



"In whatever we do, we try to keep our promises, and with whoever we partner, we focus on the long term. Irrespective of what we do, we follow these two rules. This is what has helped us to grow."

> Dr. Brijmohan Lall Munjal Hero Forever





Hero Enterprise is the brainchild of Mr. Sunil Kant Munjal, the youngest son of Dr. Brijmohan Lall Munjal, founder of the Hero Group. Hero Enterprise has drawn upon the entrepreneurial strengths developed by its founders to strengthen its Insurance Broking, Real Estate and Steel businesses along with an active Investment Office. With a strong legacy in building world class companies and brands over seven decades, Hero Enterprise's investment decisions are long term, and keep key outcomes in mind including business and social impact



Hero Steels Limited embodies excellence as a Hero Enterprise company serving the needs of a wide variety of customers including from the automative, tractor and bicycle industry.



Hero Insurance Broking is a composite broker and is setting benchmarks in insurance broking with trust and innovation. It is one of the largest physical network of distribution of insurance products in the country now being hosted by technology.



The Investment Office is a comprehensive investor that focuses on investments in India and globally. It focuses on entrepreneurial, innovative and sustainable ventures across different industry verticals including real estate in the UK.



Hero Realty delivers luxury living focusing on contemporary, sustainable homes while fostering a healthy local community. It's proposition is <u>safe an</u>d great value for money.



Serendipity Arts Foundation is an arts and cultural development initiative that fosters creativity and collaboration across various art forms and organizes South Asia's largest multi-disciplinary event, the annual Serendipity Arts Festival in Goa.



#### CHAIRMAN'S MESSAGE

As a principle, we have three criteria in mind before engaging in a new venture. First, the venture needs to be something that one of us in the senior management is passionate about. Second, it has to be in an area where we can make the maximum positive social impact. Finally, it has to be a venture where we can move into a leadership position. Housing in India, is both, a serious social challenge and a great economic opportunity. While the country's population has grown exponentially, most do not have the privilege of a well-appointed home. At the same time, when housing is promoted, great multipliers are created, since an estimated 150 plus industries are linked to this sector in some form or the other. This socio-economic impact has strengthened our conviction to commit ourselves to the business of building homes and community development. The Hero Homes venture is a manifestation of this conviction.

> SUNIL KANT MUNJAL Chairman, Hero Enterprise

#### A HERO'S PROMISE

#### GLORY LIES IN A PROMISE FULFILLED

Anybody can make promises, but what separates a Hero's Promise from an ordinary promise is the commitment that transforms promises to reality. And this steadfastness towards promises defines Hero Realty as an organization that is completely dedicated to its customers, employees, partners, and the society.

Being a part of the renowned business house Hero Enterprise, our work ethos is guided by the strong group values of Trust, Care, and Nurture. These values are at the core of delivering modern, elegant homes to customers on time, while making a positive impact on the environment.

Our development philosophy is based on four design pillars.

Fitness | Sustainability | Community | Creativity

These four parameters help in adding distinctive features to the homes that lead to an enriched lifestyle for you



Hero Realty Private Limited (HRPL), the real estate arm of Hero Enterprise, is dedicated to redefining luxury living through honest pricing. Founded in 2006 as Arrow Infrastructure, the business focuses on creating vibrant, eco-friendly spaces across the National Capital Region (NCR), Punjab, Uttarakhand, and Himachal Pradesh. Guided by the principles of creativity, fitness, sustainability, and community, HRPL integrates lush green zones, eco-friendly designs, and modern amenities into its projects. The flagship brand, Hero Homes, exemplifies this commitment by offering homes that reflect care, craftsmanship, and a deep connection to nature.







The images are for illustrative

## THE PALATIAL By Hero Homes

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PRESENTING YOU A PALACE CRAFTED FOR THE "HEROES" OF TODAY



## **EXPERIENCE THE PALATIAL ADVANTAGE**



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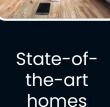
Hero Homes

Unparalleled connectivity & accessibility





Integrated retail, club, and residences





5-star lifestyle



Green sustainable home environment

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Your Home, Your Interiors -Ready-tolive-in residences







# Prime Location

Right across Delhi Public

Proximity to 700+ shopping and entertainment venues

**Advanced super** specialty hospital within 6km

**Located within 12** km of the Diplomatic Enclave

Within 8 km of the Global City hub

Hero Homes





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Hero Homes

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#### **4 VARIANTS ACROSS THREE THEMES**



Modern Contemporary



Classical European



Indian Revival

Classic version is included in the box pricing. It includes

- ✓ Base level finishes (flooring, doors, CP sanitary fittings, VRF, etc.), as generally provided by other developers
- ✓ Fully loaded kitchen with whitegoods including microwave, hob & chimney, refrigerator, and RO
- ✓ Wardrobes, Vanity (in all washrooms), shower partition and geysers
- ✓ False ceiling

