



PREMIUM
BY AISHWARYAM

**Site Address: F Premium by Aishwaryam, Pune-Bangalore Highway,
Tathawade, PCMC, Maharashtra 411033**

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PROJECT BY



AISHWARYAM
BY ESSEN
PROSPERITY BEGINS HERE





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"Elegance is
when the inside
is as beautiful
as the outside"

Coco Chanel

"Trends fade,
style is eternal."

Yves Saint Laurent

"Elegance is not
standing out,
but being
remembered."

Giorgio Armani

"In order to be
irreplaceable one
must always be
different."

Coco Chanel

"Fashion has
to reflect
who you are"

Pharell Williams



PREMIUM
BY AISHWARYAM

Unveiling
f Premium

Branded Residences with International Lifestyle





It is time
to live

f.ASHION,

f.OREVER.

Presenting
THE BIGGEST COLLABORATION
of
High Fashion X Real Estate





2 3 4 BHK

Branded Residences
with International Lifestyle



Michel Adam Lisowski,
—
Founder, FashionTV



f.Legacy

In 1997, a Polish-born president Michel Adam Lisowski birthed the legacy of what changed the fashion game, forever. FashionTV or FTV is an international fashion and lifestyle broad casting television channel with headquarters in Paris, London, Vienna, and Mumbai.

The brand distinctly identifies as a trendsetter in sculpting fashion into every aspect of lifestyle.

27 Years of Legacy

196 Countries

400M+ Viewership

10+ Products & Lifestyle Avenues

What is f.?

A Global Fusion of Style and Sophistication

The legacy of FTV is branched out across a portfolio of ventures, including lifestyle avenues and international products integrating fashion in every dimension.



