



## Grand Southern Trunk Road (GST Road) The Future of Chennai

Chennai has emerged as a preferred destination and a safe haven for domestic as well as multi-national companies (MNCs). This has been the most important catalyst in the city's rapid growth. As the downtown areas of the city have become increasingly congested, Chennai has been forced to grow horizontally with particular emphasis on the south. GST Road has become the preferred destination with modern roads, infrastructure, hotels, automobile giants, Gold Souks, Shopping Malls, Colleges, Universities, Hospitals and several SEZs.

GST Road has excellent catchment population zones such as Tambaram, Chromepet, Pallavaram and Perungalathur, making it an attractive development area for IT/ITES, BPO, KPO and EPO companies. Besides MEPZ, which houses several export units and is also offering space for IT parks, the GST Road is also home to world class Mahindra Global City SEZ.

The superior infrastructure and connectivity of the GST Road corridor makes it a natural choice for investment and as a result, this area is likely to be one of the fastest growing areas of the city.

**Hallmark Living Space**  
Fine Living... Redefined!

Hallmark Living Space Pvt. Ltd.

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Designed & Built by



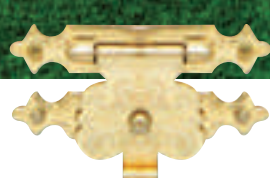
Our Financial Partner



Preferred Financiers:



Wrapped in the purest settings:  
A gem of a lifestyle.





Presenting

HALLMARK

# Emerald

A Gem of a home

GST Road | Opp. Mahindra World City



## A gem of a home. In a pristine setting.

Like all things precious, Hallmark Emerald is enveloped by a serene living environment that sets it apart from the rest. At the same time, like a precious stone set in a piece of jewelry, it is at the centre of civilization, offering great connectivity.

Nestled amidst verdant greenery and not far from a serene natural lake, Hallmark Emerald is set amidst 6.82 acres of beautifully planned and elegantly landscaped terrain. Ensuring that your dream home has a matching environment.



Parnur Railway Station

## Well connected.

Strategically located on Chettipuniyam, GST Road NH45 before the Toll Gate and Chengalpattu, next to the RTO office, it is within walking distance of Parnur Railway Station and right opposite Mahindra World City. With Singaperumal Koil and Maraimalai Nagar Railway Station just a 5 minute drive away, Hallmark Emerald offers outstanding connectivity with the rest of Chennai.



Mahindra World School



## Walk to work & school

Hallmark Emerald presents the most enviable company you could ever ask for. In fact, the satellite township at Maraimalai Nagar is also home to some of the most prestigious business and industrial houses in the world.

From IT and Telecom leaders like Infosys, Wipro, Mastek and Mindtree to Auto giants like TVS, Ford, BMW, Renault Nissan, Daimler, Apollo, India Pistons, UCAL and Rane, a wide spectrum of organizations are either already operating, or in the process of setting up offices at Mahindra World City Corporate SEZ. So, one could literally walk to one's office.

But that's not all. Hallmark Emerald has Mahindra World School right at its doorstep. Which means kids don't have a long commute? just a short walk gets them to school!

### Location Advantage

- On GST Road
- Opp. Mahindra World City
- Located close to many IT and Auto majors
- Less than 100 meters from Railway Station & Bus Terminus
- Walk to Work/School environment with all amenities



Mahindra World City



# World class facilities. At your doorstep.

**SPLURGE IN THE INDOOR SHOPPING MALL:** Designed to offer an uber cool lifestyle to the discerning, the world class Shopping and Entertainment facilities in Block A will have:

**GLOBAL BRANDS:** Fashion Chains, Lifestyle Accessories, Consumer Electronics, Gift Shops? what have you!

**EATERIES:** From Fast-Food chains to Fine Dining Restaurants? find everything that satisfies your palate.

**DEPARTMENTAL STORES:** To meet your daily home needs, and the occasional exotic demands.

**PERSONAL GROOMING:** Hair Salons, Beauty Parlours, Health Spas and everything in between.

**NURSING HOMES / PHARMACIES:** General Health Care Chains to Specialists' Private Clinics, and Pharmacies to offer the best health care to residents.

**BABIES DAY CARE CENTRE:** Babies Day Care Centre: A secure place where children are cared for by qualified and trained attendants.



## Feel on top with the Roof Top Club House

For those who like to socialize, or simply spend time with their families, the Club House offers a wide range of activities spread across three floors.

**COFFEE SHOP / RESTAURANTS:** Anytime eats and for all those times that you don't feel like cooking at home.

**GYMNASIUM:** Equipped with state-of-the-art facilities, the gymnasium will also have trained professionals who will guide you through your work out.

**INDOOR GAMES FACILITIES:** Badminton, Table Tennis, Snooker, Virtual Golf and Carrom.

## Top of the world Swimming Pool

Perched atop the building is an inviting pool where residents can enjoy a leisurely swim.

