



spaces
where
you'll bond
together.



spaces
that make a
worthy residential
investment.



Come make life a
fulfilling experience.

Primera by Hallmark is not just another quintessential residential property. Discover it better, and you'll realize it's located in Puppalguda at short distances from destinations and landmarks that matter to folks for whom time and travel count. It's set up at an address that makes real sense to, and is a lucrative investment option, for those looking for residential spaces in and around the emerging IT corridor of Hyderabad. Because oftentimes, it's not what you get as a home, but where you belong that matters.



spaces
surrounded
by abundant
openness.

The home you live in, should offer the kind of experiences that last for a lifetime. That'll be quite the scenario when you make Hallmark Primera your home. To tell you more, the community is located at a vantage zone, with two sides facing the 100 Feet Road of Alkapoor Township. The best is, it's in the nearness of almost all the facilities one needs, to lead a convenient life - whether you're inside the community or whether you step out. And with vast open spaces, no common walls between flats, multiple elevators - it makes for an ideal home.



spaces
that make a
blend of
experiences.

Get a little more familiar with Hallmark Primera, and you'll realise that it's a project of vast proportions with contemporary amenities, features and design. It's a project designed with modern-day architecture that'll be a pride for your family, and an aspiration for the rest of the world. It has a total of 87 units comprising flats in both 3 BHK and 2 BHK formats with spacious balconies that open up to the greens, offering several gateways for ventilation and natural light. While a major part of the community is for residential purpose, a certain segment in the front of the project has been earmarked as commercial space.



spaces
that welcome
you with
open arms.

At Hallmark Primera, you'll be welcomed by a vast, wide entrance. And once you enter, prepare to get impressed by its design and planning, as you'll find yourself traversing through tree-lined aisles and fragrant landscapes. As you steer in, you'll be lead to your own reserved parking slot, driving along the nice, wide driveways. Moreover, the place is secure enough to address any security concern you may have, as all flats are connected to the main security room at the entrance.

When you have the freedom of space and the independence to create your home just like you've imagined, there's little you may want to ask for. So while every flat is designed as per the principles of Vaastu, you have the freedom to create your kind of interiors, one that you have been yearning to be surrounded by, for very many years probably. All we have to say is: 'welcome home'.

**spaces
to create
timeless
moments.**



We call ourselves Hallmark for a reason. And the reason is, we are here to create properties and experiences that become a hallmark for a lifetime for those who've made homes built by us, theirs. Reason why we use and implement only the best of brand, benchmarked-quality fixtures, fittings and materials, that go into creating the best of homes.

**spaces
built using
more than
just the
standard.**

Structure

R.C.C. framed with earthquake-resistant loads.



Super Structure

9" external walls and 4½" internal walls with Red Bricks.



Doors and Windows

- Teak wood frame with designer shutter for main door.
- Teak wood frames with designer flush shutters for bedroom.
- UPVC windows with mesh (Aparna/Wintech or equivalent).



Flooring and Dado

- Granite flooring in corridors and lobbies.
- Wooden flooring in master bedroom.
- 800×800 double-charged vitrified tiles in hall, dining and remaining bedrooms (Rak/Varmora or equivalent).
- Rustic ceramic tiles in balconies.
- Glazed ceramic tile dado upto 7-0" height in all bathrooms (Rak/Varmora or equivalent).



Plumbing and Sanitary

- EWC with flush tank (Grohe/Jaquar or equivalent).
- Wash basins in dining/balcony area, master and children toilets (American Standard/Jaquar or equivalent).
- Single lever fixtures with wall mixer cum shower (Grohe/Kohler or equivalent).
- CPVC pipes for plumbing of premium make (Ashirvad or equivalent).
- Provision for geysers and exhaust fans in all bathrooms.



Painting

- Premium emulsion with luppum finish for interior walls and ceiling (Asian/Dulux or equivalent).
- Premium emulsion or emulsion with lupus or textured finish for exterior as per architectural specifications.
- Polish for main door and enamel paint for all other doors.



Kitchen

- Granite platform with stainless steel sink with provision for both municipal and bore water connection, with provision for fixing water-purifier.
- Ceramic tile dado upto 2 feet height above kitchen granite platform.
- Provision for fixing exhaust fan and chimney.



Waterproofing

For all toilets and wash areas.



Electrical

- PVC Insulated wires of premium make (Finolex/Polycab or equivalent).
- Power outlets for geysers in all bathrooms.
- Power plug for cooking range, chimney, refrigerator, microwave ovens, mixer/grinders in kitchen.
- Plug points for refrigerator and T.V. wherever necessary.
- 3 Phase supply for each unit and individual meter boards.
- Distribution boards and MCBs of premium make (Legrand or equivalent).
- Modular electrical switches of premium make (Legrand/Polycab or equivalent).
- Provision for split AC in all bedrooms.



