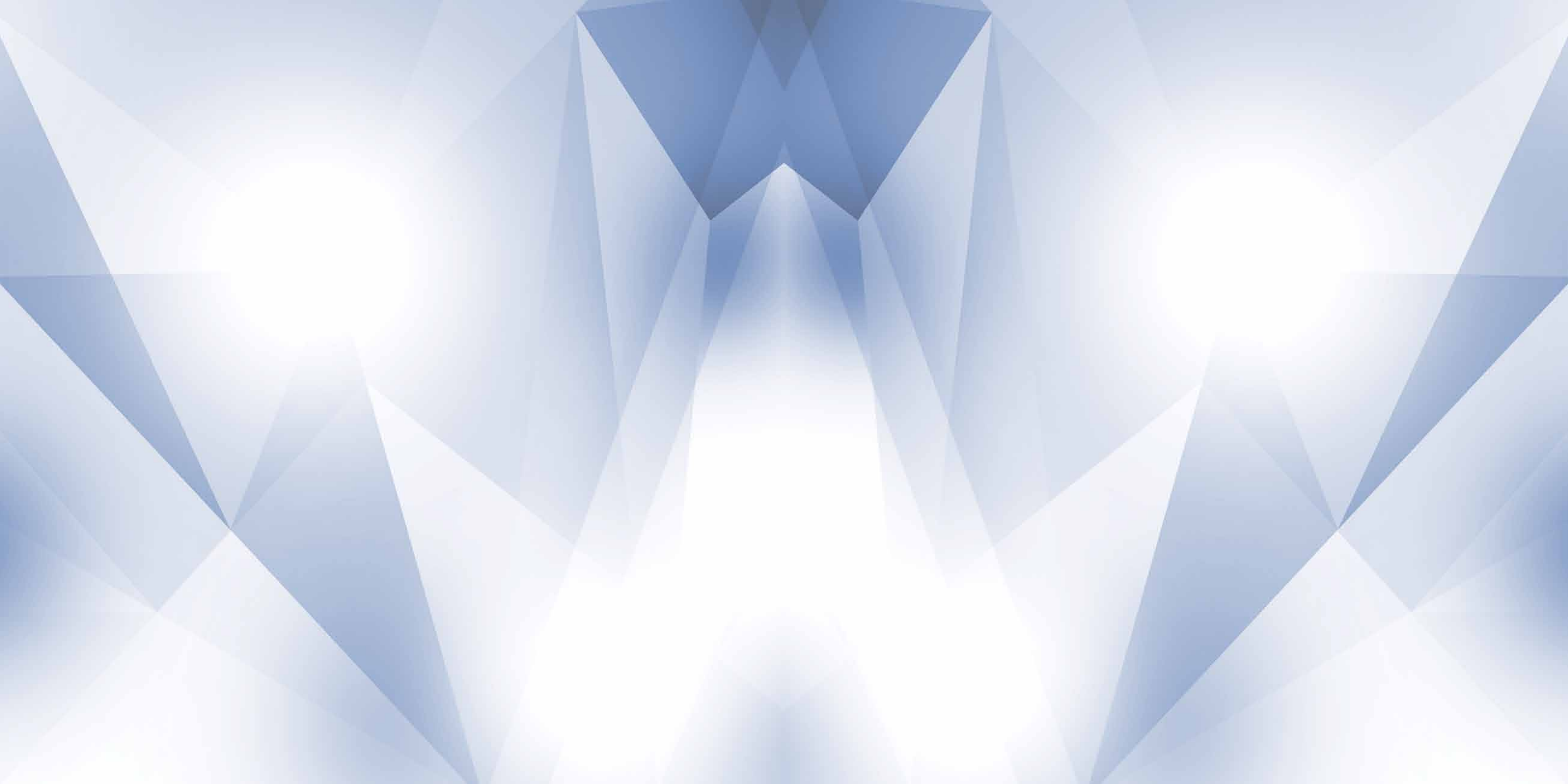




BIRLA
CENTURION
WORLI





FOR THOSE
WITH A VISION
TO GIVE UP
THE GOOD FOR
THE GREAT.



BIRLA
CENTURION
WORLD

MAKE
YOUR
MASTER
MOVE



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HIGH
EXPECTATIONS
ARE THE KEY TO
EVERYTHING

SAM WALTON,
FOUNDER WALMART











1. THE POSITION OF POWER

PERKS OF THE PRECINCT

Birla Centurion is abetted with extensive business conveniences for you to foresee brilliant prospects at work. An iconic business tower located in the commercial belt of Worli, Birla Centurion has easy access from intersections of Dr. Annie

Besant Rd. and Senapati Bapat Marg, and to all prime locations in the city. The coordinates enjoy seamless connectivity to the central and western corridors of Mumbai, making Birla Centurion the most sought after business location.

