

Assetz



soho  
Gsky

HOME OF THE WORLD CITIZEN



## Where people who've seen life, come home to live it.

Life in Soho & Sky is so much larger than life anywhere else. That's because it was inspired by the world's most famous district, New York's Soho – an urban cultural centre that people all over the world flock to experience, but only you get to live in.

Unwind in generously spacious apartments, spilling onto sunlit decks. Soak in the quiet green corners while reveling in world-class luxury amenities. Take leisurely strolls with family and friends. Because people like you, who've seen it all, deserve to have it all.

And across the road from your home, lies an exciting new world to explore. Enjoy exquisite meals at quintessential restaurants, indulge in casual Sunday brunches at a quaint café, linger at exclusive boutique outlets – without ever leaving home.

Experience the vibrant New York lifestyle, right here in Jakkur – poised to become the city's newest landmark.

# Jakkur

Where things are always looking up.

Soho & Sky is situated in the lap of convenience – Jakkur, where the best of the city’s establishments are located, just mere metres away.

Owning a home in this burgeoning locale holds not only the promise of a life well-sorted for today, but for the years to come. Having seen a rapid exponential growth spurt, the region is subject to continue on this trajectory, resulting in high residential and economic demand.

With top-notch, internationally recognized brands setting shop in this region, it’s only time before Jakkur becomes the next Whitefield.

## Retail

The leading retail entity, Phoenix Marketcity, is said to soon set up shop in North Bangalore, tapping into a larger segment of individuals with disposable incomes.

The proposed development (~1 million sqft land parcel) is said to be of a mixed-use nature, offering retail, commercial, and residential under one roof.

## Educational Institutes

North Bangalore is home to some of the city’s most established and in-demand schools. With well-rounded curriculums and hands-on teaching, these schools churn out nothing short of high-achieving students.

- Stonehill International School
- Canadian International School
- Ryan International School
- Vidyashilp Academy
- Trio World Academy

## IT

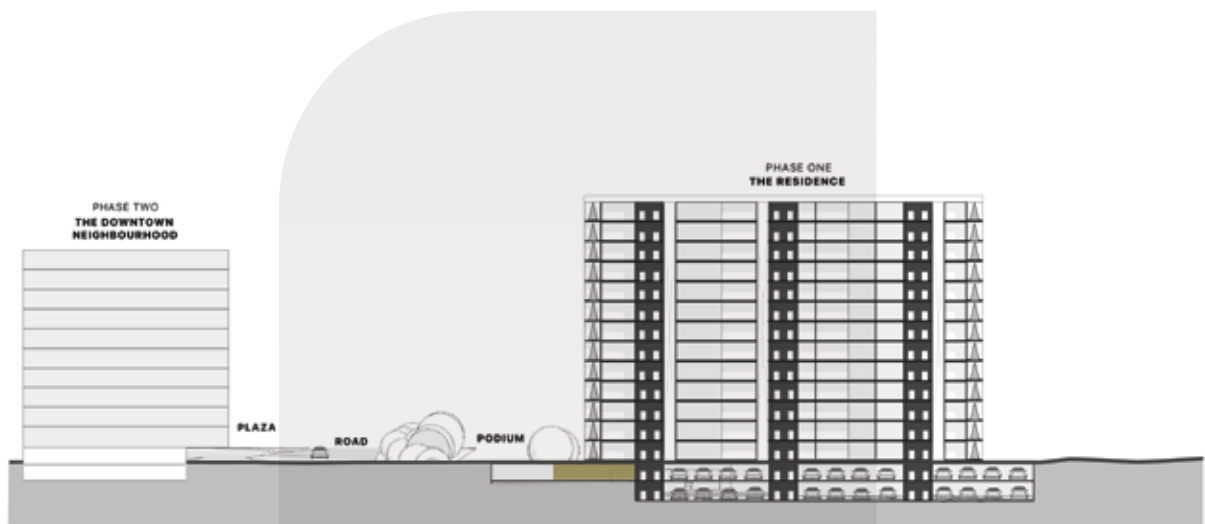
The region will soon play host to the upcoming KIADB Aerospace SEZ and Devanahalli Business Park.

The former has acquired approx. 6300 acres for hardware and software parks, and the latter will consist of two IT parks, an aerospace park, and a science park, giving rise to job demands in the coming future.



# There's room for everything except for the ordinary.

There are two types of people in this world, those who have fun doing everything and those who have fun just going with the flow. Soho & Sky caters to both.



