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Excellence is subjective. And the benchmark for excellence is reset every now and then. The real estate landscape in Kerala will soon witness such a profound change in the definition of excellence.

Welcome to the universe of Joyalukkas Lifestyle Developers, belonging to the illustrious Joyalukkas Group that has a glittering track record in gold and textile retail. Its global presence and sheer magnitude make Joyalukkas unarguably a multinational brand. With its international perspective and practices, Joyalukkas now brings to you a new world of joy.





# The gold standard in living

Joyalukkas Lifestyle Developers proudly presents Gold Tower, a soaring 22-storey skyscraper, with 24-carat luxury embedded in it. Everything about Gold Tower is truly world-class.

The elevation, the amenities, the plans, the fixtures & fittings... everything at Gold Tower carries the stamp of universal excellence.

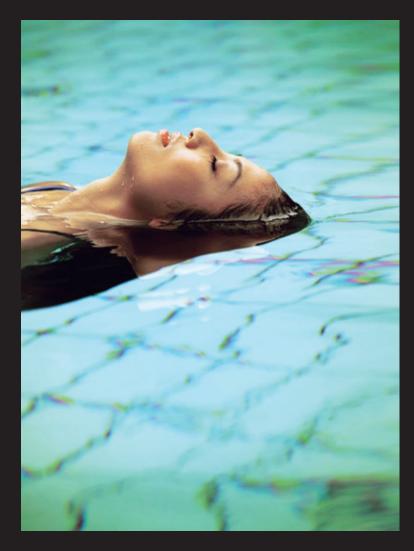
22 storeys + amenities floor + helipad designed by a team of internationally-reputed architects. Draws inspiration from the finest projects in the Far East and Middle East.

# Take a plunge into luxury

Plunge in to the sparkling blue waters of the pool, swim away your woes, frolic in the company of your little ones. Enjoy every bit of the water world with gay abandon! Besides the sparkling pool, Gold Tower offers a splendid array of lifestyle facilities.

- Jogging track
- Landscaped gardens
- Coffee shop





## All about elegance

Elegance is a state of being. It's subtle, invisible and discreet. It's a soft whisper of evolved taste. It defines class and character. Gold Tower offers a medley of superlative features to create an unequalled ambience of class and elegance.

- 3,3m floor-to-floor height
- Centralized air conditioning
- Toughened double-glazed windows





## Turn into a masterchef

Gather together around this ultra stylish cuisine corner. In the new scheme of things, the kitchen is not just a place where one prepares tongue-tingling food. It's also a place for banter, chatter and guest entertainment.

- European-made kitchen cabinet with built-in hood
- Centralized gas system



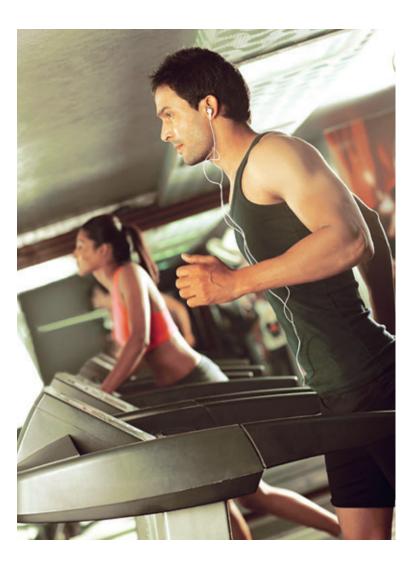


# Health is wealth

Flex a muscle, stretch a leg, lift a weight... stay fit as a fiddle. A well-appointed health club with modern and premium equipment. Morning or evening, sweat it out in a chilled-out atmosphere.

Health club with Jacuzzi and steam room





## Reach the top

For the jetsetting league, here's the icing on the cake. A roof-top helipad with state-of-the-art landing facilities. So, when you want to fly in, just do it. Gold Tower is studded with a range of futuristic features.

