




IMPERIAL AVENUE

DOWNTOWN DUBAI

ONLY THE  
EXCEPTIONAL

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Exquisite residences  
at Downtown Dubai



It takes the deepest of roots to  
bring out the tallest of grass.  
Farthest of visions to tread the  
longest of paths.

When the elite entities define  
lifestyle and luxury.  
It takes the exceptional to redefine  
them into a distinctive style.

ONLY THE EXCEPTIONAL



IMPERIAL AVENUE

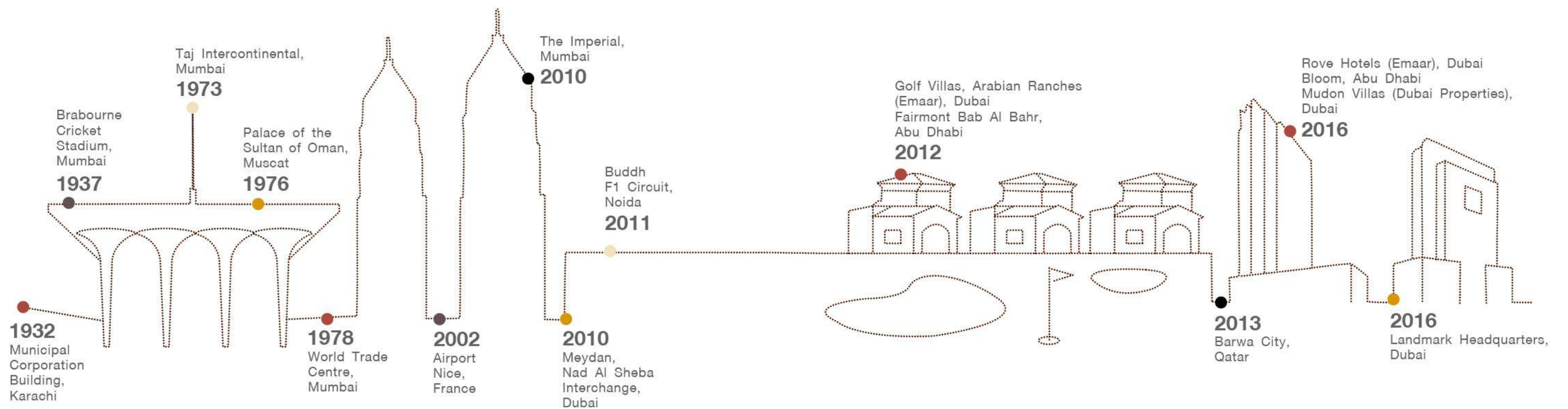
DOWNTOWN DUBAI

# LANDMARKS OF ICONIC SIGNIFICANCE



Shapoorji Pallonji Real Estate is a prestigious name in the Indian real estate sector. With cutting-edge innovations, superior designs and flawless execution combined with trust, the group has consistently created milestones across India.

Shapoorji Pallonji was the first Indian construction company to enter the Middle East in 1971, when it won the global tender for the Palace of Sultan Qaboos of Oman. Since then, the company has grown multifold and participated in numerous high profile projects in countries including the UAE, Saudi Arabia, Qatar, Kuwait, Iraq, Oman, Sri Lanka, Malta, Algeria, Ghana, Gambia, Togo, Sierra Leone and Nigeria to name a few.



PROJECTS DELIVERED BY SHAPOORJI PALLONJI



## OVER 150 YEARS OF WRITING UNPARALLELED SUCCESS STORIES

### Renowned Projects In India

Shapoorji Pallonji is one of India's oldest business conglomerates, which began as a humble infrastructure development company in 1865. Over the past 152 years, the company has come a long way, and has created many a milestone and constructed world-renowned landmarks across the Indian subcontinent and beyond. The company's industry leading projects include the tallest twin residential towers in India, the largest mall in India, the largest cement clinker plant in Asia, nuclear research establishments, airports, factories, stadiums and many more.



## A SERIES OF LANDMARKS IN THE MIDDLE EAST



### Renowned Projects In The Gulf

Shapoorji Pallonji is currently present in over 70 countries globally, with 20 countries across the Middle East and Africa (MEA). Their projects in the Gulf region range from hotels, villas, commercial and residential towers, community developments, hospitals and business parks.





# THE IMPERIAL EXPERIENCE AT DOWNTOWN DUBAI



## IMPERIAL AVENUE DOWNTOWN DUBAI

Imperial Avenue opens up the opportunity of living within the Burj Khalifa district, one of the world's most celebrated neighbourhoods. Located close to Burj Khalifa, Imperial Avenue is an iconic tower, which will create a new benchmark of grandeur. Designed with charmingly landscaped podiums, the 45-storied landmark tower presents premium apartments with best-in-class facilities.





