new modern™
BUILDWELL PVT. LTD.
elevating lifestyles

RERA REG. NO.- UPRERAPRJ630123/12/2025
RERA WEBSITE - WWW.UP-RERA.IN
COLLECTION ACCOUNT NO. - 50200114345843
BANK & IFSC CODE - HDFC BANK LTD & HDFC0000226
LAUNCH DATE - 26.12.2025

सृजन

BY NEW MODERN

2 BHK & 2 BHK + STUDY
LUXURY FLATS
PRAYAGRAJ

INTRODUCTION

"Ira" – The Ultimate Address for Modern, Premium Living

Set within the prestigious Navyug Smart Mini City, Prayagraj, Ira is not just a residential tower. It is a refined lifestyle address curated for the modern connoisseur – a space that balances earth-bound calm with architectural elegance, privacy with vibrance, and simplicity with intelligent luxury.

The word "इरा" translates to Earth – a name chosen with intention. Ira embodies everything grounded: stability, comfort, and connection. But it rises with a sense of aspiration – sculpted in sleek glass, steel, and concrete – to house 52 residences that redefine what luxury living means in Prayagraj.



PROJECT OVERVIEW

Navyug Smart Mini City is emerging as Prayagraj's most sought-after lifestyle destination. Ira adds a new dimension to this growth a premium vertical enclave for families and professionals who value sophistication, comfort, and convenience.

KEY HIGHLIGHTS:

Configuration:
Stilt + 13 Floors

Units Per Floor:
4 Exclusive Apartments

Apartment Types:
2 BHK & 2 BHK with Study Room Premium Residences

Total Units:
52 Thoughtfully Planned Homes



LIFESTYLE AMENITIES



In-Campus Park Facilities

A thoughtfully planned green haven within the campus, designed for relaxation and recreation. Tree-lined pathways, open lawns, and seating pockets create the perfect setting for morning walks, casual meetups, or peaceful moments surrounded by nature.



In-Campus Hospitality Provision

Experience comfort and convenience with dedicated hospitality facilities within the campus. Designed to support guests, business visitors, and everyday needs, this feature ensures seamless service, welcoming spaces, and a refined experience without stepping outside the premises.



Fully Equipped Fitness Center

Stay fit without leaving Society. This thoughtfully designed gym offers modern cardio and strength equipment, large mirrors, and natural ventilation to elevate your daily workouts.



Private Club Space

An intimate indoor lounge area perfect for community events, birthday parties, or weekend get-togethers. Smartly designed to be flexible, stylish, and social.



Designer Lobby & Common Areas

Step into sophistication the moment you enter. Lobbies with natural stone finishing, ambient lighting, and concierge-like presence make every arrival feel grand.

Parking for Residents & Guests

Spacious, well-lit parking areas on stilt levels ensure convenience and security for you and your visitors. EV charging provisions available in select spots.

Secure Access Control & 24/7 CCTV

Safety meets sophistication with multi-layered security systems, including access-controlled entry points, CCTV surveillance in all common zones, and video door phones in each home.









APARTMENT FEATURES

Every home at Ira is a blend of functionality and elegance. Spacious layouts, large windows, enhanced natural light and cross-ventilation, while refined materials create a serene, modern interior.

~ 2 BHK Units (Approx. 1050 to 1100 sq. ft.)

~ Open living/dining with balcony

~ Kitchen with utility balcony

~ Master bedroom with walk in wardrobe

~ 2 BHK + Study Units (Approx. 1300 to 1400 sq. ft.)

~ Extended living space

~ Dual balconies for full light views

SPECIAL FEATURES OF IRA

~ Low-Density Living: Just 4 residences per floor for unmatched privacy

~ Modern Architecture: Sleek façade, clean lines, glazed windows, and natural finishes

~ Panoramic Views: Unobstructed skyline views from every home

~ Smart Living: Integrated home automation for lighting, climate, and security

~ Strategic Location: Minutes from airport, highway, schools, and hospitals

~ Sustainable Design: Rainwater harvesting, energy-efficient lighting, and green zones

~ Premium Build Quality: From structure to finish, designed for lasting value



LOCATION ADVANTAGE

Strategically located in a well-planned, integrated township, Ira offers both calm and connectivity. Within minutes, residents can access:



Airport
(4 KM)



On GT Road
(Prayagraj - Kanpur Road)
(0 KM)



Top Schools & Universities
(12 KM)



Retail, Dining & Business Centers
(5KM)



Hospitals & Emergency Care
(5 KM)



Upcoming Metro Station
(Approx 500 Mtr)

