

THE NEW WAY

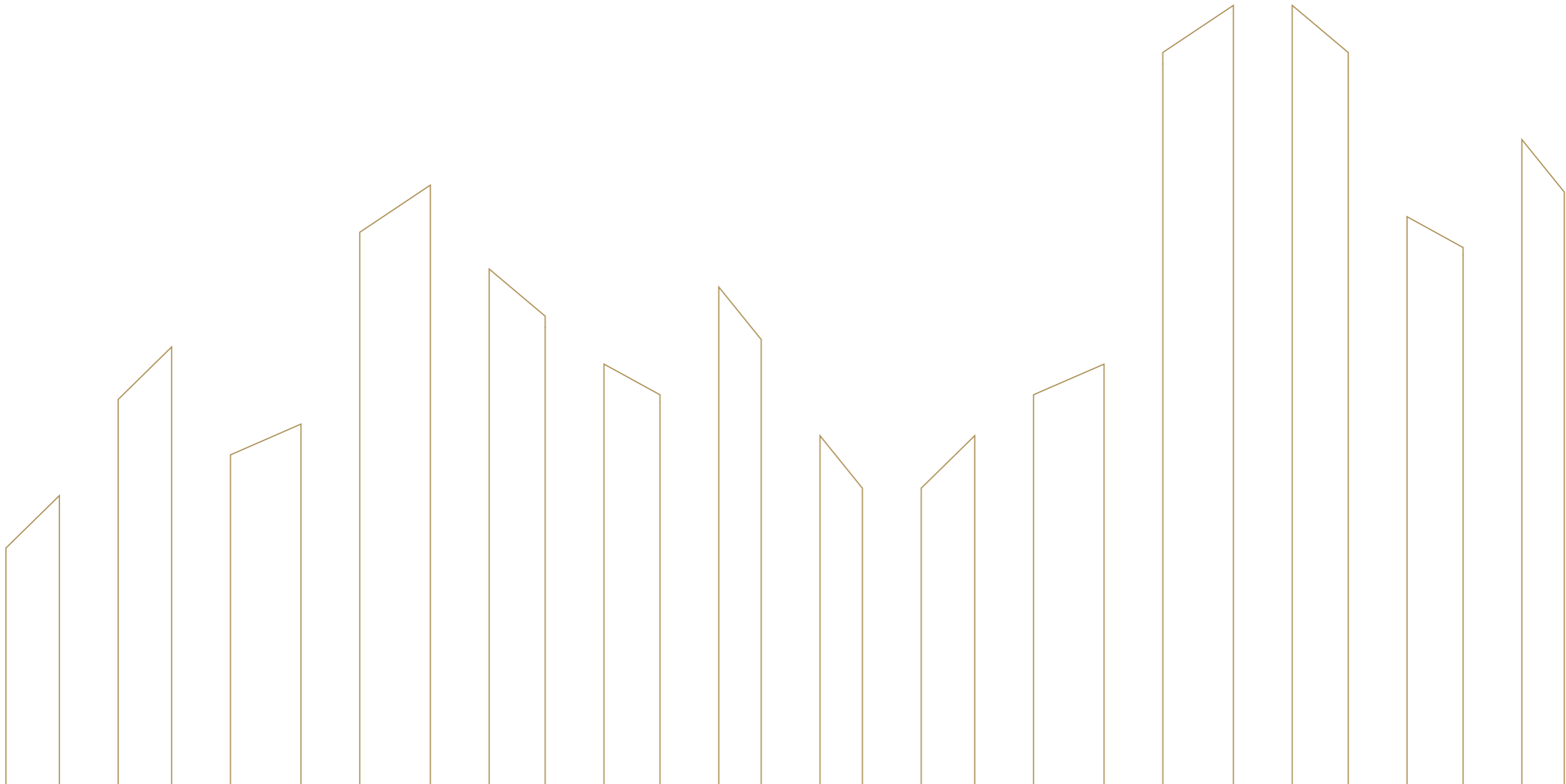
WHERE



BECOMES
A WAY OF
LIFE



RESIDENTIAL | COMMERCIAL | INDUSTRIAL



THREE DECADES OF TRUST. ONE WAY FORWARD.

For over 30 years, Fortune Primero has shaped Bengaluru with nuance.

From landmark workspaces to future-ready industrial parks, every project stands as proof that purpose never goes out of style.

