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The inspiring rise

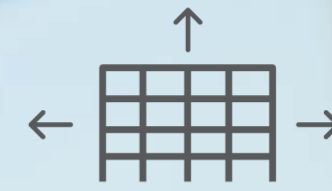
/ OVERVIEW /

The uplifting experience of success

Ascend welcomes you to an enriching experience of contemporary urban design work environment. It's open to nature and conceived to inspire success.



Outstanding location with great connectivity



3 side open views



Energising green views from every office

Ascending mindfully through tower design

10 storeys

3-side glass façade

East facing – linear view

West opaque core

High-end retail & office



/ LOCATION
ADVANTAGES /

IT Hubs



Shopping



HITEC
CITY
KONDAPUR

Entertainment



F & B



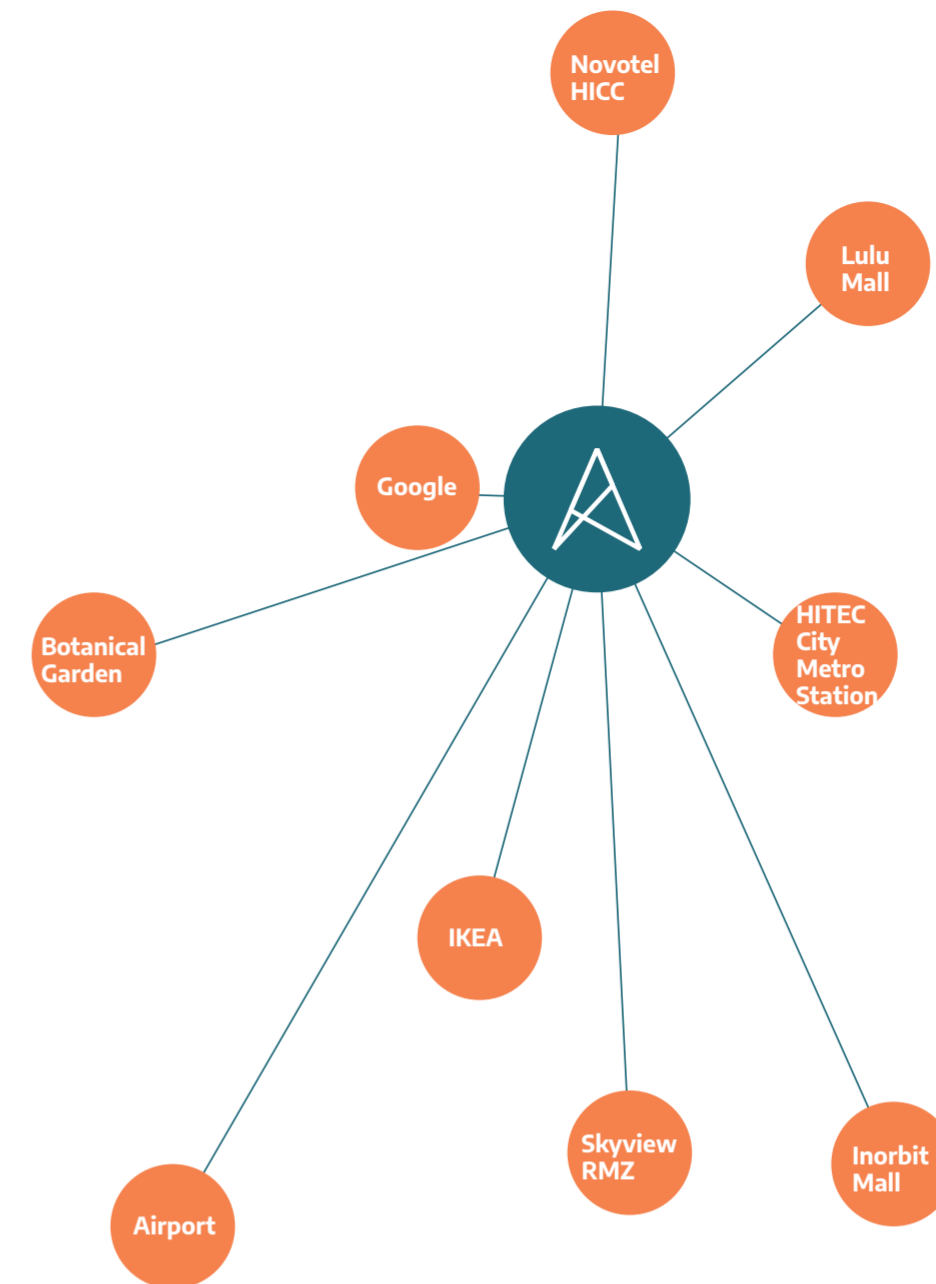
Bring your business address to the top league

The Ascend tower on the prime commercial road of HITEC City Kondapur brings you bang in the middle of some of the largest corporations and business environs.

In the vicinity are large IT campuses, social and corporate infrastructure.

- Shopping, entertainment, top schools, malls and offices, all within a walkable distance
- Proximity to all the IT hubs
- A highly developed locality and yet, with a lot of greenery for a peaceful work experience.
- A huge Botanical Garden is a major advantage.
- Major IT offices like Google, HSBC, TCS etc., are in the vicinity.

/ LOCATION /



Fulfilling experiences.

Ascend's contiguous development brings together a premium retail experience along with office spaces, with separate entrances and exits for a smoother transit.



Ascend - Offices

The business and commerce zone of offices are immaculately designed to create your own mindful expression of growth and success.



Ascend - Retail

Lifestyle, fashion and more comes alive at the Ascend retail zone. It creates a thriving, buzzing periphery to the overall development.



Fresh perspectives come with mindful space design

With three sides open and facing the East, your office and the complete floor experience is enhanced with the abundance of natural light. It's proven to boost the energy and performance at work.

Enriching - The linear floor plate is surrounded by greenery on three sides which is proven to improve concentration, lessen attention fatigue and drive productivity.

Energizing - Designed to give you abundant natural light. It's energy efficient and working in natural light has numerous benefits to mental health that is well understood.

Comforting - Opaque façade to the West protects the building against harsh sun and heat. This avoids cold and hot spots in the office space. VRF air-conditioning system helps in independent control of conditioned air and thus possible reduction in utility cost.