## MIXED-USE DEVELOPMENT

For a life better lived.

# The Downtown Neighbourhood

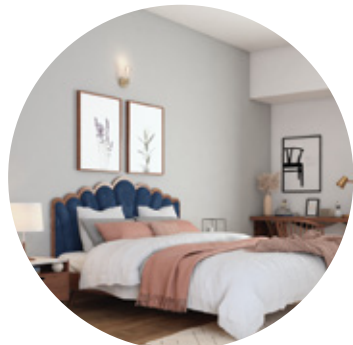
Experience the buzz, the energy, the verve and the joy that make life worth living through sleek restaurants, upscale boutiques, and charming cafés – all just outside your door.



## The Residences

Each home comes with great rooms with larger-than-life windows, seamlessly connected to private decks, tastefully designed ancillary spaces, and more.

These homes reflect modern history, which is appropriate because they're designed for people who will create history if they haven't already.





## There's art in every brick.

Soho, New York is known for its distinctive architectural style which is being replicated here with astounding results. Sharp structures defining the elevation, its earthy hues offering a unique counterbalance to the exuberant accents of NYC...not to mention the architectural delights on the other side of the door, your side of the door.

# People who say less is more have never experienced more.



1. Entry/ Exit

2. Basement Entry Ramp

3. Visitor Car Parking

4. Services

5. Half Basketball Court

6. Pavilion Seating

7. Outdoor Banquet Hall

8. Children's Play Area

9. Swimming Pool

10. Outdoor Gym

11. Toddlers' Play Area

12. Skating Rink

13. Multipurpose Court

14. Party Lawn

15. Clubhouse

16. Basement Ramp Exit

# When you've seen it all, you deserve to have it all.

The inhabitants of this piece of New York are provided with nothing short of everything. From a dip in the pool, to a trip to the spa, to an afternoon of retail therapy, we've accommodated it all. Be it young or old, our myriad of world-class amenities caters to all walks of life.





## AMENITIES

- Gymnasium
- Fitness studio
- Indoor badminton
- Provision for creche
- Indoor games
- Multipurpose hall
- Spa



- Swimming pools:  
Lap/ Leisure pool  
Kids' pool
- Skating rink
- Multiplay court
- Half basketball court
- Children's play area
- Outdoor gym



# There's space for all your life stories.

With vast spaces like a 'great' room and a master suite, seamlessly blending in with ancillary bedrooms and service rooms, these 3 & 4 BHKs are designed for larger-than-life living.