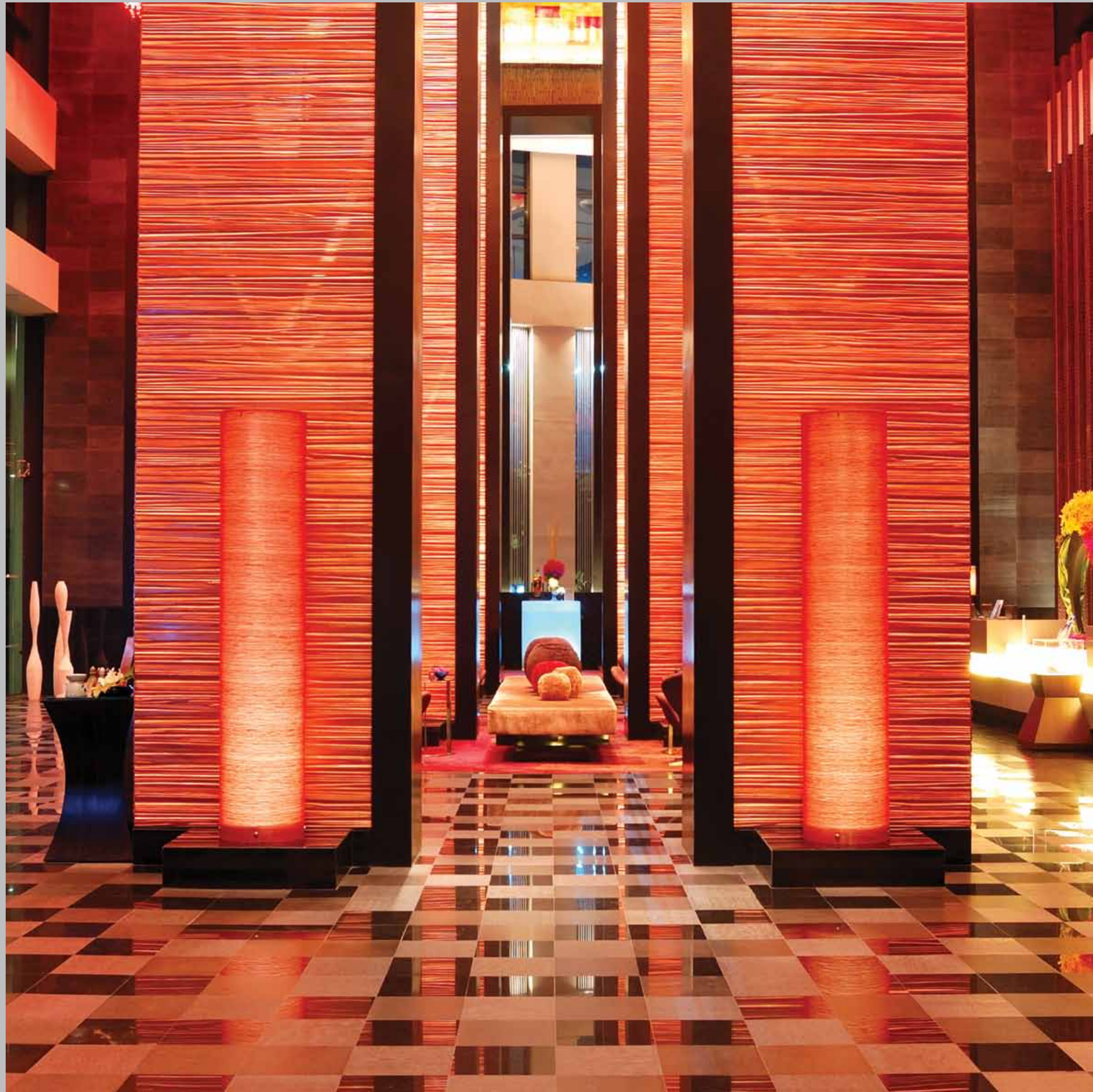
- 
 HOSPITALITY
- 
 RETAIL
- 
 DINING
- 
 BAR
- 
 BUSINESS
- 
 FUEL
- 
 TEMPLES
- 
 STATION



UNPARALLELED CONNECTIVITY

AT THE CENTRE OF IT ALL

With the Bandra Worli Sea link by its side, proximity to Mumbai's major business districts and prime railway stations in the neighborhood, commuting is never a challenge at the Birla Centurion.



