



CGI Artist's Impression

HERE & NOW

LIVE LIKE THE FREE



Here & Now is a tribute to the free-thinking generation of today. The era that doesn't define itself as a group, but as an idea. A set of individuals who thrive on collaboration and innovative thinking. Where open spaces are seen as freedom to meet, connect and grow. Where design is new, functionality is smart and the environment is conscious. Where the space and all it offers, gives you the freedom to live the way you want.

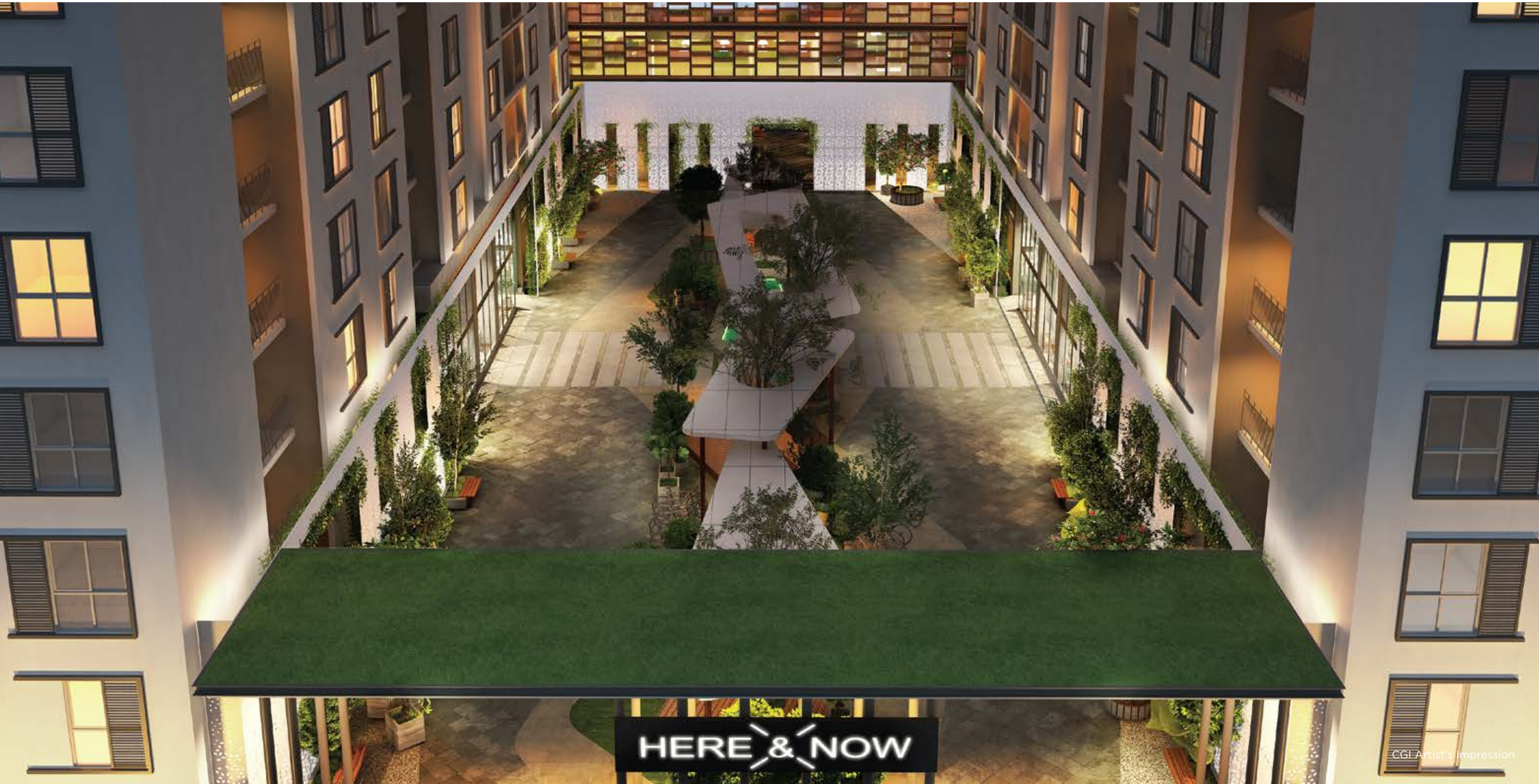
HERE & NOW

AN OVERVIEW

Here & Now is much more than a residential structure. It is redefined living. And it's this redefinition that is evident right from the entryway. A thought that is of openness, yet connections; of details that comprise a whole that is filled with colour and vibrance. Here & Now is spread across 3 acres and comprises two towers housing 332 homes that offer you a range of living styles – from smart, compact studios to comfortable 1, 2 and 3 BHK apartments.

Entry into Here & Now is through a double-height entryway that's designed to form the perfect visual balance from the outside to the inside. Inside, the quadrangle is the first point of focus you come across. This area merges the social and the personal with group-friendly and quiet spaces. This green patch between the living areas of Here & Now is created with landscapes (structural features and green features) – there's lush greenery interspersed with seating facilities and a calming water body.

Next come the lobbies of the living areas. These 'pause points' are thoughtfully designed spaces where enthusiastic welcomes and lingering goodbyes are given their time (and space). Here, there are cosy seating clusters, vibrant wall graphics and plenty of natural light. It's a space that is designed keeping in mind global lifestyles, and is meant to be a natural extension of your personal living area.



HERE & NOW

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Here & Now is built on innovation, freedom and new-age living. The icon that epitomises this is the clubhouse. The façade of which is stunningly created with terracotta and beautifully-hued coloured blocks. Within it are a host of amenities and the chance to live the life you deserve.

The 5000 sq ft clubhouse has a swimming pool for adults and toddlers. There are indoor games and a multi-purpose hall for entertainment. There's even a fully-equipped gym, cosy reading nooks and convenient WiFi zones.

From the entryway right through to the living spaces, each element and design feature at Here & Now has been chosen to complement a free lifestyle.

Smart design, materials used, open spaces and activities all come together to make sure you get the kind of living environment that syncs with your way of thinking.



CGI Artist's Impression

HERE & NOW

MASTER PLAN

THE LAYOUT

- | | | | |
|----|---------------------------|----|-------------------------|
| 1 | Arrival plaza | 11 | Walkway |
| 2 | Security cabin | 12 | Half basketball court |
| 3 | Pedestrian entry | 13 | Beach volleyball |
| 4 | Sculpture reflective pond | 14 | Badminton court |
| 5 | Hangout zone | 15 | Yoga deck |
| 6 | Jogging track | 16 | Mini football field |
| 7 | Clubhouse | 17 | Amphitheatre |
| 8 | Seating alcove | 18 | Banquet lawn |
| 9 | Viewing pavilion | 19 | Barbeque pit |
| 10 | Kids play area | 20 | Outdoor fitness station |



HERE & NOW

LIVING:INSIDE

URBAN LIVING AT ITS SMARTEST

Here & Now is tucked away from the main road, yet in close proximity to work and entertainment spaces.

The façade is designed to be fluid and contemporary. A tribute to youth, freedom and current urban trends. That of change, and the ability to keep up with it. The primary feature of the façade is the louvred shutters. These lend a fluidity to the structure as they can be individually operated by the home owners.

The louvres are made of aluminium that are plain in appearance but add a sense of aesthetics to the structure. Thus, the façade is constantly in motion, lending a unique vibe to the structure. The homes are compact and smart with good views, light and fresh air. All you need for a productive day and a good night's sleep.



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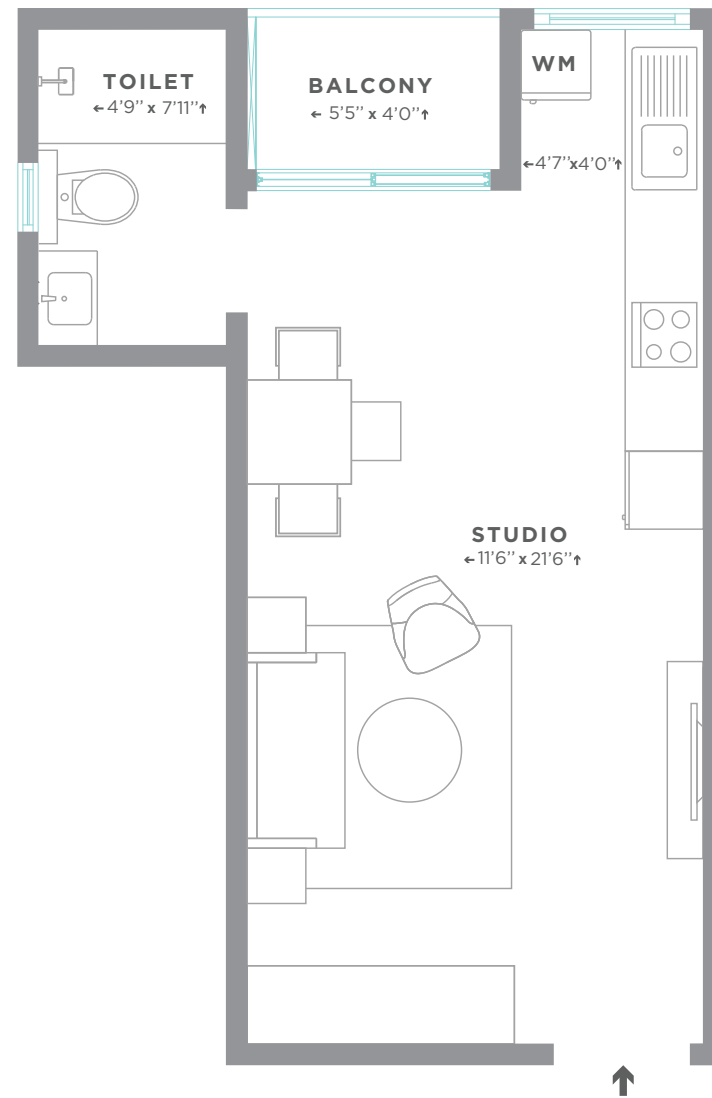
HERE & NOW

