elevated expressway between Poonamallee and Sriperumbudur. More importantly, this self contained mini township will be a world of its own, with everything from an in-house CBSE school to senior friendly parks to shopping arcades to banquet lawns to ladies kitty corners.... Come, experience a new lifestyle in this paradise that's all yours and yours only.



THIRUMAZHISAI IS THE EMERGING NEW PORUR

Buzzing with rapid infrastructural activities 50 acres of land in Thirumazhisai satellite township would make way for metro rail yard and mofussil bus terminus for west bound buses. With the wholesale vegetable market moving here after the pandemic, Thirumazhisai has become an important location in the Chennai map.

5 mins drive to the Outer Ring Road and 15 mins from Porur.

CODENAME
NEW PORUR

Close to the Proposed Metro Rail (Phase II) connecting Light House to Poonamallee/Thirumazhisai.

Adjacent to the upcoming 300 acre THNB Satellite Township Project.

Close to the IT Hubs, Electronics and Automobile at Porur, Poonamallee, Sriperumbudur, Irungattukottai, Avadi and Thiruvallur, employing around 10 lakh people.

Well connected by the proposed 13.7 km Elevated Express Highway from Poonamallee to Sriperumbudur.

Educational Institutions		Entertainment Hub		Proposed Development		Easy Connectivity	
Chennai public School	5 mins	EVP Carnival		300 acres Satellite Township	2 mins	NH4 Bangalore Highway	2 mins
Spartan International School	5 mins	6 Screens Multiplex	2 mins	Proposed Elevated Express Way (NH4 Bangalore Highway)	3 mins	Outer Ring Road	5 mins
St. John's International School	10 mins	KFC	3 mins	Proposed Poonamallee bypass Metro station	4 mins	Poonamallee Bus Depot	7 mins
Chaitanya	10 mins	Hotel Sageetha	3 mins	Proposed Kuthambakkam Bus Terminus	5 mins	Sriperumbudur	15 mins
SBVM School	10 mins	McDonald's	4 mins	Proposed Greenfield Airport	20 mins	Inner Ring Road	15 mins
Sree Sastha Engineering	3 mins	Queensland Theme Park	5 mins	Proposed Tidel IT Park (Pattabhiram)	20 mins	Koyambedu Bus Terminus	30 mins
Rajalakshmi Institute (RIT)	5 mins	Chokhi Dhani	15 mins			Chennai Airport	35 mins
Animalar College	5 mins	Reliance Mart	17 mins				
		Saravana Super Store	20 mins				

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5000+
HOMES
DELIVERED



20,000
HOMES UNDER
CONSTRUCTION



₹14,000
CRORES WORTH
PROJECTS IN
PROGRESS



36
MILLION SQ.FT
UNDER
EXECUTION



OUR PROJECTS ARE FUNDED
BY THE WORLD'S LARGEST
SOVEREIGN FUND **ADIA**
(**ABU DHABI INVESTMENT
AUTHORITY**) THROUGH
KOTAK REALITY FUND
AND **INDOSTAR CAPITAL
FINANCE LIMITED.**



NO JDs
ALL PROJECT
LANDS OWNED
BY COMPANY

Big dreams are made by big teams!

South India's largest real estate developer

When you team up with a leader like Urbanrise, your life is bound to be a beacon for your peer group. Because, Urbanrise part of the Bangalore based Alliance Group, is South India's Largest Real Estate Developer that can bring the most unimaginable things to life. Founded by industry stalwarts with drive and vision, Urbanrise projects set benchmarks and are truly world class when it comes to quality and comforts. More importantly, the company is wedded to ethical practises, transparency and most of all, customer delight... which is why the only frowns you may find are on those who went elsewhere and missed the bus.

So, it's not surprising that the group's performance is more than just noteworthy 5000+ homes already delivered; 20,000 homes in the delivery pipeline; 36 million sq. ft. projects worth ₹14,000 crores under development in Bengaluru, Chennai, Hyderabad and Vizag (and all projects are on company owned lands and not on joint ventures). Urbanrise projects are funded by global leaders in the world of finance. And this is what happens when you plan with passion, and build on trust.