- Provides the innovative FTTH (Fibre To The Home)
- Hi-Speed, 4 passenger elevators with capacity to carry 10 people each





# The location map



#### Distance from Joyalukkas Gold Tower to Prime Locations

- Marine Drive 7.1
- MG Road 5.6
- Kaloor 4.5
- Palarivattam 2.3
- Palarivattam Bypass Junction 1.6
- Airport 26
- Aluva Bridge 15
- Kalamassery 8
- Nippon Toyota Showroom 7.6
- KIMS Hospital 5.5
- Lulu Mall 4
- Oberon Mall 2.6
- Padamugal Junction 1.3
- Infopark 4.6
- Smart City 6.1
- Holiday Inn Hotel 3.2
- Gold Souk Shopping Mall 5
- Vytilla Junction 5.6
- White Fort Hotel 8
- Crowne Plaza Hotel 9.3
- Le Meridian 9.6

## Master Plan

Typical Floor Plan (1-22)



#### Floor Plan Type A







### Floor Plan Type B







### Floor Plan Type C





### Floor Plan Type F







Combined Floor Plan (Type A & H)





### Silvercategory

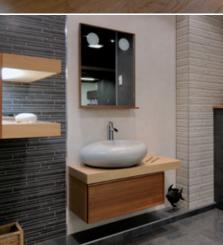
#### SPECIFICATIONS

- 1. Natural veneer doors with European-made superior quality locks and fixtures
- 2. Double- glazed toughened glass windows
- 3. Premium quality vitrified tiles in the living and dining area
- 4. Premium quality AC4 laminated wooden flooring in bedrooms
- 5. Three-phase power supply
- 6. Adequate light and power points with premium European-made modular switches and sockets
- 7. Semi-vitrified/ceramic wall cladded designer toilets
- 8. Concealed plumbing system and provision for geyser
- 9. European-made CP fittings and sanitaryware
- 10. High-tech security system, provision for video door phone
- 11. CCTV cameras at all strategic locations
- 2. Advanced fire-fighting system as per government safety norms with automatic sprinkler system
- 13. Fire detection and fire alarm system
- 14. Centralised gas connection for all apartments
- 15. Premium quality plastic emulsion painted walls
- 16. FTTH facility
- 17. Generator back up for the essential points
- 18. SS hand rail with toughened glass in balconies
- 19. LED light fixtures
- 20. False ceiling with gypsum and metal grid











