

where
business
legacies are
mapped.

serenity
reserve
where calm meets class

a niche carved for business...

Luxury in retail is about being present in the right place at the right time.

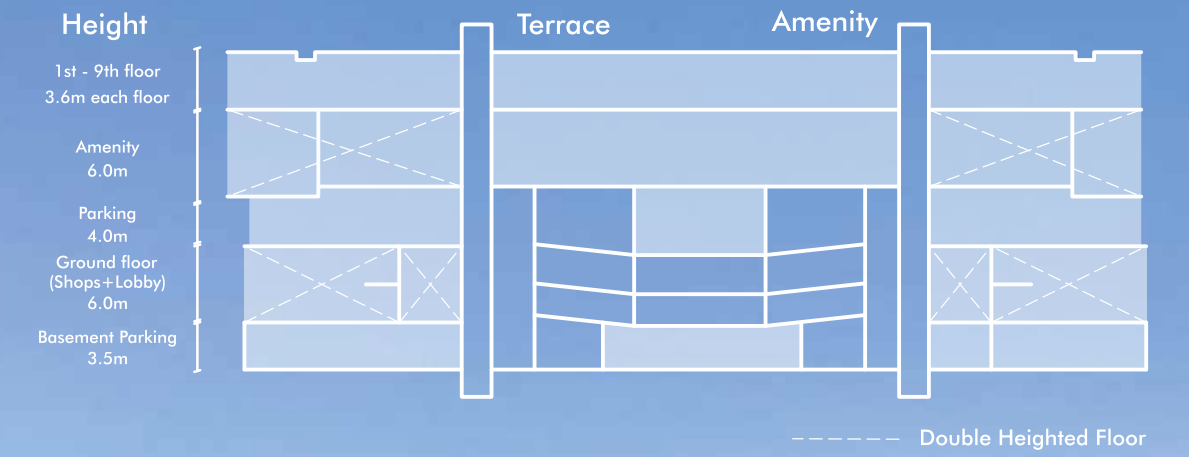
Serenity Reserve is the niche carved in the epicentre of that boom, just for you. Elegantly **structured facades**, **double-height** retail fronts, and layouts crafted to **maximise opportunities** brimming with visibility.

Every retail space is designed to feel **expansive, intuitive, and business-ready**; the kind of address that doesn't just host enterprise, but **elevates it**.

a space to map your legacy

Serenity Reserve rises with a facade that is meant to be noticed. **Expansive glass, sharp proportions and modern lines** create unmatched visibility for each unit. It is an architecture that does not just house business, it gives you a firm foundation to **build your Legacy.**

back view & key section



strategically incubated for business resilience



Strategic Location (No U-Turn)

Prime Spot at Scheme No. 140,
Maharaja Agrasen Chowk with No U-Turn,
just seamless access.



Ample Parking & Landscaping:

Dedicated parking with lush landscaping
for a calm and welcoming entry.



Strategic Position:

In close proximity to the upcoming
District Court offering high visibility and consistent
footfall for thriving commercial activity.

16 exclusive commercial retail spaces



Prominent Storefront:

Double-height structure 6m with
wide frontage for maximum visibility.



Vibrant Community:

Surrounded by a thriving
neighborhood of 4 Lakh+ catchment.



