



— PROJECT BY —



01



About EK Homes.

Founded in 2012 as a venture under EK Infrastructure, EK Homes operates as a collective to transform your vision of the perfect living space into reality, combining innovative design with first-class craftsmanship. At EK Homes, we understand that a home is more than just a place you live in; it's a pleasant abode where you get to cherish the memories made. With our ability to think creatively, design thoughtfully, and sustain effectively, we are committed to enhancing your life by adding genuine value. Our projects—The Arc, Tranquil, Alpha, and Spektrum—serve as true testaments to our commitment to crafting homes where memories are made.



About Architecture Red.



Based in Chennai, India, Architecture RED is an architectural, planning, and urban design firm that focuses on creative design solutions. With a team of renowned architects, and following the success of Aster, their third collaboration for ARC evolved into a luxury condominium project in Anna Nagar, Chennai, showcasing their shared commitment to contemporary design. EK Homes has partnered with Architecture RED's team to redefine sophisticated living with the concept of 'local roots meet global grandeur.'



02

The ARC that shapes your life.



Welcome to The ARC

Introducing EK's inaugural luxury venture, The ARC. Step into a world of luxury living where innovation and opulence converge to sculpt your way of life. ARC isn't just another upscale apartment, it's a testament to your journey, where local roots meet global grandeur.

03



The ARC of luxury living

Where innovation, serenity and luxury meet

EK is renowned for delivering excellence keeping in mind innovation and quality. Backed by a track record of success and a commitment to quality, investing in The ARC means aligning with a brand that isn't just about buying a property; it's about investing in a lifestyle and a vision for a more green-filled and luxurious future.

Experience modern
living through refined
ARChitecture.



Unveiling EK's first luxury residence.

Driven by core values of innovative thinking, providing top-notch quality services, and making a difference, EK has continually evolved as a brand. EK Infrastructure aims to contribute to building a better society through the creation of positive infrastructure and relationships. Built upon a legacy of success, EK introduces its first luxury venture, The ARC, where lush scenery and luxury blend harmoniously to give our clients an exemplary experience.

A vision of
your future



Located in the heart of history.

Located in the heart of Chennai, The ARC brings an iconic charm and a vibrant pulsating experience, redefining the landscape of luxury living in Anna Nagar. Paying homage to the famed arch, The ARC presents an enticing blend of local history and cosmopolitan elegance. The property stands as a unique gem with easy access to multiple shopping centres and entertainment hubs making it family friendly and safe.

Top-tier branded fittings used.

Without compromising on the quality of our fittings used, we have partnered up with Kone, Kohler, Simpolo Tiles to give your home a sleek and sophisticated look. Your needs and desires have always come first to us. From Italian marble to wooden and vitrified ceramic tiles with anti-skid properties, every material is selected carefully, keeping in mind the durability and luxury of it.

Sophisticated spaces with 3 & 4 BHKs.

Delve into our luxurious 11-unit residence where sophistication and eco-consciousness seamlessly blend to make a unique living experience for you. Our 3 and 4 BHK apartments have been meticulously crafted for you to design your home the way you’ve always envisioned it to be.

Illuminate your abode.

Through innovative architectural design, we have curated our homes in such a way that natural light penetrates through the structure in an aesthetic form. The integration of natural light not only enhances the visual appeal but also reduces the need for artificial lighting during the day giving space to get the daily dose of sunlight required.

05 What makes this property unique?

Immerse yourself in lush scenery.

The ARC, has a revelatory story behind it. With elegance and eco-consciousness in mind, we acquired two properties to merge into one. We embarked on the journey of constructing a dream home around two matured trees, without altering the landscape and embracing the wisdom of preservation. This is the essence of why our project is surrounded by lush green scenery. Our 3 and 4 BHK homes invite you to indulge in the serenity of our living spaces, seamlessly blending green and luxury living at The ARC.

Sophistication & safety with our metal panelling.

Crafted with keen attention to detail and sheer intelligence, metal panels have been incorporated in our project to give a sleek and sophisticated look. These panels ensure durability, giving an additional layer of protection to your homes making it pristine and safe, while also enhancing the aesthetics.

For a breath of fresh air.

Keeping in mind a healthy, invigorating environment, we have constructed our building in a way that allows ample space for air ventilation as well. This approach was done to enhance the quality of life considering the overall health and well-being of our clients. Every aspect of our design was curated to harmonize with nature & also provide a sophisticated living space for you.



06 Amenities.

Elevator Service.

With 2 elevators, experience the convenience and ease of modern living with our elevator service, designed to enhance your daily routine and make transit to and from easy.



