

# Raise them Ready



- At -


C O D E N A M E

winning  
Kind



Keep up &  
Set the *pace*.



An illustration of two children, a girl and a boy, running joyfully in a field. The girl is in the foreground, wearing a pink dress and holding a kite string. The boy is behind her, wearing a purple shirt and brown shorts, also holding a kite string. Two kites, one brown and one maroon, are flying in the sky. A large, colorful, abstract shape resembling a stylized '2' or a ribbon is in the upper right corner. The background is a soft, hazy landscape with a small tree on the left.

## Let's just ask you something

When your child runs ahead of you in a park,  
do you ever slow down...

just to watch?

There is something fearless in that run.

A belief.

A belief that the world is theirs to step into.

There's a version of your child  
the world hasn't met yet.

You've seen flashes of it.

In the way they refuse to give up on a game.

In the way they put their point.

In the way they try again when  
no one is watching.

*That Spark.*

*It's one-of-a-kind.*

*The Winning Kind.*

*Which lives in each one of us.*

*Some homes let it sleep.*

*Some wake it up.*



Every child carries possibility.  
Just a natural urge to explore.

In the way  
space invites them.  
Terrain challenges them.  
Community holds them.

Give that calling the right world,  
Something remarkable  
begins to unfold.

*What that becomes  
is the story ahead...*





## It Starts Much Earlier

Before report cards.

Before trophies.

Before the world starts keeping score.

There's a home which begins by building curiosity,  
confidence, and courage.


That kind of beginning has a name.

Introducing  
CODENAME

# Winning Kind

To raise the ones who lead.

15.7 acres   
child-centric township

5 zones   
composed on the notes of  
magic, delight and discovery

40,000+ sq. ft.   
Clubhouse  
with an entire floor curated  
and dedicated to children

World-renowned   
masterplanners  
craft a human-centric ecosystem  
with age-wise clustering

Explore. Elevate. Evolve.



Yelahanka

*The runway to rise*

Yelahanka sits at the pulse of North Bengaluru.  
Schools of every kind lie within reach.  
Parks, academies, lakes, and open skies shape a  
neighbourhood where curiosity keeps moving.  
Most places box childhood within limits.

Yelahanka lets it rise.

Yelahanka doesn't simply grow with the city.  
It grows the way childhood does.

Wide-eyed.

Restless.

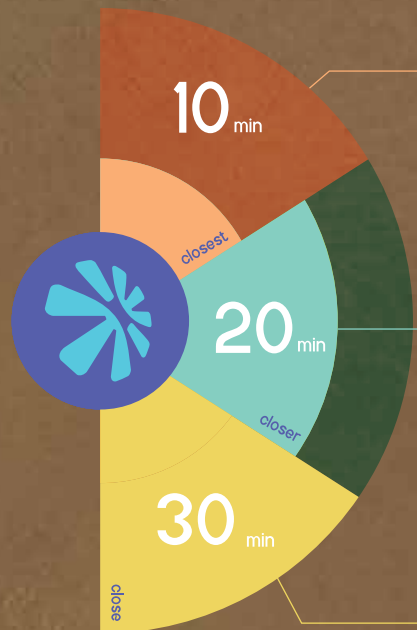
And always *ready to take off.*

# In the heart of Yelahanka New Town.

Close to schools.

A breath away from entertainment.

Yet surrounded by the hustle of daily life.



