

ESSJAY FORTUNE

— DISTINCT APARTMENTS AT BEGUMPET

EXPERIENCE THE DIFFERENCE!



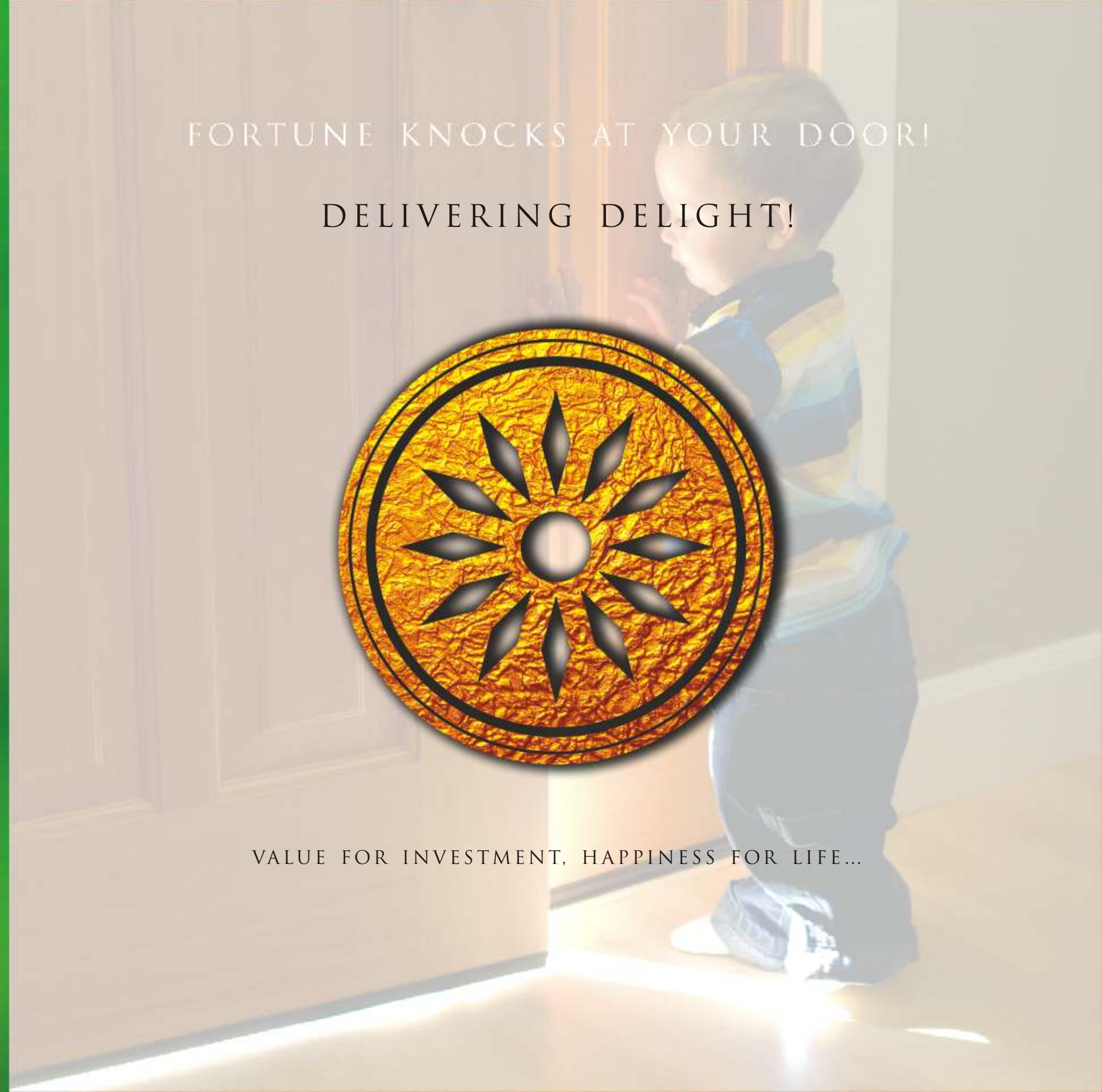
A PROJECT BY  FORTUNE GROUP

FORTUNE KNOCKS AT YOUR DOOR!

DELIVERING DELIGHT!



