

bhopal's **biggest** ever
fully integrated township
is **big** on life.

big on life.

The idea of coming up with Ruchi Lifescapes - Bhopal's biggest ever fully integrated township came from a simple insight: that we like to dream our dreams big. That's because dreams don't have

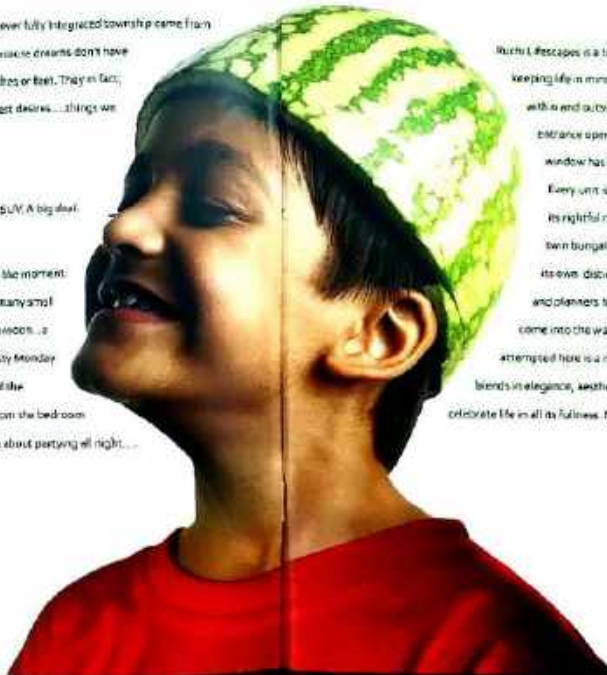


boundary walls. We never limit them into inches or feet. They in fact, represent our true emotions, our deepest desires... things we really enjoy doing in life...

So what does big on life actually mean?

Does it mean... a big chocolate. A big holiday. A big party. A big SUV. A big deal. A big win... Or is it all about a big house in a big township...

We believe, big often is not really about size. It is about living the moment. Having the space, the ambience that lets you do it. It is about many small things we haven't done for quite a while... it is about a lazy afternoon... a game of dabbu down with children... a hot cup of chai on a misty Monday morning... a walk by the stream... it's about watching football like hundredth time and still not getting bored... counting stars from the bedroom window... reading a book... listening to Kishore da... it is also about partying all night...

