



BESPOKE

Pioneer Urban is founded on a vision that seeks commitment to a high quality in every single undertaking, recognizing the need of growth across the real estate industry with consumer centric approach. We have created lifestyle impressions and articulate residences that avail more than just spaces to live in.

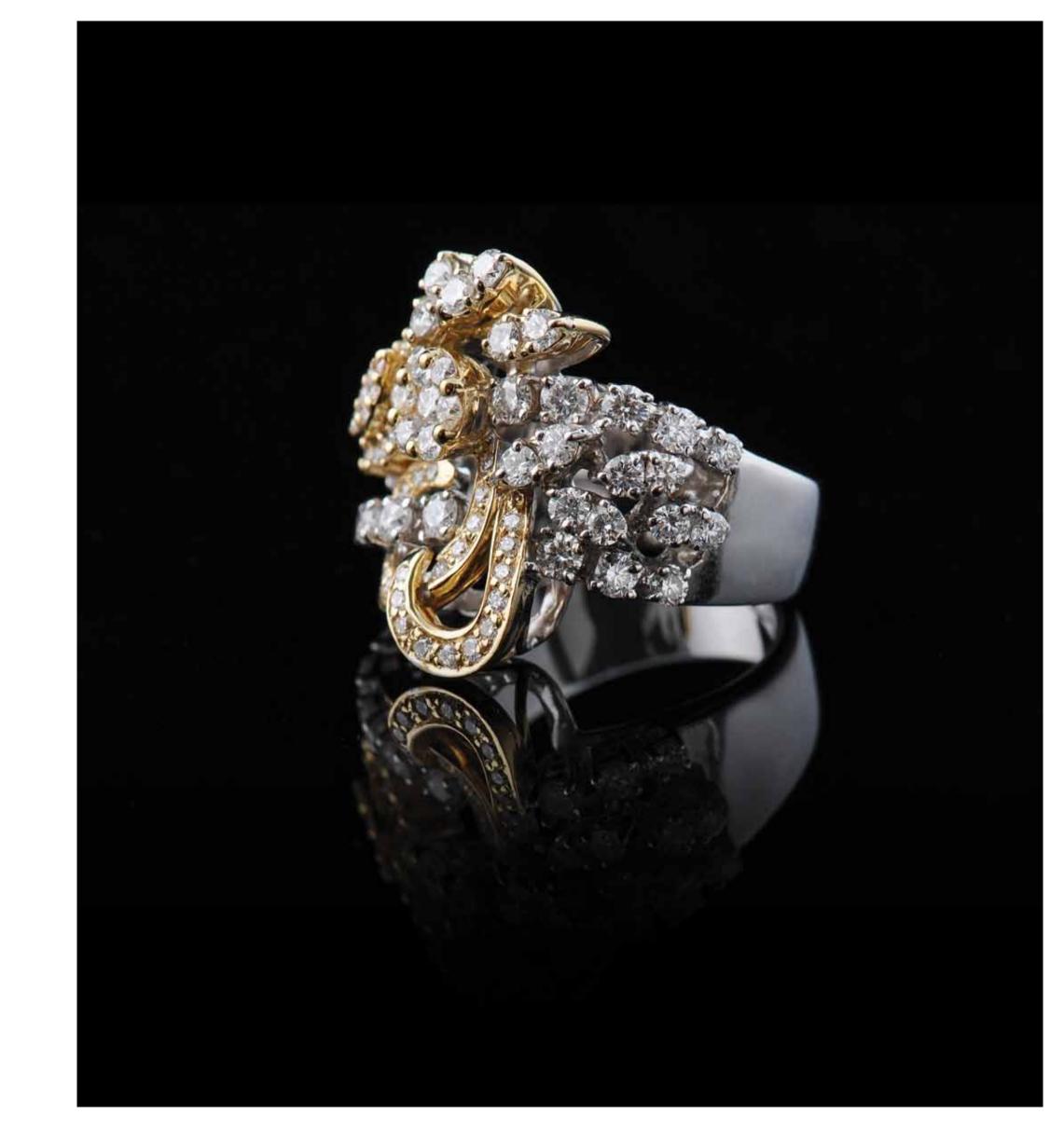
For us the pride of success is efficiency, effectiveness and perfection.

Taking care of quality and customer satisfaction, we provide you with the advantage of opulence with your touch to create your dream home. One such luxuriant living experiences will be at Araya. Keeping our heritage of high quality, we offer you the wonderland beyond your imagination. The time has come to embark you with the best of world class amenities.

I welcome you to take a look at an exceptionally grand launch pad of your desired comforts with a blend of the finest ambience.

Chairman

Manish Periwal



EXQUISITE INDULGENCE



WELCOME TO ARAYA

Built with a sense of impeccable expertise that only comes after years of perseverance, Araya rises to achieve what has always eluded many - perfection. Araya, located in Gurgaon, Delhi NCR, gives you the ease of reach and a complete peace of mind.

Welcome to your home, welcome to Araya.







YOUR PRIVATE RETREAT

An extension of your highly refined world, Araya promises the experience of impeccable and incomparable lifestyle. We invite you to savour the delight of living at this exclusive address. The Araya residences offer a unique opportunity to expand your lifestyle with a multitude of tasteful choices at your disposal.



FURNISHINGS PAST COMPARE

Designed to surpass expectations, Araya residences emulate uber contemporary feel, subtly manifested in the architectural style and choice of furnishing.

You are whisked up in a secure elevator, which alights into your private lobby. The burst of radiance from the double height ceilings takes your breath away, as you absorb every fine detail that has been lovingly crafted for you. Walk into your home and feel the spaces blend harmoniously around you.

From the finest marble to timber veneered wooden doors, European modular kitchen to imported wardrobes, thoughtful extravagance touches every aspect of your home.

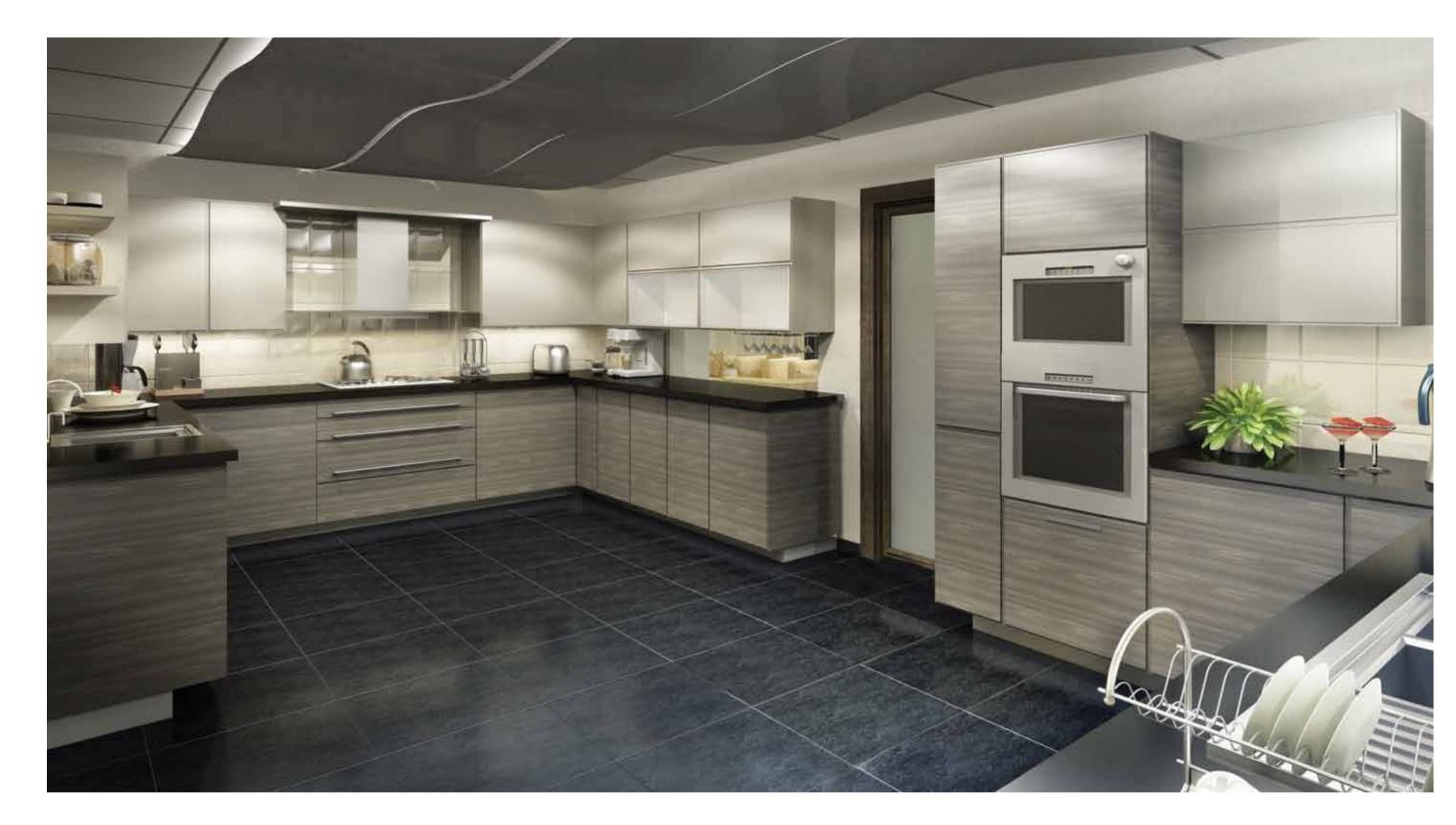


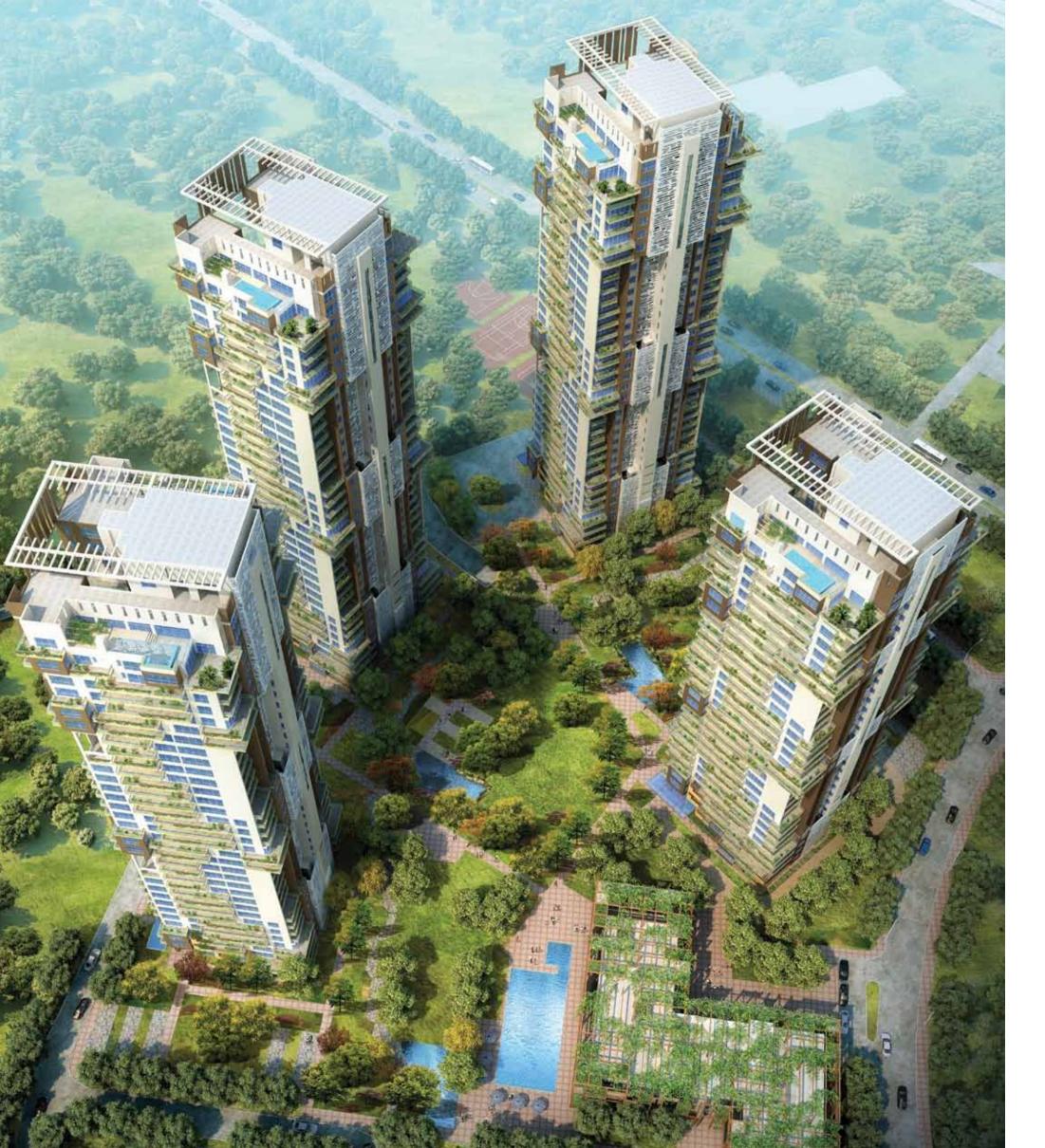
THE FINER DETAILS

A private sanctuary awaits you at the ensuite bath in your master bedroom. With avant-garde features like jacuzzi, steam, enclosed rain shower, you can experience nirvana in complete privacy.