VALUE FOR INVESTMENT, HAPPINESS FOR LIFE...



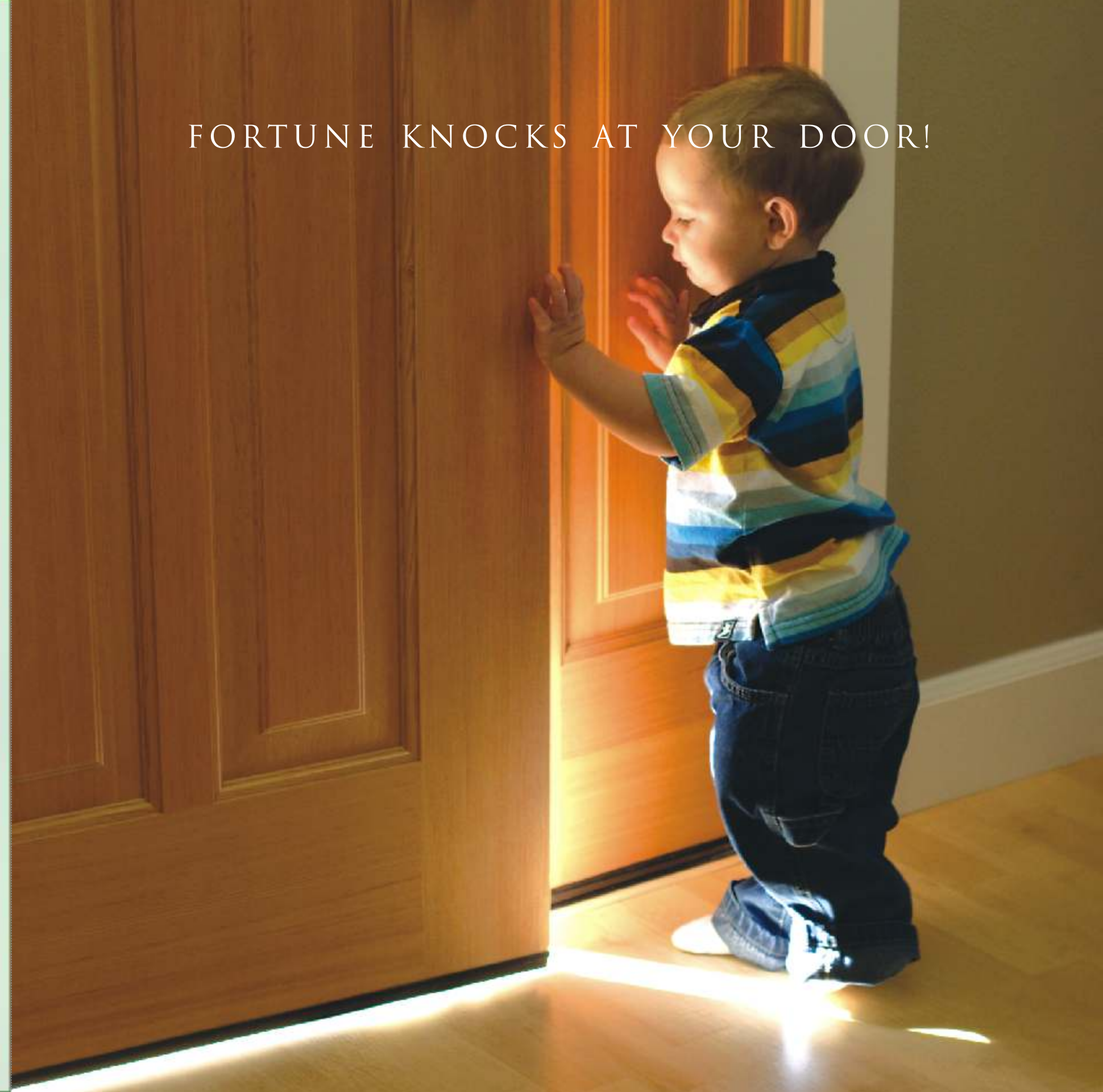
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DELIGHT IN DETAILS!

DELIGHT IS IN SMALL DETAILS. IN A FAST-PACED WORLD, AS BUILDERS, WE PAUSE AND LOOK AROUND AT EVERY DETAIL PASSIONATELY TO FIND WAYS TO IMPROVISE IT. WE STRETCH OUR IMAGINATION TO ACCOMMODATE YOUR HAPPINESS IN OUR APARTMENT.