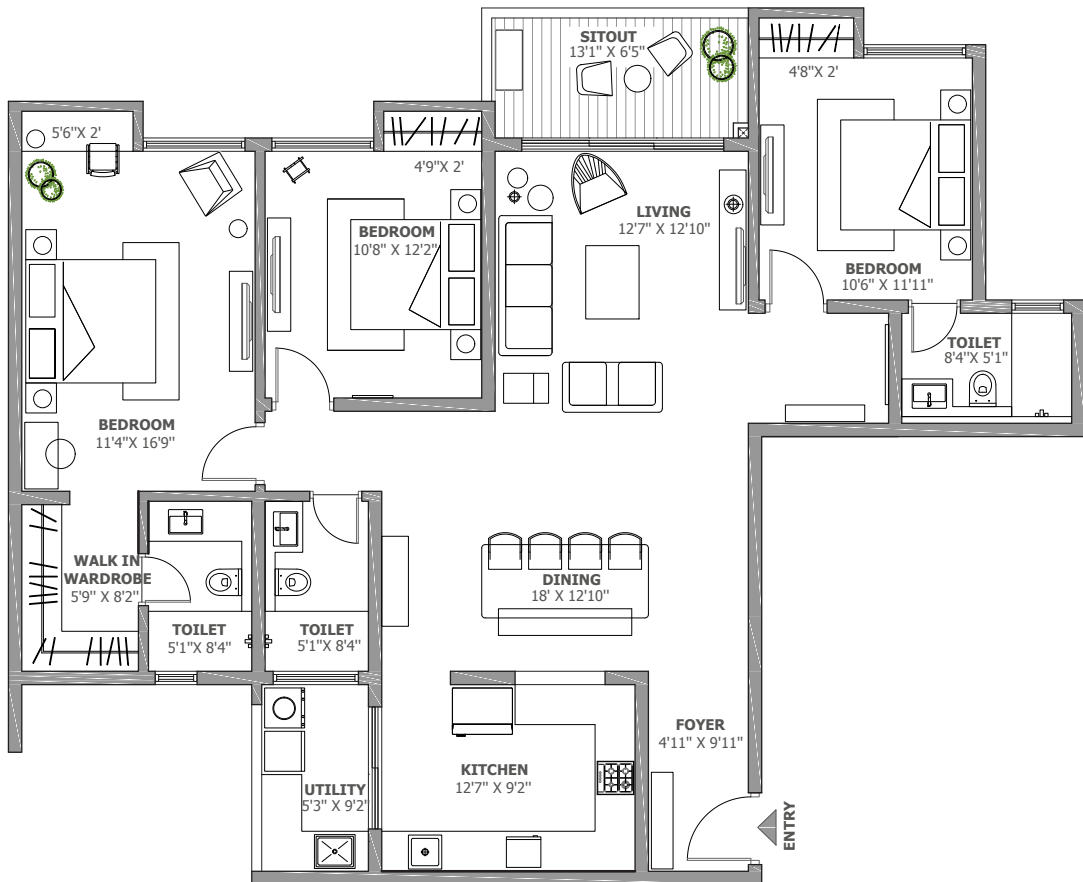


Carpet area as per RERA - 1344.42 SQ FT

CREDAI carpet area - 1420.63 SQ FT

SBUA - 2015 SQ FT

**3BHK**



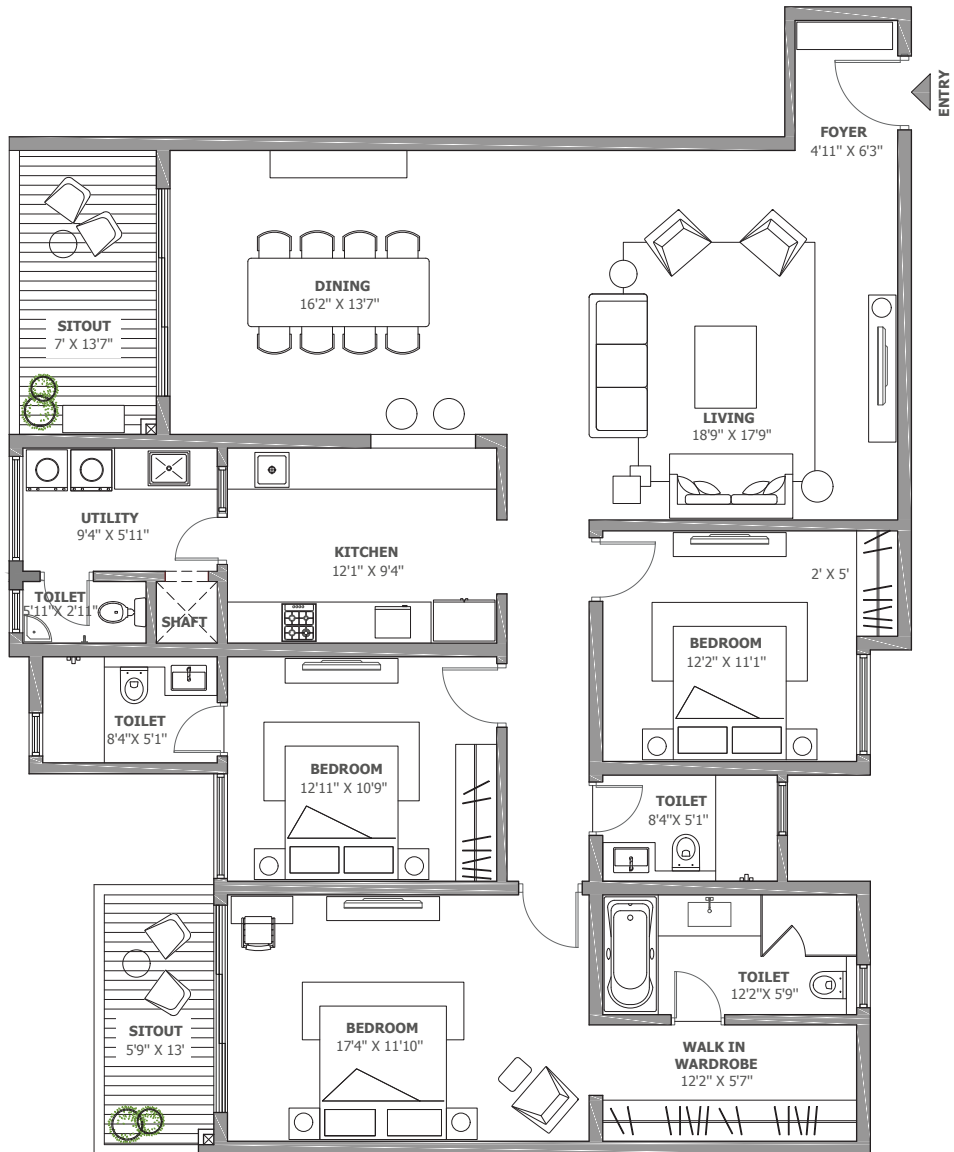


Carpet area as per RERA - 1658.62 SQ FT

CREDAI carpet area - 1748.83 SQ FT

SBUA - 2489 SQ FT

# 3BHK

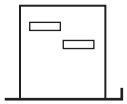




# How we're re-creating the world's most fascinating district, brick by brick.

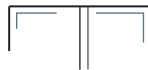
Your home at Soho & Sky is adorned with high-end specifications and internationally sourced fittings and fixtures to give you a sense of luxury living while simultaneously reducing your impact on the environment.

## CIVIL



### STRUCTURE

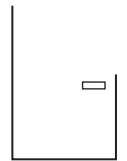
RCC framed structure using block masonry



### BALCONY RAILINGS

Parapet wall and MS railings with enamel paint finish

## ARCHITECTURE

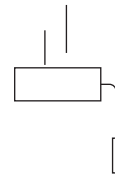


### DOORS

Engineered wooden doors

**Main Door:** Engineered wooden door with veneer finish

**Internal & Toilet Doors:** Engineered wooden doors with laminate finish

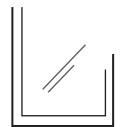


### PAINT

**Internal Walls:** Acrylic emulsion

**Ceiling:** Oil bound distemper

**External Walls:** Exterior grade acrylic emulsion



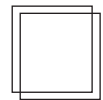
### WINDOWS & SLIDING DOORS

UPVC sliding doors & windows with mosquito net



### FALSE CEILING

**Toilets:** Grid false ceiling with PVC coated tiles



### FLOORING AND WALL CLADDING

**Living, Dining, and Kitchen:** Vitrified tiles

**Bedrooms:** Laminated wooden flooring

**Bathroom:** Floor - Anti-skid ceramic tiles  
Walls - Ceramic tiles