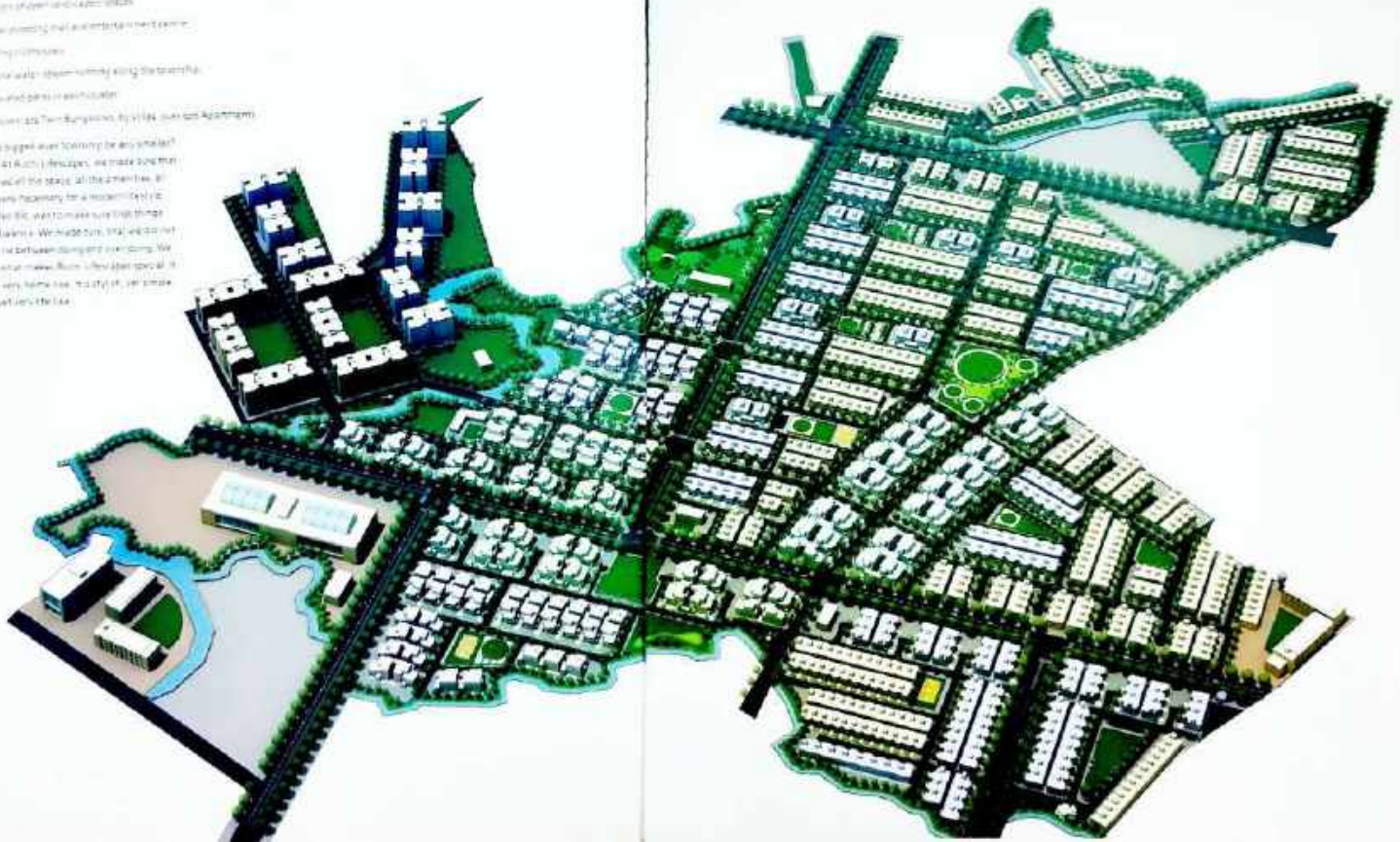


Ruchi Lifescapes is a township that has actually been designed keeping life in mind. The spaces we have created here, both within and outside the units, are special. For example, every entrance opens into a patch of green. Every door, every window has been liberally designed to let nature take over. Every unit is a culmination of thoughtful design, meeting its rightful match in world-class planning. Everywhere, every twin bungalow, every row house has been designed to have its own distinct individuality, its own mood. Our architects and planners have also worked specially hard not to let design come into the way of open living spaces. What has really been attempted here is a modern world-class township, that beautifully blends in elegance, aesthetics and world-class amenities to let you celebrate life in all its fullness. No wonder, we call it Lifescapes.

bhopal's biggest.

- 1,343 acres of the city's largest developed area
- 100% greenfield development
- World-class planning and architecture
- The greenest city in India
- A comprehensive urban planning along the township
- Commercial and residential
- The New Towers, 227 Ten Buildings, 10,000+ Apartments

Could Bhopal's biggest ever township be any smaller? Definitely not. At Ruchi Lifescapes, we made sure that we built the city of the future, all the amenities, all the services, all the facilities, for a modern city. For our residents, we had to make sure that things that a lifestyle builder. We made sure that we did not miss the fine line between development and living. We believe that a great model from which you can learn a lot. We are very happy to see the city of Bhopal, just like the lake.





the **benefits of living in a fully integrated township** are many.



Have you ever wondered why a fully integrated township has everything - Villas, Twin Bungalows, Row Houses, Apartments. Why does it have a school, a mall, a hospital and clubhouses within the township campus. Why does it have broad roads, well-lit streets, pavements and carefully manicured gardens. Why does it have a water management system, power back-up system, sewage treatment plant and a three-tier security system in place? Why is the entire township inter-connected? Why does it have everything you need?



We believe, behind the glitz and glamour of such facilities are very basic human needs that are taken care of. Needs like convenience, assurance and safety. Convenience that everything is at a hand's distance. Everything is in order, in place. Assurance that the people around are good. That children are safe. Infact, what a fully integrated township like Ruchi Lifescapes gives you is that comforting assurance of being at a place where life can be lived big. And that is what makes it special.



The project is backed by one of central India's leading business group - Ruchi

Ruchi is a leading business group in central India. The group has an experience of over two decades and is one of the largest FMCG corporations in India.

