



EIRA

TRANSCEND TO TRANQUILITY



TRANSCEND TO TRANQUILITY

Drift beyond the noise and into a world
where every moment feels touched by tranquility.



ETHEREAL.
RADIANT.
MAJESTIC.

Welcome to the transcendent world
of Eira, encircled by uninterrupted
greens and lakes that mirror the sky,
in the heart of Production City, Dubai.



EIRA
LUXURY RESIDENCES



VISIONARIES BEHIND YOUR *Residence*

LUXURY DONE THOUGHTFULLY

Rooted in 20+ years of leadership experience across the UAE and beyond, Neoterra Developments is a design-driven, future-focused real estate brand built on the belief that luxury should endure, inspire, and be created with conscience. We craft spaces where beauty, precision, and human-centred design come together to create extraordinary living experiences.

The name itself reflects this mission 'Neo' for new, 'Terra' for earth. A promise to shape a new world of living for those who seek comfort, creativity, and a future-ready way of life.

THE PRINCIPLES THAT DEFINE US

TIMELESS DESIGN

Creating architectural landmarks that leave a lasting legacy.



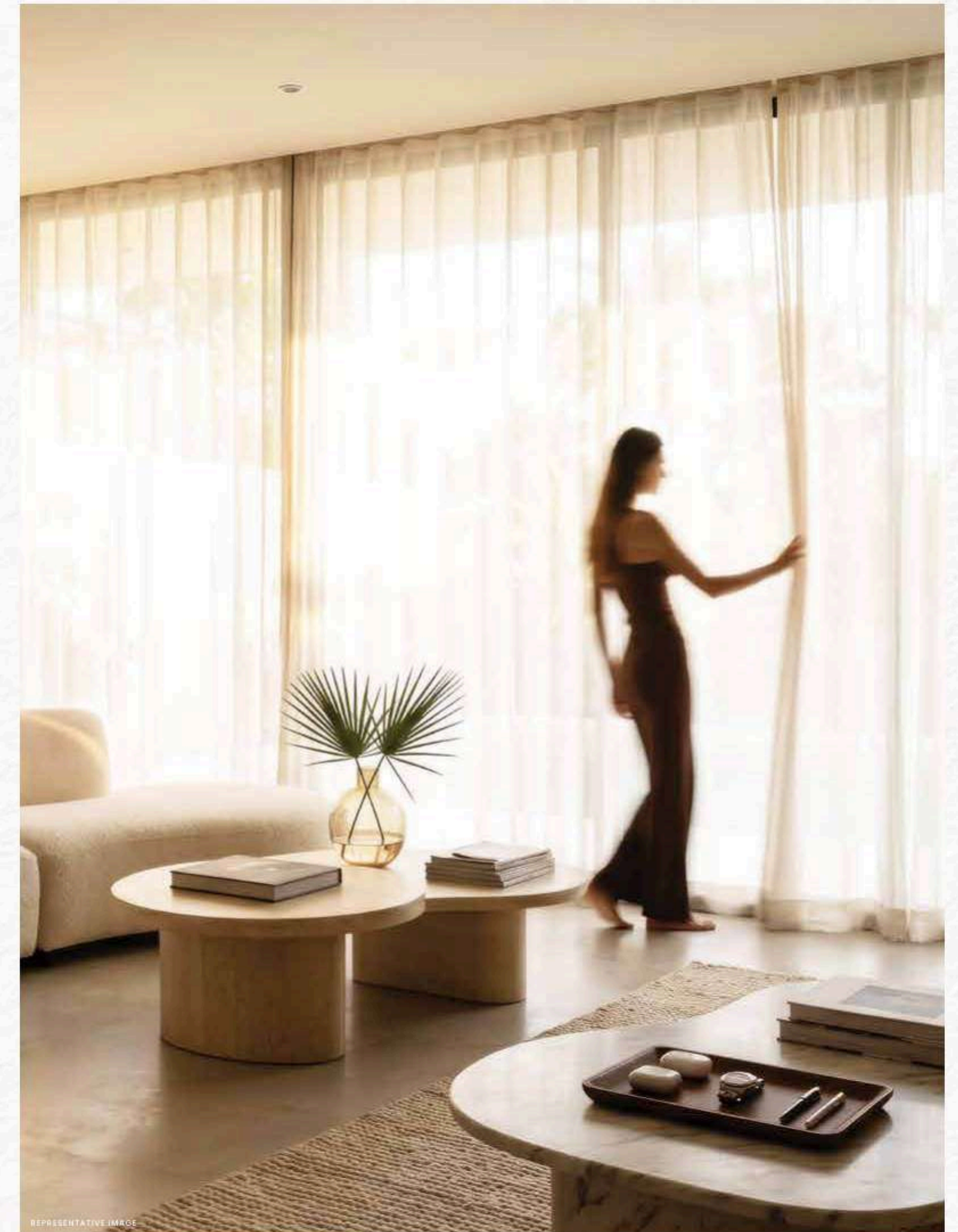
RESPONSIBILITY & CONSCIENCE

Mindful development that respects communities and resources.



HUMAN-CENTRED THINKING

Spaces shaped around how people live, connect, and feel.



CONNECTED TO THE *City.* SURROUNDED BY SERENITY.

Set within Dubai Production City, a thriving destination spanning over 43 million sq.ft., Eira is positioned at the intersection of connectivity and retreat, with direct access via E311 and Al Khail Road, placing key landmarks, lifestyle destinations, renowned schools, and leading healthcare hubs within easy reach.

HEALTHCARE

Mediclinic Me'aisem - 3 min
NMC Royal Hospital - 9 min

EDUCATION

Gems Metropole School - 10 min
Arcadia British School - 11 min
Dubai British School - 12 min

SPORTS & LEISURE

Dubai International Stadium - 10 min
Dubai Autodrome - 12 min
