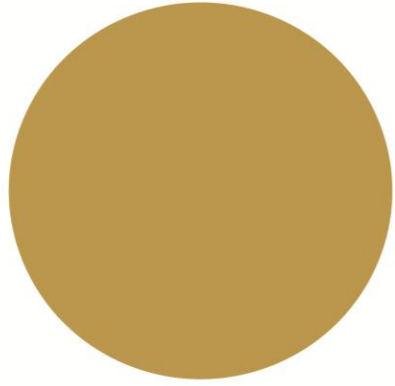


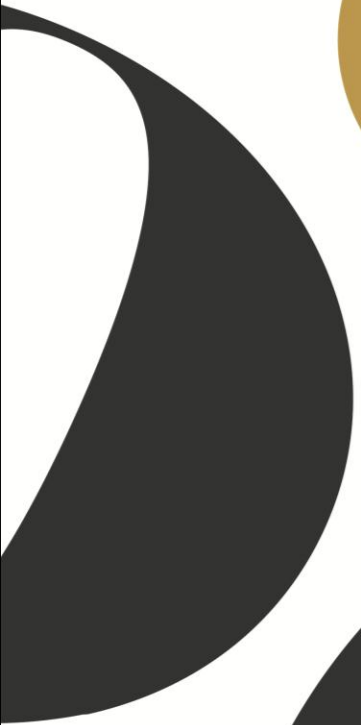
ANSWER

SUNDAY





Task at Hand



Develop a compelling positioning for the commercial project at Kurla, by highlighting the retail led mix-use development & the future location benefits.



Key location highlights – located at LBS road in the compound of Phoenix Market City which is a landmark in itself – Well connected to all parts of Mumbai, connectivity by road, rail, metro to western and central suburbs & in close proximity to airport.

so how do we stand differentiated in our target segment' s mind?

and who are they ?



The A – list

Thrive in a world class corporate work environment

- A and B+ MNC's
- Established Indian business houses
- HNI and NRI Investors



The Dreamers

The ambitious dreamers aspiring to own a better work address.

- Successful entrepreneurs
- SMEs who aspire to reach the next level

From sectors as diverse as IT, BFSI ,
shipping, exports, and engineering

key consumer insights

I want an office location that is
insync with my company's stature.

My office is who I am.

My office is my Address.

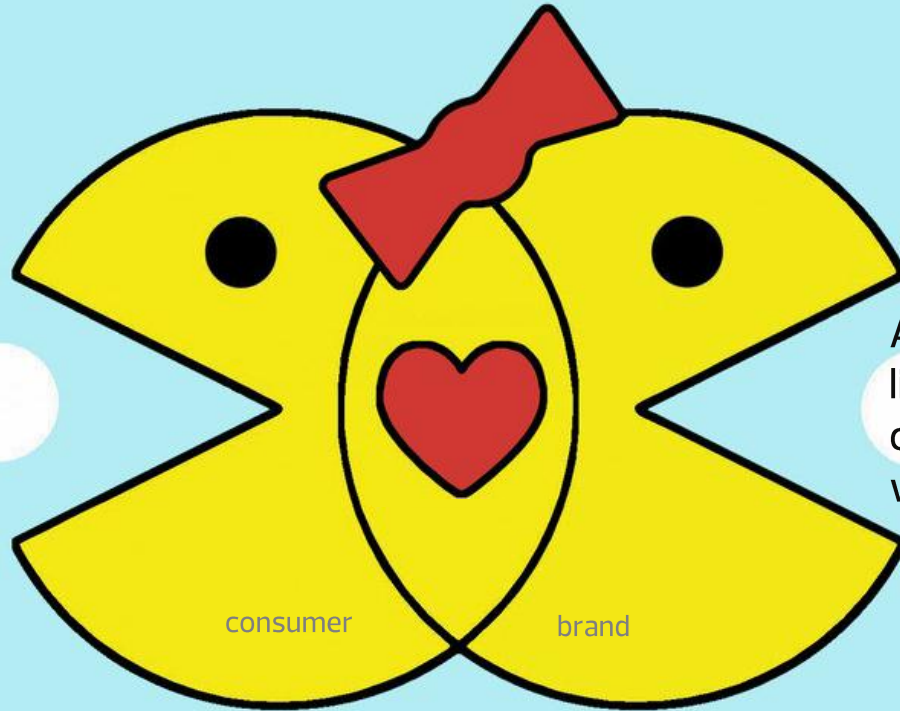
the A List

I need an office space that
empowers my dreams and
aspirations.

the Dreamers

and our fit ?

We want
convenience,
connectivity and a
good location at
great value



A property with Phoenix's
lineage within a mall
complex at a location
with excellent prospects.