f•Products

Décor

Beverages

Cosmetics

Gourmet

Apparel





A f.ashion-Inspired Lifestyle
with a Global Presence

International Design Assistance

World Class Architecture

Branded Residences

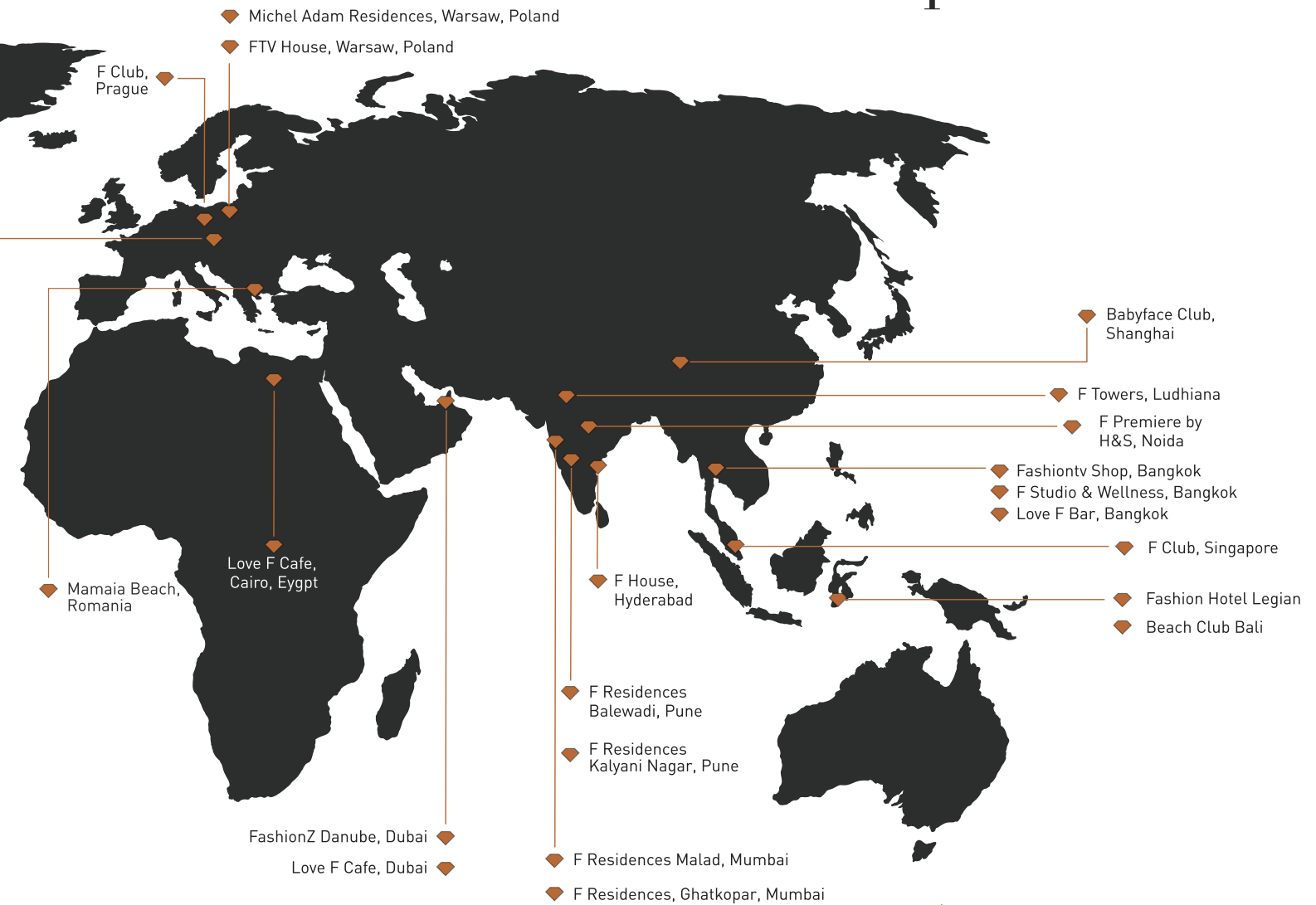
Capacious Developments

Prestigious Location



FashionTV
Club, Vienna

The global footprint







PREMIUM
BY AISHWARYAM

AFTER CRAFTING
ICONIC LANDMARKS WORLDWIDE,

f.Premium
is now arriving in

**TATHAWADE HIGH STREET
WEST PUNE**



A woman with long brown hair, wearing a white suit, is sitting on a black folding chair. She is looking towards the camera with a slight smile. The background is a light brown wall with a large, geometric pattern of overlapping triangles in various shades of brown and beige. The pattern is partially transparent, allowing the woman's face and suit to be visible through it. The floor is a dark brown color.

The Design at f. Premium

fusion *of* f.functionality & f.fashion

Design Philosophy at f.Premium

The design philosophy seamlessly blends aesthetics with functionality, creating captivating landscapes that embrace the harmony of nature's palette.

Each design meticulously incorporates principles of life, aligning with the sun's path and Vastu compliance, to embody a holistic approach to architectural harmony and well-being.

Crowning Façade

The science
of symmetry



Dual Toned Palette

The canvas of colour,
contrasts, and contours



Structural Brilliance

The blend of
value and vision



Designer Landscapes

The interplay of
hues and highlights



Principles of Life

Designed as per
the Sun's path and
Vastu compliance

f.lamboyant features

If you live, live f.ashion

8 Acres of Fashionable Living

7 Stunning, 400 Ft. Towers of 31 Floors

7-Storey Integrated Commercial High Street

60% Open Spaces

2.5 Acres of Indulgences

50+ Amenities Across 4 Zones

Highest Liveability Index

Futuristically Planned Residences

At The Golden Quadrilateral of West Pune



8+
Acres



50+
Amenities

Towers of
31 Floors



Artist Impression



f. Residences

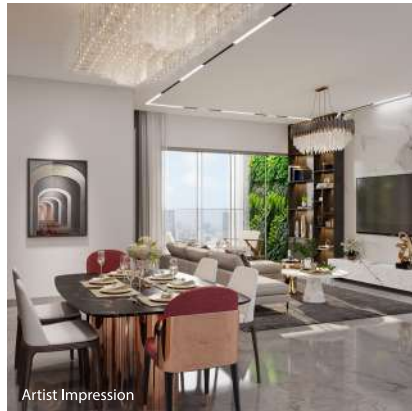
The f.way of life

Walk into your world of unparalleled luxury, where opulent residences dazzle with rich fittings and lavish details at every turn. From shimmering glass facades to bespoke furnishings, every element is a testament to extravagance.

