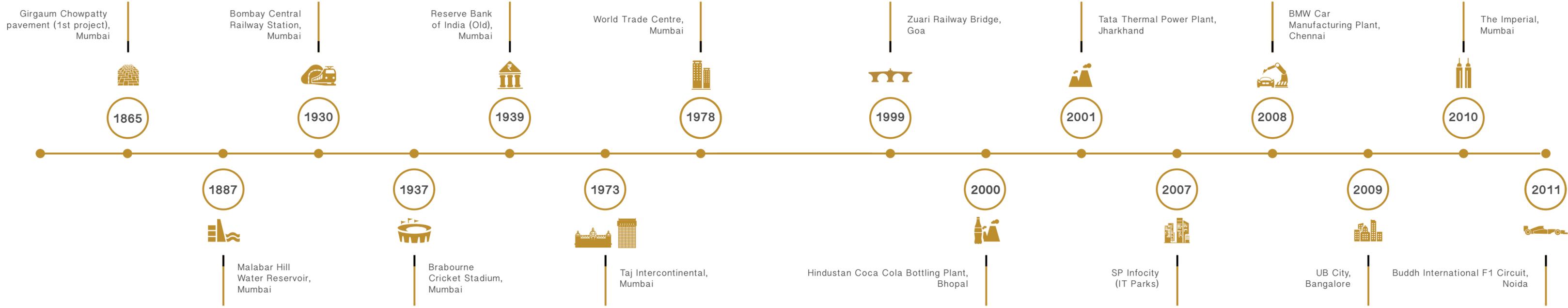
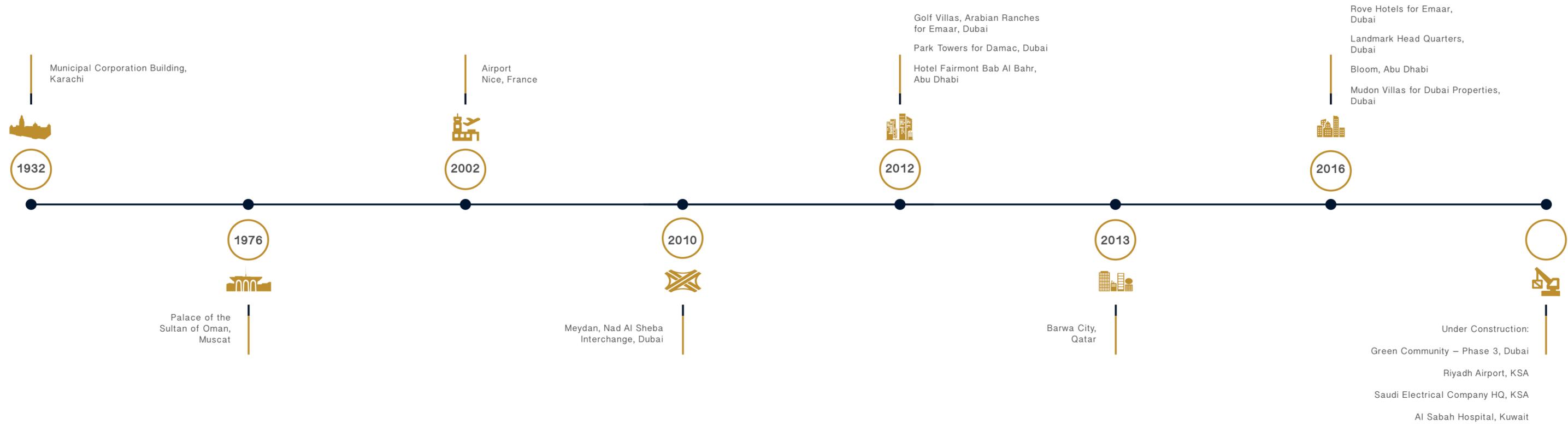