Complementing your luxurious lifetsyle is a state-of-the-art spacious kitchen with all modern accessories and fittings that make cooking a simple pleasure to delve in.



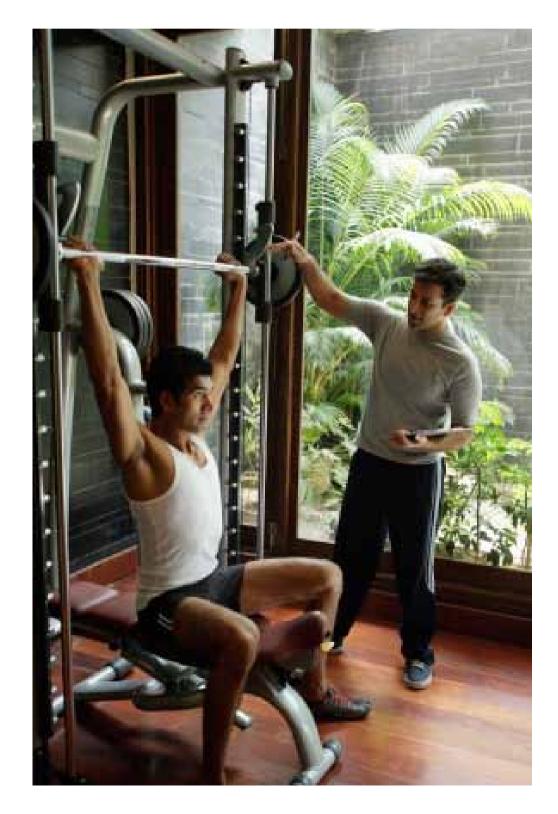


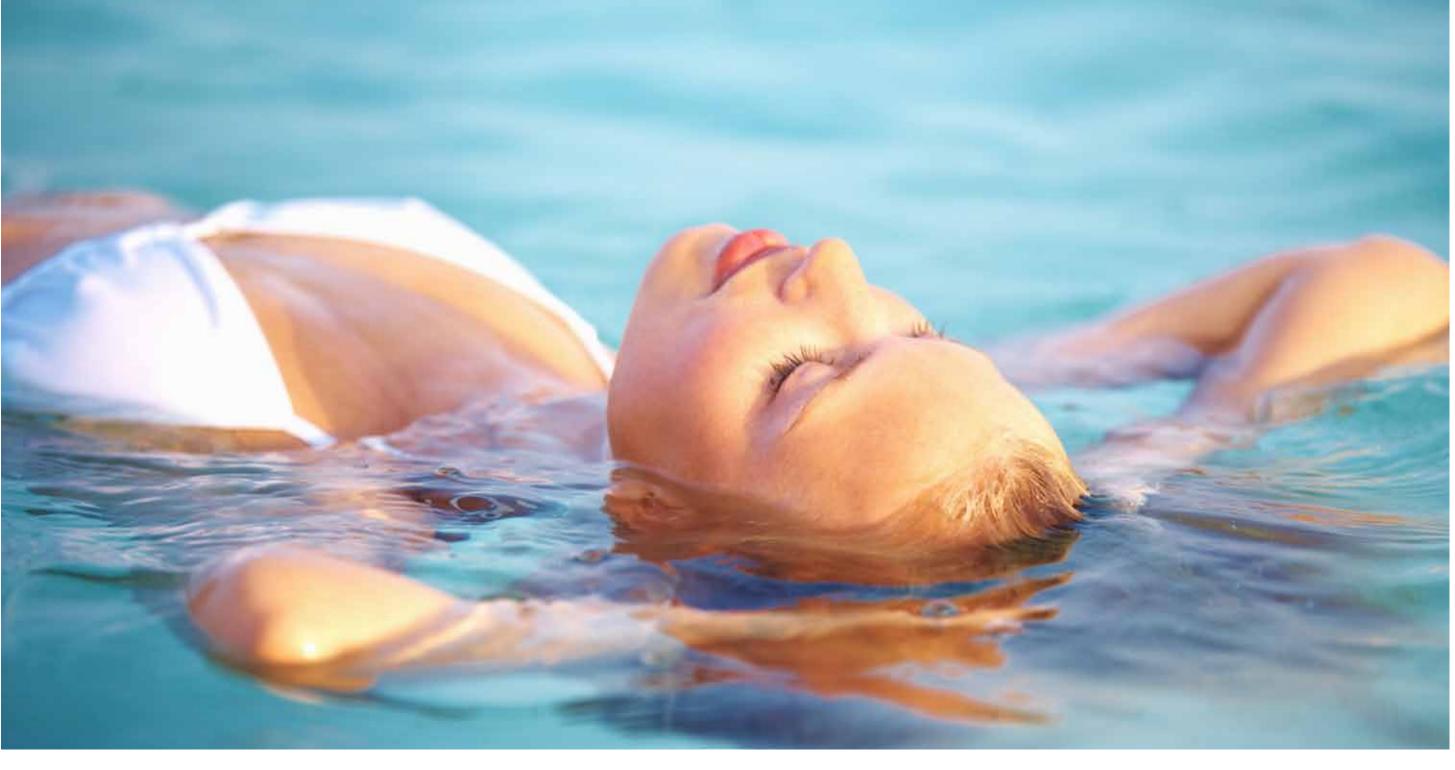


Araya is designed for the modern connoisseur, where residents and their guests experience an unparalleled lifestyle.

AMENITIES FOR A COMPLETE LIFE

Araya offers you distinctive conveniences that meet your individual needs. Our myriad in-house offerings provide you with every comfort you may require. From the lavish swimming and splash pools to the state-of-the-art gymnasium, world-class indoor squash courts to luxurious rejuvenating spa, an exclusive lounge to a chic restaurant, the beyond comparison residences bring all the plush facilities to pamper the best in you. The indulgence in a sumptuous lifestyle can just never stop here.