# WHY DUBAI

THE BUSINESS HUB OF THE MIDDLE EAST



# WHY DOWNTOWN DUBAI

HEART OF ART & CULTURE



NUCLEUS OF BUSINESS & TRADE



AT THE HEART OF THE WORLD



THE MELTING POT OF GLOBAL CULTURES



CONTEMPORARY LIFESTYLE



WORLD-CLASS INFRASTRUCTURE



HIGH-QUALITY EDUCATION



EXCELLENT MEDICAL FACILITIES



Source: Knight Frank Global Lifestyle Report - 2016, Guinness World Records, Global Competitiveness Index by the World Economic Forum, The Telegraph



# MAP OF DUBAI

A global city that attracts global attention for iconic skyscrapers and innovative infrastructure.



## CLOSE PROXIMITY TO PRIME LOCATIONS



### LIFESTYLE & LEISURE

- Burj Khalifa
- Dubai Mall
- Dubai Opera
- The Dubai Fountain
- Armani Prive
- Atmosphere Restaurant
- Downtown Boulevard
- Al Marasi Walk



### SCHOOLS

- Gems Wellington Primary School
- Cambridge International School



### BUSINESS DISTRICTS

- Dubai International Financial Centre
- Business Bay



### HOSPITALS

- Medicare Hospital
- Mediclinic

# MAP OF DOWNTOWN DUBAI



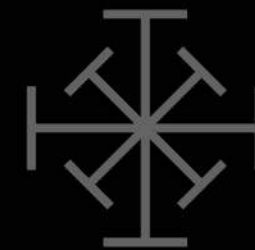


An aerial night photograph of Dubai's skyline, featuring the Burj Khalifa on the right and the Dubai Mall on the left. The city is illuminated with warm yellow lights, and the surrounding desert is visible in the background. A yellow speech bubble in the upper right corner contains the text "IMPERIAL AVENUE DOWNTOWN DUBAI".

IMPERIAL AVENUE  
DOWNTOWN DUBAI

A LIFESTYLE DESTINATION  
ONLY FOR THE EXCEPTIONAL





AVENUE TO  
EXCEPTIONAL  
LIFESTYLE  
EXPERIENCES

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AN ARRIVAL THAT  
BEFITS THE ELITE

As you arrive at Imperial Avenue, you will be welcomed by the cascading water fountains that soothe your senses. Besides, the grandeur of the entrance porch will leave you spell-bound. It's a perfect setting to mark your arrival in your exceptional home.







WHEN THE ENTRANCE  
IS GRAND, THE LOBBY  
CAN'T BE LESS

The grandeur continues, as the 10,000 sq. ft. entrance lobby is an exceptional experience in itself. The double height ceiling and crafted brilliance is a treat for the eyes, the trickling water plays the song of serenity for the ears and the reading area is to enlighten your mind.



