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Brand Narrative



"Ascend" represents the desire for
Growth, Progress & Reaching New Heights.

It embodies the idea of moving forward, improving oneself, and achieving success. Atluri Ascend envisions re-shaping the landscape of workspace with the traditional and static office spaces giving way to the more dynamic and adaptable ones. A smart modern building, at the core of its design, resonates with the distinctive character of a Growthpreneur.

Ascend thrives to be a landmark where the
Growthpreneurs make their success stories...

- Providing the right exposure to brands.
- Simplifying tech integration in office administrations.
- An environment for the ultimate crescendo.



The Unique Identity

In our rapidly evolving world, the business landscape is buzzing with excitement and change. There is a new wave of innovators, like yourselves, bringing forth creative ideas that transform into successful ventures - the go-getters, driven by a powerful desire for growth and success.

"The Growthpreneurs"

Your growth story doesn't seek just any space but a perfect environment that is conducive to your unique brand and propels your vision. Traditional offices no longer fit the bill. A modern office with tech-integration, support amenities and right work corners are the catalyst to your Ascend. What you seek is more than just a workspace - it's an atmosphere that nurtures convenience, sparks creativity, and enhances productivity.

Welcome to a space tailored just for you!

Your RISE Our SPACE

Welcoming
Growthpreneurs to

Ascend

Our Modern Office Solutions transcend traditional spaces, offering a blend of functionality and aesthetics. Designed for ambitious individuals, our facilities nurture convenience, spark creativity, and enhance productivity. From collaborative areas to private pods, every corner is tailored for diverse work styles. With state-of-the-art amenities and seamless tech integration, we streamline operations, letting you focus on strategic growth.

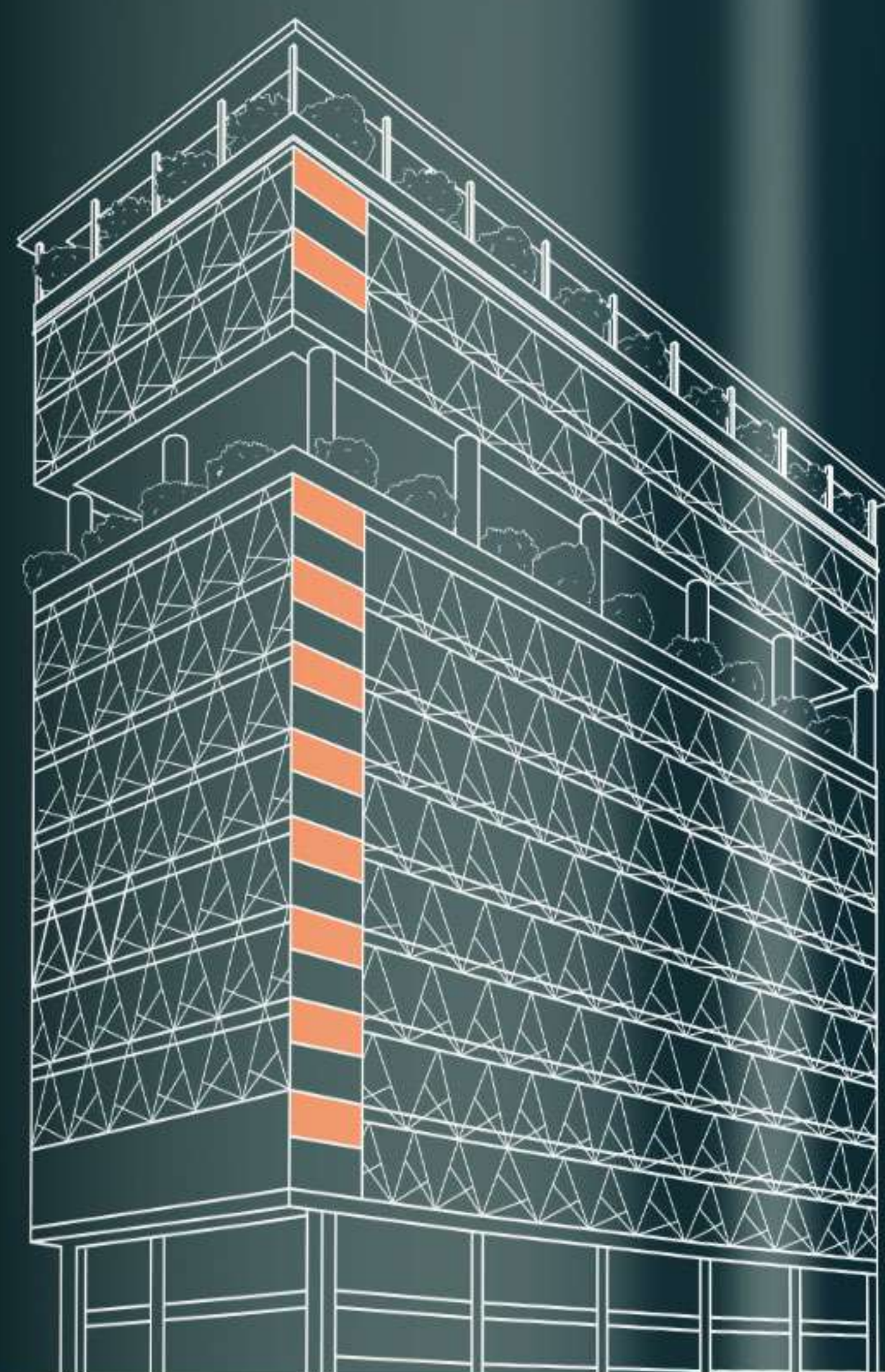
**Welcome to A Reimagined Workspace where
Ambition Meets Innovation – Your Environment for Success!**



Ascend Overview

Building Highlights

- Land Area : 4,100 sq yards
- Building Size : 1,83,660 sqft
- Floor Plate : 15,410 sqft
- Parking Levels : 5 levels - 250 cars
- Retail Space : 2 Floors - 28,000 sqft
- Office Space : 10 Floors - 1,50,000 sqft
- Elevators : 6 High-speed Touchless Elevators



Beyond This



At The Center, With
Excellent Connectivity



West Opaque Core



Three Side Open Views,
Ample Light and Ventilation



Core Designed For Uniform
Temperature Spread



Smart Facade

Hyderabad -

The next Big Location For A Prominent Commercial Hub.



Pioneering Progress at

Full Throttle!

Hyderabad, The Fastest Growing City has emerged as a dynamic economic driver for startups, offering a vibrant ecosystem of tech parks, incubators, and talent pools. Its supportive government policies, cost-effectiveness, and connectivity make it a launchpad for entrepreneurial success, attracting innovative ventures from across the globe.

1^{NO.}

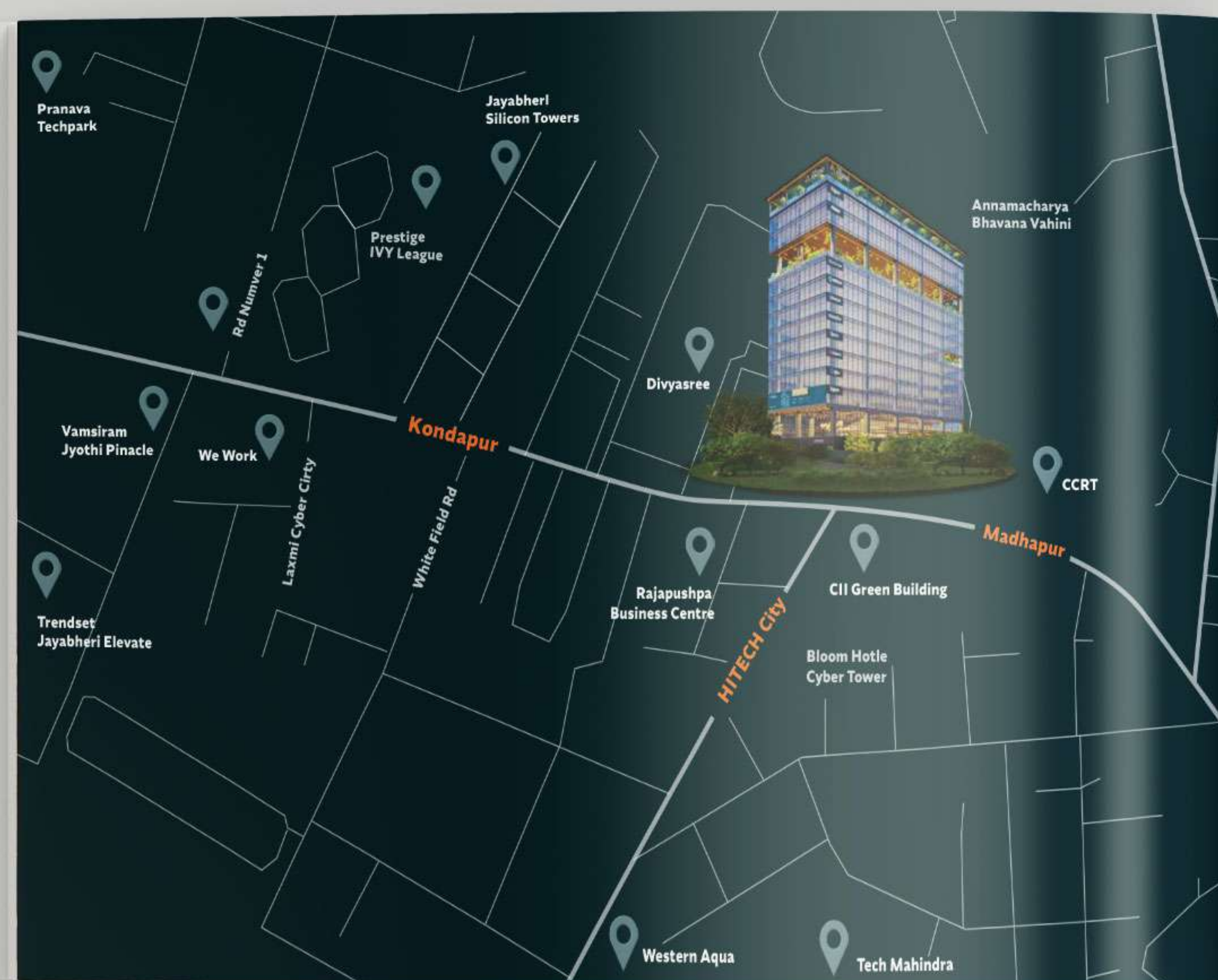
In Ease of
Doing Business

2^{NO.}

Biotech and
IT hub

3^{NO.}

Average per
Capita Income



Prime Location

Experience the pulse of progress at Atluri Ascend, strategically situated in the vibrant heartbeat of Hyderabad – on the prime commercial road of HITEC City, Kondapur. Right at the centre, the three ways are easily accessible from Atluri Ascend – Madhapur, Kondapur and HITEC City. The building has various prominent Non-IT Commercial Offices, Residential Apartments, F&B Outlets, Social Infrastructures, Retail Malls, Hospitality Developments within easy accessibility

The Right

Connections.

Effortlessly moving across the city, the accessibility of Atluri Ascend features relaxing mobility. The Metro Lines (Red - Miyapur to LB Nagar, Blue - Raidurg to Nagole and Proposed Line Phase 2) makes it a hassle-free ride to reach Ascend with its good frequency and convenient services.

Added to this, the location offers seamless connectivity through SRDP Overpass, SRDP Underpass and MMTS (Sub-Urban Rail). Seamless **last-mile connectivity** that ensures you're always well-connected to opportunities and convenience, making every journey to success just a step away

Everything is just a step away: Being a perfect "Time Efficient" option.