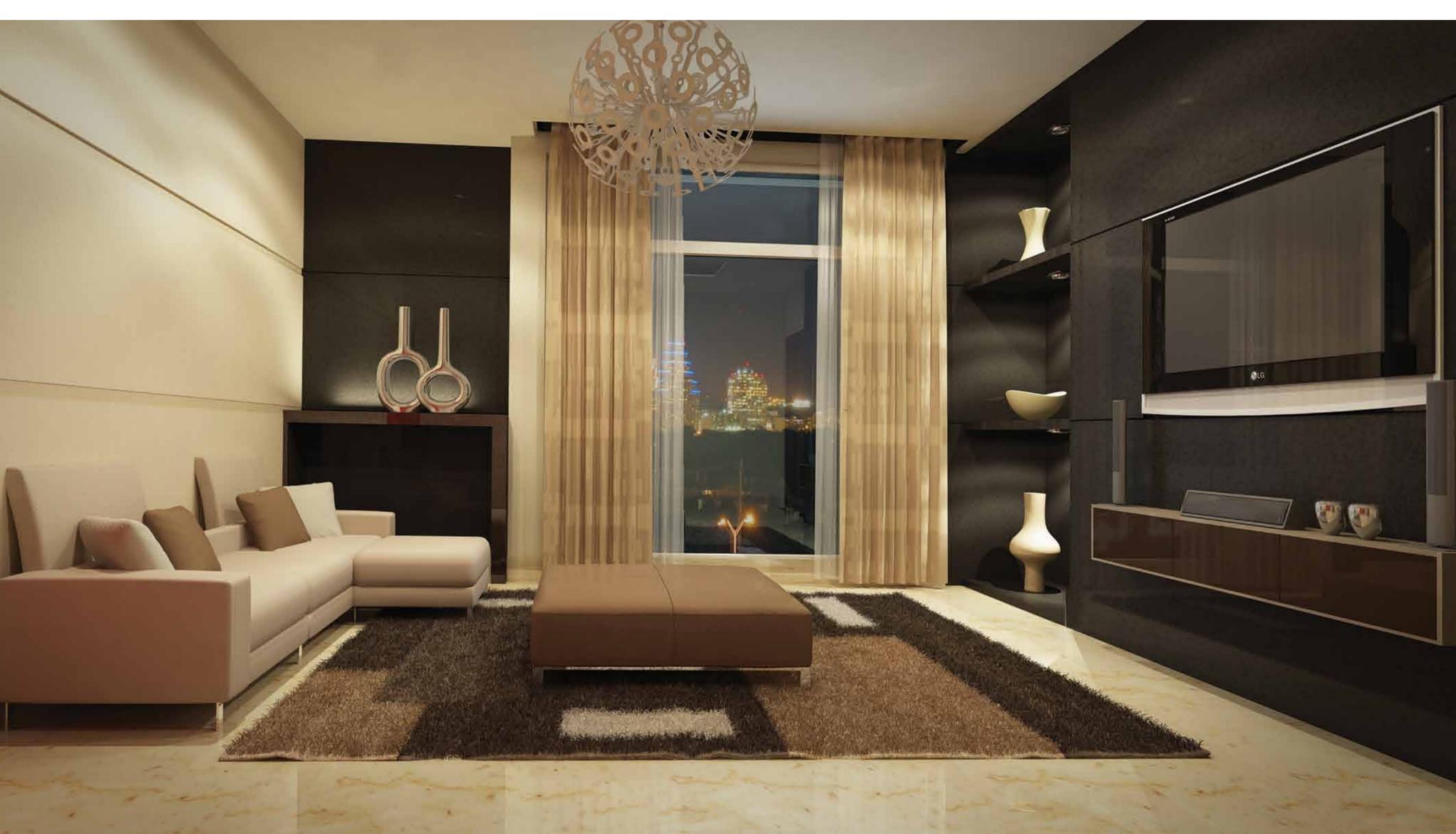


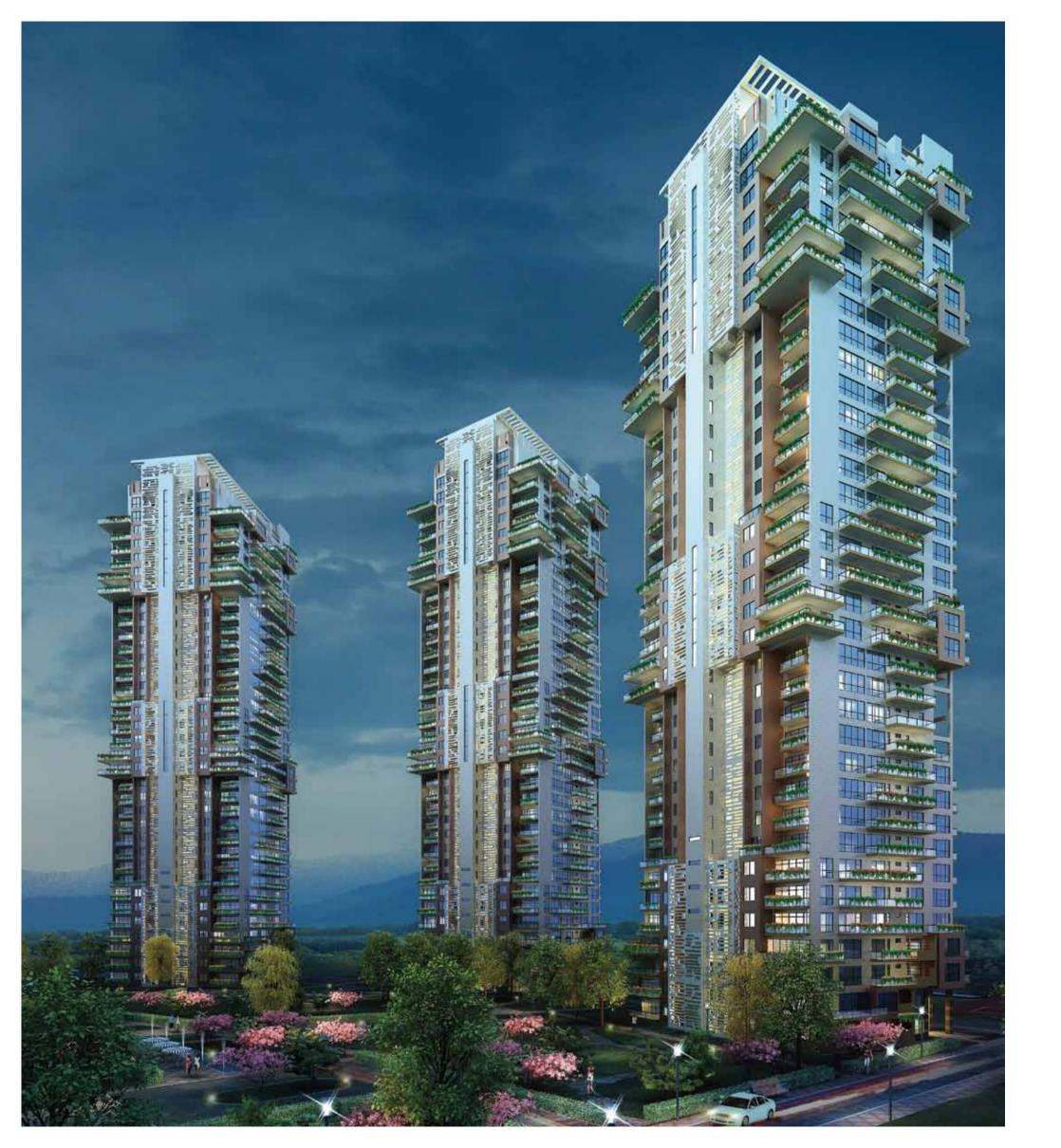


UNCOMPROMISED DISTINCTION

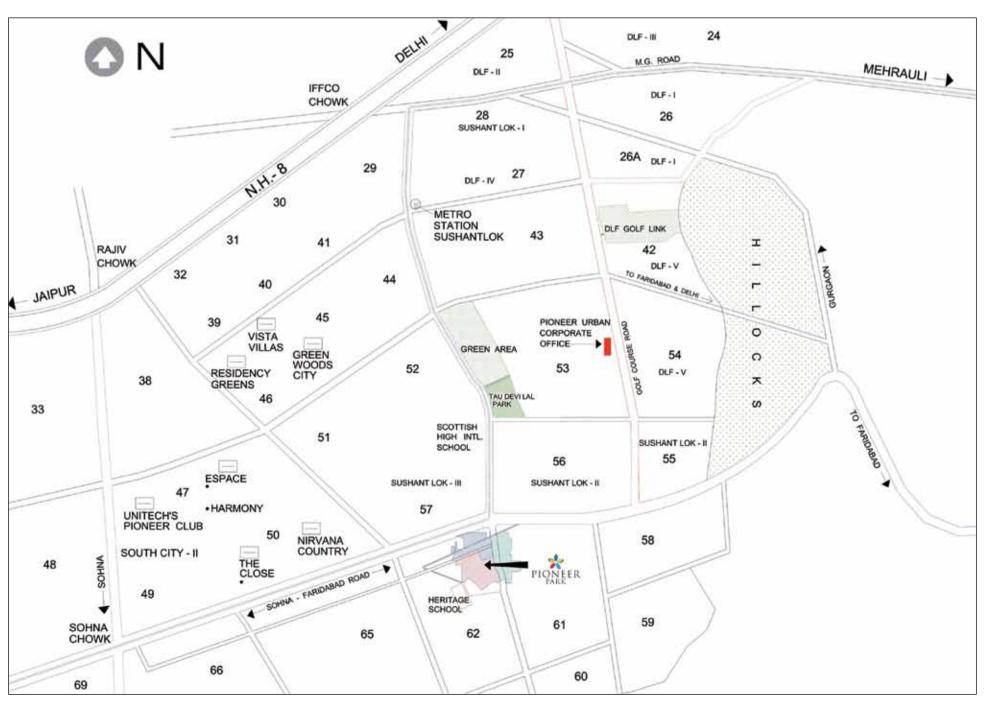








LOCATION



MASTERPLAN

- 1 Urban Square
- 2 Retail Plaza and Gardens
- 3 Sector Road Streetscape
- 4 Primary School
- 5 High Street
- 6 Office Tower
- 7 Residential Towers
- 8 Pedestrian Bridge
- 9 Club House
- 10 Parkdrive
- 11 Midrise Towers
- 12 Greens













SPECIAL UNIT 3BHK + TERRACE TOWER A,B,C





AREA 3498 sqft AREA 3858 sqft









AREA 4279 sqft AREA 4403 sqft



SPECIAL UNIT 4BHK + FAMILY + TERRACE TOWER A,B,C





AREA 4690 sqft AREA 4983 sqft





DESIGNMETS OPULENCE GRAND DUPLEX RESIDENCES

TOWNHOUSE LOWER 4BHK + FAMILY + TERRACE TOWER A,B,C







AREA 7004 sqft AREA 7004 sqft

PENTHOUSE LOWER FLOOR 5BHK + FAMILY + POOL & SUNDECK TOWER A,B,C







AREA 9625 sqft AREA 9625 sqft









AREA 4613 sqft AREA 4739 sqft





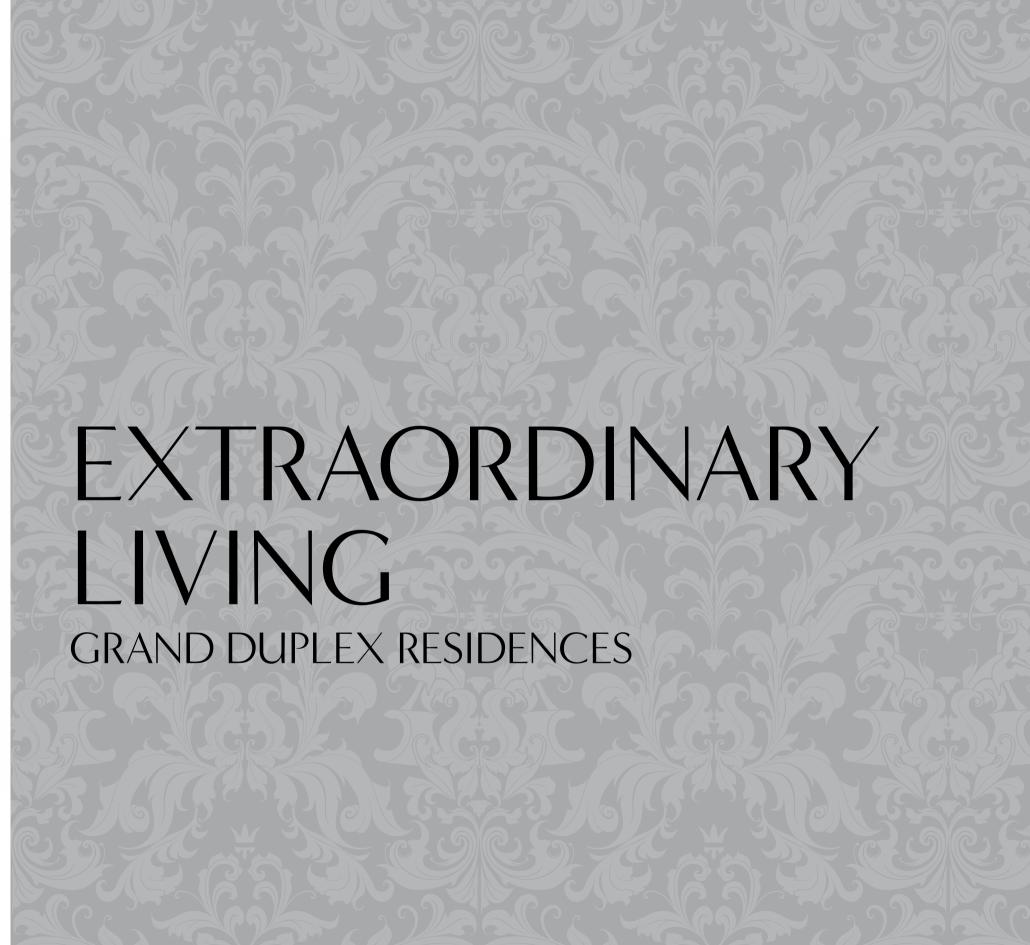




AREA 4902 sqft AREA 5310 sqft







TOWNHOUSE LOWER 4BHK + FAMILY + TERRACE TOWER D







AREA 7673 sqft AREA 7673 sqft

PENTHOUSE LOWER 5BHK + FAMILY + POOL + SUNDECK TOWER D







AREA 10019 sqft AREA 10019 sqft

SPECIFICATIONS

Living room

Walls stone cladding/ feature wall Floor italian/ european marble metal and timber vineered

Doors and windows

Master bedroom Walls imported texture paint Floor premium imported wood

Doors and windows

Other bedroom

Walls imported texture paint Floor italian/ european marble metal and timber vineered Doors and windows

Master bath Walls

Floor

Doors and windows Others

steam/ jacuzzi Shower cublicle Premium imported cp fittings

imported tile

imported tile/ marble

Premium imported sanitaryware

timber veneered and aluminium

metal and timber vineered

Other bathrooms

Walls Floor

imported tile/ marble

Doors and windows

Others

imported tiles timber veneered and aluminium

Premium imported sanitaryware

shower cubicle Premium imported cp fittings Powder room Walls

Floor Doors and windows

Others

Premium imported cp fittings

Kitchen Walls

Balconies

Floor

Doors and windows Others

Walls Floor

Doors and windows Railings

Lift lobby Walls Floor

imported tile/ marble timber veneered and aluminium shower cublicle Premium imported sanitaryware

combination of lacquered glass and imported tiles

imported tiles

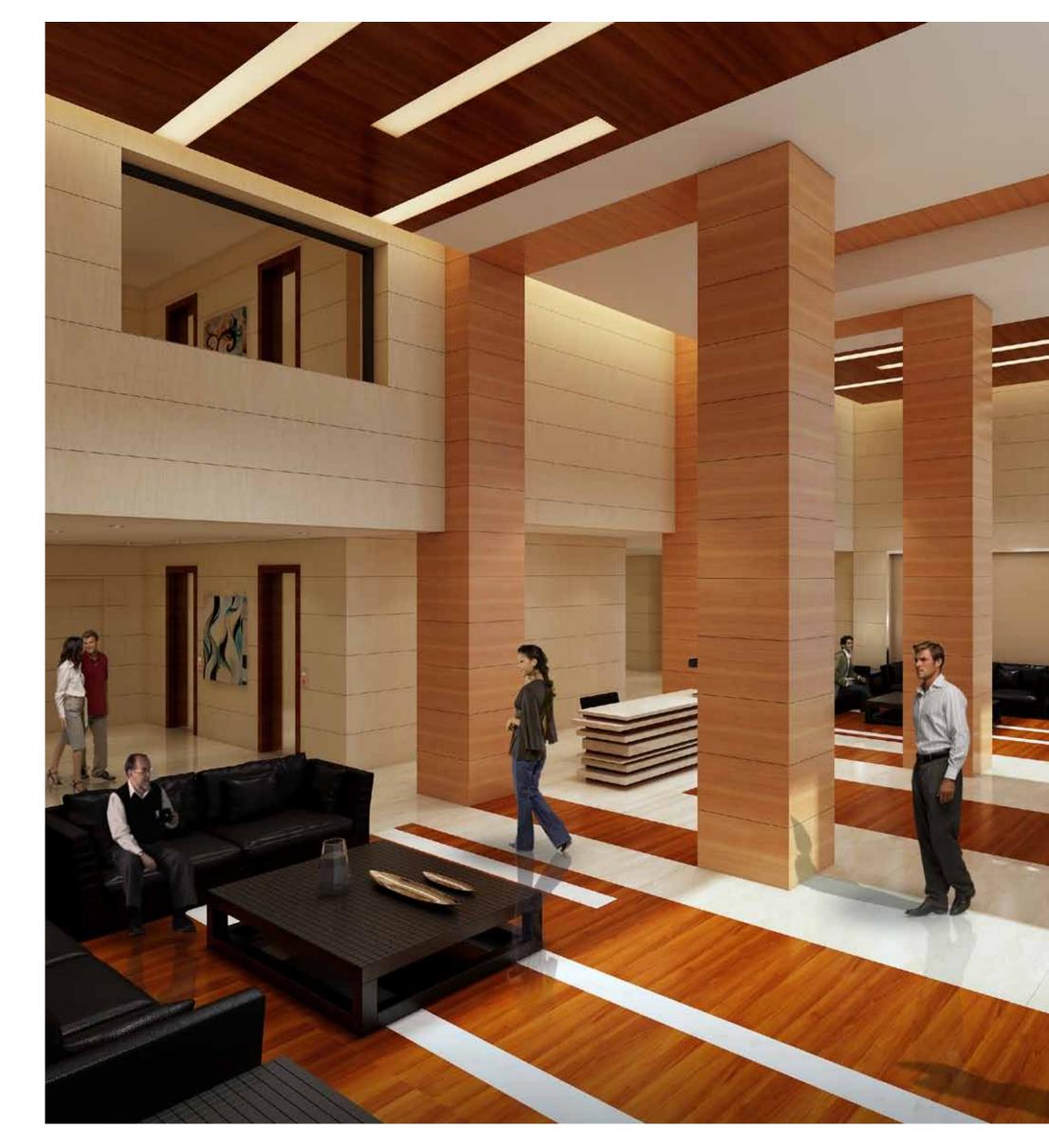
imported tiles

metal and timber vineered high end european modular kitchen

textured paint imported tiles

timber veneered and aluminium stainless steel with toughened glass

imported stone cladding italian/ european marble



ARAYA TOWER A,B,C

PRICES

Sale Price including EDC & IDC
Preferential Location Charges (PLC)