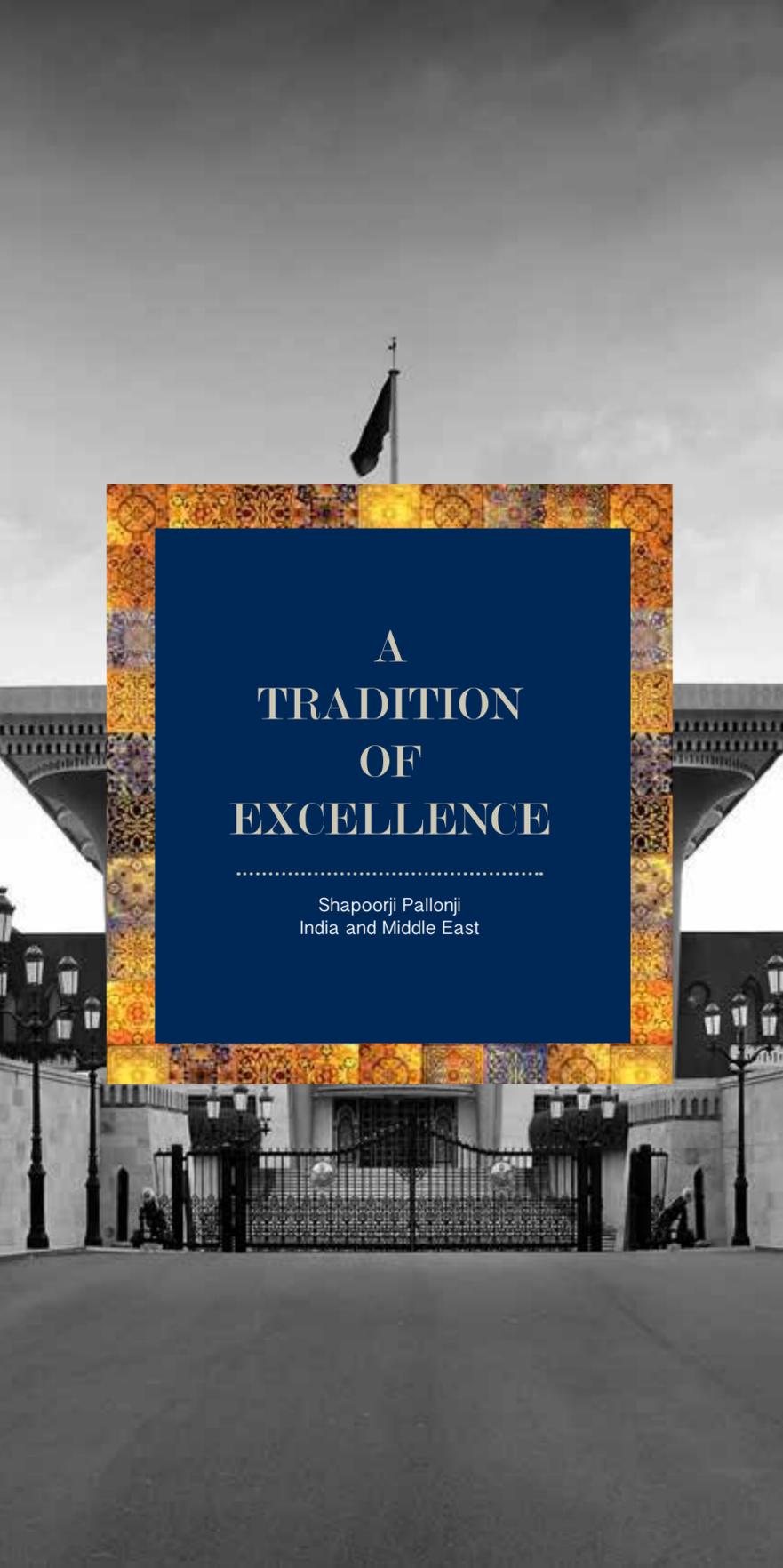
IMPERIAL
AVENUE

Where we began - Projects in India



Moving beyond boundaries - International Projects





A TRADITION OF EXCELLENCE

Shapoorji Pallonji
India and Middle East

One of India's oldest business conglomerates, Shapoorji Pallonji began as a humble infrastructure development company in 1865. Over the past 150 years, we have come a long way, created many a milestone and constructed world-renowned landmarks across the Indian subcontinent and beyond.

We take great pride in having industry-leading projects within our portfolio, including the tallest residential building in India, the largest mall in India, the largest cement clinker plant in Asia, nuclear research establishments, airports, factories, stadiums and more.

We are currently present in over 45 countries globally, including 20 countries across the Middle East and Africa (MEA).