Uber



Architectural

Design Philosophy

- **Mindful Spaces**

Our Architectural Design philosophy orchestrates an immersive experience, harmonizing form and function, materiality and meaning. Carving spaces that seamlessly embrace the ebb and flow of human life. With a deep understanding of transformative settings. Atluri Ascend introduces "Mindful Spaces".

- **Empowering**

Nestled amidst the lush green surroundings on three sides, the linear floor plate is designed to enhance concentration thus alleviating attention fatigue and propelling productivity.

- **Exhilarating**

Abundant natural light dances through expansive windows, infusing every corner with a vibrant glow, nurturing both productivity and mental well-being. Design that breathes life into spaces.

- **Convenience**

Avoiding cold and hot spots in the office by installing opaque facades, that protect the structure from harsh rays and heat. With VRF air conditioning system that holds independent control of temperature, resulting in an effective reduction in utility cost.

- **Sustainable Workplace Design - Open 3 Sides**

Three-side ventilation is a sustainable and cost-effective solution that offers numerous benefits for occupants, such as improved air quality, reduced reliance on mechanical systems, and a more pleasant and productive indoor environment.

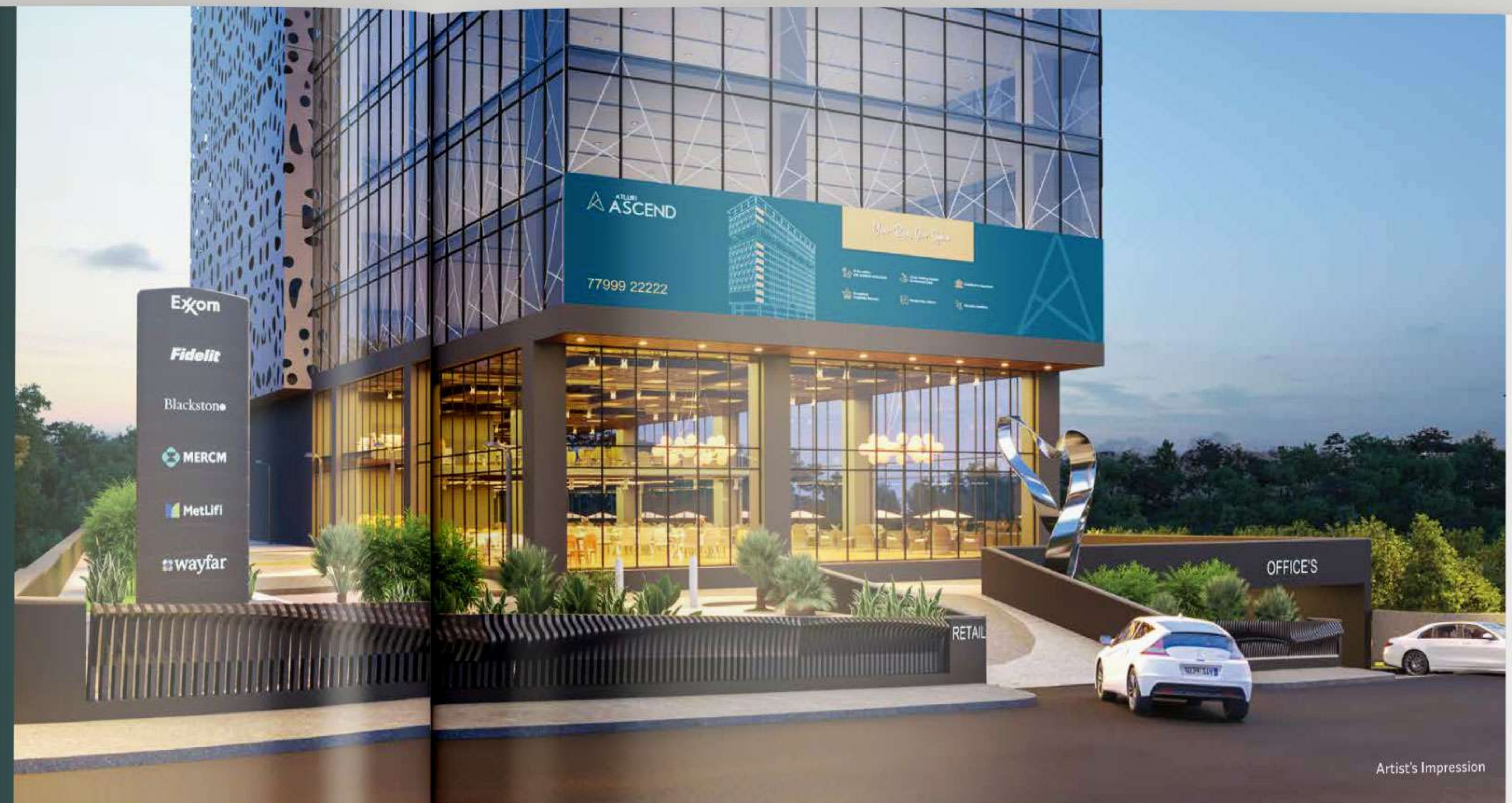
• Smart Façade • Energy Efficient • Water Efficient • Social Connectivity



Building Amenities

Elevating Every
Welcome.

- Separate Entrances - Retail and Offices
- Double Height Retail Frontage
- Office Signages on a Digital Pylon
- Landscaped driveway
- Signature Art



Artist's Impression



Artist's Impression

Smart and Sleek

Driveway

- ANPR based Vehicular Access and Automatic boom barrier
- Security Room facilitating Visitor Management
- Ceiling treatment (WPC)
- Lighting
- Landscaping

Streamlined Drop Off

- Round about
- Aesthetic/Art
- Separate parking for Food Delivery
- Valet Parking
- Waiting Area





Where Impromptu
Meetings Meet
Luxury

- Indoor LED Video wall
- Reception Desk
- Granite Flooring
- Lounge seating
- Be-spoke Furniture

Stock Images

Enjoy Your Breaks With The

Finest Brews

- Worldclass WMF Coffee Machine
- Food & Beverage Service
- Free Wi-Fi
- Bar Counter Style High Rise Seating
- Turnstile Access Control





Stock Images

Where Ideas Find **Voice**

- 16-Seater Conference Table
- Large format Video Displays
- Video Collaboration Systems
- State of the Art AV integration
- Acoustic friendly Interiors

One-Stop Printing Solution

- Business Center
- Printing & Scanning
- Office supplies
- Documentation works
- Stationary
- Professional Assistance



Professional Care During Work Hours

- Kids Kreche
- Fun & Learn Zones
- Child-Friendly Furniture
- Secure Supervision
- CCTV Monitoring
- Parental Communication



Swift
**Health
Support**
at Work

- Especially Abled Friendly Building Design
- Clinical Support
- Nursing Station
- First Aid Desk
- Emergency Support



**Gastronomic
Support**
for the Workforce

- Electronic induction stove
- Ventilation & Exhaust Systems
- Food Preparation Counters
- Cold Storage Refrigerators
- KDS - Kitchen Display System



Cleaning & Handling

Corner

- Washing
- Dryer Units
- Ironing Station
- Storage Cabinets & Shelves
- Premium Fabric Care and Handling



Stock Images

Making Disposal Hassle-Free and Responsible

- Garbage Chute
- Segregation System
- Garbage Compactor
- Recycling Bins and Containers
- Odor Control



Clean, Comfortable, Office-Grade

Restrooms

- Lower Ground – Guest Toilets
- Parking Level 1 – Executive Staff Toilets
- Parking Level 2 – Service Staff Toilets
- Dryer & Accessories



Smart Building

Why Settle for Static Signages?

- Digital Pylon in Front of the Building
- Outdoor LED signages on the building façade
- Indoor LED video wall at the reception
- Floor wise office signage
- Digital signage platform for content management



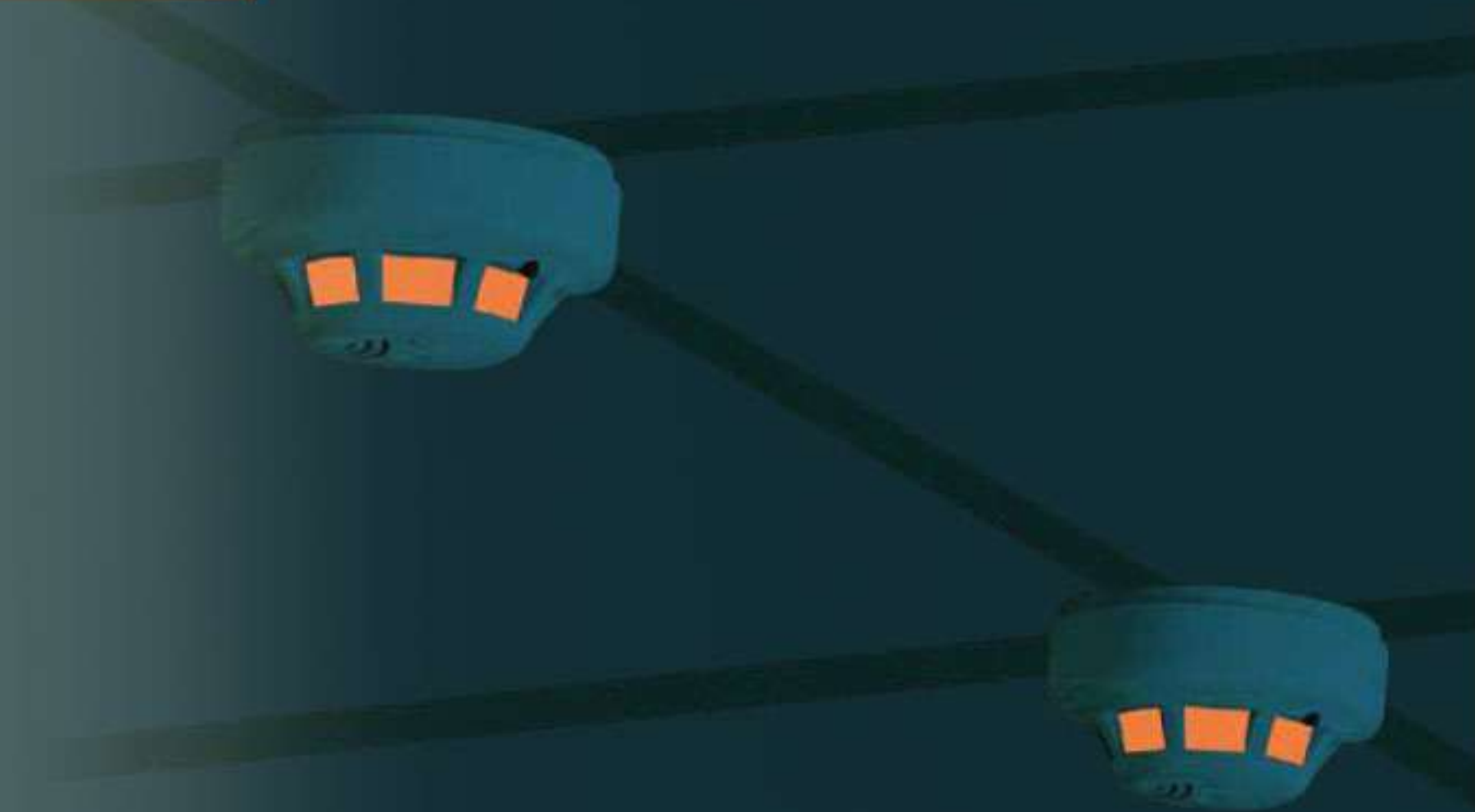
Clear and Concise Communications

- Multizone Broadcasting
- Zone wise announcements
- Background Music
- Emergency Announcement Capability
- Integration with Fire Alarm System



