

# STRATUM

@VENUS'GROUNDS

CENTRAL AHMEDABAD'S LANDMARK

Venus Group has been a forerunner in many spaces while believing that innovation and tradition both are equally important. The ability to balance the two has enabled Venus to become the formidable brand that it has evolved into today.

With core values in place and higher standards of creating enhanced contentment for all its users, creating better value for investment partners by the sheer ability to identify and capitalize on location, by articulate planning and design while remaining committed to the environment, Venus Group today has embarked upon a renewed and fresh journey.

The 'brand' that already commands respect and awe has embodied seamlessly its two Brand Statements that are inspired from Venus, the Greek goddess of love as in western cosmology while alluding to the planet too.

The idea of Venus, a brand personified here through two relevant qualities and association- namely, *beauty and passion*, takes it ahead in an apt relevance to creation and excellence.



A Drive To Create  
& Provide Better

Equal Growth  
Opportunity

**WHERE **PASSION** MEETS EXCELLENCE**  
CREATING ASPIRATIONAL SPACES



**VENUS<sup>®</sup>**  
Lifespace Creators



**WE SEE **BEAUTY** IN CREATION**  
CREATING AESTHETICS THROUGH COMFORT

Benchmark For  
Aesthetic Aspirations

Balancing  
Function & Form

Inspiration For  
Association





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# THE LOCATION

## NEHRUNAGAR, AHMEDABAD

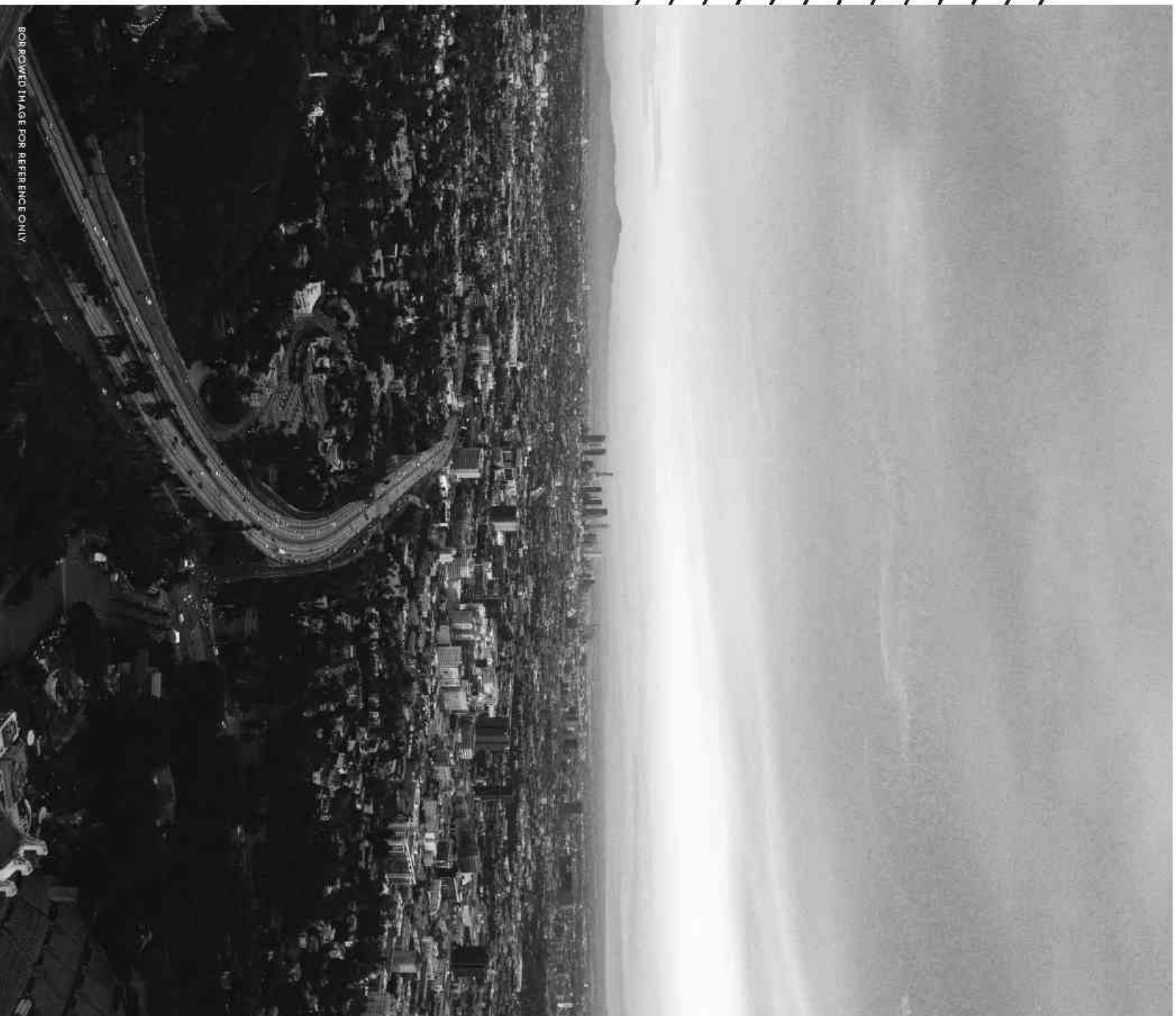
Ahmedabad, Gujarat's largest city and active business hub with an inherent entrepreneurial spirit, today has a population of close to 7 million people. Being one of the fastest growing cities with an average per capita income twice than that of the rest of India, Ahmedabad thrives on 'new' and 'progress'.

Nehrunagar area is right at the center equally close to the original high street CG road and the new buzzing SG Road. It has been a location of desire for both business and residences. Part of a larger vision that can accommodate close to 3 million sq.ft of constructed space in the future, Venus Grounds is the result of a keen understanding of location and the right timing for land acquisition.

Venus Group has created a reputation for investing in good locations with far reaching gains for the constructed projects. And this time is no different. The new project on **Satellite Road** now readies itself after meticulous planning and calculations.