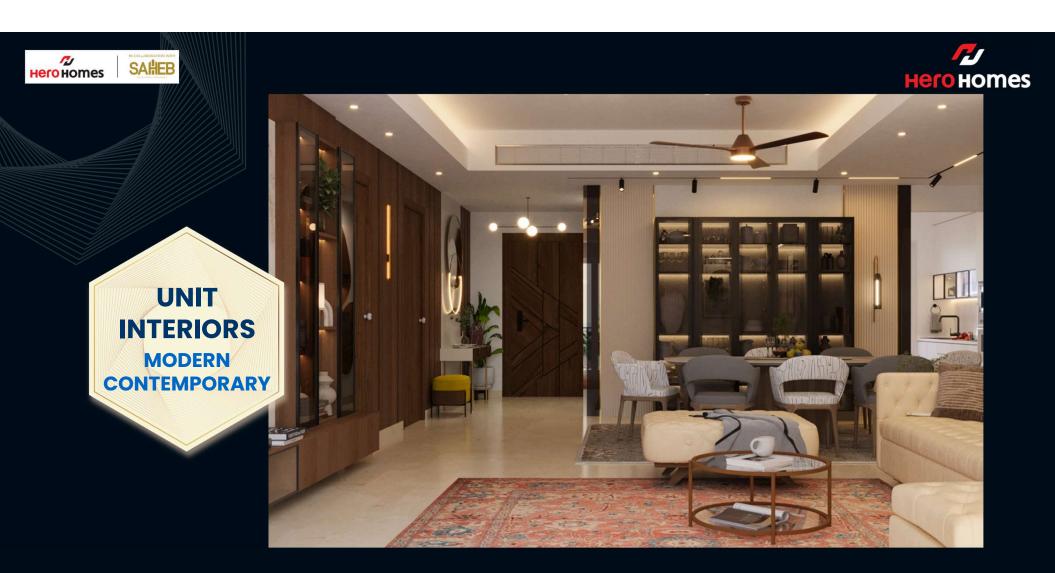
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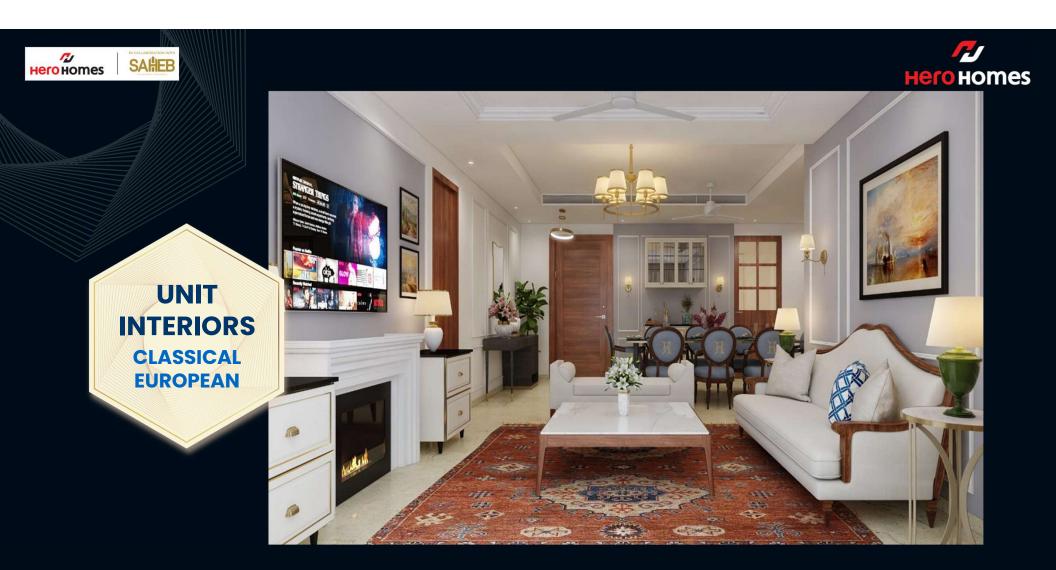
**Hero** Homes