SURROUNDED BY STARS

LUXURY SUITES AND HOTELS

Experience luxury hospitality just minutes away from work. Birla Centurion is a stone's throw away from luxury hotels such as Ritz Carlton, Four Seasons, St. Regis and offers a bustling nightlife to keep you enthralled.



INDULGE AND ENTERTAIN

FINE WINE AND DINE

From multi-cuisine cafés and resto-bars to premium fine dining restaurants, the surrounding locale offers a host of options for you to entertain your associates.



SPOILT FOR CHOICE

RETAIL THERAPY

End your day with the most therapeutic retail experience in the city. Shop at the finest shopping malls and retail avenues such as Palladium Mall, Raghuvanshi Mill Compound, Atria Mall and High Street Phoenix Mall located nearby.

THE ART OF
THINKING
INDEPENDENTLY,
TOGETHER.

- MALCOLM FORBES -



2. DESIGNED TO DOMINATE

ARCHITECTURAL EXCELLENCE AND INSPIRING LANDSCAPES

The Birla Centurion has splendid architecture that inspires creativity. The sophisticated design incorporates minimalistic yet contemporary trends. The geometrical blue and white diamond formation glass façade is a harmony of modern architecture and art, engineered together in consultation with RSP Architects, Singapore.

To add to the tranquility, Birla Centurion is laced with wide expanses of green

landscapes as it is part of an opulent 20 acre Century Mill land up for development. The tower is surrounded by lush flora to reverberate refreshing energy into the workspace and is accentuated by beautiful flower mounds on the east and west sides.

CREDITS

Design Architects: RSP Architects, Singapore

Construction Executors: Shapoorji Pallonji
Landscape Architects: Design Cell





A STRIKING FAÇADE AND EXPANSIVE LANDSCAPES



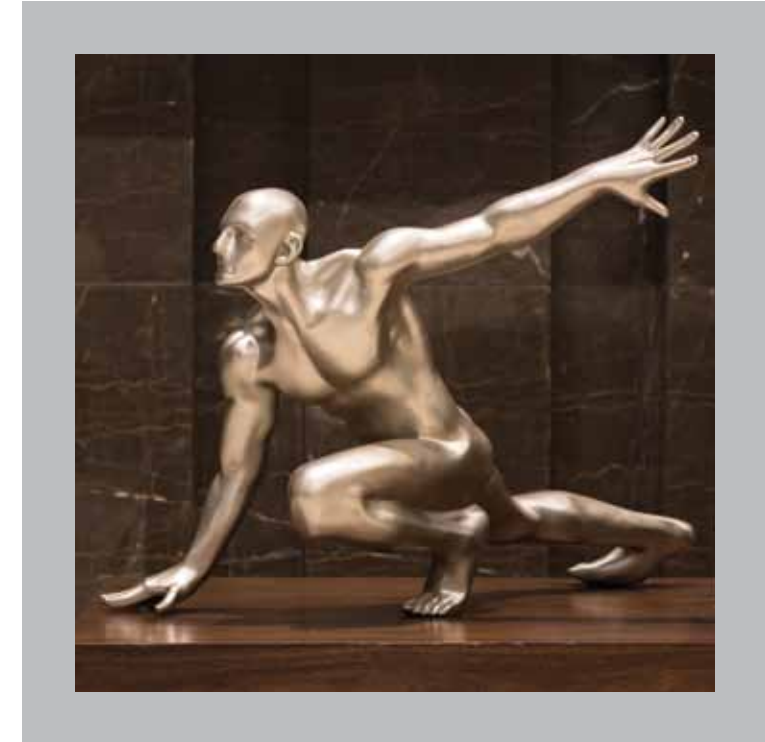
STEP INTO A NEW WORK DIMENSION

AN EXPANSIVE COMMON LOBBY

The general drop off point oversees the entrance lobby through a huge glass façade. The wide spacious triple-height general lobby has striking features of the exterior architecture. The diamond formations and tones of brass mesh panels occur at intervals. This spacious and grand lobby holds a persona of its own. The lobby opens to a water fountain and center of attention is an entire wall of mystical mixed media art called The Tree of Life by Jagannath Panda.

