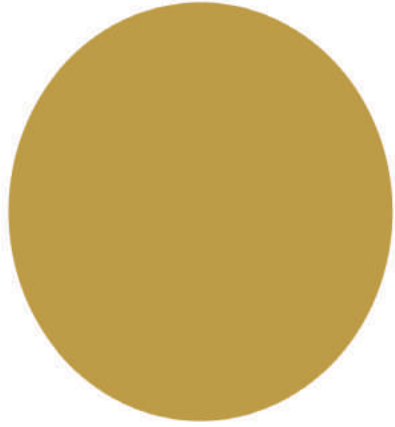


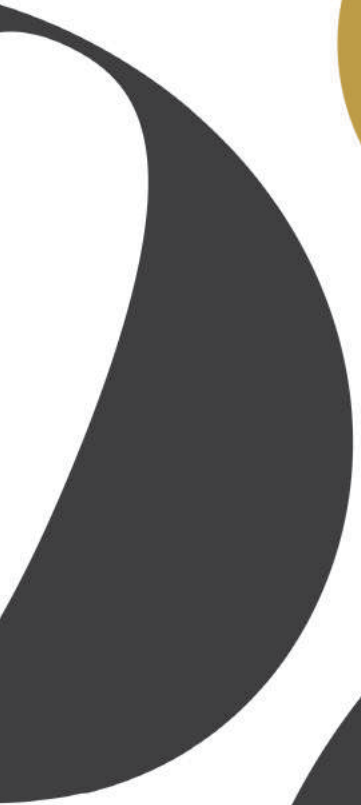
CASER

SUNDAY





Task at Hand



Create a compelling positioning for a luxury residential flagship development that sits atop Phoenix Market City in Pune. A unique concept which has been meticulously designed.



Solution

Leverage the newness of the concept of living adjacent to a premium shopping destination supported by the equity of Phoenix & Phoenix Marketcity.

So the perception switch that was
created

staid/quaint
lifestyle

Quintessentially Pune

From a quintessentially
Pune lifestyle to



So the perception switch that was
created



uber/
hyper life
Neo-Pune

to a Neo-Pune, hyper
lifestyle

And what proposition would trigger the switch?