UNIT PLANS

THE APARTMENT



FLOOR PLAN
STUDIO



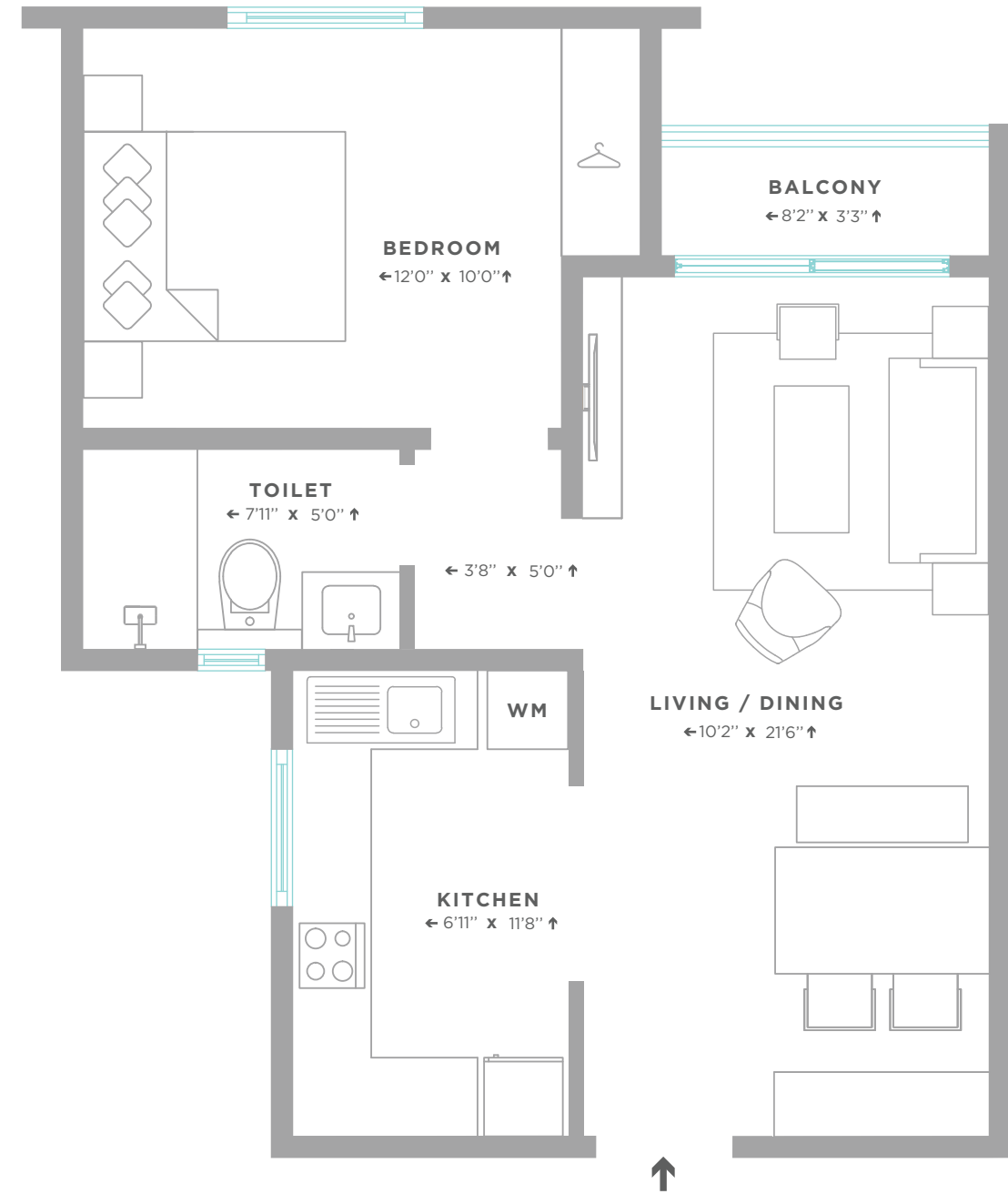
440 Sq Ft
SBUA
(As per CREDAI)

331 Sq Ft
Carpet Area
(As per industry norms)

305 Sq Ft
Carpet Area*
(As per RERA)

**Areas mentioned are as per RERA draft guidelines.
The carpet area mentioned includes the walls but does not include the balcony.*

FLOOR PLAN
1BHK . TYPE A



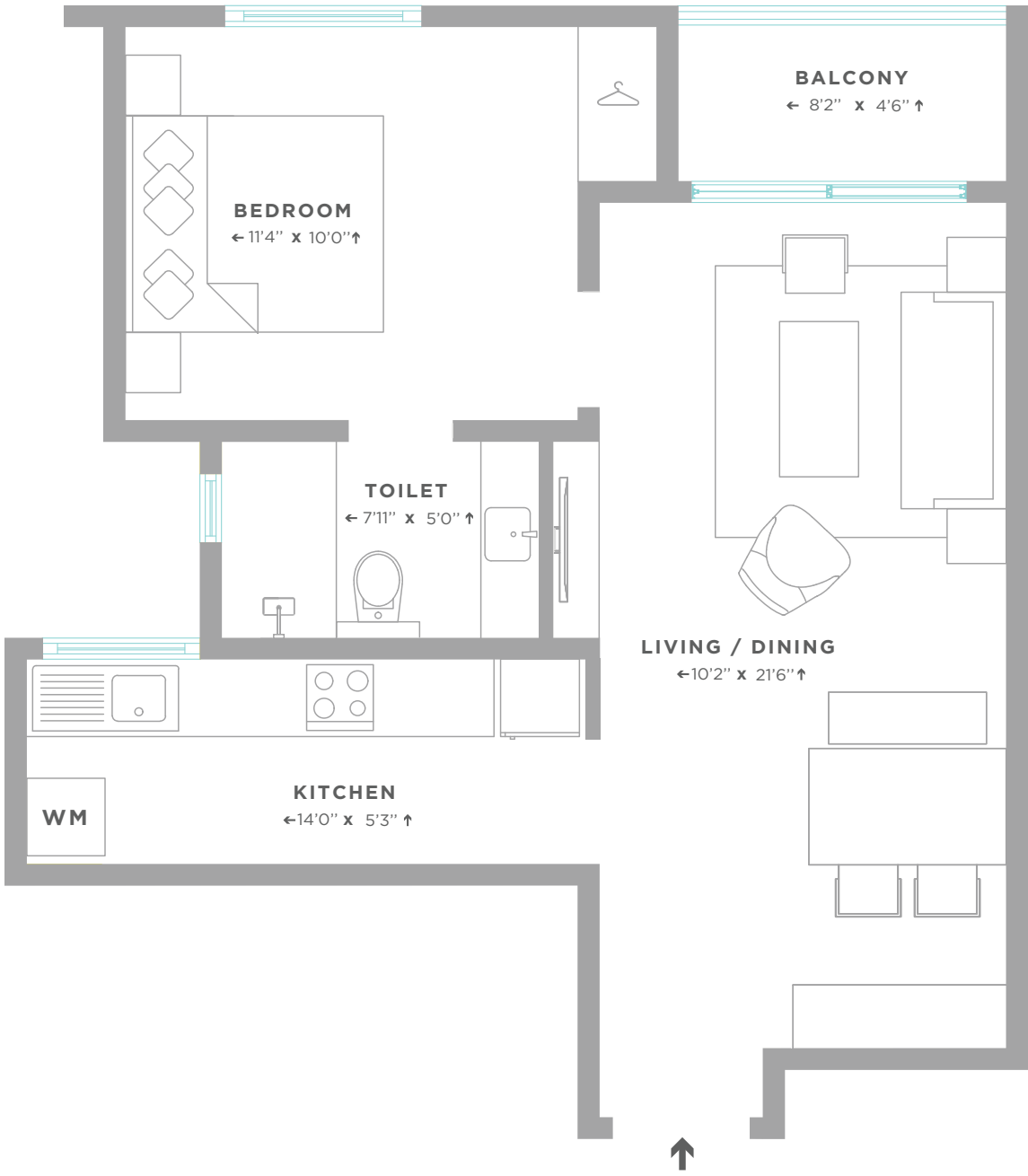
690 Sq Ft
SBUA
(As per CREDAI)

527 Sq Ft
Carpet Area
(As per industry norms)

510 Sq Ft
Carpet Area*
(As per RERA)

**Areas mentioned are as per RERA draft guidelines.
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FLOOR PLAN
1BHK . TYPE B