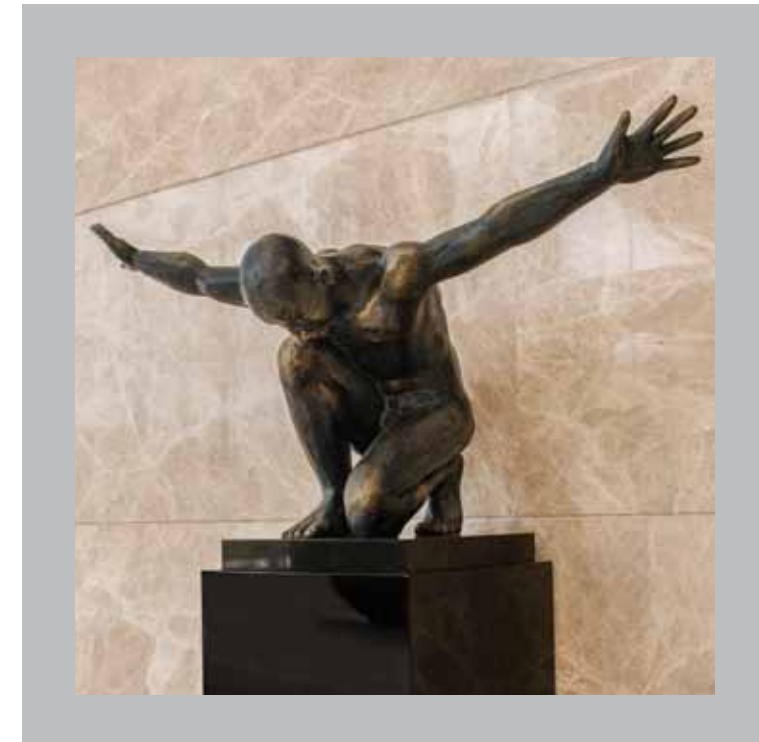


MAJESTIC TRIPLE HEIGHT GENERAL LOBBY



ART OF MAKING
CONVERSATIONS

ARTISTICALLY CRAFTED WAITING AREAS



GOOD THINGS COME
TO THOSE WHO WAIT

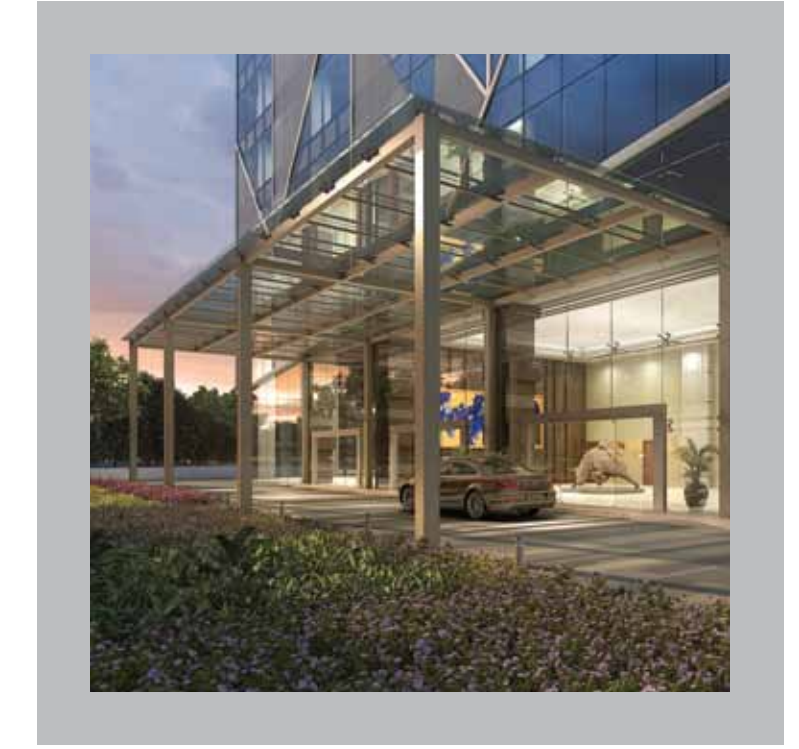
TASTEFULLY DESIGNED SEATING AREA



PLUSH AND COMFORTABLE WAITING AREAS



EXTRAVAGANT LIFT LOBBY



**DON'T MAKE AN ENTRY
MAKE A STATEMENT**

AN EXCLUSIVE GRAND EXECUTIVE LOBBY

A turn towards exclusivity is carved into the entrance lobby. The Executive lobby at Birla Centurion is specially designed for VIP's and your most esteemed guests. The lobby is a double height area furnished with designer pieces and two glorious art structures. A beautiful painting by Manjunath Kamat forms the backdrop. And a business centric ambience is brought to life by the 'Man on the Bull' metallic sculpture by artist Valay Shende.