not an either or



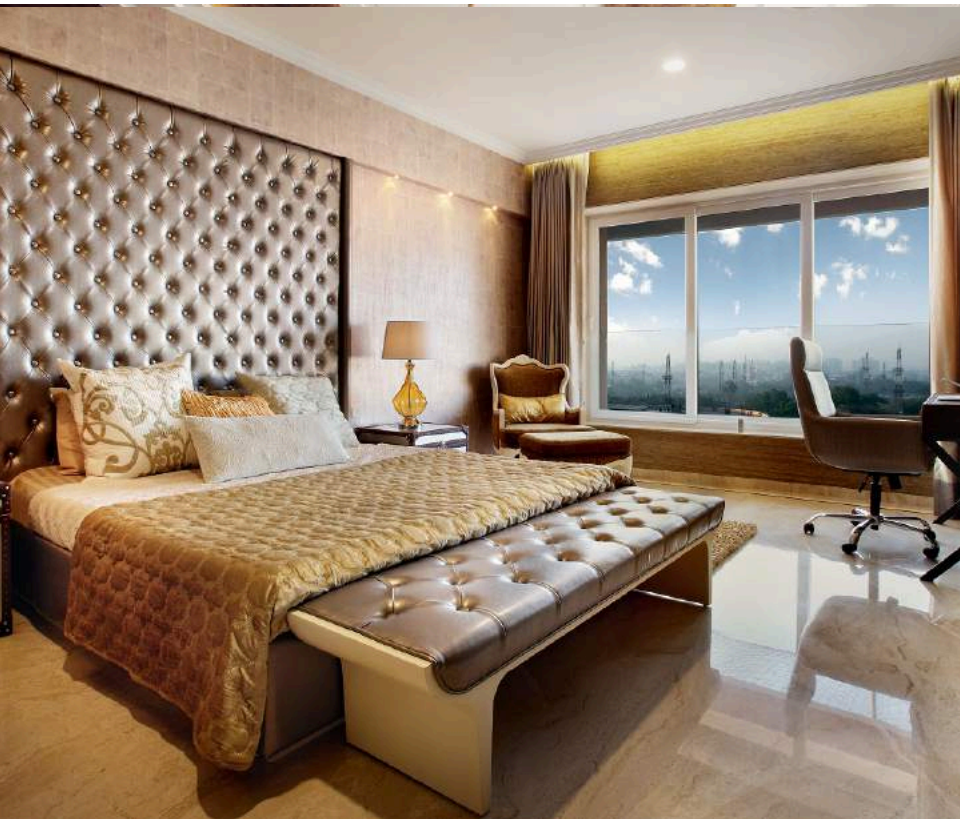
Everything and more

everything* the nuances of well thought out product design , detail and amenities
more* all the spoils – high end mall – close but detached / well connected to all services

And the reason to believe this ?

*Having it all with
a new kind of living now accessible in Pune.*

Everything you deserve



Everything you deserve & more than you can imagine



Two-fold luxury with two master bedrooms

Everything you wanted



Everything you wanted & more than you need



**Thoughtfully designed his & her vanity areas with walk-in wardrobes
with all fittings**

Everything you desire



Everything you desire & more than you expect



**A distinguished lifestyle with a concierge & butler service at your
beck and call**

VYAS GIANNETTI CREATIVE ©

Everything you've dreamt of



Everything you've dreamt of & more than you anticipated



Spacious home with a convenience of location

Life at Phoenix Fountainhead is

EVERYTHING & MORE



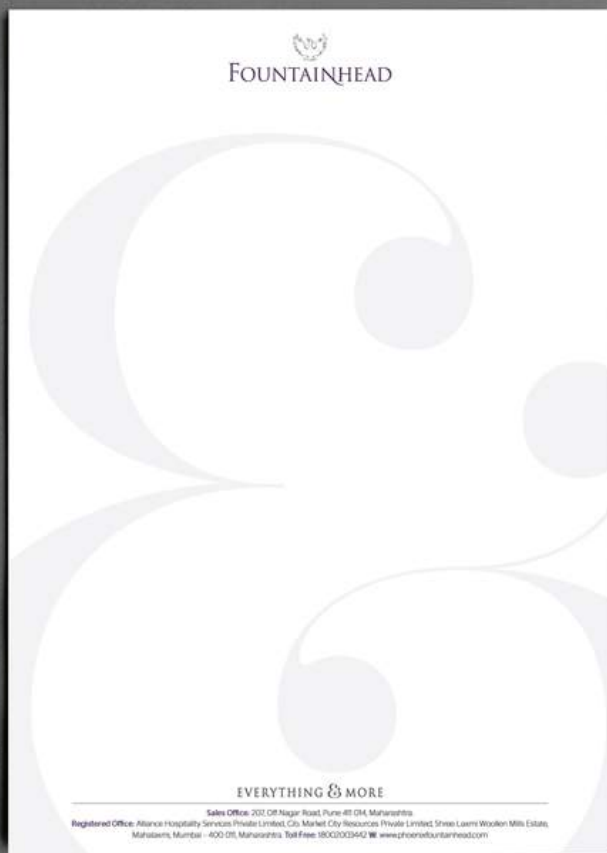
FOUNTAINHEAD

EVERYTHING & MORE

Meaning: A source of abundance.

Brand context: A name that represents a lifestyle of abundance.

VYAS GIANNETTI CREATIVE ©



Taking the idea of EVERYTHING & MORE
ahead into the brochure.



