



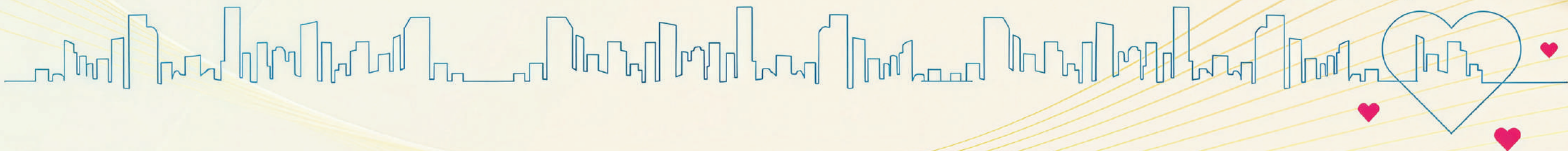
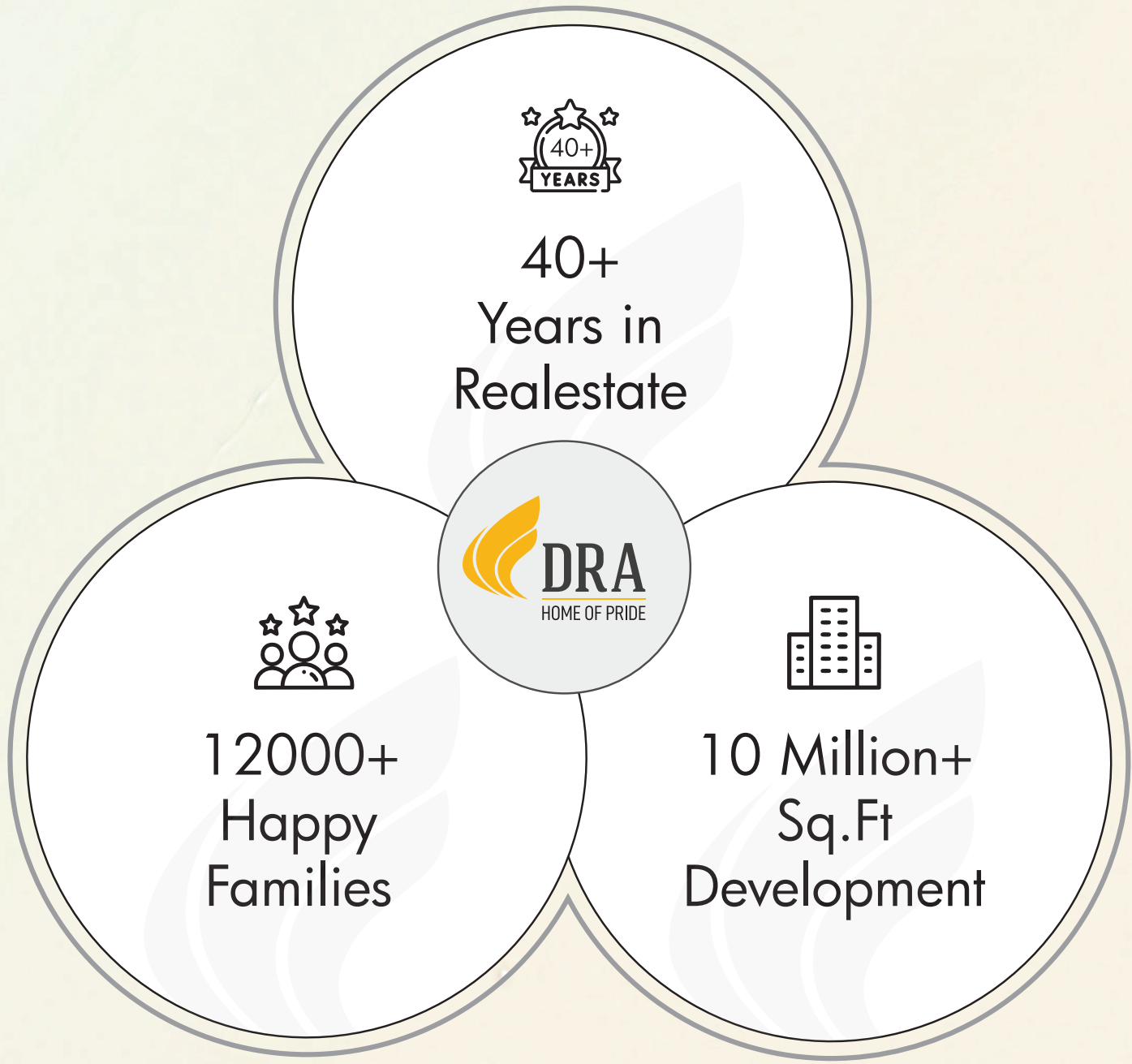
iHEART

— Bang on OMR,—
Adj.to Marina Mall, Navalur.

LIVE CONNECTED TO
THE HEART OF OMR
@DRA iHEART.



ABOUT US





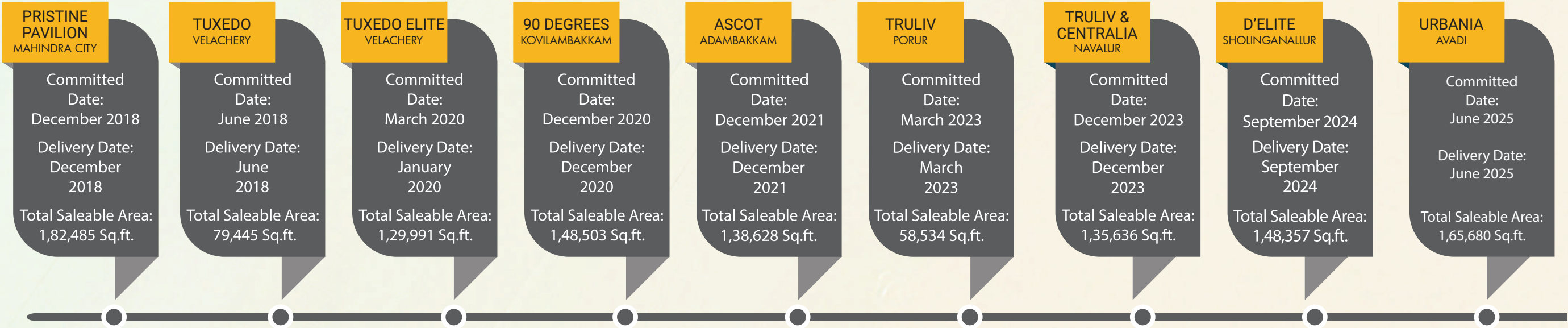
TIMELESS HOMES TIMELY DELIVERY



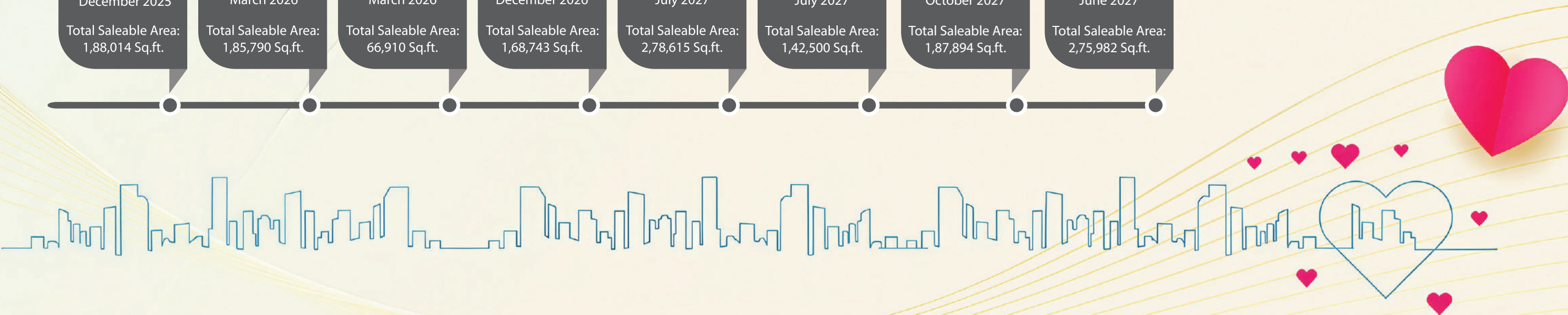
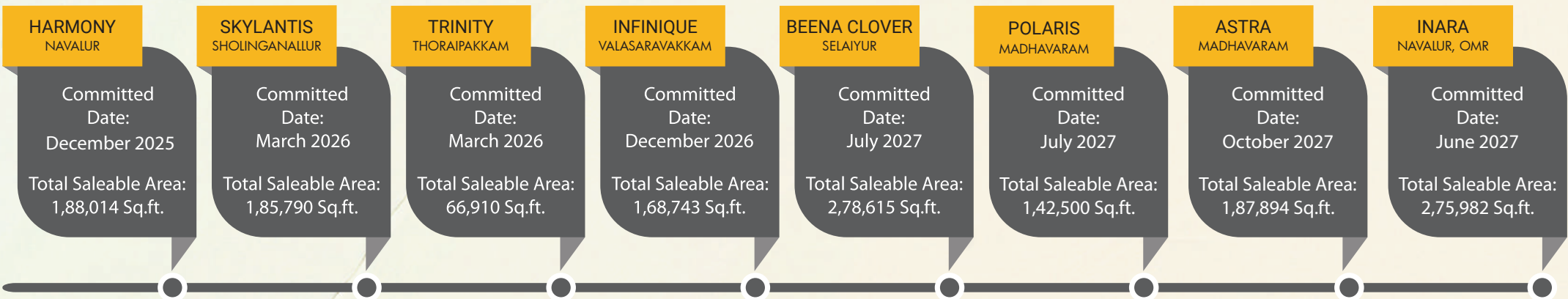


