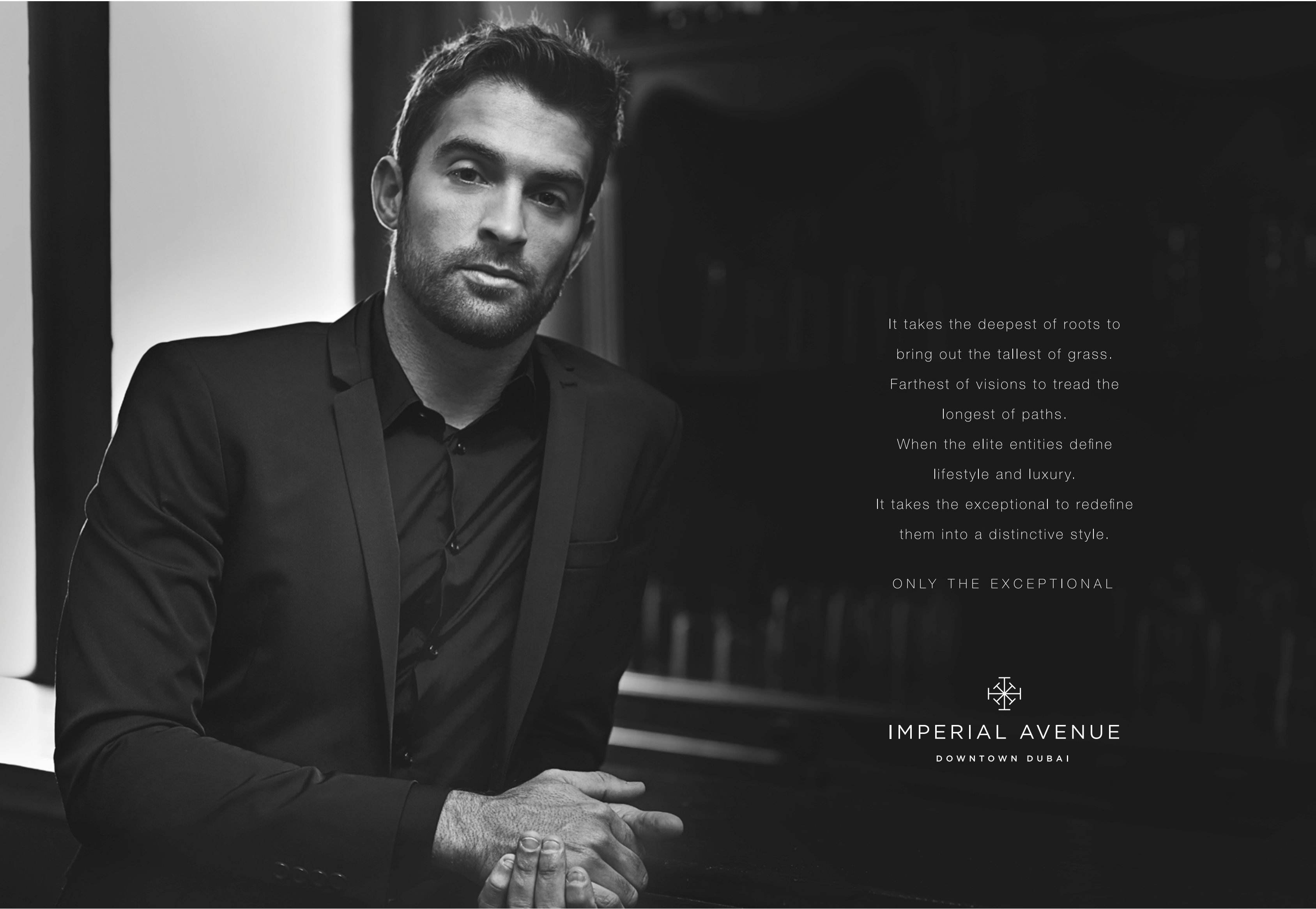


IMPERIAL AVENUE

DOWNTOWN DUBAI

ONLY THE EXCEPTIONAL

Exquisite residences
at Downtown Dubai



It takes the deepest of roots to
bring out the tallest of grass.
Farthest of visions to tread the
longest of paths.

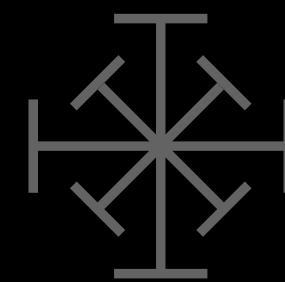
When the elite entities define
lifestyle and luxury.
It takes the exceptional to redefine
them into a distinctive style.

