



INTERNATIONAL PROPERTY AWARDS

SMP & NAMRATA DEVELOPERS

RESIDENTIAL HIGH-RISE DEVELOPMENT
AMBERWOODS



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A. OVERVIEW

1. PROJECT BRIEF

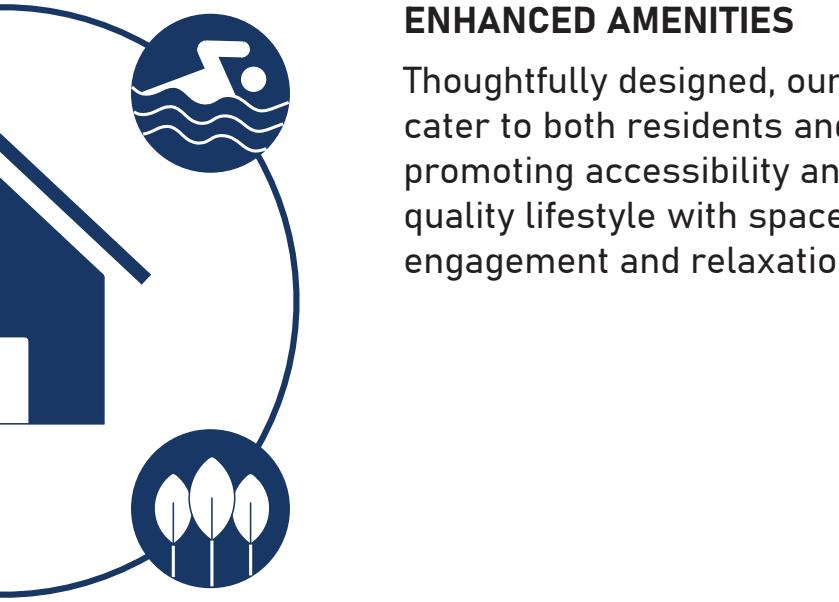
Amberwood was envisioned through a seamless collaboration between the architect and the developer, blending the developer's focus on maximizing units with the architect's vision of **creating a nature-integrated living experience**. The project combines high-density living with a deep connection to nature, using sustainable design practices to enhance the quality of life for residents. Thoughtfully designed open spaces and green courtyards foster tranquility, while modern amenities ensure comfort and convenience. Amberwood represents a **perfect balance of functionality, luxury, and harmony with the natural surroundings, creating an ideal environment for contemporary living**.

1. PROJECT GOALS



INTEGRATION OF NATURE

Seamlessly blending greenery into the design, we create spaces that connect residents to nature. Landscaped areas, open spaces, and natural elements foster tranquility, enhance well-being, and encourage outdoor interaction.



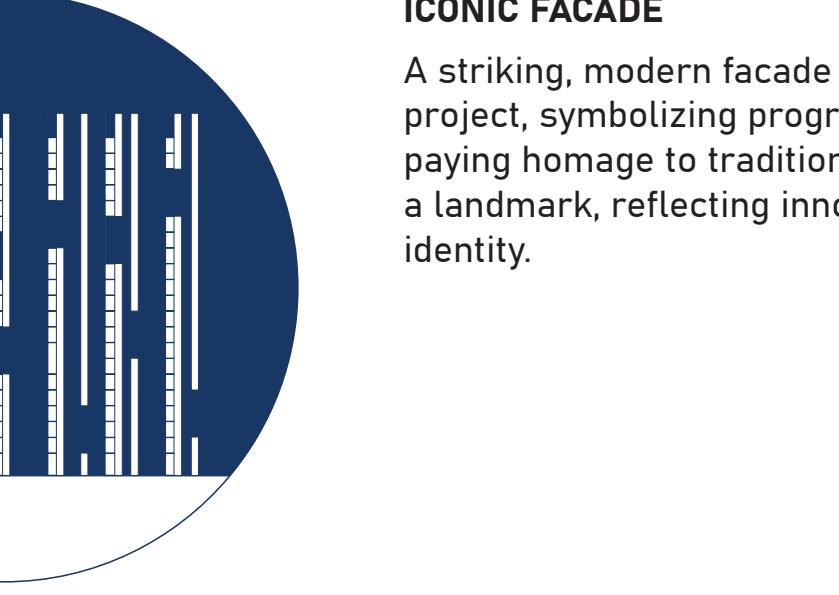
ENHANCED AMENITIES

Thoughtfully designed, our amenities cater to both residents and the public, promoting accessibility and a high-quality lifestyle with spaces that inspire engagement and relaxation.



FOSTERING SOCIAL CONNECTIONS

Through shared spaces, inclusive amenities, and heritage conservation, the project encourages meaningful interactions and a sense of community, bridging diverse groups.



ICONIC FACADE

A striking, modern facade defines the project, symbolizing progress while paying homage to tradition. It stands as a landmark, reflecting innovation and identity.



2. TARGET MARKET

The target market for Amberwood includes young professionals, families, and **environmentally conscious individuals seeking modern, nature-integrated living spaces**. With a focus on comfort, sustainability, and luxury, it appeals to those who desire a balanced lifestyle, combining urban convenience with serene, green environments. Additionally, it targets investors looking for high-quality, long-term value in a well-connected location.



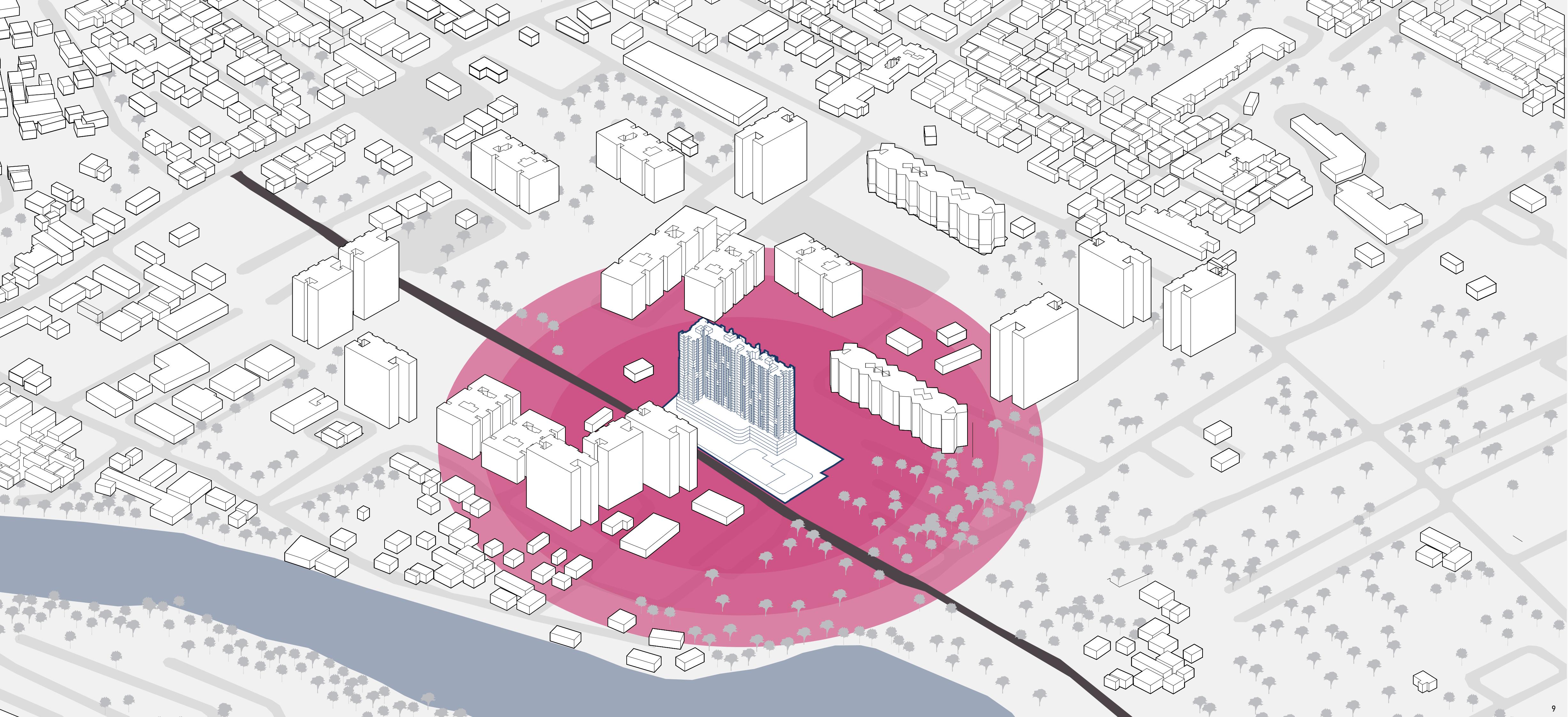
B.

1c. Project relates to its surroundings
and neighbourhood

Bridging Communities through Design

Our project serves as a model for fostering social connections by conserving heritage, enhancing accessibility, creating shared spaces, and promoting inclusivity.

Together, these key anchors redefine urban living, creating a harmonious environment for all.



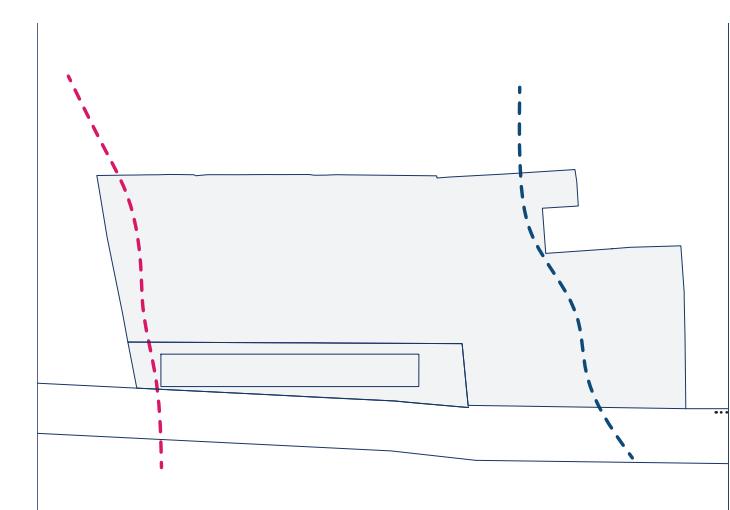
B.

1b. Planning Restictions and Solutions project suitable for the market

1. RED AND BLUE LINE RESTRICTIONS

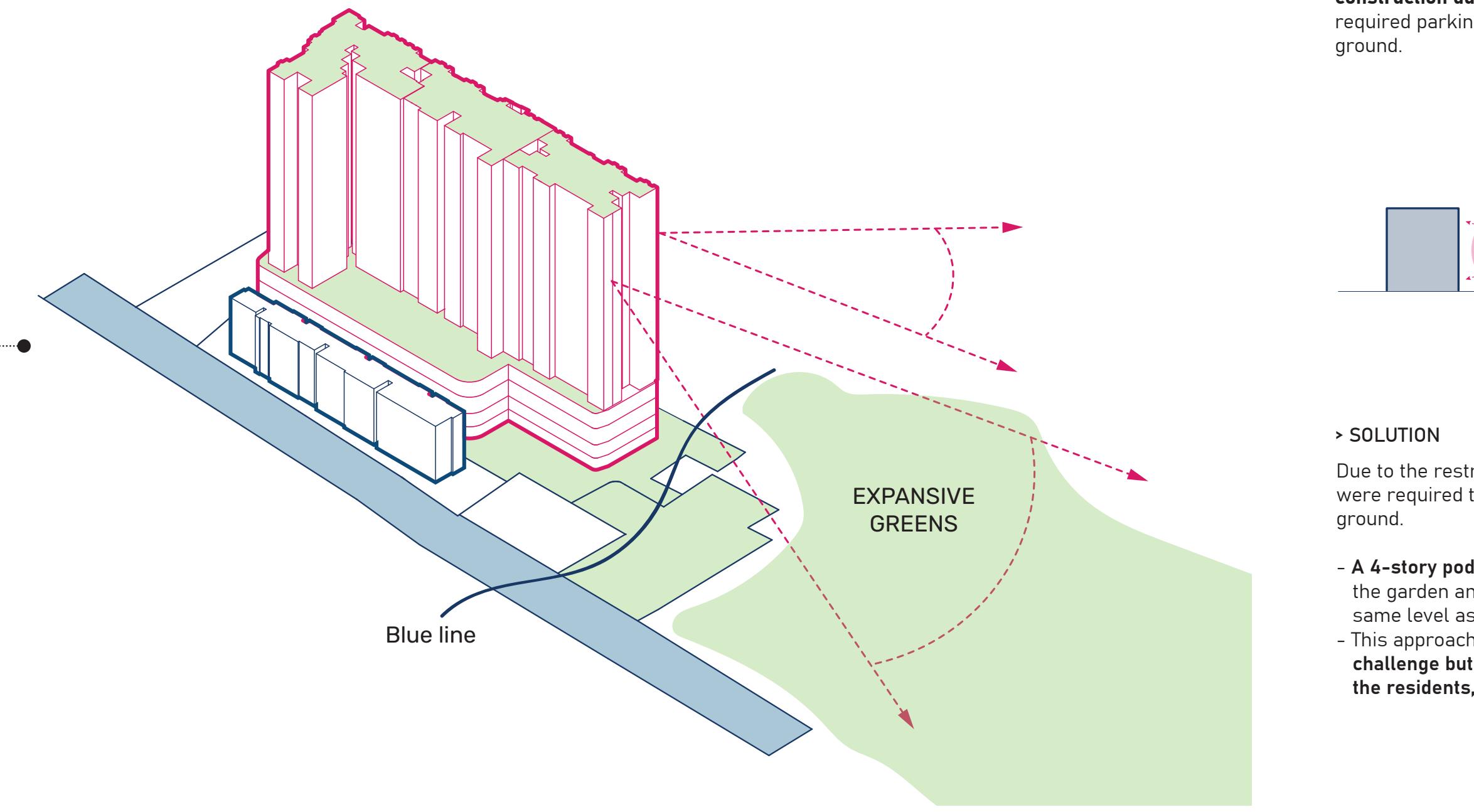
> CONSTRAINT

A significant portion of the site fell under the red and blue line due to the proximity to a river, prohibiting any construction in this area. Additionally, basement construction was restricted.



> SOLUTION

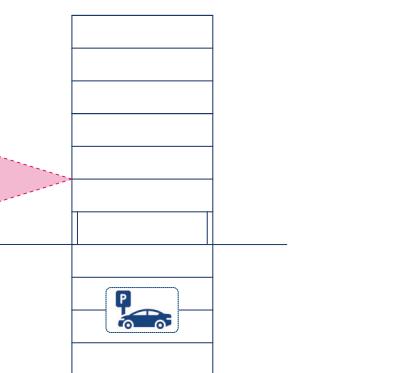
- The restricted area was transformed into a dense green landscape, enhancing the aesthetic and ecological value of the site.
- This green area significantly contributed to achieving the IGBC Platinum Rating, accounting for 15% of the total green certification score.



2. COMMERCIAL TOWER OBSTRUCTING VIEWS AND BASEMENT RESTRICTIONS

> CONSTRAINT

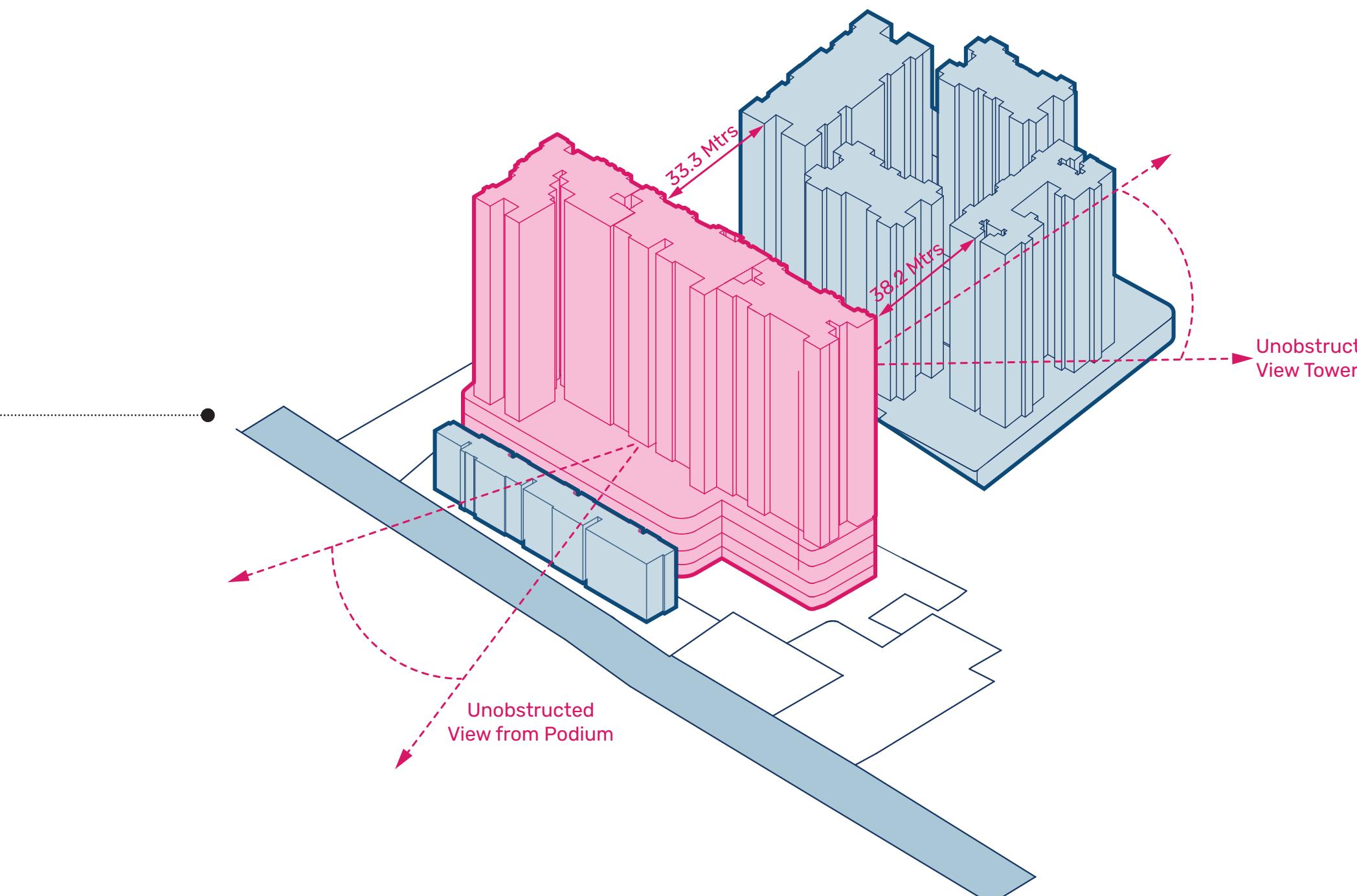
A 4-story commercial tower located in front of the residential building obstructed the views for users. Additionally, the restrictions on basement construction due to red and blue line zones, required parking to be accommodated above ground.



> SOLUTION

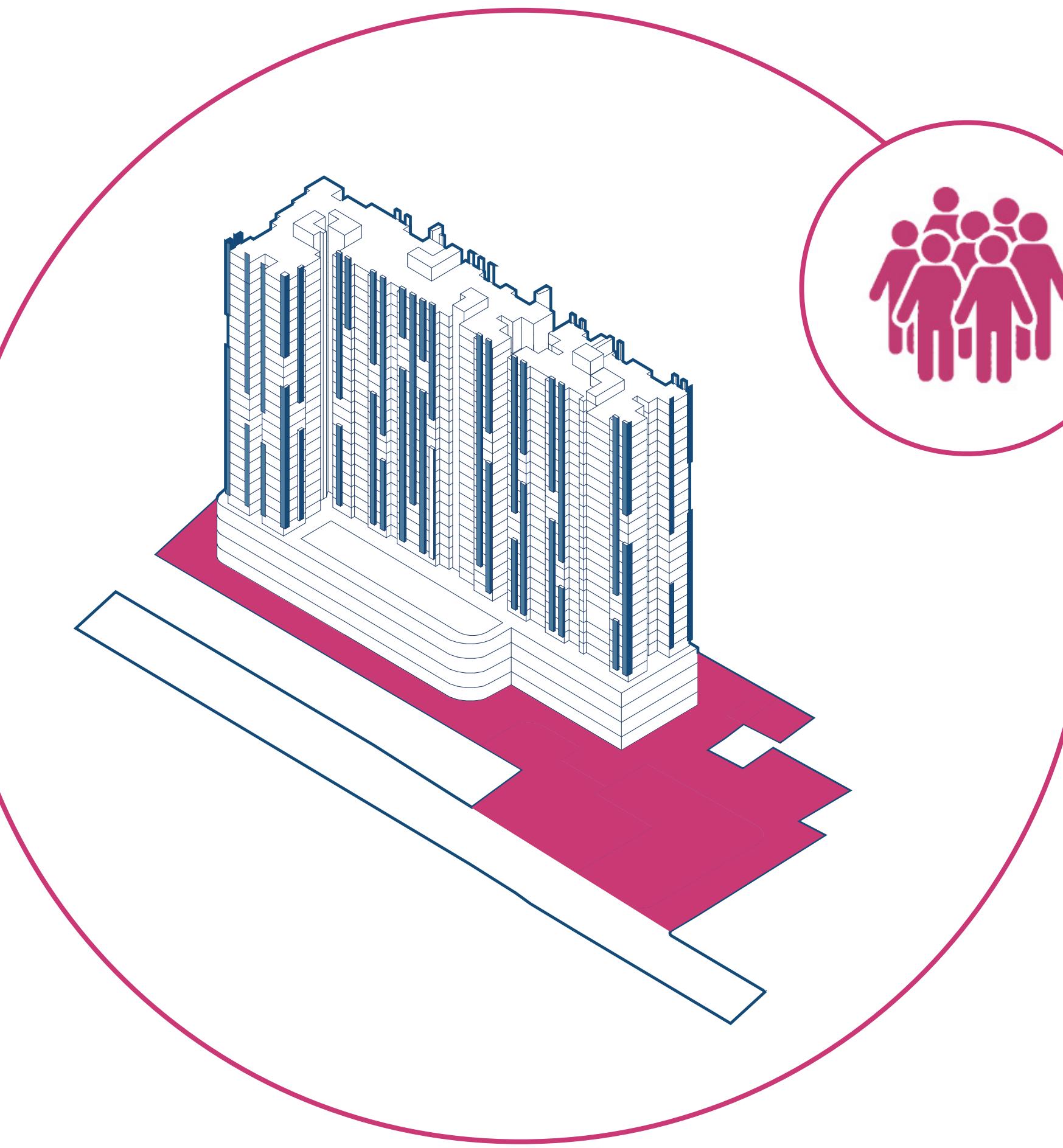
Due to the restriction on underground parking, we were required to accommodate all parking above ground.

- A 4-story podium parking was designed, and the garden and podium were positioned at the same level as the commercial tower's roof.
- This approach not only resolved the parking challenge but also provided unobstructed views for the residents, enhancing their living experience.



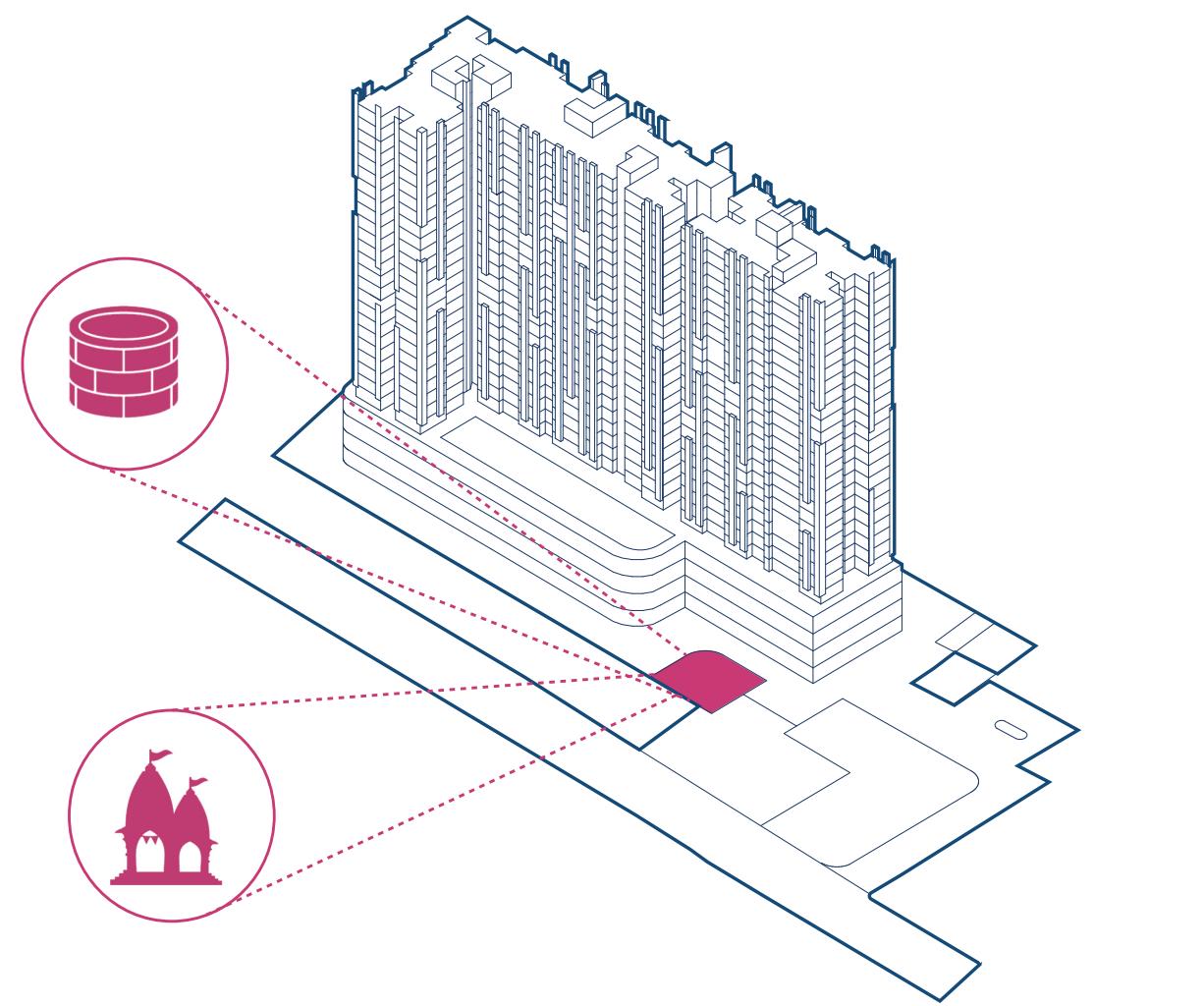
FOSTERING SOCIAL CONNECTIONS

Social aspect of the building and its open, inclusive design.

