PITCH DECK

FRANGIPANI

POSITIONING - A BLUEPRINT

OBJECTIVE

a broader sense of direction and approach



PRODUCT OVERVIEW



UNIQUE

One of Its kind development for select 33 only.



TYPOLOGY

First beautifully
designed product
that's more stylish
and functional in its
raw actual form.
Half and Acre to an
Acre Private Estates.



USPS

- 2 Acre Private Lake
 - 2 Acre Fully Functional Club
- Half Olympic Size Swimming Pool
- 2 Acre Rejuve Park



AUTHENTIC

- -Best things are not man made but natural
 - 3lakh tress planted
- Like minded select few neighbourhood
- Ready to use , 60% sold out



PROLOGUE

Best Conversations are Candid,
Best Moments are Memories,
Best Life is Lived extraordinarily,
Often
Best things are Natural.

COPY OPTIONS

CONCEPT 1

RAW EXPERIENCES. RAREST PRIVILEGES.



BEYOND WALLS 2022 PITCH DECK



RATIONALE

When you're amongst the 'Who's Who' of Bangalore, mere luxury or comfort seems run-of-the-mill. What really appeals is an experience that's in its purest form. Now pure may be rare in the city, but in **Frangipani** it's in the raw nature and throughout the 33 estates spread across 35 acres. This concept of '**Raw Experiences. Rarest Privileges.**' encapsulates this raw experience while showcasing the exclusive estate offerings. The minimal headlines have been written in a contradictory way to what's normally done in real estate.

Extension 1:

STAY DISCONNECTED

to truly connect with yourself in your private 2-acre Rejuve Park.

Frangipani Estates

Raw Experiences. Rarest Privileges.

33 Select Estates | 2-Acre Private Lake & Forest | Prive Balinese Club | Rejuve Park |24/7 Concierge

Extension 2:

WALK BAREFOOT

to truly experience the touch of nature in your 2-acre Rejuve park.

Frangipani Estates

Raw Experiences. Rarest Privileges.

33 Select Estates | 2-Acre Private Lake & Forest | Prive Balinese Club | Rejuve Park | 24/7 Concierge

Extension 3:

LOSE TRACK

of time while paddling away in your private 2-acre lake.

Frangipani Estates

Raw Experiences. Rarest Privileges.

Extension 4:

GO WILD

while exploring the exotic flora & fauna in your private forest.

Frangipani Estates

Raw Experiences. Rarest Privileges.

BREATHE IN, BREATHE OUT



BEYOND WALLS 2022 PITCH DECK



RATIONALE

For the prolific people we're talking to, luxury doesn't just limit itself to material things.

For them, luxury is all about the abundance of space and nature. It's all about coming home to a place that effortlessly resets the mood and freshens up the self.

This particular concept (Breathe In, Breathe Out) captures this exact aspect of how the experiences at Frangipani estates let you enjoy the rare freedom of:

- Leaving behind, or breathing out all the city chaos

- Taking in, or breathing in the calm of raw, pristine nature

The concept has been further extended onto the project privileges/USPs and how they help you turn off the worries of life, day in, day out.

Breathe in the **natural jungle**

Breathe out the concrete one

At your own forest with 2-acre private lake

Frangipani

Private Country Estates

33 Select Estates | Paved Roads | Club Plumeria | Dedicated Estate Management

Extension 1 – Option

Breathe in the calm of nature

Breathe out the chaos of the city

At your own forest with 2-acre man-made lake

Frangipani

Private Country Estates

33 Select Estates | Paved Roads | Club Plumeria | Dedicated Estate Management

Breathe in the **sheer space** & **serenity**Breathe out the **limitations** & **negativity**Sprawling 0.5 to 1 acre estates with privileges