Trump International Golf Club - 14 min
Marina Beach - 15 min

RETAIL & LIFESTYLE

City Centre Mall - 3 min
Dubai Hills Mall - 15 min
Dubai Internet City - 16 min
Global Village - 17 min
Dubai Marina Mall - 17 min
Mall of the Emirates - 18 min



MAP NOT TO SCALE



REPRESENTATIVE IMAGE



Timelessness

A Striking Façade Inspired By Contemporary Architecture.

Expansiveness

2 Acres Of Panoramic Lush Green Park Views.

Grandeur

A Remarkable Grandé Maison by GRID Arrival Experience.

Enrichment

25+ Immersive Amenities Across 2 Dedicated Levels.

Exclusivity

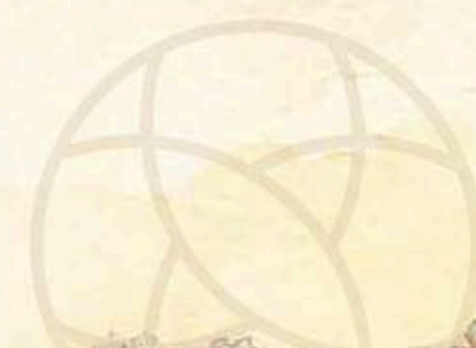
A Limited Collection of Studio & 1 Bed Residences.



REPRESENTATIVE IMAGE

A *Signature* ETCHED
IN ARCHITECTURE.

Defined by soft curves, expansive glazing, and understated elegance, the façade is a striking expression of contemporary architecture.



EIRA




EIRA
BY NEOTERRA DEVELOPMENTS

EVERY ARRIVAL, MADE GRAND.

A distinguished arrival experience that introduces the world of Eira with elegance and intent.

THE LOBBY EXPERIENCE

Soaring ceilings, open volumes and refined interiors create a setting that feels both impressive and inviting.





GRANDÉ MAISON®

BY GRID

Exclusive furnishings, layered textures, and thoughtful detailing come together to elevate every arrival, every interaction, and every guest experience.



WHERE THE GREENS
STRETCH ENDLESSLY

Overlooking 2 acres of lush green park.



A CANVAS OF OPEN HORIZONS

Framed by two serene lakes and
sweeping vistas to complement the
EIRA lifestyle.



A woman with long dark hair, wearing a white long-sleeved dress with a V-neckline and a cinched waist, is walking on a stone path in a lush garden. She is wearing white high-heeled shoes. The garden features manicured hedges, large stone planters with flowers, and a large tree on the left. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A dark, semi-transparent text box is overlaid on the left side of the image.

