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SOHO

Innovating. Life. Style

BY



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9-2022

SOHO

Innovating. Life. Style

BY

BREN
create.progress

Premium 3 BHK and select 2 BHK apartments, of 1331 sq ft - 1894 sq ft super built-up area

Inspired by SoHo Manhattan

Located at Kanakapura Main Road

3.09 acres with over 79% open space

1 Residential Tower with G+24 floors and Clubhouse Broadway

Swimming Pool, Skating Rink, Bren Fitness Studio, Gymnasium, 2 Badminton Courts, Co-working Cafe, Banquet Hall, Social Kitchen, Art Gallery, a Workspace Block, and more

Built with the Aluminium Formwork System for more carpet area and better finish

Loaded with exclusive Brennovation features and technology

AT A GLANCE





INNOVATING. LIFE. STYLE

SOHO is not a place. It's a vibe.
It's energy, coursing through the evergreen leaves,
the fresh air and the resilient concrete.
It's a myriad colours of newness.
The limitless boundary of a life well-deserved.
Where nothing matters but the free spirit, hidden
within and aching to emerge.
To create. To do. To be whatever it desires.
Embracing a brighter way to live.
The SOHO way. Because, quite simply,
there just isn't another home
made this way.



WELCOME TO WHERE THE BUZZ IS

Contemporary. Global. Inspired by fashion's favourite neighbourhood. SoHo Manhattan. Along with its future forwardness and cultural dynamism, SoHo's charm lies in its cast-iron architecture, live jazz performances, extensive art galleries, and compelling creative expressions. There's also a deep desire to challenge the ordinary, experience life in all its myriad flavours. And reinterpret reality in vivid new strokes. To welcome a delightful way to live, to foster new limitless possibilities, is to embrace the SoHo way of life.



ONE WAY

ART
SHOW

SOHO



A view from the back.

IT'S NOT JUST ABOUT WHERE YOU LIVE, BUT HOW

Whether you're starting out with your first apartment, looking for the perfect home for your family, or investing in your future, SOHO by Bren located at Kanakapura Main Road is designed to accommodate your requirements.

1 tower with G+24 floors featuring premium 3 BHK and select 2 BHK apartments of 1331 sq ft - 1894 sq ft super built-up area.

Experience a fresh perspective. A new outlook on life.



The clubhouse.



LIVE. EASY.

"Whatever good things we build end up building us."

- Johann Goethe

THE GRAND DESIGN

THE MASTER PLAN

The interplay between the organic and the built is carefully choreographed at SOHO by Bren.

The solitary, imposing residential tower means that in the 3-acre spread, there's a generous 79% of open space. Life around the estate is not just in Clubhouse Broadway. It's everywhere, in the curated spaces along the driveway, in the gardens, in the areas of intense outdoor activity.

A master plan designed to enable you to spend most of your weekends, acknowledging your need to socialise and respecting your privacy.