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AT EVERY STEP YOU WILL SEE DELIGHTFUL VALUE ADDITIONS, AS SPACES UNWIND TO SURPRISE YOU WITH SUPERIOR DESIGN. IT MAKES ESSJAY FORTUNE A SPECIAL PLACE THAT VIBRATES WITH VITALITY.

WE CHISEL THE PROJECT TO PERFECTION THAT SHINES IN EVERY WHICH WAY YOU LOOK AT IT. THE PROJECT ENJOYS THE BUILDERS' EXPERIENCE AND CUSTOMERS INSIGHT INCORPORATED INTO THE DESIGN AND EXECUTION. ESSJAY FORTUNE COMES OUT ON TOP OF ALL YOUR EXPECTATIONS.





DISCOVER
THE DELIGHTFUL
ADDITIONS!

HIGHLY SECURE ENVIRONMENT

DESIGNER ENTRANCE LOBBY

TV DOOR PHONE

A/C PIPING OUTLETS PRE-FIXED

R.O. SYSTEM IN KITCHEN

TERMITE PROOF TREATMENT

AT PRE-CONSTRUCTION STAGE

ESSJAY FORTUNE

— DISTINCT APARTMENTS AT BEGUMPET

ESSJAY FORTUNE IS A SUPREME BLEND OF INSPIRING ARCHITECTURE, WITH RICH AMBIENCE. ITS MAGIC LIES IN PUTTING RESIDENTS' COMFORT AT THE CENTER. THE 63 APARTMENTS ARE OPEN ON THREE SIDES WITH MORE SPACE BETWEEN APARTMENTS TO FEEL MORE LIKE INDEPENDENT HOMES. SOPHISTICATED AND FUNCTIONAL INTERIORS WITH BRANDED FITTINGS, QUALITY CONSTRUCTION, THOUGHTFUL NICHE AREAS, AN INFRASTRUCTURE REplete WITH AMENITIES MAXIMIZE THE HAPPINESS. THE ENTRANCE LOBBY ACTS AS SCREENING POINT TO CHECK THE RIGHTFUL ENTRY INTO THE BUILDING.

- ⊗ **100% Vaastu compliant**
- ⊗ **No common walls**
- ⊗ **Large sit outs**
- ⊗ **Storage area in kitchen**
- ⊗ **Centralized piped gas**
- ⊗ **Designated wash area**



DISCOVER
THE DELIGHTFUL
ADDITIONS!

AT PRE-CONSTRUCTION STAGE
TERMITE PROOF TREATMENT
R.O. SYSTEM IN KITCHEN
VAC PIPING OUTLETS PRE-FIXED
TV DOOR PHONE
DESIGNER ENTRANCE LOBBY
HIGHLY SECURE ENVIRONMENT



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NOT JUST AN APARTMENT BUT A DELIGHTFUL ENVIRONMENT!

STRETCHES OF LANDSCAPING MERGE WITH
WALKWAYS, WATER BODIES, PLANTATION,
SEASONAL BLOOMS, DESIGNATED PLAY AREAS
AND WIDE DRIVEWAYS OPEN UP A DIFFERENT
WORLD TO YOU.



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PROJECT HI-LIGHTS

- ⦿ Strategic location
- ⦿ Premium quality construction
- ⦿ Only 63 stylish apartments in approx. 4000 Sq yds
- ⦿ Designer lobby at the Entrance
- ⦿ False ceiling in corridor
- ⦿ Designer cladding for elevator facade
- ⦿ Elegantly designed common areas
- ⦿ Children play area
- ⦿ Extensive Landscaping & Water bodies
- ⦿ Jogging track
- ⦿ 24-hr water supply
- ⦿ 24-hr Security with CCTV & Intercom
- ⦿ 24 hrs Power backup
- ⦿ Two-level parking
- ⦿ Wide driveways
- ⦿ Toilets for working staff

MAKE EVERY MOMENT DELIGHTFUL!

