# THESIS REPORT ON "CAR SHOWROOM, MUMBAI"



A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF:

#### **BACHELOR OF INTERIOR DESIGN**

BY
MAYUR SHINDE

(1180107027)

THESIS GUIDE

AR. SATYAM SHRIVASTAV

**SESSION** 

2021-22

TO THE
SCHOOL OF ARCHITECTURE AND PLANNING BABU
BANARASI DAS UNIVERSITY LUCKNOW.

# SCHOOL OF ARCHITECTURE AND PLANNING BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

#### **CERTIFICATE**

PARLE MUMBAI and can be accepte	" under the supervis d as partial fulfillm	tion, is the bonafide ent of the requirement	HOWROOM VILE work of the students ent for the degree of and Planning, BBDU,
Prof. Mohit Kumar Agarwal Dean of Department	Recommendation	Accepted Not Accepted	Prof. Sangeeta Sharma Head of Department

External Examiner

External Examiner

#### BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

#### **Certificate of thesis submission for evaluation**

1. Name	:MAYUR SHINDE				
2. Roll No.	: 1180107027				
3. Thesis Title	:CAR SHOWROOM				
_	hich the thesis is submitted: B I D University to which the thesis is sub	mitted:	Yes / No		
6. Thesis prepa	ration guide was referred to for preparing the	thesis.	Yes / No		
7. Specification	regarding thesis format have been closely follo	owed.	Yes / No		
8. The content of	of the thesis have been organized based on the	guidelines.	Yes / No		
9. The thesis ha	s been prepared without resorting to plagiaris	m	Yes / No		
10. All the sources used have been cited appropriately			Yes / No		
11. The thesis ha	s not been submitted elsewhere for a degree.		Yes / No		
12. Submitted 3	hard bound copied plus one CD		Yes / No		
(Signature(s) of the Name:	supervisor)	(Signature of Name:MAYU Roll No.:1180			

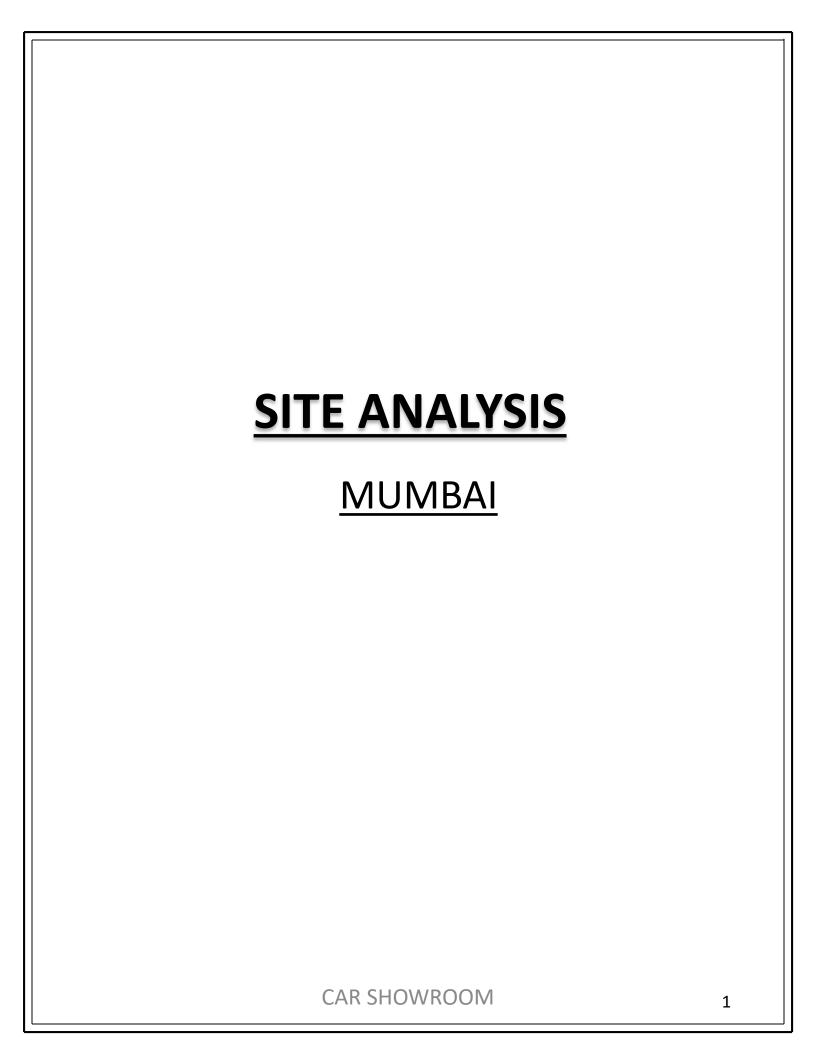
### **ACKNOWLEDGEMENT**

I acknowledge my sincere thanks to my guide AR. SATYAM SRIVASTAVA who guided me through active participation in discussions and gave his kind cooperation throughout the process. My sincere thanks to our Thesis coordinator Mr. Ar. SAURABH SAXENA for his cooperation and understanding at every stage of the study, which gave my study a new direction and made it more meaningful. I am thankful to our Dean, Prof. Ar. Mohit Aggarwal, for his cooperation and invaluable support. I am also thankful to the persons concerned to my studies for their cooperation and devoting their valuable time for discussing withme.. Above all, thanks to my friends for their sincere help throughout, without which this report would not have been in its present shape. Last but not the least I thank my Parents for their forever support and blessings.

**MAYUR SHINDE** 

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### WHAT IS CAR SHOWROOM INTRODUCTION

- A CAR DEALERSHIP, OR CAR DEALER, IS A BUSINESS THAT SELLS NEW OR USED CARS AT THE RETAILLEVEL,
- BASED ON A DEALERSHIP CONTRACT WITH AN AUTOMAKER OR ITS

  SALES SUBSIDIARY IT CAN ALSO CARRY A VARIETY OF CERTIFIED PRE-OWNED

  VEHICLES.

MAYALSO PROVIDE MAINTENANCE SERVICES FOR CARS, AND

- EMPLOYAUTOMOTIVE TECHNICIANS TO STOCK AND SELL SPARE
- AUTOMOBILE PARTS AND PROCESS WARRANTY CLAIMS.





#### **INTERIOR FEATURE**

#### HOW YOU CAN MAXIMISE YOUR DEALERSHIP DESIGN

- •A CAR IS ONE OF THE MOST EXPENSIVE PURCHASES ANYONE MAKES, AND TODAY'S CAR SHOWROOMS HAVE AN IN HELPING CUSTOMERS MAKE THAT DECISION.
- •IT'S LITTLE WONDER NEW CAR SHOWROOMS CAN BE LAVISH ENTERPRISES, WITH DOUBLE- HEIGHT GLAZING, BLAZ
  COSTLY STONE FLOORS. AND THAT'S BEFORE YOU EVEN GET INTO THE REALMS OF INTERNET CAFESAND

#### **INTERIOR FEATURE**

#### **HOW YOU CAN MAXIMISE YOUR DEALERSHIP DESIGN**

•A CAR IS ONE OF THE MOST EXPENSIVE PURCHASES ANYONE

CAR SHOWROOMS HAVE AN IMPORTANT ROLE IN

HELPING CUSTOMERS MAKE THAT DECISION.