Safeguarding Spaces with Precision

- Zone Wise Addressable Fire Detection
- Smoke Detectors
- Carbon Monoxide Detectors
- Sprinkler System Integration
- Visual Alarm Devices



Smart Monitoring Solutions

- IP based High resolution cameras
- Digital NVRs Storage
- Wide-Angle Lenses
- Night vision capability
- Motion Detection



Your Gatekeeper to a Secure Workplace

- Smart Entry
- Real Time Monitoring
- Secure Data Encryption
- Integration With Other Security Systems
- Timed Access and Scheduling



Powering Progress

- 100% Power Back Up
- 1250kva Level-2 Transformer
- 625kva Silent Type Diesel Generators -2nos
- Intelligent and Energy Saving Lighting
- IEC Certified Electrical Panels



Comfort Redefined

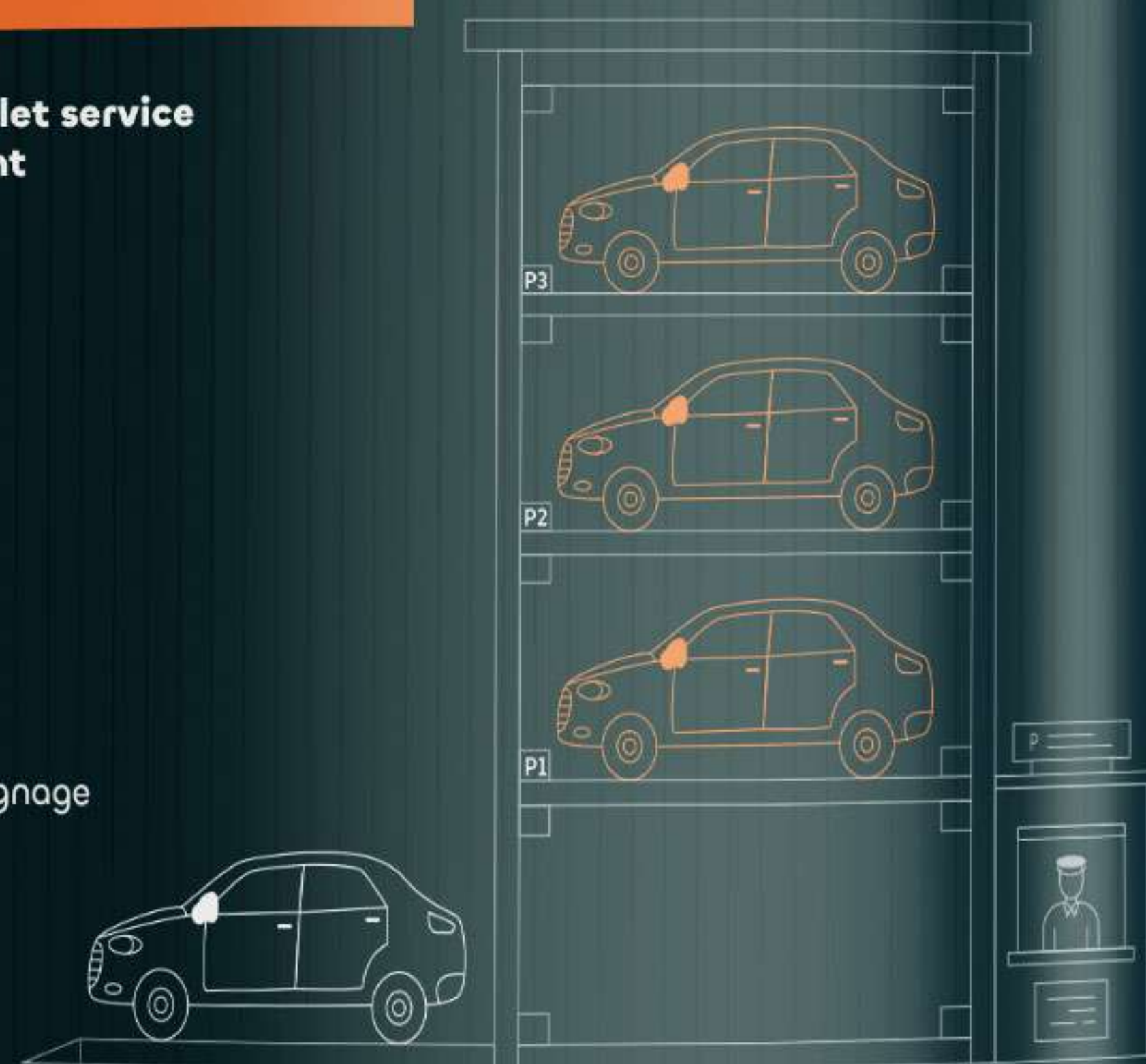
- VRV/VRF Air Conditioning System
- Design Flexibility
- Energy Saving Operation
- Air Quality Monitoring
- Smart Intelligent Temperature Control



Parking Management

Tech-driven solutions and valet service redefine Parking Management

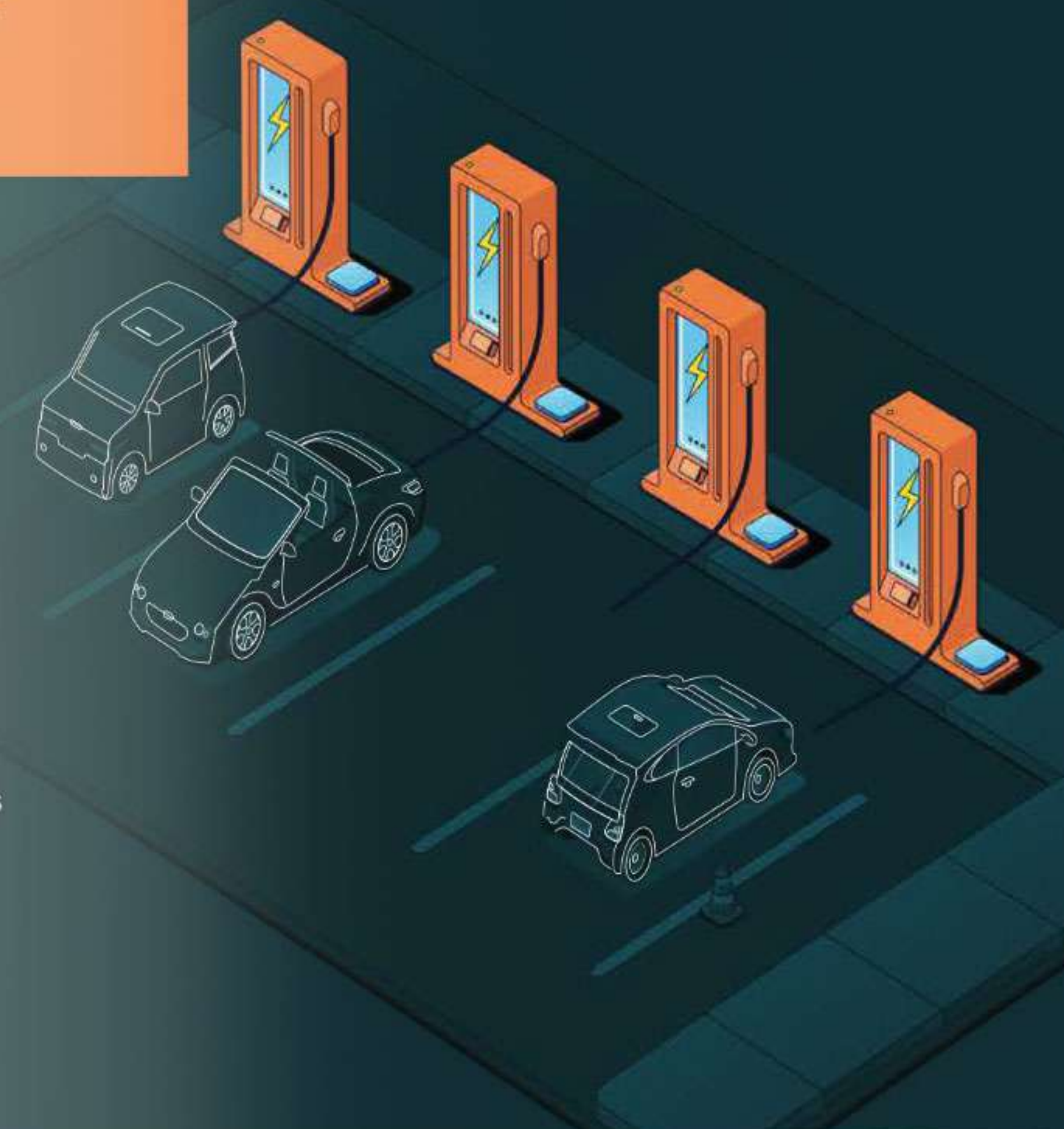
- 5 Levels of Parking
 - Office Parking
 - Retail Parking
 - Visitor Parking
 - Bike Parking
 - Food delivery parking
- Smart parking technology
- Parking guidance and digital signage



Today's Sustainable Drive

Drive the Future with our EV charging stations

- Empowering Sustainable Transportation.
- Dedicated EV parking zone for Cars
- Separate EV charging points for 2-wheelers
- 7.5KW to 23KW high speed chargers
- IOT enabled for remote monitoring



Secure Storage Solutions

- Convenient Storage Units
- Secure access control
- Usage tracking & reporting
- Notification & Alerts
- Tamper detection & Security alarms



Rise to New Heights

- 6 High-speed (2.5mps) Imported Service Elevators- Mitsubishi
- 15 pax passenger elevators - 4 Nos
- Large size service elevators to accommodate movement of heavy equipment
- Customized car interiors



Water Management Sustainable

Efficient, Eco-Friendly Water Management

- Sub soil drainage system
- MBBR technology sewage treatment plant (STP)
- Hydro pneumatic water treatment system (WTP)
- Rain water harvesting
- Ecological water management solution



Pure Hydration, Plastic-Free Fountains Ahead

- Multi-Stage Filtration
- Water Quality Sensors
- Storage Tank
- Water Dispensing System
- Water Fountain



Power up Productivity with our Mobile App

- Employee Management
- Visitor management
- Engineering service support
- Parking management
- Pantry service



Building Intelligence Unleashed

iBMS – Electrical, PA, Fire, CCTV, Access

- Multizone public address system
- Addressable fire detection system
- IP based CCTV surveillance
- Basement ventilation system
- PHE integration



Environment Deck

Welcome to a Space

Where innovation meets tranquility, where productivity intertwines with relaxation - introducing the unparalleled double-floored Environment Deck at our building. Elevate your work-life experience with a harmonious blend of nature, technology, and design, curated to foster creativity, collaboration, and well-being.

Our Environment Deck is not just a physical space; it's a statement. It's a testament to our commitment to redefining the workplace, offering a holistic environment that promotes well-being, fosters collaboration, and sparks creativity.

