

# DN YOO ODISHA

Inspired by Philippe Starck | Odisha's First Branded Residency

Brochure Content — Text Extract (No Images)

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## City of Progress

Images referenced in the brochure showcase Bhubaneswar's growth and infrastructure, including: Vivanta Hotel, Cancer Bagchi Hospital, Deloitte, International Airport (Global Singapore Connectivity), World Skill Centre, Metro, Cognizant, Baramunda Bus Stop, and Kalinga Stadium.

## Redefining New

The DN Group's diversified business verticals:

**DN Homes** — Luxury real estate development which meets global standards, innovative design and excellence.

**Lifeline Multi Ventures** — The luxury retail and hospitality development arm of the Group bringing DN Regalia mall and the first Vivanta Hotel to the City.

**Luxurio Assets** — Pioneering innovative hospitality to promote Odisha's tourism globally.

**DN Foundation for Excellence** — Committed towards providing state-of-the-art education and opportunities for children of Odisha.

**DN EPL** — Established in 1997, DNEPL is a major player in the EPC sector.

**DN Sea Shells** — Established in 2022, DN Sea Shells specialises in high-quality seafood exports to a global market.

**The DN Wisdom Tree Global School** — A premier English-medium CBSE institution fostering holistic education in Bhubaneswar.

Business sectors covered: Education, Retail & Entertainment, Real Estate, Infrastructure, Export, Hospitality.

## DN Homes — Our Values

**Commitment:** Devoted to delivering exceptional service, always striving to meet end users and investor goals alike.

**Trust:** Upholding the highest ethical standards, DN Homes prioritises honesty, fairness, and professional conduct.

**Innovation:** Proactively embracing creativity and leadership thinking, constantly seeking avenues for improvement.

**Respect:** Treating clients and colleagues with dignity, fostering an environment of mutual respect.

**Caring:** Attentively understanding customers, DN Homes views them as lifelong partners, demonstrating genuine care in every interaction.

(Representative Image — Mumbai, India)

## Group at a Glance

- 1st Mall Launched by an Odia Entrepreneur
- 21 Years of Excellence in Crafting Innovative and Quality Living Spaces
- 15 Completed Projects
- 6 Ongoing Projects
- 8 Upcoming Projects
- 136 Keys Luxury Hotels in Operation
- 2000+ Happy Families
- 1st 5-Star Branded Hotel in Bhubaneswar Launched by DN Group

## Lifestyles That Inspire

Global cities referenced in the brochure's brand map (with Bhubaneswar highlighted): London, Dubai, Miami, New York, Quito, Phuket, Montreal, Pune, Boston, Colombo, Manila, and **Bhubaneswar**.

## Benefit to Investors

- Trophy Status
- Globally Reputed Designers
- Hassle-free Ownership
- Contemporary Amenities
- Strong Resale Values
- Trust and Credibility
- Luxury Lifestyle
- Access to a Global Network
- Higher ROI
- Professional Management
- Like-minded Neighbours

(Representative Image — Moscow, Russia)

## Branded Residences — Market Insights

*“Branded Residences command an average uplift of **31%** compared to equivalent non-branded schemes.” — Knight Frank, 2012*

*“In the decade of 2011–2021, the Branded Residences category has grown by over **170%**, which is forecasted to continue.” — Savills, 2020*

*“YOO is the largest brand and global leader in the branded residences sector.” — Source: Savills World Research*

Top 20 Individual Brands (Number of Completed & Operating Schemes) — chart order from most to fewest developments:

YOO, Ritz-Carlton, Four Seasons, JW Marriott, Kempinski, W, Shangri La, St. Regis, Westin, Banyan Tree, Trump, Park Hyatt, Fairmont, Grand Hyatt, Intercontinental, Mandarin Oriental, Auberge, Aman, Mondrian, Montage.

Parent groups shown: YOO, Marriott International, Hyatt, Accor.