•IT'S LITTLE WONDER NEW CAR SHOWROOMS CAN BE LAVISH DOUBLE- HEIGHT GLAZING, BLAZING LIGHTS AND COSTLY STO

BEFORE YOU EVEN GET INTO THE REALMS OF INTERNET CAFE



#### **INITIAL INFORMATION GATHERING**

• DEALERS KNOW THAT JUST AS IMPORTANT AS HOW THE DEALERSHIP LOOKS, ISHOW

THE DEALERSHIP WORKS. ASK YOU RSELF:

- HOW DO MY CUSTOMERS AND STAFF USE MY DEALERSHIP FOR DAY-TO-DAYACTIVITIES?
- CAN MY SALES TEAM SEE THE LOT WITHOUT
- OBSTRUCTION? DO MY CUSTOMERS HAVE CLEAR
- ROUTES TO THE SERVICE AREA / WORKSHOP?
- WHERE IS THE GUEST BATHROOM LOCATED?
- HOW LARGE DOES THE SHOWROOM NEED TO
- BE TO ACCOMMODATE THE NUMBER OF CARS
- WE WANT TO DISPLAY?



# THE IMPORTANCE OF NATURAL LIGHTING LIGHT IN INTERIOR PLAY AN IMPORTANT ROLE

- NATURAL LIGHTS IN AN INTERIOR
- SPACE CREATES MOOD, .IT IS
- INDEED A DESIGN ELEMENTLIKE
- NO OTHER.
- INDOOR PLACES WITH BEAUTIFUL
- PLAYS OF LIGHT CREATE AN
- ALLURING AMBIANCE THIS CORRELATION OF POSITIVITY
- AND NATURAL LIGHT HAS BEENA FASCINATION FOR BOTH

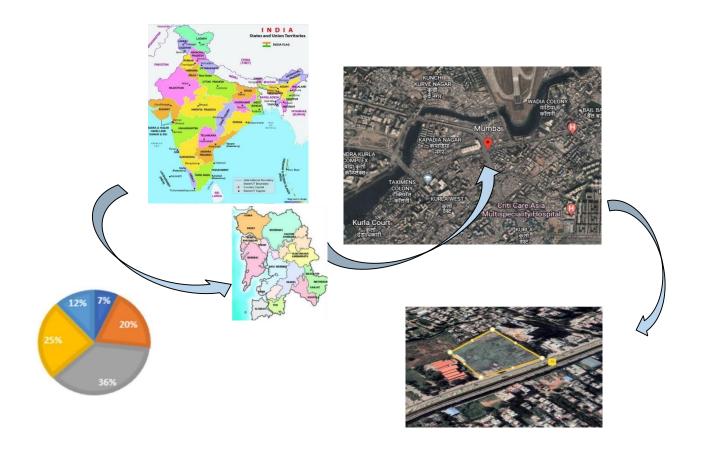


#### THE IMPORTANCE OF ARTIFICIAL LIGHTING

- LIGHTING PLAYS A MAJOR ROLE IN THE ATMOSPHERE CREATED IN A RESTAURANT SETTING
- THE DIFFERENT LEVELS OF LIGHT WILL GREATLY IMPACT THE ATMOSPHERE OFYOUR
- RESTAURANT OR BAR AND AFFECT THE AMOUNT OF NEW AND REPEAT BUSINESS YOU RECEIVE.



#### **IDENTIFICATION OF SITE**



#### **SITE LOCATION**

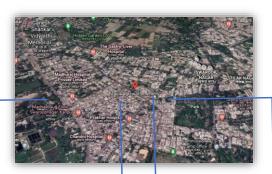
- PROJECT NAME= CAR SHOWROOM
- LOCATION = VILE PARLE PARLE G FACTORY
- LANDMARK= PARLE G FACTORY

#### **INTRODUCTION ABOUT THE SITE**

- TOTAL AREA 1780 SQ M
- FRONT ROAD 10 M WIDE
- REAR ROAD 5M WIDE
- THE SITE IS PROPOSED IN MUMBAI CAR SHOWROOM

## TOURIST ATTRACTION MAJOR LANDMARKS











#### **NEAR BY UTILITIES**



NEAREST ATM SBI ATM 200 M - 3 MIN



NEAREST HOSPITAL CEM HOSPITAL 600 KM -2 MIN





NEAREST FIRE STATION FIRE STATION GOREGAON 6.7 KM - 14 MIN



#### **SITE ACCESSIBILITY**

- THE SITE CAN BE ACCESED FROM ALL FOUR SIDES, AS MY SITE IS LOCATED IN THE MUMBAI OF THE CITY WHICH IS MAIN AREA OF THE CITY GOREGAON
- THE MAIN ROAD INFRONT OF THE SITE IS REAR ROAD. ALSO KNOWN AS IMPERIAL STREET.
- OTHER LANDMARS WHICH

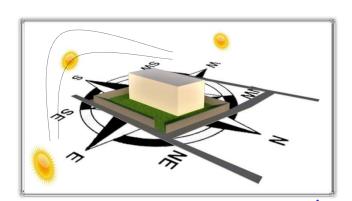
CONNECTS SITE TO LOCAL FAMOUS
AREA ARE ARYA
PARLE G FACTORY , IN JOIN OLD
COLONY ROAD

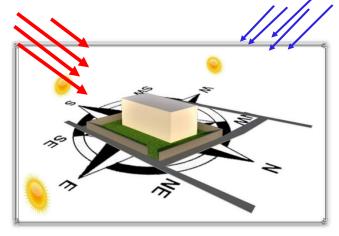
AIRPOT4.2 KM MUMBAI INTERNATINOLAIRPORT



## CLIMATE STUDY SUN PATHDIAGRAM







#### **SITE IMAGES**

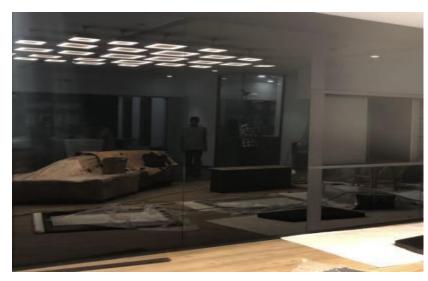












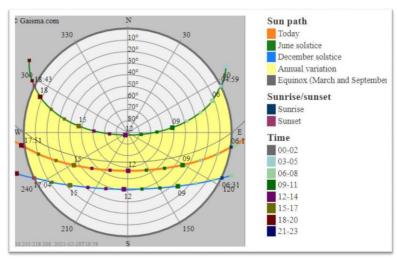
#### **CLIMATIC CONDITIONS**

#### **TEMPREATURE**

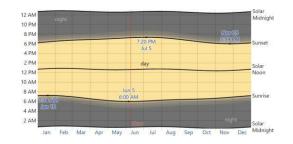
MUMBAI ARE IN THE MIDDLE AND THE SUMMERS ARE THAT EASY TO DEFINE.THE BEST TIME TO VISIT ARE JANUARY, FEBRUARY, MARCH, OCTOBER,

NOVEMBER, DECEMBER.THE MONTH WITH THE HIGHEST RELATIVE HUMIDITY IS JULY (88.99 %). THE MONTH WITH THE LOWEST RELATIVE HUMIDITY IS DECEMBER (57.22 %).





#### **SUN HOUR GRAPH**



THE EARLIEST SUNRISE IS AT 6:00 AM ON JUNE 5, AND THE LATEST SUNRISE IS 1 HOUR, 15 MINUTES LATER AT 7:14 AM ON JANUARY 18.