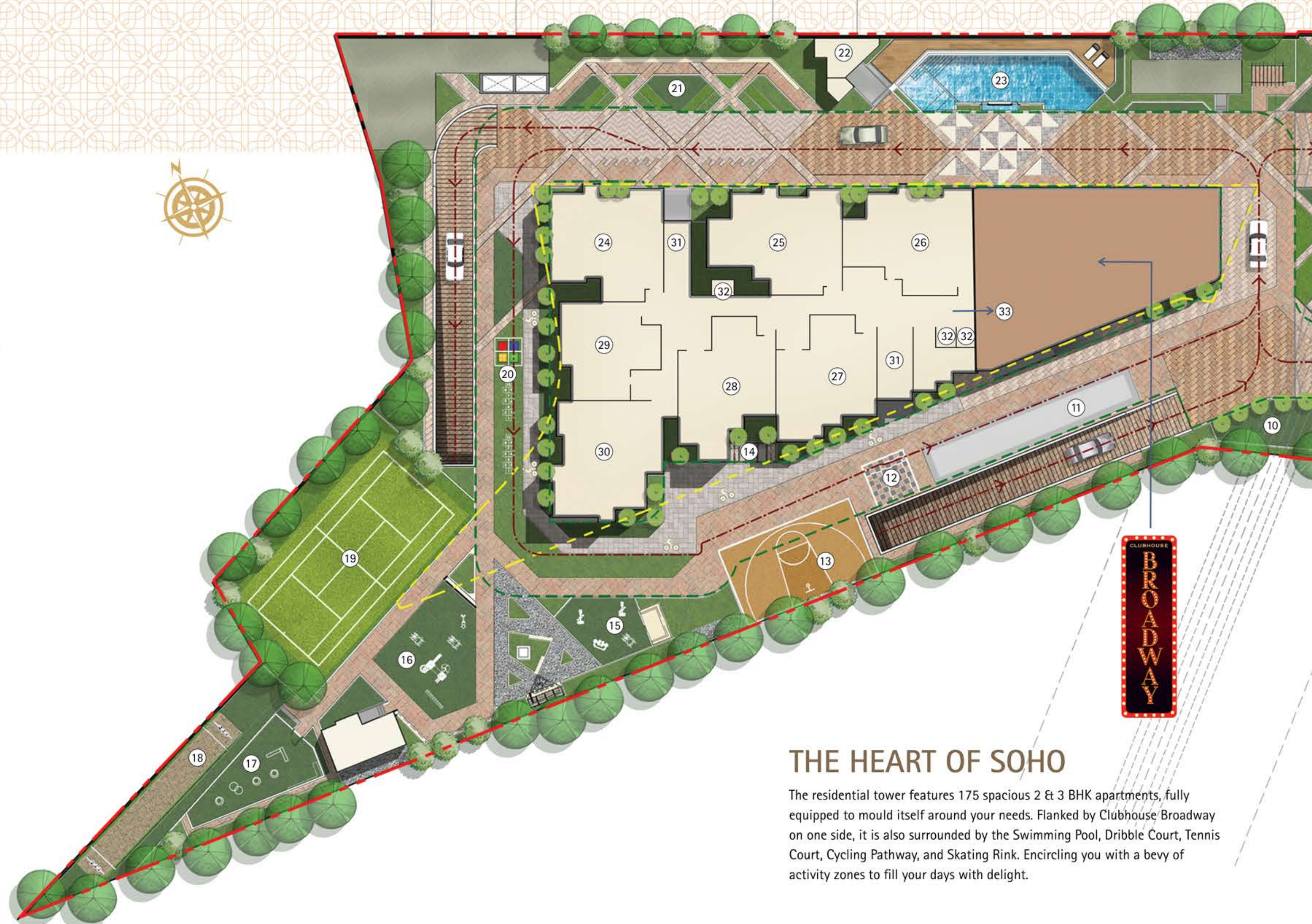
- 1 ENTRY AND EXIT GATES
- 2 ENTRANCE PLAZA
- 3 COMMERCIAL BLOCK
- 4 CLUBHOUSE BROADWAY
- 5 RESIDENTIAL BLOCK
- 6 SECURITY CABIN
- 7 OUTDOOR WORKSTATIONS
- 8 CAR PARKING
- 9 DG YARD



"I call architecture frozen music."

- Johann Goethe

- 10 PALM COURT
- 11 SKATING RINK
- 12 CHAIN CHESS
- 13 DRIBBLE COURT
- 14 CYCLING PATHWAY WITH STAND
- 15 SENIOR CITIZENS' COURT
- 16 CHILDREN'S PLAY AREA
- 17 PET PARK
- 18 CRICKET PRACTICE PITCH
- 19 TENNIS COURT
- 20 GIANT LUDO
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- 24 TYPE 1
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- 33 ENTRANCE TO THE TERRACE
ON THE 6th FLOOR



THE HEART OF SOHO

The residential tower features 175 spacious 2 & 3 BHK apartments, fully equipped to mould itself around your needs. Flanked by Clubhouse Broadway on one side, it is also surrounded by the Swimming Pool, Dribble Court, Tennis Court, Cycling Pathway, and Skating Rink. Encircling you with a bevy of activity zones to fill your days with delight.



