



Our Expertise. Your Joy.

THE CULLINAN AVENUE
SALES FOLIO

1 M3M
Legacy

2 Success
Story

3 The Cullinan
Introduction

4 Location &
Connectivity

5 Social
Infrastructure

6 The Catchment

7 State-of-the-art
Amenities

8 Physical
Infrastructure

9 The Cullinan
Avenue -
Hi Street

THE **M3M** LEGACY
Our Expertise. Your Joy.





Our Expertise. Your Joy.

MILESTONES OVER A DECADE

3CR.SQ.FT. (27.9 L SQ.M.)
OF AREA DELIVERED

4CR.SQ.FT. (37.1 L+ SQ.M.)
OF AREA UNDER CONSTRUCTION

LARGEST
DEVELOPER IN NORTH INDIA

3,000 ACRES
OF LAND BANK





Our Expertise. Your Joy.

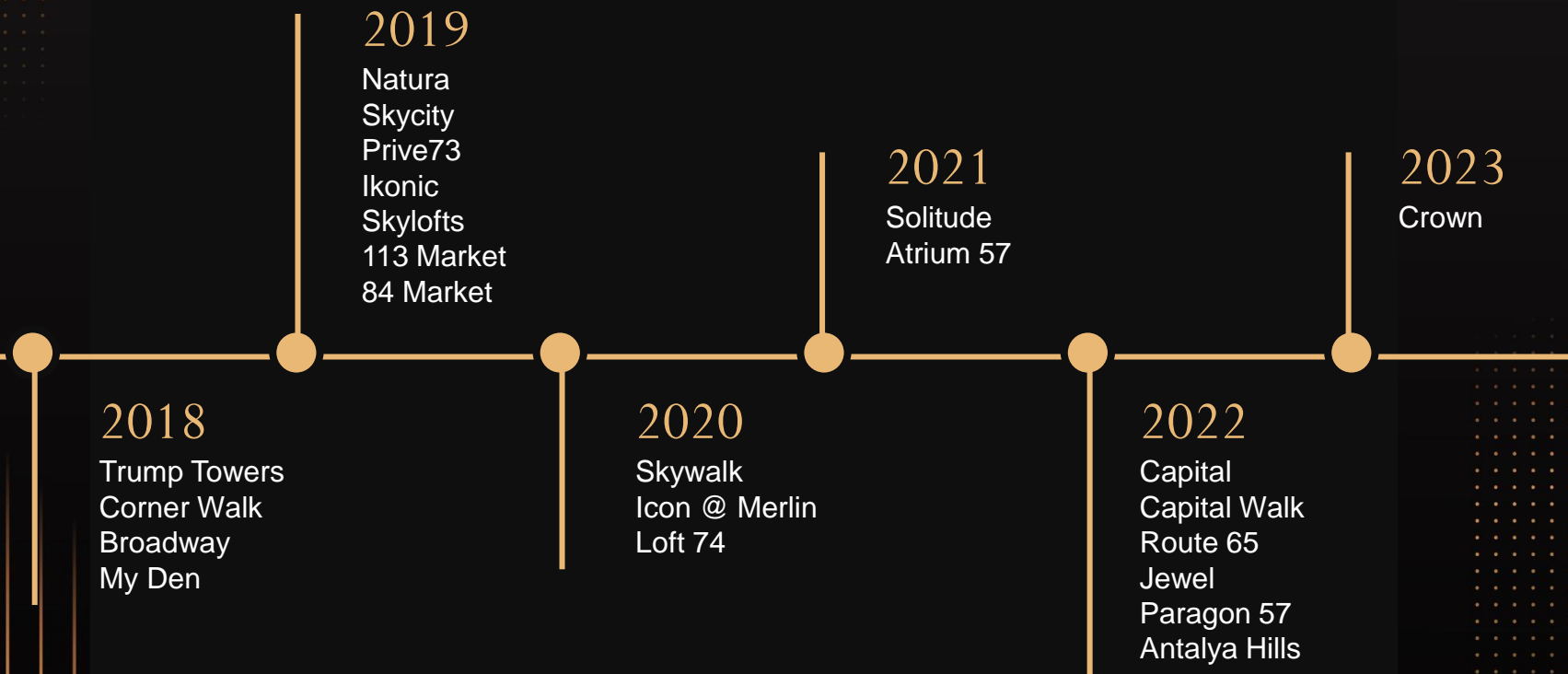
SUCCESS STORY





Our Expertise. Your Joy.

SUCCESS STORY



Our Promise Of



Timely
Delivery

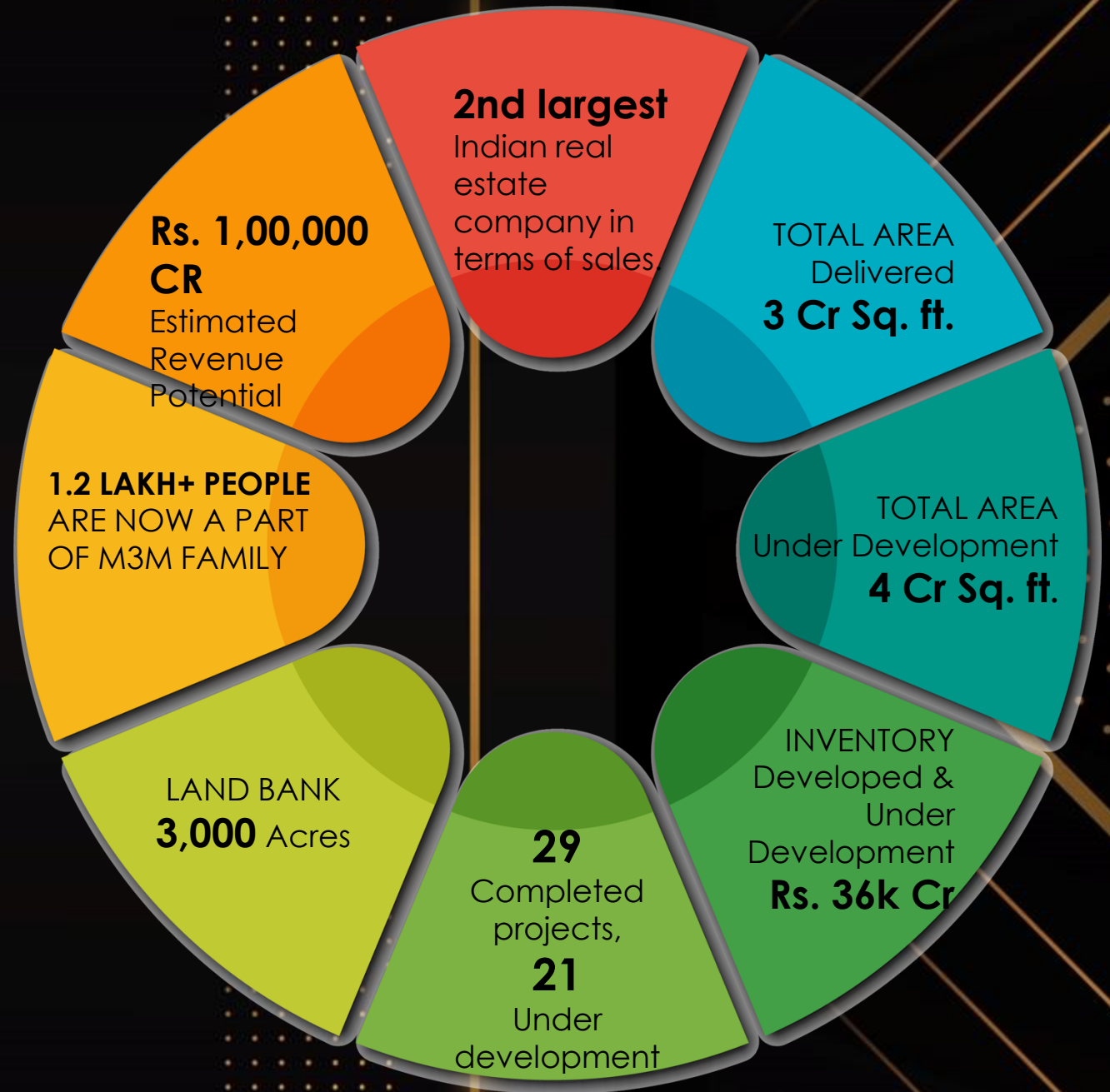


Superior
Quality



Price
Appreciation

Key Facts at a Glance..