THE
Landscape
OF WELLBEING

Inspired by the idea of a shared garden oasis, the landscape extends the comfort of home into nature, creating thoughtfully curated spaces for wellness, connection, recreation, and retreat. Enriched by more than 14 plant species, it unfolds as a vibrant, immersive environment layered with natural beauty and shade.

CLUB SERENE

THE HEARTBEAT *of* EIRA



An exclusive retreat designed for wellness, recreation and meaningful connections, featuring temperature-controlled pools, a pool bar, sauna rooms, barbecue spaces and more.



CLUB
SERENE



THE SERENITY WALKWAY

A ~62m promenade offering ~100 Steps of Serenity, guiding you into ease.



ARTIST'S IMPRESSION

THE EMBER LOUNGE

Sunken seating gathered around the warmth of a fire pit.







ARTIST'S IMPRESSION



THE SUNSET BAR

A vibrant setting for refreshing moments and easy conversations.



ROOFTOP *Retreats*



Life At A Higher Level
Where active pursuits meet moments of calm.

SKYLINE GOLFING & JOGGING TRACK

A six-hole golfing experience complemented by scenic runs.





THE CELESTIAL PAVILION

An elevated setting shaped for stargazing beneath night skies.





THE FITNESS ATELIER

A contemporary space designed for strength and performance.





AERIAL WELLNESS STUDIO
A weightless expression of movement, balance, and release.



25+ IMMERSIVE AMENITIES 1 HOLISTIC FEELING...TRANQUILITY

GROUND FLOOR AMENITIES

- Outdoor temperature-controlled family swimming pool
- Sunken seating for relaxed social experiences
- Dedicated kids' pool
- Pool bar
- Lounge deck
- Poolside landscaped seating areas
- Pet park
- Kids' play area
- Serenity Walkway
- Work-from-home zones/hangout hubs
- Lotus Zen Water Feature

INDOOR AMENITIES

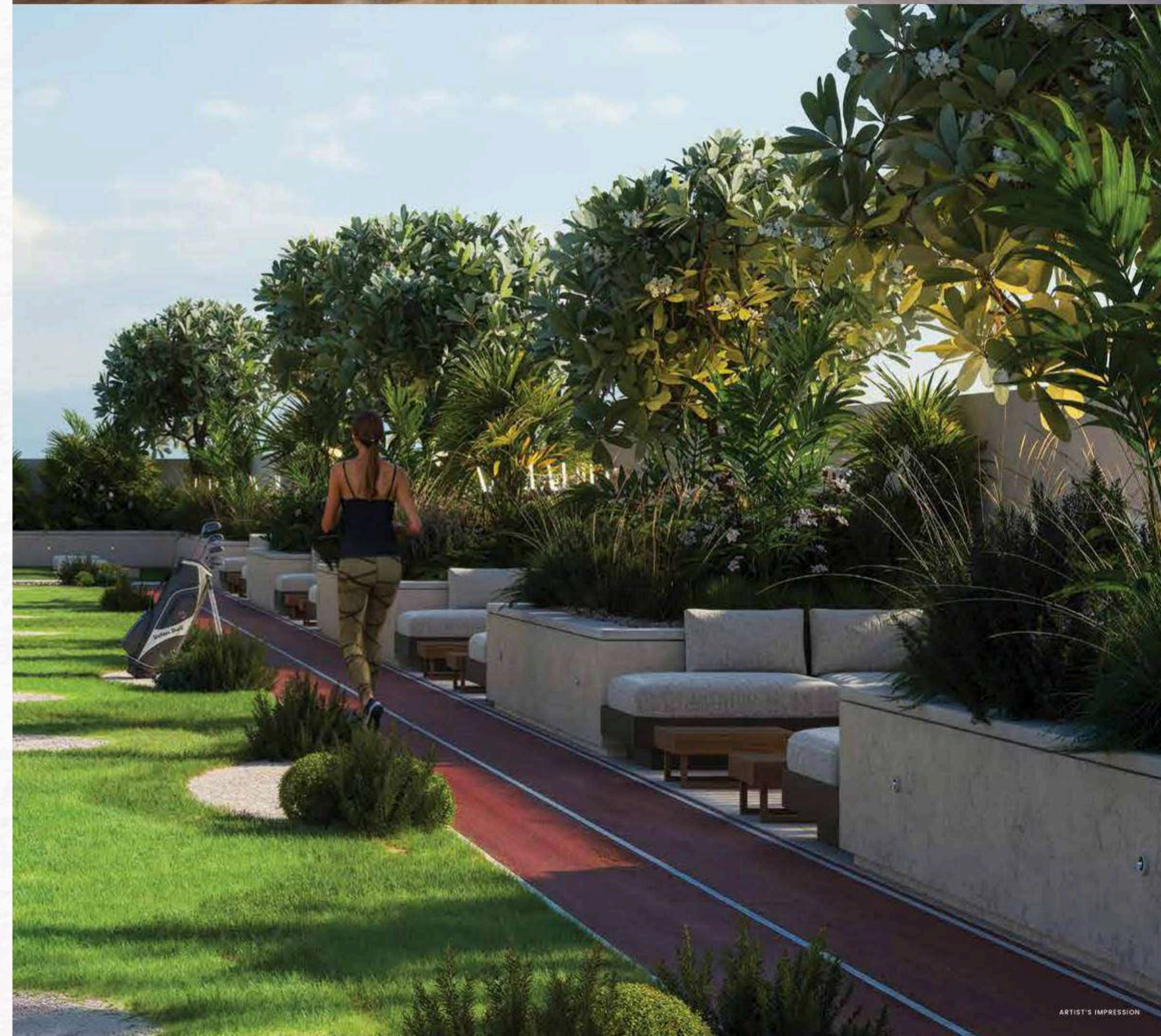
- Grandé Maison By Grid
- Fully Equipped Indoor Gym
- Aerial Yoga
- The Botanical Oasis
- Co-working Space
- Male And Female Steam Room
- Male And Female Sauna Room
- Male And Female Changing Rooms
- Gravel Area

