UP SIDE

SRG HOLDING INTRODUCES ONE OF THE MOST EXCITING INVESTMENT OPPORTUNITIES IN DUBAI RIGHT NOW.

Fully furnished apartments starting from AED 960,888*

Offered with comfortable post-completion payment plan and guaranteed ROI* option.

For further enquires
sales@srg.ae
800 5511
www.srg.ae

UPSIDE

SRG HOLDING LIMITED

MORE THAN A BUILDING, BUT A WAY OF LIFE.

UPSIDE is a community driven, hassle-free living experience where people can connect, belong and grow.

The lifestyle residential community has been designed to inspire connected living and growth amongst like minded individuals.

Elegantly constructed, the distinctive character of the community is further enhanced by carefully selected materials and superior finishes. Exquisite interiors elevate the modern design flourishes, and awe-inspiring views of Burj Khalifa and the Dubai Water Canal only add to the charm of this spectacular location

BENEFITS

AT UPSIDE LIFE COMES WITH NO STRINGS ATTACHED. A FLEXIBLE CONTRACT AND AN ALL- INCLUSIVE BILL GIVE ACCESS TO AN ENTIRE ECOSYSTEM OF SERVICES AND AMENITIES.

WHAT IS UPSIDE

- Fully furnished units
- Food & Beverage outlets
- State-of-the-art gymnasium
- Coworking spaces
- Private meeting rooms
- Outdoor patios
- Landscaped garden
- Pool & sun deck with Burj Khalifa views
- Sports court
- Running track
- Games room
- Curated calendar of events
- Prayer room

THE DEVELOPER

A DUBAI FAMILY DEVELOPER WITH A PROVEN TRACK RECORD OF DELIVERING UNPARALLELED QUALITY.

UPSIDE is a venture of SRG Holding Limited, one of Dubai's leading and most renowned property developers - an iconic name in the property development landscape. To date, we have developed an exceptional 10 million sq ft.

SRG operates across all facets of real estate, including project development, facilities management, sales, and leasing. As a leading family-owned business with a legacy spanning over five decades, we have achieved sustainable growth by integrating aspiration with innovation while maintaining our core values and guiding principles. Through time, we have expanded our assets, operations, and partnerships globally while upholding deep-rooted values of integrity, tradition, trust, and customer satisfaction.

At SRG, we build purposefully and above all with unparalleled quality and luxury.

SRG HOLDING LIMITED

A PORTFOLIO OF IMMEASURABLE QUALITY.

With a portfolio ranging from hotels, hotel apartments and residential complexes to commercial offices, warehouses and retail spaces, SRG Holding Limited is among the most successful developers in the UAE. Our projects include:

- Burj Al Salam
- Marquise Square
- Sheraton Grand Hotel
- Staybridge Suites Dubai Financial Centre
- Staybridge Suites Dubai Internet City
- Al Salam Residence
- Al Salam Arjan Complex
- Al Razi

The most recent developments from SRG are the Burj Al Salam and Marquise Square. Burj Al Salam is a 56-floor mixed-use development of over 3 million sq ft. It is home to the five-star Sheraton Grand Hotel, featuring luxurious guest rooms, apartments, and premium commercial space finished to the highest standards. Marquise Square is a striking 29-floor structure in the most sought-after area of Dubai. The development offers spectacular views of the Burj Khalifa and is situated just seconds from the Dubai Water Canal.
SRG is now set to replicate this unmatched quality with UPSIDE.

