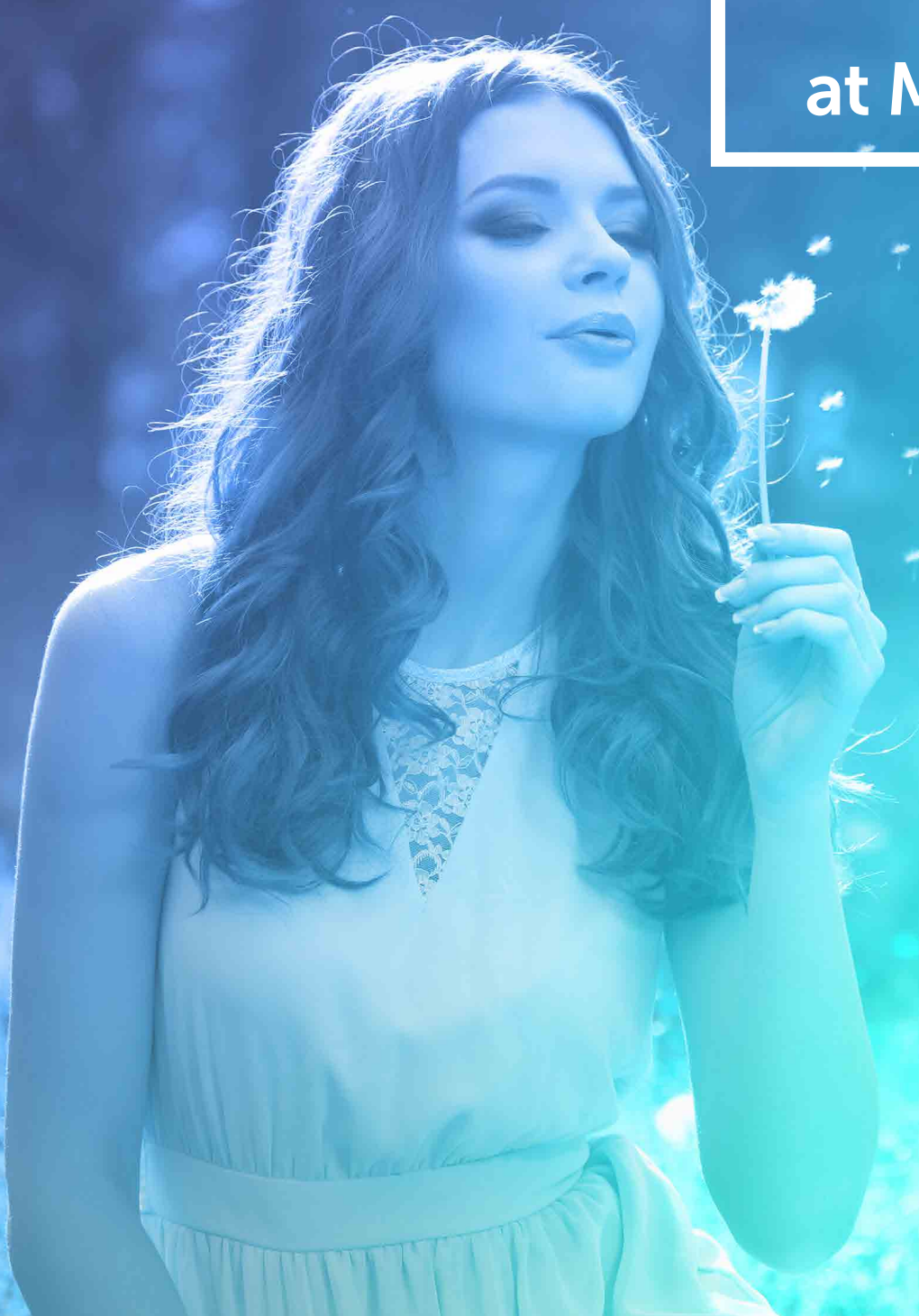




Maximum Life

at Manhattan



Pride Group

Pride Group has played a role in transforming cityscapes with its landmark residential and commercial projects across Pune, Mumbai and Bengaluru. Established in 1995 under the stewardship of Mr. Arvind Jain, Pride Group today is known for its architectural intelligence and customer-centric approach, trustworthiness, unwavering attention to detail and high ethical standards. The Group has stayed ahead of the curve with its game-changing, innovative and futuristic approach.