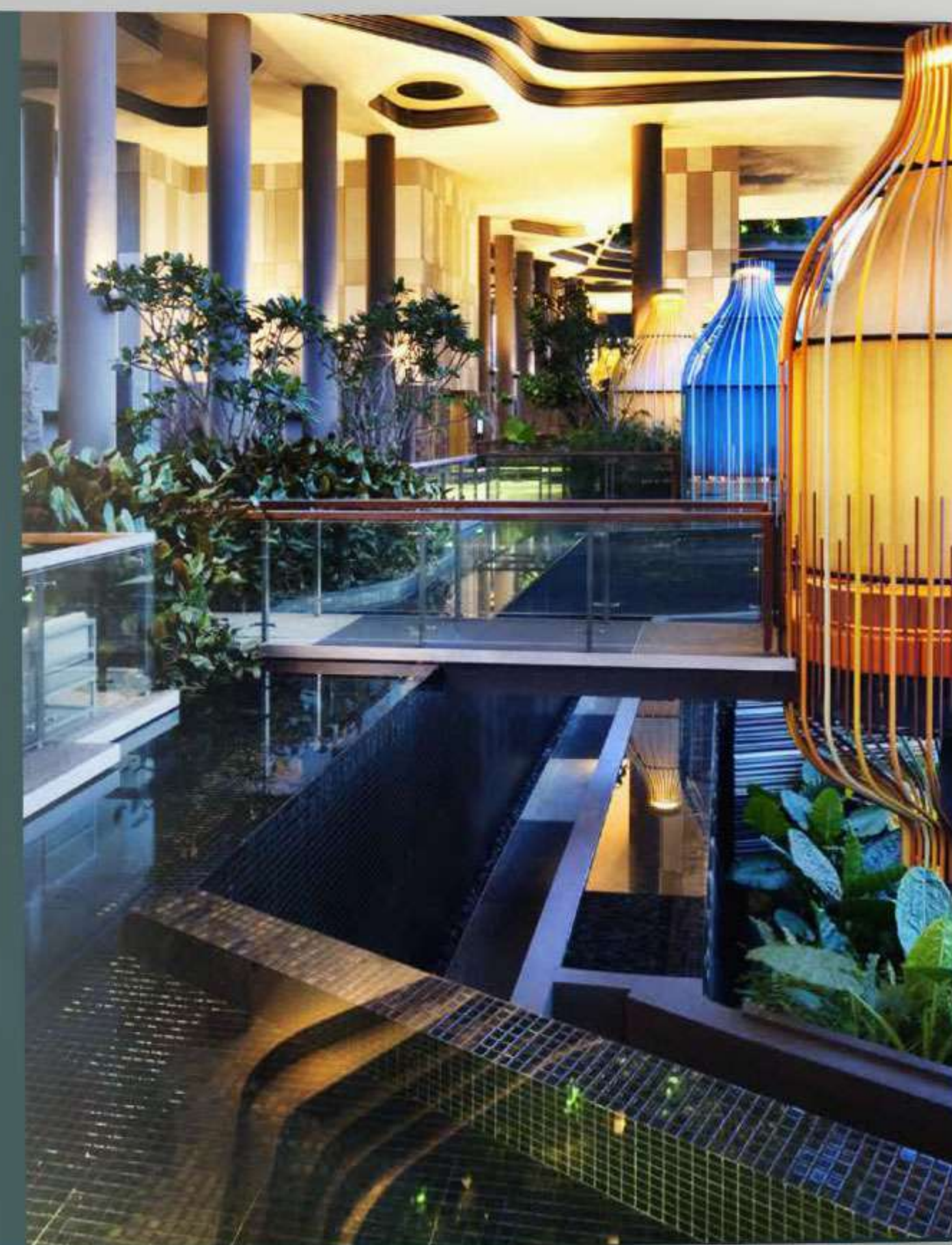
**This is more than just an Office;
It's a Lifestyle.**



Transforming

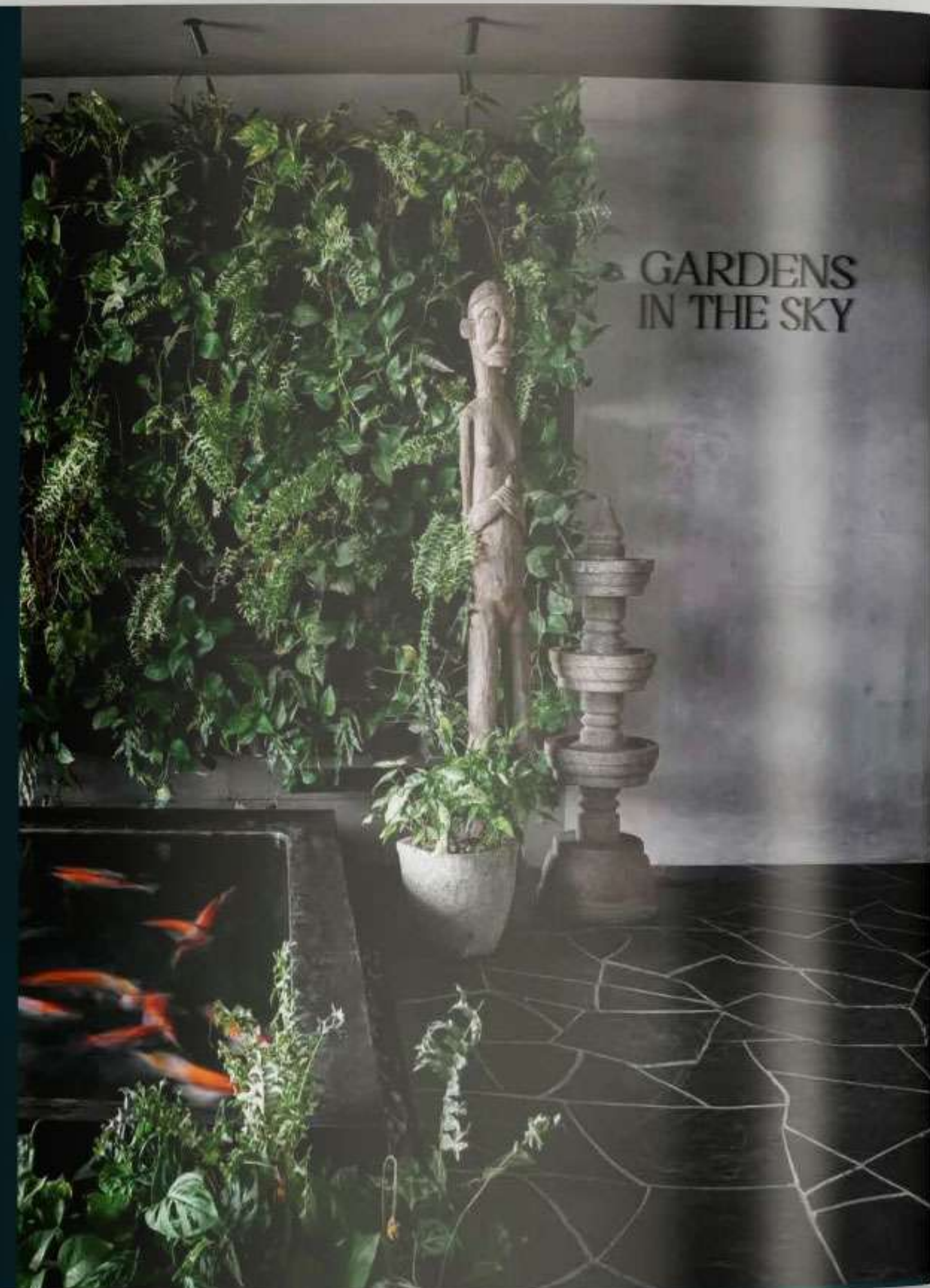
Workplace Landscapes

- Diverse Plant Selection
- Outdoor Seating Areas
- Art Installations
- Pathways and Walkways
- Lighting Arrangement



Soothing Serenity

- Biophilic Design Benefits
- Aquatic Plants
- Waterfront Seating & Cafe
- Fishponds
- Water Quality Maintenance



Step Into Wellness

- Smooth Pathway
- Diverse Landscaping
- Benches and Rest Areas
- Water Stations
- Information Boards



Refreshment **Oasis**

- Multiple shower heads
- Temperature Control
- High-quality fixtures
- Shelving & Storage
- Non-slip flooring



Indulge in **Cafe Delights**

- Comfy Lounge seating
- Showcase Display
- Airy ambiance
- Barista Station
- Extensive Menu



Creative Corners

- Comfortable Seating
- Plants and Greenery
- Refreshment Station
- Magazine and Reading Material
- Fitness or Relaxation Equipment



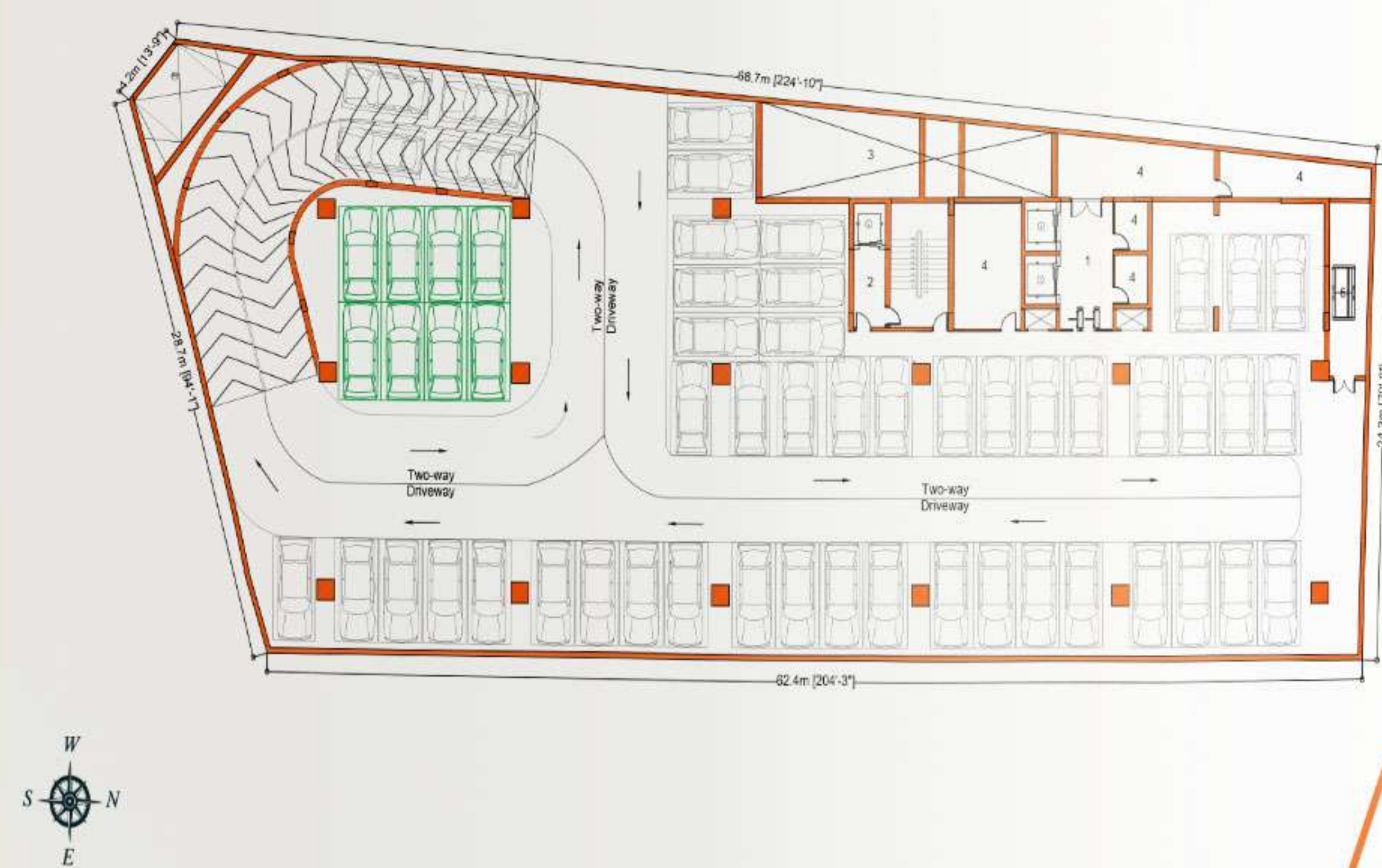
Unwind and Energize

- Relaxation Corner
- Entertainment amenities
- Rejuvenating ambiance
- Wi-Fi access and charging stations
- Quiet Reading Nooks