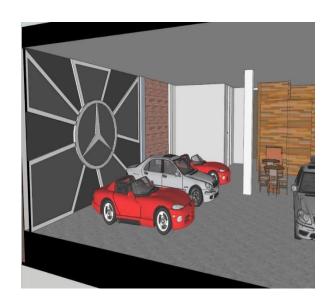
THE EARLIEST SUNSET IS AT 5:59 PM ON NOVEMBER 25, AND THE LATEST SUNSET IS 1 HOUR, 21 MINUTES LATER AT 7:20 PM ON JULY 5

#### **3D VEIW CAR SHOWROOM**



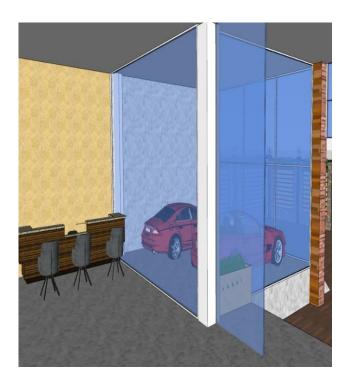


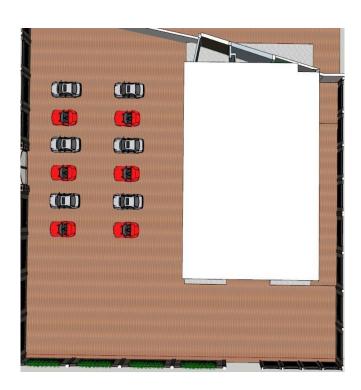










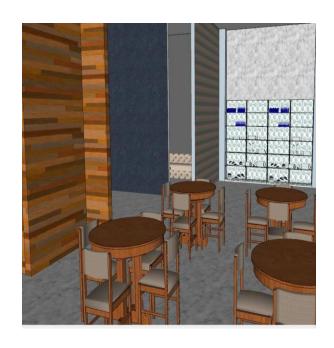








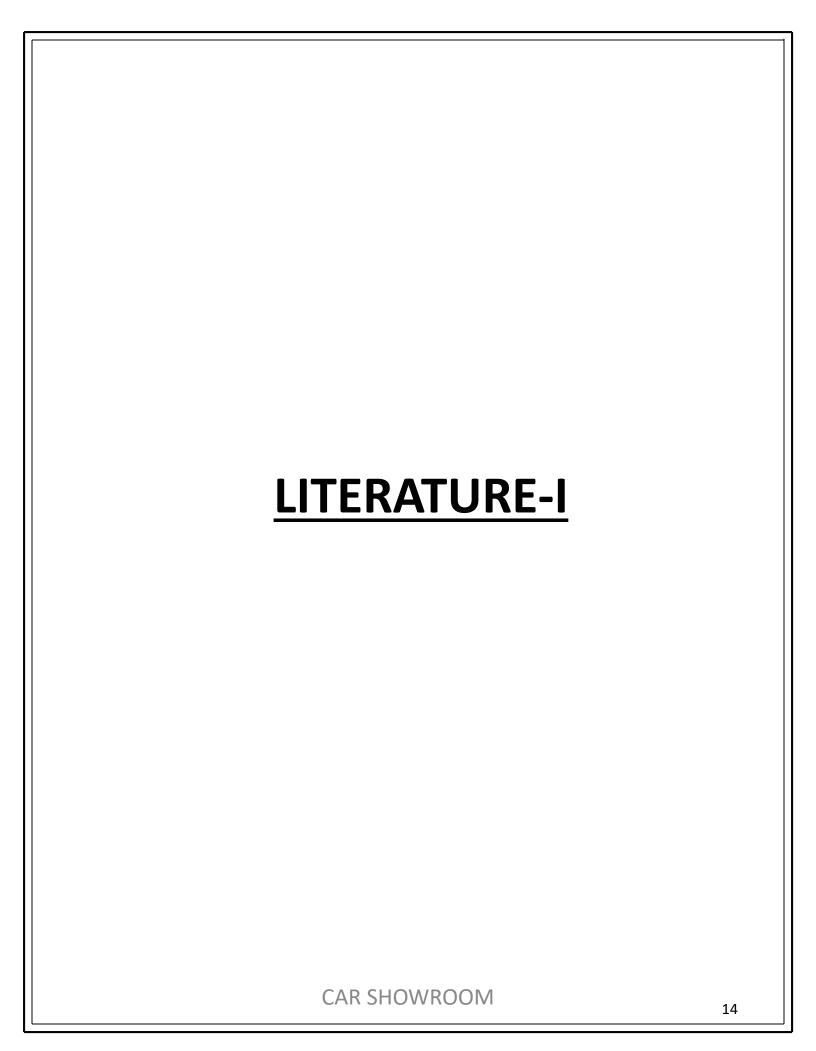












#### **INTRODUCTION**







• STANDING EIGHT-STOREYS HIGH, AUDI SINGAPORE'S NEWLY UNVEILED FLAGSHIP STORE IS THE FIRST EVER HIGH-RISE AUDI TERMINAL, AND AT 1,350 SQUARE METRES PER FLOOR, IS ALSO THE LARGEST AUDI SHOWROOM IN SOUTHEAST ASIA.THIS ONE-STOP TERMINAL OFFERS A VARIETY OF SERVICES IN A SINGLE LOCATION, HOUSING SHOWROOMS, WORKSHOPS, OFFICES AND EVEN A CAFÉ AND WAITING LOUNGE FOR VISITORS. AS MANY AS 35 OF AUDI'S LATEST MODELS ARE DISPLAYED

#### SITE DESCRIPTION

ARCHITECTS : <u>ONG&ONG PTE LTD</u>

•AREA: <u>7642</u> M<sup>2</sup>

•YEAR : 2012

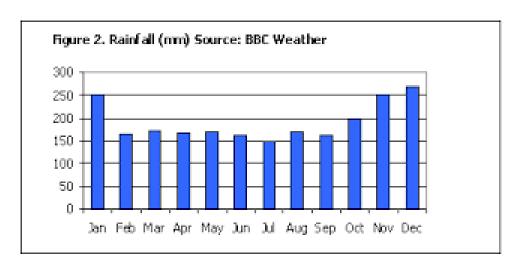
• PHOTOGRAPHS : AARON POCOCK

•THE FAÇADE IS CLAD IN ALUMINIUM WITH HEXAGONAL CUT-OUTS FORMING A HONEYCOMB PATTERN, WHILE FULL-HEIGHT GLASS WINDOWS FOR THE LOWER FLOORS MAKE THE BUILDING APPEAR TO FLOAT OFF THE GROUND. LOCATED AT THE JUNCTION OF LENG KEE ROAD AND ALEXANDRA ROAD, THE AUDI TERMINAL ALSO HAD TO CONTEND WITH ITS CLOSE PROXIMITY TO THE MRT TRAIN TRACK.

AS THE AUDI TERMINAL'S FOUNDATIONS ARE MERE CENTIMETRES AWAY FROM THOSE OF THE TRAIN TRACK COLUMNS, THE COLUMNS WERE MONITORED DURING CONSTRUCTION THROUGH THE USE OF LASERS.

#### **CLIMATE**

DUE TO ITS GEOGRA
HICAL LOCATION AND
MARITIME EXPOSURE
SINGAPORE'S
CLIMATE IS
CHARACTERISED BY



UNIFORM TEMPERATURE AND PRESSURE, HIGH HUMIDITY AND ABUNDANT RAINFALL. THE AVERAGE TEMPERATURE IS BETWEEN 25 DEGREES CELSIUS AND 31 DEGREES CELSIUS. THUNDERSTORMS OCCUR ON 40% OF ALL DAYS.