ON TIME. EVERY TIME

OUR PAST COMMITMENTS IN CHENNAI



OUR ONGOING COMMITMENTS IN CHENNAI





DRA

10-07-2025 02:49:07 PM

PROJECT COUNTDOWN

DAY HRS MINS SECS

1086 10 40 02

PROJECT START DATE : 17-08-2025

EST.COMPLETION DATE : 30-08-2028

NEXT MILESTONE

FIRST FLOOR SLAB COMPLETED ON 26.08.2026

SECOND FLOOR SLAB COMPLETED ON 26.09.2026

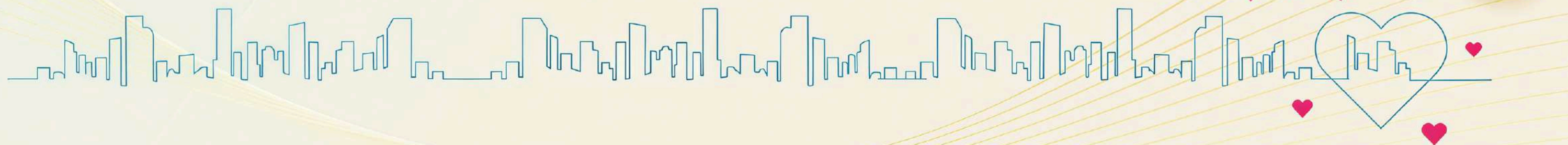
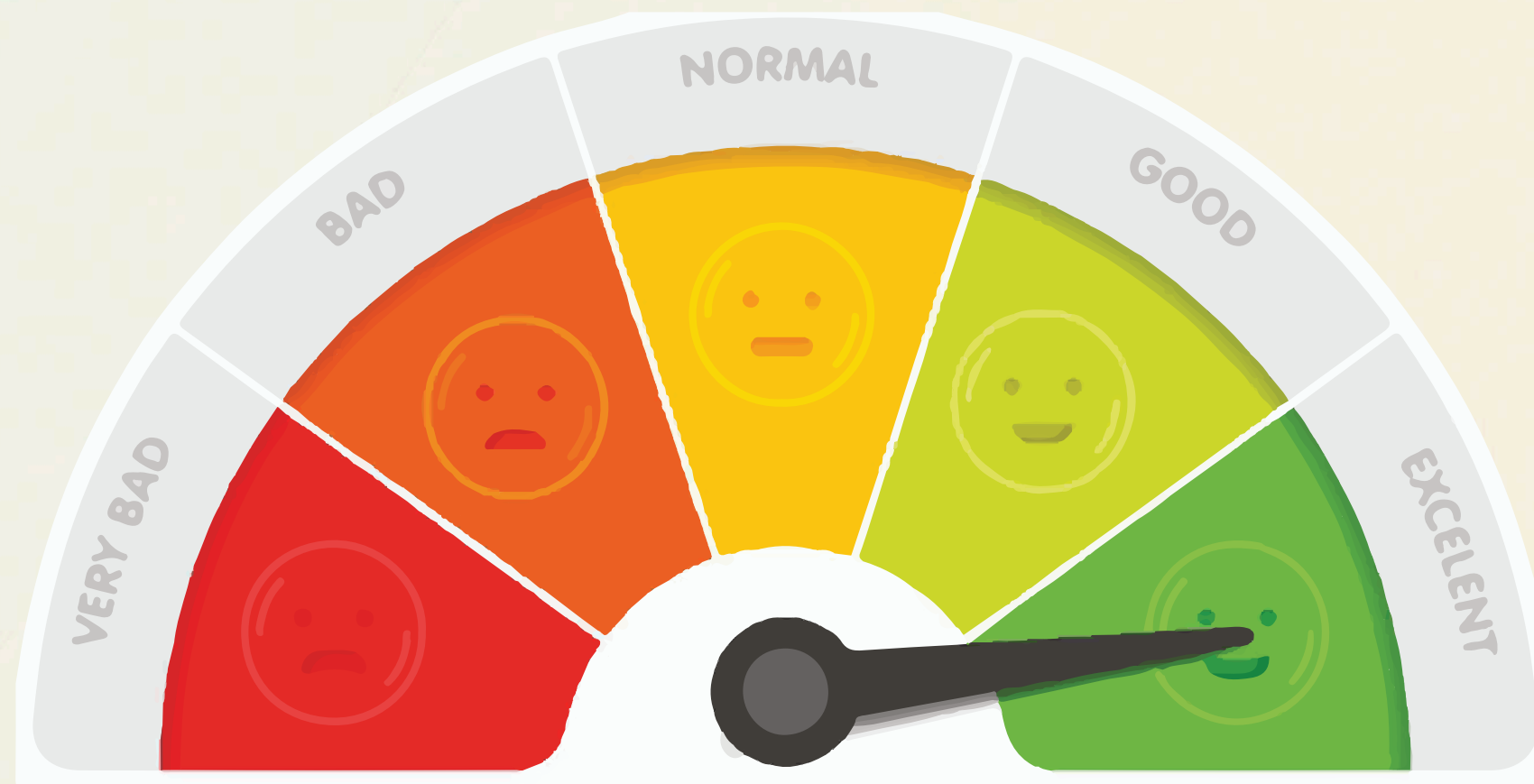
HAVE A NICE DAY