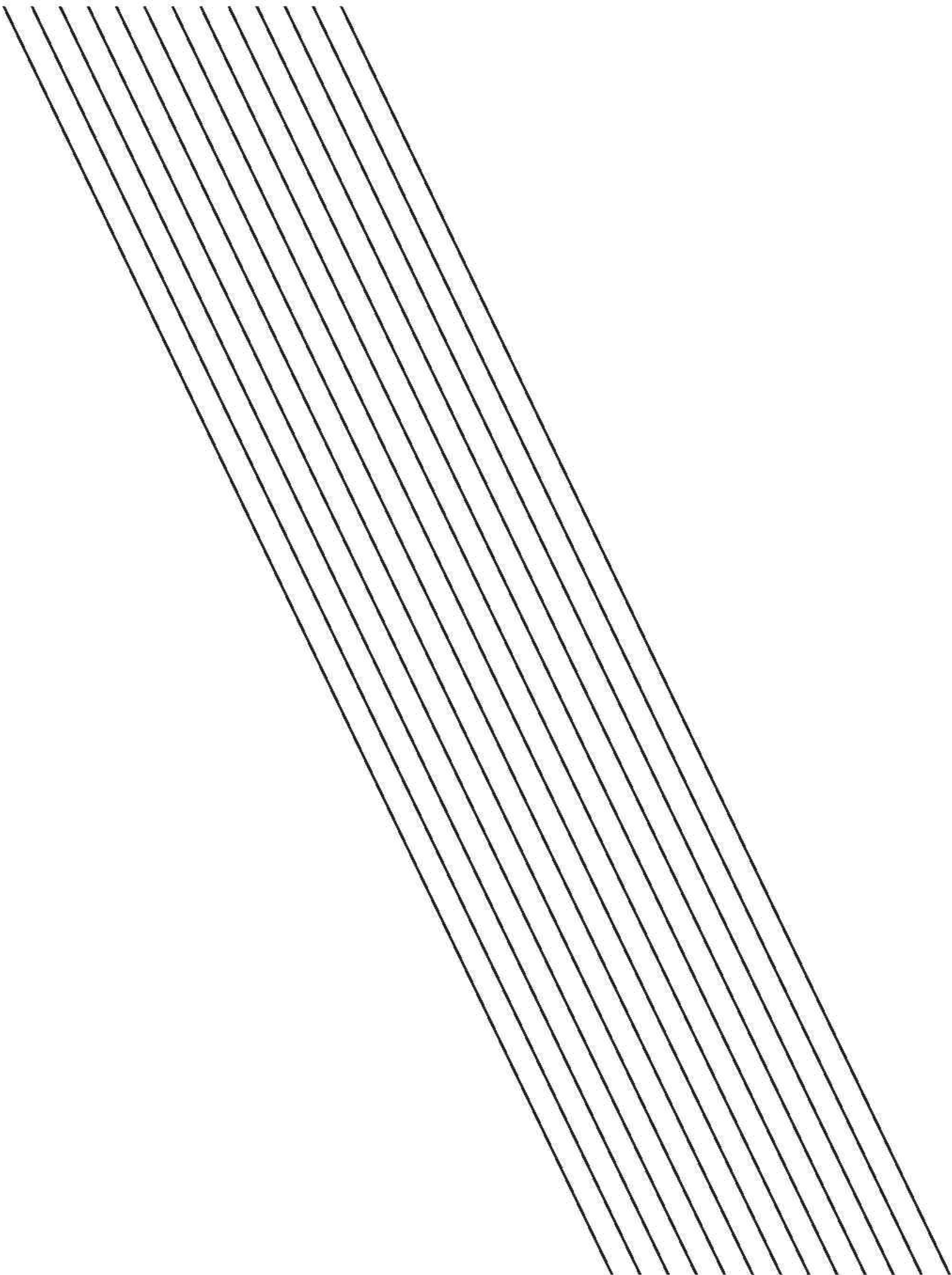
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FOR, THE RIGHT INVESTMENT FOR THE FUTURE BEGINS HERE.



LARGE AND STRATEGICALLY LOCATED

**VENUS<sup>®</sup>** GROUNDS



Venus Grounds is the larger entity which also is the bigger vision as a 'master plan'. Stratum is the first phase development with complete focus on a 'new-age' commercial building. The second phase is envisaged to house complementary multi-functions making Venus Grounds a true MIXED-USE location.







**STRATUM (noun):**

1. one of a number of portions or divisions likened to layers or levels.
2. one upon another.
3. a level or grade of a people or population with reference to social position, education, etc



REPRESENTATION OF ARCHITECT'S IMPRESSION

# STRATUM

@VENUS GROUNDS





'Stratum' comes from the word 'Strata' and this project is more than aptly named. While alluding to the 'levels' as constructed architecture, Stratum directly conveys 'levels' achieved personally or professionally, or as an aim, ambition or aspiration.

STRATUM is built on a keen business sense, on 'design enhances lives' philosophy, while relying on internationally placed and acclaimed team of consultants. A formidable first for any developer project in Gujarat. STRATUM brings in new-age ideas that come in through tried and tested methods of usage of future commercial spaces through a combined vision of the promoters, their exposure and the faith in the experience of the consultants on board.

STRATUM starts its levels deep within the ground by going 5 levels below ground level to provide adequate parking. With **5 basements** and **3 levels of retail spaces**, STRATUM rises up subsequently to provide **new-age office spaces** as it builds itself upwards around an 'activatrium' - a boon for future work culture. Stratum is IGBC pre-certified for Platinum Rating making it future ready with environment and energy concerns at its core. As another first, a **65 feet tall cable-net structure** not only defines the facade but also creates an identifiable new-age glazing system. Besides, an entire service floor is dedicated to house and maintain the working systems for the building.

**LET 'STRATUM @ VENUS GROUNDS' BE THE RIGHT DEFINING LEVEL**







# EXCLUSIVE

## SHOWROOMS AND RETAIL SPACES

Shopping is a more holistic experience today as online shopping deprives one of the touch-and-feel. We'll worked out structural grid at Stratum allows for planning modern retail experience with **shop floor to floor height at 14.5 feet.**

A design with an international facade system allows for a combined retail experience with covered **air-conditioned passages** on all 3 levels.

And as it is said for retail, the location really matters. Both through captive audiences as well as by the virtue of easy access, STRATUM shall be the come-to destination for shoppers while complimenting office spaces above.

While good national and international brands bring an added value to a building these 3 levels of retail shall only enhance the 'landmark' status for STRATUM. Additionally **5 basement parking** is designed to address the large inflow of customers while having pre-assigned slots for showroom owners as well as office occupants.