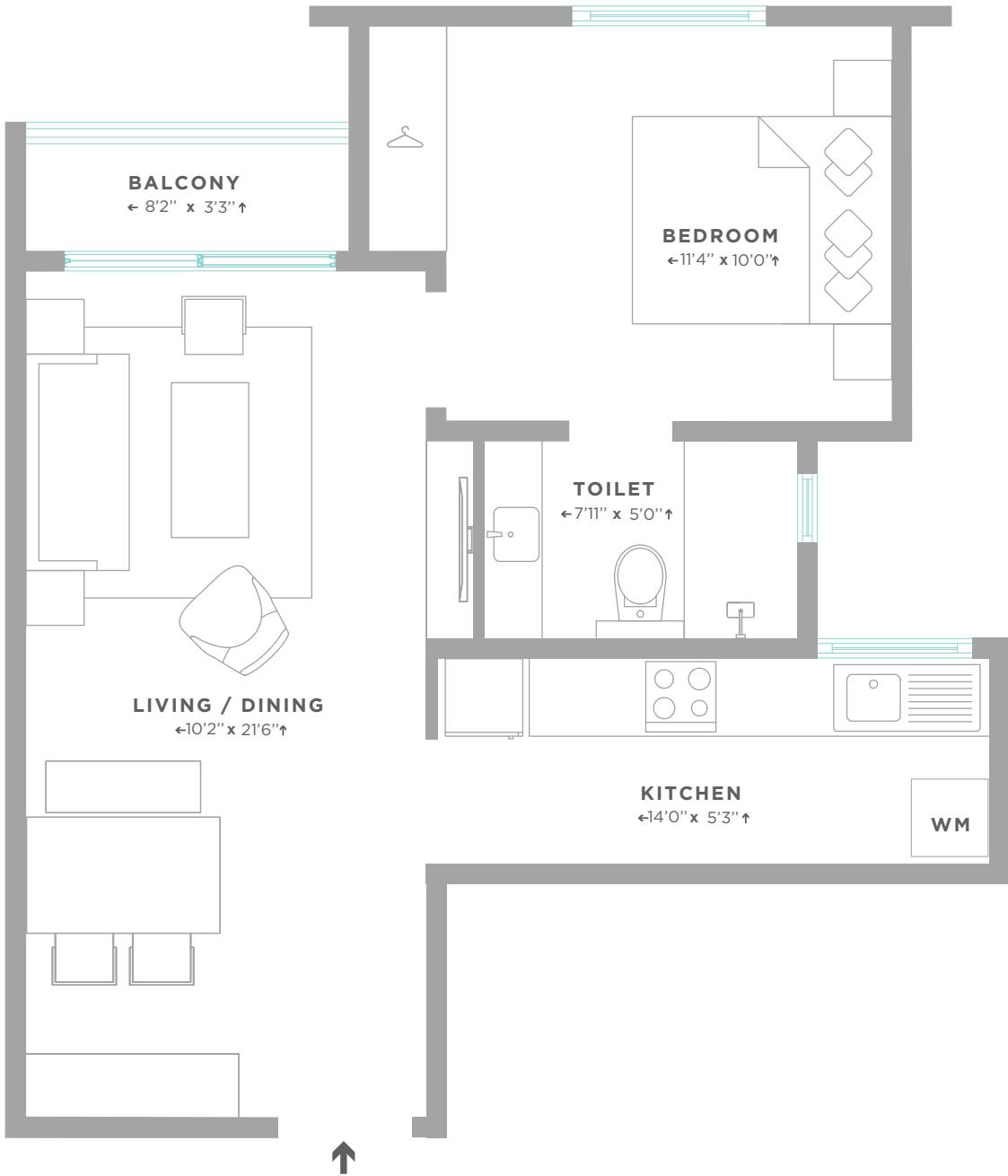
680 Sq Ft
SBUA
(As per CREDAI)

511 Sq Ft
Carpet Area
(As per industry norms)

482 Sq Ft
Carpet Area*
(As per RERA)

**Areas mentioned are as per RERA draft guidelines.
The carpet area mentioned includes the walls but does not include the balcony.*

FLOOR PLAN
1BHK . TYPE C



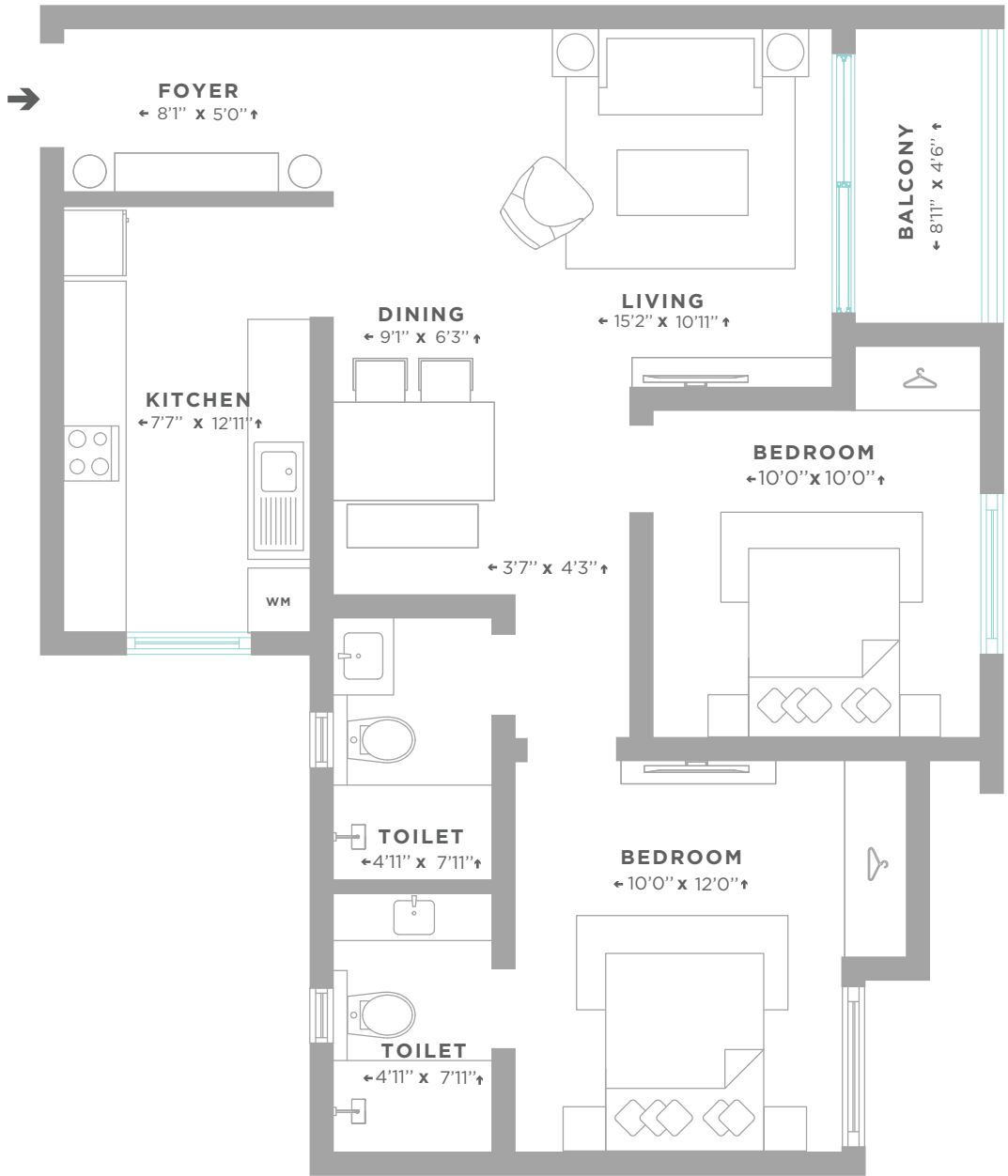
660 Sq Ft
SBUA
(As per CREDAI)

498 Sq Ft
Carpet Area
(As per industry norms)

478 Sq Ft
Carpet Area*
(As per RERA)

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The carpet area mentioned includes the walls but does not include the balcony.*

FLOOR PLAN
2 BHK



990 Sq Ft
SBUA
(As per CREDAI)

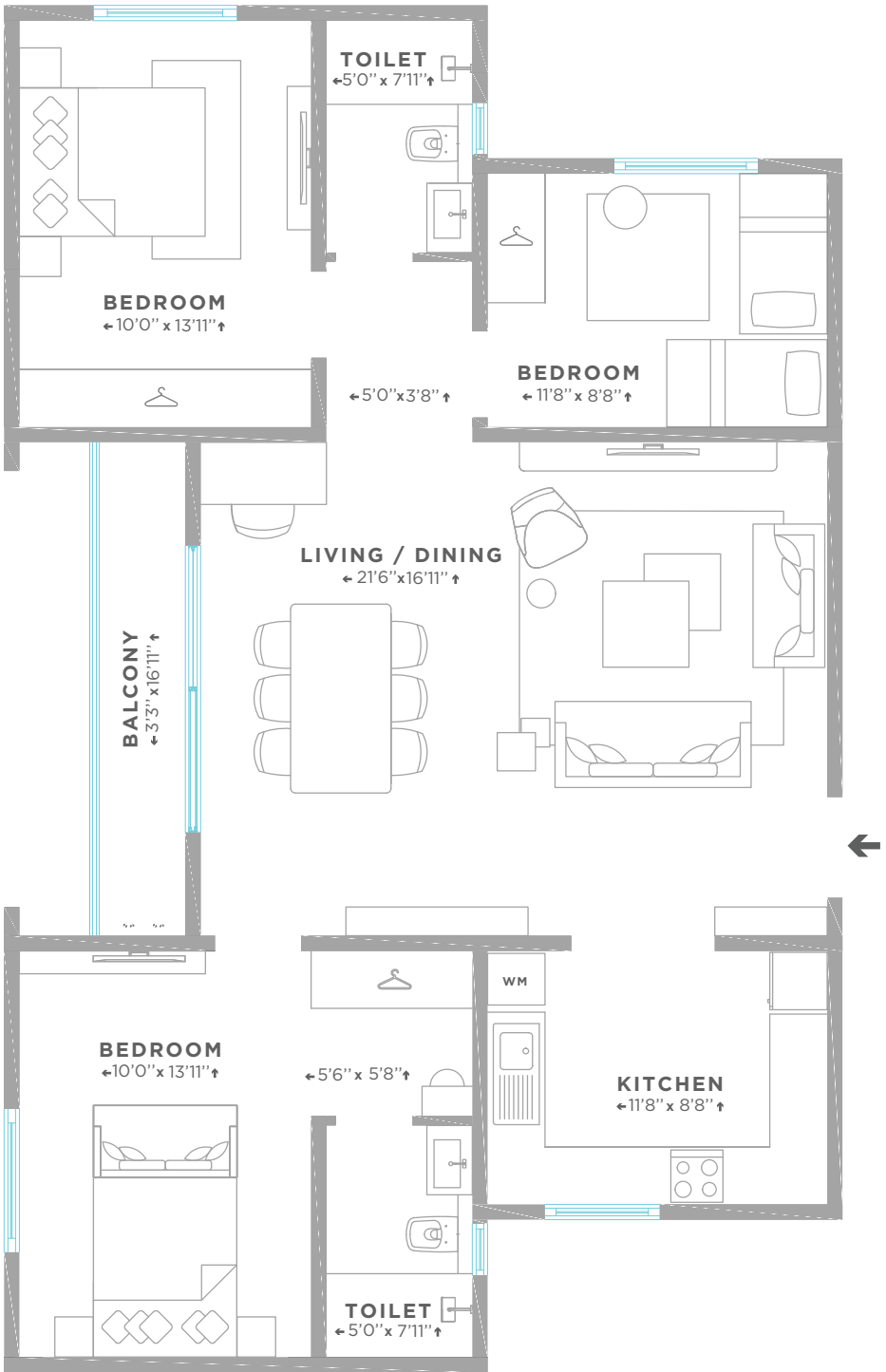
748 Sq Ft
Carpet Area
(As per industry norms)