Today, that legacy enters a new chapter, inspired by the same intent and zeal that now shape its residential vision.

30+

Years of Excellence

10,00,000+

Sq. Ft Leased Commercial Space

25+

Completed Projects

20,00,000+

Sq. Ft Under Development



Introducing

SEVEN

SARJAPUR

THE NEW WAY OF LIVING

WHERE LEGACY MEETS LIFESTYLE

At the heart of Sarjapur-Bengaluru, Fortune Primero unveils a flagship residential project built on the philosophy of *The New Way*. A 15-acre mixed-use neighbourhood comprising four of the tallest towers in the vicinity, interconnected by six sky bridges, and adorned by unforgettable lifestyle experiences unfolding far above the city. Welcome to where foresight meets feeling, technology meets tranquility, and the world's best ideas find their Indian home.



**GATED HIGH-RISE
IN SARJAPUR-BENGALURU**



**11-ACRE
RESIDENTIAL COMMUNITY**



**4-ACRE
COMMERCIAL & RETAIL HUB**



**DESIGNED FOR
FUTURE-READY LIVING**



**GLOBAL INSPIRATION,
LOCAL SENSIBILITIES**

A MASTERPLAN OF MEANING

Where design connects, not divides.

TOWER TERRACE AMENITIES

01. Pergola with Lantern Path
02. Private Party Lawn Stone Seats
03. BBQ Counter with High Table and Chair
04. Cube Seats
05. Private Party Lawn with Seating Deck
06. 2M Wide Walkway
07. Leisure Seating
08. Outdoor Gym
09. Stepped Seating
10. Star Gazing Deck
11. Star Gazing Net
12. Lush Tropical Planting
13. Super Tree Structure
14. Swing Seat
15. Cabana

16. Rooftop Eden
17. Glow Maze Seating
18. Pergola
19. Yoga Deck
20. Private Party Area
21. Urban Farming
22. Floor Games
23. Covered Pathway

CLUB PRIMERO TERRACE AMENITIES

01. Half Basketball Court
02. Tennis Court
03. Multipurpose Court





CLUB PRIMERO

UNO

DUO

TRIO

QUADRO

PODIUM LEVEL AMENITIES

01. Entry
02. Security Cabin
03. Peripheral Planting
04. 2m Wide Pathway
05. Bare Foot Park
06. 2-Wheeler Parking
07. Hedge Planting
08. Avenue Trees
09. Entry to the Clubhouse
10. Sculpture
11. Ramp
12. Seating Pockets
13. Ramp to Basement
14. Lawn
15. Ground Cover Around Pylon
16. Event Lawn
17. 3m Wide Pathway
18. Toddlers Play Area
19. Outdoor Cafe
20. Japanese Garden
21. Garden Seating
22. Pathway Along Lush Planting
23. Putting Golf
24. Pet Park- Big Dogs
25. Pet Park- Small Dogs
26. 4A Side Football Pitch
(15mx25m)
27. Fruit Orchard
28. Lawn Mound with Seating
29. Pooja Garden
30. Outdoor Library
31. Cricket Practice Net
32. Trampoline Park
33. Pixel Seating / Play
34. Multi Play with Cube Seating
35. Sonic Play
36. Seating Pocket
37. Private Garden
38. Toddlers Play Area
39. Leisure Seats
40. Walkway
41. Fern and Mist Garden
42. Pebbles Seats
43. Reflexology Path
44. Outdoor Workspace
45. Buffer Planting with Screens
46. Swing Seats
47. Selfie Frame
48. Stone Seats
49. Umbrella Seats
50. Day Bed
51. Aqua Gym (6.6X5.2m)
52. Kids Pool
53. Swimming Pool (19.3X9.5m)
54. Steps Leading to the Pool
55. Wet Lounge
56. Cabana (4X4m)
57. Lounge Chairs
58. Changing Room with
Outdoor Shower Area
59. Service Entry with Planting
60. Senior Citizen Pocket
61. Bamboo Garden Study
Corner
62. Discussions Nooks
63. Interactive Wall
64. Passive Toddlers Play Area

SARJAPUR - BENGALURU

Where progress already feels like home

Some addresses don't wait to be discovered. They draw the city closer.

Sarjapur-Bengaluru is one such place. A corridor where enterprise meets ease, where everyday life moves with quiet confidence. Where the best of Bengaluru is not just arriving, but already unfolding. Schools that shape tomorrow. Workspaces that lead innovation. Retail hubs that elevate leisure. Communities that live with intent.