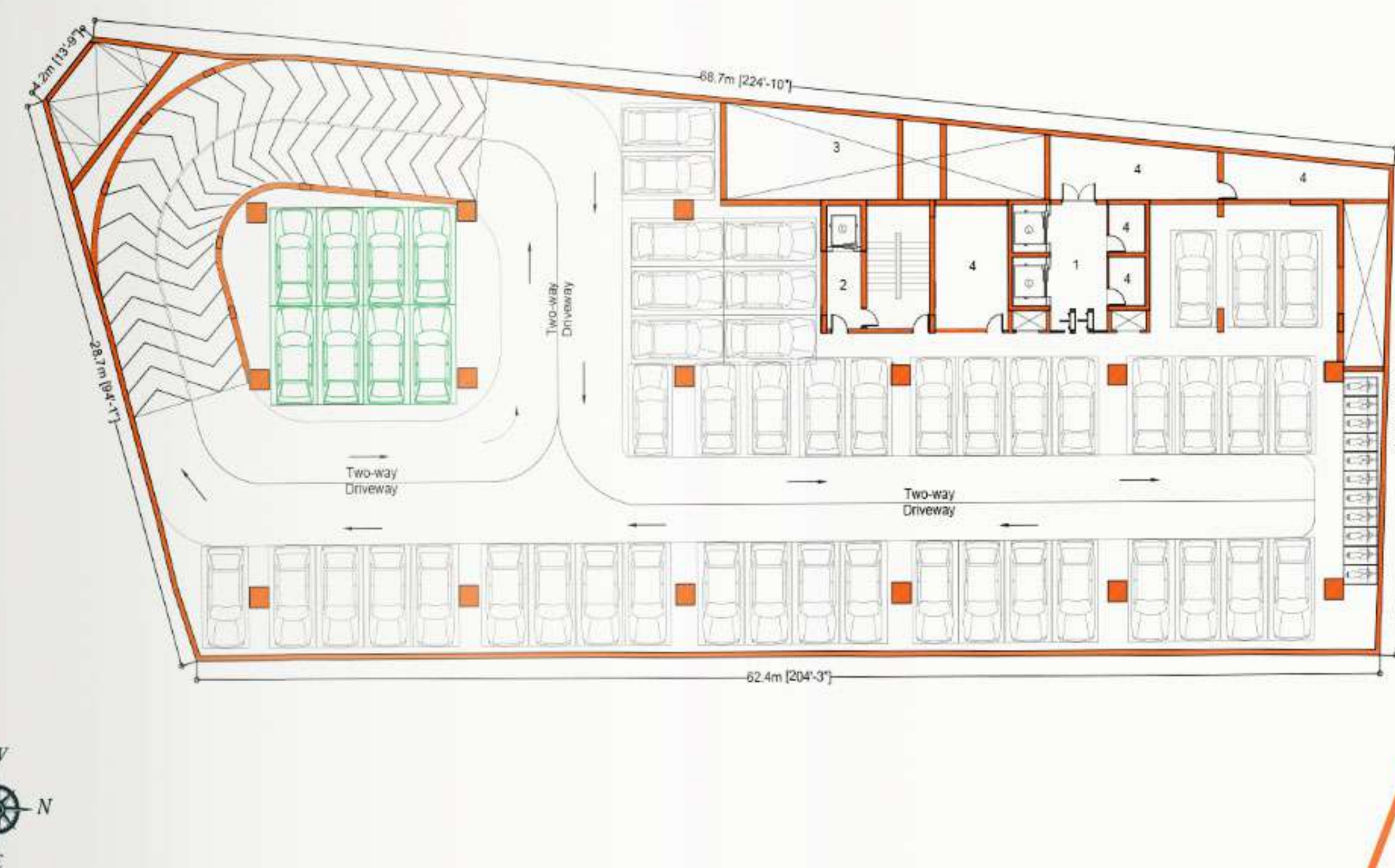


Floor Plans

B4
Parking
Level 4



B3
Parking
Level 3



B2

Parking Level 2

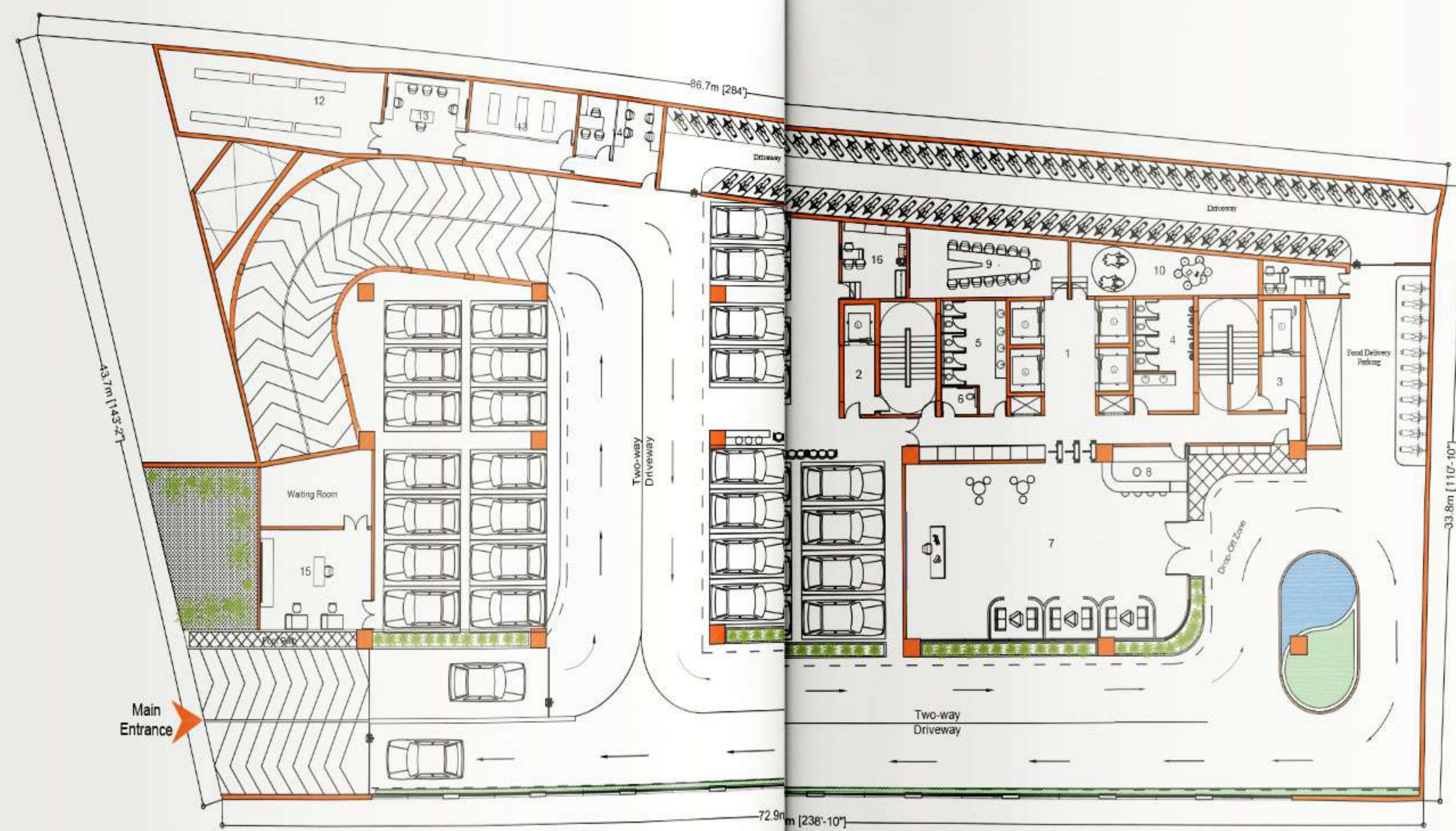


B1

Parking Level 1



Lower Ground Floor Plan



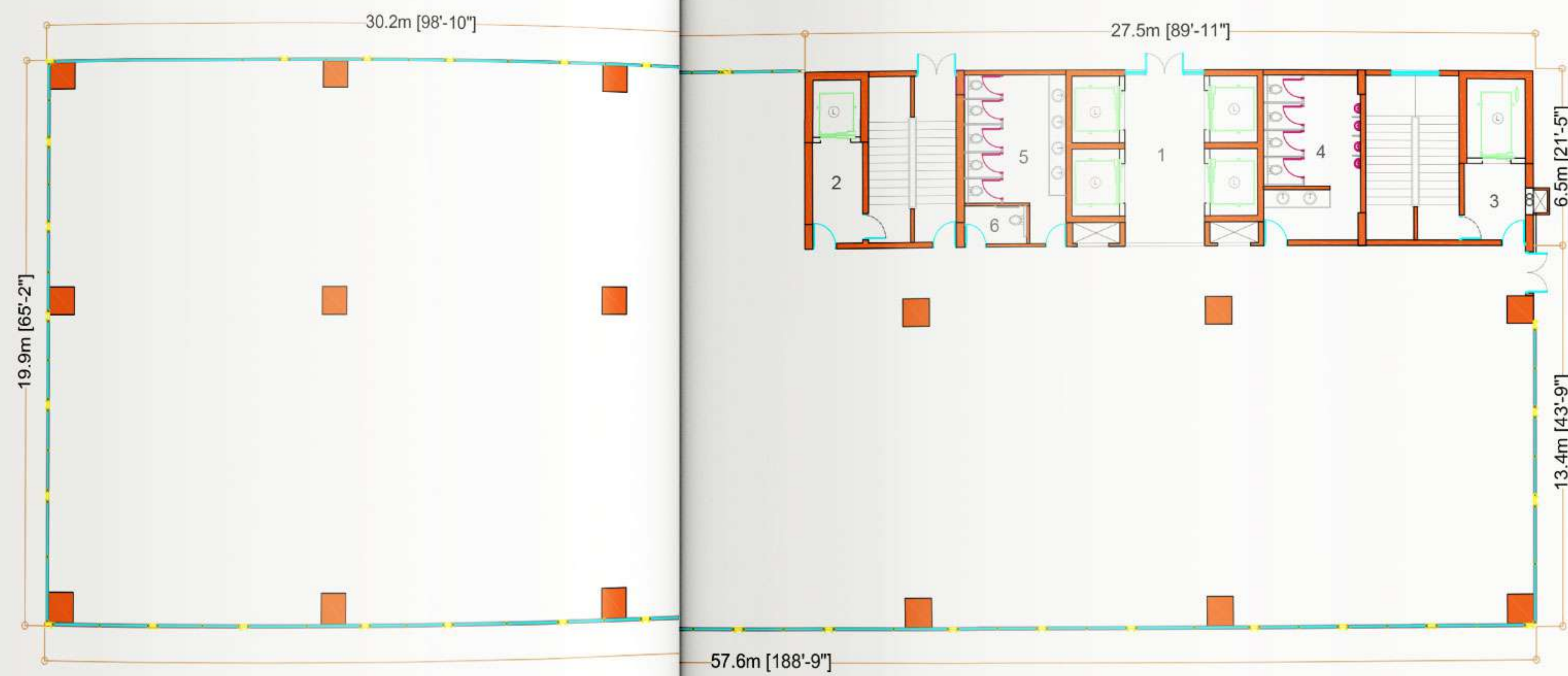
BUSINESS

Lounge

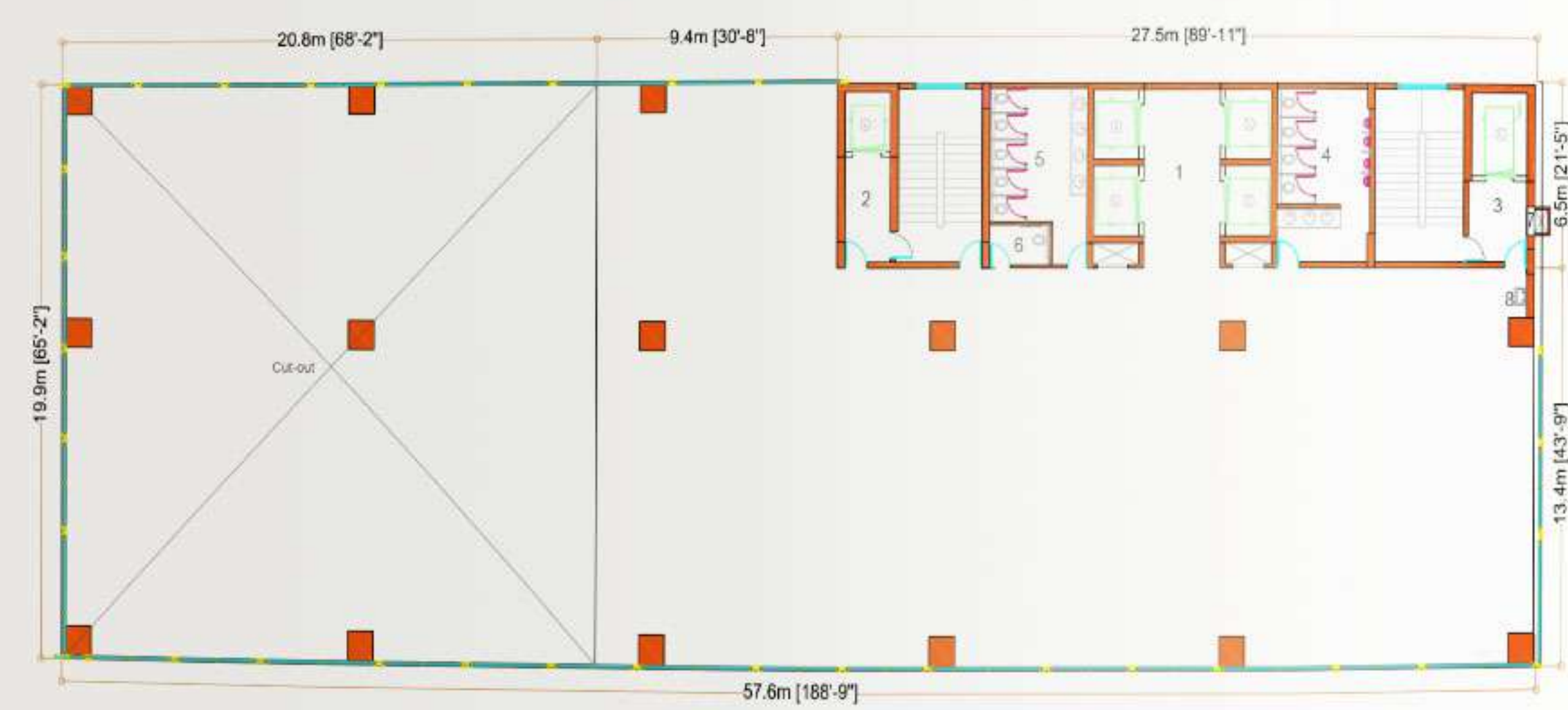
- Coffee Bar
- Kids Creche
- Conference Room
- Health Center
- IT Server Room
- Electrical Panel Room
- BMS Room
- Valet Parking
- Food Delivery Parking