Ruchi Realty Holdings Private Limited

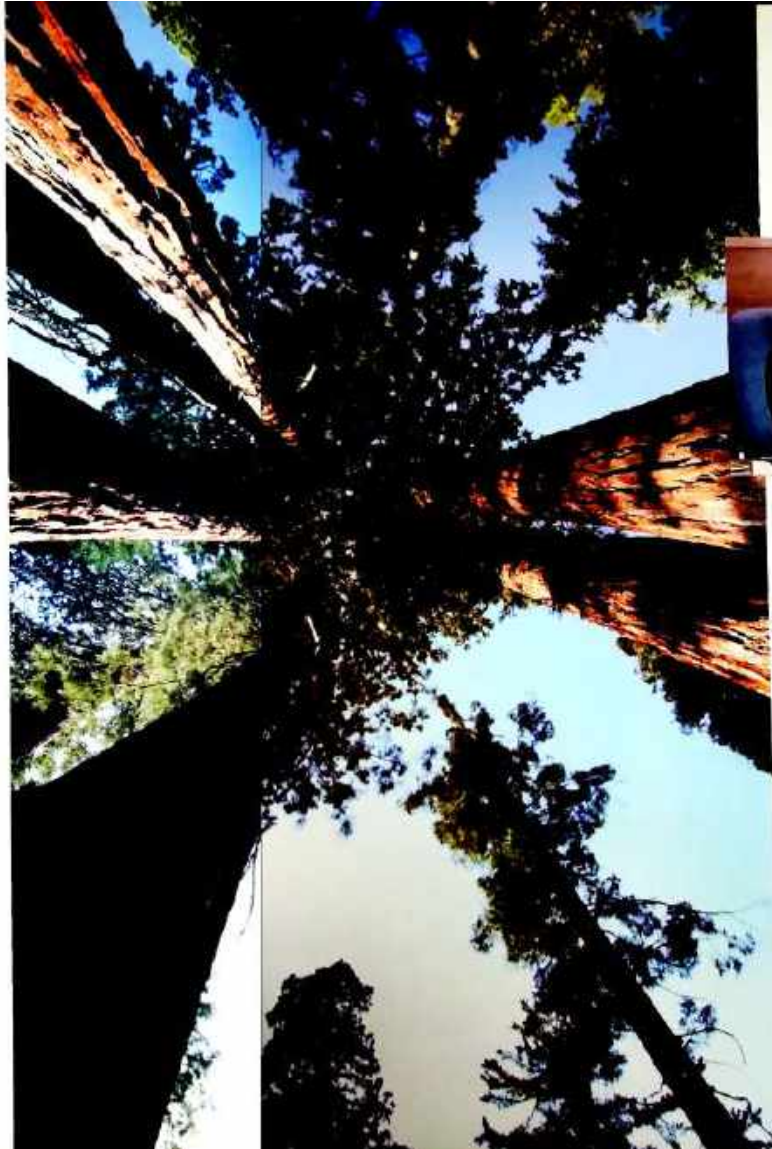
Ruchi Realty is brought to you by Ruchi Realty Holdings Pvt. Limited, the Group's real estate arm. Utilising its core strength, Ruchi Realty aims to infuse new life and real meaning into urban spaces and lifestyles. Bold and fresh ideas meet the original vision of the Group to create brands that enhance life. The company has already launched a mega Condominium Project - Active Avenue in Indore. Other upcoming projects include an IT Park in Kolkata, an integrated township in Indore, to name a few.



Ruchi IT Park



Active Avenue



Manish Sharma

"The Ruchi Group has always been driven to deliver value. With Ruchi Lifestyle we have further cemented this belief. We are confident that our projects continue to create benchmarks, redefine our vision of healthy and happy living and become facilitators of unrivalled experiences."

Bhopal's very first township to have **Foreign Direct Investment.**



The fact that a township has Foreign Direct Investment, makes few things very clear. Things like the scale of the project. The professionalism that comes with it. The people involved. Strict adherence to world-class standards. Adherence to timelines. And more importantly, the assurance of sound financial backing. All in all, what this assures you, is an experience that is nothing less than world-class.

FDI in Ruchi Lifescapes comes from SUN-Apollo - a private equity investor. The firm has been an active investor in Indian Real Estate sector for the past two years. They provide equity capital to reputable and capable developers throughout India and have invested in residential, commercial, retail, SEZ and hotel projects across India.

SUN-Apollo is backed by SUN Group, a leading business and investment group in India and US based Apollo Real Estate Advisors, one of the largest global real estate investors in the world. It has a multi-disciplinary team comprising of professionals with diverse background and experience in real estate investment, finance and development. SUN-Apollo brings to India its experience from established international markets including US, UK, Western and Eastern Europe.