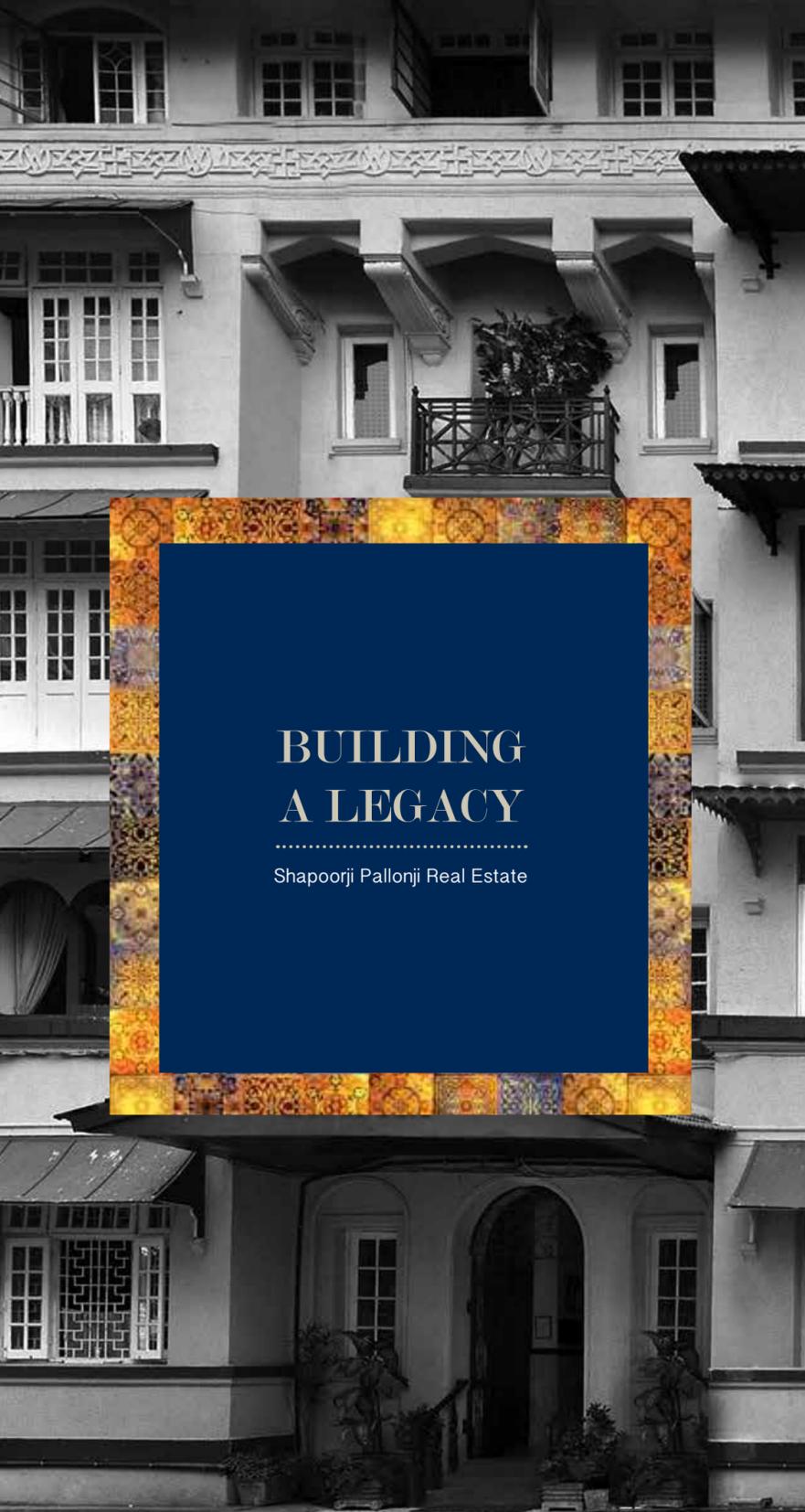


ARABELLA TOWNHOUSES
MUDON, UAE



RESERVE BANK
OF INDIA, INDIA





BUILDING A LEGACY

Shapoorji Pallonji Real Estate

Shapoorji Pallonji Real Estate is a name to reckon with, in the Indian real estate sector. It constitutes a significant segment of the Shapoorji Pallonji Group. Combining cutting-edge innovation, superior design and flawless execution, the group's landmark projects have defined the skyline of Mumbai.

From exquisite residences to adaptive workplaces, grand hotels to revolutionary convention centers and world-class retail experiences, the company has made a significant impact on the evolution of modern-day living. SP Infocity, a chain of massive IT parks in various locations across India, is an example of our architectural excellence.