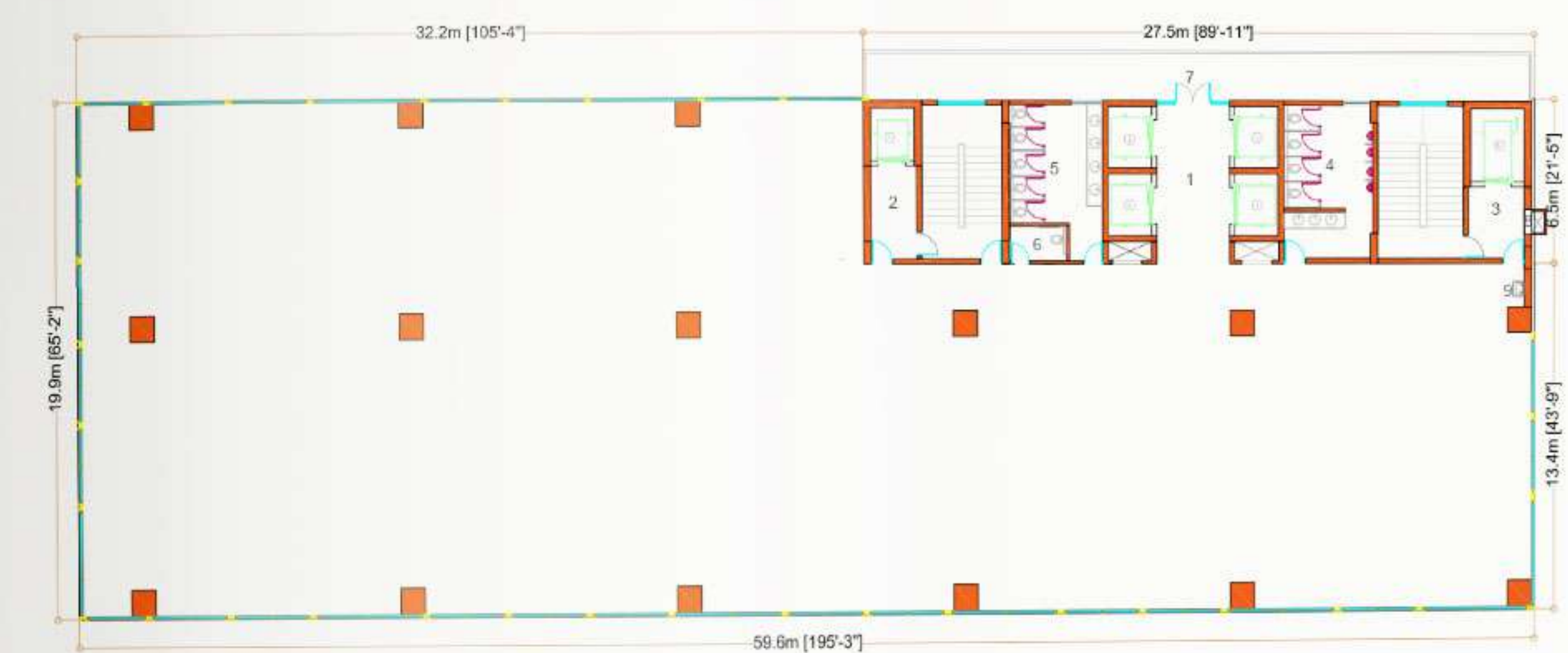
Upper Ground
Floor Plan



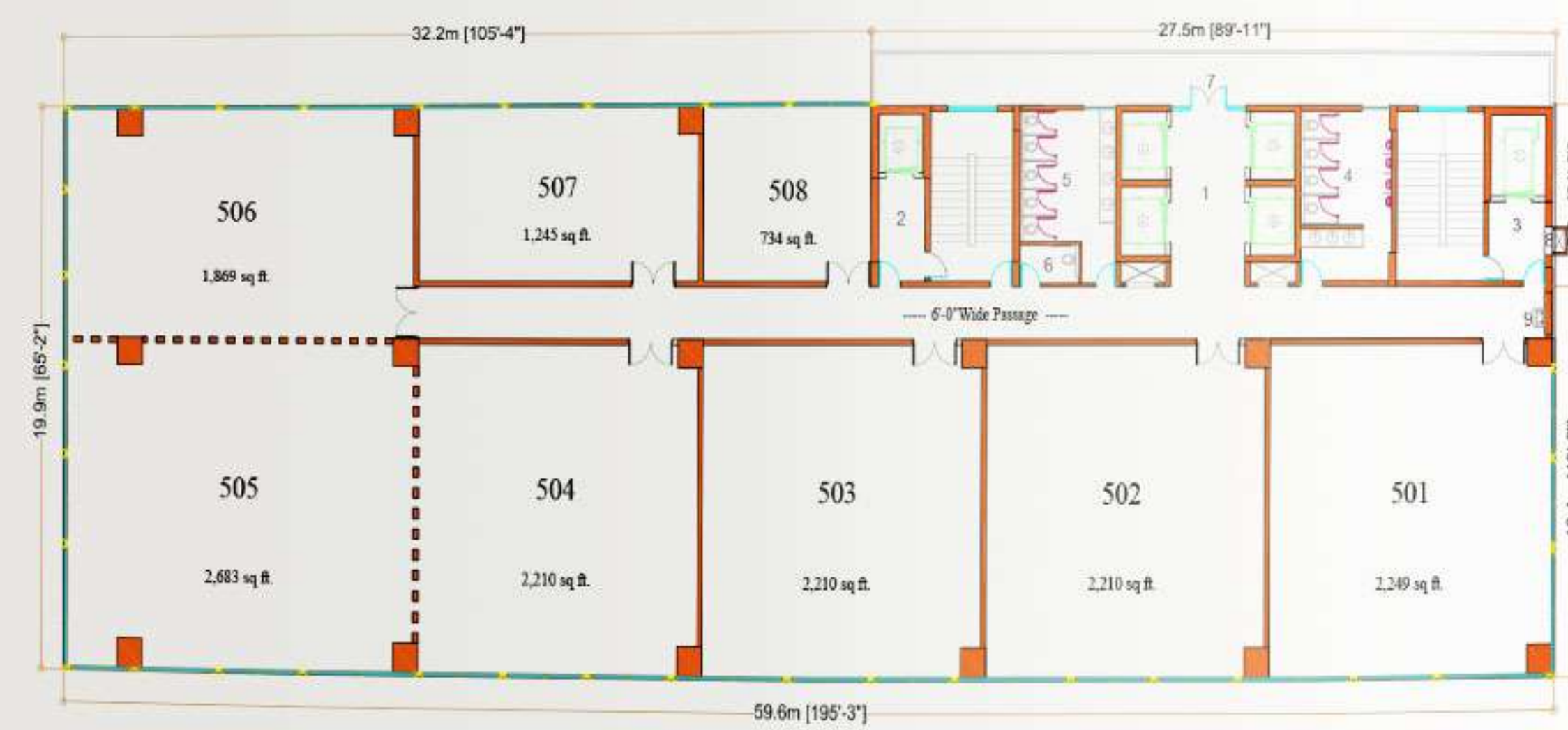
1st
Floor
Plan



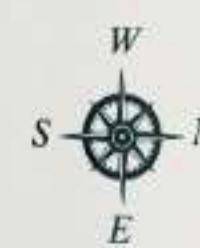
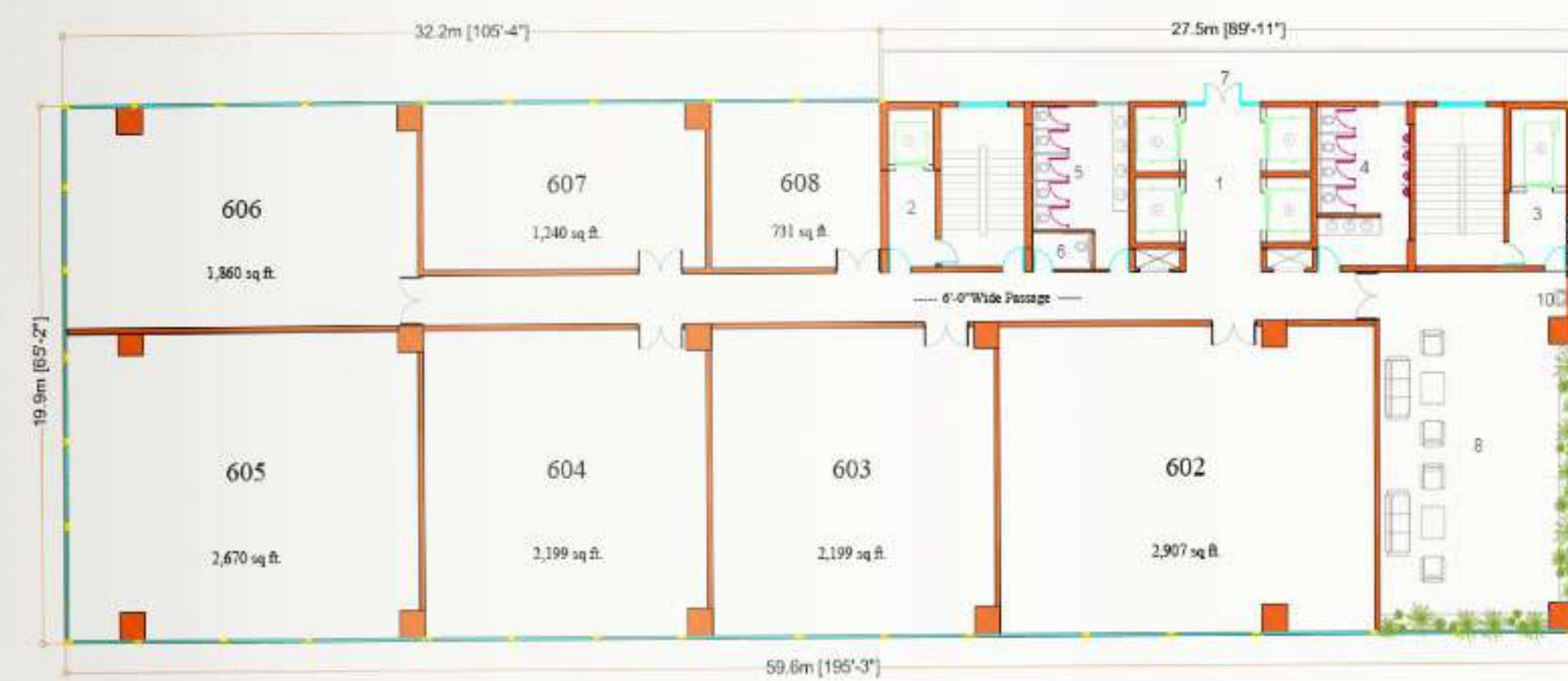
2nd
Floor
Plan



5th Floor Plan



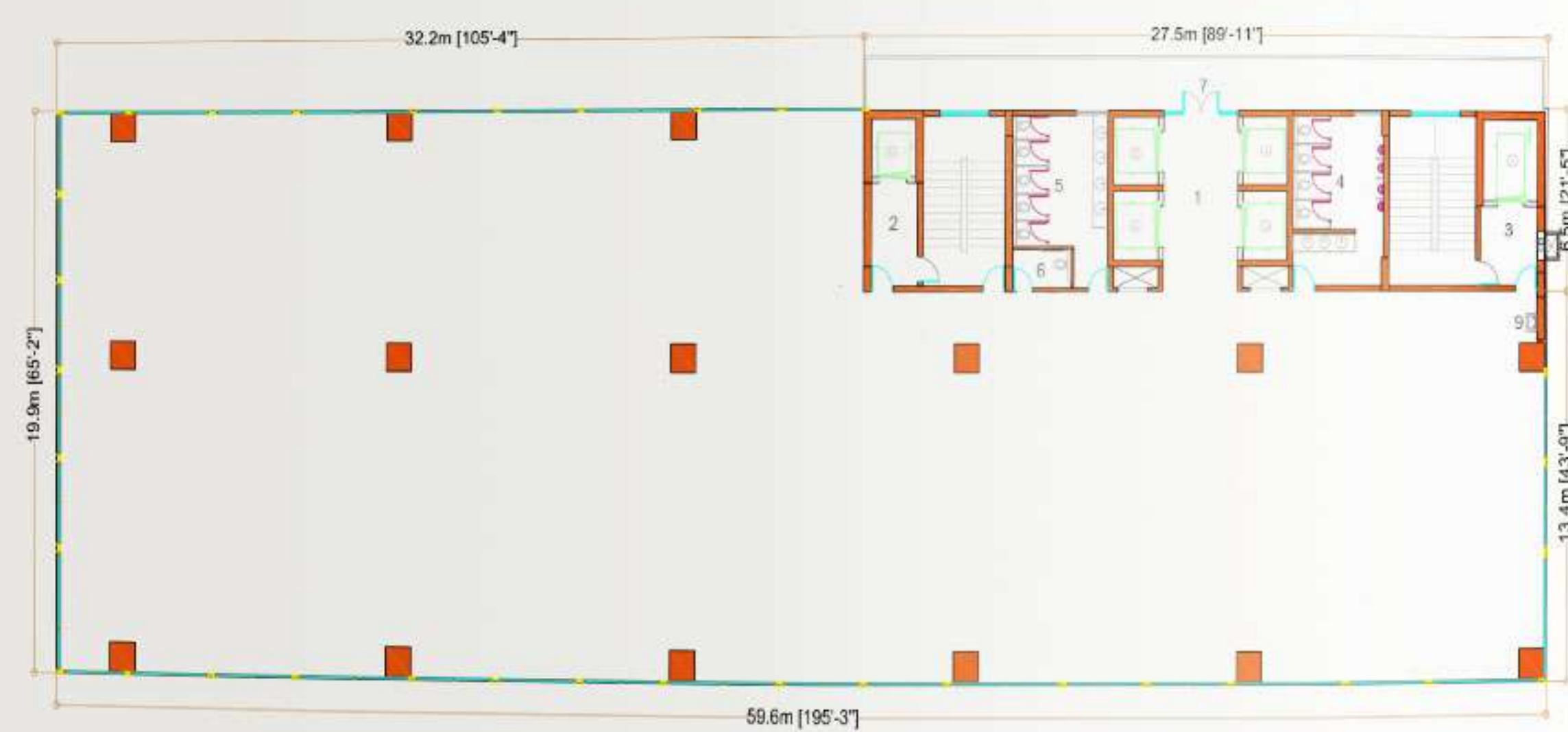
Refuge 6th Floor Plan