COMPLETED



UNDER - CONSTRUCTION



NEW LAUNCH



50+ overall Projects. **29** Delivered.

M3M IFC

M3M INTERNATIONAL
FINANCIAL CENTER

LUXURY RETAIL
& OFFICE SPACES

SECTOR 66, GOLF COURSE
ROAD EXTN., GURUGRAM





BOUTIQUE LUXURY RETAIL

SECTOR 25, M.G. ROAD,
GURUGRAM



Artistic Impression

M3M

PRIVÉ 73

THE BURLINGTON
ARCADE INSPIRED
COMMERCIAL
LANDMARK

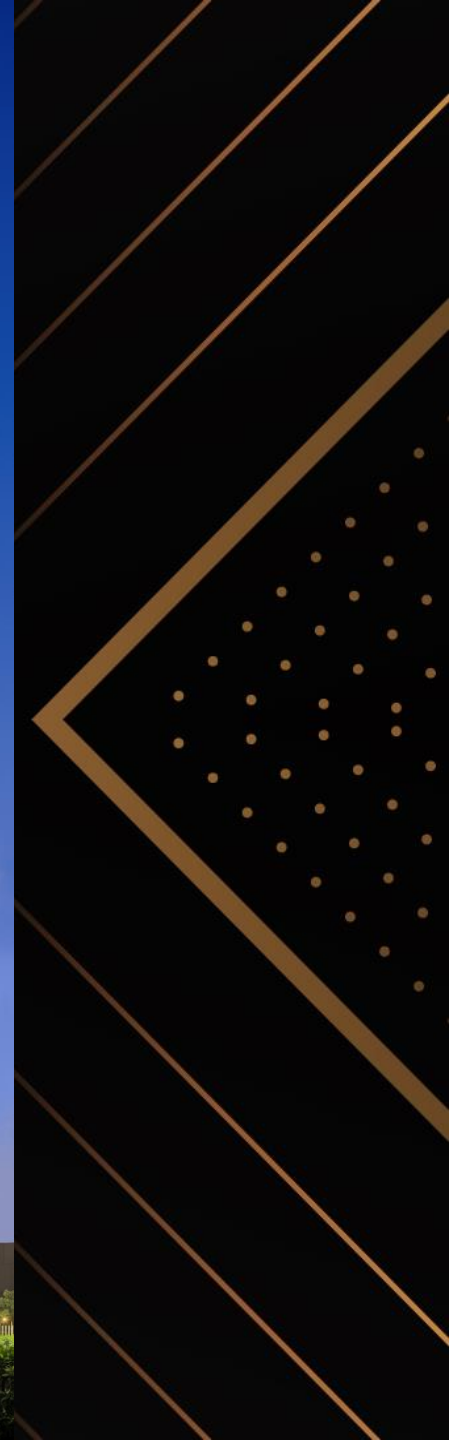
SECTOR 73, GURUGRAM



M&M
URBANA
PREMIUM

ULTRA PREMIUM
BRANDED
SHOPPING PLAZA

SECTOR 66, GURUGRAM





M&M
MY DEN

M&M
ONE-KEY
RESIDENCES

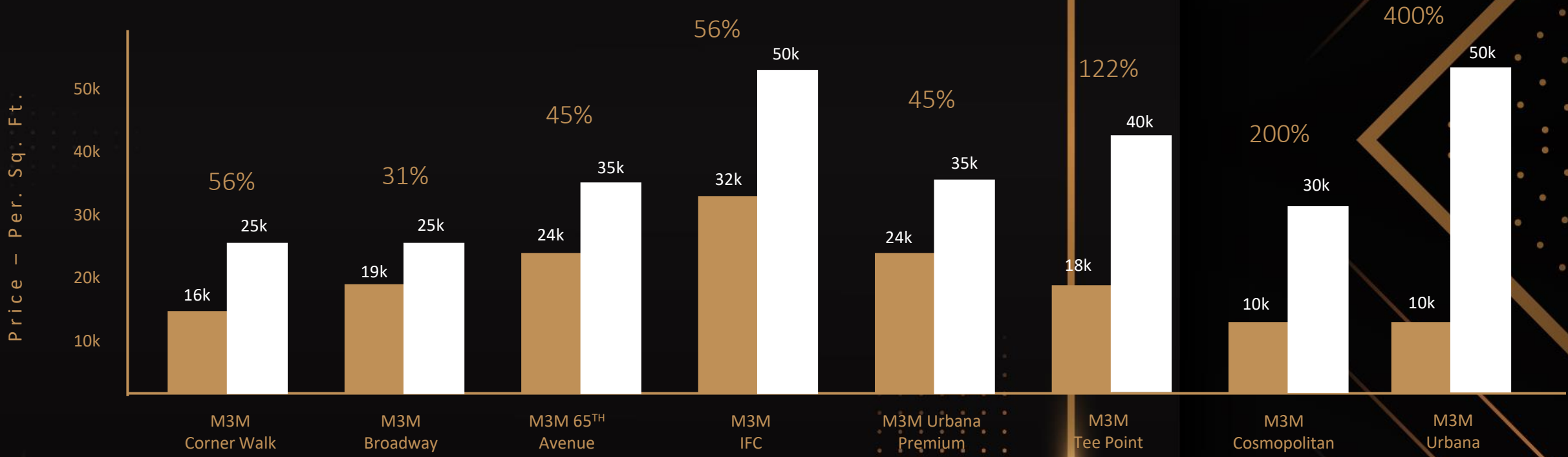
M&M
URBANA
business park
The Workplace of the Future

M&M
URBANA
Premium

M&M
URBANA
The Latest in the Evolution of Urban Business & Retail

COMMERCIAL DESTINATIONS WITH A MIX OF RETAIL, F&B,
OFFICES, STUDIOS & SERVICED APARTMENTS

Chequered history of Price Appreciations (Commercial Developments)





NOW
ENTERING
NOIDA



NOIDA AT A GLANCE



Situated in 3rd Largest Economy in India :
Uttar Pradesh



Financial Capital of
Uttar Pradesh



Prominent IT Hub of
North India



Prominent Education Hub
of North India



Emerging Data Centre Hub
of North India



Noida International Airport to become Logistical
Gateway of North India



Best self-sustainable
Medium City



Cleanest city in Uttar Pradesh* - 5th Cleanest in India
(amongst cities with 100,000 to one million population)



One of the most preferred investment destinations
(for big projects especially, those related to IT and electronics)