A destination perfectly in stride with the city's direction.



SEVEN SARIAPUR

CONNECTED BY VISION

A future already in motion.



METRO IN MOTION

The upcoming Namma Metro Phase 3 line will connect Hebbal to Sarjapur. That's a direct plug-in from Sarjapur to the city's core.



THE RING ROAD ADVANTAGE

The Satellite Town Ring Road (STRR) is set to transform connectivity across Bengaluru's growth corridors. For Sarjapur-Bengaluru, it means faster commutes, seamless access, and a direct link to emerging hubs of opportunity



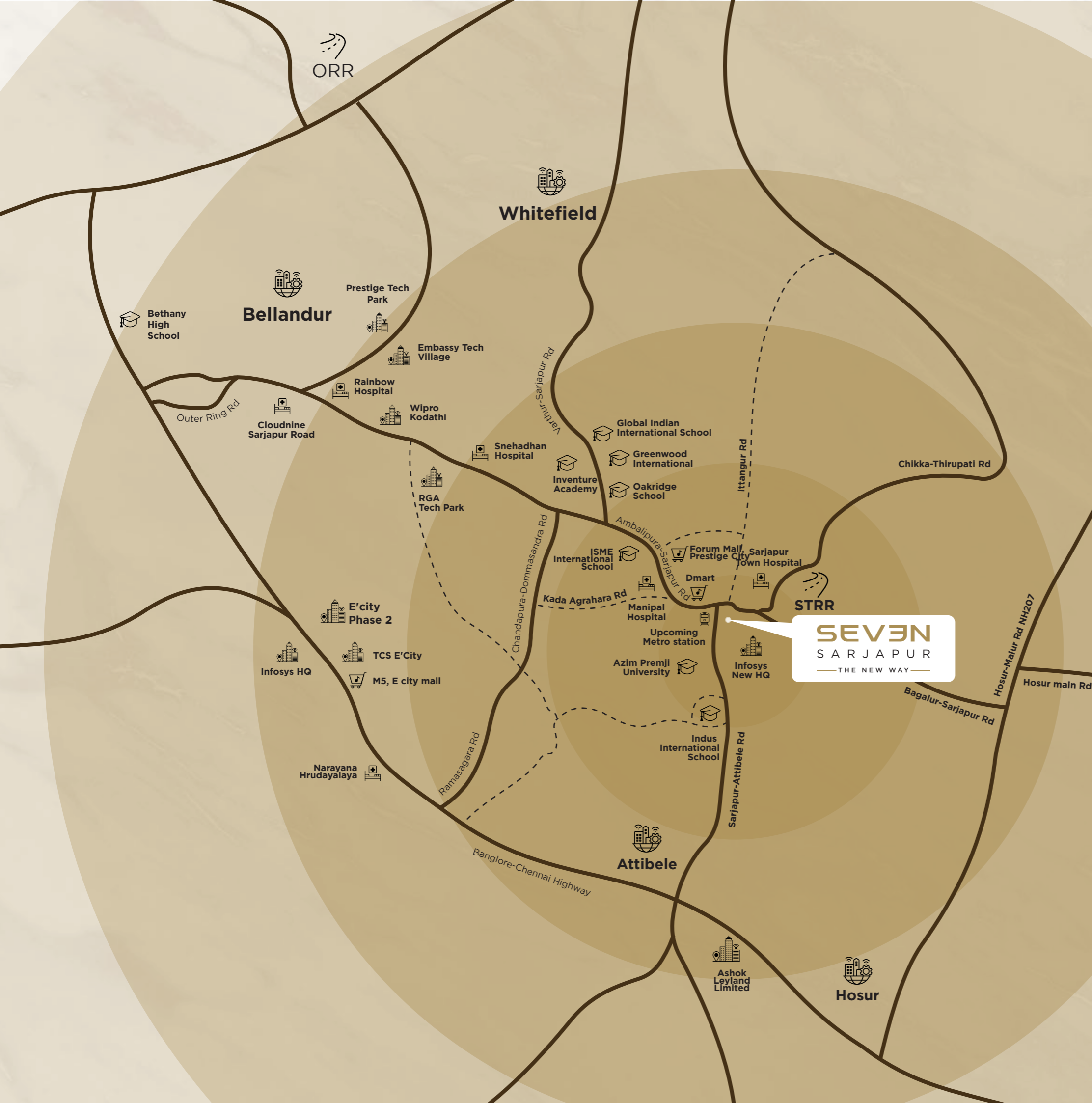
AN AIRPORT ON THE HORIZON

With the Hosur Airport project underway, Sarjapur gains an express connection to the skies. And a serious upgrade in convenience, reach, and value.