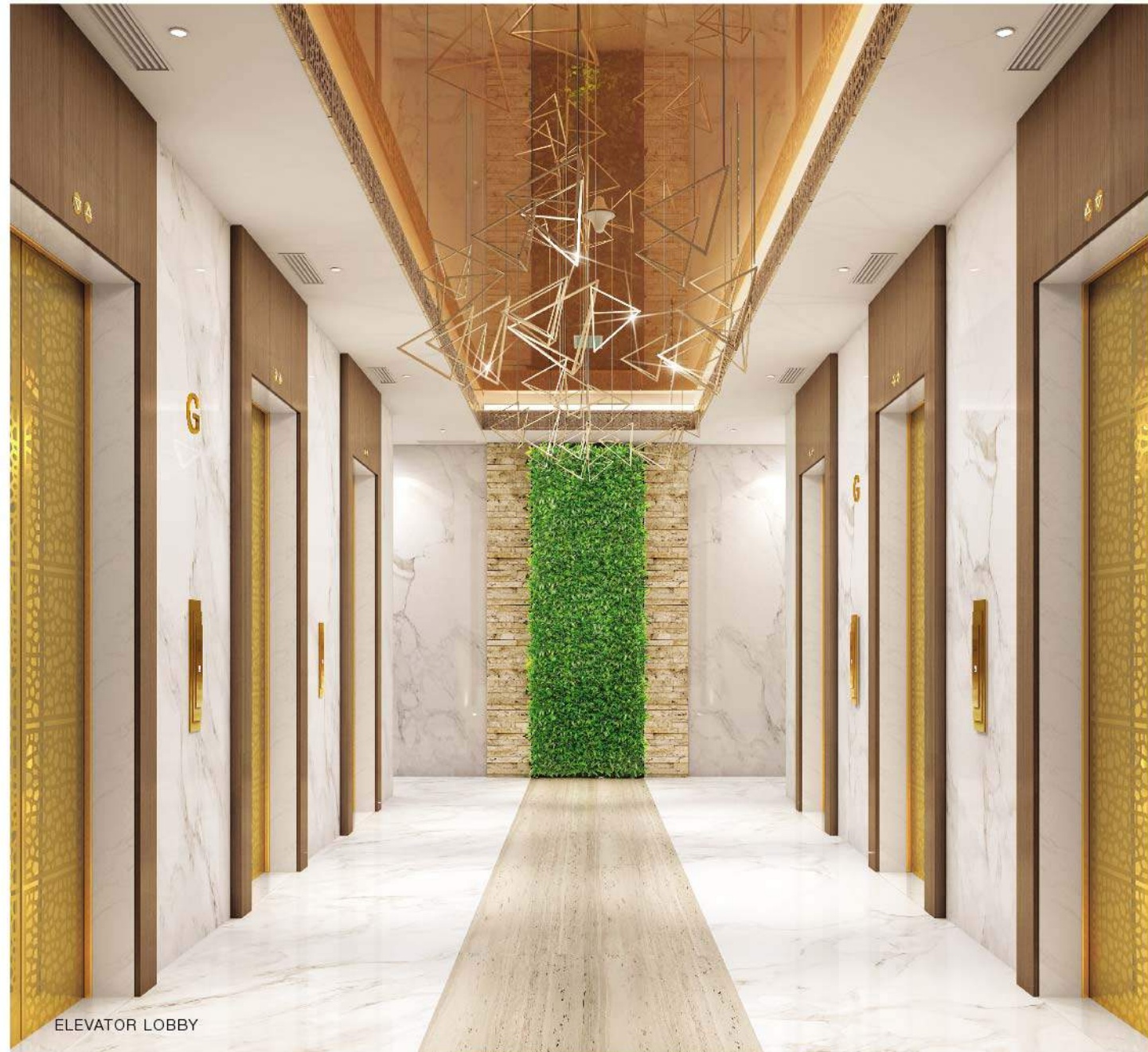
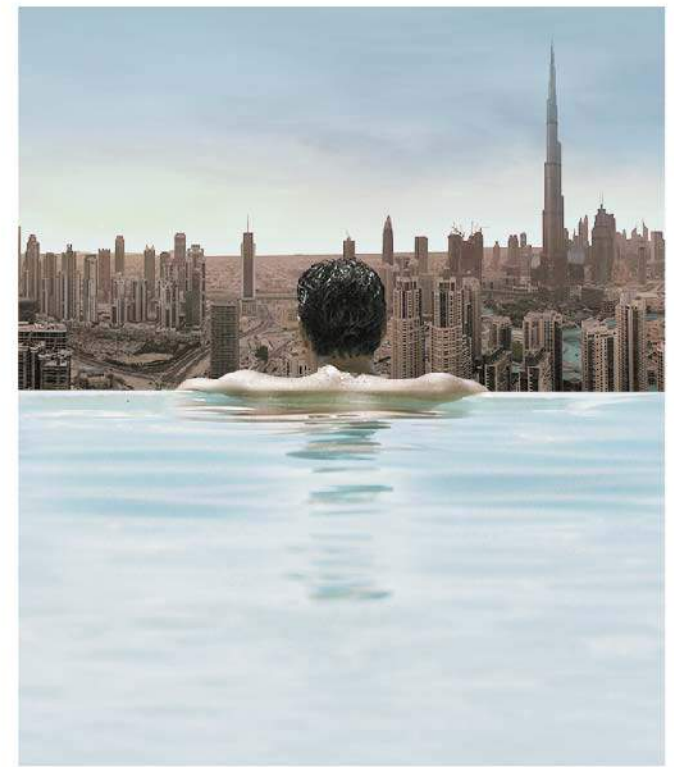
## SOARING HIGH IS HABITUAL, REACHING FAST IS EXCEPTIONAL

The soundless and serene lobby is just a silent preview before the high-speed elevators take over. Total 13 units, to raise you to your level within seconds.



## WHILE IT'S RARE TO FIND AN OASIS, THE EXCEPTIONAL HAVE THE BLISS OF TWO

Infinity pools on level 9 and 26 are two different experiences of extravagance. Your personal paradise at the podium villas offer the privacy of a villa with a resort attached and an infinity pool of your own.



ELEVATOR LOBBY



INFINITY POOL



## WHEN THE OUTDOORS ARE ENTERTAINING, THE INDOORS ARE EQUALLY DELIGHTFUL

A private AV room equipped with state-of-the-art amenities to make your private screenings exclusive. With lavish seating arrangements, the place is an ideal setting to experience moments of amusement.



## BE IN THE MOMENT; BE AT THE HEART OF CELEBRATIONS

Socialize with neighbours of different cultures at the grand party hall, large enough to entertain over 200 guests and opens to the poolside deck on the 26<sup>th</sup> level. Benefit from this pillarless facility that divides into two for hosting separate parties.



AUDIO VISUAL ROOM



MULTIPURPOSE HALL



## WHEN FITNESS ISN'T ABOUT STRENGTH BUT COMPLETE WELLBEING

Work up a sweat to relieve stress and beam with confidence. Our best-in-class gymnasium is equipped to enable you to attain your fitness goals and help you wake up refreshed every morning.

