





THE  
**ATRIUM**  
AT MAGARPATTA ROAD

SHOPS | SHOWROOMS | OFFICES | RESTAURANTS



# THE ₹ REVENUE STREET

*East Pune's Commerce Corridor*



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# THE PROFIT PROXIMITY - THE BUSINESS ZONES AROUND

Retail businesses flourish with a stupendous surrounding of elite class customers. Because such a league of customers are always on the lookout for ways to uplift their lifestyle & convenience quotient. So they wholeheartedly welcome a neighbourhood shopping centre and flock in big numbers to fulfil their regular as well as luxury needs. So much so that they get habituated to visiting such a commercial development pretty frequently. The research also validates this fact and the continual success of many malls, neighbourhood shopping centres stand testimony to it. While amazing footfall and daily walk-ins is a good news for shops, offices too enjoy a sphere of opportunities in the vicinity.

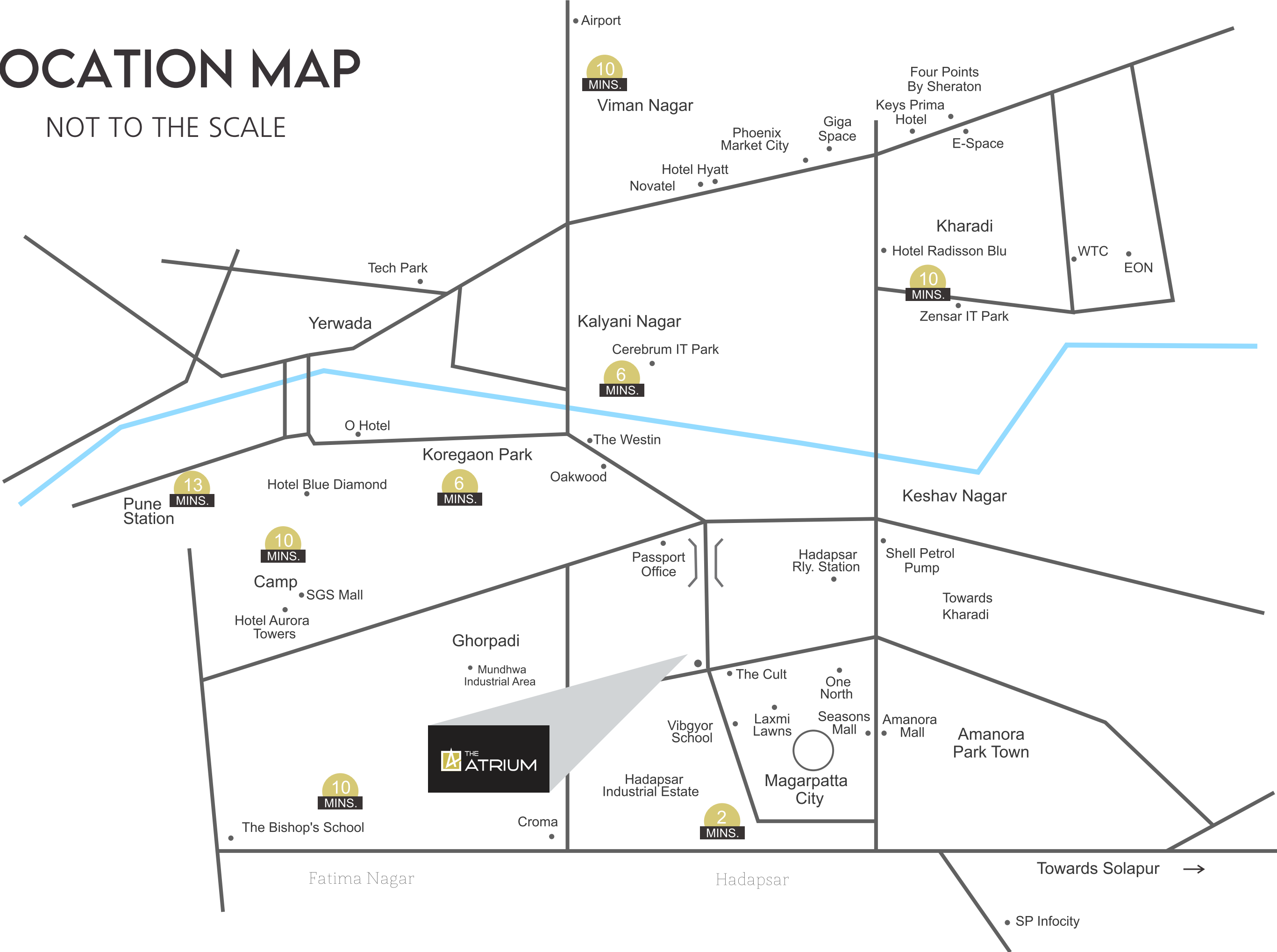
The nearby fast-growing business zones are –