## You Are Exclusive

(Representative Image — Manila, Philippines)

## YOO — Inspired by Starck

*“I like to open the doors to people's brains.” — Philippe Starck, Creative Director, YOO Inspired by Starck*

- 10,000 Products Designed
- 170 International Awards
- 20 Books Published
- 48 YOO Projects

## Beyond Luxury

Site coordinates referenced: 20°18'N, 85°49'E, 56.8"N, 42.8"E.

*“— Beyond Luxury”*

# Location Map — Key Landmarks Near the Project

## Education

- Kalinga Institute of Industrial Technology
- Kalinga Institute of Medical Sciences (KIMS)
- SAI International School
- Bhubaneswar International School
- Xavier Institute of Management (XIMB)
- Sainik School
- World Skill Centre
- Utkal University

## Healthcare

- Utkal Hospital
- Care Hospital
- Kalinga Hospital
- Apollo Hospital
- Blue Wheel Hospital
- Hi-Tech Medical College and Hospital
- AMRI Hospital

## Business & IT Hubs (DLF Cyber City)

- Infosys Bhubaneswar STP
- NBCC Imperia Office Block
- Fortune Towers
- ION Digital Zone (IDZ) Mancheswar
- OCAC Tower

## Hotels & Convention Centres

- Pipul Padmaja Premium Hotel and Convention
- Lemon Tree Premier
- Swosti Premium
- Trident Hotel
- Mayfair Lagoon
- The Crown

## Sports & Culture

- Eastcoast Railway Stadium

- Kalinga Stadium
- State Tribal Museum

### **Retail**

- BBSR One Mall
- Pal Heights Mall
- Nexus Esplande Mall

### **Other Landmarks**

- Top Notch
- McDonald's
- The Living Room
- Accenture
- Cognizant
- Towards The Airport (direction marker)

Areas noted on map: Patia, Gajapati Nagar, Khandagiri Chandaka Road, Nandankanan Road, Cuttack Road (AH45), Chennai-Kolkata Highway (AH45), Forest Zone 1, Forest Zone 2, Forest Zone 3, Kuakhai River.

Map disclaimer: for representational purposes only; SQUAREA isn't liable for position inaccuracies, subsequent updates, errors or omissions of data; suggestions for improvement or error notifications are welcome.

## **DN YOO Odisha — Project Overview**

- 3 Towers
- Acres Development (multi-acre site)
- Multiple Levels of Parking
- Multiple Swimming Pools
- Sky Gardens

### **Building Massing / Elevation Notes**

- Sky Terrace located on the 26th and 35th floors — deck terrace offering opportunities for passive outdoor activity, built-in seating, tables, chairs, and spill-out activity from the building programs.
- Sky Gardens on the 18th floor — comprise different landscape spaces with varying functions and characteristics.
- Sky Wellness on the 3rd floor — features a variety of swimming pools with a vanishing edge and panoramic view.
- Ground Floor 'The Woods Retreat' — ground floor landscape strategically designed as an urban sanctuary for residents to breathe fresh air, wander around greenery, and engage the senses, nestled in richness of greenery rooted in culture; a hierarchy of space formed by hardscape compositions. The arrangement of plants and level changes meticulously creates a sequence of experience, visual harmony, and proper functionality in the garden.

- Entry Courts enhance the driveway drop-off experience — a solution for the limited long and narrow site.
- Towers are labelled Tower A, Tower B + Clubhouse, and Tower C.

## **Groundfloor Landscape Themes**

- Pocket Spaces by Circulation
- Pedestrian Priority
- Friendly Seating
- Universal Design for All Ages

Sky Wellness (3rd Floor) — description: The pool deck podium features the sky pool and its vanishing edge with the panoramic view.

Sky Gardens (18th Floor) — description: The sky gardens comprise different landscape spaces with varying functions and characteristics.

Sky Terrace (26th & 35th Floor) — description: The deck terrace offers opportunities for passive outdoor activity, built-in seating, tables, chairs, and spill-out activity from the building programs.