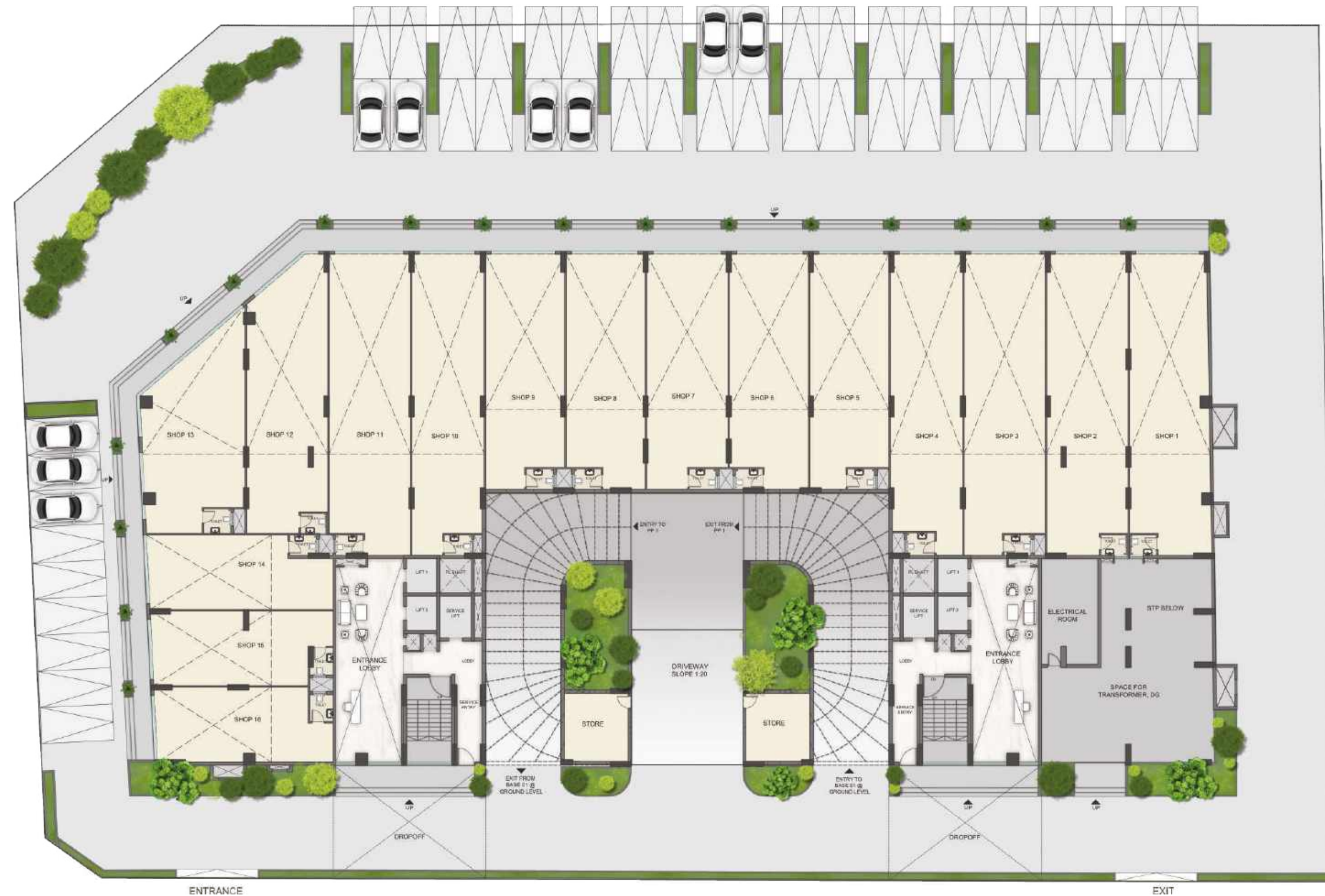
Thriving Residency:

54 residences accommodating elite
families crafting a serene community.



a reserve to flourish and flow

Planning here is purposeful. Frontages are wide, ceilings are high and circulation is natural ensuring every unit stands out, draws footfall and supports efficient operations.



