RUBY

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www.rera.rajasthan.gov.in

RUBY

+91 9773 601 602 info@rubygroupindia.com rubygroupindia.com Follow us on: rubygroup

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There are things whose value is obvious the moment you encounter them. A number on a sheet. A completed building. A finished road. A fully occupied neighbourhood.

And then there are things whose value becomes visible only after several smaller movements have had time to gather around them.

An address begins connecting differently with the city. A new road alters the way people approach it. Employment moves closer. Businesses begin appearing in directions that once felt peripheral. More people travel through the same geography for work, education, healthcare, events and everyday life. The unfamiliar becomes familiar. The distant begins to feel accessible. What once appeared to be simply a location starts becoming part of a larger urban pattern.

Investment often works in much the same way. The first day tells you what exists. Time begins revealing what the fundamentals are capable of becoming. That distinction matters, because time alone cannot create a meaningful investment. It cannot rescue the wrong location. It cannot make an irrelevant product useful. It cannot replace demand or compensate for weak thinking.

But when the location, product, operating model and underlying real estate are considered carefully, time gives those fundamentals something important: room.

Room for a corridor to establish itself.

Room for infrastructure to affect movement.

Room for demand to become more visible.

Room for an asset to build a history of use.

Some investments therefore make their case loudly at the beginning.
Others become more convincing as the world around them catches up.

Velora begins with that longer idea in mind.

1 week



A week is almost too short to notice anything.

The surroundings appear familiar. The surface is almost untouched.

The difference between the day something begins and seven days later can feel negligible.

And yet, change has already started.

Not enough to measure.
Not enough to celebrate.
Perhaps not even enough to see.

That is the nature of time at the beginning. It works before it announces itself.

4 weeks



A month introduces the first suggestion that something is no longer exactly as it began.
Light has moved across the surface hundreds of times. Weather has touched it. People have passed it. Small traces begin collecting in places that once appeared entirely new.

Nothing dramatic has happened.
And that is precisely the point.
Maturity rarely arrives as an event.

It accumulates quietly, long before anyone thinks to look for it.

6 months



Half a year changes the relationship between something and its surroundings.
What once looked newly placed begins to look as though it belongs.
Edges soften. Materials gain character. Patterns of use become visible. The environment begins responding to what has been introduced into it.

Time has stopped being an idea.
It has started leaving evidence.

This is also when the difference between something merely created and something beginning to establish itself becomes easier to recognise.



A year does not transform everything. But it can make beginnings feel distant.
What was once unfamiliar becomes part of the everyday. What initially required explanation begins to feel established. What appeared new acquires context, memory and a relationship with everything around it.
This is why investment is rarely only a question of what exists on the day of purchase.

Because the best long-term stories do not always reveal themselves quickly.

They reveal themselves convincingly.

Appreciation

may take time.



But an

investment

doesn't have to wait
for everything.

Presenting

VELORA

Managed Studio Suites

Most real estate conversations
begin with the same horizon.

Later.
What will this area become?
What might the property be worth?
What will infrastructure do to accessibility?
How will the city grow toward the address?
Those questions remain relevant at Velora.
But they are not the only questions.
Velora introduces another relationship with time because the asset is conceived to operate within a hospitality environment.
Once the property is operational, the studio is not simply real estate sitting and waiting for the surrounding market to evolve. It becomes part of a system designed around arrival, occupancy, service and repeated stays.
That creates two timelines within the same investment.

The first is an operating timeline.

It begins with use.
A room becomes ready. A booking is made. A guest arrives. The studio is occupied. The guest checks out. The room is reset. Another stay begins. This timeline moves in nights, weeks and months.

The second is an ownership timeline.

It has very little to do with any one guest.
It belongs to the underlying real estate.
The address develops. The corridor becomes more established. Connections change.
Employment ecosystems deepen. The surrounding city continues moving.
This timeline is measured differently.
In years.

The two should not be confused because they do different jobs.

Hospitality asks:

How can the asset remain useful today?

Real estate asks:

What continues after today is over?

Velora brings both questions into the same proposition. The guest may experience the project temporarily. The investor owns something that remains after each temporary experience ends.



The return story starts earlier.

If appreciation belongs to a longer horizon,
it becomes important to ask what the asset is expected to do before that horizon arrives.