Telecom

Telephone point in living area.



Cable T.V.

Provision for cable connection in master bedroom and living room.



Internet

Provision for Internet connection in living room.



Lifts

8-passenger automated lift of Kone or equivalent make with front marble cladding.



Power Back-up

100% DG backup for common areas and inside flats excluding ACs, geysers and 15 amp sockets.



Landscapes and Hardscapes

Beautifully designed landscapes and hardscapes designed along with Walk Path, Activity Zones, Children's Play Areas etc. Exclusive lighting is provided for safe community living.



Solar Power Fencing

Solar power fencing all round the compound.



LPG Connections for Kitchen

LPG Gas to all individual flat needs supplied from Centralised Gas Bank with independent gas meters.





TYPICAL FLOOR PLAN
(Cellar+Ground + 5 Floors)
G, 1st, 2nd, 3rd, 4th and 5th Floor

*As per the approvals

Flat Areas		
Flat 01	2220 sft.	3 BHK
Flat 02	2061 sft.	3 BHK
Flat 03	2096 sft.	3 BHK
Flat 04	1998 sft.	3 BHK
Flat 05	1270 sft.	2 BHK
Flat 06	1783 sft.	3 BHK
Flat 07	2097 sft.	3 BHK
Flat 08	2097 sft.	3 BHK
Flat 09	1320 sft.	2 BHK
Flat 10	1867 sft.	3 BHK
Flat 11	1408 sft.	2 BHK
Flat 12	1292sft.	2 BHK
Flat 13	1772 sft.	3 BHK
Flat 14	1973 sft.	3 BHK

- 1 Commercial Space
- 2 Synthetic Courts for Badminton
- 3 Multi-station Gymnasium
- 4 Children's Play with Sand Pit
- 5 Club Zone
- 6 Club Lawn
- 7 Swimming Pool with party-deck
- 8 Cricket Practice Net



GROUND FLOOR PLAN

spaces that are about more space.

Hallmark Primera is a vast residential community featuring homes in 3 BHK and 2 BHK formats of area sizes ranging from 1270 sft all the way to something as expansive as 2220 sft. It has homes in a plethora of sizes giving you the flexibility to choose, depending on the family size, lifestyle aspiration and budget. But the good thing is, every home here is entitled to the luxuries of one amazing residential address called Hallmark Primera.



spaces
that are
designed to
please
everyone.

Get around Hallmark Primera, and you will be pleasantly pleased to spot the many features it has, with several facilities and amenities for every age group at home. While there's a dedicated play zone for kids, there's an inviting pool deck to sit around and socialise for the mothers. Then there's a place for the fitness-crazy, pavers for the early-risers and morning-walkers. Explore a little more, and you'll come across an eye-soothing roof-top garden that makes you feel you don't belong to a high-rise but an independent house. Then, spend endless time sitting under planter boxes. All in all, you will be in for a lifetime of experiences here.

Each one of us has our idea and visualization of the kind of community we want to belong to. Feel elated, as Hallmark Primera has it all to fulfill most of your aspirations. It has a well-designed clubhouse facility on the ground floor that's integrated to the building and close to the entrance. It has several features to make life complete for you. It has impressive ultra-modern amenities, a vast lobby that can double-up as a meeting zone for short-meets with colleagues, a variety of sports facilities, a well-equipped gymnasium, and of course, a courtyard attached to celebrate family events, with both indoor and outdoor facilities.