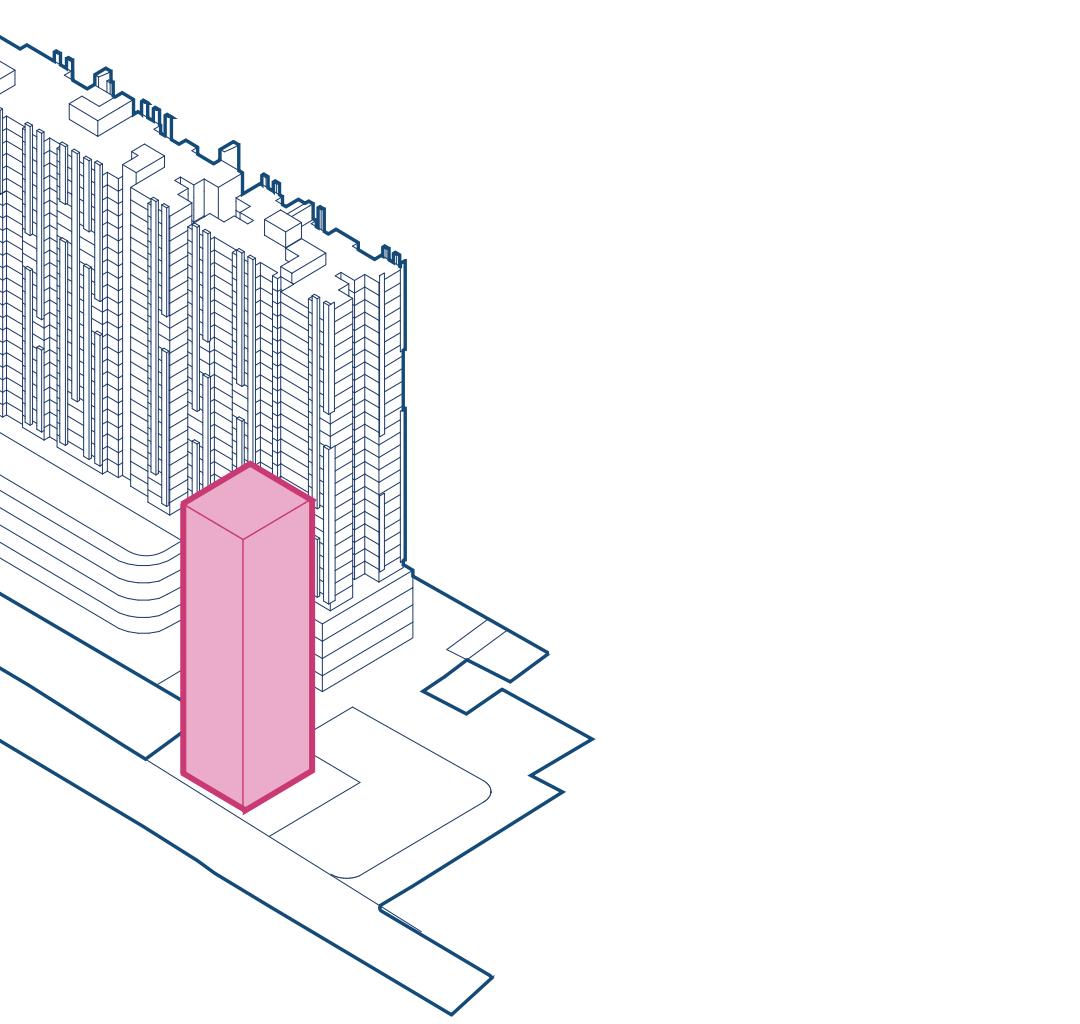


CONCEPT

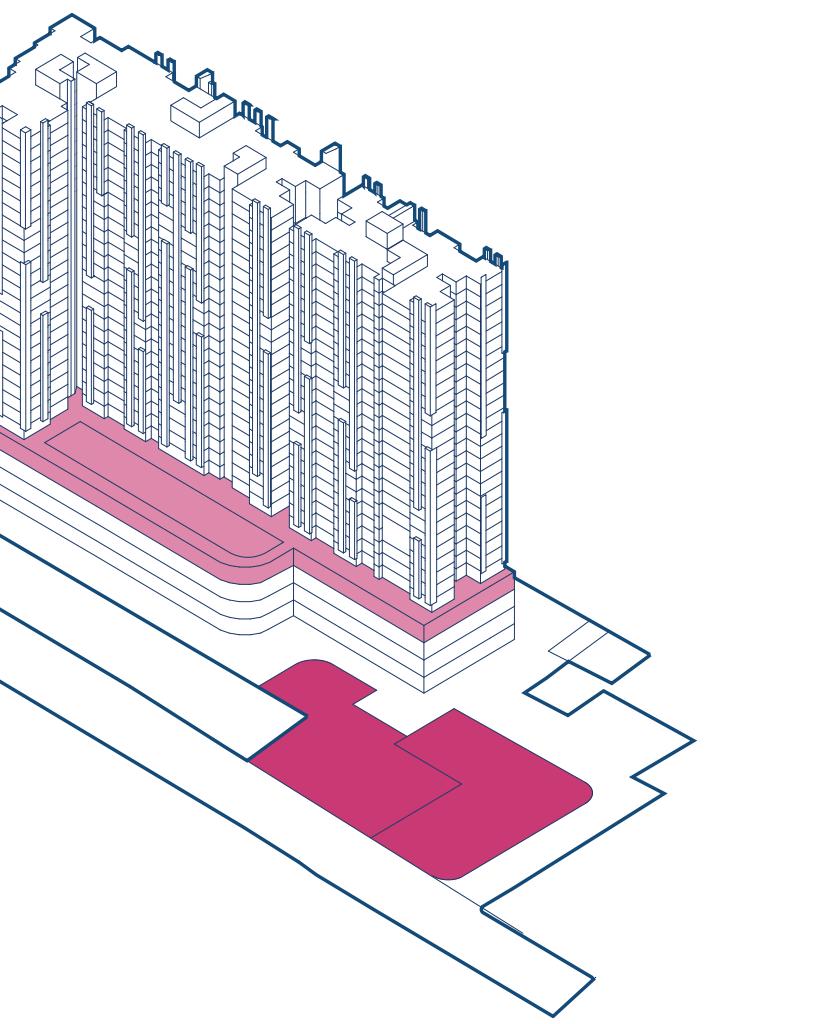
Fostering Social Connections through Design



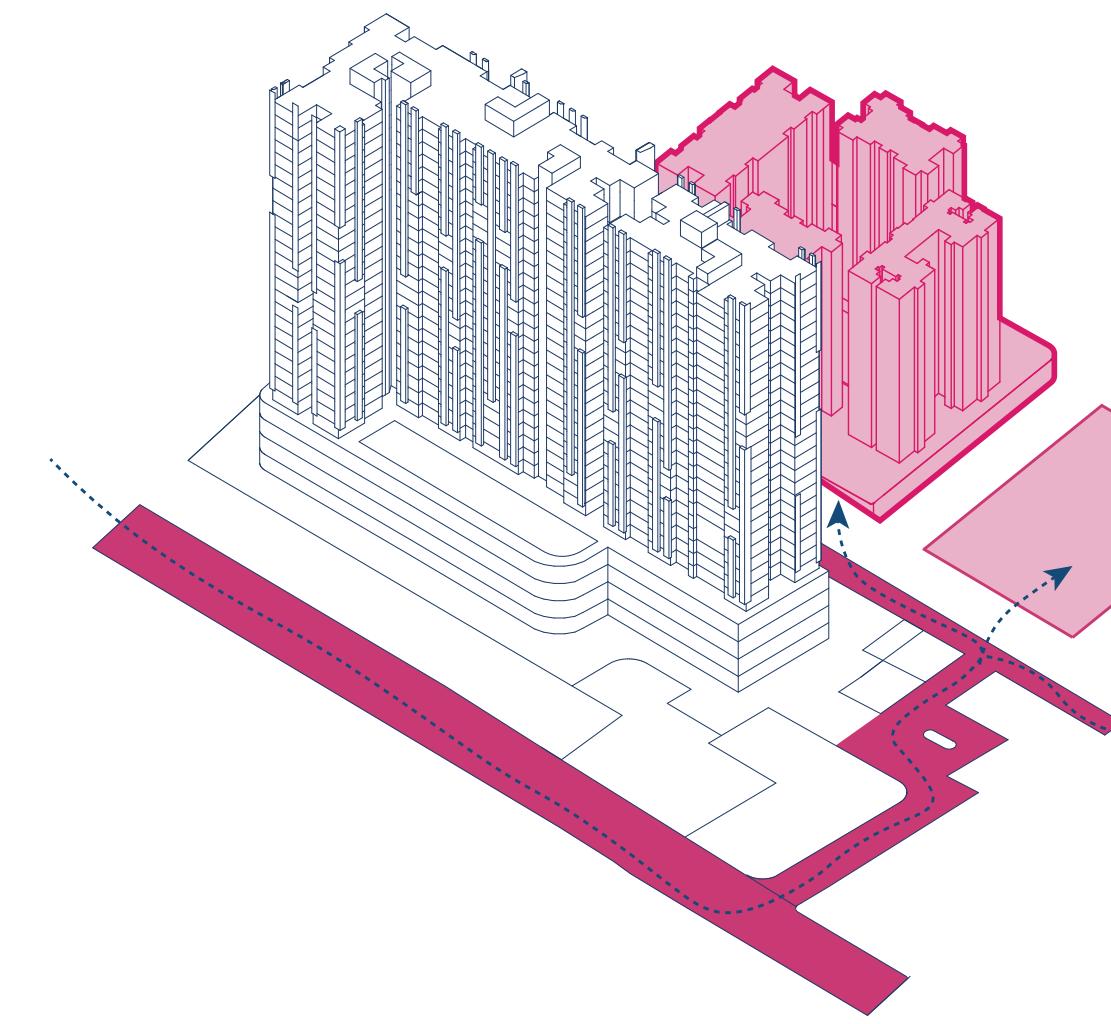
CONSERVATION OF THE EXISTING
STRUCTURES ON SITE



SOCIAL HOUSING



PUBLICLY ACCESSIBLE
AMENITIES



ENHANCING ACCESSIBILITY



CONSERVATION OF THE EXISTING STRUCTURES ON SITE

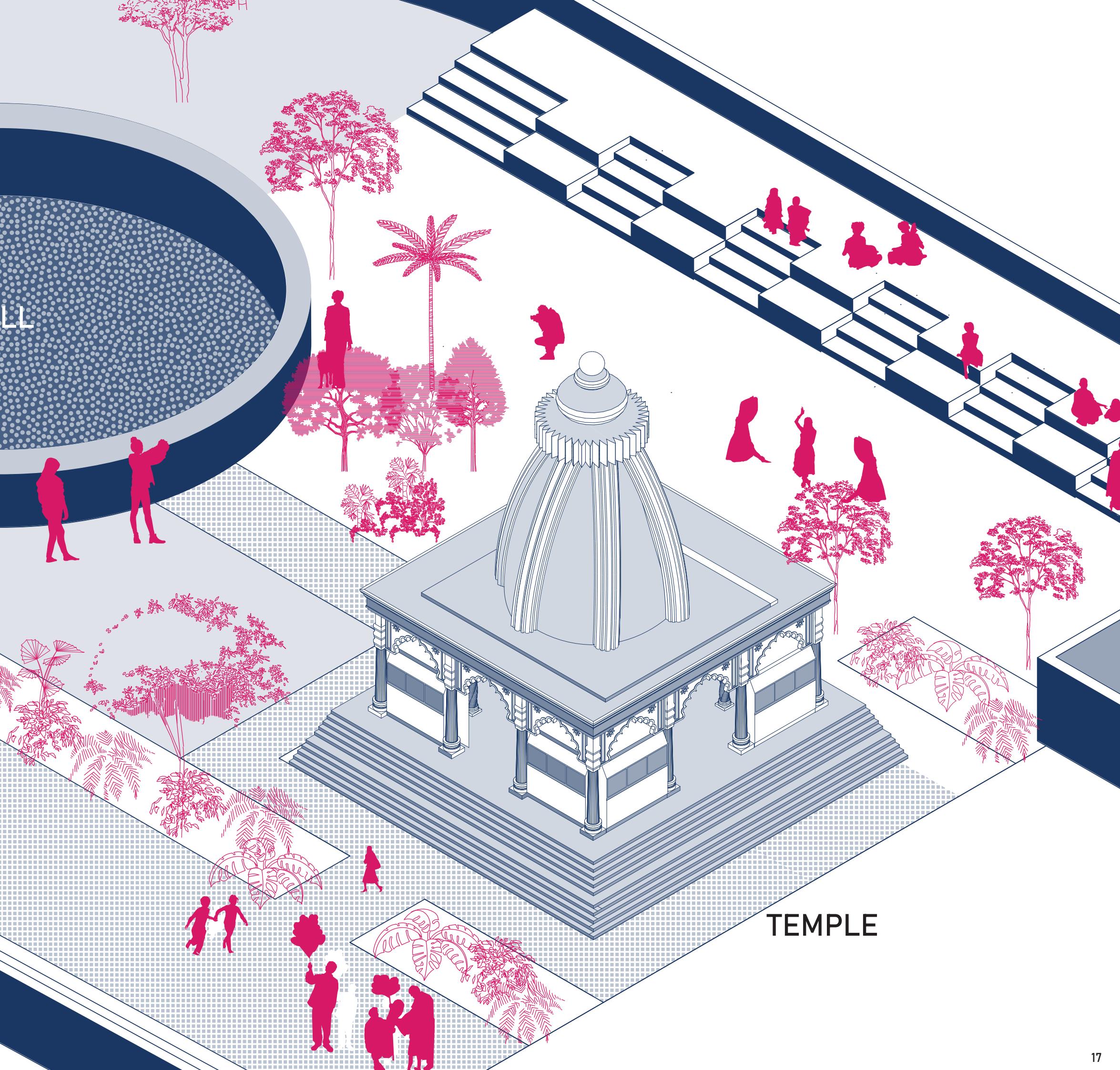
KEY ANCHOR

Keeping Intact the cultural essence and strengthening it by developing the area

We are conserving an old well and a small shrine, turning it into a temple that becomes a space for community gatherings and spiritual connection. Impact: Preserves history while fostering a sense of belonging and reverence.

IMPACT

Preserves history while fostering a sense of belonging and reverence.





INTRODUCING SOCIAL HOUSING

KEY ANCHOR

Inclusivity and upliftment.

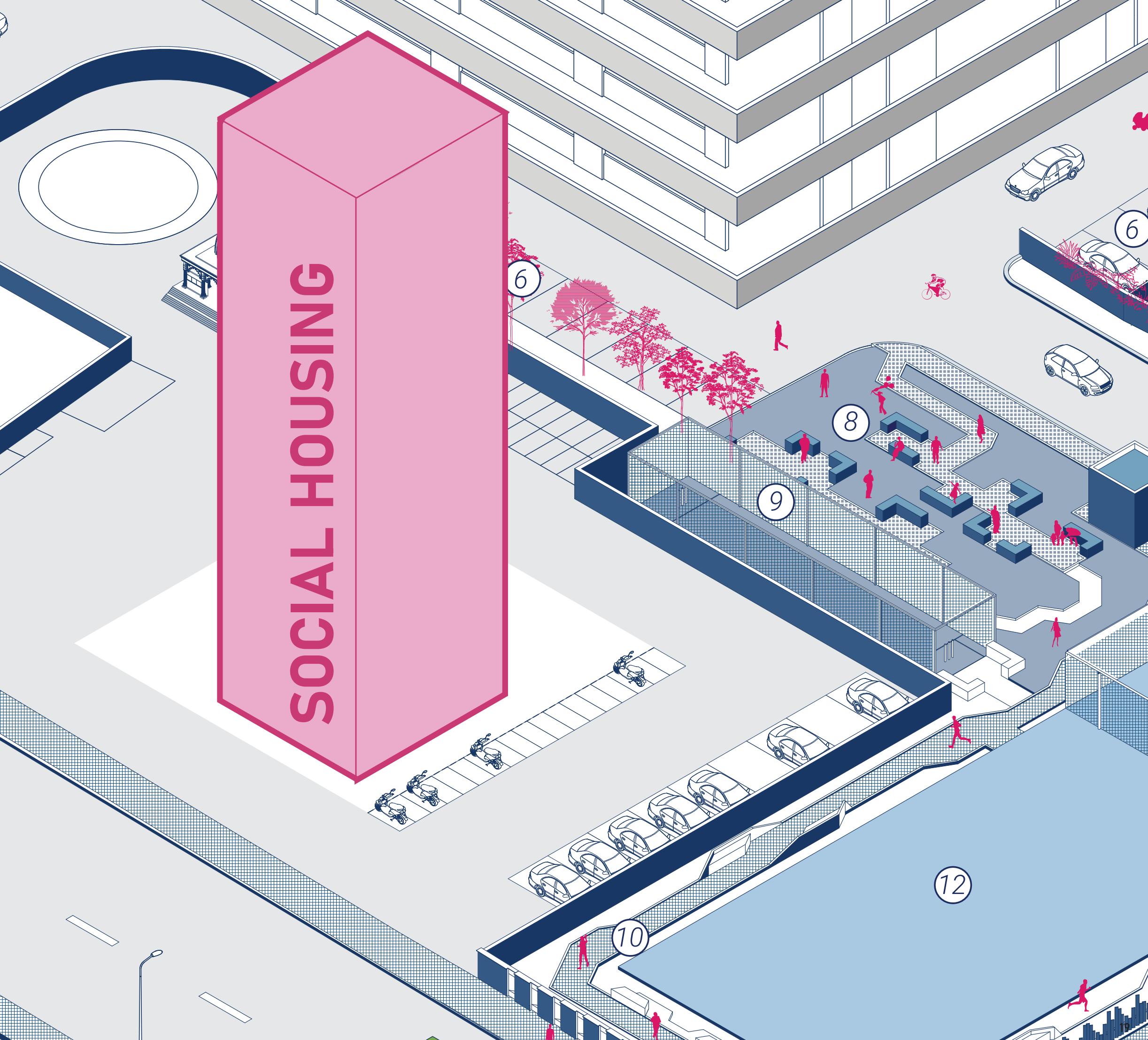
Integrating social housing into the project to cater to diverse socio-economic groups.

IMPACT

Builds a well-balanced community and ensures that the benefits of the development are shared broadly.

NOTE

As per local by-laws, the developer is required to allocate 20% of the basic FSI to the government for social housing under MHADA (Maharashtra Housing and Area Development Authority).





PUBLICLY ACCESSIBLE AMENITIES

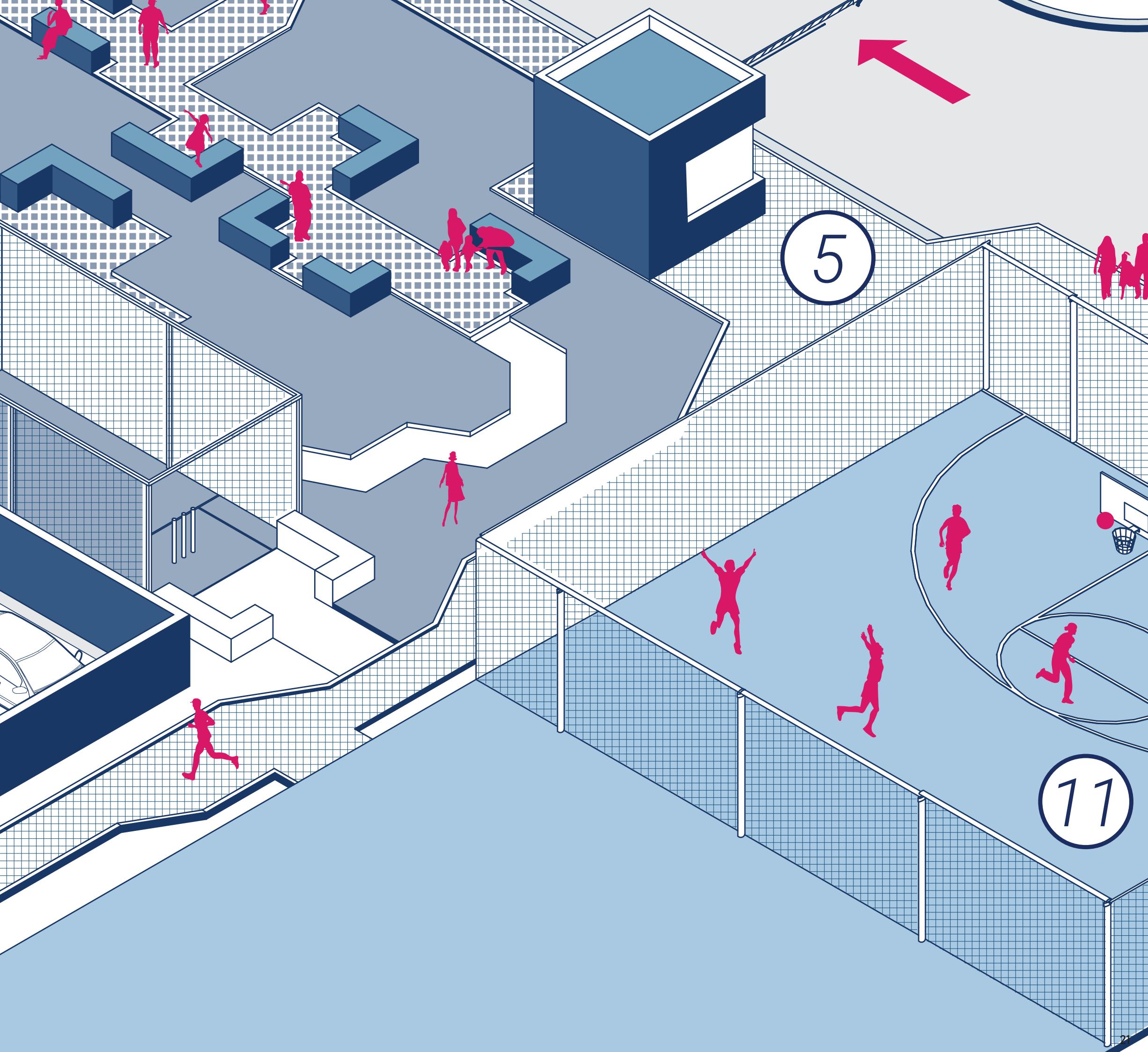
KEY ANCHOR

Creating shared spaces for interaction.

Opening up ground-level amenities to the public, such as parks, play areas, or seating spaces.

IMPACT

Promotes interaction between residents and the surrounding community, reinforcing inclusivity and social engagement.





ENHANCING ACCESSIBILITY

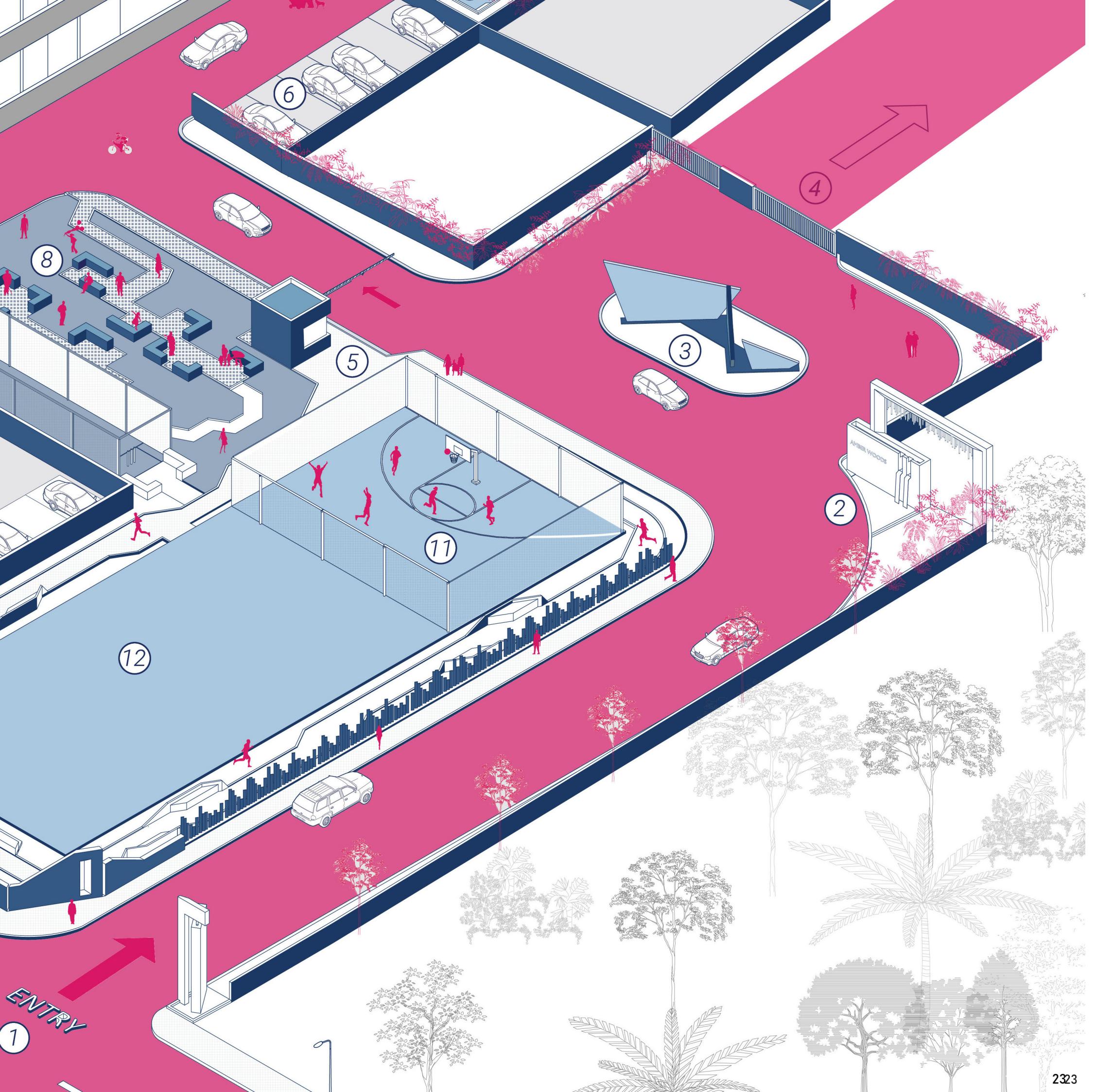
KEY ANCHOR

Strengthening neighborhood relationships.

By providing road access through our plot to the one behind, we are ensuring better connectivity for neighboring plots.

IMPACT

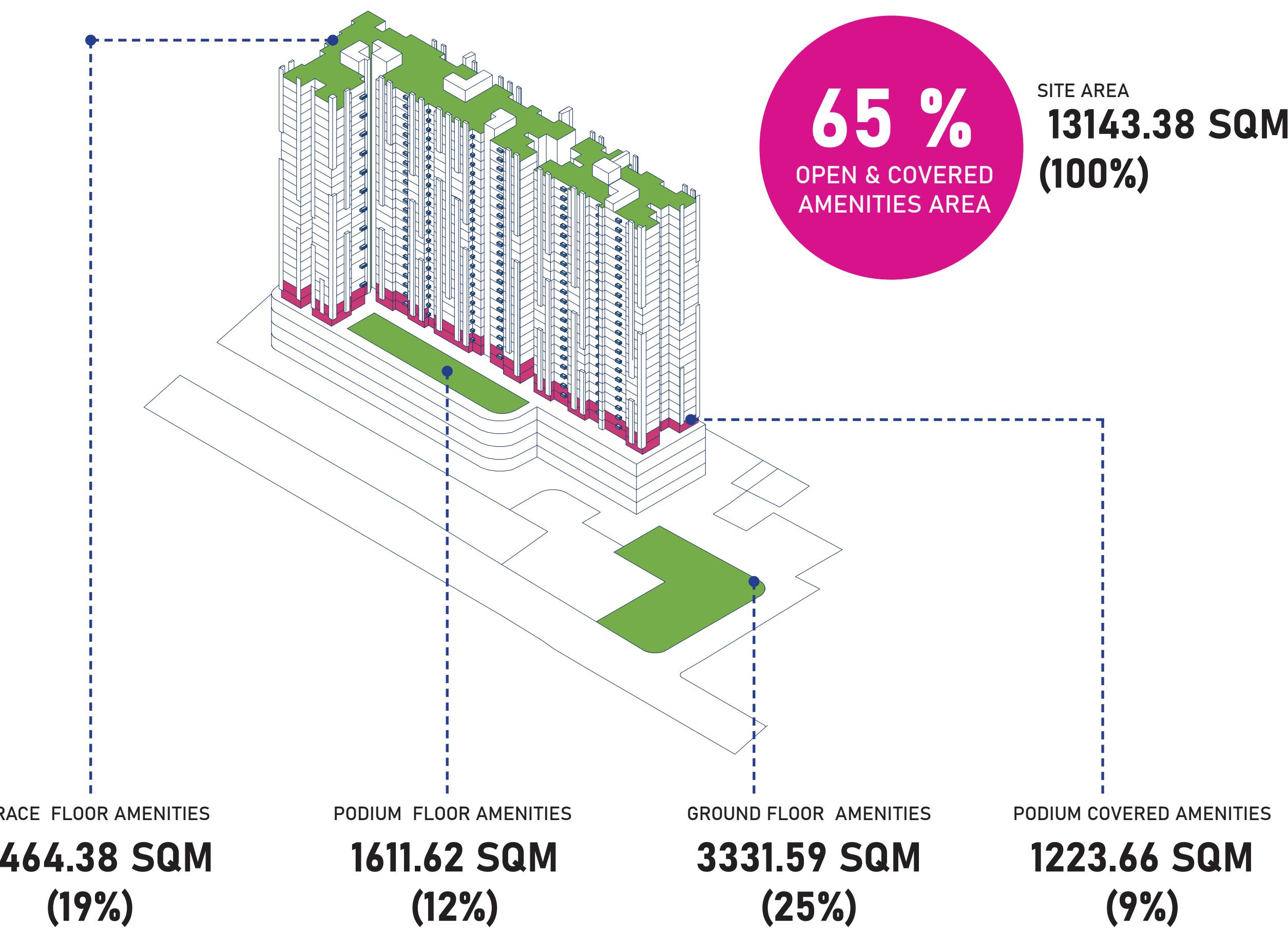
Creates a seamless flow, encourages goodwill, and enhances ease of mobility in the locality.





ENHANCED AMENITIES

Iconic Facade, Enhanced Amenities, Timeless Living.



GROUND LEVEL AMENITIES



Pedestrian Pathway



Pet Grooming Area



Jogging Track



Vehicular Pickup & Drop-off Point



Futsal Court



Water Cascade Feature



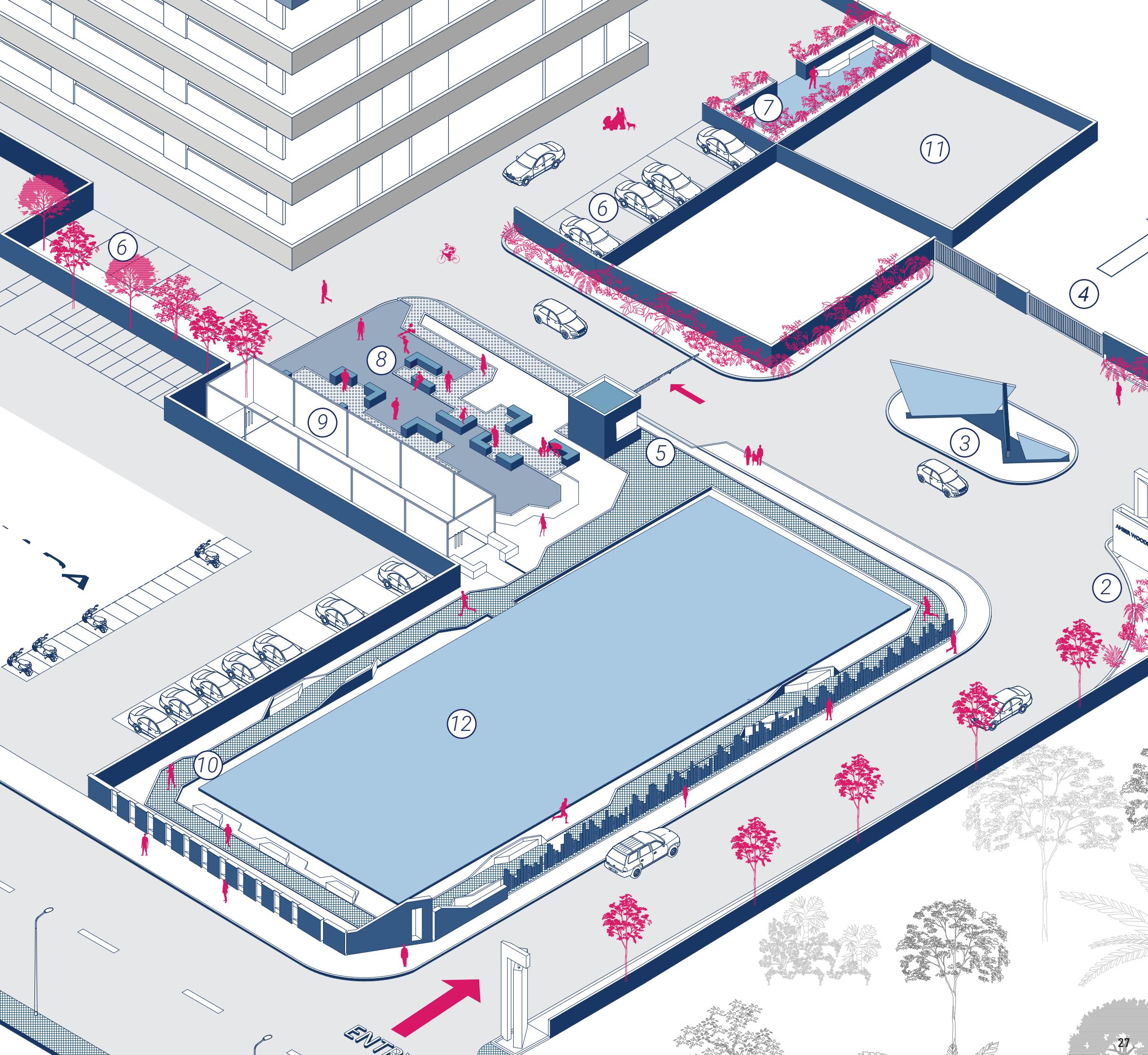
Net Cricket



Thematic Landscape Plaza



Sensory Garden with Social Den





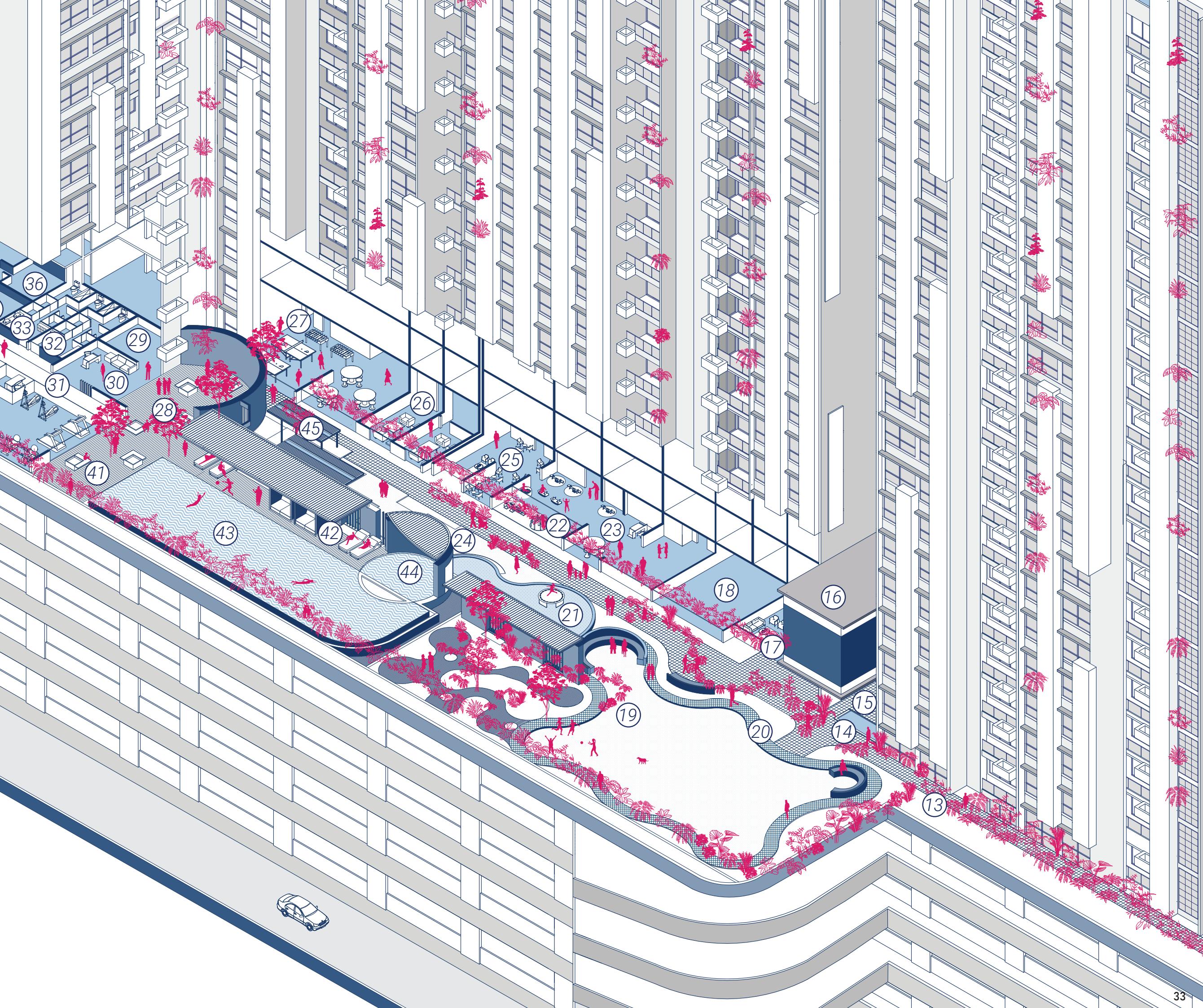


Basket Ball Court



Box Cricket

PODIUM LEVEL AMENITIES (OPEN TO SKY AND COVERED)