A LIFE ALREADY IN PROGRESS

It's not just about what's coming. It's about what's already here. Renowned schools, workspaces, healthcare, convenience, already thriving, already active.



ORR

Whitefield

Bellandur

Bethany High School

Prestige Tech Park

Embassy Tech Village

Rainbow Hospital

Wipro Kodathi

Outer Ring Rd

Cloudnine Sarjapur Road

Snehadhan Hospital

Global Indian International School

Greenwood International

Inventure Academy

Oakridge School

RGA Tech Park

Chandapura-Dommiasandra Rd

ISME International School

Forum Mall, Sarjapur Prestige City

Sarjapur Town Hospital

Kada Agrahara Rd

Manipal Hospital

Upcoming Metro station

STRR

SEVEN
SARJAPUR
— THE NEW WAY —

Azim Premji University

Infosys New HQ

Indus International School

E'city Phase 2

TCS E'City

Infosys HQ

M5, E city mall

Narayana Hrudayalaya

Ramasagara Rd

Attibele

Bangalore-Chennai Highway

Ashok Leyland Limited

Hosur

Bagalur-Sarjapur Rd

Hosur-Malur Rd NH207

Hosur main Rd

Chikka-Thirupati Rd

Ittatur Rd

Vartur-Sarjapur Rd

WELL
CONNECTED,
EVEN
BEFORE
THE
WORLD
ARRIVES



SIX BRIDGES.
SIX DESTINATIONS.
ONE CONNECTED LIFE.

Connection isn't about distance. It's about design. From Tokyo's calm to New York's rhythm, six extraordinary bridges, inspired by six global cities, transform every commute within the community into a moment. These aren't mere walkways. They're ways of living, each crafted to elevate everyday life.





THE NORDIC AURORA BRIDGE

(THE ME ZONE | NORWAY | 80 FT.)

For those who seek pause between progress.

Find calm in motion. Step into a world where the skyline softens, and silence feels intelligent. Where stars glow beneath your feet, fjord sounds breathe around you, and serenity finds a shape.

THE CYBER SEOUL BRIDGE

(THE FUN ZONE | SOUTH KOREA | 150 FT.)

For those who believe play is a serious part of living.

An aerial playground inspired by the neon pulse of Seoul. Vibrant, digital, and alive.
VR zones, light installations, music and motion- everything here hums with joy.





THE VICTORIAN CIRCUIT (THE WORK ZONE | LONDON | 220 FT.)

For those who think better above the noise.

A bridge that turns work into an art form. With co-working pods, private igloos, and AR art walls, it's a place where classic grace meets tomorrow's workstyle.

THE SKYLINE THREAD

(THE COMMUNITY ZONE | NEW YORK | 290 FT.)

For those who live to belong, not just reside.

Steel, light, and conversation weave together across a sky park inspired by Manhattan's pulse.
A place for gatherings, greetings, and quiet glances over a city in motion.





THE ZEN PASSAGE

(THE FAMILY ZONE | KYOTO | 360 FT.)

For those who find peace in togetherness.

Tranquil, rooted, and poetic, this bridge brings the serenity of Kyoto's Zen gardens sky-high. Swing seats, floating moss islands, and holographic Torii gates create a passage that feels like a pause.

THE CANOPY RIBBON

(THE GREEN ZONE | SINGAPORE | 430 FT.)

For those who live where greenery breathes

Lush vertical gardens rise at the 42nd floor, echoing Singapore's biophilic brilliance.
Here, nature doesn't just surround, it participates.



A LIFE DESIGNED IN LAYERS

Experiences that connect, elevate, and root you to the ground.

CLUB

PRIMERO

100+ LIFESTYLE EXPERIENCES | 60,000 SQ.FT. OF LIVING WELL

From quiet coffees to collaborative afternoons, from deep breaths to starlit evenings, life finds its rhythm at Club Primero- an ecosystem of experiences spanning the entire clubhouse building, and extending further onto the rooftop terraces of the towers. Structured vertically. Connected spatially. Programmed across every level.



club
PRINERO

THE CLUBHOUSE CORE

Five levels of immersive leisure

THE SOCIAL GROUND

Everyday convenience meets indulgent recreation.