RELATIVE

HANUREY IS THE USBERSENGTOTH AN BORO REPORTED TO THE WARREST TO THE WARREST OF TH

#### **SITE LOCATION AND CLIMATE**

**AUDI CENTRE SINGAPORE/ONG&ONG** 





#### **INTERIORS AND MATERIALS**



**LIGHTS-SPOT LIGHT** 



**GLASS AND GYPSUM FALSE CEILING** 

**CAR SHOWROOM** 



**GLASS AND GYPSUM FALSE CEILING** 



TILE FLOORING



WOOD AND LAMINATE



**GLASS AND GYPSUM FALSE CEILING** 

# **PLAN** 9H0WR00W CAFETERIA FFL 113.45 SHOP AREA FFL 113.45 SHOWROOM FR. 113.45 SALES FFL 113.45

LITERATURE STUDY - II	
CAR SHOWROOM	

#### **INTRODUCTION**





#### THE AUTOMOTIVE SHOWROOM IS SITUATED BY THE MAIN GATEWAY

TO THE CITY HERNING IN JUTLAND, DENMARK. THE MUNICIPALITY OF HERNING AND THE CLIENT BOTH WISHED FOR A SHOWROOM DIVERGING FROM THE STEREOTYPICAL AND ONE THAT SIMULTANEOUSLY WOULD STAND OUT AS AN ARCHITECTURAL ICON. THE SOLUTION BECAME A RHOMBIC VOLUME DIVIDED INTO TWO HALVES BY A DIAGONAL CUT, CREATING A DYNAMIC AND LUCID SHOWROOM FACING THE MAIN ROAD, CONTRASTED BY THE STABLE MASS OF A SERVICE CENTRE BEHIND. PLACED AT THE EDGE OF TOWN IT IS A BUILDING WHERE INTERIOR AND EXTERIOR COLLABORATE AROUND THE MEETING BETWEEN CITY AND NATURE, AND BETWEEN FUNCTION AND SPACE.

•THE SHOWROOM DELIBERATELY DOWNPLAYS QUANTITY, UNLIKE THE MORE COMMON "AQUARIUMS" FLOODED WITH CARS, IN FAVOUR OF CAREFULLY CHOSEN VIEWS OF SELECTED AUTOMOBILES. IT IS A SHOWROOM THAT STIRS THE CURIOSITY OF ITS VISITORS AS WELL AS THOSE DRIVING BY THIS NEW PORTAL TO THE CITY OF HERNING.

#### **SITE DESCRIPTION**

**SITE PLAN** 

ARCHITECTS: KRADS AREA: 4000 M<sup>2</sup>

YEAR: 2013

PHOTOGRAPHS: TINA STEPHANSEN - STUDIO 55

LOCATION; DENMARK

#### **SITE LOCATION AND CLIMATE**

#### **CLIMATE**

DENMARK EXPERIENCES CHANGEABLE WEATHER BECAUSE IT IS

LOCATED IN THE TEMPERATE ZONE AT THE MEETING POINT

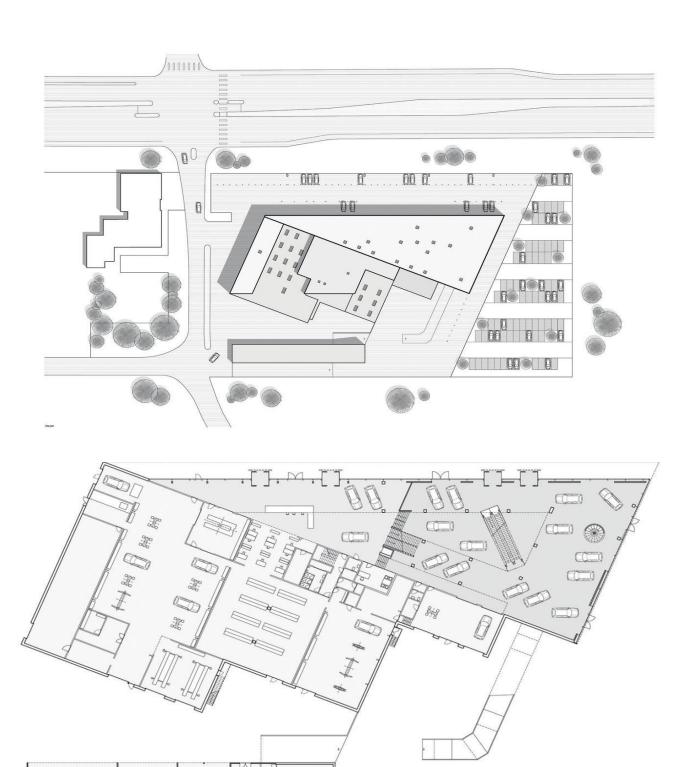
OF DIVERSE AIR MASSES FROM THE ATLANTIC, THE ARCTIC, AND EASTERN EUROPE. THE WEST COAST FACES THE

INHOSPITABLE NORTH SEA, BUT THE TERMINAL SECTION OF THE WARM GULF STREAM (THE NORTH ATLANTIC CURRENT) MODERATES THE CLIMATE. LAKES MAY FREEZE AND SNOW FREQUENTLY FALLS DURING THE COLD WINTERS, YET THE MEAN TEMPERATURE IN FEBRUARY, THE COLDEST MONTH, IS ABOUT 32 °F (0 °C), WHICH IS ROUGHLY 12 °F (7 °C) HIGHER THAN THE WORLDWIDE AVERAGE FOR THAT LATITUDE. SUMMERS ARE MILD, FEATURING EPISODES OF CLOUDY WEATHER INTERRUPTED BY SUNNY DAYS. THE MEAN TEMPERATURE IN JULY, WHICH IS THE WARMEST MONTH, IS APPROXIMATELY 60 °F (16 °C).