With over a quarter century of unmatched experience, Pride Group has built and successfully delivered over 10 million square feet of constructed area to over one lakh+ happy customers, and currently has over 40 million square feet under construction across various real estate segments.

25+ years of experience

30+ completed projects

1 Lakh+ happy families

10 Million sq ft developed



Charholi: The choice of the wise

Located in Northern Pune, and almost equidistant from PMC and PCMC, Charholi has emerged as a preferred destination due to its proximity to the city from all directions. It is very close to the Pune airport in Lohegaon and has swift connectivity to the IT and residential hubs of Kharadi, Alandi, Moshi, Kalyani Nagar, Viman Nagar and Wagholi.

The area has many reputed educational institutions, most prominent among them being the DY Patil University. Charholi will be one of the first regions to get the benefits of the proposed 170-km ring road and other development projects. These developments will further improve the inter-connectivity of Charholi to Pune, PCMC and beyond.



PRIDE
worldcity™

Located in Charholi, Pride World City is a gem of a township spread over 400 acres. It has premium projects that offer enhanced lifestyle experiences, without the drawbacks of pollution, traffic and space congestion. For its residents, Pride World City is creating a harmonious yet high-quality living experience. The City will contain IT parks, schools, hospitals, multiplexes and other conveniences.

Pride World City envisions becoming the real estate brand that delivers on its promise of "pride and happiness" to all its owners and dwellers.





Introducing



MANHATTAN

Manhattan is the latest addition to the galaxy of residential complexes at Pride World City. Comprising solely and exclusively of high-quality, spacious 2-BHK apartments, Manhattan is the embodiment of our design philosophy, architectural excellence and superior craftsmanship.

Experience Maximum Air, Light, Space, Privacy & Fab Views



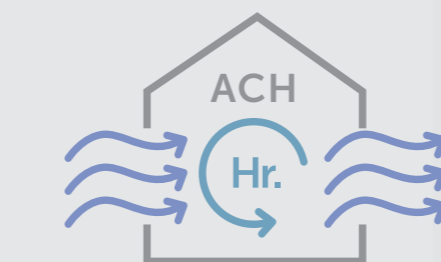
Maximum Air

A bit about air flow and our design philosophy first:

We all know that wind flows from one direction to the other and that the directions change through the day. This phenomenon is called **ACH – Air Changes per Hour**. As per norms, any room in a residential apartment needs to have 3-6 ACH 24/7. We at Pride go well further while planning and achieve 12-14 ACH - in every room. What that means is you get the benefit of fresh air every day.

Right from when the land is barren, we map the wind path and note how the wind changes directions in the summer, monsoons and the winter. We check the orientation over a period of time and plan the buildings in such a way that each flat has ample air in all seasons. That is why, some of our buildings are semi-circular while others are rectangular.

But that's not all. Why our buildings have courtyards also has a reason. If you remember, in the days of yore, each home had a courtyard – a mini-aangan in the middle of the home. It used to keep the home cool by employing a simple fact – that the hot air goes up and cold air comes down. The courtyards (aangans) at Manhattan ensure hot air travels up, sucking hot air from the rooms as well, thereby creating a vacuum and pulling fresh from the outside. Thus, the rooms are ventilated at all times, and you get cooler homes.



Open courtyard

Closed courtyard

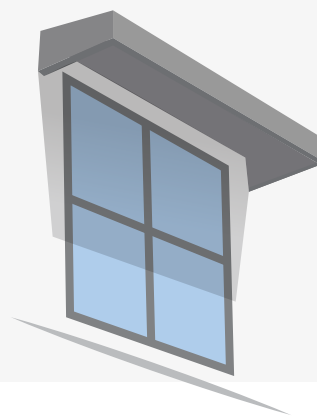
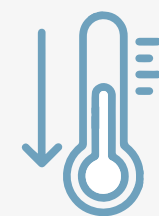


Maximum Light

If you ask a question – ‘what’s lux?’ the answer you will most probably get is that it’s a soap. Well it is, but before that it is the short form of Luminous Flux which indicates how well-lit a home is. A minimum of 108 lux are required from sunrise to sunset to keep a home bright.