**KOREGAON PARK | KALYANI NAGAR | MAGARPATTA | KHARADI  
MUNDHWA | HADAPSAR | HADAPSAR MIDC | PHURSUNGI | MANJARI**

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# LOCATION MAP

NOT TO THE SCALE



# THE ALL-ROUND CONVENIENCE



Vimannagar

Kharadi

Yerwada

Kalyaninagar

Pune  
Railway Station

Keshavnagar

Koregaon Park

Camp


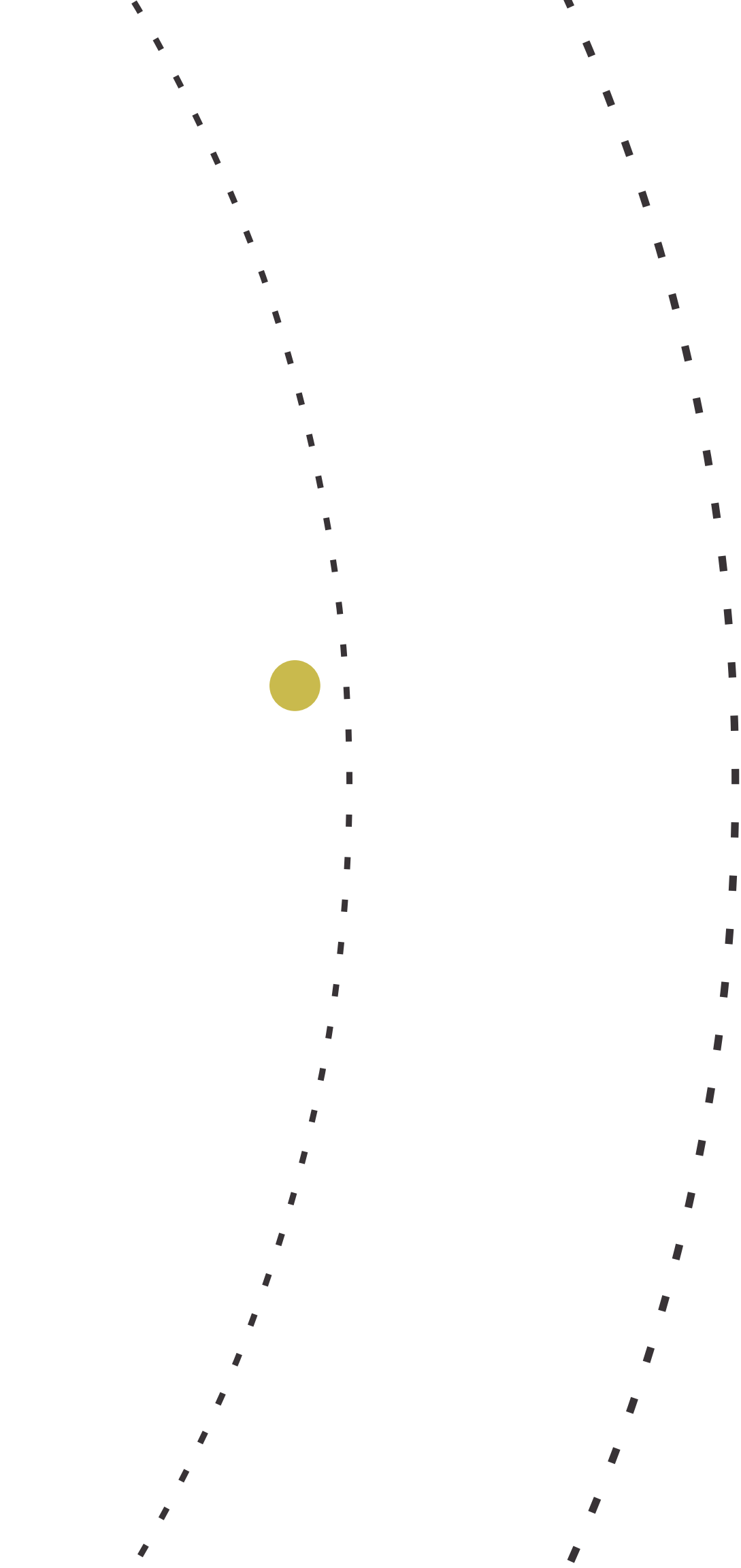
Magarpatta City

Amanora Mall

Fatimanagar

Hadapsar





# THE ULTIMATE DESIRABLE DESTINATION

## **IT & INDUSTRIAL HUBS -**

- Magarpatta Cyber City - 5 mins.
- Hadapsar Industrial Estate - 5 mins.
- World Trade Centre Kharadi - 20 mins.

## **TRANSPORT & TRAVEL**

- Solapur Highway - 10 mins
- Pune International Airport - 25 mins.
- Pune Railway Station - 25 mins.

## **HEALTHCARE**

- Noble Hospital - 8 mins.
- Columbia Asia Hospital - 13 mins

## **SHOPPING, ENTERTAINMENT, RESTAURANTS**

- Seasons Mall- 5 mins
- Amanora Mall- 7 mins
- Koregaon Park- 10 mins





\*Artistic impression



# THE SPECTRUM OF OPPORTUNITIES

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Nestled behind Magarpatta Main Road and just next to Mundhwa, The Atrium enjoys a very prime business location. Surrounded by posh residential segment and numerous high-scale IT/ITES parks that house blue-chip companies along with top manufacturing companies.

At the Atrium your business has a ready community around it! Just minutes away from Magarpatta City, Amanora Mall, Seasons Mall and Koregaon Park, you enjoy the best of social infrastructure and connectivity.

**HERE  
COMES  
THE MONEY  
MAGNET**



The Atrium has been designed keeping in mind the psychographic behavioural patterns of the urban consumers as well as the deep study of the correlation between the shopping complex and the vicinity. The four blocks here will not only engage huge crowds of buyers, but they will also complement each other for more & more numbers of prospective people. From Wing A to Wing D, there are ample of reasons to spend time in the premises. It ranges from essential buying to high value indulgence, from routine visits to high profile business meets, from usual needs to lifestyle conveniences and from munchies & coffee to fine dine evenings with family.