Turahalli Forest



Talaghattapura Lake



METRO STATIONS

- Silk Institute 200 metres
- Thalgattapura 2 km

SCHOOLS

- Yashasvi International School 650 metres
- Hastam Montessori 850 metres
- The Home School 2.0 km
- Asian International Public School 2.8 km
- Sophia English School 2.9 km
- NPS 6.8 km

HOSPITALS

- Couldnine 3.4 km
- Cura 4.6 km
- Aster 6.4 km

RETAIL

- DMart 2.9 km
- Prestige Forum mall 6.2 km
- Metro Cash & Carry 6.6 km

BUSINESS

- MindCraft Spaces 3.3 km
- Kickstart Hubs 4.1 km
- Purva Zentech Business Park 4.3 km

RECREATION

- Turahalli Forest 3 km
- Art of Living 4.5 km
- Tamarind Tree 6.3 km
- Thottikallu Falls 12 km
- Bonfire Resort 13.7 km
- Bannerghatta Zoo 14.2 km
- Prani Pet Sanctuary 14.3 km

EXPLORE

SOHO by Bren is located in a place that offers every city comfort without taking you away from the peace and solace that living in proximity to nature provides. Go shopping, eat out, catch a movie, discover new biking trails, experience birding... there's so much to explore. About your neighbourhood. And yourself.

Turahalli forest which happens to be Bengaluru's only surviving forest, is just 3 km away.

YOUR NEIGHBOURHOOD

FOR MOMENTS LARGER THAN LIFE

*Look forward to benefitting
from the advantages of
community living -
that wholesome sense
of belonging, and a
lifestyle that keeps
you entertained.*



Clubhouse Broadway grants access to a range of glamorous spaces where guests can be entertained, and an array of recreational activities savoured. Meet your new neighbours at the state-of-the-art Bren Fitness Studio, take a soul-trip to a soothing state of being after a massage followed by steam at the Spa.

Get work done at the Co-working Cafe while the little ones are busy at the Creche.

Grab a racquet for a quick round of Squash, challenge your next-door buddies to a Snooker match.

Get acquainted with the latest culinary techniques at the Social Kitchen, and untether the artist in you at the Art Gallery.

There's also a large well-equipped Banquet Hall which ensures every bash you throw becomes the talk of the town.



EMBRACE THE SOHO STATE OF MIND



Discover creative ways of self-expression. And find the perfect place to share it with the world. Nurture the budding artist in you at the Art Gallery.

Celebrate Life

ENTERTAINMENT IS AN ART

AMENITIES. SOHO by Bren presents ample amenities that help detoxify your body and let the stresses of the world drift away. The landscaped garden is the perfect place to spend a balmy evening. Here, you can relax and meet new friends. Re-energise yourself at the Swimming Pool, teach the kids how to skate at the Skating Rink. Live your most active life, or spend time calming your body, mind, and soul. Do it all. Or nothing at all. You decide. It's home!

THE CLUBHOUSE
Open Social Kitchen
Art Gallery
Multi-purpose Hall
Pool Deck

Those enchanted by the subtle art of gastronomy will rejoice to find a premium German Kitchen installed solely for the residents. Exciting culinary workshops and cook-offs ahead!





STOP.
AT.
NOTHING.

Active body. Vibrant mind.

