



**LAVISH BUILD MART PRIVATE LIMITED (CIN: U45300HR2007PTC056065)**

**REGISTERED OFFICE**

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**Rera Registration Number: UPRERAPRJ442214**

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A ONE-IN-A-MILLION

LIFESTYLE EXPERIENCE

BEHOLD

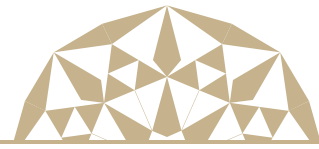


— M3M —

THE CULLINAN

EVERYTHING IMAGINED

IT'S EVERYTHING YOU EVER IMAGINED



## A MAGNIFICENT SURPRISE UNVEILS UNEXPECTEDLY

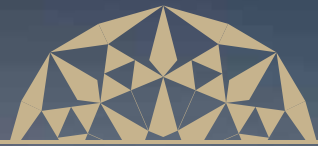
Back in 1905 in South Africa, a miner was working four feet below the ground. As he was digging deeper, he spotted something glistening peering at him through the dirt. Carefully, with a pen knife, he scraped it out. On the face of it, it was nothing but a large colourless rock, as big as his fist. But those were times when amazing discoveries were happening all over the world. Could this be another such discovery?

His heart pounding, the miner took the rock to his surface manager. The surface manager looked at it and threw it out of the window saying it was nothing but a piece of rock crystal. The miner was, however, not convinced of this opinion. He ran out and retrieved it back and looked at it again. Only to discover that it was a 3106-carat rough diamond. A diamond so big that it deserved to be in a royal heirloom.

Christened the "Cullinan", it was then presented to King Edward VII. A duplicate was made and sent by ship with much fanfare and security. Meanwhile, the original stone was sent by ordinary mail in a biscuit tin. Out of the rough diamond, 9 principal diamonds arose and today are part of the British royal collection.

We, at M3M, take inspiration from this priceless legend.





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## 9 LIVES, 9 DIAMONDS

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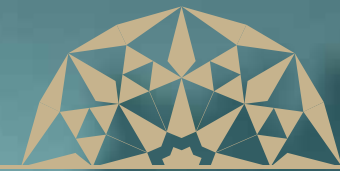
Legends live forever. So will the Cullinan remain a legend for eternity.

And just as the uncut diamond was later cut and polished into 9 different gems, we too wondered how beautiful it would be to create our own 9 gems that could rule our hearts for eternity.