Thus making this state-of-the-art creation a favourite hangout of affluent populaces!

# A COMMUNITY OF PROFIT-LOVING MERCHANTS

So if you are a retail shopkeeper selling Groceries, Artefacts, Stationery Items, Clothes, Wines, Jewellery etc., welcome to this consumers' paradise. If you offer specialized services like Laundries, Saloons, Ice Cream Parlours, Beauty Parlours, Spas, Photo Studios, so on & so forth...this is the place to be! If you belong to a league of professionals like Doctors, Chartered Accountants, Tax Consultants, Lawyers, Engineers, Architects, Brokers, make The Atrium your business address for continuous flow of clients.

Reserve your space in this growth zone. Come be a part of Atrium Community.



\*Conceptual images

G + 2 FLOORS  
RETAIL SPACE



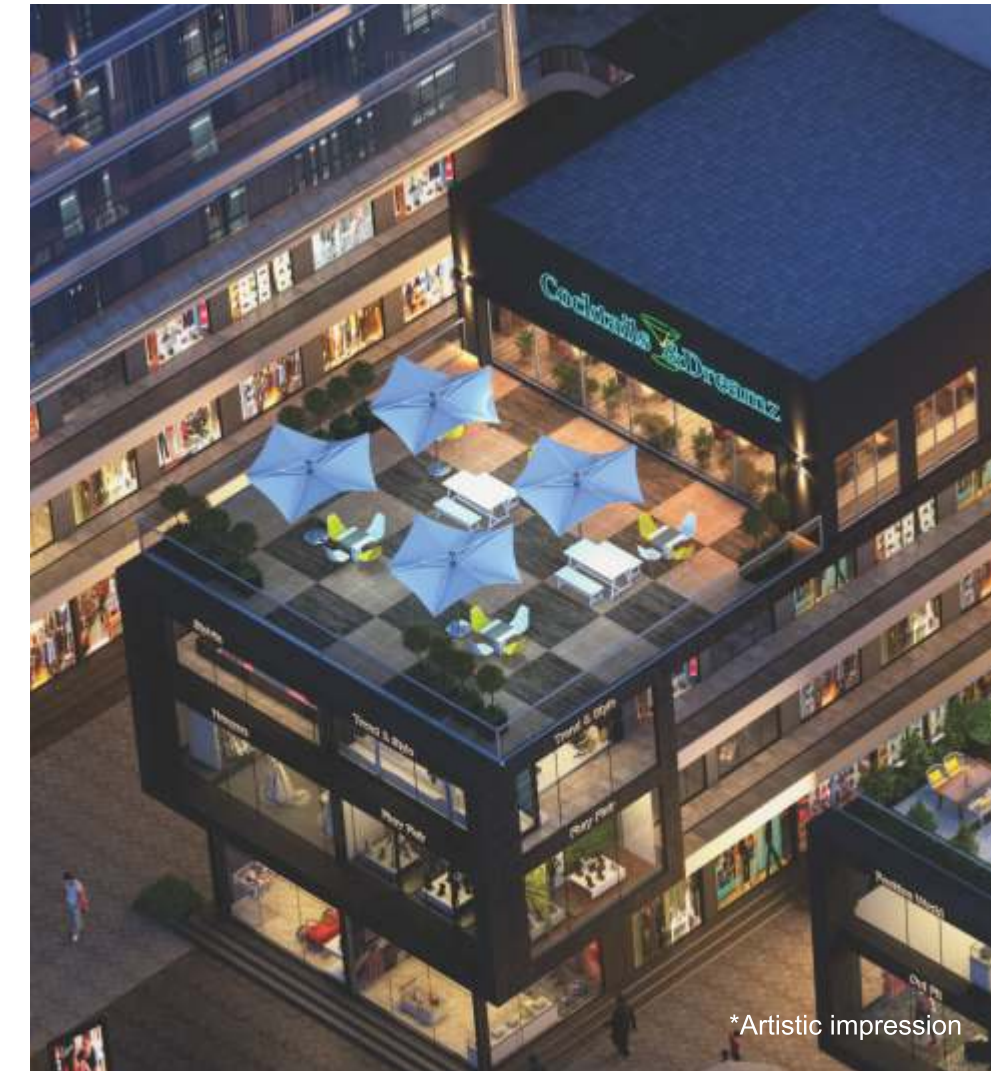
\*Conceptual images

LOWER + UPPER BASEMENT  
AMPLE PARKING SPACE



\*Artistic impression

THIRD TO EIGHTH FLOOR\*  
OFFICES (WING D ONLY)



\*Artistic impression

TERRACE FLOOR  
EXCLUSIVE 6 ROOF TOP RESTAURANTS

# A HAPPENING HOTSPOT OF FUN & SHOPPING

What makes Atrium a one-of-its-kind cluster of commercial activities? The answer is – Research, Planning and Finer Detailing...

Strikingly Different Product Features

- **High atrium** giving the establishment an impressive look
- **Extra height** creating many possibilities in every commercial space
- **Large corridors** giving a grand, corporate feel
- **2 elevators** for added ease
- **Wide walls** for additional coolness and privacy
- Not just one or two but **six rooftop restaurants**
- **Ample guest parking** available within the complex and outside as well



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# THE GROWTH AVENUE THE CROSS BENEFITS OF A LARGE FOOTFALL



## THE LOYALTY FACTOR

The individual loyalty of every single outlet will add to the cumulative loyalty and thus give impetus to sales.