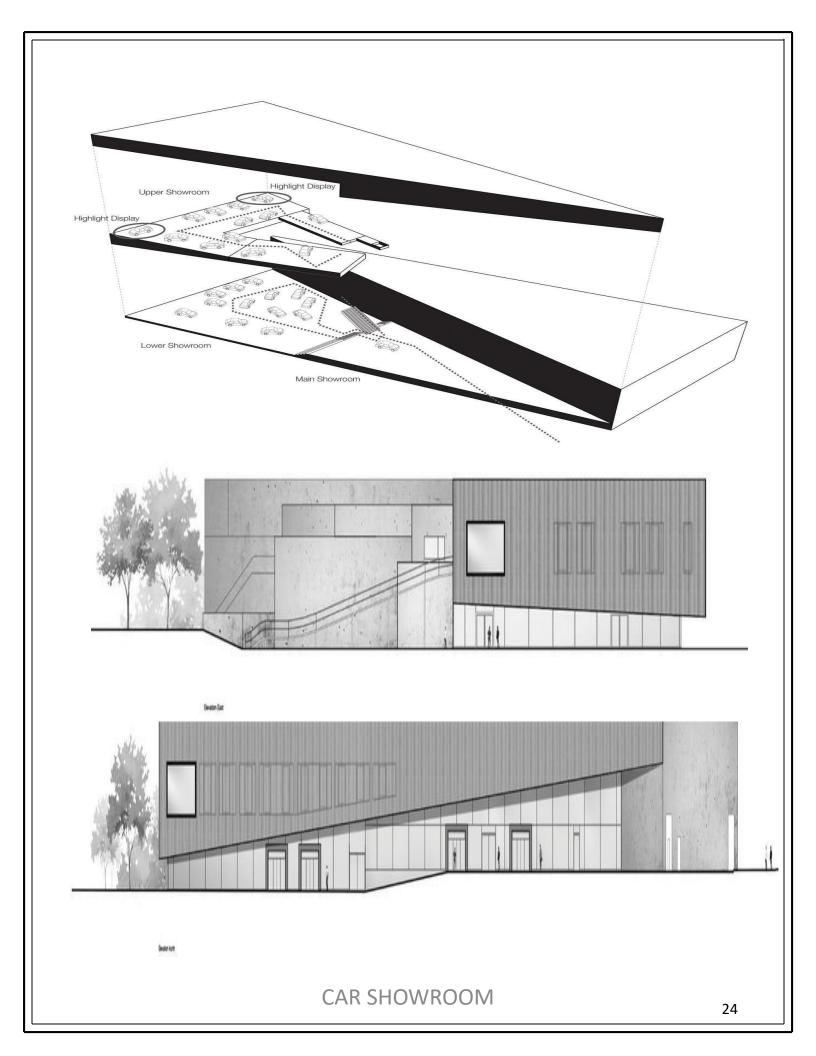


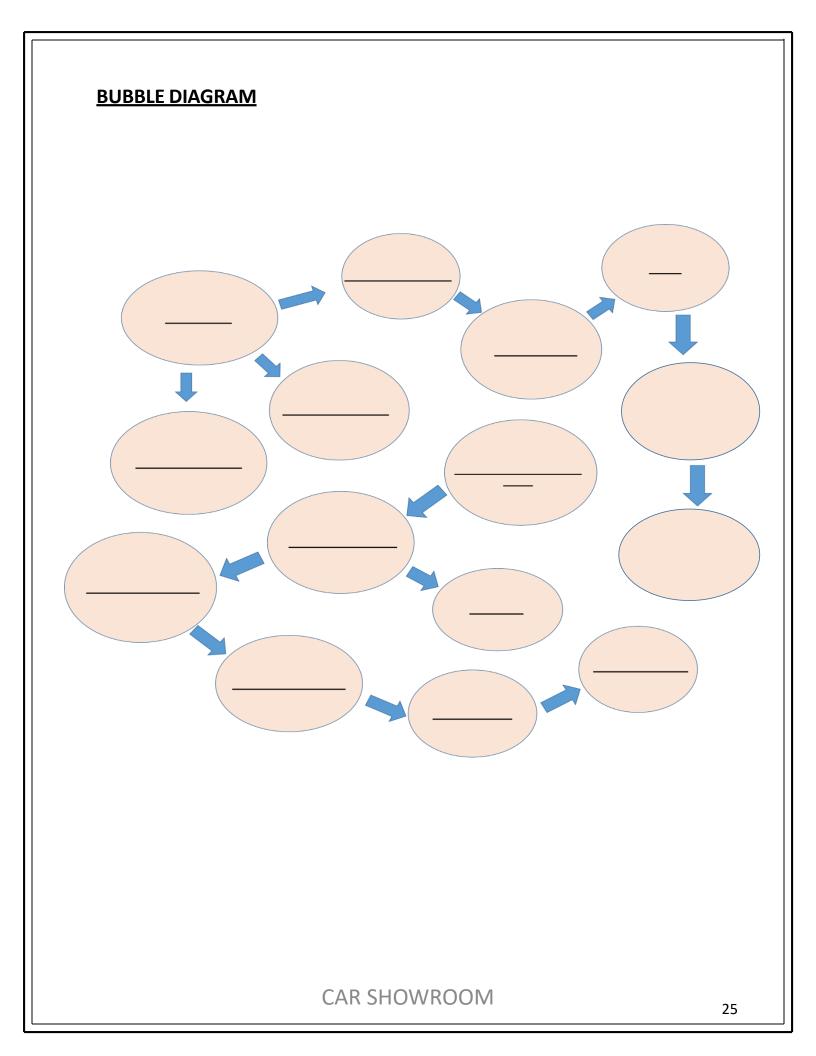


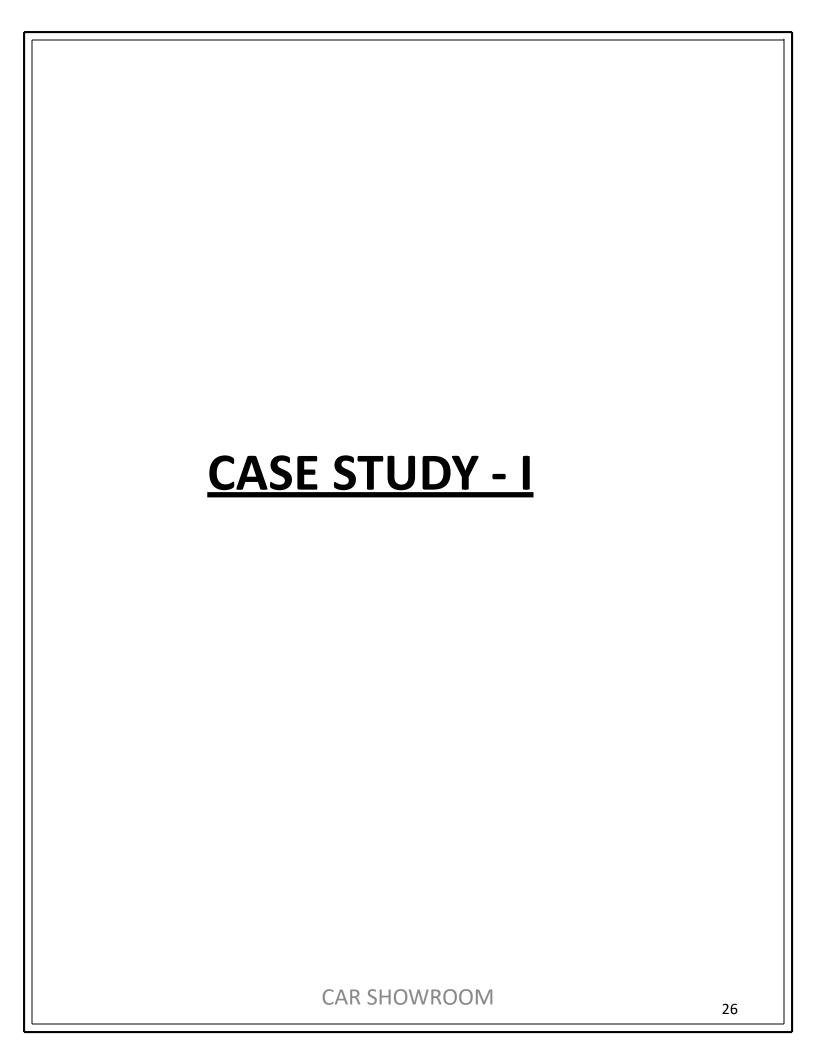
#### <u>PLAN</u>



CAR SHOWROOM







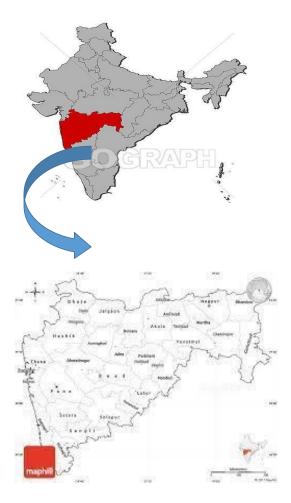
#### **INTRODUCTION**





• THIS IS A CORPORATE SHOWROOM & OFFICE AND THE WORKSHOP IS A STATE OF THE ART MIXED-USE BUILDING WITH AN INDUSTRIAL FACILITY WITH ALL MODERN AMENITIES AS WELL AS CORPORATE FACILITIES FOR MARUTI UDYOG LTD. THE WORKSHOP PLANNING IS DEVELOPED WITH STANDARDS SET BY MARUTI INDIA PVT LTD.THIS IS A CORPORATE SHOWROOM & OFFICE AND THE WORKSHOP IS A STATE OF THE ART MIXED-USE BUILDING WITH AN INDUSTRIAL FACILITY WITH ALL MODERN AMENITIES AS WELL AS CORPORATE FACILITIES FOR MARUTI UDYOG LTD. THE WORKSHOP PLANNING IS DEVELOPED WITH STANDARDS SET BY MARUTI INDIA PVT LTD.