Supermarket
Kid's Play Area
Creche
Outdoor Kids Play Area
Café
Garden Cafe
Temperature-Controlled Indoor Pool
Jacuzzi
2 Multipurpose Halls
Outdoor Multipurpose Lawn

THE PERFORMANCE DECK LEVEL ONE

A level dedicated to movement and momentum.

Gym
Steam & Sauna
2 Badminton Courts
2 Pickleball Courts
Recording Studio
Creative Space

THE COMPETITIVE LOUNGE LEVEL TWO

Strategy. Skill. Sport. In balance

E-Sports & Gaming Zone
VR Zone
Squash Court
Table Tennis
Pool Table
Foosball
Board Game Arena

THE GATHERING GALLERY LEVEL THREE

Host. Watch. Celebrate. Stay.

2 Gathering Halls
Movie Lounge
Two Guest Rooms

THE CLUB TERRACE ARENA

An open-air extension of the club's athletic energy.

Half Basketball Court
Multisports Court
Tennis Court
Sky-High Leisure & Wellness Zones



THE ROOFTOP COLLECTION

Elevated experiences across towers

Club Primero rises beyond the clubhouse core, transforming the tower rooftops into curated lifestyle districts.

THE SOCIAL LAWNS & PAVILIONS

Designed for celebration. Intimate or expansive.



The Sky
Soirée Lawn



The Pavilion
Deck



BBQ
Pavilion Bar



Stepped
Seating



Sky Lounge
Clusters



Swing
Loungers



Rooftop
Cabanas



The Private
Party Garden



The Contemplation
Terrace



The Arbor
Lounge



The Hop &
Play Park



The Willow
Whisper Court

THE SKY WALK & OBSERVATORIES

Movement curated. Stillness intentional.



Lantern
Promenade



Sky
Canopy



The Horizon
Pathway



The Grand
Skyway



Super Tree
Structure



Star Gazing
Deck



Celestial View
Hammock





THE ACTIVE TERRACE

Strength and serenity in open air.



Outdoor Gym



Yoga Deck



Floor Games

THE CULTIVATION ROOF

Leisure meets living green.



Rooftop
Eden



Urban
Farming



Lush Tropical
Planting

THE LIVING LANDSCAPES

30+ gardens with personality.

Not filler greens. But curated environments, each with a distinct purpose, mood, and spatial character. Spread across the Clubhouse Area, Driveway Level, and Rooftop Terraces, the gardens form a seamless landscape narrative.

THE CLUBHOUSE GROUNDS



The Barefoot
Meadow



The Celebration
Lawn



The Lantern
Court



The Kyoto
Grove



The Shaded
Commons



The Pet
Haven



The Orchard
Court



The Hammock
Retreat

THE FORECOURT GREENS



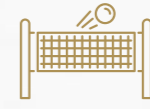
The Sacred
Bloom Court



The Bamboo
Study Grove



The Sculpture
Walk



The Pixel
Court



The Swing
Grove



The Work
Grove



The Fern &
Mist Court



The Leisure
Grove



The Private
Greens



The Children's
Parkland



The Trampoline
Grove

“THE FUTURE
OF LIVING
IS NOT TALLER.

IT’S GREENER”

THE OPEN GROUNDS

Podium level experiences

At ground level, life expands, water reflects the sky and conversations settle into shaded corners.

Designed as a continuous plane of activity and pause, The Open Grounds balance sport, recreation and everyday interaction in one seamless landscape.







THE SPORTING GROUNDS

- 4-A-Side Football Pitch
- Cricket Practice Net
- Putting Golf



THE AQUATIC COURT

- Swimming Pool
- Kids' Pool
- Aqua Gym
- Wet Lounge
- Cabana
- Lounge Chairs
- Changing Room with Outdoor Shower



THE PLAY & INTERACTION ZONE

- Toddlers Play Area
- Multi-Play with Cube Seating
- Sonic Play
- Interactive Wall



THE MOVEMENT SPINE

- The Leisure Promenade
- The Grand Boulevard
- The Lush Corridor
- Contour Mound Seating



THE SOCIAL CORNERS

- Outdoor Café
- Outdoor Library
- Discussion Nooks
- Leisure Seats
- Pebble Seats
- Umbrella Seats
- Day Beds
- Stone Seats

MORE THAN A HOME, A BELONGING

Spaces that feel right

Every residence is corner-placed, light-filled, and intuitively planned. Wide balconies, private corridors, and 70%+ carpet efficiency ensure life breathes easily, every day.