## THE REPEAT SALES

The satisfaction quotient works in favour of repeat sales. Consumers tend to come again & again for same or similar kind of products or services.

## THE OVERLAPPING ADVANTAGE

When a buyer goes to a shop, he notices all other establishments around. He recalls exactly when he needs any of them and thus the advantage of overlapping works wonderfully well.

## THE PULL OF POSITIVITY

Not all the commercial hubs are our favourite spots. Only a few attract us repetitively because of the pull they generate coherently. It is in the form of the vibes that prevail around and make a subtle impact.





**THESE FEATURES SHALL ADD VALUE TO YOUR BUSINESS**

## SPECIFICATIONS



### FLOORING

a) Internal shops/offices  
Vitrified double charge 2' X 2' as per selection



### ALL COMMON TOILETS

CP fittings – Jaguar / equivalent make fittings in all toilets  
Flooring – Matt finished tiles for all toilets



### DOORS

All offices to have entrance door in wood.  
All shops to have shutters.



### POWER BACK-UP

100% DG Back-up for lifts & Common area.  
100% DG Back-up for your Premises upto M.S.E.B.  
permissible limit.



### DGU GLASS FACADE

Energy saving  
Makes for a premium & stunning elevation



### HOUSEKEEPING & MANAGEMENT

Professional team for dedicated facilities management



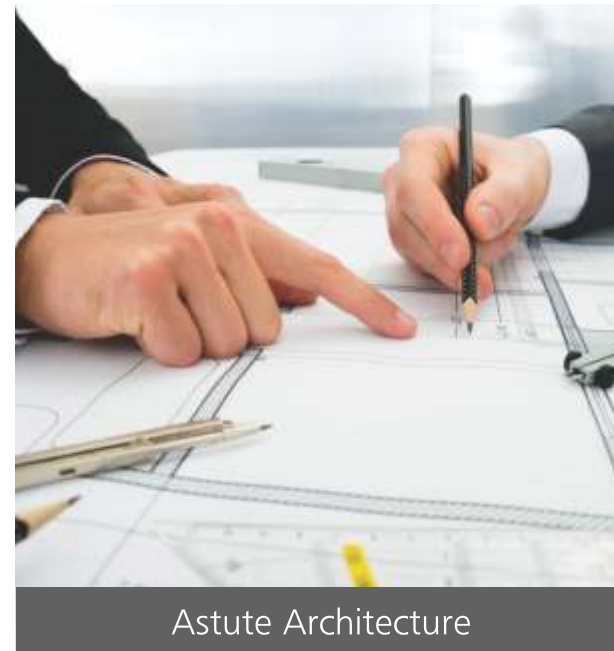
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\*Artistic impression



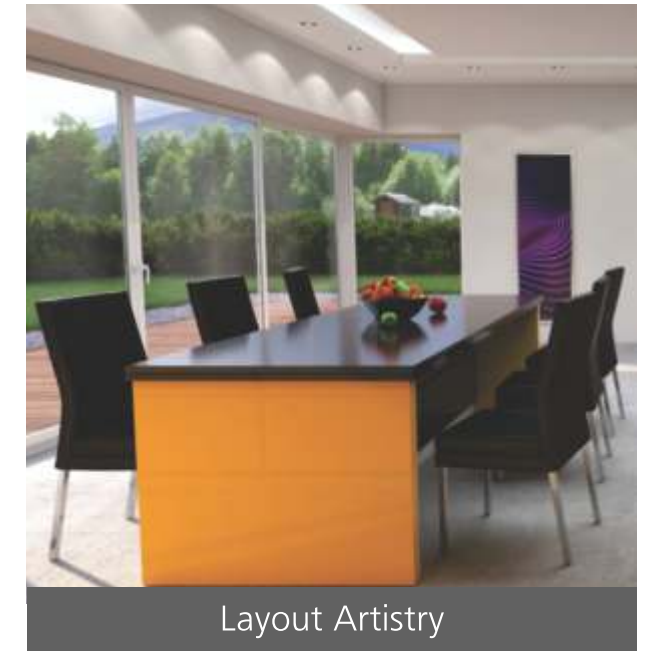
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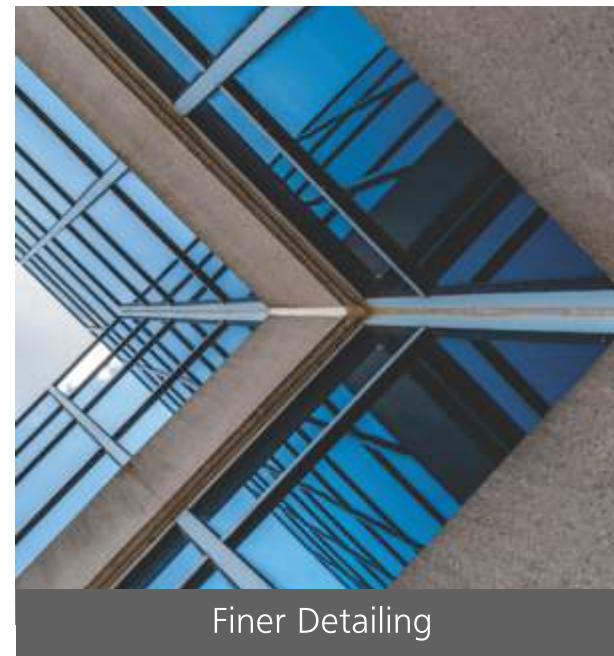
Astute Architecture