**Balcony:** Wooden finish ceramic tiles

**Utility:** Ceramic tiles

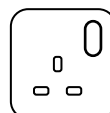
## PLUMBING, ELECTRICAL & SERVICES



### CP AND SANITARY FITTINGS AND FIXTURES

Jaquar or equivalent sanitary fixtures & water efficient CP fittings

Jaquar or equivalent make dual flush system



### ELECTRICAL FITTINGS

Schneider or equivalent make electrical switches and distribution board



### **GRID POWER AND BACKUP POWER**

#### **EB power:**

3BHK- 5kW, 4 BHK – 6kW

#### **DG power backup:**

50% backup for apartments &  
100% backup for lighting circuits,  
lifts, and utilities in common areas



### **SERVICES**

Water treatment plant  
Sewage treatment plant

#### **Elevators:**

2 lifts per core of reputed make

#### **Safety and security:**

Common area surveillance

## **Green Features**

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### **WATER CONSERVATION**

Multi-piping and dual flush system  
for sanitary fittings

Recycled water used for potable  
purposes & landscape maintenance

Water efficient fixtures

Rainwater harvesting

Groundwater recharge

### **ENERGY CONSERVATION**

Provision for solar heated water  
for selected units

Energy efficient lights in common areas

Timer adjusted streetlights

### **SOLID WASTE MANAGEMENT**

Segregation at source



Organic waste converter





# &HOMES

&Homes is an Assetz initiative to redefine the way people live. There is luxury, of course. But you will also find substance, not just show. Every &Home is designed keeping the future in mind which is why their characteristics include environmental sustainability, long-lasting specs, smart features and space-efficient designs, to name a few.