AESTHETIC AND LUXURIOUS LOUNGE AREA



DESIGNED TO
INSPIRE AMBITIONS

HIGH ART FOR HIGH PERFORMANCE



A BUSINESS
HAS TO BE
INVOLVING,
IT HAS TO BE
FUN

- RICHARD BRANSON -

3. WORK PERKS

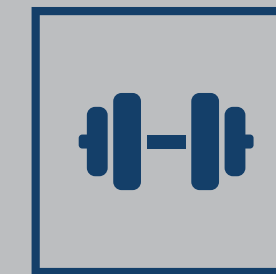
AMENITIES AND FACILITIES

Work, fitness, party or play, it's all taken care of not only around the Birla Centurion vicinity, but also right in the development. With facilities like a food court, gymnasium, crèche and conveniences like a humungous parking lot, Birla Centurion

is truly the point where everything you desired at your workspace culminates in one place. If that weren't enough, even one of the most elite chain of lounge bars in the world finds a space within Birla Centurion!



FOOD COURT



GYMNASIUM



CRÈCHE



LIFESTYLE LOUNGE



PARKING



Image for reference only

NOURISHING THE MOOD

The elaborate cafeteria of Birla Centurion is at service throughout office hours on the fourth floor of the building. The multi cuisine 400 seater food court serves as a breakout zone for relaxing, and is ideal for friendly conversation, casual meeting and even quick bites.

SHAPE UP FOR WORK

With most of your time spent at work place, fitness needs to be more than an insignificant option. The Birla Centurion Gymnasium is easily accessible and is a fully equipped centre for enhanced physical wellbeing.



A LOUNGE AND A LIFE

Unwind after work or take your clients to one of the most opulent lounges in town. Managed by one of the world's foremost chains of lounges, the hotspot at Birla Centurion is your perfect get away to de-stress and relax after a long day at the office.





AMPLE SPACE FOR YOUR RIDE

Birla Centurion has a semi-automated puzzle car park system. It is conveniently tucked into the basement with an innovative approach. The architecture as well as technology enables for a compact and effective parking system. The hydraulic car park system can currently house 350 cars and has provision for future expansion.

4. TRUE LEADERS ARE RESPONSIBLE

LEED 'PLATINUM' CERTIFIED GREEN BUILDING

It's not just about being a good looking building with great amenities, it's also about being responsible to the environment. The Indian Green Building Council (IGBC) has awarded Birla Centurion a LEED Platinum rating. This certification is an assurance that the building was built with utmost care to the environment and would continue to care for it through substantial energy savings while in operation. The certification extends with guidelines to the occupants so that every floor is in line with the green building philosophy.





5. SPACES FOR ACES

WORKSPACES AS PER YOUR NEEDS

In order to accommodate emerging businesses of India, Birla Centurion offers flexible work spaces. Revolve your business around in 697 sq. m. (7,500 sq. ft.) to 2,877 sq. m. (30,970 sq. ft.) of office premises to suit your needs.