SP INFOCITY,
PUNE



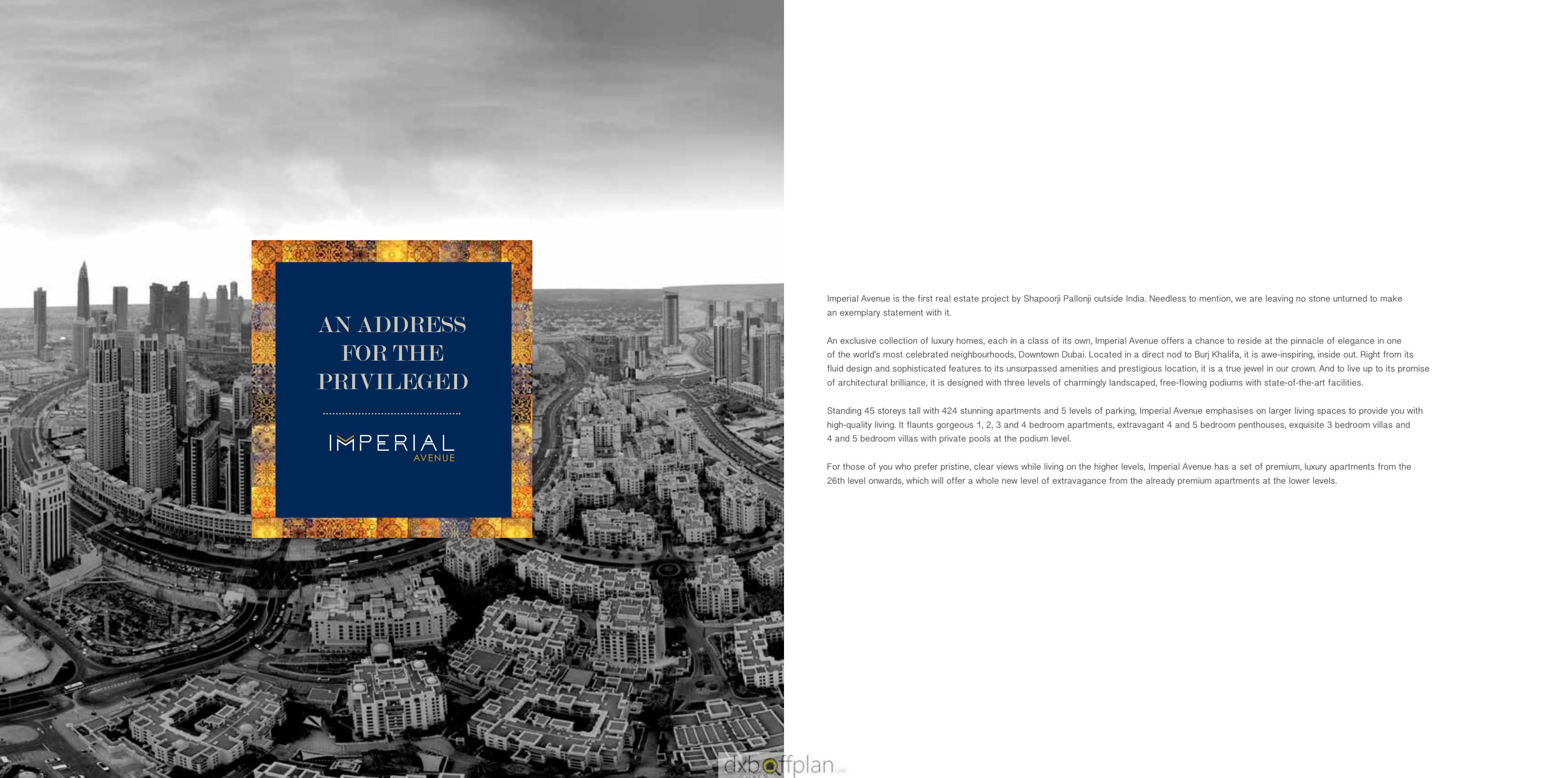
THE IMPERIAL,
MUMBAI





IMPERIAL AVENUE

- D O W N T O W N D U B A I -

An aerial photograph of a city skyline, likely Dubai, featuring numerous high-rise buildings and a complex road network. A central text overlay is positioned on the left side of the image. The text is white and set against a dark blue rectangular background with a decorative, patterned border. The text reads: "AN ADDRESS FOR THE PRIVILEGED" in a serif font, followed by a dotted line and the "IMPERIAL AVENUE" logo in a sans-serif font.

AN ADDRESS
FOR THE
PRIVILEGED

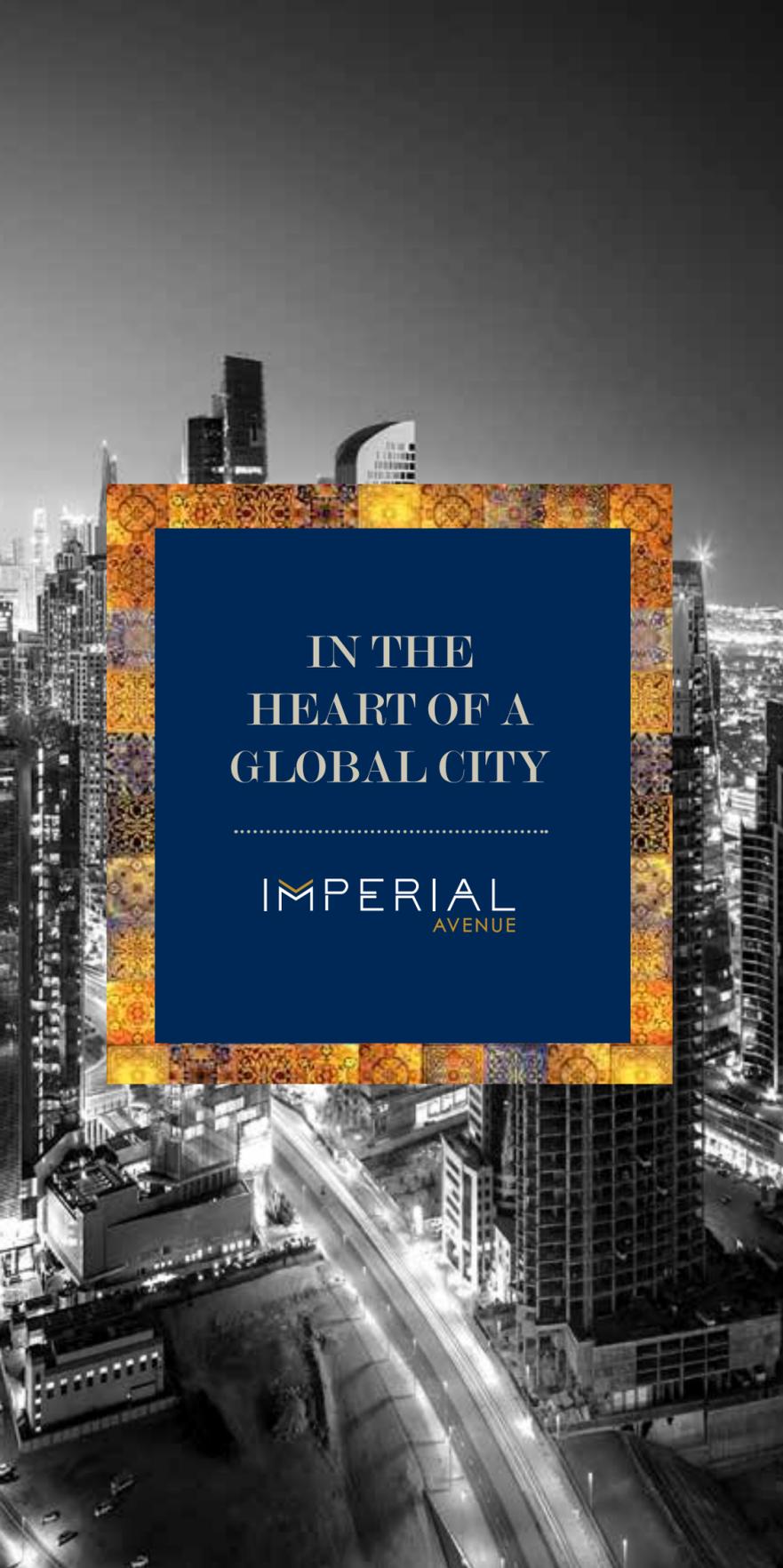
.....
IMPERIAL
AVENUE

Imperial Avenue is the first real estate project by Shapoorji Pallonji outside India. Needless to mention, we are leaving no stone unturned to make an exemplary statement with it.

An exclusive collection of luxury homes, each in a class of its own, Imperial Avenue offers a chance to reside at the pinnacle of elegance in one of the world's most celebrated neighbourhoods, Downtown Dubai. Located in a direct nod to Burj Khalifa, it is awe-inspiring, inside out. Right from its fluid design and sophisticated features to its unsurpassed amenities and prestigious location, it is a true jewel in our crown. And to live up to its promise of architectural brilliance, it is designed with three levels of charmingly landscaped, free-flowing podiums with state-of-the-art facilities.

