

#### Nitesh Park Avenue Case Study

November 13



#### The Task

To arrive at a brand positioning and creative strategy for Nitesh Park Avenue, which will extend to other communications



### NITESH PARK AVENUE

#### Nitesh Park Avenue is in every way,

## ABOUT UPWARD MOBILITY



#### The HEIGHT of fine living

Less

CTH.





Nitesh Park Avenue is uptown, upscale and upholds the principles of exquisite living. The project's iconic form, luxuriously scaled apartments and prime location will make it one of the world's finest residential offerings.

### HIGH end Design & Architecture



C

#### Designed by KPF

An International renowned architectural firm.

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#### **HIGHLY** Aspirational Address



Powered by a Sankey Road address, the property rubs shoulders with the 7 star ITC Windsor Manor, the elite Bangalore Golf Course and the residence of Karnataka's ministers.

New York Living in Bangalore
Urban City center site

# High ON VIEWS 360° view of he city scape





#### Uninterrupted golf course view

Nitesh Park Avenue offers sweeping views of the city skyline and the green expanse of the elite Bangalore golf course. They're views from the top for people at the top.

## High BENCHMARKS



## High PROFILE NEIGHBOURS

• Luxury Hotels in the vicinity • High–Profile neighbourhood

#### LIVE THE HIGH LIFE

### HEIGHTEN YOUR SENSIBILITIES



### **BE HIGH ON LIFE**



## be in HIGH SPIRITS

4.



reads

#### **AIM HIGH**

### HAVE HIGH EXPECTATIONS



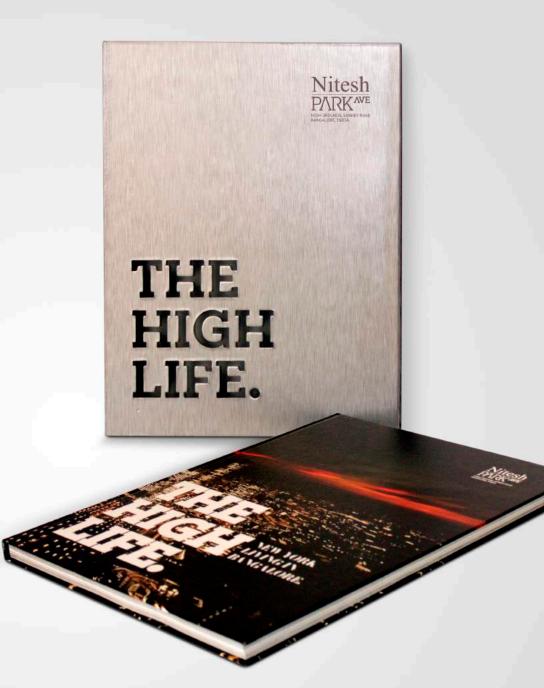
#### Reach the HIGH point in your life



## NITESH PARK AVENUE THE HIGH LIFE

## Brochure













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Nitesh Park Avenue, in downtown Bangalore, is the epitome of urban Luxury. Architecture by Kohn Pedersen Fox of New York. Interiors by Wilson Associates of New York. Landscaping by P. Landscape, Thailand, Lighting by Integrated Lighting Design, California. These global experts have come together to create principles of exquisite living.

#### Structural & MEP Services Consultants

#### MEINHARDT, SINGAPORE

With 33 offices worldwide, the Meinhardt Group provides engineering capabilities in a wide range of services. Infrastructure and Ervitromment, Structures, Mechanical, Electrical and Plumbing (MEP), Project Management, and Flanning and Urban Dewiopment, Bejenalist capabilities cover Facade Engineering Environmentally Sastatinable Design (EED), Specialist and Architectural Lighting. Pin Performance Engineering Integrated Design Management, and Massim Critical Facility Design.

A term of experienced and responsive consultants provide at all -inclusive approach for local project delivery, offering clients original and highly build-itble design solutions the smilly then time and cost objectives.

#### PROJECTS

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#### Façade Consultants

#### ALT. ASIA AND UNITED STATES

In more than any years of service in the custain wall industry, ALT has advanced to beccure a new suppercodder, and the isoling custain wall consubant in Asia. It was founded to Taxoni in 1900 by Jos Theodore Khoruy, Soon after, the company worked on a number of high perdic assignments like the Takhang Tower (Taxon), Socoho Pahinon Center (Koten), and Hong Kong Elimeric Company Headquisters (Hong Song). Through the years, it has exablished partnerships with the world's top architects and conserts and has played a strait tole in the development of custain wall scenes features evidence of thomarks, around the world.