ONLY THE EXCEPTIONAL



IMPERIAL AVENUE

DOWNTOWN DUBAI



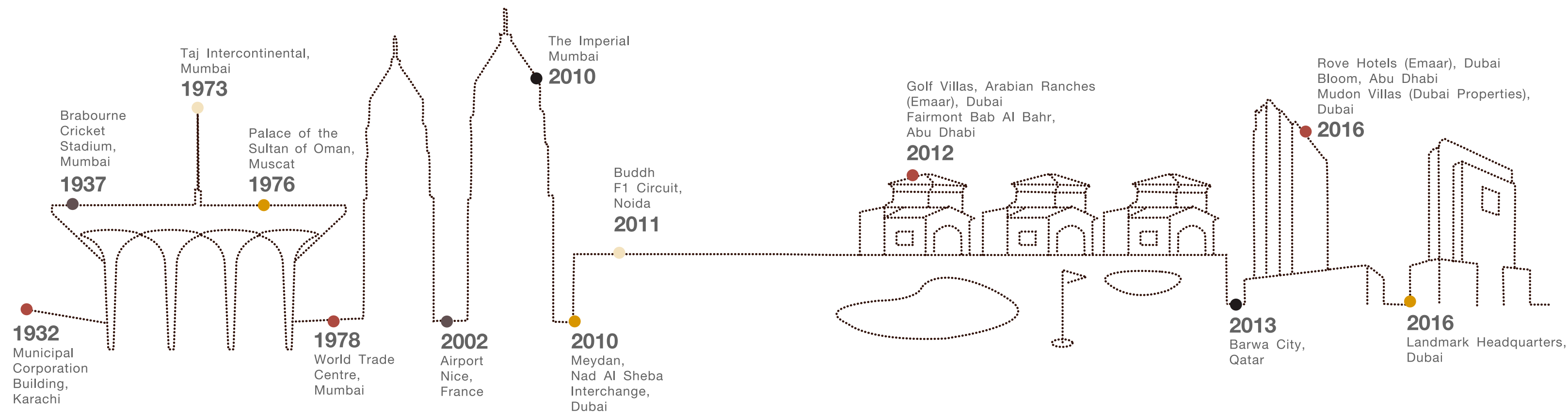
A TRADITION
OF DELIVERING
EXCELLENCE

LANDMARKS OF ICONIC SIGNIFICANCE



Shapoorji Pallonji Real Estate is a prestigious name in the Indian real estate sector. With cutting-edge innovations, superior designs and flawless execution combined with trust, the group has consistently created milestones across India.

Shapoorji Pallonji was the first Indian construction company to enter the Middle East in 1971, when it won the global tender for the palace of Sultan Qaboos of Oman. Since then, the company has grown multifold and participated in numerous high profile projects in countries including the UAE, Saudi Arabia, Qatar, Kuwait, Iraq, Oman, Sri Lanka, Malta, Algeria, Ghana, Gambia, Togo, Sierra Leone, Nigeria to name a few.



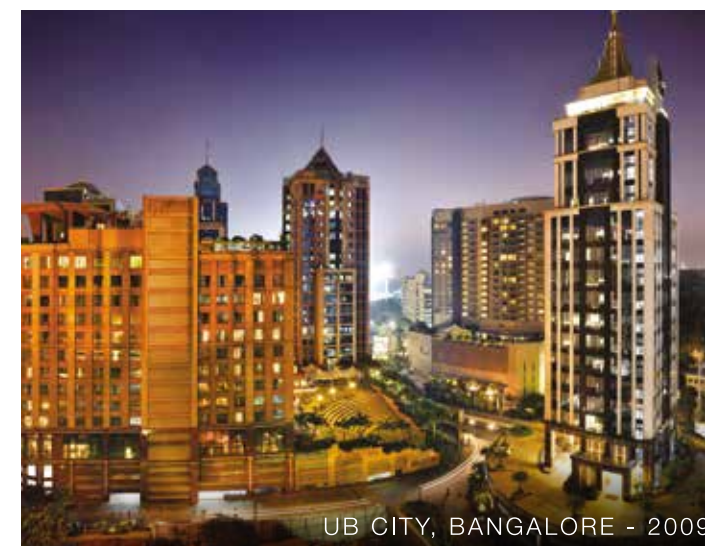
PROJECTS DELIVERED BY SHAPOORJI PALLONJI

OVER 150 YEARS OF WRITING UNPARALLELED SUCCESS STORIES



Renowned Projects In India

Shapoorji Pallonji is one of India's oldest business conglomerates, which began as a humble infrastructure development company in 1865. Over the past 152 years, the company has come a long way, and has created many a milestone and constructed world-renowned landmarks across the Indian subcontinent and beyond. The company's industry leading projects include the tallest twin residential towers in India, the largest mall in India, the largest cement clinker plant in Asia, nuclear research establishments, airports, factories, stadiums and many more.



A SERIES OF LANDMARKS IN THE MIDDLE EAST

Renowned Projects In The Gulf

Shapoorji Pallonji is currently present in over 70 countries globally, with 20 countries across the Middle East and Africa (MEA). Their projects in the Gulf region range from hotels, villas, commercial and residential towers, community developments, hospitals and business parks.



LANDMARKS CRAFTED BY SHAPOORJI PALLONJI IN DUBAI




- Rove Hotel, Zabeel
- Landmark Headquarters, Dubai
- Amity University
- Rove Hotel, Port Saeed
- Rove Hotel, Oud Metha
- Park Towers, DIFC
- Goldcrest Executive, JLT
- Centro, Barsha
- Golf Villas, Arabian Ranches
- Suburbia Downtown, Jel Ali
- Cigar Lounge, Address Downtown
- Meydan, Nad Al Sheba Bridge and Roads
- Dr. Habib Sulaiman Hospital
- Mudon, Arabella Townhouses
- Maktoum Hospital, Deira
- Rove Hotel, Jafiliya
- AMESCO Tower, JLT
- 300 Villas, Meraas – Opp. Outlet Mall
- Green Community Extension
- Rove Hotel, Marina
- Springs Mall
- NSHAMA Town Square
- Emaar Business Park, Dubai Hills
- Emaar 52|42 Towers, Marina
- King's College Hospital, Dubai
- Cayan Cantara, Arjan
- Imperial Avenue, Downtown Dubai
- Indigo Hotel
- Grandeur Residences, Palm Jumeirah
- Al Khail Heights, Al Quoz

IMPECCABLE
STANDARDS.
IMMACULATE
DETAILS:
THE
IMPERIAL LIFE

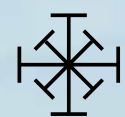


The Imperial brand is a personification of timeless elegance, grandeur and beauty. Today, The Imperial Towers, the tallest residential twin towers in India and the upcoming The Imperial Edge, Mumbai are landmarks of iconic significance that have redefined the skyline of Mumbai and the benchmarks of luxury. Incredible care has been lavished in every detail, creating unique architectural masterpieces that exceed the expectations of the connoisseurs of luxury living. Imperial today, has become a brand synonymous to bespoke luxury.