*An active and living interface between interior &
exterior environment*

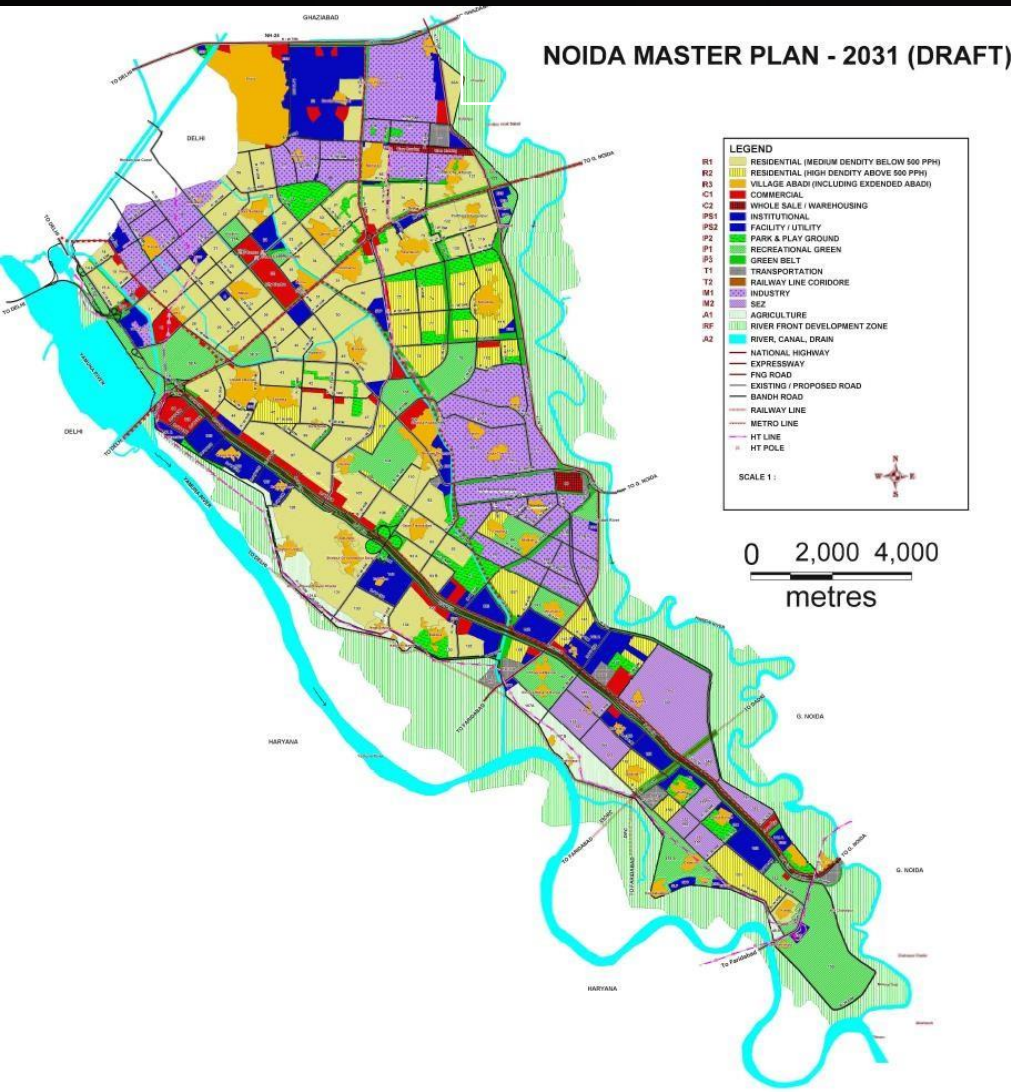


WHY INVEST IN NOIDA

- Fastest emerging commercial hub in DeINCR – Times Property
- UP Government received investments proposal worth Rs. 32.9 Lakh crores for Noida region
- International Airport: Jewar International Airport is coming up in 2024. (Asia's biggest airport)
- Film City coming up on Yamuna Expressway in 1000 acres
- availability of Land Parcels in the Prime Locations to attract Big Investors.
- Asia's biggest upcoming manufacturing hub & Data Centre
- Future Aviation Hub & Dedicated Defence Corridor



An active and living interface between interior & exterior environment



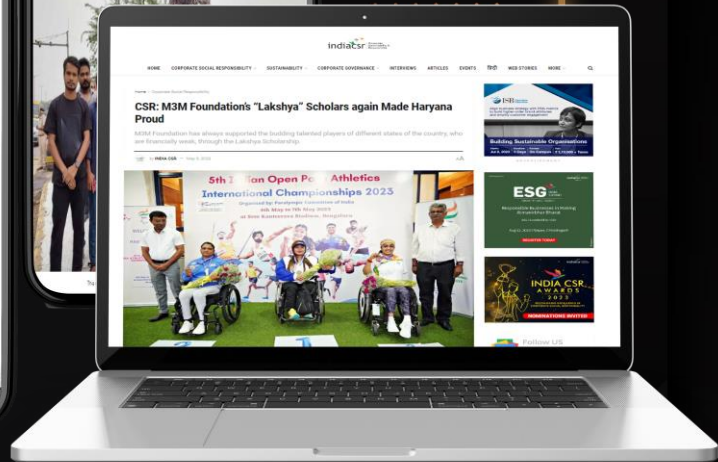
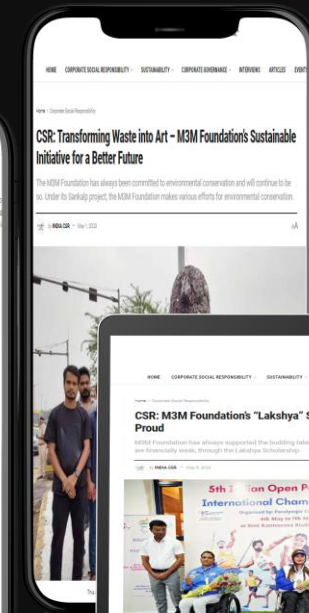
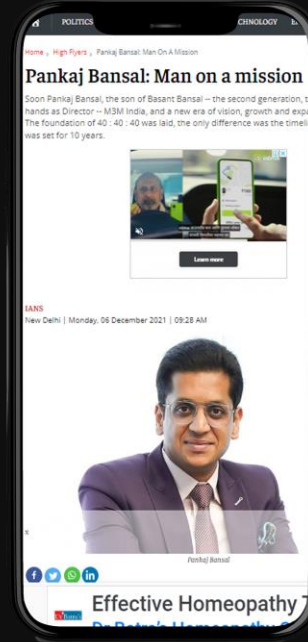
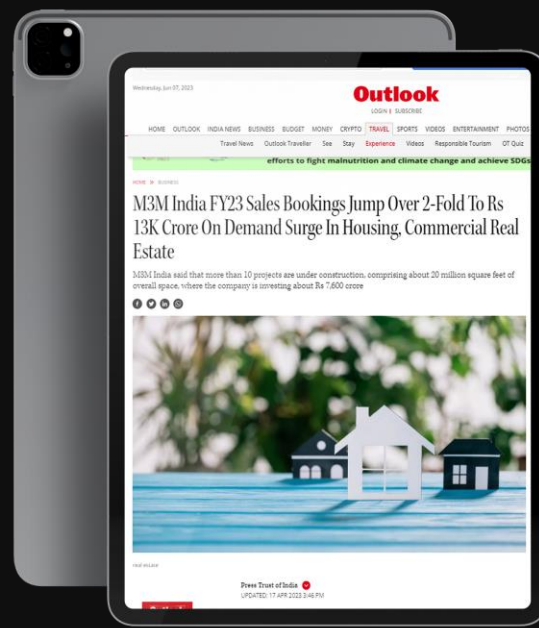
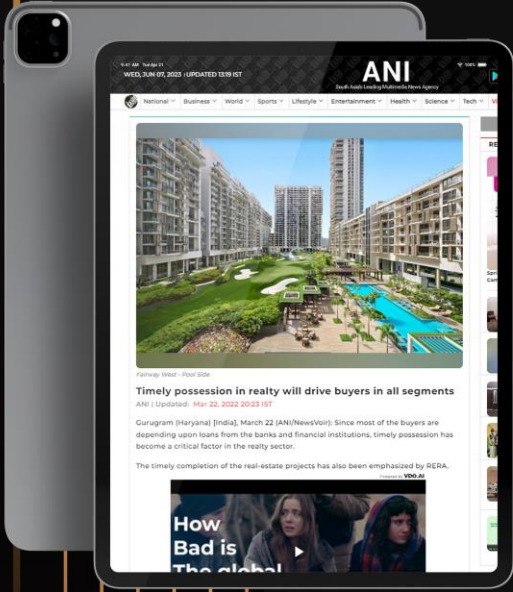
LIMITED SUPPLY OF COMMERCIAL LAND (3.8%) IS LIKELY TO DRIVE HUGE FOOTFALLS / DEMAND

Sr. No.	Proposed Land use	Area (Hectare)	%age
1	Residential	5722.14	37.45
2	Commercial	581.33	3.80
3	Industrial	2806.52	18.37
4	Public & Semi-public Facilities	1357.97	8.89
5	Transportation	1942.15	12.71
6	Recreational	2432.82	15.92
7	Agriculture	332.47	2.18
8	Water Body	104.50	0.68
Total		15279.90	100.00

An active and living interface between interior & exterior environment



M3M GROUP COMMITTED THE INVESTMENT OF
₹7,500 CR.
FOR NOIDA REAL ESTATE IN RECENT UP INVESTORS SUMMIT



Source: Outlook India | thenewsmen | indiacr | aninews | times of india



AN UNMATCHED
LOCATION

SECTOR 94



ONE-IN-A-
MILLION
ADDRESS,
0 KM FROM
DELHI





WHY SECTOR 94

1. The New Address in making for the Uber Rich, Inspired by Global Destination, Considered as CBD (Central Business District) of Noida, 0 Kms from New Delhi.
2. Sector 94 is the 1st sector on the Noida Expressway and The Gateway to Noida with nearest proximity to the capital city Delhi.
3. Best and safest neighbourhood and most premium land parcel with High End Residential & Commercial projects in the vicinity.
4. Operational metro station & well connected to Noida Expressway.
5. Quick connection with South Delhi hubs of Sarita Vihar, New Friends Colony, Defence Colony etc.

