



FINEST RETAIL IN THE  
EPICENTRE OF **GURUGRAM**

SECTOR 57, GURUGRAM

RERA No.: RC/REP/HARERA/GGM/651/383/2022/126 Dated 23.12.2022.

The image features a dark blue background with a silhouette of a city skyline on the right side. A large, bright orange shape with a rounded edge is on the left, containing the project name. The logo consists of 'M3M' in a bold, sans-serif font, with the '3' being a stylized number. Below it, 'PARAGON' is written in a similar font, followed by '57' inside a white parallelogram.

**M3M**  
**PARAGON 57**

M3M Paragon is a **futuristic and an international mixed use style development** comprising **Retail, Multiplex and One BHK Duplex Apartments** – a living concept millennium city has never witnessed before.

M3M Paragon is a transformative mixed use development that is going to complement an equally alive and vibrant neighbourhood.

Occupying **3.16 acres** of prime downtown, on the Florence road, that compliments its magnificence, it's the right business opportunity that you have been holding on to invest.

**M3M**  
PARAGON 57



4-LEVEL RETAIL



3 & 4<sup>TH</sup> FLOOR DEDICATED TO MULTIPLEX AND ENTERTAINMENT



DEDICATED SPACE FOR RESTAURANTS & FOOD COURT ON 3<sup>RD</sup> FLOOR



LOWER GROUND FLOOR: HYPERMARKET



THREE LEVELS OF PARKING



## WORLD-CLASS PARTNERS

### Architecture and Design



**GPM Architects & Planners**, is one of India's leading architecture and design firms with over 40 years of experience providing comprehensive Architecture, Urban Development, Engineering and Project Management services.

Their in-depth knowledge of local markets, and client-focused outlook all contribute to creating a unique, innovative build fabric, which responds not only to the stakeholders' needs but also to the context, culture, and climate.

**Key Projects:** JW Marriott, Airport Authority of India, Indian Oil Corporation Limited, Central Park etc.

### Landscape Design



**Studio ATK** provides professional landscape architecture services. They are leading environmental design and horticulture consultancy services in the country today.

Studio ATK is well known and respected for meticulous planning & detailing; a hence to core professional values and its commitment to excellence in design.

**Key Projects:** American Embassy School, New Delhi, Jaypee Hotel & Convention Centre at Agra, Ecological Park at Panipat Refinery for IOCL, Goenka World School, DFIDI Office complex at Qutub Minar.

### Lighting Design



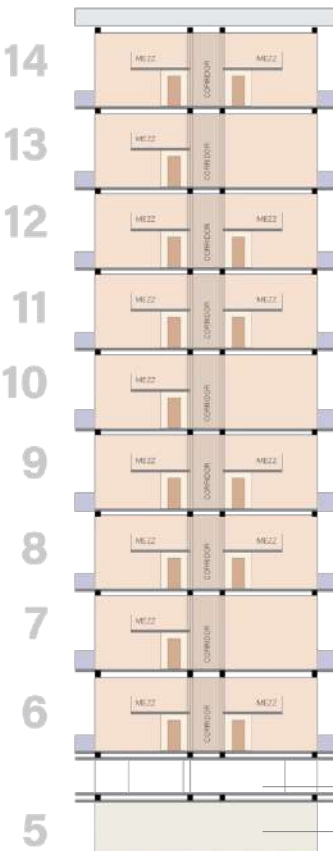
**Ethereal Designs** is a leading consultancy firm in the field of Architectural Lighting Design.

They have approached this project from the aspects of energy, comfort, safety, daylight integration, sustainability, environment; in sync with Architecture, Interior, Landscape Design.

**Key Projects:** Delhi PWD Streetscapes, Bangalore Airport, Amanora Park Town, Mumbai Airport, Select City Walk-Delhi, GVK One Mall-Hyderabad, Lodha Experia Mall, Dombivali, The Pulse Mall, Pune etc.