MALLYA ADITI INTERNATIONAL SCHOOL • ORCHID INTERNATIONAL SCHOOL • NATIONAL PUBLIC SCHOOL • BMS IT CAMPUS

BAGMANE SIERRA BUSINESS DISTRICT (UPCOMING) • NORTH GATE BUSINESS PARK • PHILIPS INNOVATION CAMPUS

NYSA SKY BAR • 9889 GARDEN BAR & KITCHEN • JINVARA • BENGALURU CENTRAL CAFE • THE GALLERIA MALL • D-MART

ATTUR LAKE • PUTTENAHALLI BIRD CONSERVATION RESERVE • AVALAHALLI FOREST (JB KAVAL) • NAVACHETANA HOSPITAL

TRIO WORLD ACADEMY • VIDYASHILP ACADEMY • CHRYSALIS HIGH SCHOOL • SRI SRI RAVISHANKAR VIDYA MANDIR

NITTE MEENAKSHI INSTITUTE OF TECHNOLOGY • MANIPAL ACADEMY OF HIGHER EDUCATION • PHOENIX MALL OF ASIA

CENTURY IMMENSITY (UPCOMING) • CENTURY DOWNTOWN • CYTECARE HOSPITAL • SPARSH HOSPITAL • MANIPAL HOSPITAL

MAHESH BHUPATHI TENNIS VILLAGE • ARENA 53 • JOOK TAPROOM

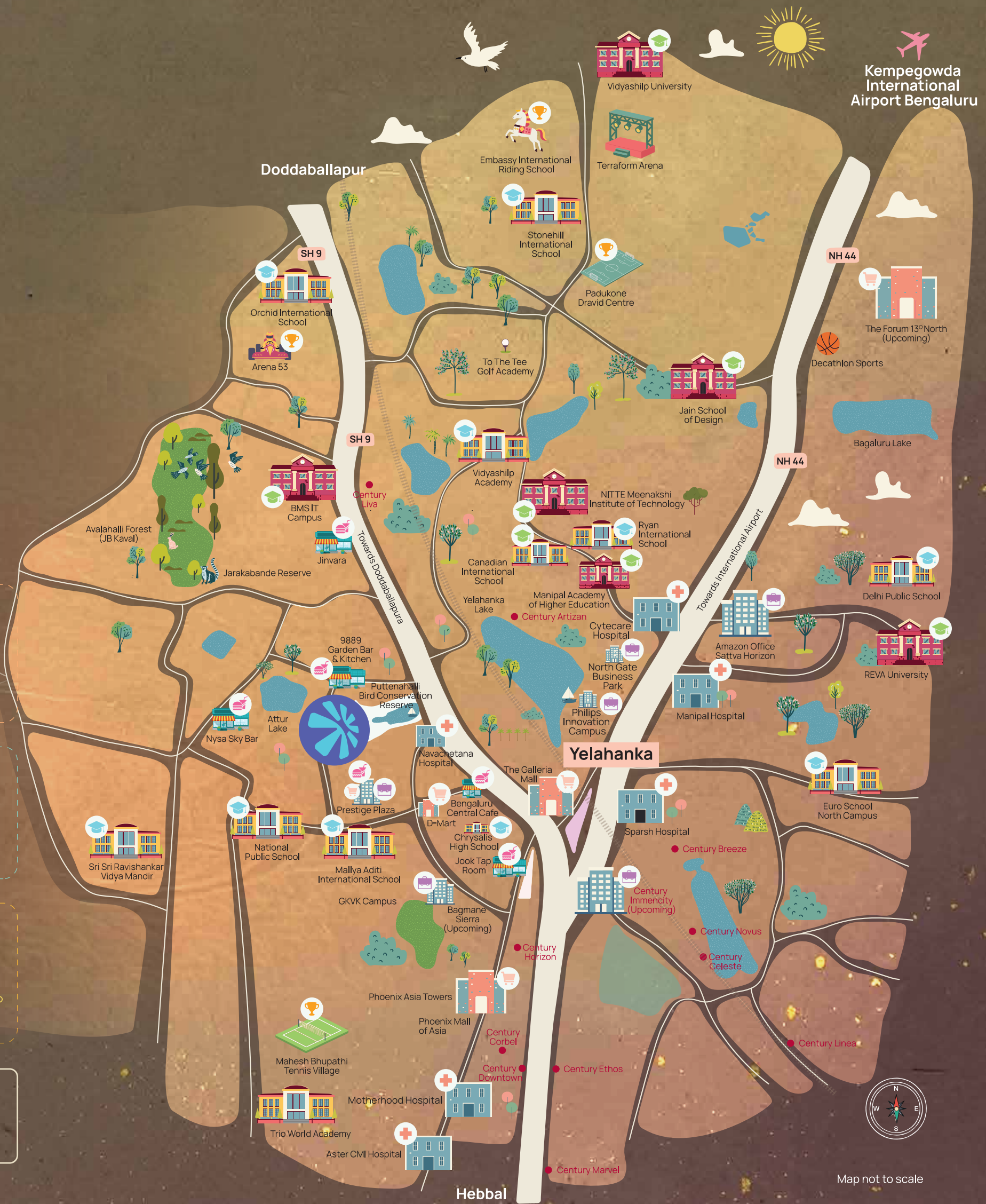
STONEHILL INTERNATIONAL SCHOOL • CANADIAN INTERNATIONAL SCHOOL • VIDYASHILP UNIVERSITY • REVA UNIVERSITY

RYAN INTERNATIONAL SCHOOL • EURO SCHOOL NORTH CAMPUS

MOTHERHOOD HOSPITAL • ASTER CMI HOSPITAL • RAINBOW CHILDREN'S HOSPITAL • FORUM 13 DEGREE NORTH (UPCOMING)

PADUKONE-DRavid CENTRE FOR SPORTS EXCELLENCE • EMBASSY RIDING SCHOOL • TO THE TEE GOLF ACADEMY • PRESTIGE TECH CLOUD

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |



Map not to scale



## Education.

From world-class IB and IGCSE schools to India's finest research and design institutions, the education ecosystem here nurtures curiosity, creativity, and global thinking across every stage of learning.



## Essentials.

From speciality supermarkets, grocers, pharmacies to fresh markets and neighbourhood stores, everything is always close at hand, ensuring daily needs are met without ever leaving the neighbourhood.



## Ambition.

A strong sports infrastructure with professional academies, Olympic-grade facilities, and active turfs, give young athletes the space and discipline to train and compete.



## Green corridors.


From freshwater lakes to green zones, this landscape weaves nature into daily life, creating space for walking, breathing, and serene moments.



## Entertainment.

From big malls and buzzing high streets to cinemas, pop-up markets, craft breweries, live events and curated F&B options, there's always something happening close by, without needing to plan too far ahead.

A neighbourhood with  
Everything in reach.  
Everyone close by.



## The best in the world Come to shape their world

Crafted in collaboration with globally renowned landscape designers and architects, the masterplan approaches childhood as a journey, not a phase.

Inspired by some of the world's most iconic human and nature-integrated environments, the design places landscape, exploration and community at the centre of everyday life.

### MASTERPLANNED BY



- Singapore-based masterplanning studio crafting immersive environments and large urban destinations.
- Part of global CPG Corporation, leaders in infrastructure and urban development.
- Design contributors to icons like Gardens by the Bay, Singapore.

### ARCHITECTURE BY



- Over 50 years shaping residential, commercial and institutional architecture across India.
- Bengaluru-based architectural firm known for enduring urban design.
- Trusted design partner behind large-scale housing, campuses and landmark developments.

The ethos of the design lies in three dominant pillars:

### *Stimulus & Discovery*

Layered landscapes, curated green zones, and nature trails encourage spontaneous exploration.

### *Challenge & Growth*

Adventure play, sports courts and activity zones help children build confidence through movement.

### *Connection & Community*

Open gathering spaces nurture friendships, shared play and neighbourhood bonds.



