

The background of the slide is a close-up photograph of green grass, with blades of grass creating a strong sense of depth and texture. A white rectangular border is centered on the slide, enclosing the main title.

# PITCH DECK

FRANGIPANI

## OBJECTIVE

# POSITIONING – A BLUEPRINT

a broader sense of direction and approach



# PRODUCT OVERVIEW



## UNIQUE

One of Its kind development for select 33 only.



## TPOLOGY

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
- 3 lakh trees planted
- Like minded select few neighbourhood
- Ready to use , 60% sold out



## PROLOGUE

Best **C**onversations are **C**andid,  
Best **M**oments are **M**emories,  
Best **L**ife is **L**ived extraordinarily,  
Often  
Best things are **Natural**.



# COPY OPTIONS

## CONCEPT 1

**RAW EXPERIENCES.  
RAREST PRIVILEGES.**





## 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.

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

# Extension 4:

## GO WILD

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

### **Frangipani Estates**

Raw Experiences. Rarest Privileges.

33 Select Estates | Private Lake & Forest | Paved Roads | Club Plumeria | 24/7 Concierge

CONCEPT 2

# BREATHE IN, BREATHE OUT





## 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.

# Extension 1

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

# Extension 2

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

# Extension 3

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

## CONCEPT 3

# A LIFE THAT CHOOSES YOU



# Extension 1

**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

# Extension 2

**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

# Extension 3

**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

CONCEPT 4

# NOT IN OUR NATURE



# 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

# Raw Experiences. Rarest Privileges.

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



# Raw Experiences. Rarest Privileges.

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

# Raw Experiences. Rarest Privileges.

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

# ROUTE 2

*Rejuve Park*



*Private Forest*



*Private Lake*



*24/7 Concierge*

*Raw Experiences.  
Rarest Privileges.*

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

*Private Lake*



*Private Forest*



***Raw Experiences.  
Rarest Privileges.***

*Private  
Balinese Club*



*Rejuvenate Park*



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

*Estate Stables*



*24/7 Concierge*



*Private Forest*



*Rejuve Park*



***Raw Experiences.  
Rarest Privileges.***

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




# ROUTE 3



FRANGIPANI  
Private Country Estates

A life that  
chooses you  
for **YOU'VE  
CHOSEN TO  
CONQUER**








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



FRANGIPANI  
Private Country Estates

A life that  
chooses you  
for **YOU'VE  
CHOSEN TO  
BE UNIQUE**






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



FRANGIPANI  
Private Country Estates

A life that  
chooses you  
for **YOU'VE  
CHOSEN TO  
DIFFER**



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

# ROUTE 4

A person wearing a dark jacket and a cap is kneeling on the forest floor, facing a light-colored dog. They are surrounded by tall, slender trees. The scene is backlit by a bright sun, creating a strong lens flare and illuminating the scene with a warm, golden light. The person and dog are silhouetted against the bright light.

**Frangipani**  
PRIVATE COUNTRY ESTATES

# Raw Experiences Rare Privileges

## **GO BAREFOOT**

to best experience rejuvenation in your private park.

★ 33 Select Estates    🌸 2 Acre Rejuve Park    🏠 2 Acre Private Lake    🍷 Club Plumeria    🧑‍💼 Dedicated Estate Management



Frangipani  
PRIVATE COUNTRY ESTATES

# Raw Experiences Rare Privileges

## LOSE TRACK

of time while paddling away in your private lake.

★ 33 Select Estates    🌸 2 Acre Rejuve Park    🚣 2 Acre Private Lake    🏡 Club Plumeria    🧑‍💼 Dedicated Estate Management

A person wearing a riding helmet and jacket is riding a dark brown horse through a lush green field. The scene is bathed in the warm, golden light of a sunset, with long shadows and a soft glow. The rider is positioned in the center-right of the frame, facing left. The background is filled with dense trees and foliage, some of which are silhouetted against the bright sky. The overall mood is peaceful and serene.

**Frangipani**  
PRIVATE COUNTRY ESTATES

# Raw Experiences Rare Privileges

## RIDE AWAY

Into the sunset with your well-bred friend.

★ 33 Select Estates    🌸 2 Acre Rejuve Park    🏡 2 Acre Private Lake    🏠 Club Plumeria    🧑‍💼 Dedicated Estate Management

A young child with dark hair is sitting in a white hammock, looking up towards the sky. The hammock is strung between trees in a lush, green garden. The background is filled with tropical foliage, including palm trees and large-leafed plants. The lighting is warm and golden, suggesting late afternoon or early morning. The overall mood is peaceful and serene.

**Frangipani**  
PRIVATE COUNTRY ESTATES

# Raw Experiences Rare Privileges

## GO BAREFOOT

to best experience rejuvenation in your private park.

★ 33 Select Estates    🌸 2 Acre Rejuve Park    🏞️ 2 Acre Private Lake    🏡 Club Plumeria    🧑‍💼 Dedicated Estate Management

# ROUTE 5

# RAW EXPERIENCES. RAREST PRIVILEGES.

Walk barefoot to truly experience the touch of nature in your **Private Park**.

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

RAW EXPERIENCES. RAREST PRIVILEGES.



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

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

RAW EXPERIENCES.  
RAREST PRIVILEGES.

Walk  
BAREFOOT

to truly connect with yourself in your  
private *Private Park.*

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



**THANK YOU**

BEYOND WALLS