Podium Level View



Podium Level View



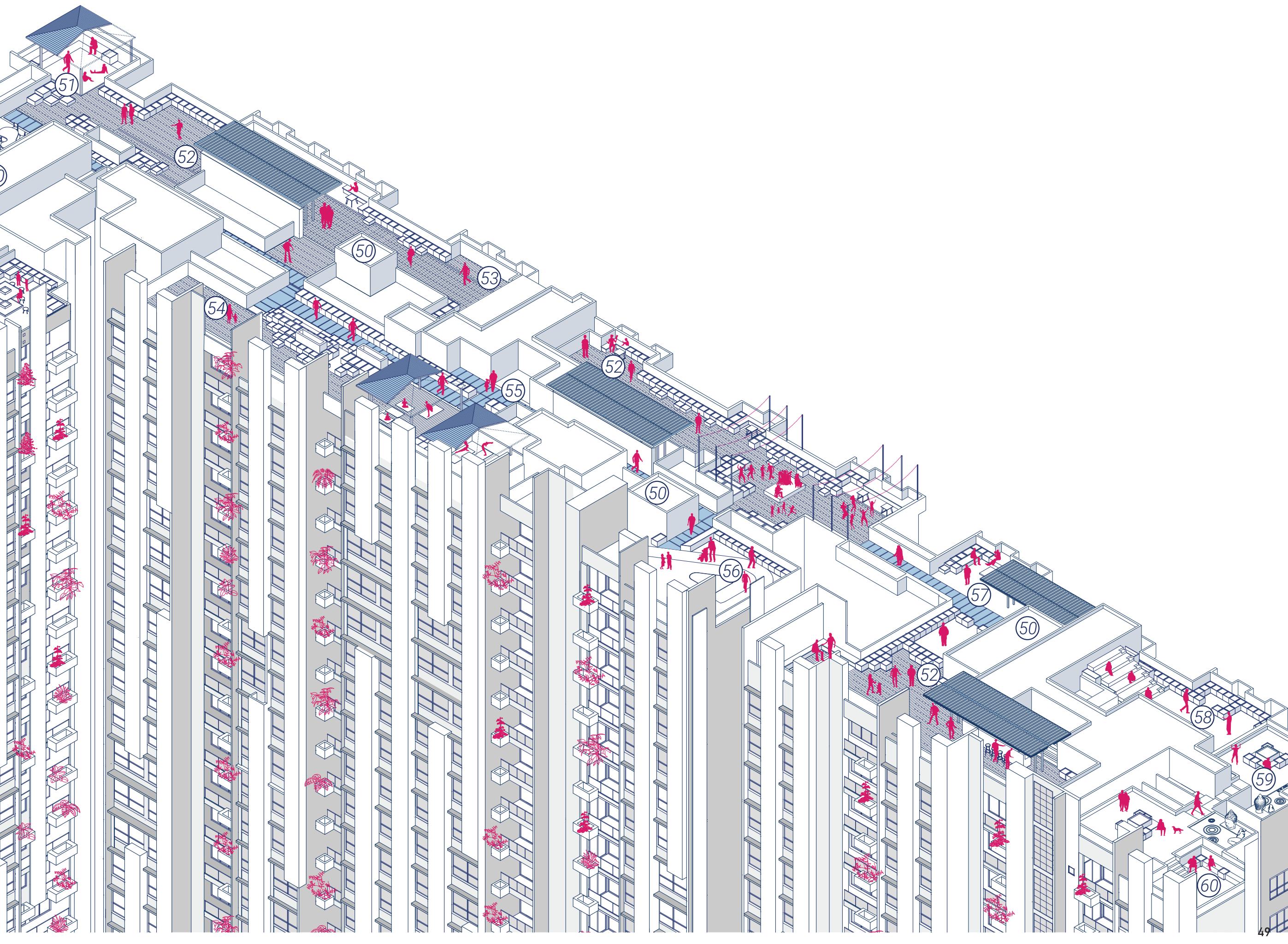
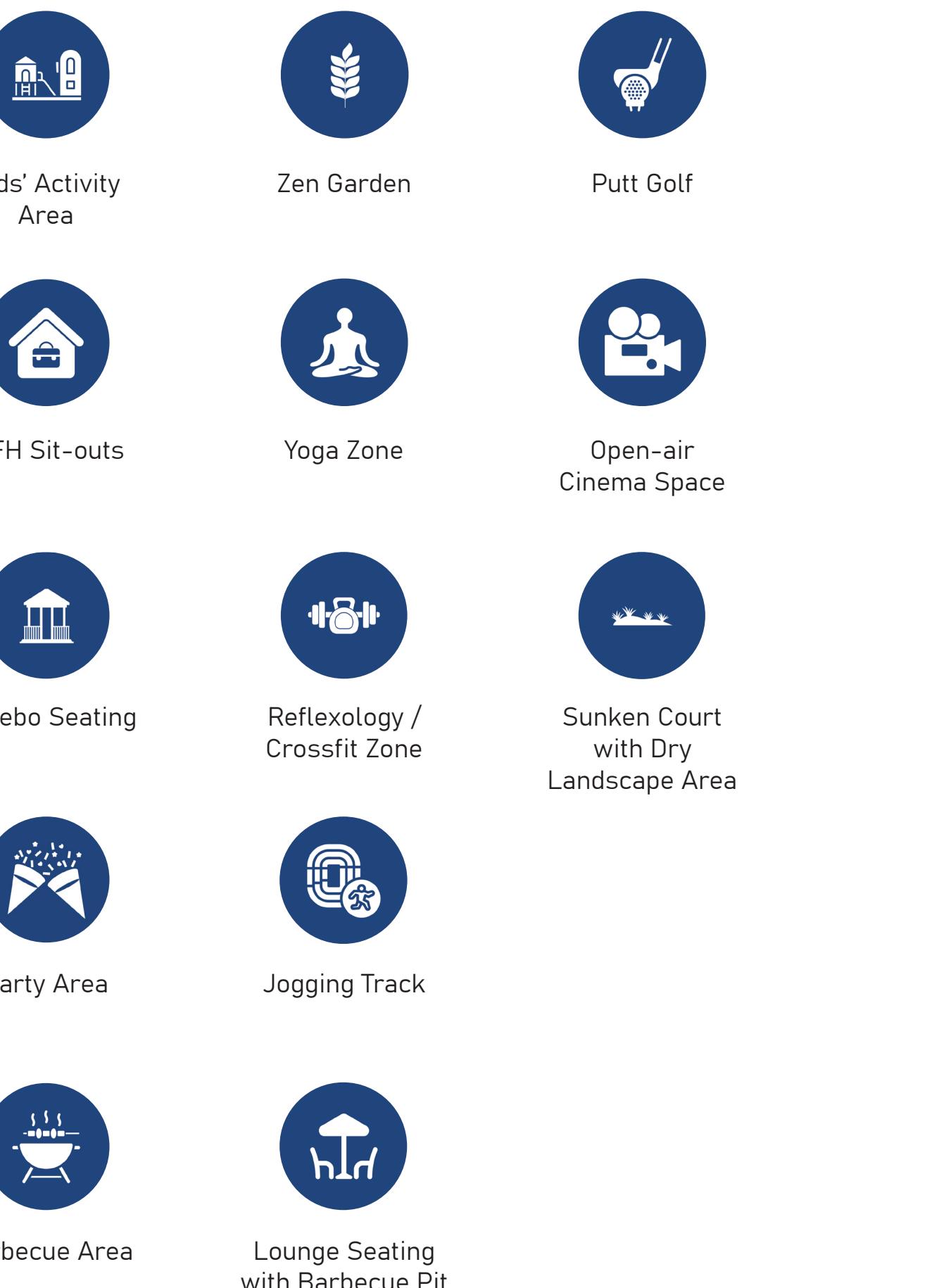






Bilgi Giriş Lounge

TERRACE LEVEL AMENITIES





Terrace Level Top View

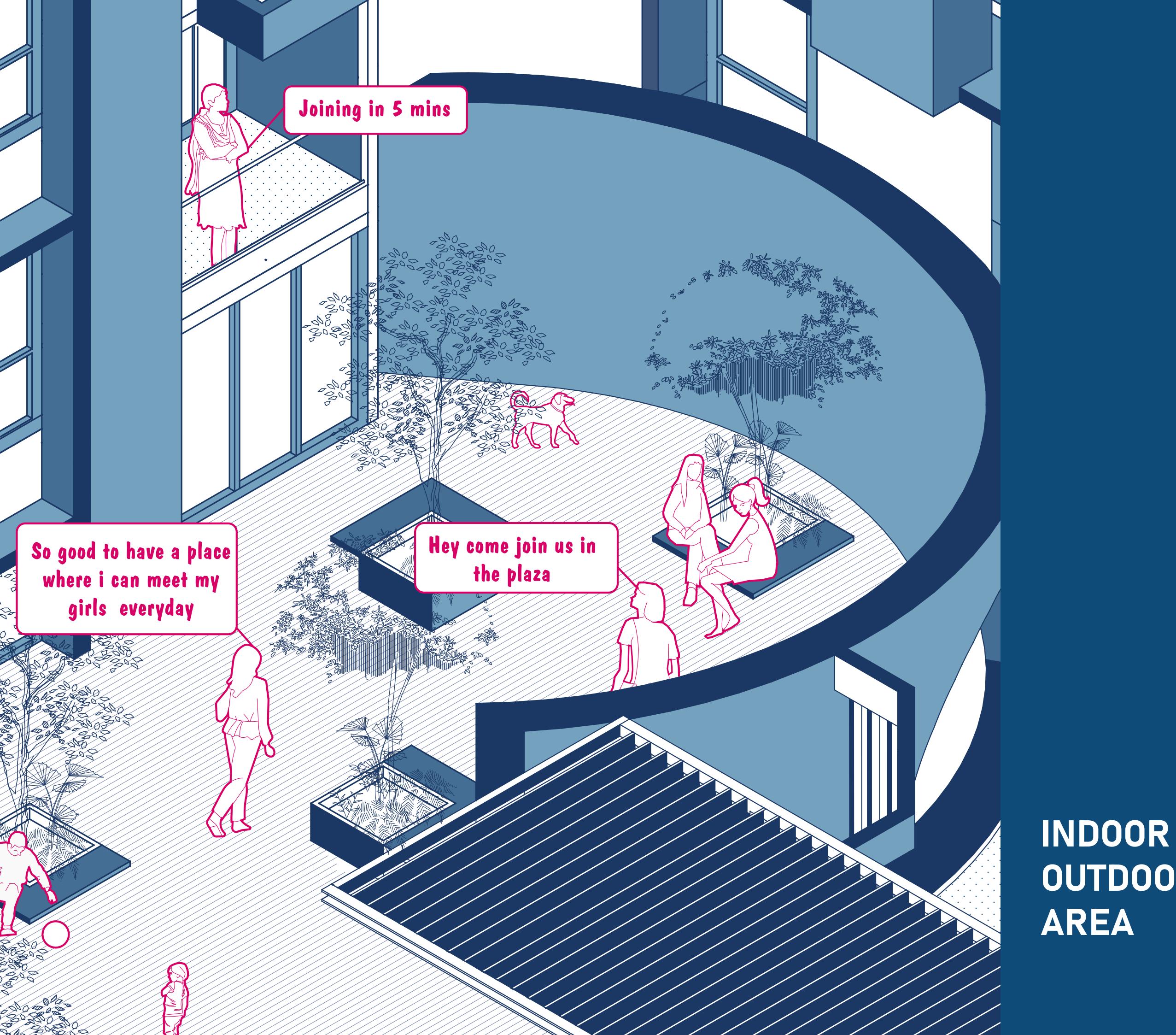


52

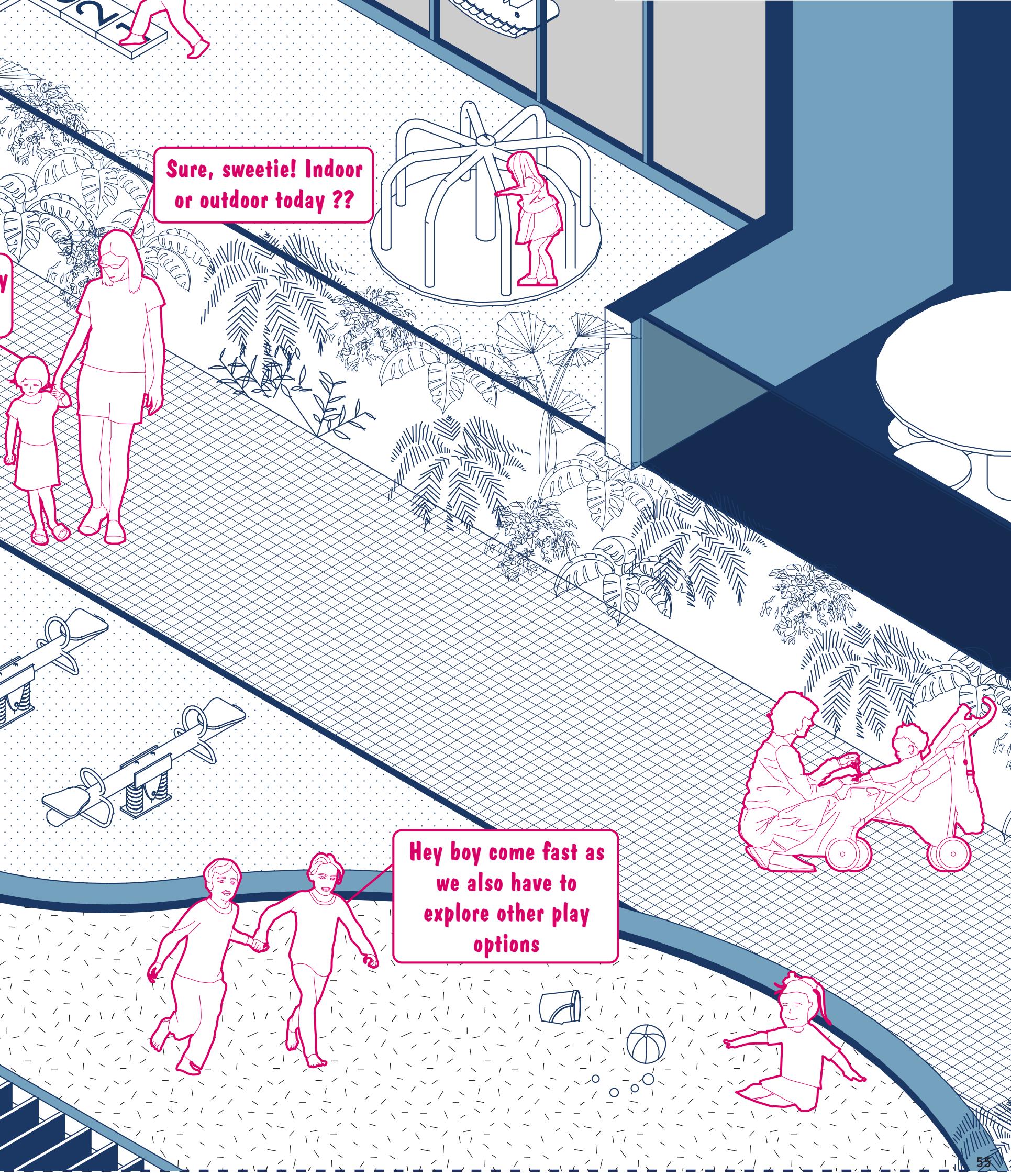


53

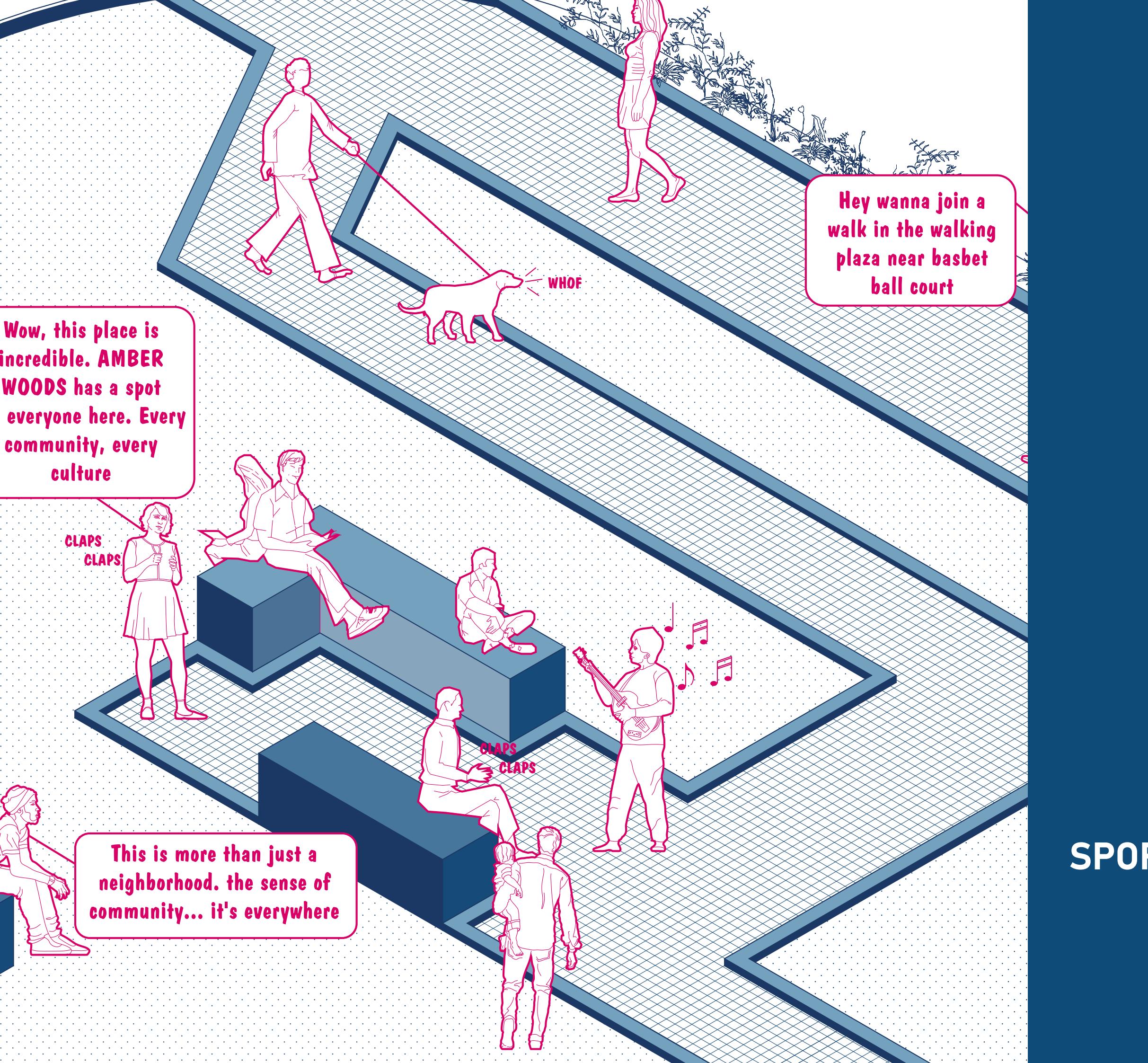
PODIUM PLAZA AND SEATING



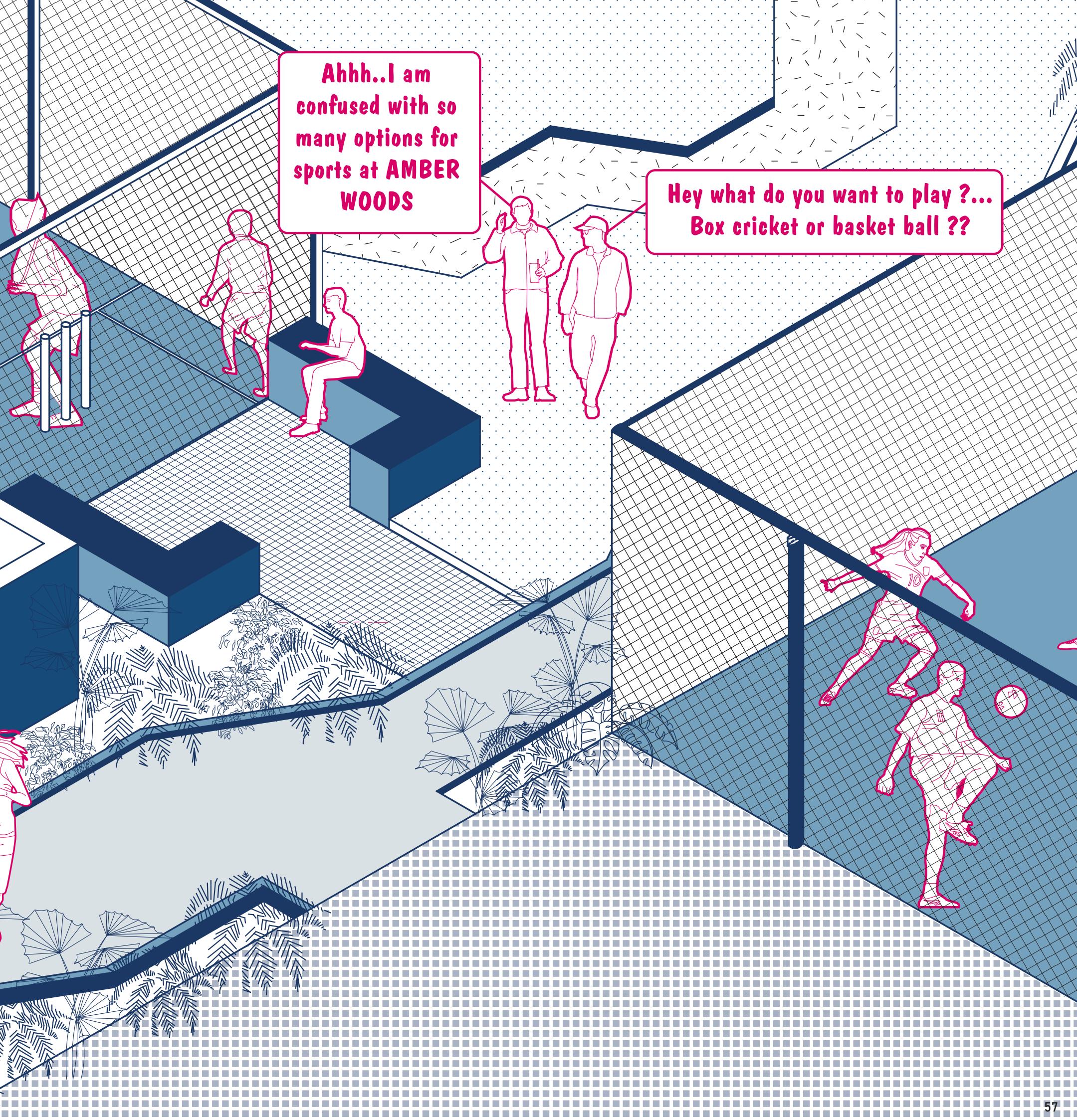
INDOOR AND OUTDOOR KIDS PLAY AREA

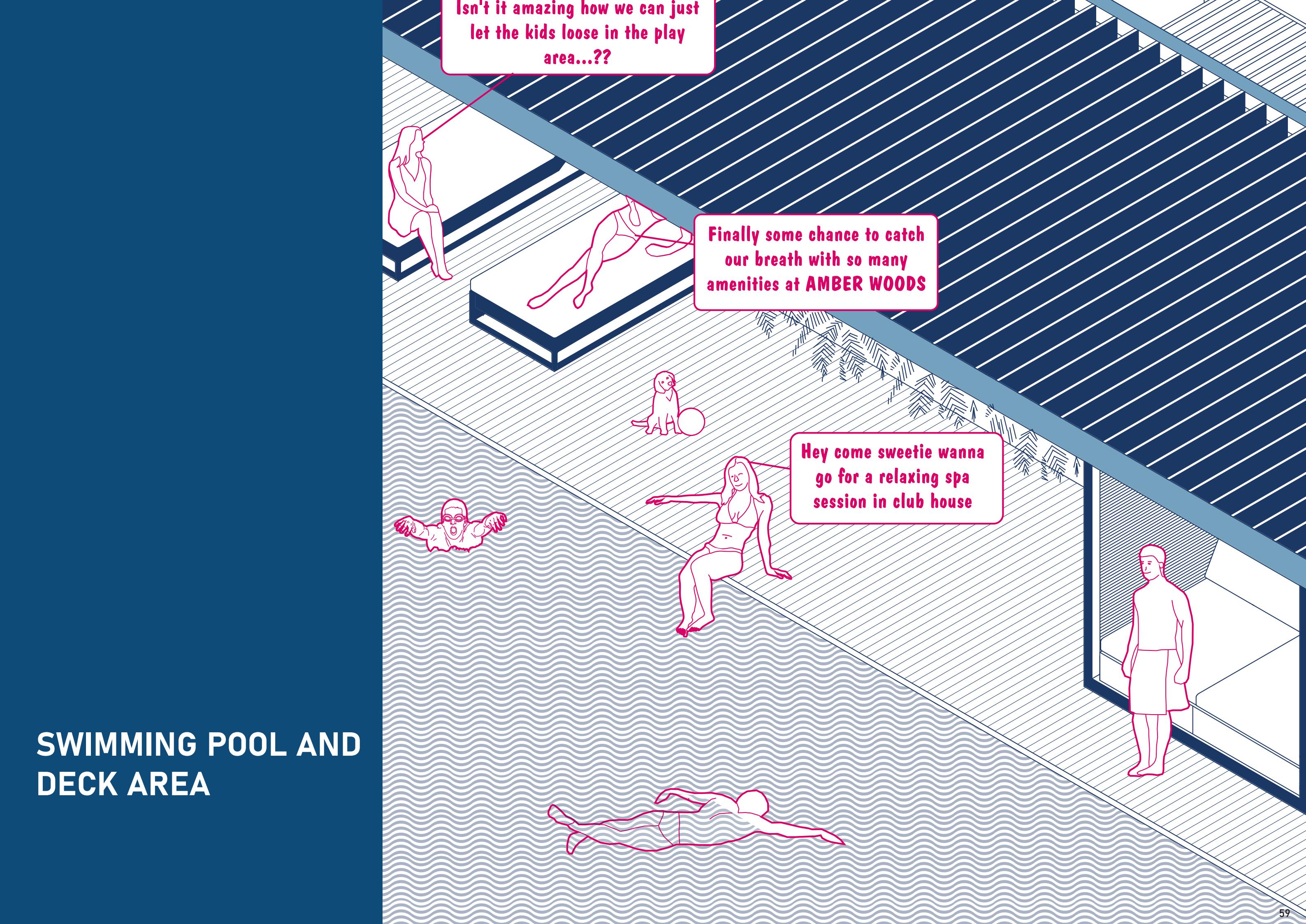


GROUND LEVEL WALKING PLAZA



IT'S AREA

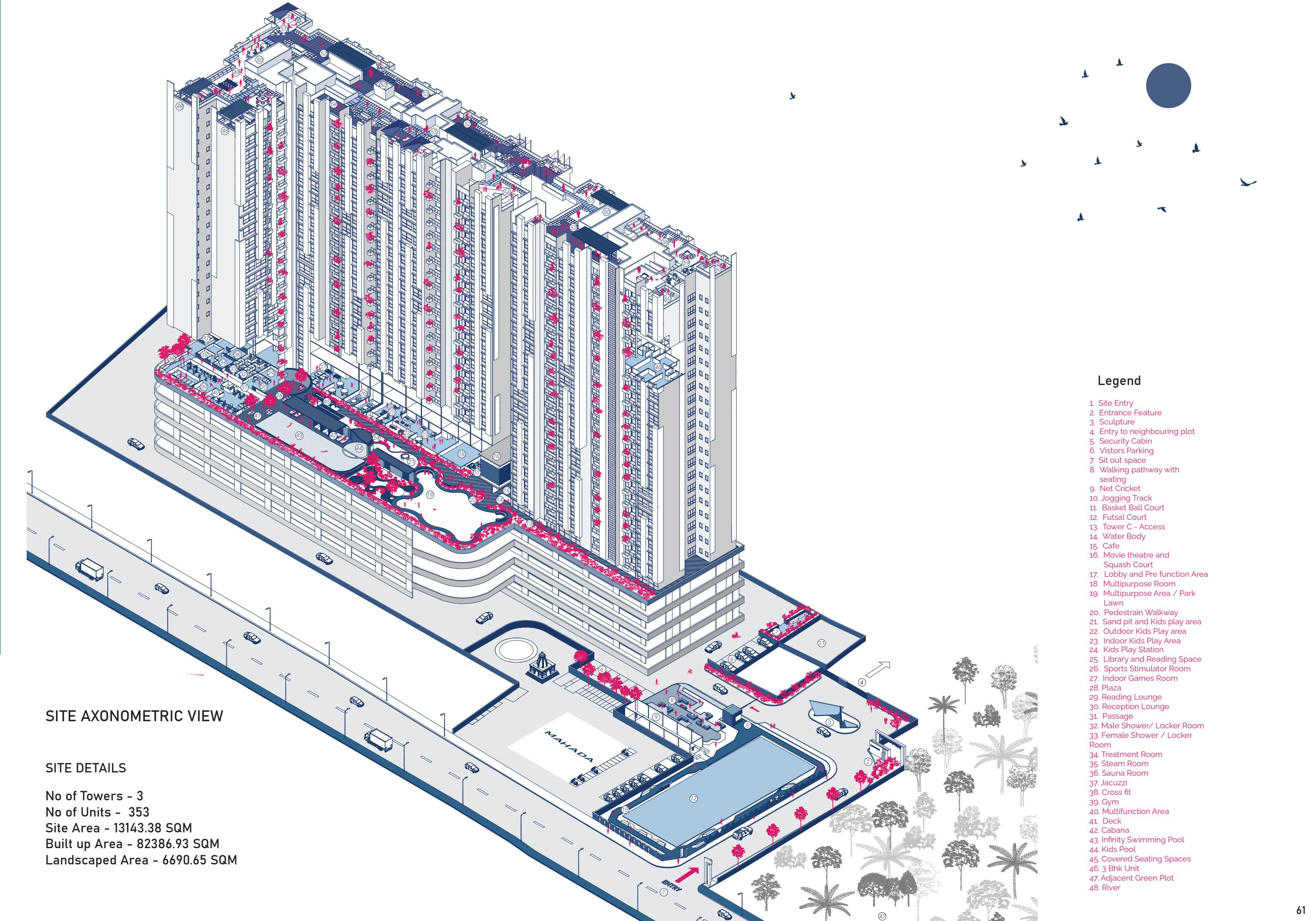




SWIMMING POOL AND DECK AREA

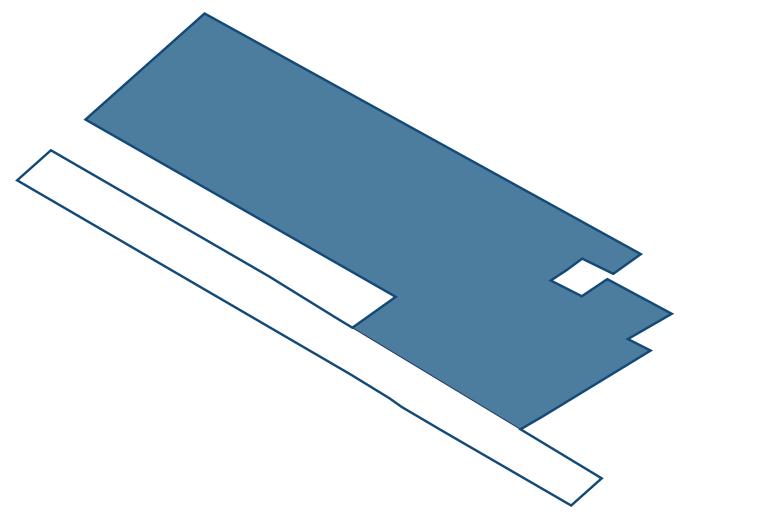
SITE LAYOUT:

Demonstrate the placement of units with a full site layout including details of number and size of units

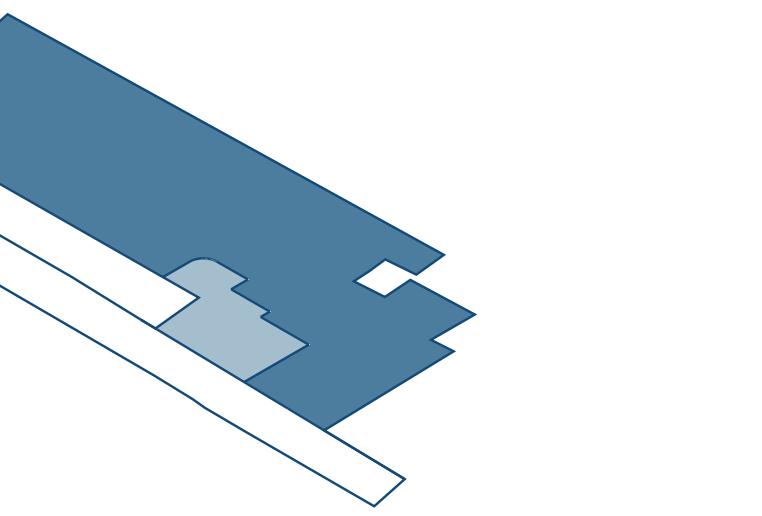


C. LAYOUT AND APPEARANCE

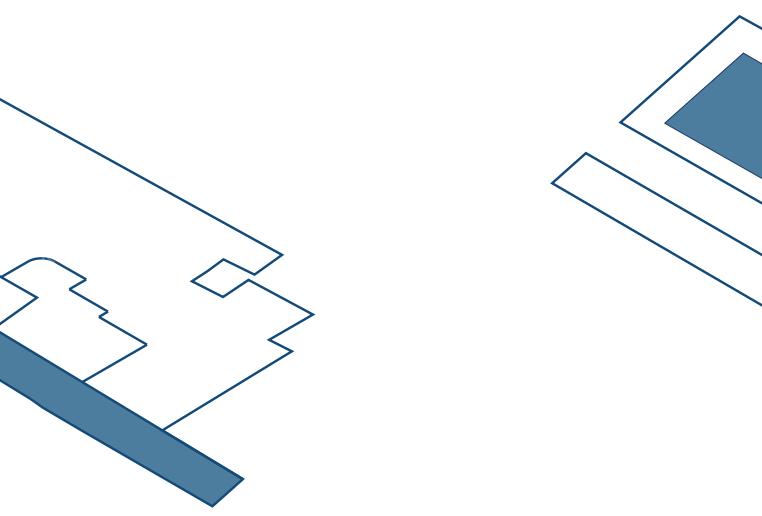
ZONING DIAGRAMS



The Site



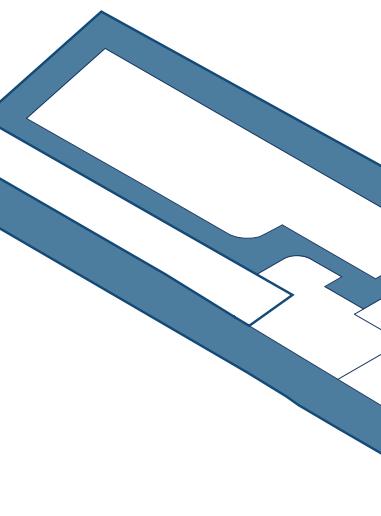
Mahada Plot



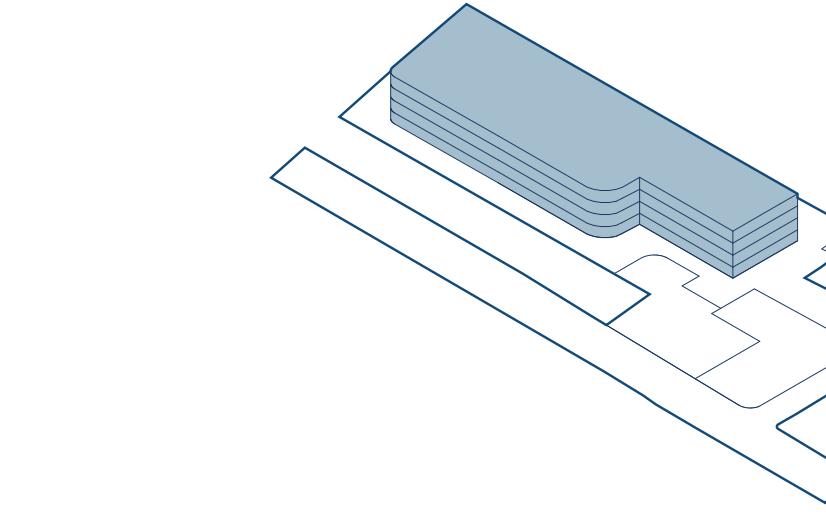
Access Road



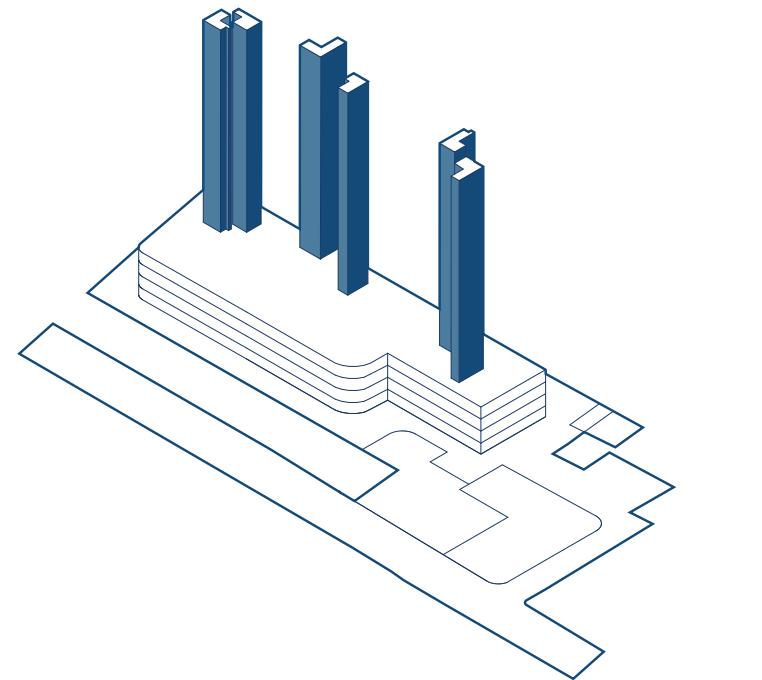
Building Footprint



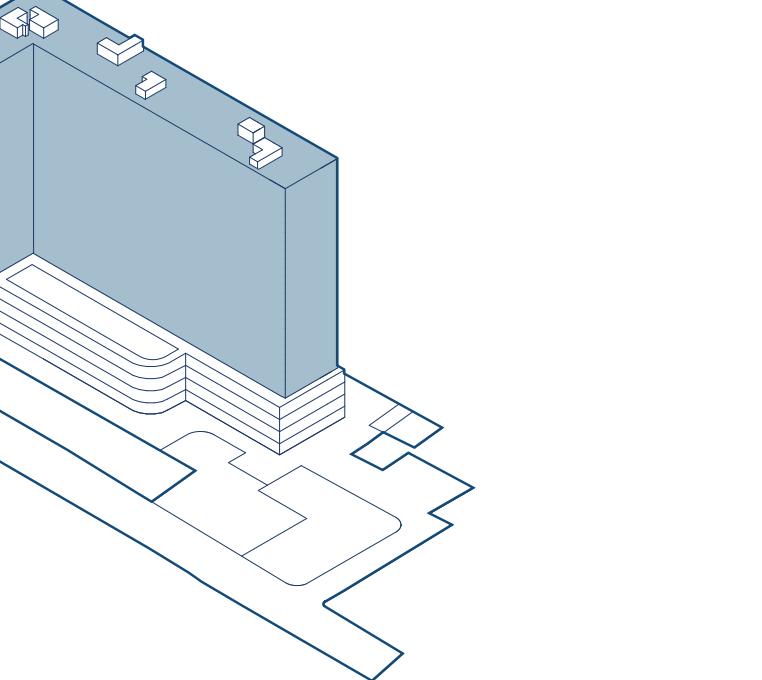
Internal Access Road



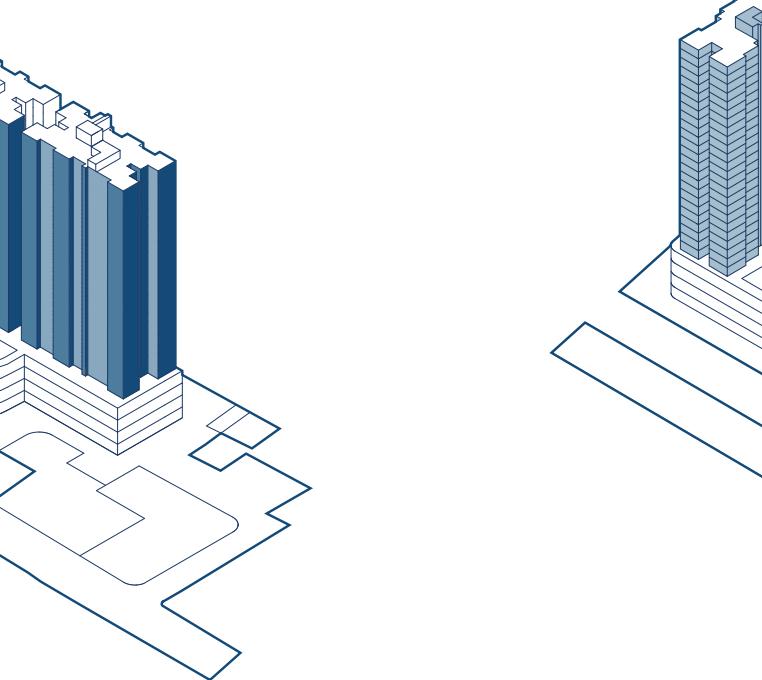
4 Storyed Parking



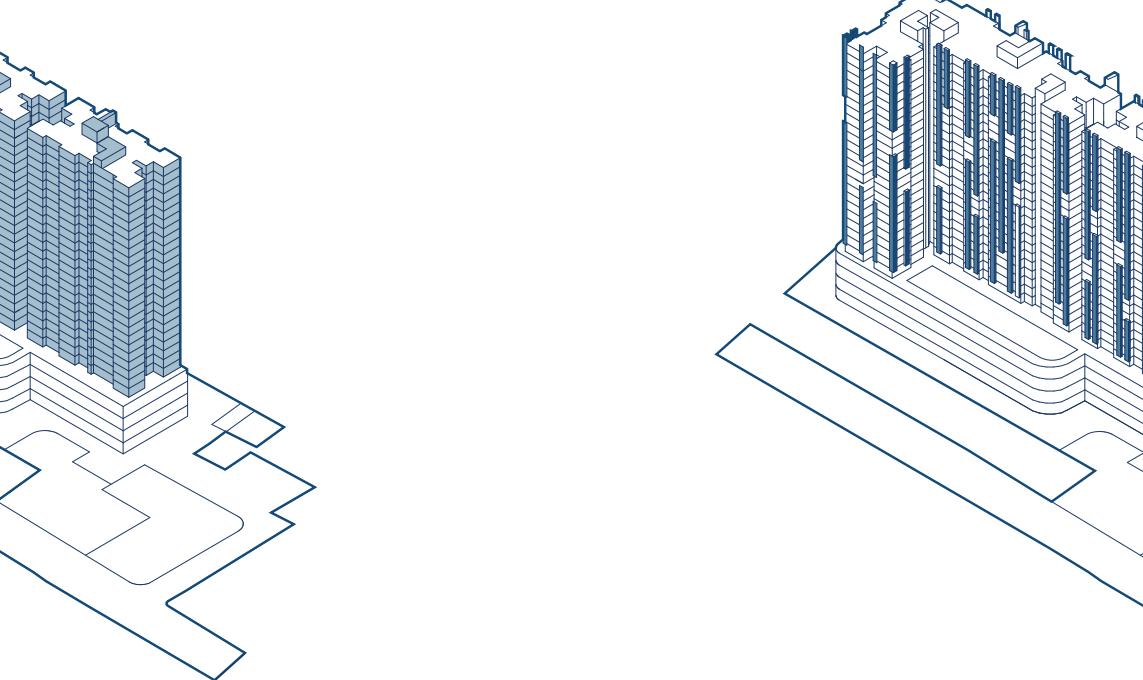
Central Core



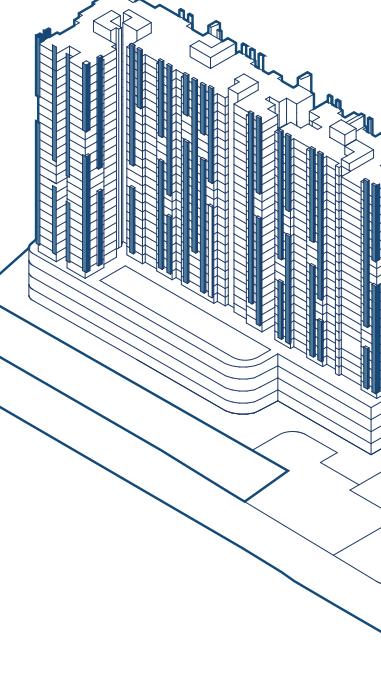
Massing



Massing



Floor Plates

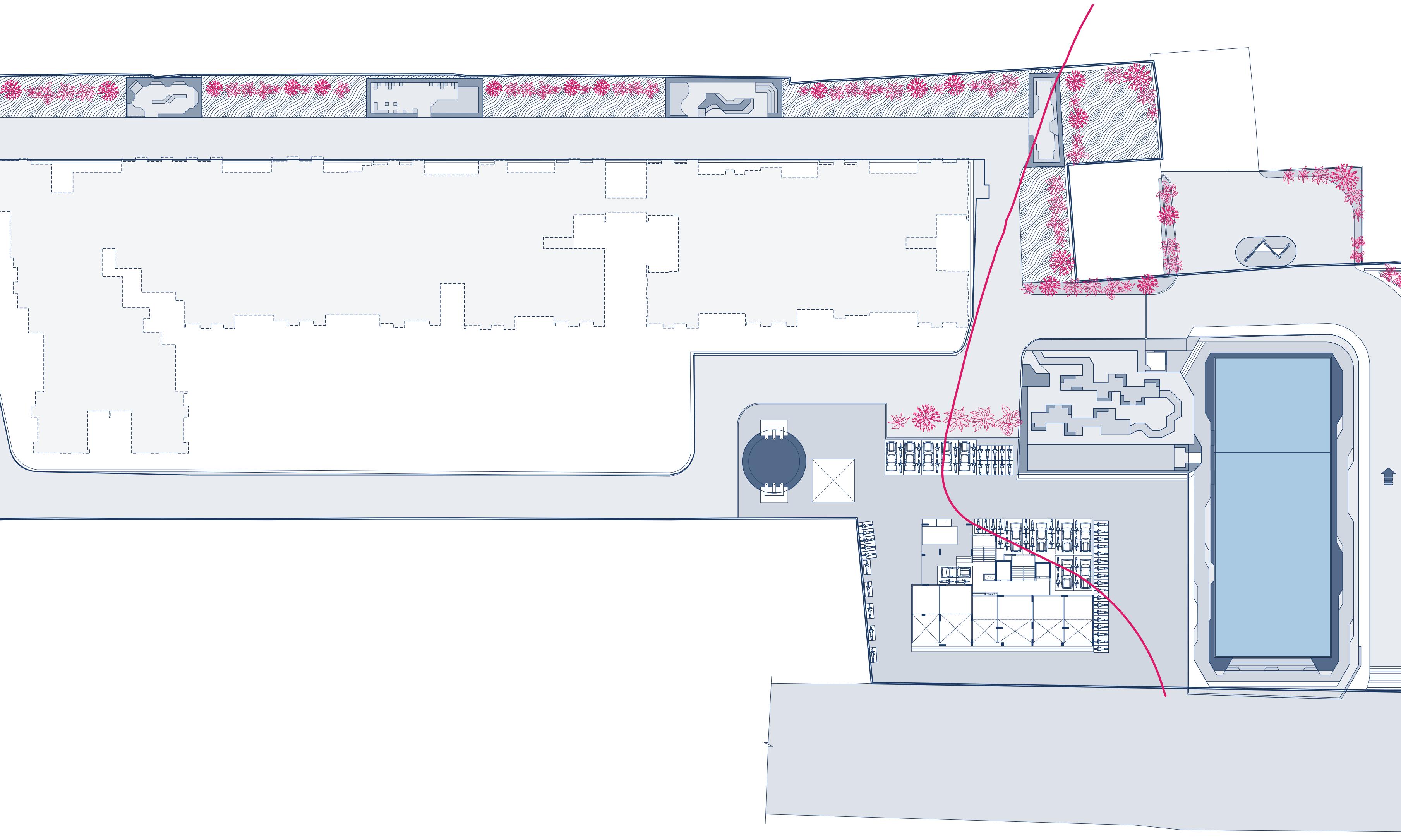


Exterior Facade

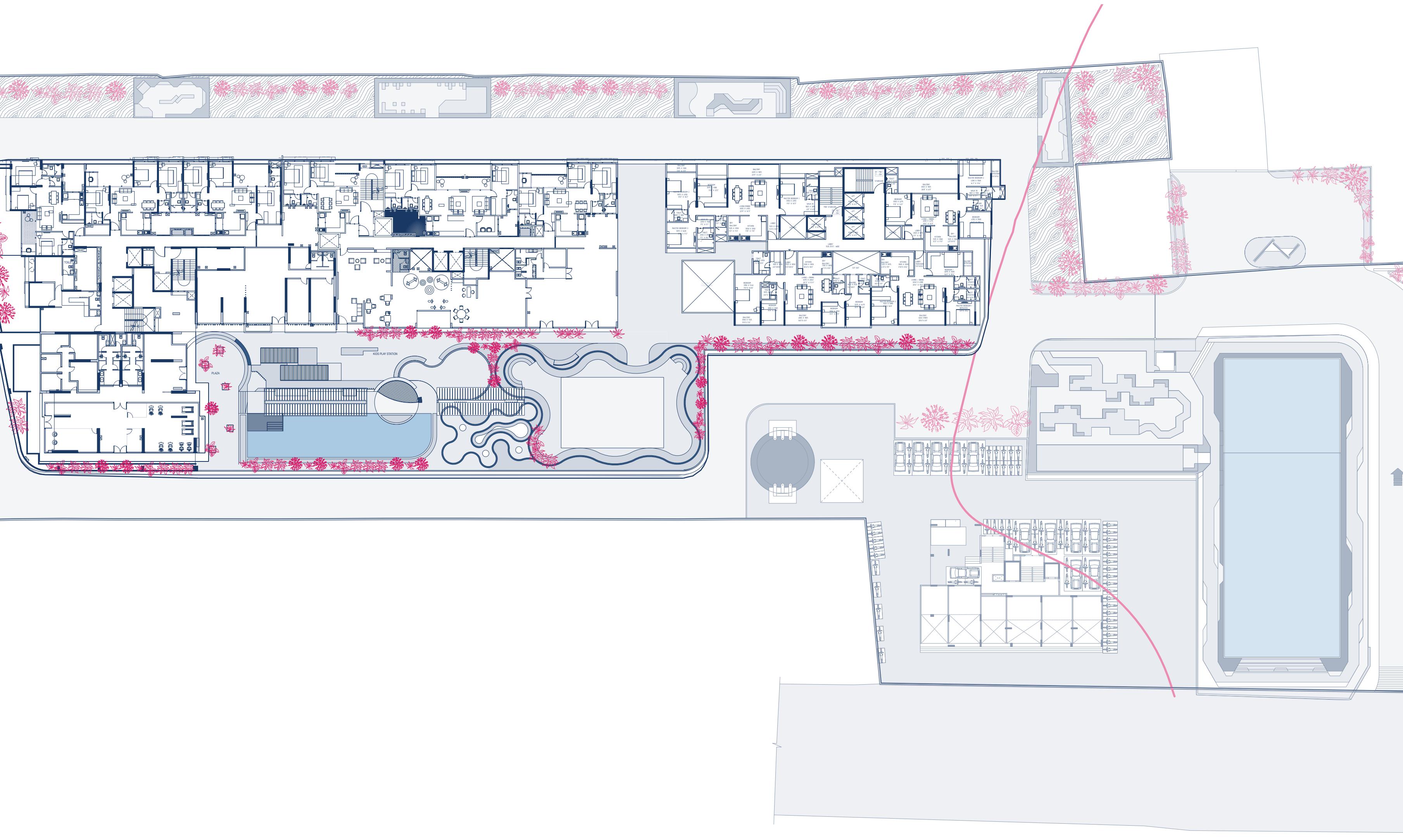


Green Areas

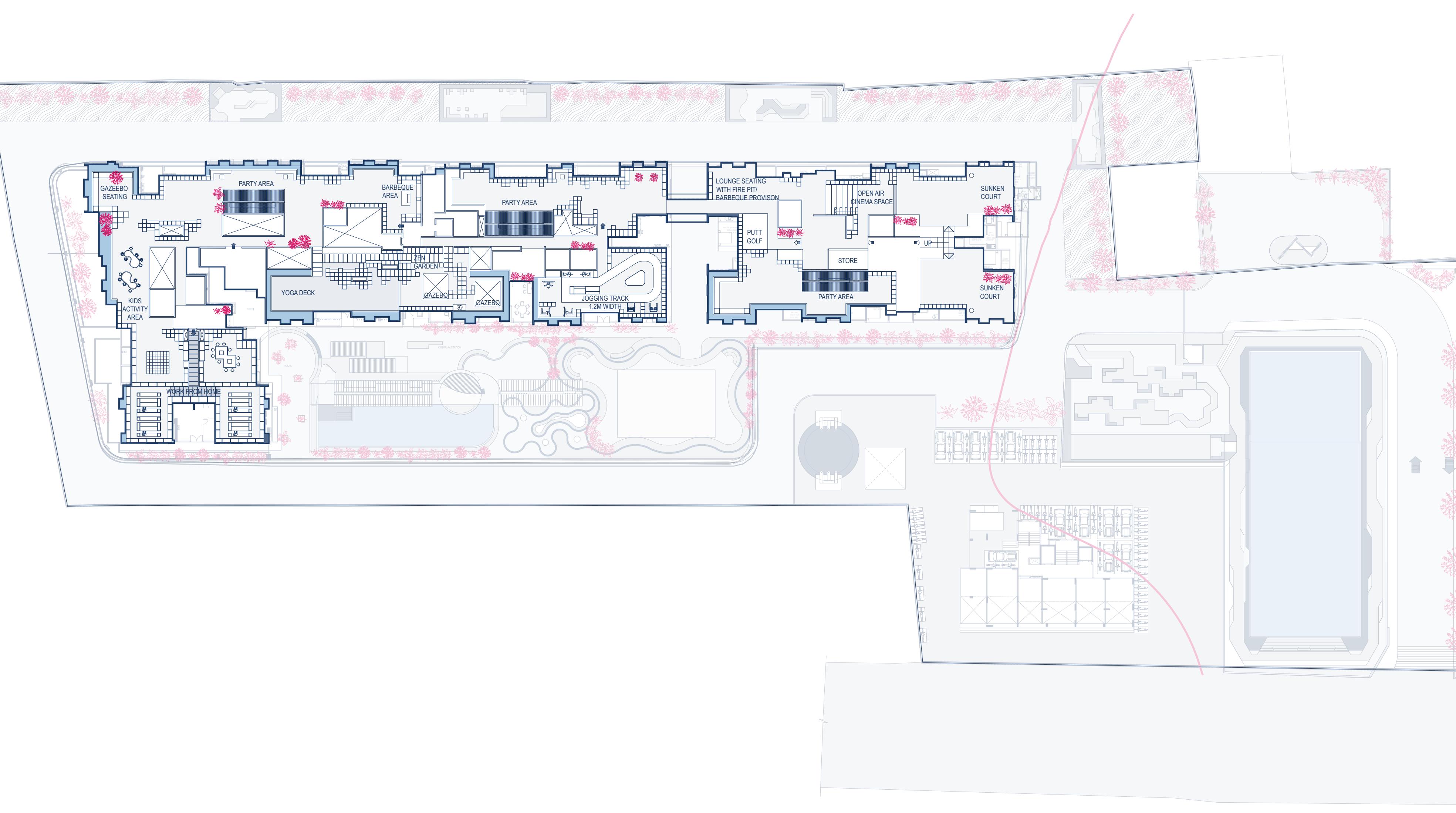
GROUND LEVEL PLAN



PODIUM LEVEL PLAN



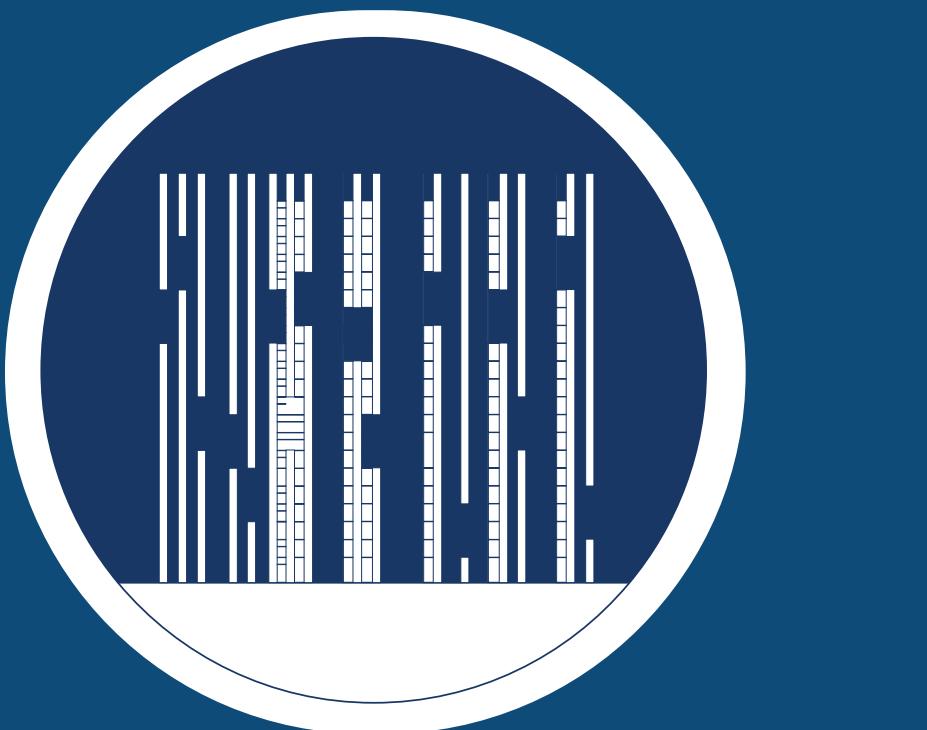
TERRACE LEVEL PLAN



B.