Reticulated Gas Pipeline.

Promoting eco-friendly living while providing convenience and reliability through the reticulated gas pipelines is our go-to in The ARC project. With advanced safety measures and the integration of smart home technology, we have ensured safety, efficiency, and long-term value for our residents at the ARC.

World-Class Gymnasium.

Enhance your lifestyle & fitness goals at The ARC’s exclusive exercise hub with top-tier equipment. From amateurs to athletes, we have meticulously designed our gym in a welcoming atmosphere that offers the utmost convenience & accessibility. Choose ARC and make wellness a priority by reaping the benefits of our premier gym today.

Full Home Automation System.

Transform your home into a modern marvel of convenience and security with ARC’s revolutionary home automation app. With this amenity, our residents can effortlessly control lighting, temperature, security cameras, curtains and more with just a touch and enhancing everyday life.

Yoga Centre.

We’ve got something special for your mind, body, and soul. Whether you’re a seasoned yoga practitioner or just curious to give it a try, our center welcomes everyone with open arms. We will be looking forward to you rolling out your mat and finding some zen at The ARC’s yoga centre, located on the serene terrace.

Natural Ventilation.

Say goodbye to constricted rooms and hello to a constant flow of clean, crisp air throughout our spaces. From young ones to the elderly, The ARC ensures that every member of our community breathes easy and feels at home in our spaces with our exceptional ventilation system.

Party Hall.

Our spacious hall is perfect for hosting a variety of events and gatherings. Keeping functionality and sophistication in mind, we have designed a spacious and state-of-the-art banquet hall perfect for hosting various events and gatherings. Enjoy the convenience of hosting your events right at home, making every occasion special.

Terrace Garden.

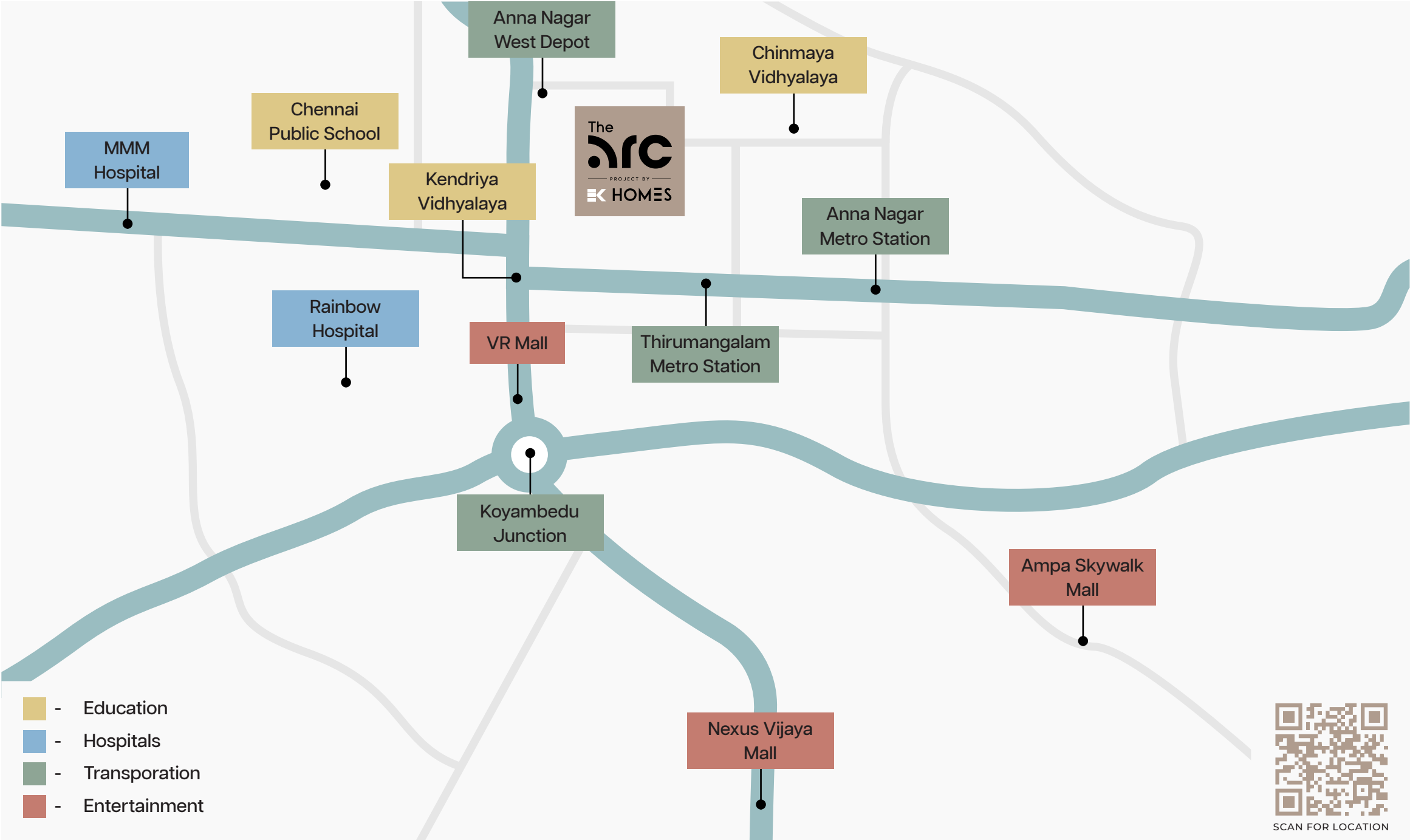
Whether you’re looking to relax, socialize, or just catch a breath of fresh air, our terrace garden offers a perfect escape with lush greenery and a tranquil ambience. It’s not just an amenity. It’s a sanctuary designed to enhance the quality of your life.

