

EXTRAVAGANT SPACES EXOTIC VIEWS EXTRAORDINARY LIVING









We are Casagrand Builder Private Limited, an ISO certified real estate enterprise committed to building aspirations and delivering value.

Establised in 2004, we have developed over 20 million square feet of prime residential real estate across Chennai, Bengaluru and Coimbatore. Over 17,000 happy families across 100+ landmark properties stand testimony to our commitment, which is in line with out philosophy of creating superior living spaces that reflect our belief.

In the 16th year of our journey, we are all set to progress further with projects worth over ₹6500 crores in the pipeline with lasting value, integrity and quality.



LIFE THAT'S THE STUFF OF DREAMS!

Imagine driving down the ECR, through the Uthandi toll plaza, being hit by a whiff of the ocean while passing Mayajaal. And then, imagine driving a few metres further and coming to a halt at a scenic high-rise overlooking the Bay of Bengal that you can proudly call your home. Now, imagine coming back to that after a tired day's work, spending a weekend at Mayajaal or exploring the ECR. Or, stop imagining and get to making this a reality.



SIGNATURE TOWER -SALIENT FEATURES

- 573 apartments spread across 7 acres
- 26 exclusive apartments of 4 BHK + 2 living + personal office space
- Only two apartments per floor
- Italian marble flooring for living and dining
- Parquet wooden flooring for master bedroom
- Premium fittings and features
- Two entrances one for you and the other for your servant
- Entrance foyer of size 7'x10' to provide you with privacy and security
- Personal office room at the entrance, which can also be used as a library or study room
- Huge balcony of size 39'x10'
- Master bedroom and wrap-around balconies
- East view from balconies to let you enjoy the healthy morning sunlight
- Decks to provide you with amazing outdoor views
- Master bedroom comes with a luxurious bathroom with double vanity area, bathtub and a walk-in wardrobe
- All the bedrooms have well defined wardrobe spaces with attached toilets and a common powder room for guests
- Room with attached bathroom for your domestic help
- To maintain privacy, kitchen can be accessed from the servant's room via the utility area







Only project on ECR having 5000 sft luxury apartments

4 bedrooms + 2 living + dining + home office + servant room



Premium specifications

CASAGRAND ECR14 Signature Tower comes with ultra-premium specifications like:

- Italian marble in living, dining and foyer
- Parquet wooden flooring for master bedroom
- Tile flooring for balcony and private terrace
- American standard / TOTO sanitary and CP fittings
- Shower partition in master bathroom
- Double side veneer finish door with teak wood frame
- Home automation for major electrical points
- Premium interiors for lifts and lobbies on every floor



3 side ventilation

Every unit in the ECR14 Signature Tower has 3 side ventilation to bring more light and cross ventilation into every living space



Luxury space planning

Internal spaces have been designed to give an uber-luxury feel to you and your visitors:

- Living, dining and lounge 44' x 22'
- Master bedroom 18' x 12'
- Master bathroom 8' x 13'
- Balcony 39' x 10'



Premium elevation

The Signature Tower elevation is a luxurious and unique offering with its own identity



Convertible family room

Family lounge can be converted into a private family room or home theatre room, or could be combined with living / dining for more space



Every unit has 3 balconies

There are balconies planned for living, dining, master bedroom and second bedroom for every unit



No crossover in living, dining and family lounge

Living, dining and family lounge have no crossover, providing you uninterrupted gatherings and entertainment





Exclusive entrance for Signature Tower

There is an exclusive grand entrance designed for only 26 units



Triple height entrance lobby

Arrival space in ground floor is triple the height with high end specifications like Italian marble cladding, etc., along with a reception and waiting lounge for your visitors



Privacy for bedrooms

All the units have bedrooms designed in such a way that they are private and visitors in living do not directly look into the bedrooms



Sea view from maximum units

It has been strategically positioned in a way to maximize sea view for most of the units



Vaastu compliant

Conscious efforts have been taken during design phase to have most of the units Vaastu compliant and we have achieved the following:

- All units have SW bedrooms
- No unit has North facing headboards
- No unit has SW entrance
- No unit has NE, SW toilets and kitchen



Servant room

Every unit comes with a servant room with independent access from lobby



Secure community

Controlled and secure, exclusive access to Signature Tower is ensured, along with CCTV at pivotal locations