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AN UNMATCHED LOCATION

ONE-IN-A-MILLION  
ADDRESS,  
0 KM FROM  
DELHI





## FLY INTO YOUR AIR CASTLE – A DESTINATION SO WELL CONNECTED



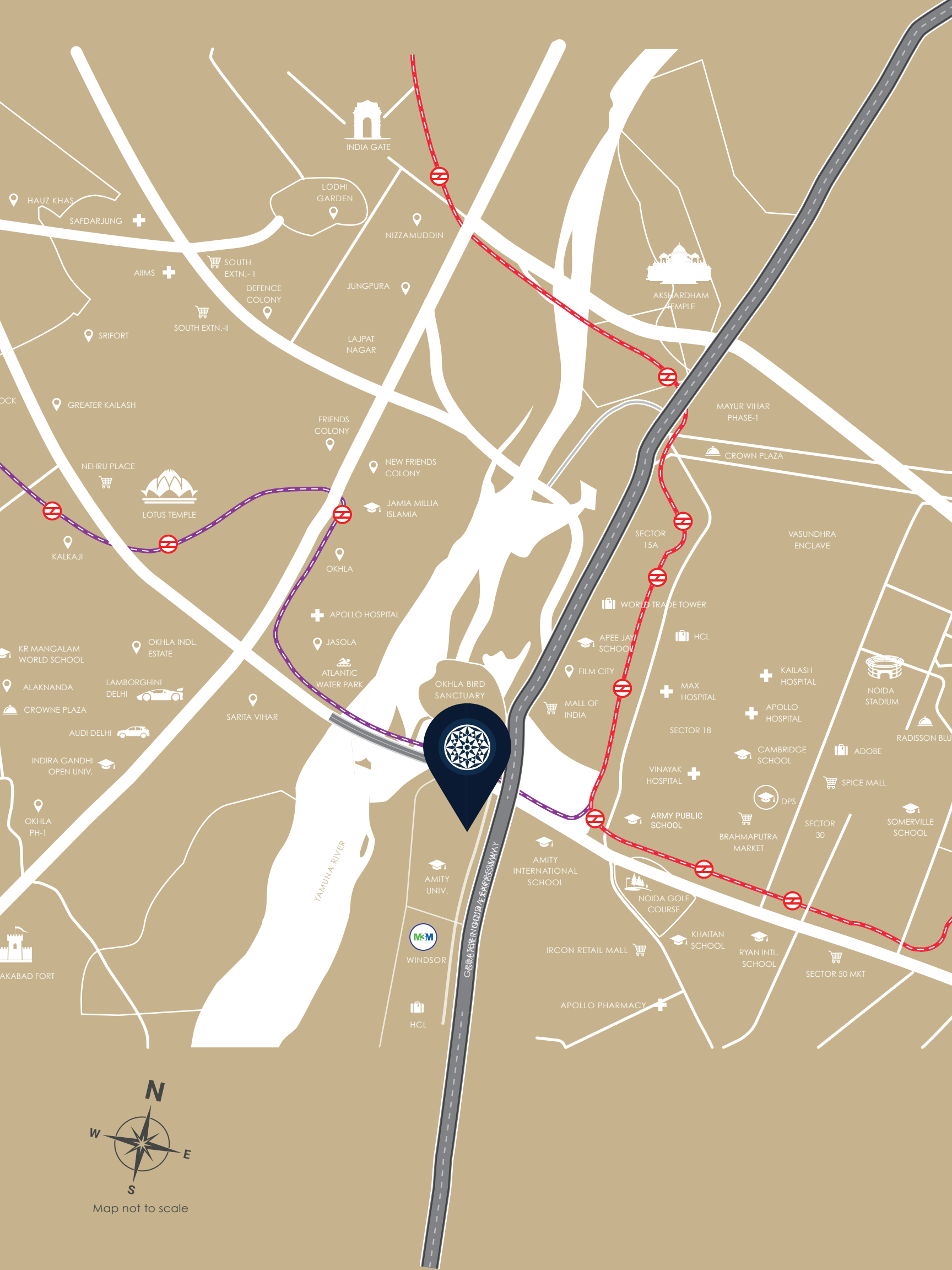
Positioned strategically on the map, The Cullinan is an unparalleled mixed-use land development situated in close proximity to South Delhi. Picturesquely located beside the river Yamuna, bordering Delhi and Noida, The Cullinan is also just a stone's throw away from Okhla Bird Sanctuary making it feel truly like the capital itself.

Easy to approach by road as well as by the city metro, its comfortable entry and exit points make travelling to and from the mini-city even more breezy.

Wide roads, lanes and alleyways help with easy commutation within the expansive, luxurious complex.

The residences, boutique retail and the luxury shopping plaza have been strategically planned in a way as to allow you exquisitely balanced breathing spaces. Celebrate The Cullinan with its never-before uber luxurious lifestyle.





  
**ZERO DEGREE OF SEPARATION**

- SCHOOLS & UNIVERSITIES:**
- Amity University 2 min
  - Pathways School 5 min
  - Cambridge School 5 min
  - Step By Step School 8 min
  - Genesis Global School 10 min
  - Shiv Nadar 10 min

- HOSPITALS & HEALTHCARE CENTRES:**
- Max Healthcare 5 min
  - Felix Hospitals 8 min
  - Jaypee Hospital 8 min
  - Apollo Hospital 10 min
  - Fortis Hospital 10 min
  - AllMS, Delhi 15 min

- CORPORATES:**
- Techno Park 2 min
  - Wipro 5 min
  - Jasola Business Park 5 min
  - Vatika Business Centre 10 min
  - LG Electronics India HO 10 min
  - NIIT 15 min