MANHATTAN CONDOS



New Gen Homes

The future is about living in stylish, functional, vibrant and right sized homes with full of lifestyle amenities and not in large, expensive & difficult to maintain homes.

Taking the design & lifestyle inspiration from 'right sized Manhattan condos' in New York City downtown, Urbanrise introduces ideal homes for the gen next. Homes designed to perfection with luxurious lifestyle amenities for the young working couples and nuclear families.

Every square foot of space in these Manhattan Condos are designed for best utility with premium quality finish and without wasting a square inch of space.

Benefits of Owning Manhattan Condos



Well-designed
Homes with
Zero Wastage
of space



Stylish Home
Designed
to Reduce EMI



Right Size
Homes for
Owning and
Renting



Premium
Quality
Internal
Finishes

MIVAN TECHNOLOGY



It takes
one-of-a-kind
to make
one-of-a-kind

Urbanrise employs ground breaking Mivan Technology for unparalleled superiority. More importantly, these seismic and fire resistant structures are built speedily, meaning you get possession of your Next Gen Home on time! And as with any New Gen technology, you get the crème de la crème when it comes to finish, quality, maintenance or premium looks.

Benefits of Mivan Technology

Smooth Finish
and Straight
Walls Give
Premium Look

Superior Quality
Doubles the
Lifespan of
the Building

Speedy
Construction
Which helps in
timely delivery

Seismic & Fire
Resistance
Structure
Ensure Safety

No Cracks & Less
Repair Works
Reduces over all
Maintenance Cost

More
Soundproof
Gives More
Privacy







Our Homes Create Einsteins

Genius is not made in schools. They are nurtured, protected and cultivated at home. Reason why Codename New Porur is perhaps the only township in the country with a skill development programme called GENIUS for children.

This project contains special infrastructure and a well planned orientation programme that can help catch them young and bring out their Genius- so whether it's about winning the spelling bee or getting into the nuances of stem cells, grooming to become a music celebrity or pursuing an astronaut's dream, here is the fertile ground for all your budding Einsteins, Abdul Kalam, CV Raman and Ramanujam of the next generation.

The GENIUS program begins from playschool level, and works right up to 15 years where kids can learn about new technologies, develop new skills and sharpen their intellect to be fighting fit with knowledge and future ready with their skills. Surely such things can happen only in such a one-of-a-kind township...wouldn't you agree?