Natural light throughout the day



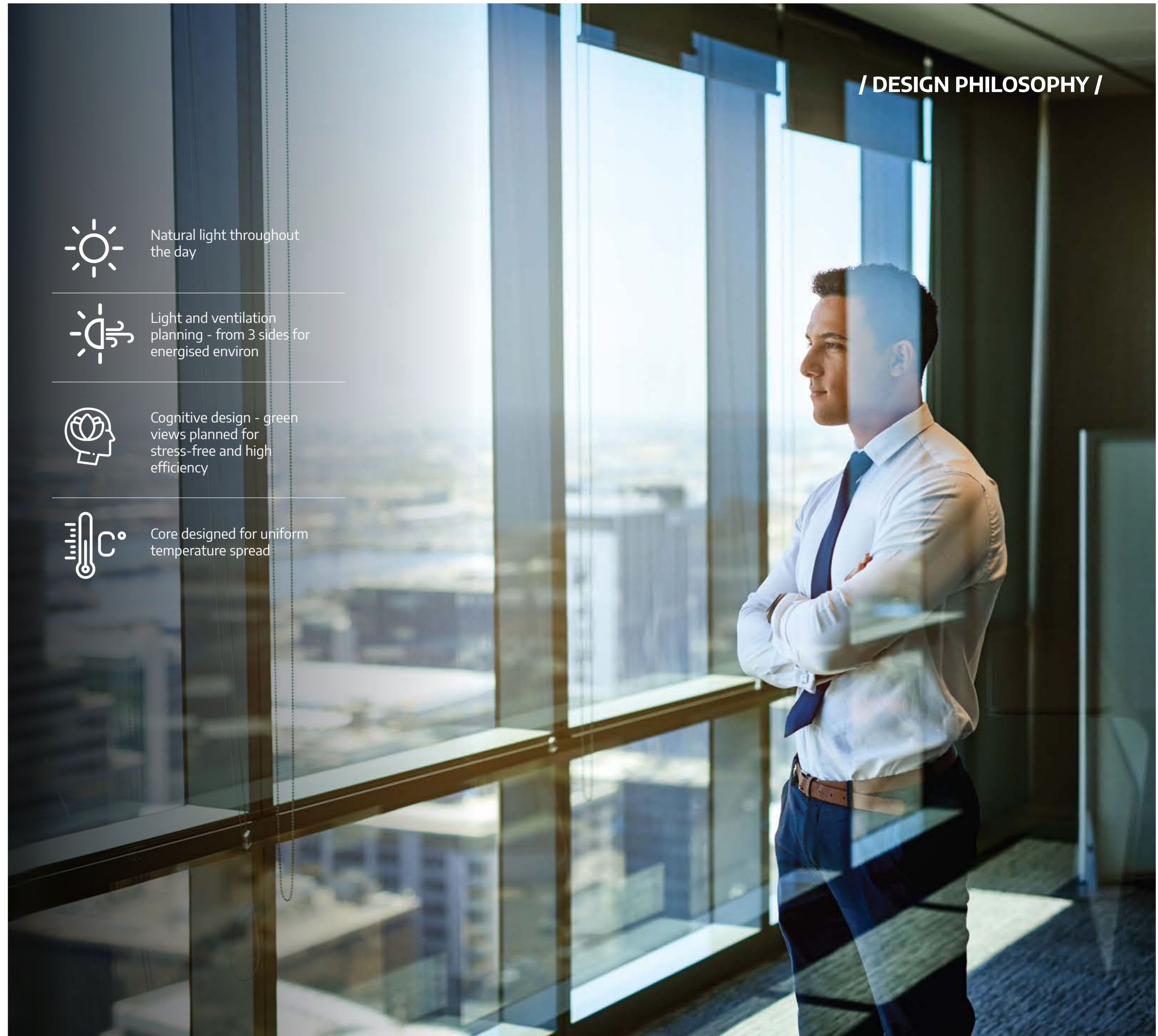
Light and ventilation planning - from 3 sides for energised environ

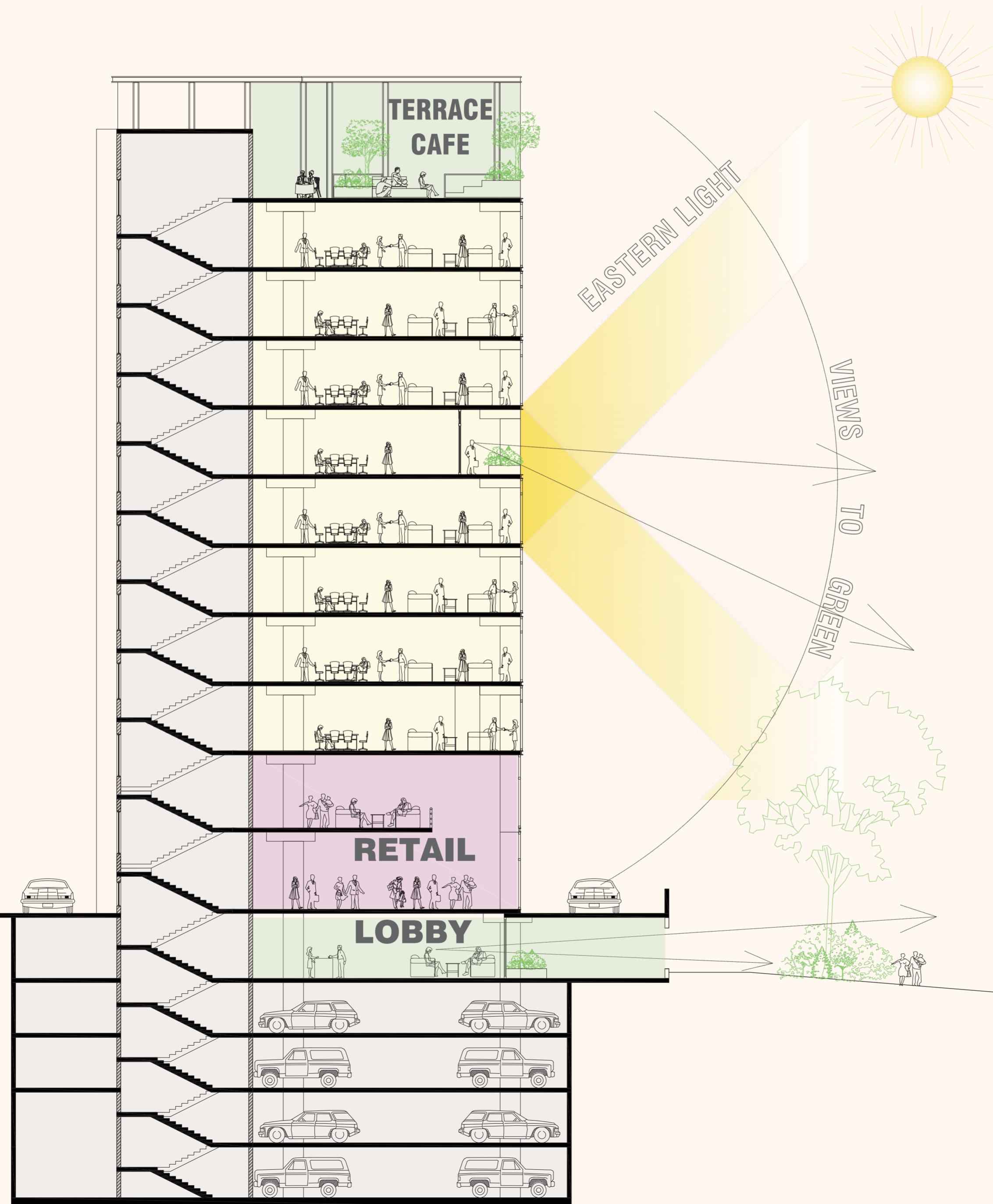


Cognitive design - green views planned for stress-free and high efficiency



Core designed for uniform temperature spread





Sustainable Workplace Design



Smart Façade

The placement of the core with a opaque facade to the West and double glazing facade on the remaining sides creates an improved thermal environment. Ample day light and open views to the external greenery makes for a mindful workspace and drives productivity.



Energy Efficient

Reduction in heat gain, ample day light, roof garden and energy efficient and smart equipment makes it an energy saving building.



Water Efficient

Rain water harvesting, reuse of grey water for flushing and landscape, use of native and adaptive plant species in landscape reduces the demand of water from public source.



Social Connectivity

Retail spaces at ground and first floor level create a strong connection with the pedestrian on street hence making it an inviting social space for city. This creates a strong and open presence on the street, breaking away from the stereotype gated office spaces.





**Embracing an
open views**
Expanding greens
on three sides

**/ FEATURES &
DIFFRENTIATION /**

Space design for energising workdays

Office spaces, conceptualised for engaged and enriching work environs.

A large open space is conceptualised to offer flexibility of design and creating a sense of openness and positivity. Green views, natural lights, open glass on three sides, linear floor plate and high performance in every aspect – the tower offers you the freedom to design office spaces built for success.



