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# इरा

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

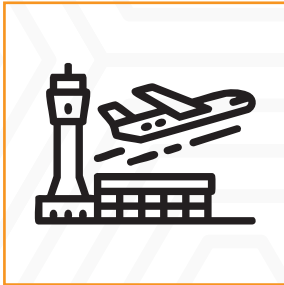
# SPECIAL FEATURES OF IRA

- ~ 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

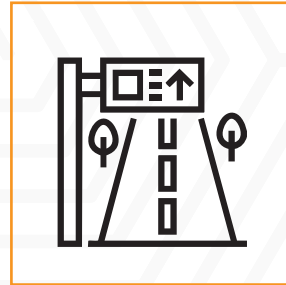


# LOCATION ADVANTAGE

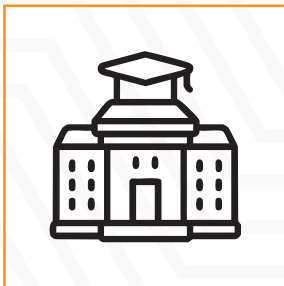
Strategically located in a well-planned, integrated township, Ira offers both calm and connectivity. Within minutes, residents can access:



**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

**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.

UNIT PLAN

**NEW MODERN BUILDWELL**  
EXCLUSIVE LUXURY APARTMENTS

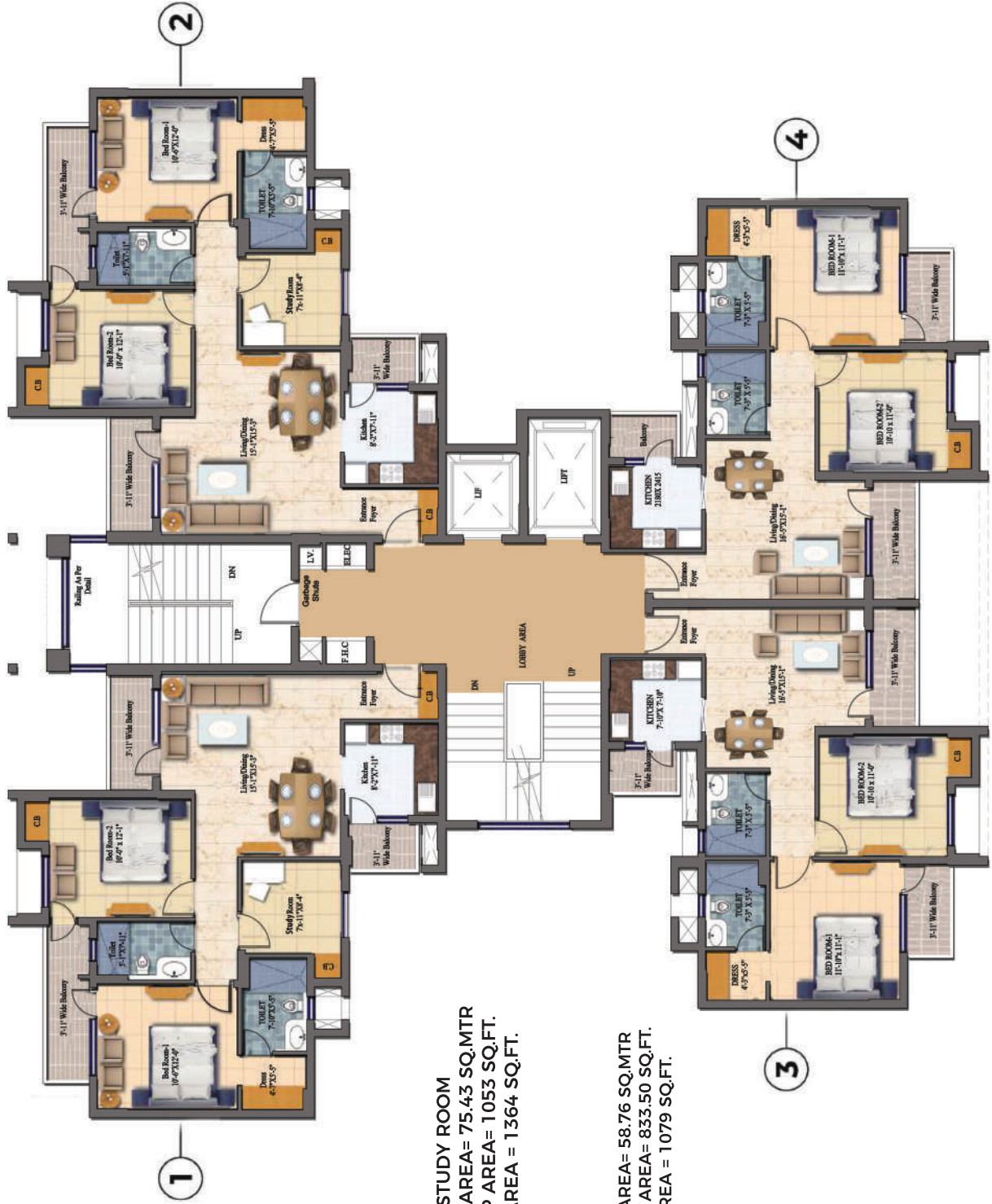
**2 BHK**  
CARPET AREA= 58.76 SQ.MTR  
BUILT UP AREA= 833.50 SQ.FT.  
SUPER AREA = 1079 SQ.FT.



