



LIFE IN
LUXURY,
365 WAYS
A YEAR.



DESERVE
A BETTER TOMORROW

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Certifications & Memberships:



Project Financed by:



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Discover luxurious spaces of born-with-a-silver-spoon living. Shades of luxury, designed to pamper you every step of the way. Comforts and conveniences, scrupulously crafted to perfection.

Ladies and Gentlemen,

Each day at Deserve ELITE is an open invitation to experience life extraordinaire. This all-inclusive, high-life residential project stylishly flaunts all the comforts you desire in a home, along with all the luxuries, you've always dreamed of.

Inspired by the fine life of the rich and the famous, Deserve ELITE is created to exude an aura of elegance, laced with glamour.

May we add, the beauty of its super-opulent Sky Villas and Apartments lies in the fact that they are 180° from everything ordinary. So, go on. Take a closer look at Deserve ELITE. Get mesmerised.

Don't pinch yourself. It is for real.

Life at Deserve ELITE is far away from mediocrity, closer to stardom.

On one hand, its magnificent facade is a grand celebration of the super-luxurious conveniences loaded inside. While on the other, the attention to the tiniest of details makes you feel like royalty.

Everything about these spaces is a result of thoughtful design. From its crème-de-la-crème location that reduces the travel stress, to its brilliantly designed interiors that nestles one away from the noise and the neon of the busy urban life.

A premium project by the Deserve Group, Deserve Elite essentially flaunts 7 towers with ultramodern living spaces.

And the icing on the cake is that it is designed by the country's stellar architect - Mr. Hafeez Contractor.

Key Project Features

- 7 Majestic Towers of S + 14 Storeys each
- Lavish Sky Villas
- Apartments - 2 BHK | 3 BHK | 3.5 BHK | 4 BHK
- Premium Location at Vrindavan Yojna, Lucknow



Lucknow – The multi-faceted, multi-cultural capital.

A vibrant city that flourished as a cultural and artistic hub of North India in the 18th and 19th, centuries, Lucknow has moved fast-forward in trade and commerce, as well.

A significant centre for education, aerospace, finance, pharmaceuticals, technology, design, culture, government, tourism, music and poetry, it stands tall as the eleventh most populous city in India, today.

Needless to mention, Lucknow’s dynamism is encouraging more and more discerning citizens to live in zones with distinct advantages. Like the Amar Shaheed Path, for instance.



Deserve ELITE, Vrindavan Yojna – Because superior residences deserve a location that follows suit.

Also referred as Lucknow’s growth corridor, Vrindavan Yojna is well-connected with almost everything needed for work and play.



Rail, Road & Air, Transports

- Amar Shaheed Path – 0.5 km
- Lucknow Railway Station – 11.3 km
- Utraitia Railway Station – 2.8 km
- Lucknow Airport – 10.7 km



Key Landmarks

- Hazratganj – 12.3 km
- Gomti Nagar – 8 km
- Lucknow Race Course – 7 km
- Bharti Walmart – 7.2 km



Educational Institutions

- GD Goenka School – 5.5 km

Medical Centers

- SGPGI Hospital – 3 km



The Moon. The Stars. And Deserve ELITE.
A few heavenly bodies that mark the
city sky, rather strikingly.

Sky Villas and Apartments





Drop-dead-gorgeous Sky Villas that are born to be show-stoppers.

Deserve ELITE's Sky Villas offer the ultimate in five star living.

Spread across a significant area, these villas offer brow-raising amenities. Right from exclusive sky decks, these Sky Villas let one indulge in the high-life. Literally.

Apartments that say it all. Without words.

Deserve ELITE apartments make for a great first impression. But take a closer look and you will fall in love with the chic touch in every little detail.

2 BHK | 3 BHK | 3.5 BHK | 4 BHK | Sky Villas



Residences with an
All-inclusive holiday.

External Amenities



Immerse your soul.

It is definitely not a sin to get carried away in to after-dark hours by Deserve ELITE's tempting waters. You could spend the entire evening teaching your little ones to float at the Swimming and Plunge pools, here. Or, relax in the lush Landscaped Garden while your children enjoy in the play area. The choice is all yours.