THE IMPERIAL EDGE


THE IMPERIAL

THE IMPERIAL EXPERIENCE AT DOWNTOWN DUBAI



IMPERIAL AVENUE

DOWNTOWN DUBAI

Imperial Avenue opens up the opportunity of living within the Burj Khalifa district, one of the world's most celebrated neighbourhoods. Located close to Burj Khalifa, Imperial Avenue is an iconic tower, which will create a new benchmark of grandeur. Designed with charmingly landscaped podiums, the 45-storied landmark tower presents premium apartments with best-in-class facilities.



WHY DUBAI

Dubai is a global business hub and one of the best places to live in the world. Currently, 1/3rd of Fortune 500 companies are headquartered in Dubai, which makes it a major regional financial centre. As a trade gateway, the city serves Middle East, The Indian Subcontinent and Central Asia.



THE BUSINESS HUB
OF THE MIDDLE EAST



One of the world's
top 10 most competitive
economies



One of the world's top 25
cities in Global Power City
Index (GPCI) 2017 on the
back of its strong economy,
accessibility and cultural
interaction



One of the top 20
countries in terms of
most competitive
financial centers

A FUTURISTIC CITY WITH
CONTEMPORARY LIFESTYLE



Tourism spending
estimated to reach over
\$56 billion in 2022



20 M visitors expected by
2020, which would put
Dubai at par with London
and Paris



Burj Al Arab
The most luxurious hotel
in the world



A record-breaking
8.06 M international
overnight tourists
arrived in
Dubai, 1st half of 2017

AT THE HEART
OF THE WORLD



DUBAI

The bridge between
Far East & Europe

Amongst the top 5 lifestyle
destinations for families
and entrepreneurs

WORLD-CLASS INFRASTRUCTURE WITH FREE ENTERPRISE SYSTEM

Dubai Metro Red Line, the
longest driverless metro
network in the world



No. 1 in the world
for Quality of Roads

Amongst the top 3 busiest
airports in the world by
passenger traffic



DOWNTOWN DUBAI THE MELTING POT OF GLOBAL CULTURES

Downtown Dubai is a thriving city hub with a unique mix of aesthetically designed residential towers and commercial precincts with high capital appreciation. This attracts people of different cultures from across the globe. With Burj Khalifa at its centre, it is also the destination for shopping, entertainment, dining and hospitality at world-class hotels.



HEART OF ART & CULTURE

Dubai Opera, Dubai Fountains and a host of performances by global artists



NUCLEUS OF BUSINESS & TRADE

DIFC, Downtown and Business Bay with highly secured IT infrastructure



SOME OF THE LARGEST MALLS IN THE WORLD

Home to latest trends that attract shopping aficionados from across the globe



BEST-IN-CLASS MEDICAL FACILITIES

In close proximity to highly developed health infrastructure



RETREAT OF THE CONNOISSEURS

Avenues to revel in the vibrant nightlife and tantalize your taste buds



HIGH QUALITY EDUCATION SECTOR

World-class education with a choice of curriculum



MAP OF DUBAI

A global city that attracts global attention for iconic skyscrapers and innovative infrastructure.



CLOSE PROXIMITY TO PRIME LOCATIONS



LIFESTYLE & LEISURE

- Burj Khalifa
- Dubai Mall
- Dubai Opera
- The Dubai Fountain
- Armani Prive
- Atmosphere Restaurant
- Downtown Boulevard
- Al Marasi Walk



SCHOOLS

- Gems Wellington Primary School
- Cambridge International School



BUSINESS DISTRICTS

- Dubai International Financial Centre
- Business Bay



HOSPITALS

- Medicare Hospital
- Mediclinic

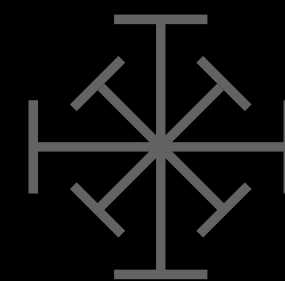
MAP OF DOWNTOWN DUBAI



An aerial night photograph of Dubai's skyline, featuring the Burj Khalifa on the right and the Dubai Mall on the left. The city is illuminated with warm yellow lights, and the Dubai Creek is visible in the foreground. A yellow speech bubble in the upper right corner contains the project name and location.

IMPERIAL AVENUE
DOWNTOWN DUBAI

A LIFESTYLE DESTINATION
ONLY FOR THE EXCEPTIONAL



AVENUE TO
EXCEPTIONAL
LIFESTYLE
EXPERIENCES

AN ARRIVAL THAT
BEFITS THE ELITE

As you arrive at Imperial Avenue, you will be welcomed by the cascading water fountains that soothe your senses. Besides, the grandeur of the entrance porch will leave you spell-bound. It's a perfect setting to mark your arrival in your exceptional home.