UP SIDE

FLOOR PLANS - BUILDING & FLOORS

01 Lobby & sitting are

02 Private Dining

03 F&B & Events

04 Outdoor Garden & sitting area

05 Events Hub

06 Bicycle parking

07 Electrical Cars Charging Points

08 DropOff Zone

PLANS

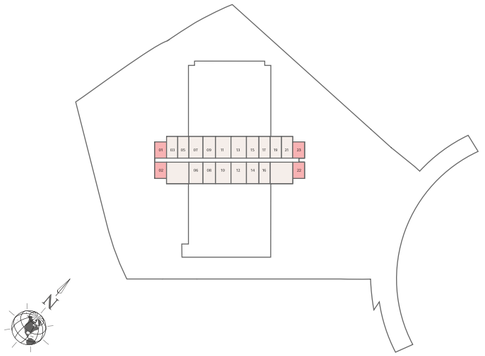
FLOOR PLANS - BUILDING & FLOORS

01 Swimming Pool & Outdoor Lounge
02 Meeting Rooms
03 Recreational Area
04 Changing Rooms
05 Gym
06 Coworking Space
07 Sports Court
08 Juice Bar
09 Social Kitchen
10 Outdoor Garden
11 Running Track
12 Soundproof Meeting Pods

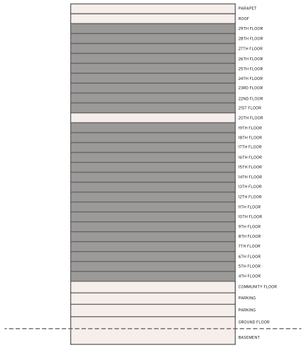
UNIT TYPE 1

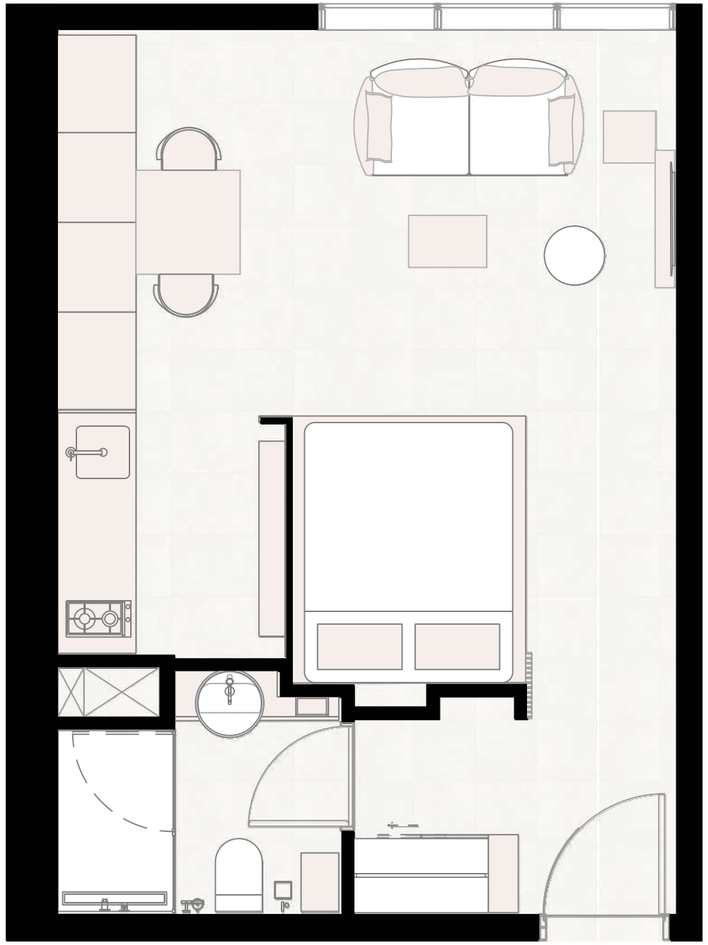
SUITE AREA	399 SQ.FT	37 SQ.M.
BALCONY AREA	0 SQ.FT	0 SQ.M.
TOTAL AREA	399 SQ.FT	37 SQ.M.