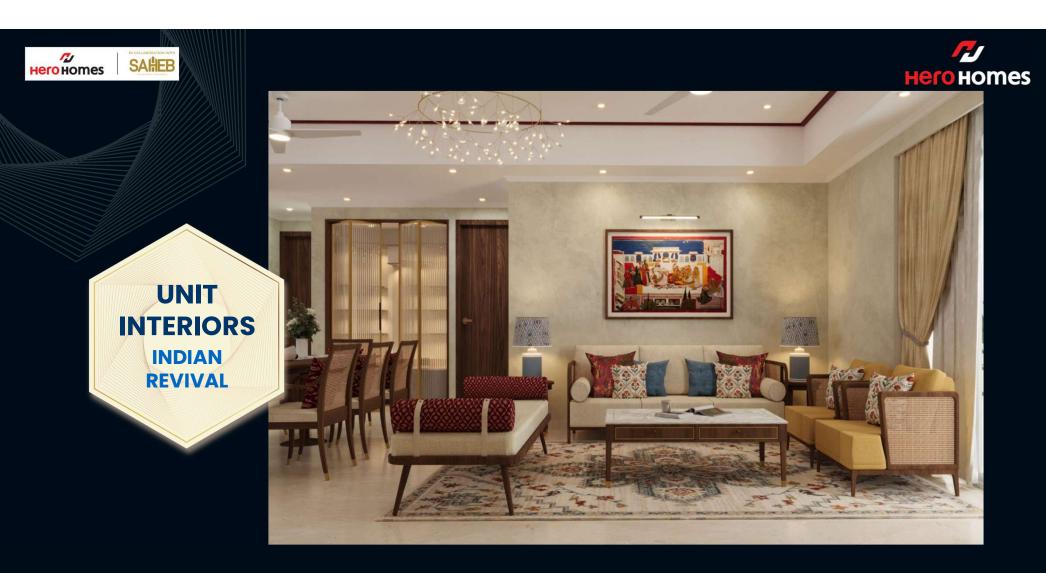
SAHEB

✓ Wall paneling and treatment

Option to upgrade to fully furnished Comfort, Premium, Luxury and Ultra-luxury at costs significantly lower than the market rate









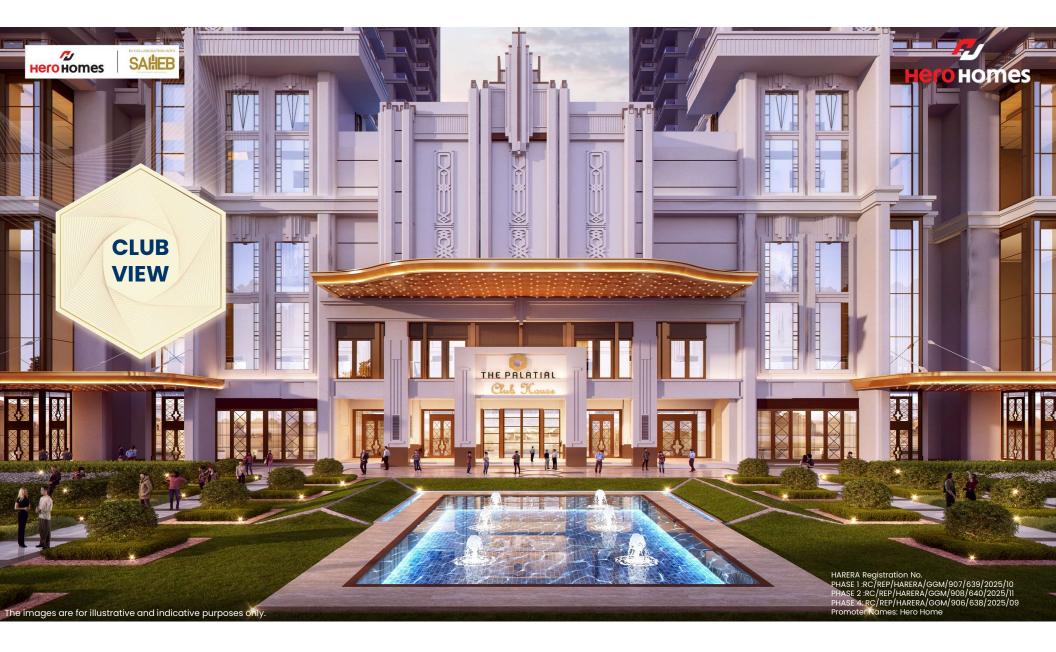
## INTEGRATED RETAIL, CLUB, AND RESIDENCES

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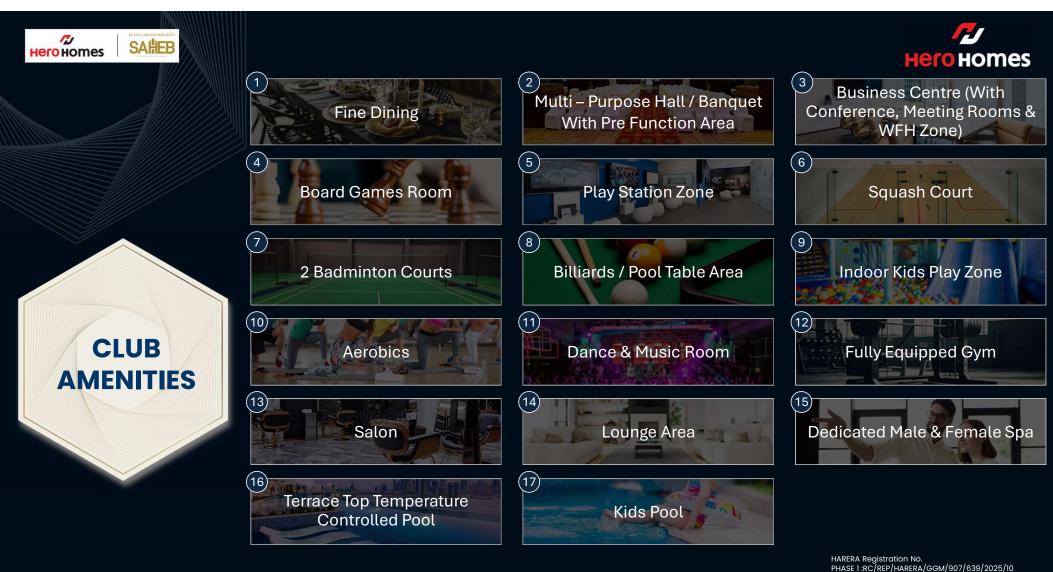
**Hero** Homes