Designed by HCP Design and Project Management Pvt. Ltd.

Choosing Mr. Hasmukh and Bimal Patel of HCP Designs for Ruchi Lifescapes was quite an easy decision - simply because they were the best people for the job. What HCP brings to the project is 40 years of comprehensive experience; experience of architectural design, construction management, urban design, urban planning and interior design. Their portfolio includes a wide range of projects from - educational / institutional buildings, townships, corporate houses, cinema theatres, residential complexes, recreational buildings to industrial facilities. HCP has many projects which are considered landmarks, some notable among them being the Entrepreneurship Development Institute, Ahmedabad (EDI), Indian Institute of Management, Ahmedabad (IIMA), Safal Township at Ahmedabad, Housing Project at Batanagar Kolkata, Cadila Health Care Research facility, Ahmedabad, Sabarmati Riverfront Development Project, Ahmedabad:

Their contribution to the field of Architecture can very well be seen in the awards they have received which include the Indian Institute of Architects Award (2002), AR+D Commendation Award (2001), World Architecture Award (2001), Indian Institute of Interior Designers Award (2003), 14th JIIA Award for Interiors (2002), the Great Masters Award by J.K. Cement for Contribution to the Architectural Profession (2000), the Baburao Mhatre Gold Medal for Lifetime Achievement, from the Indian Institute of Architects to Hasmukh Patel (1998); and the prestigious Aga Khan Award for Architecture (1992).



Cadila Healthcare



Birla Cellulosic Township



JMC House



HCP DESIGN AND PROJECT
MANAGEMENT PVT. LTD.



Brijesh Bhatha
(HCP Design and Project Management Pvt. Ltd.)

The Principal Designer on Ruchi Lifescapes-

"The brief for Ruchi Lifescapes was very clear - to create "a place that would provide serenity besides having an enriching experience for the residents". The Master Plan integrates fine urban design principles to build a socially rich environment, and to create a distinctive identity. The architecture integrates aesthetics & robustness to achieve harmonious & soulful homes. It is my strong belief that 'Ruchi Lifescapes' will provide a backdrop for high quality living.



A location that has **many things to appreciate.**

Besides being Bhopal's biggest fully integrated township, Ruchi Lifescapes has another big advantage—its location. Situated off the Hoshangabad Highway, Ruchi Lifescapes is tucked away in a serene stretch of green. The township, has a

- ▶ 24 meter wide road and easy connectivity for public transport.
- ▶ Approached by taking the 60ft wide Jatkhedi Road, which branches out of NH-12
- ▶ 1.8 km from Hoshangabad Road (NH-12) and 9 km from city centre
- ▶ 15 km from the industrial township of Mandideep
- ▶ 20 km from Airport
- ▶ 7 km from Habibganj Railway Station

Incidentally, Hoshangabad Road is one of the fastest developing locations in & around Bhopal city. What makes this location all the more special is its noise-free, pollution-free environment that is doubly made special by a natural water stream flowing along the township. With presence of schools, colleges, malls, food-courts, commercial and residential projects close by, the location also holds the collective advantage of being at Bhopal's most sought after destinations. Which means you have all the positives of an appreciating investment in your favour.

Behind the big things, **there are many small things that are important.**

When you build a township as big as Ruchi Lifescapes, what comes along, is a big responsibility. The responsibility of doing things right. Of paying attention. Of taking care, that in the shimmer of big things, we don't miss out on the many small things. You would be surprised to know that we have a special team for this. A team that checks every brick, every tile, every fitting. They check that the work done is being done well. That the doors don't squeak, the taps don't leak. That the masonry work has been done to perfection, that the sliding windows function effortlessly... the list is endless... but what all this brings, is the satisfaction of owning a house that is well made. And at Ruchi Lifescapes you are assured of that.



A township that cares for nature as much as it cares for you.