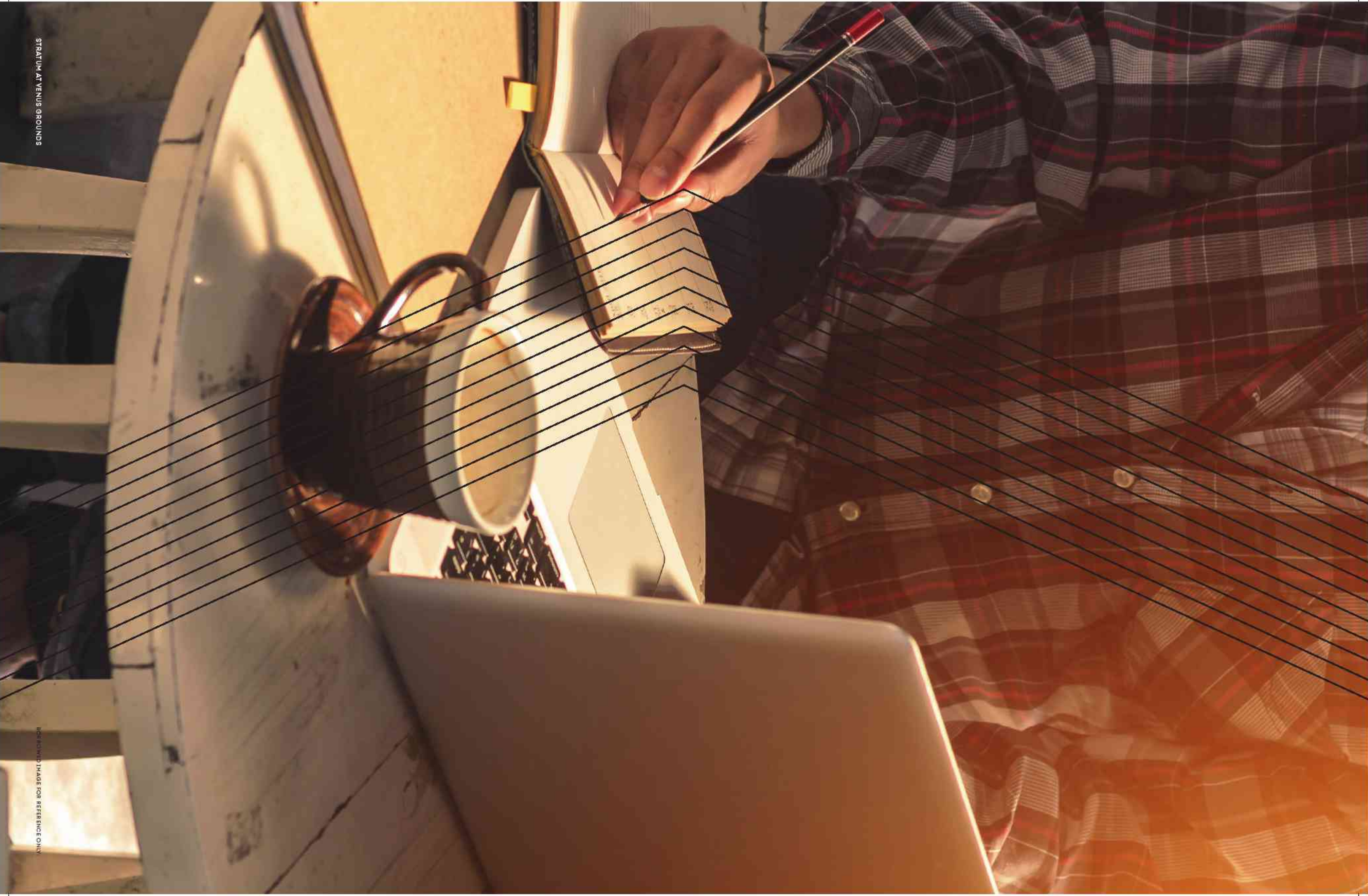
# NEW-AGE WORKSPACES AND SUITES

New-age workspaces within organizations are constantly evolving with the key being 'flexibility' whether it's standing desks, break-out zones, informal meeting areas or well spread cafeterias. Work-culture is evolving even within conventional trading, manufacturing or professional organizations.

STRATUM is designed keeping this future in mind, with a grid structure which allows spatial flexibility of space acquisition for various needs and better common services for all to use with **floor to floor height at approximately 11 feet 9 inches**. Complete floors can be acquired en-suite with special needs addressed on a one-to-one discussion prior finalization. The real winner of course is the central atrium that allows for 'vibrant' & 'flexible' break-out-cum-work zones spread over 16000 sq/ft.

With **12 high speed elevators & 2 service elevators**, a dedicated service floor for MEP and a robust Building Management System are just a few of the future ready design ideas implemented here at STRATUM.







# ACTIVATRIUM

The ACTIVATRIUM is obviously a concocted word but explains clearly the purpose of this dedicated **16000 sq/ft** space while describing it aptly. It is an Atrium with glass held by a high **65 ft cable-net structure** allowing natural light and is designed as a punched in void within the contemporary structure making it an identifiable element it deserves to be.