Frangipani

Private Country Estates

33 Select Estates | Private Lake & Forest | Paved Roads | Club Plumeria | Dedicated Estate Management

Breathe in the **pristine privacy**

Breathe out **unwanted disturbances**

Only 33 exclusive estates on a 35-acre development

Frangipani

Private Country Estates

33 Select Estates | Private Lake & Forest | Paved Road | Club Plumeria | Dedicated Estate Management

A LIFE THAT CHOOSES YOU



BEYOND WALLS 2022 PITCH DECK

A life that chooses you for you've chosen to differ

Frangipani

Private Country Estates

33 Select Estates | Private Lake & Forest | Paved Private Roads | Club Plumeria | Dedicated Estate Management

A life that chooses you for you've chosen to conquer

Frangipani

Private Country Estates

33 Select Estates | Private Lake & Forest | Paved Private Roads | Club Plumeria | Dedicated Estate Management

A life that chooses you for you've chosen to be unique

Frangipani

Private Country Estates

33 Select Estates | Private Lake & Forest | Paved Private Roads | Club Plumeria | Dedicated Estate Management

NOT IN OUR NATURE



BEYOND WALLS 2022 PITCH DECK

Extension 1:

Not in your nature to quit?

Not in our *nature* either.

Frangipani

Private estates where nature never ceases to amaze

Private Lake & Forest | Exotic Flora & Fauna | Kitchen Gardens | 8000 Trees & 200 Plants

Extension 2:

Not in your nature to miss the details?

Not in our *nature* either.

Frangipani

Private estates with bespoke designs amidst nature

3 Exquisite Elevations | Paved Roads | Bespoke Privacy Design | Thoughtful Landscaping

Extension 3:

Not in your nature to compromise on comforts? Not in our *nature* either.

Frangipani

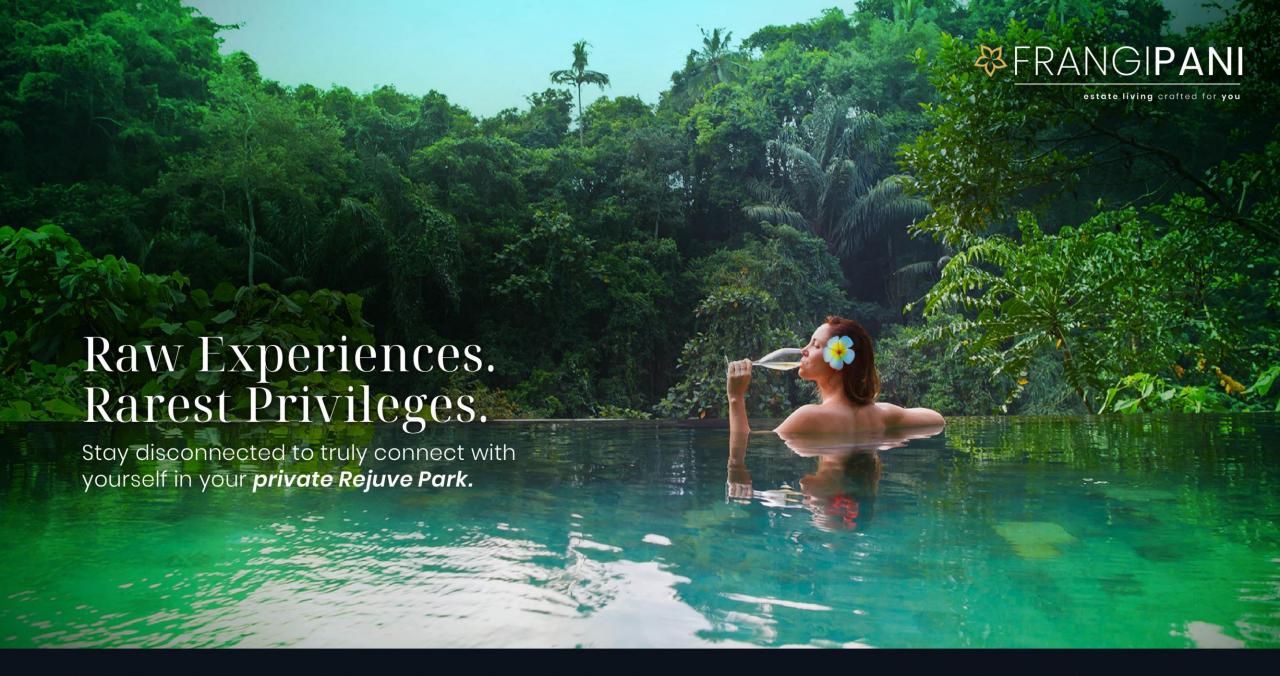
Private estates with exclusive experiences amidst nature