At Pride, we again go beyond and provide you between 180 to 300 lumens, which is a measure of candlelight (one candlelight = one lumen). We also take into consideration the periods during which the sun changes directions – the **Uttarayan and Dakshinayan** orientations. Our courtyards also act as light wells that brighten up the inner rooms of homes.

On top of that, we have one of the best wall-to-window ratios in the industry. Our larger windows bring in more light and air, and help cut down your power bills. Natural light goes 8-10 feet deep into rooms, we make it travel extra distance by introducing multiple windows wherever required.



Maximum Heat Reduction

Getting maximum light and air into homes is a mission at Manhattan. But there’s more. We also keep your homes cooler through the materials we use and some clever engineering.

We draw inspiration from tradition. Remember the **chhajjas** that old homes had? We have a similar structure above the windows that pull away the heat, and solar panels protect the top floor from overheating.

Then again, drawing inspiration from the ancient **matkas** that kept water cold, we use **special porous blocks** that absorb heat and keep the homes cooler.

Maximum Quality

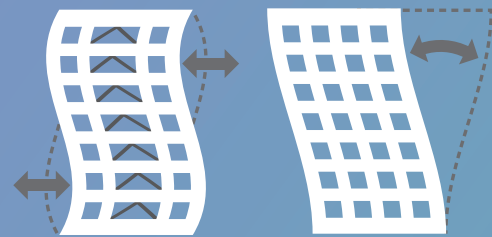
Our attention to details extends to the materials we use. The steel and cement we use is fresh. Now you would think that when it comes to these materials, freshness hardly matters – but it does.

Fresh steel, for instance, is earthquake resistant - it bends to protect the building. If it's recycled steel, which many construction companies use, it breaks, thus precipitating a building fall.

Similarly, we use only fresh cement. If it's past expiry date, we just send it back. We check the freshness in our laboratories to be certain.