GRAND ENTRANCE

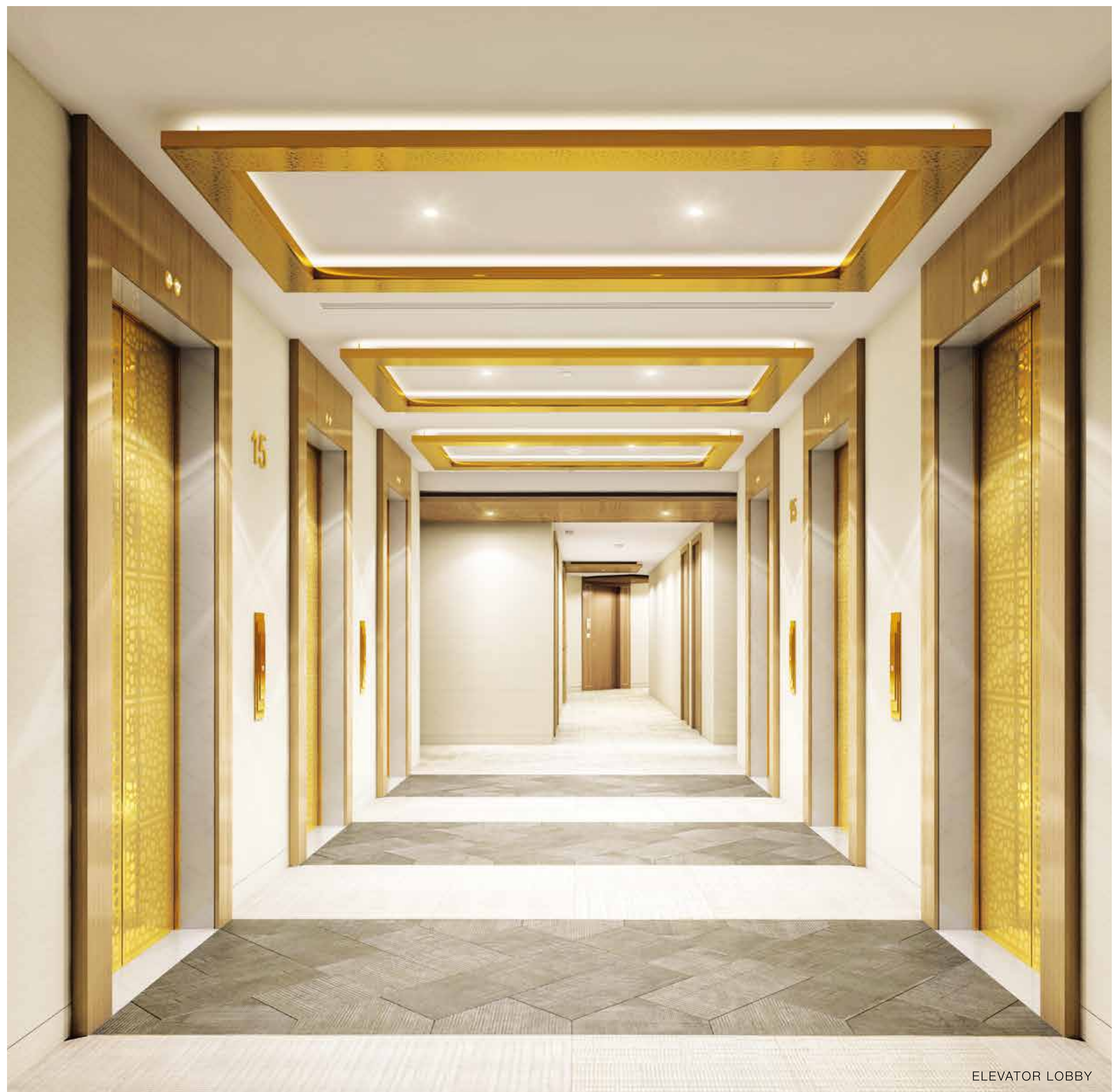


WHEN THE ENTRANCE IS GRAND, THE LOBBY CAN'T BE LESS

The grandeur continues, as the 10,000 sq. ft. entrance lobby is an exceptional experience in itself. The double height ceiling and crafted brilliance is a treat for the eyes, the trickling water plays the song of serenity for the ears, the reading area to enlighten your mind.

SOARING HIGH
IS HABITUAL,
REACHING FAST
IS EXCEPTIONAL

The soundless and serene lobby is just a silent preview before the high-speed elevators take over. Total 13 units, to raise you to your level within seconds.