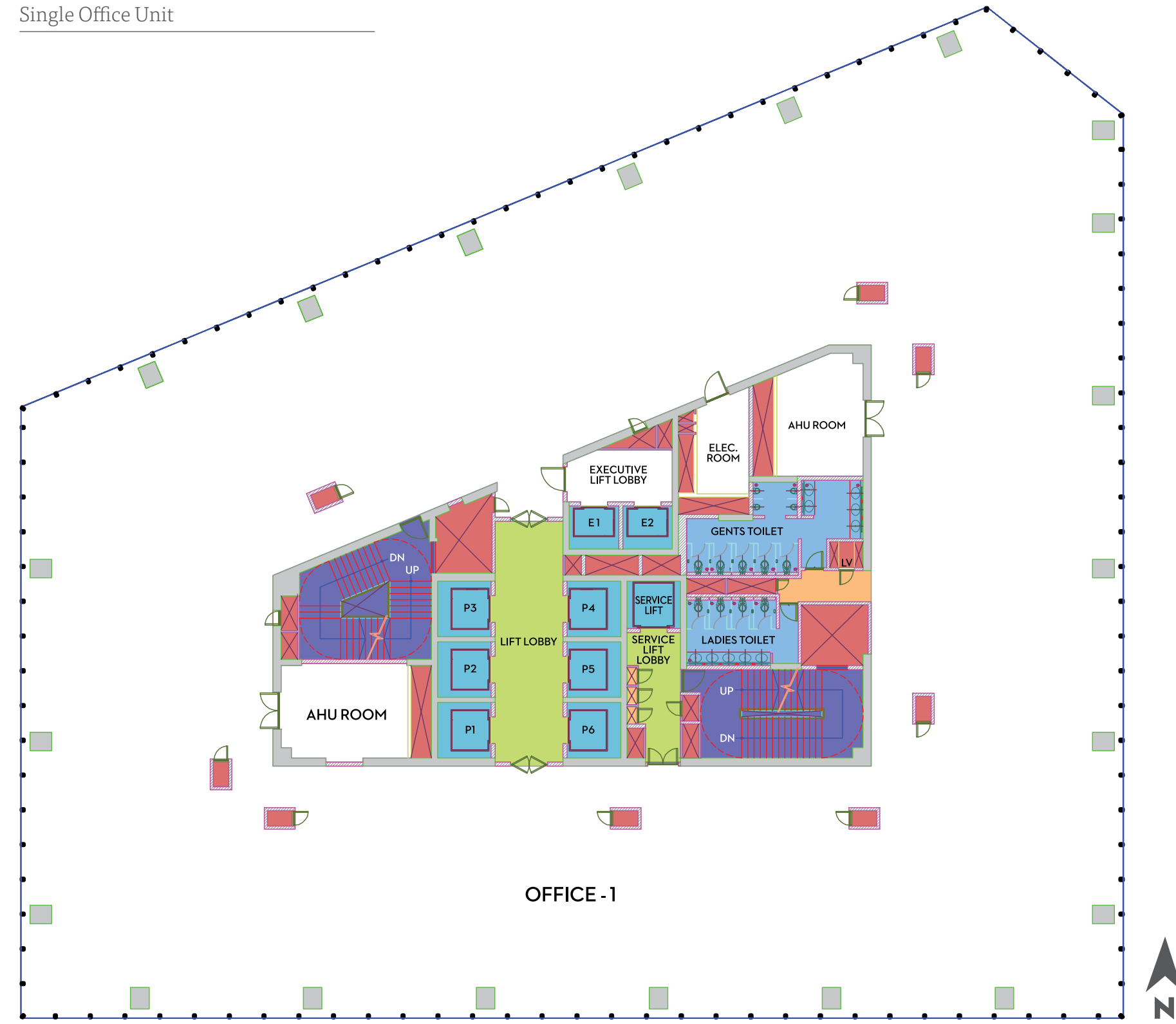
Birla Centurion is a standalone structure, ideal for corporate headquarters is designed

to be highly efficient and is configured with two basements, mezzanine and twelve floors. The project has total leasable office space of approx. 32,515 sq. m. (3,50,000 Sq. ft.). Each flexible floor plate is as large as 2,877 sq. m. (30,970 sq. ft.) with height of about 4.2 meters, and a finished lift lobby on every floor. The building features High-end Security Systems and is integrated with BMS system.