CRAFTED FOR COMFORT

Wooden floors, 6x4 tiles, smart locks, premium fittings- details that may seem small but make every day smoother. Because luxury, when done right, feels effortless.

CONNECTION, CRAFTED ACROSS AGES.

Play zones for children. Gardens for reflection. Lounges for laughter. A community that grows together, yet gives everyone room to breathe.





85% GREEN. 100% INTENTIONAL.

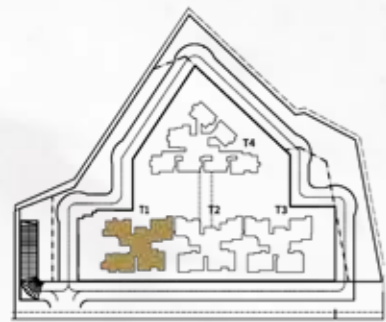
Sustainability here isn't a feature, it's a foundation. Rooftop solar, rainwater harvesting, and AI-driven plant health systems ensure a lighter footprint and a fresher tomorrow.
The future feels different when it's this natural.



SPACES DESIGNED AROUND YOU

TOWER 1

TYPICAL FLOOR PLAN



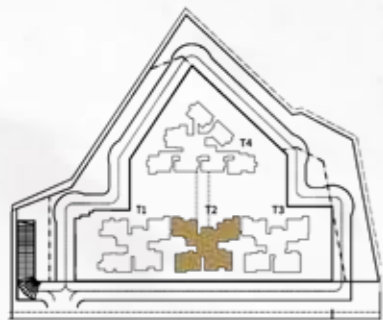
KEY PLAN

SL.NO	UNIT NO	UNIT TYPE	RERA CARPET AREA (SQFT)	EXCLUSIVE BALCONY AREA (SQFT)	SBUA (SQFT)
1.	T1-201 to 4001	4BHK - 3T-(TYPE-01)	1308.58	169.86	2085.33
2.	T1-202 to 4002	3BHK - 3T-(TYPE-01)	1072.42	163.94	1744.72
3.	T1-203 to 4003	3BHK - 3T-(TYPE-02)	1073.82	235.95	1839.42
4.	T1-204 to 4004	3BHK - 3T-(TYPE-03)	1066.60	181.16	1764.88

*Excluding Floor- 1st, 19th, 28th, 38th, 41st

TOWER 2

TYPICAL FLOOR PLAN



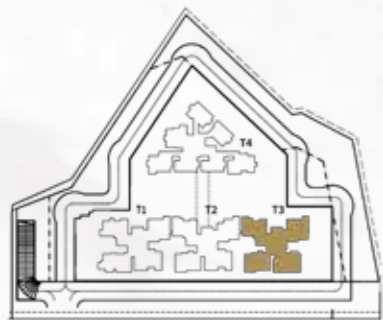
KEY PLAN

SL.NO	UNIT NO	UNIT TYPE	RERA CARPET AREA (SQFT)	EXCLUSIVE BALCONY AREA (SQFT)	SBUA (SQFT)
1.	T2-201 to 4001	3BHK - 3T-(TYPE-6)	1088.99	175.02	1779.53
2.	T2-202 to 4002	3BHK - 3T-(TYPE-4)	1100.30	170.07	1787.70
3.	T2-203 to 4003	3BHK - 3T-(TYPE-5)	1073.82	159.96	1741.20
4.	T2-204 to 4004	3BHK - 3T-(TYPE-3)	1066.60	181.16	1764.45