ESSJAY FORTUNE IS A FUN ZONE AS YOU RETURN HOME FROM A DEMANDING WORK LIFE. THE CLUBHOUSE HAS ALL THAT KEEPS YOU ENTERTAINED. THE RECREATION FACILITIES REVITALIZE YOUR BODY AND MIND. AN EARLY MORNING JOG AMIDST GREENERY IS REFRESHING. INDOOR GAMES LET YOU SOCIALIZE AND TEST YOUR SKILLS. THE FITNESS MINDED HAVE THE GYMNASIUM FOR THE WORKOUT. THE TERRACE POOL CONNECTS YOU WITH THE STAR-LIT SKY. MULTI-PURPOSE HALL IS AN EXCELLENT VENUE TO CELEBRATE PARTIES.

ESSJAY FORTUNE - AN EXTENSION OF YOUR MIND SPREAD OUT IN REALITY.

RECREATION FACILITIES

- Terrace swimming pool with deck area
- State-of-the-art A/C Gymnasium
- Multi-purpose hall
- Indoor games



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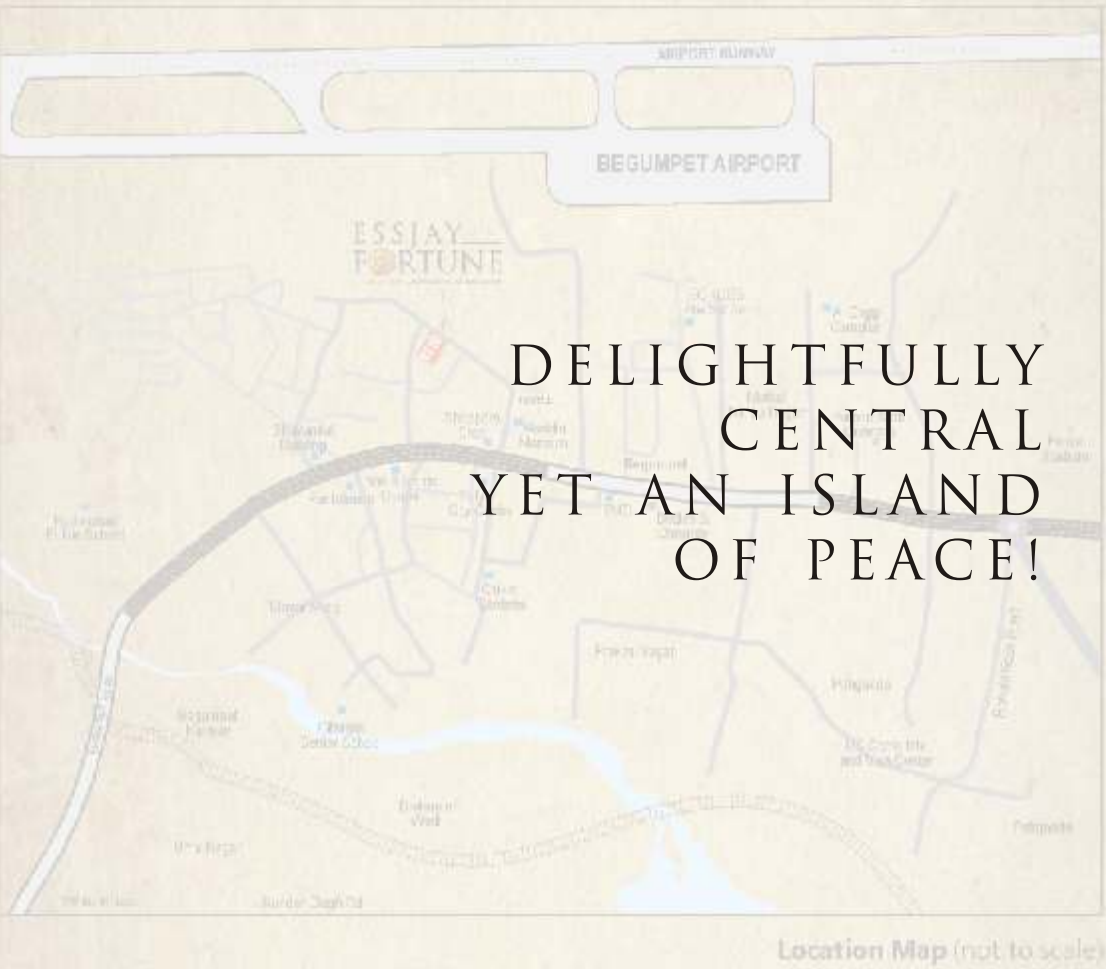
TYPICAL FLOOR PLAN



CELLAR FLOOR PLAN



SUB-CELLAR FLOOR PLAN



DELIGHTFULLY
CENTRAL
YET AN ISLAND
OF PEACE!

