

## Announcing Ireo's next big launch: "Ireo Uptown"

*The home for those with a zest for living!*

New Delhi, Delhi, November 27, 2009 /[India PRwire](http://www.indiaprwire.com)/ -- After the scorching success of its maiden project 'The Grand Arch', Ireo, the first and the largest Foreign Direct Investment (FDI) from a Private Equity fund dedicated to the Indian real estate sector and a fully integrated real estate development company today launched '**Ireo Uptown**' a new addition to its mega development of 800 acres in Gurgaon. Ireo Uptown is set to be the new address in the Millennium City of Gurgaon.

Situated in Gurgaon's most convenient and accessible location, Sector 66, skimming the Golf Course Road, close to the metro line extension with quick and easy connectivity to Delhi airport and NCR, Ireo Uptown promises to offer the best blend of uniqueness and premium location without compromising on value. Spread over almost 11 acres, '**Ireo Uptown**' will be 84% exquisitely landscaped with abundant greenery and large open spaces.

'**Ireo Uptown**' will offer unique bouquet of comfort, leisure and convenience features such as 3 side open & Villa-like apartments with spacious balconies, latest generation VRF (Variable Refrigerant Flow technology) air-conditioning systems, modular kitchens, lush landscaping, high speed elevators and ample recesses for storage amongst many others.

The complex will have a full feature club house equipped with a gymnasium, swimming pool with a pool side cafe, a 24 x 7 coffee bar, squash court, snooker room, table tennis, basket ball court, badminton courts, video games room, kids play room, yoga /dance studio, foot reflexology zone, and a multipurpose party room. Outdoor recreational facilities will include a jogging trail and a fitness walk.

A host of other social infrastructure amenities like: kids school, kindergarten crèche, kids play area, convenience shopping, will add further to '**Ireo Uptown's**' appeal. Amenities in the lush surroundings such as organic fruit orchard, herb garden, landscaped horticulture with seasonal flowers and green lawns for relaxation would be aimed at promoting healthy lifestyle for the residents.

**On the occasion of the launch of Ireo Uptown, Mr. Lalit Goyal, Vice Chairman & Managing Director, Ireo** said "**Ireo Uptown**' is poised to become the most coveted destination for the young minded thinkers of today. Ireo Uptown promises to add the star element to your lifestyle giving the edge that you always wanted among your peer group".

**Speaking about the features of the Ireo Uptown, Mr. Varun Khanna, Director, Ireo,** said "The three side open apartments with extra high ceiling are designed to give residents a feeling of living in a Villa. The Variable Refrigerant Flow technology (VRFT) energy efficient air conditioning system with unique built-in cooling and heating capabilities will provide uniform room temperature offering a comfortable environment all through the year and a drop of 30% in the power bills".

Customers of '**Ireo Uptown**' will have a wide choice of 2, 3 & 4 BR apartments in 5 towers.

Ireo Uptown will have a total of 534 apartments.

**For more information, please contact:**

**Ramya Singh**  
Account Executive