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Palatial
Homes

Spacious homes with 6 feet deep wrap around balcony

#### Corner Homes

Every unit is a corner unit, designed to offer ample natural <u>light and</u> fresh air

#### Intricately designed to ensure comfort & privacy with a large multipurpose utility room (9X12)

Designer

Homes

Underground parking keeps the surface green, open, and safe for kids and elderly residents

Safe

**Homes** 

#### Digital Homes

Experience a secure, techdriven lifestyle designed for modern urban living

- Smart Bell
- IOT Switches
- Digital Concierge

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THE-ART

"HERO" HOMES

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#### Accessibility & Convenience

Valet parking services

Driver-on-call

Crèche Services

Chauffer's Lounge

#### Accommodation & Lifestyle

Chef on Call

Direct access to Saloons and Spa

Tie-up for pet care, laundromat, car wash and services

#### Health & Fitness

On-premises Doctor's room

Ambulance on call

Co-branded fitness facilities on premises

Partnerships with notable sports academies

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5-STAR

LIFESTYLE

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**Biophilic Spaces** 

including Parterre

Garden, Arched green

wall, etc. across the campus, jogging track

#### Lush Green Spaces

#### Inclusive green spaces -centralized green spaces, Miyawaki and Sensory greens

#### **Comfortable Living** with Biophilic Design

### GREEN **SUSTAINABLE** HOME **ENVIRONMENT**

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**Hero** Homes

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**Commitment to** 

Sustainability

**Green Building** 

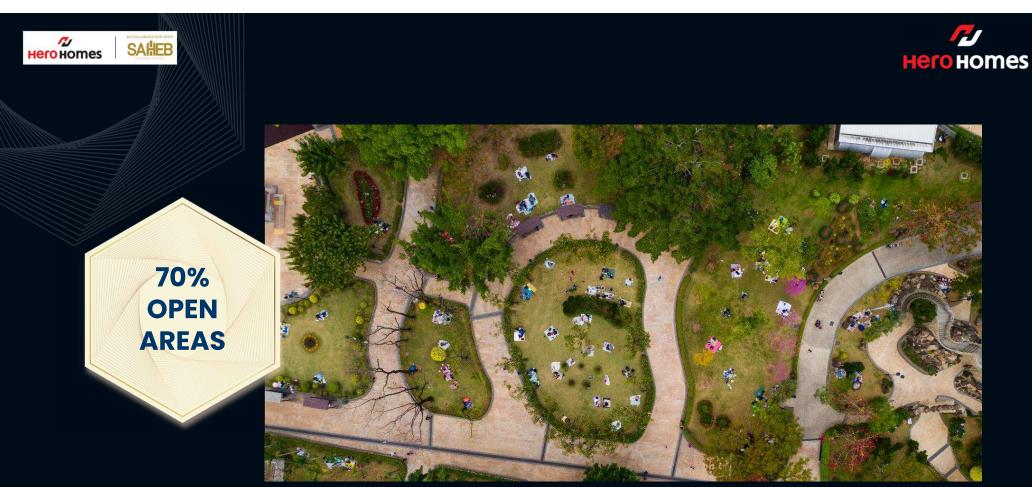
Certification through

sustainable practices

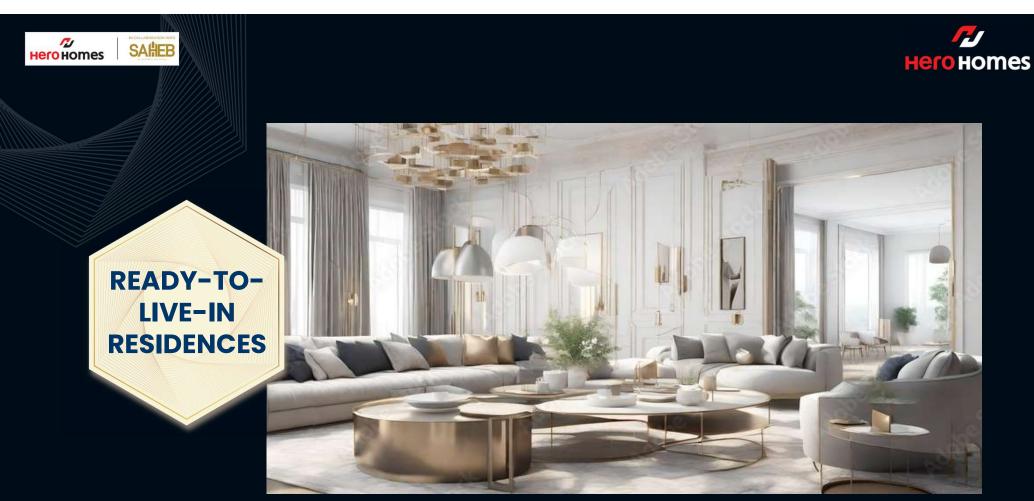


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						CIFICATIONS			
		Areas	Flooring	Walls	Ceiling	Doors	Windows	Others	
	1	Living Room	Imported Marble	Acrylic Emulsion Paint	Gypsum False Ceiling as per design with Led down Lights	Seasoned hardwood door frame 8' Ft ht., Both sides Veneer with Polish & Pattern	AI/UPVC Door/Windows with tDGU and net shutters provision	I Key Less Entry Door lock (Smart door Lock) Duct VRV/VRF	
	2	Master Bed room	Laminated wooden	Acrylic Emulsion Paint	Acrylic Emulsion Paint & False Ceiling at periphery with lights	Seasoned hardwood frame, Flush Door with teak Veneer polish finish	AI/UPVC Door/Windows with DGU and net shutters provision		