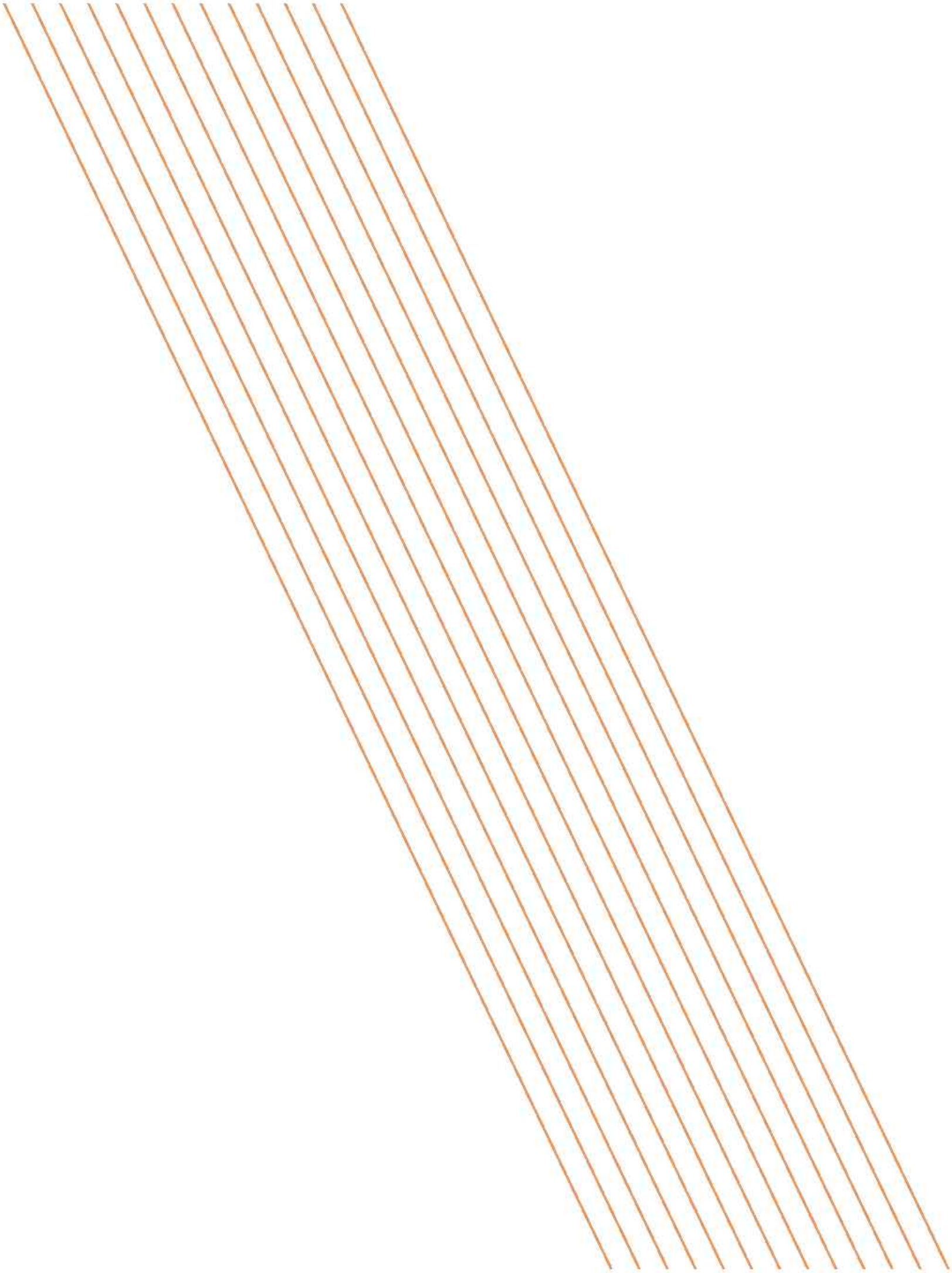


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## ACTIVATRIUM

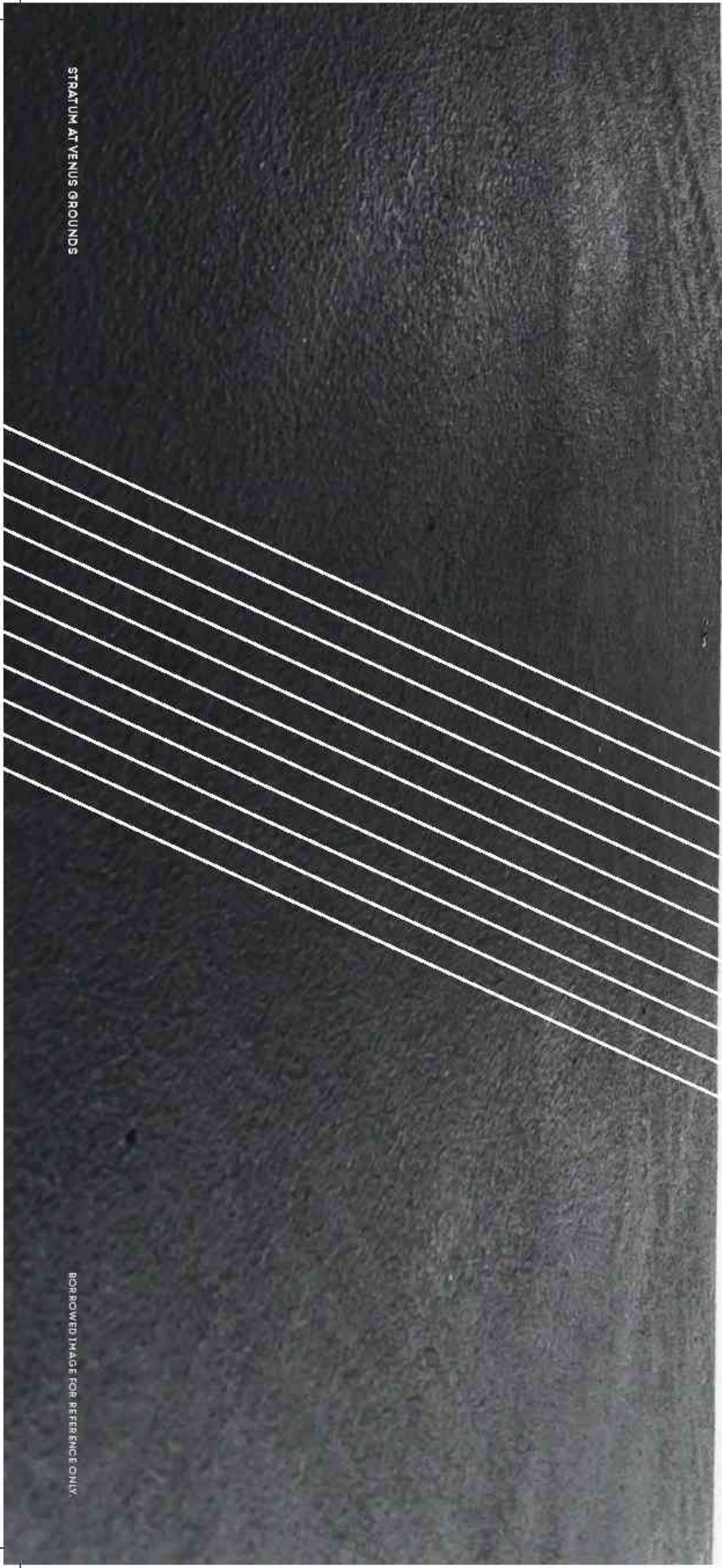
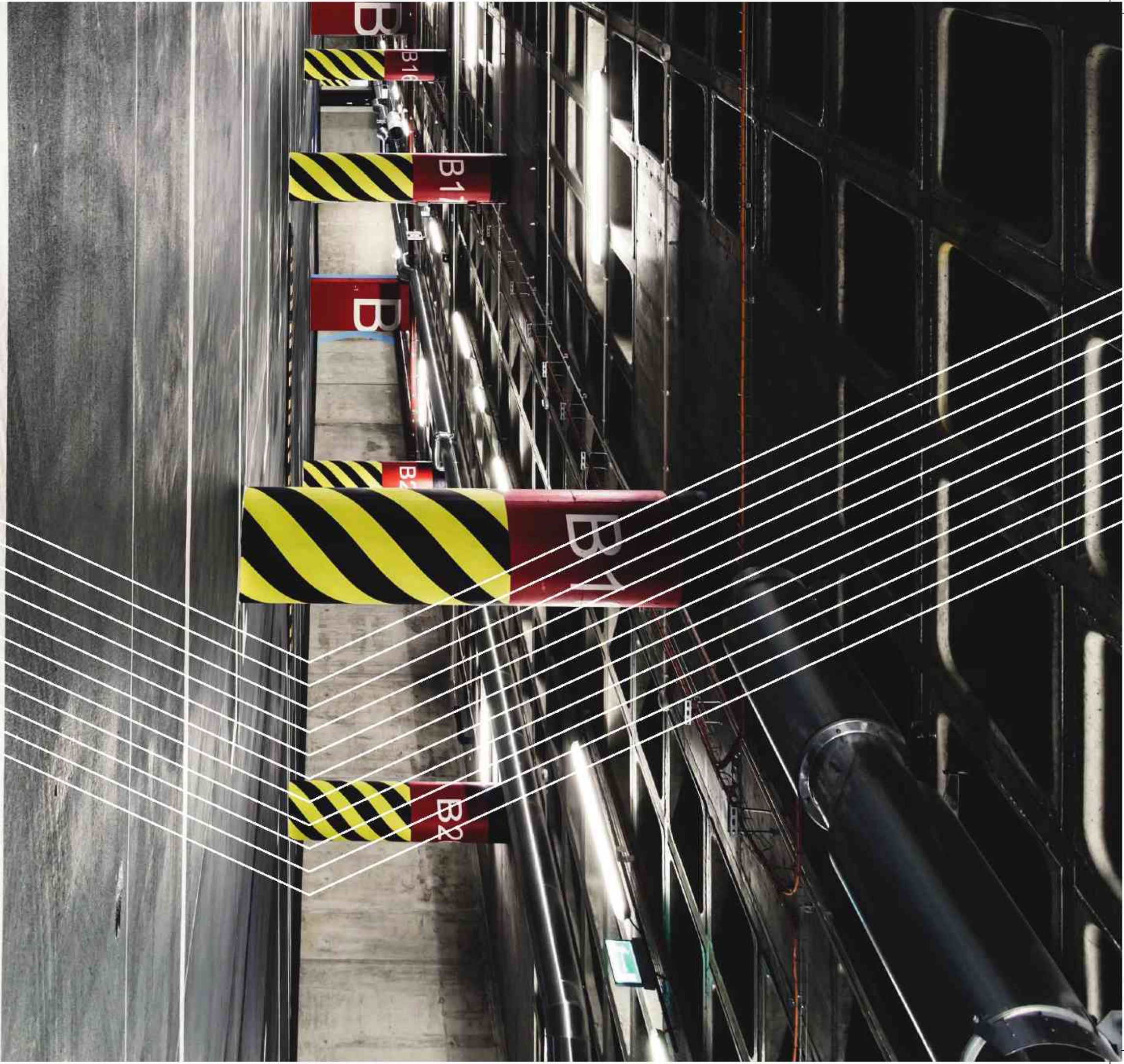
This atrium is fully air-conditioned and is envisaged to be active and comfortable. As an extension of the modern workspace, this ACTIVATRIUM is designed to maximize natural light for both human interaction and large natural plant-life to thrive.