- SHOPPING:**
- Sector 18 2 min
  - Logix City Centre 5 min
  - New Friends Colony 10 min
  - Ansal Plaza 12 min
  - Defence Colony 15 min
  - Connaught Place 20 min

- HOTELS:**
- Radisson Blu -Sector 18 5 min
  - Eros Hotel 10 min
  - Shangri-La Eros 15 min
  - Le Meridien 15 min
  - Taj Man Singh 15 min







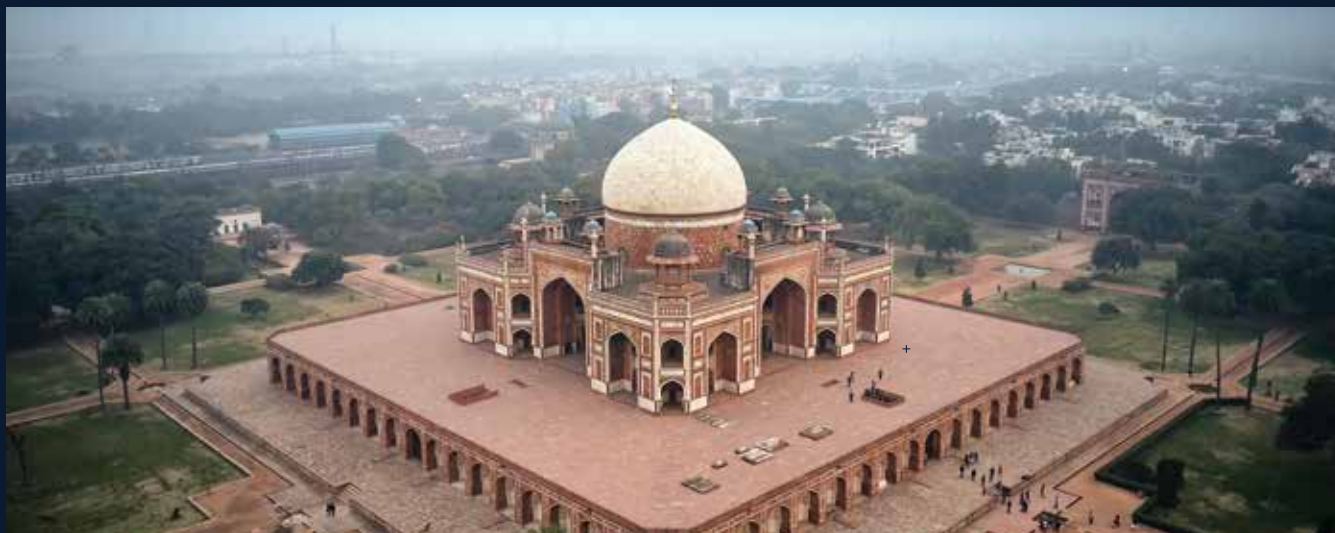
Educational Institutes



Hobnob with the Best in IT



A Natural Getaway (Okhla Bird Sanctuary)



In Touch with Heritage (Humayun's Tomb)



Great places for day-long indulgences (Akshardham)



For Enchanting Get-Togethers (Dalit Sthal)

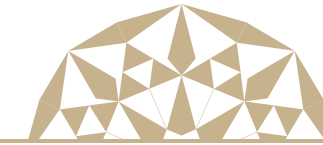
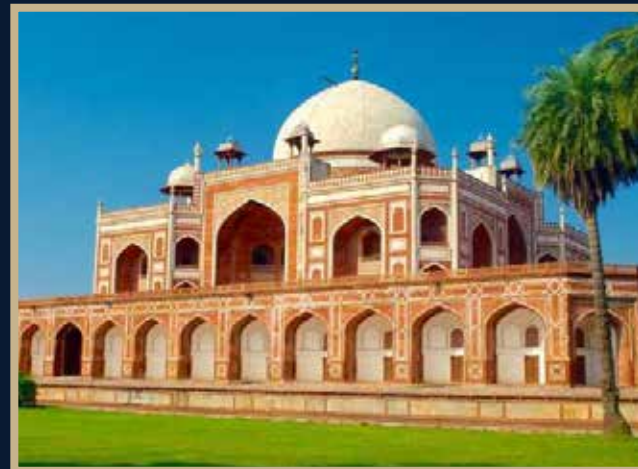


