

a Reserve
for urban
calm

serenity
reserve
where calm meets class



PRAKRATI

REALTORS

Building Dreams, Delivering Trust

a reserve that
feels like
homecoming
at scheme no. 140

With no U-turns, only forward living, this reserve is set to become a landmark of its own.

As from the first light to twilight winds, Serenity Reserve is designed for **prime life experiences**

From **glorious balconies to European finish**, every element evokes a sense of class. As **new epitome of intuitive living**, this reserve is designed for not just a purposeful architecture, but quiet assurance of permanence and a vision of **happier life**.

A sanctuary designed to experience the euphoria of coming back to the place you call **home**.

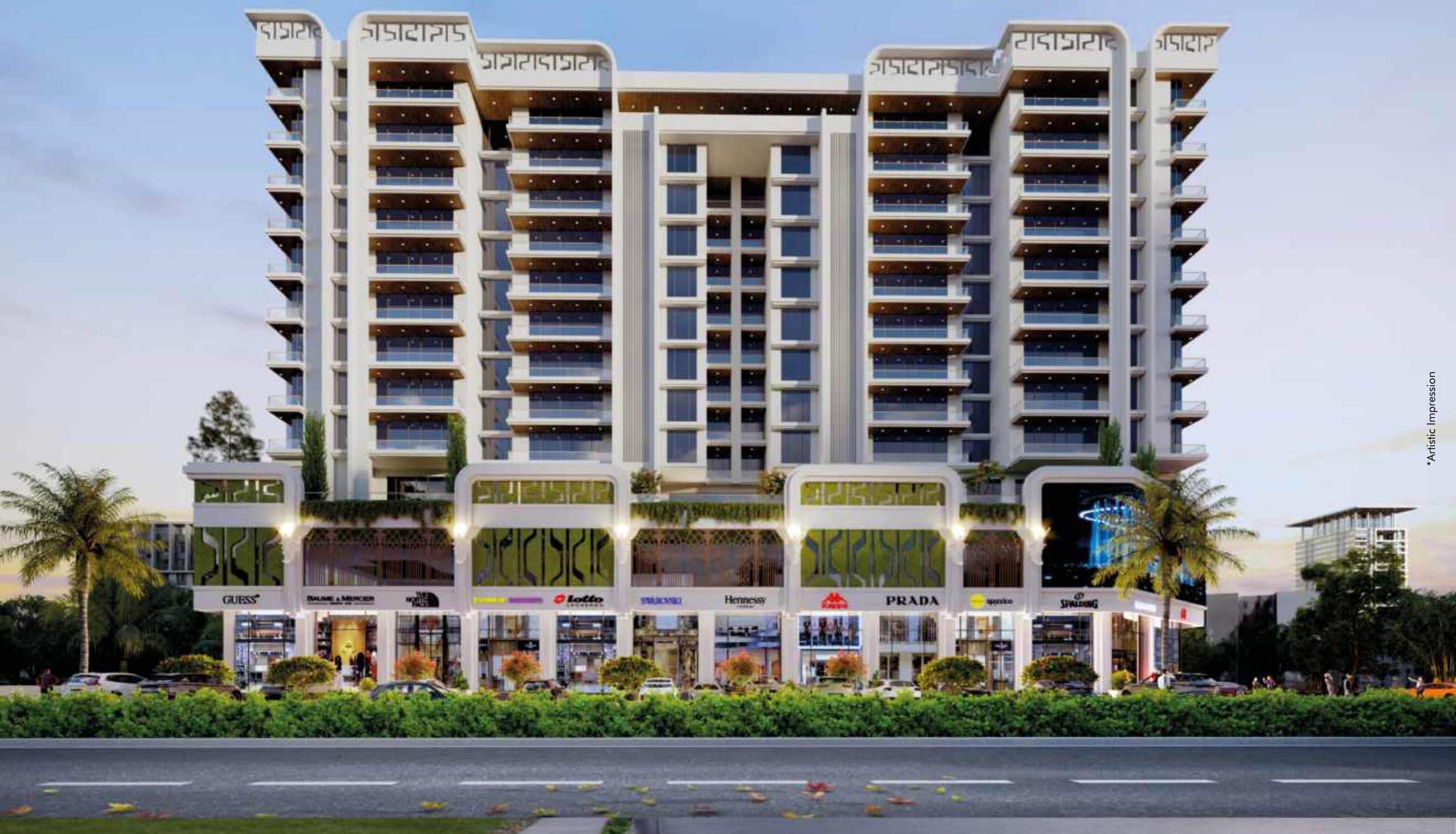
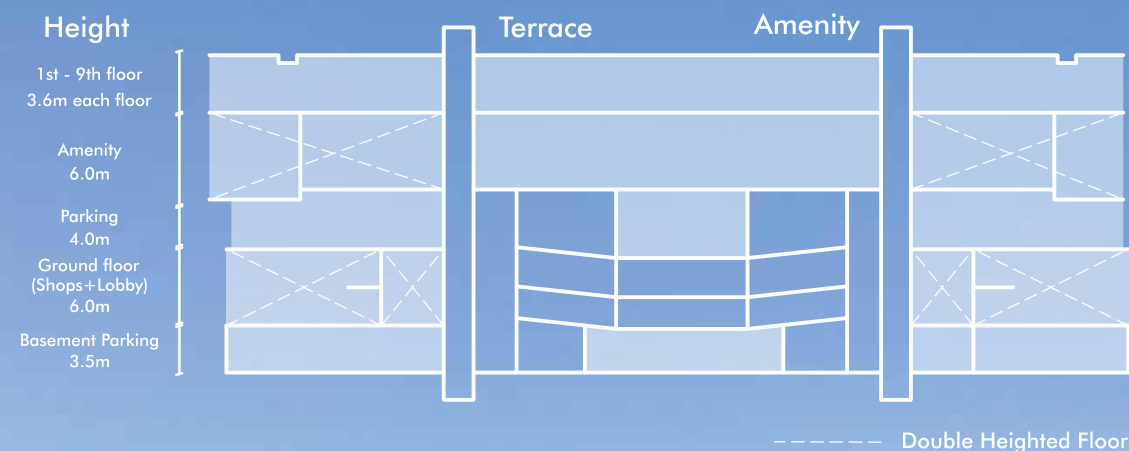
a reserve
crafted
for splendour
& class