Car Parking Charges

As Applicable As Applicable

Rs.3 Lac per bay (Covered)

S. NO	LINKED STAGES	PAYMENT
1.	On Booking	10 % of Sale Price
2.	Within 60 days of Allotment	10 % of Sale Price
3.	On start of Excavation	7.5 % of Sale Price
4.	On Completion of 3rd basement roof slab	7.5 % of Sale Price
5.	On Completion of Ground floor roof slab	5 % of Sale Price + 50% of Car Parking
6.	On Completion of 4th floor roof slab	5 % of Sale Price + 50% of Car Parking
7.	On Completion of 8th floor roof slab	5 % of Sale Price
8.	On Completion of 12thfloor roof slab	5 % of Sale Price
9.	On Completion of 15thfloor roof slab	5 % of Sale Price + 50% of PLC if applicable
10.	On Completion of 18thfloor roof slab	5 % of Sale Price+ 50% of PLC if applicable
11.	On Completion of 21stfloor roof slab	5 % of Sale Price
12.	On Completion of 24th floor roof slab	5 % of Sale Price
13.	On Completion of 27th floor roof slab	5 % of Sale Price
14	On Completion of 30th floor roof slab	5% of Sale Price
15.	On Completion of final floor roof slab	5 % of Sale Price
16.	On Receipt of occupation certificate	5 % of Sale Price
17.	On intimation for possession	5 % of Sale Price + IBMS(See note 1)+ Stamp Duty

+ Registration Charges (See note 2)

NOTE

- 1. Interest Bearing Maintenance Security (IBMS) Rs.100/- per sq. ft.
- 2. Stamp Duty / Registration Charges shall be payable along with the last installment based on prevailing rates.
- 3. Club Membership Rs.75000/-
- 4. PLC as applicable
- 5. 3 Car Parks for all units are mandatory.
- 6. Price subject to revision at the sole discretion of the company

ARAYA TOWER D

PRICES

Sale Price including EDC & IDC
Preferential Location Charges (PLC)
Car Parking Charges

As Applicable As Applicable

Rs.3 Lac per bay (Covered)

S. NO	LINKED STAGES	PAYMENT
1.	On Booking	10 % of Sale Price
2.	Within 60 days of Allotment	10 % of Sale Price
3.	On start of Excavation	7.5 % of Sale Price
4.	On Completion of 3rd basement roof slab	7.5 % of Sale Price
5.	On Completion of Ground floor roof slab	5 % of Sale Price + 50% of Car Parking
6.	On Completion of 3rd floor roof slab	5 % of Sale Price + 50% of Car Parking
7.	On Completion of 6th floor roof slab	5 % of Sale Price
8.	On Completion of 9th floor roof slab	5 % of Sale Price + 50% of PLC if applicable
9.	On Completion of 12th floor roof slab	5 % of Sale Price + 50% of PLC if applicable
10.	On Completion of 15th floor roof slab	5 % of Sale Price
11.	On Completion of 18th floor roof slab	5 % of Sale Price
12.	On Completion of 21st floor roof slab	5 % of Sale Price
13.	On Completion of 24th floor roof slab	5 % of Sale Price
14.	On Completion of 27th floor roof slab	5 % of Sale Price
15.	On Completion of final floor roof slab	5 % of Sale Price
16.	On Receipt of occupation certificate	5 % of Sale Price
17.	On intimation for possession	5 % of Sale Price + IBMS(See note 1)+ Stamp Duty

+ Registration Charges (See note 2)

NOTE

- 1. Interest Bearing Maintenance Security (IBMS) Rs.100/- per sq. ft.
- 2. Stamp Duty / Registration Charges shall be payable along with the last installment based on prevailing rates.
- 3. Club Membership Rs.75000/-
- 4. PLC as applicable
- 5. 3 Car Parks for all units are mandatory.



REFINED ELEGANCE

TO GET MORE INFORMATION ABOUT ARAYA

PLEASE VISIT
PIONEER PARK SALES PAVILION
SECTOR - 62, GOLF COURSE EXTENSION ROAD
GURGAON, INDIA
T: 0124 2722 000, +91 99999 84840 or +91 99999 84841

PIONEER URBAN CORPORATE OFFICE
PARAS DOWNTOWN CENTER, 5TH AND 7TH FLOOR
GOLF COURSE ROAD, SECTOR - 53
GURGAON, INDIA
T: 0124 4322 300

PLEASE EMAIL US AT SALES@PIONEERURBAN.IN

ARAYA.CO.IN

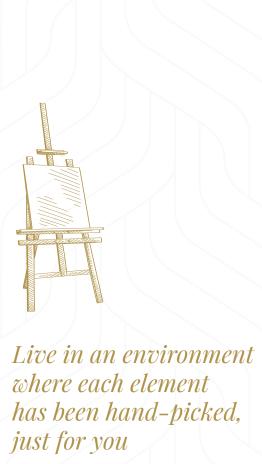


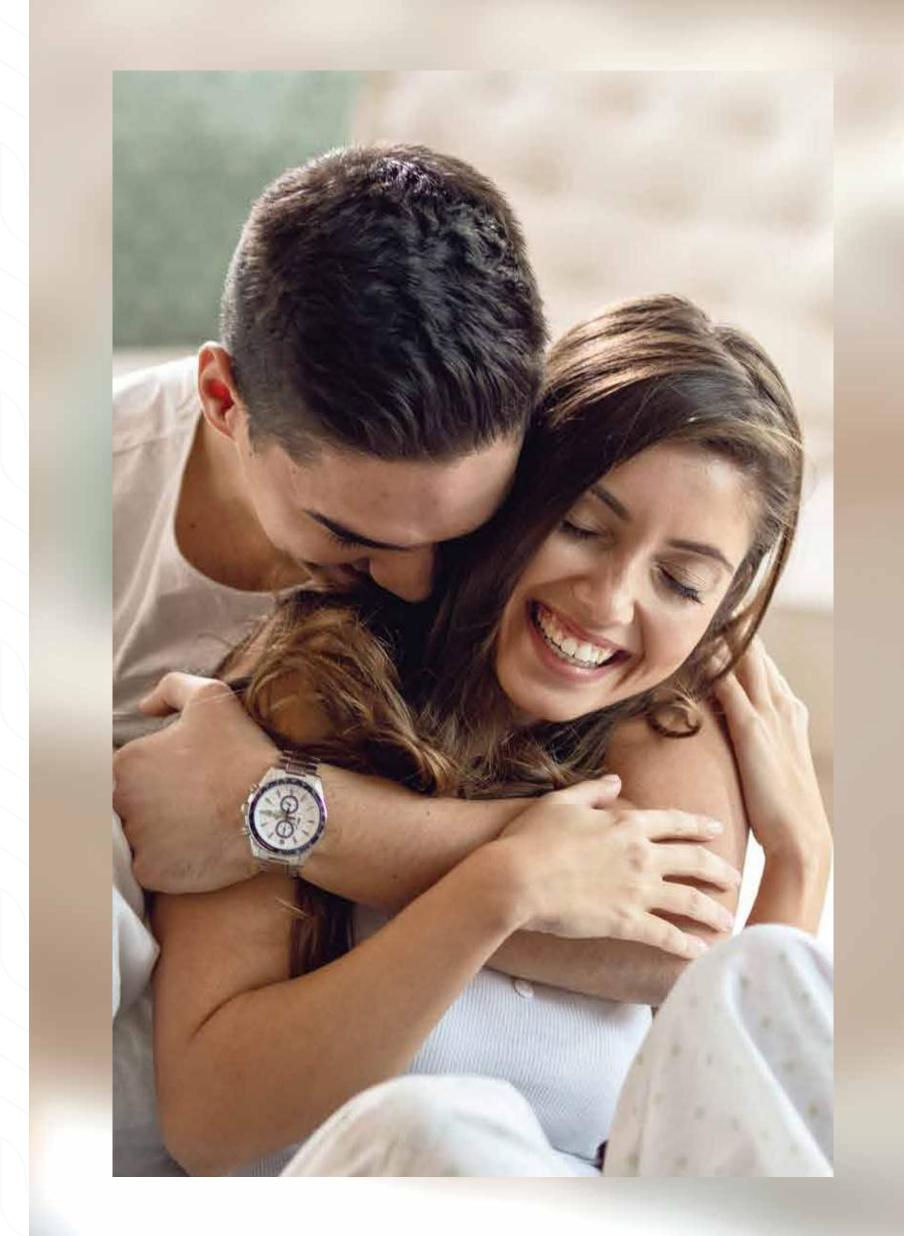
www.araya.co.lr

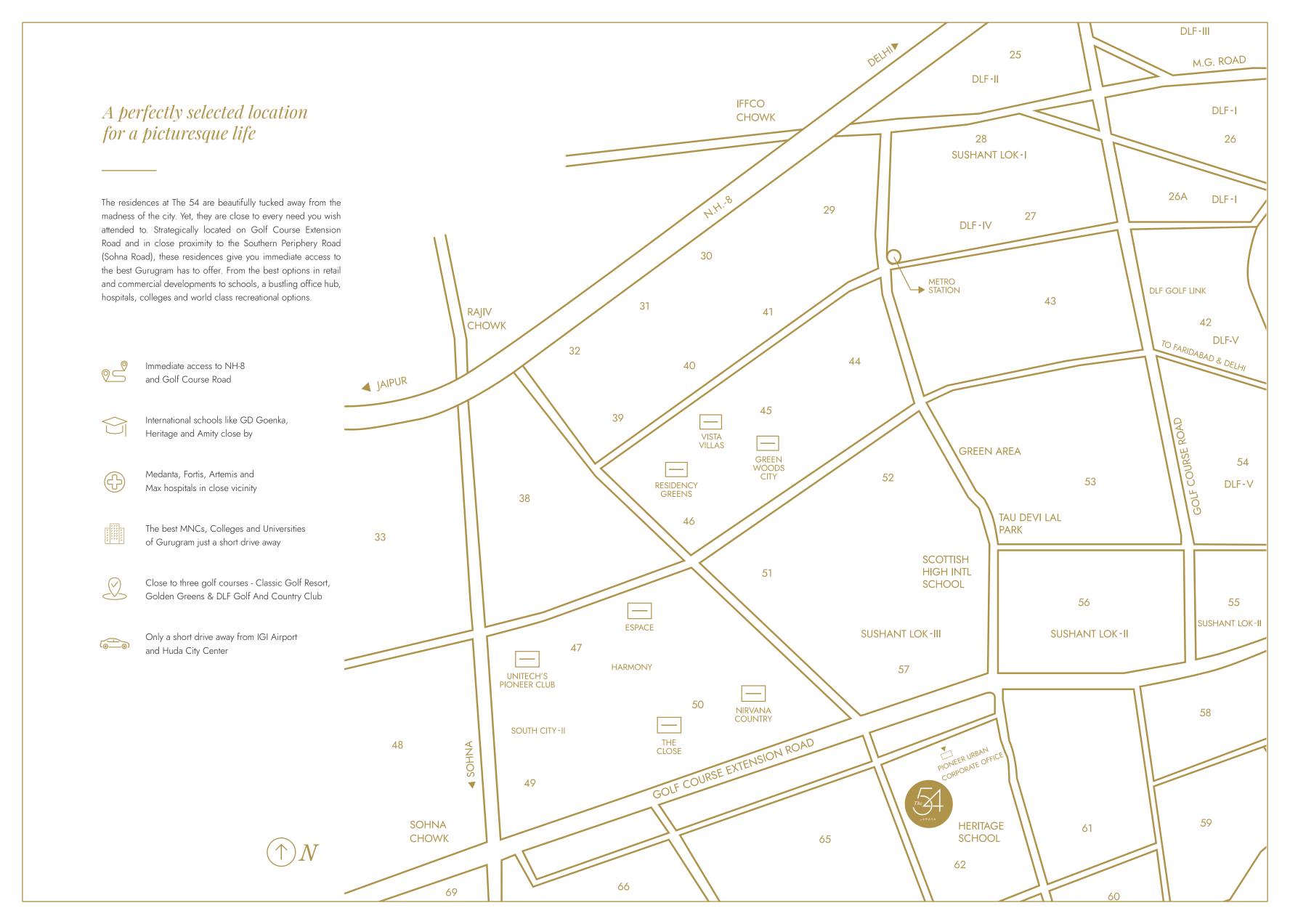


Life. Curated.