North-West Facing,
Expansive Homes



Aligned to Sun Path,
Minimizing Artificial
Lighting



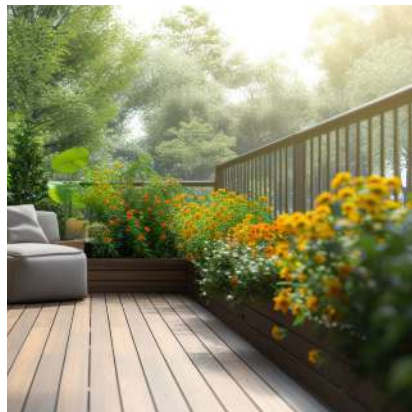
Smart Design to
Minimize Harsh Sunlight



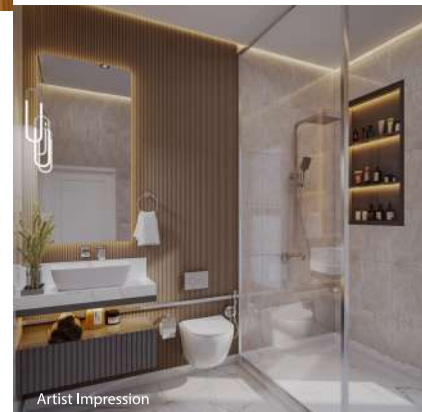
Only 4 Residences
Per Floor



3 High-Speed
Elevators



Smart Home
Automation



Unintrusive
Private Balconies



Full Length
Glass Windows



As rare as a diamond...

f. Experiences

The fantastic amalgamation of planning & perfection

Embark on an extraordinary lifestyle enveloped in opulence, boasting over 50 lavish amenities sprawling across 2.5 acres. Meticulously curated across the towers, these amenities promise residents unparalleled indulgence while maintaining serenity and tranquility.



20,000 Sq.Ft.
Clubhouse

2 Swimming Pools
Including Infinity
Pool with Sun Deck

2 Gyms with
3000+ Sq.Ft.
Indoor Gym



futuristic

Project Planning

Genuine attention to detail for premium living experience

Intelligent tower & amenity placement

Generous 60% Open Spaces

Highest livability index

Superior ratio of amenities to residents

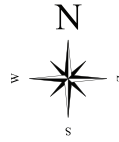
Striking full-glass facade

Open views for all residences

Vogue 4 BHKs

- Exclusive clear views
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Highest degree of seclusion for residents
- Exclusive view of social amenities





Trendy 3 BHKs

- Intelligent tower placement for maximum visibility
- 4 On Core: Only 4 residences per floor
- 4 High-speed elevators (1 for each residence)
- Ample distance (26 m) between 2 towers enhancing livability
- Towers overlooking leisure amenities

Haute 2 BHKs

- Unobstructed views from both towers for all residences
- Smart design to minimize harsh sunlight
- 4 high speed elevators with 1 lift for 2 residences
- Intrusion-free Private balconies
- Towers overlooking sports amenities

