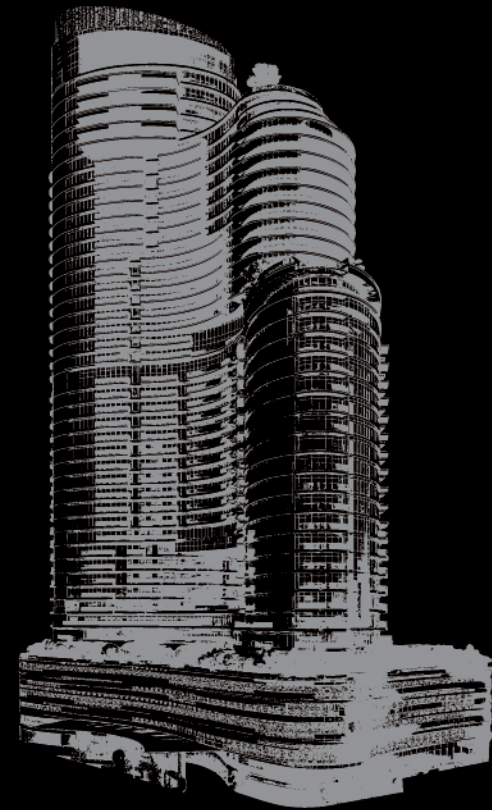


THE
LEGEND IS RISING



IMPERIAL AVENUE
DOWNTOWN DUBAI



INTERNATIONAL
PROPERTY
DEVELOPERS LLC

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DUBAI: CITY OF SUPERLATIVES

Blending East and West, Dubai literally stuns one's senses with its fascinating kaleidoscope of colour and contrasts. The capital of the United Arab Emirates offers visitors the exotic past wrapped in a modern package of fashionable malls, towering glass skyscrapers, exotic beach resorts and multi-lane highways.

Dubai is a city that routinely breaks records, and the trend continues...



World's Tallest Building:

Burj Khalifa

Soaring to 828 meters, the Burj Khalifa's 164 floors house corporate offices, palatial residences and an exclusive hotel.



World's Largest Man-Made Island:

Palm Jumeirah

3.3 billion cubic feet of sand was moved to create the artificial island of 5.72 sq.km. A monorail connects the mainland to the island's many luxury villas, clubs and trendy restaurants.



World's Largest Mall:

The Dubai Mall

With 3.7 million sq.ft serving 1,200 retail outlets plus a theme park and an ice rink, the Dubai Mall attracted 80 million visitors in 2017 -- more than that of New York City.



World's Only 7-Star Hotel:

Burj Al Arab

With its distinctive architecture, the Burj Al Arab redefined luxury hotels with its private beach and highly personalized service. Only suites are offered, starting at approximately US\$ 1,470 a night.



World's Richest Horse Race:

Dubai World Cup

Part of the Dubai World Cup Night series of races, this has regained the top spot with a purse of \$12 million in 2019, a record previously held by the American Pegasus World Cup in 2017 and 2018.



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IMPERIAL AV
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"Dubai is currently the world's most cosmopolitan city, with foreign-born residents making up 83% of its population. Its residents come from more than 200 countries and speak more than 140 different languages", said global consultancy firm McKinsey & Company in a 2018 survey.

This is one of the modern crossroads of the world, and like all such places there is an intermingling of different traditions and customs to form a unique international culture.

Take food; you can enjoy so many different choices -- from food trucks to family cafes to Michelin starred restaurants. And there is a vibrant nightlife. Theatres abound, as does a state-of-the-art opera house. Small wonder that most of the world's top entertainers start or end their concert tours in Dubai.

The city offers schools which are of an international standard, many of which are affiliated to overseas educational institutions. Opportunities for sports and leisure are truly endless.

All this is permeated with the traditional Arabic sense of hospitality that makes Dubai such an amazing place to live.

THE COSMOPOLITAN CULTURE

7th
safest city in the world*

* Khaleej Times/Numbeo Survey, 2020

INCRECIBLE INFRASTRUCTURE

In 2017, Popular Science magazine – one the oldest and most respected technology publications – dubbed Dubai as 'The City of the Future'.

This reflects the Dubai Electricity and Water Authority's ambitious programmes to harness solar power – 25% of the city's power needs will be met by sustainable energy sources by 2030. Advanced technology desalination plants provide 99.5% of the water supply – up to 416 million gallons a day.

The driverless Dubai Metro has the longest lines in the world – it's completely controlled by computers.



Dubai water canal

Ultra-modern ferries and water taxis ply on the man-made Dubai Water Canal, which has added 6.4 km of waterfront to the city – most of it used as attractive public spaces.

And, finally, the next generation transport system has already been tested – flying drone taxis, which can be summoned with a cell phone App. The pilotless drone vehicles are being built by the German firm, Volocopter, and will likely be operational by 2022.