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DISTINCT APARTMENTS AT BEGUMPET

ESSJAY FORTUNE IS TUCKED INSIDE A QUIET LANE BEHIND THE SHOPPERS STOP AT BEGUMPET, AWAY FROM THE NOISY HIGHWAY BUT YET JUST A WALKING DISTANCE TO THE LIFELINE OF HYDERABAD'S CHERISHED BUSINESS DISTRICT.

ESSJAY FORTUNE COMMANDS A STRATEGIC LOCATION AND EXCELLENT REACH TO GOOD THINGS THAT CITY HAS TO OFFER. THE BEST OF SCHOOLS LIKE HPS, ST. ANN'S ARE NEARBY. SHOPPING DESTINATIONS LIKE SHOPPERS STOP, LIFESTYLE ARE AROUND THE CORNER. ACCESS TO THE OTHER CITY CENTERS IS EXCELLENT THROUGH HIGHWAYS.

IT'S A COSMOPOLITAN ADDRESS EVERYONE ASPIRES TO HAVE.

DELIGHTFULLY
CENTRAL
YET AN ISLAND
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SUB-CELLAR FLOOR PLAN



Location Map (not to scale)

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SPECIFICATIONS

⦿ **FOUNDATION AND STRUCTURE:** RCC framed structure to withstand wind and seismic loads for zone II

⦿ **SUPER STRUCTURE:** Fly ash / Hydraulic pressed cement blocks masonry in cement mortar for external walls. Fly ash / First class table moulded light weight brick masonry in cement mortar for internal walls.

⦿ **PLASTERING:**
INTERNAL: Single coat cement plastering finished with gypsum plaster / putty finish.
EXTERNAL: Double coat sand faced cement plastering finished with texture paint.
CEILING: Double Coat Sand faced cement plastering finished with putty finish.

⦿ **JOINERYWORKS:**
MAIN DOOR: BT wood door frame & shutter aesthetically designed with melamine polishing and designer hardware of reputed make.
INTERNAL DOORS: Internal doors in teak wood frames with termite and water proof designer moulded doors.

⦿ **FRENCH DOORS:** BT wood door frame & shutter style & rails with float glass paneled shutter and designer hardware of reputed make or UPVC frames with sliding doors.

⦿ **WINDOWS:** UPVC sliding windows with toughened glass. Elegantly designed MS painted grills for safety.

⦿ **PAINTING :**
INTERNAL: Smooth finish with luppam Altek or equivalent, two coats of acrylic emulsion paint over a coat of primer.
CEILING: smooth finish with luppam Altek or equivalent two coats of acrylic emulsion paint over a coat of primer.
EXTERNAL: Combination of texture and luppam finish as per architectural design.
Parking area: Two coats of cement based water proof paint over a base coat of primer and parking signage with radium paints, drive way route indication with radium paints.

⦿ **FLOORING**
DRAWING/DINING/LIVING: 3' x 3' vitrified tiles with skirting
BEDROOMS AND KITCHEN: All bedrooms and kitchen with 2'x2' vitrified tiles with skirting
INTERNAL/VISIBLE STAIR CASE/LOBBIES: Italian marble mixed with Indian marble, designed as per the Architect.
TOILETS: Best quality acid resistant anti skid ceramic tiles.
SERVICE / FIRE STAIRCASE: polished Kota stone slabs/ polished Tandur stone slabs .
LIFT CLADDING: Italian marble, mix with Indian marble and granite as per the architectural design.
PARKING: Granolithic / paving blocks flooring.
DRIVEWAY: Designer paving tiles in both sides of driveways.

⦿ **TILES CLADDING AND DADOING:**
KITCHEN: Glazed ceramic tiles dado upto 2' height above kitchen platform.
TOILETS: Designer glazed ceramic tiles dadoing with borders and motifs up to 7' height.
UTILITY/WASH: Glazed ceramic tiles dado upto 3' height.