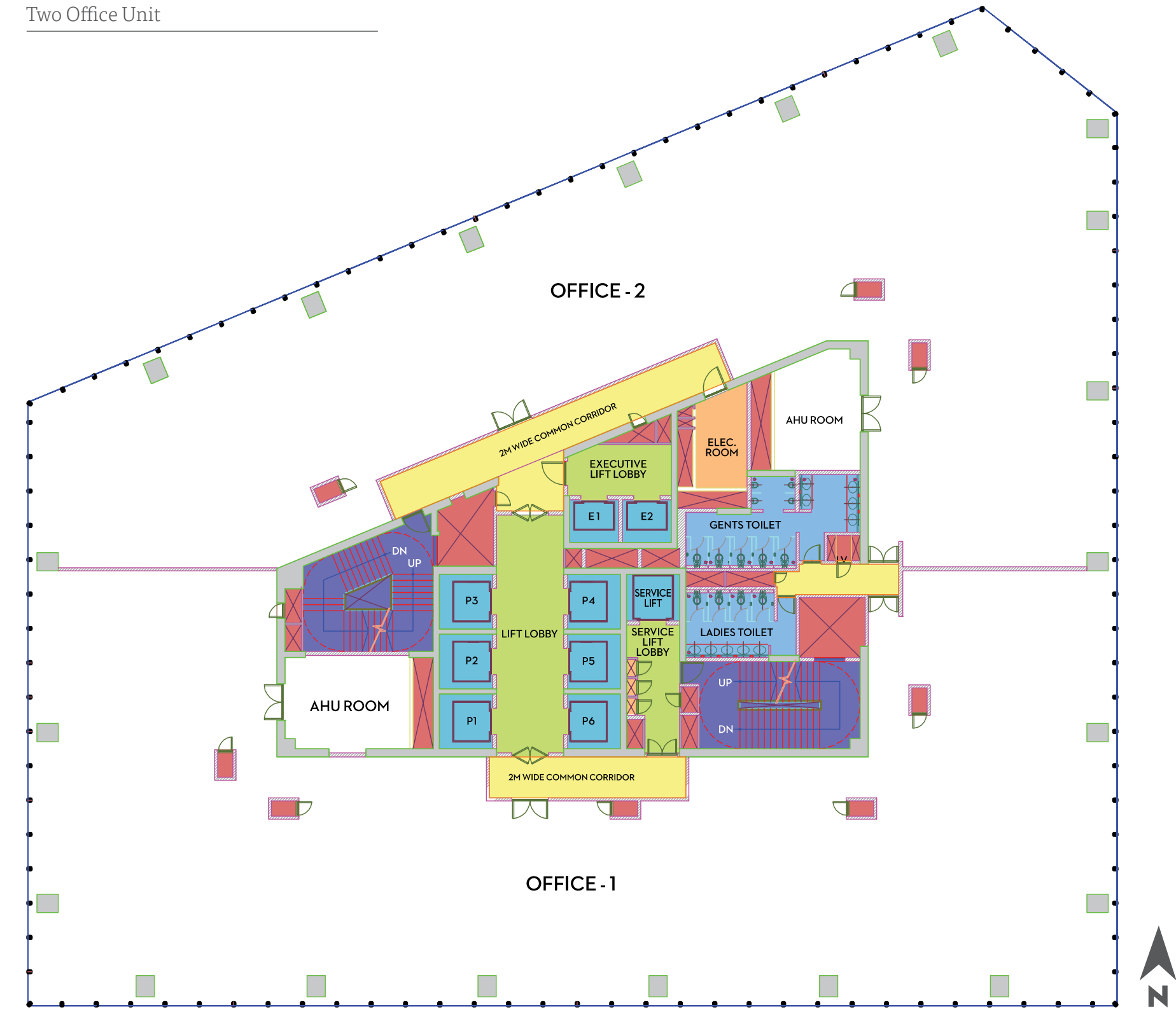


3D Depiction Of An Office Floor

Single Office Unit



Two Office Unit



FLEXIBLE WORKSPACES

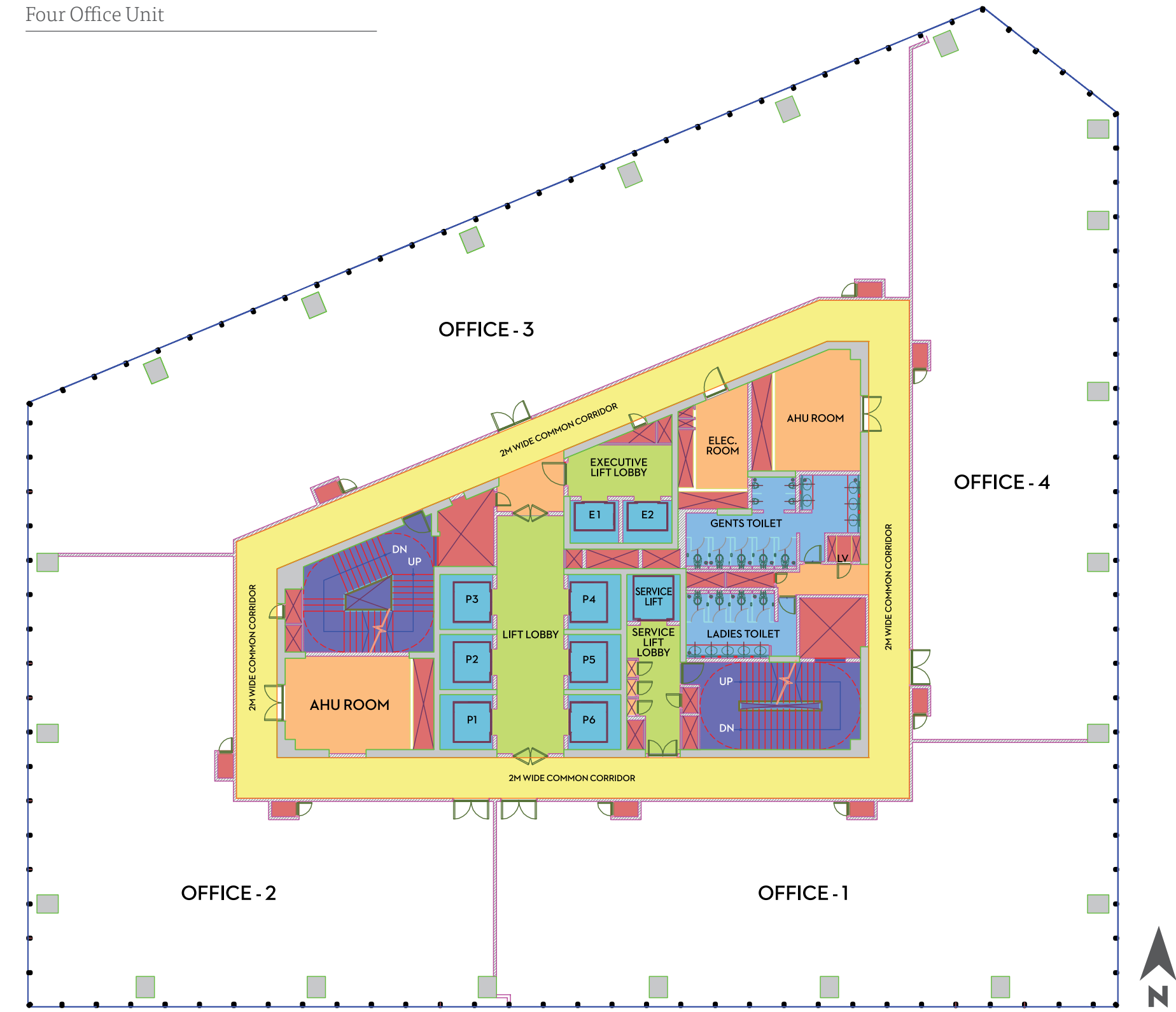
The floor plate at Birla Centurion is one with a central core keeping all amenities in the centre thus providing unhindered carpet area on each floor. The AHU outlets and wet area shafts have been strategically placed along the core periphery such that the floor can be divided into independent units. The floor thus offers flexible options for a division into a maximum of 4 independent