KEY PLAN



KEY SECTION



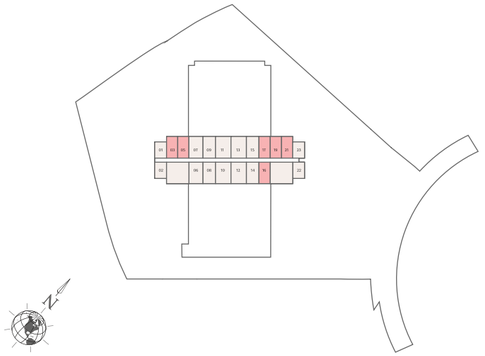


Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that the details we provide are accurate and well researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you may make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

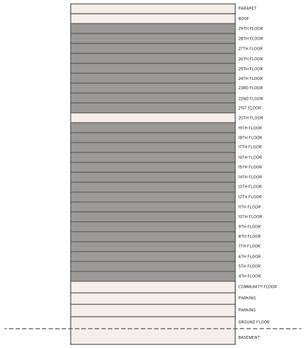
UNIT TYPE 2

SUITE AREA	373 SQ.FT	35 SQ.M.
BALCONY AREA	102 SQ.FT	9 SQ.M.
TOTAL AREA	475 SQ.FT	44 SQ.M.

KEY PLAN



KEY SECTION

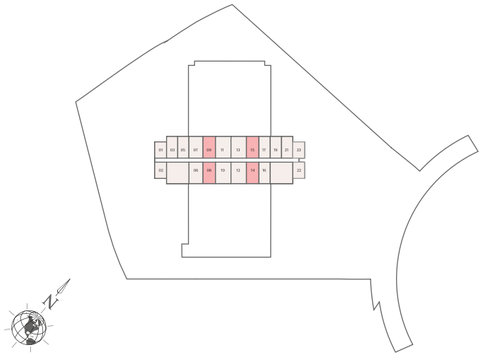


Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that the details we provide are accurate and well researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you may make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

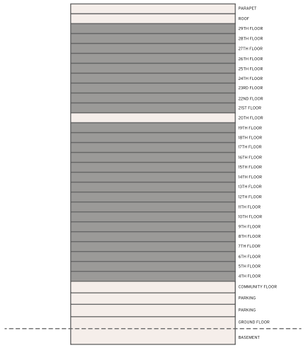
UNIT TYPE 3

SUITE AREA	424 SQ.FT	39 SQ.M.
BALCONY AREA	113 SQ.FT	11 SQ.M.
TOTAL AREA	537 SQ.FT	50 SQ.M.

KEY PLAN



KEY SECTION

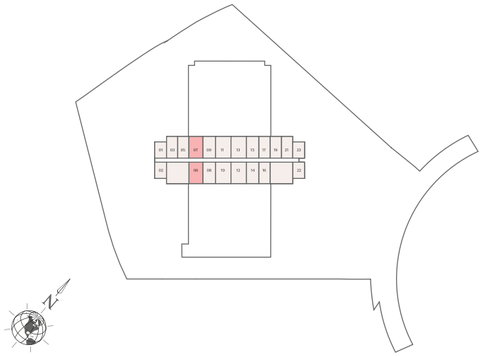


Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that the details we provide are accurate and well researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you may make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

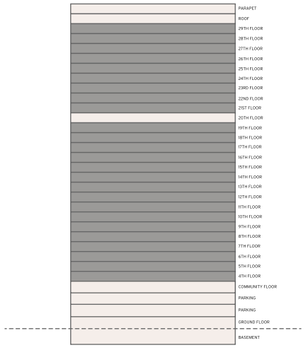
UNIT TYPE 4

SUITE AREA	468 SQ.FT	43 SQ.M.
BALCONY AREA	100 SQ.FT	9 SQ.M.
TOTAL AREA	568 SQ.FT	53 SQ.M.