Swimming Pool
Tennis Court
Half Basketball Court

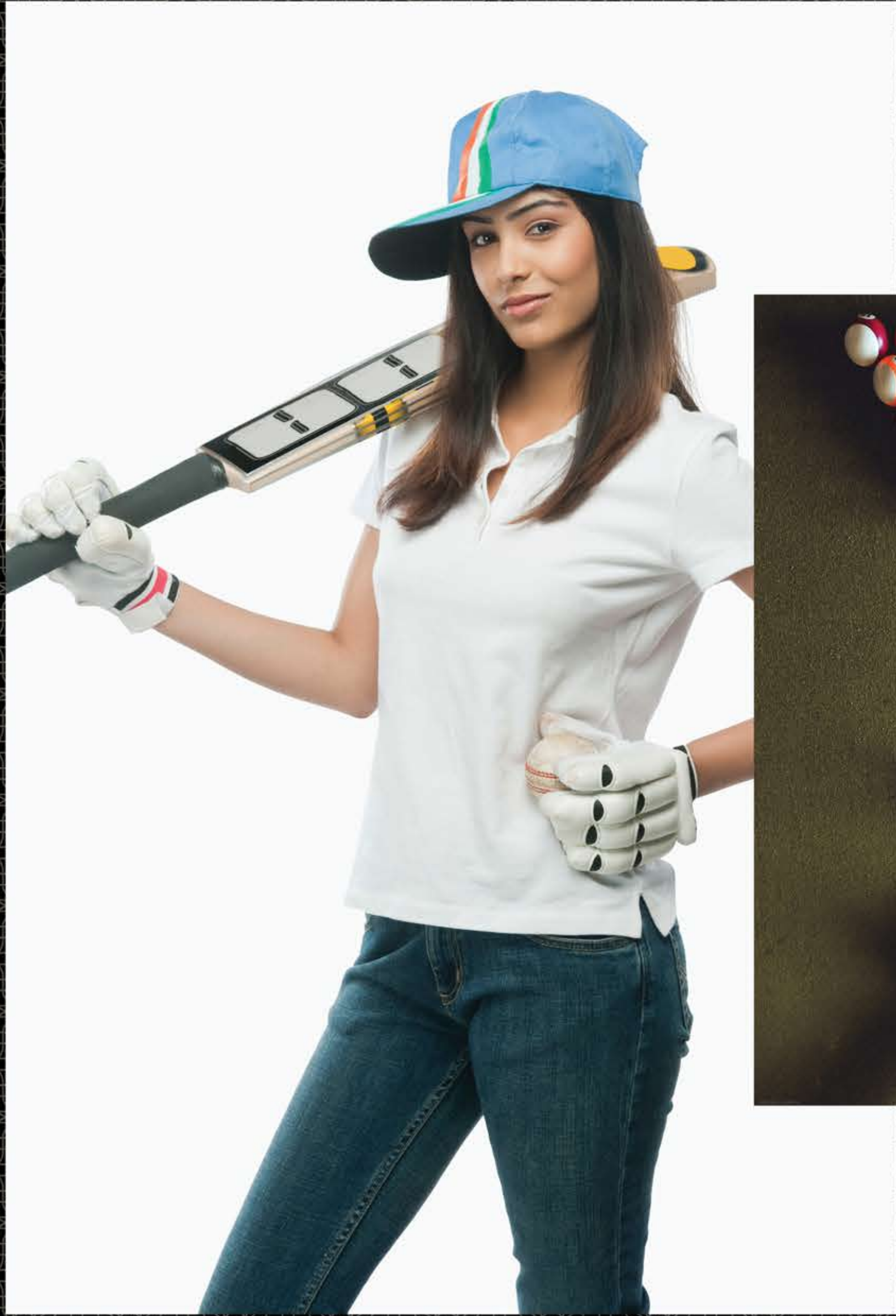


Badminton Courts (2)
Squash Court with Viewing Gallery
Table Tennis



- Gymnasium with lockers, toilets
- Outdoor Gymnasium
- Cricket Practice Pitch
- Yoga / Aerobics Space
- Snooker

Chasing health.
MAKE IT COUNT.



Life made beautiful
SPACES FOR WELLNESS, THE
BUSY, THE YOUNG AT HEART.



- Co-working Café
- Creche for Little Ones
- Children's Play Area
- Senior Citizens' Court
- Skating Rink
- Cycling Path with Rack



- Spa with Massage & Steam
- Reflexology Path
- Pet Park
- Jogging Track

IN PERFECT HARMONY

Your home is not an island. It is an intricate tapestry woven together by the building, the complex, the land, and the community which nurtures it.

Bren respects this delicate symbiosis. And that is the reason why it fuses innovation, design, and quality to help all these aspects come together and coexist beautifully. Just as they should.

For generations to come.

This is the Bren way.



BRENNOVATION is a blend of functionality, design, quality, service, and best-in-class practices to make each home one of a kind. It is the guiding principle behind everything we build. Be it homes, or our collective future. It stands for the constant effort we make to improve efficiencies. A desire to innovate and push boundaries. To include the latest techniques. To deliver a promise on time, and better the quality of the structures we create. All to improve how we live today. And ensure a better tomorrow.

SOHO by Bren has been consciously designed to enhance the quality of life, encourage a philosophy of stress-free living, and progress towards a future that is kind to the generations to come.

THE DIFFERENCE IS BRENNOVATION



BRENNNOVATION

WHERE THE FUTURE COMES HOME

15 BRENNNOVATION features, designed to make everyday living convenient and comfortable, make SOHO by Bren even more special.

"The idea is not to live forever; it is to create something that will."