No dead space

Internal and external spaces have been designed with zero space wastage, giving you maximum usable area in your apartment



3 car parks per unit

Every unit has 3 covered car parks



Walk-in wardrobe for master bedroom



2 lifts for 2 units per floor

With 1 lift per unit on every floor, you do not have to wait for the lift









AMENITIES

- 1 Reception Lounge
- 2 Party Hall
- 3 AV Room
- 4 Gymnasium
- 5 Yoga / Dance Room
- 6 TT Room
- 7 Carrom / Chess Room
- 8 Golf Simulator
- 9 Snooker
- 10 Cards Room
- 11 Art / Music Room
- 12 Jacuzzi
- 13 Spa / Manicure
- 14 Indoor Kids' Play Area
- 15 LEGO Room
- 16 Indoor Games
- 17 Video Games
- 18 Business Center
- 19 Learning Center
- 20 Pool Viewing Deck
- 21 Swimming Pool
- 22 Toddlers' Pool
- 23 Association Room
- 24 Mail Room
- 25 Convenio
- 26 Coffee Parlour
- 27 Saloon
- 28 Open Landscape Seating
- 29 Outdoor Kids Play Area
- 30 Walking / Jogging Track
- 31 Amphitheatre
- 32 Entrance Arch with Security My Gate App
- 33 Grand Plaza
- 34 Leisure Pavillions

- 35 Party Lawns
- 36 Barbeque Counter (Mobile) in Podium
- 37 Reflexology Pathway
- 38 Tot Lot
- 39 Play Lawn
- 40 Hookey Ring Toss Game
- 41 Reading Lounge
- 42 Open Playground
- 43 Senior Citizen Seating Area
- 44 Hopscotch
- 45 Tree Plaza with Informal Seating
- 46 Semi-covered Walkways Poolside
- 47 Outdoor Poolside Theatre Screen Provision with Video / Audio Facility in the Podium
- 48 Hammock in the Podium
- 49 Wifi Zone with Seating
- 50 Piped Music in the Podium
- 51 Tree House
- 52 Hammock Garden
- 53 Bermed Play Lawn for Kids
- 54 Chalkboard Wall
- 55 Indoor Tenting Camp
- 56 Kids Library
- 57 Spinning Wheel of Hope Wall Mount
- 58 Aqua Gym
- 59 Interactive Water Play AreaFeature for Kids Poolside
- 60 Poolside Refreshment Counter
- 61 DIY Organic Garden
- 62 Outdoor Gym
- 63 Orchard / Aromatic Garden

























