Amenity & Facilities List and Marketing Plan – Guidelines

The purpose of the 'Marketing Amenity & Facilities list' is to highlight all the design related features/aspects of the development which would be important / valuable to the consumer (please note that this is not meant to be a comprehensive list of specifications) in a well-organized/understandable manner.

The legal Amenities & Facilities list will contain the same elements but without the embellishments that are used for the Marketing list eg. *Designer Double Height Entrance Lobby* (Marketing List) will be written as *Double Height Entrance Lobby* (Legal List). For guidelines wrt legal amenities & facilities list, see '*Design Inputs for Sale agreement*' policy.

Before preparing amenity/facility list of your project, please refer the amenity/facility list of similar (by segment or price point) project that we have done in last 24 months (or longer, if nothing similar done in last 24 months) – this will give a good starting point.

All Amenity & Facilities lists are to be broken into 3 groups in following order:

a. Unit related
b. Building/Cluster related
c. Development related

Aspects to Highlight (most attractive/important points at top of each group and then further arrange by room/area/similarity of points, if relevant)

Unit

a. Interior design by _____ (if branded firm)
b. USPs such as view, one/two residences per floor
c. Air-conditioning details
d. Flooring (separated by different rooms)
e. Any bathroom highlights (eg. 4-fixture bathroom) and bath fitments highlights (country/continent of origin and/or brand)
f. Fitted Kitchens highlights (if provided) or kitchen finishes.
g. Wall finishes (if special finishes are provided)
h. Balconies/Decks
i. Window highlights (eg. Floor to ceiling, DGU glass for noise protection)
j. Lighting (if provided)
k. Automation (if provided)
l. Specials rooms /spaces in the unit eg. Media, Store, Puja, Utility, Walk in Wardrobe, 4-fixture
m. Private Garden / Pool / Terrace (if applicable) in feet (with metres in brackets)
n. Floor to Floor / Ceiling Height (if exceptional)
o. Connectivity (as applicable)
    a. Provision for telephone and TV connectivity^
    b. Provision for Fibre optic (FTTH) and Direct to Home TV (DTH) connectivity providing hi speed internet access^

p. Anything else which may be considered a USP

If unit is on bare shell basis, agreement shall state under Unit that '*Unit shall be provided in bare shell basis with no finishes*' and no other features shall be mentioned.

Wing/Building related

a. Elevators
b. Main entrance Lobby
c. Floor lobby (and its finishes)
d. Façade USPs (if any)
e. Anything else which may be considered a USP

Development related

a. Names of design partners, if the same adds value
b. KCAs + Landscape and their highlights
    a. Club spread over ___ levels / _____ sq. ft. (if very large)
        i. Restaurant
        ii. Party Halls - __ nos with capacity of upto _____
        iii. Library & Lounge
        iv. Indoor Games with Table Tennis, Snooker and _____
        v. World Class Gym operated by _____ (if branded operator)
        vi. _____
    b. Temple
    c. _____
    d. Swimming Pool(s) & any highlights thereto (eg. 25 m pool, kids pool, wave pools etc.)
    e. Sports facilities
    f. Landscape highlights
c. Hospitality Services (as provided)
    a. Concierge
    b. Valet
    c. Housekeeping
    d. Room Service
    e. _____
d. Conveniences (as provided)
    a. Staff toilets & changing rooms
    b. ATM
    c. Convenience/Provision Store
    d. Medical Clinic
    e. Laundry
    f. _____
e. Parking and highlights thereto (ample open / covered parking, separate guest parking)
f. Security (covering unit, wing/building and development)

g. School
h. Spa operated by _____
i. Wi-fi connectivity in common areas (if applicable)
j. Anything else which may be considered a USP

Within each category (i.e. development, building, unit), please order by importance.
Measurement units: Imperial system eg. sq. ft., ft. (and where one feels necessary, metric system in brackets eg. sq. mtrs., mtrs)

If any of the aforesaid items are not applicable / not planned, same can be dropped from the list. Avoid writing brands as far as possible and if written mark with suitable disclaimer of 'or equivalent'. Similarly, other suitable disclaimers to be added (eg. excluding select areas <state> | or equivalent | select units only, see plans for reference | on chargeable basis by 3rd party provider).

Once the amenity list is prepared, please review to ensure that the information contained is not having unnecessary elements / details which may have limited relevance to the consumer + duplication / replication is avoided.

