



**BIRLA ESTATES – A HALLMARK OF QUALITY,  
INTEGRITY & COMMITMENT.**

From the pre-independence era to post-liberalization times,  
there is one name that is synonymous to India's growth as a global power – Birla.  
The Birla legacy, rich in values and with a strong heritage has been  
passed on seamlessly from generation to generation.

From creating growth engines for the nation in the form of a global business,  
to world-famous institutes of academic excellence and multi-specialty hospitals,  
the group is now dedicated to carrying the Birla legacy of excellence and building new frontiers with Birla Estates.



Artist impression

## OUR LINEAGE

Birla Estates Private Limited, is a 100 percent wholly-owned subsidiary of Century Textiles and Industries Limited, the flagship Company of the B. K. Birla Group of Companies.

The Birla legacy champions trust and transparency; it is the driving force behind everything that we do.

We are built on the values of

• INTEGRITY • EMPATHY • COMMITMENT • AGILITY • SEAMLESSNESS • SPEED



## OUR GUIDING PHILOSOPHY

LIFEDESIGNED™ DESIGNED AROUND LIFE. DESIGNED FOR LIFE.

Life**Designed**™ is our guiding philosophy – we derive inspiration from life around us and use that to influence the lives we touch.

This is an endless journey of pushing ourselves to create spaces for a lifetime, where every detail is meticulously perfected to enrich lives.

From the moment you walk in, to every moment till forever, Life**Designed**™ resonates in every single facet of your journey.



Artist impression



**BIRLA**  
**ALOKYA**  
WHITEFIELD



Artist Impression



Artist impression

## BIRLA ALOKYA

'A PLACE LIKE NO OTHER'

At Birla Alokya, you'll find sophisticated, modern residences that are also reminiscent of the peaceful charm of old Bengaluru.

Every aspect of our residential spaces is crafted with meticulous detail to enable a truly modern, yet nostalgic living experience.

Properties designed around life, designed for life.



Artist Impression

## DESIGN THINKING

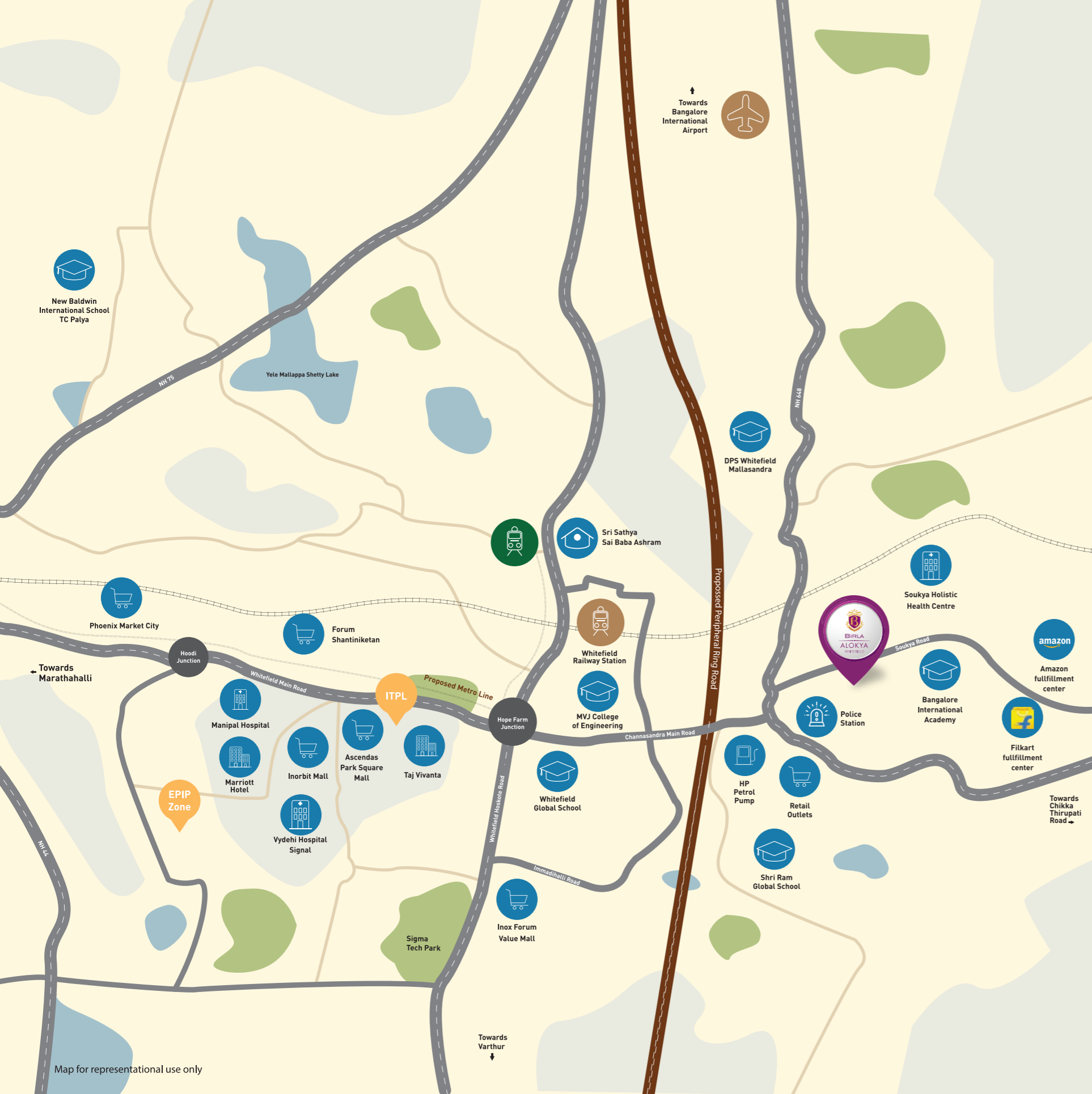
Design thinking is an approach to creating products and services centred around empathy for human needs.