World's Highest Quality Roads.



World's Busiest Airport in international passenger traffic – 89.14 million.



World's Longest Metro – 2 lines totalling 75 km with driverless trains.



World's Largest Solar Park – generates 700 MW and reduces carbon emissions.



World's First Hyperloop -- under construction, it will travel at 1,223 kmph; Dubai to Abu Dhabi in just 12 minutes.



World's Largest Man-Made Harbour – Jebel Ali covers 134 sq. km. and is the 9th busiest port in the world.



World's First Electric Taxi Fleet – The Road & Transport Authority has 125 Tesla cars on the road.



World's Tallest Hotel – The Gevora Hotel soars to 356 meters, with 1,608 rooms on 75 floors.

DUBAI THE REGIONAL NERVE CENTRE

Most major cities across the world are within 6 to 8 hours flying time.



IMPERIAL AVENUE
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No.1 

in financial services
for the Middle East, Africa
and South Asia.

3.8% 

GDP growth
annually forecast
till 2023.

56 

Billion US Dollars -
estimated annual tourist
spending by 2022.

86.4 

million people
passed through Dubai
in 2019.

26 

international
universities
with local campuses.

The throbbing economic heart of the Middle East, Dubai is also the financial centre for the region, particularly favoured by Africa and the Indian subcontinent.

It is the fourth most visited city, where tourists spend more than US\$537 per day -- a larger sum than anywhere else in the world.

It is also becoming the destination of choice for medical treatment for GCC and MENA residents due to its state-of-the-art healthcare technology and highly specialised doctors.

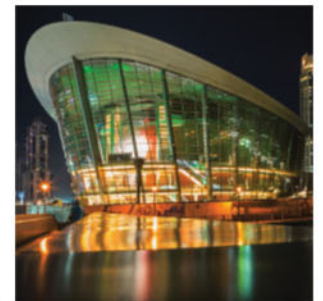
In addition to art galleries and top design talent, Dubai is also host to dozens of international universities and branch campuses.



The region's
financial capital
and nerve centre
for business



World class
medical services
with state-of-the-art
infrastructure



The Dubai Opera
symbolizes the
thriving music and
art culture



DUBAI HOST TO BIG BUSINESS

This is the city of opportunity, and almost every business sector operates here—banking and financial services, technology companies, automotive and aerospace, health and pharma and more...

Expatriate-friendly culture with no direct tax and low import duties make Dubai an attractive proposition for almost every multinational company.

McKinsey recently estimated that Dubai's global flows of goods, services, assets, and people contribute between \$250 billion and \$450 billion every year to global GDP.



HOST OF WORLD EXPO



EXPO
2020
DUBAI
UAE

As many as 25 million visitors are expected over the six month duration of the event which is being created on a 438 hectare site.

160 nations are participating and there will be approximately 60 events a day, including exhibitions, concerts and parades. 200+ F&B outlets will provide food from every corner of the globe.

The International Monetary Fund has predicted that World Expo will result in a substantial rise in Dubai's GDP.

The Dubai property market is expected to heat up before the event, and rentals are bound to rise.

US\$118.4

Billion Economy
(estimate for 2020).

100%

foreign ownership
of companies now permissible
in most categories.

300%

increase in space
planned for Dubai
International
Financial Centre.



income tax
or corporate tax.

5G

mobile network
from late 2020, will be 20
times faster than 4G



The Dubai Mall – its 5.9 million sq. ft. host 1,300 retailers, 200 F&B outlets and outstanding entertainment options.



Mall of the Emirates – renowned for the indoor ski resort and snow park, in addition to countless shopping and dining opportunities.



The Gold Souk – traditional marketplace of local jewellers and craftsmen, where ornaments can be custom made.



Dragon Mart 1 & 2 – with thousands of retail outlets offering an incredible variety of goods from China.



IMPERIAL AVENUE DOWNTOWN DUBAI

SHOPAHOLICS REJOICE

Dubai is truly a shopper's paradise -- second only to London in the number of international retailers. Here the shopping is done in malls and real stores -- an indulgence today.

Aside from the famous souks -- gold, spice and perfume -- shoppers can explore Dubai's famous malls. **The Dubai Mall, Mall of the Emirates, City Centre and City Walk**, to name just a few.

Fashionistas will enjoy the High Street and haute couture brands found in upmarket stores everywhere. Fashion and electronics continue to be a big draw.

LUXURIOUS ARABIC HOSPITALITY



700+ HOTELS WELCOME VISITORS INCLUDING THE 7-STAR BURJ AL ARAB

With hotel rooms in Dubai crossing the 110,000 mark, visitors are spoilt for choice.

Burj Al Arab, One & Only The Palm, Raffles Dubai, Atlantis The Palm, JW Marriot Marquis and Bvlgari Resort are among the many star-studded names.