**CHENNAI'S
FIRST DEVELOPER
TO DISPLAY
CONSTRUCTION
TIMELINE METER
AT ALL PROJECT
SITES**



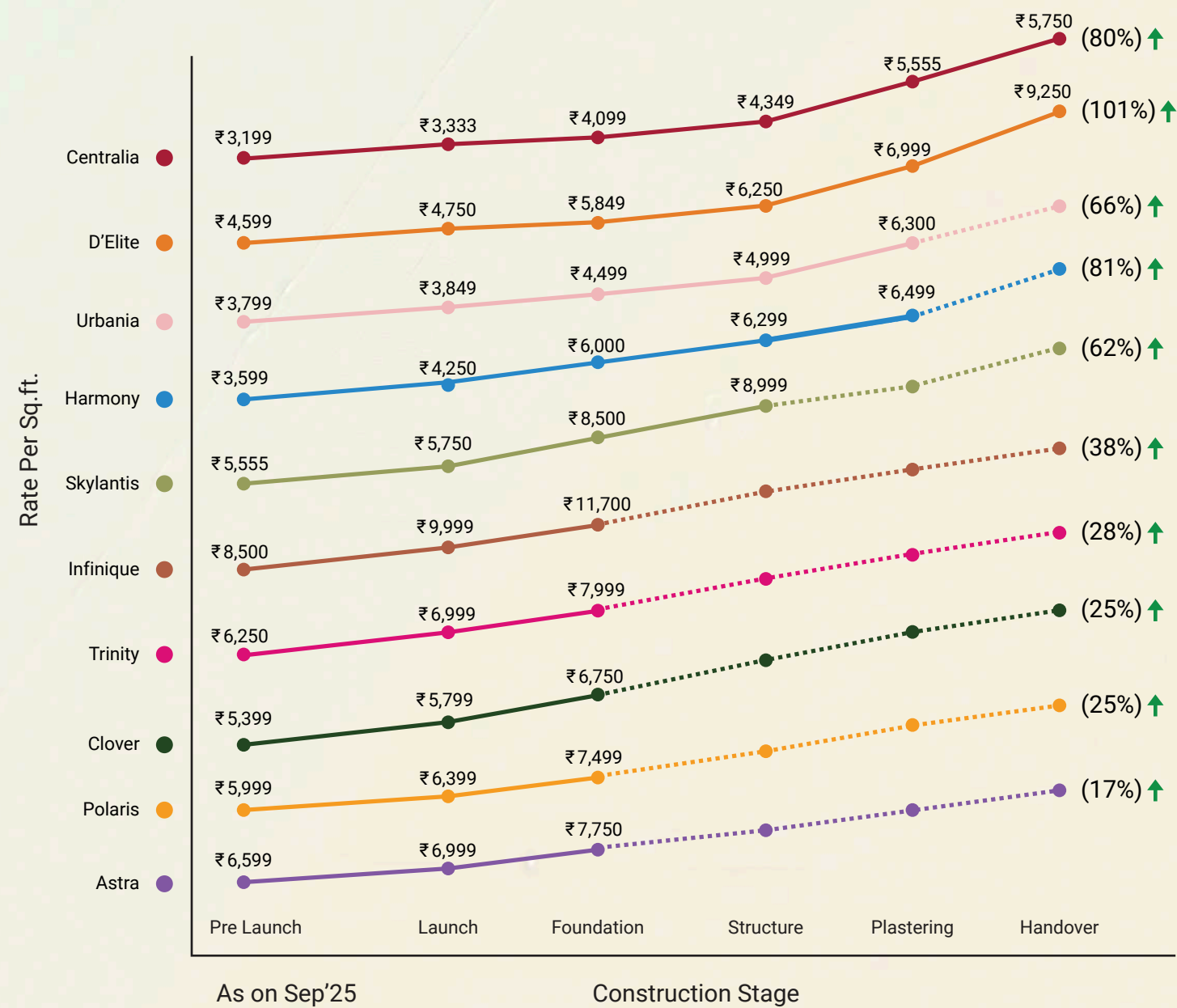


CHENNAI'S FIRST DEVELOPER TO MEASURE CUSTOMER'S HAPPINESS THROUGH CUSTOMER DELIGHT METER



WE CREATE PRUDENT INVESTMENTS THAT APPRECIATE WELL OVER TIME

At DRA, we don't just build homes—we craft investments that grow with time. Each home is designed to create enduring value, offering not just a place to live but a future to thrive. Over the years, our customers have reaped exceptional returns, turning their trust into wealth. With DRA, your dream home is also your smartest financial decision.



SEAMLESS LIVING. **SMARTLY CONNECTED.**



iHEART

Life on the OMR has a rhythm of its own, fast when you need it, calm when you want it. At DRA iHEART, you're at the heart of it all. Surrounded by tech parks, top schools, cafés, and culture, yet tucked into a thoughtfully designed space that offers peace, privacy and room to grow. It's where expansive living meets everyday convenience, and the good life finds its natural pace.

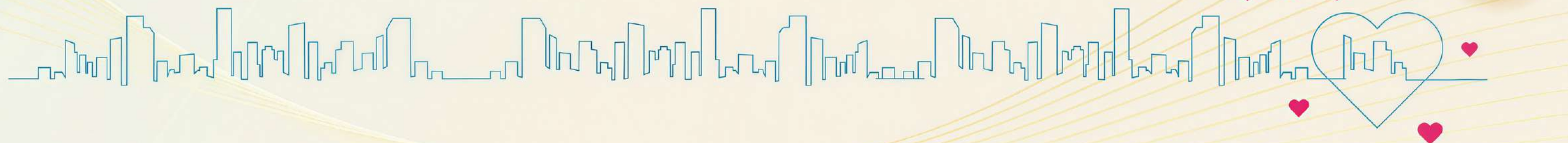
**WELCOME TO iHEART. FEEL THE PULSE OF OMR,
IN THE COMFORT OF YOUR HOME.**





PROJECT OVERVIEW

Land Extent.....	3.42 Acres
Location	Bang on OMR at Navalur
Total Saleable Area	5,81,837 Sq.ft
No of Units	271 Units
	4 BHKs (With Maid Room) – 90 Nos
	3 BHKs (With Maid Room) – 18 Nos
	3 BHKs – 163 Nos
Structure.....	Basement + Stilt + 19 Floors
Unit Type.....	Lifestyle 3 & 4 BHK Sea View Homes
Sizes Ranging From	1595 - 2927 Sq.ft.
Handover.....	Aug'28





Why DRA iHeart?



Located Bang on OMR
(Opp.SIPCOT IT Park)



Walkable Distance
To Marina Mall



Walkable Distance
To Metro Station



IGBC Pre-Gold
Certified Green Homes



Homes
With Sea Views



Homes with
Three Sides Ventilation



No Opposite
Door Facing Homes



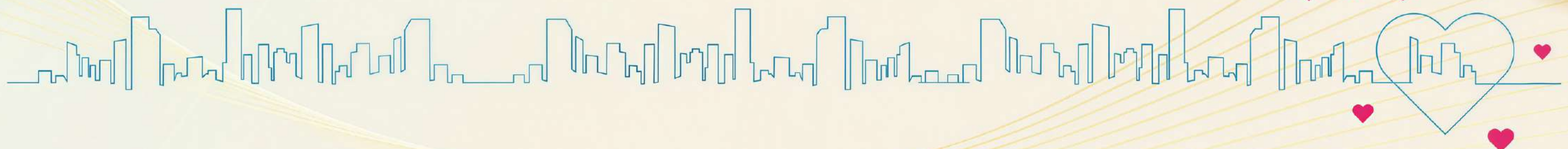
100% Vaastu
Compliant Homes



Homes with High End
Specifications



Luxury
Amenities











List of Amenities & Features



Stilt Level

- Grand Entrance Plaza
- Grand Double Height Lobby
- Association Room
- Practice Basketball Court
- Seniors Zone
- Wall Climbing Play
- Practice Cricket Pitch
- Pickle Ball
- Children's park



List of Amenities & Features



Indoor Amenities

- Indoor Games
 - Dart
 - Carrom
 - Foosball
 - Board Games
 - Snooker
- Home Theatre
- Gymnasium
- Business Centre
 - PlayStation Lounge
 - Co-working Zone
 - Conference Room
 - Casual Lounge
- Zumba & Yoga Studio
- Banquet Hall



List of Amenities & Features



Outdoor Amenities

- Swimming Pool
- Open-Air Theatre
- Party Deck & BBQ Counter
- Al Fresco Dining
- Multi-Functional Seating
- Outdoor Gym
- Tot Lot
- Senior Seating Zone
- Outdoor Board Games
- Work Nook



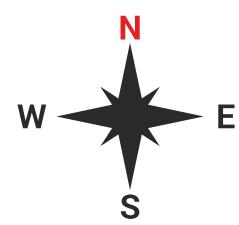
Location & Landmarks

Bang on Main Road – Reach any part of the city easily



maps.app.goo.gl/52xpjbgJ6hH6cRof8

Master Plan



Typical Floor Plan - 3rd to 18th Floor



3BHK+3T (301-1801) SBA - 1827 sq.ft. East Facing
3BHK+3T (302-1802) SBA - 1895 sq.ft. East Facing
3BHK+3T (303-1803) SBA - 1895 sq.ft. East Facing
3BHK+3T (304-1804) SBA - 1895 sq.ft. East Facing
3BHK+3T (305-1805) SBA - 1895 sq.ft. East Facing
3BHK+3T+MR (306-1806) SBA - 2032 sq.ft. East Facing
4BHK+4T+MR (307-1807) SBA - 2868 sq.ft. North Facing