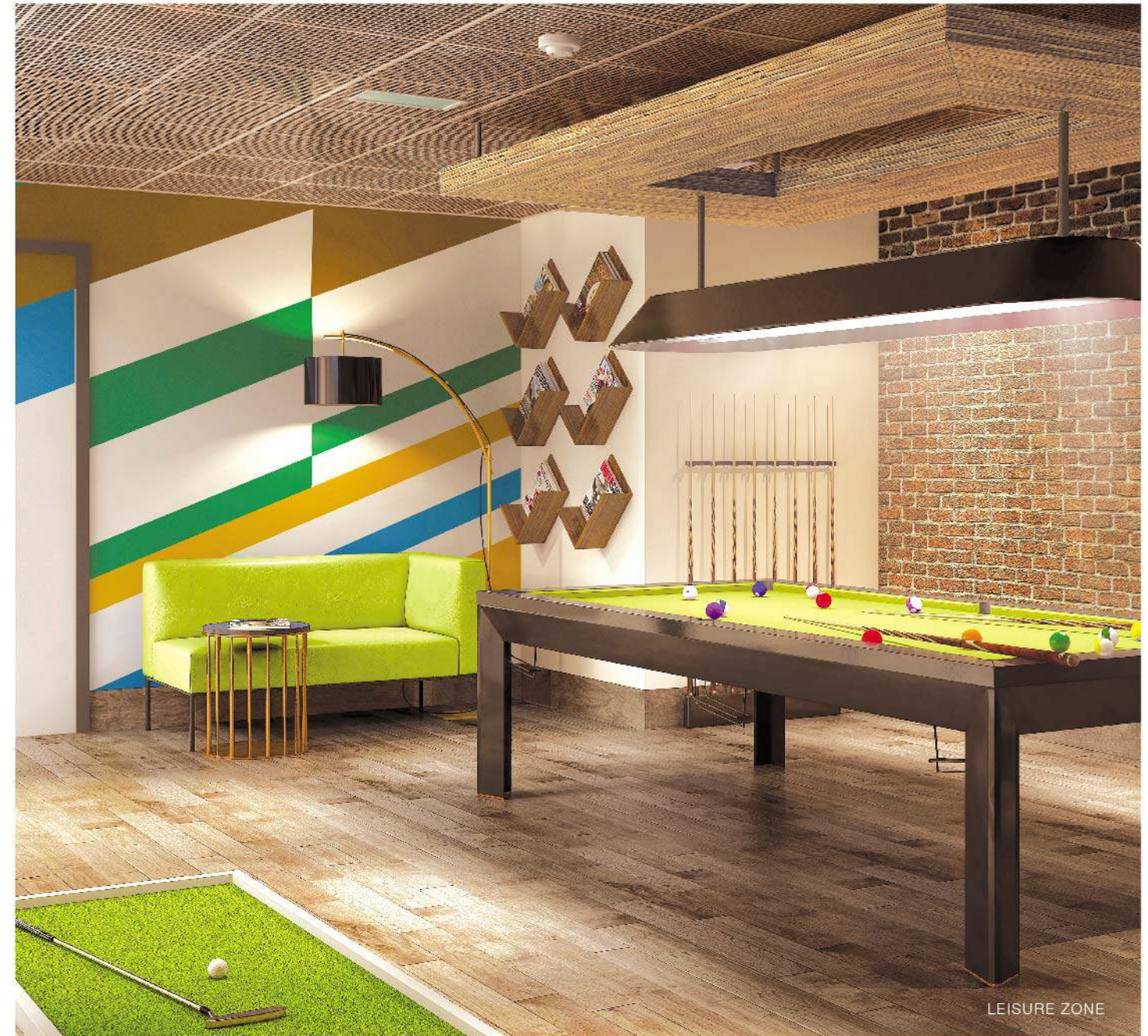


## A LEISURE ZONE WITH AN ASSORTMENT OF RECREATION

Infinity pool gazing at the glittering skyline on one side, a clubhouse equipped with the best-in-class equipment on the other. A game of squash to serve up the adrenaline rush, an indoor recreation area to hone your skills.



STATE-OF-THE-ART GYMNASIUM



LEISURE ZONE



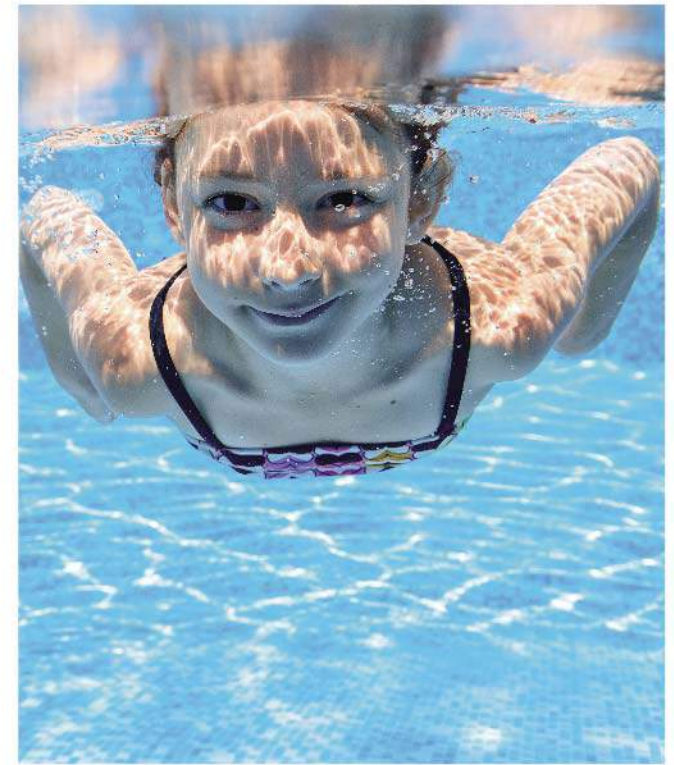
## AVENUE FOR THE LITTLE ONES TO CONNECT AND SOCIALISE