## CARBON HEALING HOMES

### **SPONGE EFFECT**

**Designed to utilize every drop of water**

76% water saving through various measures

Centralised R.O. for drinking water

Water efficient fixtures and dual flush system

Grey and black water treated and reused

### **ZERO OUT**

**Zero waste to landfill**

Segregation of waste at source

Organic waste converter and wet waste recycling

### **SMART POWER**

**Total utilisation of renewable energy sources**

Designed according to sun path analysis

Tall windows

Timer controlled LED lights in common areas

### **CLIMATE CAPSULE**

**Higher green cover for lower temperatures**

75% open space ratio

Minimum displacement of trees

Lower temperatures within the project

Native & water conscious landscape



## SPACE EFFICIENT HOMES

~70% carpet area efficiency  
Tucked-in wardrobes  
Zero redundant space  
Well-planned furniture sizes,  
electrical layouts and storage

## smart HOMES

*\*Optional*

Automated lighting  
Automated geysers  
Gas leak detection with auto shut-off  
Motion sensor lighting

## OUTDOOR CONNECTED HOMES

### GREEN OPEN SPACES

75% open space ratio

### SOCIAL SPACES

12+ urban amenities  
16,000 sqft clubhouse  
Fitness and social amenities

## LUXURY SPEC'ED HOMES

Engineered wooden doors with veneer  
finish (International technology)  
Vitrified tiles and laminated  
wooden flooring  
UPVC windows  
Jaquar or equivalent sanitary fittings  
Schneider or equivalent electrical fittings  
2 lifts per core of reputed make

## CARPENTRY FREE HOMES\*

*\*Optional*

Fit-out options such as:  
In-built wardrobes  
Modular kitchen  
High quality vanity

## · v a a s t u · COMPLIANT HOMES

Designed according to scientific  
principles to maintain harmony  
and balance

## Quality BUILT homes

### MATERIALS

Sourced from reputed  
manufacturers

### PEOPLE

All our partners are leading experts in  
their field such as the reputed  
architects who worked on this project.

Structure & MEP consultant:  
DesignTree Service Consultants

Master Planner & Architect:  
Katterra Design

### DESIGN

Designed to be  
aesthetically pleasing

### CONSTRUCTION

Partnered with acclaimed  
construction companies  
Analysis and research before the  
building stage  
Regular quality control checks

# The people who live here have gone down many roads. So, we made some of them shorter.

Soho & Sky is your shortcut to the travel-free life you've always craved. Your homes here sit conveniently among business parks, schools, and hospitals. Not to mention, the incredible world right at your doorstep – a world filled with things to do and things to eat, things to discover, and things to remember. A world that the rest of the city envies.

## Other distances

Thanisandra	3 Km
Jakkur Aerodrome	3 Km
Sahakar Nagar	5 Km
Hebbal	7 Km
MG Road	14 Km
Yeshwanthpur	14 Km
Kempegowda International Airport	25 Km

## Schools

VIBGYOR High School	1 Km
First Steps School	4 Km
Vidyashilp Academy	4 Km
Ryan International School	10 Km
Canadian International School	10 Km

## Offices

Manyata Tech Park	3 Km
L&T Tech Park	4 Km
HCL Technologies	4 Km
Bhartiya City	5 Km
Kirloskar Business Park	6 Km

## Hospitals

Regal Kidney & Multi-speciality Hospital	4 Km
Cratis Hospital	5 Km
Columbia Asia Hospital	5 Km
Aster CMI Hospital	5 Km
Prolife Multi-speciality Hospital	9 Km

## Entertainment

Elements Mall	4 Km
The Druid Garden	4 Km
Decathlon	5 Km
RMZ Galleria	5 Km
Byg Brewski	5 Km







## About Assetz

At Assetz, we're committed to creating sustainable homes that have minimal impact on the environment. Every Assetz home is a carbon healing home. Its features include utilising every drop of water, sending zero waste to landfill and ensuring a green cover that helps both you and the environment to breathe. Our team comprises over 200 professionals who bring outstanding expertise to their respective fields. The team also has an 11-year average of rich cross-industry skills across the board. As you've probably guessed by now, we also work with highly respected environmental specialists to make sure every Assetz home is eco-friendly.

Our mission is to balance the need to break through the clutter of a highly competitive market where trends and fashion have a very short shelf life, with the demands of cost and investor confidence. A way to not succumb to this is to conceive architecture that expresses a sort of timelessness – responding to factors that are immutable to the site and the surrounding context and not to passing trends – in order to create something that cannot be replicated elsewhere.

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