732 Sq Ft
Carpet Area*
(As per RERA)

**Areas mentioned are as per RERA draft guidelines.*

The carpet area mentioned includes the walls but does not include the balcony.

FLOOR PLAN
3 BHK



1385 Sq Ft
SBUA
(As per CREDAI)

1059 Sq Ft
Carpet Area
(As per industry norms)

1031 Sq Ft
Carpet Area*
(As per RERA)

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The carpet area mentioned includes the walls but does not include the balcony.

HERE & NOW

THE FINER DETAILS

TECHNICAL SPECIFICATIONS



Landscaping, trees, lobbies, panels, windows, pipes, wires and even the hinges;
it is all designed to be efficient and elegant at Here & Now.

KEY SPECIFICATIONS

DOORS

ALL DOORS

European make and finish

Engineered wooden doors

Full-width jamb (with architrave)

Seamless lamination^A
(no visible edges across shutters
and architraves)

Yale/European (or equivalent)
hardware^B

Concealed pivot or sleek
circular hinges^D

Acoustic EPDM gasket
(for noise reduction)

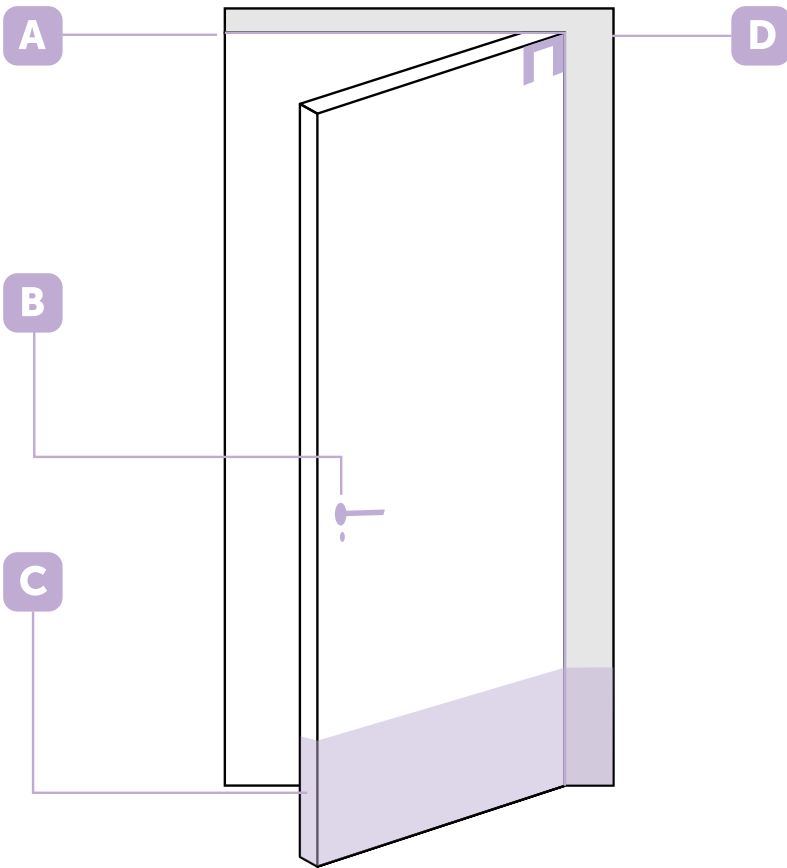
Bottom of shutter and frame is
coated with waterproof resin^C

MAIN DOOR

Veneer and polish finish tubular
core doors

INTERNAL AND TOILET DOORS

Laminated finish with
honeycomb shutters

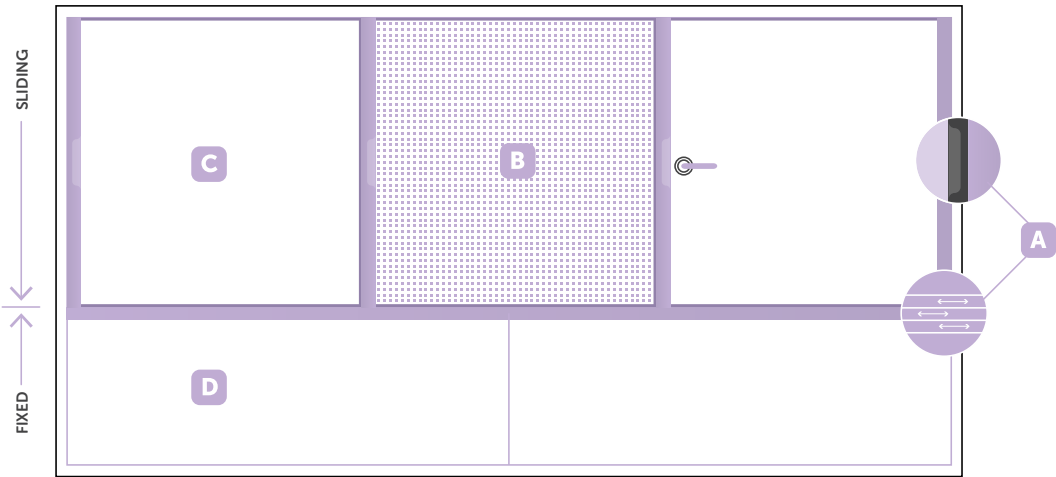


FALSE CEILING

BATHROOM

Grid false ceiling with PVC coated
tiles with shadow channels
in bathrooms

**Specifications mentioned could be subject to change at the time of handover.
These images are for reference purposes only.



WINDOWS

100% lead-free and non-toxic

SS mosquito net ^B

3 track UPVC windows with European (or equivalent) hardware fittings ^A

Windows upto lintel height with bottom fixed portion in toughened glass ^D and top sliding portion in annealed glass ^C



TILES

ALL TILES

European tiles (or equivalent) with multiple design combinations

LIVING & KITCHEN

600mm x 600mm glazed vitrified tiles (Italian marble finish)

BALCONY

Glazed vitrified tiles at ground floor and upper floor lobbies

BATHROOM

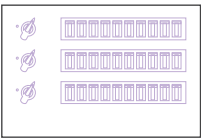
Floor — Slip-resistant glazed ceramic tiles
Walls — Glazed ceramic tiles

BEDROOMS

Laminated wooden finish flooring

ENTRANCE LOBBY

Glazed wooden finish ceramic tiles



ELECTRICAL FITTINGS

Child-safe

Schneider LIVIA series switches (or equivalent) built-in spark shield for added safety, hum-free operation regulator

Double door closing system

Schneider (or equivalent make) distribution boards

RCCB incomer for overload and earth leakage protection
High bearing box (IK-09)



BACK-UP POWER

Apartments — Studio - 0.5 KW, 1 BHK - 0.75 KW, 2 BHK - 1 KW
3 BHK - 1.5 KW
(sufficient for lights, fans and refrigerator)