DANCE
CLASSES



MUSIC
CLASSES



TUITION CENTER



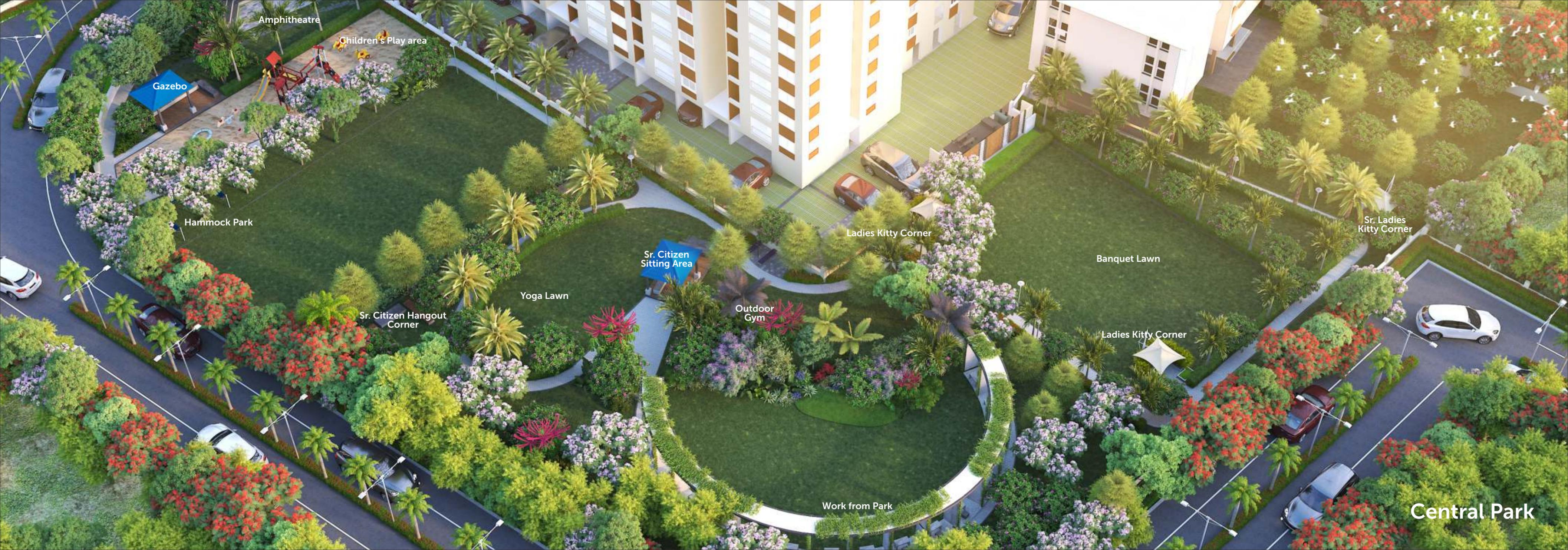
DAY CARE



COOKERY
CLASSES



ROBOTICS



Amphitheatre

Children's Play area

Gazebo

Hammock Park

Ladies Kitty Corner

Sr. Ladies Kitty Corner

Sr. Citizen Sitting Area

Banquet Lawn

Yoga Lawn

Outdoor Gym

Sr. Citizen Hangout Corner

Ladies Kitty Corner

Work from Park

Central Park

ECO-FRIENDLY WORK STATIONS



**WORK
FROM
PARK**

Get out- of-the-box

Welcome to the only township in the country that prides itself of a WORK FROM PARK. Which means that working from home gets absolutely joyous as you can let your creative juices flow from nature nestled cubicles that have been set up in the gardens. What better inspiration for a fertile, roving mind than to hear the real twitter of birds while you work out your social media campaign, or watch the high flying hawks as you punch in your punchlines. Plonk yourself in a comfy spot and the presentation is really half over even before you've begun. It's because we've put in the hard work so you can enjoy yours.

NURTURE BRADMAN GRANDMAS



SENIOR
FRIENDLY
PARK

Mom & Dad, just make them glad

Whether grandpa is a football freak or Grandma's a skilled middle order bat, there's enough and more for the elderly and the not-so-elderly at heart too. From special chit chat corners to a SENIOR FRIENDLY PARK, no stone has been left unturned to make life eventful for those in the sunset of their lives. Every little whim has been thought through and every possible grouse has been factored, to ensure that what comes out are cheers not complaints, happiness not heartaches.

70% OPEN SPACE



There's more space to live like an ace

Rather than move from one concrete jungle to another, here's the place with 70% GREEN OPEN SPACE over 4 acres of parks. Refreshing ideas have been put in place and whether you wish to jog or meditate, socialise with people or harmonise with nature, the setting is perfect. A well planned green cover, picturesque garden tracks, bountiful flower beds, well planned play areas to make life more lighthearted and full of cheer.