units with a minimum chargeable area of 697 sq. m. (7,500 sq. ft.). A single floor occupant would enjoy the benefit of controlling the AHU flow restricted to zones during non-operating hours thus saving on the central air-conditioning. The option of having an additional executive washroom space in a single office space can also be exercised without any difficulty.

Three Office Unit



Four Office Unit



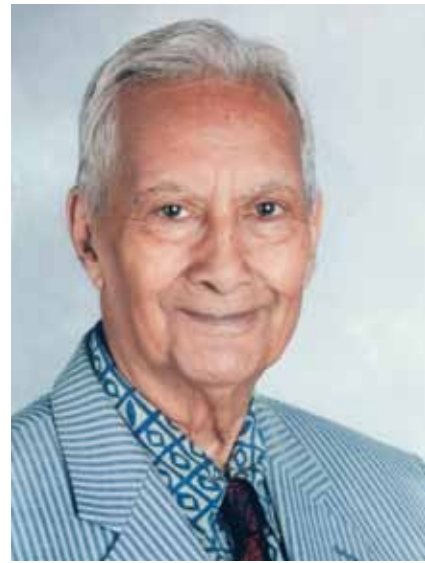


BIRLA ESTATES

**VISION IS THE ART OF SEEING
WHAT IS INVISIBLE TO OTHERS**

Birla Estates is the real estate division of Century Textiles and Industries Ltd., the over Rs. 8000 crore flagship Company of the B. K. Birla Group of Companies with presence in cement, textiles, rayon yarn, pulp & paper, denim, salt, chemicals and more. With Birla Estates, the Company has now forayed into a fully-fledged real estate division with the initial task of developing the many land parcels held by it. Birla Estates would parallelly look to start development on many projects through direct acquisitions and strategic tie-ups with an aim to establish themselves as a trailblazing developer in the real estate industry.

A LEGACY IS A HERITAGE,
BUILT OVER A HUNDRED YEARS.



BASANT KUMAR BIRLA
Chairman, Century Textiles and Industries Limited

From pre-independence to post-liberalisation, there is one name that's synonymous to India's growth as a global power - Birla! Rich in values and with depth of insights, the Birla legacy has been passed on seamlessly from generation to generation. From creating growth engines for nation in the form of industrial units, to world famous institutes of academic excellence, Birla's encompassing vision is as grand as the history of this great nation.

Creating benchmarks of success with every passing year, the BK Birla group stands tall in all new and emerging scenarios.



RAYON



TEXTILES



PULP AND PAPER



CEMENT

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BIRLA ESTATES

FROM
THE B.K. BIRLA GROUP