



**WE HAVE THE
PEOPLE'S MANDATE**



BUILDING A LEGACY OF LUXURY

We craft beautiful spaces that improve lives at home. Our properties rise to the architectural, aesthetic and technological challenges of contemporary times while blending the amenities of the future. We build in an environment where the focus on quality is unremitted, to create outstanding properties for you to live in luxury.

Over three decades, we have been sculpting the skyline of Hyderabad and earned accolades and respect of the industry with many successful projects. Innovative excellence, well-designed architecture and systematic planning have pivoted our endeavors, leading us to be a trusted name in the industry. In the same lineage is **BMR SERENITY**, poised to add value to the lives of families.

VISION

To continually strive to be the most respected Company in Hyderabad and be known for professionalism, creative excellence, ethics, and customer satisfaction.

MISSION

To deliver on time exceptional construction projects and services of high quality; designed and engineered for a livability index of the highest order.

Over three decades of steadfast commitment to customer aspirations! Forging ahead with a trusted second generation at the helm.

Built on the bedrock of trust, innovation, and quality.

Inspiring designers of contemporary homes.

Over 10 lakh square feet spread over 25 outstanding projects across Hyderabad.

Our business is people. Our asset is our team and the customers we serve.

Stable and proven Company with diverse interests of the promoters in Hyderabad.

Driven by highly qualified professionals including CAs, Interior Designers, and Alumni of BITS-Pilani and ISB-Hyderabad.

Builder with a remarkable focus on engineering and design.

Adept in understanding customer needs & proficient in customer satisfaction.

Proponents of cutting-edge technology and committed to delivery on time.

**AN OUTLOOK ENSHRINED
IN EXPERIENCE**



A DISTINCT HOME AMID PLENTY

The perception of luxury has changed over the years from products or services that only the aristocrats could afford to buy. Luxury has moved beyond the price. Today it is of excellent quality and elegant taste. It is a story of your individuality, a single-minded attitude devoid of duality. Everyone strives to possess it, but not many can own it.

At **BMR SERENITY**, created are luxury spaces riddled with enduring elegance that you would be proud to own and where your family can live, grow, and thrive. It is an enlivening and inspired ensconce where modern amenities meet fine details. **BMR Serenity** is a verve, subtle yet outspoken, a tangible statement of You.



**QUALITY
BENCHMARKING
OF THE HIGHEST
STANDARDS**



**FOCUS ON
DESIGN AND
ENGINEERING**



**TIMELY DELIVERY
DEADLINES**



**HIGHLY EDUCATED
PROFESSIONALS**



LOCATION PLAN

(Not to scale)



IN A HAPPENING NEXUS

Choosing a locality for living is beyond mere physical space. BMR Serenity is an alliteration of space rhymed with abundant connectivity and functionality. Picking a vantage post is our forte and BMR Serenity occupies a space of envy in the pulsating Kakateeya Hills locale. An area that conjoins the immediate terrain to Hitech City, Jubilee Hills, Banjara Hills, and Kukatpally in its fold. It's more than a node, an important locality that crests the approach to major IT Parks and offices, a gateway to strategic road junctions, including the ones leading to the ORR. Crisply saying, it accords quick access to a range of facilities and conveniences of daily life.

SCHOLARLY SHOALS

- Meridian School
- CGR International School
- Oakridge International School
- Delhi Public School
- St. Mary's Junior College
- Velocity College
- New York Academy
- Bhavans

OFFICES & PARKS ABUZZ

- Cyber Towers
- Mindspace
- Cyient
- Tech Mahindra
- Oracle
- Google
- Ascendas Park
- Mouritech IT Park
- Q-Hub Co-Working Space
- Salarpuria Knowledge City

LEISURE LOLLS & EATS

- Shilparamam
- McDonald's
- KFC
- Domino's Pizza
- T-Grill
- Retro Drive-Inn
- Minerva Coffee Shop
- Inorbit Mall
- Durgam Cheruvu
- Illusion Museum

BANK OF BANKS

- ICICI
- HDFC
- State Bank of India
- Axis Bank
- Union Bank of India

HEALTH 'N' PERSONAL CARE

- Yashoda Hospitals
- Apollo Life Studio
- Apollo Health City
- Vikram Hospitals
- Pace Hospitals
- Sravani Multi-Speciality Hospital
- Medicovert
- Krish Fitness

SHOPPING STOPS

- Neeru's Emporio
- Croma
- Nexus Mall
- Sarath City Capital Mall
- E Galleria
- South India Shopping Mall

CITIZEN CORNERS

- Mee Seva
- Pedamma Temple
- Sri Venkateswara Temple

TYPICAL FLOOR PLAN



SPECIAL FEATURES

- Video Door Phones
- 8 Feet Tall Doors
- Full Height Wall Tile Cladding in Bathrooms
- 6 Feet Tall uPVC Windows
- Electric Car Charging Point