Space Planning



Layout Artistry



Finer Detailing



Precision Engineering



Engagement Quotient

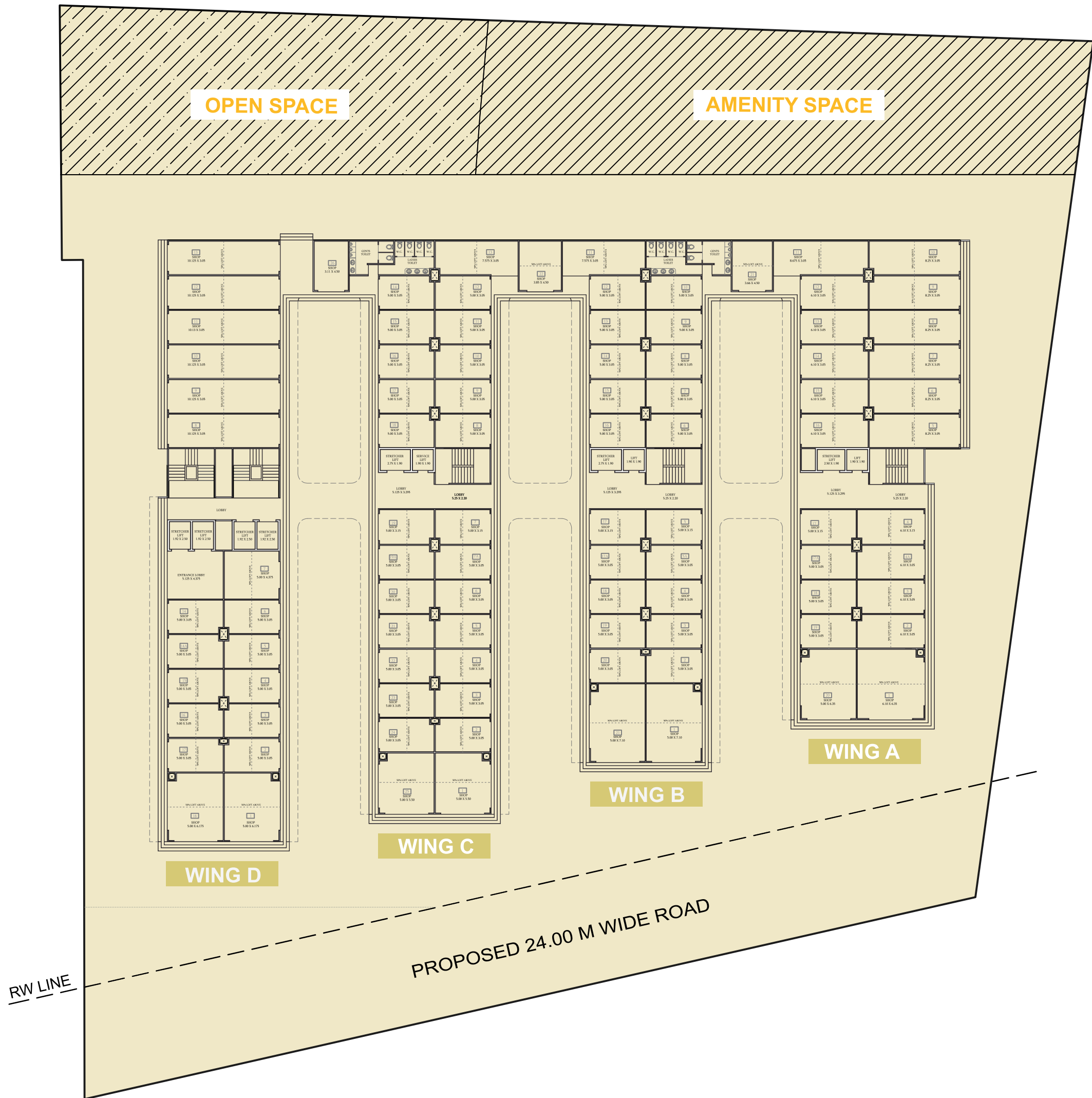
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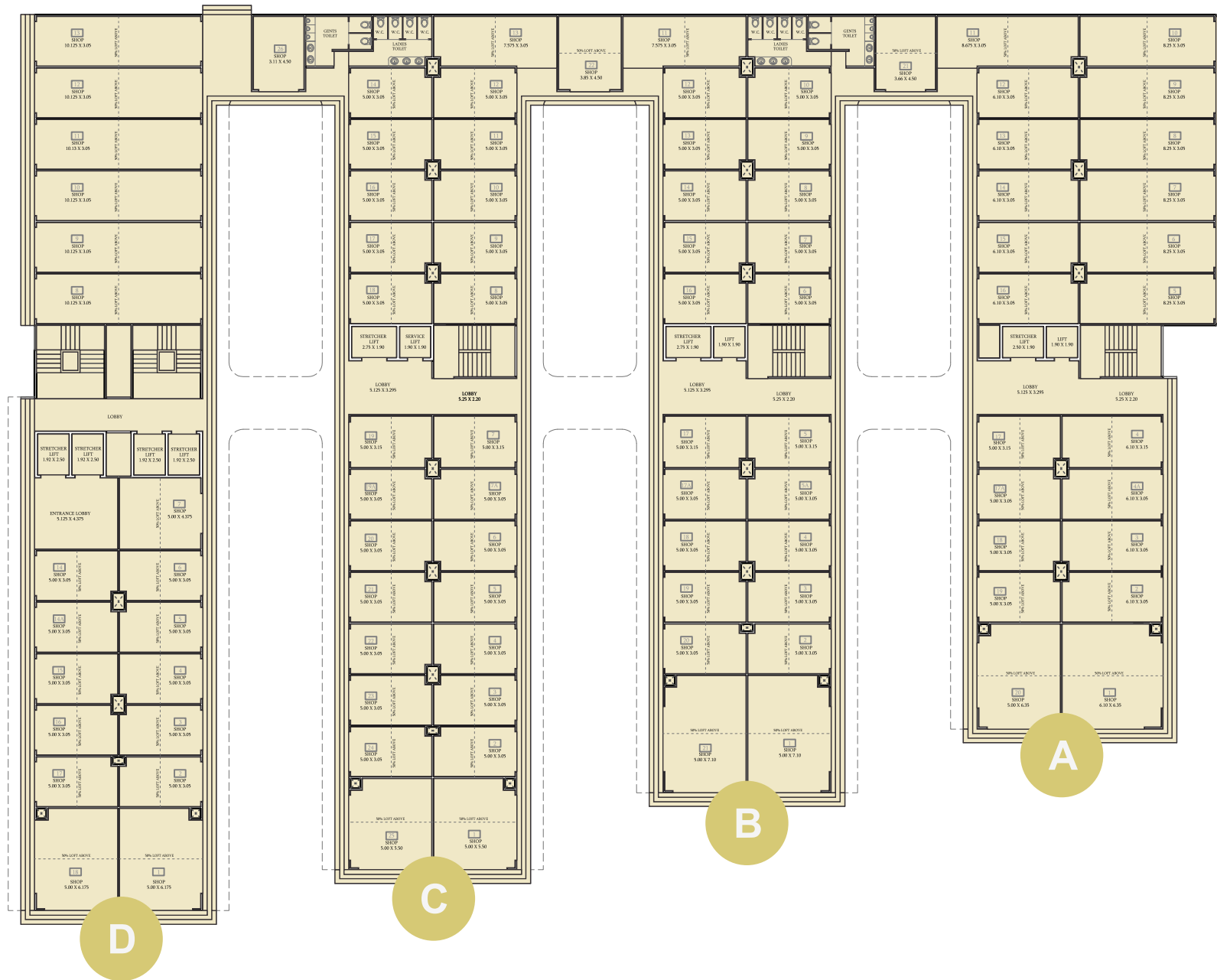