Used steel building



Fresh steel building

Earthquake
Resistant



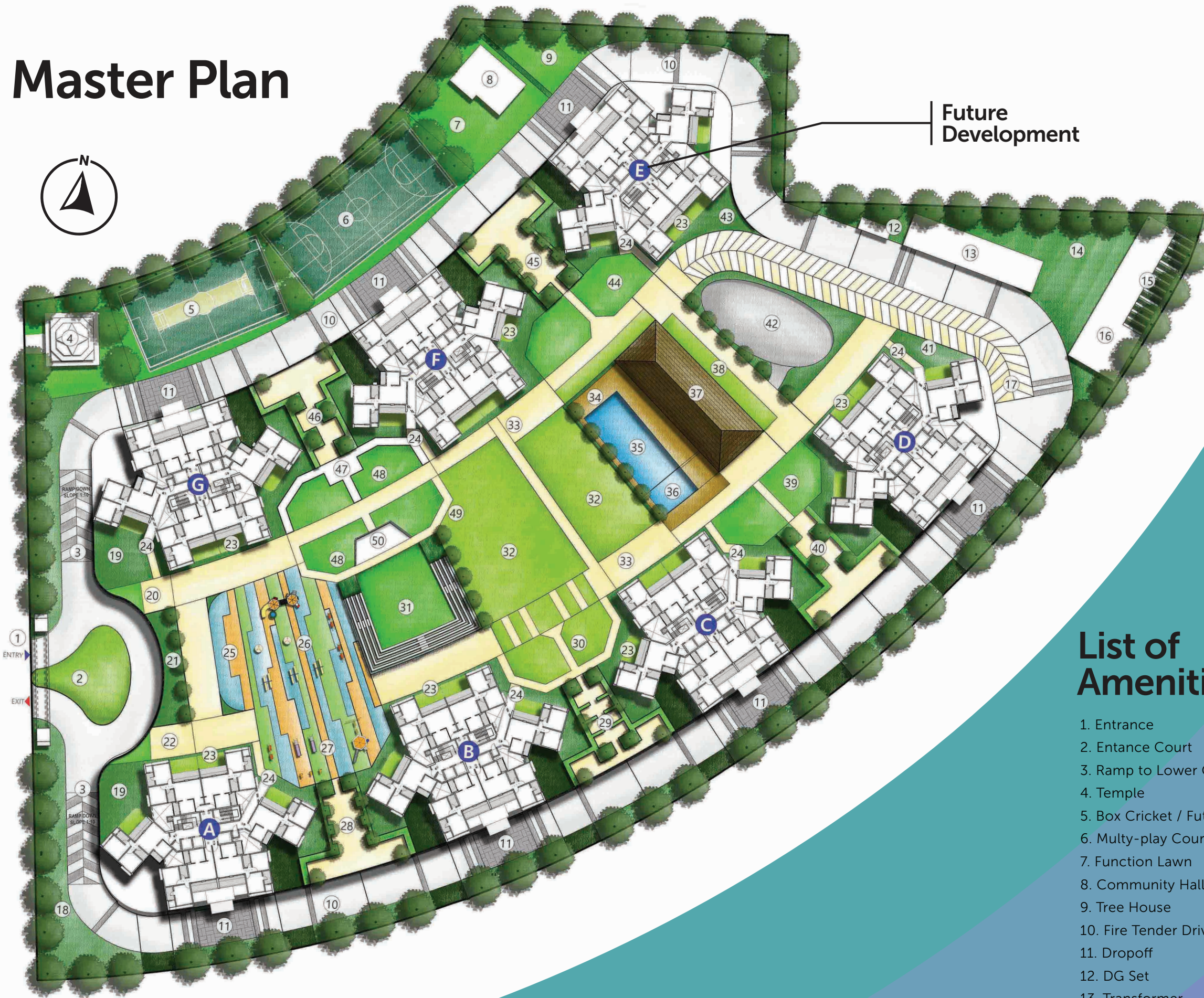
Maximum Privacy

It is surprising how many buildings out there treat your privacy as an afterthought. It is your home, but for your neighbours it is a free show.

But none of the properties at Pride World City, including Manhattan, compromise your privacy. No flat owner can peep into your home, and you are not able to see inside their homes. The distance, the direction and the layout all combine to keep your world private.

We provide high-quality, brighter and cooler homes, and ensure **maximum privacy** with entrance lobbies in each apartment.