ROOFTOP AMENITIES

- Jogging Track
- 6-hole Golf Course
- Cabana Spaces
- Stargazing Pavilion
- Hammocks
- Yoga Lawn
- Curated Hangout Zones



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION



REPRESENTATIVE IMAGE



REPRESENTATIVE IMAGE



Created FOR A
MORE CONSCIOUS
TOMORROW

Eira reflects a philosophy that extends beyond architecture; one that considers the future of living with equal importance.

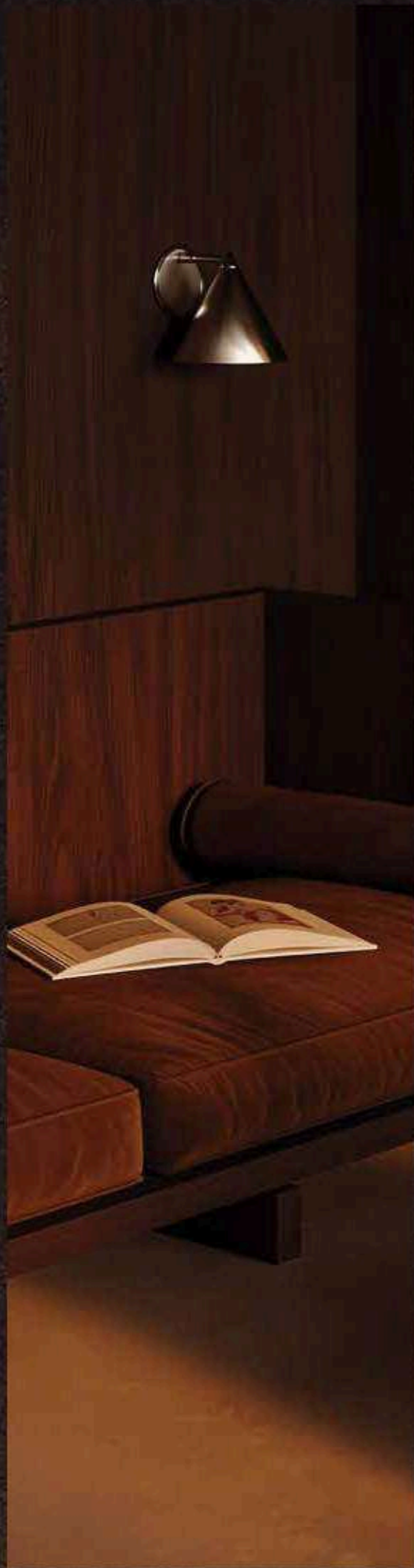
From EV-ready parking and charging stations to energy-efficient lighting systems and thoughtfully optimized cooling, every detail is designed to reduce impact while enhancing everyday comfort.