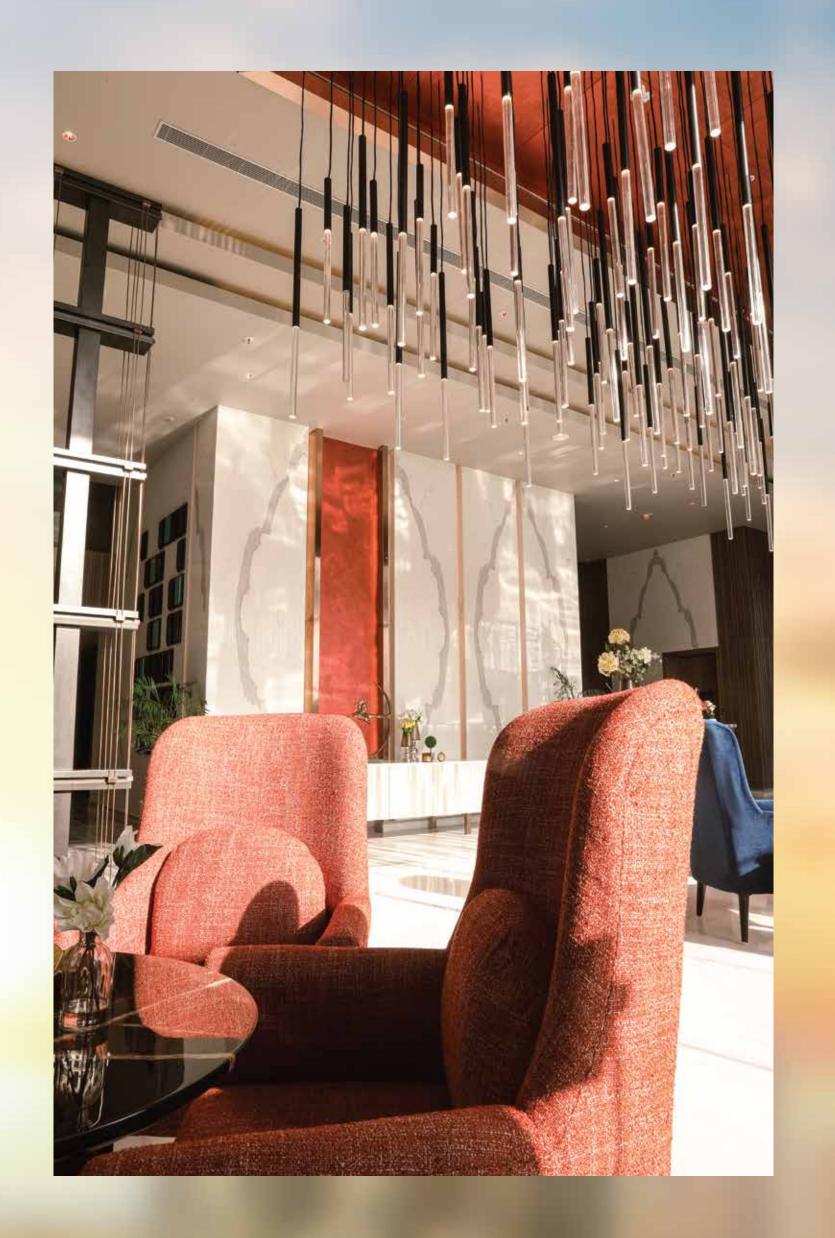


Sculpted for the pioneers of tomorrow

Living at The 54 really is like living in a world curated entirely for you. And it all begins with the very building you live in. Through a host of carefully selected physical amenities, it's the perfect setting for you to turn your biggest ideas into greater successes, as well as experience a level of peace and tranquility only a few have known to exist.

The 54 is an exclusive tower within Pioneer Urban's Araya complex, dedicated to a higher order of life. With only two apartments to every floor, each apartment comes with a private elevator landing and much larger floor plate sizes. The lobby itself is a work of art where you would love to spend your time. A quick stop for coffee, a mesmerizing water body, strategic seating area and a dedicated reading zone make the ambience exceptional for a small meeting, working from home or just gazing at a beautiful sunset.







Tread across a globe of plenitude

Set foot into a world brimming with luxury. From the moment you enter the lobby, you will be enchanted by the grandiose that surrounds you. The generously designed glass window panes that invite natural light in abundance will leave you enamored. The delicately designed 300+ hanging lights that reflect across the room and enhance the aura of the space will captivate your senses. The support of a world class concierge service that understands and attends to your every need makes life a breeze.