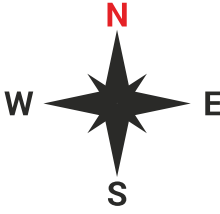
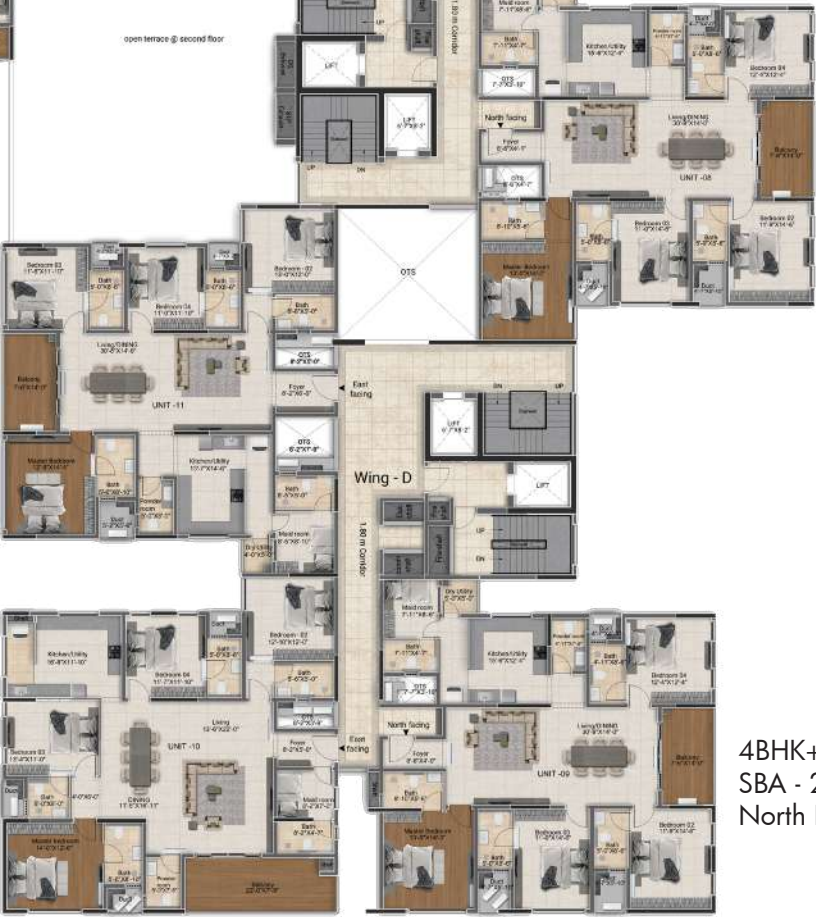
3BHK+3T (315-1815) SBA - 1610 sq.ft. North Facing
3BHK+3T (314-1814) SBA - 1595 sq.ft. North Facing
3BHK+3T (313-1813) SBA - 1595 sq.ft. North Facing
3BHK+3T (312-1812) SBA - 1595 sq.ft. North Facing

4BHK+4T+MR (311-1811) SBA - 2868 sq.ft. East Facing

4BHK+4T+MR (310-1810) SBA - 2927 sq.ft. East Facing

4BHK+4T+MR (308-1808) SBA - 2885 sq.ft. North Facing

4BHK+4T+MR (309-1809) SBA - 2855 sq.ft. North Facing



19th Floor plan



3BHK+3T (1901)
SBA - 1827 sq.ft.
East Facing

3BHK+3T (1902)
SBA - 1895 sq.ft.
East Facing

3BHK+3T (1903)
SBA - 1895 sq.ft.
East Facing



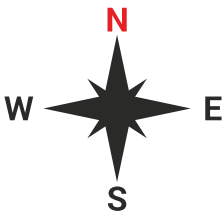
3BHK+3T (1915)
SBA - 1610 sq.ft.
North Facing

4BHK+4T (1910)
SBA - 2927 sq.ft.
East Facing

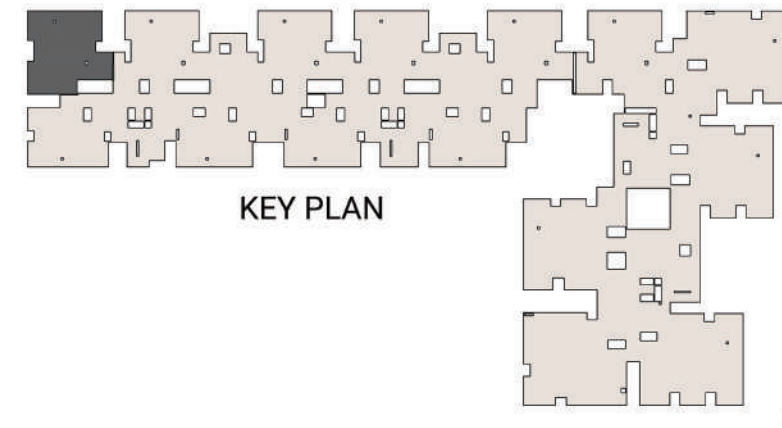
4BHK+4T (1909)
SBA - 2855 sq.ft.
North Facing

*Amenities

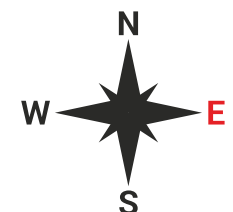
- 1. Co-Working Space
- 2. Zumba & Yoga
- 3. GYM
- 4. Infinity Swimming Pool
- 5. Multi-Purpose Hall
- 6. Party Deck
- 7. Muti Use Terrace
- 8. Indoor Games
- 9. Home Theatre



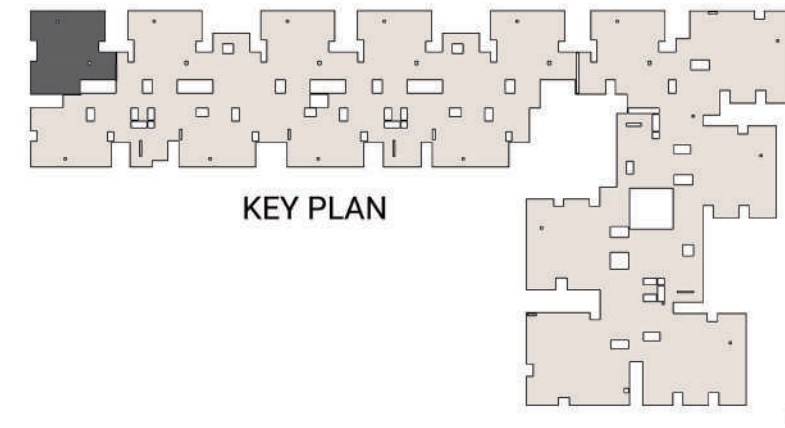
Individual Unit Plan (3 BHK+3T - 1827 Sq.ft.)



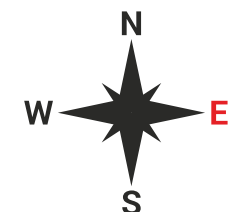
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
301-1801	3 BHK+3T	1827 Sq.ft.	1133 Sq.ft.	320	East



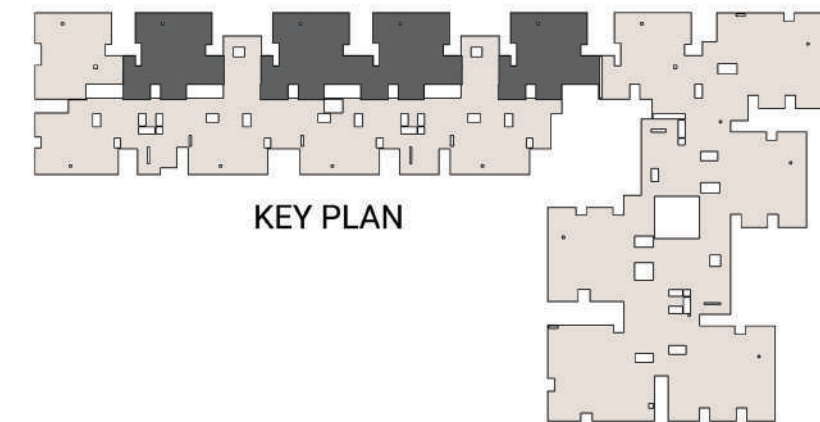
Individual Unit Plan (3 BHK+3T - 1827 Sq.ft.)