Relive your childhood as you watch your young ones mingle with those of their own age. Experience how fresh minds discover new ways to amuse themselves. With safe and thoughtfully equipped fun play areas, the indoor on the 9<sup>th</sup> level and outdoor on the 6<sup>th</sup> level podium, your children will benefit from learning beyond schooling.



## BIG LEISURE FOR LITTLE WONDERS

Discover how splashing around in a pool improves your child's health, strength, flexibility and adds to their overall joy. Your child will definitely have more fun at the dedicated kids' pool.

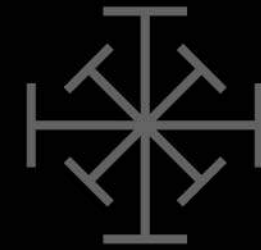


KIDS' PLAY ARENA



KIDS' POOL





AN INCOMPARABLE  
LIVING EXPERIENCE

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A SCENIC VIEW IS A PRIVILEGE.  
PANORAMAS FROM THE  
PRIVATE DECK ARE EXCEPTIONAL

Soak in the splendour of Downtown Dubai views from your private deck or get rejuvenated with the views of azure waters of the Business Bay Canal and the Arabian Sea. The views will never cease to surprise you.



## A KITCHEN AS EXCEPTIONAL AS YOUR CULINARY SKILLS

Experience the bliss of having everything in its place in an efficient storage space. The light & airy kitchens are contemporary with modern cabinets that add to your exceptional life.



## ELEGANCE OF BRILLIANTLY CRAFTED SPACES

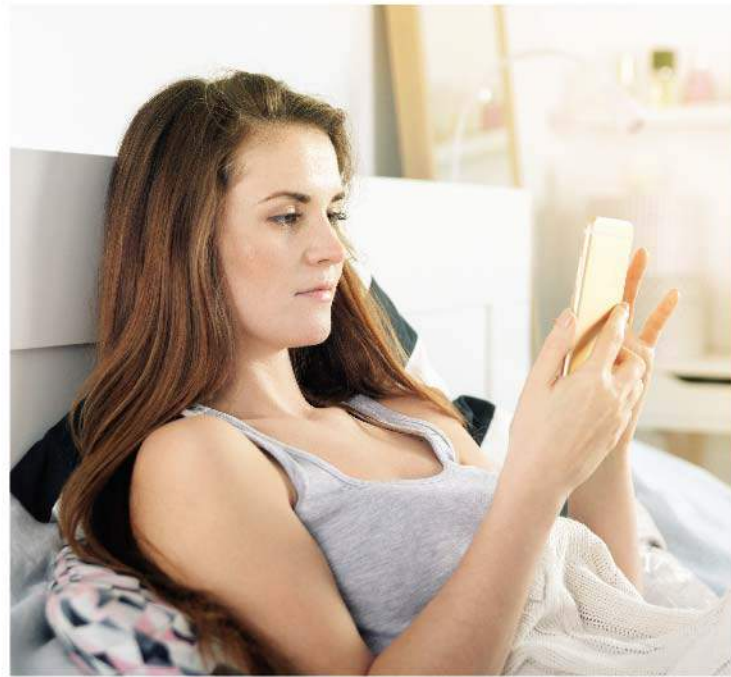
Spaces planned to detail, offer an elegant setting for your choice of décor. Warmth from the windows light up the expansive living area. The living rooms are designed minimalistic, to provide a soothing ambience to relax.





## YOUR WORLD WITHIN THIS WORLD

Leave behind the hassles of the world and step into your private space after a hard day's work. Recharge your senses along with body, mind and soul. Be the real you in a thoughtfully designed bedroom.



## ESCAPE TO THE THINKER'S PARADISE

Immerse yourself into the deep soaking tub. Experience rejuvenation in the ensuite bathrooms with exquisite fixtures, separate glass-walled showers designed to give you the sense of spa luxury.





## WHERE GLITTER MEETS A GREEN TOMORROW

Come home to an address that not just presents you but also preserves you. Well thought-through amenities that conserve energy, reduce maintenance bills and protect your overall health are all present in your abode that lasts for generations.



## WHERE LAVISH LIFESTYLE BLENDS WITH SMARTER LIFE

At Imperial Avenue, you can reap the benefits of a smarter home with impressive capabilities. Now imagine living in a home where technology saves money on maintenance & utility and ensures a better future.



### SOLAR PANELS

Solar panels on the roof provide centrally heated water supply in individual apartments. It reduces the overall electricity and maintenance costs.