EV Parking.

To promote sustainability and by looking at the convenience of our residents, we have an EV charging and Parking port in our apartment just for you. With round-the-clock accessibility, we are committed to giving you a hassle-free experience for your electric vehicles.

07 Everything Next Door.

The ARC is strategically located in Anna Nagar, celebrating its vibrant and dynamic atmosphere. Situated in close proximity to VR Mall and prestigious schools like CPS, Kendriya Vidyalaya, and Chinmaya Vidyalaya, The ARC is just a short distance away. Embracing the area's energetic charm, residents can live with a blend of luxury in a vibrant community and convenient urban amenities. This location offers residents easy access to shopping malls, educational institutions, hospitals and public transportation, making it a desirable choice for convenient and connected living.



Transportation.

Anna nagar tower Metro station - 5 Min
Thirumangalam Metro- 5 Min
Koyambedu Junction - 10 Min
Anna Nagar West Depot - 5 Min.

Education.

- Kendriya vidhyalaya
- Chinmaya vidhyalaya
- Chennai public school

Hospital.

- MMM Hospital
- Rainbow Hospital

Entertainment.

- VR Mall
- Nexus Vijaya Mall
- Ampa Skywalk Mall

Please note that all specified brands and products listed herein are subject to substitution with equivalent alternatives, contingent upon availability and the discretion of the architect’s design preferences.

Kitchen.

- 1. **Vitrified ceramic** tile 1200 x 600 mm feet with vitrified tile skirting 75mm.
- 2. **Vitrified tiles** for the dado (300 x 600 mm), extending up to 2 feet from the top of the counter.
- 3. **Putty, primer, and premium emulsion paint** for a polished finish on walls
- 4. **Provision for chimney and water purifier** to be accommodated.

Bathroom.

- 1. **Vitrified ceramic tile flooring** (1200 x 600 mm)
- 2. Vitrified ceramic tile dado (300 x 600 mm) upto ceiling
- 3. Putty, primer, and premium emulsion paint for walls.

Doors & Windows.

- 1. **Main Doors and Bedroom Doors** – Teakwood frames with 35mm thick flush doors finished in veneer.
- 2. **Toilet Doors** – Hardwood frames with 35mm thick flush doors finished in laminate.
- 3. **French Doors** – Anodized aluminum frames with toughened glass.
- 4. **Windows** – Anodized aluminum frames with toughened glass.
- 5. **Toilet Ventilators** – Anodized aluminum frames with pinhead glass louvers.
- 6. **Shaft Doors** – MS framework with cement board, finished in emulsion paint.

Wall Finishes.

- 1. **High-end texture finish** for an elegant and durable surface.
- 2. Finished with **premium emulsion paint** for a high-quality and long-lasting appearance.

Flooring.

Ground Floor.

- | | |
|---|--|
| 1. Entry Lobby <ul style="list-style-type: none">•Microtopping tinted concrete finish.•High-end texture finish. | 4. Electrical Room <ul style="list-style-type: none">•Polished Kotah stone tiles (600 x 600 mm, paper joint)•Polished Kotah stone skirting (75 mm) |
| 2. Parking <ul style="list-style-type: none">•Polished concrete flooring (VDF). | 5. Gymnasium <ul style="list-style-type: none">•Rubberized/EPDM flooring•Aluminium skirting (50 mm) |
| 3. Driveway <ul style="list-style-type: none">•Concrete grass pavers. | |

Ground Floor.