UNIT PLAN



2 BHK + STUDY ROOM
CARPET AREA= 75.43 SQ.MTR
BUILT UP AREA= 1053 SQ.FT.
SUPER AREA = 1364 SQ.FT.

UNIT PLAN

NEW MODERN BUILDWELL
EXCLUSIVE LUXURY APARTMENTS

2 BHK
CARPET AREA= 58.76 SQ.MTR
BUILT UP AREA= 833.50 SQ.FT.
SUPER AREA = 1079 SQ.FT.

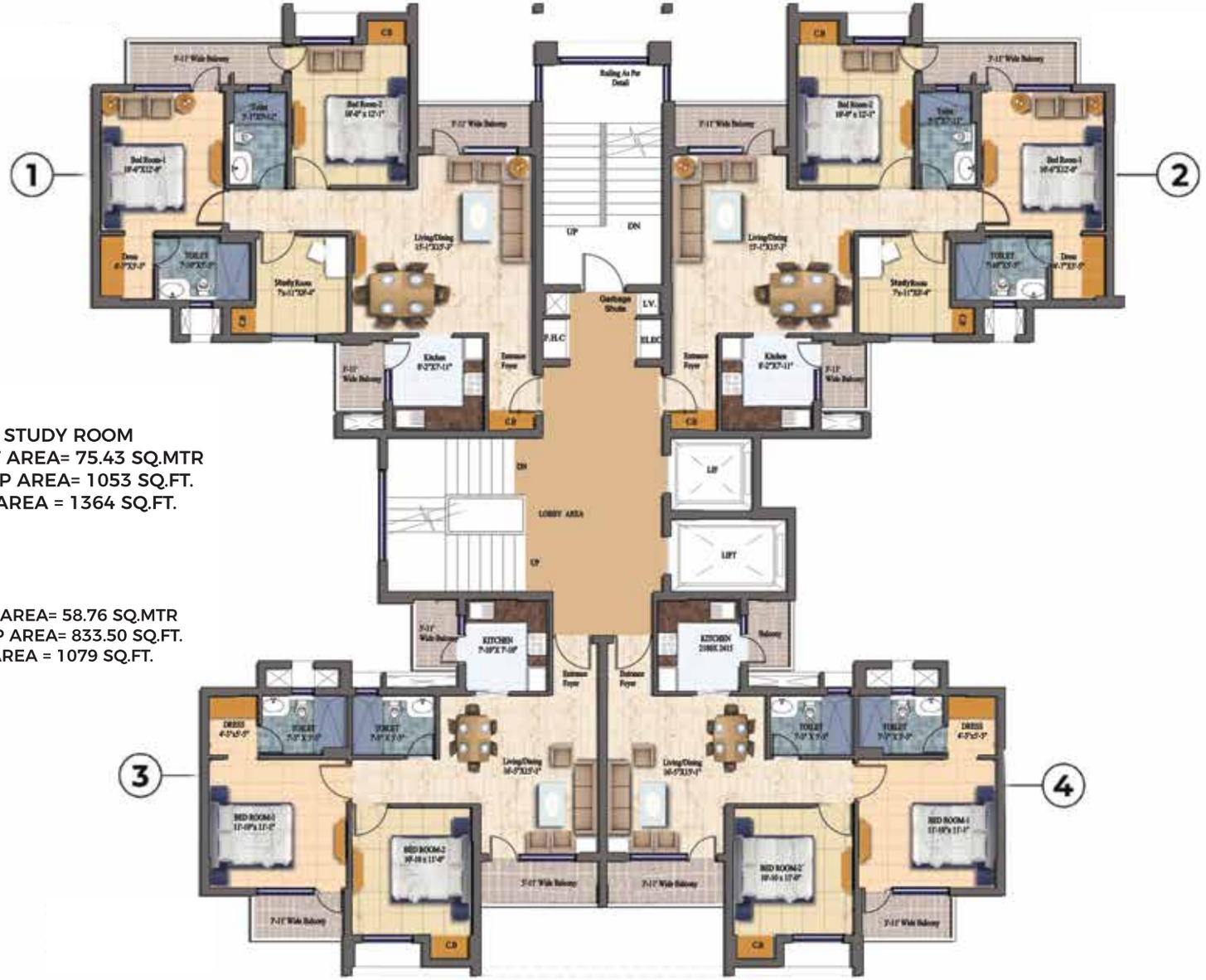


UNIT PLAN

FLOOR PLAN

NEW MODERN BUILDWELL

EXCLUSIVE LUXURY APARTMENTS



2 BHK + STUDY ROOM
CARPET AREA= 75.43 SQ.MTR
BUILT UP AREA= 1053 SQ.FT.
SUPER AREA = 1364 SQ.FT.

2 BHK
CARPET AREA= 58.76 SQ.MTR
BUILT UP AREA= 833.50 SQ.FT.
SUPER AREA = 1079 SQ.FT.

SPECIFICATIONS

SPECIFICATION		
Structure	Earthquake Resistant RCC frame structure	
External Finish	Weather proof paint/Texture Paint	Asian/Nerolac/Berger or equivalent
DRAWING & DINING		
Floor	Vitrified tiles 2*4	Kajaria/jonson/somany or equivalent
Walls	Plaster with Putty and with pleasing shade of OBD.	Asian/Nerolac/Berger or equivalent
Ceiling	Pop punning/putty with white OBD	Asian/Nerolac/Berger or equivalent
MASTER BED ROOM		
Floor	Vitrified Tiles 2*2	Kajaria/jonson/somany or equivalent
Walls	Plaster with Putty and with pleasing shade of OBD.	Asian/Nerolac/Berger or equivalent
Ceiling	Pop punning/putty with white OBD	Asian/Nerolac/Berger or equivalent
BED ROOMS		
Floor	Vitrified Tiles 2*2	Kajaria/jonson/somany or equivalent
Walls	Plaster with Putty and with pleasing shade of OBD.	Asian/Nerolac/Berger or equivalent
Ceiling	Pop punning/putty with white OBD	Asian/Nerolac/Berger or equivalent
KITCHEN		
Floor	Vitrified Tiles 2*2	Kajaria/jonson/somany or equivalent
Platform	Pre-polished Granite stone with Single Bowl Stainless Steel Sink	
Walls/dado	Ceramic tile upto 4 feet height above kitchen Counter, balance OBD	Kajaria/Jonson/somany or equivalent
Water Supply	Provision for Hot and Cold water supply	Cera/Perryware or equivalent
Fittings	CP fittings with mixers/provision for refrigrator, chimny, instant geyser and RO	Jaguar/Cera/Perryware or equivalent
BATHROOMS		
Floor	Anti-skid ceramic tiles	Kajaria/Jonson/somany or equivalent
Walls	False ceiling and Glazed ceramic tiles up to 7 feet Height	Kajaria/Jonson/somani or equivalent
Fittings & Fixtures	Standard WC, Wash Basin, towel rail, Concealed hot and cold water system through Geyser capacity 15 liters in Master Bed Room,	Jaguar/Cera/Perryware or equivalent