Common areas — lights, fans, lifts and utilities



PAINT

Ceiling finished with oil bound distemper

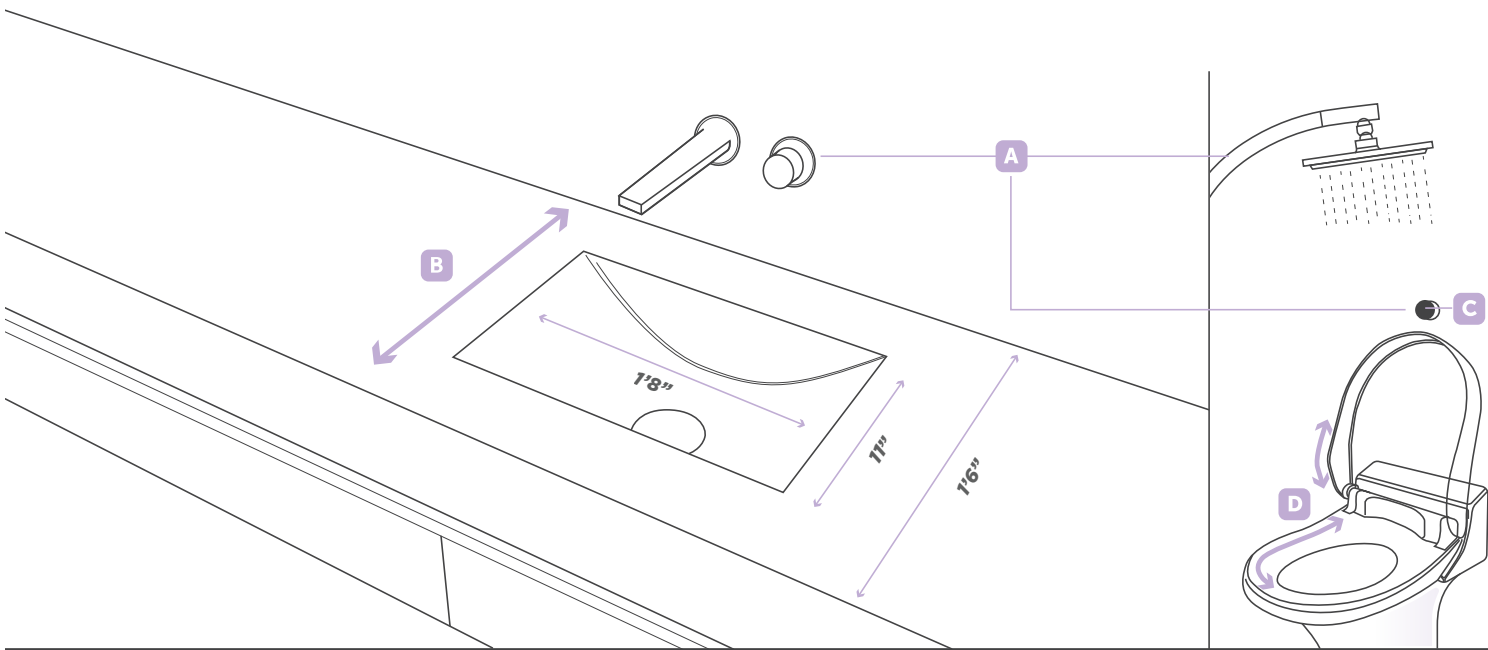
External walls — Textured with external acrylic emulsion

Lead-free

Internal walls — Finished with premium acrylic emulsion

RAW POWER

EB Power — Studio - 2 KW, 1 BHK - 3 KW, 2 BHK - 4 KW, 3 BHK - 5 KW



PLUMBING (SANITARY AND WATER FIXTURES)

Kohler (or equivalent) ^A
water-efficient CP sanitary fixtures and fittings

DuPont Corian (or equivalent) ^B
monolithic one-piece sink

Jaquar (or equivalent make)
dual flush system ^C

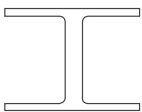
Soft close EWC seat cover with anti-bacterial coating ^D

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HERE & NOW

ALL OTHER SPECIFICATIONS



STRUCTURE

Seismic-resistant RCC structure using system formwork with concrete walls in main building and RCC framed structure using concrete blocks for clubhouse



RAILINGS

MS railings with enamel paint finish balcony and staircase



LIFTS

Two lifts per core of 10-passenger capacity each



UTILITY/SERVICES

Reticulated gas supply infrastructure with metered usage

Dedicated water treatment plant

Dedicated sewage treatment plant

Dedicated organic waste converter



FIRE FIGHTING

Fire safety system provided as per KSFC norms

TECHNOLOGY

FTTH offers a robust and scalable framework that ensures integration of multiple services and technologies.



CABLE

Each apartment will be provided with a choice of 3 cable operators. No extra wiring work required.



WIFI

WiFi service is provided at designated common and clubhouse areas.



INTERNET

High speed Internet access. Future bandwidth needs can also be taken care of with existing infrastructure.



A/V INTERCOM

All apartments will be equipped with intercom service to enable inter-apartment communication.



SURVEILLANCE

IP based surveillance cameras can be connected for central monitoring over the FTTH network, linking homes to the outer environment.



TELEPHONE

PSTN phone connections from different operators possible.

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**Assetz is only providing the infrastructure to enable these services.*

HERE & NOW

LIVING: OUTSIDE

5000 SQ FT CLUBHOUSE • ICONIC DESIGN

Here & Now is just as smart outside as it is within. The 5000 sq ft clubhouse comprises a well-designed space in an iconic design. Inside you will find a host of amenities to help you make the most of now.



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HERE & NOW

OUTDOOR

HALF BASKETBALL COURT

This is ideal for the occasional dunk or a short game.

MINI FOOTBALL FIELD

For days when there’s no football on tv.

BEACH VOLLEYBALL

A high-adrenalin game that’s perfect for sunny days and to feel like you’re in Bali for an hour.

LOW-SET BADMINTON COURT

Set below ground level to ensure the wind doesn’t hamper your game.

MULTIPLAY LAWN WITH AMPHITHEATRE SEATING

An open space that welcomes culture, talent, first-timers, court games, and for weekends well spent.

KIDS PLAY AREA

Children learn more outdoors than they do indoors.

LOUNGING LAWN

A calm space designed to make sunshine brighter and the mind calmer.

BARBEQUE PIT

Perfect for summer evenings, and even more so when you have friends over. We’ve got separate BBQ pits for vegetarians and non-vegetarians.

OUTDOOR FITNESS STATION

When you want a good dose of Vitamin D added to your workout routine.

INFORMAL JOGGING TRACK

A quick run around the block — just the thing your mornings (and lungs) need.

OPEN AIR YOGA DECK

Connect with yourself, and the sky.



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HERE & NOW

CLUBHOUSE (5000 SQ FT)

WI-FI ZONES

Stay connected not just inside your home, but around it too.

FULLY EQUIPPED GYM

For a daily dose of cardio, strength training or floor exercises.

SWIMMING POOL

With separate changing rooms for men and women.

TODDLERS POOL

It's always more fun outside than inside.

READING NOOKS

Cosy spots around the area where you can curl up and get transported to a faraway place.

MULTI-PURPOSE HALL FOR ENTERTAINMENT (WITH PANTRY)

A space that can be be used to host the perfect party — just steps away from home.

POOL TABLE

Ideal for those evenings when staying home sounds better than going to the club.

INDOOR GAMES

There's chess and carom. You're welcome to bring in your board games too.



HERE & NOW

LIVE GREEN

The philosophy of Here & Now extends to its practices too. To live in the now entails a mindful approach to the environment around and a conscious decision to make sure it is sustainable.

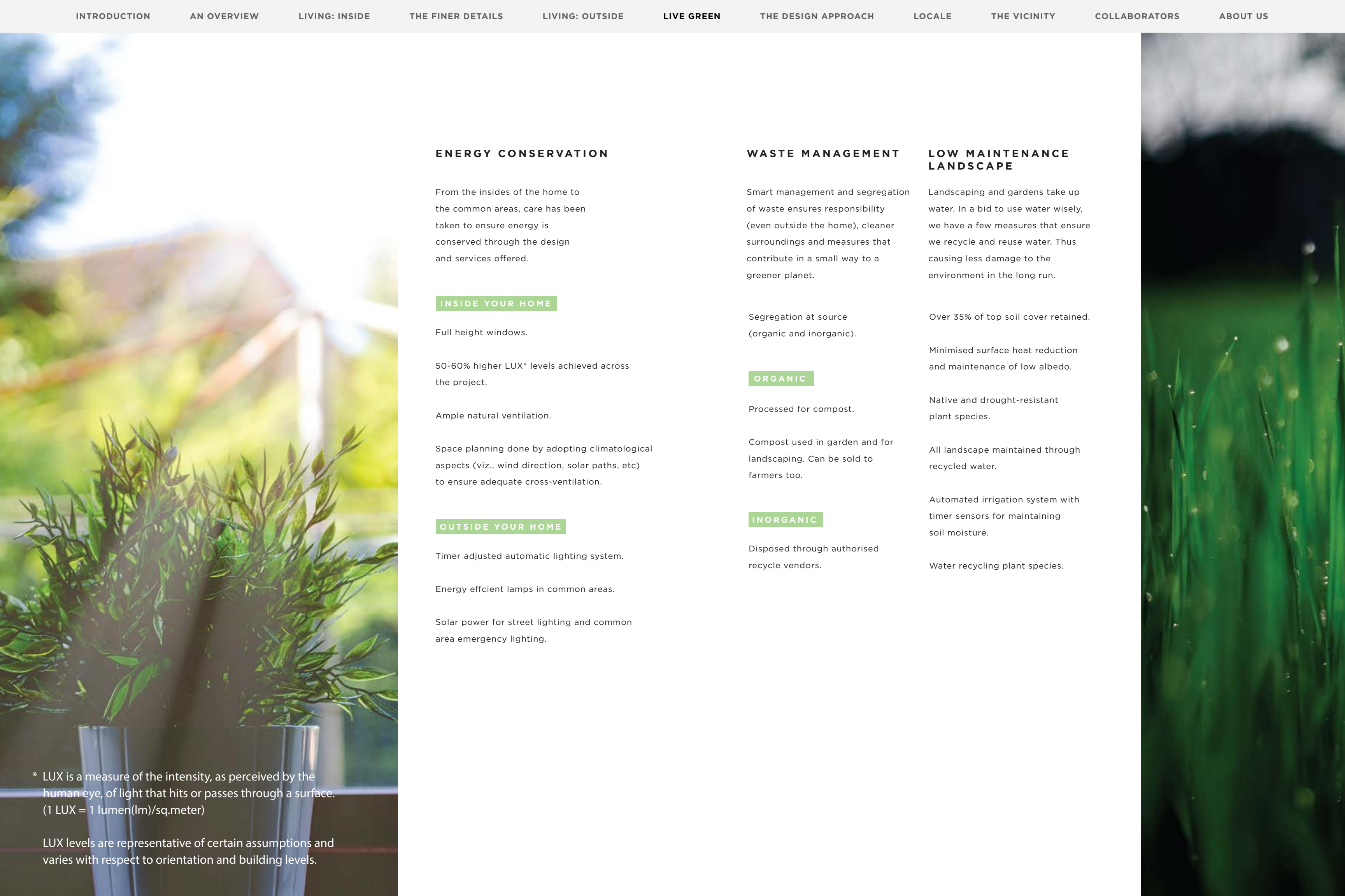
Being aware of the environment we live in is a decision we’ve made in the design and functionality of the space. We have taken measures to save water, energy, and hopefully the planet, in the long run.

