

# QALA

A Work of Art

Dumduma, Bhubaneswar, Odisha - 751019

Near Welcomhotel ITC, National Highway 16

Developed by: Ashiana Realty LLP & Harshpriya Constructions Pvt. Ltd.

RERA Registration No.: RP/19/2026/01479 | RERA.ODISHA.GOV.IN

## DETAILED PROJECT INFORMATION REPORT

### 1. ABOUT THE DEVELOPERS

#### **Ashiana Realty LLP (Ashiana Homes)**

- Over 38 years of experience in housing development sector.
- Already delivered 4,600 homes and over 46 lakh sq. ft. of residential and commercial construction space.
- Projects delivered across Greater Noida, Indirapuram, Ghaziabad, Gurgaon, Jaipur and Bhubaneswar.
- Corporate Office: 501 Forum Mart, 5th Floor, Unit-3, Kharvel Nagar, Bhubaneswar - 751001.
- Registered Office: 3H, Plaza M6, Third Floor, Jasola, District Centre, New Delhi - 110025.
- LLPIN: AAN-2705 | CIN: U45201WB2004PTC097643
- Phone: 9692 100 100 | Email: [contact@ashianarealty.co.in](mailto:contact@ashianarealty.co.in)

#### **Harshpriya Constructions Pvt. Ltd. (Harshpriya Group)**

- Over 32 years of legacy; widely regarded as one of the best builders in Bhubaneswar.
- Trusted by more than 10,000 happy customers across Odisha.
- Well known for delivering quality homes and commercial spaces across the city.
- Corporate Office: 542, Sahid Nagar, Mahadev Tower, Unit No. 001, Bhubaneswar - 751007.
- Phone: 9124 556 010 | Email: [info@harshpriya.com](mailto:info@harshpriya.com) | [www.harshpriyaconstructions.com](http://www.harshpriyaconstructions.com)
- Past projects include: HP Square Solitaire (Khandagiri), Delta Square (Bhubaneswar), RN Signature (Forest Park), Neeladri Ark (Jatani, Khordha), Ashiana Elegance (Nandan Vihar).

Two stalwarts joining hands for the first time to create an iconic project in one of the most prime locations of Bhubaneswar. Together they bring a shared vision of elevating everyday living through spaces that are not just built, but carefully envisioned to enhance life at every level.

### 2. LOCATION OVERVIEW

## Site Address

Plot No. 1113/7105, Khata No. 432/6033, Mouza - Dumduma, Tehsil - Bhubaneswar, District - Khurda, Odisha - 751019. Near Welcomhotel ITC on National Highway 16.

## Connectivity and Proximity

- NH-16 / Welcomhotel ITC - Approx. 500 m / 3 Mins drive
- Manipal (AMRI) Hospital - 5 to 7 Mins drive
- AIIMS Bhubaneswar - 5 Mins drive
- Biju Patnaik International Airport - 15 to 18 Mins drive
- Bhubaneswar Railway Station - 20 to 25 Mins drive
- DN Regalia Mall - 5 Mins drive
- Vivekananda Hospital (ITER) - 10 Mins drive
- SUM Ultimate Medicare Hospital - 15 Mins drive
- ITER, Siksha 'O' Anusandhan University - 5 Mins drive
- NM Institute of Engineering & Technology (NMIET) - 7 Mins drive
- Rajdhani College - 10 Mins drive
- C. V. Raman Global University - 12 Mins drive
- Khandagiri Square - Nearby landmark
- Udayagiri & Khandagiri Caves - Nearby heritage site

## 3. PROJECT OVERVIEW

- Project Name: QALA - A Work of Art
- Location: Near Welcomhotel ITC, Dumduma, Bhubaneswar - 751019
- Land Area: 2.38 Acres (approximately 2.5 Acres)
- Number of Towers: 3 Towers (Tower 01, Tower 02 and Tower 03)
- Total Apartments: 296 Nos.
- Configuration: 3 BHK - All well-ventilated homes
- Floor Structure: 3 Levels Basement + Stilt + 20 Floors (Tower A) / 18 Floors (Tower B)
- Parking: 100% Basement Parking
- Lobby: Air-Conditioned Lobbies with Premium Finish
- Community Management: App-Based Community Management System
- Open Space: 60% open and green space within the complex
- RERA Registration No.: RP/19/2026/01479 (dated 24 April 2026)
- BMC Approval: BP/BMC/023846 dated 05 December 2025
- Website: [www.qalabhubaneswar.com](http://www.qalabhubaneswar.com) | Email: [info@qala.com](mailto:info@qala.com)