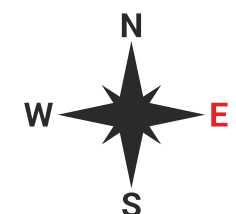
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
1901	3 BHK+3T	1827 Sq.ft.	1133 Sq.ft.	319	East



Individual Unit Plan (3 BHK+3T - 1895 Sq.ft.)



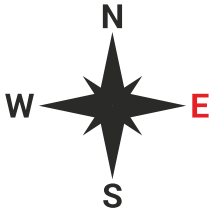
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
302-1902, 303-1903 304-1804, 305-1805	3 BHK+3T	1895 Sq.ft.	1175 Sq.ft.	331 Sq.ft	East



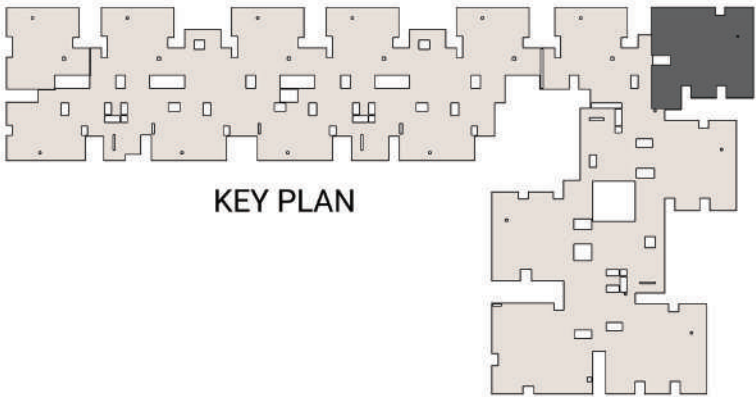
Individual Unit Plan (3 BHK+3T+MR - 2032 Sq.ft.)



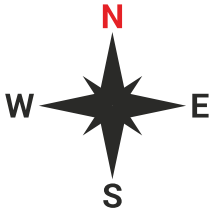
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
306-1806	3 BHK+3T+MR	2032 Sq.ft.	1260 Sq.ft.	355 Sq.ft	East



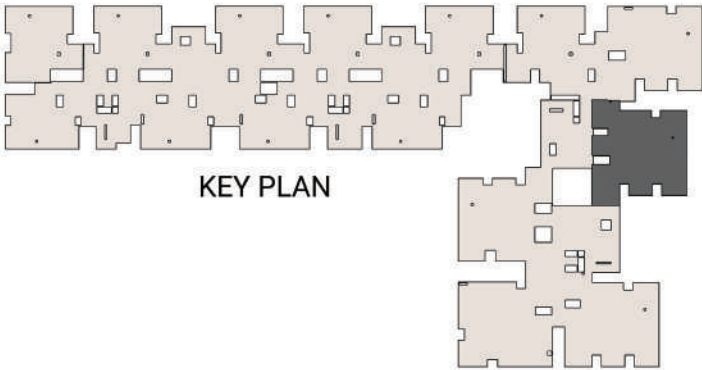
Individual Unit Plan (4 BHK+4T+MR - 2868 Sq.ft.)



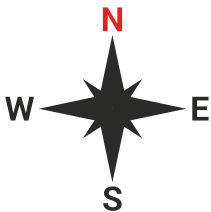
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
307-1807	4 BHK + 4T+MR	2868 Sq.ft.	1778 Sq.ft.	501 Sq.ft	North



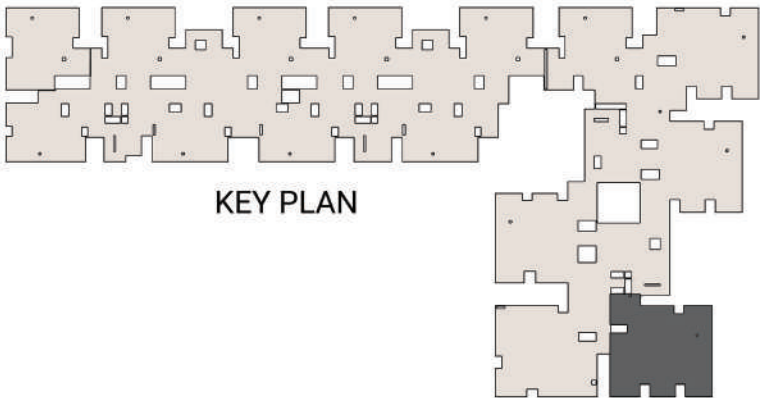
Individual Unit Plan (4 BHK+4T+MR - 2885 Sq.ft.)



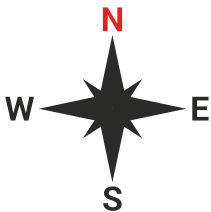
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
308-1808	4 BHK + 4T+MR	2885 Sq.ft.	1789 Sq.ft.	504 Sq.ft	North



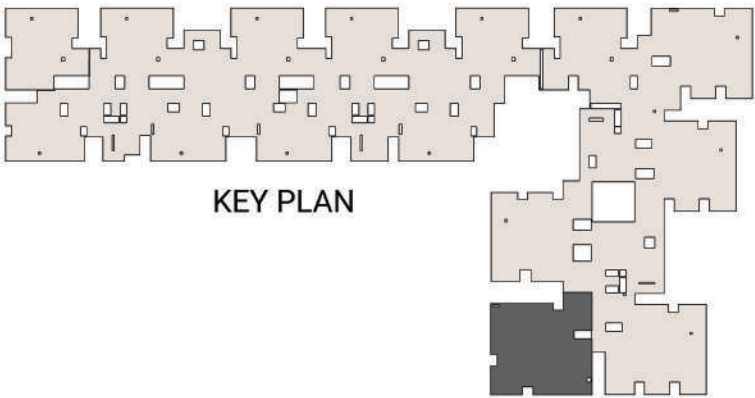
Individual Unit Plan (4 BHK+4T+MR - 2855 Sq.ft.)



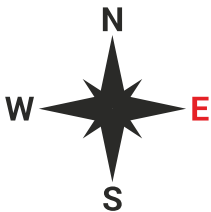
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
309-1909	4 BHK + 4T+MR	2855 Sq.ft.	1770 Sq.ft.	499 Sq.ft	North



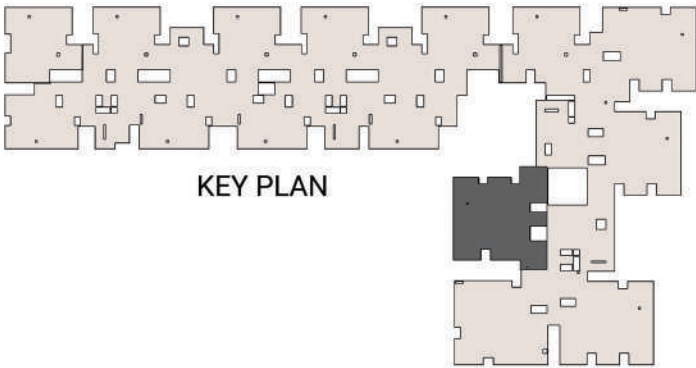
Individual Unit Plan (4 BHK+4T+MR - 2927 Sq.ft.)