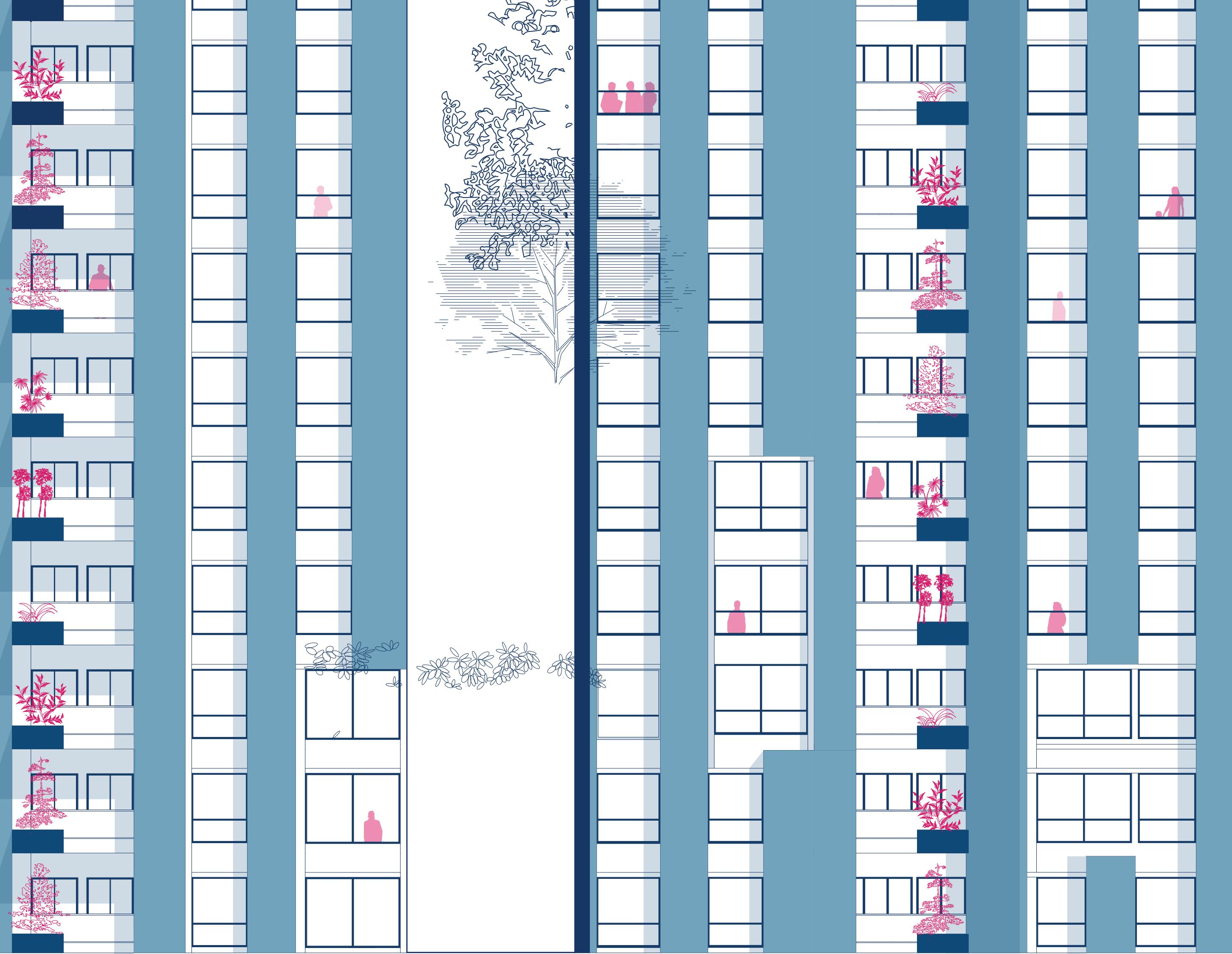
Arial View of the Complete Project





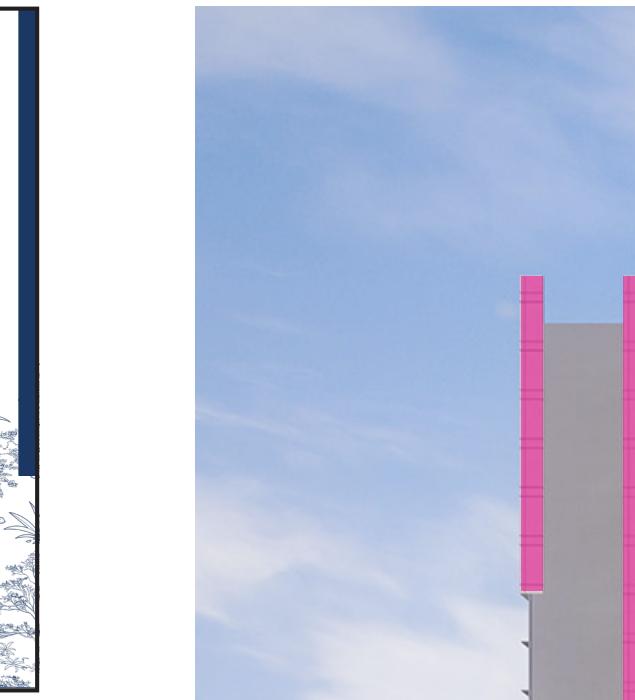
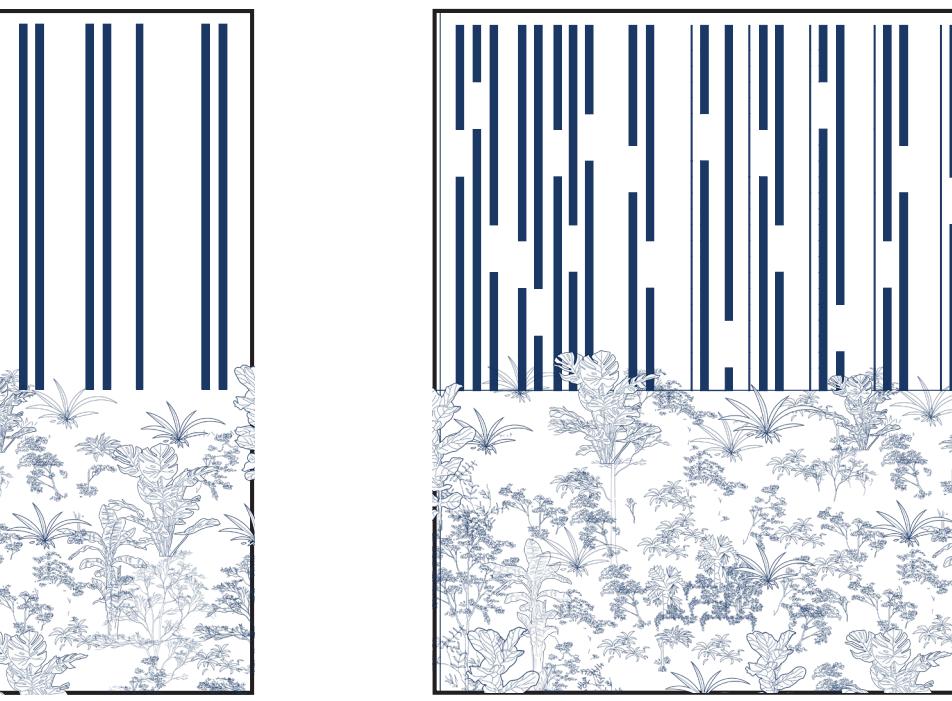
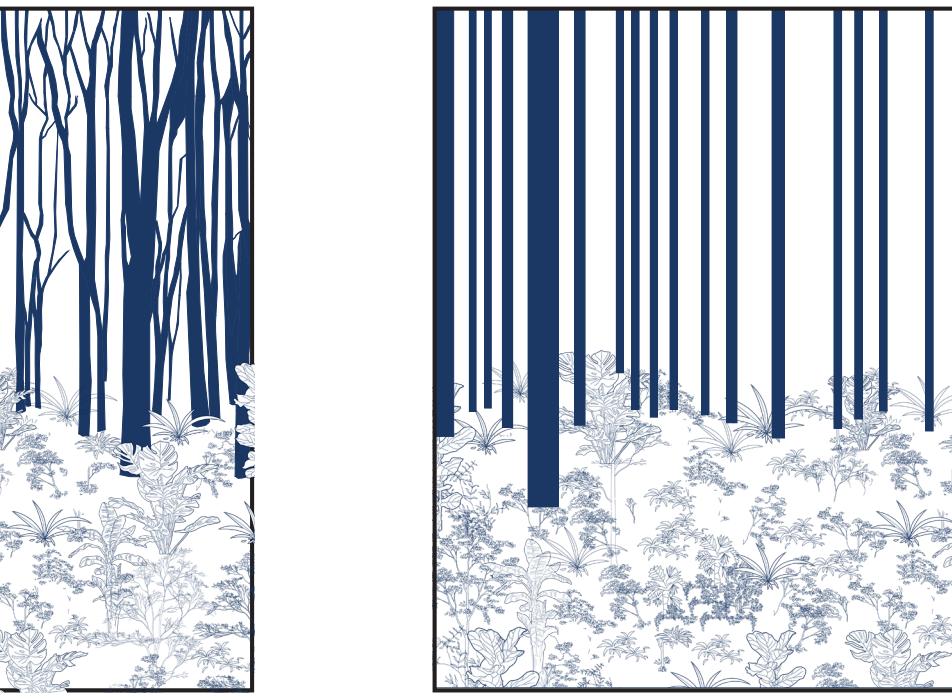
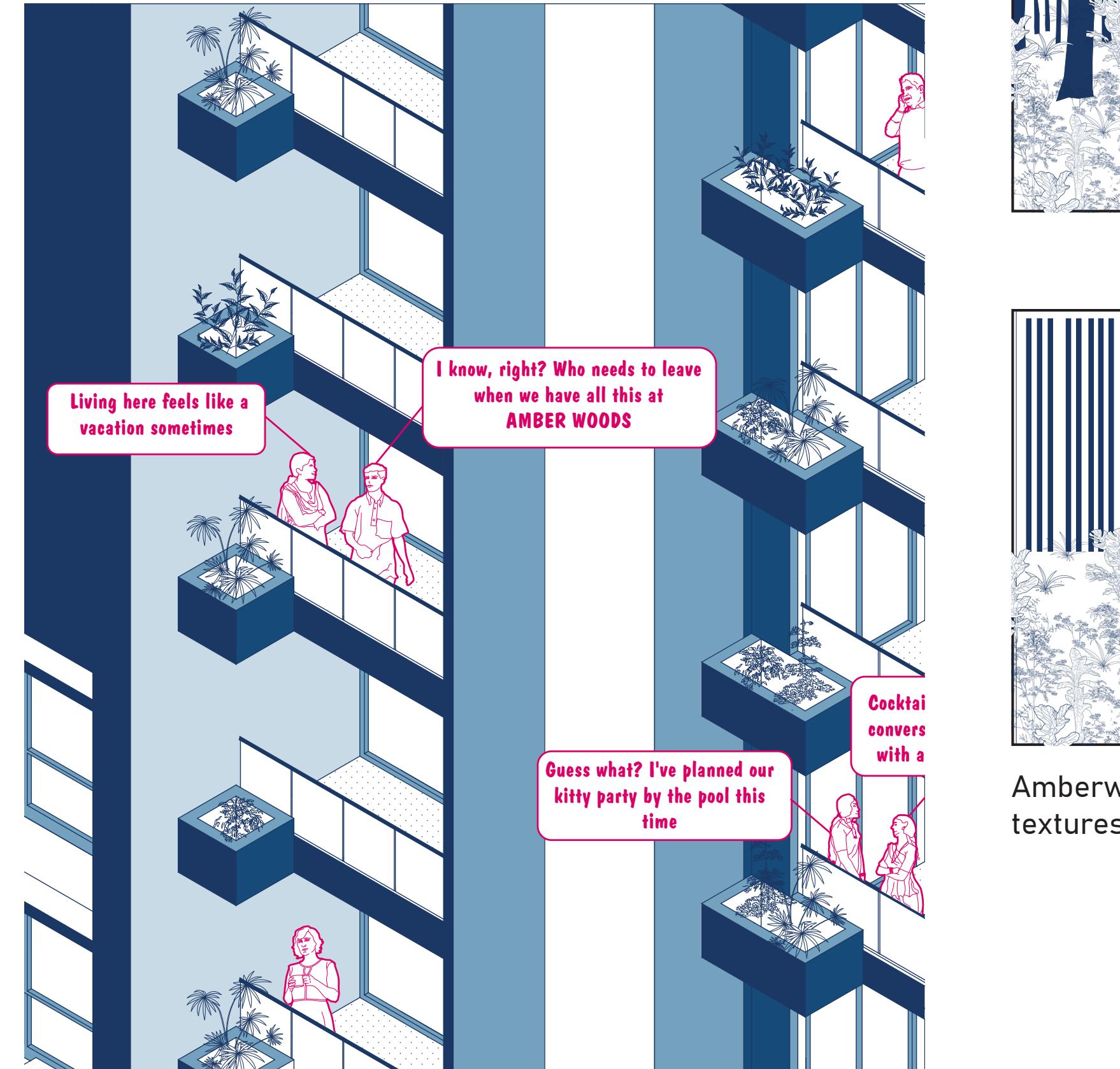
ICONIC FACADE

Defined by Nature, Elevated by an Iconic Facade.



C1.b. LAYOUT, APPEARANCE AND FINISH

The elevation features inbuilt planters seamlessly integrated into the balconies, bringing greenery closer to the living spaces and enhancing the connection with nature.



Amberwood's elevation, inspired by the intricate forms of trees and the textures of wood, captures a harmonious abstraction of nature's elegance.





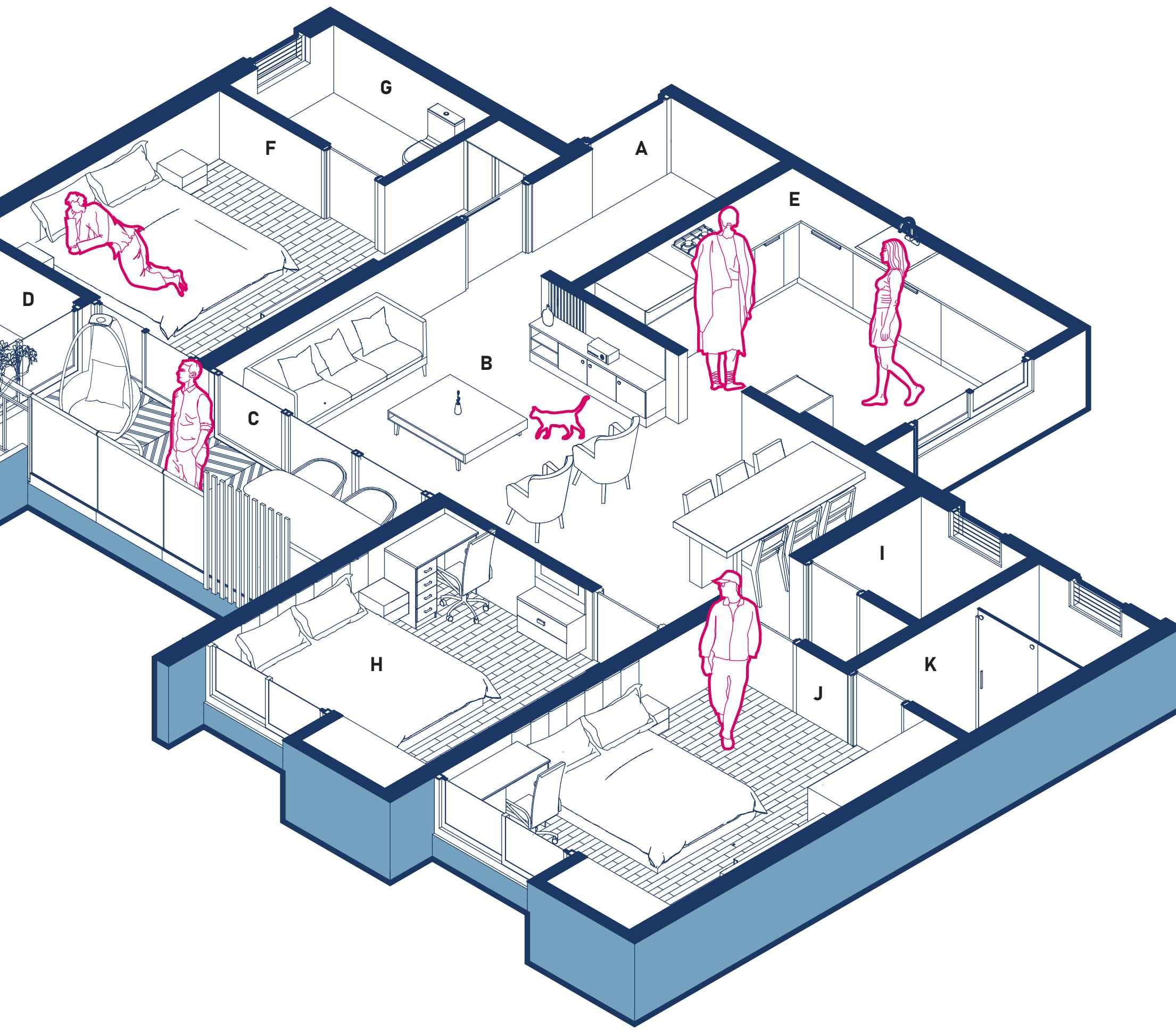
Front Elevation

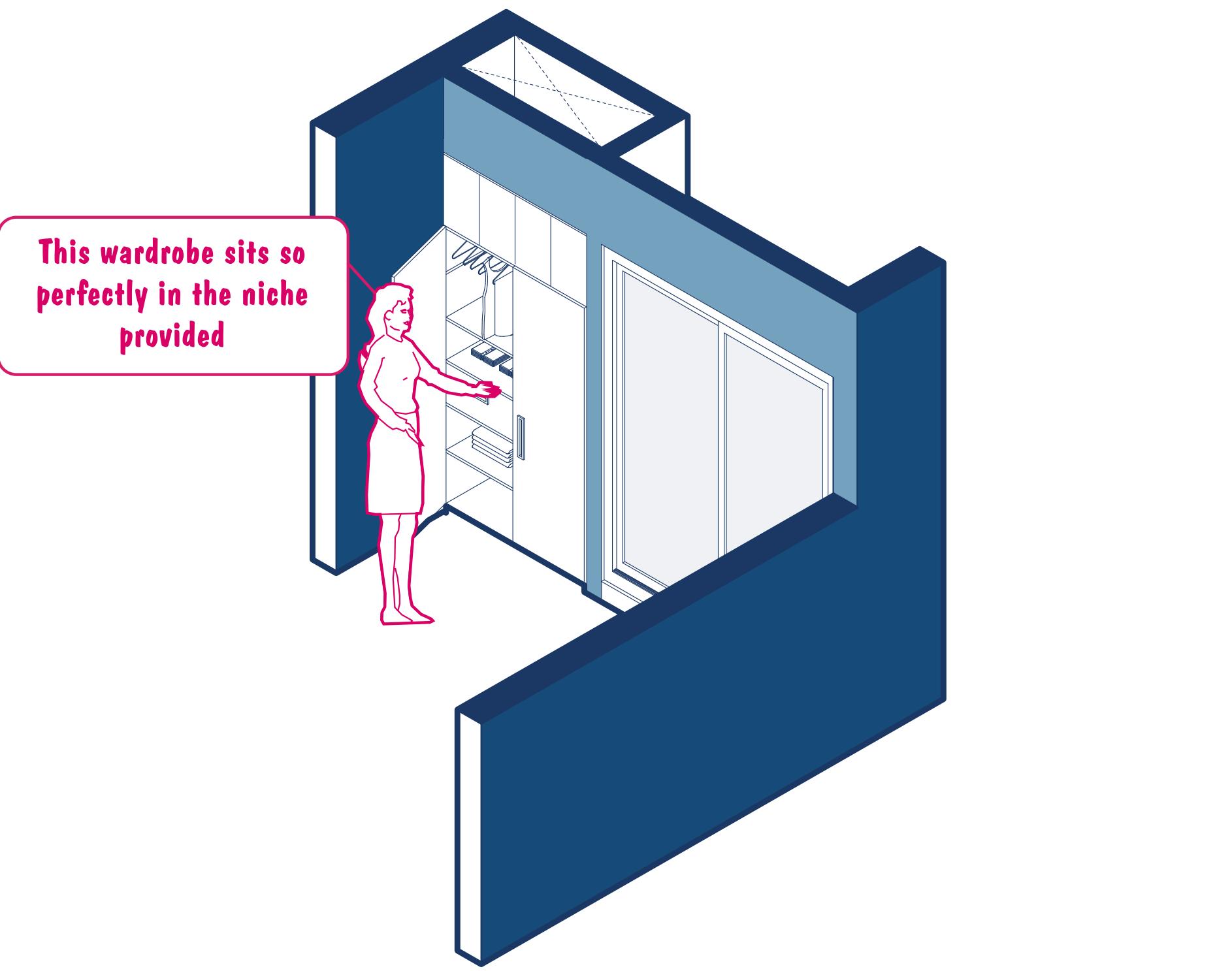


Exterior Elevation

TYPICAL 3BHK UNIT LAYOUT

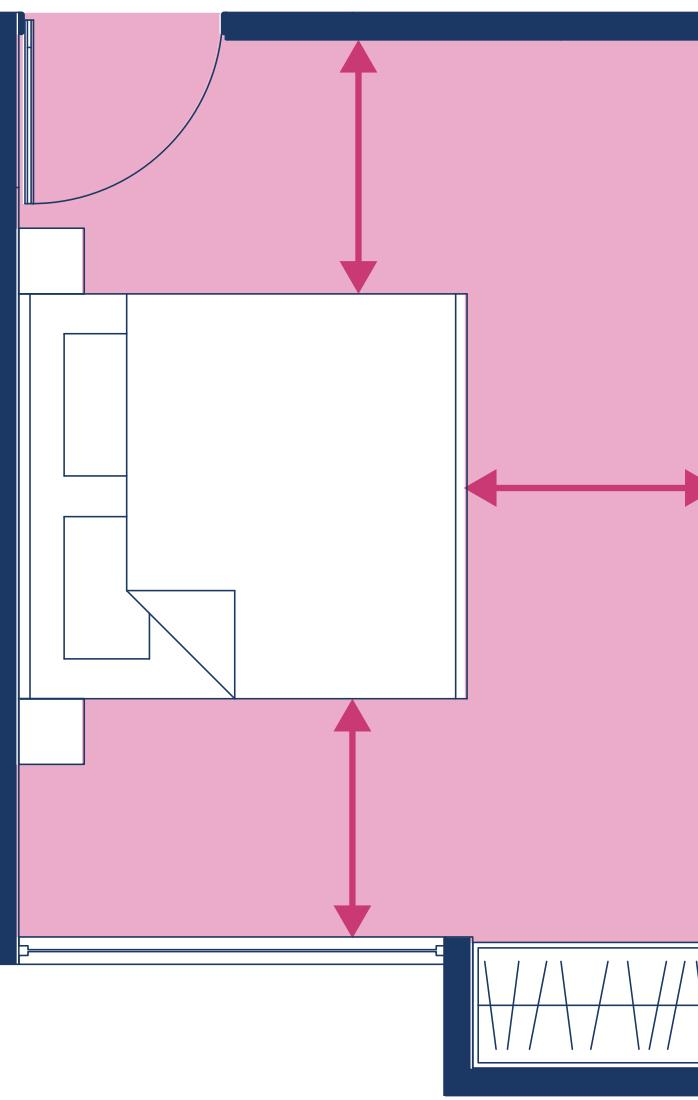
UNIT LAYOUT FOR 3BHK UNIT



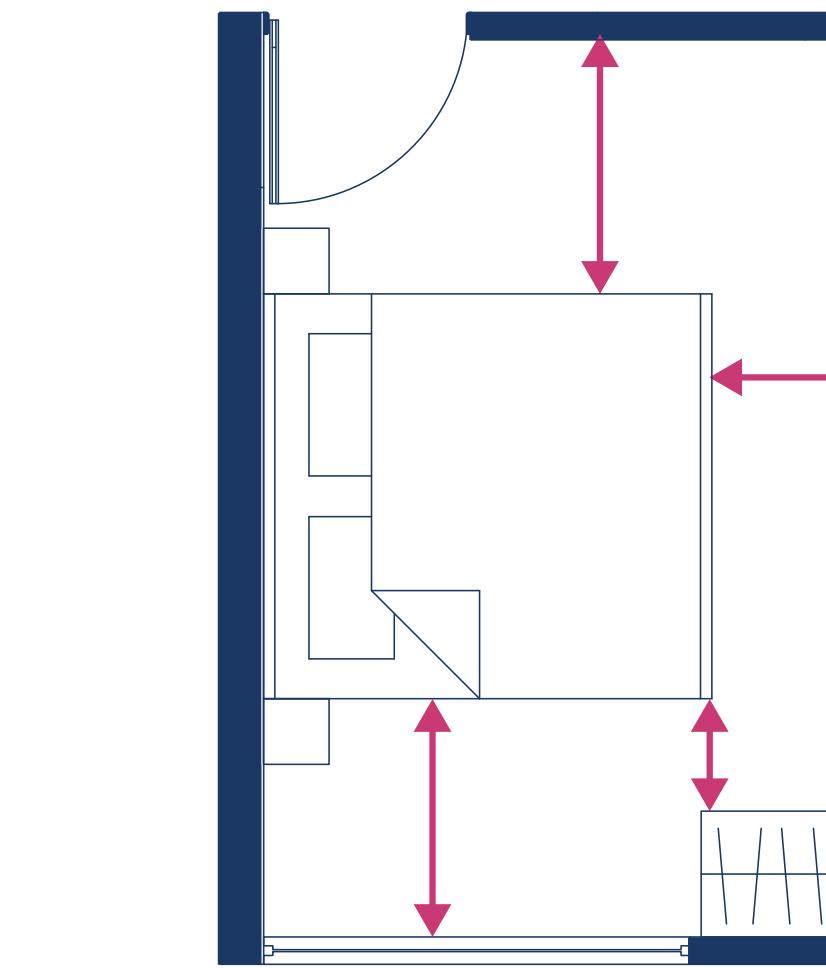


A Refined Spatial Approach for Bedroom

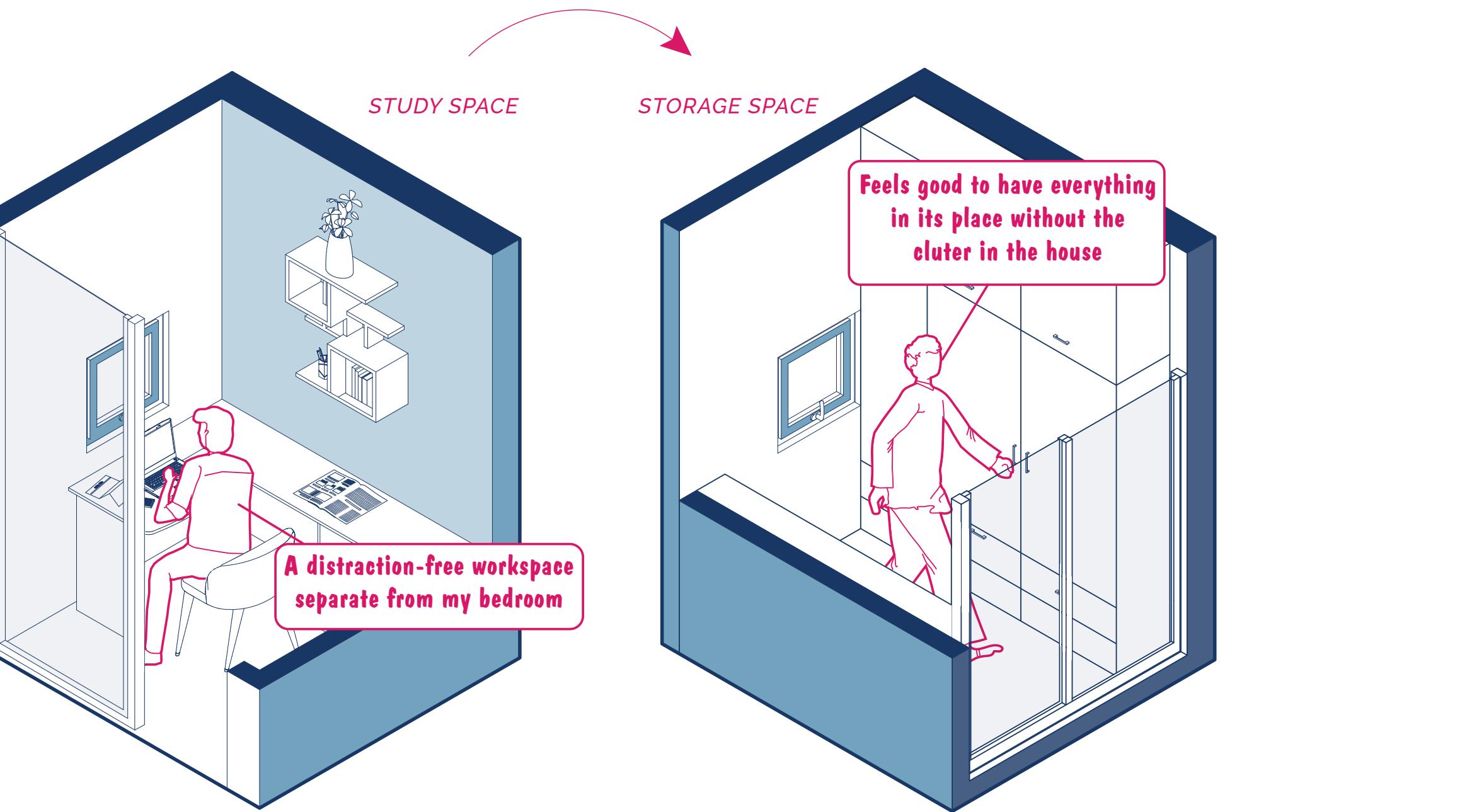
Transforming a Niche into a clever Space. Maximizing CleanBedroom Layout