Flexi-design potential:
large, linear floor plate



High-ceiling: max height
utilisation



Space Max: Ample space
utilisation design





To brighter days through greener driveways.

The drive through to the Ascend lobby is welcoming with a designed landscape. Minimalistic design contemporary lobby creates a sense of happy arrival with the green view in the backdrop. Simple, linear patterns of bidri design come alive on the interiors, bringing the contemporary and the legacy in a harmonious contrast.

Pylon and Address
Welcomed by
Entrance Pylons
showing company
names

The drive through
Tree lines and
sprawling greens

The lobby
Contemporary design,
minimalistic look

Facade

Legacy design reflected in contemporary outlook

The local heritage Bidri design is emboldened on the contemporary glass façade. The facade pattern can be appreciated from a closer vantage point and frames the outside views in a unique perspective.

The 'Bidri' design pattern

Evolved in the Bidar region, a part of which is in Telangana, the design pattern dates back to the time of Bahamani Sultans in the 14th CE. With solid, heightened inlays against the backdrop of dark alloy, the design pattern is inspiring and intricate





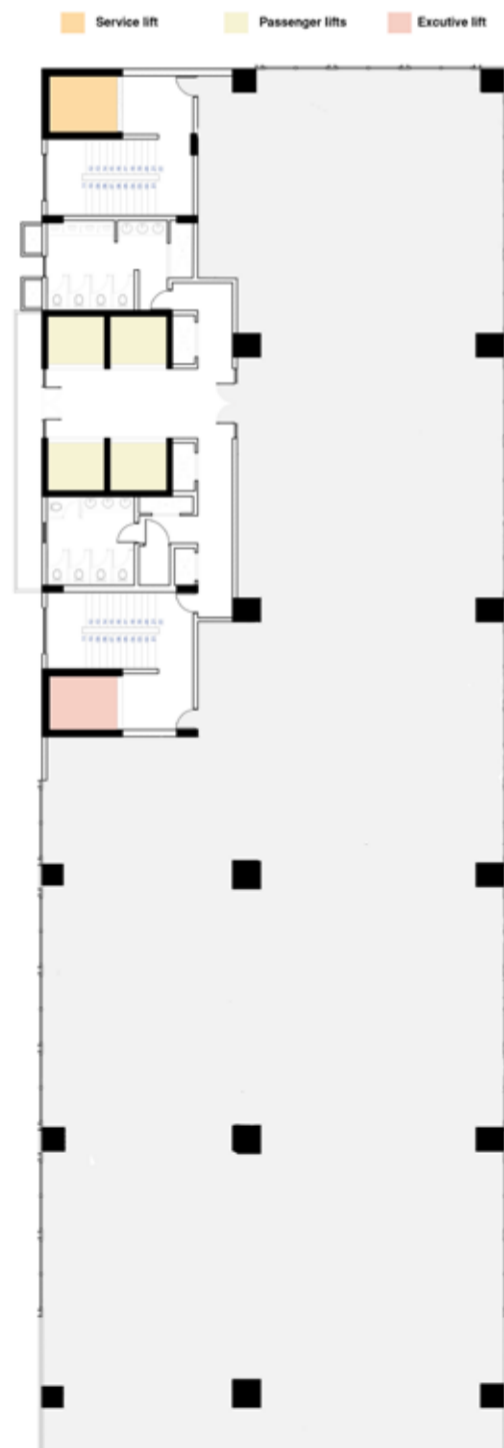
Minimalistic design arrival lobby

Evoking a sense of expansiveness

Bidri design pattern continues bringing out the holistic global approach with a sense of prideful belongingness to its location.

Prideful Elevation

New age technology in vertical transportation with high speed touchless elevators. Technology which makes it connected, smarter, data rich, more efficient and comfortable. Segregation of lifts with separate arrival for executive and services.



Hi-speed
elevators

/ FEATURES & DIFFERENTIATION /



Rooftop cafeteria

The roof-top zone offers an expansive views of the city and the surrounding greens. The semi-open roof-top cafeteria is meticulously planned to cater to your food cravings and quick meet ups.

With indoor play areas, fitness facilities, relaxation zones and rooftop garden with waterbodies and softscapes – feel on top the day, every day at Ascend.

Intelligent access systems

Smart safety and building management systems

As you cruise through a successful business day, smart systems at Ascend work in the background to keep everything smooth, comfortable, easy and secure for you. The building is fitted with advanced and intelligent access and monitoring systems to ensure ease of access, sense of security and efficient management.

Building Management System

Automatic operation and monitoring of all mechanical systems in the building along with auditing for energy efficiency. Fully integrated fire alarm and access control system.

Security & Surveillance

Video surveillance for parking floors, social areas and lift lobbies. Boom barriers at all vehicular entry and exit points. Turnstiles at entry lobby. Manned security at entry and exit points of premises.



Contactless
Access controls



CCTV with IP
based technology



Fire detectors
technology



Public address

Smart and diligent planning reflects in every aspect

Elevators

4 number highspeed elevators for guests and two elevators for services.

H.V.A.C

Highly energy efficient. Independent outdoors units connected to respective ceiling suspended units of the floor. Designed to air-condition all office and retail areas.

P.H.E.

Underground 2-day storage capacity for domestic water. Water distribution by hydropneumatics system, rain water harvesting in underground tank with water treatment plant, low flow sanitary fixtures and STP treated water for flushing and irrigation purpose.

Electrical

All electrical load is calculated as per the standards. 100% power back-up with dry generator which is fully automatic. Electrical and lighting are calculating as per standards.

Specifications: Differentiated in every aspect

The Mindful Workplace

Goals

Three important highlights of office that makes this a mindful office.

1. Nourishment

Being surrounded by nature has proven to improve concentration, lessen attention fatigue and drive productivity. Here we are surrounded by greenery on three sides and the linear floor plate design makes sure that everyone enjoys the views of nature and keeps them attune with the diurnal and seasonal changes.

2. Abundant Natural Light

Apart from a free source of light within office space helping in energy efficient strategy, it animates the spaces and creates a drama and diversity. Working in natural light has numerous benefits to mental health that is well understood. These include good sleep, healthier and happier employees, higher productivity, engaged environment, enhanced value of space and reduction in utility cost.

3. Comfort

The placement of core to the West with an opaque façade protects the harsh sun and heat entering the building thereby, avoiding the cold and hot spots in the office space. A VRF air-conditioning system helps in independent control of conditioned air and thus possible reduction in utility cost.

Architecture

1. Site & Surrounding

Site is located on the prime commercial road of HITEC city in the vicinity of large campuses like Google yet has green open spaces on three sides. An urban property with great connectivity, strong presence and surprising expanding views of green makes for a unique setting.

2. Planning

The building is planned to have a West facing core, with a more solid treatment while the rest three directions has articulated glass façade to enjoy the views of nature and for an impressive view from the road and beyond.

A linear floor plate prominently opens towards the East to ensure that the all users get access to the views and abundant natural light throughout the day.

3. Façade

The glass façade is broken up into a “Bidri” pattern in a manner where one could have a different perspective from far and near.

Amenities

1. Parkside Lobby

The lobby is designed in a minimal and contemporary look and feel to give a professional and corporate entrance experience. The idea of the ‘bidri’ pattern echoes in the interiors to reflect the local and the global coming together.

2. Access

The building is fitted with advance and intelligent access and monitoring systems to ensure ease of access, sense of security and efficient management. Turnstiles, RFID access control, Visitor Management systems.