An active and living interface between interior & exterior environment

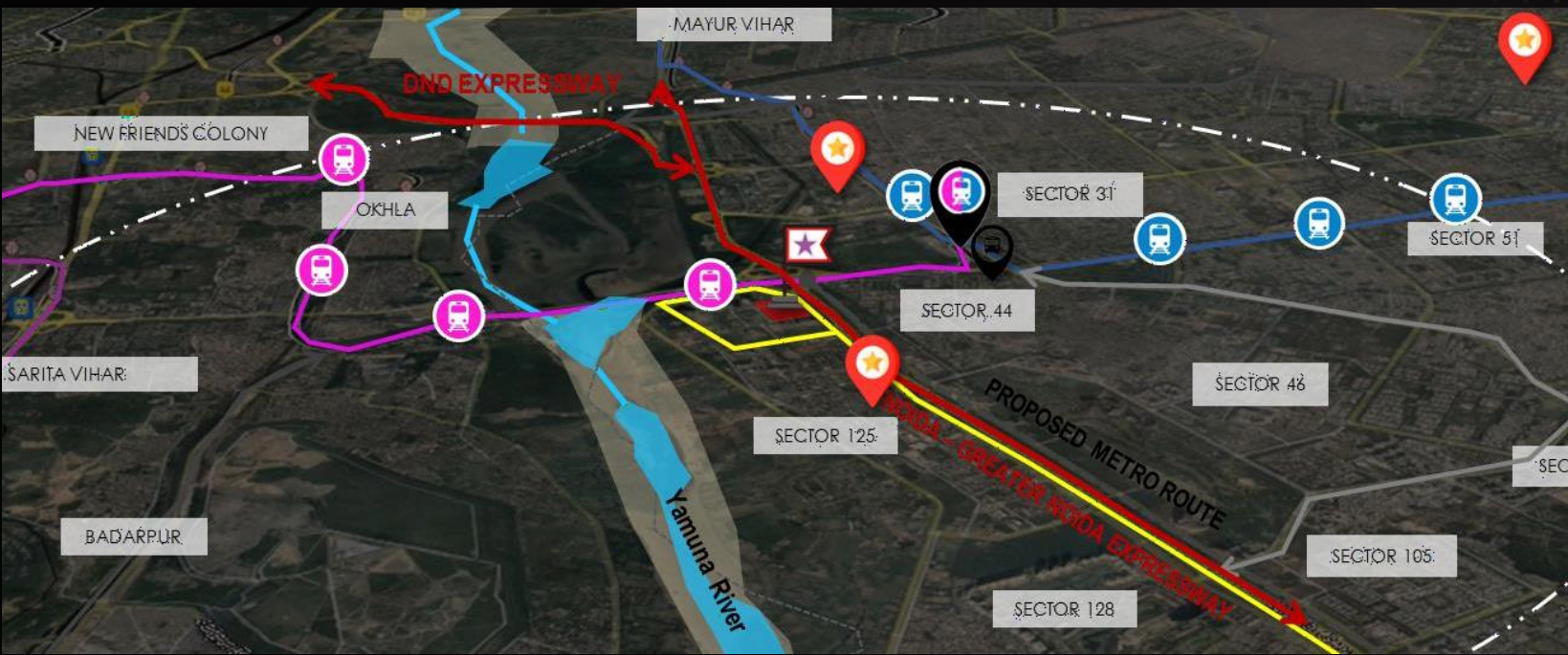


WHY SECTOR 94

6. Commercial and business hub and home to top corporates, MNC, Start Ups and IT Hub – Excellent catchment with professionals Adobe, HCL, Samsung, EXL services, Denso India, Rockwell Automation, TCS, Microsoft, NIIT, Oracle, Infosys, Times of India, Paytm, Havells and more.
7. Delhi Metro expansion in collaboration with The Yamuna Expressway Industrial Development Authority (YEIDA)
8. World's longest Pod Taxi circuit being developed
9. HCL, Samsung and other multinationals have already built large corporate centres in the sector or nearby vicinity

An active and living interface between interior & exterior environment

0 KM FROM DELHI



Corner Plot with Excellent Frontage and Visibility from **signal free Noida- Greater Noida Expressway**



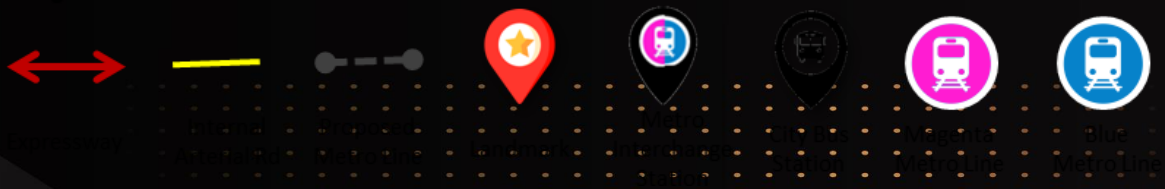
Directly accessible via 45m service road branching from Noida-Greater Noida Expressway & 30 m wide Sector road



Immediate Access via **Okhla Vihar Metro Station** just 500 m away



Higher accessibility to site is likely to be further enhanced via proposed metro line along the expressway





A REMARKABLE LOCATION



Educational Institutes



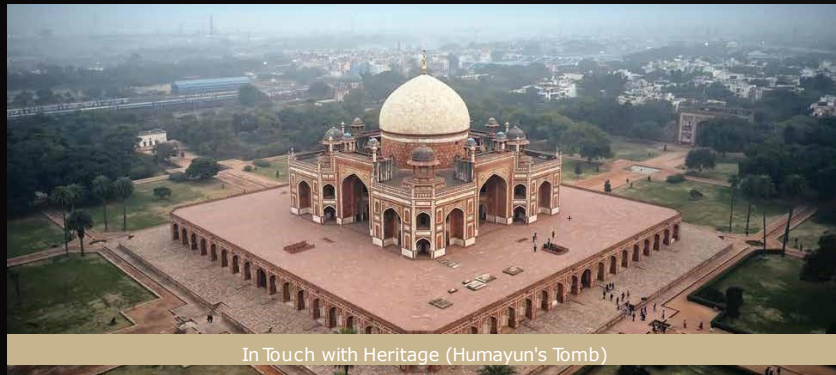
Hobnob with the Best in IT



A Natural Getaway (Okhla Bird Sanctuary)



For Enchanting Get-Togethers (Dalit Sthal)



In Touch with Heritage (Humayun's Tomb)