# The Masterplan unfolds like a story

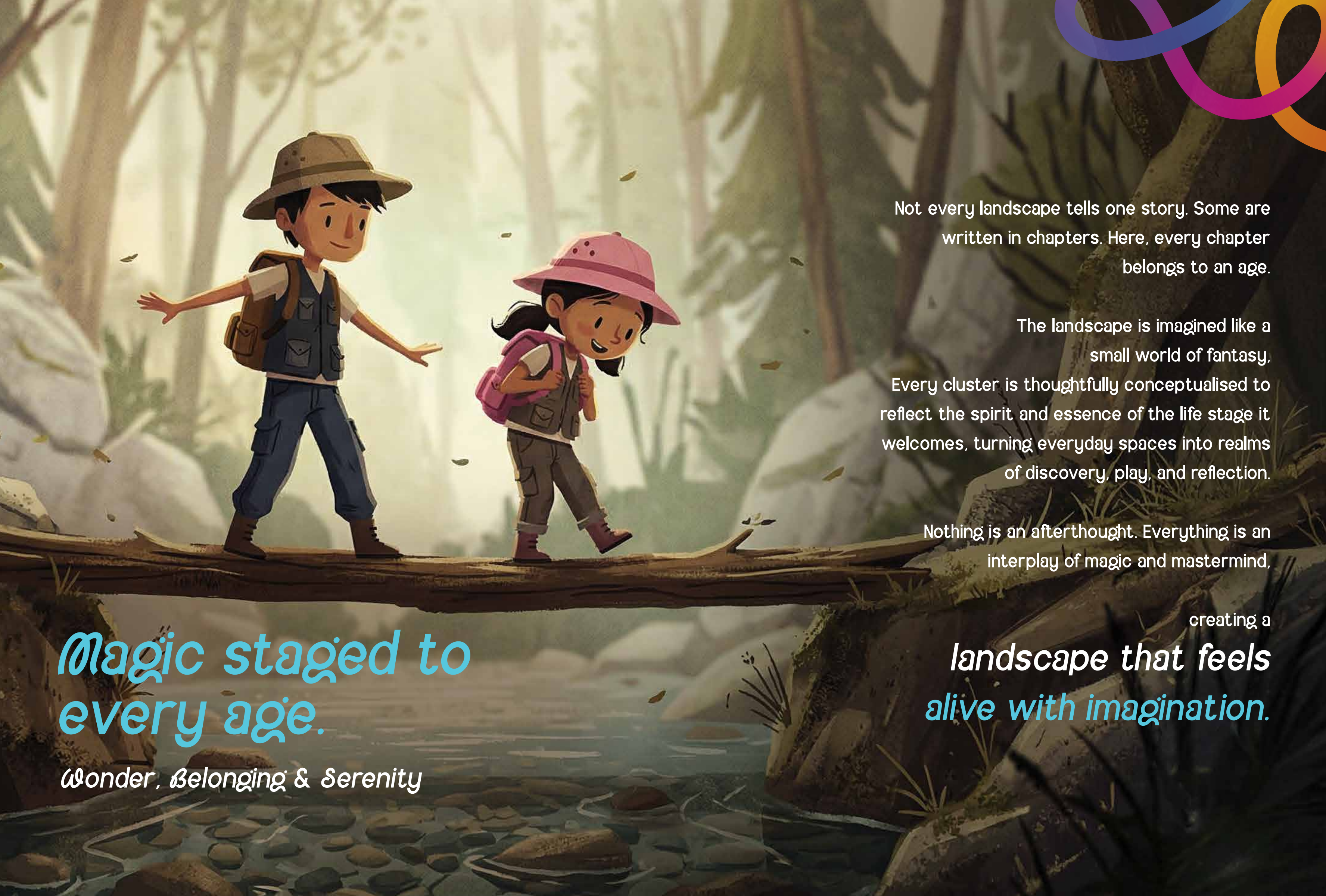
It begins with people.  
 Their curiosity. Their movement.  
 Their need to belong.

## Legend

- |  |                                 |
|--|---------------------------------|
| 1 Entry Portal                         | 21 Splash Pool                  |
| 2 Sacred Meadow                        | 22 Elders' Nook                 |
| 3 Reflexology Path                     | 23 BBQ Pavilion                 |
| 4 Multi-Purpose Court                  | 24 Amphitheatre                 |
| 5 Star Gazing Deck with Pavilion       | 25 Ancient Tree                 |
| 6 Ridge Landscape                      | 26 Grand Lawn with Stage        |
| 7 Skating Rink                         | 27 Swing                        |
| 8 Serenity Resting Area                | 28 Hammock Garden               |
| 9 Graffiti Corner & Rock Climbing Wall | 29 Lazy Pond                    |
| 10 Arrival Grove                       | 30 Sacred Waterfall             |
| 11 Maze Garden                         | 31 Nature Wall                  |
| 12 Tree House & Rock Climbing Wall     | 32 Paw Park                     |
| 13 Elevated Boardwalk                  | 33 Jogging & Cycling Track      |
| 14 Nature Play                         | 34 Cricket Practice Net         |
| 15 Water Cascade                       | 35 Seating Terrain              |
| 16 Cafe under Arrival Podium           | 36 Rain-Activated Water Feature |
| 17 Therapeutic Garden                  | 37 Tennis Court                 |
| 18 Yoga Deck                           | 38 Pickleball Court             |
| 19 Outdoor Shower                      | 39 Kids' Jungle Gym & Sandpits  |
| 20 Kids' Pool with Slider              | 40 Fitness Grove                |

- The Glowing Forest (Arrival Experience Zone)
- The Floating Mountains (Adventure Zone)
- The Sacred Pool (Splash Zone)
- The Ancient Tree (Community Zone)
- The Southern Glades (Active Zone)
- FD Future Development
- CH Clubhouse
- 2 BHK ● 2.5 BHK ● 3 BHK





Not every landscape tells one story. Some are written in chapters. Here, every chapter belongs to an age.