A *Collection*
KEPT EXCLUSIVE.



An intentionally limited collection of
174 STUDIO RESIDENCES
97 ONE BEDROOM HOMES

Thoughtfully designed residences
with efficient planning at their core.



REFINED MATERIALS. TIMELESS EXPRESSIONS OF DESIGN.

A HARMONIOUS COLLECTION OF MATERIALS AND FINISHES, SELECTED TO CREATE SPACES THAT FEEL WARM, REFINED, AND EFFORTLESSLY ENDURING.

01. TIMBER VENEER FINISH
MAIN ENTRANCE DOOR

02. PORCELAIN WALL & FLOOR TILE
BATHROOM

03. FEATURE PORCELAIN TILE
BATHROOM ACCENT WALL

04. COORDINATED STONE SPLASHBACK
KITCHEN

05. STONE WORKTOP
KITCHEN COUNTERTOP

06. PREMIUM CABINET FINISH
KITCHEN JOINERY

07. PORCELAIN FLOOR TILE
LIVING, DINING & KITCHEN AREAS

08. BESPOKE TIMBER FINISH
BEDROOM WARDROBES

09. MARBLE-EFFECT PORCELAIN
BATHROOM VANITY COUNTERTOP



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IMPECCABLY DESIGNED *Residences*

MASTER SUITES

- Elegantly Finished Porcelain Tiled Walls And Floors In Bathrooms
- Undercounter Basins With Refined Detailing
- Concealed Feature Lighting For A Curated Ambience
- Frameless Glass Shower Screens
- Ceiling-mounted Shower Heads
- Wall-mounted Wcs With Concealed Cistern (Geberit Or Equivalent)
- Premium Bathroom Accessories (Grohe Or Equivalent)
- Bath Mixer With Hand Shower (Grohe Or Equivalent)
- Separate Shower Area

INTERIOR FINISHES

- Premium Paint Finishes In The Main Living Areas
- Porcelain Tiles In Kitchens And Bathrooms
- Bespoke, Fitted Wardrobes In All Bedrooms, Internally Crafted With Rails, Shelves, And Drawers
- Anti-break Main Entrance Door With Integrated Spyhole For Enhanced Security

KITCHEN

- Thoughtfully Crafted, Fully Fitted Kitchens
- Concealed Handles With Soft-closing Doors And Drawers
- High-quality Cupboard Doors With Durable, Refined Finishes
- Concealed Refuse And Recycling Storage For Seamless Functionality
- Stone Worktops Paired With Coordinated Splashbacks
- Deep Single Undermount Kitchen Sink

APPLIANCES (ELECTROLUX OR EQUIVALENT)

- Microwave-oven Combination
- Cooking Hob: 30 Cm For Studios, 60 Cm For 1-bedroom Residences
- Recirculating Hood
- Integrated Fridge Freezer
- Combi Washer Dryer

BATHROOMS

- Porcelain Tiles Across Walls And Floors In All Bathrooms
- Undercounter Basins
- Frameless Glass Shower Screens
- Wall-mounted Wcs With Concealed Cistern And Soft-close Seat Covers (Geberit Or Equivalent)
- Premium Bathroom Accessories (Grohe Or Equivalent)
- Hand Shower Kit In All Bathrooms





COMMON AREAS

ENTRANCE & CORRIDOR

- Feature Entrance Lobby With A Bespoke Concierge Desk
- Polished Stone Flooring For A Refined First Impression
- Timber Feature Panels Complemented By Stone Skirting
- Tile Flooring Across Common Corridors And Lift Lobbies
- Walls Finished With Polished Plaster And Curated Wallpapers