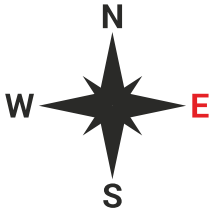
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
310-1910	4 BHK +4T+MR	2927 Sq.ft.	1815 Sq.ft.	512 Sq.ft	East



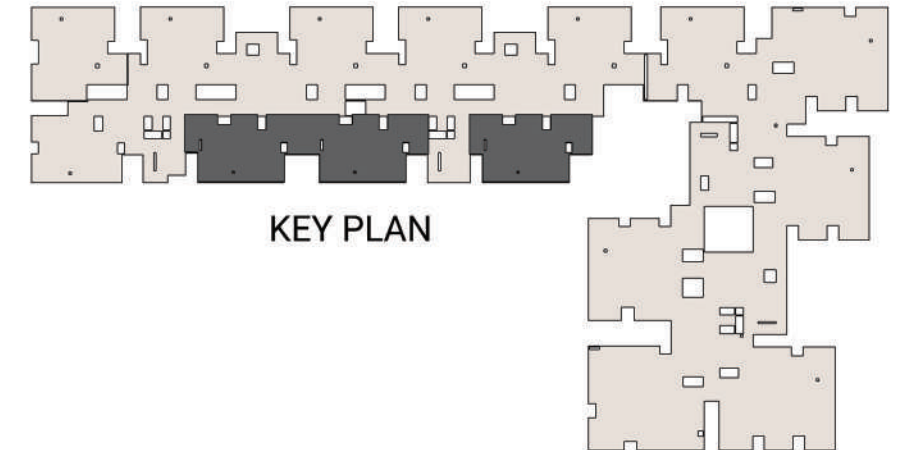
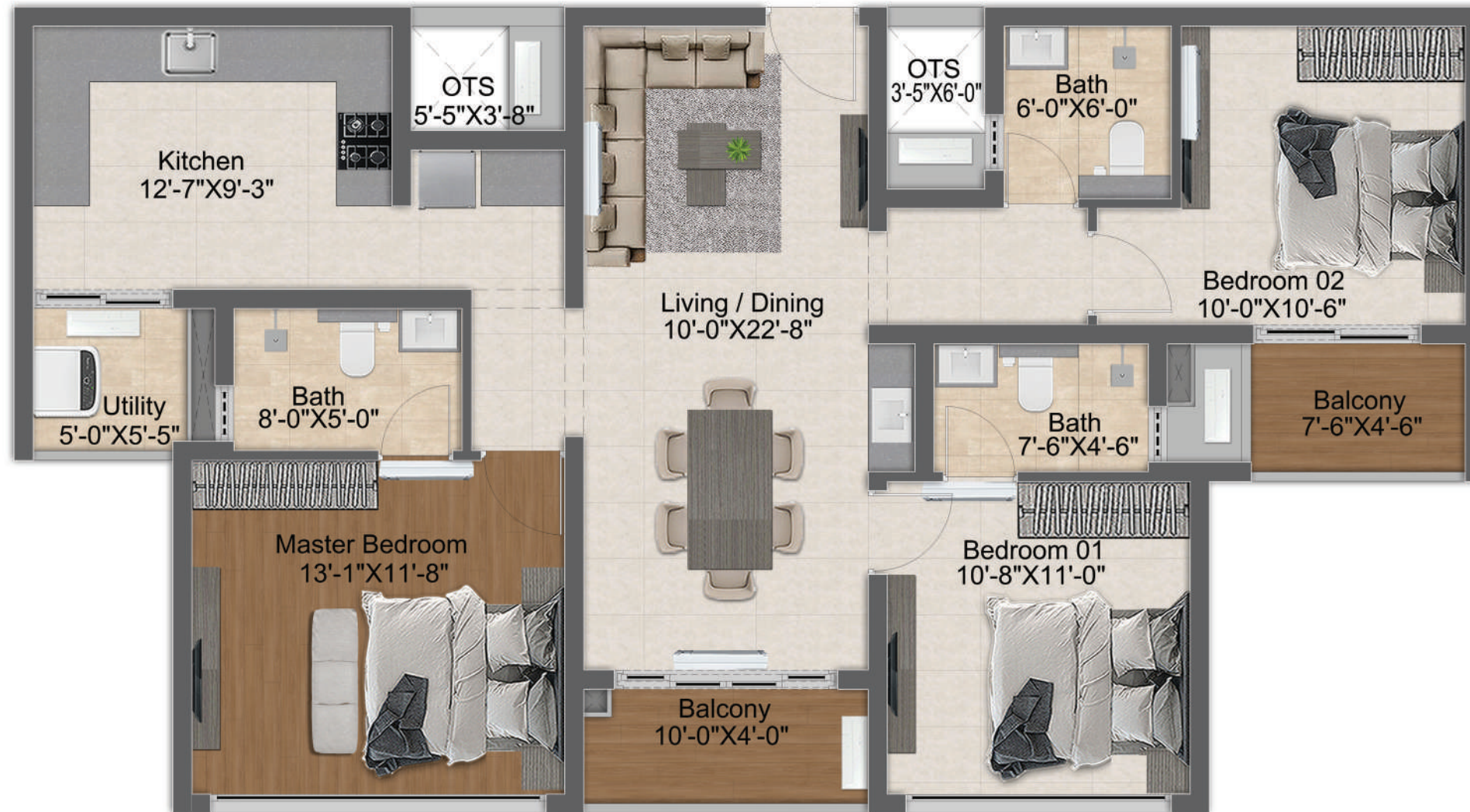
Individual Unit Plan (4 BHK+4T+MR - 2868 Sq.ft.)



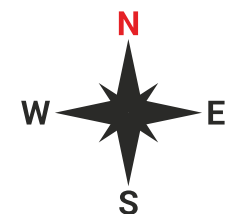
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
311-1811	4 BHK +4T+MR	2868 Sq.ft.	1778 Sq.ft.	502 Sq.ft	East



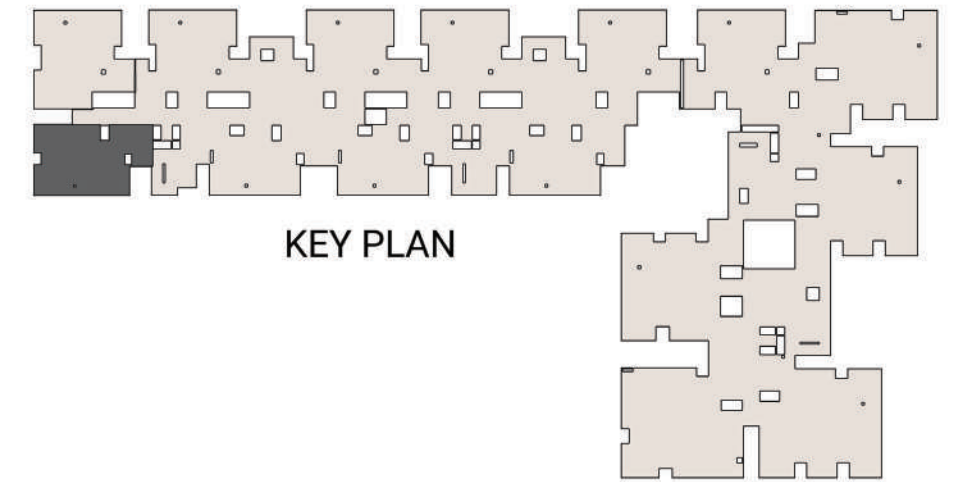
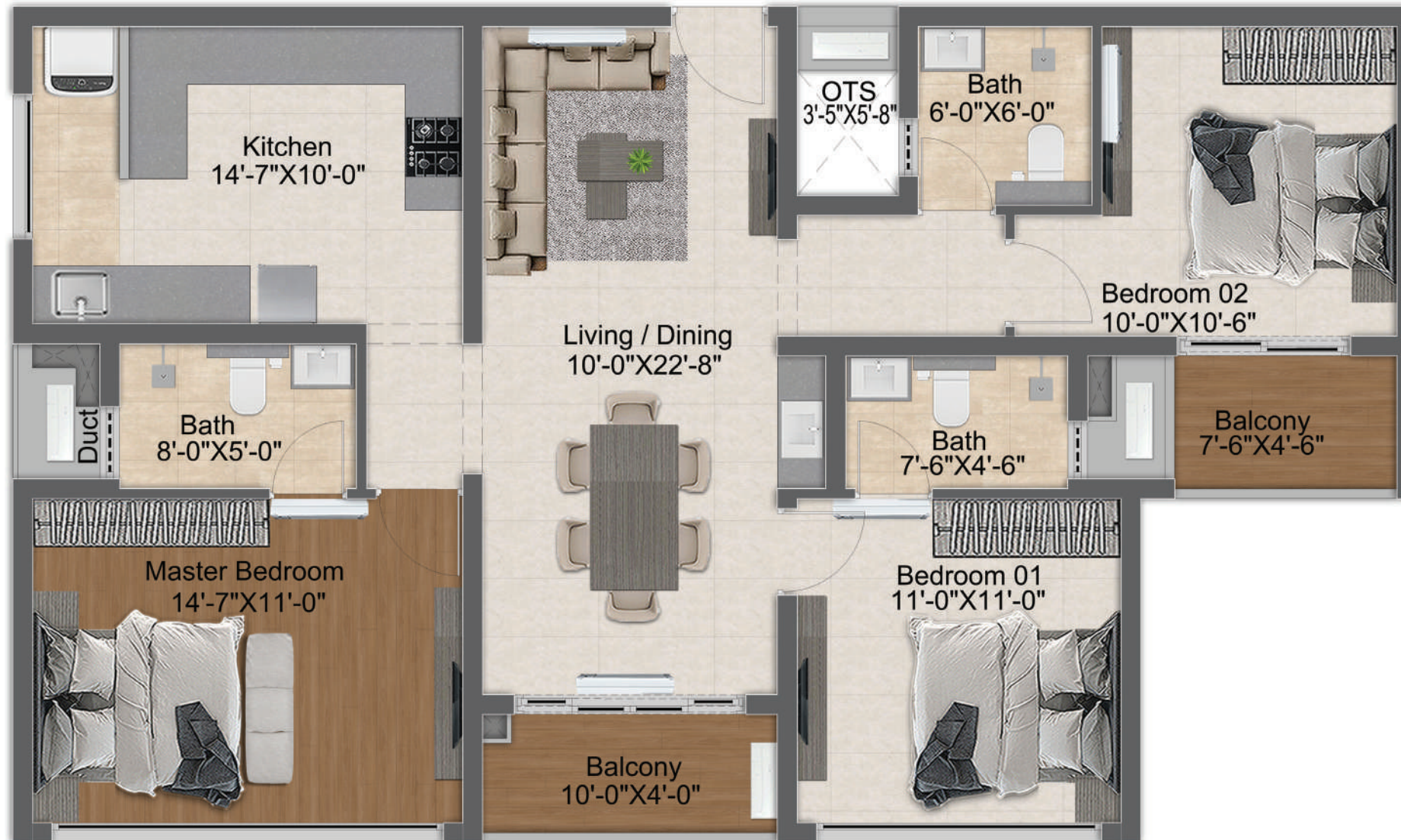
Individual Unit Plan (3 BHK+3T - 1595 Sq.ft.)