Birla Alokya is a low-density development where every detail is designed to create residential spaces that are truly sustainable, whilst catering to the needs of the modern world.

Our property houses 218 villaments spread across 7.8 acres of land. It is set on natural terrain, rising and descending along its contours with a central green area, allowing trees to grow naturally.

Our landscape features reflect traditional elements, albeit with a contemporary spin. Even our amenities ensure that there is something for everyone, young or old, with dedicated zones for activities and lounging.

The core of our approach has been to create spaces that co-exist harmoniously with nature while giving our residents a holistic and self-contained living experience.



## THE LOCATION: PEACEFUL SPACES MEET FAST-PACED LIVING

Bengaluru as a city has long been known for its iconic gardens and peaceful lifestyle. However, over the past few decades, the city has evolved into a leading IT hub brimming with opportunities – all with Whitefield at the centre of this development. The location for Birla Alokya in Whitefield has been chosen with care, keeping your busy lives in mind. Just far enough to relax, away from its bustle while still providing easy accessibility to schools, IT parks, hospitals and more.

Map for representational use only





# THE MASTERPLAN

## THE BEST OF BOTH WORLDS

The guiding principle of our LifeDesigned™ properties has been to design homes that are modern yet simplistic, new yet nostalgic; homes that are designed for the future and built on the legacy of the past. Our purpose is to create truly holistic residential spaces that offer the best of both worlds.



Artist impression

## VILLAMENTS – THE BEST OF VILLAS AND APARTMENTS

We believe that on this journey to find the dream home for your family,  
you should never have to settle for less.

It is this belief that inspired us to model our residential spaces in a truly unique fashion.

We present to you – villaments at Birla Alokya.

Spaces where you can have both, the peace and privacy of spacious villas,  
and the plentiful amenities and security of apartments.

An emerging concept in metropolitan cities across the country;

villaments combine the best aspects of villas and  
apartments – designed to give you the best of both worlds.



Artist impression

## अर्द्रा (Ardra - Green)

Spacious 3 BHK homes with the living and dining room looking out at your very own private garden. The perfect space to unwind after a long day.



Artist impression

## इटेया (Steya – Private)

3 BHK homes with thoughtfully defined personal and living spaces.  
Enjoy the additional privacy,  
while making the most of your spacious living and dining areas.



Artist impression

## વિોના (Viona – Sky)

3 BHK homes with a private terrace to call your own.  
Showcase your very own terrace garden  
or enjoy stargazing with your kids at night.



## ইরুম (Irum – Garden in heaven)

Grandiose 4 BHK homes set across two floors with  
an exclusive private garden.  
Revel in the extravagance of the double-heightened dining area.