Luxury is felt in the ATTENTION TO DETAIL.

European niche materials, elegantly chosen textures and fast-paced, functional planning with naturally layered lighting, all of this comes together to create a home that feels intuitive, elevated and timeless.

'THIS IS YOUR FOREVER HOME' Because the civil framework is engineered with precision, combining the structural integrity with spatial efficiency. Serenity Reserve is a structure that is built to shine as a landmark to the new era of construction in Indore.

back
view &
key
section



*Artistic Impression



*Artistic Impression

entrance lobby with lift
6M HEIGHT



a Reserve for every generation

Podium & terrace spaces that bring all ages together. Play zones for children, quiet nooks for reflection and socializing, terrace for everyone.

A living canvas where connection, leisure and joy unfold at every stage of life.



Podium Floor Plan

Height: 6m

- 1. Pantry
- 2. Multipurpose Hall
- 3. Tree Arbor

- 4. Party Deck
- 5. Activity Room
- 6. Squash Court

- 7. Multipurpose Lawn
- 8. Board Room
- 9. Lounge

- 10. Meeting Room
- 11. Walking Track
- 12. Soft Floor for Kids (EPDM)

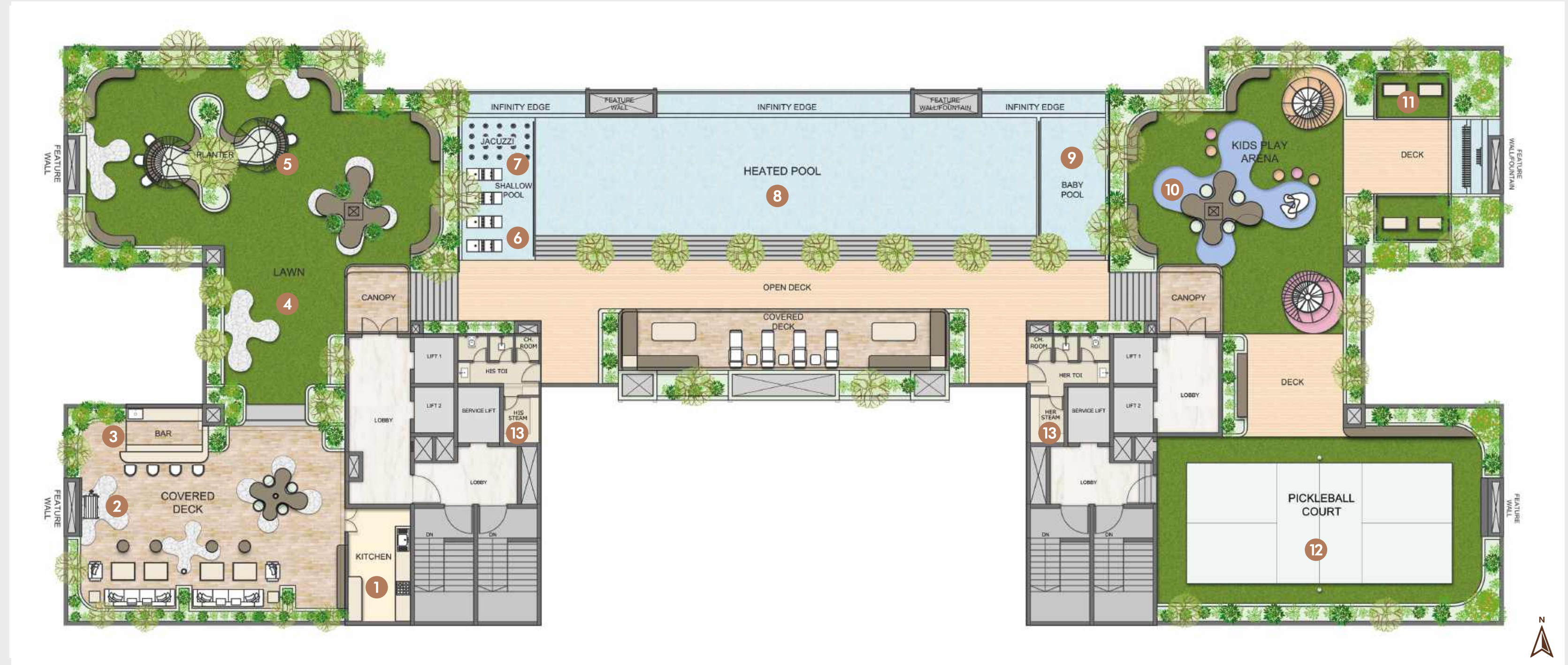
- 13. Kids Play Zone
- 14-15. Open Library
- 16. Yoga Zone

- 17. Gymnasium
- 18. Indoor Games Area
- 19. Temple

a reserve for
all rhythms
of life

A home that adapts to your mood and moment. Sunrise decks for the mindful, play areas for the young, quiet gardens for the wise.

Terrace and podium amenities invite community and calm across every age group.



Terrace Floor Plan

- | | | | |
|---------------|--------------------------|-------------------------|---------------------------|
| 1. Kitchen | 4-5. Sit-Out Garden Area | 8. Heated Swimming Pool | 11. Swing Seating |
| 2. Party Deck | 6. Pool Deck | 9. Kids Swimming Pool | 12. Pickleball Court |
| 3. Bar Space | 7. Jacuzzi | 10. Kids Play Area | 13. Steam (Male & Female) |