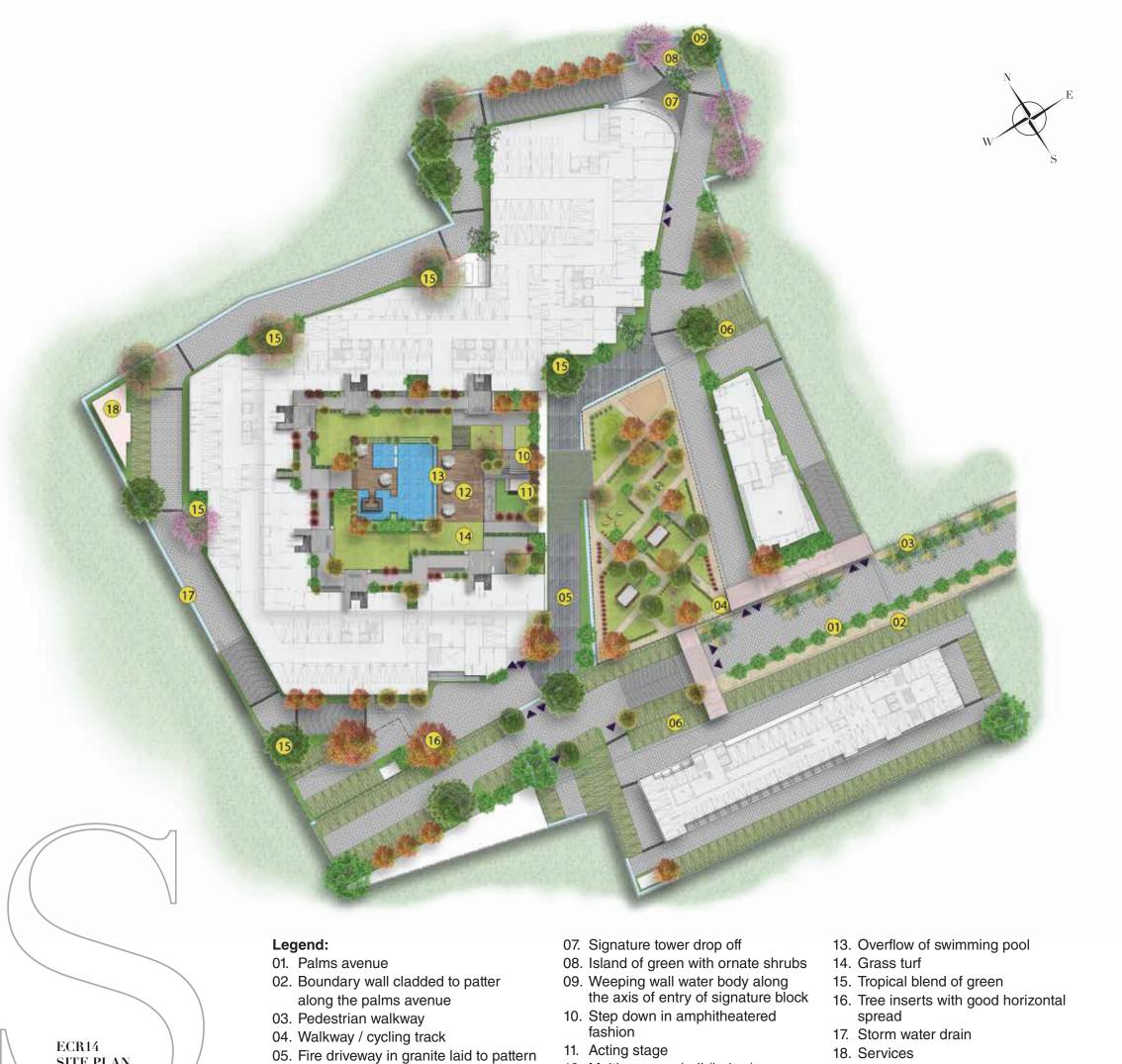












12. Multi-purpose hall (below)

06. Surface car parks in artline pavers

SITE PLAN



STILT LEVEL SITE PLAN AND DRIVEWAY



CLUBHOUSE ON LEVEL 01





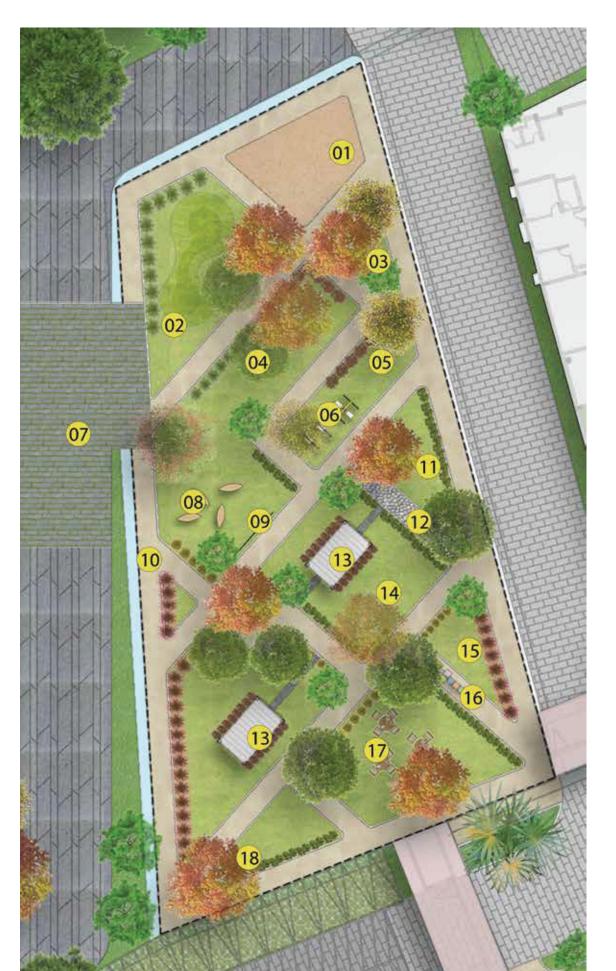
- 01. Pool viewing deck
- 02. Reflexology path
- 03. Open landscape seating
- 04. Wifi zone W / seating
- 05. Hammocks
- 06. Barbeque zone