*Excluding Floor- 1st, 7th, 14th, 19th, 21st, 28th, 35th, 38th, 41st

TOWER 3

TYPICAL FLOOR PLAN



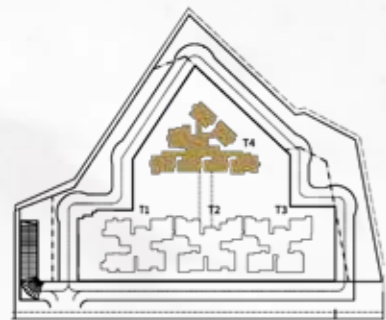
KEY PLAN

SL.NO	UNIT NO	UNIT TYPE	RERA CARPET AREA (SQFT)	EXCLUSIVE BALCONY AREA (SQFT)	SBUA (SQFT)
1.	T3-201 to 4001	3BHK - 3T-(TYPE-6)	1088.99	175.02	1779.53
2.	T3-202 to 4002	3BHK - 3T-(TYPE-4)	1100.40	170.07	1787.70
3.	T3-203 to 4003	3BHK - 3T-(TYPE-2)	1073.82	235.95	1839.42
4.	T3-204 to 4004	4BHK - 3T-(TYPE-2)	1188.88	165.34	1912.00

*Excluding Floor- 1st, 19th, 28th, 38th, 41st

TOWER 4

TYPICAL FLOOR PLAN



KEY PLAN

SL.NO	UNIT NO	UNIT TYPE	RERA CARPET AREA (SQFT)	EXCLUSIVE BALCONY AREA (SQFT)	SBUA (SQFT)
1.	T4-201 to 4001	3BHK - 2T-(TYPE-2)	904.93	115.82	1450.91
2.	T4-202 to 4002	3BHK - 2T-(TYPE-3)	912.25	60.92	1382.42
3.	T4-203 to 4003	2BHK - 2T-(TYPE-3)	760.15	60.92	1179.07
4.	T4-204 to 4004	3BHK - 3T-(TYPE-7)	987.92	148.11	1621.28
5.	T4-205 to 4005	2BHK - 2T-(TYPE-2)	778.56	59.96	1198.80
6.	T4-206 to 4006	2BHK - 2T-(TYPE-1)	778.56	59.96	1198.80
7.	T4-207 to 4007	3BHK - 2T-(TYPE-1)	949.49	59.96	1427.65

*Excluding Floor-1st, 7th, 14th, 19th, 21st, 28th, 35th, 38th, 41st

SPECIFICATIONS

STRUCTURE

- RCC framed structure with RCC walls
- Walls 160-200mm thick
- Alluminium framework construction system

DOORS & WINDOWS

- Teak wood frame with PU polished veneer finish main door
- Smart lock with SS satin steel finish hardware fittings for the main door
- Hardwood/Engineered wood frame and flush door for other doors
- SS satin steel finish hardware fittings for other doors
- UPVC windows with mosquito mesh
- UPVC French door for balcony with mosquito mesh
- UPVC ventilators (provision for exhaust fan)

ELECTRICAL

- Electrical fittings Anchor - Roma/equivalent
- Concealed fire-resistant copper wiring
- (Anchor/Havells/equivalent)
- TV & telephone point in living and master bedroom.

POWER BACKUP

- Generator backup for common area (lifts and other) & complete lighting backup for individual flats. (Kirloskar or equivalent make)

ELEVATORS

- Schindler/Otis/Kone or equivalent branded automatic lifts as per architectural drawings
- Elevator with passenger capacity of 16-24

FLOORING

- Laminated wooden flooring for master bedroom
- Designer vitrified tiles in all rooms (Kajaria/equivalent 1200x1800mm)
- Anti-skid wood finish vitrified tiles in balconies (Kajaria/equivalent 200x1200mm)
- Anti-skid vitrified tiles for bathroom floors (Kajaria/equivalent 600x1200mm)
- Anti-skid wood finish vitrified tiles in utility (Kajaria/equivalent 200x1200mm)

INTERNAL AND EXTERNAL FINISHES

- Emulsion paint for interiors
- Polished/Enamel painted doors and grills
- Weather coat texture paint for exteriors

HAND RAILING

- SS Glass railing at balconies
- MS painted safety railing at utility

KITCHEN

- Provision for two taps and one aqua guard
- Provision for instant geyser

TOILETS

- Grohe/equivalent make of CP fittings and accessories
- Grohe/equivalent make sanitary fittings
- Concealed hot and cold CPVC plumbing pipes

UTILITY

- One sink and one wash provision with necessary electrical points and cold CPVC plumbing pipes

THE FORTUNE WAY

Not just how we build. Why we build.

Every project carries a single promise: that good design should be both intelligent and humane.



FORTUNE
PRIMERO

RESIDENTIAL | COMMERCIAL | INDUSTRIAL

STRATEGIC PARTNER
ANAROCK
RESIDENTIAL

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