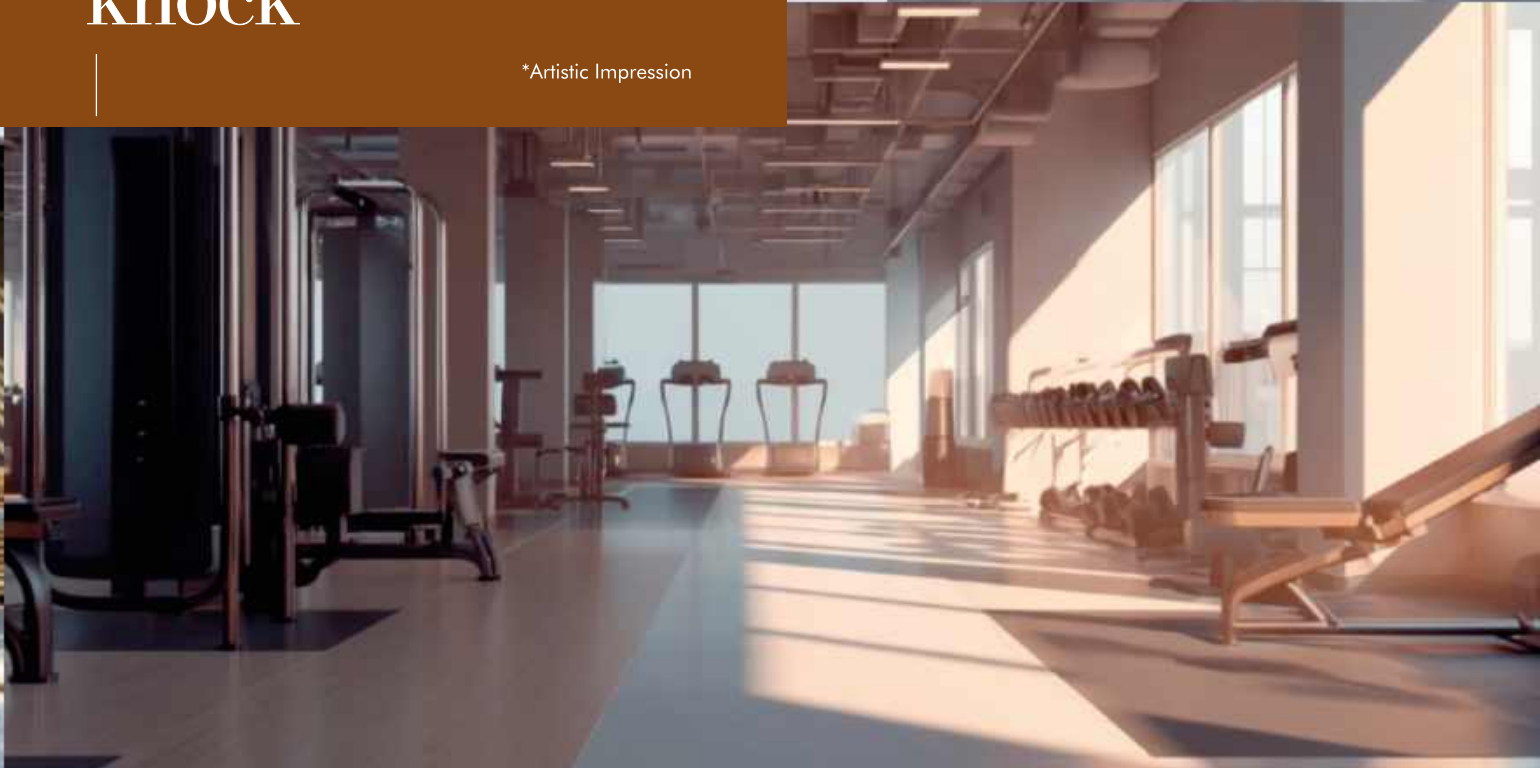