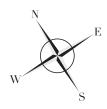
- 07. Outdoor theatre screen provision with audio / video facility (poolside)
- 08. Hookey ring toss game
- 09. Semi covered walkways poolside
- 10. Kid's pool
- 11. Main pool
- 12. Interactive water feature poolside

- 13. Aqua gym
- 14. Piped music
- 15. Poolside refreshment counter
- 16. Party lawn

SWIMMING POOL

30

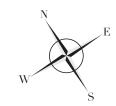




Legend:

- 01. Outdoor children's play area
- 02. Bermed play lawn for kids
- 03. Tree house
- 04. Play lawn
- 05. Tot-lot
- 06. Outdoor gym
- 07. Grand plaza
- 08. Hammock garden
- 09. Chalkboard wall
- 10. Walking / jogging track
- 11. Orchard / aromatic garden
- 12. Reflexology path
- 13. Leisure pavilion
- 14. Open playground
- 15. Senio citizen seating area
- 16. Hopscotch
- 17. Tree plaze with informal seating
- 18. D.I.Y organic garden



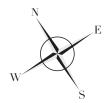




SIGNATURE TOWER ODD FLOOR PLAN (3, 5, 7, 9, 11, 13)

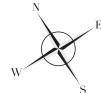


FIRST FLOOR PLAN 4S1 (4 BHK + PTR)

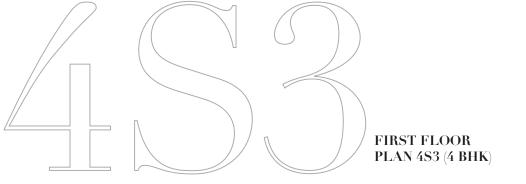


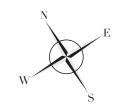


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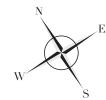




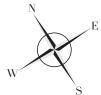












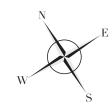


SIGNATURE TOWER EVEN FLOOR PLAN

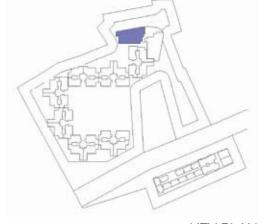
(2, 4, 6, 8, 10, 12)

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KEY PLAN



SPECIFICATIONS



STRUCTURE _____

- RCC framed structure
- Light weight block of 200mm for outer wall and 100mm for internal partition wall
- Floor to floor height will be maintained at 3.2m



WALL FINISH _____

- Internal walls in the living, dining, bedrooms, kitchen and lobby will be finished with 1 coat of primer, 2 coats of putty and 2 coats of plastic emulsion
- Ceiling will be finished with 2 coats of putty and emulsion paint
- · Exterior faces of the building will be finished with 1 coat of primer and 2 coats of emulsion paint
- Utility and toilets will be finished with 1 coat of primer and 2 coats of OBD
- Master bathroom walls will have travertine marble
- · Bathroom walls will be finished with glazed ceramic tiles up to
- · Utility walls will be finished with glazed ceramic tiles up to 4' height



- Foyer, living, and dining will have Italian marble
- Master bedroom will have parquet wooden flooring
- Other bedrooms, kitchen, home office and dressing will have 900 x 900mm imported vitrified tiles
- All bathrooms, utility, servant room / bathroom will have 300 x 300mm ceramic tiles with matte finish
- Balcony and private terrace will have tile flooring
- Terrace floor will have grano flooring with threaded grooves
- · Common areas and staircase will have granite flooring
- Ground floor lobby will have Italian marble



- Provision for chimney and water purifier
- Good quality CP fittings
- Provision for modular kitchen with electrical and plumbing lines