#### **SITE LOCATION**

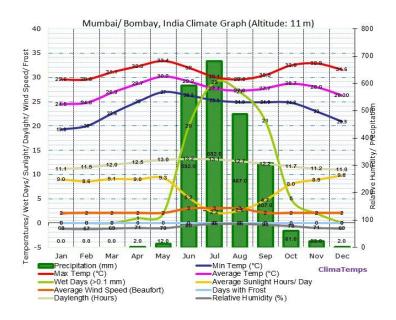




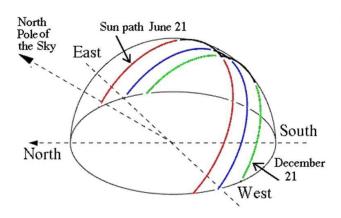
CAR SHOWROOM

#### **CLIMATE**

•THE CLIMATE OF MAHARASHTRA IS TROPICAL MONSOONS AS IT RECEIVES A HEAVY RAINFALL DURING THE MONSOON SEASON WITH THE SUMMERS BEING HOT AND WINTERS BEING CHILLY. THERE ARE FOUR METEOROLOGICAL SUBDIVISIONS, VIZ. KONKAN, MADHYA MAHARASHTRA, MARATHWADA AND VIDARBHA IN THE STATE



#### **SUN PATH**



#### **SITE DISCRIPTION**

TYPOLOGY: ARCHITECTURE, INDUSTRIAL

LOCATION: JOGESHWARI MUMBAI

AREA: 65,000 SQ FT STATUS: BUILT

STRUCTURAL CONSULTANT: SINHA AND

**ASSOCIATES** 

**CLIENT: DEWAR GARAGE PVT LTD** 





#### **LATITUDE AND LONGITUDE**

19.0760° N, 72.8777°E

#### **PLAN**







**CAR SHOWROOM** 

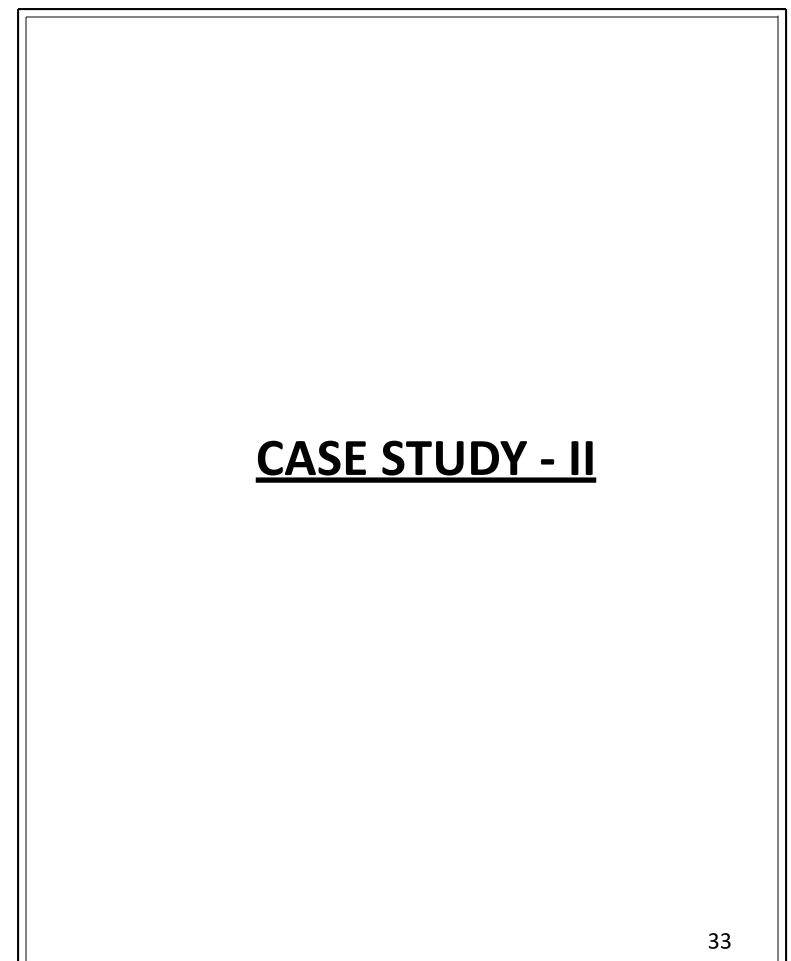






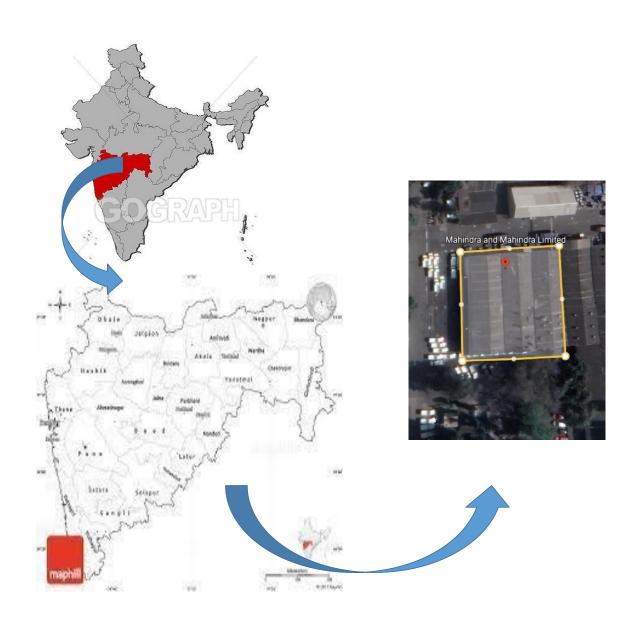






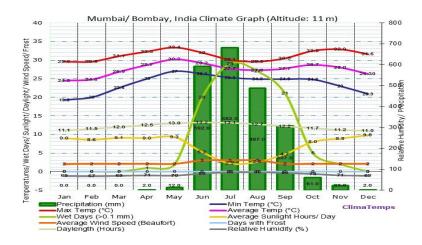
#### **INTRODUCTION**

•MAHINDRA AND MAHINDRA HAS BEEN A MARKET LEADER IN FARM AND UTILITY VEHICLES IN INDIA FOR SEVERAL DECADES AND A HOUSEHOLD NAME MORE RECENTLY SINCE THEY LAUNCHED INTO COMMERCIAL VEHICLES. FROM THE WILLYS JEEP TO THE SCORPIO AND THE MORE RECENT XUV500, THEY HAVE DELIVERED OUTSTANDINGLY POPULAR VEHICLES THAT HAVE GIVEN THE BRAND A REPUTATION FOR BEING ROBUST, RUGGED, MASCULINE, AND DEPENDABLE, IN THE RECENT FEW YEARS, STYLISH.