At Ruchi Lifescapes nature is a very important issue. That's because nature is important for you. The entire township has been designed to make nature an integral part of your lives. The wide open spaces, the pedestrian trails, the natural water stream, in fact even the idea of having 3000 trees in the township comes from the thought that the township develops its own ecosystem. Its own lungs. To sustain a healthy ground water level, the township has an effective Rainwater Harvesting System with many water percolation wells throughout the township. A water recycling plant, a well managed sewage disposal system and a sewage treatment plant are some of the other initiatives taken towards maintaining that crucial balance with nature.



big on fun

Nature Park

The nature theme park located along the water stream specially created to provide quite contemplative spaces for meditation and Yoga

Peripheral Jogging Trail

A 3m wide and about 3 km long peripheral pedestrian trail along the natural water stream for all the space and time to jog, walk or just sit and relax

Club House

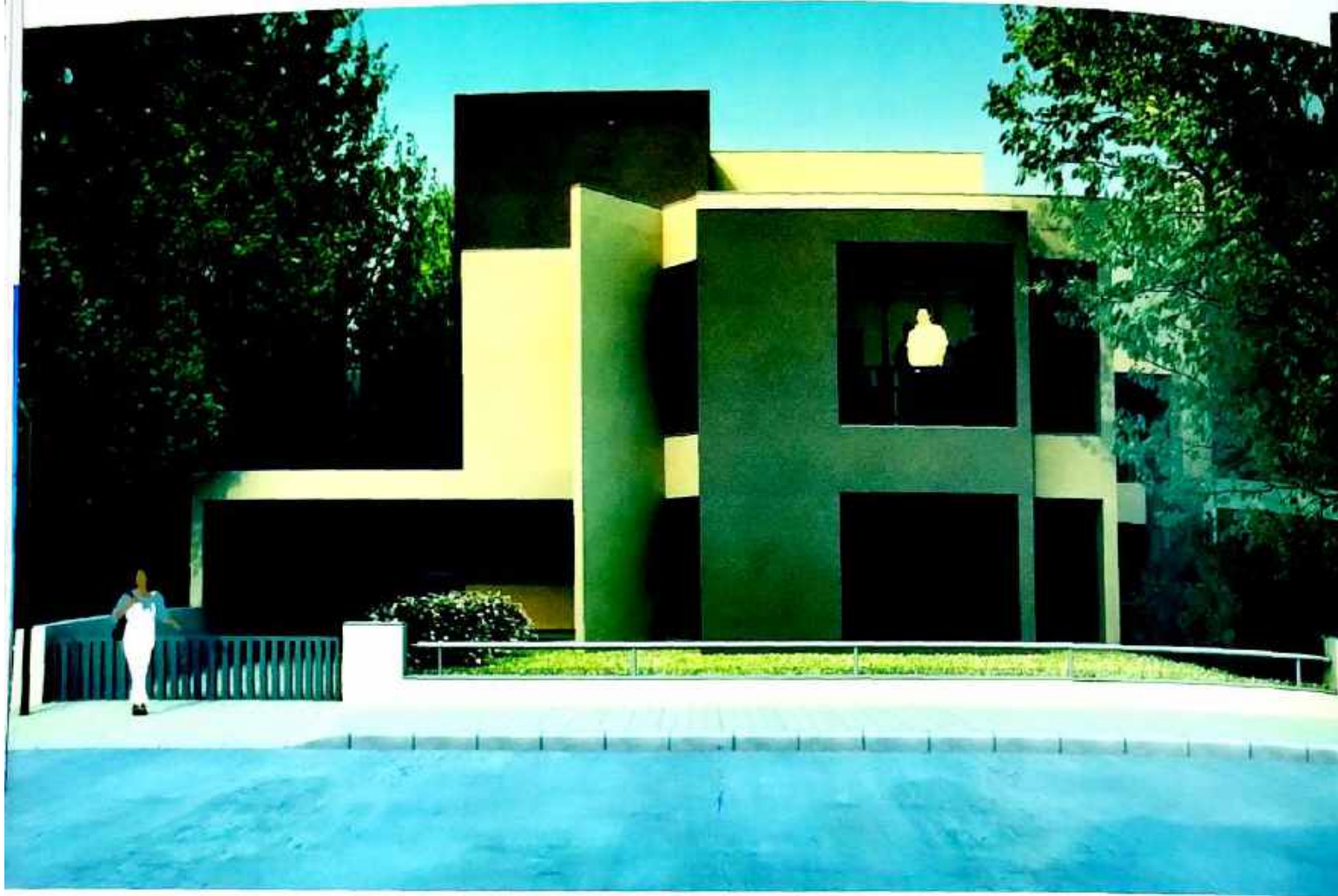
Cafeteria, Health Club, Swimming Pool, Gymnasium, Badminton Billiards, Squash, Lawn Tennis Table Tennis, Spa, Steam, Sauna Banquet Hall, Large Party Lawns