Amenities for the next generation

LADIES KITTY CORNER



WORK FROM PARK

SENIOR LADIES KITTY CORNER





Amenities for the next generation

OUTDOOR GYM



CHILDREN'S PLAY AREA

HAMMOCK PARK



CLUB HOUSE AMENITIES



SWIMMING POOL

TABLE TENNIS



GYM



YOGA/AEROBICS



PARTY HALL



BOARD GAMES



CO-WORKING SPACE

PROPOSED CBSE SCHOOL WITHIN THE COMMUNITY



PROPOSED RETAIL ARCADE WITHIN THE COMMUNITY

SUPER MARKET



PHARMACY



STATIONERY SHOP



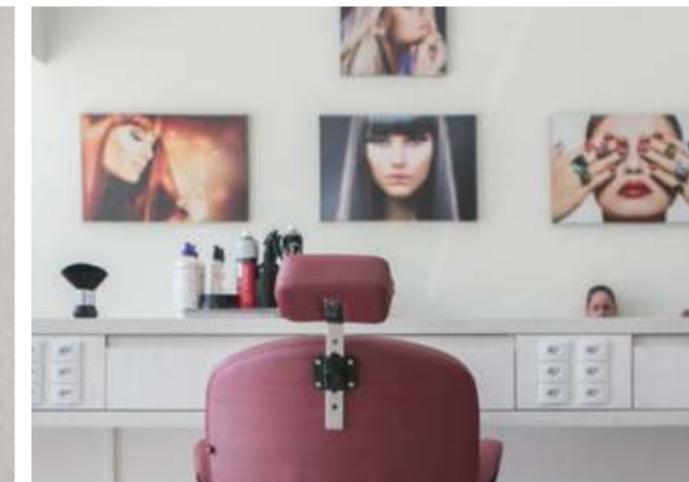
RESTAURANT



ATM



SALON



Master Plan





FLOOR
PLANS





2 BHK - EAST FACING - 730 SQ.FT.

Carpet Area - 465 Sq. Ft. + Exclusive Balcony Area - 28 Sq. Ft.



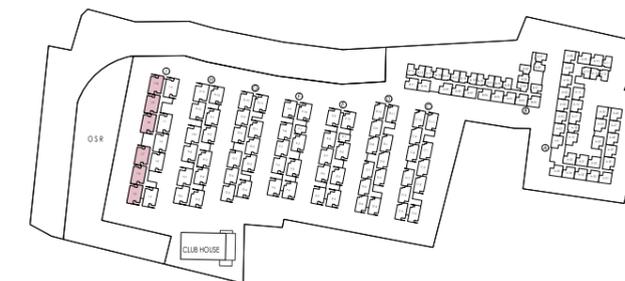
2 BHK - WEST FACING - 730 SQ.FT.

Carpet Area - 456 Sq. Ft. + Exclusive Balcony Area - 28 Sq. Ft.



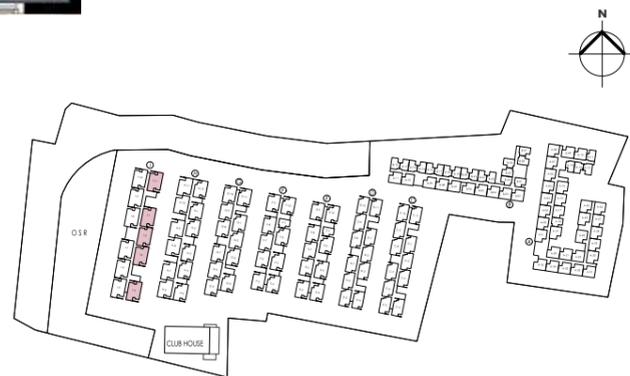
2 BHK LARGE - EAST FACING - 849 SQ.FT.

Carpet Area - 535 Sq. Ft. + Exclusive Balcony Area - 32 Sq. Ft.