A hospitality-led investment introduces a different answer from conventional residential ownership.
The studio is not conceived primarily as a home waiting for its owner to live in it.

Nor is the investor expected to personally operate it as an independent rental apartment. Instead, Velora is structured around a hotel-managed environment in which the individual studio forms part of a larger operating property.

That difference affects the way the asset is expected to function. Reservations can be handled centrally.
The guest experience can be standardised.

Housekeeping and maintenance can operate across the property rather than being arranged independently by every owner. Shared spaces and hospitality functions can be managed as one environment. Distribution can operate across multiple booking channels.

The result is a clearer separation between ownership and operation. The investor owns the underlying real estate. The hospitality system is intended to keep the product usable, bookable and ready for changing stays. The current commercial structure also introduces a defined rental proposition rather than leaving the income conversation completely open-ended.

That gives the investment another dimension. The owner is not required to wait for appreciation before the asset has an economic role. One timeline can begin with operation. The other can continue through ownership. And because they do not have to move at the same speed, each can be evaluated for what it is designed to do.

507

Sq. ft. super built-up area

Assured rental

or

performance-linked share

Before people stay.



They need
a reason
to arrive.

Velora is located at Jaisinghpura on the Ajmer Road corridor. Its investment case begins outside the project. Mansarovar Extension is growing outward. Mahindra World City brings employment and business activity into the wider corridor.

The Ring Road changes how this side of Jaipur connects with the rest of the city. Industrial, logistics, educational, healthcare and hospitality activity add different reasons for people to move through the region. For a stay-led asset, that matters. Because occupancy begins long before check-in. It begins with what brings people to an address.

Distance
matters

MAHINDRA WORLD CITY 5–10 min
HEERAPURA BUS TERMINAL 15–20 min
JAIPUR INTERNATIONAL AIRPORT 30–40 min
JAIPUR JUNCTION 30–40 min
WORLD TRADE PARK 35–45 min

access
matters more.

NH-48 / AJMER ROAD
The principal western highway corridor.

JAIPUR RING ROAD
Connecting the location with a wider movement network around the city.

200-FT JAISINGHPURA–MAHAPURA ROAD
An important local connector within the developing corridor.

MAHINDRA WORLD CITY / SEZ ROAD
Linking the location with one of western Jaipur's major employment ecosystems.

HEERAPURA BUS TERMINAL
Connecting the corridor with city and regional movement.

Jaisinghpura is positioned within a network of roads rather than around a single connection.



RUBY
VELORA



is only half the location story.

Infrastructure does more than shorten a journey. It changes how frequently a location is used.

A 200-FT MAHAPURA–SEZ CONNECTOR IS INTENDED TO STRENGTHEN MOVEMENT TOWARD THE EMPLOYMENT DISTRICT.

THE PROPOSED CLOVERLEAF INTERCHANGE BETWEEN AJMER ROAD AND THE RING ROAD IS PLANNED AROUND SMOOTHER HIGHWAY MOVEMENT.

FLYOVERS AND UNDERPASSES AT THE 200-FT BYPASS JUNCTION ADD ANOTHER LAYER OF CONNECTIVITY.

THE WIDER RING ROAD EXPANSION AND JAIPUR'S LONG-TERM MOBILITY PLANNING EXTEND THE STORY FURTHER.

None of these interventions needs to transform the location overnight. Their importance lies in what happens collectively. Movement becomes easier. Catchments become wider. And an emerging address begins becoming part of everyday Jaipur.

A **growing corridor** creates more than traffic.

It creates reasons to stay.

The employment ecosystem around Jaisinghpura extends across industry, technology, logistics, warehousing, healthcare, education, retail and services.