Central Park

Jogging track, Play area for children having easy pedestrian access from all residential clusters

Entertainment

Open-Air Performance theatre
Multiplex



Salient Features : Ambrosia

Ground Floor :

- ▶ Open from 4 sides
- ▶ Front Garden 3.5 mtrs wide
- ▶ Porch
- ▶ Open Car Parking
- ▶ Garage for Car Parking
- ▶ Two Wheeler Parking
- ▶ Entrance Foyer
- ▶ Vestibule
- ▶ Living Room opening into Front Garden
- ▶ Common Toilet
- ▶ Double Height Dining Area with extended Sit - Out
- ▶ Pooja Area
- ▶ Modular Kitchen with Store Room
- ▶ Bedroom attached with toilet
- ▶ Back Yard with Spiral Stairs for Servant Room
- ▶ Additional storage space below staircase

First Floor :

- ▶ Master Bedroom with Balcony, attached Toilet and Dressing Area
- ▶ Separate Pantry
- ▶ Family Lounge/ Multi Purpose Room with Open Terrace
- ▶ Bedroom with attached toilet
- ▶ Servant Room with Toilet

Second Floor :

- ▶ Front Terrace
- ▶ Bedroom with Attached Toilet
- ▶ Bedroom with attached Toilet and Jacuzzi
- ▶ Independent Overhead Water Tank

Unit Types		Plot Size	Plot Area	S.B.U. Area
Ambrosia	Sqmt Sqft	15m x 18.5m (49'3" x 60'8")	277.50 (2,986.98)	476 (5,121)
Angelica	Sqmt Sqft	13.5m X 18.5m (44'3" x 60'8")	249.75 (2,688.28)	424 (4,562)

Villas



Salient Features - Orchid

Ground Floor :

- ▶ Open from 2 sides
- ▶ Front Garden 3 mtrs wide
- ▶ Open Car Parking
- ▶ Two Wheeler Parking
- ▶ Entrance Foyer
- ▶ Vestibule
- ▶ Living Room opening into Front Garden
- ▶ Common Toilet
- ▶ Double Height Dining Area
- ▶ Kitchen with Store Room
- ▶ One Bedroom
- ▶ Back Yard
- ▶ Courtyard
- ▶ Additional storage space below staircase

First Floor :

- ▶ Master Bedroom with Balcony, attached Toilet and Dressing Area
- ▶ Children/ Study Room
- ▶ Bedroom
- ▶ Common toilet

Second Floor :

- ▶ Open Terrace
- ▶ Independent Overhead Water Tank
- ▶ Store room on terrace



Unit Types		Plot Size	Plot Area	S.B.U. Area
Orchid	Sqmt Sqft	8.6m x 15m (28'3" x 49'3")	129 (1,388.54)	210.6 (2,267)
Olive	Sqmt Sqft	6.5m x 15m (21'4" x 49'3")	97.5 (1,049.98)	170.3 (1,833)

Row Houses



Besides Plotted Development, Ruchi Lifescapes shall also have 15 Stilt plus Six storied Midrise Towers, to accommodate the following apartments:-

3 BHK - 216 nos

2 BHK- 288 nos

This cluster of Mid rise structures for the apartments will be self contained, with an exclusive Club house, Community Center, Shopping outlets, Parks etc. The complex will have complete Power Back up system for the common area including Elevators. This will also have separate Water supply system, Sewage Treatment plant and treated water re- circulation system.

Salient Features:

- ▶ Earthquake safe structure
- ▶ Each apartment carefully designed for maximum ventilation, natural lighting, utilization of space, storage
- ▶ Provision for medium speed, reputed make elevators
- ▶ Good quality vitrified tiles in floors
- ▶ Anti-skid ceramic tiles in toilets, kitchen and balcony
- ▶ Kitchen shall have granite counter top, stainless steel sink and designer dado
- ▶ Hardwood door frame and painted flush door shutter with stainless steel hardware
- ▶ Anodized aluminum three track windows
- ▶ Modular switches of superior quality & ISI approved brand of concealed copper wiring for electricity, telephone and television point
- ▶ A/C point in master bedroom and living/dining

Apartments



Salient Features - Tulip

Ground Floor :