All in One



Project Highlights

Connectivity and Location

Flexible Office Spaces

Mixed Used Development

Capital Appreciation

Modern Amenities





Proposed positioning

Business with

An architectural rendering of a modern, curved office building named Orion Park. The building features a mix of brick and glass facades. Five callout boxes with white text on a dark olive background are overlaid on the image, highlighting key business benefits. The scene includes a paved plaza with a few people and cars, and a cloudy sky in the background.

Connectivity and Location

Flexible Office Spaces

Mixed Used Development

Capital Appreciation

Modern Amenities

However, the ART dimension attached to the project would provide additional facet to leverage a premium opportunity



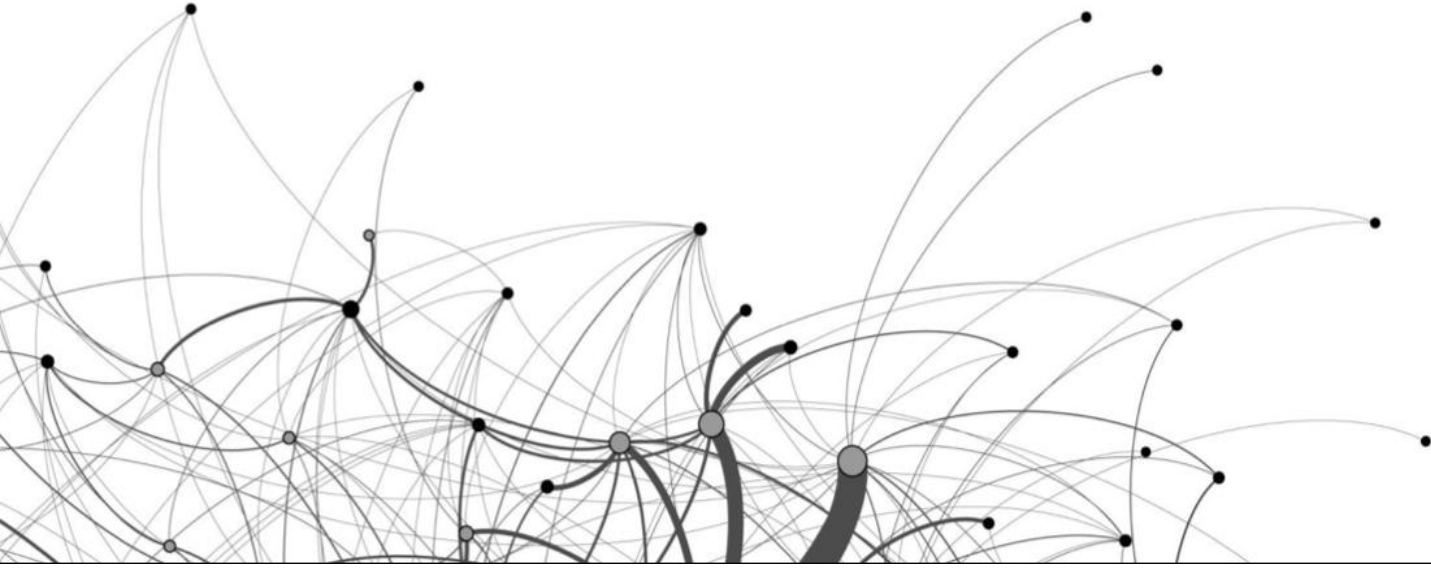
PHOENIX

Redefining the Positioning

The Art Of Business



The Art Of Business with Connectivity



The Art Of Business with Leisure



The Art Of Business with Inspiration



The Art Of Business with Unmatched ROI



So what is the perception switch
that we will create ?



Either or

Connectivity or Value
or prestigious
address





Business with

Better connectivity
Scalable office spaces
Capital Appreciation
Great aesthetics



And what proposition
would trigger the switch?



Guardrail

What are the aces,
we can wield ?



Leverage the Pitch



A sought after
premium shopping
destination



Impeccable
credentials



Stay connected

Several infrastructure projects
making Kurla easily accessible

Centrally located

Work and play

Restaurants, bars, shops and more

Only commercial project within Market City's premises

Other mall benefits like security and parking

Attractive ROI

Prices one third of
surrounding areas

Very promising
investment opportunity

Inspiring Office
spaces

The Art facet makes the
property more premium

The background features several large, overlapping, organic shapes in shades of yellow and olive green. The shapes are semi-transparent, creating a layered effect. The overall composition is abstract and modern.

