

## Assetz Property Group launches tower B at 63° East in Sarjapur



Assetz Property Group has announced the launch of the third tower with spacious studio, 2 & 3 BHK homes, part of a luxury township - 63° East in Bangalore. Assetz has already launched two towers with a product mix of 1, 2 & 3 BHK homes that is nearing completion with 80% sold out. The 26-acre sustainable township is located off Sarjapur Road, a neighbourhood that has seen the housing demand increase year by year owing to the development of several IT parks and big players of the industry making their way into the city. This of course, has helped in the improvement of the social infrastructure of the locality such as excellent schools, world class health care facilities, various options for retail, etc. The project also happens to be in close proximity to the third phase of the proposed Bengaluru Metro.

With sustainability and green living being the need of the hour, the homes at 63 East are designed keeping in mind the residents and the environment around. They have incorporated several conservation methods within the project such as rainwater harvesting, solid waste management, energy and water saving fixtures, etc. However, there is no compromise made on the lifestyle or the kind of luxury one gets living here. The homes are fitted with the best in class specifications including a trusted brand such as Jaquar or equivalent.

The previous towers having done so well, left room for more innovation and thought process. This led to the inception of the new tower with units that have bigger floor plans and a higher efficiency rate. The homes are designed for the aspirational, the go-getters and the ambitious. In a city where our lifestyle has taken over our private spaces, these homes give you that and more. The other highlight of the newly launched homes is the presence of big windows that allows for plenty of natural lighting and good ventilation.

The project has many other stand out features such as the 40,000 SQ FT clubhouse and a wide range of global standard amenities. There are over 25 amenities that will be handed over phase wise which includes five swimming pools, three badminton courts, dedicated walking paths, skating rink, organic farming space, yoga deck, amphitheatre, terraces with seating and provisions for barbeque, library, aerobic studio, etc.

"The project being so versatile, our customer portfolio includes young families to independent working individuals or even retired couples. The amenities provided cater to all needs and interests, providing something for everyone. Furthermore, Sarjapur happens to be one of the most wanted locations for a home and this will only increase in the coming years. 62<sup>nd</sup> East is a stand out project with exclusive features and attention to small details." says Rohit Cariappa, Director – Sales, Assetz Property Group.

### **About Assetz Property**

Founded in 2006, Assetz Property Group is one of the top real estate property developers in Bangalore, India. They are the front-runner amidst multinational developers in India with over 16 million sqft of development live and upcoming. Assetz is a multi-faceted real estate development with four business verticals: Commercial, Residential, Warehousing and Fund Management.

'Better Design' underpinned by meticulous research is deeply ingrained in the Assetz narrative, and evident in all their properties in Bangalore. This principle is reflected in every facet of construction – from the master plan, development strategy, architecture, location, property management; down to every hinge, tile and square inch. Assetz has established itself as one of the leading names amongst the builders and developers in Bangalore. They have built two world-class IT tech parks in Bangalore: Vrindavan Tech Village (now Embassy Tech Village) - India's first Platinum LEED certified IT SEZ and Global Technology Park. And, its residential portfolio includes 4 completed and 8 live projects in prominent locations across Bangalore.

The Assetz Fund Management vertical is a leading performer in the real estate fund management industry generating high alpha returns for its investors compared to its peers. Assetz is a preferred partner of private equity funds completing more than 10 private equity investments and delivering nine exits to date. A stellar track record has earned Assetz a reputation for professionalism and for challenging conventions through innovation. The company is on an upward growth trajectory and is one of the fastest growing real estate developers in the country.

Link: <https://content.magicbricks.com/property-news/industry-buzz/assetz-property-group-launches-tower-b-at-63-east-an-already-loved-26-acre-township-in-sarjapur/106860.html>