BATHROOM _____

- Polished granite slab with double vanity countertop washbasin in master bathroom
- Polished granite slab with countertop washbasin in other bathrooms
- Wall mounted W/C with health faucet in all bathrooms
- · Good quality CP and sanitary fittings
- · Good quality concealed wall mixer will be provided
- · Provision for geysers will be provided in all bathrooms
- · Shower glass partition in master and second bathroom
- Trench drain of 4' length in the shower area
- · Rain shower in master bathroom



ENTRANCE DOOR _____

 Main door will be teak wood door frame and double side veneer finish flush doors of 8' height with door viewer, safety latch, door stopper with good quality locks



BEDROOM DOORS _____

• Double side veneer finish skin shutter doors of 8' height with good quality locks, thumb turn with key, door stopper, etc.



BATHROOM DOORS _____

• Designer molded skin doors of 8' height with waterproofing on the inner side



WINDOWS _____

- Windows will be UPVC panel with see-through glass and MS grills wherever applicable
- Balconies with UPVC French doors and toughened glass will be provided without grills
- For ventilators, UPVC frame with suitable louvered glass panes

ELECTRICAL FITTING _____

- · Cables and wiring of good quality
- · Switches and sockets of good quality
- Split air conditioner points will be provided in all bedrooms, living and home office
- Modular plate switches, MCB and ELCB (Earth Leakage Circuit Breaker) system
- Telephone and TV (DTH) points will be provided in living, master bedroom and home office
- USB charging port in living / dining, master bedroom and home office
- Master electrical control switch near main entrance to control all major electrical points



OTHER _____

- STP
- Rain water harvesting
- 24 x 7 generator backup for all apartments (100% power backup), lifts and common area
- Dual meter for main and DG power
- Digital lock with video door phone will be provided for all apartments
- Piped gas
- Garbage chute
- Home automation control for all major electrical points



- 8-passenger automatic lift will be provided with marble / granite cladding
- · 3-phase power supply will be provided for all apartments
- Suitable landscaping will be done at required areas
- · Elegant lighting in common lobbies

PAYMENT PATTERN

Booking Advance	:	10%
Agreement Stage	: ;	30%
Foundation	:	15%
Fourth Floor Roof	:	5%
Sixth Floor Roof	:	5%
Eighth Floor Roof	:	5%

Tenth Floor Roof	: 5%
Twelfth Floor Roof	: 5%
Thirteenth Floor Roof	: 5%
Brick & Plastering	: 10%
Handing Over	: 5%

LOCATION MAP



Schools nearby

- Vael's Billabong High International School
- St. Joseph's Higher Secondary School
- ▲ Sunbeam Matric Higher Secondary School
- ▲ Gateway The Complete School

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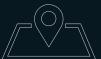
- Colleges nearbyAMET University
- ▲ Indian Maritime University
- ▲ Ragas Dental College



- ▲ Global Hospitals
- ▲ Global Cancer Institute



Apollo HospitalRagas Hospital



Easy accessibility

- ▲ OMR
- ▲ Sholinganallur Junction
- ▲ Injambakkam
- Thiruvanmiyur

AWARDS

Ensuring excellence in every aspect, we at Casagrand, have won many accolades for our many achievements. Through constant and consistent efforts, we have crafted beautiful homes for many and accumulated awards for our exceptional masterpieces and excellent management.



Best Luxury Residential Project of the Year Casagrand ECR14 Signature Zee Business National Real Estate Leadership Congress and Awards 2019



Developer of the Year 2018-2019 Realty Fact & Quickr



Best Affordable Housing Project of the Year Casagrand NexTown CMO Global Coimbatore



Best Residential Project (South India) 2018 - 2019 Casagrand Crescendo CNBC Awaaz Real Estate Awards



Best Affordable Housing Project of the Year - ROTN Casagrand NexTown RESA Coimbatore



Distinguished Design Awards 2017 Casagrand ECR14



Luxury Villa Project of the Year – South Region Casagrand Esmeralda
11th Estate Annual Awards



Excellence in Delivery - 2018 **ET Now**



CSR Initiative of the Year - 2018 **ET Now**



Best Project in Non-Metro - 2020 Casagrand Eternia II Coimbatore



Largest Project of the Year - 2018 Casagrand Luxus TOI



Luxury Project of the Year - 2015-16 Casagrand Aldea Realty Fact





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