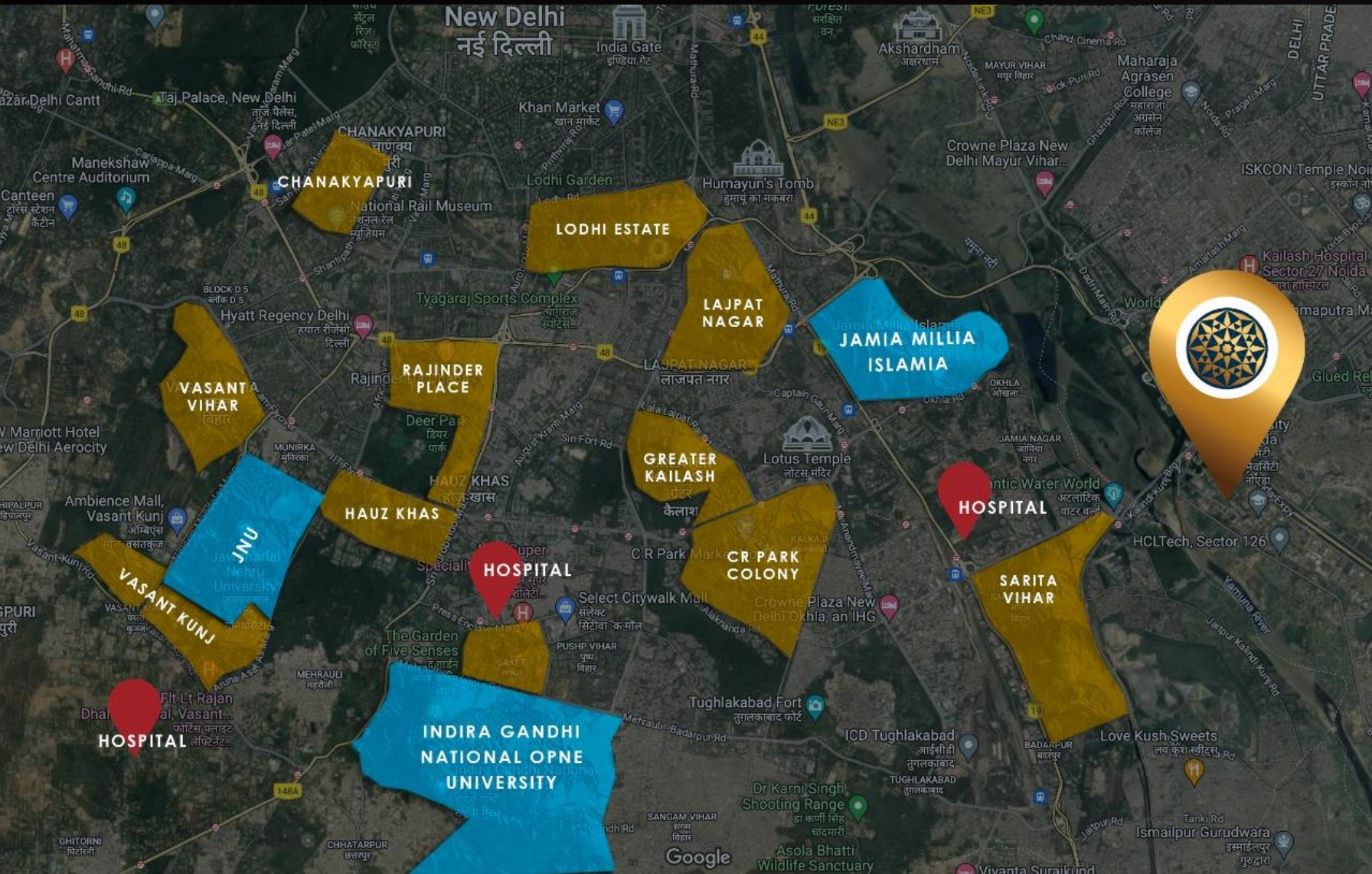
Great places for day-long indulgences (Akshardham)



Sprawling Cityscape



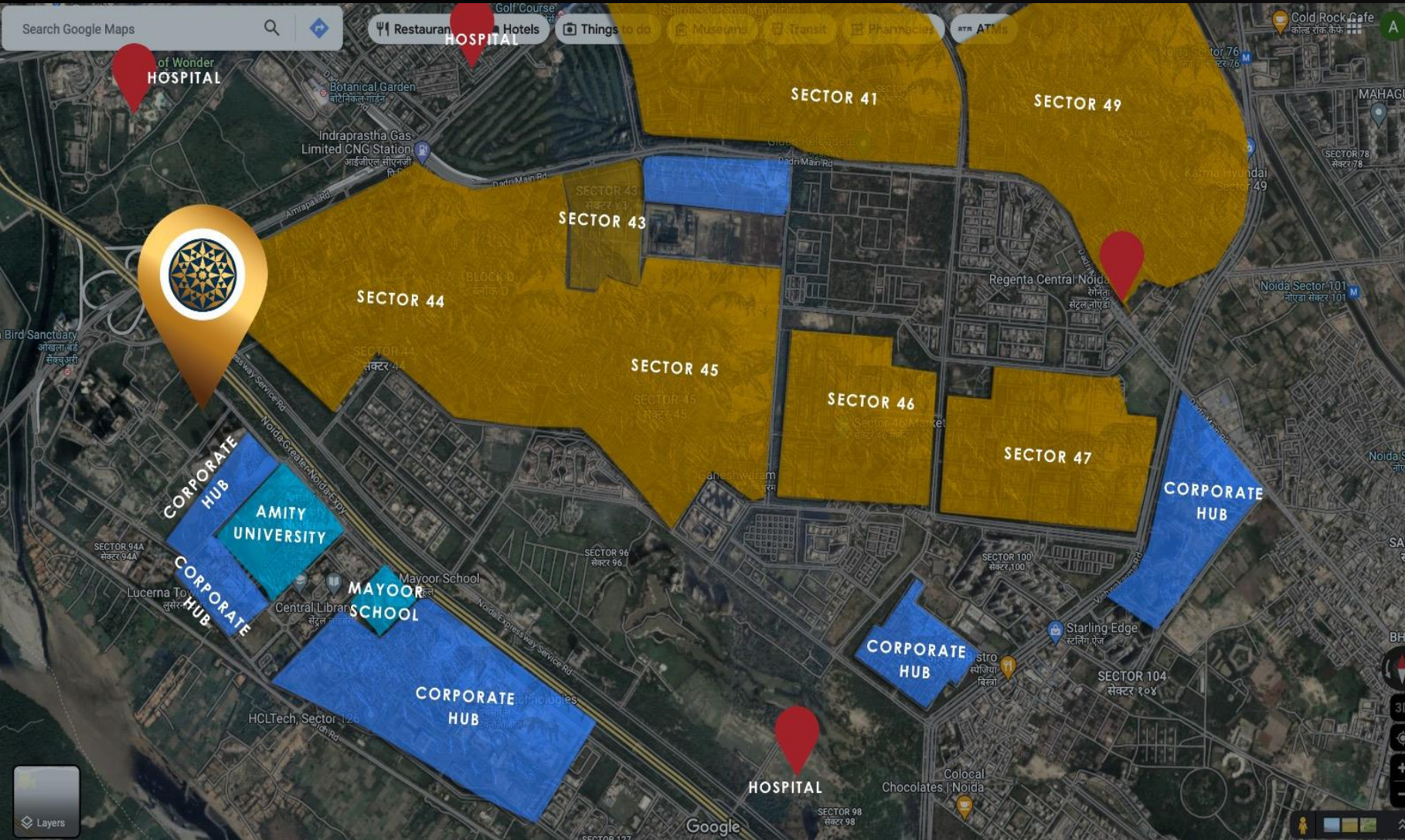
High Speed Connectivity



CATCHMENT

ADVANTAGE OF SURROUNDED BY WELL DEVELOPED ECOSYSTEM

THE DELHI NEIGHBOURHOOD



CATCHMENT

ADVANTAGE OF SURROUNDED BY WELL DEVELOPED ECOSYSTEM

THE NOIDA NEIGHBOURHOOD



Dell	5 min
Tech Mahindra	5 min
Oracle	5 min
TCS	5 min
Paytm	10 min
HCL	10 min
Accenture	15 min

CORPORATE



HEALTHCARE

Max Healthcare	5 min
Jaypee Hospital	8 min
Felix Hospital	10 min
Apollo Hospital	10 min
Fortis Hospital	10 min
AIIMS, Delhi	15 min



HOTELS

Radisson Blu, Sector	5 min
18Mosaic Hotel	5 min
Radisson, Noida	5 min
Sheraton Inn	5 min
The Fern	8 min

Amity University	2 min
Maharishi University	10 min
Jaypee Institute	15 min
Knowledge Park	15 min

EDUCATION





Our Expertise. Your Joy.

