



UPSIDE LIVING

📍 LOCATION: BUSINESS BAY

📅 COMPLETED: Q2 2023

Upside Living is a new luxury development located on the outskirts of Business Bay. The project offers fully-furnished studios and one-bedroom units that are perfect for business professionals. The residential amenities and facilities are orientated around work and business but still include a gym, swimming pool and relaxation areas. The project will have excellent views of the surroundings and will give its residents access to excellent road connectivity. These residences are spacious compared to similar developments within the same area.

FACILITIES

- SWIMMING POOL
- PRIVATE MEETING ROOMS
- SUN DECK
- OUTDOOR PATIOS
- GYM
- LANDSCAPED GARDENS
- COMMUNAL SPACES
- RUNNING TRACK
- CO-WORKING SPACES
- F&B

SIZES & PRICES

STUDIO - 400 SQFT	FROM AED 960,000
1 BR - 650 SQFT	FROM AED 1,600,000
FULL FLOOR	FROM AED 28,000,000

LOCAL AMENITIES / INFRASTRUCTURE

SUPERMARKETS: Choithrams Bay Square, Al Maya Supermarket, Spinneys, Carrefour

PUBLIC TRANSPORT: METRO – Business Bay, BUS- Avanti Tower, Capital Gold Tower

SCHOOLS/NURSERIES: Maple Bear Pre School, Jumeirah International Nursery, JSS Private School, Global Indian International School

MEDICAL FACILITIES: Excellemcy Center, Monroe Medical Center, Haton Medical Center, Aster Clinic Business Bay

RETAIL/F&B: The Dubai Mall, The Boulevard, On-site,

PETROL STATION: ADNOC Business Bay

LANDMARKS: The Burj Khalifa, The Dubai Mall, The Dubai Fountains, Meydan Mall

LOCATION FACTORS

- ADJACENT TO THE HEART OF THE CITY
- CLOSE TO MOST OF THE MAJOR ATTRACTIONS IN DUBAI
- 5 MINUTE DRIVE TO THE DUBAI MALL
- GREAT VIEWS OF THE WHOLE CITY
- EASY ACCESS TO THE AL KHAIL ROAD
- EXCELLENT ROAD CONNECTIVITY
- PLENTY OF FINE DINING OPTIONS IN THE SLS AND IN THE ADJACENT PARAMOUNT HOTEL
- LESS THAN 20 MINUTES TO DXB AIRPORT
- LESS THAN 5 MINUTES TO BUSINESS BAY
- EXCELLENT LOCATION FOR BUSINESS PROFESSIONALS



+7 969 179 97 79



Interiors of Upside Living will include natural Italian Terrazzo flooring throughout, with comfortable and durable furniture in every space. Kitchens will have state-of-the-art SMEG appliances with a cooking hob and heat resistant countertops, as well as ample storage space. Bathroom sanitary ware and accessories will be from Carlo Frattini & Geberit. All lighting throughout the building and residences will be LED, fully integrated with low energy system solutions.

PITCH POINTS / WHY BUY?

- FREEHOLD RESIDENCES OPEN TO ALL NATIONALITIES TO PURCHASE
- EXCELLENT LOCATION AND ROAD CONNECTIVITY
- ONE OF THE MOST POPULAR PLACES 'TO BE IN DUBAI'
- HIGHER THAN AVERAGE ROI
- PROJECT IS ALMOST COMPLETED
- GREAT RESIDENCES FOR BUSINESS PROFESSIONALS WITH BUSINESS ORIENTATED AMENITIES
- GOOD POST HANDOVER PLAN FOR MANAGED APARTMENTS
- SURROUNDED BY HOTELS, FINE DINING VENUES, RETAIL AND SUPERMARKETS

PAYMENT PLAN: 100% upfront or 25/75 1yr post handover for managed apartments

ROI: 7% for 3 years

DEVELOPER OVERVIEW

Founded in 1958 by Abdulsalam AlRafi to trade agricultural commodities such as tea, sugar and rice in the AlRas Deira souq, SRG Holding has since grown to become one of the Emirate's leading family-owned holding companies, with extensive operations in property development and management, real estate investments, and wholesale trading. SRG Holding projects include Marina Heights Towers, Alsalam hotel suites and Alsalam grand hotel and hotel apartments.

THINGS TO KNOW

SERVICE CHARGE:	AED 26 PER SQFT
ALLOCATED PARKING:	YES (XI SPACE UNDERGROUND)
RESALE POLICY:	OFF-PLAN AFTER 40% PAYMENT

IN CLOSE PROXIMITY

- 500M AL KHAIL ROAD
- 1.6KM ADNOC PETROL STATION
- 2KM CARREFOUR SUPERMARKET
- 2.2KM METRO- BUSINESS BAY
- 2.5KM JUMEIRAH INTERNATIONAL NURSERY
- 2.8KM HATON MEDICAL CENTER
- 4.5KM THE DUBAI MALL



KEY FEATURES

- BRANDED GYM / SWIMMING POOL / TENNIS COURT / BBQ
- SOCIAL KITCHEN / MEETING ROOMS / PARTY HALL
- ALL RESIDENCES COME FULLY-FURNISHED
- ALL UNITS WILL HAVE GORGEOUS VIEWS OF THE DUBAI CANAL AND DOWNTOWN DUBAI
- KITCHENS WILL BE FULLY EQUIPPED WITH SMEG APPLIANCES
- LOTS OF STORAGE SPACE
- SMART HOME TECHNOLOGY – KEYLESS ACCESS