3. Food & Entertainment

The roof top zone looking into the city is energised with a semi open cafeteria and indoor play areas with engaging waterbodies and softscapes.

One can keep the mind and the even the body fit through access to our fitness facility and relaxation facility overlooking the roof landscaped gardens.

Mechanical Amenities

1. Building management system

Automatic operation and monitoring of all mechanical systems in the building along with auditing for energy efficiency. Fully integrated fire alarm and access control system.

2. Elevators

4 number high speed touchless elevators for guests and two elevators for services.

3. H.V.A.C

VRF system – Highly energy efficient. Independent outdoors units connected to respective ceiling suspended units of the floor.

The entrance reception lobby is air-conditioned with cassettes and ceiling suspended unit with ducting respectively connected to dedicated outdoor unit.

4. P.H.E.

Underground 2-day storage capacity for domestic water. Water distribution by hydropneumatics system, rain water harvesting in underground tank with water treatment plant, low flow sanitary fixtures and STP treated water for flushing and irrigation purpose.

5. Electrical

Electrical demand of 0.4 KVA/10 sq.m. of built up area. Cabling up to tenant distribution point. 100% power back-up. Dry type transformer in basement. Dual source electrical meter recording for normal power and back-up power. Lighting protection as per code. Earthing for all electrical equipment using a permanent earth mat of low resistance. Separate earth mains with electrical and communication shafts to connect all users -electronic/data equipment.

6. Fire & Safety

Fire hydrants, wet risers, water sump, overhead tanks and fire pumps provided as per code. Monitoring through BMS system.

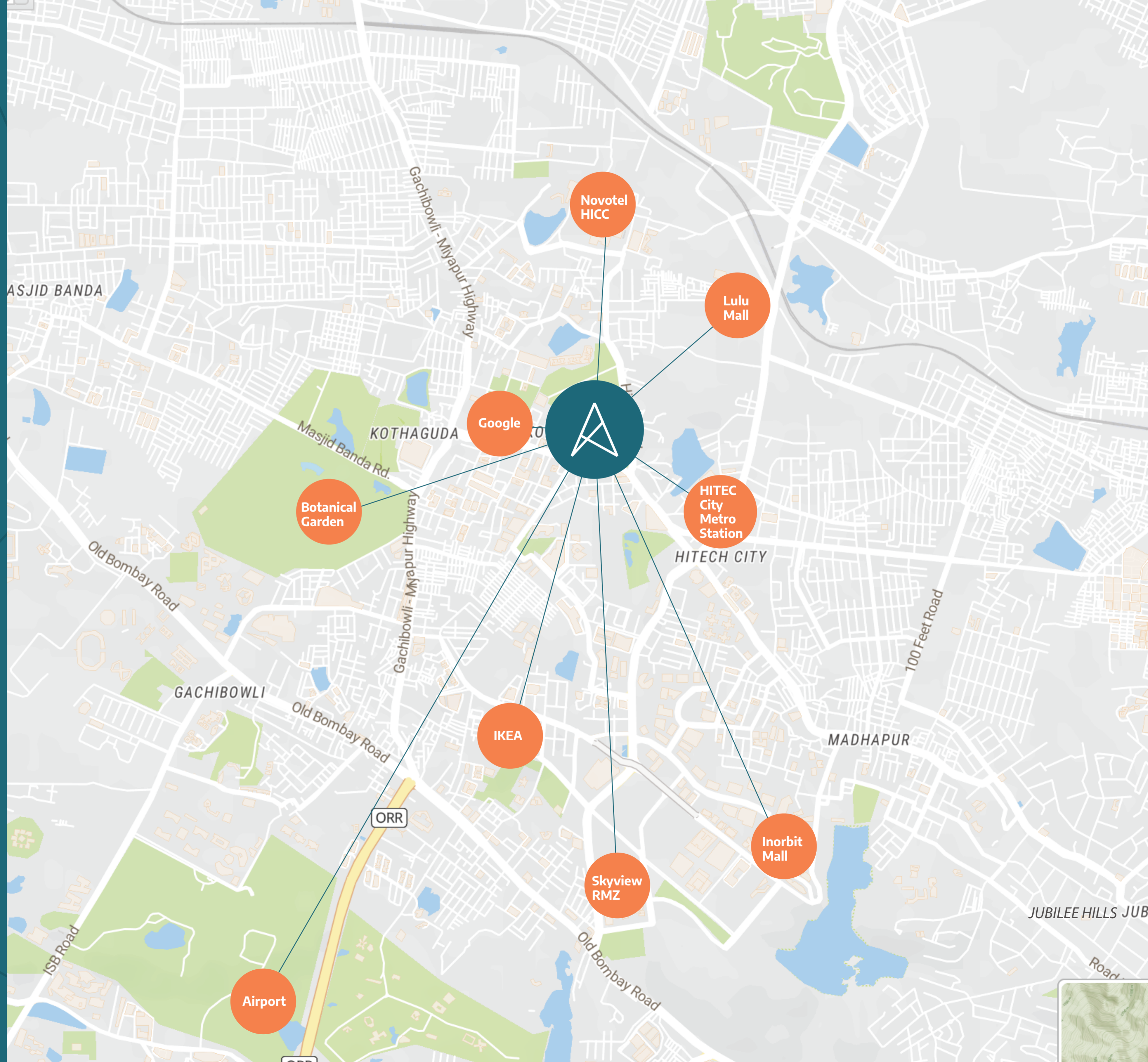
7. Security & Surveillance

Video surveillance for parking floors, social areas and lift lobbies. Boom barriers at all vehicular entry and exit points. Turn styles at entry lobby. Manned security at entry and exit points of premises.