Sprawling Cityscape



High Speed Connectivity





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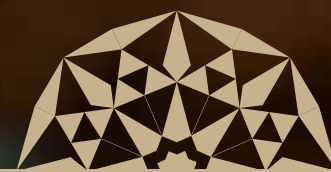
## A RARE WEAVE

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A landmark of awe-inspiring magnitude, The Cullinan offers breath-taking views of the river Yamuna while unfolding a spectacular, self-contained world within. Futuristic, feature-rich and spread over 12.8 acres, this exceptionally designed development allows every resident effortless access to conveniences and leisure. This is the only such mixed-use land development in Noida that is in proximity to the National Capital of India with effortless access to India Gate, Connaught Place and Rajghat form a rare weave of historical, cultural, and symbolic elements, representing different facets of country's past and present.

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M3M THE CULLINAN AVENUE  
& EMPORIUM

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BOUTIQUE  
RETAIL





Artistic Impression  
Now Launching : Residences and High Street



## M3M THE CULLINAN AVENUE SHOP LIKE NEVER BEFORE

Enchanting alleyways that excite, curated sensations that overwhelm and satiate your sartorial cravings, The High Street - Boutique Retail, The Cullinan Avenue, is an ideal destination for high-end shoppers. It is an uber-rich indulgence you would love to have over and over again.





Artistic Impression  
Now Launching : Residences and High Street



## FOUR FLOORS - FOUR OF A KIND

A shopping experience so exquisite that the indulgence will only grow as one rises to the floors above. From exclusive double-height Vanilla Stores on the ground floor and top-end Anchor Stores strategically located to superb sky restaurants with terraces, well planned recreation and kids' zone, and modernized entertainment area the enchantment for your customers at The Cullinan Avenue will only last a lifetime.





Artistic Impression  
Now Launching : Residences and High Street



## HIGH VISIBILITY, HIGH FOOTFALL

Located perpendicular to the Noida Expressway, the sightlines of M3M The Cullinan Avenue are maximized. This makes the high street more visible from the highway. Which enables a higher number of walk-ins through the day. Multiple entrances on all sides also help drive in a higher inflow of shoppers. Experiential vertical transport systems, curvilinear mapping of shops, and a blend of natural lighting and shading devices keep shoppers mesmerized for long.



Artistic Impression  
Now Launching : Residences and High Street

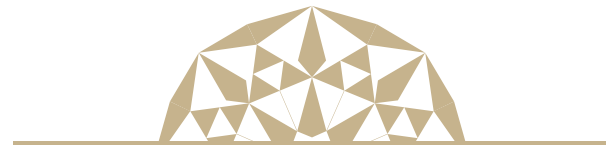




## AWEMAX!! NOT JUST AWESOME

Designed in a way to grab maximum eyeballs from all fronts, M3M The Cullinan Avenue is an artist's interpretation of what the shopping world might have been missing till now. Large green central courts, receding façade with enchanting terrace seatings, LED advertisement screens, dedicated car parking and all its minutest details carefully curated, this is one shopping destination that would generate maximum "awes" from your customers.





## M3M - MAGNIFICENCE IN THE TRINITY OF MEN, MATERIAL & MONEY

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M3M is one of the fastest growing real-estate developers in the country with speed, class, luxury and innovation being at the core of its vision. The Group has launched a slew of iconic projects, designed and developed by world-class partners. The Cullinan being one of its most ambitious. The Group's projects have repeatedly been acknowledged as the best and have been felicitated with numerous business and lifestyle awards the world over.

What sets M3M apart as a developer and provider of luxury living experiences across the country is its world-class designs, high-end amenities, and the use of top-notch materials. M3M has scripted its market success and built formidable brand equity within a short timespan owing to its firm commitment to innovation, quality, customer satisfaction, ethical behaviour and assured on-time deliveries.

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OWN A  
ONE-IN-A-MILLION  
ADDRESS.

OWN  
EVERYTHING YOU  
EVER IMAGINED.