WATER CONSERVATION

We understand the increasing value of water and the need for recycling it and using it the right way. Our plumbing and recycling features aim to do just that.

- Water efficient fixtures
- Dual flushing
- Recharge pits
- Rainwater harvesting system





ENERGY CONSERVATION

From the insides of the home to the common areas, care has been taken to ensure energy is conserved through the design and services offered.

INSIDE YOUR HOME

Full height windows.

50-60% higher LUX* levels achieved across the project.

Ample natural ventilation.

Space planning done by adopting climatological aspects (viz., wind direction, solar paths, etc) to ensure adequate cross-ventilation.

OUTSIDE YOUR HOME

Timer adjusted automatic lighting system.

Energy efficient lamps in common areas.

Solar power for street lighting and common area emergency lighting.

WASTE MANAGEMENT

Smart management and segregation of waste ensures responsibility (even outside the home), cleaner surroundings and measures that contribute in a small way to a greener planet.

Segregation at source (organic and inorganic).

ORGANIC

Processed for compost.

Compost used in garden and for landscaping. Can be sold to farmers too.

INORGANIC

Disposed through authorised recycle vendors.

LOW MAINTENANCE LANDSCAPE

Landscaping and gardens take up water. In a bid to use water wisely, we have a few measures that ensure we recycle and reuse water. Thus causing less damage to the environment in the long run.

Over 35% of top soil cover retained.

Minimised surface heat reduction and maintenance of low albedo.

Native and drought-resistant plant species.

All landscape maintained through recycled water.

Automated irrigation system with timer sensors for maintaining soil moisture.

Water recycling plant species.

* LUX is a measure of the intensity, as perceived by the human eye, of light that hits or passes through a surface. (1 LUX = 1 lumen(lm)/sq.meter)

LUX levels are representative of certain assumptions and varies with respect to orientation and building levels.

HERE & NOW

DESIGN APPROACH

THE INSPIRATION

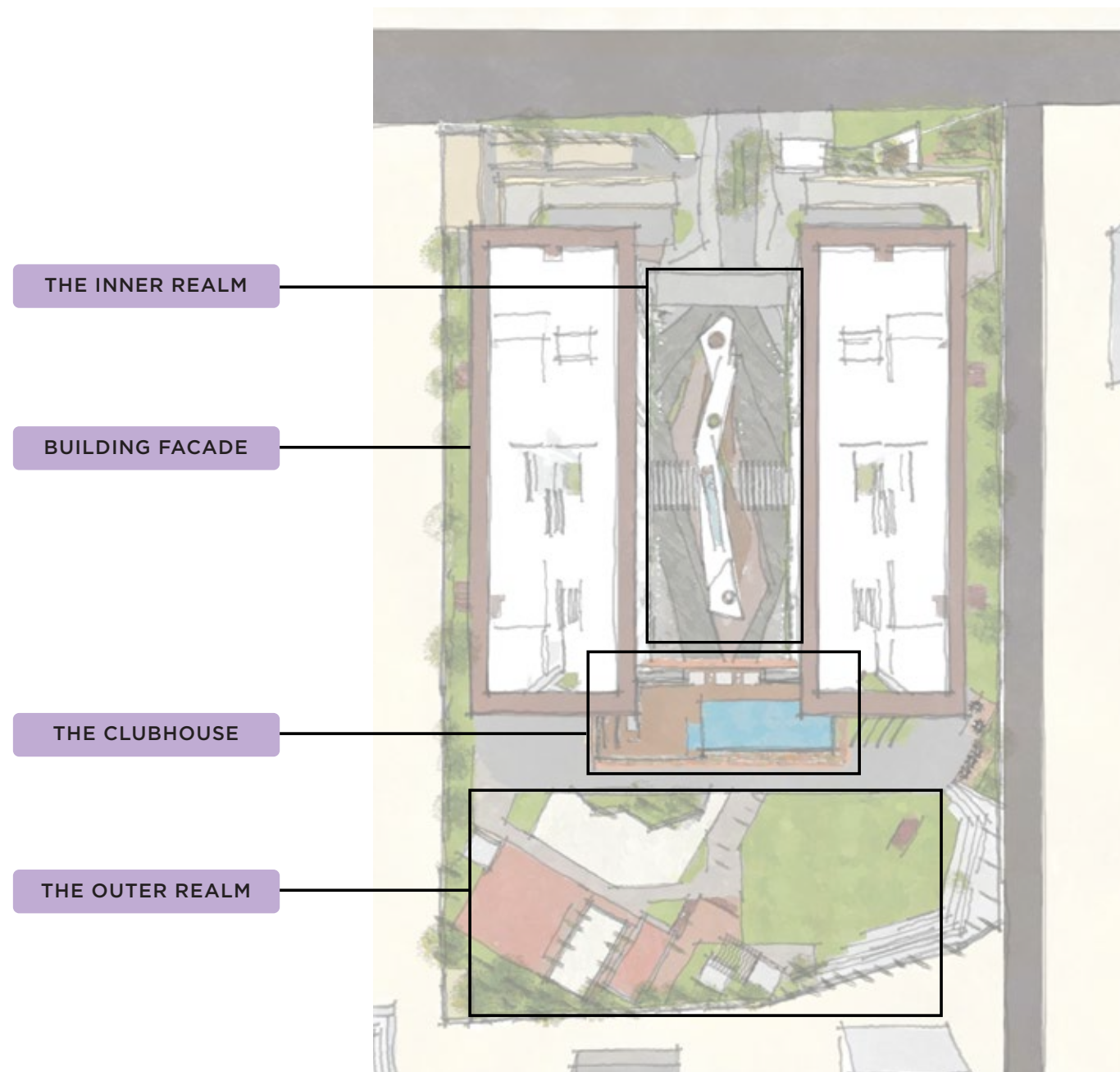
Design today matters more than ever. Generation Now looks for a New York city vibe. One where lofts, apartments, campus dwellings, lounge spaces and other high-octane urban sanctuaries enhance lifestyles.

After studying social space networks, we crafted two distinct 'realms'— areas of space, interaction and design. Both complementing each other, yet beautifully distinct in its offerings.

Here & Now is inspired by this high energy and innovation. Where structures, spaces and lifestyles come together to create a positive, charged space that is productive and a pleasure to live in.



THE MASTER PLAN



Here & Now is designed to make one feel the contemporary nature of its space. This is evident right at the entry area where both the 'realms' are visible in stark, yet symbiotic contrast. The space around is designed to encourage movement with pedestrianised walkways and no vehicular traffic. The structures echo the contemporary philosophy with a façade that incorporates the monochromatic layering of moveable louvres.

THE INNER REALM

THE ENTRANCE CANOPY

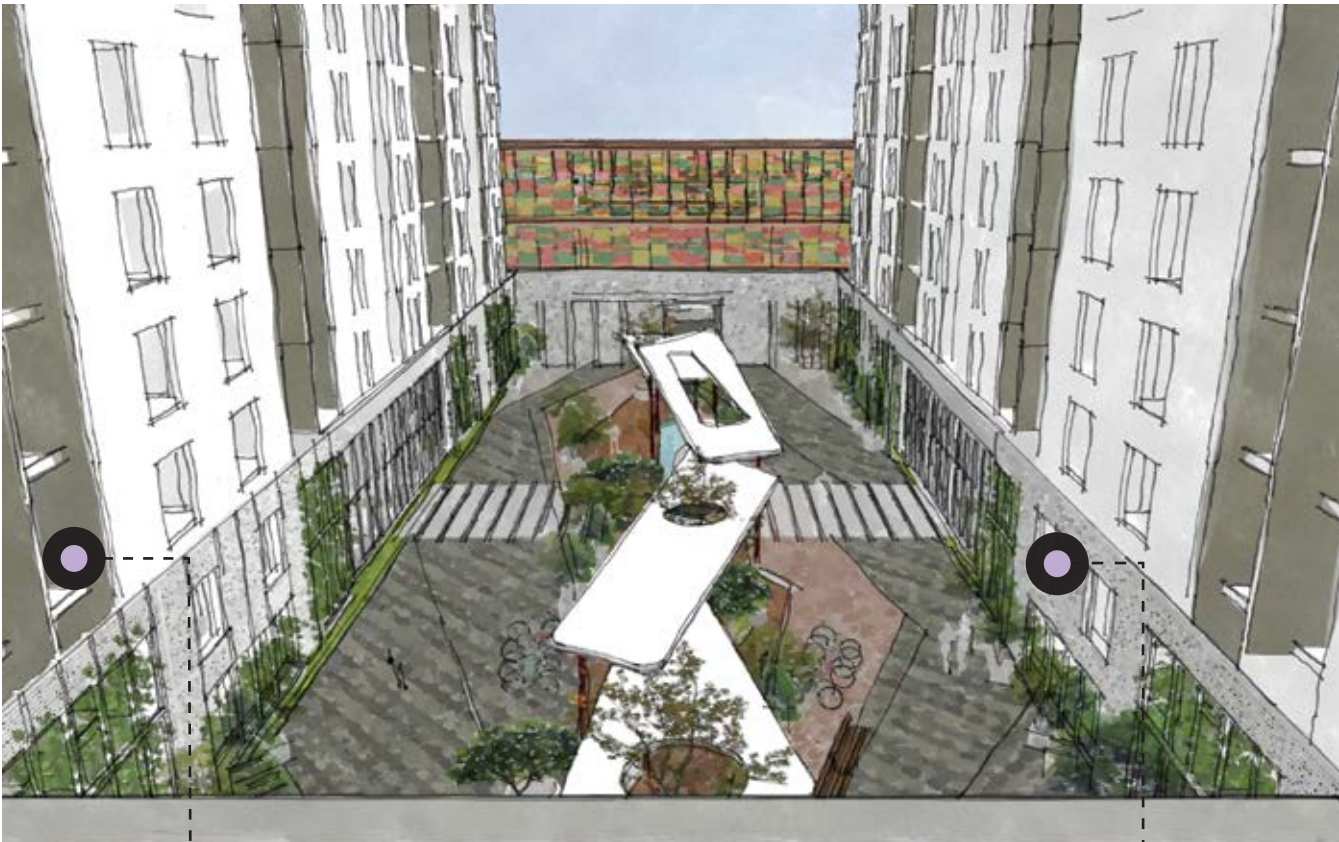


The inner and outer realms of Here & Now are designed to be contained, yet connected in a seamless manner. The entry way leads one to the inner realm, comprising the quadrangle courtyard that flows into the double-height lobbies of the residential towers that are further connected to the distinct, vibrant clubhouse. Beyond that lies the outer realm, a well-planned open space that houses a range of lifestyle facilities.