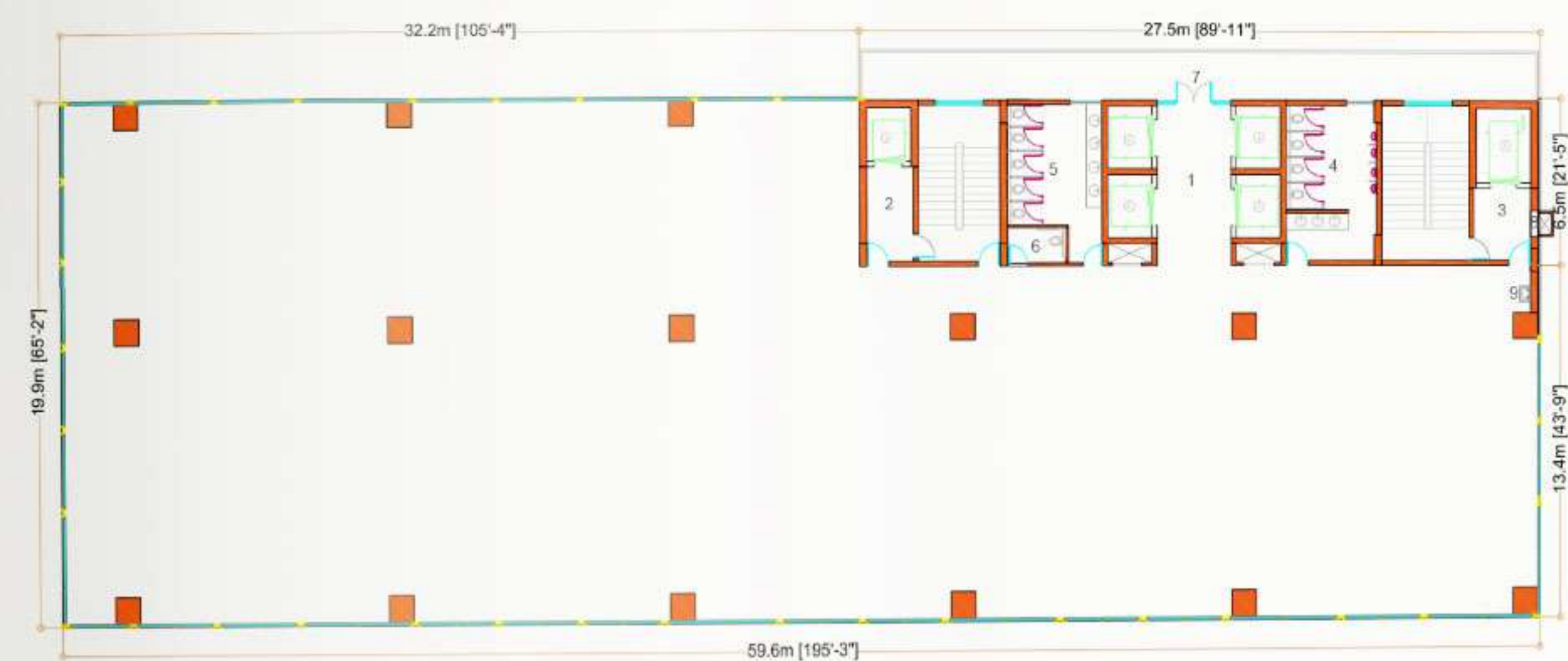
Refuge Area

- Office 2 - 2,907 sq ft
- Office 3 - 2,199 sq ft
- Office 4 - 2,199 sq ft
- Office 5 - 2,670 sq ft
- Office 6 - 1,860 sq ft
- Office 7 - 1,240 sq ft
- Office 8 - 731 sq ft
- 6' wide Passage
- Ladies Toilet
- Gents Toilet
- Handicap Toilet
- Passenger Lift Lobby
- Service Lift Lobby
- Fire Lobby