### WATER PURIFIERS

Every apartment has a drinking water purifier. Such an amenity has been offered for the first time ever in residential apartments, in Dubai.



### LPG CONNECTION

Your home at Imperial Avenue comes with an LPG connection. We have attempted to move away from the electric cooking range, a more sustainable energy source.



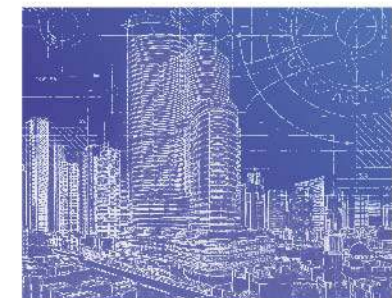
### GREYWATER TREATMENT

For the first time in a Dubai residential building, greywater treatment plants have been installed as a sustainable source of water for landscapes, common areas, car wash and toilet cisterns.



### HIGH-SPEED ELEVATORS

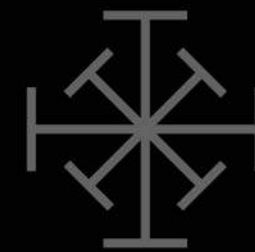
Imperial Avenue has 13 high-speed elevators, which can take you to higher floors within seconds. With this facility, you can go from level 0 to level 45 in approximately 44 seconds, non-stop.



### 6D BIM

6D BIM, Building Image Model process, a transformational technology has been introduced for the first time in the Middle East & Africa. It helps to bring down the maintenance cost substantially.



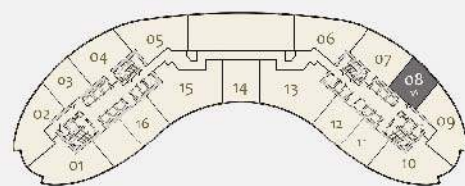
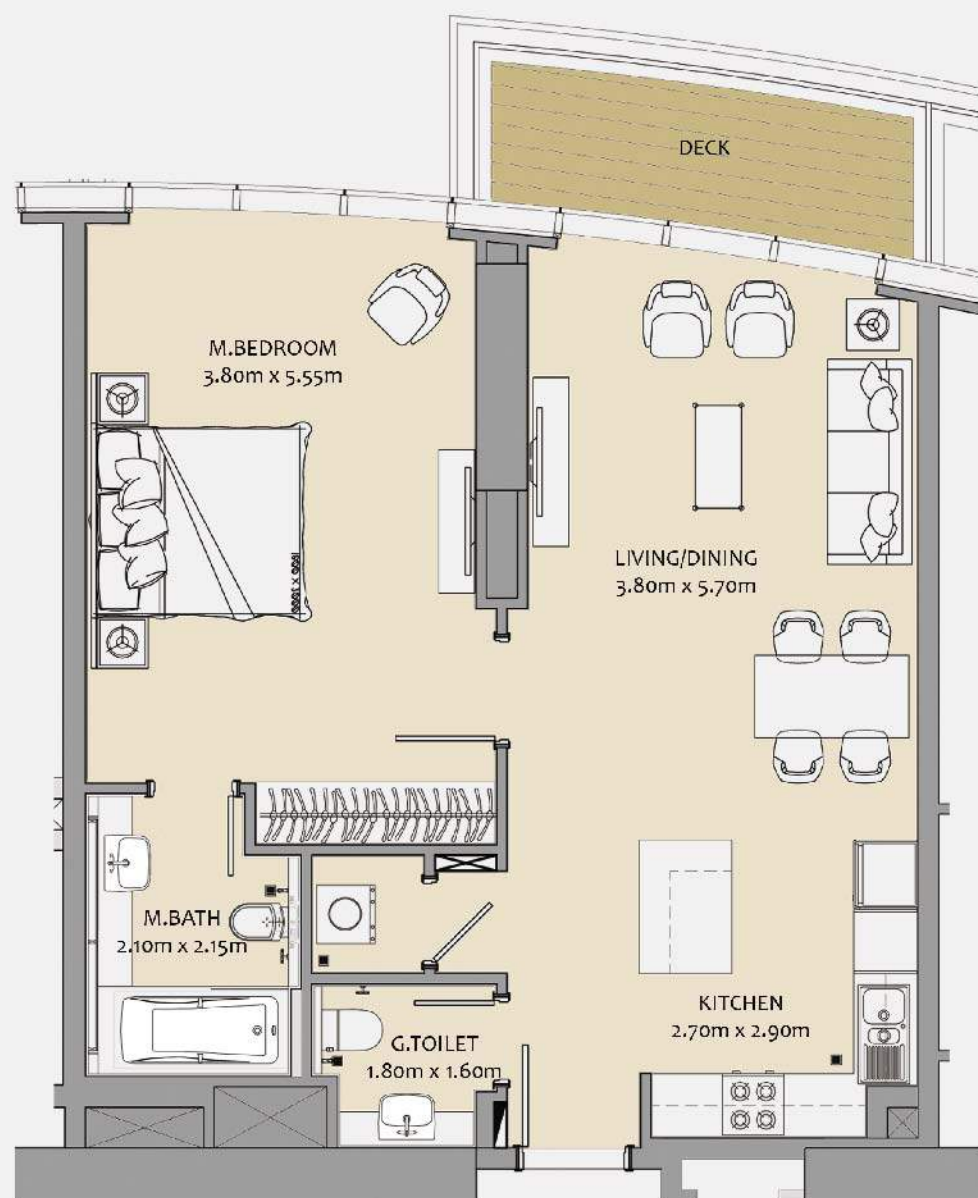