The landscape is imagined like a small world of fantasy. Every cluster is thoughtfully conceptualised to reflect the spirit and essence of the life stage it welcomes, turning everyday spaces into realms of discovery, play, and reflection.

Nothing is an afterthought. Everything is an interplay of magic and mastermind,

creating a

**landscape that feels alive with imagination.**

***Magic staged to every age.***

*Wonder, Belonging & Serenity*



# Explore

## The Glowing Forest

### Arrival Experience Zone

Enter through the mystical lanes,  
Ridge landscapes lift the ground gently.  
A water cascade draws the eye forward.  
Nature walls soften the transition from city to calm.

Arrival groves slow the pace.  
It steadies before one steps further in.

*Then the terrain shifts.*

# Exhilarate

## The Floating Mountains

### Adventure Zone

Where height becomes part of growing up.

Tree House & Rock Climbing Wall.

Nature Play.

Layered paths and perches.

*They wobble.*

*They try again.*

*They win.*



# Express

## The Ancient Tree

Community Zone

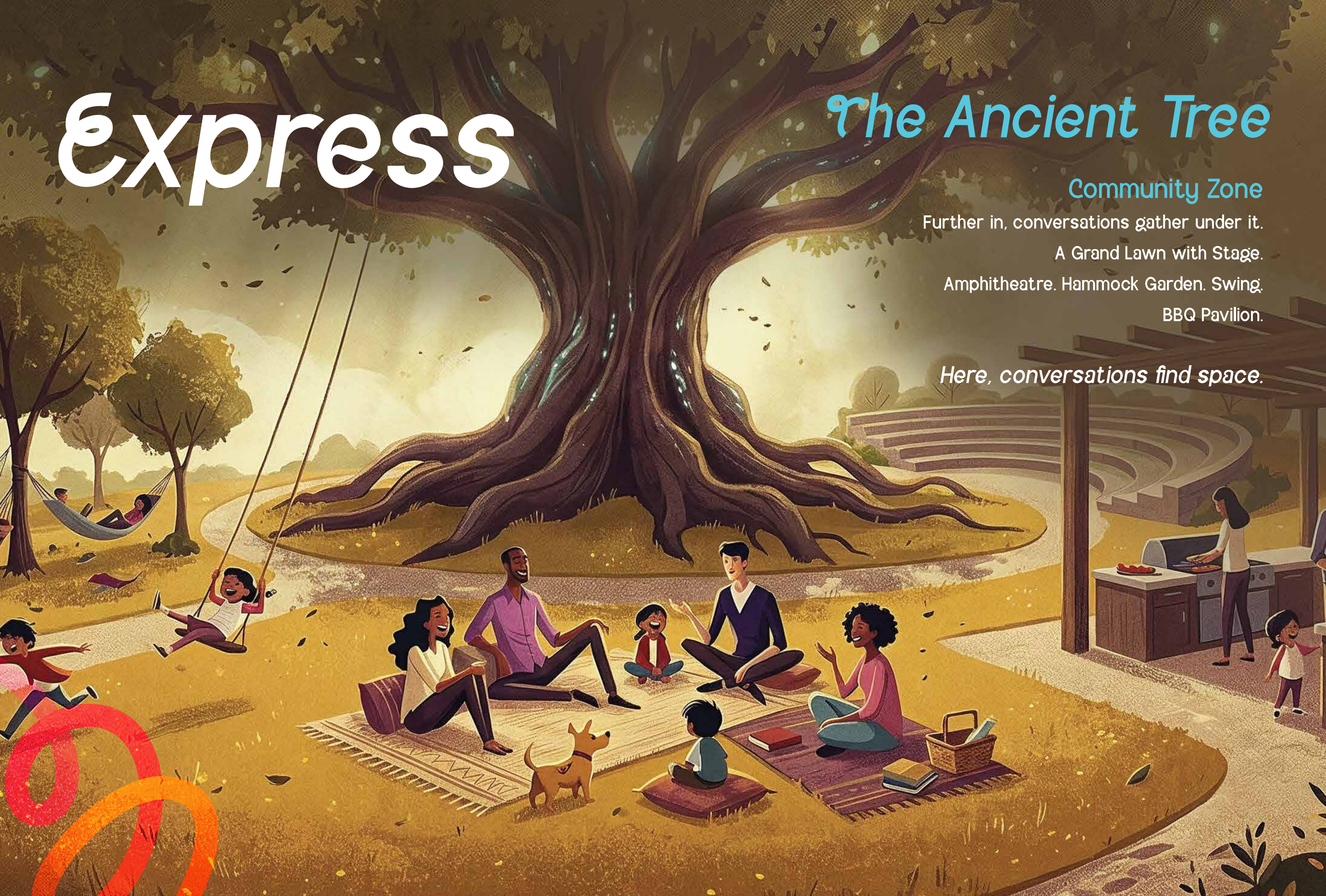
Further in, conversations gather under it.

A Grand Lawn with Stage.

Amphitheatre. Hammock Garden. Swing.

BBQ Pavilion.

*Here, conversations find space.*



# Enjoy

## The Sacred Pools

### Splash Zone

Water splashes the fun.

A Water Feature Zone.

Kids' Pool with Slider.

Splash Pool.

Lazy Pond.

*Joy lingers without pause.*



# Exhale

## The Southern Glades

### Active Zone

Then the energy expands into this zone.

Multi-Purpose Court. Tennis Court.