# A PERFECT MIX: HI-STREET RETAIL, HYPERMARKET ONE BHK DUPLEXES & MULTIPLEX

ONE BHK DUPLEX APARTMENTS



PARKING & SERVICES

SERVICE FLOOR

CLUB FACILITY

5-SCREEN MULTIPLEX

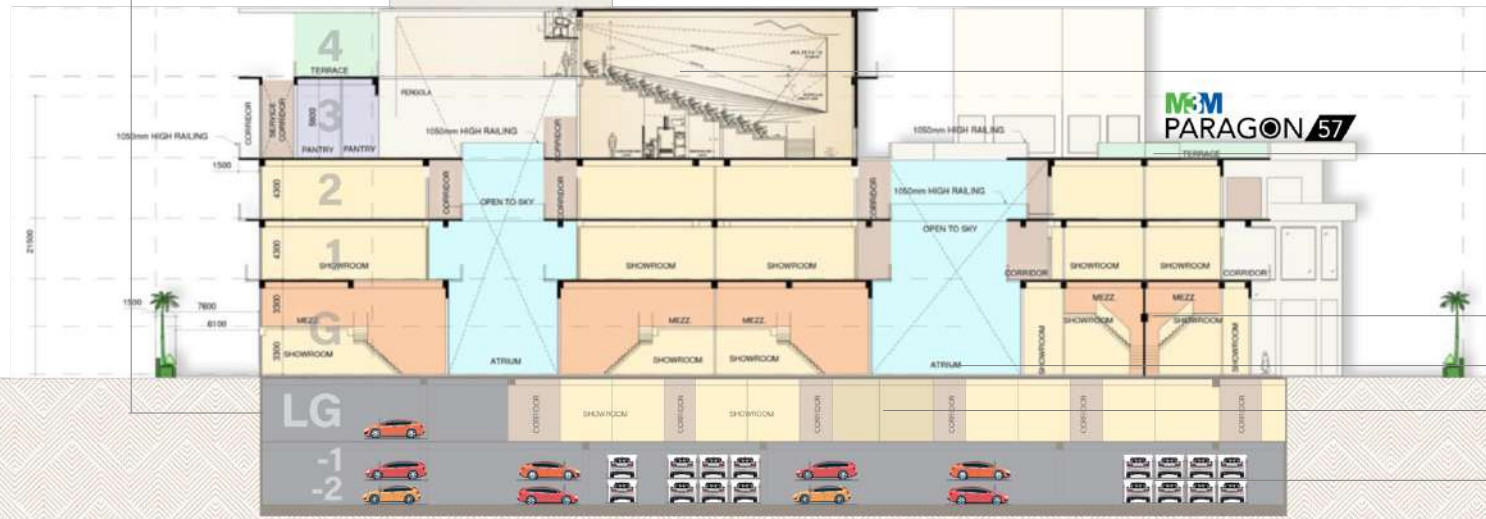
TERRACES

DOUBLE HEIGHT SHOWROOMS

ATRIUM

HYPERMARKET/ SHOWROOMS

PARKING & SERVICES



# RESPECTFULLY INTEGRATED. CAREFULLY PLANNED

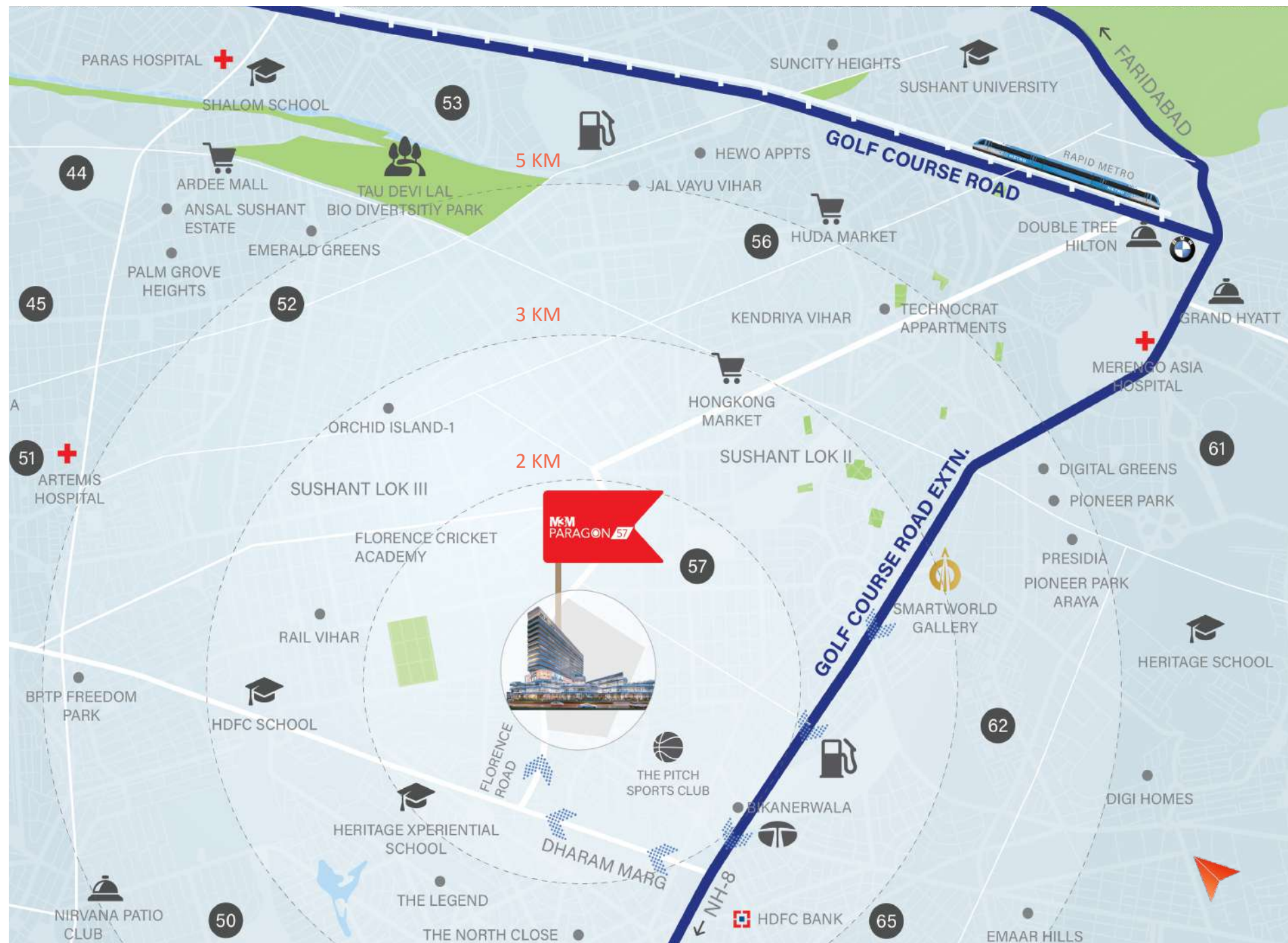
- LESS THAN 2 KMS FROM GOLF COURSE ROAD
- **RIGHT NEXT TO GOLF COURSE ROAD EXTN.**
- BANG ON 48 MTR. WIDE FLORENCE ROAD
- **WALKABLE-ARM-REACH** CONCEPT RETAIL