ELEVATOR LOBBY



INFINITY POOL

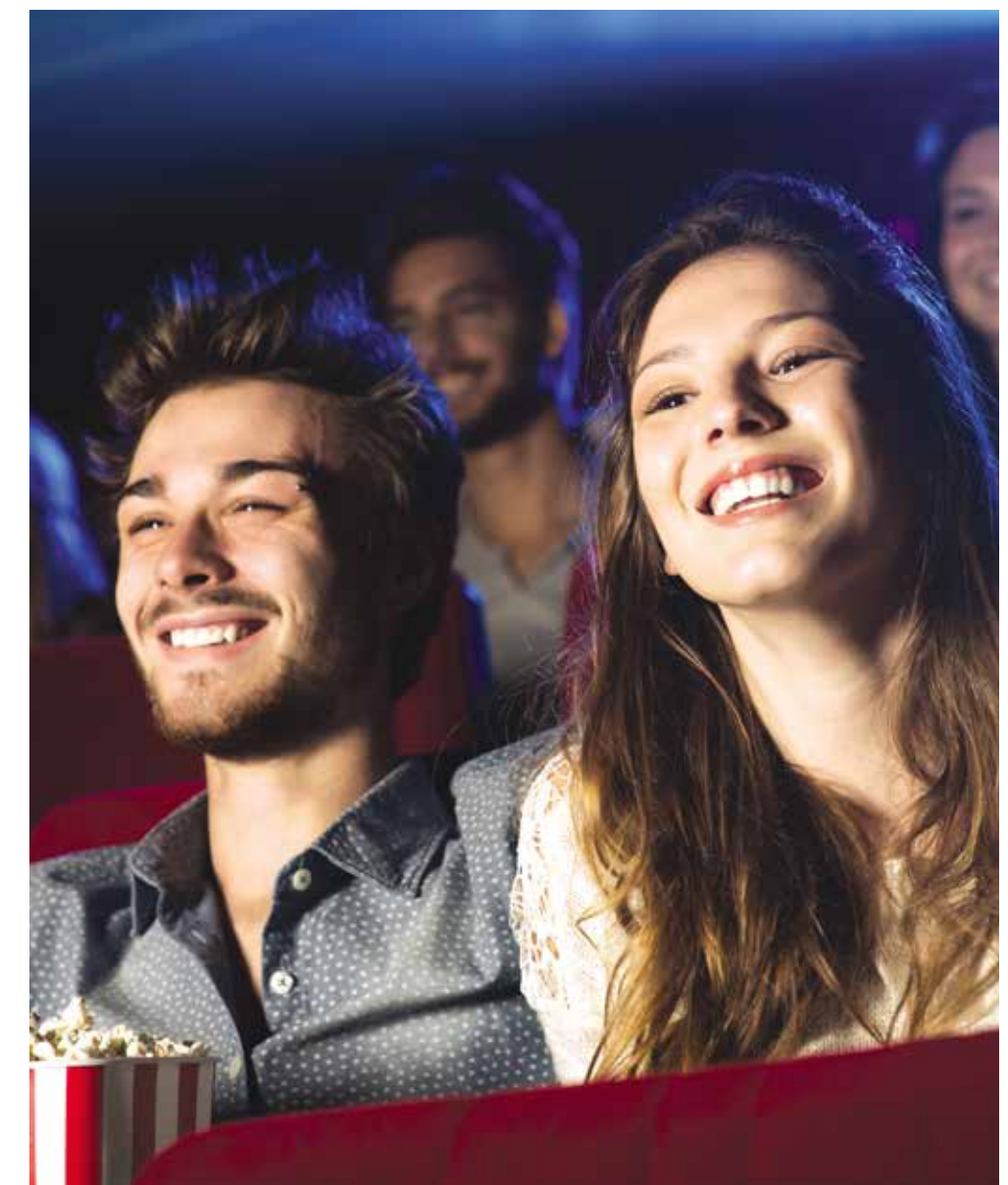
WHILE IT'S RARE TO
FIND AN OASIS,
THE EXCEPTIONAL HAVE
THE BLISS OF TWO

Infinity pools on level 9 and 26 are two different experiences of extravagance. Your personal paradise at the podium villas offer the privacy of a villa with a resort attached and an infinity pool of your own.





AUDIO VISUAL ROOM



WHEN THE OUTDOORS
ARE ENTERTAINING,
THE INDOORS ARE
EQUALLY DELIGHTFUL

A private AV room equipped with state-of-the-art amenities to make your private screenings exclusive. With lavish seating arrangements, the place is an ideal setting to experience moments of amusement.



STATE-OF-THE-ART GYMNASIUM

WHEN FITNESS ISN'T ABOUT STRENGTH BUT COMPLETE WELLBEING

Work up a sweat to relieve stress and beam with confidence. Our best-in-class gymnasium is equipped to enable you attain your fitness goals and help you wake up refreshed every morning.