⦿ **KITCHEN PLATFORM:** Granite platform with steel sink with hot and cold water provision with both municipal and bore well water connections and provision for water purifier.

⦿ **UTILITIES/WASH:** Electrical point provision for washing machine, dish washer and wet area for washing utensils etc.

⦿ **TOILETS:** All toilets to consist of granite counter for wash basin wherever space permits, Cascade model EWC of Parry ware or equivalent make, Hot and cold wall mixer with shower. Provision for geysers and exhaust fan in all toilets. All fittings of premium quality chrome plated of Jaquar or equivalent make.

⦿ **ELECTRICAL:** Concealed copper wiring in conduits for lights, fan, plug and power plug points wherever necessary of Havels, Crabtree, or Anchor make. Power outlets for air conditioners in all bedrooms. Power outlets for geysers in all bathrooms. Power plug for cooking range chimney, refrigerator, microwave oven, mixer grinder in kitchen. Plug points for refrigerator, TV and audio system etc. wherever necessary. 40 amps 3-phase supply for each unit and individual meter boards miniature circuit breakers(MCB) and ELCB for each distribution board.

⦿ **Air conditioning:** Split A/c piping pre fixed in all bedrooms.

⦿ **TELECOM:** Telephone point in all bedrooms, drawing and living areas. Provision for internet connection in living room/bedroom. 4 pair cable to all the units. Intercom facility in all units connecting to security and amenities.

⦿ **CABLE TV:** Common Dish antenna provision, connecting with concealed cables to all bedrooms and living rooms.

⦿ **LIFT:** Lift of Kone, Johnson make with V3F technology for energy efficiency.

⦿ **GENERATOR:** Acoustically insulated generator with auto start for all lifts, common areas and one light and fan point in bed room and living room and kitchen. (excluding power points)

⦿ **PLUMBING & SANITARY:** WATER SUPPLY: ISI marks GI / PPR piping executed by professional plumbers .
DRAINAGE: ISI mark CI / PVC sanitary piping.

⦿ **RAIN WATER HARVESTING:** The rain water from the terrace and open areas will be collected through rain water pipes, which will be discharged into the rain water harvesting pits to recharge the underground water levels.



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PERSONALIZED SERVICE AND OPEN WORK CULTURE HAVE HELPED FORTUNE TO EVOLVE INTO A TRUSTED NAME THAT STANDS FOR QUALITY PRODUCTS AND TIME LINES AS THE CORE OF OUR VALUE OFFERING.

OVER 17 PROJECTS ARE COMPLETED IN A SPAN OF 7 YEARS TO FULFILL THE ASPIRATIONS OF DEMANDING CLIENTS. ALL OUR PROJECTS ARE ENVIRONMENTS THAT OOOZE SOPHISTICATION, FUTURISTIC PLANNING AND GREAT FINISHING, AND OF COURSE A DELIGHT THAT GOES WITH IT.

UPCOMING PROJECT



An Iconic Project with limited edition apartments offering ultimate in luxury living in 10250 Sq.Yds. at Rd. No. 10, Banjara Hills

ONGOING PROJECTS:



Fortune Monarch 36, Bandra Kurla Complex - 40005



Fortune Kankaria Heights, Gandhinagar



Fortune Hill View, ECIL X Roads

BUILDING ADDRESSES OF DELIGHT!

COMPLETED PROJECTS:



Mahabubnagar Fortune, West Marreda



Boudhaji's Fortune, Abadi



Savitribai Fortune, Reguipet



Fortune Residency, Reguipet



Fortune Majestic, Marolli Neri



Fortune Casablanca, Madhav



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ONGOING PROJECTS:



Fortune Monarch 36, Road no.36, Jubilee Hills



Fortune KumKum Heights, Kondapur



Fortune Hill View, ECIL 'X' Roads

COMPLETED PROJECTS:



Mahalaxmi Fortune, West Marredpally



Rustumji's Fortune, Abids



Sawhney Fortune, Begumpet



Fortune Residency, Begumpet



Fortune Majestic, Masab Tank



Fortune Casablanca, Madhapur

PROMOTERS



FORTUNE GROUP
BUILDERS & DEVELOPERS



ESSJAY CORPORATION

Nagarjuna Hills, Hyderabad

SRI FORTUNE BUILDERS

Passion At Work

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