7th
Floor
Plan



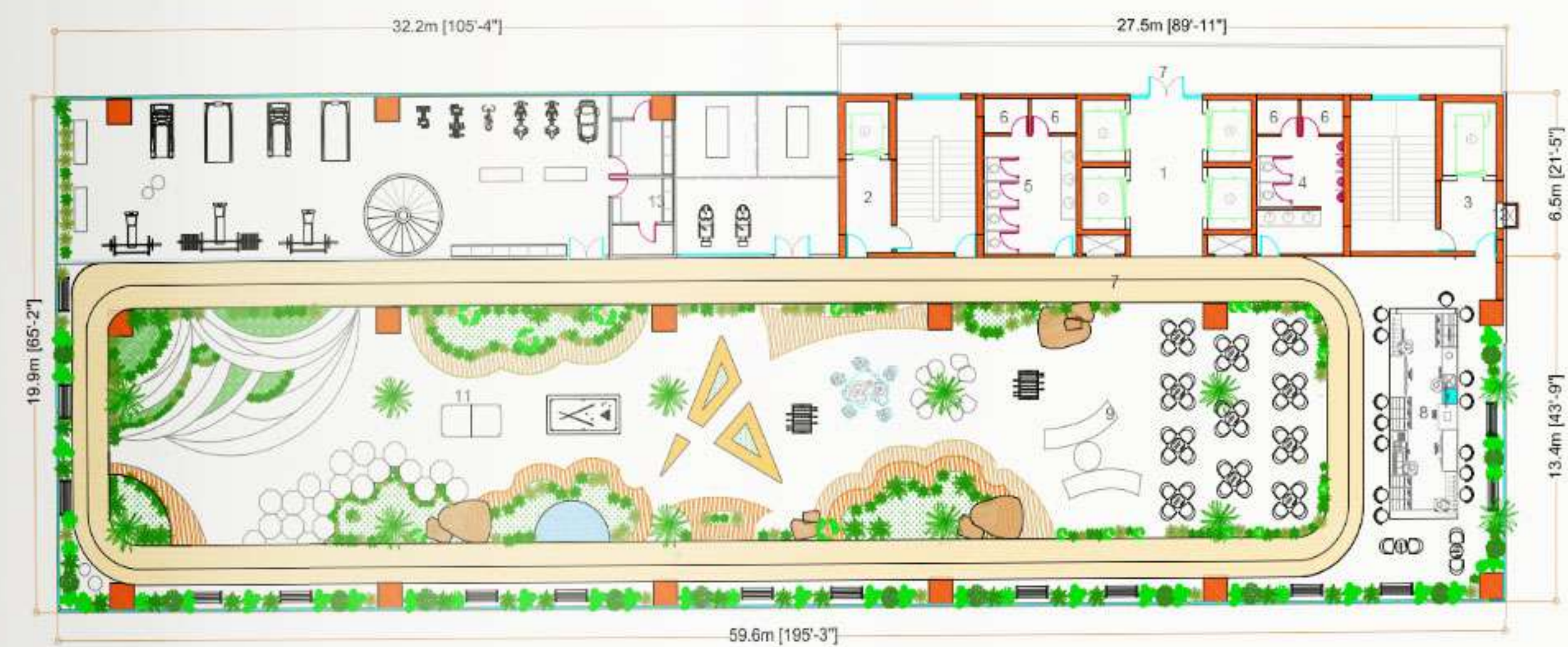
8th
Floor
Plan



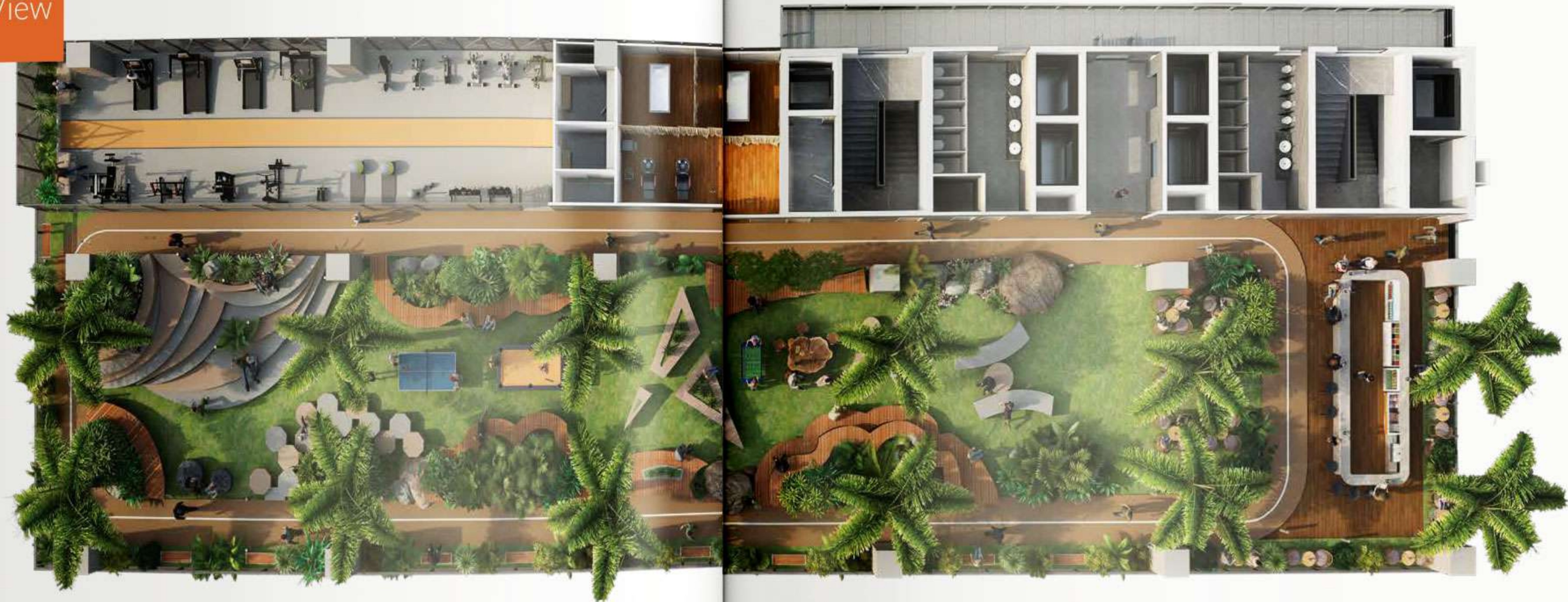
9th Floor Plan



10th Floor Plan



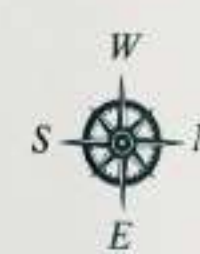
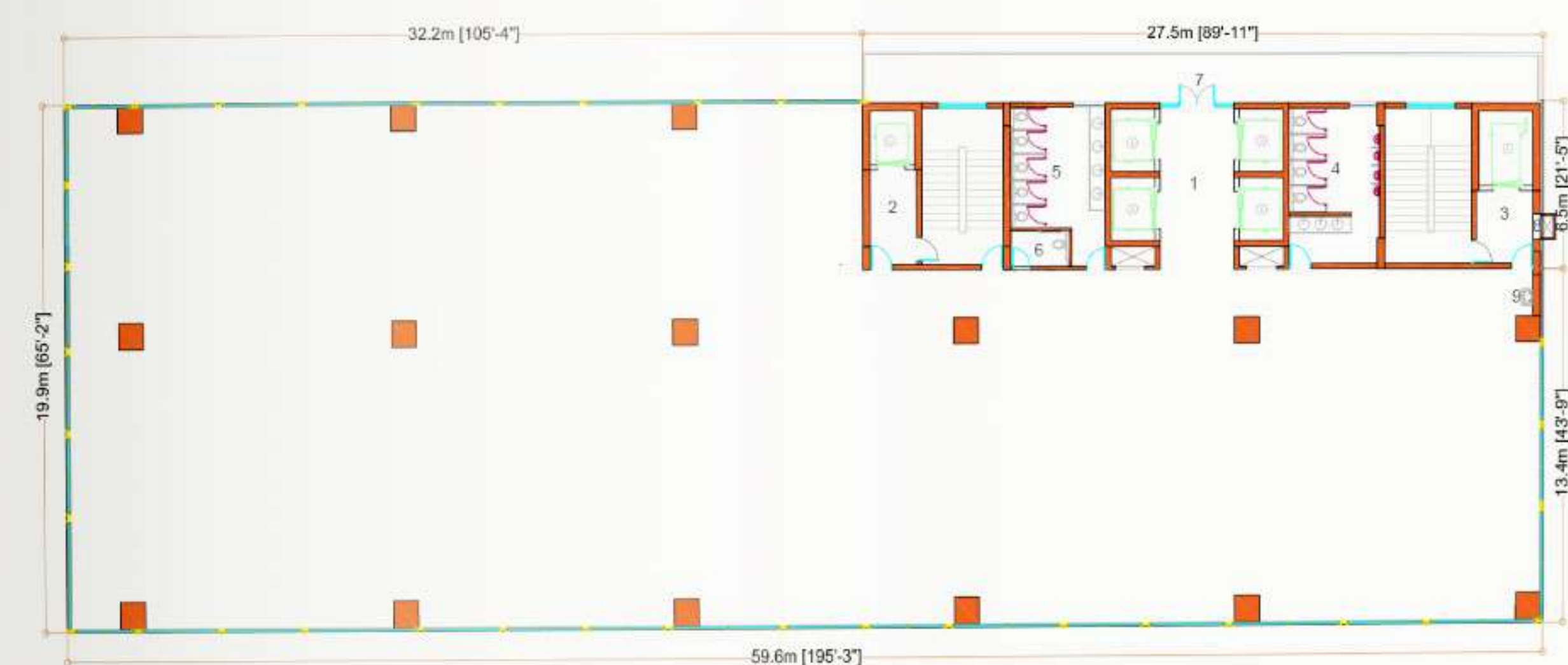
Environment Deck
Isometric View



11th
Floor
Plan



12th
Floor
Plan



Unit Area Sizes

1 FLOOR

OFFICE 01.....14,780 SQFT

FLOOR PLATE 14,780 SQFT

2 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15,410 SQFT

3 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15,410 SQFT

4 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15,410 SQFT

5 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15 410 SOFT

6 FLOOR

OFFICE 01.....	1,860 SQFT
OFFICE 02.....	1,240 SQFT
OFFICE 03.....	731 SQFT
OFFICE 04.....	2,670 SQFT
OFFICE 05.....	2,199 SQFT
OFFICE 06.....	2,199 SQFT
OFFICE 07.....	2,907 SQFT

FLOOR PLATE 13,806 SQFT

7 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE	15,410 SQFT
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8 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15,410 SQFT

9 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE	15,410 SQFT
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10 FLOOR

OFFICE 01.....	1,860 SQFT
OFFICE 02.....	1,240 SQFT
OFFICE 03.....	731 SQFT
OFFICE 04.....	2,670 SQFT
OFFICE 05.....	2,199 SQFT
OFFICE 06.....	2,199 SQFT
OFFICE 07.....	2,907 SQFT

FLOOR PLATE 13,806 SQFT

11 FLOOR

OFFICE 01.....	1,869 SQFT
OFFICE 02.....	1,245 SQFT
OFFICE 03.....	734 SQFT
OFFICE 04.....	2,683 SQFT
OFFICE 05.....	2,210 SQFT
OFFICE 06.....	2,210 SQFT
OFFICE 07.....	2,210 SQFT
OFFICE 08.....	2,249 SQFT

FLOOR PLATE 15,410 SQFT