



**BIRLA
ARIKA**
GURUGRAM

Everyone else
will call it an
unfair advantage.

You will call
it home.

A woman with long dark hair, wearing a white long-sleeved top and light-colored trousers, is sitting cross-legged in a lush garden. She is holding an open book and looking down at it. The garden is filled with green foliage and pink flowers. Sunlight filters through the leaves, creating a soft, dappled light effect. The overall mood is peaceful and serene.

At Birla Arika,
life doesn't follow
the usual rules.

Imagine,

...slow mornings in sunlit balconies,
where even the sun moves to your rhythm.

...acres of greenescapes designed just to
soothe your senses.

...the toughest choice of your day is deciding
which pool to pick. To unwind by the
outdoor pool or take a cosy dip indoors?

...a home so close to work that even time
bends at your will. Now spend your evenings
enjoying sunsets and not in traffic.

Everyone will say "Now that's unfair!"
And that would be fair of course.

Master Layout Plan

- | | | |
|-----------------------------------|---------------------------|-------------------------------------|
| 01. Main Entry/Exit | 17. Vitamin D Lawn | 33. Tower 2 |
| 02. Secondary Entry | 18. Play Park | 34. Tower 3 |
| 03. Peripheral Planting | 19. Yoga Lawn | 35. Tower 7 |
| 04. Jogging + Cycling Track | 20. Fire Pit Seating | 36. Future Development |
| 05. Ramp to Basement | 21. Water Lily Pond | 37. Sports Club & Convenience Shops |
| 06. Tree Grove | 22. Sensory Garden | 38. Fitness Club |
| 07. Nature Walk | 23. Reflexology Path | 39. Social & Entertainment Club |
| 08. Meditation Decks | 24. Tennis Court | 40. Kids Clubs* |
| 09. Amphitheatre | 25. Half Basketball Court | 41. EWS |
| 10. Celebration Lawn | 26. Half Olympic Pool | |
| 11. Social Club Lawn (Party Lawn) | 27. Kids Pool/Splash Pad | |
| 12. Kids Playground | 28. Juice Bar | |
| 13. Kids Club Lawn | 29. Outdoor Pantry | |
| 14. Tower Drop Off | 30. Elevated Walk | |
| 15. Feature Walls | 31. Pet Park | |
| 16. Outdoor Gym | 32. Tower 1 | |



LIFEDESIGNED®



**Design that tips
the scale in
your favour.**

Design goes beyond aesthetics;
it's about performance and
influencing lives. LIFEDESIGNED® is
innovation and purposeful craft,
from the smallest details to the
grand plan. It's not just about
building spaces; it's a philosophy
that inspires and touches lives.
Every detail is perfected to enrich
your journey. LIFEDESIGNED® creates
spaces that endure, shaping a
lifetime of experiences.





The address where life gives you all the unfair advantages.

Nestled in Sector 31, Gurugram, Birla Arika places you at the very heart of Gurugram's commercial pulse.

Just off the iconic NH-48, enjoy unmatched connectivity to Gurugram's backbone that connects it with Delhi.

When CBD hotspots like Cyberhub, CyberCity, 32nd Avenue, Golf Course Road and Sohna Road are just minutes away, every destination feels like next door.

Add to this an excellent social infrastructure of top schools, premium hospitals and malls, and you're living where life gets unfairly perfect.