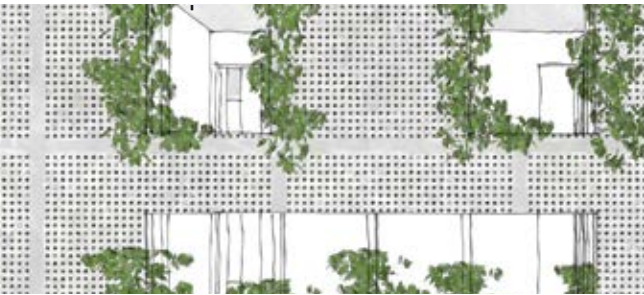
The entryway to Here & Now comprises a canopy that works both as a design element and a thoughtful, functional space. An area where waiting for a car or a friend is made comfortable. The thought of making the area friendly to the inhabitant starts from here, followed by entries into the separate areas for homes and facilities.

THE INNER REALM

QUADRANGLE COURT



The central space has been designed to be a courtyard with thoughtfully crafted features. Add to this the presence of people, and you get a space that is buzzing with energy. In order to bring this alive, we've used a delicate balance of hardscape, landscape, sculptural and textural qualities.



THE INNER FAÇADE

The inner façade comprises a perforated screen that works both as a fine design feature and as a distinction of sorts. The screen extends up to two floors, and transforms into an ethereal structure when lit from within.



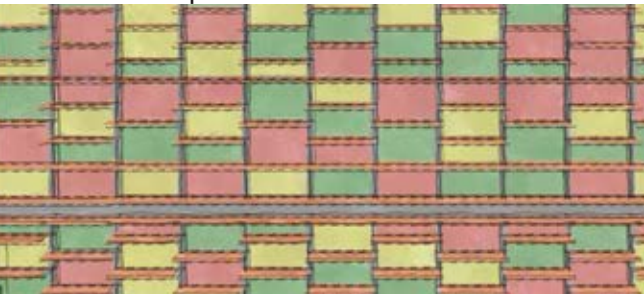
DOUBLE-HEIGHT LOBBIES

The inner realm also comprises the entrance lobbies of the two residential towers. These bright and welcoming spaces are lounges filled with plush interiors and are designed for residents to greet and spend time with visitors.

THE CLUBHOUSE



Designed to look like a glowing box, the clubhouse serves as a bridge connecting the two towers that's filled with facilities and vibrant design sensibilities. The lobby connects the quadrangle with the outer realm.



THE CLUBHOUSE FAÇADE

The skin of the clubhouse is a brise-soleil in terracotta and polychromatic coloured glass, letting light and shadow through the space in multi-coloured hues.



THE CLUBHOUSE DECK

The roof of the clubhouse serves as a vantage point, a viewing deck that visually connects all the public spaces of Here & Now. The amenities here include the party hall, the gym and the pool table.

THE OUTER REALM



The outer realm is a much larger space dedicated to offering activities in a well-planned layout. It has also been designed to offer smaller, more intimate spaces within the larger expanse. These include pergolas at appropriate intervals, canopies, viewing decks and an outdoor amphitheatre. The activities are designated in such a manner that the sequence flows into one another. Activities and features here include a half basketball court, a mini football court, beach volleyball, a badminton court, amphitheatre, jogging track, open air yoga deck, a multiplay lawn with amphitheatre-style seating, a kids play area, a lounging lawn and a barbeque area.

THE BUILDING FAÇADE

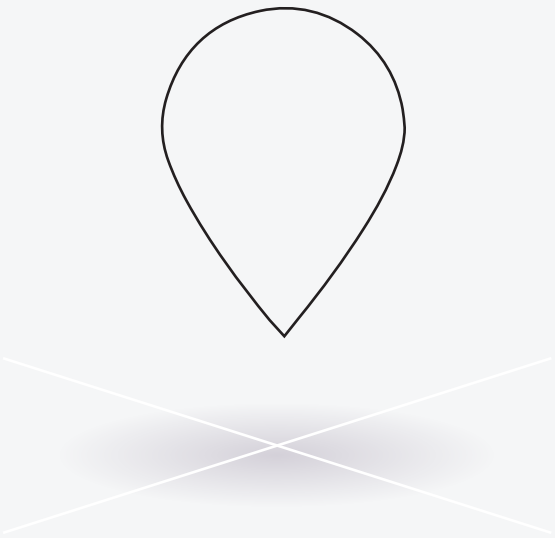


In keeping with the stark, stylish urban personality of Here & Now, the façade is predominantly clean and functional. Ornamentation and faux decoration have been deliberately avoided and chic moveable aluminium louvres add a functional layer of ease to the windows of the apartment units. The colour palette has been maintained neutral with highlights in niches and offsets to add character to the façade.

HERE & NOW

LOCALE

Here & Now is located in close proximity to Manyata Business Park and is surrounded by growth, high energy and a host of facilities.



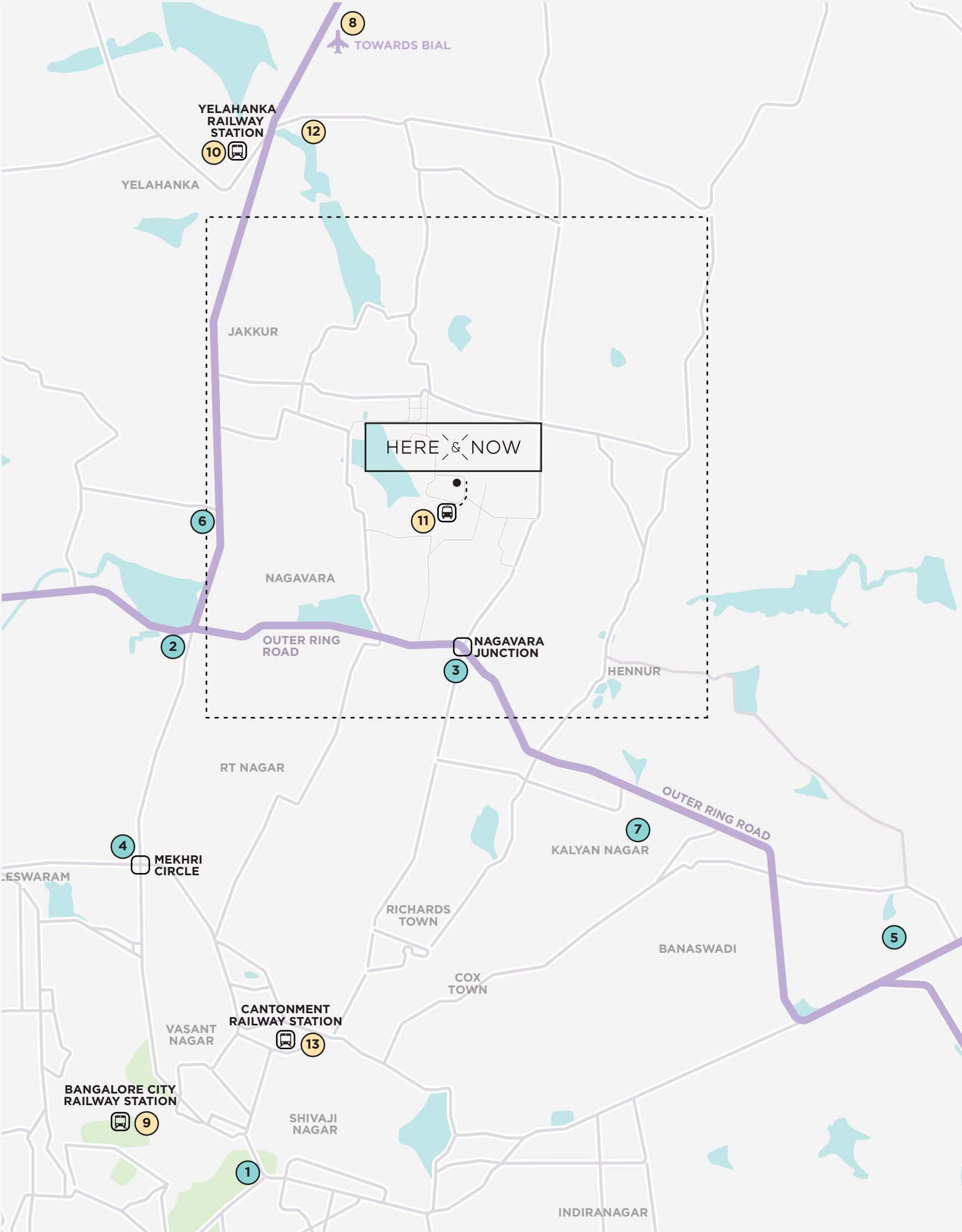
KEY LOCATIONS

1	MG Road (MG Road Metro Station)	13KM
2	Hebbal	7.1KM
3	Outer Ring Road (Nagavara Junction)	3.7KM
4	Mekhri Circle	9.9KM
5	KR Puram	12KM
6	Sahakara Nagar	6.7KM
7	Kammanahalli / Kalyan Nagar	6.1KM

TRANSPORTATION HUBS

8	Kempegowda International Airport	26.2KM
9	Bangalore City Railway Station	14.3KM
10	Yelahanka Railway Station	8.5KM
11	Nearest Bus Stop (Rachenahalli)	0.5KM
12	Bagalur Cross (Alternate route to airport)	9.9KM
13	Cantonment Railway Station	11.6KM

The culture of the area, thanks to its young generation, is thriving and buzzing. And in the centre of this all, is located your new home. Tucked away, yet in the heart of it all.