	3	Other Bed Rooms	Laminated wooden	Acrylic Emulsion Paint	Acrylic Emulsion Paint & False Ceiling at periphery with lights	Seasoned hardwood frame, Flush Door with teak Veneer polish finish	AI/UPVC Door/Windows with DGU and net shutters provision		
			1. Wardrobes (modu	lar of standard make	) in all bedrooms; fans in all rooms				
	4	Kitchen	Imported Marble	Acrylic Emulsion Paint, Ceramic Tiles 2 feet above kitchen counter	Acrylic Emulsion Paint	NA	AI/UPVC DW with toughened glass	<ol> <li>Granite counter with Double Bowl</li> <li>Modular Kitchen with under and above storage cabinets with hob &amp; Chimney</li> </ol>	
						Backsplash- Supply and Installation, SS Sir	nk with Drain, Sink Tap, False ceiling	painting. False Ceiling	
						ter Capacity, Under Mounted RO Purifier	······		
	5	Master Toilet	Anti-skid ceramic tiles	Ceramic tiles up to False Ceiling ht.	5	Seasoned hardwood frame, Flush Door with teak Veneer polish finish on one side and laminate on other side	AI/UPVC windows/ventilators	Counter as per design-Vanity with mirror and shower glass partition	
	6	Other Toilets	Anti-skid ceramic tiles	Ceramic tiles up to False Ceiling ht.		Seasoned hardwood frame, Flush Door with teak Veneer polish finish on one side and laminate on other side	AI/UPVC windows/ventilators	Counter as per design	
			1. Appliances: Vanit	y, Geysers in all wa	shrooms				
	7	Servant Room	Ceramic Tiles	Acrylic Emulsion Paint	Acrylic Emulsion Paint	Seasoned hardwood frame, Flush Door with teak Veneer polish finish	AI/UPVC windows/ventilators	NA	
	8	Servant Room Toilet	Anti-skid ceramic tiles	Ceramic tiles up to 1800 mm ht.	OBD	Seasoned hardwood frame, Flush Door with both side laminate	AI/UPVC windows/ventilators	NA	
	9	Balconies	Anti-skid ceramic tiles	Exterior Texture Paint	Exterior paint	ΝΑ	NA	MS railing, Utility Balcony- Block Masonry with MS hand railing as per design	
	10	Electricals	ISI Marked PVC Cor	nduit and Copper W	ire with Modular Switch and Sockets	as per specifications			
	11	Air Conditioning	VRV/VRF						
	12	C P fittings & Chinaware	High Quality CP fitti	ngs & Chinaware o	f renowned brands like Kohler, Roca, 、	laguar or equivalent as per approved des	ign		
	13	Common Areas	2. Typical floor lift lo 3. Five Lifts includin	obby - Vitrified tiles, g a service lift (Pass	e Lobby with Marble flooring. Staircase- Stone finish/Marble senger lifts Cabin to be in SS finish) undary wall, CCTV @ Ground floor entro	ince lobby, Boom barrier, Guard room @ mc	ain gate & guard desk at tower entra	nce lobby, intercom facility	
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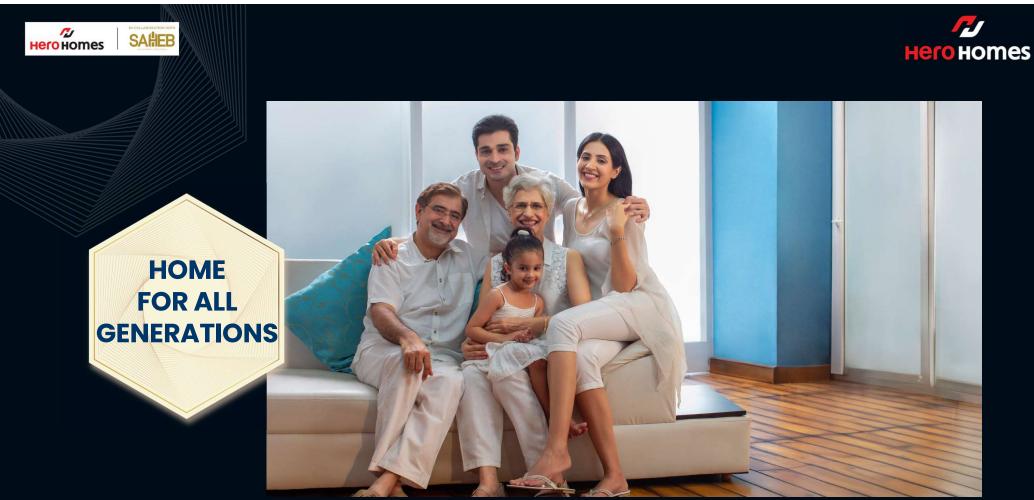