- PROVIDES **URBAN VITALITY** AND HAS **NO COMPETITION** FROM LOCAL MARKETS

## WHAT LIES AROUND

50+  
GROUP  
HOUSING

21,000+  
EXISTING  
GROUP  
HOUSING  
DWELLINGS

2+ LAKH  
HNI  
CATCHMENT





## SUBJECT SITE CATCHMENT ANALYSIS

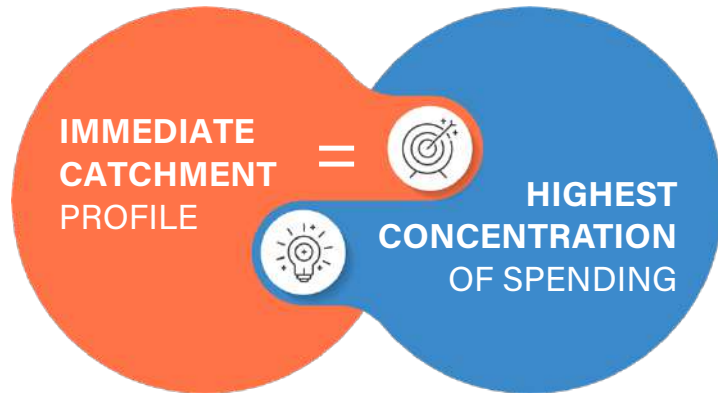
### PRIMARY CATCHMENT:

- RESIDENTIAL DEVELOPMENTS IN **SECTOR 57** AND **SECTOR 62**. SECTOR 57 IS HUDA PLOTTED SECTOR COMPRISING MORE THAN **2000 HUDA PLOTS** AND MORE THAN **1500 PLOTS** IN **SUSHANT LOK PHASE II AND III**.
- THE CATCHMENT IS HIGHLY DENSE WITH **UPCOMING BUILDER FLOORS**.

