



# PRESENTATION

## THE THEME

The theme for this campaign is a continuation of earlier theme of using *ragas* in Today Villas other projects in Mayfield Gardens. Being one of the larger projects we have named it ***Sampoorna Gharana***. In Hindi “Ghar” is an adaptation of the word ‘Griha’. “Sampoorna” gives it a more holistic appearance.

# THE TEASER ADS



## OPTION- 1

We have in the first teaser ad, the face of Lord Buddha, deep in meditation with heavenly music twirling around him. The key word could be attaining Nirvana.

# THE TEASER ADS



## OPTION- 2

The second teaser appears more mystifying with a guitar playing to the wind. It's as if the wind is playing fusion - a mixture of the Occidental and the Oriental in a harmonious note.

# THE TEASER ADS



## OPTION- 3

In the teaser we show the main instrument of the *Ragas* up front, the tabla - the very heartbeat of any *Raga*. The visuals intend summing up the entire idea of being the core of a real *Gharana*.

## THE LAUNCH AD

The launch ad invites the prospective buyer to live in bliss in the melodious environs of *Sampoorna Gharana*, a place that brings forth together, the lavish and the comfortable.



## Come do Alaap with your Dreams

Come do Alaap with the latest Ragas. Sampoorna Alaap in 100 acres of pure paradise intertwined luxurious landscaped bliss. Offering you majestic Villas and singular single floor apartments that resonate with the Mother Nature's heavenly music. With all the western comforts mingled with lavish Indian philosophy. Created by the makers of Basant, Tarang, Bahaar, Saarang, and Malhaar. Adding a new note to fill your soul with eternal bliss.



- Villas and independent floor sizes range from 240 to 300 Sq. yards to suit your needs
- Just 20 minutes drive from Dhula Kuan
- 10 Shopping malls and 5 multi screen Cineplex's in your neighborhood
- 5 Golf courses
- A stone's throw away from reputed educational, management and medical institutions
- Kitchen and toilets with ceramic anti-skid tiles with Chrome finish faucets

- Lobby, living, and dining rooms with designer marble flooring
- Front door and frame in Teakwood
- Walls and ceilings in plastic emulsion
- Concealed Copper wiring with MCBs for additional protection
- Provision for 100% power back up
- Splash pools in rear lawn/fountain in front lawn
- Underground water tanks with rainwater harvesting systems
- Ultra modern round the clock security systems

**Come Dwell Where The Winds Play An Ode To The Heavens Above**

Today  
HOMES AND  
INFRASTRUCTURE

**TODAY HOMES AND INFRASTRUCTURE PVT. LTD.**

Regd. Office: Statesman House, 8th floor, Barakhamba Road, New Delhi-11.

Phone: 51521888/30 lineal Fax: 51521880

Site Office: N-17, Mayfield Gardens, Sector-51, Gurgaon, Haryana, Phone: 95124-3094280-81-84

email: [contact@todayhomes.co.in](mailto:contact@todayhomes.co.in) website: [www.todayhomes.co.in](http://www.todayhomes.co.in)

## THE PRODUCT AD

The Product Ad shows a little girl happily blowing bubbles, each bubble representing her dreams and desires which are as pure as the place she resides in.



# Reside in Poetical Purity At a Place Called Gharana



**Today Homes and Infrastructure** brings you ultimate comfort and luxury in hundred acres of land at Mayfield Gardens in Gurgaon, absolutely in tune with Mother Nature. A perfect blend of functionality merged with fine landscaped greenery by master architects and skilled craftsmen with a zeal for perfection.

A place where time stands still the moment you enter its hallowed gates. Choose from classic individual floors that takes your fancy, or live in regal style in your own majestic villas to bring your dreams come to life.

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## TODAY HOMES AND INFRASTRUCTURE PVT. LTD.