Artist Impression

## व्योम (Vyom - Wind)

Luxurious 4 BHK homes with a sprawling private terrace.  
Enjoy a roof-top barbeque with family and  
friends while looking at the vast central greens.



Artist Impression

## AMENITIES

At Birla Alokya,  
the amenities are designed to give our residents  
the best of both worlds – the nostalgic old Bengaluru charm  
reflected in new-age amenities.





Artist impression

## FITNESS

A dynamic offering of facilities that are designed to fit in with every kind of lifestyle. Enjoy an exciting game of basketball or experience the tranquility of a dedicated yoga deck. Find spaces where your children can enjoy both – a good old game of hop-scotch as well as the thrill of a virtual gaming room.



Tennis Court /  
Multipurpose  
Court



Yoga  
Deck



Virtual  
Gaming  
Room



Image for reference use only

## WORK AND PLAY

Amenities designed to help you relax and keep up with a fast-paced life.

Find the convenience of co-working spaces in the vicinity of peaceful tea-sipping gardens, all within the same community.

Additionally, our dedicated open area has a café that perfectly marries the old city charm with the new Bengaluru experience. Enjoy a hot cup of coffee or try some of the newer culinary offerings.



Co-working  
Spaces



Leisure  
Hammock



Multipurpose  
Lawn



Image for reference use only

## SMART HOMES

Life**Designed**™ homes at Birla Alokya bring together the best of tomorrow's technology to enhance security and convenience. Use your smartphone to unlock your door and do much more with simple voice commands.



Smart Security



Remote Access



Voice Protocols



Artist impression

## CENTRAL GREENS

Revel in the serenity of our open garden spaces, inspired by the parks in Bengaluru. Experience nostalgia as you stroll past crosses and mains on your way to the central garden.



Pet  
Park



Putting  
Greens



Terrace Garden  
cum  
Amphitheatre



Artist Impression

## BIRLA VANYA

Kalyan, Mumbai Metropolitan Region

Nestled in the upcoming smart-city Kalyan, Birla Vanya brings to you Life**Designed**<sup>™</sup> homes inspired from and designed around your life.

Keeping true to this philosophy, Phase 1 of Birla Vanya offers you residences with an unparalleled lifestyle.

The Project "Birla Vanya – Phase 1" is registered with MahaRERA under the Registration No. **P51700019178** and can be viewed at <https://maharera.mahaonline.gov.in>



Artist impression

## BIRLA CENTURION

Worli, Mumbai

Birla Centurion,  
a highly sought-after business location with  
splendid architecture that inspires creativity.  
The sophisticated design incorporates minimalistic and  
contemporary trends.



Artist impression

## BIRLA AURORA

Worli, Mumbai

Your perfect work address, Birla Aurora is a 22-storied structure with distinctively refreshing architecture owing to an unconventional elliptical design. At Birla Aurora, you can keep your focus on work with amazing sea views as a soothing backdrop, rejuvenate yourself at the break-out zones and find comfort in the accompanying greenery.



## Mr. KUMAR MANGALAM BIRLA

Chairman, Century Textiles and Industries Limited

Mr. Kumar Mangalam Birla is one of the most renowned and respectable figures in Indian industry. He is the Chairman of Century Textiles and Industries Limited, the parent company of Birla Estates Private Limited.

Mr. Birla, spearheads the iconic global conglomerate, Aditya Birla Group, a US \$48.3 billion corporation with operations straddling 34 countries .

Over the years, his visionary leadership has helped Century Textiles grow from strength to strength.



For more information,  
visit [birlaestates.com](http://birlaestates.com), call +91 88288 00063  
RERA registration number: **PRM/KA/RERA/1250/304/PR/190724/002725**  
<https://rera.karnataka.gov.in/>  
Corporate address:  
Birla Aurora, Level 8, Dr. Annie Besant Rd., Worli, Mumbai - 400030  
Site address:  
Birla Alokya, Soukya Rd., Whitefield, Bengaluru - 560067

The Project "Birla Alokya" comprising of 218 villaments & a Club House is registered with the Karnataka Real Estate Regulatory Authority under Registration NO. PRM/KA/RERA/1250/304/PR/190724/002725 and can be viewed at: <https://rera.karnataka.gov.in/>

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BIRLA ESTATES

LIFEDESIGNED™