### SECONDARY CATCHMENT:

- RESIDENTIAL DEVELOPMENTS IN **SECTOR 45, 46, 47, 50, 51, 52, 56, 59, 60, 61, 62, 65**.
- **DEVELOPING & EMERGING AREAS** OF GURGAON WITNESSING **LUXURY AND HIGH END HOUSING PROJECTS**.

# THE CATCHMENT



## SUBJECT SITE REGION

FAST PROGRESSING ZONE, SLATED TO BE THE NEXT DESTINATION ALONG THE GOLF COURSE ROAD EXTN. IN THE ALREADY DEVELOPED DENSE RESIDENTIAL CATCHMENT IN THE LARGEST SECTOR OF GURUGRAM (800+ ACRES)

IMMENSE RETAIL POTENTIAL DUE TO HIGH-END RETAIL DEMAND & DEARTH OF QUALITY MALLS/ HI-STREET IN THE VICINITY

### EXISTING HI-STREET CHARACTERISTICS:

- DECADE OLD
- POOR DESIGN
- LOW OCCUPANCY
- INTERRUPTED SHOPPING EXPERIENCE
- NO PREMIUM BRANDS



# DETAILED GAP ANALYSIS

FULFILLING DEMAND  
ASSESSING NEEDS AND GAPS

M3M Paragon opens new doors for shoppers with exclusive mix of retail brands, along with exceptional leisure & shopping experience, lacking so far in this micro market.



48m wide road in front improves accessibility

Optimum utilization of a triangular plot, by provision of wide frontage

200 m wide frontage creates a grandeur when entering the plaza

24 ft. High Double Height shops with mezzanine on Ground Floor

High exposure through large glass façade of the retail shops

# SITE PLAN





## THE ENTRANCE PLAZA

This Commercial complex has a pleasing appearance that would charm most buyers. This will be a masterpiece designed to create a unique environment which offers diverse and secure mix of living spaces and retail.

- Strategically planned multiple accesses.
- Separate Vehicular and Pedestrian movement

- Landscaped plaza/Piazza.
- Multiple activity arena
- Multiple sitting arrangements