Pickleball Court. Cricket Practice Net.

Jogging & Cycling Track. Fitness Grove.

Curiosity. Confidence. Community. Composure.

Each zone speaks a different dialect.

*Run. Miss. Run again. And Win.*



# Clubhouse

*From tiny hands to bold strides,  
Clubbed for childhood to grow.*

Designed for growing years.

A crèche for beginnings.

A library for curiosity.

A dedicated children's floor  
abuzz with new learnings.

Indoor courts and pool for momentum.

A grandiose 40,000+ sq. ft. space  
that evolves with them from first friendships  
to refined indulgences.

*Giggle. Gather. Every day.*



# Amenities

Childhood unfolds in stages.  
Here, the spaces evolve with it.

Every amenity here has been planned with intent.  
Not simply as open space, but as experiences  
that transition with childhood.

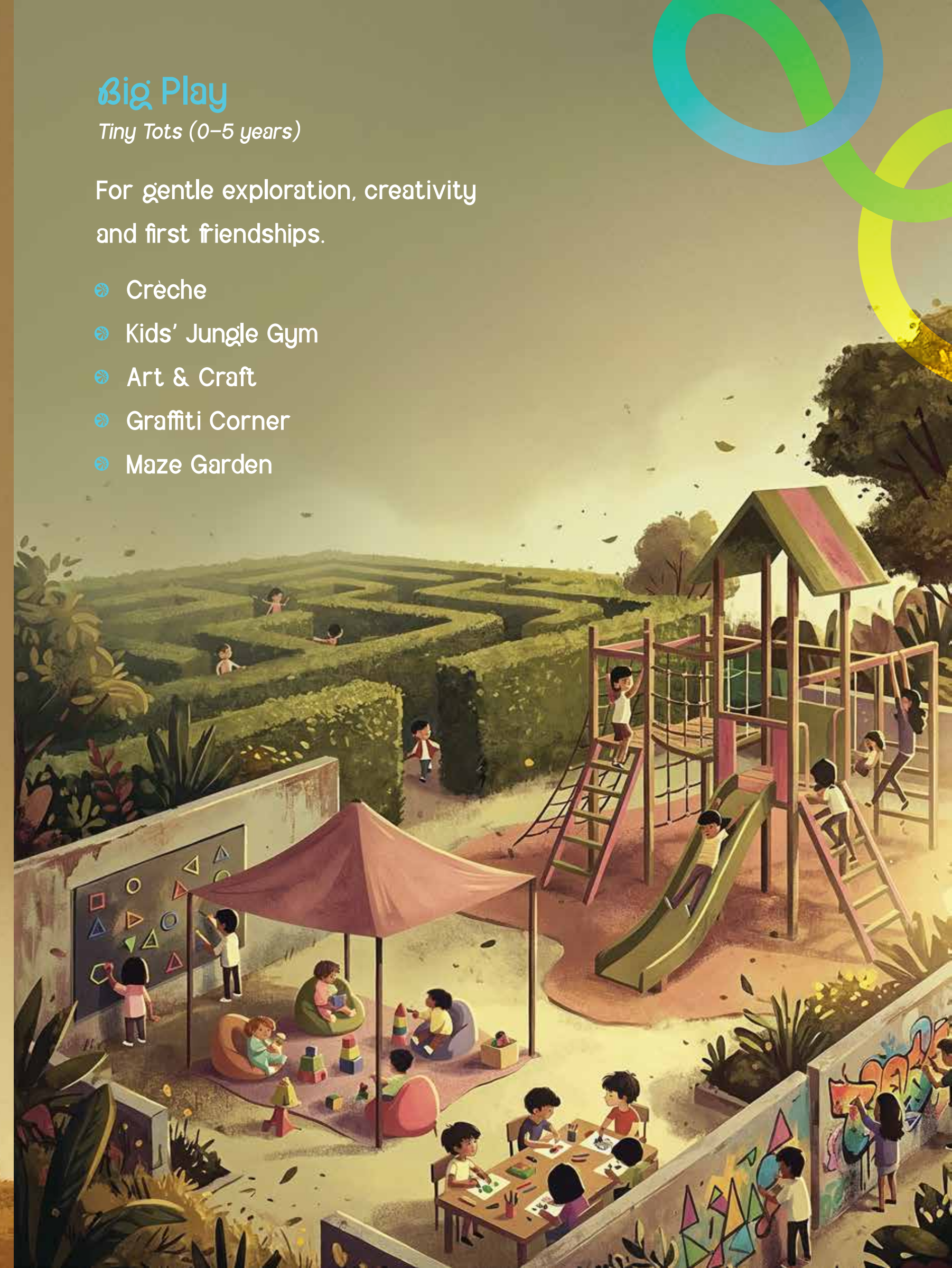


## Big Play

*Tiny Tots (0-5 years)*

For gentle exploration, creativity  
and first friendships.