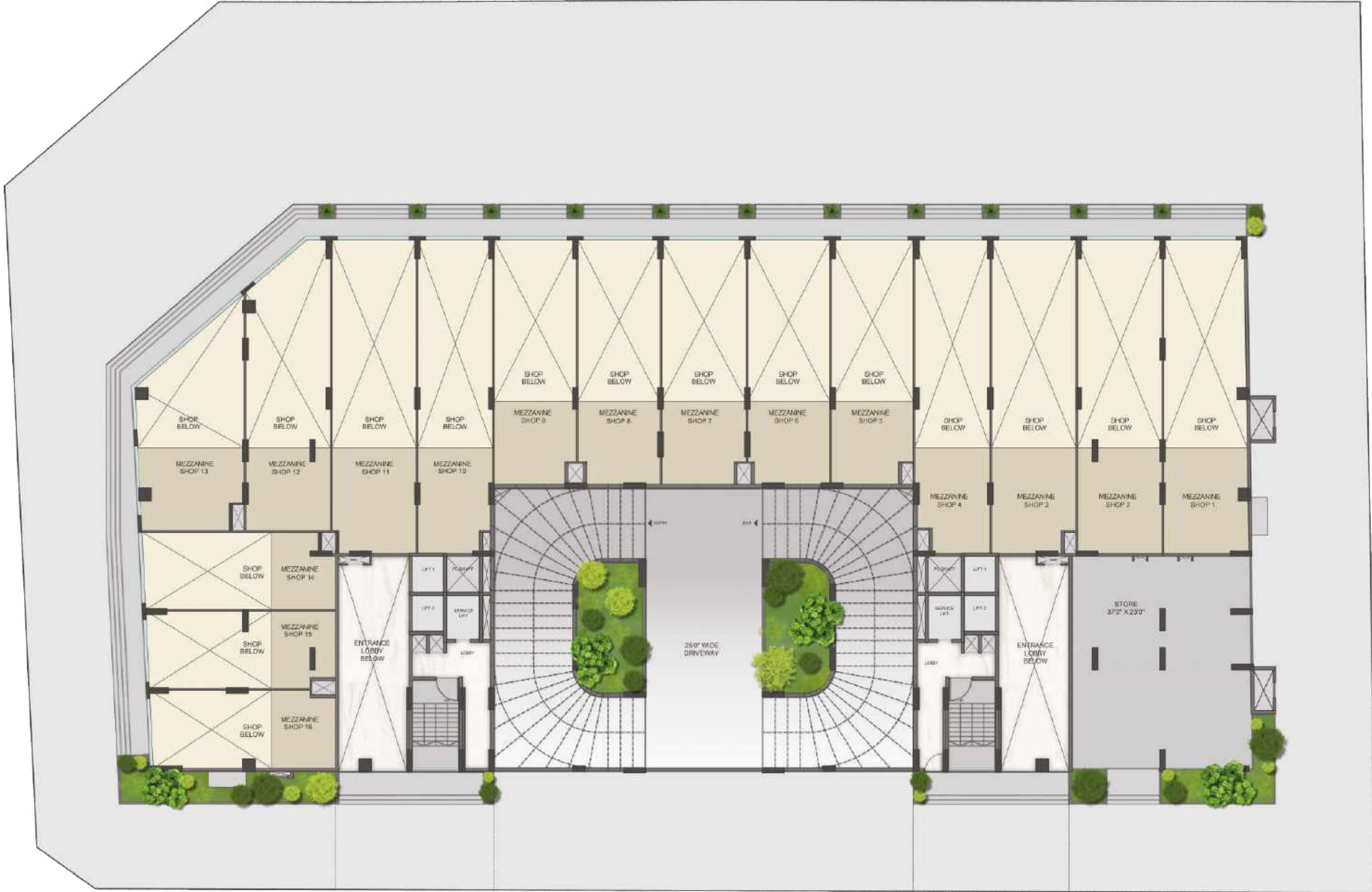
Ground Floor Plan

Store Height: 6M Including Mezzanine

perceptive planning for prosperity

Utility areas are integrated smartly, keeping focus on what matters the most: Customer Engagement and Commercial Visibility.

Spaces that are impressive to own, practical to run and future-proof in design.



Mezzanine Floor Plan

Store Height: 6M Including Mezzanine

the epicentre of boom

Located in the booming Scheme No. 140, where accessibility is the new luxury, Serenity Reserve offers the perfect proposition of visibility, growth and long-term appreciation. It is a location that ensures a lifestyle of convenience for consumers and unmatched potential for investors without compromising on Indore's rhythm of growth.



Landmarks

- 1 min District Court
- 1 min Zodiac Mall
- 2 mins Agarwal Public School
- 8 mins Daly College
- 10 mins Phoenix Citadel Mall
- 10 mins MY Hospital
- 15 mins Bombay Hospital
- 20 mins Rajwada



Connectivity

- 2 min Ring Road
- 5 mins AB By Pass Road
- 10 min Proposed Bhopal-Indore Expressway
- 15 mins Railway Station
- 40 mins Airport



location map

SCAN FOR LOCATION



faces behind the legacy, that delivers



With a legacy spanning manufacturing, hospitality, exports and FMCG, the founding team behind Prakrati Realtors Pvt. Ltd. brings together some of Central India's most respected names in business known for their precision, process-first mindset and customer trust built over decades.