FLOORING



LIGHTING



SCULPTURE

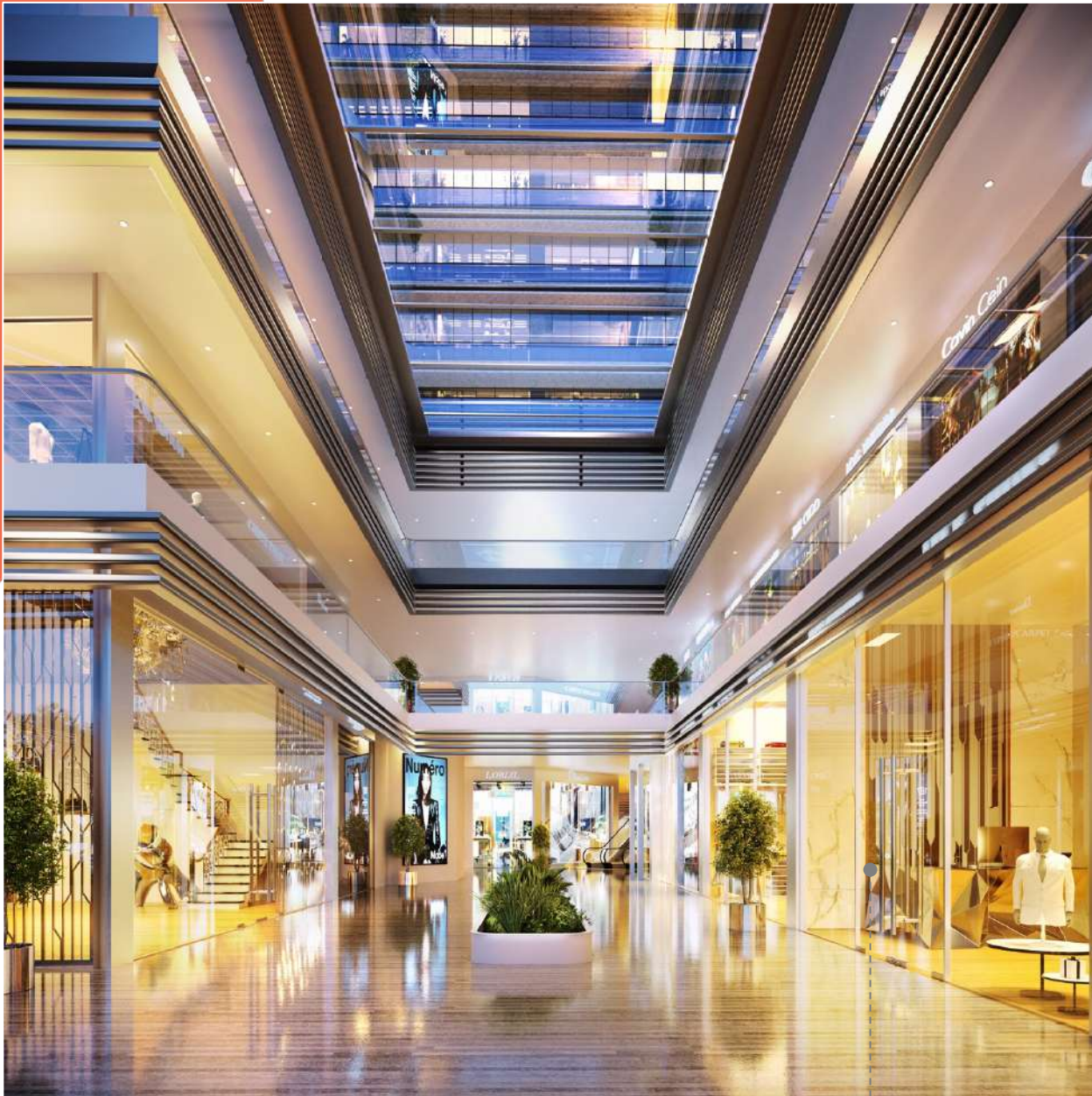


VERTICAL GARDEN



WATER FEATURE

DESIGN  
VOCABULARY



WIDE EAST AND WEST BOULEVARDS

- 24 ft High Double Height shops with mezzanine on Ground Floor



- Open-to-sky courtyards
- Maximum piazza/ atrium facing shops
- The retail has a very intimate scale
- Seamless vertical and horizontal connectivity

# WHY GO FOR **DOUBLE HEIGHT SHOPS** ON THE GROUND FLOOR?

## **SUPER-HIGH EXPOSURE**

24 feet high ground floor retail is going to provide the **right exposure** that any brand will wishfully desire for!

## **PRIME LOCATION**

This will be the **1<sup>st</sup> port of choice** for the catchment, meaning brisk business for the investors and owners alike

## **BE HOST TO THE RIGHT BRAND**

Look beyond basic rentals by playing a host to the brand that's best suited for this space, **get better returns**

## **MULTIPLE USABILITY**

Suiting **multiple formats, multiple businesses** and **multiple target audiences**

## **YOU DON'T HAVE A CHOICE!**

These are the **only double height retail shops** on the Golf Course Road Extn.



## MULTIPLEX: A FOOTFALL GENERATOR FOR RETAIL



- Cinema multiplexes are a perfect example of **convergence of retail and entertainment** across the mall and high-street organised shopping formats
- Multiplexes are now proving themselves to be an **integral part of a successful** shopping mall/center
- Symbolic of footfall generator, multiplexes offer an **ideal opportunity to attract** boutique & anchor retailers to their development