SHOPS  
SHOWROOMS  
OFFICES  
RESTAURANTS

# LAYOUT PLAN



# GROUND FLOOR PLAN

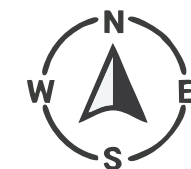


WING A				
SHOP NO.	CARPET AREA (SQ.M.)	LOFT AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
1	39.21	19.61	58.82	633
2	18.67	9.34	28.01	301
3	18.67	9.34	28.01	301
4A	18.67	9.34	28.01	301
4	19.28	9.64	28.92	311
5-10	25.22	12.61	37.83	407
11	26.52	13.26	39.78	428
12-16	18.67	9.34	28.01	301
17	15.81	7.91	23.72	255
17A	15.31	7.66	22.97	247
18-19	15.31	7.66	22.97	247
20	32.22	16.11	48.33	520
21	16.78	8.39	25.17	271

WING B				
SHOP NO.	CARPET AREA (SQ.M.)	LOFT AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
1	35.97	17.99	53.96	581
2-4 & 5A-10	15.31	7.66	22.97	247
5	15.81	7.91	23.72	255
11	23.17	11.59	34.76	374
12-16 & 17A-20	15.31	7.66	22.97	247
17	15.81	7.91	23.72	255
21	35.97	17.99	53.96	581
22	17.63	8.82	26.45	285