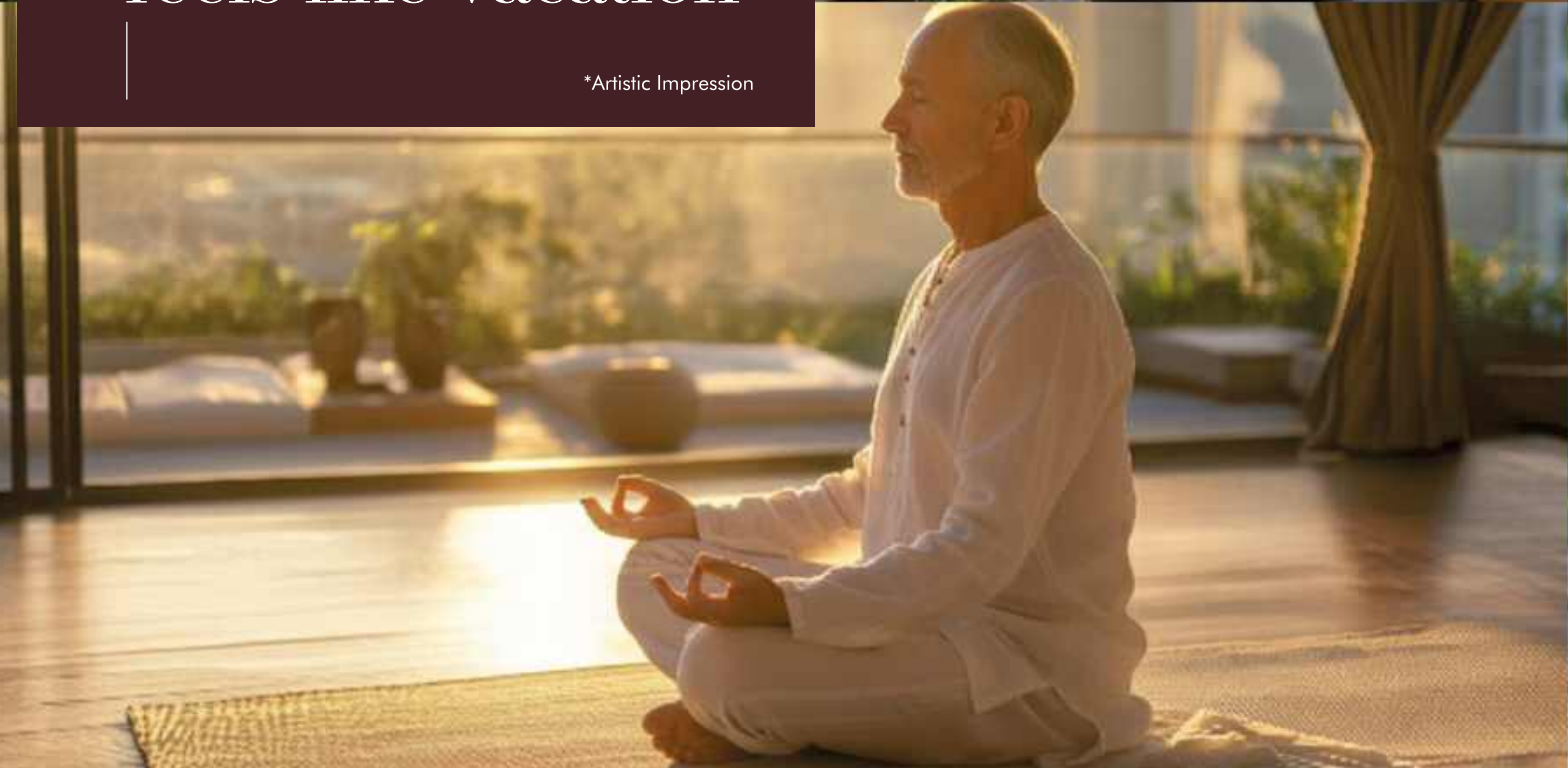