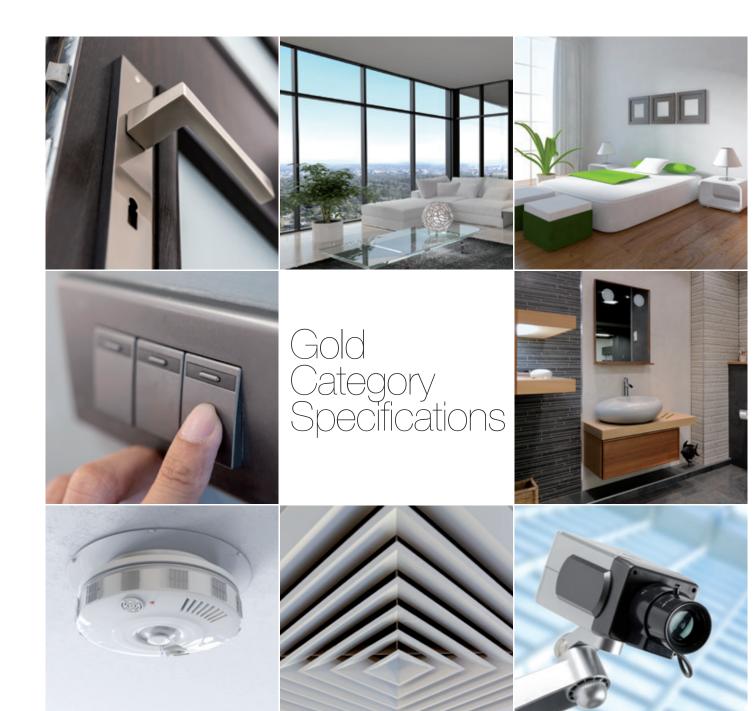




## Gold category

#### SPECIFICATIONS

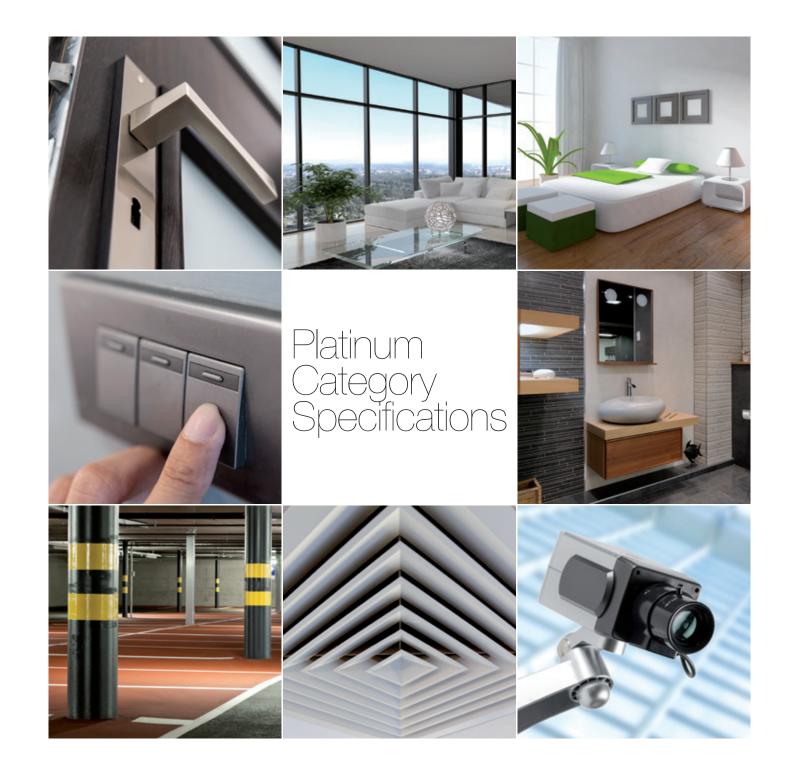
- 1. Natural veneer doors with European-made superior quality locks and fixtures
- 2. Double-glazed toughened glass windows
- 3. Premium quality glazed vitrified tiles in the living and dining area
- 4. Premium quality AC4 laminated wooden flooring in bedrooms
- 5. False ceiling with gypsum, wooden laminate and metal grids
- 6. Three-phase power supply
- 7. Adequate light and power points with premium European-made modular switches and sockets
- 8. Semi-vitrified/ceramic wall cladded designer toilets
- 9. Concealed plumbing system and provision for geyser
- 10. European-made CP fittings and sanitaryware
- 11. Japanese-made VRF air-conditioning system
- 12. High-tech security system, imported video door phone
- 13. CCTV cameras at all strategic locations
- 14. Advanced fire-fighting system as per government safety norms with automatic sprinkler system
- 15. Fire detection and fire alarm system
- 16. Centralized gas connection for all apartments
- 17. Premium quality plastic emulsion painted walls
- 18. FTTH facility
- 19. Generator back up for the essential points
- 20. SS hand rail with toughened glass in balconies
- 21. LED light fixtures



### Platinum category

#### SPECIFICATIONS

- 1. One car park
- 2. Toughened glass shower partitions
- 3. Toilet wash counter, top & bottom units with mirror
- 4. Built-in wardrobes
- 5. Modular dining wash unit with storage and mirror
- 6. Modular kitchen
- 7. European-made kitchen appliances, hob & hood, dishwasher, microwave oven, grill, refrigerator, washing machine, dryer, stainless-steel double-bowl sink
- 8. LED light fixtures
- 9. Work area: modular work station with single-bowl, sink & drainboard



## The Midas touch

**The Joyalukkas Group** is a multi-billion dollar global conglomerate with a commanding presence in over 10 countries. Founded in 1987, the group has come along way under its charismatic Chairman Mr. Joy Alukkas.

Today, the group has over 10 million customers and straddles businesses as diverse as retail, aviation and finance. It employs over 7,000 people in the UK, USA, the UAE, Oman, Qatar, Bahrain, Kuwait, Saudi Arabia, India, Singapore and Malaysia.

The Joyalukkas Group's business interests include Jewellery, Fashion & Silks — Jolly Silks, Luxury Air Charter — Joy Jets, Money Exchange — Joyalukkas Exchange, Malls — Mall of Joy, Realty — Joyalukkas Lifestyle Developers — Electronics — Joyalukkas Digital.

Joyalukkas has been hailed as the world's favourite jeweller and has bagged the coveted "Superbrand" status, seven years in a row. The jewellery division of Joyalukkas has an impressive network of over 120 showrooms, spread across eleven countries. Joyalukkas Jewellery was the first jewellery retailer to receive the prestigious ISO 9001:2008 and 14001:2004 certifications.

The Group also devotes considerable attention and resources to its CSR initiatives. The Joyalukkas Group spearheads numerous CSR activities aimed at protecting the environment and promoting livelihood. The Group is a firm believer in the principle of sustainable development.