Azure Water Bodies

- Lotus Pond
- Swimming Pool
- Plunge Pool



Rejuvenating Spots

- Lush Landscaped Garden
- Children's Play Area
- Chit-Chat Area
- Toddlers Park
- Senior Citizen's Zone



Life is one big holiday.

With a host of health & fitness amenities that blend-in beautifully with nature; de-stressing zones and super-sophisticated socializing spaces, fashioned with the right balance; The escapades at Derve ELITE are a welcome respite for its dwellers.

Sweat it out

- Hi-tech Gymnasium
- Steam & Sauna
- Jogging Track

Smile, Relax, Enjoy!

- Barbeque Zone
- Multi-purpose Hall
- Meditation Cabanas



Spoil Yourself.

Indulge in your favourite sport...Let your hair down...Sing like no one's watching...
It is natural to get carried away in to after-dark hours here.

Indoor Sports

- Snooker & Billiards
- Chess
- Table Tennis
- Carrom



Clubhouse

- Business Centre
- TV Lounge
- Karaoke Room



The only thing absent in
here is the red carpet.

The Insides



Grand Living Rooms.

Consider the striking colour contrast in the living and dining room. An element of aesthetic designing that demarcates them, by keeping them one. Just a glimpse of the fine details you could expect in the insides at Deserve ELITE.

- Multi Glazed French Windows
- Italian Marble / Designer Vitrified Tile Flooring
- Video Door Phones
- Branded Electrical Switches
- Large Open Decks



Classy Bedrooms.

These rooms combine the classic, old-world charm with contemporary designing in a manner that makes way for plenty of natural breeze and sunshine. Smothered with comforts that are notches above average, they bestow up on its habitats the privacy they desire, in an aura that's timeless.

- Quality Indian Marble / Laminated Wooden Flooring in Master Bedroom
- Quality Indian Marble / Designer Vitrified Tiles in other Bedrooms
- Wooden Frame Doors



Gourmet Kitchen.

Whether it is the rich spices that tantalise your taste buds or the subtle aromas of a rich, Mediterranean fare your preference, Deserve ELITE's Gourmet Kitchen blends in superb planning with tasteful fixtures. So, go ahead. Play the chef.

- Modular Kitchen with Cabinet & Granite Platform
- Geyser for Hot Water
- Branded Accessories & Fittings
- Good Ventilation



Washrooms.

Notice the accessories; inspect the little nuances; play a devil's advocate over the fittings. Chances are, you'll instantly take a liking to this special chamber.

- Branded Sanitary Ware
- Water Proofing Treatment for Toilets



Meticulously Planned. Methodically Executed.

SPECIFICATIONS

STRUCTURE:
Seismic Load Resistant
R.C.C Framed Structure

FOUNDATION:
R.C.C Raft Footing & Columns

- LIVING & DINING, ROOMS
- Flooring / Skirting: Italian Marble / Designer Vitrified Tiles
 - Wall Finishes: Acrylic Emulsion / Plastic Paint
 - Ceiling: Oil-bound Distemper

- ALL BEDROOMS
- Flooring / Skirting: Quality Indian Marble / Designer Vitrified Tiles
 - Wall Finishes: Acrylic Emulsion / Plastic Emulsion Paint
 - Ceiling: Oil-bound Distemper

- MASTER BEDROOMS
- Flooring / Skirting: Quality Indian Marble / Laminated Wooden Flooring
 - Wall Finishes: Acrylic Emulsion / Plastic Emulsion Paint
 - Ceiling: Oil-bound Distemper



- SERVANT ROOM
- Flooring / Skirting: Anti-Skid / Ceramic Tiles
 - Wall Finishes: Plastic Emulsion Paint
 - Ceiling: Plaster with Plastic Emulsion Paint

- KITCHEN
- Modular Kitchen with Cabinet & Granite Platform and Geyser for Hot Water
 - Flooring / Skirting: Vitrified Tiles / Ceramic Tiles / Marble Stone
 - Wall Finishes: Oil-bound Distemper on the walls
 - Ceiling: Oil-bound Distemper