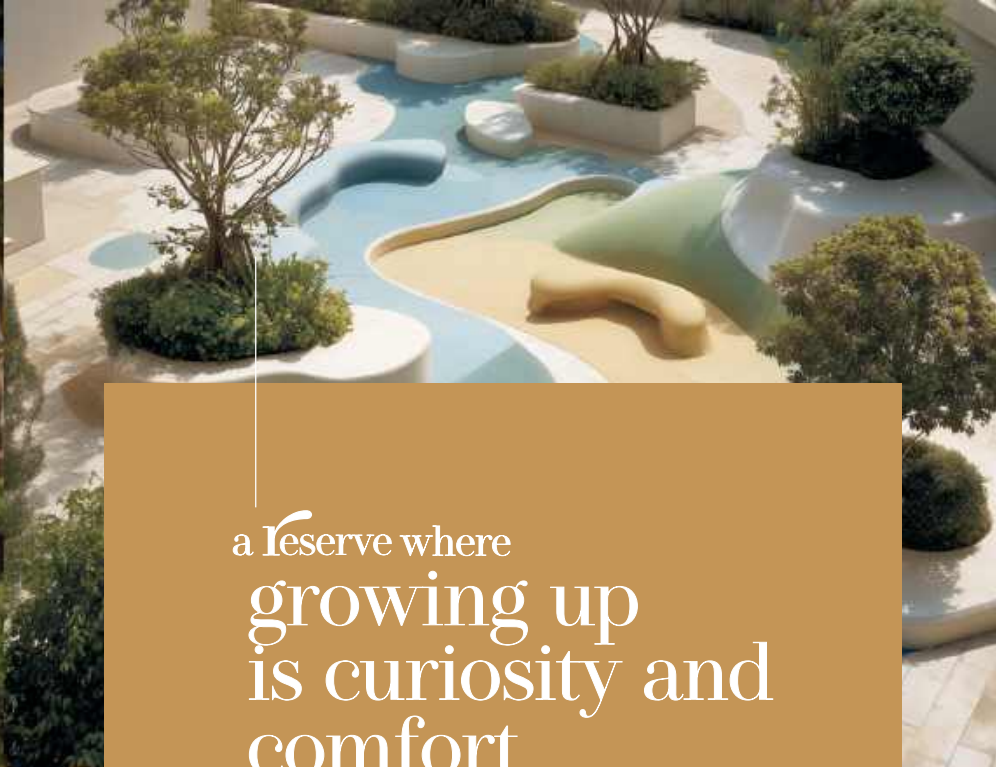
a *réserve* where
retirement
feels like vacation