**Roof Top Gardens:** For those who simply like to take a stroll with their heads in the clouds and admire the beauty of the hills, lakes and the surrounding greenery.



## Built by a global construction giant

Hallmark Emerald brings to you what has so far been only the privilege of uber-luxury residential projects: Construction by L&T (Larsen & Toubro) a global giant that is known for its superior designs and quality of construction as well as its obsession with perfection.

Needless to mention, their uncompromising attention to minute details and timely delivery of well constructed homes mean a much greater return on your investment.



**LARSEN & TOUBRO**

### Basic Amenities

- ATM • 24-hour Gated Security • Landscaped • DG Backup for Common Areas
- Lift • Covered Car Park • Visitors Car Park • STP Provision • Underground Sump
- Hydro-Pneumatic System

## Built like a premium apartment

There is nothing ordinary about Hallmark Emerald. Offered in a range of 1-BHK (710 Sq.ft.), 2-BHK (942 Sq.ft.) and Luxury 2 BHK (1,121 Sq.ft.), we ensure your dream home remains very special by using only the best materials and the finest accessories. Designed for true connoisseurs, we have left nothing to chance.

#### STRUCTURE

RCC Shear Wall Technology (Seismic Zone III)

#### LOBBY & STAIRCASE

Granite / Natural Stone flooring, MS Handrails for staircase

#### FLOORING

Granite Flooring for Entrance and Lift Lobby, Natural Stone Flooring for Staircases, Interlocking Paver Blocks in Parking Area, Vitrified Tiles for typical Floors, Lift Lobby and Corridor. Vitrified Tiling for Living/Dining Room, Kitchen and Bedrooms. Anti-skid Ceramic Tile for Utility, Bathrooms and Balcony.

#### DOORS

Main Door: Teak Wood Framed Flush Door with Melamine Polish

Bed Room Doors: Red Meranti Flush Door with Laminate Finish

Bathroom Door: Red Meranti Flush Door

#### WINDOWS / VENTILATORS

Aluminum Windows

#### WALL FINISHES

Interior Walls and Ceiling: Acrylic Emulsion & Oil Bound Distemper Paint

Exterior wall in Balcony & Utility: Exterior Grade Acrylic Emulsion Paint & Oil Bound Distemper Paint

Toilets, Cooking and Sink Area in Kitchen: High Ceramic Tile Dadoing

#### KITCHEN

Polished Granite Counter top with Granite / Stainless Steel Sink

#### TOILETS

Jaguar Premium Quality Fixtures & Accessories

Parryware Rectangular Wash Basin and Floor-mounted EWC (colour: Off-White) with Health Faucet



#### ELECTRICAL WIRING

Best quality Fire Resistant Low Smoke (FRLS) sheathed wire through concealed heavy duty PVC conduits and premium brand Modular Switches.

#### ELECTRICAL POINTS

Kitchen will have points for Microwave Oven, Grinder, Mixer, Water Purifier and Fridge. All flats will have Distribution Board with ELCB as Incomer and Phase Change-Over Selector Switch. Television & Computer Points will be provided in all Bed Rooms and Living Rooms.

#### AC, TELEPHONE & GEYSER POINTS

Each Bed Room will have one AC Point

Each Toilet will have one Geyser Point

Living Room & each Bed Room will have one Telephone Point

#### POWER BACKUP

Provision for Inverter Backup for all the flats

100% DG Backup for Common Areas



# An investment with superior returns!

As a property developed and maintained by Hallmark, we believe your investment in Hallmark will always appreciate at a much higher rate than the market, and fetch you great returns. But what makes this investment even more appealing is the fact that you have the option of renting your apartment home @ Rs. 15 per Sq. ft. per month\*.

Hallmark facilitates this by helping you enter into a lease rental agreement with a corporate house. With your property in safe hands, you get handsome returns, year after year after year!



## The Hallmark of Excellence.

At Hallmark, we don't think and act like just another realtor or property developer. For, we think, our mission will be incomplete if we were to simply build blocks of residential and commercial spaces.

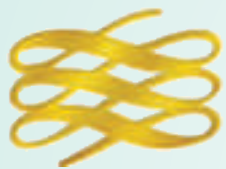
We believe, we are in the business of creating a holistic society. And we do this by facilitating the development of the social infrastructure.

We believe, it is our responsibility to ensure that people have all the facilities and amenities not just to live, but to have a great lifestyle. This explains why we go to great lengths to plan, develop and deliver total living solutions, rather than mere walls and roofs.

A fact that reflects in each and every project from Hallmark. A feature that has turned out to be the hallmark of excellence!



## Investors who nurture the future.



Paracor Capital Advisors

Paracor Advisors and Madison India Real Estate Fund focus on making investments in the emerging real estate market in India. The investors in the Company are institutions and high net worth individuals from Europe, the US and Australia.


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