#### PROJECTS

Tacturg Town: Tawan Secona Fastion Centry, Kama Hung Kung Electric Company Headquarters, Hung Kong











#### SPECTACULAR TERRACE VIEWS

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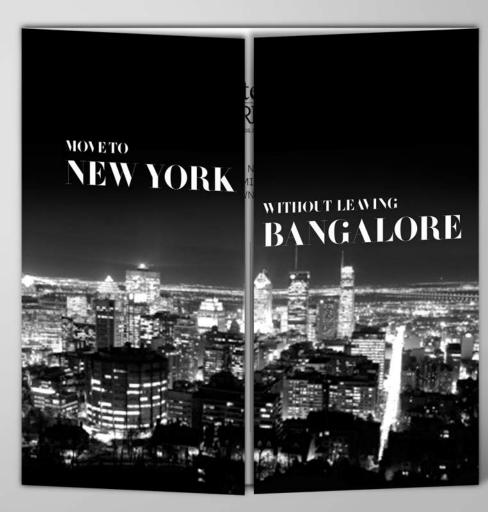


### 360° VIEWS THAT MAKE HEADS TURN.

#### BREATHTAKING SWEEP OF THE CITY

Iconic luxury residences of the world are known to unfold a sweeping expanse of their city skyline below. Nitesh Park Avenue aimlary unveils a 560 degree sweep of Bangalore, that transforms into a sparkling nocturnal skyline at sundown. This privileged view is available in every home thanks to our unique one home per floor design. Exclusive homes, for those inclined to wider horizons.

## Invite







SOPHISTICATED NEW YORK STYLE CONDOMINIUMS IN DOWN TOWN BANGALORE

The event will be presided over by: Bollywood Actress and Style Icon -

The consummate entertainer with a Stand-up Comedy Act -

The versatile Actress, Model & Cricket Anchor -Mandira Bedi

The event will be followed by a Sumptuous Lunch 27th APRIL, 2013

11.30 ANI ONWARDS

Cocktails. Lunch & Live Entertainment MUSIC & STAND-UP COMEDY

VENLE Nitesh Park Avennue, Off Sankey Rd.

RSVP Ms. Paromita Biswas 080 4107 4229 napavalley@niteshestates.com

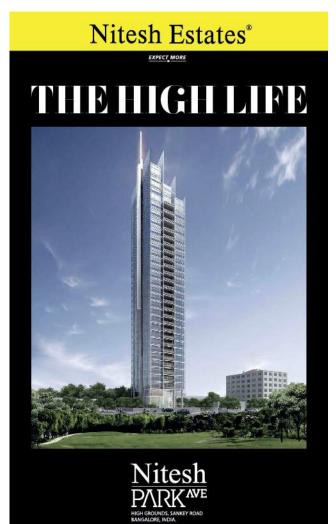


### Direct Mailer





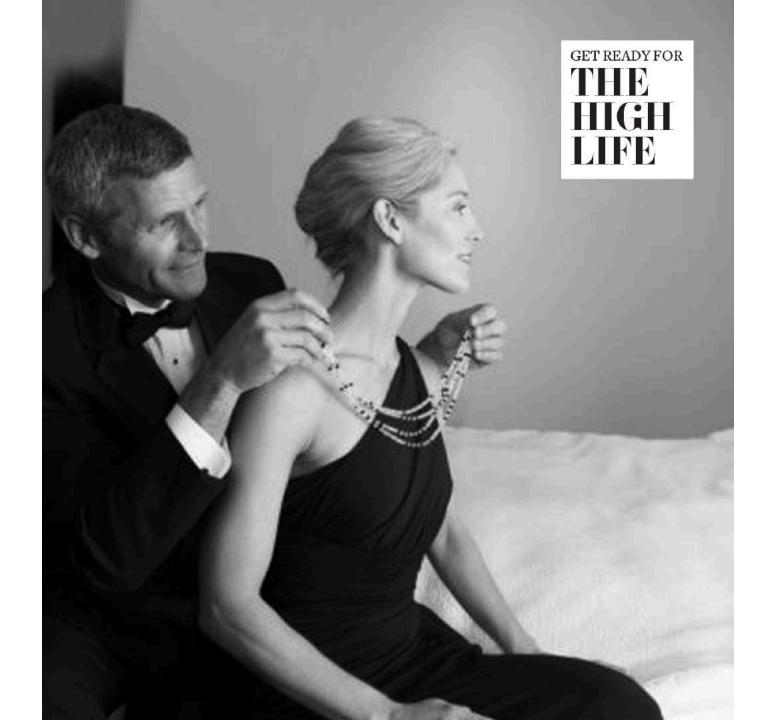
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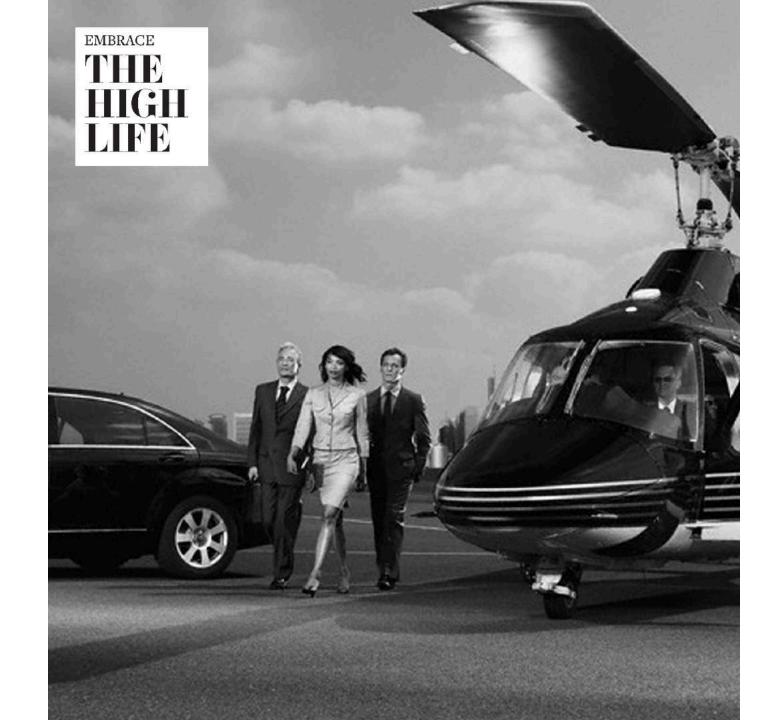