UNIT PLAN

# FLOOR PLAN

**NEW MODERN BUILDWELL**  
EXCLUSIVE LUXURY APARTMENTS



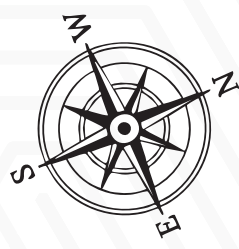
**2 BHK + STUDY ROOM**  
 CARPET AREA = 75.43 SQ.MTR  
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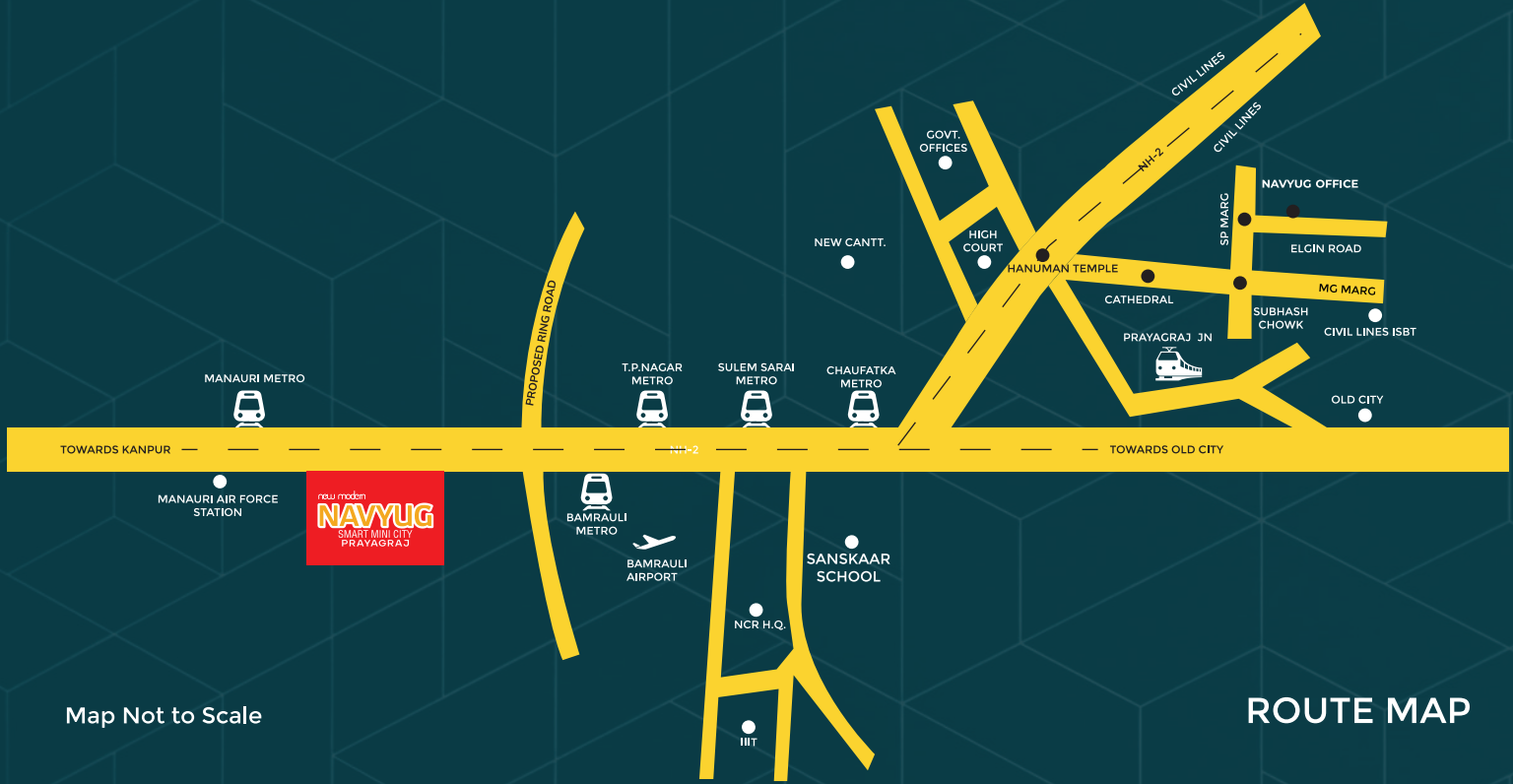
# SPECIFICATIONS

| 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 refrigerator, chimney, 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-Have/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/thyison/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



# MASTER PLAN



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

#### Site Office:

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

#### Registered Office:

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# Call For Enquiry: 9953000888

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