## **Ground Floor — Amenities List**

1. Entry Gate
2. Guardhouse
3. Drop-Off
4. ADA Parking Lot
5. Entry Feature Tree
6. Entry Court
7. Lobby
8. Outdoor Lobby Lounge
9. Feature Tree
10. Swimming Pool
11. Kids Pool
12. Toddler's Pool
13. Pool Deck
14. Kids Play
15. Edible Garden
16. Chef's Table
17. Interactive Water Feature
18. Sculptural Slide
19. Active Play
20. Active Lawn
21. Cool Down Corner
22. Stretching Corner
23. Multi-Sports Court
24. Relaxation Lounge
25. Communal Seating
26. Chitchat Corner
27. Contemplation Garden
28. Strolling Walks / Jogging Paths
29. Ramp To/From Basement
30. Service Yard

## **Sky Wellness — Amenities List**

- 1. Swimming Pool
- 2. Sunken Seating
- 3. Jacuzzi
- 4. Cabana
- 5. Open Lawn
- 6. Relaxation Deck
- 7. Chitchat Corner
- 8. Private Garden

- 9. Yoga Deck
- 10. Edible Garden
- 11. Viewing Deck
- 12. Outdoor Shower

Located across Tower A, Tower B, and Tower C.

## **Sky Gardens (18th Floor) — Legend**

- 1. Sunken Seating
- 2. Seating Pods
- 3. Chitchat Corner
- 4. Relaxation Deck
- 5. Study Lounge
- 6. Communal Lounge
- 7. Artwork
- 8. BBQ Terrace
- 9. Viewing Deck
- 10. Co-Working
- 11. Reading Corner
- 12. Meditation Deck
- 13. Contemplation Garden
- 14. Outdoor Dining
- 15. Kids Playground

Located across Tower A, Tower B + Clubhouse, and Tower C.

## **Clubhouse Amenities**

### **Ground Floor**

- Restaurant
- Coworking Area
- Kids Play Area
- Squash Court
- Changing Rooms
- Mini Theatre

### **First Floor**

- Gym

- Art Room
- Music Room
- Wellness & Therapy
- Lounge & Games Area
- Banquet Hall & Pre-function
- Bowling Alley

## **Tower C — Floor Plan Unit Types**

Tower C contains the following unit types per floor: 4 BHK (Type A), 3 BHK, 3 BHK, and 4 BHK (Type B). Tower elevation reference shows Tower A, Tower B, and Tower C in sequence, with Tower C being the tallest highlighted tower.

## **Project Partners**

**YOO | Inspired by Starck** — Brand Partner — UK

**WOW Architects | Warner Wong Design** — Concept & Landscape Architects — Singapore

**New Urban Concepts (architecture + urban planning)** — Local Architect — India

**Whitby Wood | Pritamdasani** — Structural Consultants — UK, India, Singapore

**Methanoia** — Visualisation & Design — Argentina

**SQUAREA (Live. Invest. Grow.)** — Sales & Marketing Partner — Pune, Dubai, Bhubaneswar

*Closing tagline: “Delighted to Meet YOO” (Representative Image — Puerto Vallarta, Mexico)*

# Project Announcement

— Inspired by Philippe Starck

We are thrilled to announce the arrival of the prestigious global brand **YOO** in Bhubaneswar with **DN YOO Odisha**, Odisha's first branded residency.

**Elevation:** With 3-level Basement Parking + Double-heightened Ground Level Entrance Lobby + 38 Storied Tower.

**Location:** Adjacent to NBCC Imperia Tower, Gajapati Nagar, Bhubaneswar

## Project Highlights

- Designed by Philippe Starck — world-renowned designer and co-founder of YOO
- Exclusive Amenities: Introducing a Bowling Alley, a first for residential projects in the region
- Three Swimming Pools: Separate facilities for males and females
- Luxury Clubhouse: A sprawling 1-acre clubhouse
- Comprehensive Amenities: Over 40 world-class amenities managed by professionals

## Available Units

Unit Type	Area (sq ft)	Starting Price
3 BHK	2665	■3.58 Cr
4 BHK	3185	■4.25 Cr
4.5 BHK	3435	■4.57 Cr

**RERA No:** MP/19/2024/01171

*Experience a Lifestyle Beyond Luxury*

Regards,

**Khushboo Shrivastava**

Luxury Sales — DN Homes