An individual extended working zone, a group break-out zone, or casual professional meeting and exchange of ideas or just a warm welcome to visitors, STRATUM'S ACTIVATRIUM promises to be that extension to your work personality. It goes beyond it being a path-breaking architectural insertion as another first for any developer-based commercial space.

The ACTIVATRIUM , we believe shall be an 'identifiable' feature for STRATUM and therefore a point of connection and pride for all owners and users. The future workspace is here and the 'buzzing' activity shall transform it into an 'energetic-belly' of Ahmedabad's new Landmark.

**The facade is designed by FCD, Malaysia, special facade consultants on board.**



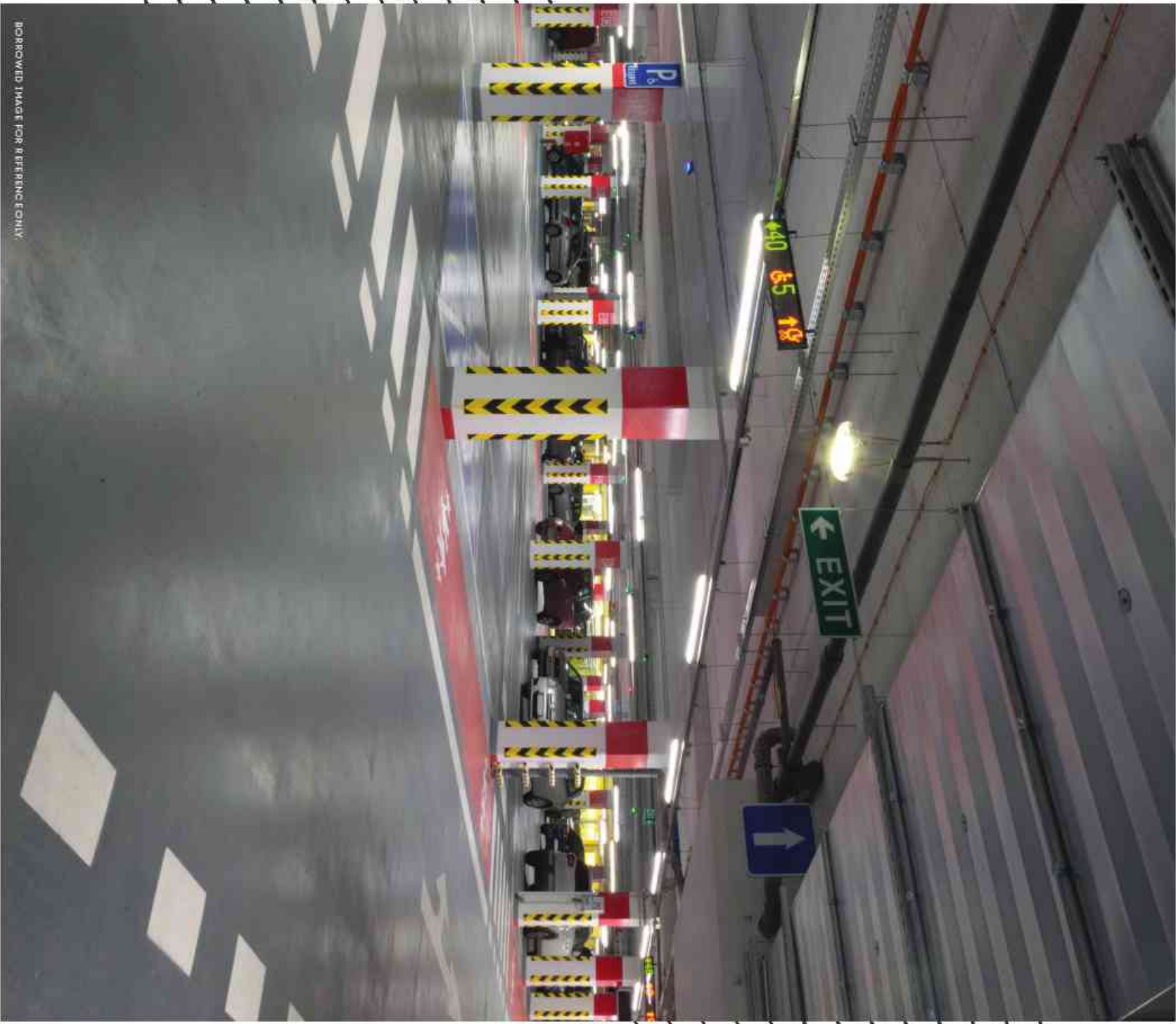