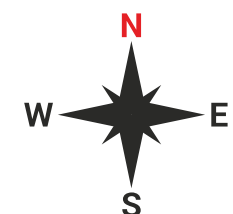
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
112-1812, 113-1813, 114-1814	3 BHK+3T	1595 Sq.ft.	989 Sq.ft.	279 Sq.ft	North



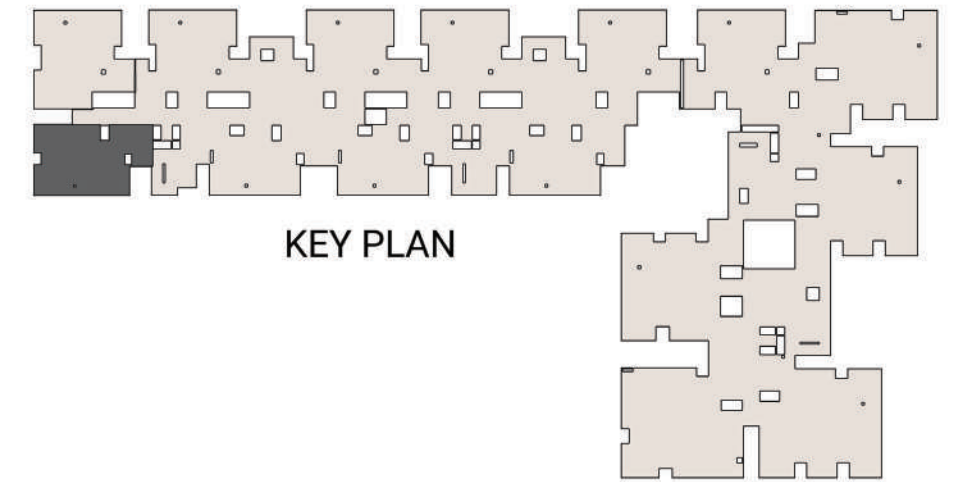
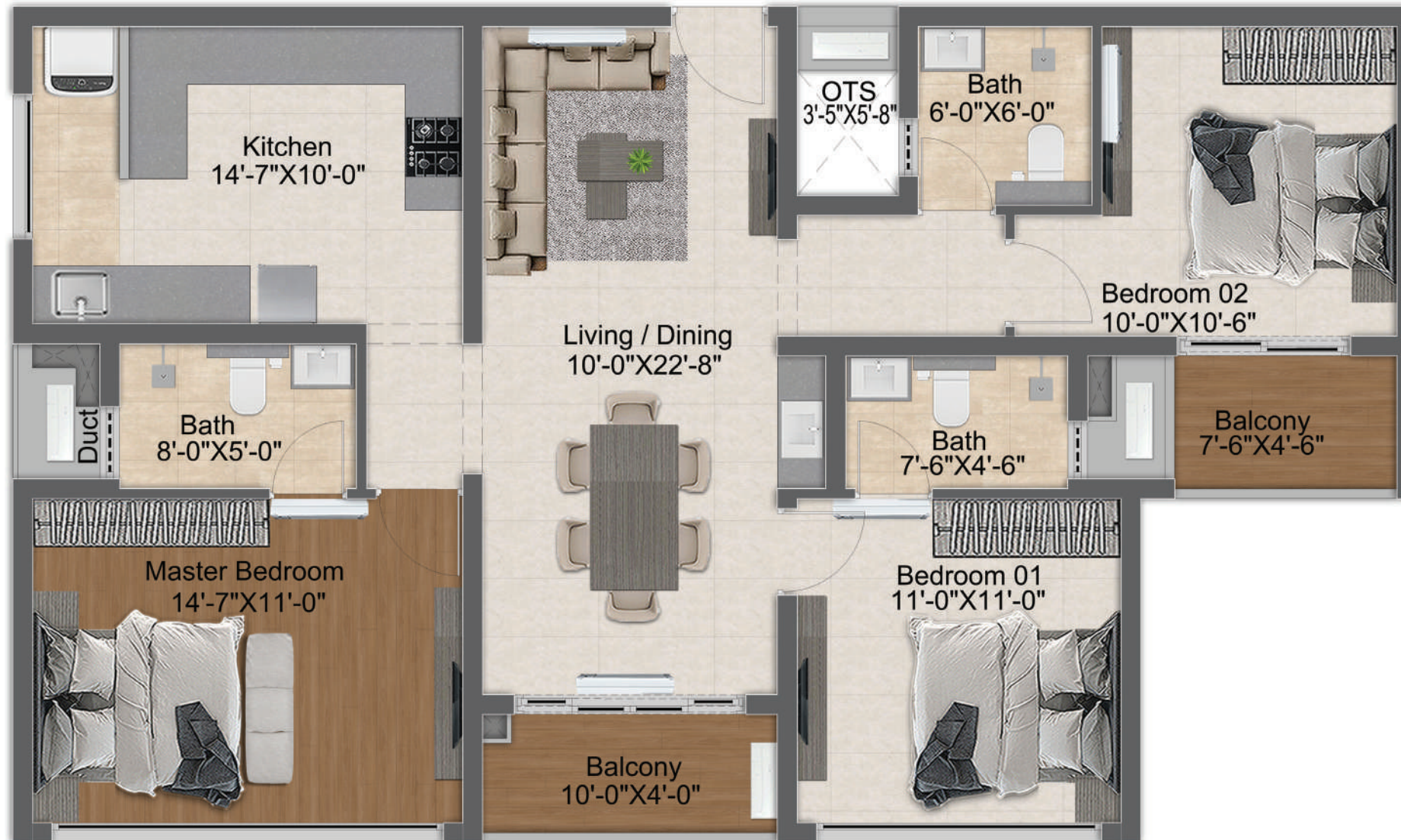
Individual Unit Plan (3 BHK+3T - 1610 Sq.ft.)



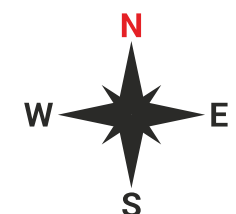
Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
215-1815	3 BHK + 3T	1610 Sq.ft.	998 Sq.ft.	282 Sq.ft	North



Individual Unit Plan (3 BHK+3T - 1610 Sq.ft.)