**Registered Office:** Statesman House, 6th Floor, Barakhamba Road, New Delhi-1.  
**Phone:** 51521886(10 lines) **Fax:** 51521890

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**email:** contact@todayhomes.co.in **website:** www.todayhomes.co.in

**Come Dwell Where The Winds Play  
An Ode To The Heavens Above**

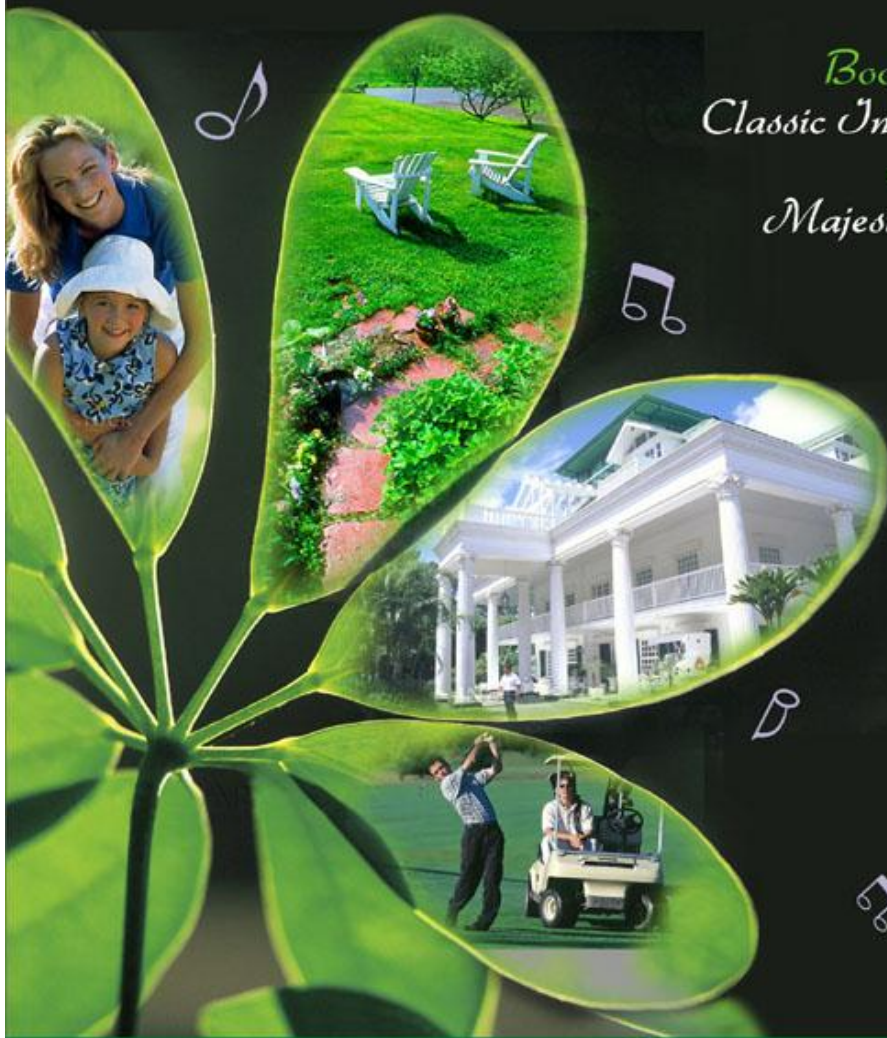
## PRODUCT AD - OPTION 2

This option turns the reader's attention towards the fact that the time he spends on even reading an ad is robbing him of the precious moments he could spend in his residence at Mayfield Gardens.

*Why read an ad ...*

*When you could be in Mayfield Gardens?*

*Book your own  
Classic Individual Floors  
or  
Majestic Villas*



Today  
Villas Sampoorna  
*Gharana*

Yes, the creators of **Basant, Tarang, Bahaar, Saarang and Malhaar** have created another masterpiece called **Gharana** to enchant you with its mystical magic. Choose from over 350 classic individual floors or 100 majestic villas that have every modern amenity measuring from 240 to 300 sq. yds.

to suit your pace and style. From crystal clear swimming pools to clubs and unparalleled sylvan surroundings set amidst hundred acres of pure paradise. Lots of home loan schemes to revitalise your dreams.

Better rush before your dreams become House Full!!