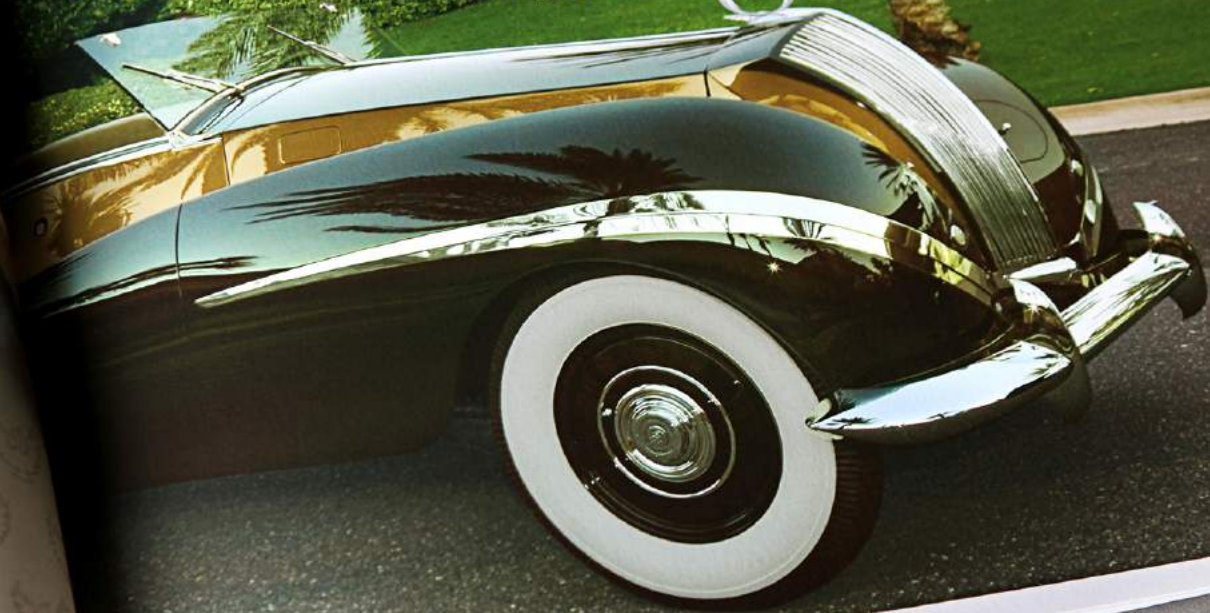


AND. A LITTLE WORD
THAT DELIVERS
GREAT EXPECTATIONS.

EVERYTHING
YOU DESERVE



MORE THAN
YOU CAN IMAGINE





Fountainhead | Brochure




FOUNTAINHEAD
EVERYTHING & MORE



3 KILOMETRES AWAY FROM THE AIRPORT



A MINUTE'S WALK TO PHOENIX MARKET





YOUR OWN LANDSCAPED
TREE-LINED BOULEVARD

EVERYTHING YOU DESIRE IN
YOUR CONTEMPORARY HOME



The restored images show

EXPANSIVE LIVING AND DINING SPACES



- FLOWING INTO A PRIVATE DECK
- AMPLE CROSS VENTILATION
- ABUNDANT NATURAL LIGHT



8 MULTIPLE DOUBLE HEIGHT DECKS
WITH VIEWS THAT TAKE YOUR
BREATH AWAY

• NOODLEBAR FLOORING






A JACUZZI WITH AN
ATTACHED DECK
AND ENDLESS VIEWS




BUILT-IN TV AND
AUDIO SYSTEMS




HIS AND HER
VANITY AREAS




YOUR PERSONAL
STEAM BATH



Phoenix Meadows, Chennai



Phoenix Meadows, Chennai



Phoenix Meadows, Chennai



Phoenix Meadows, Chennai

PHOENIX LEGACY

The Phoenix Mills, a pioneer in converting old land into modern multi-use integrated property, is set to redefine skyline in cities across India. The Group's active focus on creating developers of mega retail malls, entertainment complexes, commercial, residential and hospitality spaces. The renowned Palladium, High Street Phoenix and Phoenix Marketplace malls across Mumbai, Pune, Chennai and Bangalore have redefined the retail experience.

Having set the standard for shopping and entertainment hubs across the nation, The Phoenix Mills legacy of excellence has made its foray into



Phoenix Meadows, Chennai



Phoenix Meadows, Chennai



Phoenix Meadows, Chennai

- residential development with Fourtandheed, Pune, One Bangalore West, Bangalore and The Crest, Chennai
- Today, The Phoenix Mills has established a presence in 10 cities with over 100 acres in total land assets and over Rs. 50 billion in building assets. The Phoenix Mills operates
- 11 malls in 9 cities
- 4 residential projects in 4 cities
- 3 commercial centers in 2 cities
- The Palladium Hotel, a five-star hotel in Mumbai