- Crèche
- Kids' Jungle Gym
- Art & Craft
- Graffiti Corner
- Maze Garden

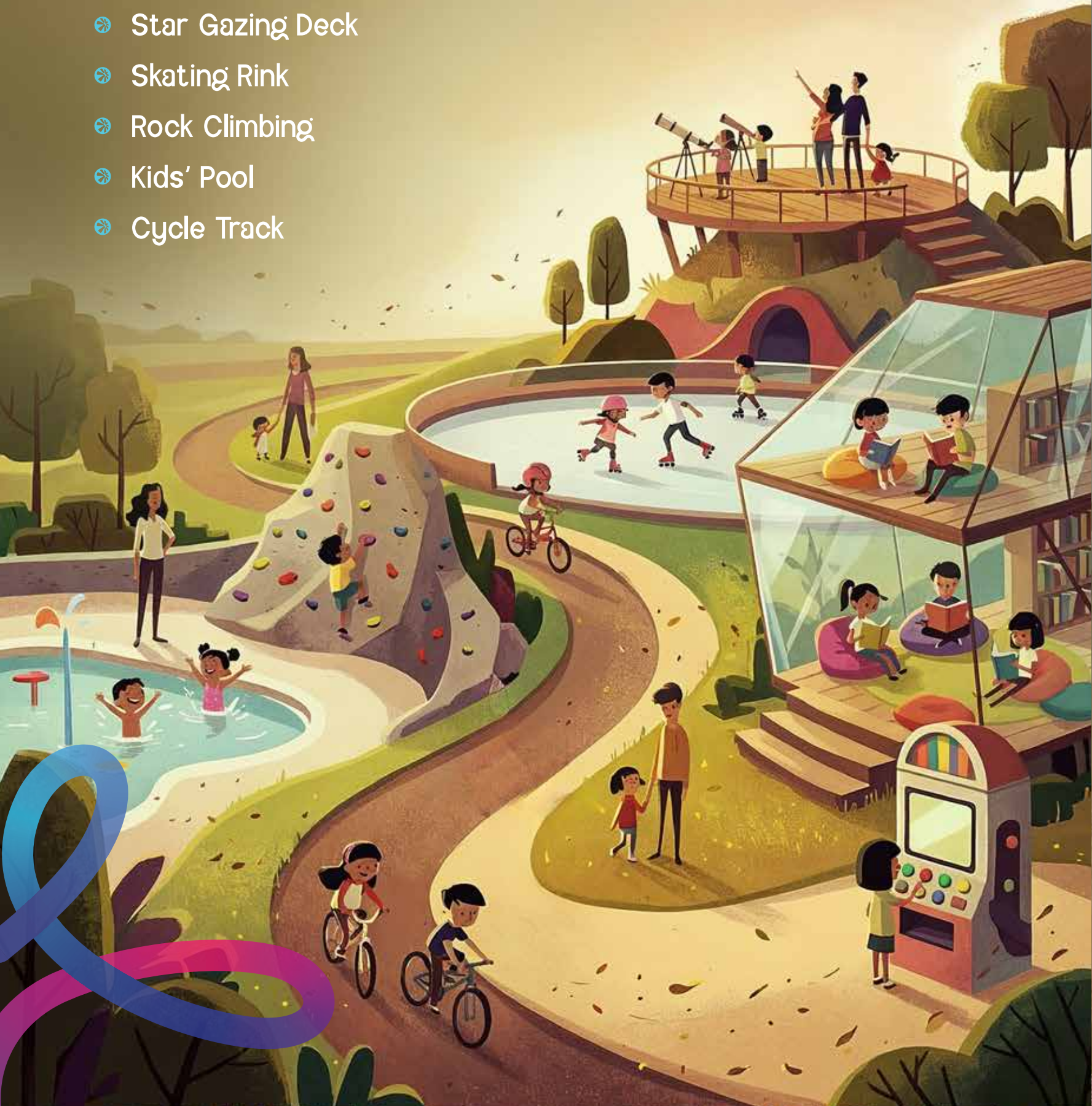


## Endless Explore

Kids (5–12 years)

Spaces here encourage learning, play and discovery.

- 🌀 Kids' Library
- 🌀 Star Gazing Deck
- 🌀 Skating Rink
- 🌀 Rock Climbing
- 🌀 Kids' Pool
- 🌀 Cycle Track



## Pinel Trails

Teens (13 years & above)

The activities here support sport, recreation and social interaction.

- 🌀 Swimming Pool
- 🌀 Yoga & Zumba Studio
- 🌀 Gaming Room
- 🌀 Squash Court
- 🌀 Café & Perch
- 🌀 Pickleball Court
- 🌀 Cricket
- 🌀 Tennis
- 🌀 Outdoor Gym
- 🌀 Badminton Court



# Thoughtful at Every Level

*Light. Air. Flow.*

Because even the most spirited child deserves a home that feels effortless.

## Structural Strength

- Built using MIVAN construction for enhanced structural precision and durability.
- Greater dimensional accuracy.
- Smoother finishes.
- Stronger core integrity.

*A framework designed to stand the test of time.*



## Health & Well-Being

- Non-volatile compound paints.
- Non-toxic surface treatments.
- Optimised ventilation and natural light.