Standing 45 storeys tall with 424 stunning apartments and 5 levels of parking, Imperial Avenue emphasises on larger living spaces to provide you with high-quality living. It flaunts gorgeous 1, 2, 3 and 4 bedroom apartments, extravagant 4 and 5 bedroom penthouses, exquisite 3 bedroom villas and 4 and 5 bedroom villas with private pools at the podium level.

For those of you who prefer pristine, clear views while living on the higher levels, Imperial Avenue has a set of premium, luxury apartments from the 26th level onwards, which will offer a whole new level of extravagance from the already premium apartments at the lower levels.



IN THE
HEART OF A
GLOBAL CITY

IMPERIAL
AVENUE

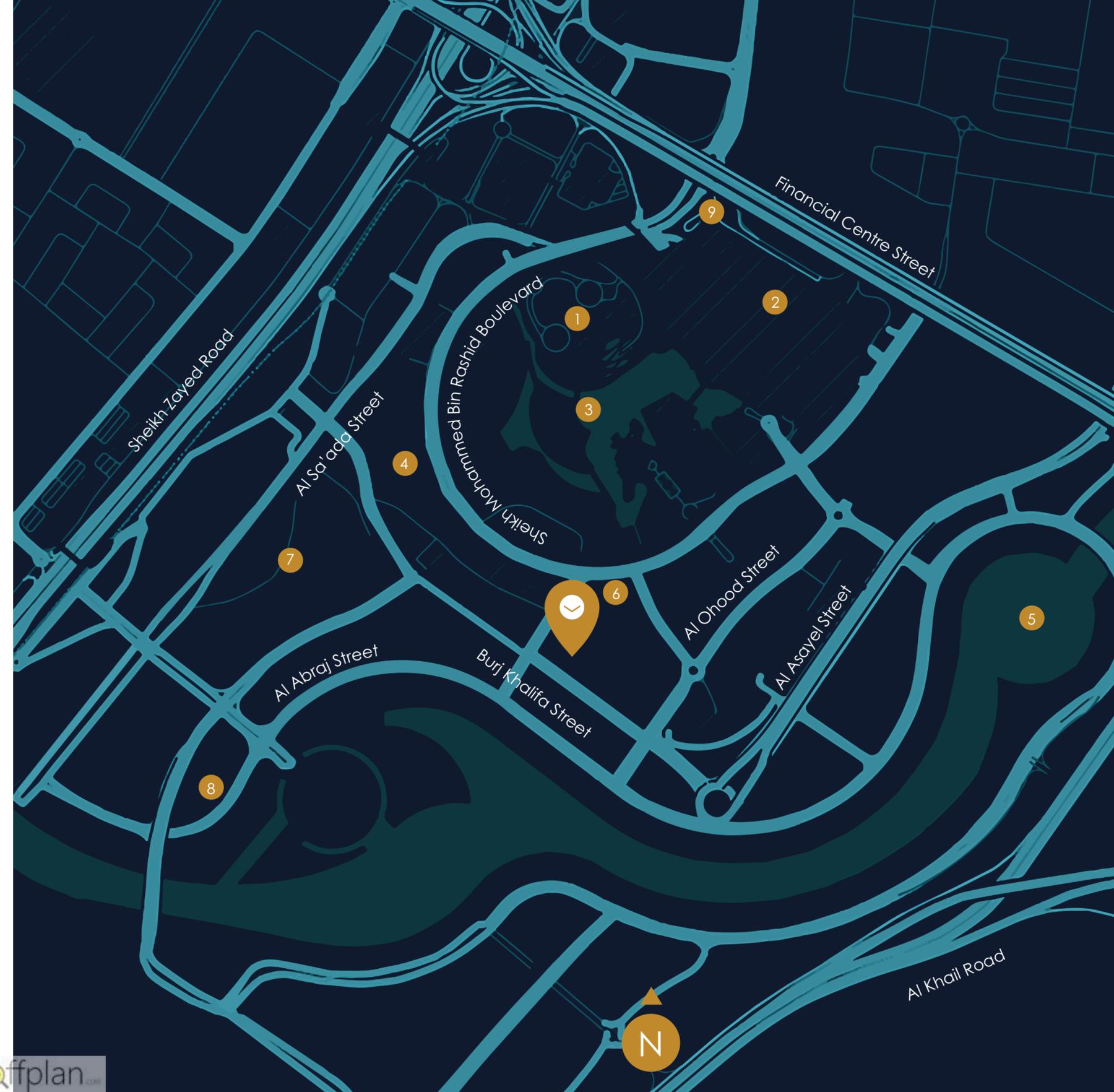
With its celebrated cultural vibe and global status as the Centre of Now, there is literally no other place on earth like Downtown Dubai, Emaar's flagship master development. Here is where the world comes to explore a vibrant residential neighbourhood of tree-lined streets, infused with a deep diversity of high fashion, hot design, chic boutiques, hip eateries and charming boulevards. All within a five-block radius.



Everything is right here



- | | | | |
|---|-------------------------------------|----|-------------------------------|
| 1 | Burj Khalifa - 7 minutes away | 6 | Vida - 2 minutes away |
| 2 | Dubai Mall - 5 minutes away | 7 | Taj - 5 minutes away |
| 3 | The Dubai Fountain - 7 minutes away | 8 | The Oberoi - 7 minutes away |
| 4 | Downtown Boulevard - 5 minutes away | 9 | The Address - 10 minutes away |
| 5 | Business Bay Canal - 5 minutes away | 10 | Airport - 15 minutes away |





MYRIAD COLOURS OF AUTUMN

.....
IMPERIAL
AVENUE

The season of autumn has been captured beautifully in the interiors of Imperial Avenue. Inspired by the architecture, the interiors are a wonderful juxtaposition of colours, materials and textures. The colour theme is a mix of autumn gold and rust, and the design is full of swirling patterns. With distinctive water features, lavish lobbies and high-speed elevators, it imparts drama and glamour with timeless sophistication.