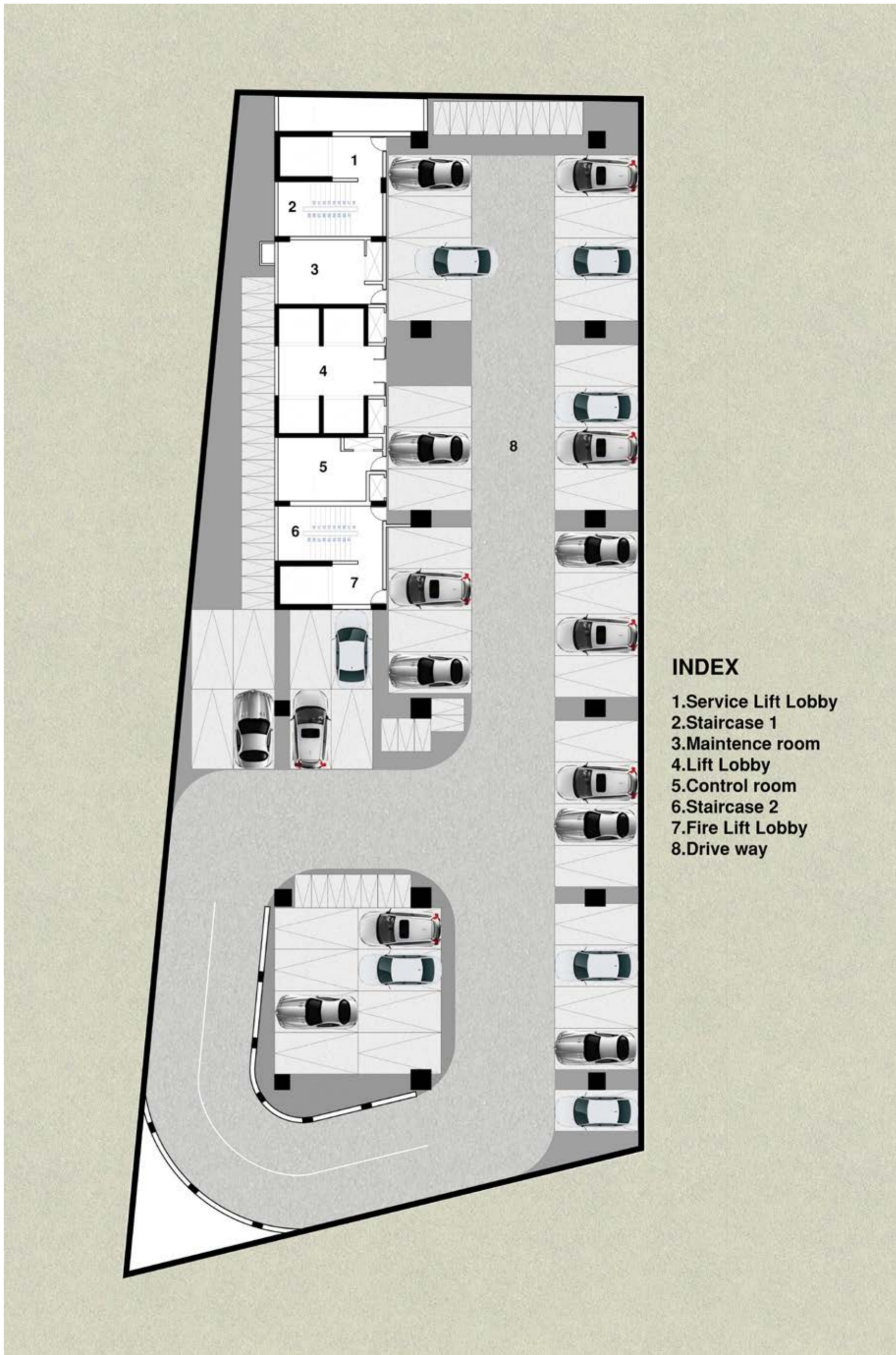
/ LOCATION MAP /

Because rising is all about proximity

Bring your business address to the top league

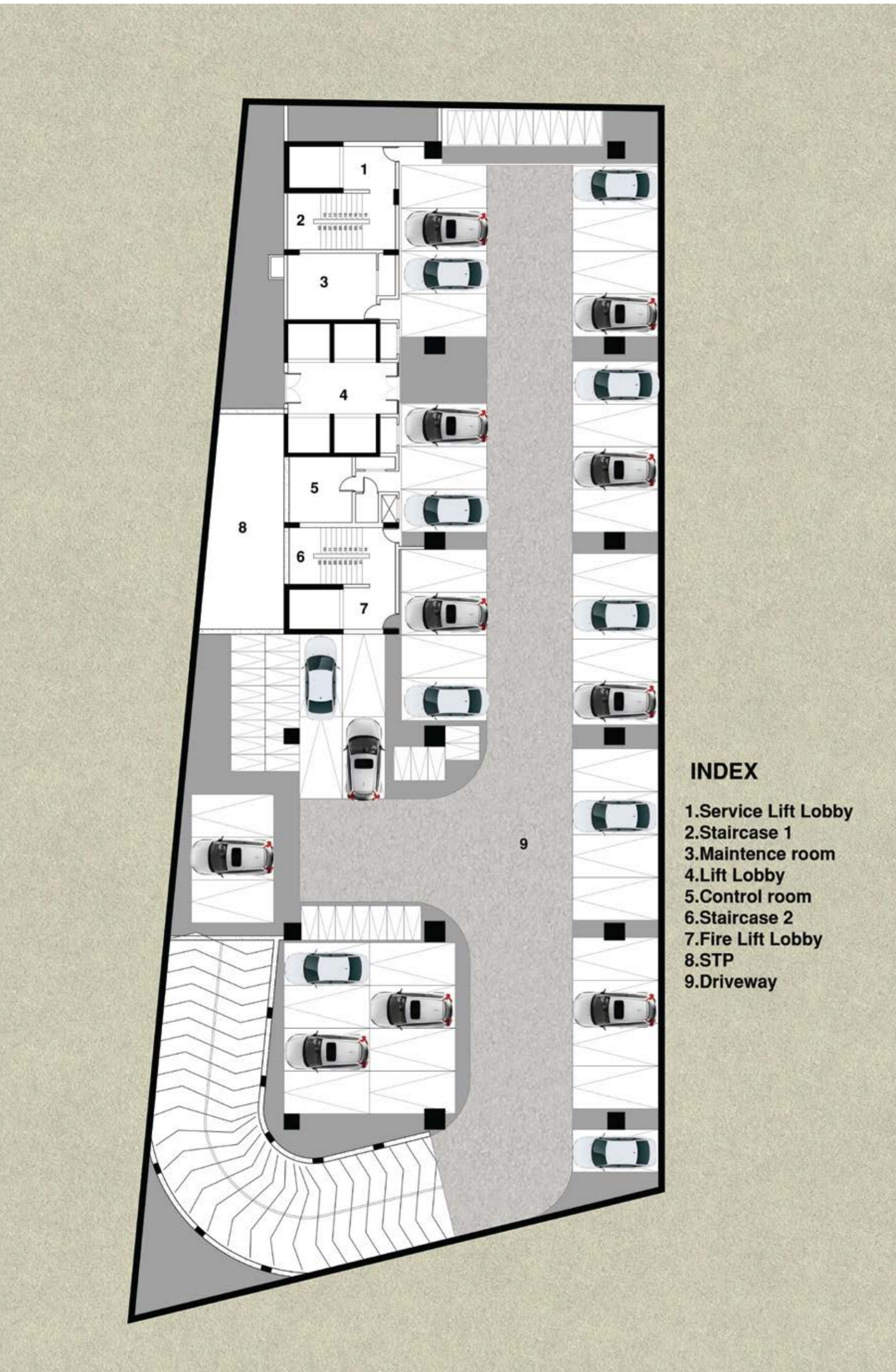


TYPICAL BASEMENT FLOOR

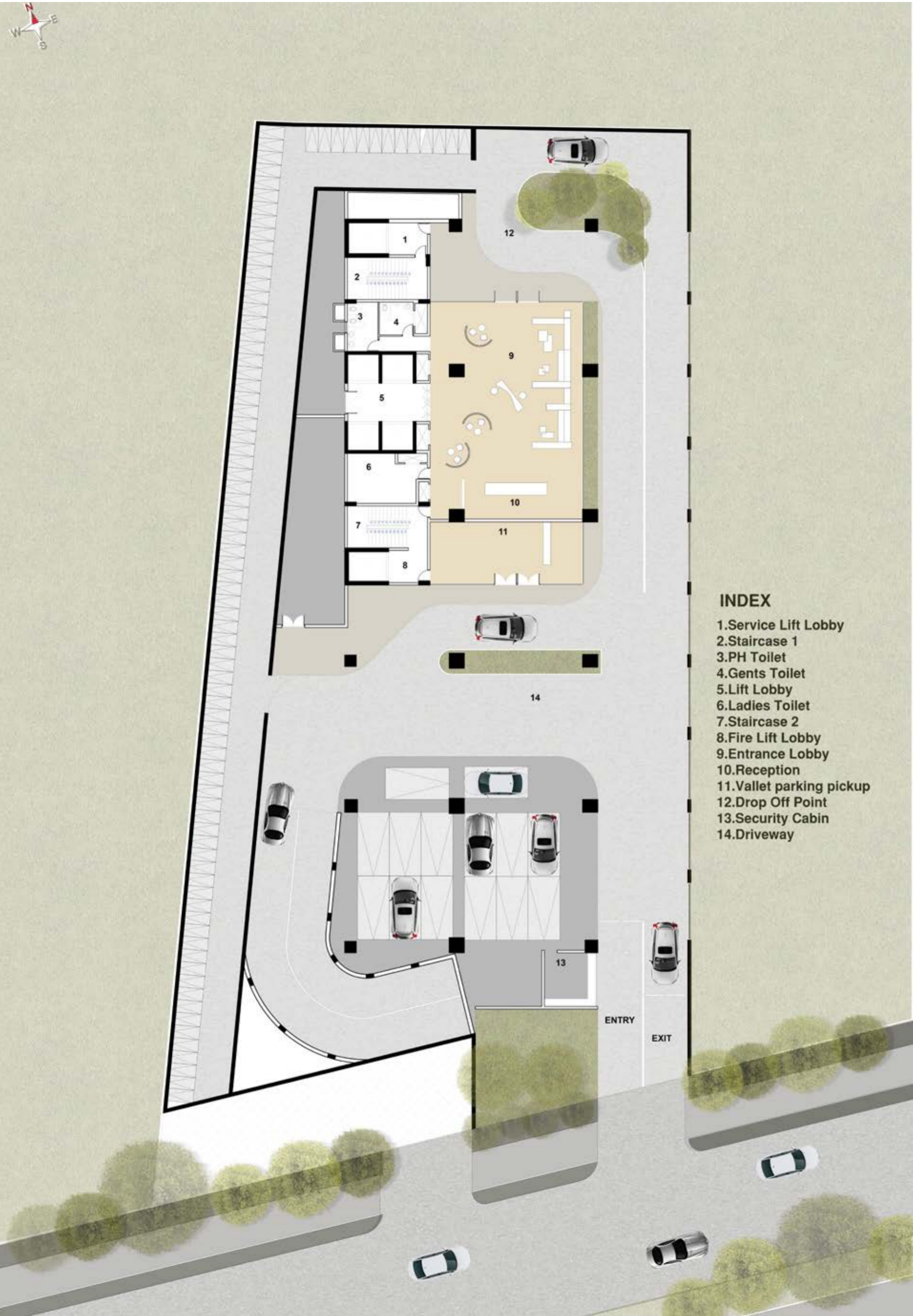


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 - 2.Staircase 1
 - 3.Maintenance room
 - 4.Lift Lobby
 - 5.Control room
 - 6.Staircase 2
 - 7.Fire Lift Lobby
 - 8.Drive way