Investments in this sector continue to pour in and the value of its major projects, including new hotels, resorts and hotel apartments reached US\$ 43 billion in 2018. The latest additions include Hong Kong's **Mandarin Oriental hotel and Starwood**

Occupancy levels have remained firmly in the high 70-percent levels for the past three years, with the government of Dubai implementing proactive policies to stimulate demand growth by relaxing UAE visa regulations for key source markets, such as Russia and China.

Tourism accounts for 20% of Dubai's GDP and approximately 6% of direct employment, so the hotels industry is booming.



Jumeirah Beach Hotel



Atlantis Hotel



JW Marriott Marquis



Bvlgari Resort

PERPETUAL BEACH PARTY

Black Palace Beach, Sunset Beach and **Al Mamzar Beach Park** are idyllic for a day of sand and sea, while **Kite Beach** has everything from kite surfing to paddleboarding. And the sun shines every day.

Luxurious beach clubs along the shoreline are fun for the whole family, offering food, fun, water sports and dancing to famous DJs.



THE WORLD'S PLAYGROUND

The city is a paradise for kids of all ages; Legoland provides an intriguing experience with wild rides and roller coasters. **IMG Worlds of Adventure** is the world's biggest indoor theme park – the size of 28 football fields – where state-of-the-art rides bring Marvel and Cartoon Network characters to life.



IMPERIAL AVENUE
DOWNTOWN DUBAI

For kids who prefer Hollywood, there's **Motiongate**.

And when it comes to water parks, you have the likes of **Laguna, Legoland, Aquaventure** and **Wild Wadi**.

Hub Zero offers laser tag, a 4D theatre driving experiences and advanced computer gaming. **Bounce Dubai** is dedicated to trampolines of all sorts. **Dubai Aquarium and Underwater Zoo** adds an unforgettable experience.

To experience diverse cultures, one can visit the many pavilions of the **Global Village**, a lively festival park brimming with street performances, thrilling rides and exotic food.

For an older audience, there are dune-busting desert adventures, skydiving, ballooning (with a safari thrown in), indoor skiing and even falconry. If golf is your game, welcome to some of the finest courses on the globe.

90% on
the Happiness Index,
measured by inputs from
6 million voters.
Dubai has a Minister of
Happiness & Wellbeing.





MOST TRANSPARENT REAL ESTATE MARKET

A growing population, rapid infrastructure development and easy liquidity have made Dubai a prime destination for real estate investment. Property prices are down from their peak, which makes such transactions even more attractive.

Foreigners are allowed to own **freehold property** in Dubai since 2002.

The current market scenario is one of opportunity for the buyer, with immense potential for capital appreciation.

New visa regulations favour investors in Dubai businesses and skilled employees, and also include a renewable 5-year retirement visa for property owners.

Dubai has an extremely stable currency pegged to the US dollar, and it is also one the world's most transparent property markets.



With business booming and major events planned in the near future, the property market is poised to offer fine returns on investment. Rental incomes are expected to rise substantially in the years to come.

5.19%

average gross rental yield on an apartment annually.

398,997

US\$ – average sale price of a Dubai apartment.

5

top property investors by nationality: UAE, India, UK, Pakistan, China.

24

Billion US\$ – in land, property and mortgage transactions in 2019.

49,133

units sold in 2019.

5

year renewable visas now issued, depending on investment.

INDIA'S PREMIER DEVELOPER



Since 1865, Shapoorji Pallonji has been making its mark – first on India, and then on the world. Today it is a US\$5 Billion conglomerate employing more than 60,000 people in 70 countries. A diversified group with interests in Real Estate, Construction, Engineering, Infra, Renewable Energy and Water. The company is also India's leading developer.

The company believes that smart engineering offers solutions to most problems – both geographical and human.



International Tech Park, Bengaluru



Reserve Bank of India, Mumbai.



The Imperial, Mumbai



Underground Metro Station, New Delhi.



Buddh International F1 Circuit, Noida.



Oberoi Towers, Mumbai.



Peninsula Business Park, Mumbai



UB City, Bengaluru.



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Golf Villas, Arabian Ranches, Dubai

VETERANS IN THE MIDDLE EAST

Shapoorji Pallonji International (SPINT) was the first Indian construction company to do projects in the Middle East, starting in 1971. Over the last 48 years, the company has built iconic properties – either as joint ventures or standalone projects.

UAE



Arabella Townhouses - Mudon, Dubai



Vida Marina, Dubai



**INTERNATIONAL
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IMPERIAL AVENUE



Hotel Rove at the Park, Dubai



Emaar 52/42, Dubai



Taj Grandeur, Dubai



Kings College Hospital, Dubai Hills.