*Artistic Impression

a *réserve* where
opportunities
for self-discovery
knock

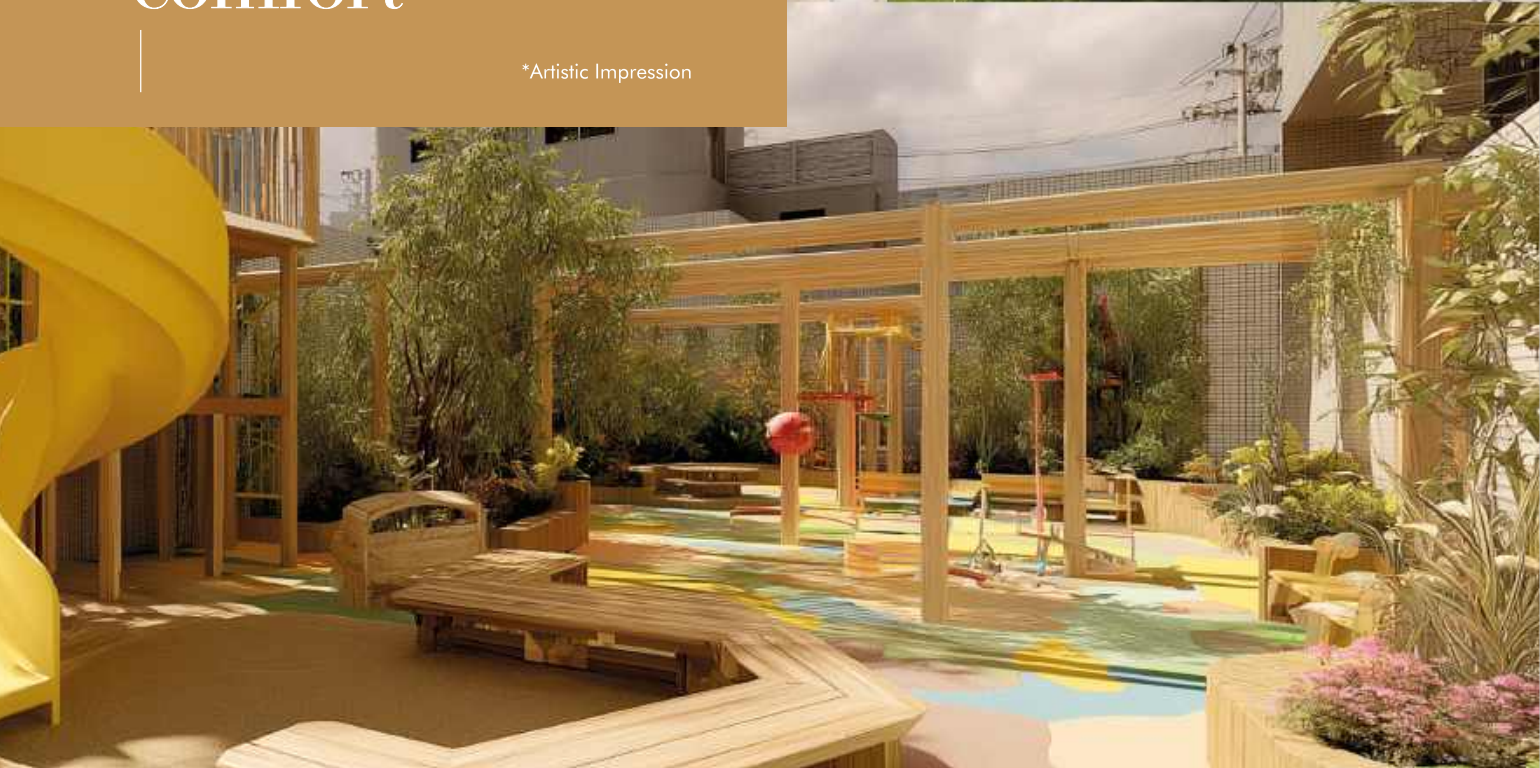
*Artistic Impression





a Reserve where
growing up
is curiosity and
comfort

*Artistic Impression



a Reserve for high end convenience

A reserve designed for Urban Living but consciously softened by Green Solace. Serenity Reserve weaves pockets of calm into its modern planning; a curated blend of architecture, luxury and nature