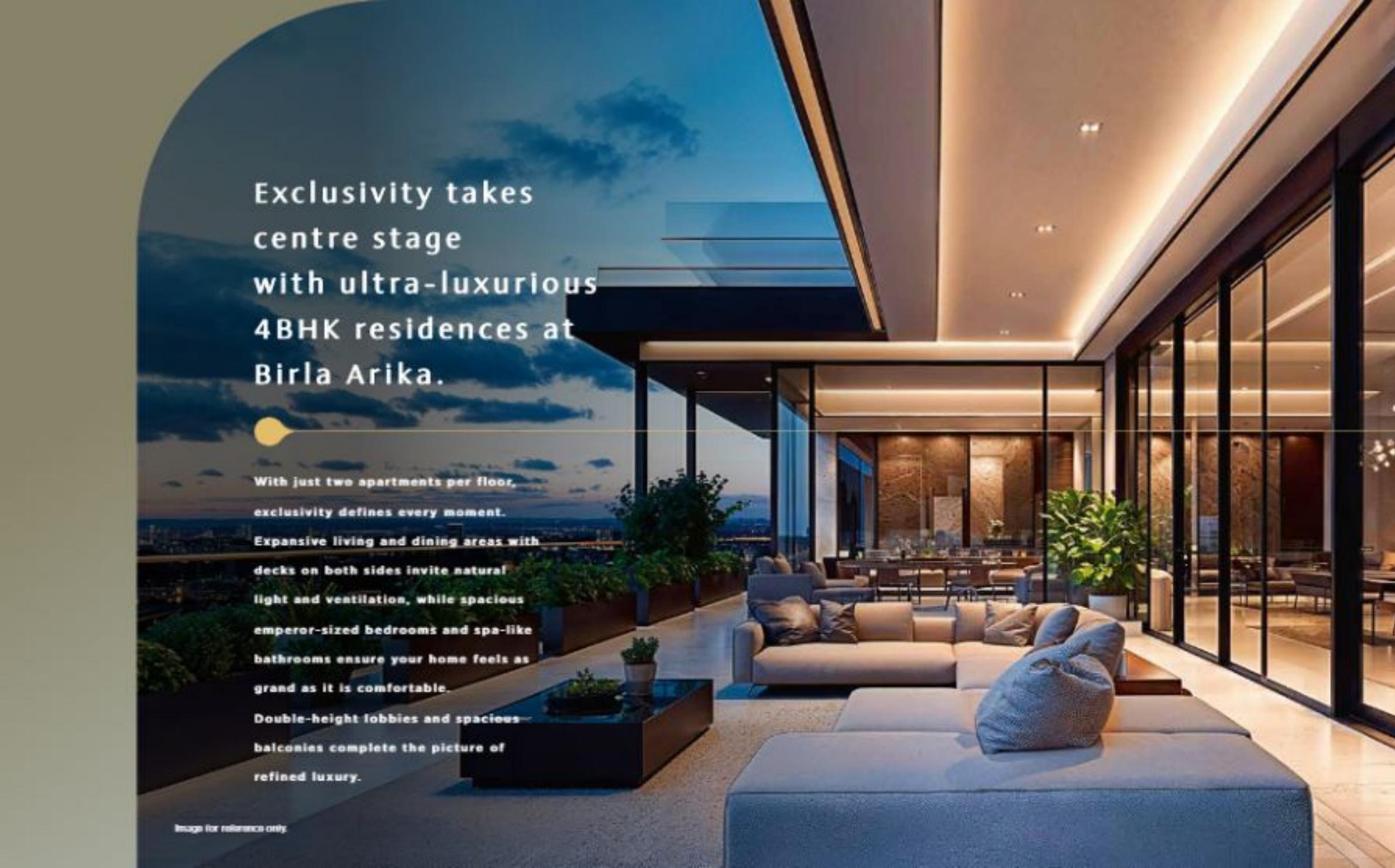
Where you find prosperity at every turn.

*Arika means 'prosperity' -
a place where life, luxury,
and well-being flourish.
Thoughtfully designed to keep
everything you need within reach,
Birla Arika offers a lifestyle of
effortless flow and seamless living.
Every detail is crafted to bring
balance, ease, and beauty into
your everyday.*

We didn't just
create homes for you,
we created an ecosystem.

Birla Arika fosters a balance between nature and modern living. Bloom philosophy seamlessly integrates nature and culture, creating a vibrant ecosystem of well-being. Thoughtfully designed landscapes, sustainable practices, and an emphasis on clean air and biodiversity make Arika a sanctuary where luxury is redefined by balance, authenticity and harmony with nature.





Exclusivity takes
centre stage
with ultra-luxurious
4BHK residences at
Birla Arika.

With just two apartments per floor,
exclusivity defines every moment.

Expansive living and dining areas with
decks on both sides invite natural
light and ventilation, while spacious
emperor-sized bedrooms and spa-like
bathrooms ensure your home feels as
grand as it is comfortable.

Double-height lobbies and spacious
balconies complete the picture of
refined luxury.

Image for reference only.

75% Open Spaces 

Live amidst expensive greenery
with more than half of it dedicated
to green cover.

Four Clubhouses* 

Each tailored to different facets of life.

Designed to Delight 

Thoughtfully planned layouts,
so there's ample sunlight in winters
and breeze during summers.



The Fitness Club

Because fitness deserves its own luxury.



The Social & Entertainment Club

Your gateway to endless celebrations.



The Sports Club

For the love of the game.



The Kids' Club*

A wonderland for the young,
wild and free.



Our amenities
were too much for
one clubhouse.
So we made four.
Talk about
being unfair!

Image for reference only.

Where nature plays favourites and it's you.

Step outside and find landscapes so serene, they feel designed solely for your pleasure. Reflexology gardens, meditation decks and jogging tracks blend tranquillity with vitality, offering unfairly perfect spaces for every mood.