- Andy Warhol

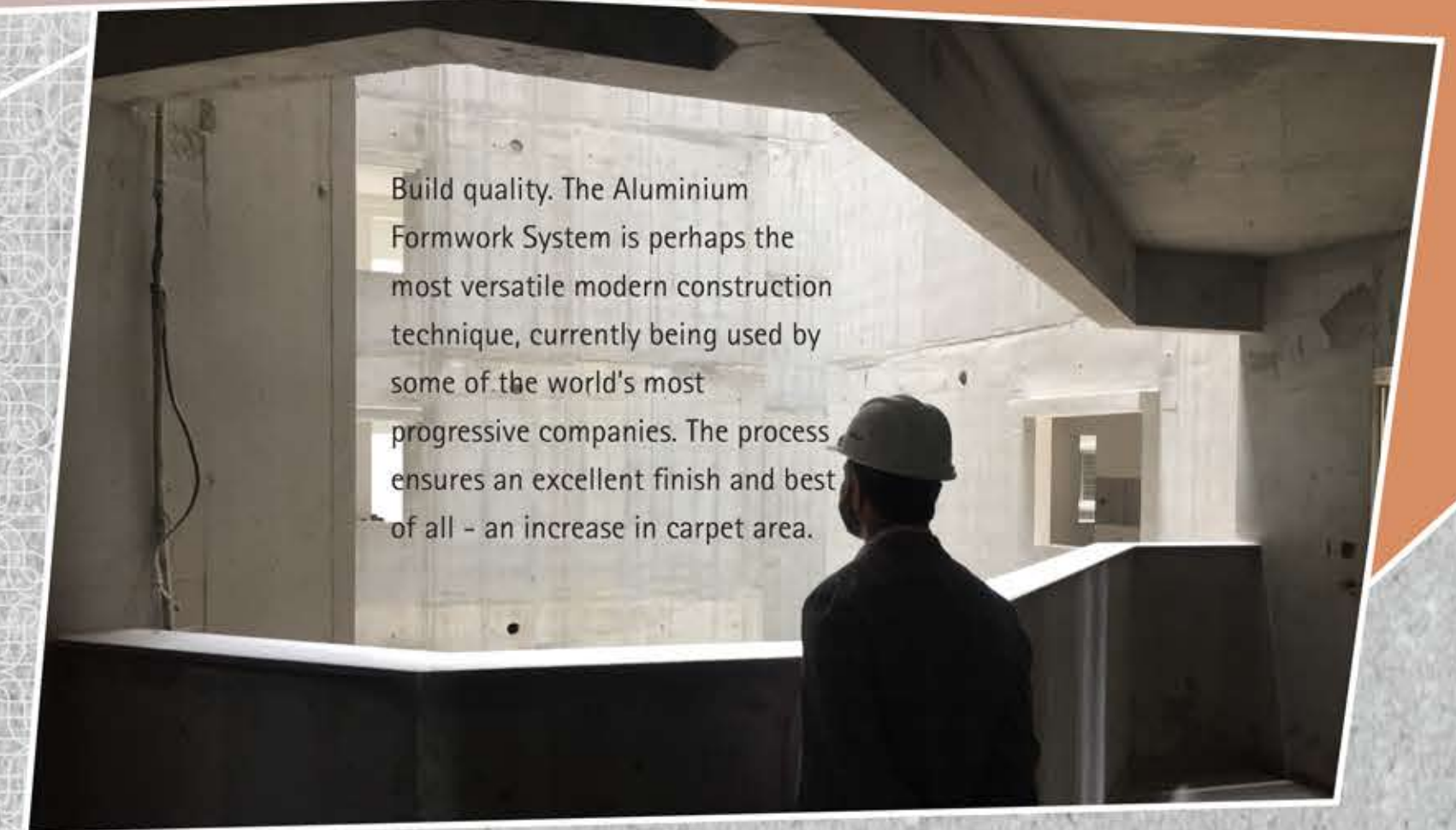


THE ULTIMATE ASSURANCE

The Bren Safe mark guarantees you a hassle-free ownership experience. It stands for 100% clear titles and statutory approvals, as well as industry-leading quality standards.

- Assured Quality
- Planning and design by leading architects
- Certification by leading structural engineers
- Quality checks of all incoming materials
- Landscaping by leading landscaping architects
- Compliance with essential standards such as Sewage Treatment Plant & Rain Water Harvesting
- CREDAI accreditation

- BBMP/BDA approved
- BESCOM approval
- BWSSB NOC
- KSPCB NOC
- Clear Title
- Checked and verified by leading lawyers
- Clear Property Katha
- Fire Department NOC
- Airport Authority of India NOC
- Ministry of Environment and Forests approval
- Tax paid receipts, up-to-date
- Indian Green Building Council member
- RERA Approved



Build quality. The Aluminium Formwork System is perhaps the most versatile modern construction technique, currently being used by some of the world's most progressive companies. The process ensures an excellent finish and best of all - an increase in carpet area.