BUILDING SPECIFICATIONS

DETAILED SPECIFICATIONS

Façade System	: Alumil Or Equivalent, With Sliding Balcony Doors And Double-glazed Panels
Lift	: Kone, Schindler, Mitsubishi Or Equivalent
Paint	: Premium Range By Caparol Or Equivalent
Ceiling	: Gypsum Ceiling, Mr. Gypsum In Wet Areas
Switches & Sockets	: Legrand, ABB Or Equivalent
Porcelain	: Premium-grade Finishes
Air Conditioning	: District Cooling



ELECTRICAL

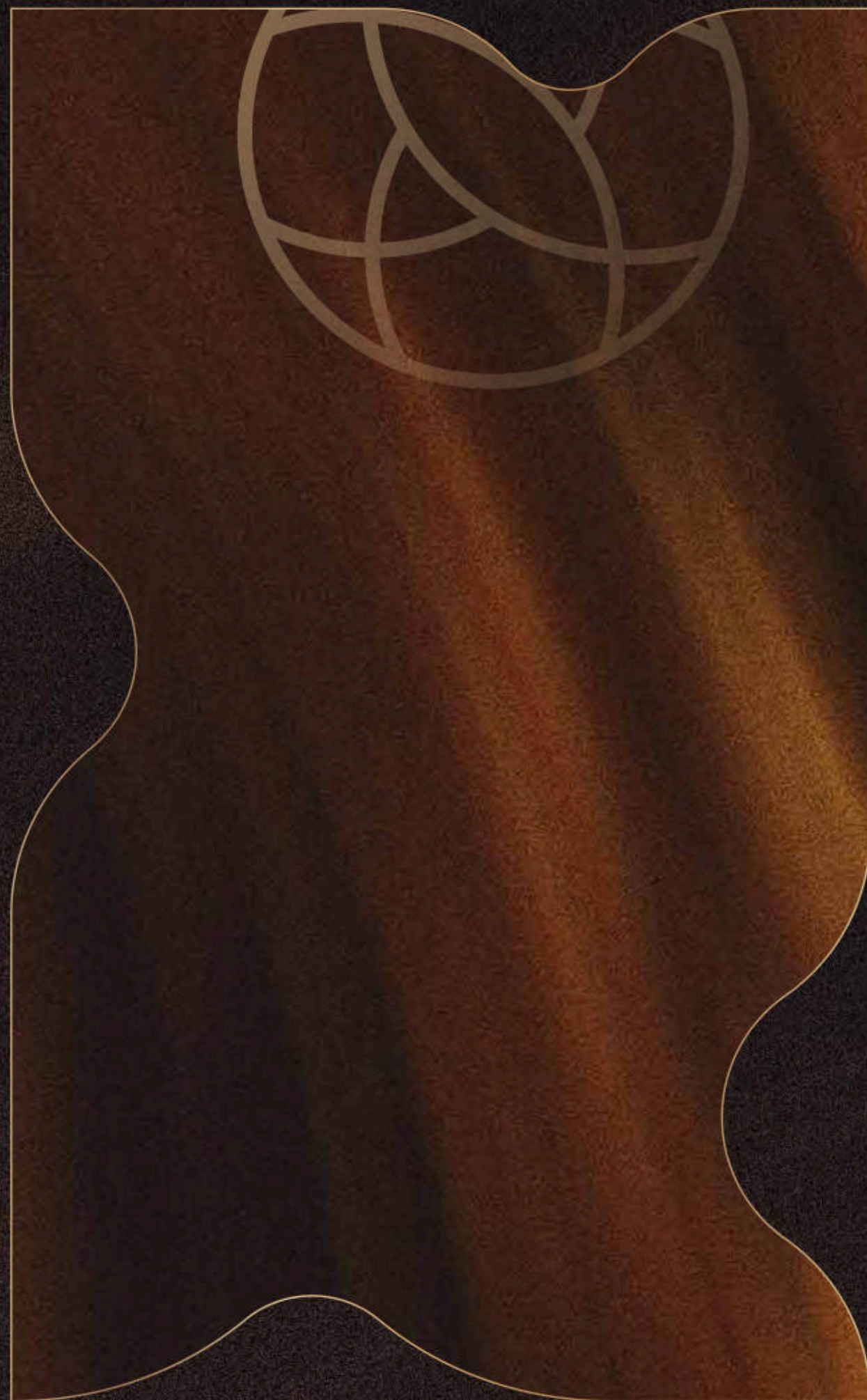
- EV Chargers For Selective Parking
- Audio Door Entry System
- Plastic-faced, Slimline Switches And Sockets
- Energy-efficient Lighting Throughout