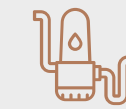
UTILITIES



Fire Fighting System
as per NBC Guidelines



ETP/STP Plan for
Waste Water Filtration



Water Softener



Provision for AC Outdoor
Units in Ventilated Ducts



Generator Power Backup
for all Common Areas



Modern
Security System



CCTV in all
Common Areas



One EV Charging Point
for Each Flat in Parking



Boom Barriers for all
Entry and Exit Gates



MyGate App or
Equivalent Security System



Inbuilt AC Drain
Pipeline in all Flats



Wheel Chair
Friendly

LANDSCAPE



Automatic
Irrigation System



Scented
Plant Zones



Bird & Butterfly
Friendly Plant Species



Year-Round
Flowering Scheme



Sculptures in Gardens
with Dedicated Yoga Spaces



Cooling Arrangements
in Summer Gardens



Religious Plants
for Pooja Rituals



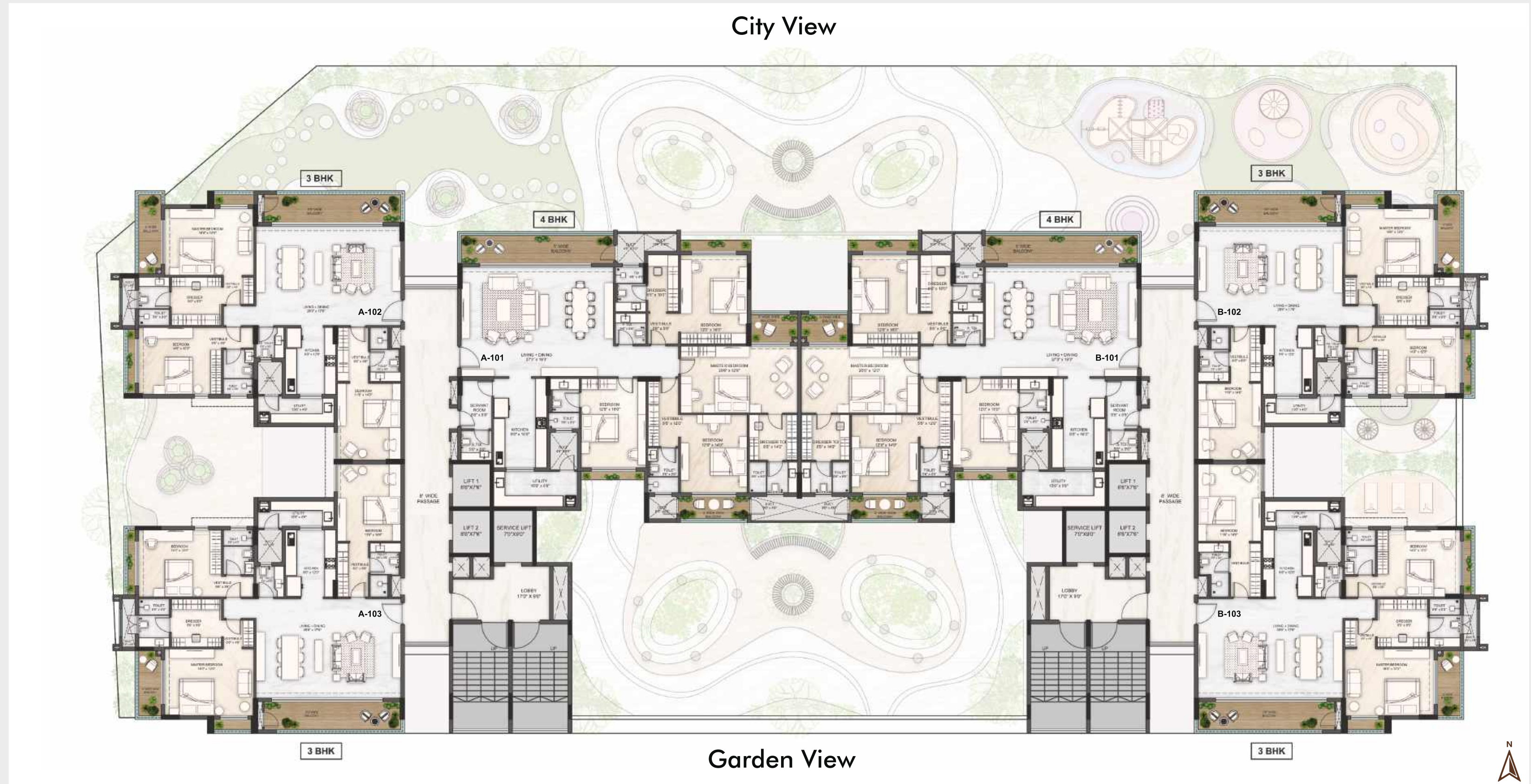
Plants that Help Reduce
CO₂, Dust & Noise Pollution