f• Club

20,000 Sq.Ft.
Of f.abulous Living

2 Swimming Pools

3000+ Sq.Ft. Gymnasium

Grand Reception

Squash Court

Indoor Gymnasium

Cafeteria

Café Deck

Infinity Pool with Deck





f
PREMIUM
BY AISHWARYAMI



Tennis Court

Skating Rink

Squash Court

Floor Games

Gym

Yoga Lawn

Outdoor Gym

Meditation Lawn

Zumba Room

Cross-Fit Arena

Net Cricket

Multipurpose Court

Jogging Track

f•Arena



f•Retreat

Herbal Garden

Star Gazing Deck

Hammock Plaza

Board Games Room

Swing Plaza

Sculpture with Water Body

Lawn Area

Sand Pit

Children's Play Area







Cafeteria With Deck

Outdoor Seating

Food Plaza with Seating Counter

Amphitheatre

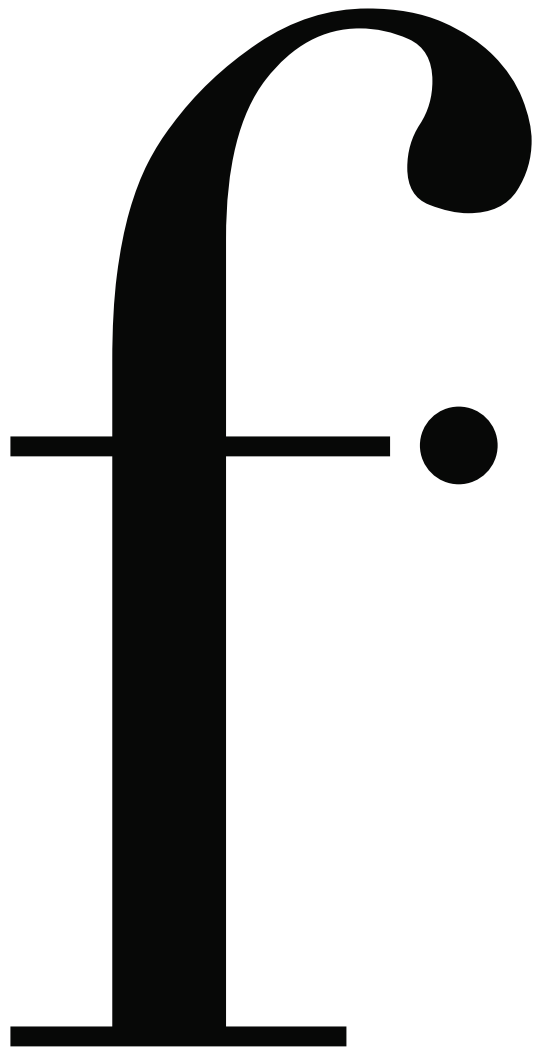
Campfire Area

Community Hall

Party Lawn with Stage

f• Social



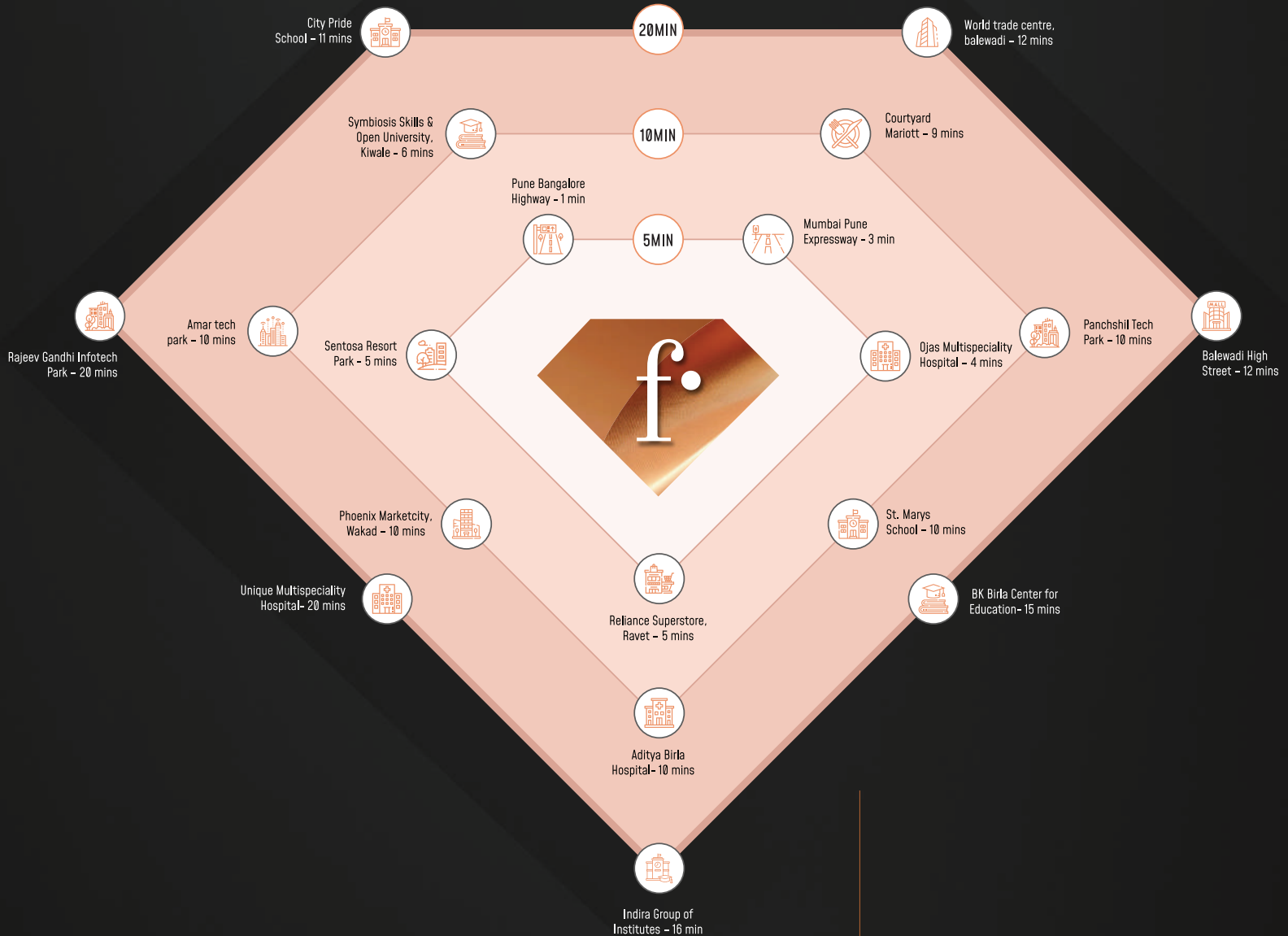


Address

West Pune's Golden Quadrilateral

Every twist and turn leads to the runway of enchanting residences at F-Premium. Meticulously intertwined with the fashionable landscape of West Pune's infrastructure, this stylish marvel is only moments away from Pune-Bengaluru Highway, Aundh-BRTS Ravet Road, 18M DP Road, and Bhumkar Chowk-Dange Chowk Road. The integrated commercial tower at F-Premium is designed to infuse a sense of panache into the locale.

West Pune's New High Street



Nexus of Connectivity

18 M DP Road: 0 m

Pune Bengaluru Highway: 200 m

Aundh Ravet BRTS Road: 400 m

Bhumkar Chowk-Dange Chowk Road: 1.5 Km

EFFORTLESS ELEGANCE

Embrace the perfect
balance of light and shade
with our smart design.

Smart Design to Minimize
Harsh Sunlight

Full Length Glass Windows

SUN-KISSED SERENITY

Experience the brilliance
of natural light in
every corner of your home.

North-West Facing,
Expansive Homes

Aligned To Sun Path, Minimizing
Artificial Lighting



SOLITUDE SANCTUARY

Relax in your own space
without any intrusions.

Unintrusive Private Balconies

Smart Home Automation

REFINED RESIDENCES

Enjoy privacy & convenience
with limited residences
and high-speed access.