AN ENVIABLE
LIVING
EXPERIENCE

IMPERIAL
AVENUE

The artfully designed residences are pleasantly minimalistic and use simple forms and casual colours that immediately catch a viewer's attention. From ultra-chic living spaces to showpiece villas, every floor plan is well thought out. With modular kitchens, designer bathrooms and private decks, the interiors make every apartment unique.





PRIVILEGES
BEYOND
COMPARE

IMPERIAL
AVENUE

The luxury capital of the world, Dubai provides the perfect backdrop for some of the most indulgent, state-of-the-art facilities, exclusively for the residents to experience.



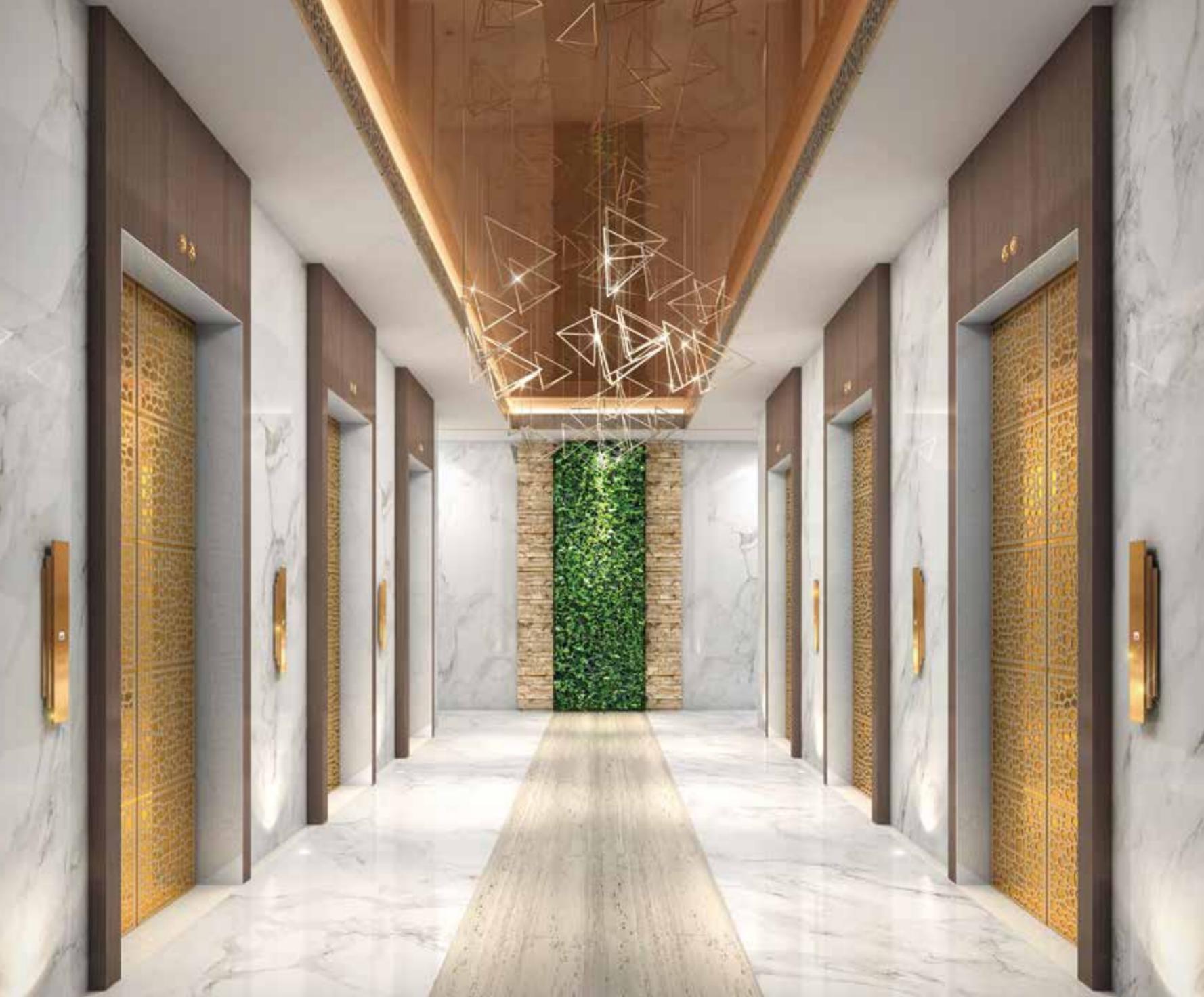
MAKE A GRAND ENTRANCE

As you enter, you make your way up a smooth driveway, past a cascading water fountain. This dramatic entrance brings you to a world of luxury that is worthy of this address.



A WAITING AREA WORTH THE WAIT

When you enter the building, the gorgeous interiors and the relaxing sound of trickling water transcend you to your happy place. The lavish 10,000 sq ft lobby serves as a meeting space, a space to socialise and a reading area for avid readers.