# FIVE LEVELS OF BASEMENT PARKING

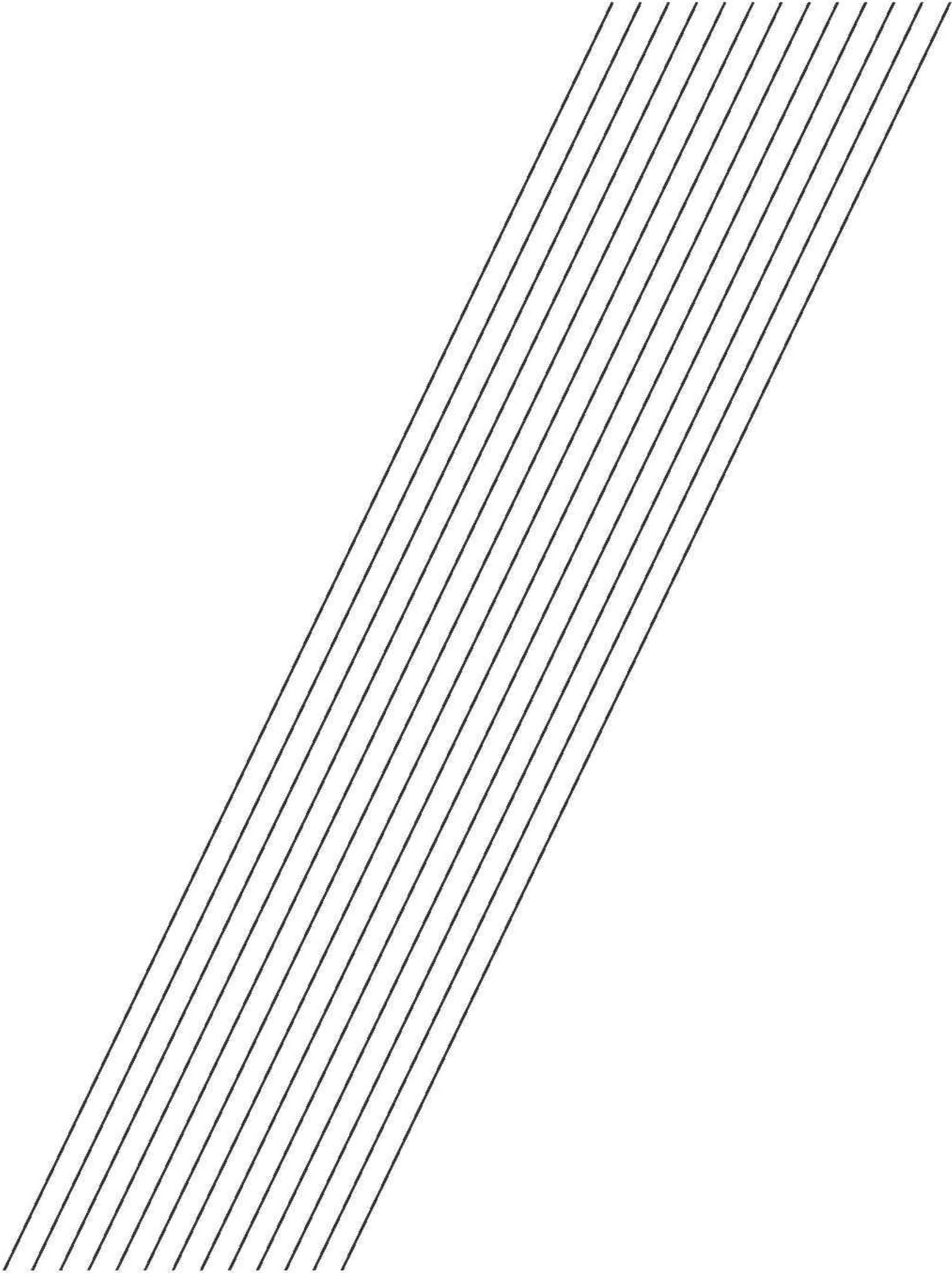
Parking woes are a reality. With the number of vehicles growing at the rate of 20% per year, about 30% of Ahmedabad's traffic is constantly searching for parking. Five levels of basement parking is a solution to address the issue and ease the pain while saving time.





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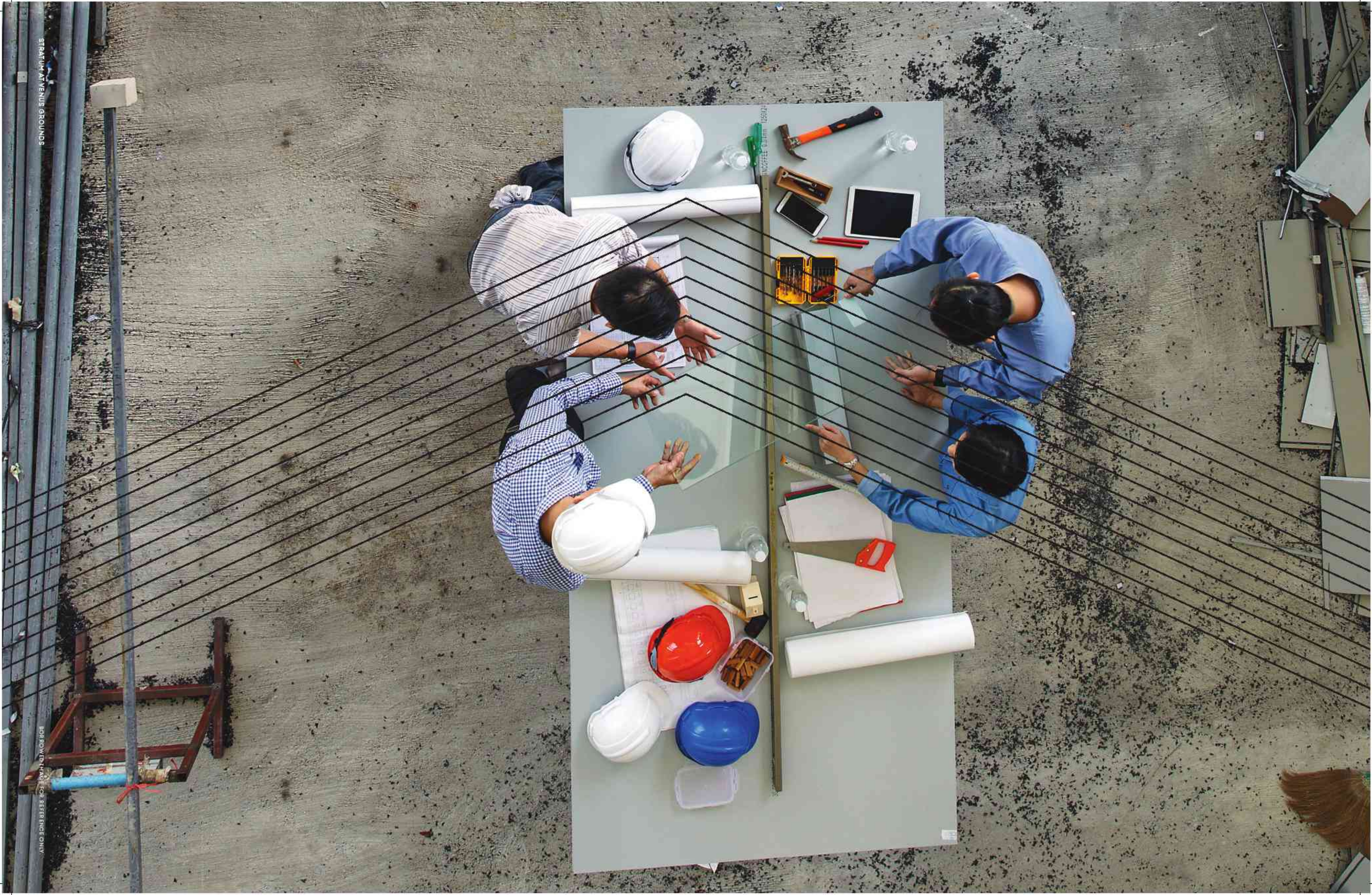


## STRATUM IS DESIGNED WITH 5 BASEMENTS

With a growing population and affluence and affordability, the owned vehicle numbers are growing too. And the best way to address this is by providing 5 basements for parking.