- | | |
|---|--|
| 6. Filtration Room <ul style="list-style-type: none">•Polished Kotah stone tiles (600 x 600 mm)•Polished Kotah stone skirting (75 mm) | 7. Roof Terrace <ul style="list-style-type: none">•Outdoor grade cement tiles (600 x 600 mm)•Vitrified ceramic tile skirting (matt, 75 mm) |
|---|--|

Apartment Units (All 5 Floors).

- | | |
|--|--|
| 1. Living Rooms <ul style="list-style-type: none">•Marble stone flooring (1200 x 1800 mm)•Marble stone skirting (75 mm) | 5. Toilets <ul style="list-style-type: none">•Vitrified ceramic tile flooring (1200 x 600 mm)•Vitrified ceramic tile dado (300 x 600 mm) |
| 2. Dining Rooms <ul style="list-style-type: none">•Marble stone flooring (1200 x 1800 mm)•Marble stone skirting (75 mm) | 6. Walk-In Wardrobes <ul style="list-style-type: none">•Marble stone flooring (1200 x 1800 mm, paper joint)•Marble stone skirting (75 mm) |
| 3. Kitchens <ul style="list-style-type: none">•Vitrified ceramic tile flooring (1200 x 600 mm)• Vitrified tile skirting 75mm• Vitrified tile dado (1200 x 600 mm) | 7. Study Rooms <ul style="list-style-type: none">•Marble stone flooring (1200 x 1800 mm)•Marble stone skirting (75 mm) |
| 4. Bedrooms <ul style="list-style-type: none">•Marble stone flooring (1200 x 1800 mm)•Marble stone skirting (75 mm) | 8. Utility <ul style="list-style-type: none">•Vitrified ceramic tile flooring (anti-skid, 600 x 600 mm)•Vitrified ceramic tile skirting (anti-skid, 75 mm) |
| | 9. Balconies <ul style="list-style-type: none">•Wooden deck flooring |

Others.

- 1. **Gymnasium** – Equipped with sound music system. Elevate your workout sessions at our gymnasium with an immersive sound system.
- 2. **Lift:** 2 Nos (8 Passenger & 6 Passenger) – Kone | Easy access to floors with our Kone lifts, holding upto 8 and 6 passengers respectively.
- 3. **Bath Fittings** – Kohler | Experience superior style and quality with Kohler’s bath fittings.
- 4. **Home Automation** – Available for full flats. Seamless control of everything from curtains to lights with our full home automation app.
- 5. **Terrace Garden.**
- 6. **Indoor games.**
- 7. **Party Hall.**
- 8. **100% DG backup.**
- 9. **Reticulated gas line.**
- 10. **Securtiy control.**
- 11. **Car Parking** – EV charging slot provided. Convenient EV charging slots for eco-friendly vehicle charging.
- 12. **Ventilation**/open space and landscape at ground floor.
- 13. **Yoga deck** on the terrace.



09 Floor and Unit Plans.

Ground Floor(Stilt Plan)



Floor & Unit Plans

Floor 01	-----	Unit 101 & Unit 102
Floor 02	-----	Unit 103 & Unit 104
Floor 03	-----	Unit 105, Unit 106 & Unit 107
Floor 04	-----	Unit 108 & Unit 109
Floor 05	-----	Unit 110 & Unit 111

Floor 01



Unit-101

Rera Carpet Area : 2133 SQ FT

Saleable Area : 3086 SQ FT

Unit Configuration : 4BHK

Unit-102

Rera Carpet Area : 2025 SQ FT

Saleable Area : 3003 SQ FT

Unit Configuration : 4BHK

Unit-101



Unit-102



Floor 02



Unit-103

Rera Carpet Area	: 2147 SQ FT
Saleable Area	: 3098 SQ FT
Unit Configuration	: 4BHK

Unit-104

Rera Carpet Area	: 2104 SQ FT
Saleable Area	: 2981 SQ FT
Unit Configuration	: 4BHK