CATCHING UP WITH YOUR LIFESTYLE

SPECIFICATIONS



FOUNDATION & STRUCTURE

- RCC Framework as per Indian Standards Code and high-quality ribbed steel for Columns, Footings and Slab



SUPERSTRUCTURE

- High-Quality lightweight red bricks with ACC Cement mortar
- Outer walls 8" to 11" thick and inner walls 4" to 6" thick



FINISHING & INTERIORS

- Two coats of smooth Birla putty (or similar) putty over cement plastering, finished with two coats of plastic emulsion paint for all walls



CEILING

- False ceiling with sheets of Saint Gobain (or similar) make, finished with plastic emulsion paint over two coats of Birla putty (or similar)



EXTERNAL ELEVATION

- Top quality elevation with premium finish



WINDOWS

- UPVC windows of Fenesta/Aparna (or similar) make



DOORS

- **Frames:** Teak wood frames for all doors
- **Doors:** Veneer-finished flush doors with good quality hardware of Godrej (or similar) make



FLOORING

- 800mm x 800mm vitrified tiles of Kajaria / RAK (or similar) make
- Bathrooms with 1200mm x 600mm anti-skid flooring and wall tiles of Kajaria / RAK (or similar) make
- Utility Area with anti-skid tiles and wall tiles up to sill height



BATHROOM

- Wall- mounted EWCs of Kohler / Grohe (or similar) make
- Hot & Cold mixer with a shower of Kohler / Grohe (or similar) make
- Wash basin with hot & cold mixer of Kohler / Grohe (or similar) make



KITCHEN & UTILITY

- Bare shell with provision for a sink, RO water, mixer, grinder, refrigerator, oven, washing machine, and dishwasher in Utility Area



ELECTRICAL

- 3-Phase supply to each unit
- PVC insulated fire-resistant copper conductor multi-strand wiring of reputed make
- Modular switches of Havells / Legrand (or similar) make
- Power outlets along with copper piping for air conditioners
- Provision for geysers in all bathrooms. RO unit, oven, refrigerator, mixer, dishwasher, and washing machine in Kitchen and Utility Area



SECURITY

- CCTV surveillance and Video Door Phone System



PARKING

- LED- lit common areas and provision for an Electric Car Charging unit



COMMUNICATION

- Intercom facility to all flats in the Living Room
- Hi-speed Internet via cable to Living Room
- TV unit in living and master bedroom



GENERATOR

- DG backup for all flats with Kirloskar Green (or similar) silent generator



LIFT

- 6-passenger Schindler/Kone (or similar) make



WE CREATE REAL HOMES!

BMR Projects Limited is steered collectively by some of the finest minds in the construction business. Imagination and creativity form a large part of our outlook. Living spaces that sustain the environment and promote healthier living are our endeavors. With a priority on comfort and serenity, we build real homes that are aesthetic, and architecturally brilliant with precise use of building materials giving more space. **BMR Projects Limited** sets the benchmark for building standards for the future. Building beautifully, living beautifully, and thinking practically is our credo.

ONGOING PROJECTS

BMR Elegance



**Ultra Luxurious
4 BHK apartment units
@ Kakateeya Hills,
Jubilee Hills
(15,000 sft
residential apartment)**

BMR Pearl



**Ultra Luxurious
3 BHK apartment
units
@ Shantinagar,
Masabtank
(20,000 sft)**

BMR Alpina



**Commercial office space
@ Kavuri Hills, Madhapur
(Near Durgam Cheruvu)
(15,000 sft)**

BMR Hill Crest



**Luxurious
3 BHK apartment
units @
Mehdipatnam
(25,000 sft
residential apartment)**

UPCOMING PROJECTS

**BMR @ Uppal Bhagat
1,25,000 sft**

**BMR @ TSPA
2,20,000 sft**

**BMR @ Narsinghi
2,50,000 sft**

PAST PROJECTS

Elite Arcade



**@ Punjagutta
(Commercial Tower
- 35,000 sft)**

Elite Court



**@ Dharam
Karan Road
(Residential Tower
- 30,000 sft)**

Elite Heights



**@ Rajbhavan Road
(Residential Tower
- 25,000 sft)**

Elite Plaza



**@ Somajiguda
(Commercial Tower
- 50,000 sft)**

Elite Towers



**@ Somajiguda
(Commercial Tower
- 35,000 sft)**

RECENTLY COMPLETED PROJECTS

BMR Platina



**Luxurious Residential
Apartment @ Shanti Nagar,
Masab Tank
(20,200 sft)**

BMR Residency



**Residential Tower
@ Kakateeya Hills
near Jubilee Hills
(26,000 sft)**

Prestige Towers



**Commercial Tower
@ Mehdiapatnam,
Pillar No. 04
(50,000 sft)**

BMR Towers



**@ Shanti Nagar
(Residential Tower -
25,000 sft)**

**Farah Institute of Technology
@ Chevella, Ranga Reddy District (3,00,000 sft)**



**Lords Institute of Engineering Technology
@ Himayat Sagar (3,00,000 sft)**





Promoters:



Corporate Office:

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