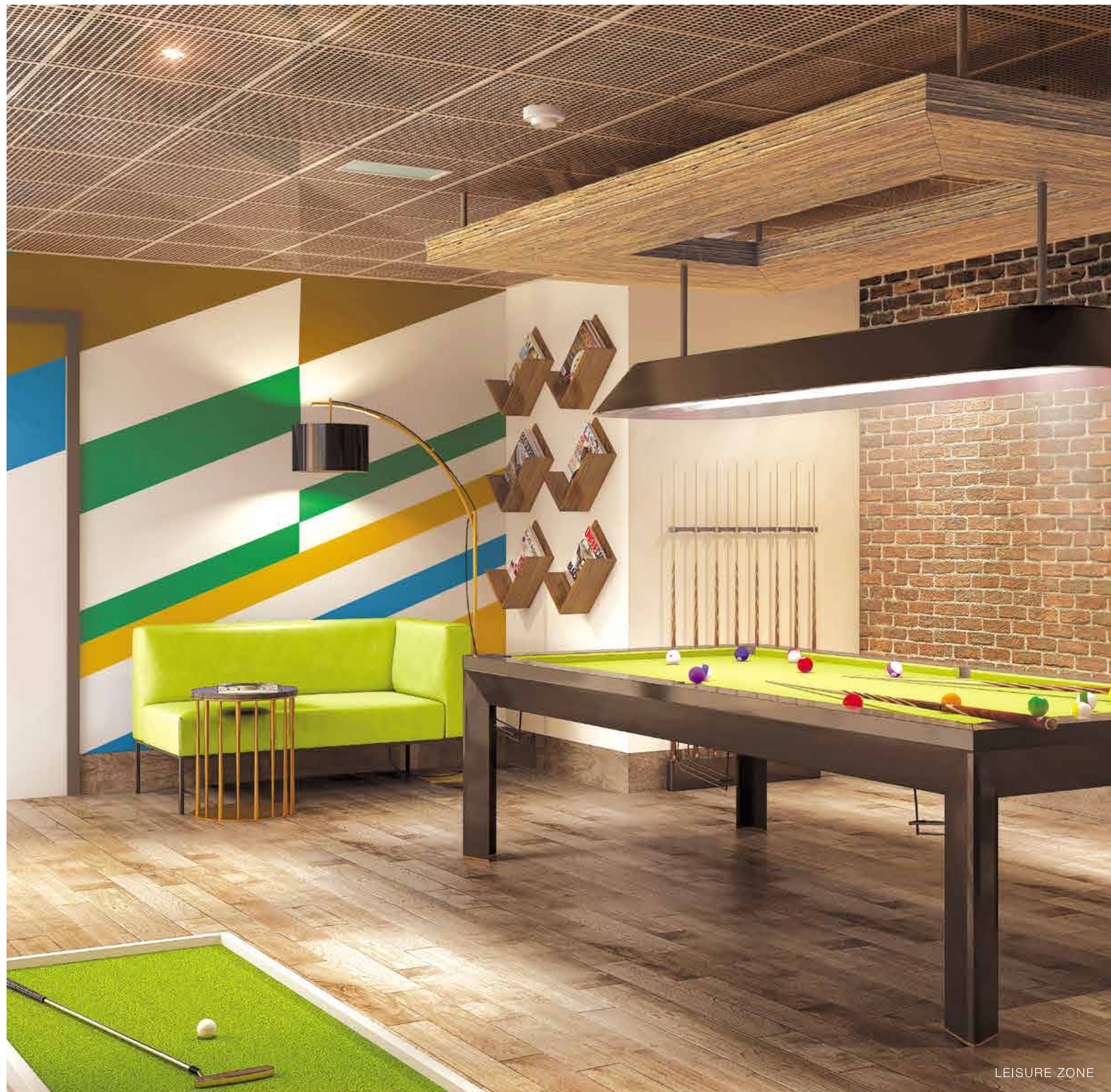


MULTIPURPOSE HALL

BE IN THE MOMENT; BE AT THE HEART OF CELEBRATIONS

Socialize with neighbours of different cultures at the grand party hall, large enough to entertain over 200 guests and opens to the poolside deck on the 26th level. Benefit from this pillar less facility that divides into two for hosting separate parties.





A LEISURE ZONE WITH AN ASSORTMENT OF RECREATION

Infinity pool gazing at the glittering skyline on one side, a clubhouse equipped with the best-in-class equipment on the other. A game of squash to serve up the adrenaline rush, an indoor recreation area to hone your skills.

AVENUE FOR THE LITTLE ONES TO CONNECT AND SOCIALISE

Relive your childhood as you watch your young ones mingle with those of their own age. Experience how fresh minds discover new ways to amuse themselves. With safe and thoughtfully equipped fun play areas, the indoor on the 9th level and outdoor on the 6th level podium, your children will benefit from learning beyond schooling.



KIDS' PLAY ARENA

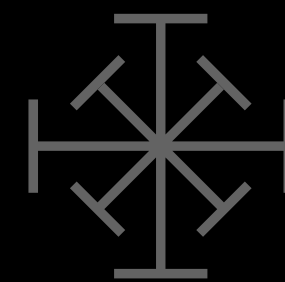


KIDS' POOL

BIG LEISURE FOR LITTLE WONDERS

Discover how splashing around in a pool improves your child's health, strength, flexibility and adds to their overall joy. Your child will definitely have more fun at the dedicated kids' pool.