2 Acre Club Plumeria | 1 Acre Private Forest | 2 Acre Private Lake

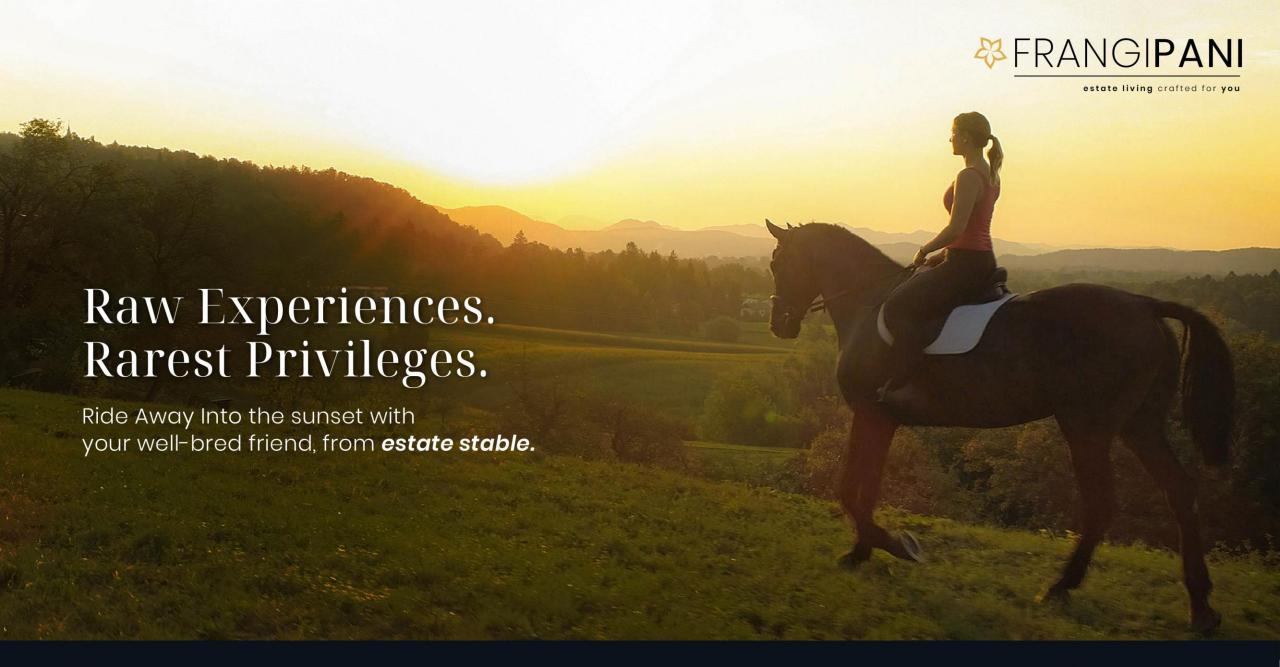
DESIGN OPTIONS



ROUTE 1







ROUTE 2



estate living crafted for you



24/7 Concierge

Private Lake

Stay disconnected to truly connect with yourself in your *private Rejuve Park*.



estate living crafted for you



Lose track of time while paddling away in your private 2-acre lake.