Amenity list to be approved by HoD Design / Director concerned. While sending for approval, send along typical floor plan, entrance level plan and amenity plans.

Layout Plan

a. A Marketing Project (MP) is identified by the amenities (say, clubhouse + garden) which is common to the buildings i.e. all the buildings which use the same clubhouse + garden will generally be part of the same MP.
b. Layout Plan should focus on the MP under consideration and its access road (land under other MPs should generally be avoided – if necessary to include, mark clearly as 'future development'. In select cases, if putting in visual details (not legend) of the adjacent MP helps make the layout plan 'feel better' the same can be included but the boundary between the MPs (if applicable) should be clearly marked).
c. For that particular MP, all known buildings to be indicated. Also footprint of any future buildings forming (or likely to form part of the MP) to be shown as rectangular block (preferably not exact footprint) and marked as 'future development'.
d. Landscape colours to be vivid and attractive.
e. In terms of colour usage, the building which are under sale (or completed) should be shown in one colour and future development (and other MPs, if applicable) in another colour.
f. Amenities should be clearly marked in plan and described in legend. Frivolous items to be deleted from landscape legend (eg. utility) and focus only on what is likely to be important to consumer.
g. Attractive font to be used for all text on the plan (see example below).
h. North direction to be marked
i. Disclaimers from amenity sheet are not required to be repeated on the masterplan. Marketing to ensure that the disclaimers from amenity list are printed in disclaimer section of brochure.

Example Layout Plan for Lodha Matunga



Floor Plan

Guidelines for how to prepare the floor plan:

a. All sale plans to be issued with dimensions in Imperial system (feet inches).
b. All dimensions to be rounded up to nearest inch.
c. In case of rooms with an add-on area beyond the regular shape (eg. L-shaped living dining or bedroom with additional wardrobe area), **the dimensions are to be stated as p x q + a x b.**
d. In case of irregularly shaped room (where difference at two extremes is > 10% in any dimension eg. One end is 10' and other is 12'), the longest dimension in each direction to be stated and room carpet area in sq. ft. to be stated.
e. All 11" to be rounded up to nearest foot and all 1" to be rounded down to nearest foot. (Ex. 4'11" to be written as 5'0" and 3'1" as 3'0")
f. For corridors, only the width is to be stated eg. 3'6" wide.
g. North direction to be marked.

The number must be designated in each unit at appropriate location e.g. in residential at the main entry, in commercial in the center of the shop, in Industrial unit center of the industrial unit.. Lift should be shown 'LIFT'.

In case of Luxury residential projects (and plans for any unit with RERA net area > 3000 sft), the area of each room should also be stated in the plan (the room's carpet area includes all parts that are connected to the room eg. WIW, toilets etc so that people have a full sense of scale and we don't break into too many small pieces). See sample unit plan:



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Unit plans (one for each unit typology (including separate for jodi typology) but do not need different unit plans for floor plan orientation change)

1. Arrange plan such that Living room window is always up
2. No direction marker required
3. Review furniture layout to make use it is elegant and doesnt block movement
4. Try to show the dining table as freestanding

Naming of rooms:

1. Standard names:
    a. Living/Dining. If both are separate, 'Living room' and 'Dining room'.
    b. Store
    c. Puja
    d. Utility
    e. Kitchen
    f. Deck (for single height balconies)
    g. Terrace (for > single height balconies)
    h. Home Theatre / Family room
    i. Corridor (not passage)
    j. Staff room
    k. Toilet; if only WC, then 'W.C.'
2. Bedrooms:
    a. 'Master Bedroom' to be names as such.
    b. Other bedrooms are to be named as 'Bedroom __' (starting from Bedroom 2, because Bedroom 1 is the Master Bedroom). The final bedroom should be the same number as the no. of bedrooms that are being sold eg. 3 BHK unit will have Master bedroom, Bedroom 2 and Bedroom 3. Toilets should also be numbered accordingly eg. Toilet of master bedroom to be called Master toilet, toilet of Bedroom 2 to be called Toilet 2
    c. Half bedrooms are to be called as 'Bedroom __' and not as 'study'.

Separately, following plans are to be provided to marketing:

a. Rendered floor plan(s)
b. Rendered Unit plan(s)
c. Layout plan w/ landscape incorporated
d. Plans of key KCAs (if available and final)