## 4. DESIGN INSPIRATION AND CONCEPT

QALA is envisioned as a work of art, inspired by the rich cultural backdrop of Odisha. Every design element reflects a deep cultural ethos drawn from the following inspirations:

### Traditional Temple Courtyard

The traditional temple courtyards of Odisha taught the architects how to maximize community spaces and meeting grounds for social and cultural engagements. Moved by the thoughtful social pockets and interaction zones, the celebration spaces at Qala are curated as a homage to classical

temple courtyards.

### **Rath Yatra Chariots**

The connected chariots of Rath Yatra, linked with the sacred thread, inspired the creation of a symbol of unity. The indoor and outdoor social spaces at Qala are designed to be interconnected seamlessly, linked together by flowing pathways.

### **Tribhanga Posture of Odissi and Filigree Craft**

The gracefulness and fluidity of classical Odissi mudras, along with the detailed craftsmanship of filigree from ethnic Odia handicrafts, are reflected on the front facade of the building, showcasing rhythmic patterns along with filigree design.

### **Heritage Temple Shikharas**

The uniquely shaped geometrical shikharas of heritage Hindu temples serve as the basis for the bespoke tapered design concept of the front facade, adding rhythm and repetition to create a graceful narrative while also providing shade.

Repetition across the facade is not just a design choice. It brings a natural rhythm, a sense of harmony, and quiet elegance. Each element adds to a larger story, making the architecture feel thoughtful, balanced, and timeless.

## **5. UNIT DETAILS AND FLAT SIZES**

### **Tower 1 - Flat Sizes**

Unit Type A: 2 units per floor | Carpet Area: 1,173 sq. ft. | Sale Area: 1,955 sq. ft.

Unit Type B: 1 unit per floor | Carpet Area: 1,071 sq. ft. | Sale Area: 1,785 sq. ft.

Unit Type C: 1 unit per floor | Carpet Area: 1,085 sq. ft. | Sale Area: 1,810 sq. ft.

Unit Type D: 2 units per floor | Carpet Area: 1,122 sq. ft. | Sale Area: 1,870 sq. ft.

### **Tower 2 - Flat Sizes**

Unit Type E: 2 units per floor | Carpet Area: 1,361 sq. ft. | Sale Area: 2,270 sq. ft.

Unit Type F: 2 units per floor | Carpet Area: 1,309 sq. ft. | Sale Area: 2,200 sq. ft.

### **Original Sales Pitch Flat Size Reference**

Tower 1 flat sizes: 1,750 sq. ft. / 1,775 sq. ft. / 1,850 sq. ft. / 1,950 sq. ft.

Tower 2 flat sizes: 2,000 sq. ft. / 2,200 sq. ft.

Note: All apartments are 3 BHK configurations. Sale Area includes carpet area, balcony area, and pro-rata share of external wall area.

## **6. CLUBHOUSE AND AMENITIES - CLUB QALA**

The Grand Clubhouse is spread across 3 levels, offering world-class recreational, wellness, and social facilities. Because celebrating the essence of life has never required any reason, only a positive rhythm.

### **Wellness and Fitness**

- State-of-the-art Gymnasium

- Spa for Men and Women separately
- Yoga and Meditation Room
- Open-to-Air Swimming Pool at Elevated Level (for privacy)

### **Entertainment and Recreation**

- Lavish Home Theatre Room
- Multipurpose Hall / Banquet Room with Double Height ceiling for celebrations
- Luxurious Residents Lounge
- Cafe / Outdoor Cafe Lounge
- Library and Covered Reading Garden
- Video Game Room

### **Games and Activities**

- Table Tennis
- Air Hockey
- Billiards
- Activity Room for Art, Dance, and Music
- Kids Room - Secured and safe
- Basketball Court (Half Court)
- Badminton Court / Multipurpose Court (also suitable for Pickle-ball)
- Cricket Net Practice
- Outdoor Gym
- Board Games and Hopscotch Area
- Double-height Climbing Wall
- Outdoor Yoga and Meditation Lawn and Pavilion

## **7. LANDSCAPE AND OUTDOOR FEATURES**

The master plan features 60% open and green space within the complex. The landscape is curated to deliver a masterpiece of natural living, with dedicated zones for every mood and activity.