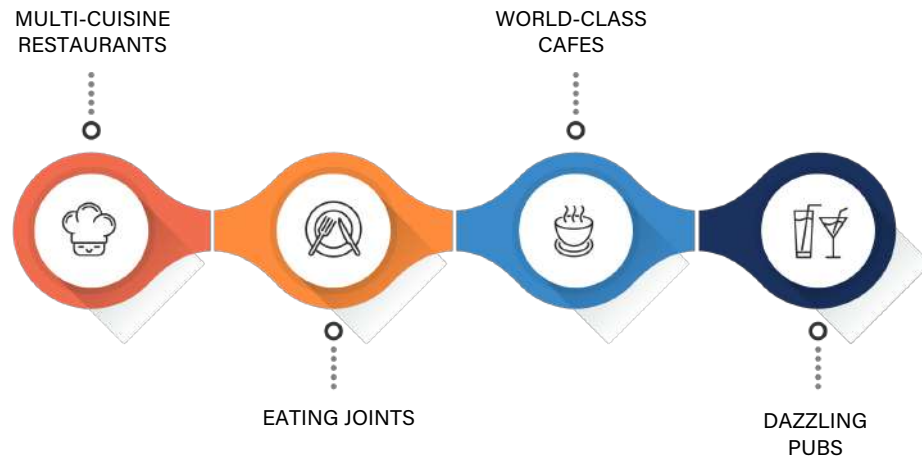


5-SCREEN MULTIPLEX AT LEVEL 3&4

## FOOD COURT AT LEVEL 3

### A DELIGHTFUL F&B EXPERIENCE

- The food court is an important element of M3M Paragon as it will complement the business of the other tenants in the mall
- The Food Court will drive and direct footfalls to retail
- This will provide a welcome relief to the serious shoppers to:
  - take a break and enjoy a quick fill up,
  - act as a hangout joint,
  - a party place for young adults,
  - a convenient getaway for corporate executives wanting to enjoy a jiffy lunch or a coffee break with their colleagues.



”

"Food courts play the **role of anchor tenant** in a retail. Along with complimenting businesses they provide good recreational space to the customers."

 CUSHMAN & WAKEFIELD

INTRODUCING

**M3M**  
57<sup>TH</sup> SUITES

ONE BHK **DUPLEX** APARTMENTS



# ONE BHK **DUPLEX** APARTMENTS

EXPLORE THE REALM OF THE **AVANT-GARDE** LIVING!



**301**

ULTRA LUXURY ONE BHK  
DUPLEX APARTMENTS

**1,210** SQ FT  
UNIT AREA

**4,200** SQ FT  
DEDICATED RESTAURANT

**32,200** SQ FT  
CLUB AMENITIES

**0 Minute**  
RETAIL

**MBM**  
**57<sup>TH</sup>** SUITES

- One BHK **Duplex Apartments**
- Offers a **modern living** in a **prime downtown** location
- **Open-concept** layout
- **Premium amenities** and **excellent connectivity**
- **24x7 concierge** services for an elevated lifestyle
- A perfect **urban retreat**

## ONE BHK **DUPLEX** APARTMENTS AN IMPROVISED **CONCEPT FROM LOFTS**

### WHAT'S A LOFT?

- A **Modern, spacious, and trendy** living space for **today's generation**
- These provide an **Open-Concept Living Space**, unique design elements and a trendy lifestyle.
- These have **high ceilings**, and **large windows** that allow for plenty of **natural light**.
- Lofts offer **flexible living spaces**, allowing residents to **customize their living arrangements** according to their needs.



BEDROOM  
TEAM WORKPLACE  
LIBRARY  
STUDIO

LIVING ROOM  
OWNER'S SPACE  
ENTERTAINMENT SPACE  
FRONT OFFICE

**2x**  
LIVING

### ORIGIN OF LOFT

- The story of the loft apartment started in **SoHo, New York**, a sought-after section of Manhattan in 1960s.
- Lofts were originally used as **workspaces for artists**
- They saw potential in their **high ceilings** and **open spaces** for creating living arrangements that were both **functional & inspiring**.

Lofts are currently basking in a **surge of popularity**, gracing the sets of numerous home décor shows

# ADVANTAGES OF LOFTS

- A **spacious** and **unique living space**
- A **central location** in urban areas
- Potential for **customization** - Offer flexible living area.
- **Trendy** and **vibrant** neighbourhoods that offer a range of amenities and entertainment options.
- Lofts are easier to maintain

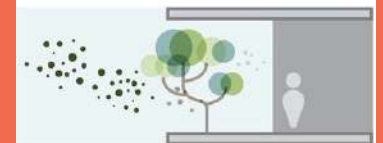
- They have typically **higher ceilings** and **larger windows**, which can make the space feel **brighter** and more **airy**.
- Lofts and apartments also **appeal to different lifestyles** and **demographics**.
- Lofts are often **sought after** by artists, creatives, and young professionals who appreciate the **unique design** of these living spaces.