300+ DELICATELY CRAFTED HANGING LIGHTS

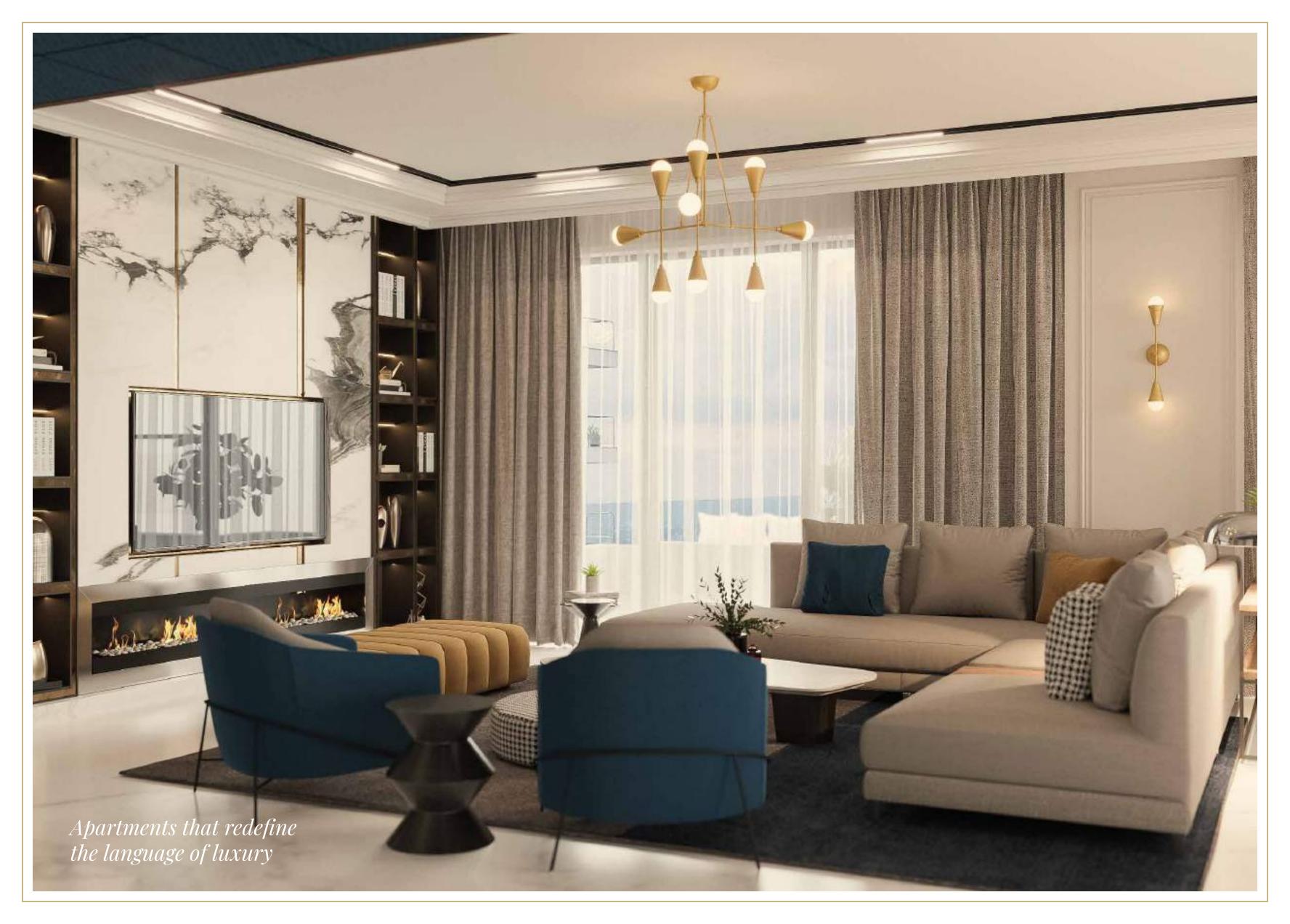


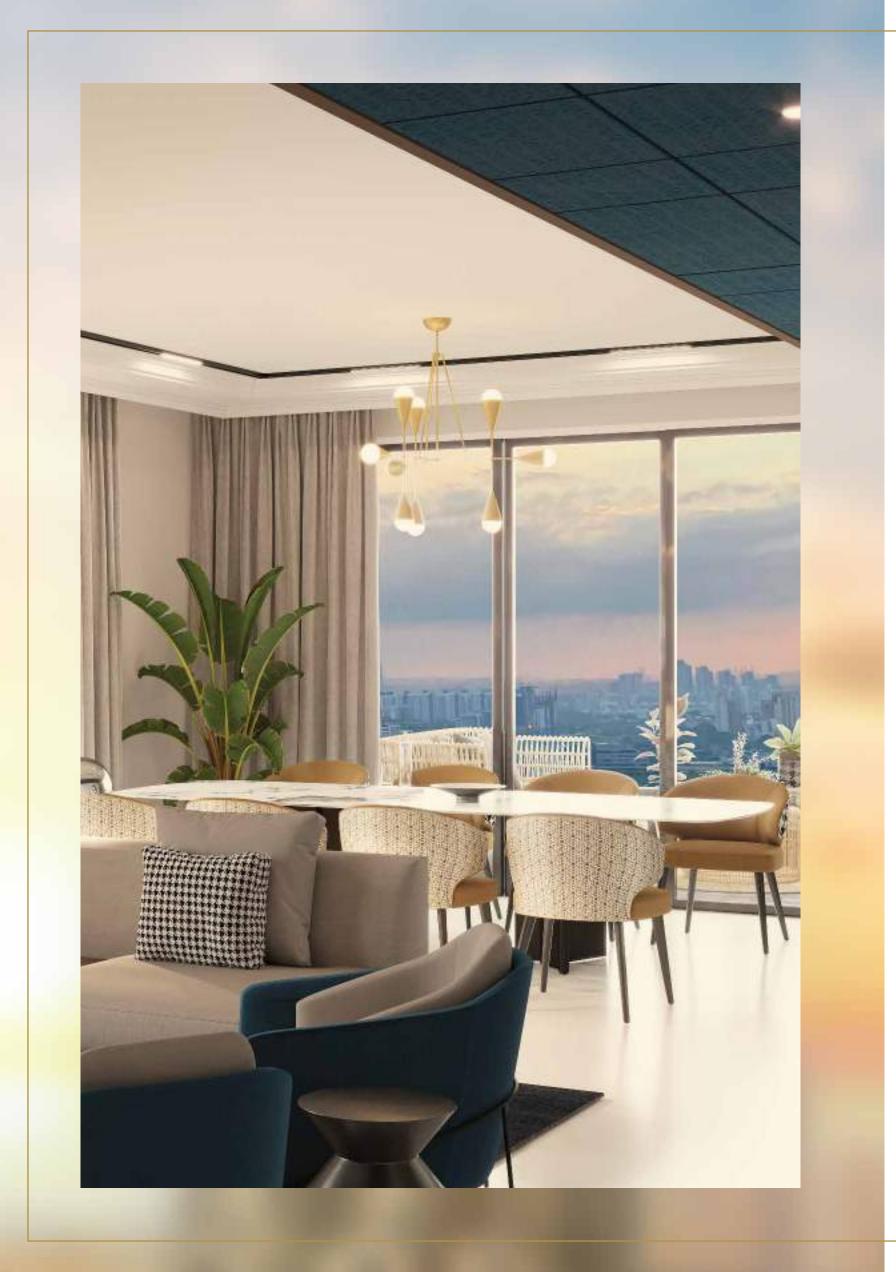
END-TO-END, LARGE WINDOW PANES











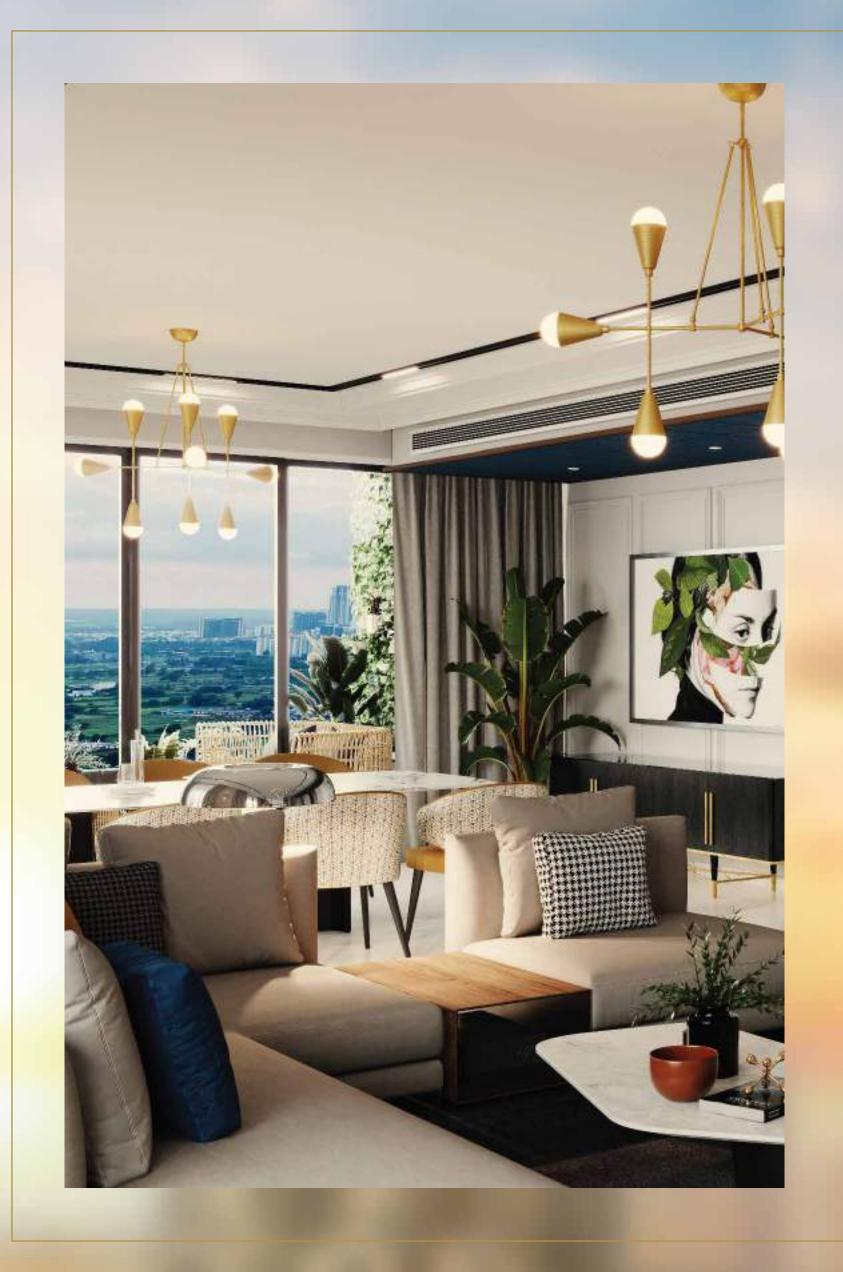


An achiever's dream, a connoisseur's paradise

Get used to an environment where everything goes your way. And it all begins with your living space. Offering a host of carefully chosen physical amenities such as high grade Italian/European marble, pure filtered air through the vents and misters in your favourite balcony that put you in a space of unparalleled satisfaction.









INNOVATION NESTLES IN EVERY CORNER

Whether you want to reduce the temperature or turn on an appliance, do it through automated systems built to give you full control.



A 270 DEGREE VIEW

Large windows that extend from edge to edge. Experience the charm of sprawling green expanses, admire lavish central greens and a bird's eye view of club ZION.



YOUR EVERY BREATH IS CARED FOR

Fresh experiences and successes begin with an environment that is always fresh at its very core. Each apartment is fitted with high power air filtration systems.



EVERY DROP OF WATER IS LIKE A BLESSING FROM ABOVE

Every drop of water from every tap in the apartment, including the one in your bathrooms is good enough to drink without hesitation.



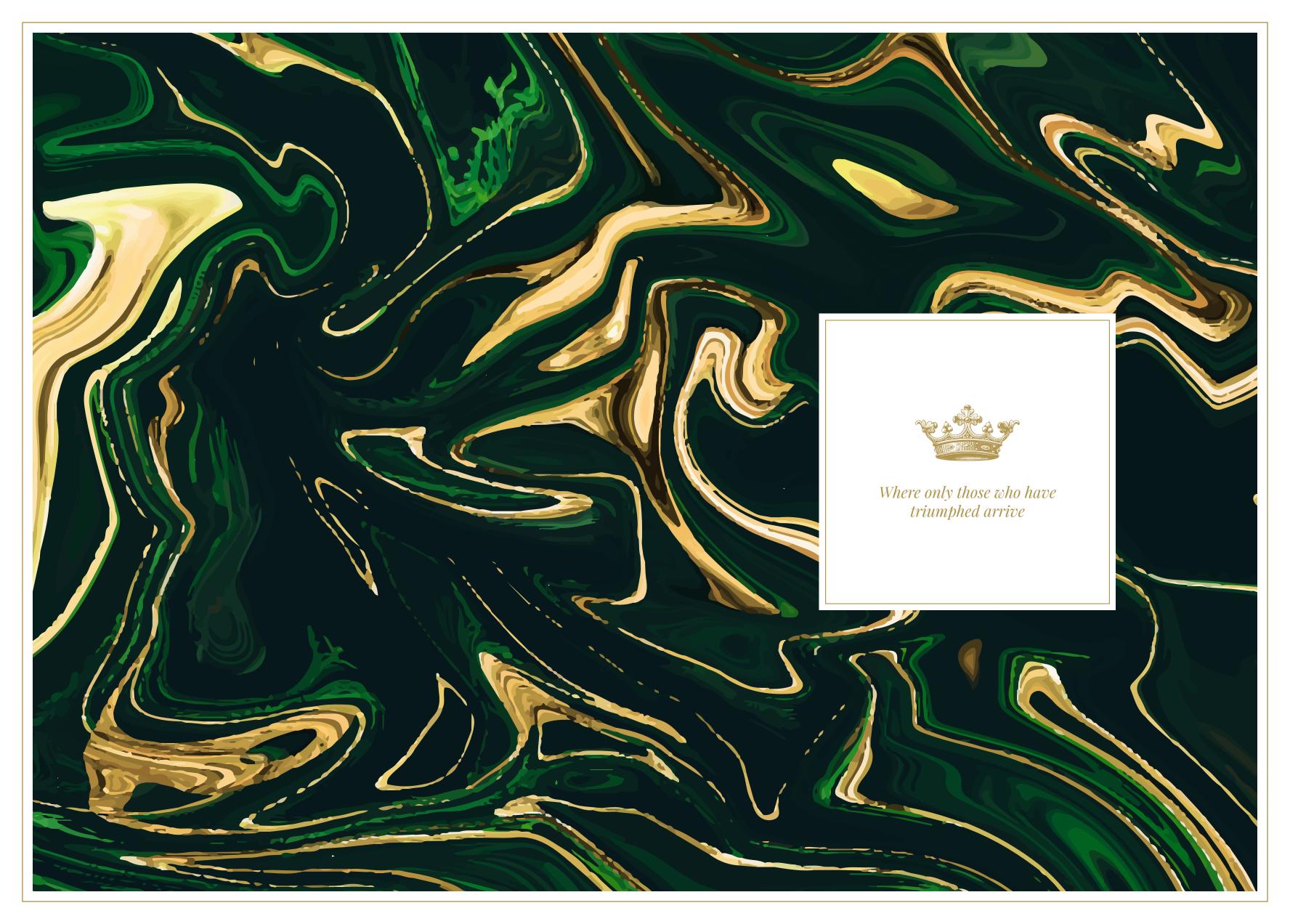
EVERY MEAL YOU PUT TOGETHER IS A MASTERPIECE

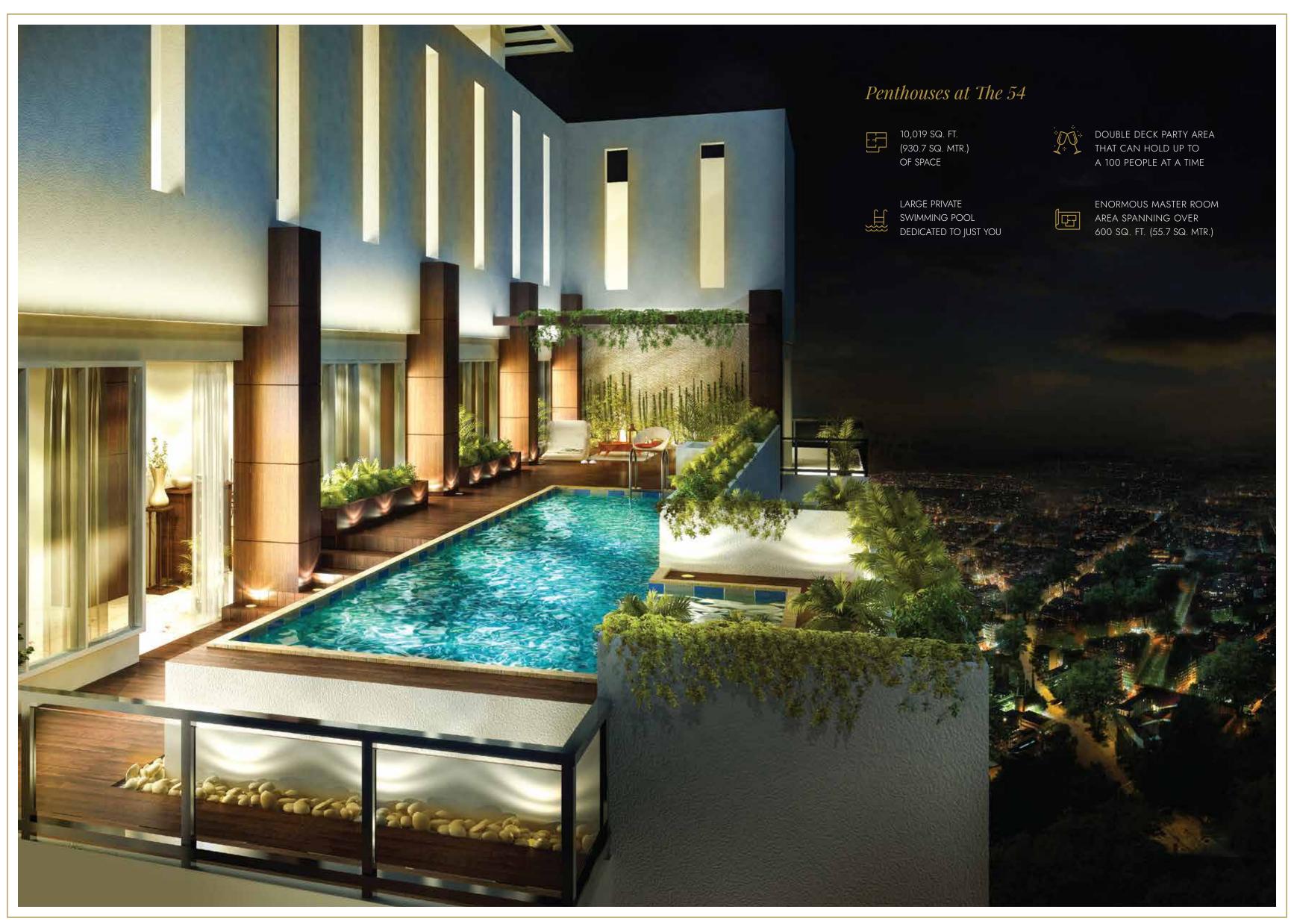
A modular kitchen fully fitted with top-notch German appliances. Cutting edge anti-skid tiles alongside huge storage compartments.