- Just 20 minutes drive from Dhuale Kuan
- 10 Shopping malls and 5 multi screen Cineplexes in your neighborhood
- 5 Golf courses
- A stone's throw away from reputed educational, management and medical institutions
- Kitchen and toilets with ceramic anti-skid tiles with Chrome finish faucets
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**Just  
few Floors  
&  
Villas Left**

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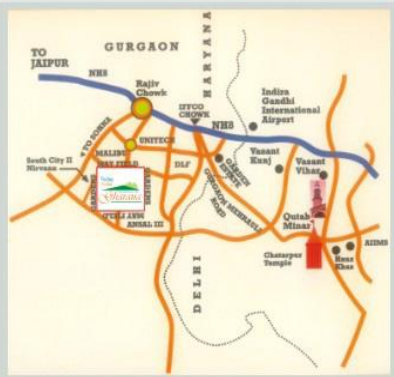
**Come Dwell Where The Winds Play  
An Ode To The Heavens Above**



## THE BROCHURE

Brochure resonates the essence of the entire concept. It is an amalgamation of all the designs used and gives detailed specifications that a prospective buyer may require, as well.

# Front and back



Come Dwell Where The Winds Play An Ode To The Heavens Above

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Today  
Villas Sampoorna  
*Gharana*



*Come Dwell Where The Winds Play An Ode To The Heavens Above  
- Come to Sampoorna Gharana...*

Today  
Villas Sampoorna  
*Gharana*

# Inside

*Just 20 minutes drive from Dhuala Kuan..*



Mayfield Gardens, located within the heart of millennium city Gurgaon, Sampoorna Malkhauns offers you a chance to reside in your own majestic Villas or your singular independent floor apartments amidst 100 acres scenic landscaped surroundings. Built by people who have already created legendary landmarks like Basant, Tarang, Bahaar, Saraang, and Malhaar. Made by exemplary Architects and Artisans with a perfect blend of western comforts and Indian artistry Sampoorna Malkhauns is like an island by itself, so cutoff the world itself, with no high rises blotting the horizons, but constantly in touch through every modern mode of communication. Integrated within the 100 acres are shops to meet your daily needs.

Today  
Villas  
*Sampoorna*  
*Gharana*

Come do Alaap with the latest Regas, Sampoorna Alaap in 100 acres of pure paradise intertwined luxurious landscaped bliss. Offering you majestic Villas and singular single floor apartments that resonate with the Mother Nature's heavenly music. With all the western comforts merged with lavish Indian philosophy. Created by the makers of Basant, Tarang, Bahaar, Saraang, and Malhaar. Adding a new note to fill your soul with eternal bliss.



Today  
Villas  
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*Gharana*





# Insert-front

Today  
Villas

Sampoorna  
*Gharana*

**Independent Floors**

Own your own floor measuring from 240 to 300Sq.yds to give you a choice between 2-3 bedroom with every conceivable amenity. Enter from the Teak door and doorframe. A giant chandelier mesmerizes you as you enter the foyer. The dining and drawing room floors are made from designer marble.

Master bedroom in soundproof laminated wood. Extra large balconies for a wide angle view of the landscaped lawns. The wide airy kitchen with a powerful exhaust fan and anti-skid tiles uplifts your mood even higher. Just observe the colorful butterflies and birds you'll be left wondering what you missed out on all your life.

**Regal Villas**

Experience the feeling the Maharajas of yesteryears felt. A wooden wicker fence leads to solid arched doorway with a shining brass knocking piece. Enter the magnificent foyer and step onto the plush velvet covered carpeted area stretching to the dining room. Modern laminated soundproof wooden floorings.

in the master bedrooms while the extra large airy kitchen has anti skid tiles. Gleaming genuine Chrome finish faucets make you appreciate the style as you nod your head in approval. A luxurious ornate bathtub soaks up your worries and leaves you refreshed to meet the dawn with a fresh mind. These supreme Villas come in 2 to 3 bedrooms measuring from 240 3000 Sq.yds.

# Insert-back



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## LOGO OPTIONS



## **LOGO OPTIONS**

All the six logo options project “Gharana” as a complete entity in its own, of which the resident is a very important part. Various interesting visuals like those of the sun, greenery and trees are used to convey the same message.

**THANK YOU**