KEY PLAN



KEY SECTION



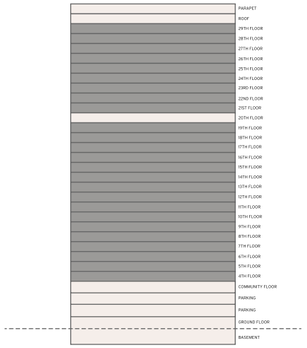
Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that the details we provide are accurate and well researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you may make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

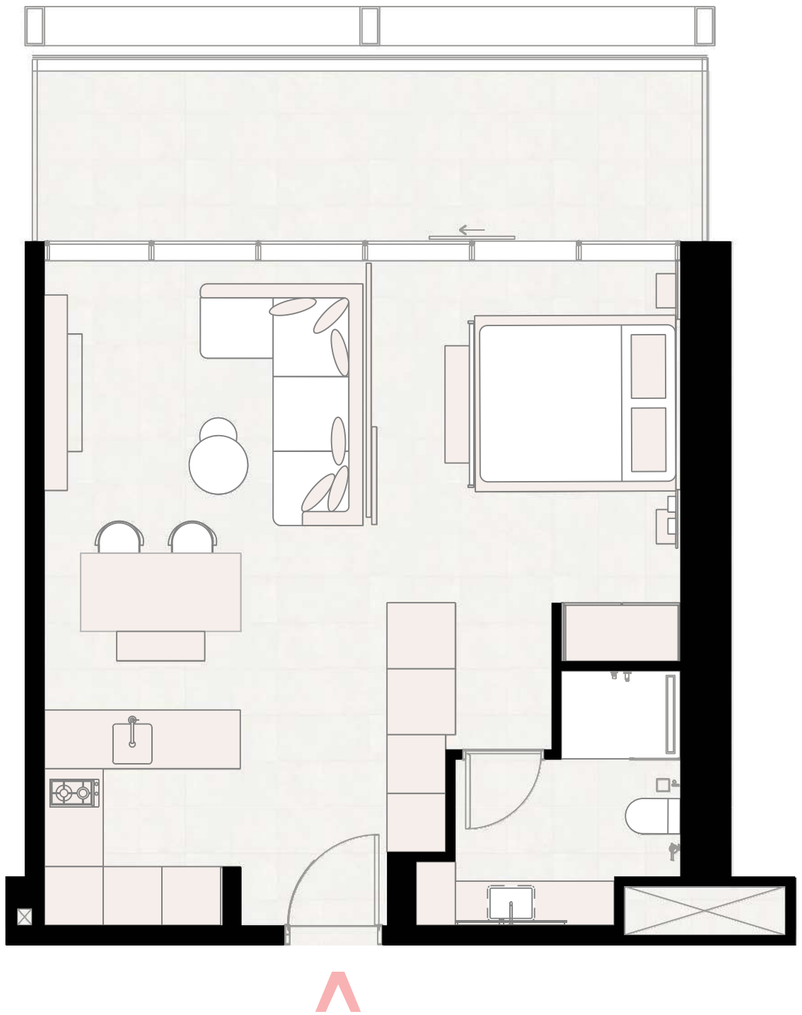
UNIT TYPE 5

SUITE AREA	534 SQ.FT	50 SQ.M.
BALCONY AREA	118 SQ.FT	11 SQ.M.
TOTAL AREA	652 SQ.FT	61 SQ.M.

KEY PLAN

KEY SECTION





Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that the details we provide are accurate and well researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you may make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

UP SIDE

SPECIFICATION

HIGHLY DESIGNED WALL-PAINTING

ITALIAN TERRAZO

EUROPEAN TILES

DESIGN CABINETS

INTEGRATED SLIM-LINE EUROPEAN-DESIGN WALLS

SMEG APPLIANCES

LIFE FITNESS GYM EQUIPMENT

FULL-WIFI & DATA COVERAGE

STATE OF THE ART CONFERENCE FACILITIES

smeg

LifeFitness

Schindler

GESSI

Capsule Arts

INVESTMENT OPPORTUNITY

Fully furnished apartments in the centre of Dubai starting from AED 960,888*
UPSIDE is strategically located to deliver the very best rental yields and the strongest opportunity for high capital appreciation.

Investment Highlights:

1. Comfortable post-completion payment plan
2. 75% Payable post-completion
3. Attractive prices starting AED 960,888*
4. Guaranteed Annual Return of 7%* for 3 years
5. Flexible rental management option: Short Term and Long Term

SRG HOLDING LIMITED

sales@sales.srg.ae
800 5511
www.srg.ae