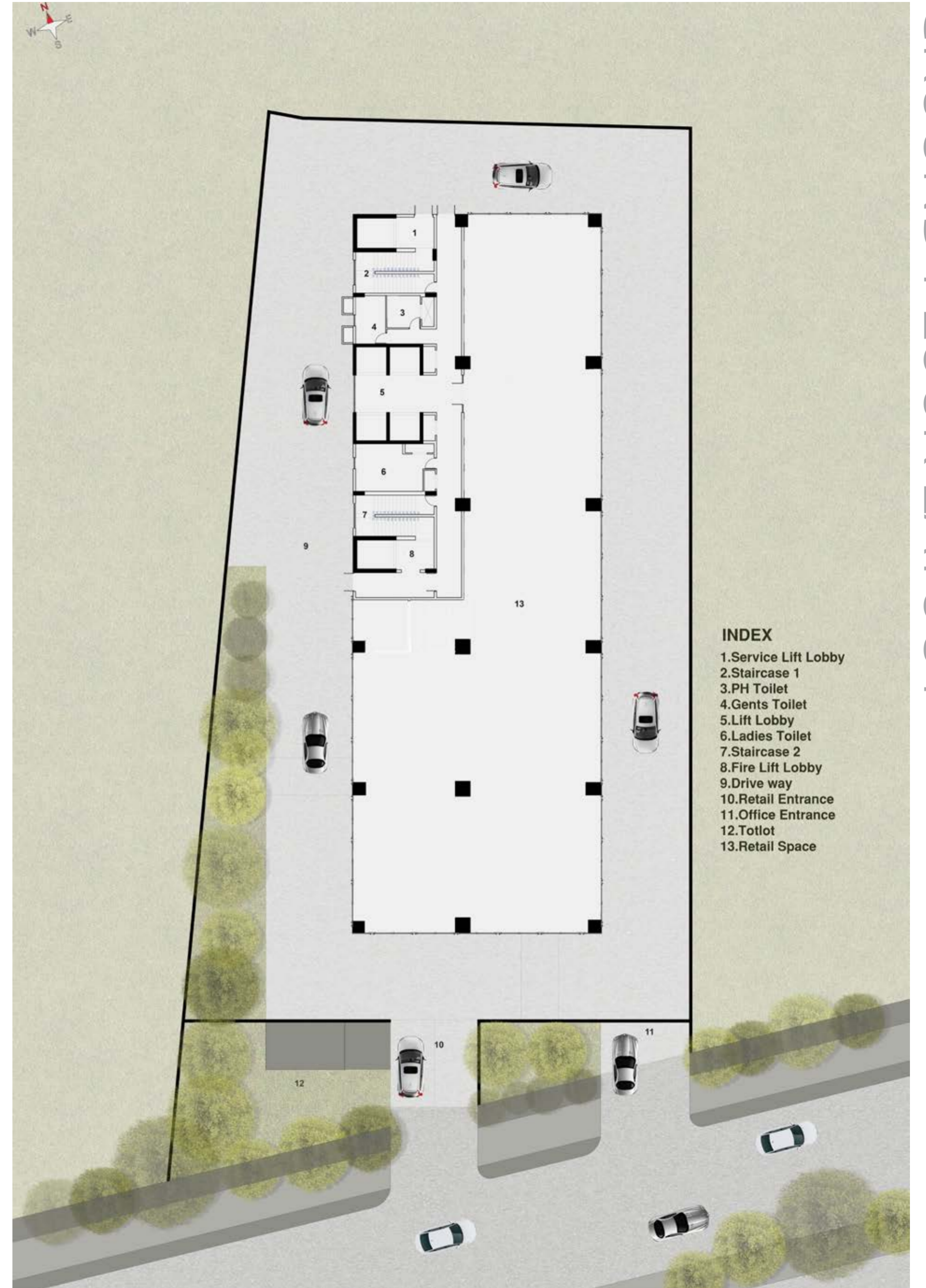
BASEMENT 5



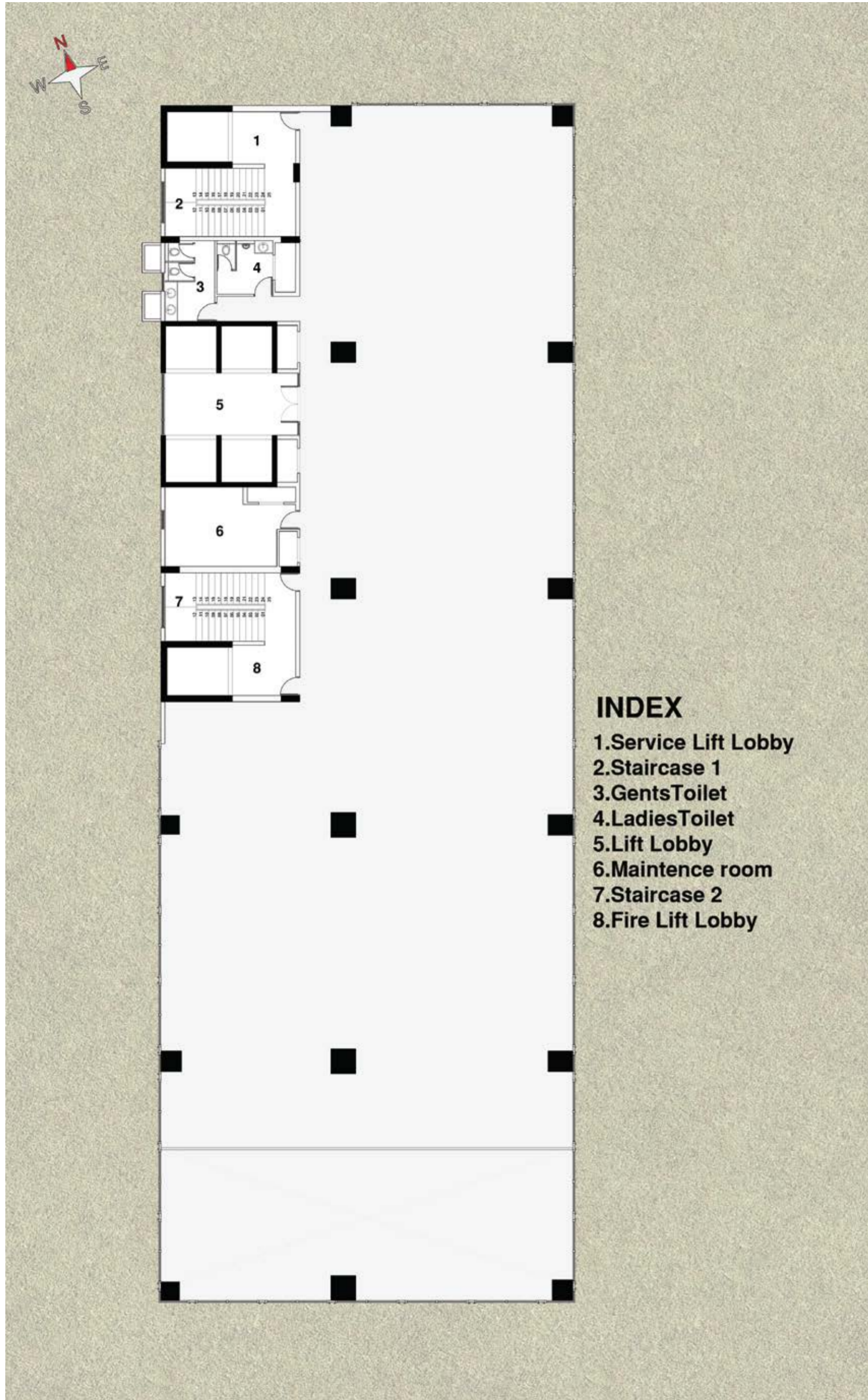
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 - 8.STP
 - 9.Driveway