Unit-103



Unit-104



Floor 03



Unit-105

Carpet Area	: 1216 SQ FT
Saleable Area	: 1758 SQ FT
Unit Configuration	: 3BHK

Unit-106

Carpet Area	: 1077 SQ FT
Saleable Area	: 1534 SQ FT
Unit Configuration	: 3BHK

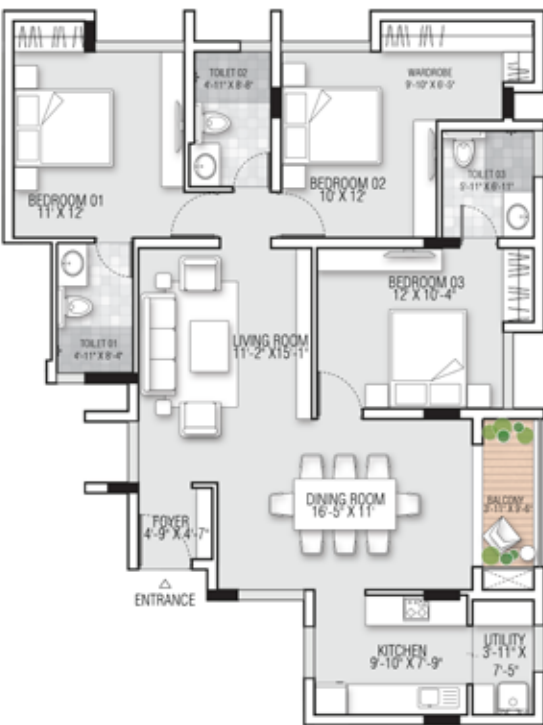
Unit-107

Carpet Area	: 1831 SQ FT
Saleable Area	: 2659 SQ FT
Unit Configuration	: 4BHK

Unit-105



Unit-106



Unit-107



Floor 04



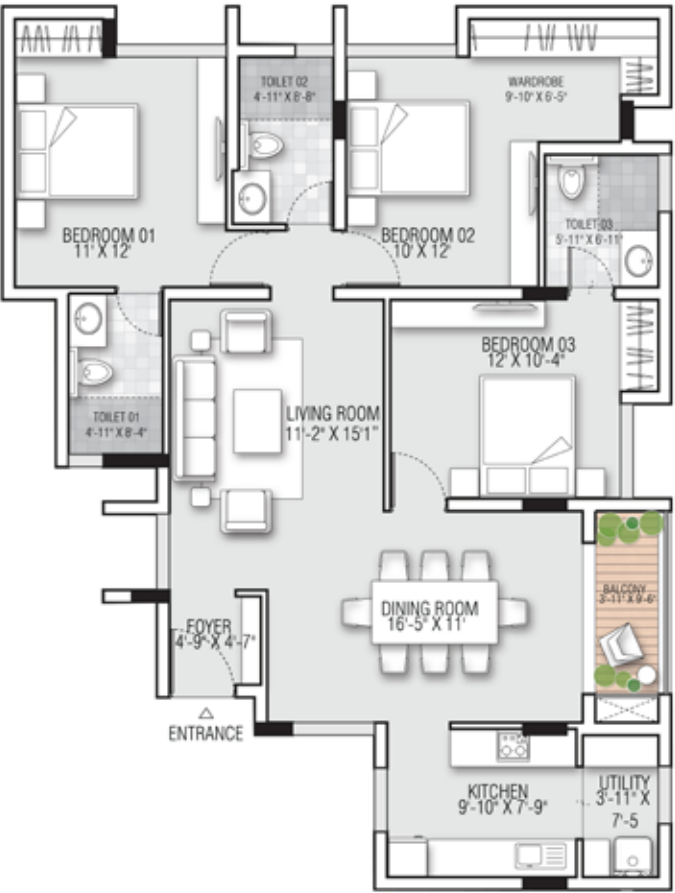
Unit-108

Carpet Area	: 1077 SQ FT
Saleable Area	: 1547 SQ FT
Unit Configuration	: 3BHK

Unit-109

Carpet Area	: 1808 SQ FT
Saleable Area	: 2620 SQ FT
Unit Configuration	: 4BHK

Unit-108



Unit-109



Floor 05



Unit-110

Carpet Area	: 2133 SQ FT
Saleable Area	: 3086 SQ FT
Unit Configuration	: 4BHK

Unit-111

Carpet Area	: 2015 SQ FT
Saleable Area	: 3003 SQ FT
Unit Configuration	: 4BHK

Unit-110



Unit-111



Ongoing Projects




ALPHA
SIGNATURE
📍 Medavakkam


ASTER
📍 Medavakkam

Completed Projects



BRICKVERSE
📍 Selaiyur


ALPHA
📍 Medavakkam

 EDGE
📍 Guindy


AVENUES
📍 Outer Ring Road

Explore EK Homes' diverse portfolio of projects and find properties that fit your budget and lifestyle preferences. Contact us to find your perfect abode today.



Other Projects.

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