As we all know the cost of going deeper into the ground is high, it needs to be a conceptually well-thought out decision. As understood by the promoters and recommended by the International and Local architects on board, entire floor-plate basements are provided. Adequate and appropriate signage by a special consultant shall not only help navigation but also help create the right ambience through contemporary artwork and graphics.





STRATUM AT VENUS GROUNDS

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# INTERNATIONALLY ACCLAIMED ASSOCIATES

The vision was always large. And post-careful research and due diligence, a formidable team of International Consultants has been put together to make the vision of giving Ahmedabad a recognisable landmark, a reality. The local and national consultants are equally acclaimed and complement the skills & talent to enable STRATUM to reach that desired level of design, execution and management.



INTERNATIONAL  
ARCHITECT

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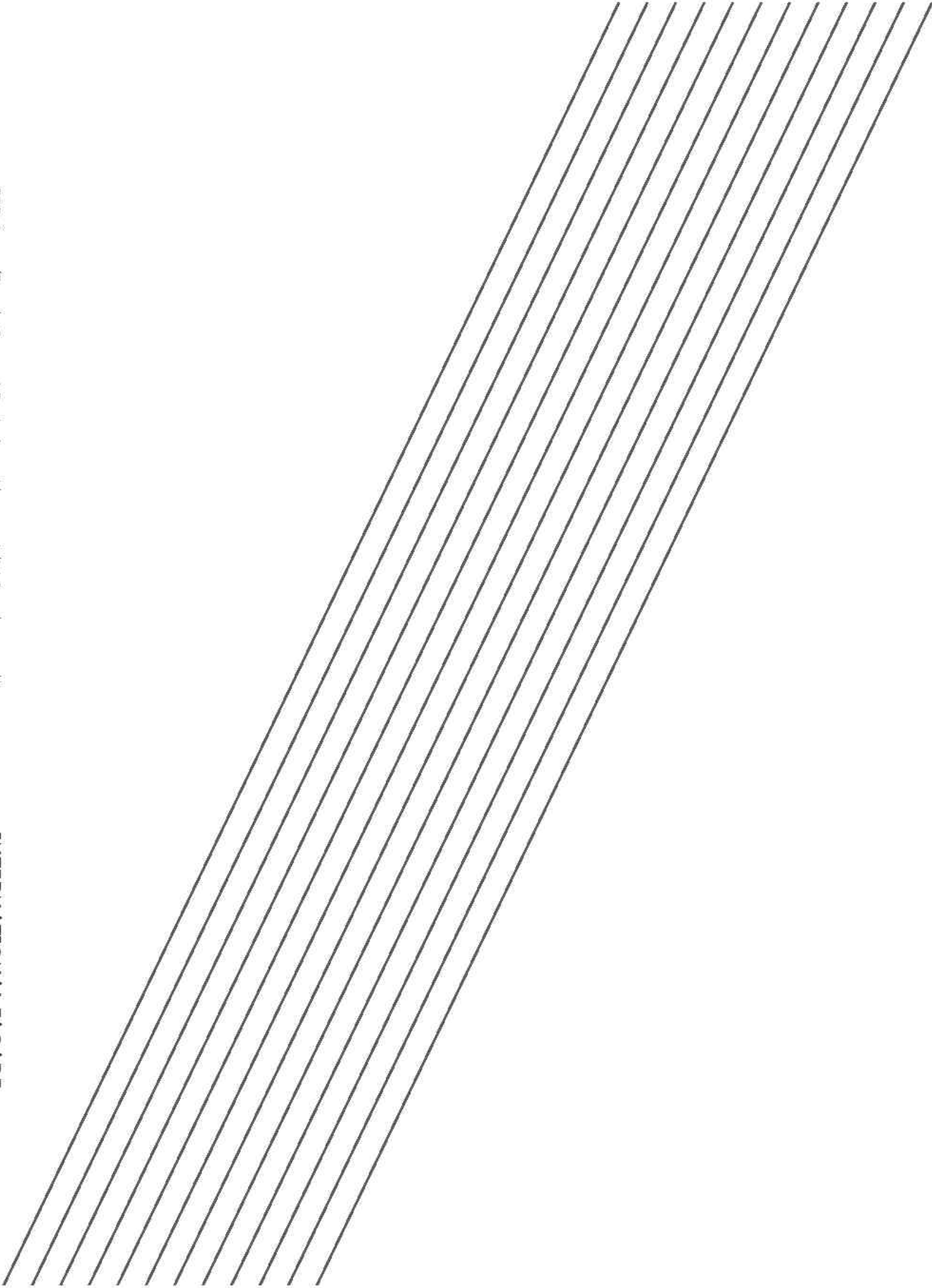
Aedas

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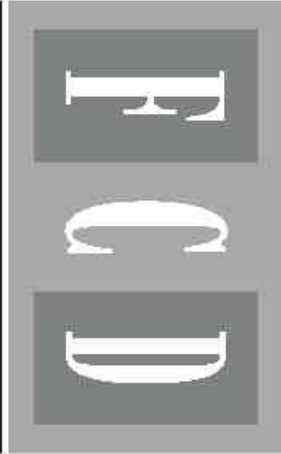
SINGAPORE

Aedas is the world's only local & global architecture and design practice driven by global sharing of research, local knowledge and international practice. With design studios across the globe Aedas creates world-class design solutions with deep social and cultural understanding of the communities. Aedas believes that the world must share its rapidly growing knowledge of the new urbanization and architectural solutions to the needs of other cities. They are diverse by design. Each project includes designers that understand and respect the social and cultural needs of the local community they are designing for. They never stop pushing boundaries, implementing the latest innovation and technical expertise in every new project they undertake – wherever they work in the world.



INTERNATIONAL FACADE  
CONSULTANT

FCD Group (Facade Concept Design) provides specialist facade consulting services offering state of the art expertise on the design and implementation of the building envelope. FCD Group with multiple offices in Asia and Middle East regions has acquired an excellent and unequalled know-how through numerous collaborations on projects of outstanding & iconic buildings. Besides the traditional criteria such as mechanical resistance and conformity to architects concept designs they also add complementary points of interest, such as optimal energy savings, appropriate thermal, acoustic and visual comforts, safety standards and efficient equipment systems to clean and repair the facades. They utilize the most appropriate materials and systems, taking into account the local regulations.



