

## Purva Atmosphere epitomises lifestyle statement of housing



*If luxury, lifestyle, greenery and sustainable living sound like over-used & abused term in the Indian housing market, one has not gone through the right project. **Ravi Sinha** finds that **Purva Atmosphere** in Bengaluru truly epitomises what has often been perceived to be just a sales statement.*

***Track2Realty** rates this project as **Grade A+**.*

**R**ating a new launched project as Grade A, forget A+, is fraught with danger. After all, in a housing market where

the predominant reality of 'Sell & Build' model has been a witness to many promises not turning into performance, the credibility of the

analyst is always at stake to rate a new launched project as the benchmark of excellence. If a project nonetheless tempts a critic to refer



**Project:** Purva Atmosphere  
**Developer:** Puravankara Limited  
**Location:** Thanisandra Main Road  
**Price:** INR 1.42 - 2.7 Crore  
**Land:** 12 Acres  
**Total Units:** 2BHK, 3BHK & 4 BHK  
**Track2Realty Rating:** Grade A+

**Video Analysis:**



the future dream abode as the gold standard of living, the project must be having in its very DNA the element to blossom as the case study.

Purva Atmosphere is one such project. There are reasons why this project promises to be showcased to the world in the days to come. In a housing market where the collective mindset of the developers is to exhaust & avail the max FSI and density, how many developers would instead opt the other way round.

One tower per acre in the Indian housing market is often championed as low-density project. Right? Purva Atmosphere unbelievably has only 3 towers and offers 9 acres of open space in a total project size of approximately 12 acres. With lush greenery in & around the project, it hence makes a bold statement of uber-modern, ultra-luxurious project.

The project is part of the Puravankara's uber-luxury flagship, Purva WorldHome Collection. The developer seems to showcase this marquee project as its future flagship, and hence it has been intelligently planned to keep the inhabitants away from the sound & air pollution of the city while bringing the best of luxury within the housing complex. Purva Atmosphere has a unique 40' Air Filtration Tower. The UF and UV water filtration technologies not only provide hygienic off-tap pure water but also give the kitchen space and ultra-modern look.

Will Purva Atmosphere prove to be market disruptive in the uber-luxury segment? Well, some of the promises, like the remarkable 40' Air Filtration Tower, a captivating Miyawaki forest, carefully curated with 75 species of trees, and a wide array of lifestyle choices promise to stand out. The benchmark that the project creates may goad the future

developments to upscale in the region as well.

In terms of the affordability, this G+34 storied project, having 939 apartments of 2BHK, 3BHK & 4BHK specifications, in a price range of INR 1.42 crore (14.2 million) to INR 2.7 crore (27 million) makes the ultra-luxury lifestyle accessible to millennials.

Designed by the globally acclaimed architect — Hadi Teherani, the project is thoughtfully designed to offer abundant natural light and ventilation at every level. Oxygenated clubhouse – Altura on the 34th floor, includes the ultra-luxury Japanese themed indulgence – The Ryokan; Los Angeles themed gastronomy trails – Above Thirty Four; Mediterranean themed fire pit lounges – The Taverna & The Meyhane; the rendezvous space inspired by Japanese hospitality – Club Aura; Japanese exotic spring bath – Onsen Room; The Equinox Arena – Rooftop fitness spaces inspired by global trends.

The project brings to the doorsteps of the home buyers limitless avenues for leisure, such as Vintage Cinematic Americana Experience – The Popcorn Screen; The sky-high comforts inspired by France's Aix-en-Provence – The Cloudwalk; The star gazing deck – The Observatory; Japanese-themed gaming gizmos –



Akiba Arcade; and Exotic fire pit lounge – Viewing Deck. These are intelligent homes with BluNex Life Technology, which leverages artificial intelligence and the internet-of-things (IoT) to create a convenient, secured, and smart living experience.

In terms of the locational advantage, the project is nestled along the Thanisandra Main Road, with proximity to employment hubs like Manyata Tech Park, easy accessibility to the airport, and upcoming metro rail. The major job catchment area within the travelling distance of the project are Manyata Tech Park (3.3 kms) via Rachenahalli Main Road, Bhartiya Centre of Information Technology (3.2 kms) via Thanisandra Main Road, Brigade

Magnum (7.6 kms) via KV Jairam Road, and Kirloskar Business Park (8.2 kms) via Thanisandra Main Road.

As a matter of fact, Purva Atmosphere enjoys seamless connectivity to the Kempegowda International Airport, that is located about 25 kms, and can be reached in 30-40 minutes via NH 44. KR Puram Railway Station is about 12 kms and 30-35 minutes away via Thanisandra Main Road and NH 44. Yeshwantpur Railway Station, another prominent point for railway connectivity in the city, is about 14.2 kms and 34 minutes away via NH 75. While Bengaluru City Railway Station, popularly known as Majestic Railway Station, is at about 16.8 kms and takes approximately 35-45 minutes via

Bellary Road. The heart of the city, MG Road is about 13 kms and takes 30-40 minutes via Thanisandra Main Road.

In terms of the social infrastructure, some of the prominent schools, colleges, hospitals, leisure & retail hubs etc are within a radius of 4 kms. Since Thanisandra Main Road is at the cusp of remarkable development with excellent connectivity via the Outer Ring Road (ORR), the project promises to stand out in terms of both the rental yields as well as a sizeable capital appreciation. The upcoming metro rail will only be icing on the cake for the locality.

Track2Realty rates this project as Grade A+, and one of the most innovative projects of the year. 🌟