Only 4 Residences Per Floor

3 High-Speed Elevators



STRUCTURE

R.C.C framed
building structure of
superior quality,
earthquake safe design



WALLS

Internal RCC/BBM
walls constructed in
Aluminium
(Hybrid) Formwork.



PLASTER

Internal walls and
Gypsum Finish
External wall with high
quality texture finish



PLUMBING

Concealed plumbing
with Premium
Grohe/Equivalent in
Bathroom & kitchen



SECURITY

Video Door Phone for
all flat



BACKUP

Provision for Inverter
for Each Flat
DG Back up for
Common area



WINDOWS

High Quality Aluminium
Sliding Windows with
mosquito Net & Marble
Sill



PAINTING

Internal Premier Emulsion
Paint/ Equivalent for entire
flat
External acrylic paint for the
entire building

FLOORING & DADO

1600mm x 800mm PGVT Tiles

1200mm x 600mm Digital
Tiles in Kitchen

1200mm x 600mm Digital
Tiles in Bathrooms

1200mm x 300mm Antiskid
Ceramic Tile for terrace

Antiskid Floor Tiles on Toilet
with Epoxy Grouting



ELECTRIFICATION

Finolex/Polycab/Havells/ Equivalent
concealed copper wiring

Electrical Fittings: L&T/equivalent

Earth Leakage circuit breaker

Adequate electrical Points
in all rooms

A/C Point in Living Room
and both Bedrooms

Telephone, Intercom and
TV Point in Master Bedroom



DOORS

Main Door: Laminated main door with
SS/brass fittings and name plate.

Internal door: Both side laminated post
formed doors with Mortise Handle Lock.

Bathrooms & Toilet Door: Waterproof
post formed doors with mortise handle lock.

Terrace: Aluminium Sliding Door

Door Lock: Smart lock Dorset/One touch
/Equivalent



KITCHEN

Granite or equivalent kitchen Platform
with SS Sink

1200mm x 600 mm Digital Dado Tiles
upto 600 mm Modular Kitchen

Provision for Chimney

Provision for Water Purifier

BATHROOMS

Antiskid ceramic flooring and
1200mm x 600mm Dado up to full height
with Grohe/Toto/Equivalent CP Sanitary fittings

False ceiling in all Bathrooms

Mirrors in Bathrooms

Solar Water in Common Bathroom



It's time to *live*
#fPremiumForever