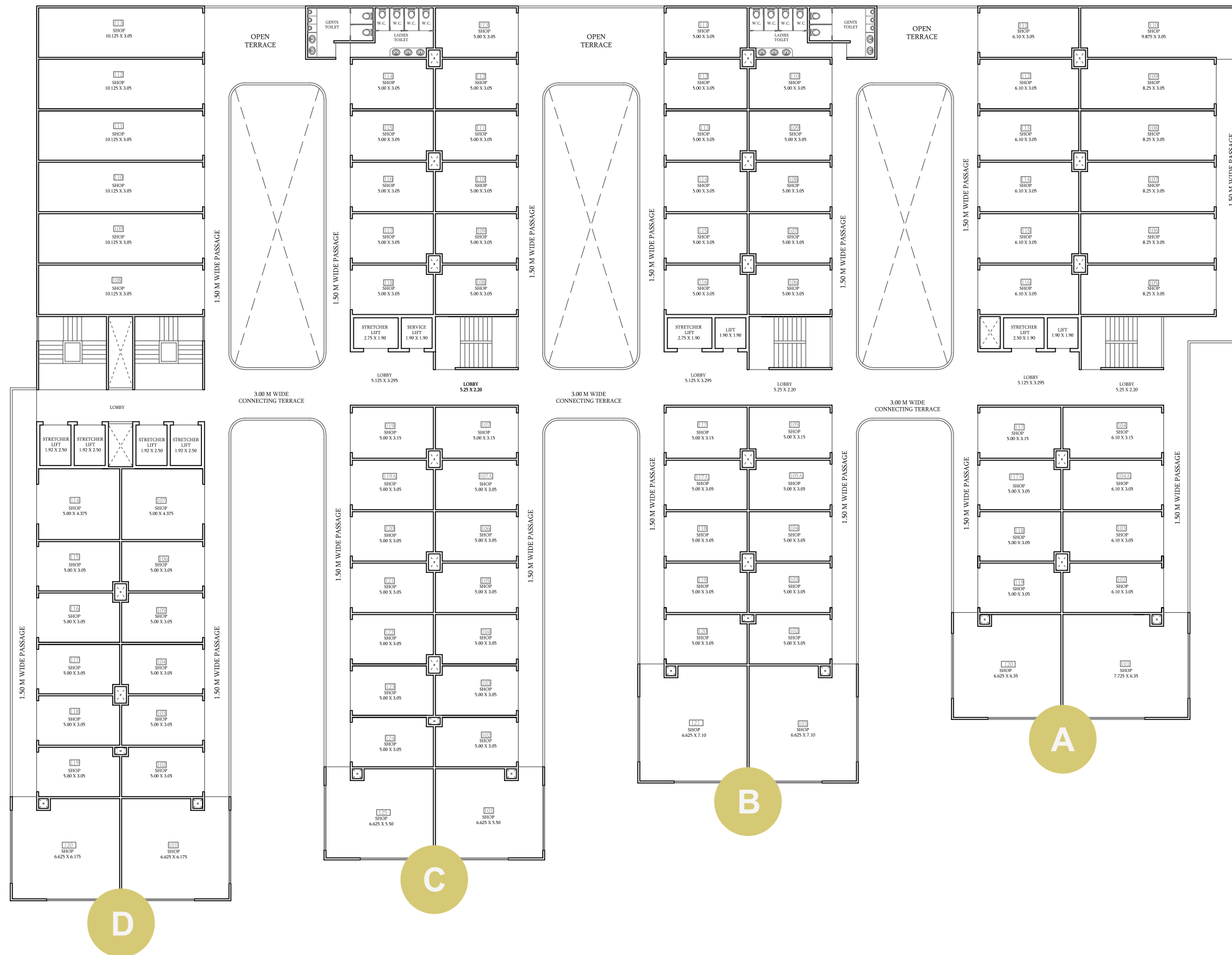
WING C				
SHOP NO.	CARPET AREA (SQ.M.)	LOFT AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
1	27.97	13.99	41.96	452
2-6 & 7A-12	15.31	7.66	22.97	247
7	15.81	7.91	23.72	255
13	23.17	11.59	34.76	374
14-18	15.31	7.66	22.97	247
19	15.81	7.91	23.72	255
19A-24	15.31	7.66	22.97	247
25	27.97	13.99	41.96	452
26	14.30	7.15	21.45	231

WING D				
SHOP NO.	CARPET AREA (SQ.M.)	LOFT AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
1	31.41	15.71	47.12	507
2-6	15.31	7.66	22.97	247
7	22.18	11.09	33.27	358
8-13	31.49	15.75	47.24	508
14	15.31	7.66	22.97	247
14A-17	15.31	7.66	22.97	247
18	31.41	15.71	47.12	507



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# FIRST FLOOR PLAN



WING A		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
101	48.63	523
102-104A	18.67	201
104	19.28	208
105-109	25.22	271
110	30.06	324
111-116	18.67	201
117	15.81	170
117A-119	15.31	165
120	41.64	449

WING B		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
101	46.61	502
102-105A	15.31	165
105	15.81	170
106-116	15.31	165
117	15.81	170
117A-120	15.31	164
121	46.61	502

WING C		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
101	36.00	388
102-107A	15.31	165
107	15.81	170
108-118	15.31	165
119	15.81	170
119A-124	15.31	165
125	36.00	388