Enjoy endless green views and open areas for a refreshing living experience.



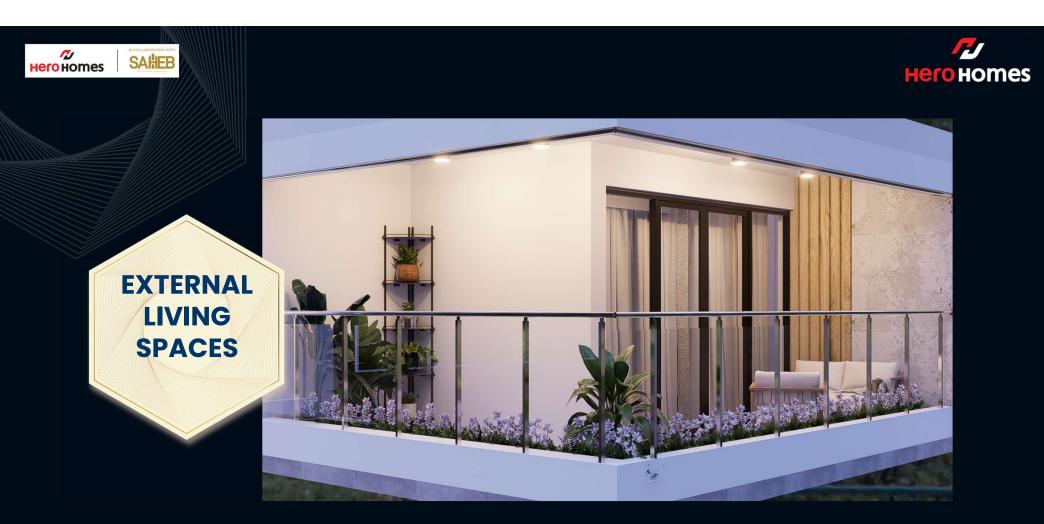
Move-in peacefully to homes which are completely ready for you- as per your choices.

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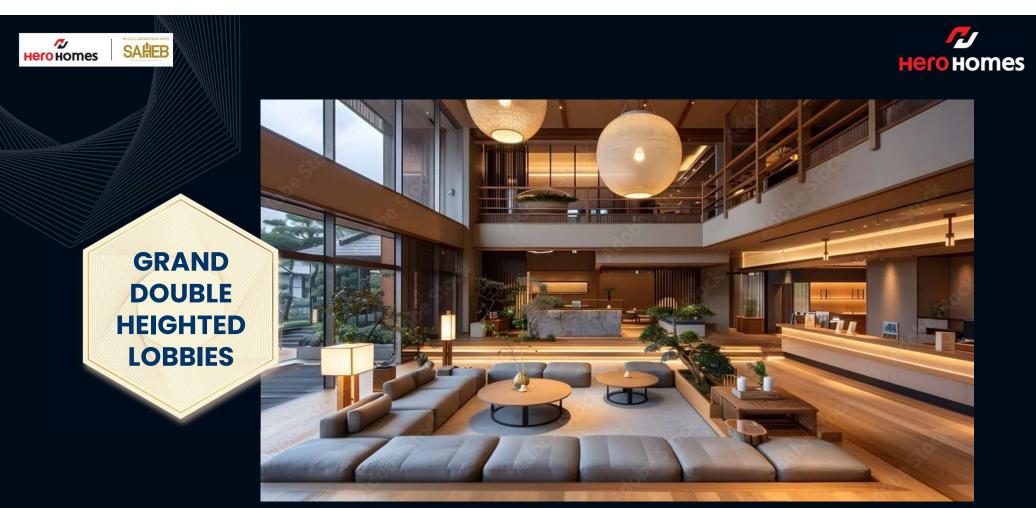
Large layouts perfect for large families needing extra privacy and space.