Launch Campaign

EVERYTHING YOU DESERVE



MORE THAN YOU CAN IMAGINE

WELCOME TO RESIDENCES THAT
EXCEED YOUR EXPECTATIONS



EVERYTHING & MORE
COMING SOON TO PUNE

EVERYTHING YOU NEED NEARBY



WITH MORE LOCATION ADVANTAGES

WELCOME TO RESIDENCES THAT
EXCEED YOUR EXPECTATIONS



EVERYTHING & MORE
COMING SOON TO PUNE

EVERYTHING THAT MAKES A HOME



WITH MORE LUXURIES TO SPOIL YOU

WELCOME TO RESIDENCES THAT
EXCEED YOUR EXPECTATIONS



EVERYTHING & MORE
COMING SOON TO PUNE

EVERYTHING YOU ENJOY



WITH MORE OFFERINGS TO INDULGE IN

WELCOME TO RESIDENCES THAT
EXCEED YOUR EXPECTATIONS



EVERYTHING & MORE
COMING SOON TO PUNE

EVERYTHING & MORE



UNVEILING RESIDENCES THAT
EXCEED YOUR EXPECTATIONS



Site & Sales Office: 207, Viman Nagar Road, Pune.
Toll free: 18002003442 | www.phoenixfountainhead.com

JCD&aux



EVERYTHING
&
MORE



UNVEILING RESIDENCES
THAT EXCEED
YOUR EXPECTATIONS



Site & Sales Office:
207, Viman Nagar Road, Pune.
Toll free: 18002003442
www.phoenixfountainhead.com

Fidelity

EVERYTHING & MORE



UNVEILING RESIDENCES THAT EXCEED
YOUR EXPECTATIONS



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Viman Nagar Road, Pune.
Toll free: 18002003442 | www.phoenixfountainhead.com

Bloomberg
INDICES
TREASURIES
CURRENCIES

Morgan

RESIDENCES THAT EXCEED PUNE'S EXPECTATIONS



LAVISH LIVING SPACES & MULTIPLE DOUBLE HEIGHT DECKS



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Off Nagar Road, Pune | Toll free: 18002003442 | www.phoenixfountainhead.com

RESIDENCES THAT EXCEED PUNE'S EXPECTATIONS



3 KM FROM THE AIRPORT & A MINUTE'S WALK FROM PHOENIX MARKETCITY



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Off Nagar Road, Pune | Toll free: 18002003442 | www.phoenixfountainhead.com

EVERYTHING & MORE



UNVEILING RESIDENCES
THAT EXCEED
YOUR EXPECTATIONS



FOUNTAINHEAD
PUNE

Site & Sales Office:
207, Viman Nagar Road, Pune.
Toll free: 18002003442
www.phoenixfountainhead.com

RESIDENCES THAT EXCEED PUNE'S EXPECTATIONS



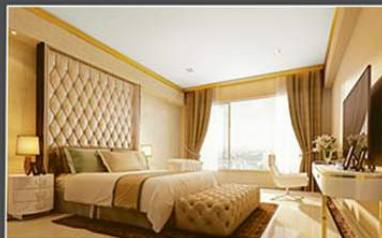
ELEVATED LANDSCAPED GARDENS & A FULLY EQUIPPED SKY CLUBHOUSE



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Off Nagar Road, Pune | Toll free: 18002003442 | www.phoenixfountainhead.com

RESIDENCES THAT EXCEED PUNE'S EXPECTATIONS



TWIN MASTER BEDROOMS & EXPANSIVE WALK-IN WARDROBES



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Off Nagar Road, Pune.
Toll free: 18002003442 | www.phoenixfountainhead.com

THE TIMES OF INDIA

EVERYTHING YOU DESERVE



&
MORE THAN YOU CAN IMAGINE

WELCOME TO A LIFESTYLE ONLY A SELECT FEW DREAM OF
Fountainhead by The Prime Minister's Office
can have access to Fountainhead, we have created
something your mind's eye can't even begin to imagine.



Located in Pune's premier precinct • Masterfully designed homes • Best in class conveniences • Enhanced amenities



FOUNTAINHEAD
PUNE

&

EVERYTHING YOU DESERVE

modern, more features, more indulgence, more
sophistication, more lifestyle, and more of everything
all to your convenience at the life of luxury.