### **Entrance and Movement**

- Grand Entrance Gate Complex with floating signage and green wall
- Arrival Court with Grand Sculpture
- Grand Entrance Water Feature
- Grand Drop-off Area
- Golf Cart Covered Parking (2 Nos.)
- Meandering Golf Cart Passage through Greens
- Covered Walkway Connecting all Towers
- Traffic-free movement throughout the complex
- Entry to Club from covered walkway

### **Gardens and Nature Zones**

- Central Lawn
- Floral Garden
- Sculpture Garden

- Waterbody with Curated Sculptures
- Reflexology Path and Garden
- Zen Garden
- Moon Garden
- Pet Garden
- Covered Reading Garden and Garden Pavilion
- Boundary Plantation
- Sitting Pod with Green Wall Backdrop

### **Active and Social Spaces**

- Wide Curvilinear Jogging Track
- Open-Air Theatre
- Children's Play Area
- Outdoor Deck Cafe and Lounge with Seating
- Casual Pebble Seating in Gravel Bed
- Social Harmony Zones and Gazebo Interaction Zones
- Tower Entrance Courts
- Meandering Pathway throughout the complex

## **8. HOME DESIGN FEATURES**

- Natural Light and Ventilation - Planned to be the perfect breathing space with no obstacle between residents and nature's bliss.
- All Flats Overlook Lush Greenery - Landscaping on ground level creates a green canopy.
- No Flat Overlooks Another Flat - Well-deserved intimate apartments made for secluded private living.
- French Windows invite openness - where serenity steps in and sunlight finds its favourite corner.
- Air-Conditioned Tower Entrance Lobbies with luxurious premium interiors.
- App-Based Community Management System for seamless resident services.
- Decorative moulding on ceiling of Drawing and Dining rooms.
- UPVC Doors and Windows from nationally reputed brands.
- Limited DG Power Backup in each apartment.
- High-speed elevators with SS Doors and SS Panelled Lift Cars.

## **9. CONSTRUCTION SPECIFICATIONS**

### **Structure**

RCC framed structure certified by NIT/IIT or equivalent. All walls are made of concrete. Aluminium framework for superior quality and finish. Earthquake resistant design.

### **Flooring**

Drawing, Dining, Bedroom, and Kitchen: Large format vitrified tiles. Toilets and Balconies: Vitrified tiles or Ceramic tiles. Corridor, Lift-lobbies, and Staircase: Granite and Tiles mixed flooring.

### **Walls and Ceiling**

Putty with acrylic emulsion paint. Decorative moulding on ceiling of Drawing and Dining rooms.

### **Internal Doors**

Main Door: Pre-laminated flush door shutter with architrave. Bedroom and Toilet Doors: Moulded skin or Pre-laminated flush door shutter. Stainless steel hardware in appropriate finish.

### **External Doors and Windows**

UPVC Doors and Windows from nationally reputed brands.

### **Kitchen**

Granite or Engineered stone counter and tile dado 2 ft. height above counter with stainless steel sink. Kitchen cabinet made of High Density Board with High Gloss laminate shutter.

### **Toilets**

Countertop wash basin with granite counter. Wall tiles from floor to ceiling. Wall-hung WC, concealed cisterns, premium fittings and glass shower partitions.

### **Electrical**

Concealed copper wiring of high quality. Premium modular switch plates, switches and switchgear. Provision for wall-mounted split A/C and outdoor units in designated spaces. Limited DG power backup in each apartment.

### **Tower Entrance Lobby**

Air-conditioned lobbies with designer interiors and furniture.

### **External Facade**

External walls finished in Texture paint and Plain paint combination. Limited areas may have cladding of stone, glass, aluminum or other decorative material.

### **Services**

High-speed elevators with SS Door and SS panelled lift cars. Sewage Treatment Plant, Water Filtration Unit, Fire Prevention System, Rain Water Harvesting System and Electrical Substation - as per statutory requirements.