1,00,000+	• Vehicles expected to ply the 6 and 8 lane e-way M3M is right at the beginning of all the action
500,000+	• An already bustling catchment of people around the Noida Expressway.
1,00,000+	• New homes and apartments on the Noida Expressway
2,50,000+	• people working corporates across Noida Expressway
100000+	• Educational institutes in close vicinity



CATCHMENT

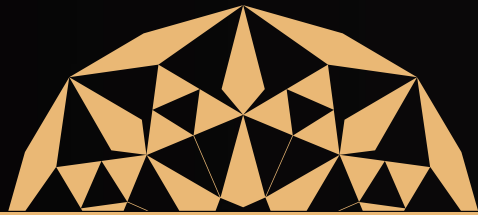
Promise of more than
5,00,000 individuals



— M3M —

THE CULLINAN

EVERYTHING IMAGINED



WORLD'S LARGEST UNCUT DIAMOND

A MAGNIFICENT SURPRISE UNVIELS UNEXPECTEDLY

- ❖ 1905. South Africa. A miner spotted something glistening peering at him through the dirt.
- ❖ It was a 3106-carat rough diamond.
- ❖ A diamond so big that it deserved to be in a royal heirloom.
- ❖ Christened the "Cullinan", it was then presented to King Edward VII.
- ❖ Out of the rough diamond, 9 polished diamonds arose
- ❖ Today are part of the British royal collection.



9 LIVES, 9 DIAMONDS





THE BRILLIANCE THAT IS THE CULLINAN

The Cullinan is the place that allows you to experience the highest notes of life that this uber-luxurious Mixed-Use Development tastefully offers.



BOUTIQUE RETAIL
THE CULLINAN AVENUE



Our

5

Diamonds
Luxury Towers

New icons of perfect
life and lifestyle.



THE CULLINAN AVENUE
(BOUTIQUE RETAIL)



THE CULLINAN EMPORIUM
(LUXURY SHOPPING PLAZA)



GLAZING THE DIAMONDS...
(UNVEILING SOON...)



Our **4** Diamonds
Luxury Experiences

Boutique Retail
Luxury Shopping Plaza

The First Mixed-use Project in Noida

Encompassing Everything A Man
Can Desire & More..



Shopping
Centres



Office
Spaces



High-end
Restaurants



Entertainment
Zones



Residential
Developments

An Ecosystem of its Own



Live



Shop



Eat



Work



OUR ARCHITECTS

- World-Renowned Architects
- Curators of Uber-Luxurious Designs
- Masterminds behind Iconic Masterpieces like Dubai Mall
- Enriching Environment & Human Experiences.



DP ARCHITECTS SINGAPORE

Key Partners With Us..

ARCHITECTS



LANDSCAPE



CONSTRUCTION



Key Partners With Us..

CONSULTING PARTNERS



EQUIPMENTS



INTERIOR DESIGN



STRUCTURAL CONSULTANTS



GOLF COURSE DESIGN





PHYSICAL BUILT FORM

MIXED USE DEVELOPMENT ONLY MIXED-USE DEVELOPMENT
LAUNCHED AFTER A DECADE IN VICINITY

12.85 ACRES

LAND PARCEL

14.88 LAKH SQ.FT. (1.38 LAKH+ SQ.M.)

COMMERCIAL SPACE

3100+

CAR PARKING



FROM THE 45M
SIDE ROAD

FROM THE
CORNER SIDE
EMPORIUM
DROP OFF

DIRECT ACCESS
TO AVENUE
CORRIDOR

SEAMLESS
MULTIPLE
ENTRY / EXIT
TO THE
COMMERCIAL
ZONES



5 LEVELS OF LUXURY SHOPPING EXPERIENCES

LGF

Premium Branded Retail Experience
Anchor Stores & Branded Retail

GF + 1F

Luxury Boutique Retail Experience
Boutique & Luxury Brands

2F + 3F

Luxury Gourmet Experience
High End Restaurants & Entertainment

5 LEVELS OF OPPORTUNITIES



1.19 LAKH SQFT.
AREA
132 UNITS

1.25 LAKH SQFT.
AREA
105 UNITS

1.26 LAKH SQFT.
AREA
64 UNITS

1.88 LAKH SQFT.
AREA
174 UNITS

3.48 LAKH SQFT.
AREA
887 UNITS



THE UNIQUE LOWER GROUND FLOOR SHOPPING PLAZA AT THE AVENUE GETS MAXIMUM FOOTFALLS BEING THE DROP OFF DESTINATION. WITH ANCHOR STORES & PREMIUM RETAIL UNITS, THIS ZONE WILL BE THE MOST BUZZING AREA



SHOP LIKE NEVER BEFORE

Enchanting alleyways that excite, curated sensations that overwhelm and satiate your sartorial cravings, The High Street - Boutique Retail, The Cullinan Avenue is one indulgence you would love to have over and over again.

DOUBLE HEIGHT CEILING FRONT SHOPS



MAXIMUM VISIBILITY FROM THE NOIDA EXPRESSWAY
IMPACTFUL APPEARANCE OF THE FRONT SHOPS



Artistic Impression

SEAMLESSNESS OF PEDESTRIAN MOVEMENT





M3M THE CULLINAN AVENUE & M3M THE CULLINAN EMPORIOUM



JIMMY SHOO

DBOZX

DBOZX

FASHION



LOIS VUTTON

GIWENCHY

KEB



LOUIS VUITTON





GF / 1st Floor – Luxury
Boutique Retail







LUXURY
GOURMET
EXPERIENCES

Gourmet Restaurants





Dior

Dior



EWYN(EWYN)

Mall – The Cullinan Emporium



Artistic Impression



**Seamless Integrated movement between
The Emporium & The Avenue
Maximizing the experience & opportunity**



LUXURY
ENTERTAINMENT
EXPERIENCES -
MULTIPLEX



ACTIVITY
ZONE



KIDS
PLAY
ZONES

USP's AT A GLANCE

- A **captivating blend** of Highstreet, Residences, Office Spaces, and a magnificent mall characterizes this splendid Mixed-Use Development.
- Nestled in an unparalleled location, this project stands as a distinguished address in its own right, beckoning those who seek the epitome of prestige.
- Indulge in a realm of opulence with luxurious amenities, seamlessly accessible from multiple entry points, ensuring unparalleled convenience.
- Situated a mere stone's throw away, at a distance of 0 kilometers from Delhi, this exceptional venture offers unrivaled proximity to the capital city.
- Boasting an impressive frontage spanning an astounding 1000 feet, it presents itself as a true marvel, captivating all who behold its grandeur.
- With a high Neighborhood Quality Index, the surroundings of this development epitomize refinement, making it an enviable destination for the discerning few.
- Embrace the allure of the Gourmet Hub, a culinary haven that entices and satisfies the palate of even the most discerning food and beverage enthusiasts.
- Immerse yourself in a retail experience like no other, as every single shop in the avenue enjoys unparalleled visibility, ensuring maximum exposure and footfall.



THE CULLINAN AVENUE



Features

Dedicated Entry / Exit with manicured drop off experiences

25 Lifts, 66 Escalators, 2 Travellators & 13 staircases. High Speed Elevators

Double Height shops with provision for MS staircase &*deck slab at Mezzanine level

Airconditioned Lobbies

Stack parking for extra vehicles. 3100+ car parking space

Centralized landscape plaza for Hi-street retail experience

Full pedestrian plaza with pockets of Green

Large store fronts with glazing areas





Features

Large Green central courts

12 double height flagship stores

Combination of vanilla & anchor stores along with Pop ups

LED advertisement screens

Multi-level connectivity with the AC Mall as well

Multiple restaurants with outdoor seating / open terraces

Receding Façade with terraces bringing life to restaurants & cafes





**M3M THE CULLINAN AVENUE
ONE-IN-A-MILLION COMMERCIAL ADDRESS**



TRENDS

INOX
LIVE the MOVIE

PVR

Reliance digital

WAVE
Cinemas

Reliance SMART

Haidiram's



LG Electronics



China Garden

THE BEER CAFE



BIKANERVALA

SMASH

Bata

mamagoto
fun asian eating

COSTA
COFFEE



adidas

himalaya
D.P.T.H.C.A.L.S

pantaloons
FRESH FASHION

Levi's

madame

U.S. POLO ASSN.
SINCE 1890

Added 200+ Partners
To
Our Journey



Our Expertise. Your Joy.