### Teasers

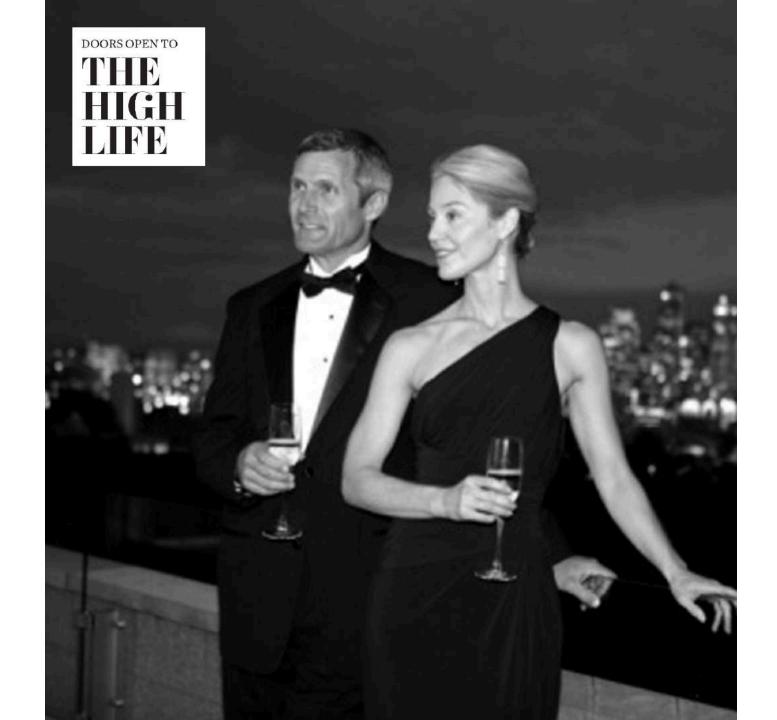




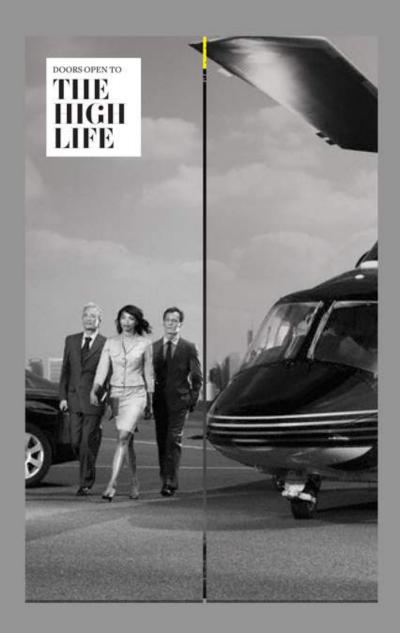


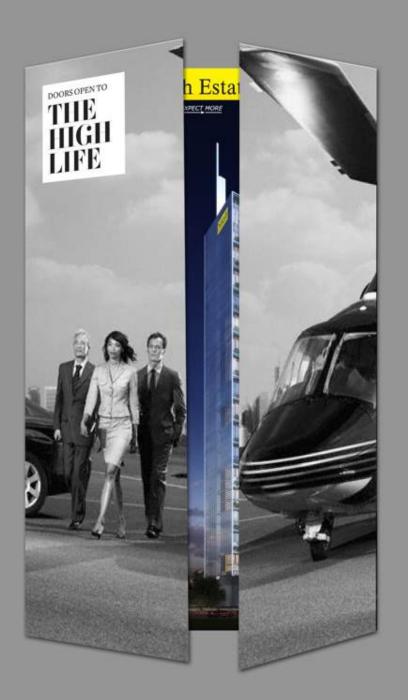


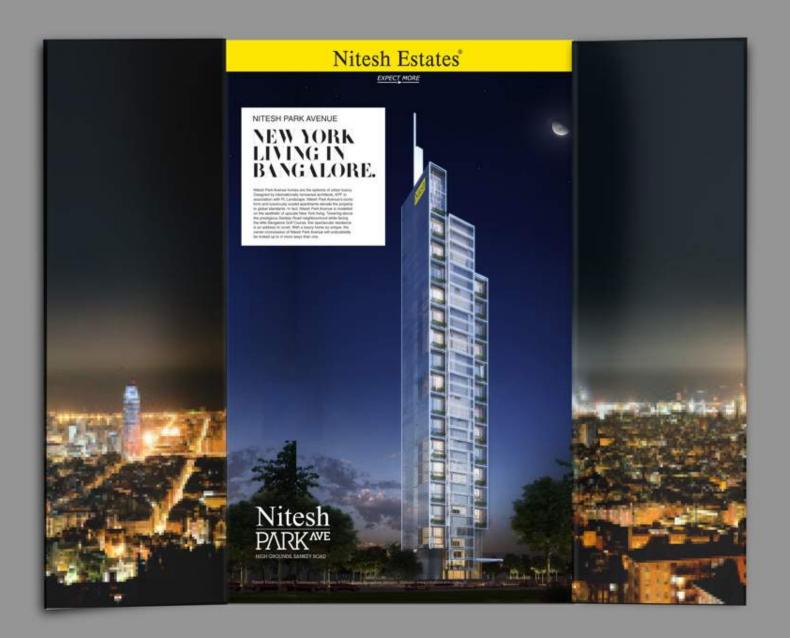




### Launch Ad









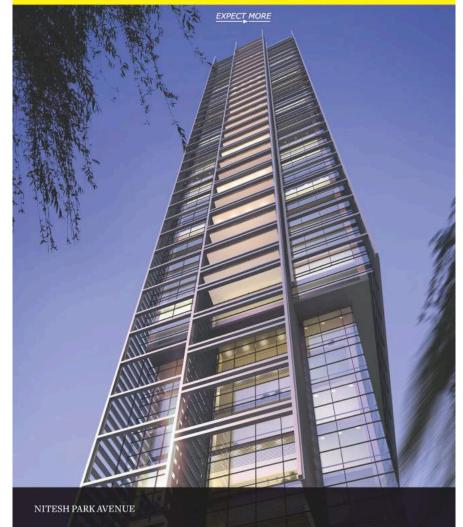
# NEW YORK LIVING INBANGALORE.

Nitesh Park Avenue homes are the epitome of urban luxury. Designed by internationally renowned architects, KPP in association with PL Landscape. Nitesh Park Avenue's iconic form and luxuriously scaled apartments elevate the property to global standards. In fact, Nitesh Park Avenue is modelled on the aesthetic of upscale New York living. Towering above the prestigious Sankey Road neighbourhood while facing the elite Bangalore Golf Course, this spectacular residence is an address to covet. With a luxury home so unique, the owner-connoisseur of Nitesh Park Avenue will undoubtedly be looked up to in more ways than one.



# Full Page Ads

### Nitesh Estates<sup>®</sup>



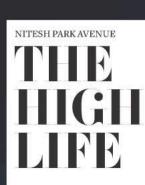
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Nitesh PARK<sup>AVE</sup>

HEGH GROUNDS, SANKEY ROAD BANBALORE, INDIA.