INNOVATION

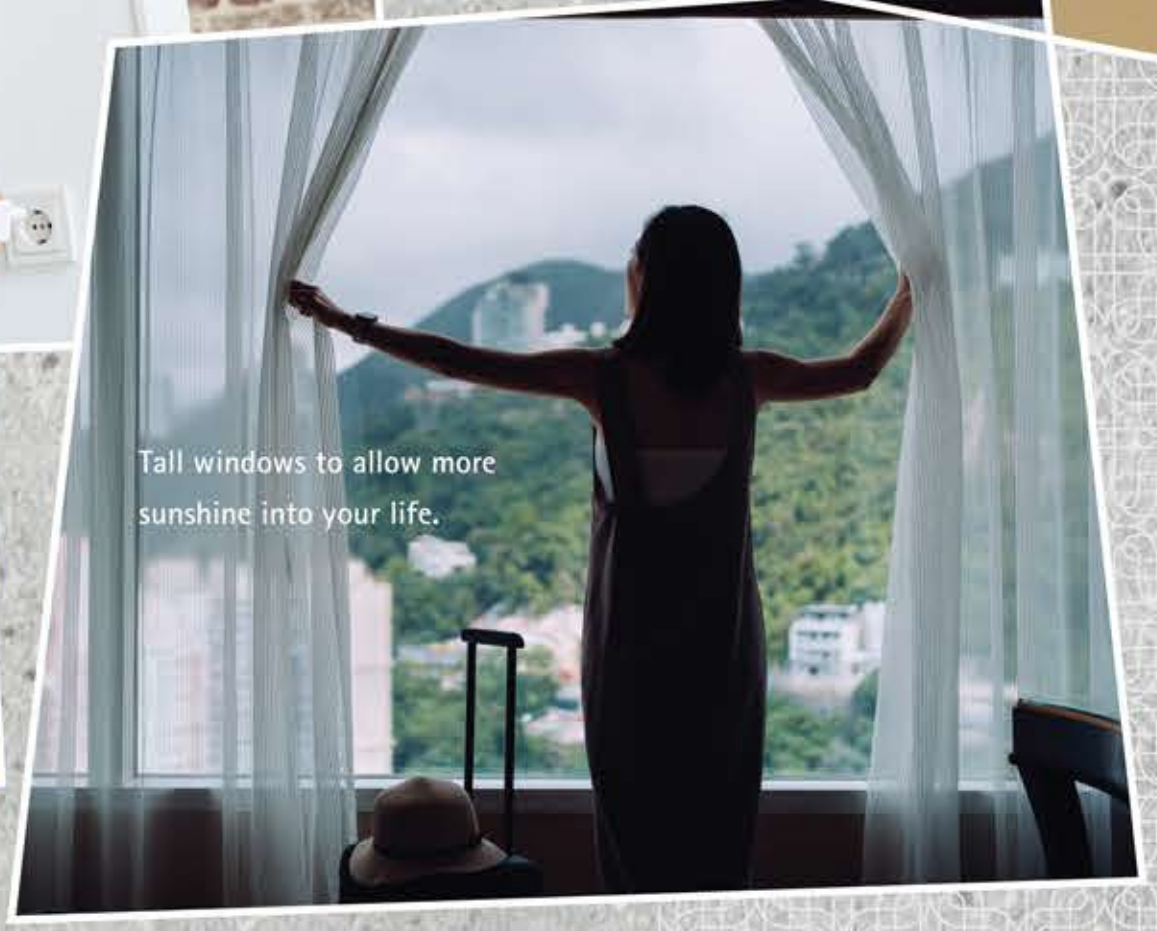
Double-charged vitrified tiles on the floor. These are larger and thicker than standard tiles, and are made by fusing two layers.



Strategically placed adequate electrical points for convenient installation of your ACs and TVs



Grilles on every window, for better safety.



Tall windows to allow more sunshine into your life.

Machine-room-less elevators that save on maintenance costs because of lower power consumption.



Individual car charging provision in each car park so that you can charge your EVs with ease. A separate submeter is also provided for you to track your power consumption.



Ultrasonic Technology smart water meter in each inlet to help monitor water consumption and track supply. This app-based meter sends you an alert when it detects a leakage, enables you to shut the inlet remotely and also lets you pay your bills directly.