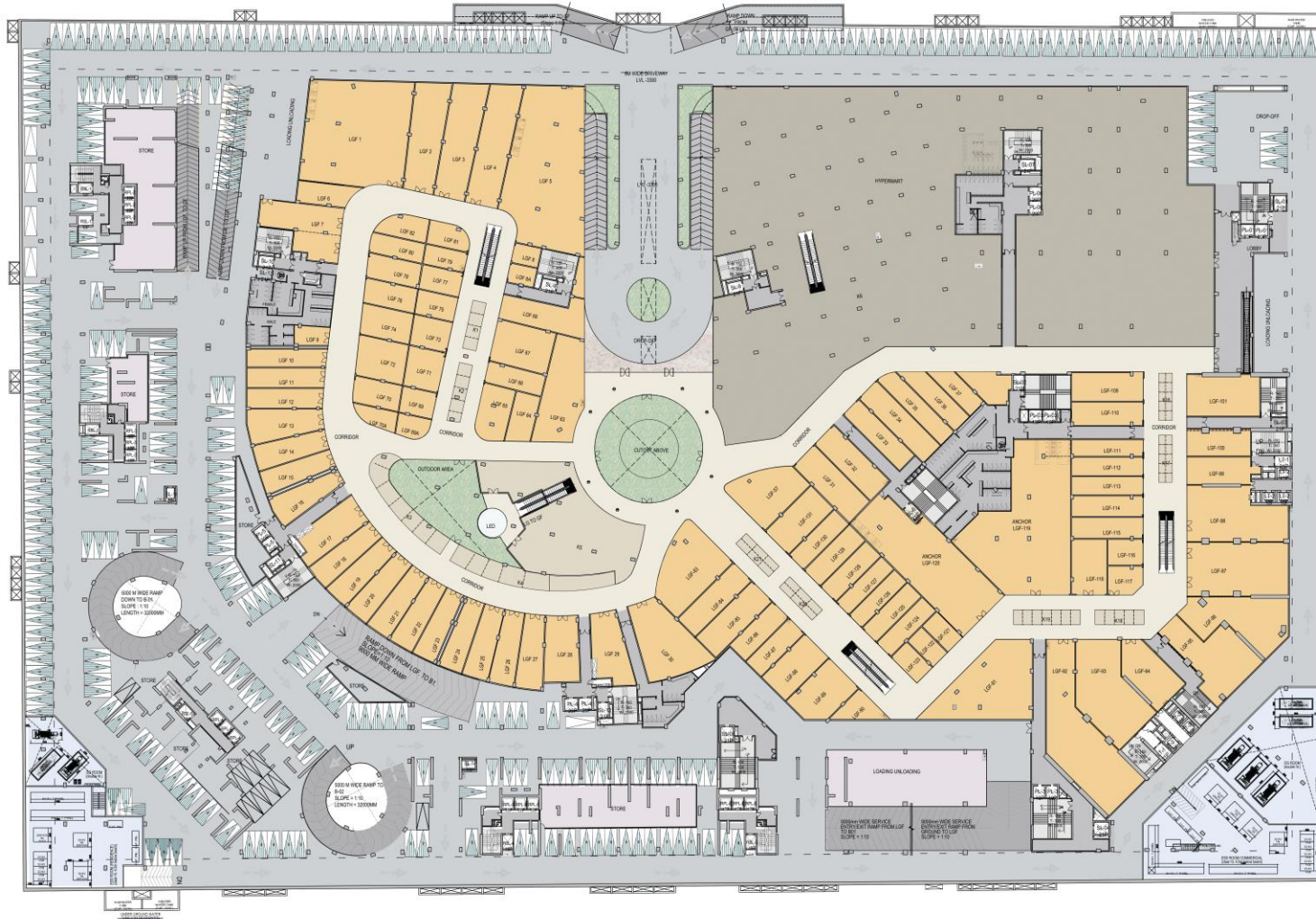


LAYOUTS





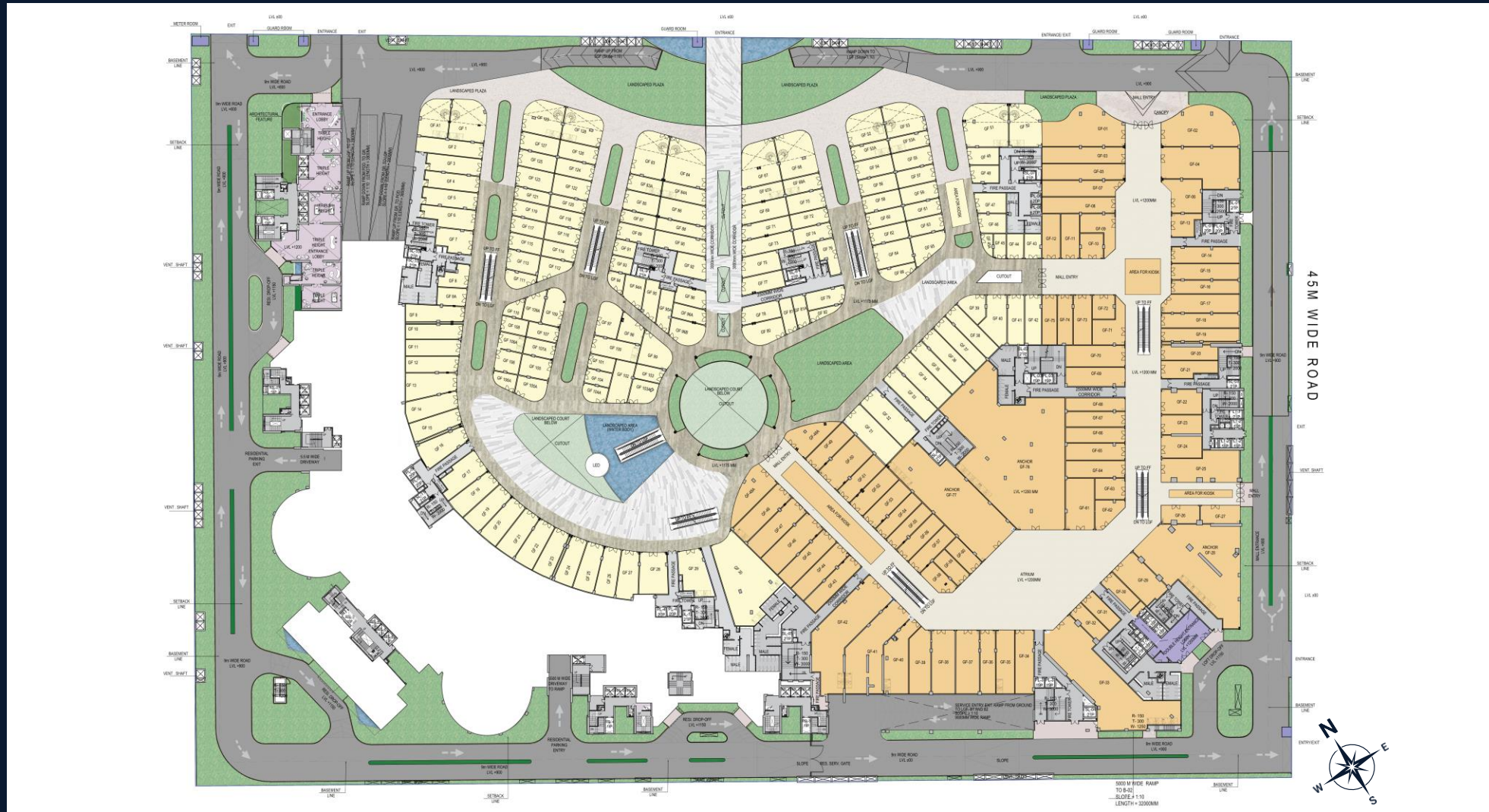
LOWER GROUND FLOOR



Disclaimer: Unit Plan/Floor Plan, as the situation and circumstances so warrant, shall be read in conjunction with the (i) Lease Deed dated 13.01.2023 and; (ii) building plans as approved by the competent authorities (including any future revisions thereof). It should be noted that the information contained herein may have certain technical inaccuracies or typographical errors, and while the Promoter Company does not doubt the Unit Plan's/Floor Plan's accuracy, no guarantee or warranty or representation as to its accuracy and completeness is being made by the Promoter Company. Unit Plan(s)/Floor Plan(s) are intended to give a specific view of the layout only. Minor inaccuracies in square footage and inaccuracies in layout and room dimensions as shown on any Plan will not excuse the Alottee from completing the purchase of the Unit without abatement in price and/or recourse against the Promoter Company. Further, site plans, landscaping, dimensions and specifications are not deemed or intended to form part of any contract or warranty unless specifically incorporated in writing into the contract and signed by the parties to it. Further, the furniture and fixtures shown in the Unit Plan(s)/Floor Plan(s) are only indicative and representational (not actual) in nature and are only for the purpose of illustrating a possible layout and do not form a part of the standard specifications, amenities, services, etc. to be provided in the Unit. All specifications of the Unit shall be as per the agreement for sale between the parties. For the purpose of this Project: 1 Hect. = 2.471 Acres, 1 Acre = 4840 sq.yds, or 4046.864 sq. mtrs., 1 sq.mtr. = 10.764 sq.ft.



GROUND FLOOR



Disclaimer: Unit Plan/Floor Plan, as the situation and circumstances so warrant, shall be read in conjunction with the (i) Lease Deed dated 13.01.2023 and; (ii) building plans as approved by the competent authorities (including any future revisions thereof). It should be noted that the information contained herein may have certain technical inaccuracies or typographical errors, and while the Promoter Company does not doubt the Unit Plan's/Floor Plan's accuracy, no guarantee or warranty or representation as to its accuracy and completeness is being made by the Promoter Company. Unit Plan(s)/Floor Plan(s) are intended to give a specific view of the layout only. Minor inaccuracies in square footage and inaccuracies in layout and room dimensions as shown on any Plan will not excuse the Alottee from completing the purchase of the Unit without abatement in price and/or recourse against the Promoter Company. Further, Site Plans, Landscaping, dimensions and Specifications are not deemed or intended to form part of any contract or warranty unless specifically incorporated in writing into the contract and signed by the parties to it. Further, the furniture and fixtures shown in the Unit Plan(s)/Floor Plan(s) are only indicative and representational (not actual) in nature and are only for the purpose of illustrating/predicting a possible layout and do not form a part of the standard specifications, amenities, services, etc. to be provided in the Unit. All specifications of the Unit shall be as per the agreement for sale between the parties. For the purpose of this Project: 1 Hect. = 2.471 Acres, 1 Acre = 4840 sq.yds, or 4046.864 sq. mtrs., 1 sq.mtr. = 10.764 sq.ft.

FIRST FLOOR



Disclaimer: Unit Plan/Floor Plan, as the situation and circumstances so warrant, shall be read in conjunction with the (i) Lease Deed dated 13.01.2023 and; (ii) building plans as approved by the competent authorities (including any future revisions thereof). It should be noted that the information contained herein may have certain technical inaccuracies or typographical errors, and while the Promoter Company does not doubt the Unit Plan's/Floor Plan's accuracy, no guarantee or warranty or representation as to its accuracy and completeness is being made by the Promoter Company. Unit Plan(s)/Floor Plan(s) are intended to give a specific view of the layout only. Minor inaccuracies in square footage and inaccuracies in layout and room dimensions as shown on any Plan will not excuse the Alottee from completing the purchase of the Unit without abatement