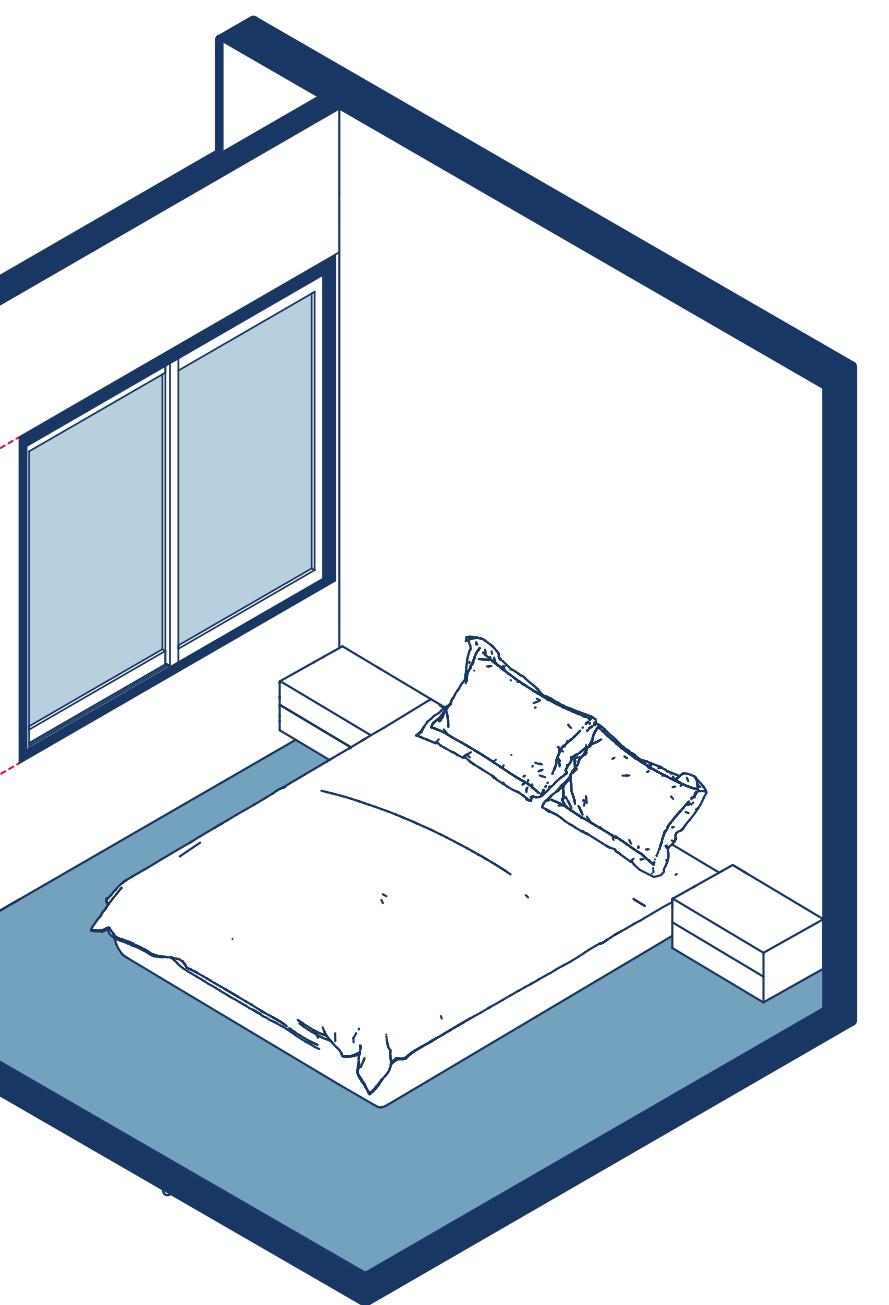
Clear floor space due to separate wardrobe niche in bedroom



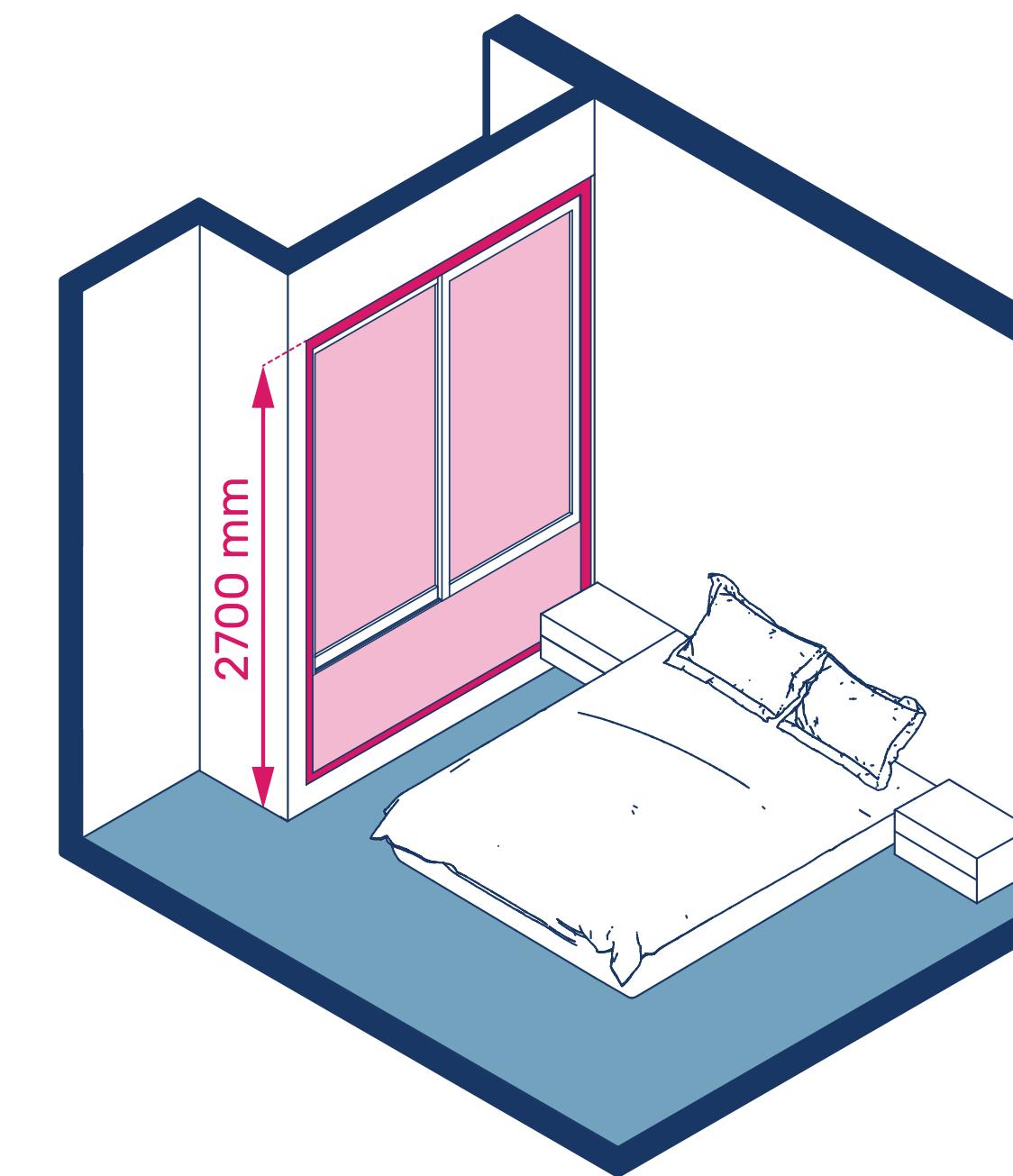
Irregularity in Clear Space due to Wardrobe

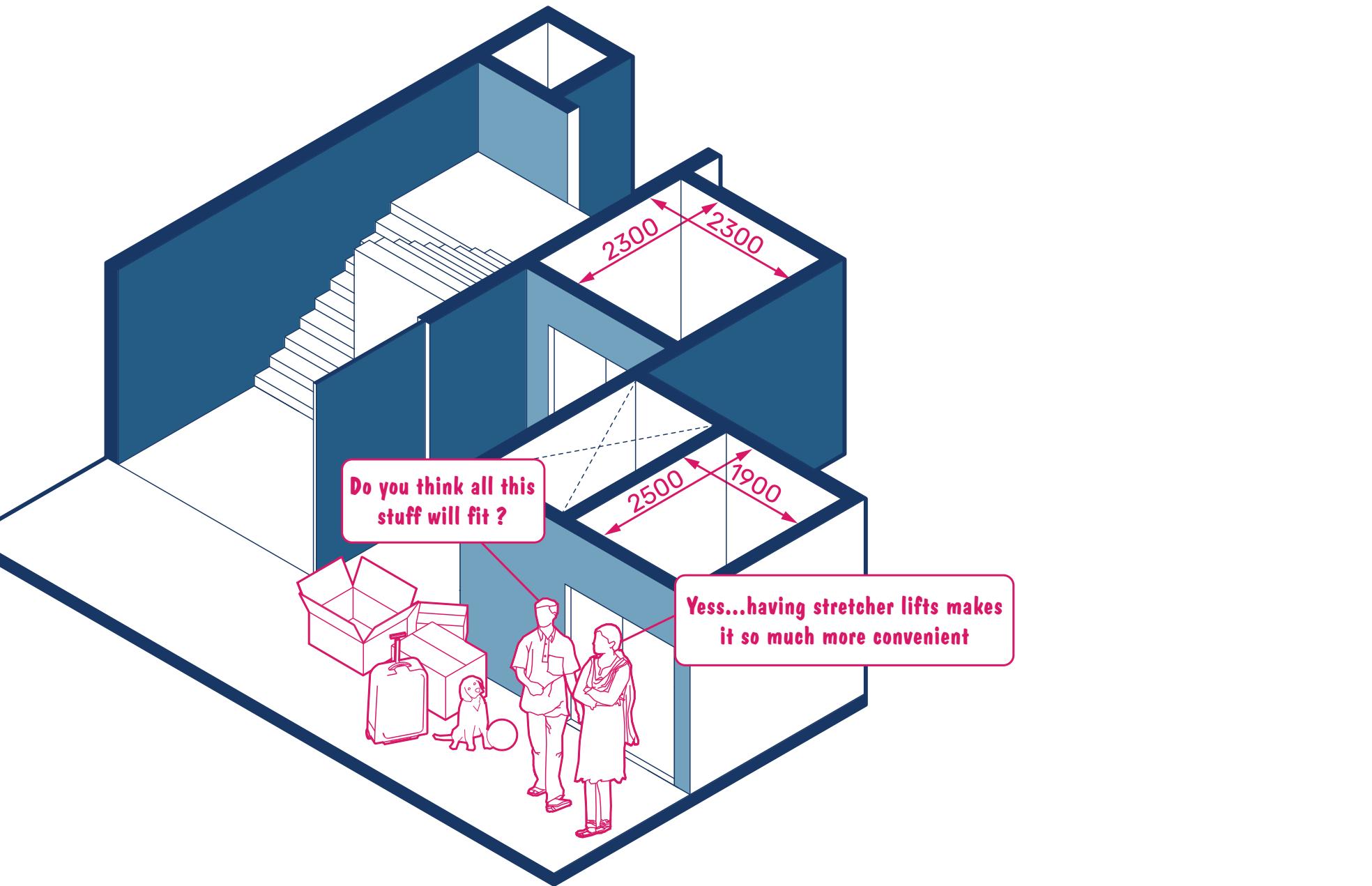


ADDED BOX ROOM WHICH GIVES THE USERS
FLEXIBILITY OF SPACES



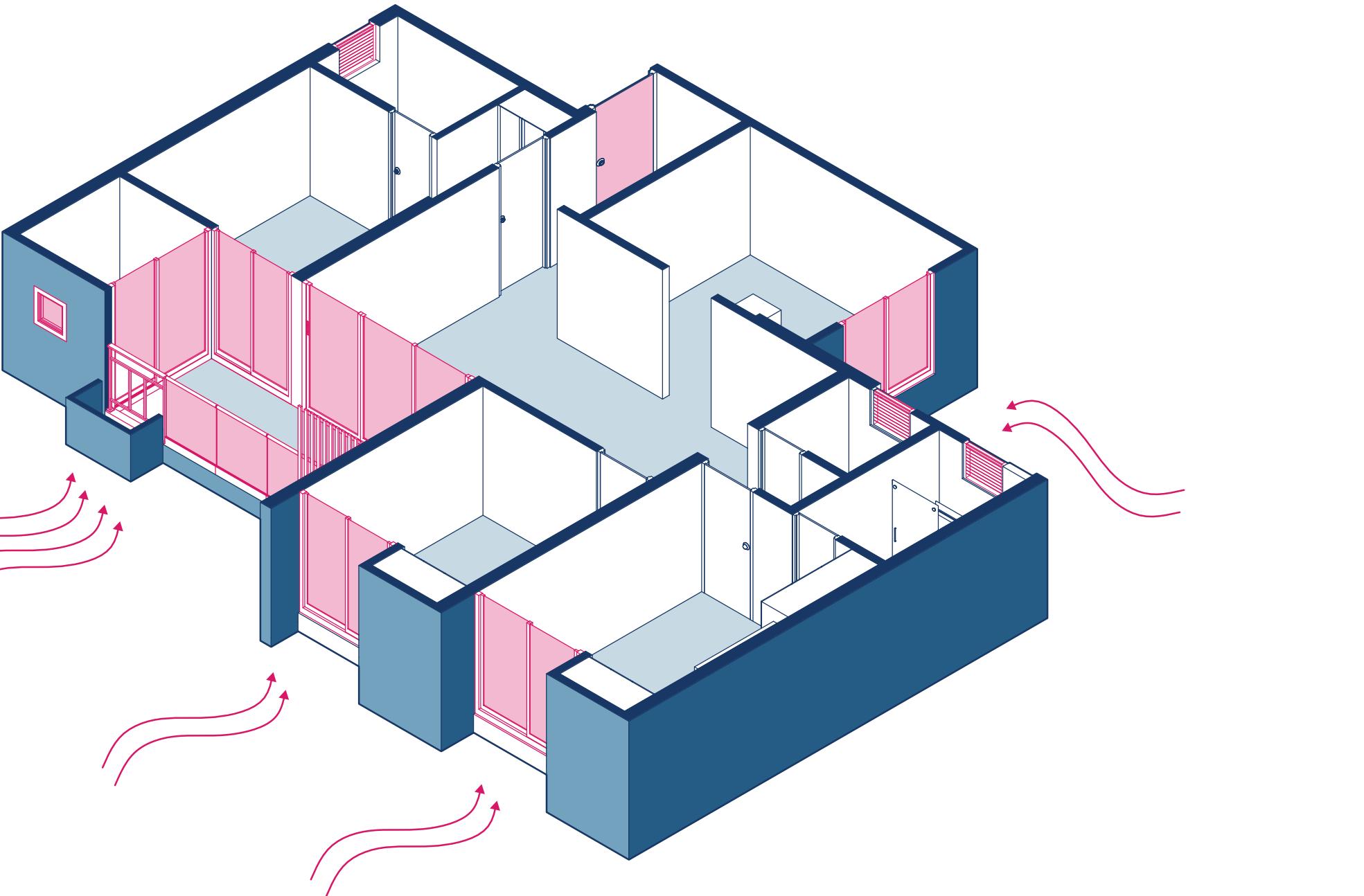
LARGE WINDOWS WHICH BRINGS IN MORE SUNLIGHT





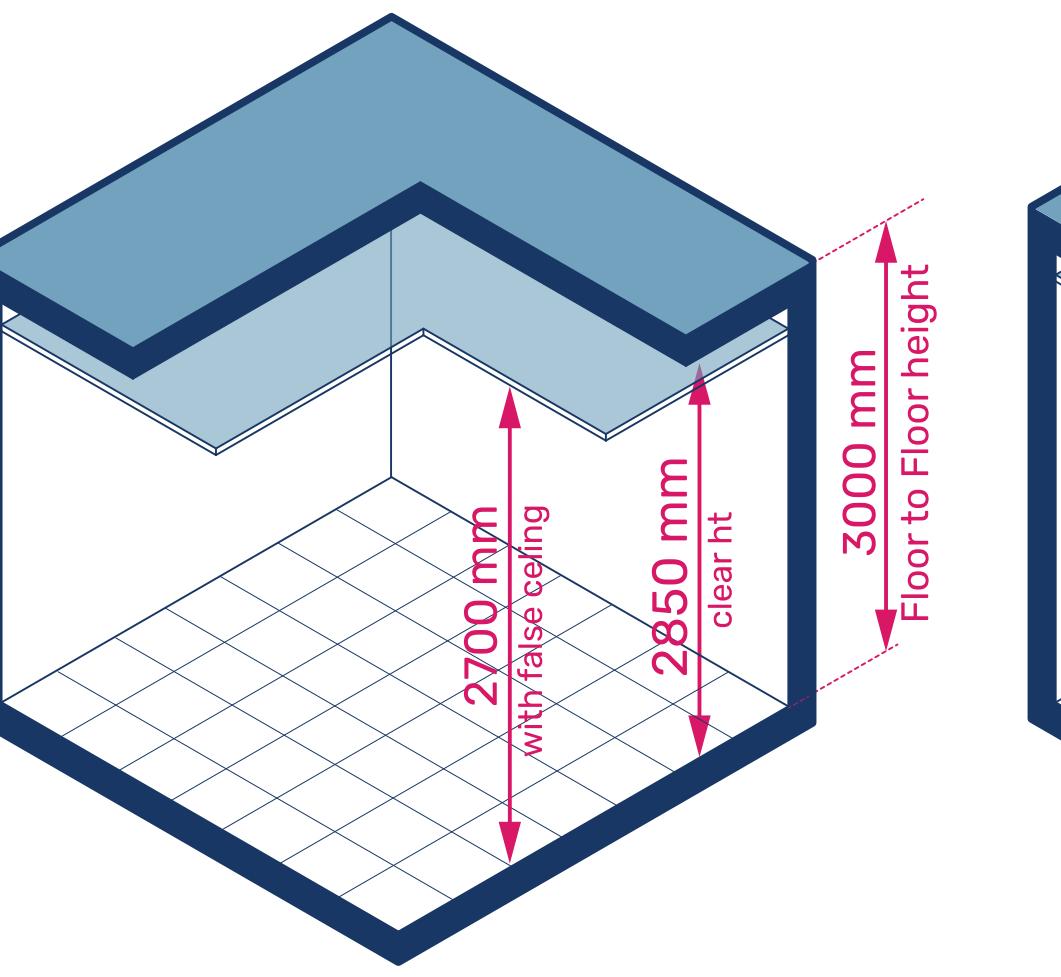
CENTRAL CORE WITH DUAL STRETCHER LIFTS

A central Core featuring two stretcher lifts optimizes vertical transortatiom, facilitating swift movement of patients and equipments

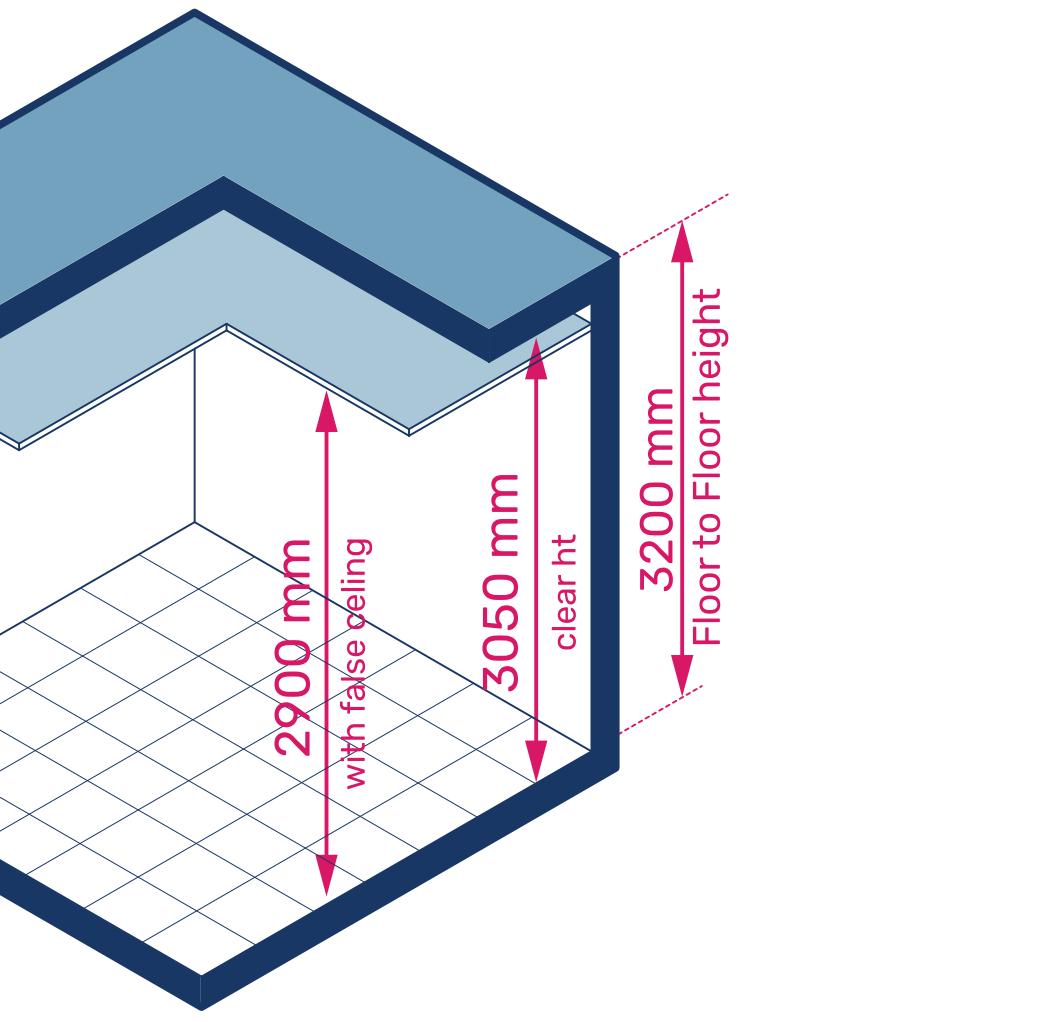


CENTRAL CORE WITH DUAL STRETCHER LIFTS

A central Core featuring two stretcher lifts optimizes vertical transortatiom, facilitating swift movement of patients and equipments

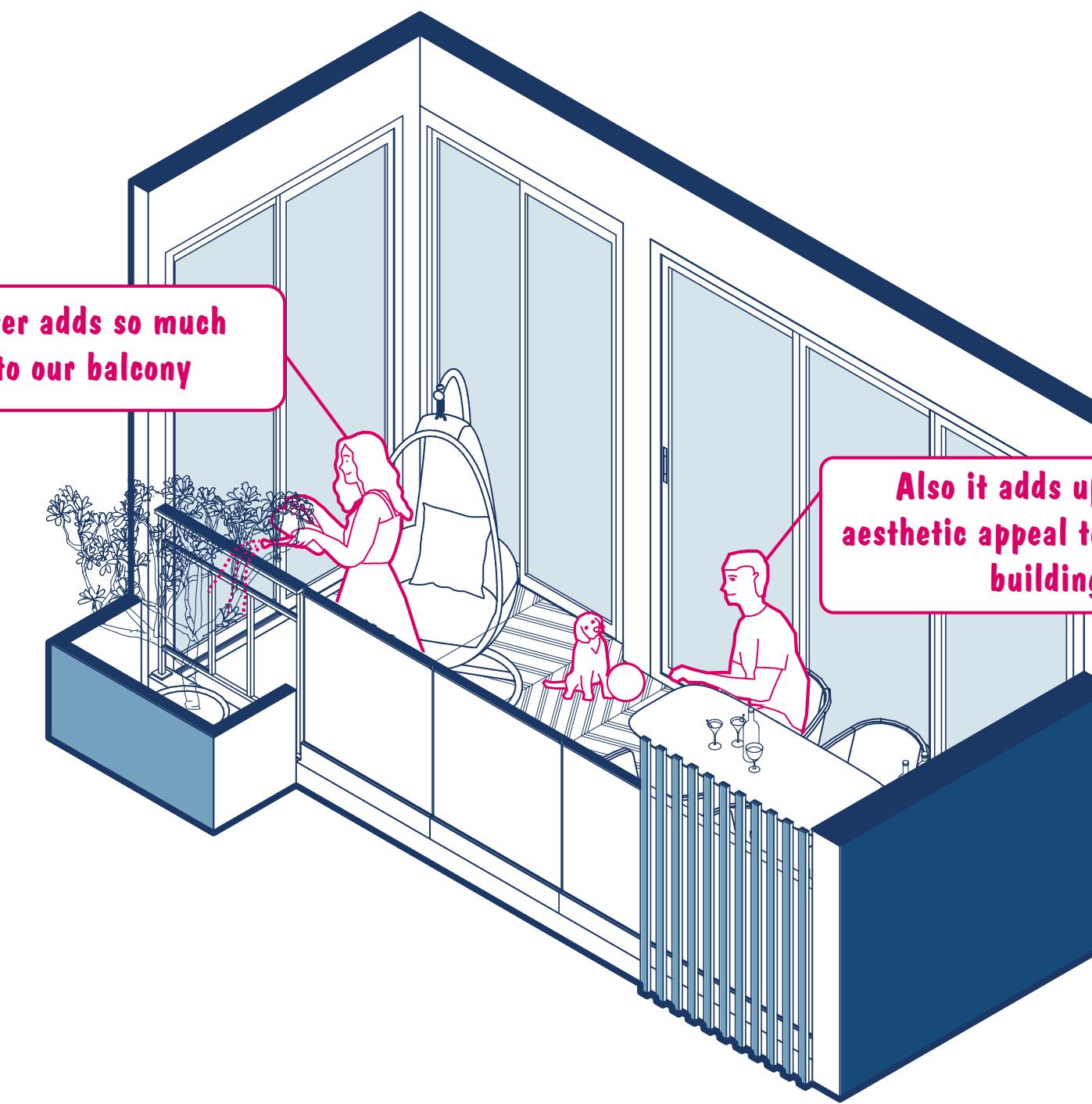


Standard Height



Large Heights which makes the room more spacious

ADDED BOX ROOM WHICH GIVES THE USERS FLEXIBILITY OF SPACES



INBUILT PLANTER BOX - VERTICAL GREENS



MAXIMIZING LIGHT WITH ELEVATED BEAMS

The structural elements for eg - Breams are designed to have a small depth which allows more light to flow in and enhancing the spatial experience



Terrace



Living Room

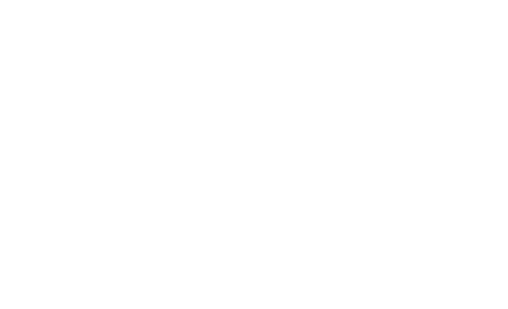
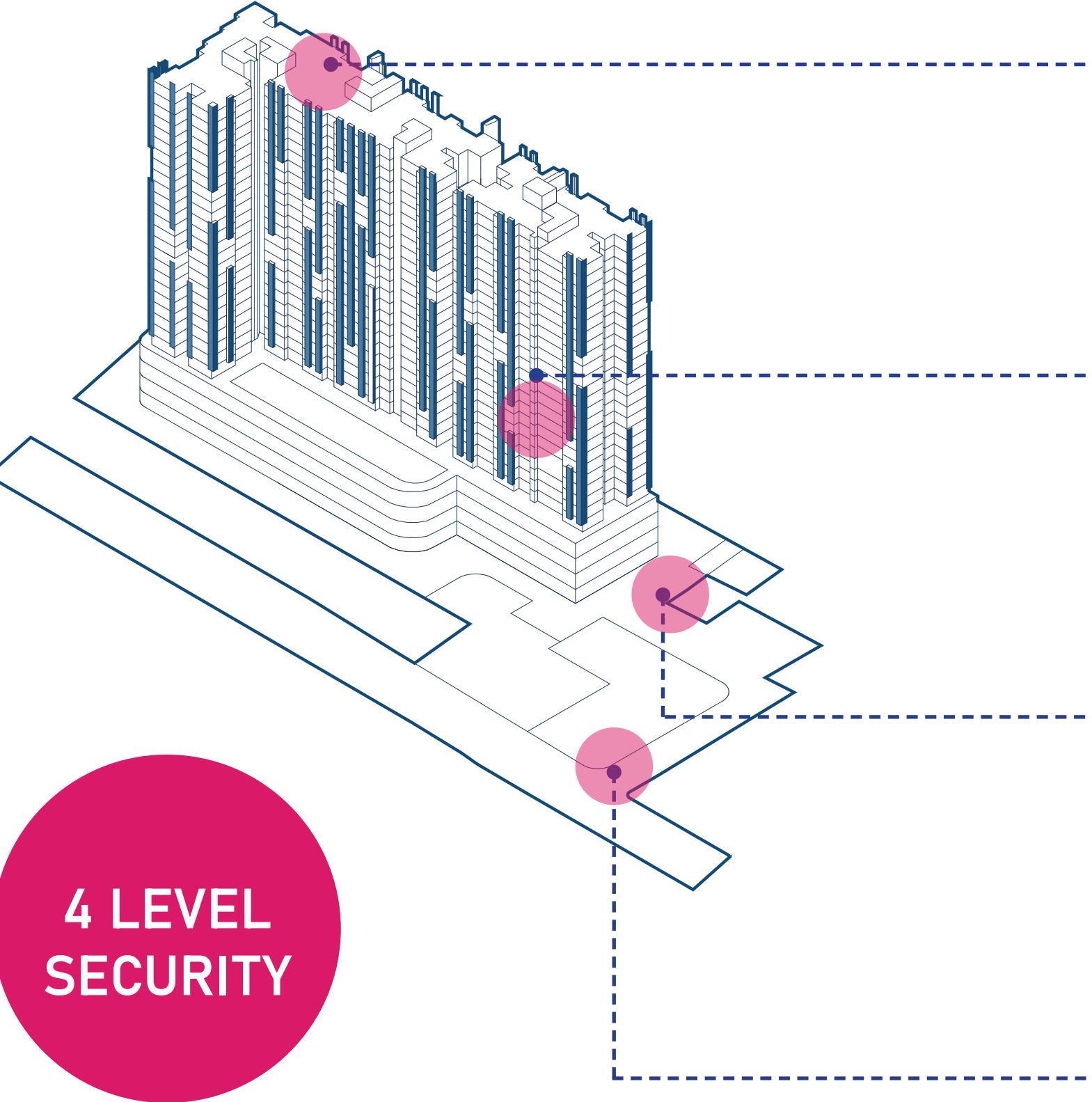


Living Room



D. SAFETY, SECURITY, SUSTAINABILITY AND INNOVATION

1. Safety, security & accessibility and wellbeing of people in and around the development.



CCTV Cameras for 24/7 Surveillance



Unit-Level and Lobby-Level Access Control Locks



Manned Security with a Dedicated Guard



Secure and Well-Monitored Entrance Gate



D. SAFETY, SECURITY, SUSTAINABILITY AND INNOVATION

Spaces Designed for Physical, Mental, and Social Wellness



Air Purification & Noise Reduction:

Enhanced Mental Well-Being

Improved Physical Health

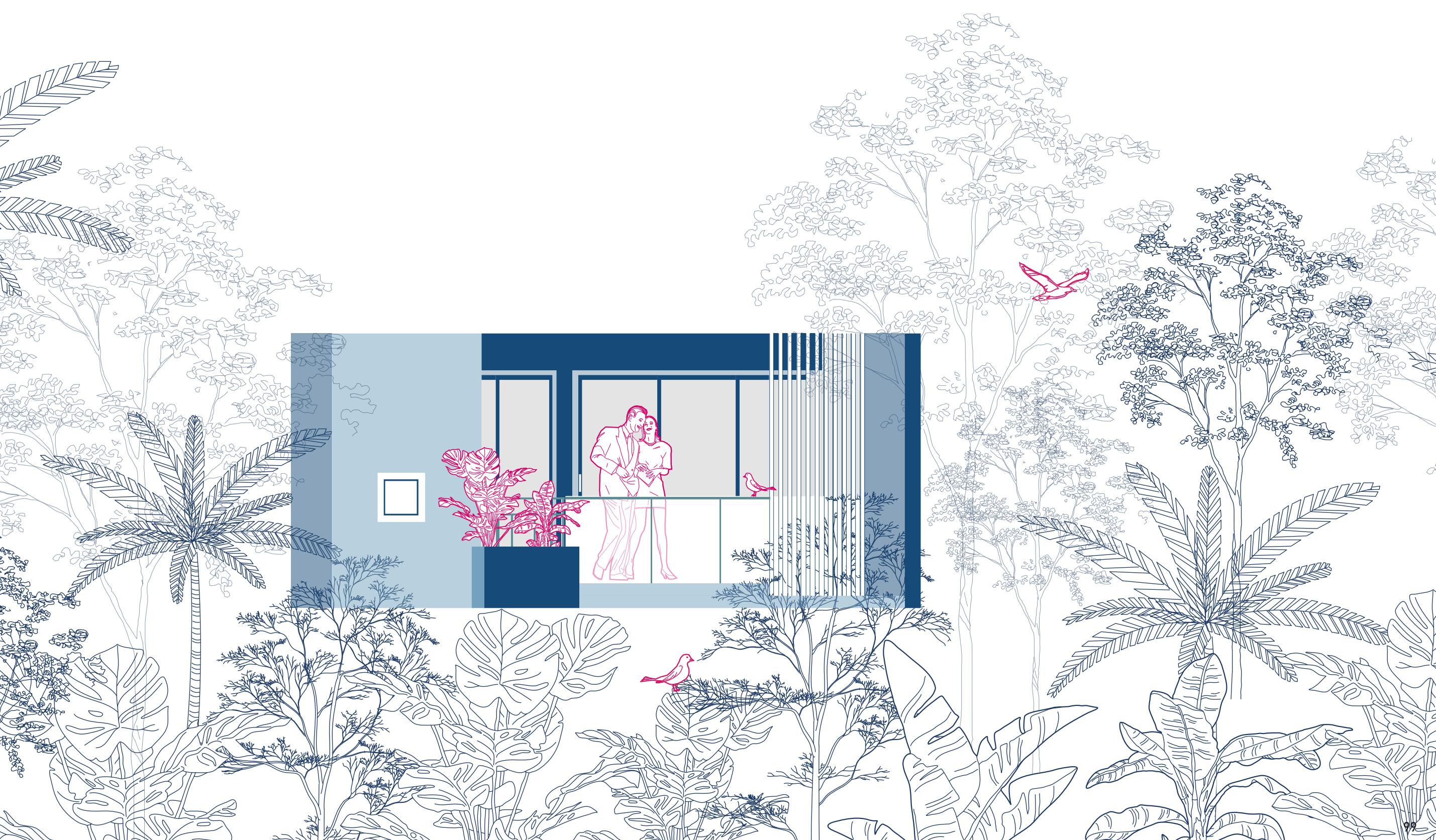
Boosts Productivity:



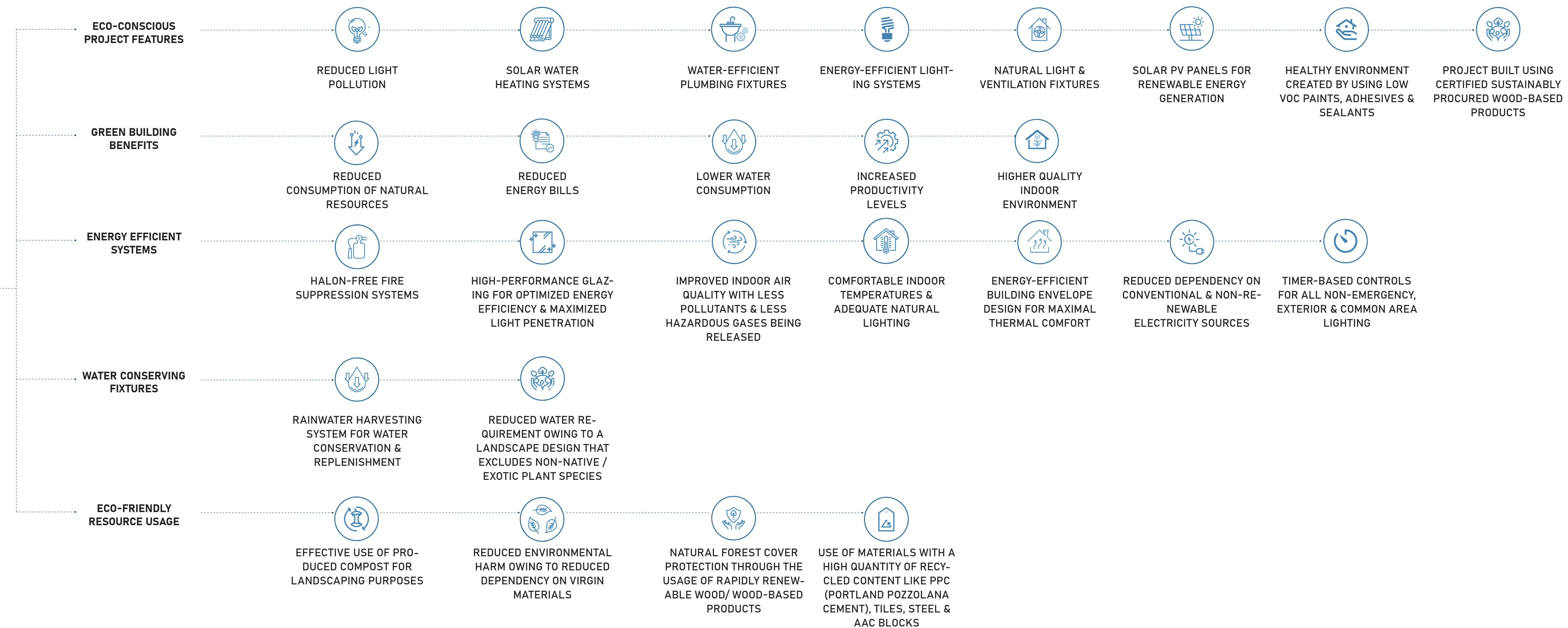


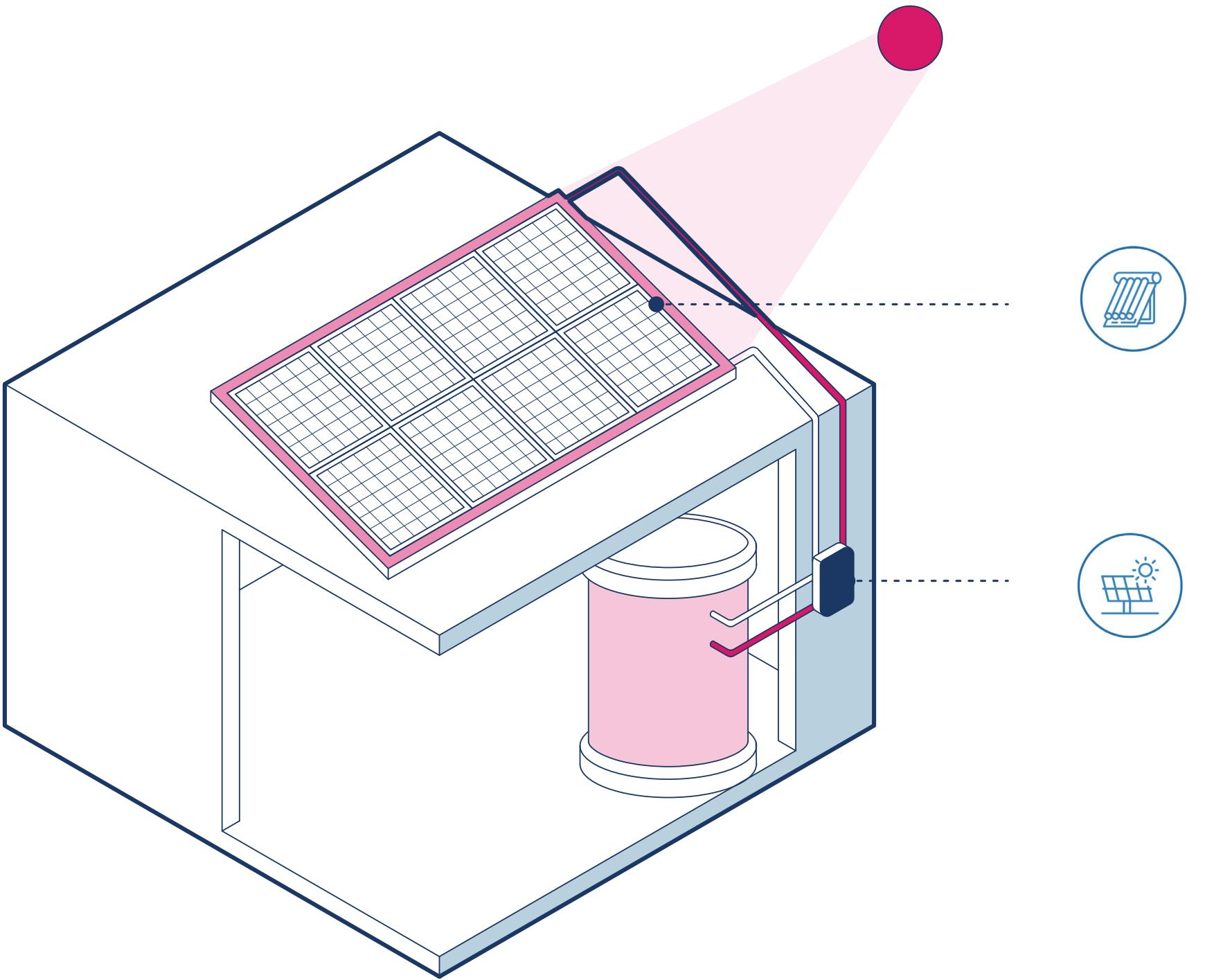
INTEGRATION OF NATURE / SUSTAINABILITY

Harmonizing Modern Living with Nature's Grace.