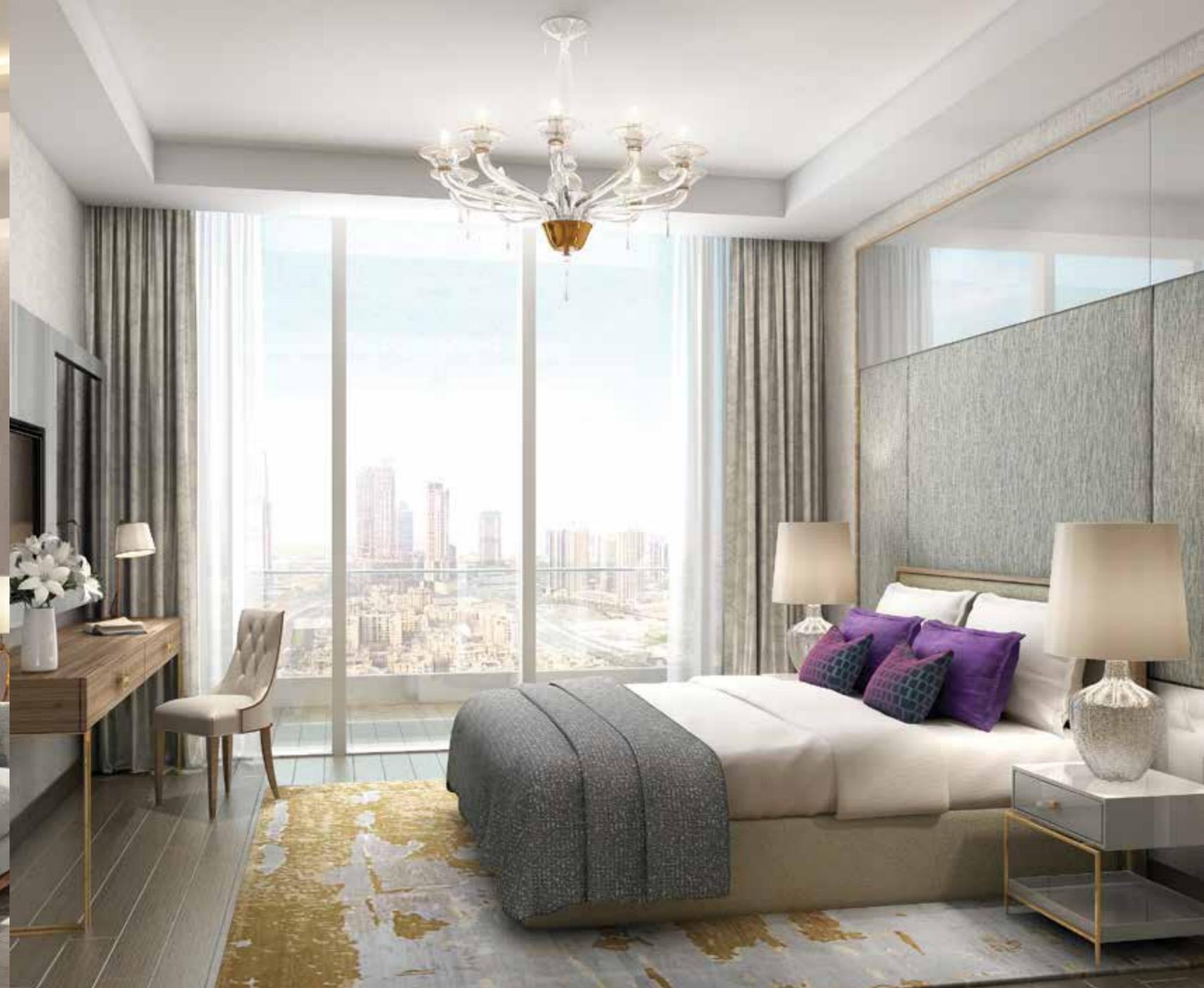
FEEL THE TRANQUILITY EVEN BEFORE YOU GET HOME

The elevator lobby makes a statement by itself. With diffused lighting and a touch of greenery, it provides discreet and uniform illumination which adds drama to the doorway.



WARM AND INVITING

The living room is a treasured space that sets the tone for your entire home. The living rooms in every apartment in Imperial Avenue are spacious, affable and welcoming.



YOUR PRIVATE HAVEN

The bedroom is that part of the house where you go to recharge and rest after a hard day's work. Keeping that in mind, we have designed minimalistic, yet classy bedrooms in every apartment.



CONTEMPORARY AND MODULAR

The kitchens in every apartment are light and airy. With modern style and bright accents of minimalism, the kitchen cabinets and furniture add to the glamour of your home.



A BLISSFUL ESCAPE

The designer, ensuite bathrooms are large and inspirational, featuring exquisite fixtures and high-quality materials like a deep soaking tub and separate glass-walled showers, that induce a spa-like sense of luxury.



TAKE IN THE VIEW

Casting your eyes over Downtown Dubai from your very own private deck should be a breathtaking experience. These decks could serve as a good place to unwind with family or friends over beverages, overlooking the famed skyline, the azure waters of the Business Bay Canal and the Arabian Sea.



YOUR PERSONAL PIECE OF PARADISE

Living in the podium villas of Imperial Avenue, you will agree, has its share of perks. You have the privacy of your own villa, the lifestyle of a plush resort, the security of a building, and the advantage of having an infinity pool to yourself.



LET LOOSE

We understand the need to relieve stress every once in a while. This is why we have beautifully landscaped, free flowing podiums at the sixth and ninth levels with a kids play area and a family pool to help you de-stress.