AN INCOMPARABLE
LIVING EXPERIENCE

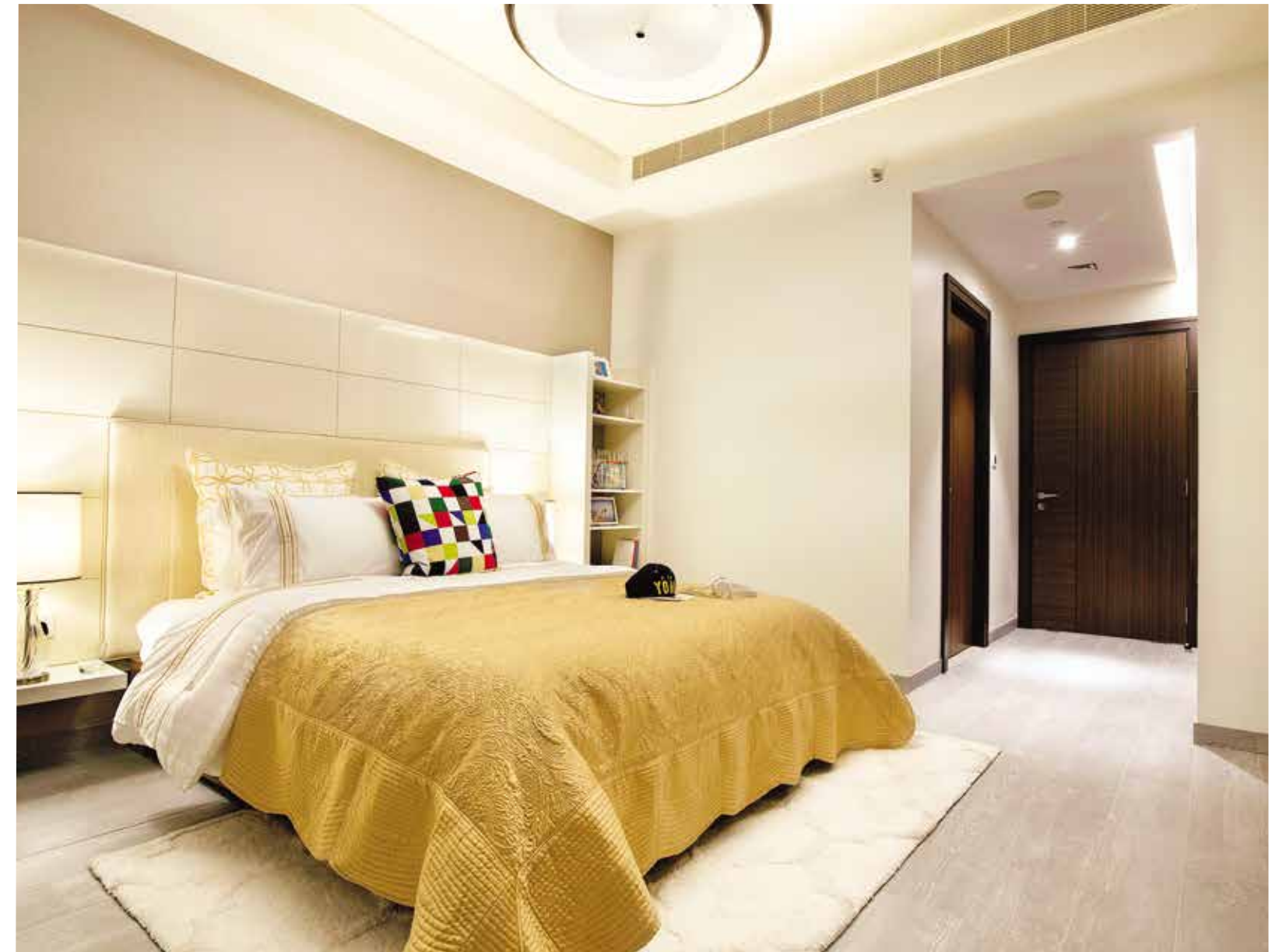
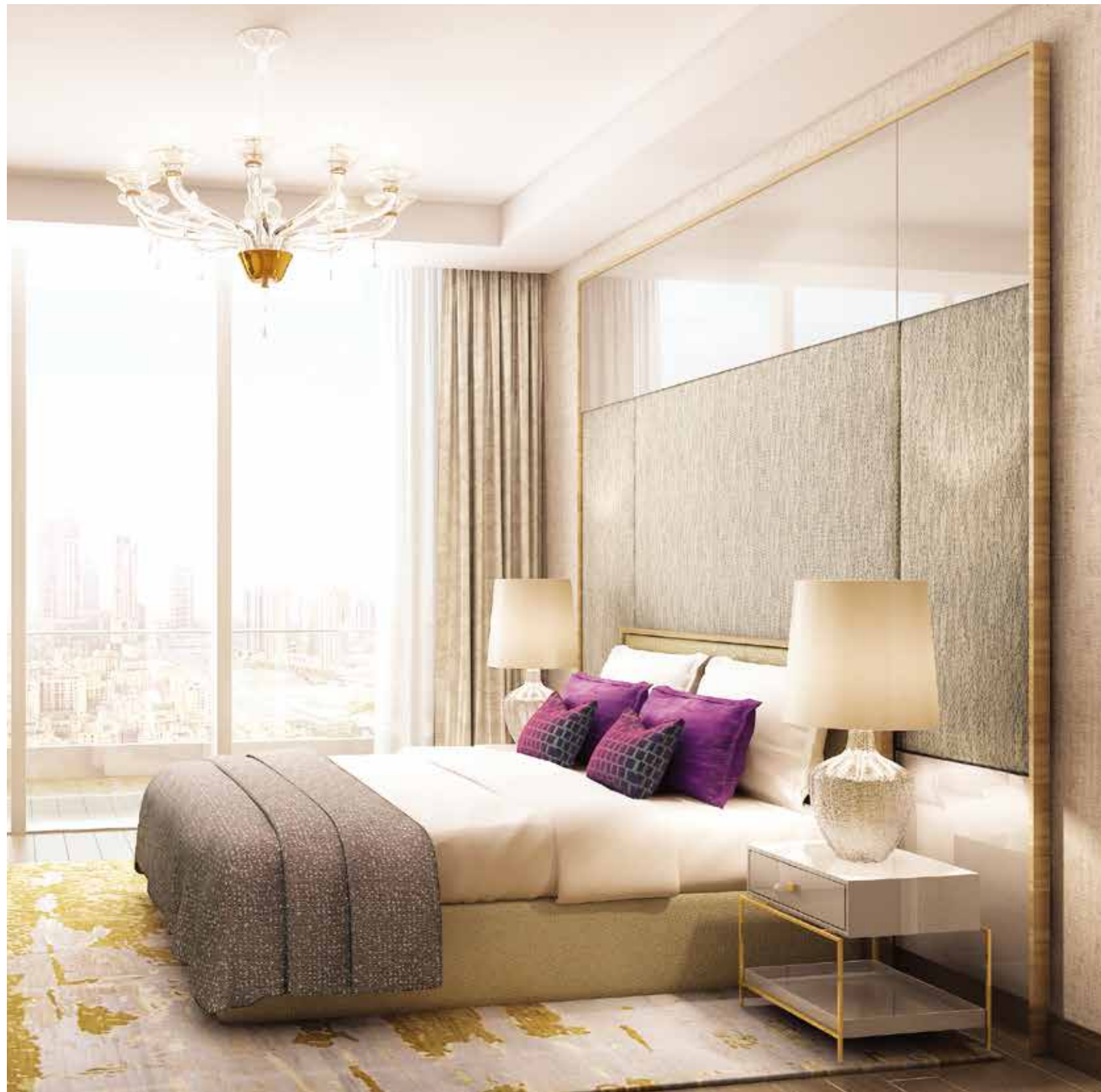


A SCENIC VIEW IS A PRIVILEGE.
PANORAMAS FROM THE
PRIVATE DECK ARE EXCEPTIONAL

Soak in the splendour of Downtown Dubai views from your private deck or get rejuvenated with the views of azure waters of the Business Bay Canal and the Arabian Sea. The views will never cease to surprise you.

YOUR WORLD WITHIN THIS WORLD

Leave behind the hassles of the world and step into your private space after a hard day's work. Recharge your senses along with body, mind and soul. Be the real you in a thoughtfully designed bedroom.



ELEGANCE OF BRILLIANTLY CRAFTED SPACES

Spaces planned to detail, offer an elegant setting for your choice of décor. Warmth from the windows light up the expansive living area. The living rooms are designed minimalistic, to provide a soothing ambience to relax.