THE  
EXCEPTIONAL  
DETAILS

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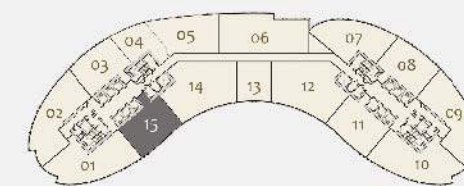
FLOOR PLANS





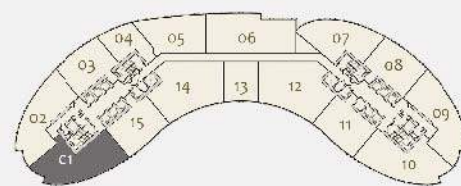
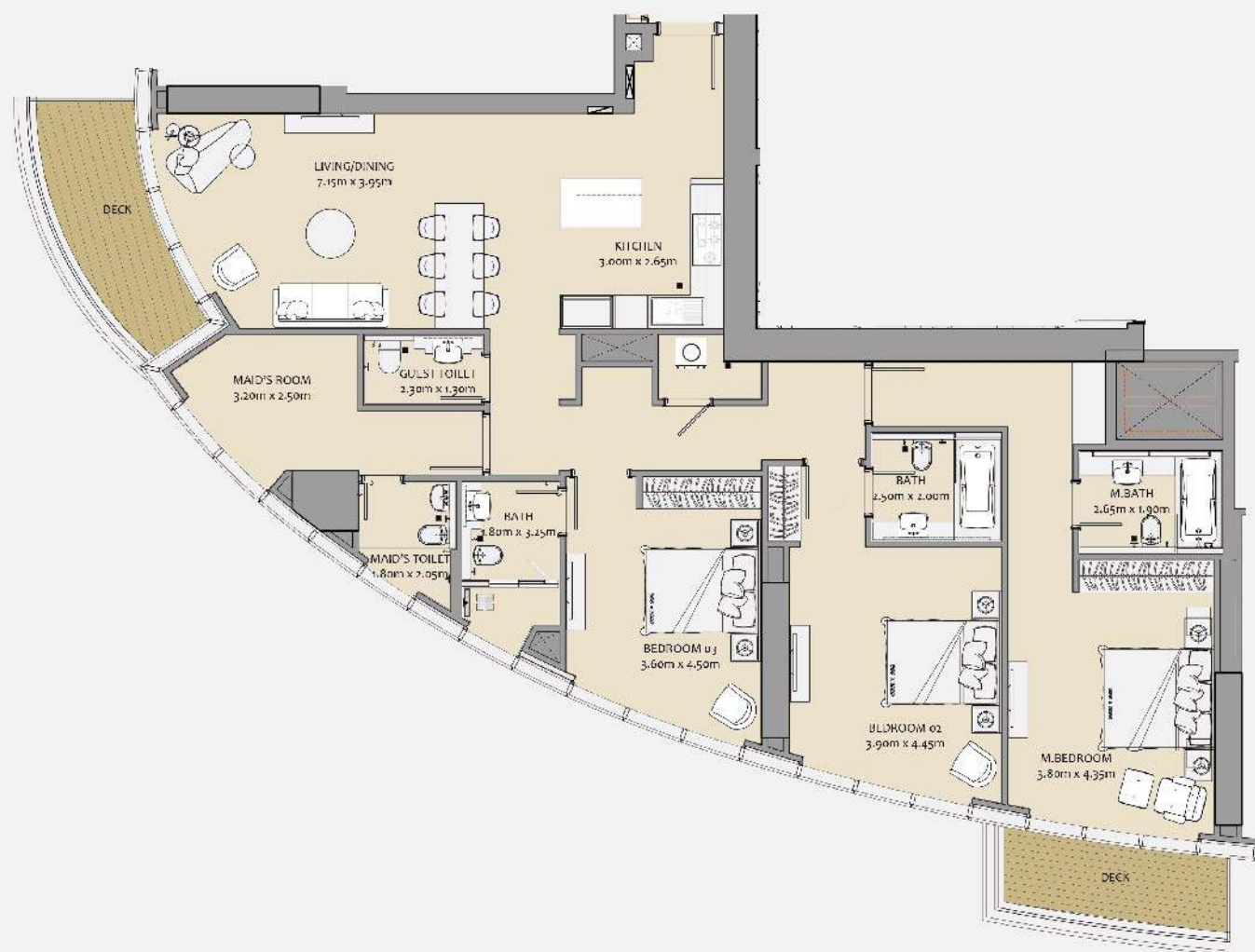
## ONE BEDROOM

APARTMENT AREA	74.61 SQ. M.	(803.00 SQ. FT.)
DECK AREA	6.78 SQ. M.	(73.00 SQ. FT.)
TOTAL AREA	81.39 SQ. M.	(876.00 SQ. FT.)