A combination of solar and conventional lights for surfaces and common areas that cuts down the electricity expenditure.



Rainwater pits and sewage treatment plants are all about saving water for various purposes.



Biodegradable materials made from natural fibre are used at project construction sites.



Sensitive social design, with vehicular movement separated from free zones, for the safety of children and the elderly.



We push to keep projects natural, including existing trees in site planning, and protecting them during construction.



BRENNOVATION+

MAKE GERMANY'S FAVOURITE KITCHEN, YOUR KITCHEN

SOHO by Bren provides an option of installing a premium German modular kitchen from Nolte – a brand that is globally recognised for its precise craftsmanship and exceptional high quality.



NOLTE KITCHEN.

A woman with her hair in a bun, wearing a blue button-down shirt, is painting a wall. She is using a brush to apply blue paint over a base of orange paint. The wall is the central focus, with the woman's hands and arms visible as she works. The background is slightly blurred, showing what appears to be an interior space with warm lighting.

GET IMPRESSED. AT EVERY LEVEL.

"We shape our buildings; thereafter they shape us."

- Winston Churchill

THE FLOOR PLANS

SOHO by Bren has 8 types of premium 3 BHK and 2 BHK apartments.

Each has been configured keeping your ever-evolving needs in mind. There are strategically-placed switchboards and power outlets for setting up work desks, home offices, and entertainment spaces. Niche provisions in walls for AC conduits ensure you can install your ACs hassle-free. Tall sliding French doors that open to large sit-out balconies fill your homes with sunshine and fresh air.



TYPE 1: 1809 sq ft

A spacious 3 BHK unit with a super built-up area of 1809 sq ft.



TYPE 2: 1894 sq ft

A spacious 3 BHK unit with a super built-up area of 1894 sq ft.





TYPE 3: 1893 sq ft

A spacious 3 BHK unit with a super built-up area of 1893 sq ft.



TYPE 3A: 1881 sq ft

A spacious 3 BHK unit with a super built-up area of 1881 sq ft.





TYPE 4: 1583 sq ft

A spacious 3 BHK unit with a super built-up area of 1583 sq ft.



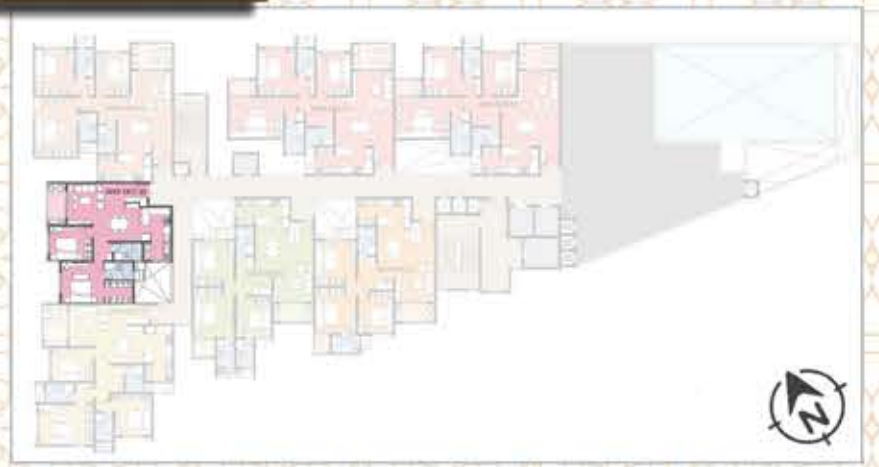
TYPE 5: 1704 sq ft

A spacious 3 BHK unit with a super built-up area of 1704 sq ft.





TYPE 6: 1331 sq ft
 A spacious 2 BHK unit with a super built-up area of 1331 sq ft.



TYPE 7: 1772 sq ft
 A spacious 3 BHK unit with a super built-up area of 1772 sq ft.



SPECIFICATIONS

"The door handle is the handshake of the building."