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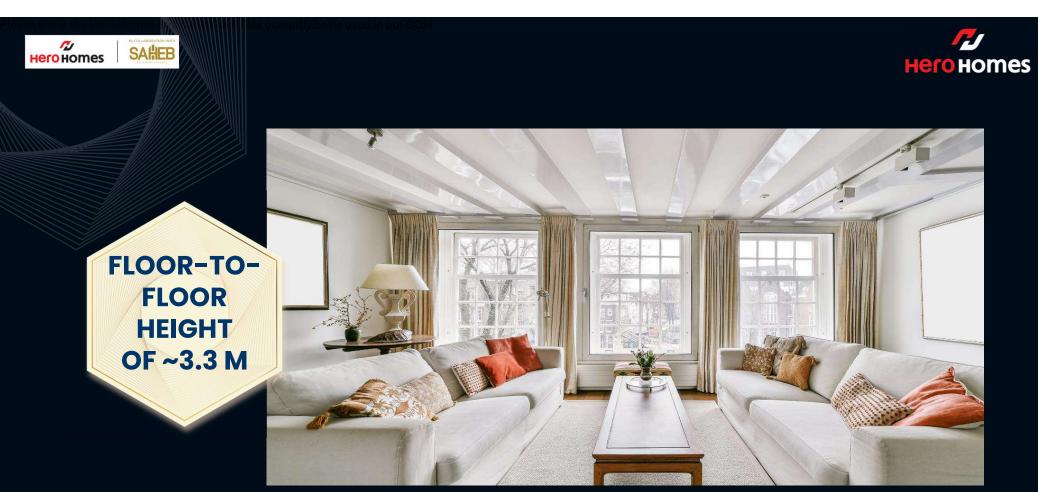
Your personal viewing deck for enjoying stunning views of sunrise and sunset.

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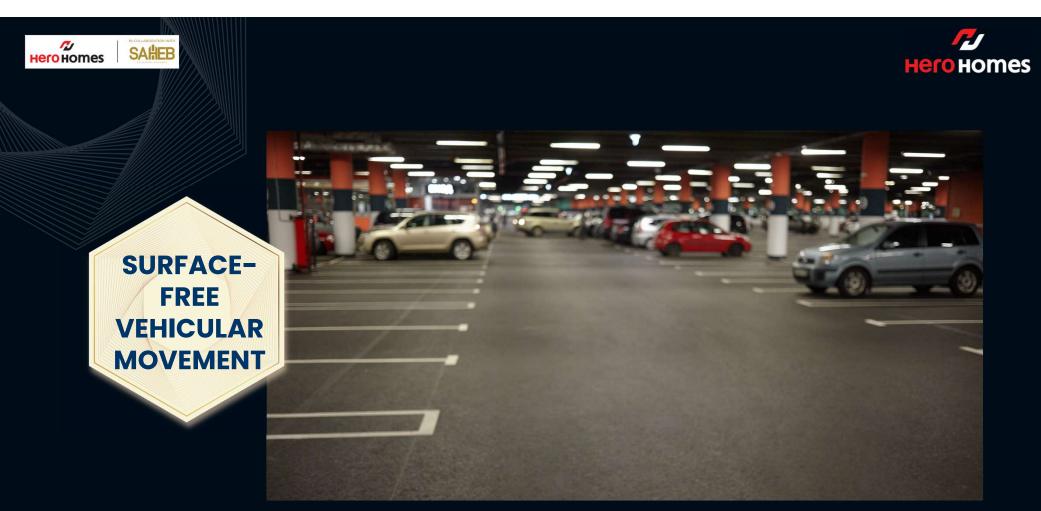
Experience sheer elegance with a lavish entrance, concierge desk, exclusive waiting and sitting areas that leaves a lasting impression

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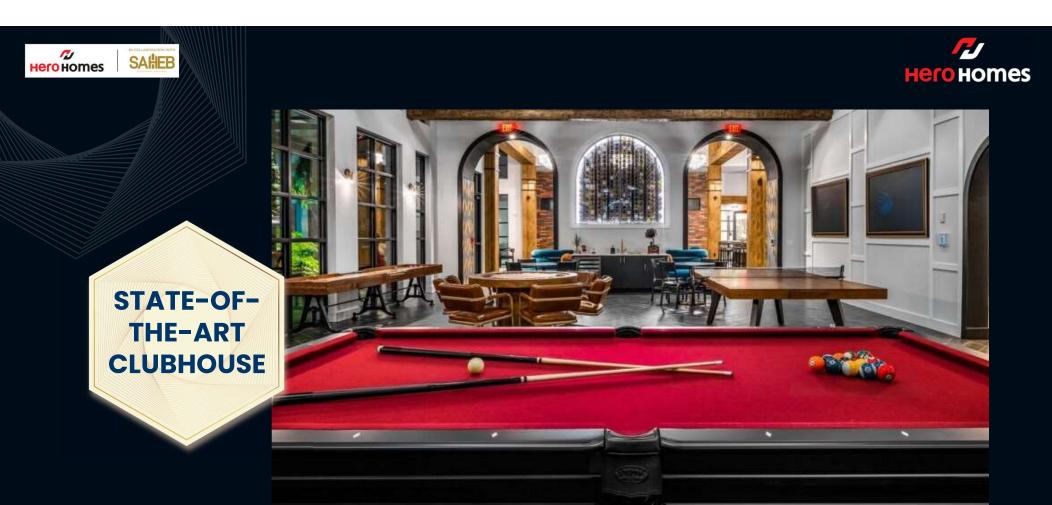
Enjoy a spacious, grand, palatial feeling with elevated ceiling for an enhanced sense of openness.