The Creative Extension

Brochure Design



WHERE ART
MEETS BUSINESS



WHERE ART
MEETS BUSINESS



WHERE
art
MEETS **business**



WHERE
structure
MEETS
fluidity

WHERE
location
MEETS **connectivity**





WHERE
high art
MEETS **high**
performance



WHERE
high art
MEETS

WHERE THE PURSUIT
OF BUSINESS IS AN
UNCOMPROMISING ART

The Art of Business with:
Connectivity
Transparency
Innovation
Flexibility
Capital Appreciation
Growth
Sustainability





DEVELOPMENT READY FOR THE FUTURE

Thanks to its strategic location, superior office
amenities, premium amenities and exceptional air
well as rapid handover, the A10 South Tower
makes your money work for you.

- Available at the end of 2024 in Kuala Lumpur
- Major infrastructure projects completed in Kuala Lumpur
- Part of the largest retail and commercial development in Malaysia
- Water 95% recycled from air purifying in Malaysia
- Premium commercial development with LEED certification

5 MEGA INFRASTRUCTURE PROJECTS- ALL CONVERGING AT KURLA



1 Santacruz Chembur Link Road (SCLR)

Reducing travel time from eastern suburbs to Kurla from 1 hour down to 15 minutes.



2 Metro Phase 1

Reducing travel time from western suburbs like Andheri to Kurla from 30 minutes down to 25 minutes.



3 Metro Rail

Reducing travel time from Juhu Centre to Kurla from 1 hour down to 25 minutes.



4 Eastern Freeway

Reducing travel time from CBD (via SCLR) to Kurla from 1.5 hours down to 30 minutes.



5 Widening J.B. Road

Reducing travel time from BMC to Kurla from 20 minutes down to 5 minutes, and from Powai to Kurla from 45 minutes to 20 minutes.

Strategically located at the center of the emerging infrastructure development, the Art Guild House puts your business way ahead of the game. This 5 mega infrastructure projects - all converging at Kurla, open a long way in reducing the travel time from eastern and western suburbs like Mumbai and South Mumbai, minutes away from the new financial hub - BMC and other CBDCs. Art Guild House makes sure you will always be in the right place at the right time. Thanks to its excellent connectivity for all means of transport, it also offers easy accessibility from anywhere in Mumbai and brings everything your business needs closer.

DYNAMIC ART WALK



The Art Guild House would curate art exhibitions showcasing masterpieces. There would be a collection of thought

PERMANENT ART INSTALLATIONS



Art Guild House will house inspirational permanent art installations. These installations would showcase work of Indian Contemporary Artists. Appealingly installed, these objects of art transform the space into an evocative masterpiece and give a different perspective every time it's being looked at.

Launch Invite

IN A CITY OF LANDMARKS,
AN ICON IS BORN



IN A CITY OF LANDMARKS,
AN ICON IS BORN



Broker Invite



WHERE ART
MEETS BUSINESS



WHERE ART
MEETS BUSINESS

Communications

A PHOENIX Group Project



WHERE **art** MEETS **business**



PREMIUM OFFICE SPACES

- Art installations, Curated art and Dynamic art
- Public art, Permanent exhibits, Art museums and Galleries
- 8 lakh square feet, flexi offices and abundant parking
- LEED certified Green building in Phoenix Marketcity, Kuria
- Green spaces, Health Clubs, Cafes and Business Club
- Incredibly closer via SCLR/Meiro
- 1.5km from BKC, Kuria 'The Centre Of Today'



For Enquiries, Toll Free No.: 1800 200 1237 | E: info@artguildhouse.com | W: www.artguildhouse.com



THE TIMES

NEWS DIGEST

IPU-7 to be party held in South Africa

Agri sector drives India's growth

New, Rajasthan Govt joins AAP

Charges to be framed in Adarsh case soon

El Niño likely to be back this year

Rising fuel prices: UPII chairman & IAFI members

Job scam: CBI to probe Parwar's role

40 SEATS IN UP?

China No. 3 choice of foreign students

After 2 yrs and Whistleblowers

Bill Easing Morphine Rules Just Makes It

15TH LOCK SAIRA

THE FORMIDABLE NEW LAW

Ordinance route for Budget

HSC paper leak teachers detain

Gen-govt trust deficit led to coup fears

Full report on Page 7

BJP could win 61 seats in UP and Bihar: Poll

Party	Seats	Change
BJP	38	10
SP	29	14
BJP	20	10
Comp	16	10
Others	1	2
Total seats	104	

40 SEATS IN UP?

China No. 3 choice of foreign students

HONG KONG



International & Ethnic Jewelry collections
 Deepa Mehta's Jewelry
 Public Limited Diamond Jewelry
 Ruby En
 Harman

Fidelity
1-800-541-7800 or fidelity.com

WHERE *art* MEETS *business*

@Phoenix Marketcity, Kuria



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