HERE & NOW

VICINITY

At Here & Now all the essentials are close at hand — the airport, entertainment zones, shopping areas, IT parks, hospitals, educational institutes, and hopefully, your friends.

ECONOMIC HUBS

- 14 Manyata Business Park 1km
- 15 Karle Town Centre 3.3km
- 16 Kirloskar Business Park 6.3km
- 17 Hinduja Ecopolis 14.9km

EDUCATIONAL INSTITUTIONS

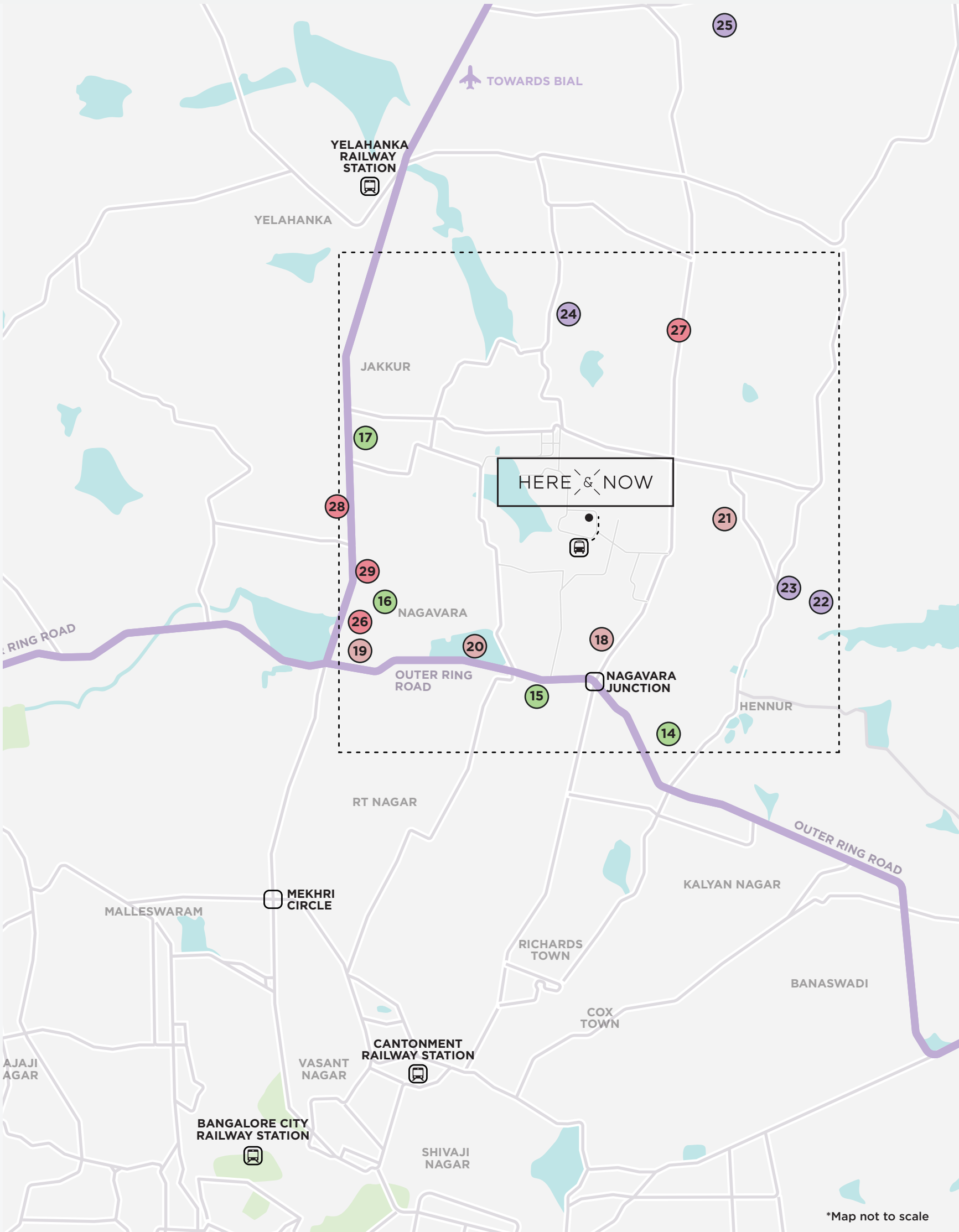
- 22 VIBGYOR High International School 6.6km
- 23 New Baldwin School 5.4km
- 24 Greenfield Public School 3.4km
- 25 DPS, North 10.5km

HOSPITALS

- 26 Columbia Asia Hospital 6.2km
- 27 Regal Hospital 4.7km
- 28 Rajiv Gandhi Hospital 7.3km
- 29 Motherhood Hospital 6.0km

ENTERTAINMENT / RETAIL

- 18 MSR Regalia Elements Mall 4.1km
- 19 Esteem Mall 6.4km
- 20 Nagavara Lake 7.2km
- 21 XLR8 Indoor Stadium 5.5km



*Map not to scale

HERE & NOW

COLLABORATORS

We've teamed with the most innovative minds in the industry to make sure Here & Now is just what we envisioned.



PRAXIS ARCHITECTS

Praxis is a Bangalore-based design practice that offers innovative architectural, urban planning and interior design services. They craft experiences that engage, educate and excite the end user through a holistic approach that takes into consideration issues of sustainability: both cultural and physical. They also bring sensitivity to the region they work in, and an understanding of the cultural nuances of the locale and incorporate this into their design.

RAMBOLL STRUCTURAL CONSULTANTS

Ramboll is a leading engineering, design and consultancy company founded in Denmark. They have close to 200 offices in 21 countries. They work in a variety of industries – building, transportation, environment, energy, oil and gas, and management consulting. The firm believes in local experience combined with a global knowledge-base and aim to achieve inspiring and exacting solutions that make a difference to customers, end-users and society.

UPASARG LANDSCAPE STUDIO

Upasarg is known for landscape architecture, urban design and land-use planning. They have a reputation for high quality professional planning and design. Their services come with daily involvement and a design team that studies the surroundings in detail, and incorporates parts of it into the design. The result is time and cost saving solutions for clients. The firm believes in environment sensitivity, client needs and long-term sustainability measures.

DESIGNTREE MEP CONSULTANTS

DesignTree is a multi-disciplinary engineering consultancy company that provides a flexible approach to the particular requirements of each project and can tailor the services offered accordingly. With design management experience gained over years, they provide a specialist, practical solution to projects. The team comprises dynamic and innovative professionals who aim to bridge the gap between the ever-changing needs of the construction industry and the current consultancy services available.

HERE & NOW

ASSETZ

KEY STATS & MILESTONES

16+MN SQ FT
Area developed + developing

10,000+
Number of units under development



Developed the first IT SEZ in Karnataka

Developed the first IT SEZ to be accredited with
Platinum rating

Developed the only LEED Platinum certified Business
Park in India

First to develop a Building Management System
to control and manage infrastructure and utilities,
as a profit centre

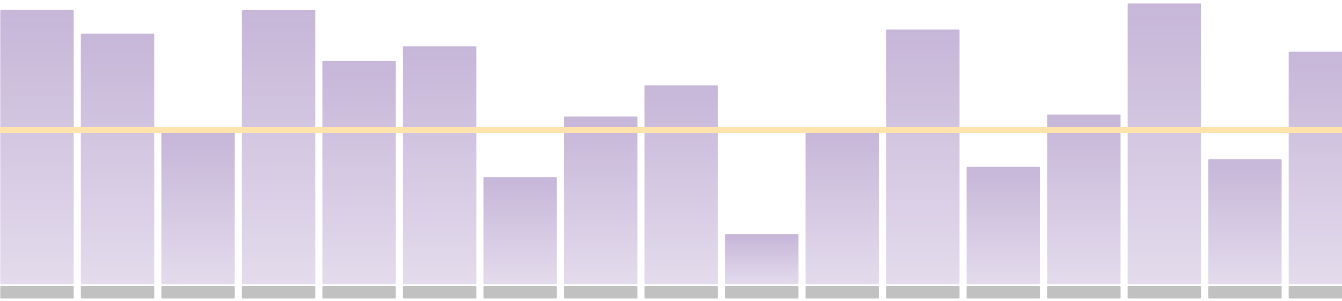
AWARDS

The winner of MIPIM ASIA AWARDS 2009 under the
Green Building category.

Awarded Best Developer Green Development (Built)
by Cityscape.

The winner of the prestigious CREDAI Care awards
for 2015 in the categories of Best Dwelling Above
1500 sqft (Residential) and Best Innovative Designing
(Residential) for 27 Park Avenue.

TEAM EXPERIENCE



200+ EMPLOYEES

1000+ TOTAL EXPERIENCE
YEARS

12 AVG EXPERIENCE
YEARS



RERA REGISTRATION NO: PRM/KA/RERA/1251/446/PR/171014/000797

Assetz Property Group

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