40–70K

Current jobs in the corridor

100K+

Projected jobs over the next 5–10 years

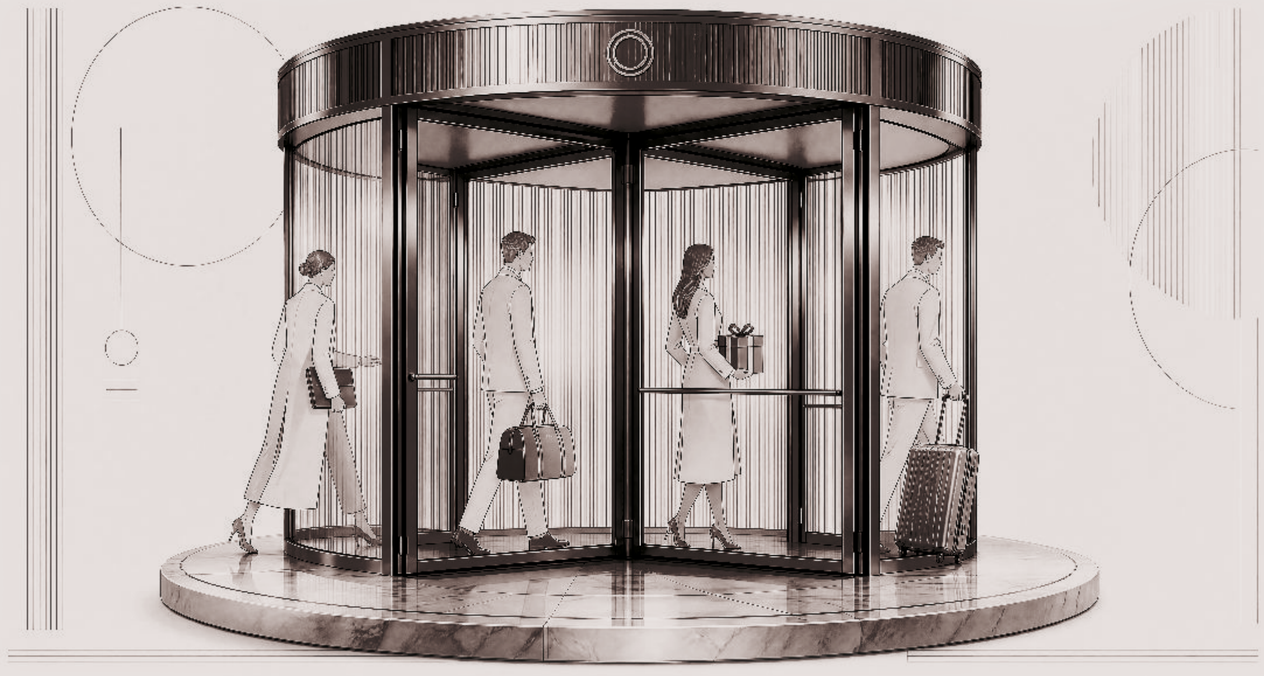
14+

Warehousing and logistics operators

Those numbers matter to Velora for one simple reason.
Employment does not only create permanent residents.

It creates assignments.
Projects.
Training.
Relocations.
Consultancy.
Vendor visits.
Business travel.
And stays whose duration is rarely identical.

Weekday demand has an engine.



The wider corridor already accommodates a mix of corporate, technology, manufacturing and logistics activity.

Infosys.
Wipro.
Genpact.
Nagarro.
GirnarSoft.
ICICI Bank.
Deutsche Bank.

Alongside them sit industrial areas at Bagru and Mahapura, the Kalwara industrial belt and a growing warehousing ecosystem. This diversity is important. A location dependent on one employer can create one pattern of movement.

A corridor supported by several industries creates many.
Different companies.
Different projects.
Different teams.
Different arrival dates.

A hospitality asset does not need everyone to come for the same reason.
It needs reasons to keep coming.

The catchment

is wider than business.

Western Jaipur and the wider Ajmer Road corridor are supported by more than business activity alone. Education creates movement through admissions, examinations, campus visits, academic events, faculty travel and parent visits. Healthcare creates another pattern of demand through consultations, treatments, follow-ups, visiting professionals and families accompanying patients.

These journeys do not necessarily follow the conventional office calendar. Some are planned around academic cycles. Some arise from medical requirements. And many can involve stays extending beyond a typical business trip. Together, they add another layer to the hospitality demand around this part of Jaipur. Less dependent on the office calendar. More varied in purpose. And capable of creating longer-duration stays.