LET THE WEATHER ACCLIMATIZE FOR YOU

With misters in the largest balcony, make your apartment the coolest place to be all summer long.







The pinnacle of success is where you find the keys to the kingdom

The penthouses at The 54 are truly a study in the finest luxury has to offer. With a personal swimming pool and generously appointed living and bed rooms, they afford you the space you need to be whoever you want to be. Enjoy the spectacular views, an abundance of sunlight through the large windows and spacious balconies with areas to entertain and play.









Step into the epicentre of the exceptional

The ZION, at Araya – is one of NCR's largest indoor clubs that houses all you could want from sports and recreational facilities to leisure, lifestyle and fine dining. It's not any ordinary club. It's a spectacle, a work of art that will leave you awe-struck every time you set foot in it. Take a deep breath as you witness a bouquet of unmatched facilities, unbeatable quality of service and state-of-theart amenities like never before over the opulent expanse of this 60,000 SQ. FT. (5,574 SQ. MTR.). stunning property. Whether you want to play your favourite sport or step out with your loved ones for a great time or simply take a break from the kids and enjoy a nice cup of coffee in solace, ZION is the ultimate destination for you and those dear to you! It aspires to create a world where everyone is welcome to celebrate, play, laugh and create memories together.



ONE OF NCR'S LARGEST INDOOR CLUBS

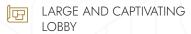


MULTIPLE SPACES FOR LARGE AND SMALL SIT-DOWNS



REMARKABLE VIEWS







INDOOR BADMINTON COURT

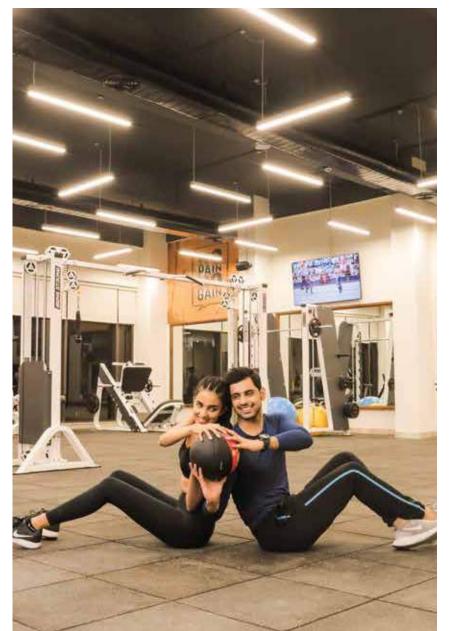
INDOOR CRICKET

A BEAUTIFULLY APPOINTED SPORTS LOUNGE FOR GROUP VIEWINGS











A WORLD CLASS CAFE

LARGE GYM WITH STATE-OF-THE-ART EQUIPMENT

YOGA ROOM WITH LARGE WINDOWS AND A BEAUTIFUL VIEW







BANQUET HALL WITH EXCELLENT VIEWS OF THE GREENS

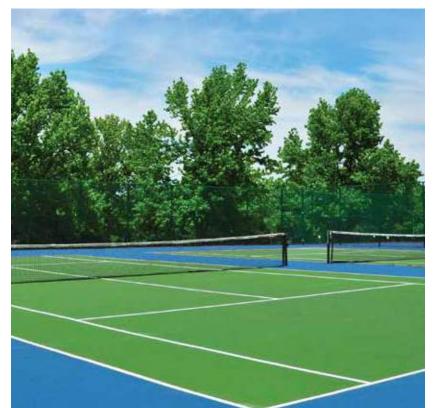
POOL TABLE

INDOOR SQUASH COURT

FULLY STOCKED AND PADDED KIDS PLAY AREA









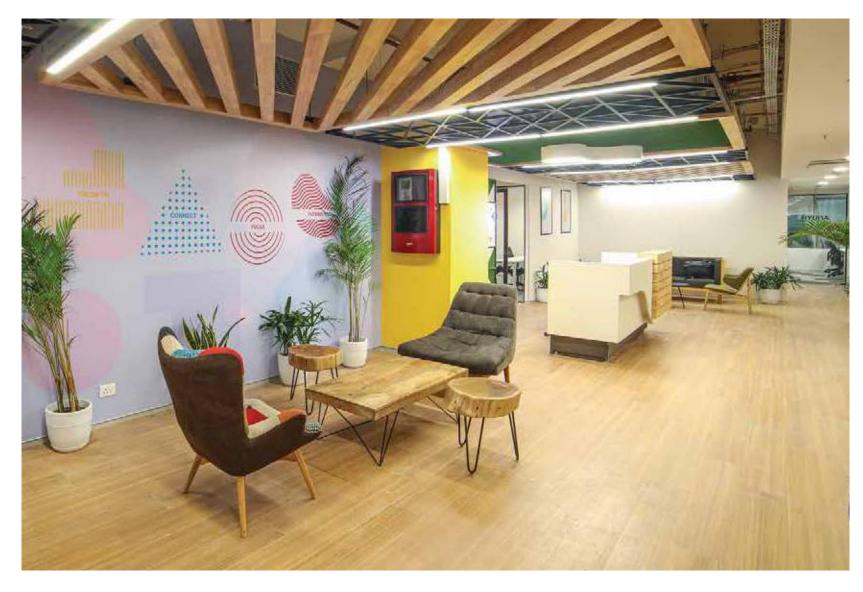
INTERNATIONAL STANDARD TENNIS COURT

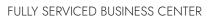
JUICE BAR IN THE SPORTS AREA

RESTAURANT AND BAR









HALF BASKETBALL COURT

LUXURIOUS SPA/SALON

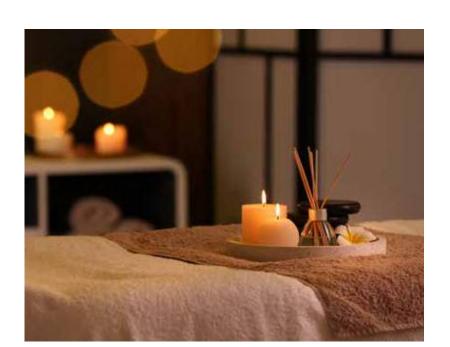








TABLE TENNIS

BOARD GAME AREAS

FOOSBALL TABLE







Quintessentially you

We believe that since your achievements have brought you to The 54, you deserve the highest level of exclusivity. And that's why as a resident, you will be inducted into the world's leading members-only concierge club - Quintessentially. Opening the door to the most exclusive, invite only events, in-house spa treatments, front row sold out concert tickets, finding an interior designer that is just right for you, sourcing rare ingredients and custom curated ensembles, exclusive previews of restricted shows, or just daily chores and grocery deliveries, Quintessentially has got you covered.