in price and/or recourse against the Promoter Company. Further, Site Plans, Landscaping, Dimensions and Specifications are not deemed or intended to form part of any contract or warranty unless specifically incorporated in writing into the contract and signed by the parties to it. Further, the furniture and fixtures shown in the Unit Plan(s)/Floor Plan(s) are only indicative and representational (not actual) in nature and are only for the purpose of illustrating/reflecting a possible layout and do not form a part of the standard specifications, amenities, services, etc. to be provided in the Unit. All specifications of the Unit shall be as per the agreement for sale between the parties. For the purpose of this Project: 1 Hect. = 2.471 Acres, 1 Acre = 4840 sq.yds. or 4046.864 sq. mtrs., 1 sq.mtr. = 10.764 sq.ft.



SECOND FLOOR



Disclaimer: Unit Plan/Floor Plan, as the situation and circumstances so warrant, shall be read in conjunction with the (i) Lease Deed dated 13.01.2023 and; (ii) building plans as approved by the competent authorities (including any future revisions thereof). It should be noted that the information contained herein may have certain technical inaccuracies or typographical errors, and while the Promoter Company does not doubt the Unit Plan's/Floor Plan's accuracy, no guarantee or warranty or representation as to its accuracy and completeness is being made by the Promoter Company. Unit Plan(s)/Floor Plan(s) are intended to give a specific view of the layout only. Minor inaccuracies in square footage and inaccuracies in layout and room dimensions as shown on any Plan will not excuse the Alotees from completing the purchase of the Unit without abatement in price and/or recourse against the Promoter Company. Further, Site plans, landscaping, dimensions and Specifications are not deemed or intended to form part of any contract or warranty unless specifically incorporated in writing into the contract and signed by the parties to it. Further, the furniture and fixtures shown in the Unit Plan(s)/Floor Plan(s) are only indicative and representational (not actual) in nature and are only for the purpose of illustrating/reflecting a possible layout and do not form a part of the standard specifications, amenities, services, etc. to be provided in the Unit. All specifications of the Unit shall be as per the agreement for sale between the parties. For the purpose of this Project: 1 Hect. = 2.471 Acres, 1 Acre = 4840 sq.yds. or 4046.864 sq. mtrs., 1 sq.mtr. = 10.764 sq.ft.



THIRD FLOOR



Disclaimer: Unit Plan/Floor Plan, as the situation and circumstances so warrant, shall be read in conjunction with the (i) Lease Deed dated 13.01.2023 and; (ii) building plans as approved by the competent authorities (including any future revisions thereof). It should be noted that the information contained herein may have certain technical inaccuracies or typographical errors, and while the Promoter Company does not doubt the Unit Plan's/Floor Plan's accuracy, no guarantee or warranty or representation as to its accuracy and completeness is being made by the Promoter Company. Unit Plan(s)/Floor Plan(s) are intended to give a specific view of the layout only. Minor inaccuracies in square footage and inaccuracies in layout and room dimensions as shown on any Plan will not excuse the Alottee from completing the purchase of the Unit without abatement in price and/or recourse against the Promoter Company. Further, site plans, landscaping, dimensions and specifications are not deemed or intended to form part of any contract or warranty unless specifically incorporated in writing into the contract and signed by the parties to it. Further, the furniture and fixtures shown in the Unit Plan(s)/Floor Plan(s) are only indicative and representational (not actual) in nature and are only for the purpose of illustrating/reflecting a possible layout and do not form a part of the standard specifications, amenities, services, etc. to be provided in the Unit. All specifications of the Unit shall be as per the agreement for sale between the parties. For the purpose of this Project: 1 Hect. = 2.471 Acres, 1 Acre = 4840 sq.yds. or 4046.864 sq. mtrs., 1 sq.mtr. = 10.764 sq.ft.



OWN A
ONE-IN-A-MILLION
DESTINATION



Our Expertise. Your Joy.

OWN EVERYTHING
YOU EVER IMAGINED



— M3M —

THE CULLINAN

EVERYTHING IMAGINED