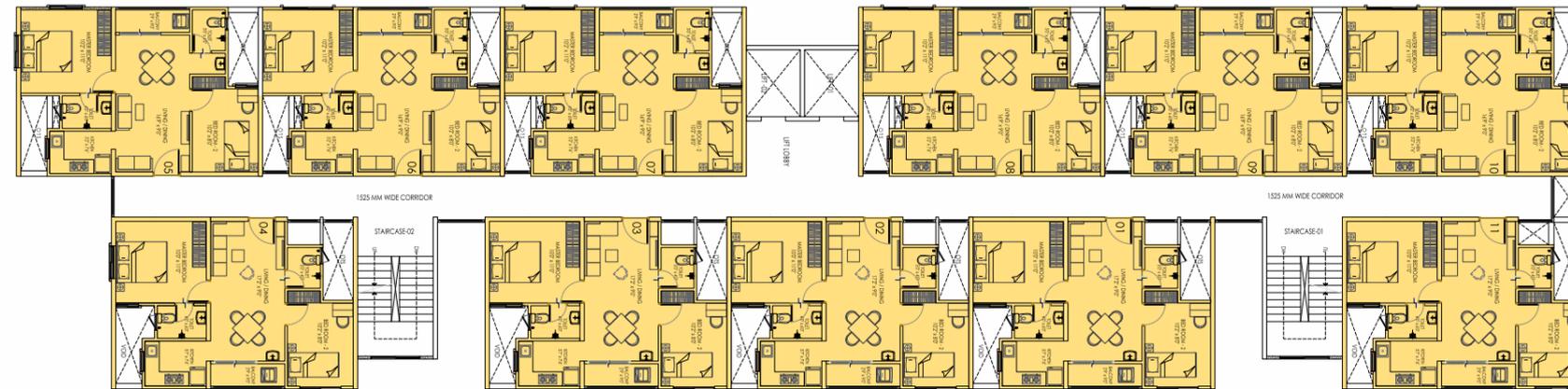
3 BHK - EAST FACING - 885 SQ. FT.

Carpet Area - 555 Sq. Ft. + Exclusive Balcony Area - 34 Sq. Ft.