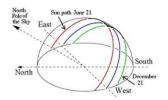


#### **CLIMATE**

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#### SUN PATH









#### **SITE DISCRIPTION**

ARCHITECTS: SJK ARCHITECTS

AREA: <u>25000</u> FT<sup>2</sup>

YEAR : <u>2015</u>

PHOTOGRAPHS: RAJESH

VORA LOCAION : KANDIVAI
MUMBAI COUNTRY : INDIA

# LATITUDE AND LONGITUDE

19.0760° N, 72.8777° E **INTERIORS** 



GYPSUM FALSE CEILING

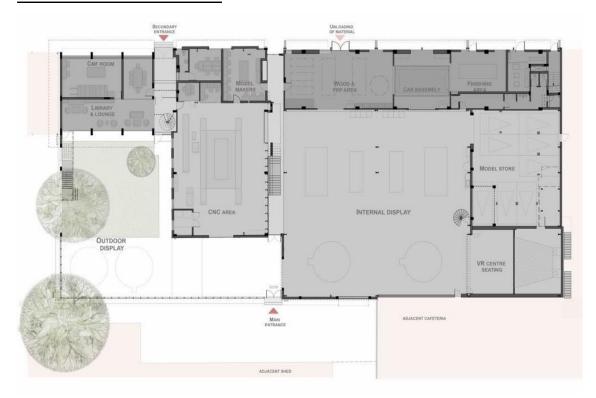


WOODEN PANELLING



FRONT
ELEVATION
CAR SHOWROOM

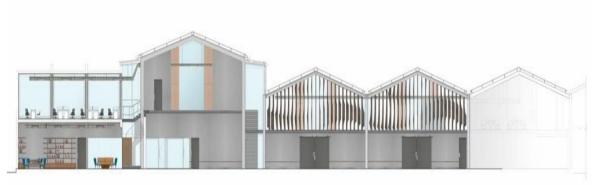
# **GROUND FLOOR PLAN**



# MEZZANINE FLOOR PLAN



**CAR SHOWROOM** 



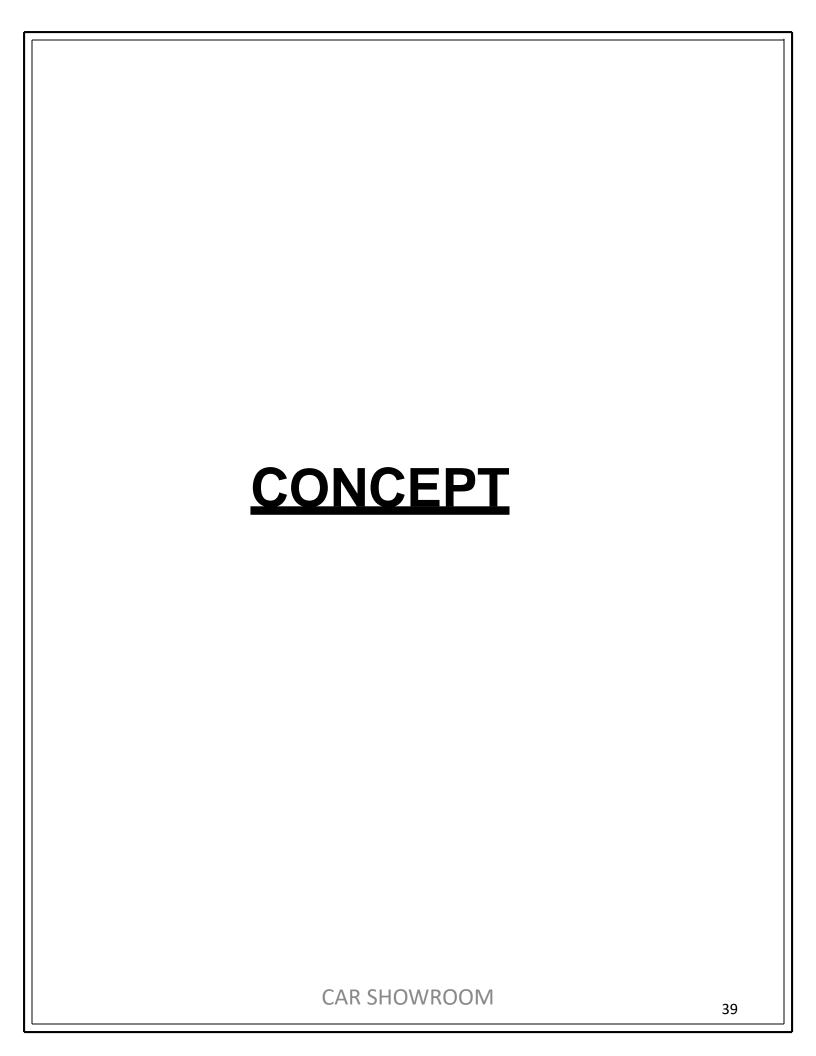
**FRONT ELEVATION** 







FRONT ELEVATION



#### **CONCEPT**

#### **RUSTIC STYLE**

•RUSTIC INTERIOR DESIGN REPRESENTS A NATURAL, ROUGH, AGED, AND CASUAL DESIGN STYLE. THE CATEGORY IS BROAD AND INCORPORATES A RANGE OF VARIATIONS ON THE STYLE, INCLUDING TUSCAN, COASTAL, COTTAGE AND MODERN RUSTIC. REGARDLESS OF THE VARIATION, RUSTIC STYLE HIGHLIGHTS RUGGED, NATURAL BEAUTY.

#### WHAT IS RUSTIC INTERIOR DESIGN STYLE?

IMAGE RESULT FOR RUSTIC INTERIOR DESIGN STYLE

RUSTIC INTERIOR DESIGN REPRESENTS A NATURAL, ROUGH, AGED, AND CASUAL DESIGN STYLE. THE CATEGORY IS BROAD AND INCORPORATES A RANGE OF VARIATIONS ON THE STYLE, INCLUDING TUSCAN, COASTAL, COTTAGE AND MODERN RUSTIC. REGARDLESS OF THE VARIATION, RUSTIC STYLE HIGHLIGHTS RUGGED, NATURAL BEAUTY.

#### WHAT IS MODERN RUSTIC STYLE?

WHAT IS MODERN RUSTIC? THE KEY TO A MODERN RUSTIC SPACE IS AN OPEN FLOOR PLAN, MODERN FURNITURE, AND PRESERVED AND EXPOSED NATURAL ARCHITECTURAL ELEMENTS. THE COLOR SCHEME IS VERY SIMPLE WITH LARGE WINDOWS BRINGING THE OUTDOORS IN. THIS STYLE HAS AN INFORMAL ELEGANCE – COMFORTABLE AND MODERN LIVING AT ITS BEST.

#### ,DESIGN PRINCIPLES.

#### WHAT ARE THE ELEMENTS OF RUSTIC STYLE?

RUSTIC DESIGN IS ALL ABOUT MATERIALS THAT COME FROM THE EARTH. REAL, UNPROCESSED WOODS, HEAVY STONE, AND REAL BRICK ARE ALL COMMON ELEMENTS OF RUSTIC DECOR.

#### WHAT IS RUSTIC DESIGN STYLE?

IMAGE RESULT FOR PRINCIPLES DESIGN IN RUSTIC STYLE RUSTIC INTERIOR DESIGN REPRESENTS A NATURAL, ROUGH, AGED, AND CASUAL DESIGN STYLE. THE CATEGORY IS BROAD AND INCORPORATES A RANGE OF VARIATIONS ON THE STYLE,

#### WHAT IS RUSTIC WARMTH STYLE?

RUSTIC WARMTH STYLE IS ALL ABOUT LAYERING IN SMALL ACCENTS THAT PLAY UP COZY PATTERNS. SO PILE ON THE PLAID AND MUD CLOTH PILLOWS, GLOBAL-STYLE RUGS AND NATURAL FIBERS,

#### WHAT IS RUSTIC COLOR?

RUSTIC COLORS ARE THE ONES THAT ARE DEEP AND NATURAL. GREENS, BROWNS, GRAYS, FALL COLORS ARE ALL CONSIDERED TO BE RUSTIC COLORS. MOST OF THESE COLORS CAN BE FOUND READILY IN NATURE, FROM THE DARK GREEN OF THE LEAVES, THE WARM ORANGE OF THE SUNSET, TO THE EARTHY BROWN OF THE MUD.