## A TRANSFORMATIONAL LIVING EXPERIENCE!

THERMAL COMFORT



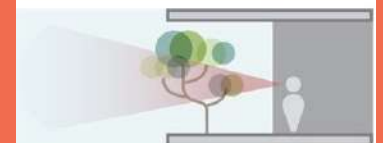
AIR QUALITY



NOISE ABSORPTION



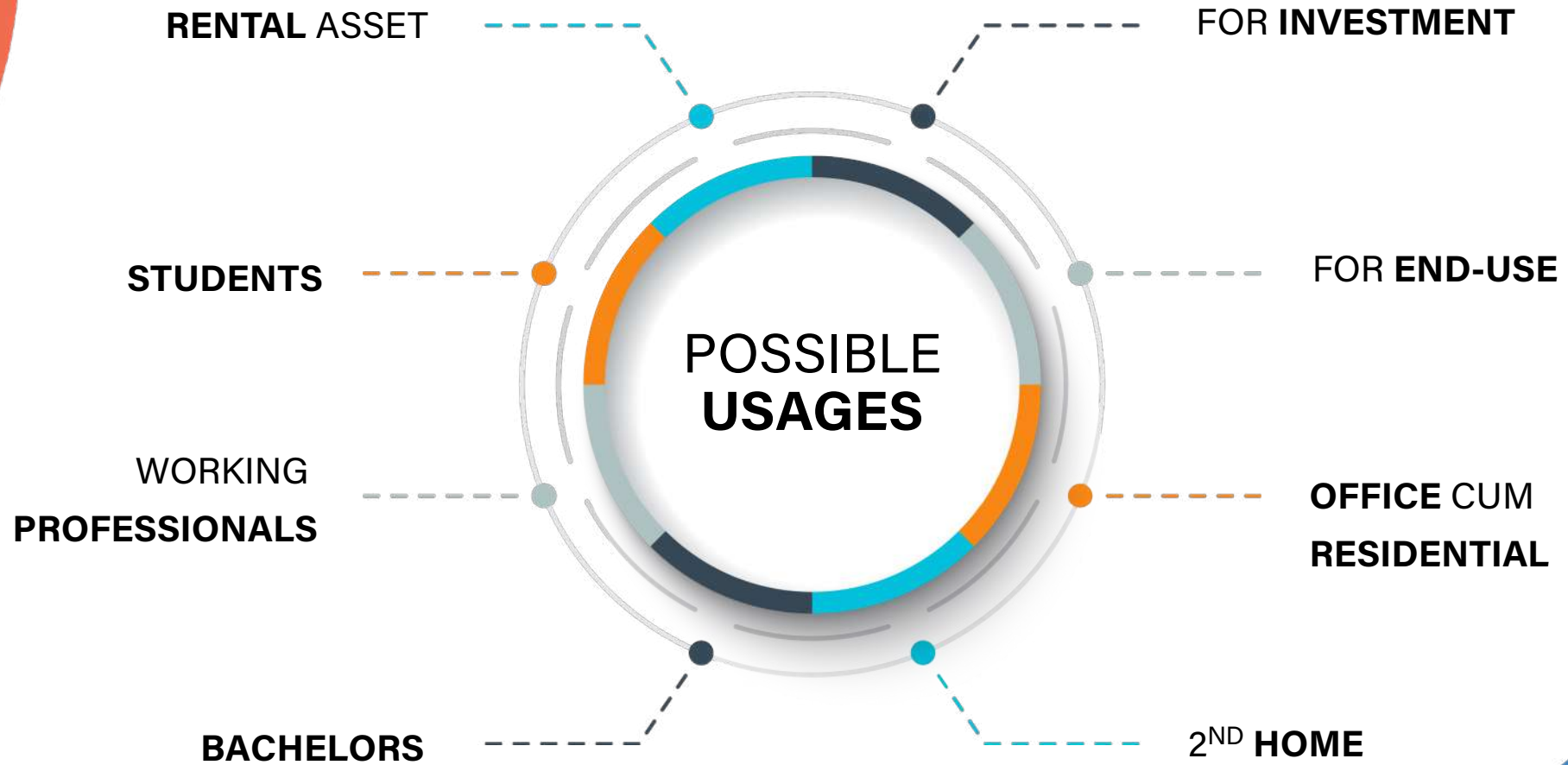
BIOPHILIA  
YOUR CONNECTION  
WITH NATURE





- Wide-open living spaces and floor-to-ceiling **height of 19 feet** extends plenty of **room to breathe**
- These apartments are spacious with **adaptable spaces**
- **Private balcony** with city views
- Exclusive lobby