a Reserve

designed for efficiency

Layouts that reflect new Luxury Lifestyle Revolution.

Private zones are balanced with social openness, utility spaces are smartly hidden and the flow feels meditational. Here functionality meets seamless luxury.



Typical Floor Plan

A - 101 (4 BHK)	A - 102 (3 BHK)	A - 103 (3 BHK)
B - 101 (4 BHK)	B - 102 (3 BHK)	B - 103 (3 BHK)

a lésERVE
to map
contentment



3 BHK
Residence
Plan

a lésERVE
to map
future



4 BHK
Residence
Plan



a Reserve
embedded
in grandeur

*Artistic Impression



a Reserve that aspires to awe



Living/ Dining

Ceiling
Height of **11.3 ft**

Floor
Italian marble flooring

Walls
Internal plaster with lustre paint

Entrance Door
Veneer finished flushed doors with a height of 9 ft. Hafelle or equivalent brand handles and hardware

Windows
Aluminum sections with sliding glass



Bedrooms

Ceiling
Height of **11.3 ft**

Floor
Italian marble flooring & wooden flooring

Walls
Gypsum finished interior walls with lustre paint

Entrance Door
Veneer finished flushed doors with a height of 9 ft. Hafelle or equivalent brand handles and hardware

Windows
System windows made with high performance aluminium



Kitchen

Ceiling
Height of **11.3 ft**

Floor
Quartz based agglomerated marble flooring

Walls
Gypsum finished interior walls with lustre paint

Door
Aluminum section

Counter
Quartz based marble platform & dado above platform with stainless steel sink

Fitting/ Fixtures
Provision for water purifiers & drain board, exhaust fan



Washrooms

Floor
Imported marble flooring and wall dado in attached toilets

Walls
Imported marble dado

Sanitary ware/ CP Fitting
Toto/ Grohe or equivalent sanitary fittings

Ceiling
Grid ceiling with Gypsum tiles

Doors
Veneer finished flushed doors with Hafelle or equivalent brand handles and hardware with a height of 8 ft



Balcony

Ceiling
Height of 11.3 ft

Floor
Vitrified tiles

Walls
Apex ultimate paint or equivalent

Railing
Glass railing with hand rail

a reserve at
**the centre of
 growth**

Located in the booming Scheme No. 140 where accessibility is new luxury. **Serenity Reserve** as a high rise offers a unique proposition of urban convenience, promise of appreciation and multitudes of investment potentials. A location that without compromising on growth ensures a lifestyle woven in urban calm.



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.



a Reserve

curated by an impeccable team

Serenity Reserve stands apart not by chance, but by design and by designers. Behind its precision lies a team meticulously handpicked from the fields of architecture, landscaping, infrastructure, and material planning.

A collective of visionary minds came together to shape a benchmark project that redefines real estate potential in Indore. This is more than a development; it is a crafted statement in stone, soil, and structure.

PROJECT BY



DESIGNED BY



CONSTRUCTION BY



STRUCTURE DESIGN BY



MEP CONSULTANT



LANDSCAPE BY



RERA No. P-IND-25-5918
www.rera.mp.gov.in



serenity
reserve
where calm meets class

a project in its own league

Member of
CREDAI

For More Information Contact us
Prakrati Realtors Private Limited

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SCAN FOR FACEBOOK



SCAN FOR INSTAGRAM



SCAN FOR WEBSITE



SCAN FOR LOCATION



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