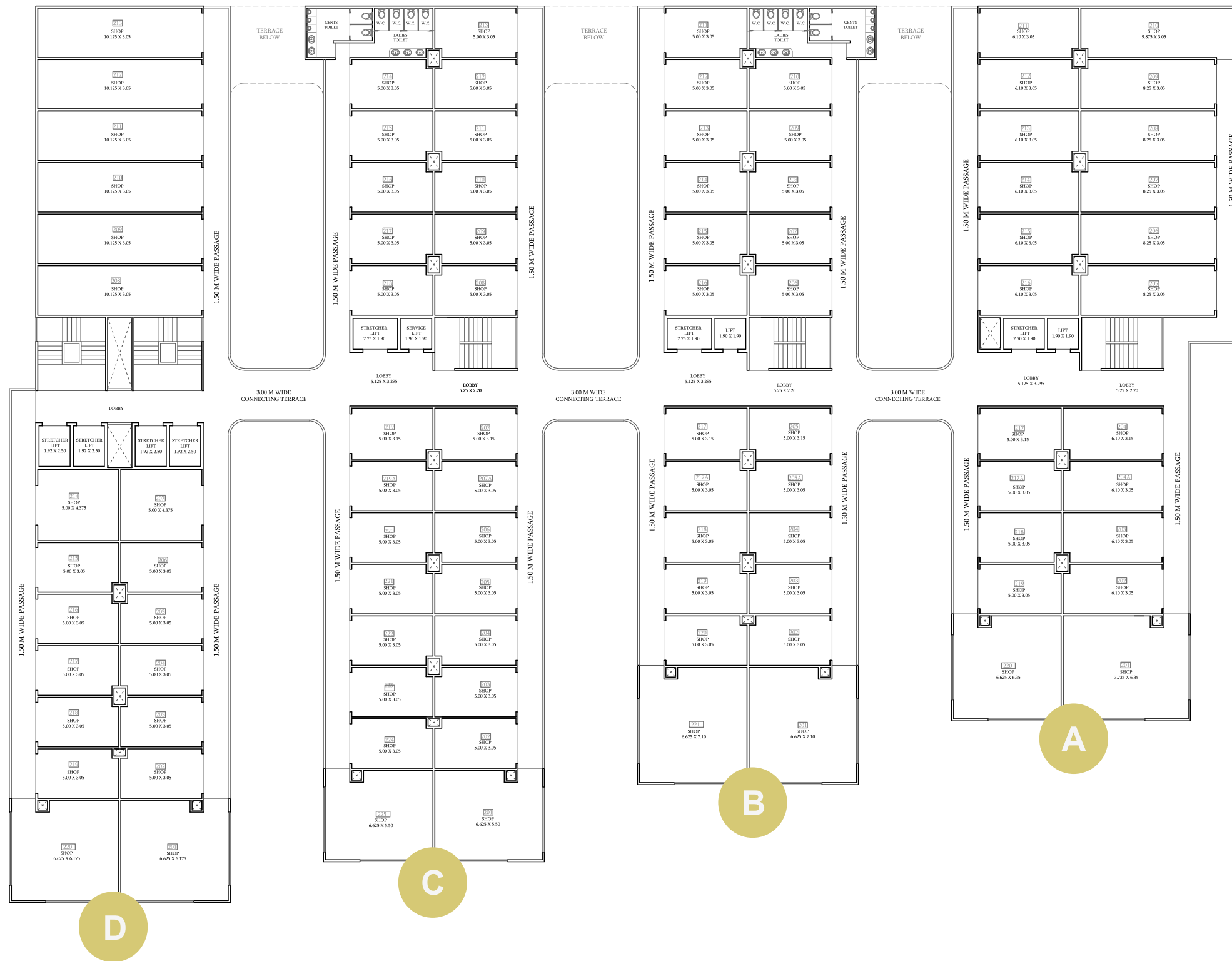
WING D		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
101	40.48	436
102-106	15.31	165
107	22.18	239
108-113	31.18	336
114	22.18	239
115-119	15.31	165
120	40.48	436



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# SECOND FLOOR PLAN

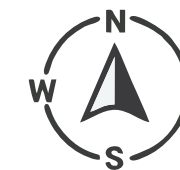


WING A		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
201	48.63	523
202-204A	18.67	201
204	19.28	208
205-209	25.22	271
210	30.06	324
211-216	18.67	201
217	15.81	170
217A-219	15.31	165
220	41.64	448

WING B		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
201	46.61	502
202-205A	15.31	165
205	15.81	170
206-216	15.31	165
217	15.81	170
217A-220	15.31	165
221	46.61	502

WING C		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
201	36.00	388
202-207A	15.31	165
207	15.81	170
208-218	15.31	165
219	15.81	170
219A-224	15.31	165
225	36.00	388

WING D		
SHOP NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
201	40.48	436
202-206	15.31	165
207	22.18	239
208-213	31.18	336
214	22.18	239
215-219	15.31	165
220	40.48	436



# THIRD FLOOR PLAN

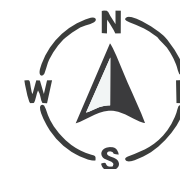


WING A				
RESTAURANT NO.	CARPET AREA (SQ.M.)	TERRACE AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
301	181.89	45.34	227.23	2446
302	173.95	82.41	256.36	2759

WING B				
RESTAURANT NO.	CARPET AREA (SQ.M.)	TERRACE AREA (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
301	167.95	67.71	235.66	2537
302	127.98	63.69	191.67	2063

WING C				
RESTAURANT NO.	CARPET AREA (SQ.M.)	TERRACE AREA 50% (SQ.M.)	TOTAL CARPET AREA (SQ.M.)	TOTAL CARPET AREA (SQ.FT.)
301	209.86	77.90	287.76	3097
302	127.98	63.69	191.67	2063

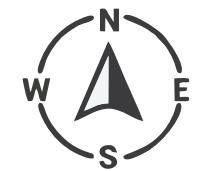
WING D		
OFFICE NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
301	52.79	568
302-303	34.63	373
304	23.88	257
305-307	34.63	373
311	18.45	199
308-310, 312,313	26.20	282
314	39.28	423



# 4TH, 5TH, 6TH & 8TH FLOOR PLAN



WING D		
OFFICE NO.	CARPET AREA (SQ.M.)	CARPET AREA (SQ.FT.)
401,501,601,801	52.79	568
404,504,604,804	23.88	257
402-407,502-507,602-607,802-807	34.63	373
408-410,508-510,608-610,808-810	26.20	282
411,511,611,811	18.45	199
412,413,512,513,612,613,812,813	26.20	282
414,514,614,814	39.28	423



Strategic Partner



Developed by



Dorabjee Estates Pvt. Ltd

Site Office: S.No. 69/2/1 (Old), 61/1B(New), Mundhwa, At Magarpatta Raod, Pune - 411036.

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