BALCONIES		
Floor	Anti-skid Ceramic Tiles	Kajaria/jonson/somany or equivalent
	Provision for Washing Machine in Service/Utility Balcony	
Walls	Exterior weather Shield paint	Asian/Nerolac/Berger or equivalent
Ceiling	Exterior weather Shield paint	Asian/Nerolac/Berger or equivalent
Railing	M.S Railing	
STAIRCASE/COMMON AREA		
Floor	Granite/Kota stone.	
Walls & Floors	Painted with pleasing shade of OBD	Asian/Nerolac/Berger or equivalent
DOORS & WINDOWS		
Entrance Door	Well-Seasoned Hardwood Frame with Decorative moulded shutter with good quality mortise lock.	Polished Door Frame Laminated Flush Door
Internal Doors	Well-seasoned hardwood frame with flush door shutters/skin moulded door with good quality mortise lock.	Painted Door Frame and painted Flush Door
Balcony Doors/Windows	UPVC Frame with glass/Sliding Aluminium powder coated	
ELECTRICAL		
Point Wiring	Copper concealed wiring, Modular Switch in all rooms.	Wire-Havel/RR/KAI or equivalent
	Sufficient light points, fan points, 6/15A sockets.	Modular Switches-schnider/L&T /Havels/Anchor or equivalent."
	A/C points in living/dining and bed rooms.	
	Provision for TV, Single LED Tubelight in all rooms and kitchen Bathroom etc	

STILT AREA			
Parking area	PCC+wearing course	Lighting	As per standard
Lift Lobby	Granite/Kota stone.	Meter	DV Panel for meters in stilt area
Lift	Kone/schinder/thyson/Otis/Jonson/ECE	Special Facilities	Wi-Fi enabled campus
Parking Numbering	Enamel Paint	Security System	Gated Community, Firefighting syste & Intercom/CC TV Camera
Toilet	Male/Female		

SITEMAP



PDA& RERA APPROVED

MASTER PLAN

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Map Not to Scale

ROUTE MAP

New Modern Buildwell Pvt. Ltd.

Project Office: Plot No "O", Third Floor, Elgin Road, Civil Lines, Prayagraj, Uttar Pradesh-211001

Home Loan Available

SBI

Site Office:
Navyug Smart Mini City,
Near Tiwari Talab Airforce Station,
Kanpur Road, NH-2 Prayagraj, UP - 212208

Registered Office:
819, Antriksh Bhawan, K.G Marg, New Delhi - 110001
Email: info@newmodern.in | Website: www.newmodern.in
Tel. 011-43510233

Call For Enquiry: 9953000888

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