Bound not only by vision, but by over 35 years of strong and successful association the Agrawal and Neema families share a deep-rooted bond. One that has now evolved into a shared dream.

Mr. Sanjay Agrawal and Mr. Vinod Agrawal, the force behind Naughty Foods Pvt. Ltd., have led one of India's most admired confectionery brands for over 28 years, backed by a 750+ strong team and a 3 lakh sq. ft. manufacturing facility. With a footprint that spans India and global markets, their journey has been defined by scale, integrity and consistency in delivery.

Mr. Rahul Neema and Mr. Rupal Neema, seasoned entrepreneurs whose ventures span over five decades and reflect excellence across sectors. They serve as directors in legacy trading firm Shreenath Pipe Agency and automobile components manufacturing leader R.R. Tubes Pvt. Ltd., while also helping Ruan Mercantile Pvt. Ltd., a prominent import-export company. Their foray into hospitality includes roles in Assure Gourmet LLP which operates Berlin restaurant, Affairs Corp. that runs Zoku a pan-Asian dining brand and Surya Hospitality Pvt. Ltd. which owns the renowned Farzi Café.

Together, they form a coalition built not just on diverse expertise but on a shared ethos of organised execution, product-led experience and long-term value creation. This is not just a company. It is a legacy reborn. Redefining how Indore lives, builds and believes.



Mr. Sanjay Agrawal

Managing Director,
Naughty Foods Pvt. Ltd.
Director, Prakrati Realtors Pvt. Ltd.



Mr. Vinod Agrawal

Director, Naughty Foods Pvt. Ltd.
Director, Prakrati Realtors Pvt. Ltd.



Mr. Rahul Neema

Director, Shreenath Pipe Agency,
R.R. Tubes Pvt. Ltd.,
Ruan Mercantile Pvt. Ltd.,
Assure Gourmet LLP (Berlin restaurant),
Affairs Corp. (Zoku - Pan Asian restaurant),
Surya Hospitality Pvt. Ltd. (Farzi Café),
Prakrati Realtors Pvt. Ltd.



Mr. Rupal Neema

Director, Shreenath Pipe Agency,
R.R. Tubes Pvt. Ltd.,
Ruan Mercantile Pvt. Ltd.,
Assure Gourmet LLP (Berlin restaurant),
Affairs Corp. (Zoku - Pan Asian restaurant),
Surya Hospitality Pvt. Ltd. (Farzi Café),
Prakrati Realtors Pvt. Ltd.

why real estate?

From the visionaries behind **Basant Vihar Colony** (developed as a cooperative society) and **Prakrati Corporate** on Y.N. Road, in This new chapter into real estate is not a detour, it's a deliberate evolution.

Real estate, despite its scale, remains one of India's most unorganised sectors. Having built process-led, product-first businesses for decades, Prakrati Team saw a clear opportunity:

- To bring structure where chaos dominates.
- To replace guesswork with governance.
- To bridge aspiration and execution honestly.

With an existing legacy of excellence and cross-industry success, Prakrati Realtors Pvt. Ltd. enters this space to **redefine how real estate is envisioned, built and delivered in Central India.**

the promise of Prakrati

We promise to fulfill dreams
Every detail delivered with care,
Every commitment upheld with conviction.



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www.rera.mp.gov.in



serenity reserve

where calm meets class

a project in its own league

PROJECT BY



DESIGNED BY



CONSTRUCTION BY



STRUCTURE DESIGN BY



MEP CONSULTANT



LANDSCAPE BY



Member of
CREDAI

For More Information Contact us
Prakrati Realtors Private Limited

📍 Plot No. RCM 5, IDA Scheme No. 140 Main Road,
Maharaja Agrasen Square, Indore

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SCAN FOR FACEBOOK



SCAN FOR INSTAGRAM



SCAN FOR WEBSITE



SCAN FOR LOCATION



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