THE ECONOMIC TIMES

EVERYTHING YOU DESERVE



EVERYTHING & MORE



With these new apartments that reflect your personality and exceed your expectations. On offer are masterfully designed apartments, enhanced with a wealth of concrete and location advantages that will elevate your lifestyle to superlative heights.

EVERYTHING YOU WANT & MORE THAN YOU EXPECT



First grand master bed room

Spacious homes with details never seen before. Extensive Living and Dining Spaces • Parquetted Marble Floors • AC and full 24/7/365 Security • Modern Kitchen with built-in granite • Customised from American



Mix & match double-height doors



A fully equipped day clubhouse



A wealth of (big and open)



3 km from the airport



FOUNTAINHEAD
PUNE

Site & Sales Office: 207, Viman Nagar Road, Pune. Toll Free: 18002020342. W: www.poonkivimanhead.com



THE TIMES OF INDIA

After 2 yrs and no changes, Whistleblowers Bill cleared

Bill Easing Morphine Rules Just Makes It

SENSEX

357	5,538	62%
SENSEX	5,538	62%
SENSEX	5,538	62%

THE FORTUNE TELLER WITH THE LONG HISTORY
Ordinance made for Rajiv with his

Gen-govt trust deficit led to coup fears

HSC paper leaks, 6 teachers detained

India's endless trade stance against US

Raj, Uddhav enjoy even as their party

NEWS DIGEST

10% to be partly held in South Africa

Rajiv's son, son-in-law, son-in-law

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year

Charges to be framed to Adani's case

ETRO likely to be back this year



on the Occasion!

China No. 3 choice of foreign students

Foreign students

Foreign students

Foreign students



Launch Event Invite & gifting



TAINHEAD
PURE



FOUNTAINHEAD
PUNE


FOUNTAINHEAD
EVERYTHING & MORE

Living raised the standard for shopping and entertainment. The Phoenix Mills is now proud to redefine how you think about living in Pune. It gives us great pleasure to introduce Fountainhead on Viman Nagar Road. Fountainhead is designed to raise the bar in premium living. Everything has been carefully designed and meticulously planned to ensure absolute comfort, convenience and a modern lifestyle.

At Fountainhead, we have ensured that you have more than you expect in your residences, more features, more indulgences, more pampering, more facilities and more of everything, all so you can experience a life full of living.

We invite you to visit our concept apartment and experience what we call the epitome of fine living, firsthand.

Yours Sincerely,

MAYANK RULA
Head Residential - Phoenix Mills

To book an appointment, call our toll free no. 1800-3442 | www.phoenixfountainhead.com





Gift Conceptualization and Design



Wine & cheese gift box



Website Design



WHO WE ARE • THE PROJECT • VIRTUAL TOUR • THE DESIGN • CAN WE HELP YOU •

AN ARCHITECTURAL
DELIGHT

A DISTINGUISHED
LIFESTYLE



[Sitemap](#) [Privacy Policy](#)

[MEDIA](#) [FACEBOOK](#) [CUSTOMER LOGIN](#) [LIVE WELL BLOG](#)





WHO WE ARE • THE PROJECT • VIRTUAL TOUR • THE DESIGN • CAN WE HELP YOU •



HOME COMFORTS



MEDIA FACEBOOK CUSTOMER LOGIN LIVE WELL BLOG

Slideshow Privacy Policy





WHO WE ARE • THE PROJECT • VIRTUAL TOUR • THE DESIGN • CAN WE HELP YOU •





[WHO WE ARE](#) • [THE PROJECT](#) • [VIRTUAL TOUR](#) • [THE DESIGN](#) • [CAN WE HELP YOU](#)



A GRAND WELCOME

A STATEMENT OF ARRIVAL



[Slideshow](#) [Privacy Policy](#)