estate living crafted for you

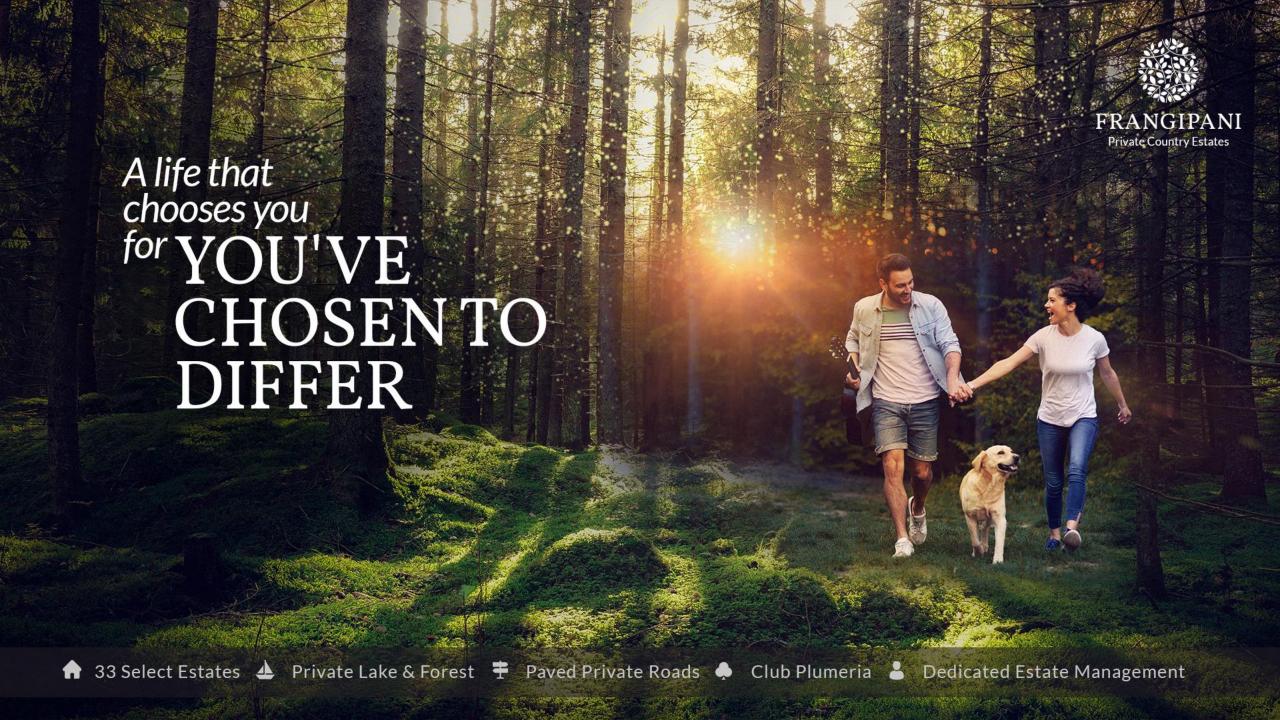


Ride Away Into the sunset with your well-bred friend, from estate stable.