MALAYSIA



PROJECT MANAGEMENT CONSULTANT



MUMBAI

Masters is a leading Project Management company managed by highly trained project management professionals with multidisciplinary skills and wide spectrum of experience in India since 2004. The company offers a wide range of services from start to finish ranging from assisting with pre-development, design management, budgeting, tendering and cost management to Site management and complete handing over of projects.

PRINCIPAL CONTRACTOR



MUMBAI

Shapoorji Pallonji & Co. Pvt. Ltd. is a leading company in the construction industry and offers Design-Build and General Contracting Services for IT Parks & SDCs, Airport Terminals, Industrial Buildings, R&D Facilities, Pharma Facilities, Power Plant & Oil Refineries, Townships, Public Buildings, Banks, Hospitals, Hotels, Residential Condominiums, and Institutional Campuses. SPCPL has a pan-India presence along with a strong international presence in the Middle East, North Africa & South East Asia and carries an excellent reputation on safety, quality and timely delivery.

INDIAN ARCHITECT



AHMEDABAD

LEGAL CONSULTANT



AHMEDABAD

Our team of consultants are equally acclaimed nationally & locally. These set of consultants enable STRATUM to reach the level of design & management which also compliments and elevates the reputation of the project.

STRUCTURAL CONSULTANT



AHMEDABAD

MEP CONSULTANT



AHMEDABAD

LANDSCAPE CONSULTANT



AHMEDABAD

BRAND CONSULTANT



AHMEDABAD





STRATUM AT VENUS GROUNDS

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# PRE-CERTIFIED PLATINUM RATING (IGBC)

Stratum is expertly designed to meet the relevant requisites for Platinum Rating as per IGBC guidelines.

## **STRATUM IS PRE-CERTIFIED**

The process, the design and the execution shall finally be re-evaluated to confirm the parameters.

Certified Sustainable Buildings provide market recognition that tried-and-tested environmental practices have been incorporated at STRATUM. A green building also promotes a positive association as a corporate brand, which helps attract and retain high quality staff and enhance a corporate image to the wider community.

At STRATUM, 'green-building' practice has been at the core. The certification and rating is an additional endorsement to encourage and laud our efforts. And this begins as a belief and desire to adhere to effective methods for a better future.



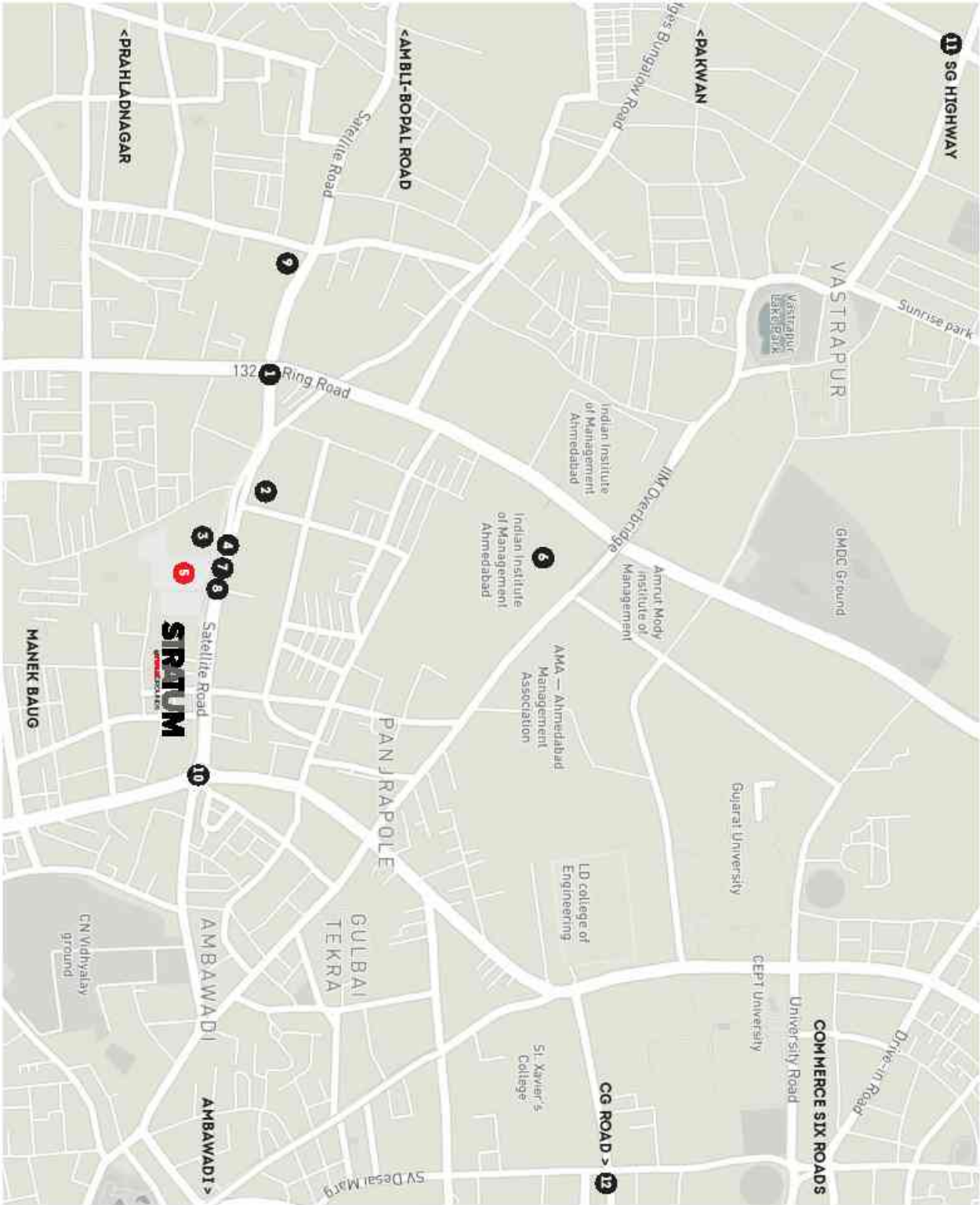


STRATUM AT VENUS GROUNDS, NEHRUNAGAR, AHMEDABAD

REPRESENTATION OF ARCHITECT'S IMPRESSION



# NAVIGATION



## LEGEND

- |   |                                    |
|---|------------------------------------|
| 1. Shivaranjani Crossroads (Junction)         | 6. IIM Ahmedabad (Institution)     |
| 2. Vodafone Store (Retail)                    | 7. BRTS Bus Stop (Transportation)  |
| 3. Anandnagar Police Station (Public Amenity) | 8. GSRTC Bus Stop (Transportation) |
| 4. Statue of Jhansi ki Rani (Landmark)        | 9. Venus Group HQ                  |
| 5. Venus Grounds                              | 10. Nehrunagar Circle (Junction)   |
| 11. SG Road (Road)                            | 12. CG Road (Road)                 |

## DISCLAIMER

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**RERA NO. PR/GJ/AHMEDABAD/AHMEDABAD CITY/AUDA/CAA02224/020418**

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Google Maps navigation.





PASTED BACK