YOUR OWN LIFESTYLE MANAGER



CREATING A COMMUNITY OF ACHIEVERS

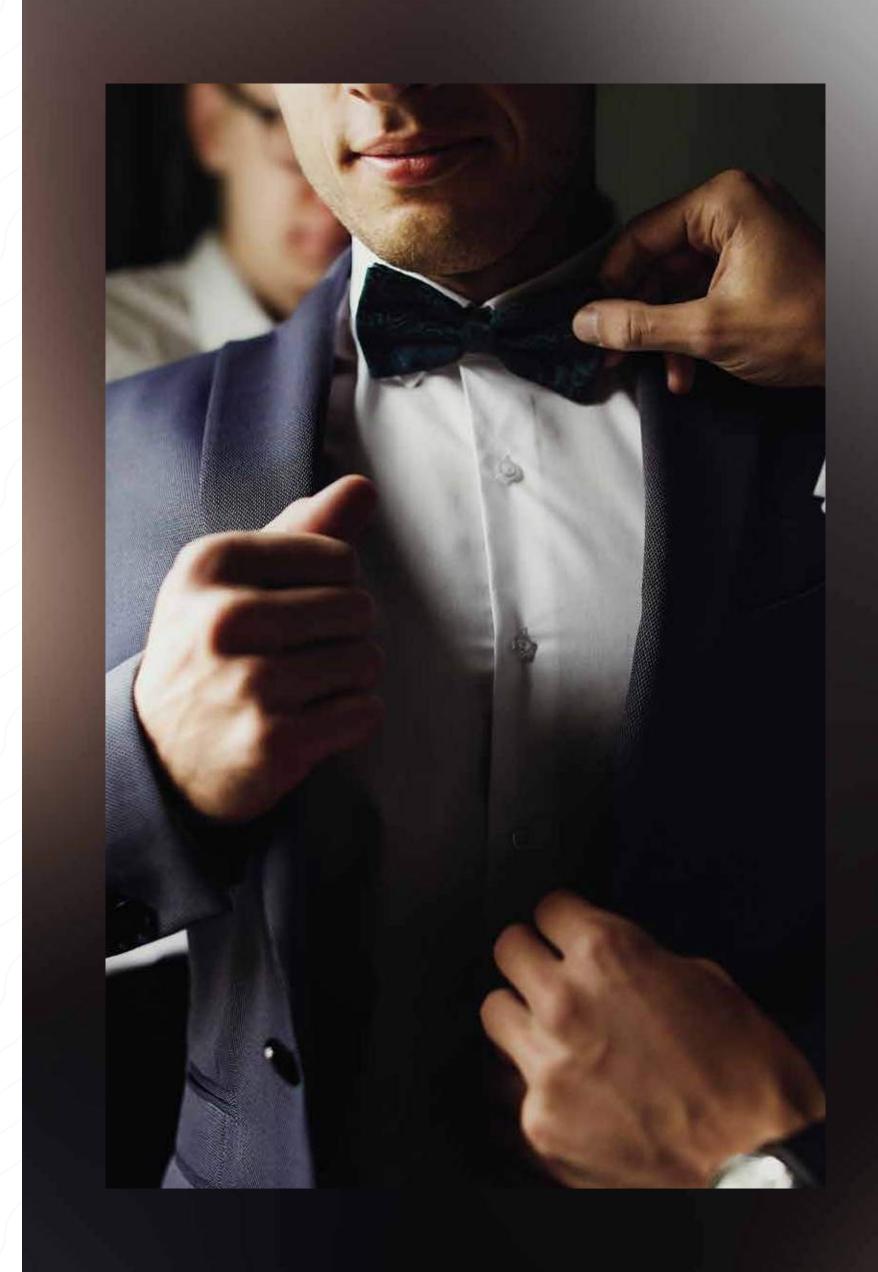




STAR-QUALITY EVENTS



FIRST CLASS
VIRTUAL SERVICES



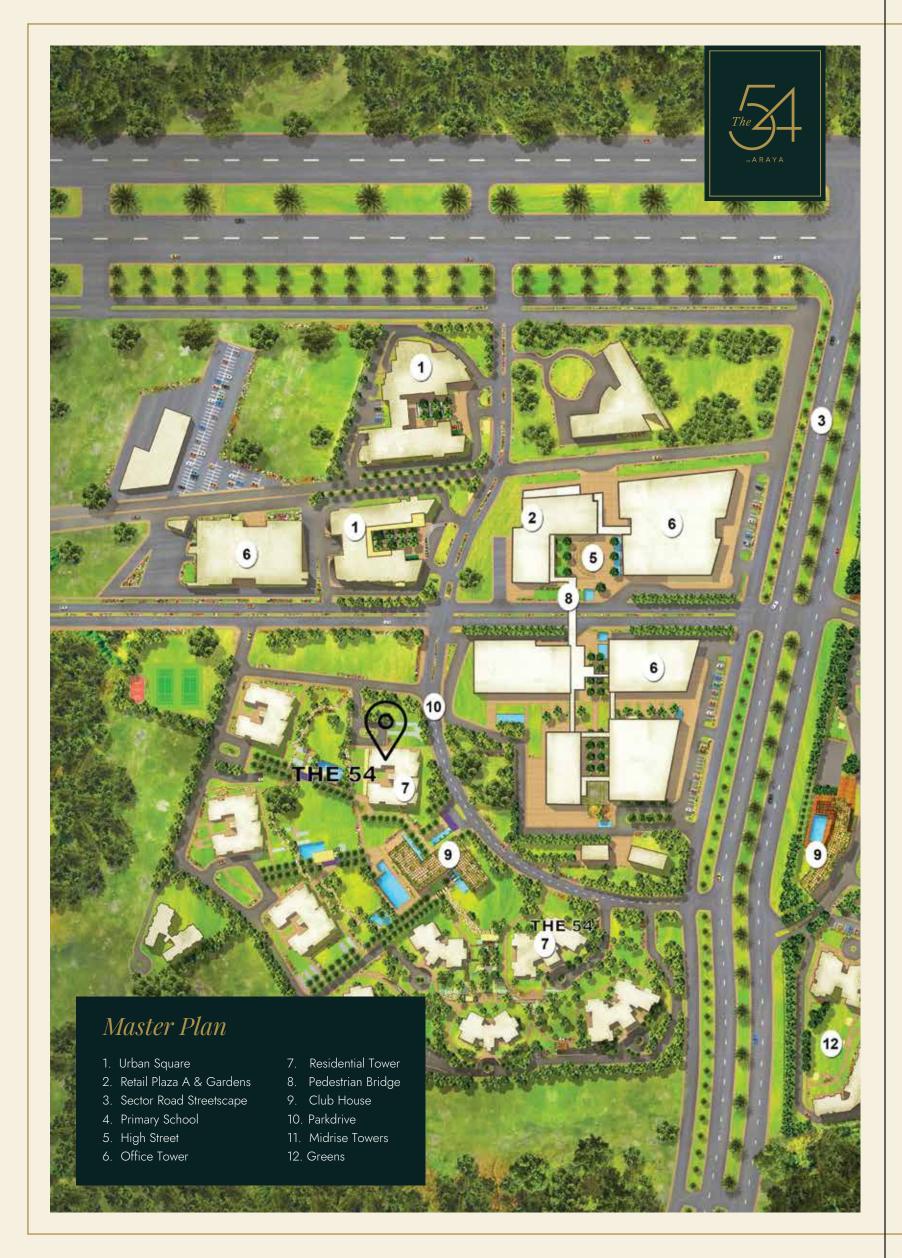
Welcome to

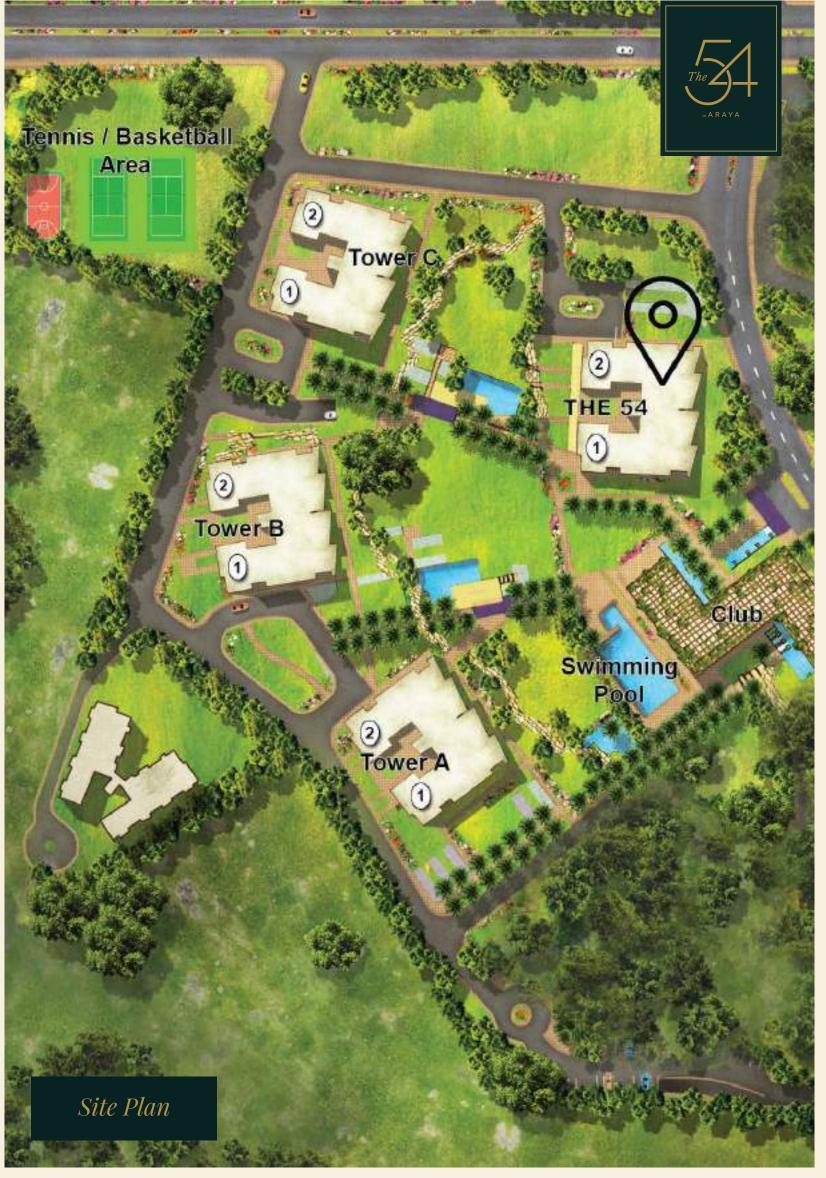


at ARAYA

Life. Curated.













Puja Room 4 BHK

Carpet Area - 3,203 Sq. Ft. (297.5 Sq. Mtr.)

Balcony Area - 498 - 550 Sq. Ft. (46.2 - 51 Sq. Mtr.)

Saleable Area - 4,613 Sq. Ft. (428.5 Sq. Mtr.)

Puja Room Special 4 BHK

 Carpet Area
 3,221 Sq. Ft. (299.2 Sq. Mtr.)

 Balcony Area
 500 - 532 Sq. Ft. (46.4 - 49.4 Sq. Mtr.)

 Terrace
 47 - 125 Sq. Ft. (4.3 - 11.6 Sq. Mtr.)

 Saleable Area
 4,739 Sq. Ft. (440.2 Sq. Mtr.)







Family Room 4 BHK

 Carpet Area
 3,398 Sq. Ft. (315.6 Sq. Mtr.)

 Balcony Area
 645 Sq. Ft. (59.9 Sq. Mtr.)

 Saleable Area
 4,902 Sq. Ft. (455.4 Sq. Mtr.)

Family Room Special 4 BHK

 Carpet Area
 3,398 Sq. Ft. (315.6 Sq. Mtr.)

 Balcony Area
 645 Sq. Ft. (59.9 Sq. Mtr.)

 Terrace
 444 Sq. Ft. (41.2 Sq. Mtr.)

 Saleable Area
 5,310 Sq. Ft. (493.3 Sq. Mtr.)





5 BHK

 Carpet Area
 3,974 Sq. Ft. (369.1 Sq. Mtr.)

 Balcony Area
 779 Sq. Ft. (72.3 Sq. Mtr.)

 Saleable Area
 5,761 Sq. Ft. (535.2 Sq. Mtr.)







 Carpet Area
 4,957 Sq. Ft. (460.5 Sq. Mtr.)

 Balcony Area
 1,282 Sq. Ft. (119.1 Sq. Mtr.)

 Saleable Area
 7,673 Sq. Ft. (712.8 Sq. Mtr.)



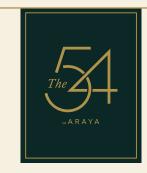


Town House Upper Level + 4 BHK + Family + Terrace

 Carpet Area
 4,957 Sq. Ft. (460.5 Sq. Mtr.)

 Balcony Area
 1,282 Sq. Ft. (119.1 Sq. Mtr.)

 Saleable Area
 7,673 Sq. Ft. (712.8 Sq. Mtr.)







Penthouse Lower Level (5 BHK + Family + Pool + Sundeck)

 Carpet Area
 6,601 Sq. Ft. (613.2 Sq. Mtr.)

 Balcony Area
 365 Sq. Ft. (33.9 Sq. Mtr.)

 Terrace
 1,634 Sq. Ft. (151.8 Sq. Mtr.)

 Saleable Area
 10,019 Sq. Ft. (930.7 Sq. Mtr.)

Penthouse Upper Level (5 BHK + Family + Pool + Sundeck)

 Carpet Area
 6,601 Sq. Ft. (613.2 Sq. Mtr.)

 Balcony Area
 365 Sq. Ft. (33.9 Sq. Mtr.)

 Terrace
 1,634 Sq. Ft. (151.8 Sq. Mtr.)

 Saleable Area
 10,019 Sq. Ft. (930.7 Sq. Mtr.)

Specifications



LIVING ROOM

Walls Acrylic Paint

Italian/European Marble Floor

Doors & Windows Wooden and double glazed aluminium



MASTER BEDROOM

Acrylic Paint Walls Floor Wooden flooring

Doors & Windows Wooden and double glazed aluminium



OTHER BEDROOM

Acrylic Paint Walls Wooden flooring Floor

Doors & Windows Wooden and double glazed aluminium



MASTER BATHROOM

Walls Italian/European Marble and Wall Tiles

Floor Italian/European Marble

Wooden and double glazed aluminium Doors & Windows

Shower Cubicle with Steamer Others

Premium CP Fittings (Grohe or Equivalent)

Premium Sanitaryware (Duravit or Equivalent)

SS waterpipes & RO water in wash basin



OTHER BATHROOM

Water

Walls Wall Tiles Floor Anti-skid Tiles

Doors & Windows Wooden and double glazed aluminium

Others **Shower Cubicle**

Premium CP Fittings (Grohe or Equivalent)

Premium Sanitaryware (Duravit or Equivalent)

Water SS waterpipes & RO water in wash basin



POWDER ROOM

Walls Marble and tiles

Floor Italian/European Marble Doors & Windows

Others **Shower Cubicle**

Premium CP Fittings (Grohe or Equivalent)

Wooden and double glazed aluminium

Premium Sanitaryware (Duravit or Equivalent)

Water SS waterpipes & RO water in wash basin



KITCHEN

Walls Acrylic Paint & Tiles/Stone

Anti-skid Tiles

Doors & Windows Wooden and double glazed aluminium

Cabinentary Modular Kitchen

White Goods Built-in Refrigerator, Washing Machine, Dishwasher,

Oven, Microwave, Hob, Chimney. Geysers and exhaust.

Others Ionised water in sink



LIFT LOBBY

Italian/European Marble & Acrylic paint Walls

Floor Italian/European Marble



- RO water supply in all taps in kitchen and bathroom wash basins
- VRV Airconditioning System with PM2.5 filters (Merv 13-15 Standard)
- Comprehensive scaleable wifi/internet enabled home automation system
- Multilevel security system
- Outdoor Kids play area with swings, slides, etc.



BALCONIES

Walls External Texture Paint Floor Anti-skid Tiles

Doors & Windows Double Glazed Aluminium

Railings Stainless Steel with laminated safety glass

Others Misters in main balcony



CLUB FACILITIES

Gymnasium and Activity Center

Spa & Salon

Indoor Lounge for reading & relaxation Swimming pool with separate kids pool

Kids play area

Sports Lounge with Indoor Games Indoor Cricket nets with Bowling Machine

Indoor Squash courts (2 Nos)

Outdoor Tennis Courts (2 Nos) Outdoor Half-Basketball Court

Table Tennis Pool Table

Multi-cuisine Restaurant & Bar

Café & Juice Bar

200 seater Banquet/Ballroom

Business Centre

Indoor Badminton Court Multi-purpose Hall



About Pioneer

Pioneer Urban Land and Infrastructure Ltd. is a leading Indian establishment that has been at the forefront of building unparalleled luxury real estate projects for the past two decades across Gurugram. The company has made a distinct place for itself in the development of mini-townships and mega group housing projects. Today it has several prized projects at various locations such as Presidia, Araya, Pioneer Square, Pioneer Park and Urban Square, changing the landscape of Gurugram.

Visualising a prosperous tomorrow

The Pioneer family aspires to make a mark keeping in mind the hundred-year journey ahead while utilising a fusion of vivid imagination and the finest talents in the world to exceed all expectations.



PRESIDIA

ARAYA





PIONEER PARK PHASE 1

URBAN SQUARE





PIONEER SQUARE









Corporate Office:

Pioneer Urban Land & Infrastructure Limited
Pioneer Square, 2nd Floor, Near Golf Course Extension Road, Sector62, Gurugram - 122098, Haryana