# THIS MULTIFUNCTIONAL GEM IS YOUR CANVAS FOR ENDLESS POSSIBILITIES!



A BACHELOR'S  
PAD



FOR YOUNG  
COUPLES



2<sup>ND</sup> HOME FOR  
A BUSINESS PROFESSIONAL

VEHICULAR  
ENTRANCE/ EXIT

48 M WIDE ROAD

PEDESTRIAN ENTRANCE

TIERED HEDGES

VEHICULAR  
ENTRANCE/ EXIT

# LOFT PROFILE



LOFT PROFILE

ENTRY

UP

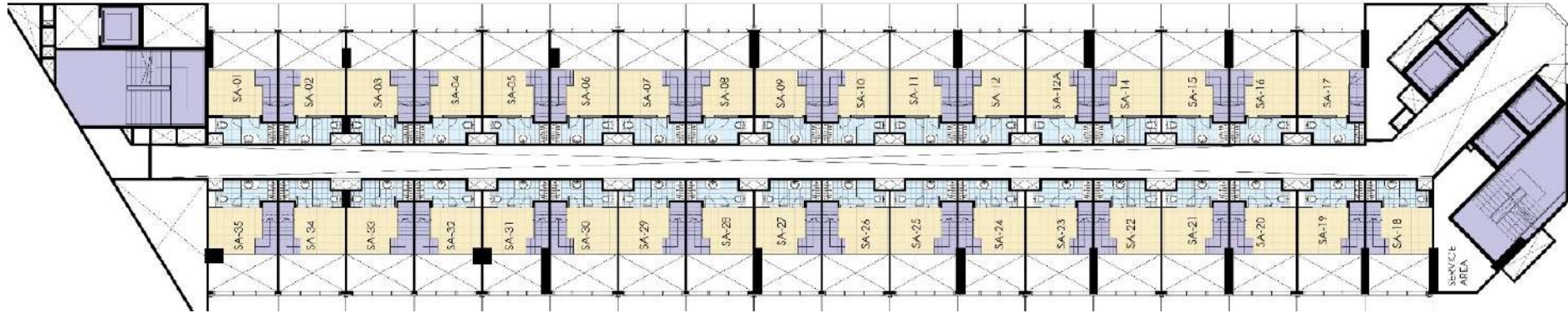
UP

ENTRY

ENTRANCE LOBBY FOR  
ONE BHK DUPLEX  
APARTMENTS



# TYPICAL FLOOR PLAN



TYPICAL MEZZANINE LEVEL PLAN



TYPICAL LOWER LEVEL PLAN



# TYPICAL UNIT PLAN



TYPICAL UNIT : 1210 SQ FT | 310 UNITS

# EXTENDING A CHIC LIFESTYLE!

## EXCLUSIVE CLUB AMENITIES



CLUB TERRACE



RESTAURANT AT THE CLUB



CLUB FITNESS CENTRE



ALL DAY CAFE

# A HOLISTIC LIVING EXPERIENCE!



# M3M - A DEVELOPER OF PROMISE AND CREDIBILITY



## LET US HELP YOU MAKE THE MOVE THAT MATTERS!

**M3M**  
PARAGON 57

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Lofts at "M3M Paragon57" is an independent standalone Commercial Project and part of larger license Residential Colony being developed on the part of licensed land bearing no. 10-16 of 1996 dated 16.02.1996. The project is on land admeasuring 12,788.07sq. mts. (3.16Acres), situated at Block-A, Sector - 57, Sushant Lok-III, Gurugram Haryana and conveyance deed duly registered vide Document No.7936 dated 13.09.2022 with Sub-Registrar, Wazirabad, Gurugram, Haryana in favour of Promoter Company i.e. Paryapt Infrastructure Pvt. Ltd. The Project is duly registered with Haryana Real Estate Regulatory Authority vide Regn. No. RC/REP/HARERA/GGM/651/383/2022/126, dated 23.12.2022. The development of the Project is in accordance with the Building Plans approved and sanctioned by DTCP, Haryana.

The use of word 'M3M' shall in no manner be construed or interpreted as M3M India Pvt. Ltd. being the Promoter and / or Developer of the Project.

Dispute with regard to the interpretation of information will be subject to the exclusive jurisdiction of District Courts at Gurugram and Hon'ble High Court of Punjab & Haryana at Chandigarh, India.

1 Hect. = 2.471Acres, 1 Acre = 4840 sq. yds. or 4046.86 sq. mtrs., 1 sq. mtr. = 10.764 sq.ft