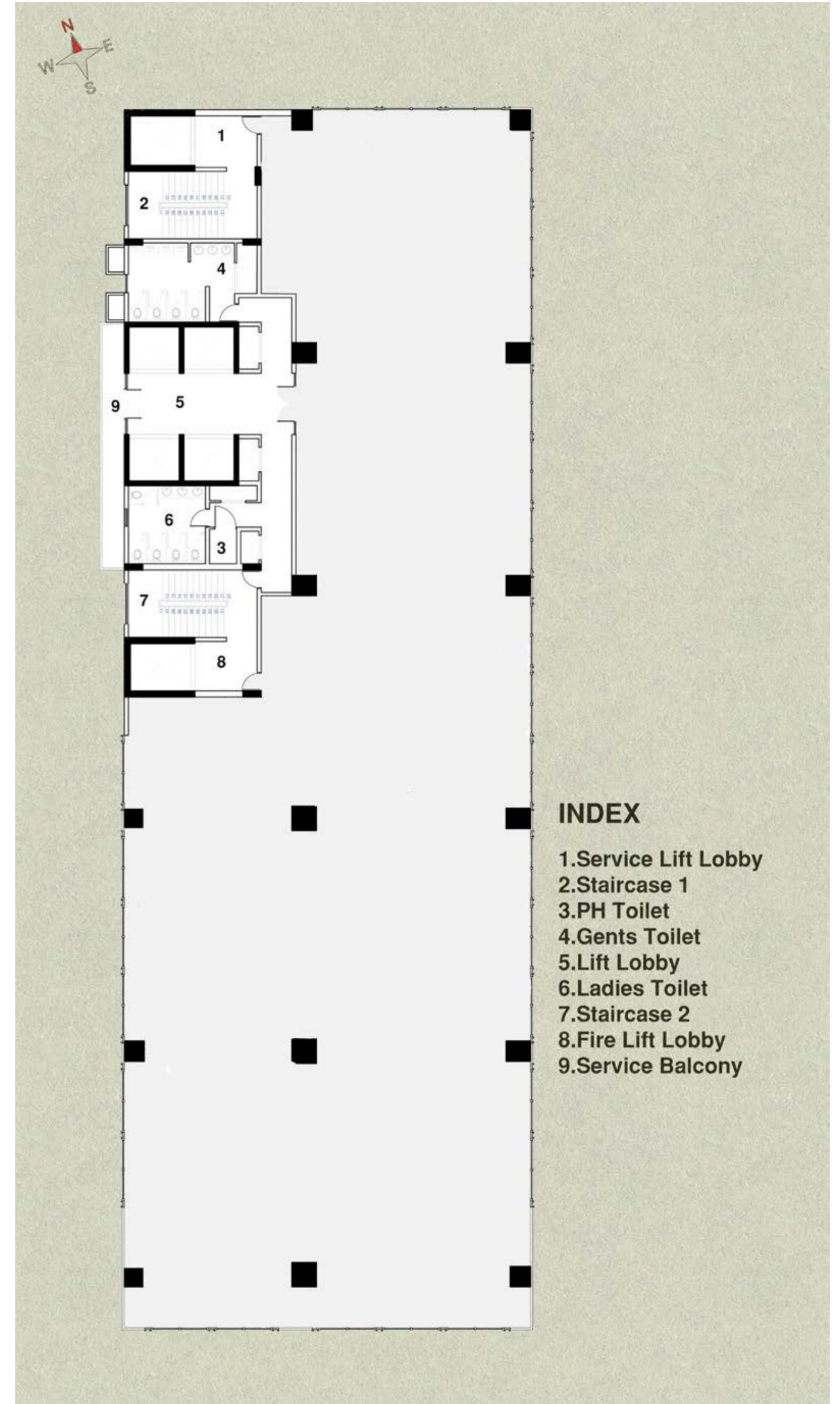
BASEMENT LOBBY FLOOR



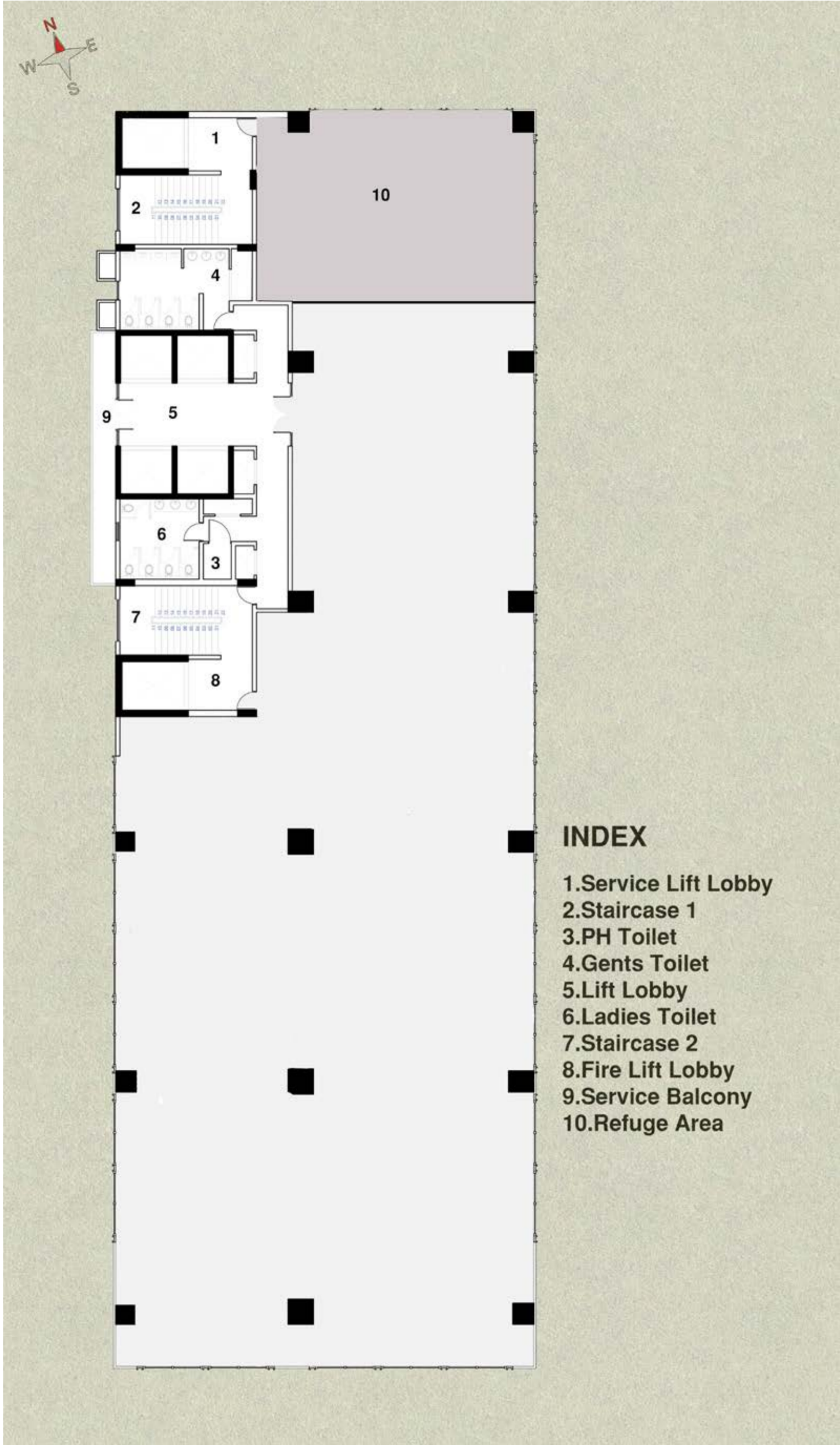
GROUND FLOOR LAYOUT



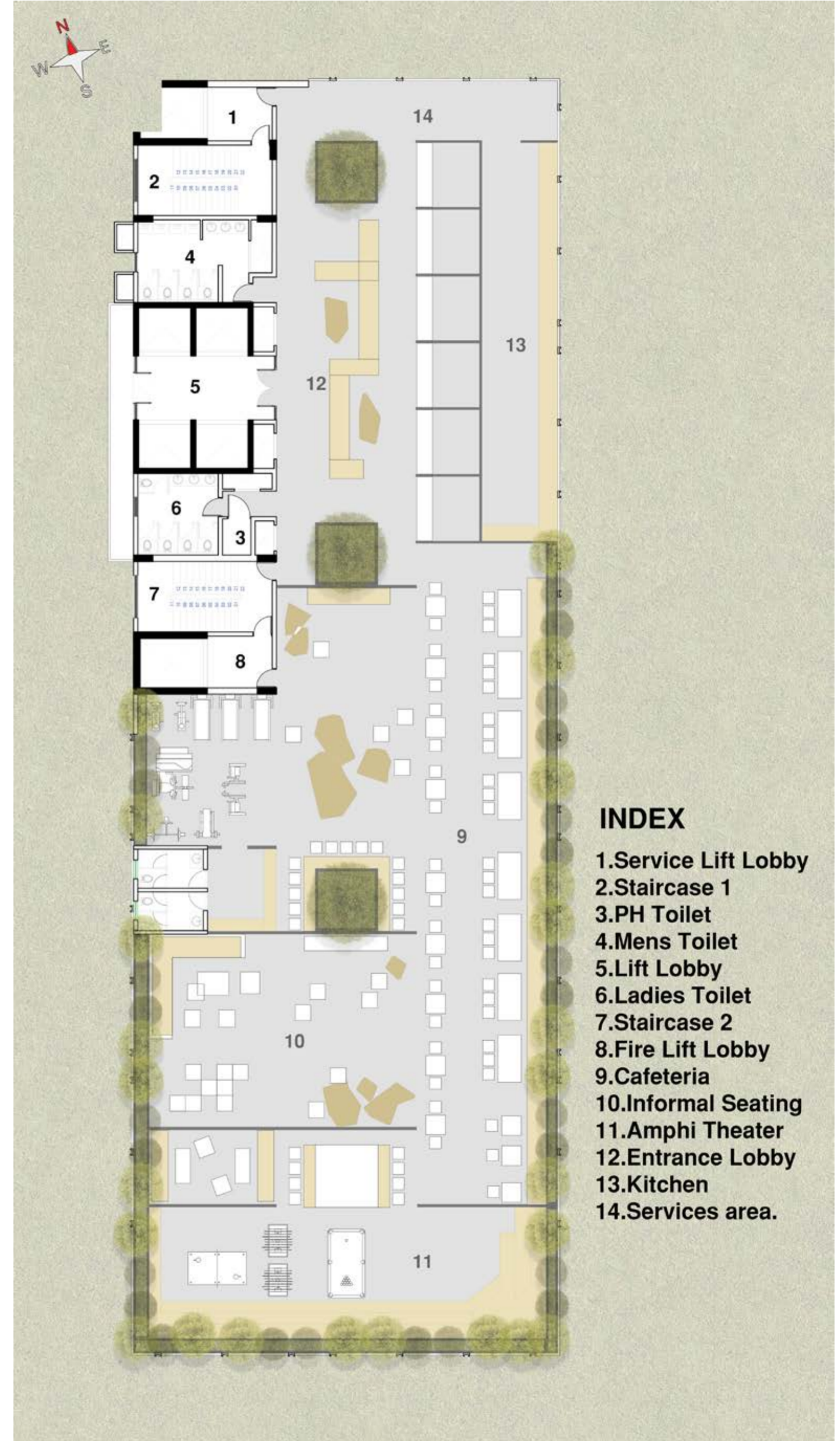
FIRST FLOOR LAYOUT



TYPICAL OFFICE FLOOR



REFUGEE AREA FLOOR (6TH FLOOR)



TERRACE FLOOR



Ascend to the hottest biz-address

Be at the IT hub in HITEC city, Kondapur. Next to IT giants like Google, HSBC, TCS, etc.

Credits

Architects

Architecture Dialogue, Bangalore

Structures

Crux consultancy Services, Hyderabad

MEP Consultants

AEDBM Consultants, Bangalore

Interiors and Landscape

Sonareddy Studio, Hyderabad

Project Management Consultancy

Knight Frank India Pvt. Ltd., Hyderabad

Branding and Communication

Brand Harvest Consultancy Pvt. Ltd., Mumbai



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