3 BHK - WEST FACING - 885 SQ. FT.
Carpet Area - 555 Sq. Ft. + Exclusive Balcony Area - 34 Sq. Ft.

Block-G



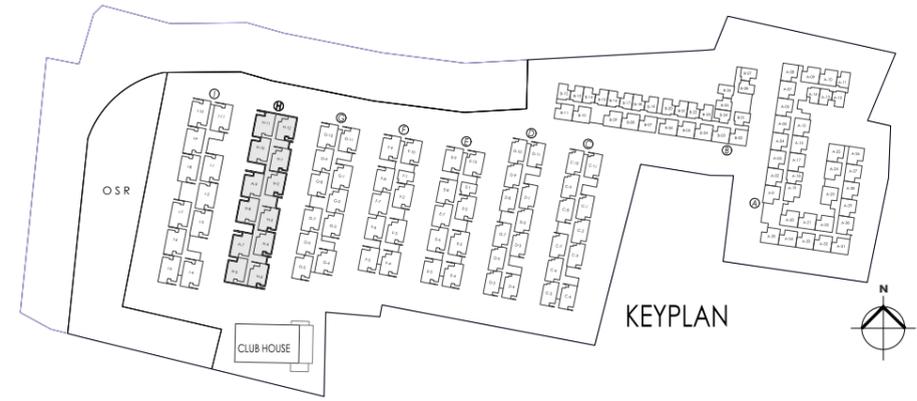
2 BHK



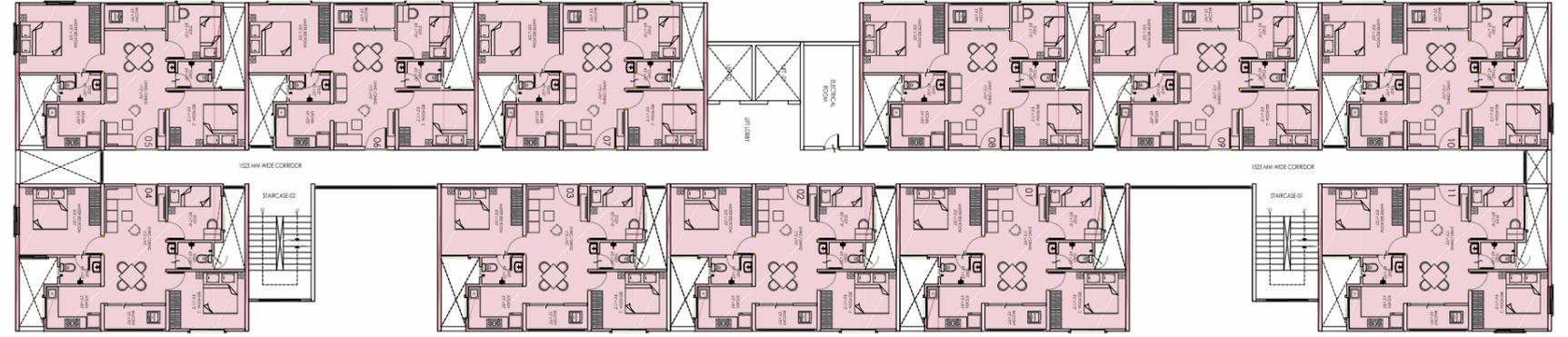
Block-H



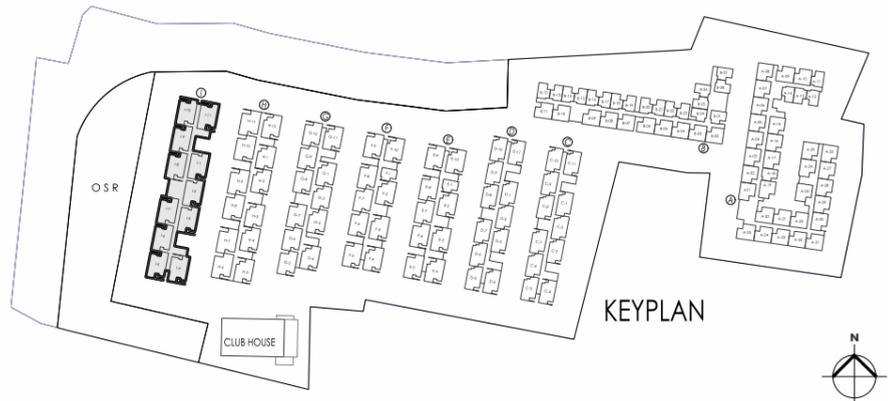
- 2 BHK
- 2 BHK LARGE



Block-I



- 3 BHK



Specifications

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.

Corridor & Lift Lobby

- Flooring : Anti-skid ceramic tiles
- Wall Paint : Emulsion paint
- Lifts : Branded lift.

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

Bathroom

- Door : 7 feet high wooden door frame & flush door shutter / moulded skin panel door shutters with paint finish on both sides
- 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
- Other : Washing machine provision for all flats

Power Supply (Raw & Backup)

- 2/3 BHK : 5KW, three phase
- Back-up inside flats : Provision for inverter
- DG backup for common areas & lifts

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An Alliance Group Company

Urbanrise, a part of Alliance Group is the largest Real Estate Developer of South India. We are distinguished by our world-class standards, ethical practices, on-time delivery and complete transparency. Our projects are funded by the world's largest sovereign fund ADIA (Abu Dhabi Investment Authority) through Kotak Realty Fund and IndoStar Capital Finance Limited.



URBANRISE AWARDED
No-1 Brand in South India
By Times Realty Icons 2018

OUR PROJECTS



Jubilee
RESIDENCES
GUDUVANCHERY
CHENNAI



Spring
IS IN THE AIR
APARTMENTS AT
AMEENPUR, HYDERABAD

—CODENAME—
CHENNAI'S BEST

MANHATTAN CONDOS, PADUR

CODENAME
GOLD
STANDARD

MANHATTAN CONDOS, SIRUSERI



urbanrise
ETERNITY
VILLA PLOTS
THIRUMAZHISAI CHENNAI



JASMINE
SPRINGS
MANHATTAN CONDOS,
BANG ON OMR

EXCELLENCE IS A WAY OF LIFE AT URBANRISE



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