BECAUSE KIDS LOVE TO PLAY

While as adults we all need to socialise and connect, so do kids. Imperial Avenue has wonderfully equipped and fun play areas for your kids, so they can enjoy with people their own age.

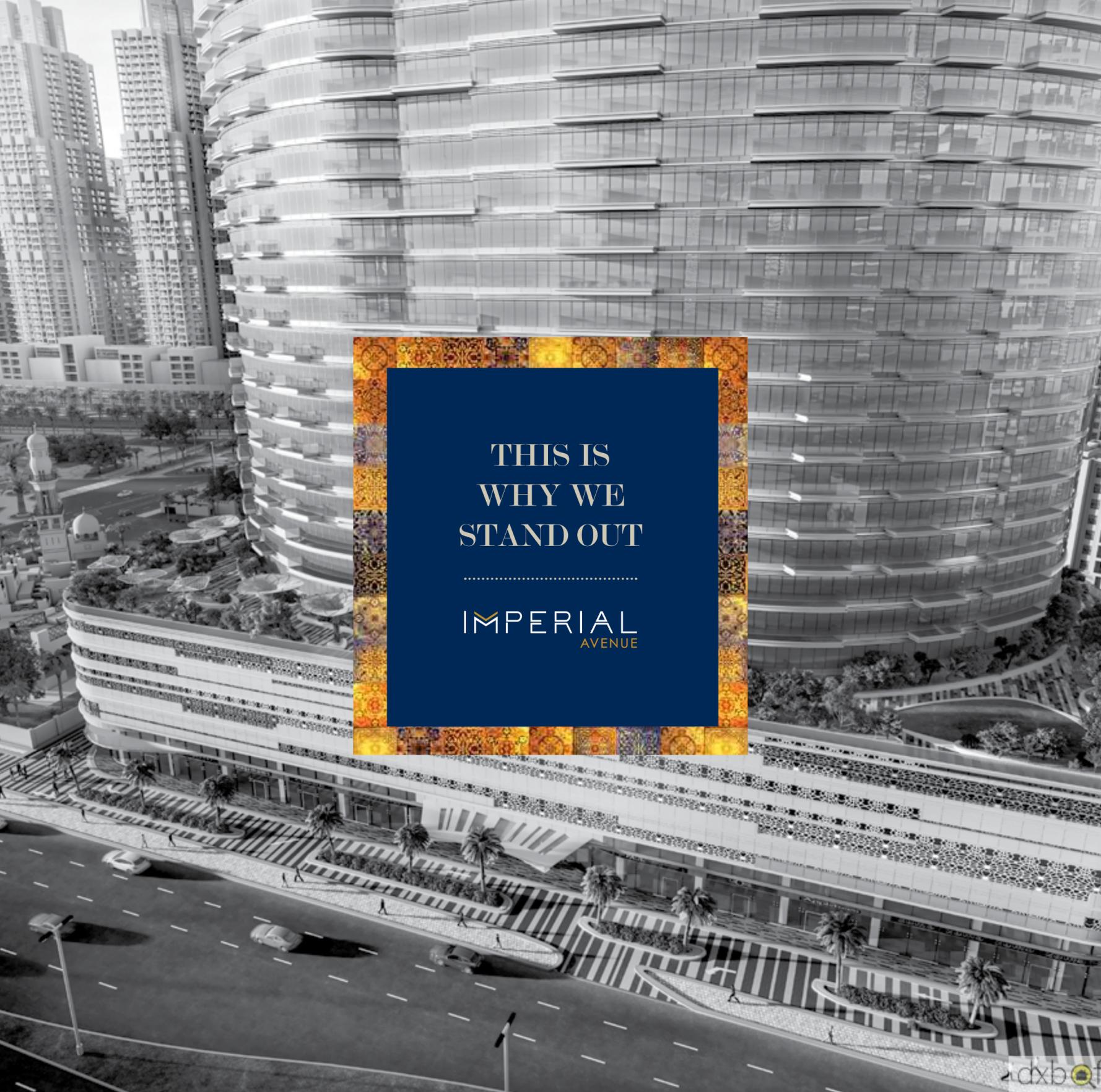


FOR EVERY ONCE IN A WHILE YOU WISH TO UNWIND

Imagine yourself floating in a rooftop infinity pool, gazing down the glittering city-skyline from 26 levels above. Or working out in the fitness centre, following it up with a game of squash and getting entertained in the indoor recreation area. Well, the 26th level podium offers this and so much more.

ENTERTAINMENT AT YOUR DOORSTEP

Enjoy an exclusive, private AV room and a private function hall amidst all other luxurious distractions the building has to offer. As a resident, you can engage in private movie screenings with comfortable seating and a private space to host casual gatherings.



THIS IS
WHY WE
STAND OUT

IMPERIAL
AVENUE

Imagine coming home to the most desirable address with unparalleled style and avant-garde amenities.



SOLAR PANELS

Solar panels have been installed on the roof for water heating, which provide for centrally heated water supply in individual apartments. This helps in maximising space and reduces the overall electricity and maintenance costs.



GREYWATER TREATMENT

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



6D BIM

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



WATER PURIFIERS

Every apartment also has a drinking water purifier from Lux International, Switzerland, a leading brand in the European market. Such an amenity has been offered for the first time ever in residential apartments, in Dubai.



HIGH-SPEED ELEVATORS

Imperial Avenue has 13 high-speed elevators with a top speed of 4 meters per second, which means you can go from level 0 to level 45 in approximately 44 seconds, non-stop.



LPG CONNECTION

Every apartment has an LPG connection. This means we have attempted to move away from the electric cooking range, to go easy on your pocket.