#### Nitesh Estates<sup>®</sup>

EXPECT MORE



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### Nitesh PARK<sup>AVE</sup>

HIGH GROUNDS, SANKEY ROAD BANGALORE, INDIA Floor, 8 M.G. Road, Bangalore 560001 Web ste, www.atteshestates.com

### Barricade branding – 01





### Letter

#### THE HIGH LIFE

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Thisky C.Official	

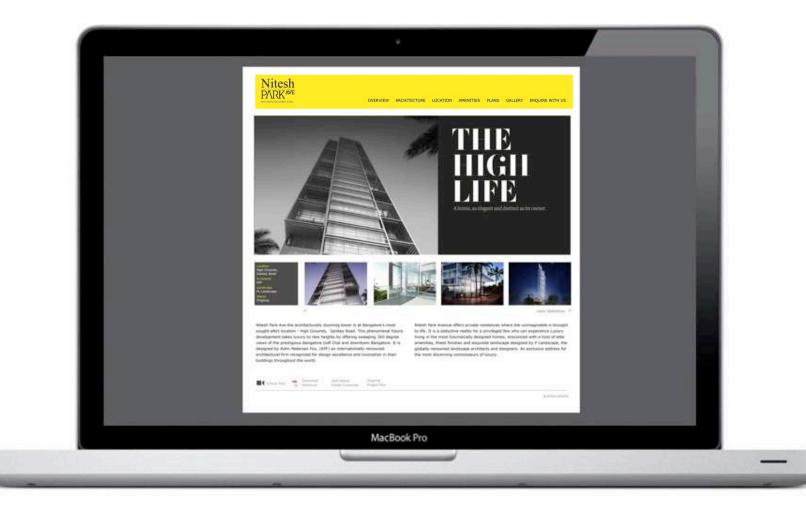
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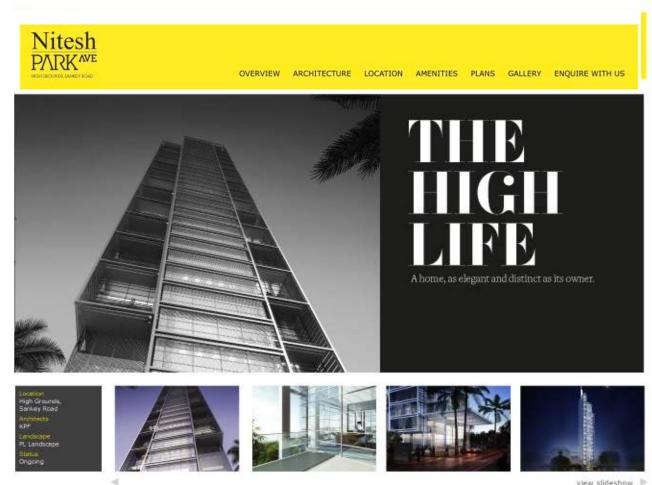
For years, Nitosh Eriatea has emiched lifestyles across the city with properties that redefine line twing. And ence again, we are provid to open doors in lummy homes for Biologaloos's orban situe, it is our pleasure to present Wittesh Park Aversus, a spaceacular, ony centric property that promises netwers a envelop Each aparement overlooks the majestic sweep of the Bangelose Golf Course while unfolding 360° views of the citystape. The property used neighbours the ITC Windsor Masor Sheraton. Le Mandam and the residence of Karnataka's constern, ensuring you'll always be in oralied. company. Namin Park Avenue has been designed by renowined architectic KPF in association with PL Landscape. The result is an ocoric, luxorities creation that is modelled on upscale New York loving This book will unfold the many fuscination dimensions of Nitash Park Avenue in greater datail. Please do get in touch if we can in any way, bring you dozer to the iconic haury home. Ninesh Park Assence assaint you, Bangalone's airylane has never booked better. Secently. Nitesh PARK<sup>we</sup> Hitesh Shetty Numb Shetty Notesh Estates United. Tassespeam, Wr. From & MCK Road, Templices 400000. W reachemates.com

# iPad



### Website





view slideshow

Nitesh Park Ave the architecturally stunning tower is at Bangalore's most sought-afert location - High Grounds, Sankey Road. This phenomenal future development takes luxury to new heights by offering sweeping 360 degree views of the prestigious Bangalore Golf Club and downtown Bangalore. It is designed by Kohn Pedersen Fox, (KPF) an internationally renowned architectural firm recognized for design excellence and innovation in their buildings throughout the world.

Visit Nitesh

Nitesh Park Avenue offers private residences where the unimaginable is brought to life. It is a seductive reality for a privileged few who can experience Luxury living in the most futuristically designed homes, ensconced with a host of elite amenities, finest finishes and exquisite landscape designed by P Landscape, the globally renowned landscape architects and designers. An exclusive address for the most discerning connoisseurs of luxury.

Download Virtual Tour Brochure

Ongoing Project Pics Estate Corporate