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No vehicular movement on the surface ensures safety of the loved ones.

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Revel in sophistication with world-class amenities spread across a 55,000+ sqft, 3-story fully-equipped clubhouse.

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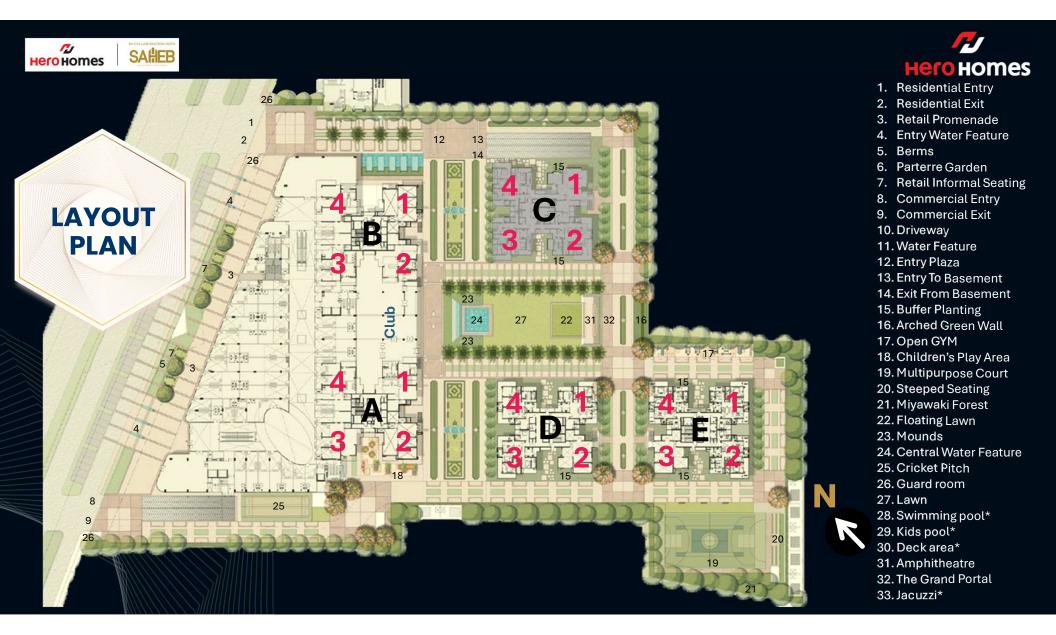
				Hero Homes	
Indicativ e Year	Construction milestone*	Indicative Month	Payment plan	Indicative Year- wise payments	
	On booking		10,00,000		
Year 1	45 days from booking		10%	30% - 30	
	120 days from booking		20%		
Year 2	-	-	NIL	0%	
Year 3	Completion of 7th floor	25M	15%	25% - <b>3</b> 0	
	Completion of 21st floor	32M	10%	25%	
Year 4	Completion of 40th floor	40M	5%	15% <	
	Completion of Internal plaster	45M	10%	15%	
Year 5	Application of OC		15%	- 40	
	Receipt of OC		10%	30%	
	Offer for Possession		5%		

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## OWN YOUR HOME WITH JUST 30% PAYMENT IN FIRST 2 YEARS

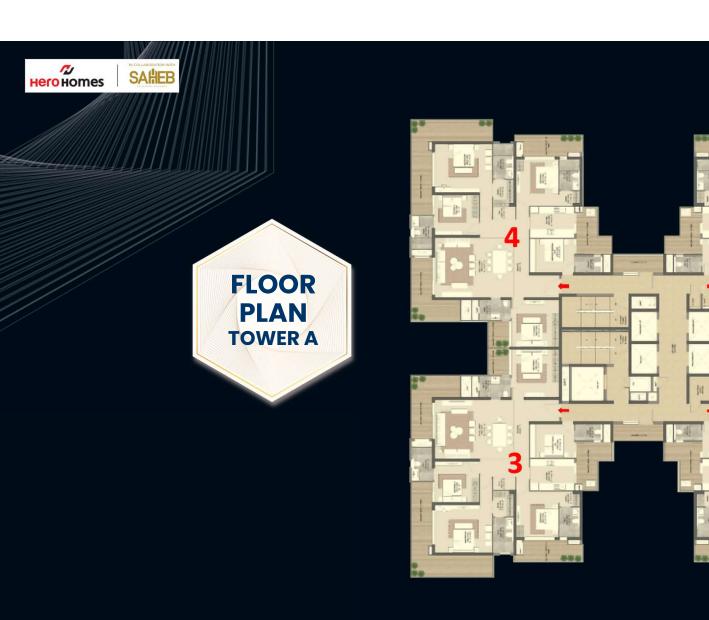
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**Hero** Homes







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TOWER

**D** & E

Typical Floor Plan



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