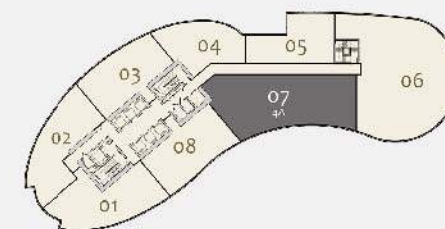
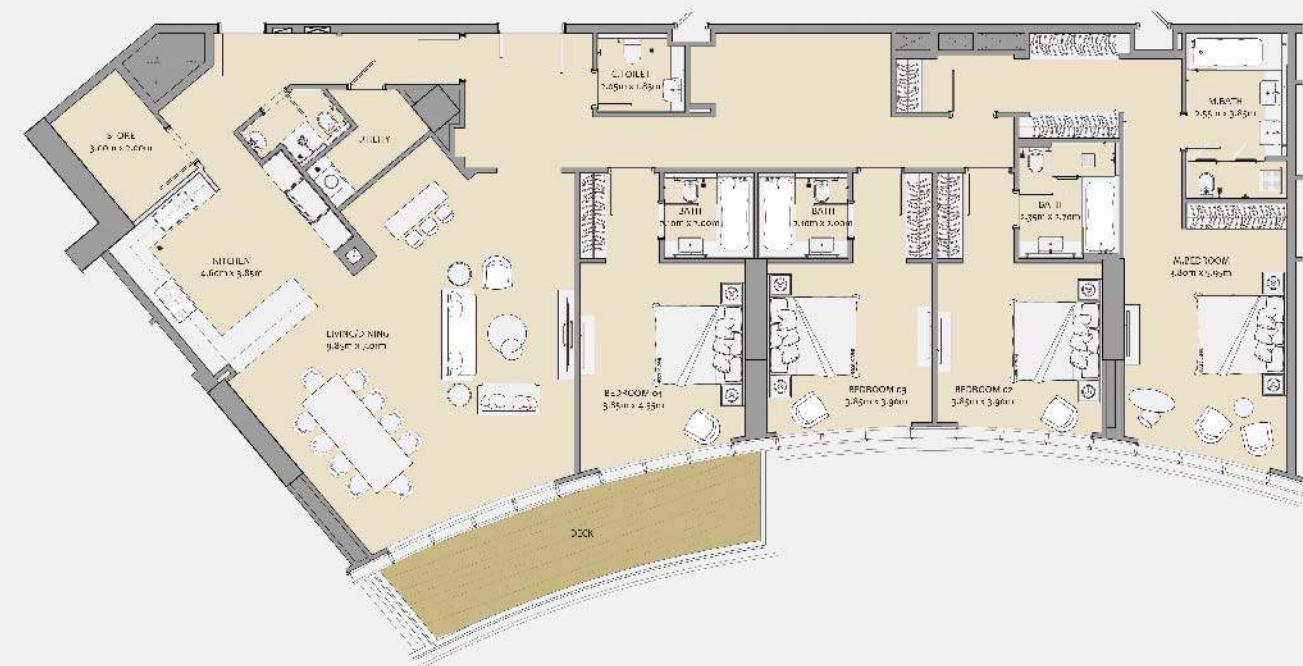
## TWO BEDROOM

APARTMENT AREA	121.06 SQ. M.	(1,303.00 SQ. FT.)
DECK AREA	13.19 SQ. M.	(142.00 SQ. FT.)
TOTAL AREA	134.25 SQ. M.	(1,445.00 SQ. FT.)



## THREE BEDROOM (WITH MAID'S ROOM)

APARTMENT AREA	175.23 SQ. M.	(1,886.00 SQ. FT.)
DECK AREA	15.24 SQ. M.	(164.00 SQ. FT.)
TOTAL AREA	190.47 SQ. M.	(2,050.00 SQ. FT.)



## FOUR BEDROOM

APARTMENT AREA	272.32 SQ. M.	(2,931.00 SQ. FT.)
DECK AREA	19.70 SQ. M.	(212.00 SQ. FT.)
TOTAL AREA	292.02 SQ. M.	(3,143.00 SQ. FT.)





## GLOBALLY RENOWNED PARTNERS

### ARCHITECT - ARCH GROUP

#### PAST PROJECTS:

J W Marquis | Grosvenor House

### LANDSCAPE CONSULTANT - CRACKNELL

#### PAST PROJECTS:

Landscape Consultants For Business Bay Canal And Downtown

### FAÇADE CONSULTANT - KOLTAY

#### PAST PROJECTS:

Armani | Burj Khalifa

### CONTRACTORS - SHAPOORJI PALLONJI MIDDLE EAST (IN THE GCC SINCE 1971)

#### PAST PROJECTS:

Palace Of The Sultan Of Oman | Mudon Villas