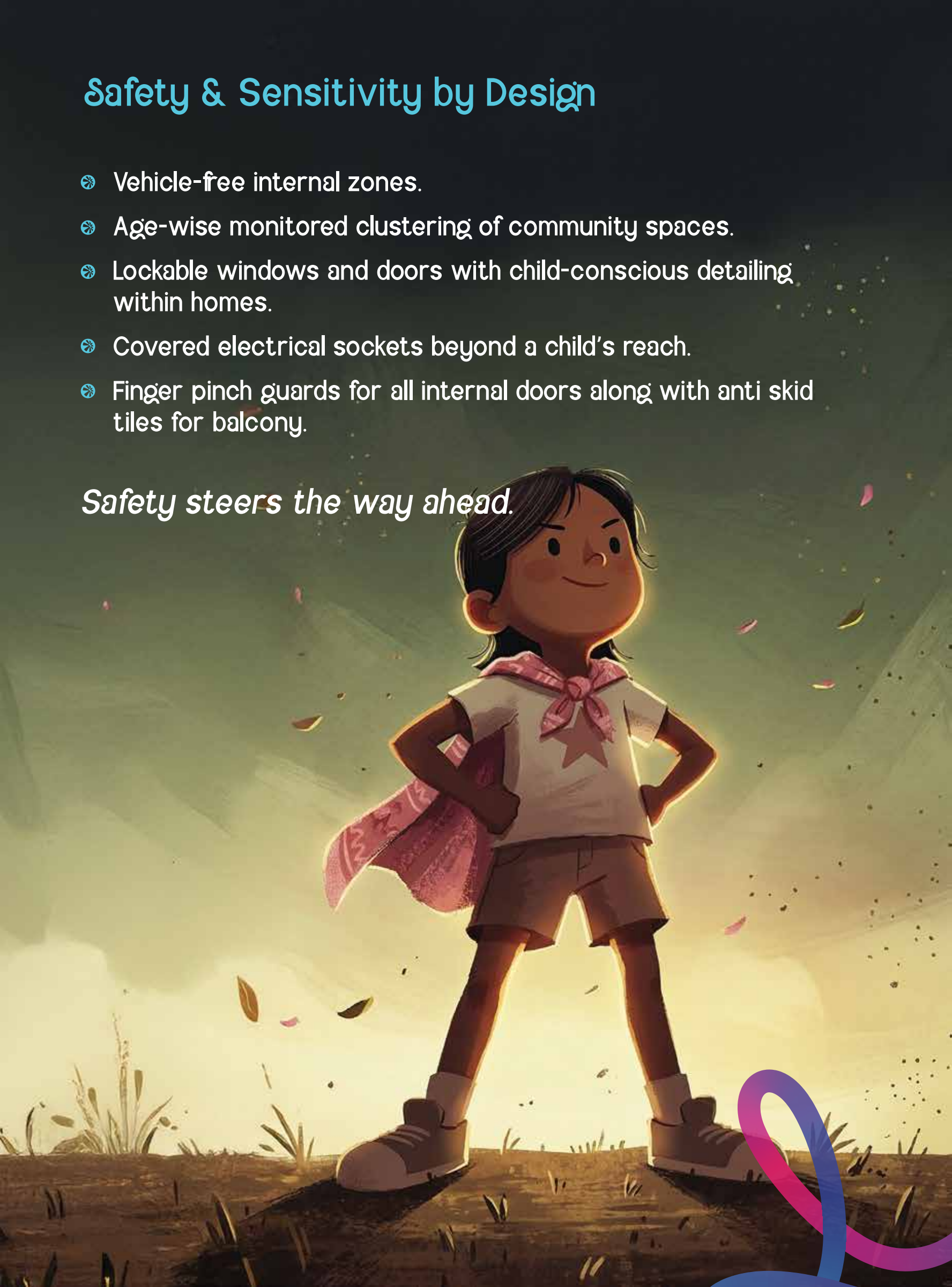
*A healthier environment for growing families.*



## Safety & Sensitivity by Design

- Vehicle-free internal zones.
- Age-wise monitored clustering of community spaces.
- Lockable windows and doors with child-conscious detailing within homes.
- Covered electrical sockets beyond a child's reach.
- Finger pinch guards for all internal doors along with anti skid tiles for balcony.

*Safety steers the way ahead.*



# Technical Specifications

## • STRUCTURE

Foundation, Super Structure & Walls

Seismic Zone II Compliant Structural System

## • FLOOR FINISHES

Living / Dining, Foyer  
Bedrooms  
Kitchen & Utility  
Balcony  
Toilets

Vitrified Tiles  
Vitrified Tiles  
Vitrified Tiles  
Ceramic Tiles  
Anti-skid Ceramic Tiles

## • DADOING

Toilets

Vitrified tiles

## • DOORS

Entrance Door  
Internal Doors  
Balcony

Engineered Door  
Engineered Door  
UPVC Sliding Doors with Plain Glass & Mosquito Mesh

## • WINDOWS & VENTILATORS

Windows & Ventilators

UPVC Sliding Windows with Plain Glass & Mosquito Mesh

## • LIFTS

4 Lifts (including service lifts) per Tower

## • RAILINGS

Balcony & Staircase

MS Hand Rails

## • PAINTING

Interior Walls & Ceilings  
Exterior Walls  
Kitchen / Utility

Acrylic Emulsion Paint  
Weather Proof Paint  
Acrylic Emulsion Paint

## • KITCHEN & UTILITY

Electrical Points

4 Sockets of 16 AMP  
4 Sockets of 6 AMP

Plumbing Points

2 Water Supply Points in Utility & 1 Point in Kitchen  
Drainage Point Provision in Utility

## • BATHROOMS

Sanitary ware  
Faucets  
Exhaust Fan

Jaquar / Kohler Equivalent  
Jaquar / Kohler Equivalent  
All Toilets

## • ELECTRICAL WORKS

Switches  
Telephone & TV provision  
A/C provision  
Power supply

Modular Switches – Schneider or Equivalent  
Living / Dining, Bedrooms  
Living, Bedrooms  
2BHK - 4KW  
3BHK - 6KW  
4BHK - 7KW  
2BHK - 2KW  
3BHK - 3KW  
4BHK - 3.5KW

Power Backup

## • SMART HOME FEATURES

Video Phone  
CCTV

Camera at Main Door with Indoor Panel  
24-hour Surveillance at Apartment Ground Floor  
Lobby and Strategic Locations



*You don't choose only for today.  
You choose for the years ahead.*

A part of the city once considered the edge,  
is decoding tomorrow, bit by bit.

**Airport City** is already in motion.  
**463 acres** of mixed-use momentum.  
A **Mega Coach Terminal** is slated to  
open near Rail Wheel Factory.  
**₹1 lakh crore** in planned investment.  
An ecosystem projected to generate  
**5 lakh+ direct and indirect jobs.**

*Everything is coming together here.  
And when things come together steadily,  
the **future feels present.***



Their journey can't be scripted.  
But their surroundings can be shaped.  
So,

Raise the *bold*.