- ▶ Open from 3 sides
- ▶ Front Garden 3 mtrs wide
- ▶ Porch
- ▶ Open Car Parking
- ▶ Garage for Car Parking
- ▶ Two Wheeler Parking
- ▶ Entrance Foyer
- ▶ Vestibule
- ▶ Living Room opening into Front Garden
- ▶ Common Toilet
- ▶ Double Height Dining Area
- ▶ Pooja Area
- ▶ Kitchen with Store Room
- ▶ One Bedroom attached with toilet
- ▶ Back Yard with Spiral Stairs for Servant Room
- ▶ Additional storage space below staircase

First Floor :

- ▶ Master Bedroom with Balcony, attached Toilet and Dressing Area
- ▶ Bedroom with attached toilet
- ▶ Servant Room with Toilet
- ▶ Separate Pantry
- ▶ Family Lounge / Multi purpose area with open terrace

Second Floor :

- ▶ Bedroom with Attached Toilet and Jacuzzi
- ▶ Study/ Children Room
- ▶ Front Terrace and Independent Overhead Water Tank

Unit Types		Plot Size	Plot Area	S.B.U. Area
Tulip	Sqmt Sqft	11m x 18m (36'0" x 59'0")	198 (2,131.25)	391.3 (4,212)
Lotus	Sqmt Sqft	9.3m x 18m (30'6" x 59'0")	167.4 (1,801.88)	312 (3,358)
Maple	Sqmt Sqft	9m x 15m (29'6" x 49'3")	135 (1,453.13)	211.9 (2,281)

Twin Bungalows

Specifications

Structure:	Earthquake resistant structures
Walls	Conventional Brickwork with cement mortar
Wall Finish	<ul style="list-style-type: none">▶ Interior – Putty finish/Plaster of Paris▶ Exterior – Combination of cladding and texture/ Weather proof paint
Ceiling	Putty finish / Plaster of Paris
Flooring	<ul style="list-style-type: none">▶ Entrance Foyer – Marble/Granite/Kota Stone▶ Courtyard/Driveway/Garage/Backyard – Endura/ Kota Stone▶ Living Room/ Step out Verandah/Vestibule/Passage/ Pooja room/ Dinning Room/ Bedroom -Vitrified Tiles▶ Master Bed Rooms/Dressing rooms - Laminated wooden floor▶ Staircase – Riser and Tread in White / Green Marble▶ Kitchen/Storage/Pantry/Toilets/ Balconies – Matt finish anti- skid ceramic tiles▶ Terrace – Brick bat coba / China Mosaic▶ Servant Room – Kota Stone
Kitchen:	<ul style="list-style-type: none">▶ Dado of ceramic tiles, upto a height of two feet from the platform▶ Kitchen platform with granite counter top▶ Stainless steel sink▶ Hot/cold water line
Toilet:	<ul style="list-style-type: none">▶ Standard/Designer ceramic tiles upto door height▶ Reputed brands of high quality china ware and CP fittings▶ Provision for Geyser▶ Hot / cold water points
Doors:	<ul style="list-style-type: none">▶ Entrance Door - Polished teakwood frame with paneled door shutters▶ Internal Door – Hardwood finish frame with moulded Skin / flush door shutter
Windows:	Anodized aluminum three track window
Electrical:	<ul style="list-style-type: none">▶ Modular switches of superior quality▶ ISI approved brand of concealed copper wiring for electricity, telephone and television▶ A/C point in master bedroom and living /dining
Facilities:	<ul style="list-style-type: none">▶ 24 hrs water supply▶ Extensively landscaped gardens and driveways▶ Intercom facility▶ Individual boundary wall for each unit

Amenities

- ▶ Secured & clustered campus
- ▶ 3 tier security
- ▶ Club house
- ▶ Cement concrete roads
- ▶ Plantation along the side walk
- ▶ Underground electric cabling
- ▶ Power back up for common areas
- ▶ Peripheral pedestrian trail along the natural
water stream
- ▶ Rain water harvesting
- ▶ Adequate water supply through
over head tanks
- ▶ Garbage disposal system
- ▶ Sewage treatment plant
- ▶ Temples
- ▶ Primary & nursery school
- ▶ Primary health centre
- ▶ Local/ Convenience shopping, mall & multiplex
- ▶ Centrally located parks within each cluster
- ▶ Large central park provides opportunities for large
gathering, amphi theatre and a jogging track besides
having play area for children
- ▶ Fire fighting provision

Location Map



Brightstar Infrastructure Pvt. Ltd.

(Jointly promoted by Ruchi Realty and SUN Apollo)

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