Educational

JK Lakshmipat University
Near Mahindra SEZ, Ajmer Road

Manipal University Jaipur
Ajmer–Jaipur Expressway

St. Xavier's College Jaipur
Nevta–Mahapura Road

RIET Jaipur
Engineering & Management, Ajmer Road

Jagadguru Ramanandacharya Sanskrit University
Located in Jaisinghpura

Poddar Group of Institutions
Nearby Educational Campus

St. Wilfred's PG College
Arts, UG & PG Programmes

Sanskriti College
General Education

Operational healthcare

Geetanjali Hospital
Large Multispeciality Hospital, Ajmer Road

Rawal Hospital
General Hospital, Ajmer Road, Bhankrota

Ashok Hospital & Research Centre
Multispeciality, Near Bhankrota

Ayush Multispeciality Hospital
24×7, Mukandpura Road

Jaipuriaa Health Care & Research
Multispeciality, Jaisinghpura Road

Unimex Hospital
Within Jaisinghpura

Upcoming healthcare

Proposed 1,200-bed hospital and medical university

Proposed 300-bed multispeciality hospital

Jaipur doesn't only attract visitors. It hosts them.

Jaipur is one of India's leading wedding destinations. Industry estimates place Rajasthan's peak-season wedding economy at approximately

₹6,600 crore and estimate

7–10K

weddings in Jaipur during a season.

WHY THE CORRIDOR WORKS FOR EVENTS

Multi-day destination weddings
150–1,000 guest events
Full resort buyouts
Larger resort-scale venues
Lawns and substantial parking
Lower congestion than central Jaipur
Corporate MICE
Corporate offsites
Social celebrations
Educational events
Leisure and staycations

Premium & established venues

Ramada by Wyndham, Jaisinghpura
Weddings, MICE, corporate events & weekend stays

Stardom Resort
Wedding & entertainment destination on Jaisinghpura Road

Bhanwar Singh Palace
Palace style weddings & premium events, Ajmer Road near Bagru

Samskara Resort
Destination weddings, stays & event hosting

Ginger Jaipur, Ajmer Road
Branded business hospitality on the corridor

Hotel Royal Celebration Inn
Large event infrastructure for weddings & social events



The address
explains the demand.

The product
has to answer it.


VELORA

344
studios.

One operating idea.

Velora is not planned as 344 independent apartments simply sharing an address.
The studios, common areas, hospitality spaces, operating functions and arrival experience are conceived as parts of one managed property.

That distinction changes the nature of the asset. From individual accommodation to an operating hospitality environment.



Every square foot has a job.



Arrive

Arrival should feel immediate.
There should be somewhere for the suitcase
to disappear, somewhere for the keys to land and
enough order for the room to feel settled within minutes.

At Velora, the entrance is designed as part of the stay
rather than leftover circulation. Storage, utility and
everyday essentials are placed close to where they are
first needed.

Because a well-planned stay begins
before you reach the bed.



Unwind

Comfort is often found in the small
rituals between one part of the day and the next.

A coffee before leaving.
A quiet drink on returning.
A few minutes with nothing scheduled.

Dedicated storage, a considered refreshment counter and
surfaces that remain useful without taking over the room
allow those moments to happen naturally.

The idea is not to add more.
It is to make more of what is already there.



Rest

The bed may occupy one part of the studio.
Rest should define much more of it.

Its position, the space around it, the relationship with light and the ability to withdraw from the rest of the room all contribute to how the stay eventually feels.

At Velora, sleeping is not treated as another function fitted into the plan. It is given the visual and physical importance it deserves.

Because a good night is not an amenity.
It is the measure of a good stay.



Refresh

A stay should be able to change pace.

From a quiet coffee to an unhurried meal.
From time alone to time around people.
From the privacy of the studio to spaces designed for a different kind of pause.

Velora extends the experience beyond accommodation through shared hospitality spaces that bring dining, conversation and leisure into the same address.

Not because every guest will use everything. But because a well-considered stay should offer more than one way to spend it.

Sometimes, what refreshes the stay
is simply a change of setting.

Work

A laptop can open almost anywhere.
That does not make everywhere a good place to work.

A proper work surface creates separation between concentration and rest. It gives calls, emails and longer working hours their own place without allowing them to take over the bed or the rest of the studio.

For guests staying beyond a night or two, that distinction becomes increasingly valuable.

Work belongs in the stay. Just not everywhere in it.



Being
ready once
is design.



Being ready every time

is hospitality.

A trusted hospitality partner behind every stay.

A hospitality asset is only as convincing as the system operating behind it.