Raise the *curious*.

Raise the *WinningKind*.



Scan here to experience the  
*World of WinningKind*

# Half A Century Of Always Thinking Ahead

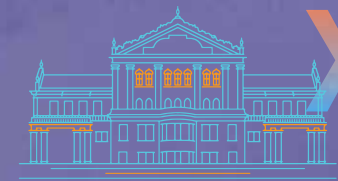


Cities don't grow in a hurry. They unfold like seasons, one small change at a time. You learn where to build only after watching them change for years.

From a Garden City to a Global Epicenter. Long before the world noticed it, We saw Bengaluru already preparing for who it could be next.

## WE SAW IT EARLY, WITH FORESIGHT, THAT COMES WITH

3,000+ acres of land bank



**X** 10 Cubbon Parks

25+ Mn. Sq. Ft. of development portfolio



**X** 40 M. Chinnaswamy Stadiums

Housing the Icons of Bengaluru



**X** Olympians. CXOs. Startup Founders. Have made Century their Home

FOR HALF A CENTURY, WE BUILT AHEAD OF DEMAND. AHEAD OF TREND. AHEAD OF APPLAUSE.



A-list Developer  
Forbes India 2025



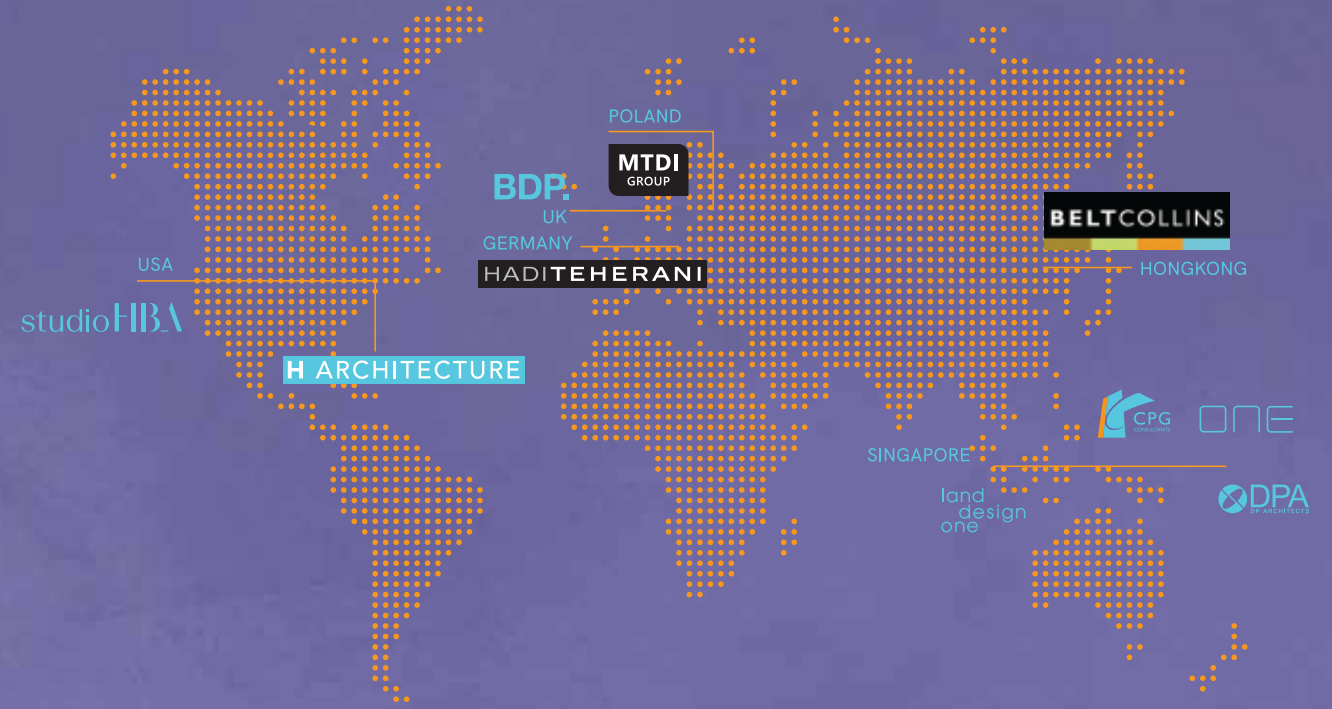
India's Residential Developer of the Year  
ET Real Estate Awards 2025



Excellence in Customer Service  
ET Conclave Awards 2022

& 35+ NATIONAL RECOGNITIONS

NOW, AS BENGALURU PREPARES FOR ITS NEXT LEAP, WE BRING THE BEST OF THE WORLD TO BUILD FOR BENGALURU.



WE SHAPED THE BENGALURU THAT GREW. WE'RE SHAPING THE BENGALURU THAT LEADS.

**THINKING AHEAD. ALWAYS**

Promises Made,  
Promises Delivered.

Century  
BREEZE

Location: Jakkur

Type: 2 & 3 bed homes



Century  
Renata

Location: Richmond Road

Type: Bespoke 3 & 4 bed homes



Century  
INDUS

Location: Rajarajeshwari Nagar

Type: 2 & 3 bed homes

Century  
ETHOS

Location: On NH 44, Hebbal

Type: 3 & 4 bed homes



Century  
EDEN

Location: Yelahanka -  
Doddaballapura Road

Type: Plotted development



Century  
WINTERSUN

Location: Yelahanka -  
Doddaballapura Road

Type: 3 & 4 bed villas



Century  
SEASONS

Location: Devanahalli - On STRR

Type: Plotted Development

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