- DRY BALCONY
- Flooring: Anti-Skid Tiles



- TOILETS
- Flooring: Vitrified Tiles / Marble Stone / Ceramic Tiles
 - Walls: Ceramic Wall Tiles upto Dado level (approximately 2100mm). Oil-bound Distemper
 - Ceiling Finishes: Oil-bound Distemper
 - Sanitary Ware: Jaquar / TOTO / Kohler / Hindware equivalent brands with concealed fitting. Master Bathroom with Bathtub

- C.P. FITTINGS & ACCESSORIES
- Grohe / Jaquar Toilet Fittings or equivalent Single Lever Fittings in all toilets. Water proofing treatment for Toilets & Geyser in Toilet

- BALCONIES
- Flooring: Marble / Tiles
 - Wall Finishes: Exterior Grade Paint
 - Ceiling: Exterior Grade Paint



- EXTERNAL WALL FINISHES
- External grade Anti-Fungal / Anti-Algae paint from reputed makes and brands (as per building elevation & design)

- STAIRCASE
- Flooring: Polished Indian Stone / Indian Marble / Granite on treads. Risers & Landings
 - Wall Finishes: Oil-bound Distemper on plaster

- COMMON PASSAGE
- Flooring: Polished Indian Stone / Indian Marble / Granite
 - Wall Finishes: White Wash / Oil-bound Distemper
 - Ceiling: White Wash / Oil-bound Distemper



- DOORS AND WINDOWS
- Main Entrance Door: Painted / Polished Wooden Frame with polished flush door shutters
 - Internal Doors: Painted / Polished Wooden Frame with polished flush door shutters / One side laminated flush doors
 - Hardware: Locks & Hardwares from reputed makes and brands. High-quality steel / Brass hardware
 - Windows & External Glazing: Powder coated Aluminium frame windows with glass (As per elevation)

- ELECTRICALS
- Fixtures & Fittings: ISI Complaint Modular switches / Sockets, Distribution Boxes and Circuit Breakers from standard makes and Brands
 - Wiring: ISI complaint Copper wiring in concealed conduits. Adequate provision for Light, Fan and Power Points in all room. Electrical points for exhaust fans in Kitchen & Toilets
 - Plumbing: ISI complaint CPVC water supply pipes with standard values and accessories. ISI complaint PVC waste pipes and traps
 - Security System: CCTV Camera in common areas & Videophone at main entrance door



Crafted for the connoisseurs
of luxurious living.

Blueprints



Master Plan.

Legends

- | | |
|-----------------------------|---------------------------|
| 1. Main Entrance & Exit | 9. Kids Pool |
| 2. Name Feature Wall | 10. Timber Deck |
| 3. Car Parking Area | 11. Lotus Pond |
| 4. Ramp to Basement | 12. Lawn Area |
| 5. Internal Pathway | 13. Seating Under Pergola |
| 6. Children's Play Area | 14. Car Parking Area |
| 7. Yoga & Meditation Center | 15. Clubhouse |
| 8. Swimming Pool | |



It's time to live
a luxurious life.
365 ways
a year.



Deserve Group

Established in 2006 with a commitment to offer grand living solutions, Deserve Builders & Developer Ltd. ranks high among the aficionados.

The Group's dynamic approach and strategic decisions from time to time have enabled it to conquer a huge land bank. While its adherence to elevated quality standards, timely possessions, keen sense of market trends and associations with leading professionals, has earned it applauses galore from the cream of the crop.

Premium Residential Projects across Mumbai

- Chembur
- Borivali East
- Vikhroli
- Santacruz
- Malad
- Goregaon
- Kurla
- Mahim
- Wadala



Architect Hafeez Contractor AllAGD Arch, MS Arch & UD (USA), Doctor of Architecture honorisCausa

Picture some of the most breath-taking examples of modern architecture around the world. And good chances are that they will reflect the name 'Mr. Hafeez Contractor'. An icon of Indian Architecture, he heads the largest architectural firm in the country with 72 crore square feet of on-going projects in 100 cities and 5 countries.

From designing the tallest scraper in India - The Imperial Towers, Mumbai, as well as one of the highest residential buildings in the world - 23 Marina, Dubai; to modernising two of the most demanding airports in India - Mumbai and Delhi; to conceiving one of the best cricket stadiums in the world - DY Patil...the list is endless.

Spaces
that become
indulgence
for a lifetime.