SAUDI ARABIA

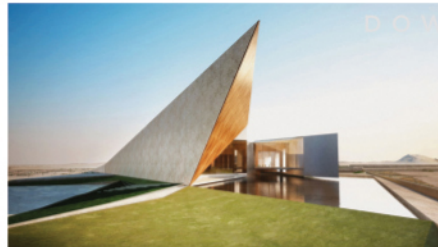


Sultan's Palace, Oman



Marriott, KSA

OMAN



Museum of Oman



Mall of Oman



Oman Convention & Exhibition Centre

KUWAIT



Al Sabah Hospital, Kuwait



Kuwait University



IMPERIAL AVENUE
DOWNTOWN DUBAI



Strategically located between Dubai Creek and Burj Khalifa, Imperial Avenue has every downtown advantage. Close proximity to schools and the metro, plus the best of entertainment, shopping and dining. Truly suited to the Imperial lifestyle.

THE DOWNTOWN ADVANTAGE

Downtown Dubai is the pulsing heart of the city – the two square kilometre inner sanctum that features some of the city's great landmarks like Burj Khalifa, Dubai Mall and the Dubai Fountain.

It is also the closest freehold location to the main business districts of Dubai -- DIFC and Business Bay. One of the most cosmopolitan neighborhoods, Downtown is renowned for its shopping, entertainment and dining options.

And there is a new jewel in the Downtown Crown...



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A mix of penthouses, podium villas and apartments ranging from 1 to 4 bedrooms, all wrapped in an elegant 45 storey tower with truly world class amenities.

Enter the artful serenity of the 10,000 sq.ft. lobby and you will know that you have arrived. There are 13 high speed elevators to whisk you up to your level.

Each living space is elegantly crafted for a Downtown lifestyle – luxurious bedrooms and baths with bespoke fittings. The ultramodern kitchen is designed to inspire your culinary talents. And there is piped LPG to help you excel.

Podium villas offer private infinity pools, and there are more at other levels.

You can hone your fitness in the state-of-the-art gym, or relax with friends in the mini-theatre. The clubhouse offers billiards, squash and a dedicated kids' play area.

In keeping with sustainable principles, your bath water is heated by solar power, greywater is recycled for use in the landscaped gardens, and the innovative 6D BIM (Building Image Model) process – introduced to Dubai for the first time – substantially reduces maintenance costs.



Grand entrance driveway



Elegant 10,000 sq. ft. lobby



Penthouses with panoramic views



Spacious deck areas



Typical bedroom



Retail spaces at ground level



Amenities on the 26th level



State-of-the-art gym



In-house mini theatre



Squash court



IMPERIAL AVENUE

DOWNTOWN DUBAI

Luxury Residences	
Unit Type	Area (sq.ft.) Sizes
1 Bedroom	860 onwards
2 Bedroom	1,275 onwards
3 Bedroom	1,800 onwards
4 Bedroom	3,065 onwards
Penthouses with Panoramic View	
4 Bedroom Penthouse	5,150 onwards
5 Bedroom Penthouse	5,525 onwards
Podium Villas	
3 Bedroom Podium Villa	3,715
4 Bedroom Podium Villa	4,240
5 Bedroom Podium Villa	5,935

Globally Renowned Partners

Architect - Arch Group

Past Projects:

J W Marquis | Grosvenor House

Landscape Consultant - Cracknel

Past Projects:

Landscape Consultants For Business Bay Canal And Downtown

Façade Consultant - Koltay

Past Projects:

Armani | Burj Khalifa

Contractors - Shapoorji Pallonji

Middle East

Past Projects:

Palace Of The Sultan Of Oman | Mudon Villas

ROBUST HOLIDAY HOME MARKET

Ever since Dubai licensed the leasing of holiday homes (also known as Short-Term Rentals), this sector has seen rapid growth.

With the six-month long World Expo commencing soon, 25 million visitors are expected – and many will opt for a holiday home rather than a hotel.

Of the total active listings for Dubai holiday homes online, 61% were entire homes or apartments, 31% were private rooms and the remaining 8% were shared rooms.

Dubai's holiday home market accounts for 2% of Dubai's total households, the highest proportion of all key global hub cities.

Downtown Dubai, Dubai Marina, the Palm Jumeirah, Jumeirah Beach Residence (JBR) and DIFC account for maximum number of holiday homes in the region.



IMPERIAL AVENUE

DOWNTOWN DUBAI

BASED ON THE OVERALL HOLIDAY HOME STATISTICS, IMPERIAL AVENUE INVESTORS CAN EARN GROSS RENTAL YIELDS IN EXCESS OF 10% P.A.*



*Terms & conditions apply. Holiday Homes are regulated by DTCM and the expected returns illustrated above are as per prevailing Av. Daily Rates for a 3 Bedroom Burj Khalifa view Apartment in Downtown.