Velora is designed to be professionally managed by an established hospitality brand, bringing experienced hotel operations into the everyday functioning of the property.

Reservations.
Housekeeping.
Maintenance.
Distribution.
Corporate tie-ups.
Event management.
Operational standards.

Much of this work remains invisible to the guest. That is exactly how good hospitality should feel.

Seamless in experience.
Structured behind the scenes.



One stay ends.
The next one starts
before it arrives.

Prepare.
Inspect.
Welcome.
Maintain.
Service.
Reset.
Ready again.

A hospitality property operates through repetition. The room has to return to standard. The common spaces have to remain presentable. The guest experience has to begin fresh regardless of who checked out before.

For an investor, professional management changes the relationship with the asset. Ownership remains personal. Operation does not have to be.





The stay doesn't end at the studio door.





A guest experiences the whole address.
The arrival.
The lobby.
A meeting over coffee.
An hour by the pool.
A place to work outside the studio.
A meal without leaving the property.
A quiet pause between plans.

The shared spaces at Velora extend what
507 sq. ft. alone can provide. Not by making the studio larger.
By making the experience around it more complete.





The guest checks out.

The owner doesn't.

An investment that doesn't check out.

Finer details...

- Six high-speed elevators by Kone / Schindler or equivalent
- Gazebo with wooden deck on the terrace floor
- Garden area on the terrace floor
- Barbecue station with service counter on the terrace floor
- Patio with serving counter
- Separate space for AC outdoor units
- Life-size French windows for great ventilation
- Dedicated provision for EV charging in covered parking
- Guard room with upgraded security systems
- All studios with attached standing balcony
- Designed with inclusivity for people of all abilities
- Entrance lobby and common store area on all floors
- Water harvesting system
- Centralised water supply
- Advanced fire-fighting system
- Conference room

Typical floor plan



N

8th floor plan





Unit plan



Built-up area - **338 sq. ft.**
Super built-up area - **507 sq. ft.**

N

Specifications

Studio Room/Living:

Flooring in wooden finish tiles

Skirting in wooden finish tiles

Wall finish in POP and emulsion paint

Ceiling in POP and emulsion paint

Toilets:

Flooring in anti-skid vitrified tiles

Wall finishes in vitrified tiles up to ceiling height

Remaining walls in plaster with POP and paint

CP and sanitary fittings by Hansgrohe / Kohler (imported) or equivalent

Designer tiles with full-body tile profiling

Dress:

Flooring in anti-skid vitrified tiles

Wall finish in POP and paint

Full-height modular wardrobe with long mirror glass

Ceiling in POP and emulsion paint

Specifications



Doors and windows:

System slim aluminium doors with aluminium honeycomb core

Windows and sliders by Japanese brand TOSTEM or equivalent



Balcony:

Flooring in anti-skid ceramic tiles

Skirting in tile profile

Railing in aluminium / GI profiles



Common lobby:

Flooring in Italian marble

Skirting in Italian marble

Wall finish in POP and emulsion paint

Ceiling in POP and emulsion paint



Staircase:

Riser and tread in granite / full-body tile

Railing in stainless steel / MS

The people behind

RUBY

Rooted in vision and built on legacy, Ruby Group has been shaping Jaipur's skyline since 1988 with developments that blend thoughtful design, solid engineering and enduring value. From boutique residences to large-scale townships, the group's portfolio reflects a commitment to quality, creativity and long-term trust.

Inspired by the architectural wisdom of the past and driven by the demands of modern life, Ruby Group doesn't just build homes, it crafts environments that stand the test of time. With a philosophy grounded in synergy, sustainability and stability, every Ruby development is a reflection of timeless aesthetics and forward-thinking functionality.

Known for its professional integrity, strong delivery track record and user-centric approach, Ruby Group continues to redefine real estate not just as property, but as possibility.

Completed Projects:

Ruby Park Ridge
Shiv Marg, Shyam Nagar, Jaipur

Casa Sereno
Vaishali Nagar, Jaipur

Ruby Welkin Villas
Printers Nagar / Sanganer, Jaipur

Ruby Sky Notes
Jagatpura / Pratap Nagar, Jaipur

Ongoing Projects:

Ruby Luxor
Bapu Nagar, Jaipur

Ruby Select IV
Bapu Nagar, Jaipur