### **Construction Technology and Contractor**

Aluminium Shuttering Technology (best-in-class). Earthquake resistant construction. Construction work awarded to SPD Construction Company, known as one of the finest construction companies not only in Odisha but across India.

### **Basement**

3 levels of basement parking providing 100% parking for all residents. Ramp access provided.

## **10. PROJECT TEAM AND CONSULTANTS**

### **Principal Architect - Space Designers International**

Led by Ar. Vishal Mittal. Specialists in residential and commercial complexes ranging from traditional to contemporary design. Known for high-level expertise, ingenuity, and quality of workmanship resulting in multiple award-winning projects.

### **Structural Consultant - NNC Design International**

Established in 2008. Specialises in structural analysis, design and assessment across residential, commercial, industrial and infrastructure projects. Uses advanced engineering tools with focus on

safe, economical and durable structural solutions.

### **Interior Design Consultant - Kalakshetra Designs**

Led by Shalini Gupta and Shipra Kakrania. Eclecticism intertwined with traditional values. Expertise in commercial and residential interiors. Next generation hybrid designers committed to delivering best-in-class design value.

### **Landscape Consultant - Prolific Designs**

Landscape design studio creating timeless, vibrant designs blended with nature connectivity, innovation and idealism. Multi-scale and multi-disciplinary approach providing creative solutions for built environments.

### **MEP Consultant - CESPL**

Multi-disciplinary organisation providing Mechanical, Electrical and Plumbing engineering and infrastructure design solutions since 1988. Over 2,000 projects across 100+ clients. Engineering solutions built around resource optimization and sustainability.

### **Lighting Consultant - URI Design Studio**

Award-winning design and consultancy practice using light to enhance the experience of the visual environment. Team drawn from architecture, urban design, interior design, art, lighting, set design and landscape design. Works with over 30 people.

### **Brand Consultant - BetheBee**

Led by Bibhor Singhania and Banibrata Goswami. One of India's most promising advertising agencies serving 125+ clients and 350+ real estate projects across West Bengal, Maharashtra, Chhattisgarh, Assam, Bihar, Odisha and beyond.

### **Construction Company - SPD Construction Company**

Known as one of the finest construction companies not only in Odisha but across India. Responsible for all construction works at the Qala project.

## **11. CONTACT AND SALES INFORMATION**

### **Ashiana Realty LLP**

Corporate Office: 501 Forum Mart, 5th Floor, Unit-3, Kharvel Nagar, Bhubaneswar - 751001

Registered Office: 3H, Plaza M6, Third Floor, Jasola, District Centre, New Delhi - 110025

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### **Harshpriya Constructions Pvt. Ltd.**

Corporate Office: 542, Sahid Nagar, Mahadev Tower, Unit No. 001, Bhubaneswar - 751007

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Website: [www.harshpriyaconstructions.com](http://www.harshpriyaconstructions.com)

### **Project Site**

Near Welcomhotel ITC, Plot No. 1113/7105, Dumduma, Bhubaneswar - 751019

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## **Disclaimer**

The Project named Qala located at Plot No: 1113/7105, Khata No: 432/6033, Mouza - Dumduma, Tehsil - Bhubaneswar, District - Khurda, Odisha - 751019 is being developed by Ashiana Realty LLP. The Building Plans were approved by Bhubaneswar Municipal Corporation via letter No. BP/BMC/023846 dated 05.12.2025. The total number of Apartments in the Project is 296 Nos. The ORERA registration number of the Project is RP/19/2026/01479 dated 24/04/2026. All approvals related to the Project can be checked at the Regional Office of the Developer situated at Bhubaneswar. The rights of Buyers in the common areas, facilities and amenities, will be limited to usage rights as per declaration deed to be filed in due course of time as per Apartment Act and as per Agreement for Sale. Changes may happen in the layout of amenities or common area services if instructed by Competent Authorities such as BDA, BMC, Ministry of Environment, Fire Department etc. The information and contents provided herein are subject to change within the provisions of Real Estate (Regulation and Development) Act 2016 and other applicable Acts, Rules and norms of the state government. Computer generated renderings and images are as per architectural design and intent; actual colour and texture of material may vary. Please refer to the specifications and amenities statement in the Agreement for Sale for details before investing.