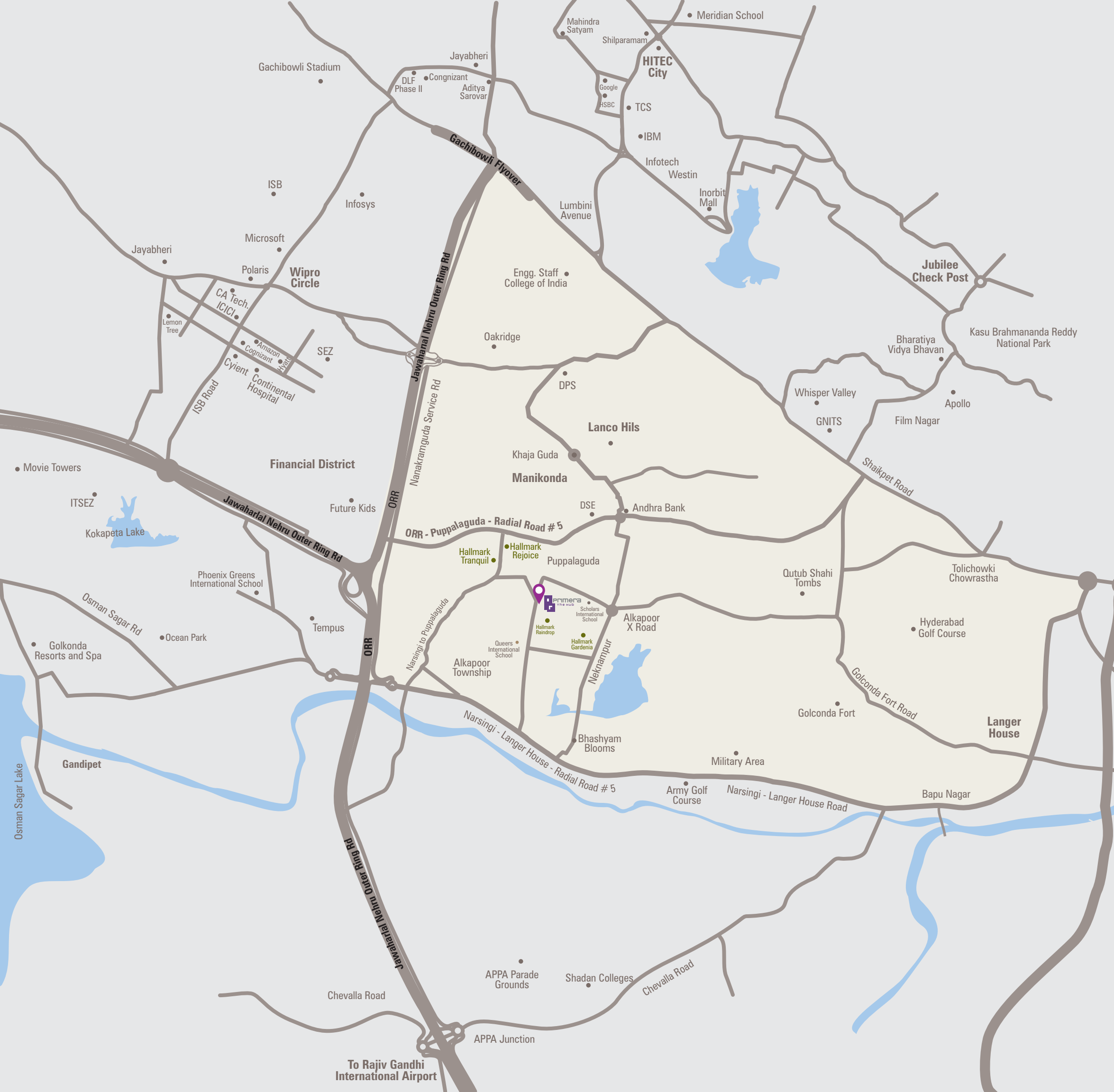
**spaces
that fulfill
life's most
requirements.**



While Hallmark Primera has a commercial zone in the front, may we tell you that this commercial space is set aside for departmental stores and store that will add ease and convenience to your everyday living. So that you don't have to run the distance every time you think you've forgotten something that's essential to make that lovely family dinner on weekends, absolutely complete.

**spaces
for peace-
of-mind and
convenience.**





Hallmark Primera is located in Alkapoori Township near Puppalguda that puts you in close connectivity with places of significance. Whether it's the most sought-after international schools or the city's preferred healthcare facilities, whether it's a night-out for entertainment or a movie to catch up with your dear ones on a day you're back early from work. Most of the destinations are a short-drive away.

spaces that mean ease of reach.

Ease of Accessibility

HITEC City	8 KM
Wipro Circle	6 KM
Gachibowli	6 KM
Film Nagar	5 KM
Mehdipatnam	8 KM
Lanco Hills	2.5 KM



Hallmark's Completed/
Ongoing Projects



Raintree



Glenridge

Rain Valley

Gardenia

Ruby

The Crest



spaces
that have
evolved out of
a legacy.

Hallmark Primera comes to you from an entity that has built trust, value for investment and a lifetime of experiences for several families across Hyderabad. Our homes are built on insights, observations and the need to complement evolving lifestyles and living conditions. And more than anything else, we create our structures in places that will go on to multiply your investment, both in value and pride. So come discover Hallmark Primera, the hub of life.



Hallmark Builders

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Disclaimer: This brochure is not a legal document. It describes the conceptual ideas and the intent and purpose of Hallmark Primera. The images are imaginary and the specifications and details mentioned in the brochure are tentative and are subject to change at the sole discretion of the company.



The space
you need,
is the space
we create.



Hallmark Builders

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