Unit Nos.	Apartment Type	Saleable Area	Carpet Area	UDS	Facing
115, 1915	3 BHK + 3T	1610 Sq.ft.	998 Sq.ft.	281 Sq.ft	North



Specifications



STRUCTURE

Structural System	RCC framed structure designed for seismic compliance (Zone-III).
Masonry	Block masonry wall.
Pest Control	Anti-termite treatments wherever applicable during the construction stage.

FLOOR FINISH WITH SKIRTING

Foyer, Living/Dining	1200mm x 600mm vitrified tile flooring.
Master Bedroom	Wooden finish vitrified tile flooring.
Other Bedrooms	600mm x 600mm vitrified tile flooring.
Kitchen & Utility	600mm x 600mm vitrified tile flooring.
Bathrooms	600mm x 600mm vitrified tile flooring.
Balcony	1200mm x 200mm wood finish vitrified tile flooring.
Maid's Room	600mm x 600mm vitrified tile flooring.

WALL FINISHES

Internal Walls	Two coats of putty over one coat primer and two coats of acrylic emulsion paint.
Ceiling	Two coats of putty over one coat primer and two coats of acrylic emulsion paint.
Exterior Walls	Weatherproof texture paint or weather proof emulsion paint as decided by the architect.
Bathrooms	600mm x 300mm ceramic wall tiles up to false ceiling level.
Utility / Service Area	600mm x 300mm ceramic wall tile up 5 feet.

KITCHEN & UTILITY / SERVICE AREA

Kitchen Platform	Bare kitchen.
Electrical Point	Provision for hob, chimney, mixer grinder, fridge, oven & water purifier, provision for dish washer.
Utility Area	Provision for washing machine & dryer.

Specifications



BATHROOMS

Sanitary Fixture

Wall mounted European Water Closet (EWC) of JAQUAR or equivalent.

Cp Fitting

Health faucet, pillar cock, diverter for hot & cold mixer of JAQUAR or equivalent.

False Ceiling

Grid type false ceiling will be provided.

JOINERY

Main Doors

Teak wood frame with flush shutter both the side teak veneer finish with architrave and smart biometric lock will be provided.

Internal doors

Pre-engineered laminate finish flush door.

WINDOWS

Windows

UPVC windows with sliding shutter along with bug mesh.

French Doors

UPVC french doors with sliding shutter glass and bug mesh.

Ventilators

UPVC frame with glass louvered ventilation.

HANDRAIL

Balcony Handrails

Modular railing as per architect design.

WATERPROOFING

Water Proofing

Water proofing will be done the water retain area like basement, lift pit, toilet, balcony, utility/ service area, UG sump, STP & OHT.

ELECTRICAL

Power Supply

3 Phase connection for each apartment.

Power Back-up

1000 watts for 3BHK, 1200 watts for 3BHK+MR, 1500 watts for 4 BHK through Automatic Changeover Current & Limiter (ACCL).

Safety Device

RCCB safety device will be provided for each apartment.

Specifications



Wires

Fire Retardant Low Smoke (FRLS) copper wire of a quality ISI brand.

TV

Provision for TV in living and bedrooms with pre-wired co-axial cable for DTH easy connectivity.

Data

Fibre optical cabling in living.

Air-Conditioner

Split air-conditioner provision will be provided living/dining and all the bedrooms.

Geyser

Geyser provision for all the toilets.

PLUMBING

Water Supply

Hydro pneumatic Pressure System.

Internal

All internal plumbing line are CPVC.

External

All external plumbing lines are UPVC / PVC pipes.

Drainage

All drainage plumbing lines are PVC pipes.

COMMON FEATURES

Power back-up

100% power back-up for common areas.

Lift

13 passenger Lift.

Lift facia

Granite/Panel Cladding at all Levels as per architect design.

Lobby

Grand lobby with decorative false ceiling.

Corridor

Vitrified tile as per architect design.

Staircase

Granite flooring

Staircase handrail

As per architect design.

Parking Area

Granolith cement flooring with car park numbering.

Terrace floor

Solar reflective cool tile.

Driveway

Well defined driveway

STP

Centralized sewage treatment plant will be provided

WTP

Adequate capacity of centralized water treatment plant will be provided based on water quality.

Safety

CCTV surveillance cameras will be provided at entry and exit, lift, stilt lobby, driveway.

Specifications



SECURITY

Communication	Video Door Phone (VDP) will be provided
Compound wall	Building perimeter fenced by the compound wall with grand entry gates for a height as per architect / landscape design.
Landscape	Adequate landscape will be provided as per the landscaping consultant.
Signages	Apartment owners name board will be provided in the stilt floor.

Indoor Amenities	Outdoor Amenities	Common Amenities
<ul style="list-style-type: none">• Dart Board• Carrom• Foosball• Board Games• Snooker• Home Theatre• Lounge• Working Space• Conference Room• Well-Equipped Gymnasium• Zumba / Yoga• Banquet Hall	<ul style="list-style-type: none">• Swimming Pool (change room, deck chairs, seaters and focal sculpture)• Open air theatre• Party deck• BBQ counter• AI fresco dining• Outdoor gymnasium• Multiuse seating• Seniors' citizen seating• Tot lot• Work nook• Play court• Wall climbing play• Practice cricket pitch• Children's Park• Jogging track• Outdoor board games	<ul style="list-style-type: none">• Grand entrance plaza• Grand double height lobby• Association room• Common toilet• EV charging for two-wheeler & four-wheeler

DRA iHEART - TENTATIVE CONSTRUCTION AND PAYMENT SCHEDULE

PAYMENT STAGES	% OF PAYMENT DUE *	TENTATIVE DATE OF COMPLETION
On Booking Token advance	Rs.500000	Time of booking
Booking Amount within 15 days of Booking Date	10.00%	10% (Less Token Advance)
Agreement stage within 30 days of Booking Date	20.00%	With in 30 Days
Completion of Foundation	10.00%	As per actuals
Completion of Stilt Floor Roof Level	5.00%	As per actuals
Completion of 1st Floor Roof Level	5.00%	As per actuals
Completion of 3rd Floor Roof Level	5.00%	As per actuals
Completion of 6th Floor Roof Level	5.00%	As per actuals
Completion of 9th Floor Roof Level	5.00%	As per actuals
Completion of 12th Floor Roof Level	5.00%	As per actuals
Completion of 15th Floor Roof Level	5.00%	As per actuals
Completion of 18th Floor Roof Level	5.00%	As per actuals
On Completion of Block work of the apartment	5.00%	As per actuals
On completion of Plastering of the apartment	5.00%	As per actuals
On Completion of Internal Finishes of the apartment	5.00%	As per actuals
Upon Pre-Handing over Inspection intimation	2.50%	As per actuals
Upon Intimation of Handing Over (Payable along with Corpus fund & Maintenance Charges)	2.50%	Aug-28
TOTAL	100%	



PARTNERS FOR DEVELOPMENT

Architect

Kharche &
Associates

Structural

Designage Consultants
Private Limited

MEP

Sumanam Engineering
Services (P) Ltd.

DRA iHEART

PROJECT IS FUNDED BY AND MORTGAGED TO



ADITYA BIRLA GROUP

ADITYA BIRLA
CAPITAL LIMITED

HOME LOAN PARTNERS





A Few of our Landmark Projects



Plathin - 📍Velachery



Truliv & Centralia - 📍Navalur



Tuxedo - 📍Velachery



Ascot - 📍Adambakkam



Tuxedo Elite - 📍Velachery



PristinePavilion - 📍Mahindra World City



Truliv - 📍Porur



D'Elite - 📍Sholinganallur



Awards & Recognitions



FICCI AWARD
Developer of the
Year Residential
Chennai
2024



FICCI AWARD
Emerging Developer
of the year
2021



**TIMES
BUSINESS AWARD**
Developer with Consisten
On-time Delivery
2022





Awards & Recognitions



**CRISIL
7 STAR GRADING
for Pristine Pavilion III**



**CHENNAI
PROPERTIES**
Most Innovative
Developers
of the Year
2022



**TIMES
BUSINESS AWARD**
Most Customer Centric
Developer of the Year
2021



**TIMES REALTY
ICON**
Best Customer Centric
Developer
2016



**REALTY
INDIA**
Best Luxurious
Housing Project -
South India
2017



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TNRERA/35/BLG/0293/2025 dated 02.09.2025



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Furniture & Fixtures shown in the unit plan are not part of the offering.