A KITCHEN AS EXCEPTIONAL AS YOUR CULINARY SKILLS

Experience the bliss of having everything in its place in an efficient storage space. The light & airy kitchens are contemporary with modern cabinets that add to your exceptional life.





ESCAPE TO THE THINKER'S PARADISE

Immerse yourself into the deep soaking tub. Experience rejuvenation in the ensuite bathrooms with exquisite fixtures, separate glass-walled showers designed to give you the sense of spa luxury.

WHERE GLITTER MEETS A GREEN TOMORROW

Come home to an address that not just presents you but also preserves you. Well thought-through amenities that conserve energy, reduce maintenance bills and protect your overall health are all present in your abode that lasts for generations.



SOLAR PANELS

Solar panels on the roof provide centrally heated water supply in individual apartments. It reduces the overall electricity and maintenance costs.

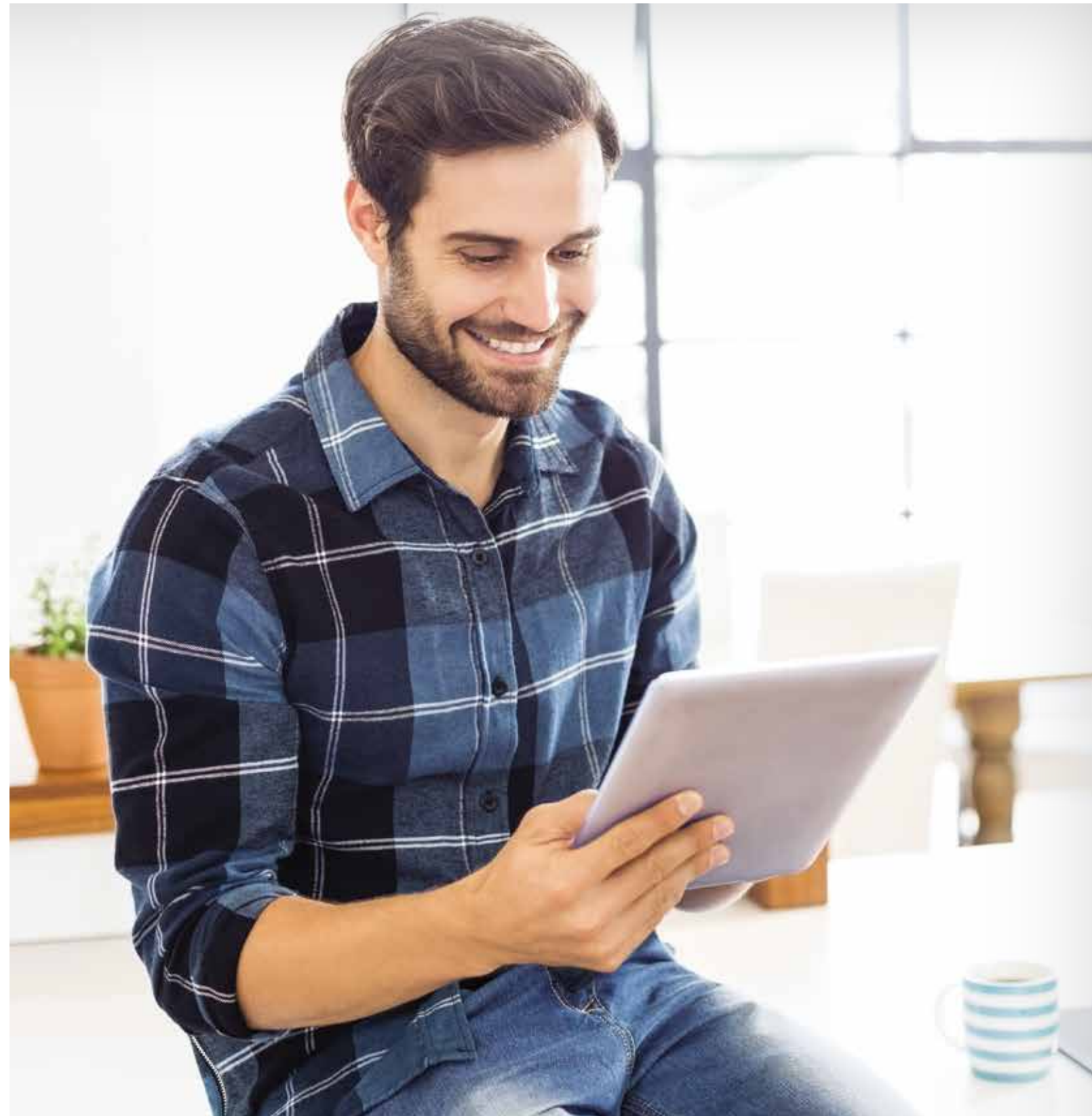


GREYWATER TREATMENT

For the first time in a Dubai residential building, greywater treatment plants have been installed as a sustainable source of water for landscapes, common areas, car wash and toilet cisterns.

WHERE LAVISH LIFESTYLE BLENDS WITH SMARTER LIFE

At Imperial Avenue, you can reap the benefits of a smarter home with impressive capabilities. Now imagine living in a home where technology saves money on maintenance & utility and ensures a better future.



WATER PURIFIERS

Every apartment has a drinking water purifier. Such an amenity has been offered for the first time ever in residential apartments in Dubai.



LPG CONNECTION

Your home at Imperial Avenue comes with an LPG connection. We have attempted to move away from the electric cooking range, a more sustainable energy source.



HIGH-SPEED ELEVATORS

Imperial Avenue has 13 high-speed elevators, which can take you to higher floors within seconds. With this facility, you can go from level 0 to level 45 in approximately 44 seconds, non-stop.



6D BIM

6D BIM, Building Image Model process, a transformational technology has been introduced for the first time in Middle East & Africa. It helps to bring down the maintenance cost substantially.