- Juhani Pallasmaa



STRUCTURE

Seismic Zone II compliant
RCC structure using pre-engineered Aluminium Forms



CAR PARKING

Covered car parking in basements 1 and 2
Electric car charging provision for all car parks



DOORS

Main door frame with threshold - African teakwood/equivalent
Bedroom and toilet door frames - European KD beechwood/equivalent
Bedroom door shutter - tubular core MDF with veneer skin on both sides
Toilet door shutter - tubular core MDF with veneer skin outside and laminate inside
Hardware - Godrej/equivalent



BALCONIES

Flooring and skirting - vitrified/ceramic tiles
Walls and ceiling - acrylic emulsion paint
Railings - MS handrail with granite coping



STAIRCASE

Staircases with granite threads and tiled risers
Railings - MS handrails
Painting - oil-bound distemper paint for walls and ceilings



COMMON AREA

Flooring - vitrified/ceramic tiles
Painting - oil-bound distemper paint for walls and ceiling
Granite coping and MS handrails for parapets
External finish - waterproof cement paint/exterior emulsion



LANDSCAPE, CLUBHOUSE BROADWAY, AND AMENITIES

Social Kitchen and Art Gallery
Badminton Courts
Squash Court with viewing gallery
Table Tennis
Gymnasium with lockers and toilets
Snooker
Creche for little ones
Co-working Café
Spa with massage and steam
Pool Deck
Swimming Pool
Tennis Court
Half Basketball Court
Outdoor Gymnasium
Cricket Practice Pitch
Skating Rink



ELECTRICAL

Split AC provisions in all bedrooms and living room
TV points in all bedrooms and living room
Fire resistant electrical wires of reputed make
Washing machine and dishwasher points in utility
Chimney and hob point in the kitchen
Light point in front of the main door
Exhaust fan point in all toilets
Telephone point in living room
Generator backup for each flat



FLOOR AND CEILING FINISHES

Foyer, living, dining, kitchen, utility, and bedrooms - double-charged vitrified tiles
Painting - acrylic emulsion paint in walls and ceiling



WINDOWS AND SLIDING DOORS

Living room, bedroom balconies - UPVC/aluminium sliding doors with fibre mosquito mesh
Bedrooms, utility windows - UPVC/aluminium sliding doors with fibre mosquito mesh
Toilet ventilators - UPVC/aluminium ventilators with shutters, openable to access the plumbing shaft



HOME AUTOMATION FEATURES

Toilets and kitchen - water consumption meters



SANITARY

False ceiling with grid panelling in toilets
Vitrified/ceramic tiles on floors and up to the false ceiling
Chromium plated fittings of reputed make
Sanitary fixtures of reputed make



ELEVATORS

Machine-room-less 3 Passenger, 1 Service lift in each wing

[IT'S ALL IN THE DETAILS]

MANY PROJECTS. ONE PROMISE.

CREATE.PROGRESS Bren is not just about building homes. It is a way of thinking - to create enduring, resilient spaces that resonate with not only the people who interact within them, but with the times.

With over 3 decades of expertise in property development, Bren is driven by a desire to innovate and push boundaries, putting people first and constantly evolving to embrace a more conscious way of life, based on a keen awareness of the spaces that surround us.

RESIDENTIAL . WORKSPACES . RETAIL . SPORTS

PROMISES DELIVERED, ON TIME



NEW & ONGOING

Zahara by Bren - off Sarjapur Road
Northern Lights - Jakkur
Aspera - Old Madras Road
Imperia Grand - Haralur Road

LIVE WITH BRENNOVATION

COMPLETED PROJECTS


Imperia - Haralur Road
Champions Square - On Sarjapur Road
Starlight - Old Madras Road
Edgewater - off Sarjapur Road
Palms - near Kudlu Gate
Woods - near Electronic City
Celestia - On Sarjapur Road
Trillium - off Hosur Road
Paddington - Hosa Road
Avalon - Marathahalli
Unity - Marathahalli




WE'RE ALWAYS AROUND

No matter where you are in Bangalore, you can never be too far away from one of our projects. We have been perfecting the art of creating premium homes for almost 4 decades now.

But to us, our journey has only just begun.

 Bren Corporation

 Bren Corporation

Koramangala

Bren Paddington

Bren Imperia

Bren Zahara

Bren Edgewater

Bren Palms

Haralur

Bren Trillium

Bren Woods

Avalahalli

Bren Starlight

Bren Aspera

Karthik Nagar

Bren Avalon

Bren Unity

Bren Celestia

Sarjapur

Bren Champions Square

Ambalipura - Sarjapur Road

Rayasandra

NICE Ring Road

Bangalore - Hyderabad Hwy

Bangalore - Tirupathy Hwy

Old Madras Road

Marathahalli Outer Ring Road

Whitefield Main Road

Hosur Road