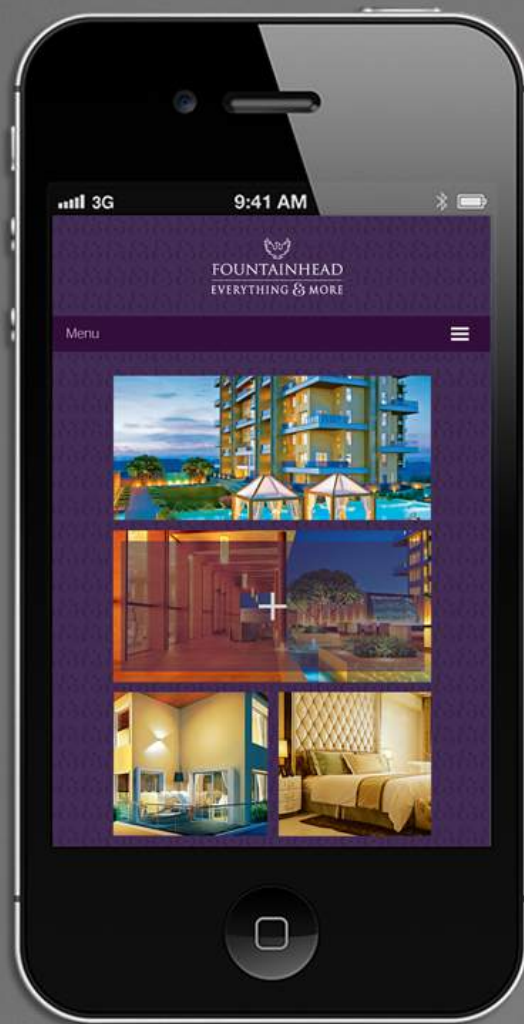
[MEDIA](#) [FACEBOOK](#) [CUSTOMER LOGIN](#) [LIVE WELL BLOG](#)





WHO WE ARE ▾ THE PROJECT ▾ VIRTUAL TOUR ▾ THE DESIGN ▾ CAN WE HELP YOU ▾









Experience Center



FOUNTAINHEAD
EVERYTHING & MORE



FOUNTAINHEAD
PUNE













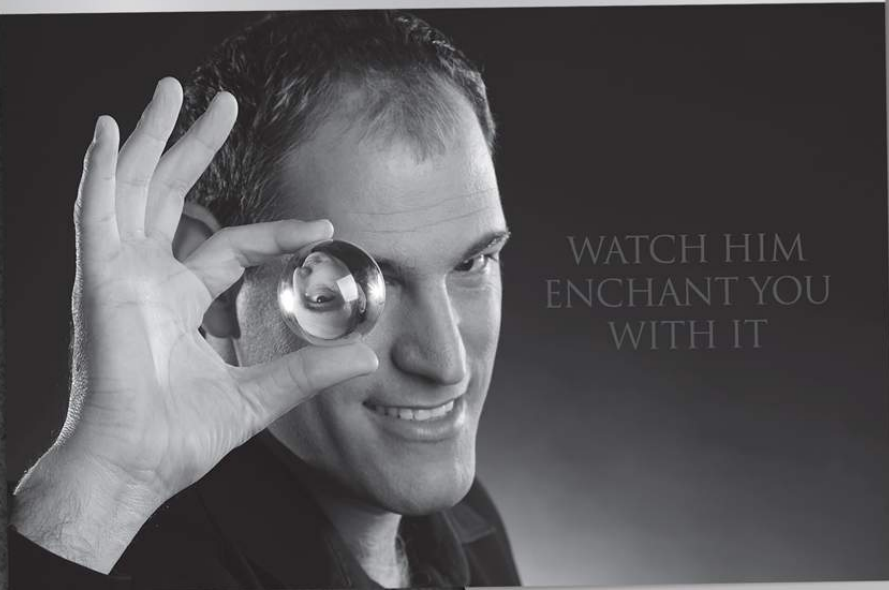
Invite & Event Branding

ON 26th & 27th APRIL 2014. BE PREPARED TO BE AMAZED.





OF WIND
BOMBER
THE



WATCH HIM
ENCHANT YOU
WITH IT



FOUNTAINHEAD
EVERYTHING & MORE





FOUNTAINHEAD
EVERYTHING & MORE

THE
POWER
OF THE
MIND



WATCH HIM
ENCHANT YOU
WITH IT




FOUNTAINHEAD
EVERYTHING IS MORE

WELCOME TO THE
EXTRAORDINARY.



FOUNTAINHEAD
EVERYTHING & MORE

Result

It was a successful launch generating great response among investors, brokers and home buyers. This integrated approach resulted in 12% sales during the Launch phase.



Thank You