D. 2a & 2b





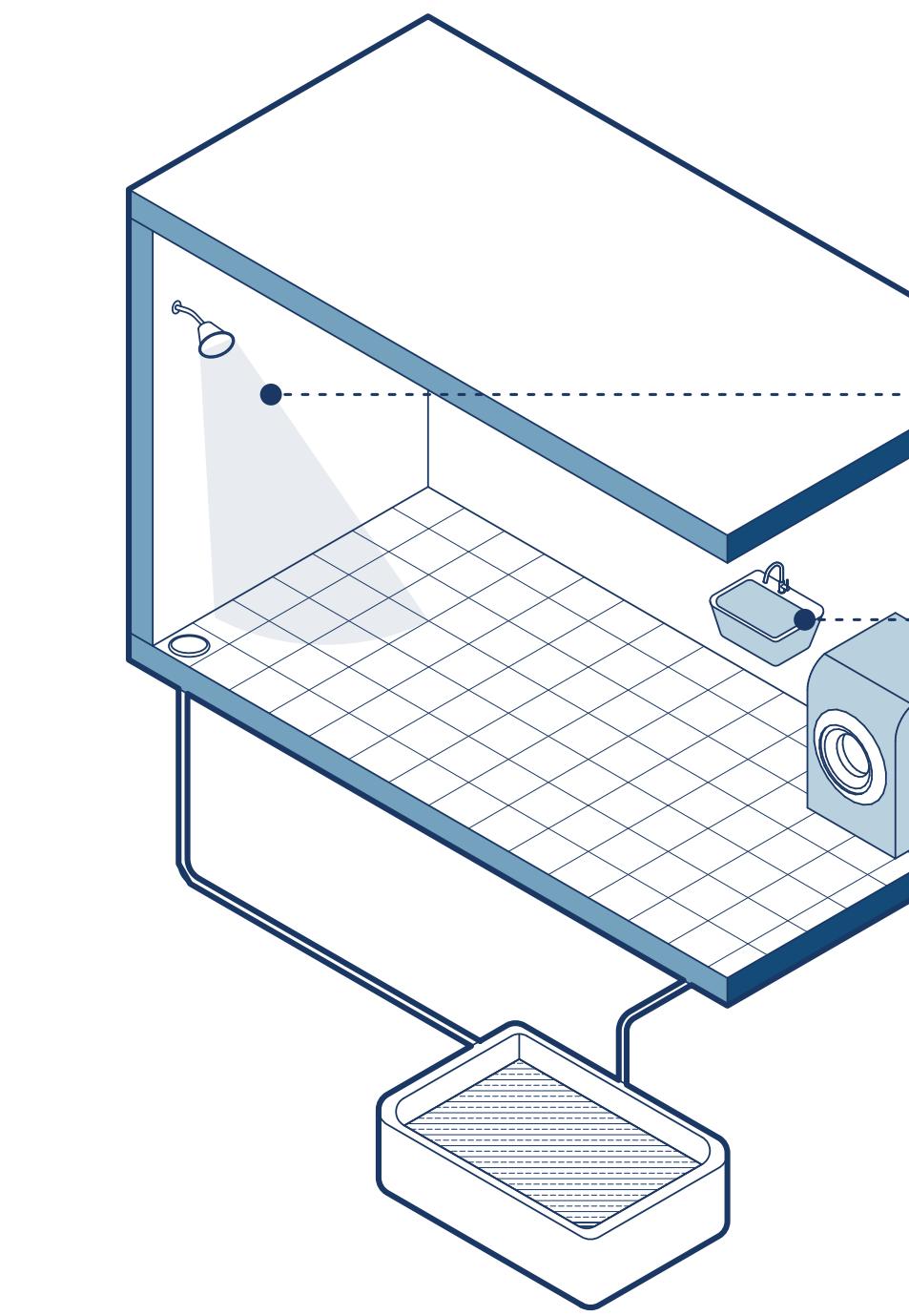
SOLAR ENERGY



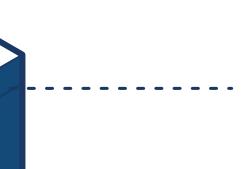
SOLAR WATER HEATING
SYSTEMS



SOLAR PV PANELS FOR
RENEWABLE ENERGY
GENERATION



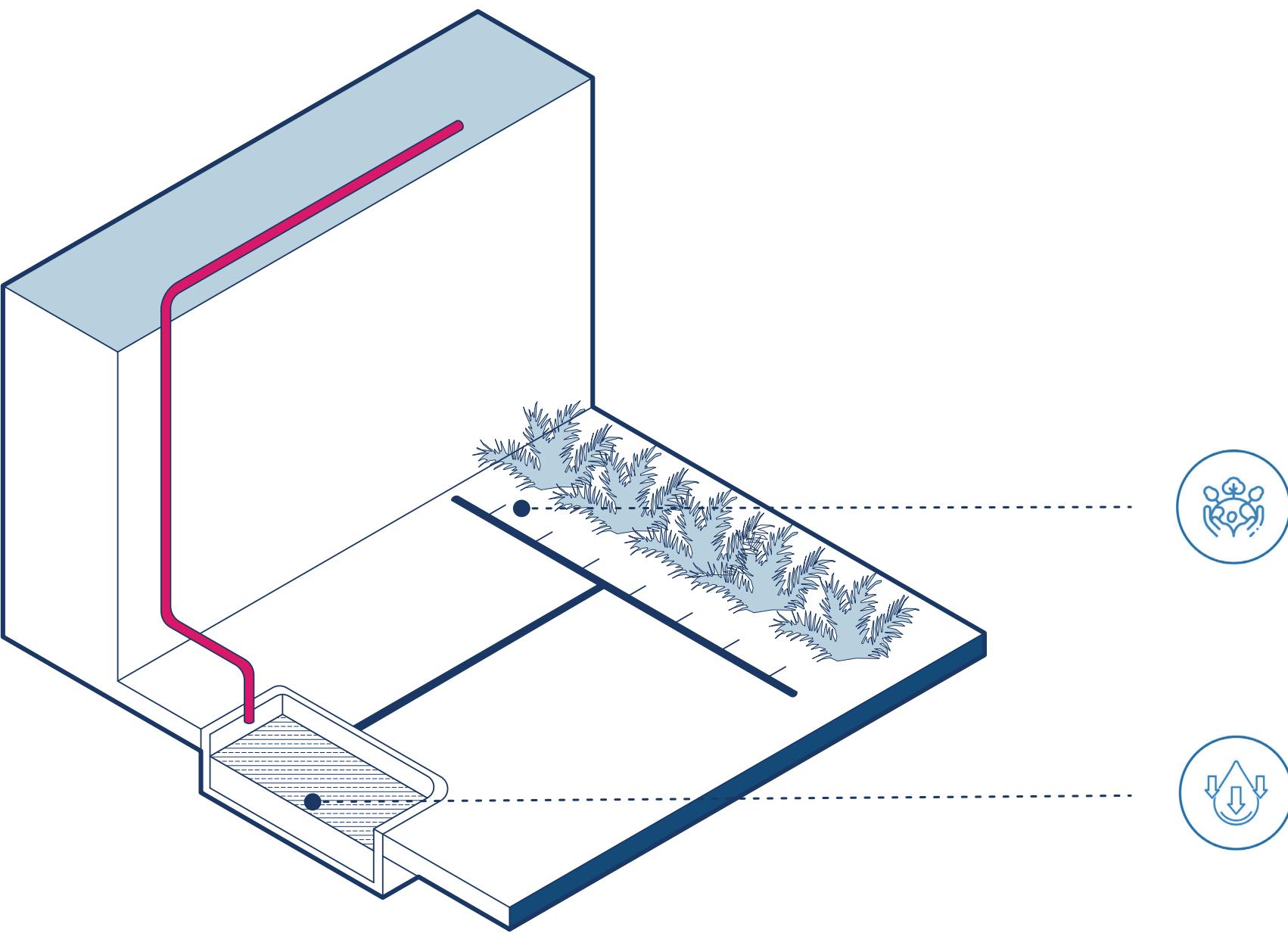
WATER EFFICIENCY



LOWER WATER
CONSUMPTION



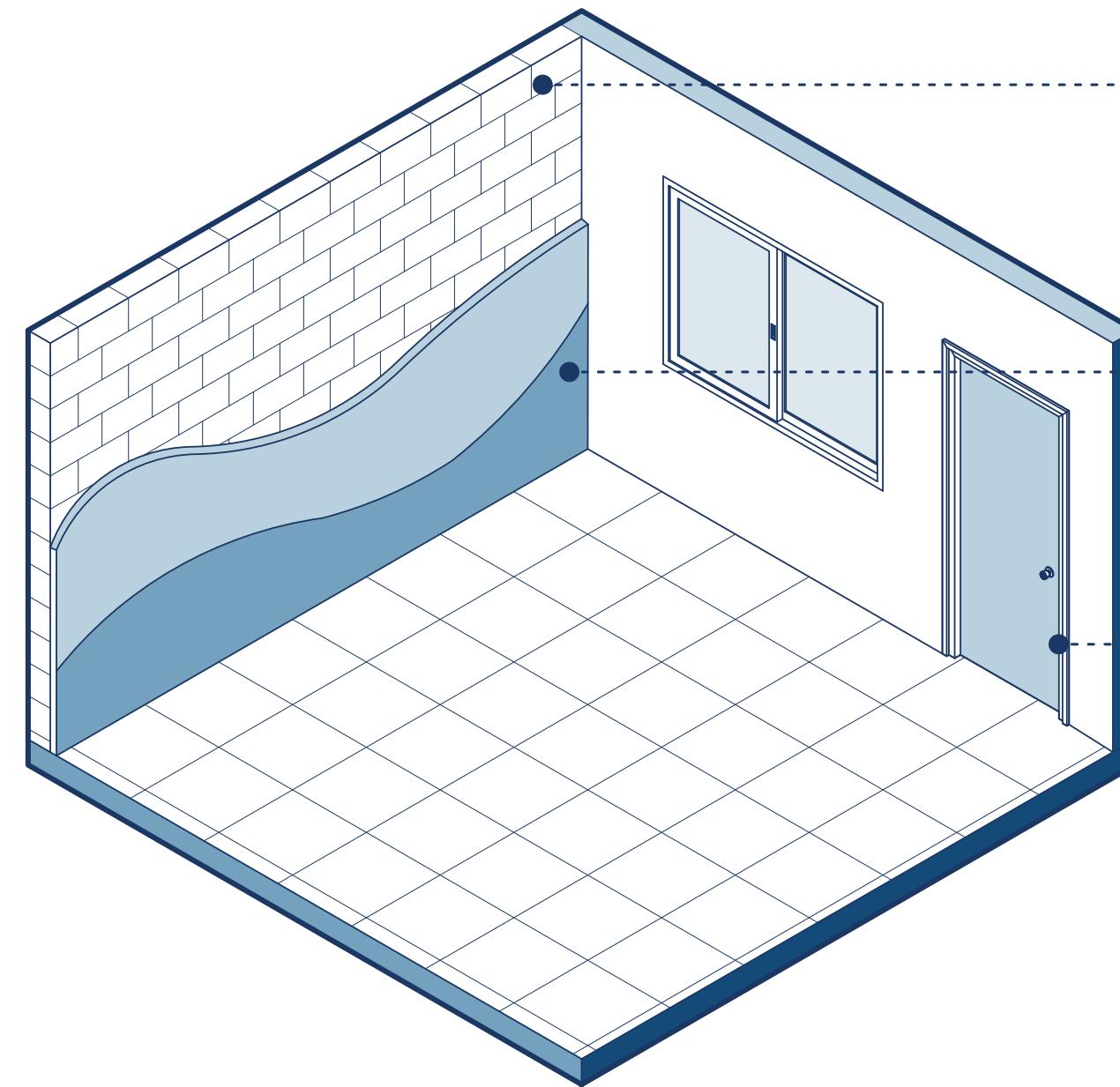
WATER-EFFICIENT
PLUMBING FIXTURES



RAINFALL HARVESTING

REDUCED WATER REQUIREMENT
OWING TO A LANDSCAPE DESIGN
THAT EXCLUDES NON-NATIVE /
EXOTIC PLANT SPECIES

RAINFALL HARVESTING SYSTEM
FOR WATER CONSERVATION &
REPLENISHMENT

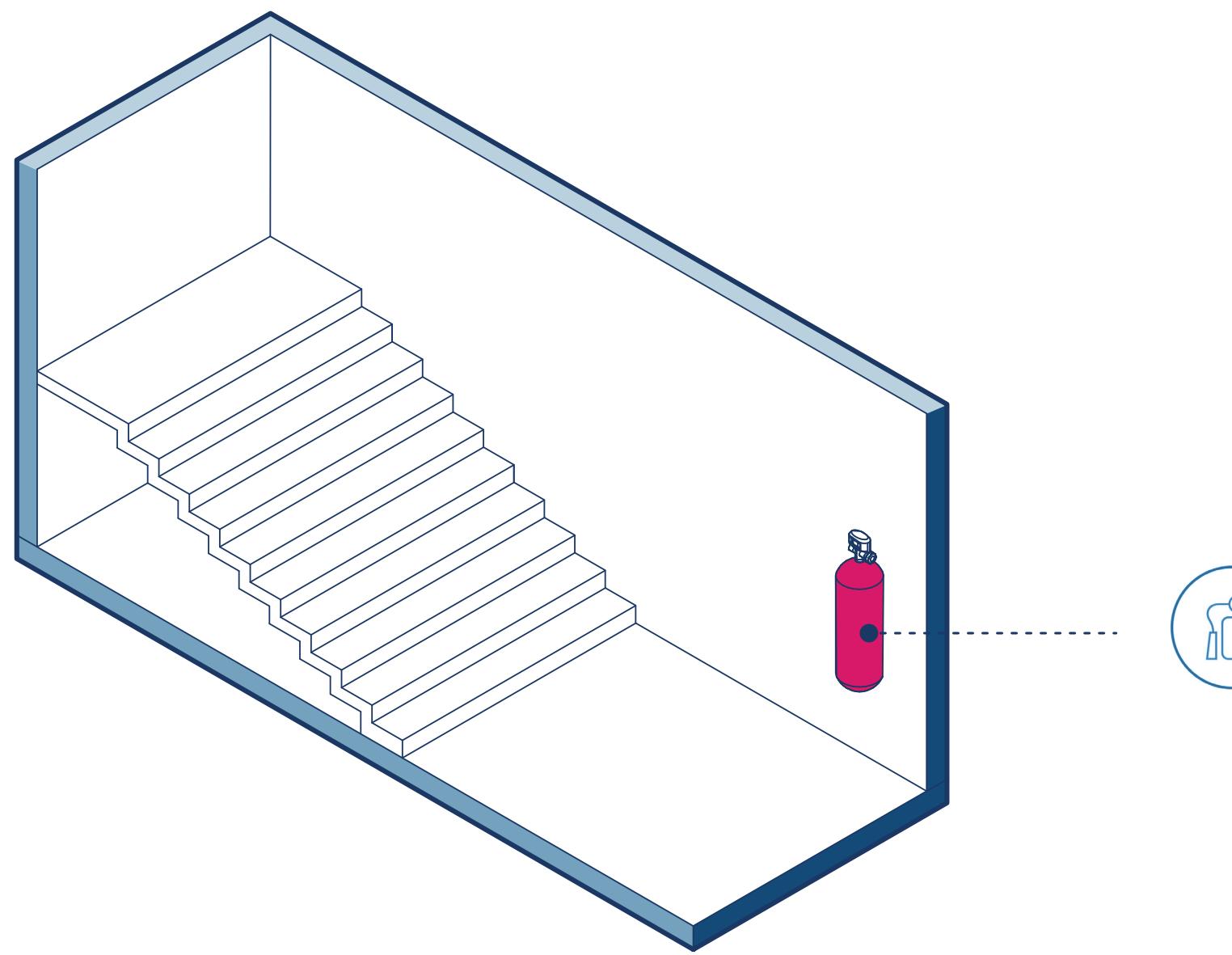


QUALITY MATERIAL

USE OF MATERIALS WITH A HIGH
QUANTITY OF RECYCLED CONTENT LIKE
PPC (PORTLAND POZZOLANIC),
TILES, STEEL & AAC BLOCKS

HEALTHY ENVIRONMENT CREATED BY
USING LOW VOC PAINTS, ADHESIVES &
SEALANTS

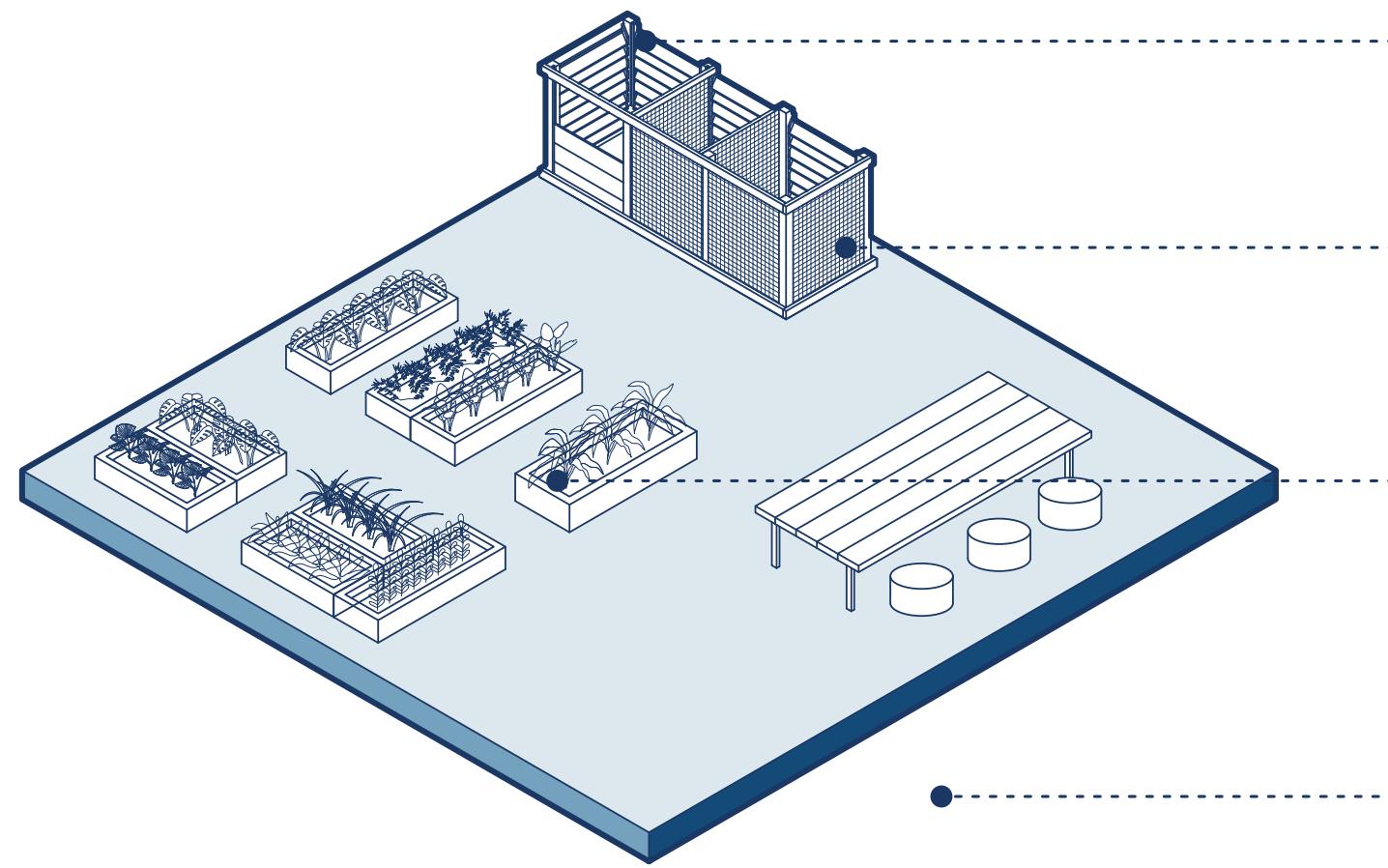
PROJECT BUILT USING
CERTIFIED SUSTAINABILITY PROCURED
WOOD-BASED PRODUCTS



FIRE SAFETY



HALON - FREE FIRE
SUPPRESSION SYSTEMS



NATURAL RESOURCES



EFFECTIVE USE OF PRODUCED
COMPOST FOR LANDSCAPING
PURPOSES



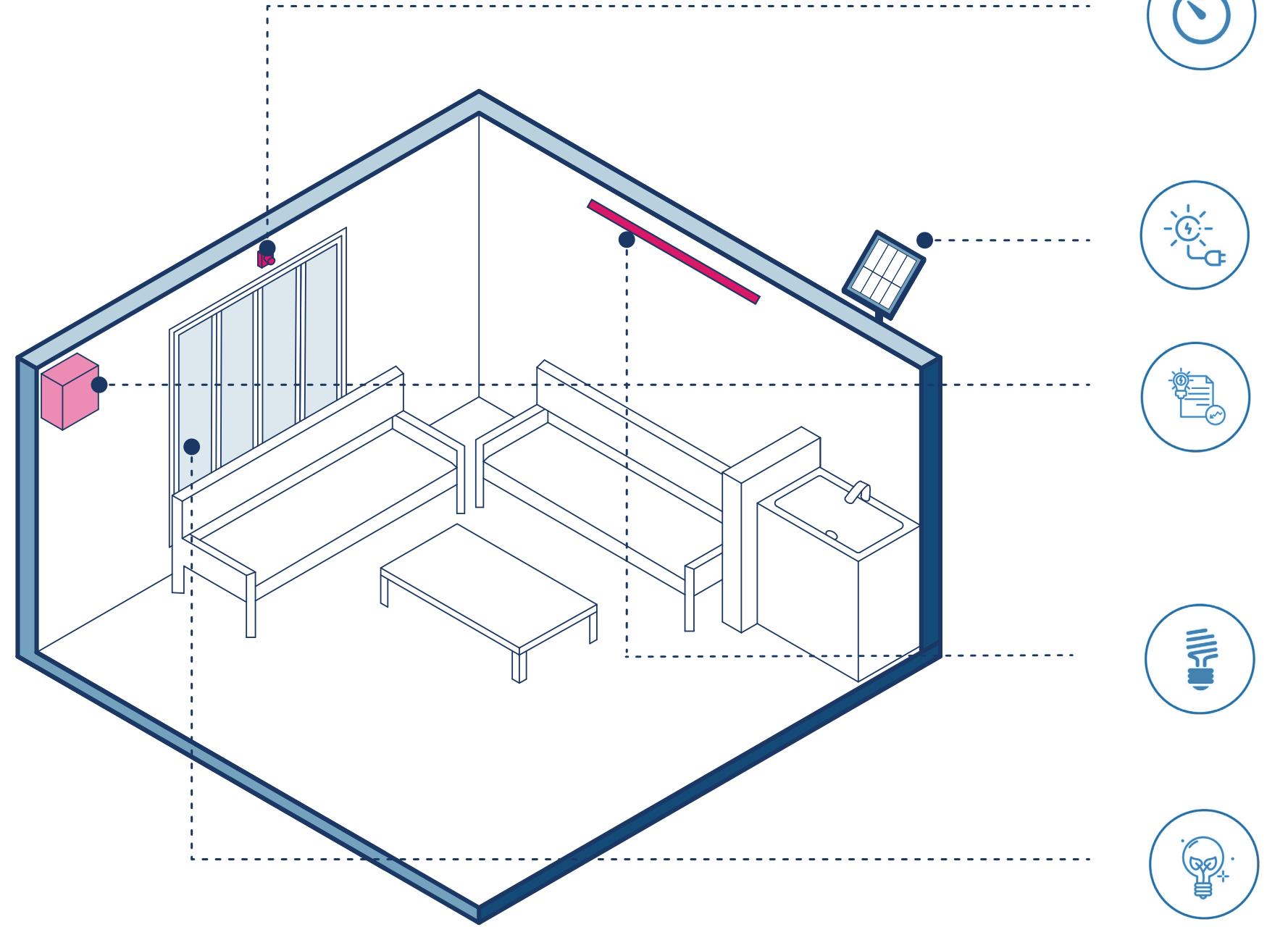
REDUCED ENVIRONMENTAL HARM
OWING TO REDUCED DEPENDENCY
ON VIRGIN MATERIALS



REDUCED CONSUMPTION OF NATURAL
RESOURCES



NATURAL FOREST COVER
PROTECTION THROUGH THE USAGE OF
RAPIDLY RENEWABLE WOOD /
WOOD-BASED PRODUCTS



ELECTRICAL EFFICIENCY



TIMER - BASED CONTROLS FOR ALL
NON-EMERGENCY EXTERIOR AND
COMMON AREA LIGHTING



REDUCED DEPENDENCY ON
CONVENTIONAL AND
NON -RENEWABLE ELECTRICITY
SOURCES



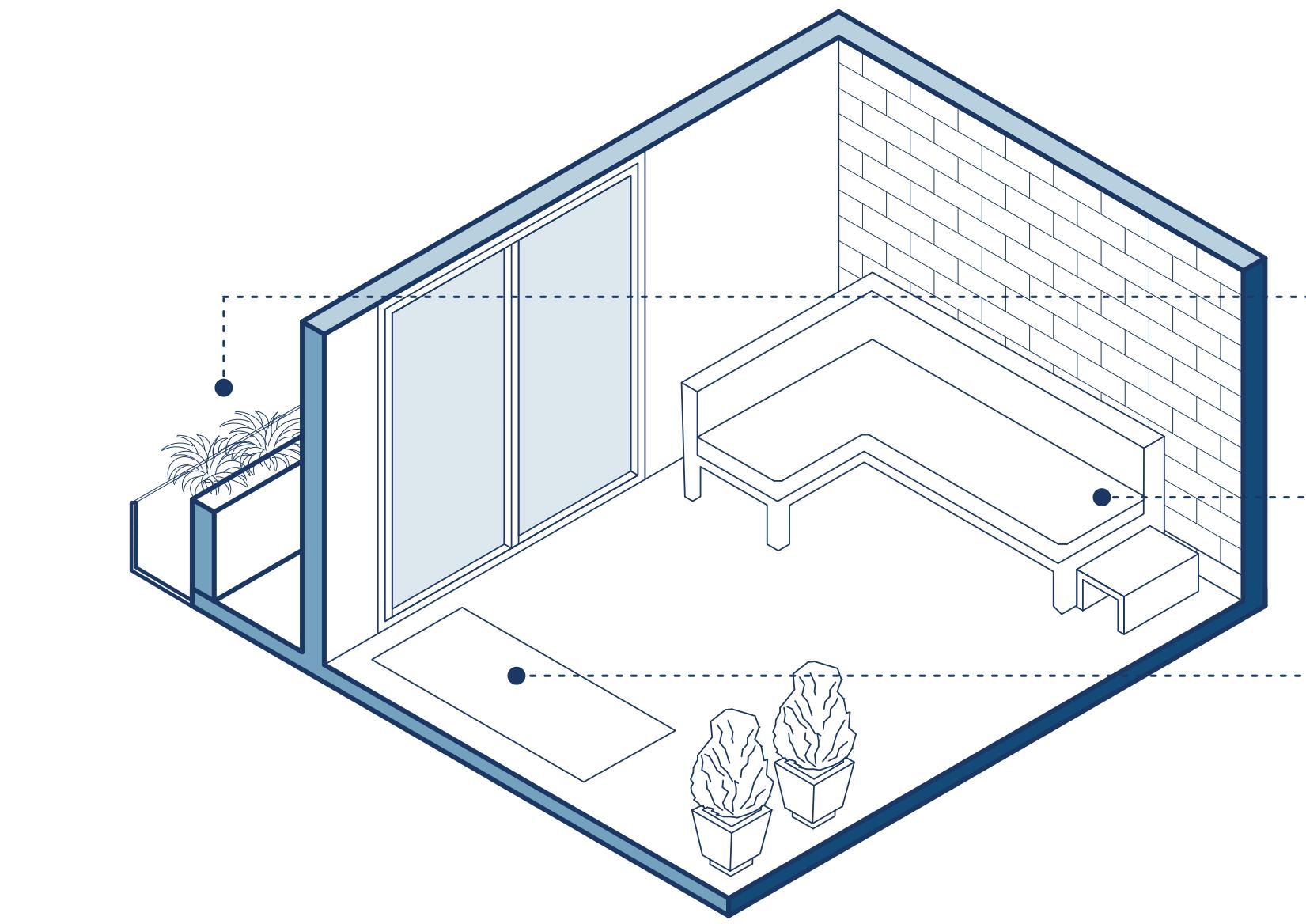
REDUCED ENERGY BILLS



ENERGY EFFICIENT LIGHTING SYSTEM



REDUCED LIGHT POLLUTION



QUALITY ENVIRONMENT



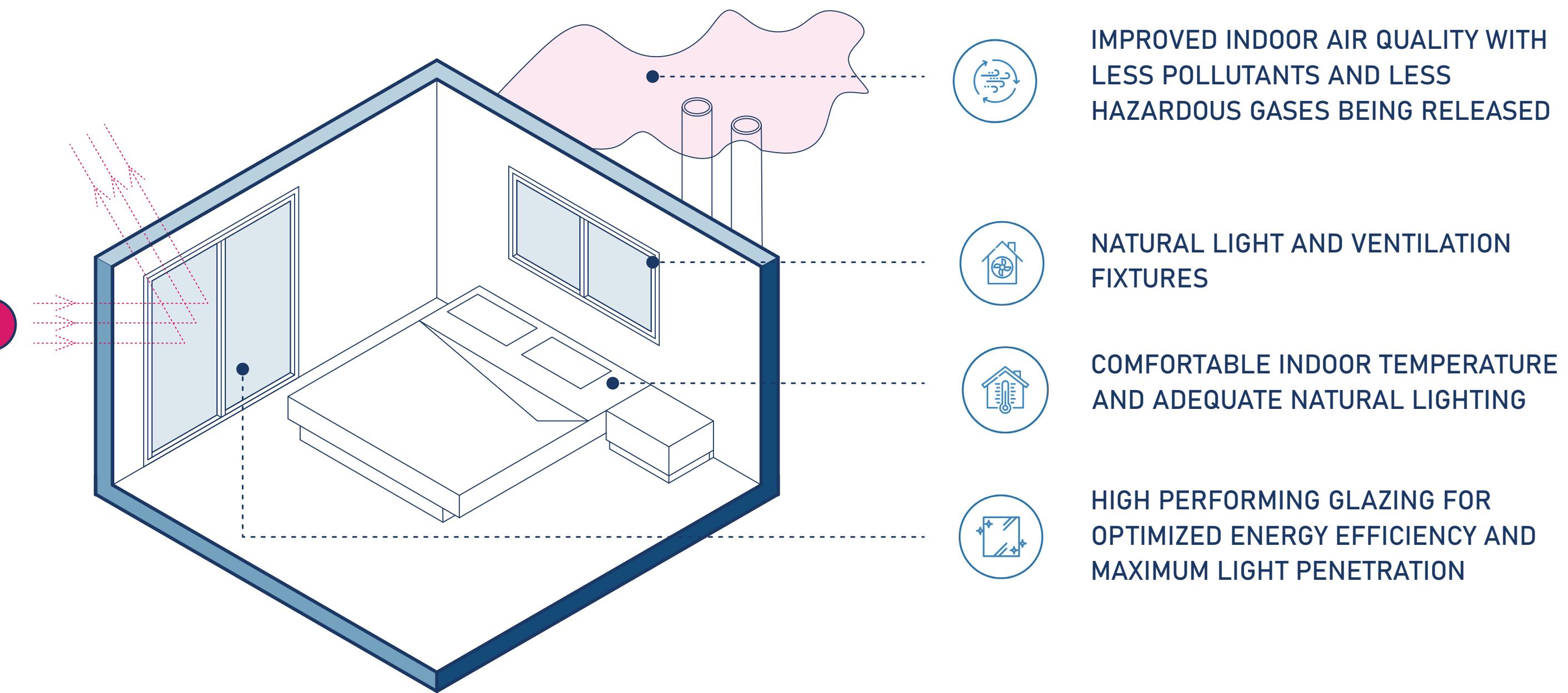
ENERGY EFFICIENT BUILDING
ENVELOPE DESIGN FOR MAXIMAL
THERMAL COMFORT



HIGHER QUALITY INDOOR
ENVIRONMENT



INCREASED PRODUCTIVITY LEVELS



INDOOR COMFORT

IMPROVED INDOOR AIR QUALITY WITH LESS POLLUTANTS AND LESS HAZARDOUS GASES BEING RELEASED

NATURAL LIGHT AND VENTILATION FIXTURES

COMFORTABLE INDOOR TEMPERATURE AND ADEQUATE NATURAL LIGHTING

HIGH PERFORMANCE GLAZING FOR OPTIMIZED ENERGY EFFICIENCY AND MAXIMUM LIGHT PENETRATION



INTEGRATION OF NATURE



Green terraces and landscaped gardens.



Large windows and balconies for natural light and ventilation.



Rainwater harvesting and water efficient landscaping.



FOSTERING SOCIAL CONNECTIONS



Smart layouts to maximize usable space.



High-rise design to optimize the number of units without compromising open spaces.



Thoughtful zoning for privacy and functionality.



ENHANCED AMENITIES



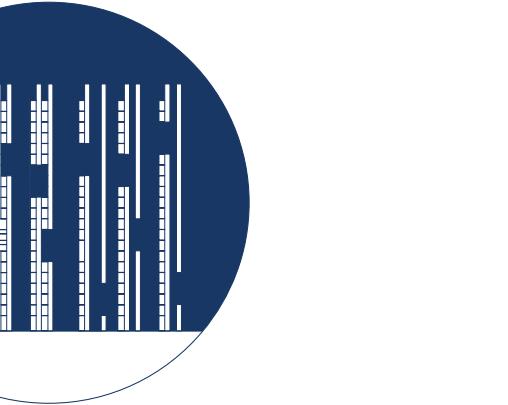
Ground Level



Podium Level



Terrace Level



ICONIC FACADE



Emphasis on both form and function for a striking yet practical exterior.

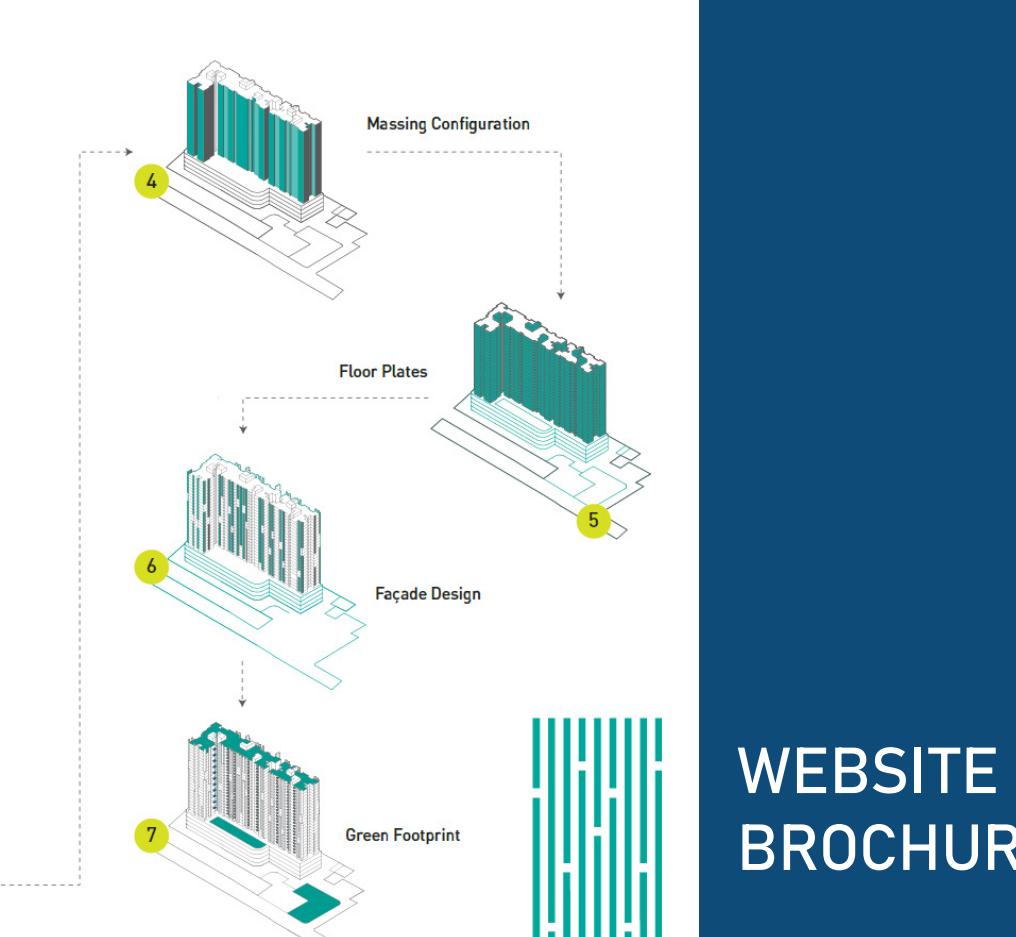
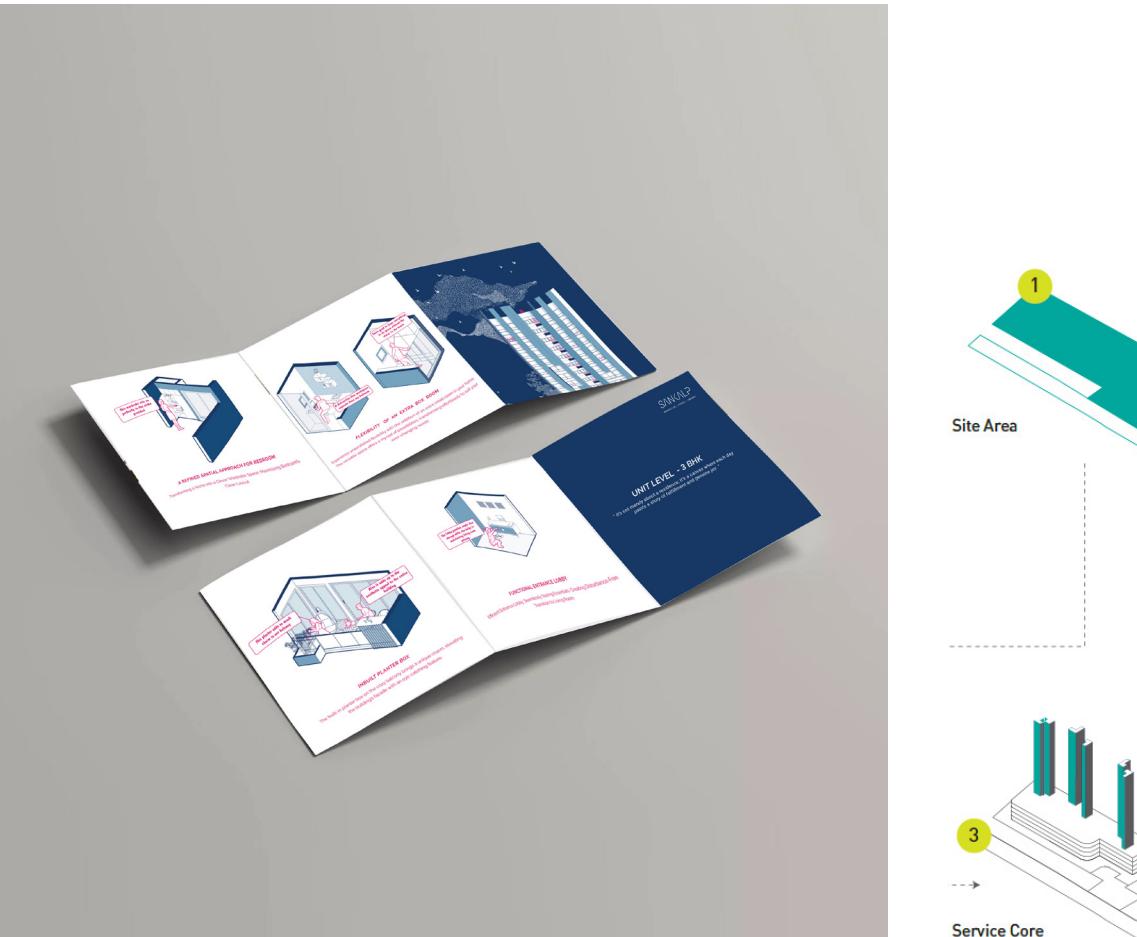


Vertical greenery and sustainable facade materials.



Bold architectural presence

PAMPHLETS AND FLYERS



WEBSITE AND DIGITAL BROCHURE

Link for website - <https://amberwoodrahatani.com/index.php>

AMBERWOOD

HOME ABOUT US KEY HIGHLIGHTS AMENITIES PRICING & FLOOR PLAN GALLERY CONNECTIVITY

Amberwood

Luxurious Green Future Inspired by Nature

2, 3 & 4 BHK Homes Starts from ₹ 10.90 Cr (All Incl.)

8328 94450 | Rhatani

Glimpses from the Digital Brochure

Cover Story
THE FOREST OF LUXURIES

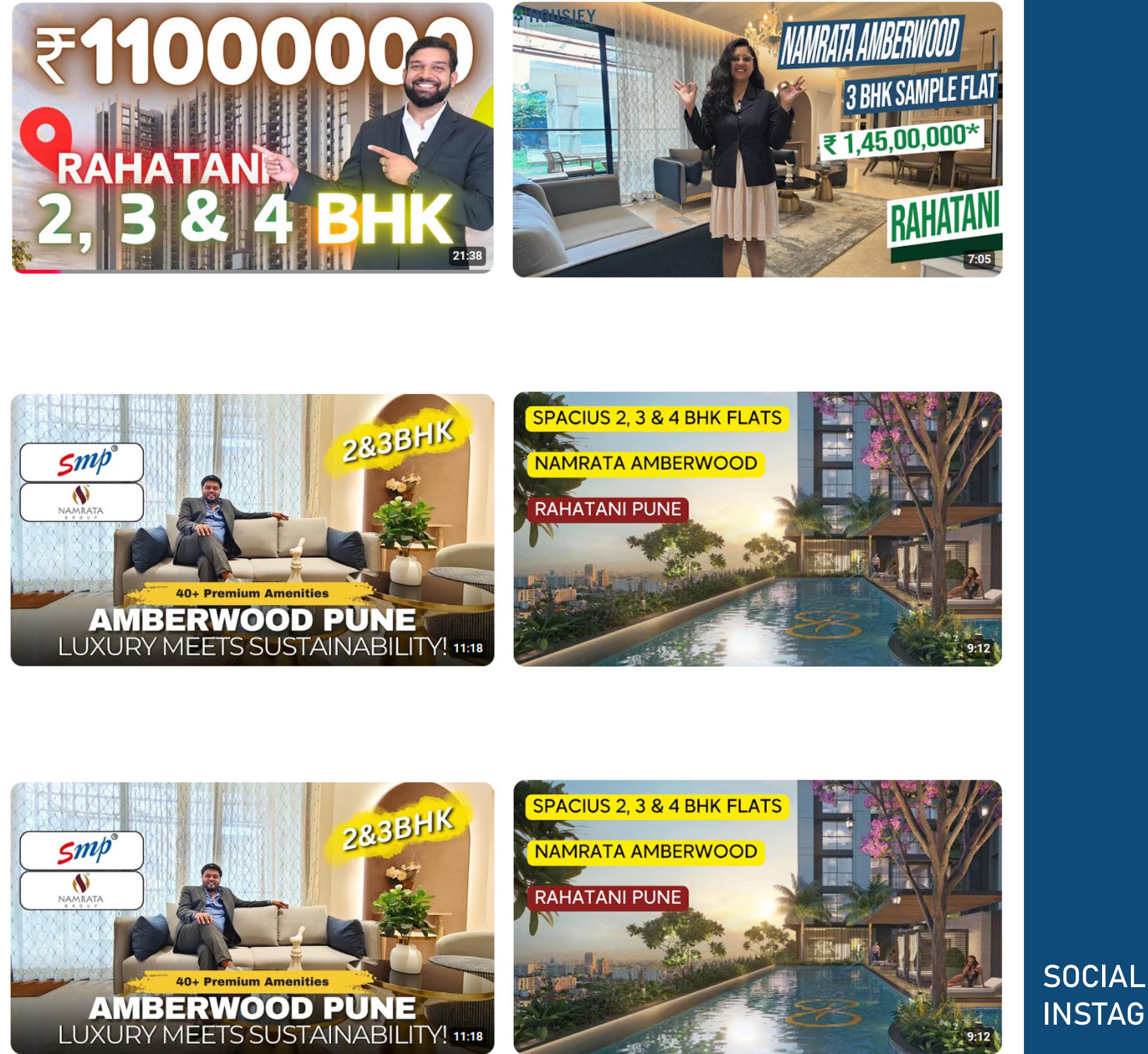
“These one-of-a-kind IGBC Pre-Certified Platinum Abodes are the very embodiment of a greener future for all.”

An architectural marvel so outstanding that you'll discover new natural elements at every turn. Nestled in the heart of Amberwood lies at the very confluence of intangible luxury and breathtaking greenery, complemented by smart planning, state-of-the-art infrastructure, and a host of world-class, limitless amenities and unparalleled extravagance.

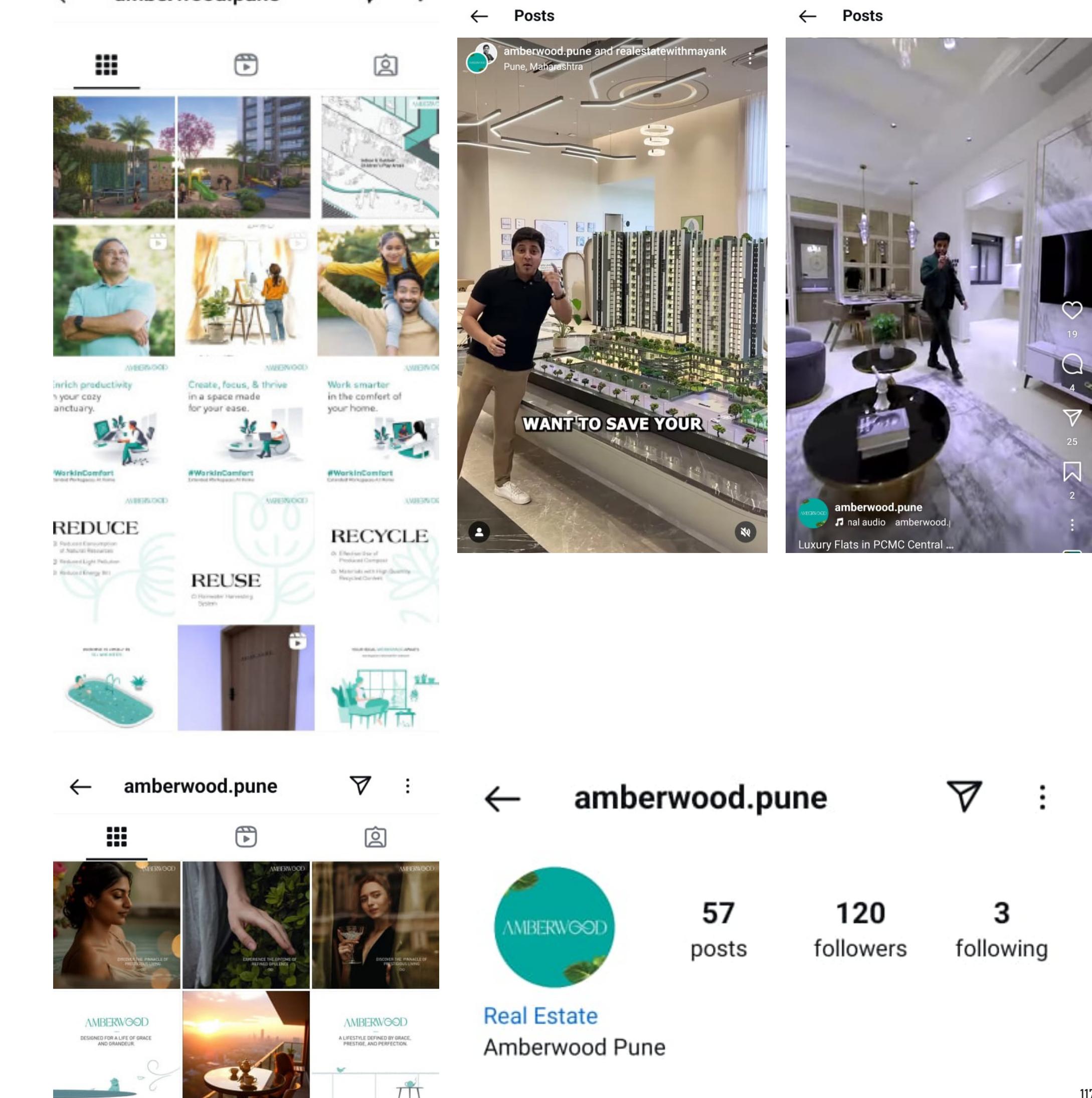
“Amberwood is an experiential retreat that enriches every single aspect of one's very soul.”

At the heart of the project lies a lush green landscape, designed to provide a sense of tranquility and well-being. The project features a variety of amenities, including a swimming pool, a gym, a children's play area, and a landscaped garden. The building's design is modern and sleek, with large windows that let in plenty of natural light and provide stunning views of the surrounding area. The project is located in a prime location, with easy access to major roads and public transportation. The Amberwood project is a truly unique and exceptional development, offering a blend of luxury, comfort, and convenience.

INFLUENCER MARKETING



SOCIAL MEDIA AND INSTAGRAM



F. SITE PHOTOS



TEAM OF CONSULTANTS

As two leading real estate brands with decades of experience in creating phenomenal structures and delivering on their promises well ahead of time, both **SMP Realty** as well as **Namrata Group** have played a key role in the city's revolutionary transformation. Keeping pace with people's ever-changing needs and building futuristic projects that maintain unparalleled harmony between humanity and ecology, they have not only made thousands of loyal customers joyful beyond all imagining, but also given them a green future that even their next generations can enjoy, reliably, purposefully, and utterly peacefully.

ABOUT THE DEVELOPERS



With a 15+ year legacy of crafting grandiose structures, SMP Realty is one of Pune's most trusted names within the realm of real estate. Having delighted well over 8,000 families through their 30+ marvelous projects all across the city, their real estate creations currently span a total of 8 million sq. ft., with 1 million sq. ft. of spaces currently under development.



With well over 4 decades of successful presence within Pune's ever-expanding real estate landscape, 8,000+ joyfully loyal customers and over 150 residential and commercial spaces to boast; Namrata Group is a realty behemoth renowned for making luxurious lifestyles accessible everywhere. Through their innovative designs and futuristic approaches to real estate development, they have created sustainable ecosystems that have redefined lifestyles everywhere.

CONSULTANTS

PRINCIPAL ARCHITECT
Shitesh Agrawal
Sankalp Designers



RCC CONSULTANT
Hemant Nimbalkar
GABCPL



LANDSCAPE CONSULTANT
Nimesh Porwal
Studio MAAP



IGBC CONSULTANT
Anshul P. Gujarathi
Eco Solutions



PROJECT ARCHITECT
Sourabh Laghate
Sankalp Designers



EC CONSULTANT
S. Sahastrabuddhe
Vertex Enviro



ELECTRICAL CONSULTANT
Narendra Chavan
Siddhivinayak MEP Consultants



PLUMBING CONSULTANT
Nilesh Gandhi
ACE Consultants



PROJECT MANAGER
Tanmay Shah
SMP Namrata



PROJECT MANAGER
Kunal Gaikwad
SMP Namrata



BRANDING AND 3D VISUALIZATION
Vikas Poddar
Square One