#### **RUSTIC COLOURS**

ARE DEEP AND NATURAL, THE COLOUR COLOUR CHOICES .

SWINGSHEAVILY TOWARDS NEUTRAL, AND RICH HEALTHY TONES LIKE GREENS, BROWN AND GRAYS ARE COMMON COLOUR CHOICES.

#### **SOFA DESIGN**







#### **LIGHT MADE OF OLD TYRES**



# **RUSTIC WALL DESIGN**,











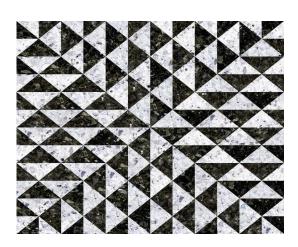


# MATERIAL MOOD BOARD FLOORING TYPES









# **TILES FLOORING**





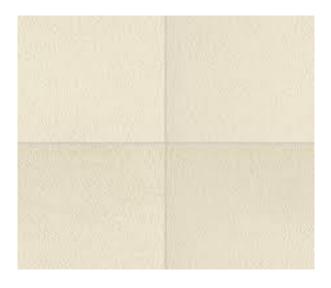


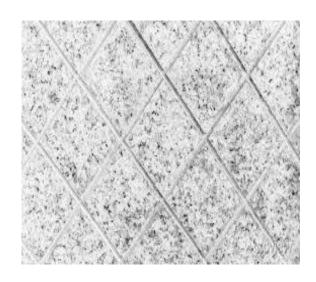


# **PORCELIAN TILES**









# **VITRIFIED TILES**









# **WALL PARTITION**







# <u>PLANT</u>







### **MANAGER TABLE**



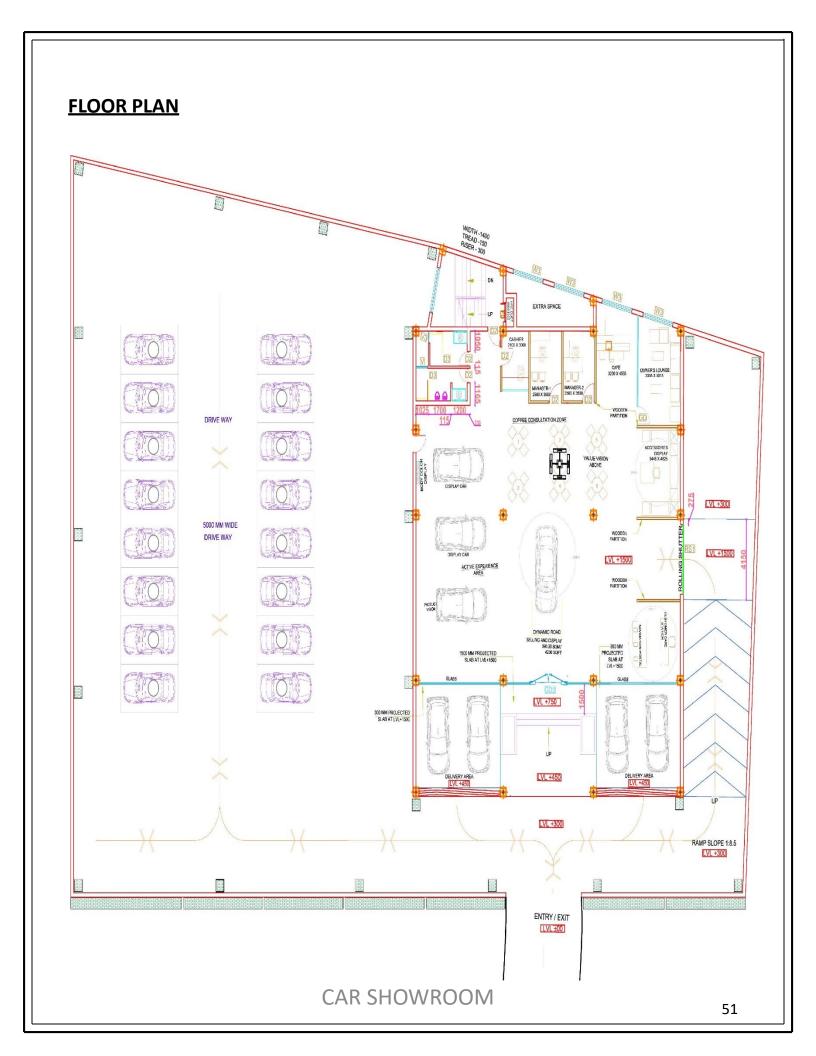
# **GLASS PARTITION**

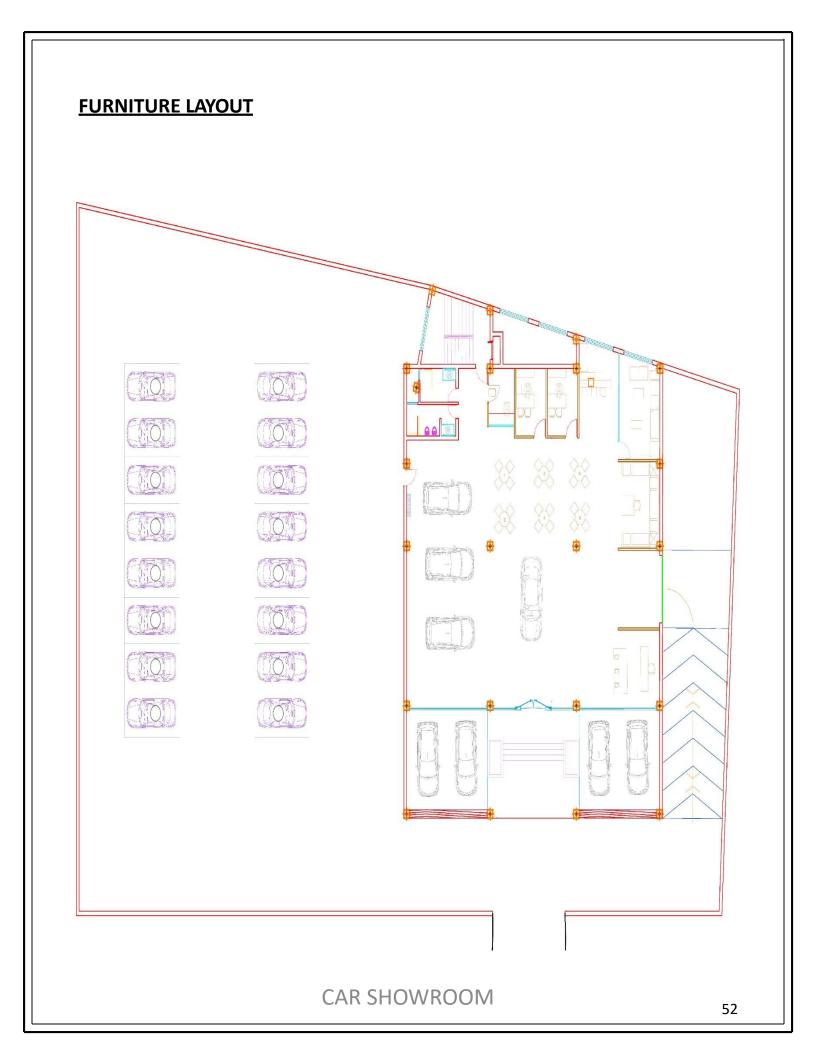


#### **WOOD PARTITION**



**CAR SHOWROOM** 





# **FLOORING PLAN**



# **CEILING PLAN** MANAGER ROOM CEILING LVL -450 MANAGER ROOM CELLING LVL -458 (10) **CAR SHOWROOM** 54