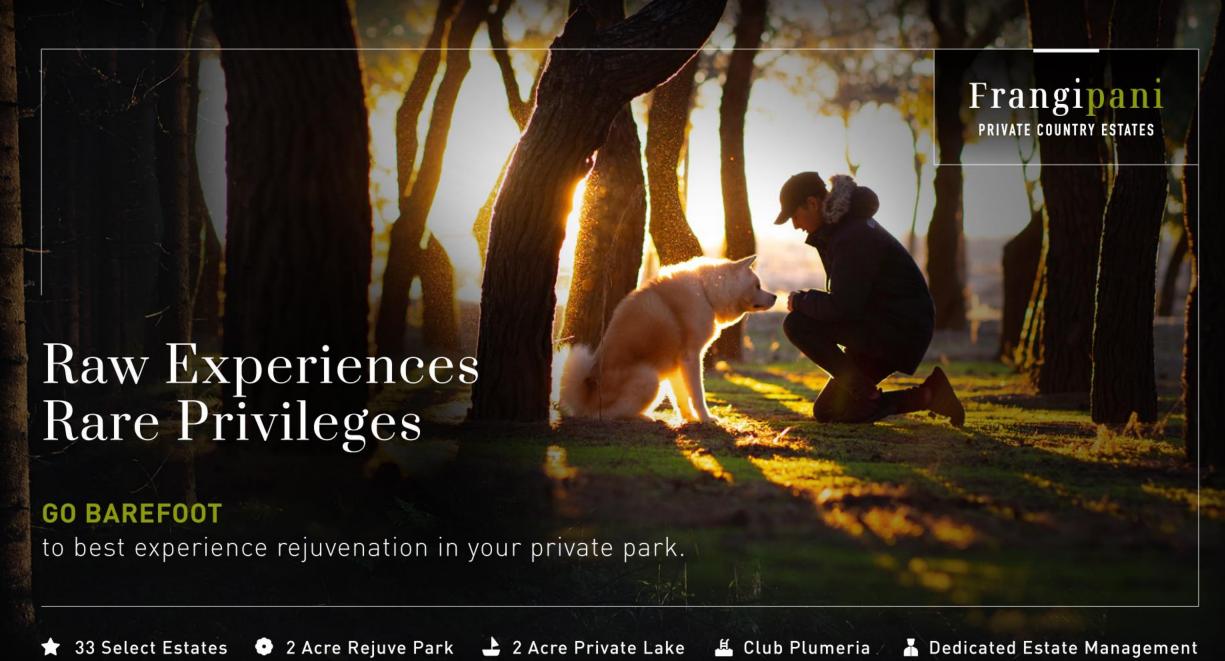
ROUTE 3



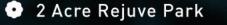


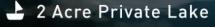


ROUTE 4





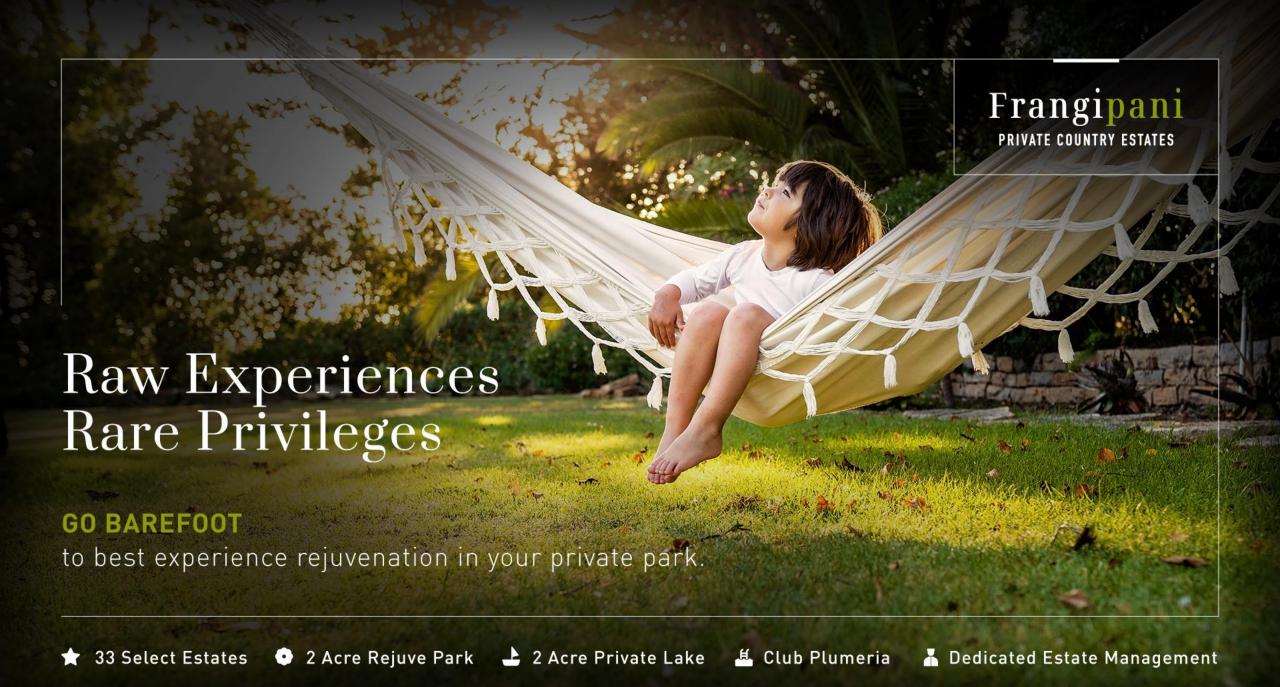




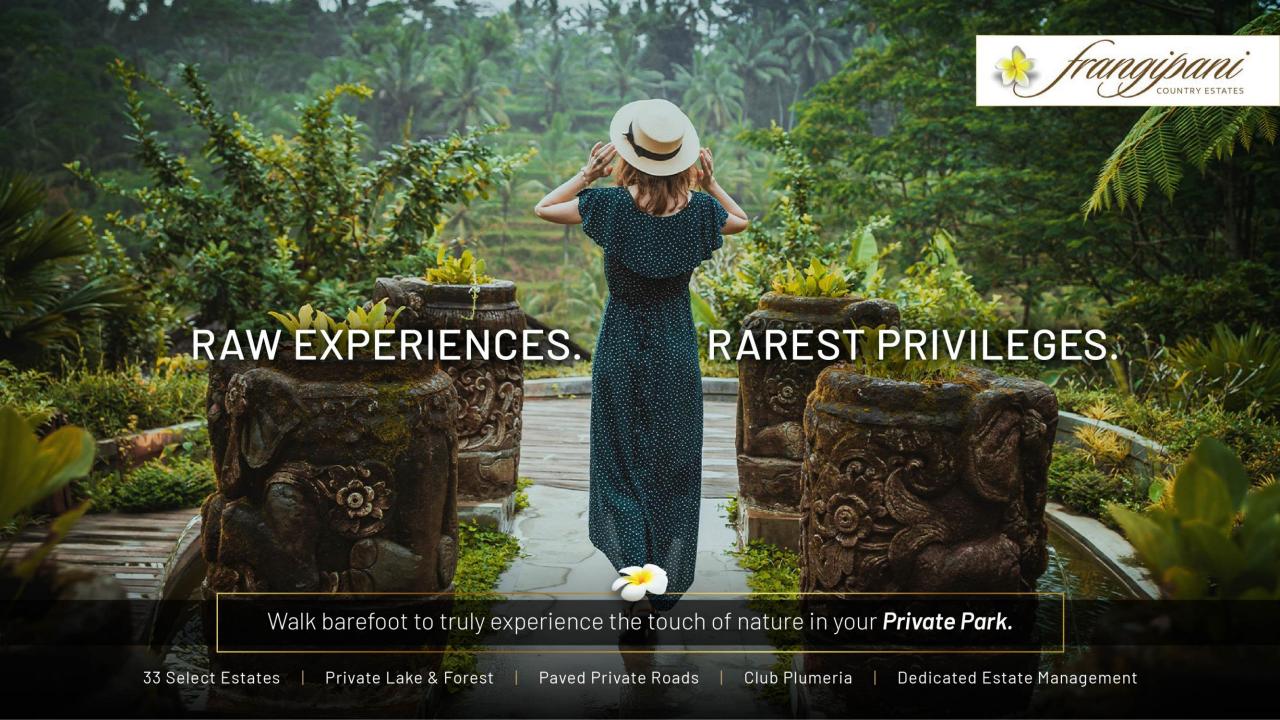




Frangipani PRIVATE COUNTRY ESTATES Raw Experiences Rare Privileges **RIDE AWAY** Into the sunset with your well-bred friend. 2 Acre Rejuve Park 2 Acre Private Lake 33 Select Estates L Club Plumeria Language Delicated Estate Management



ROUTE 5











THANK YOU

BEYOND WALLS