Master Plan



Future Development

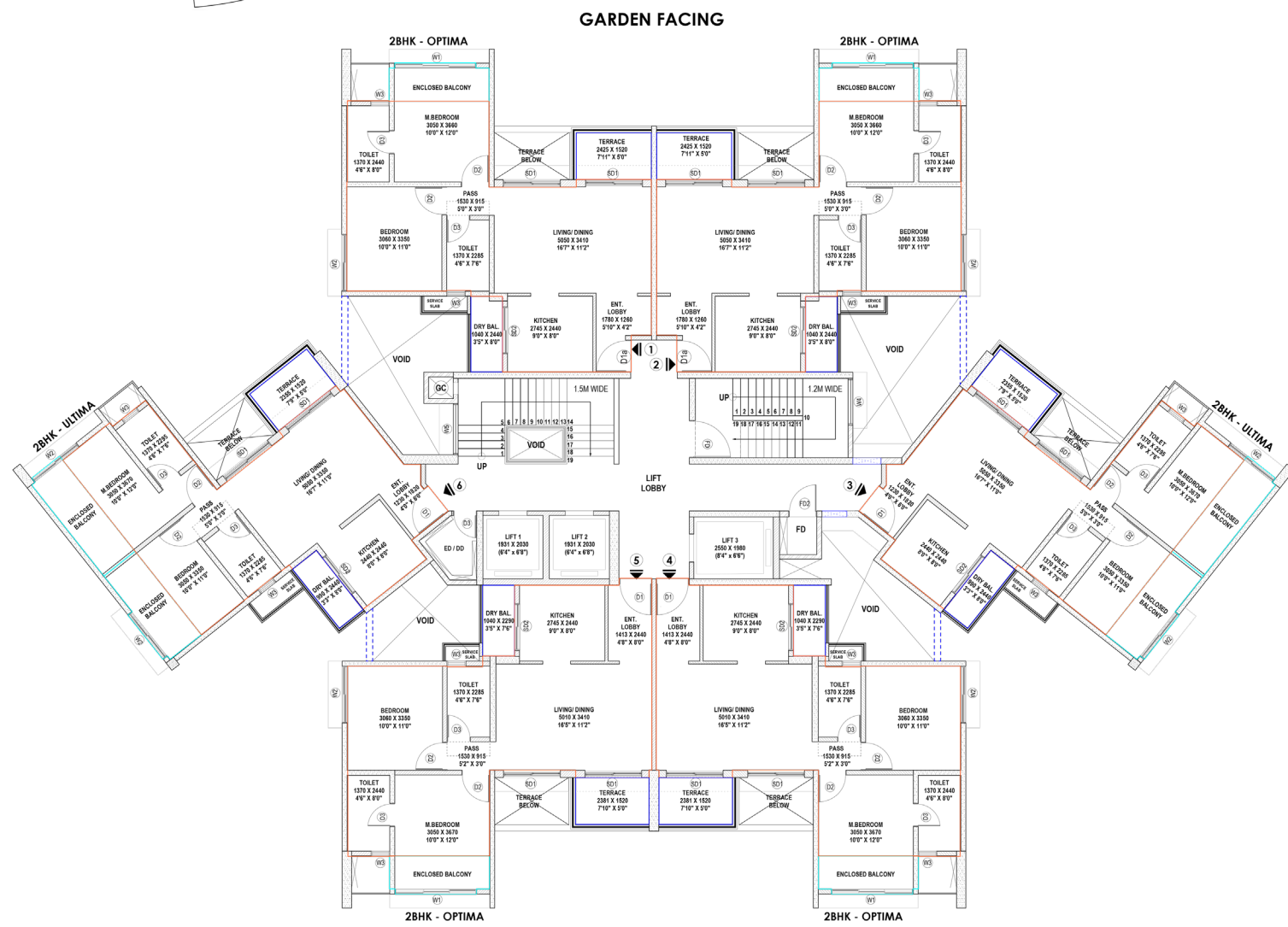
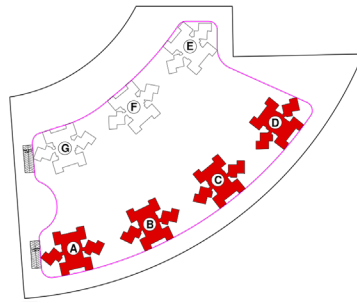
List of Amenities

1. Entrance
2. Entrance Court
3. Ramp to Lower Ground Level
4. Temple
5. Box Cricket / Futsal
6. Multi-play Court
7. Function Lawn
8. Community Hall
9. Tree House
10. Fire Tender Driveway On Ground
11. Dropoff
12. DG Set
13. Transformer
14. Fruit Orchard
15. STP
16. OWC
17. Fire Tender Ramp to Podium
18. Woodlands
19. Herbal Garden
20. Hopscotch
21. Stepped Garden
22. Snakes & Ladder
23. Private Garden
24. Podium Entry from Building
25. Parent's Sitout Area
26. Kid's Play Area
27. Totlot
28. Hammock Zone
29. Reading Nook
30. Feature Court
31. Amphitheatre
32. Picnic Lawn
33. Jogging/ Walking Track
34. Pool Deck
35. Swimming Pool
36. Kid's Pool
37. Clubhouse
38. Club-spill over Lawn
39. Chit-chat Plaza
40. Youngster's Plaza
41. Aroma Garden.
42. Skating Rink
43. Butterfly Garden
44. Outdoor Fitness Zone
45. Yoga Park
46. Meditation Court
47. Reflexology Path
48. Old Folks Arena
49. Flower Tunnel
50. Flag Hoisting Pole

Floor Plan

Unit Plan

KEY PLAN





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www.pridegroup.net

Site Office:

Adjacent to D.Y.Patil Knowledge City, Charholi Bk., Pune - 412105
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