TELECOMMUNICATIONS

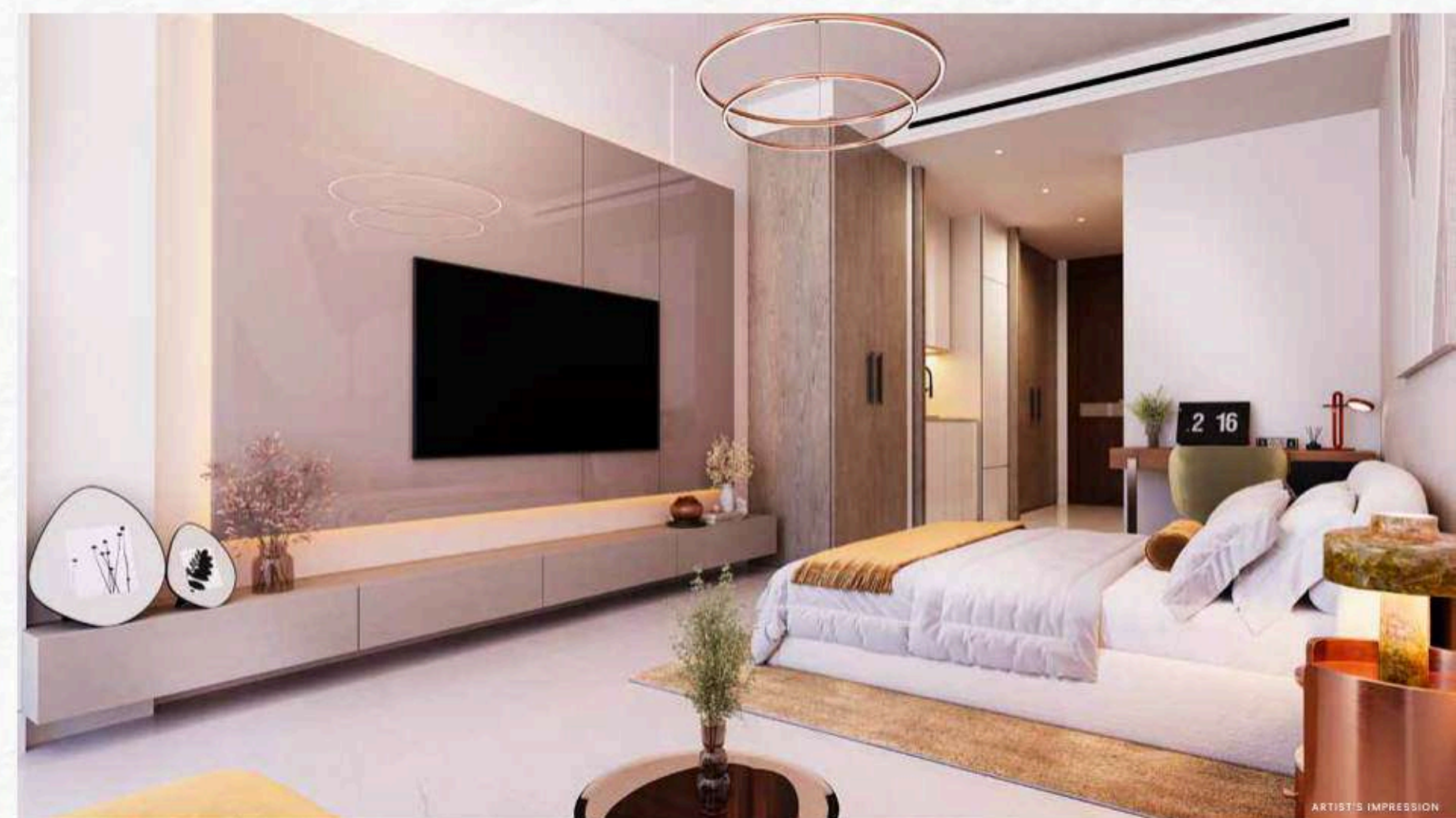
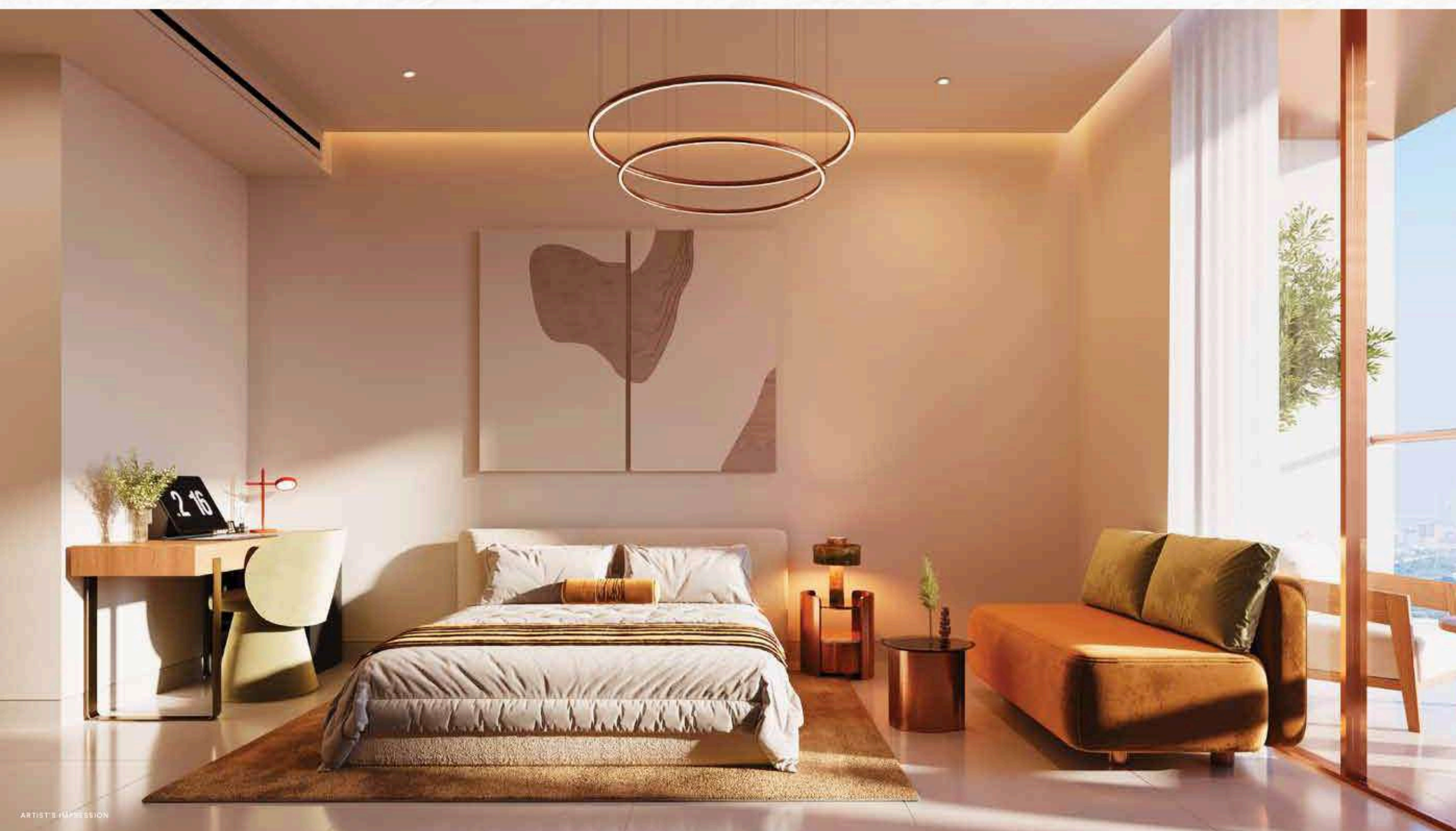
- Provision For TV And Data Wiring Across All Areas

PRIVACY & SECURITY

- Controlled Access To The Building
- 24-hour Security
- CCTV Surveillance Across Common Areas



UNIT
PLANS



STUDIO *Residences*

ELEGANT STUDIO RESIDENCES WHERE INTELLIGENT
PLANNING MEETS EFFORTLESS LIVING.

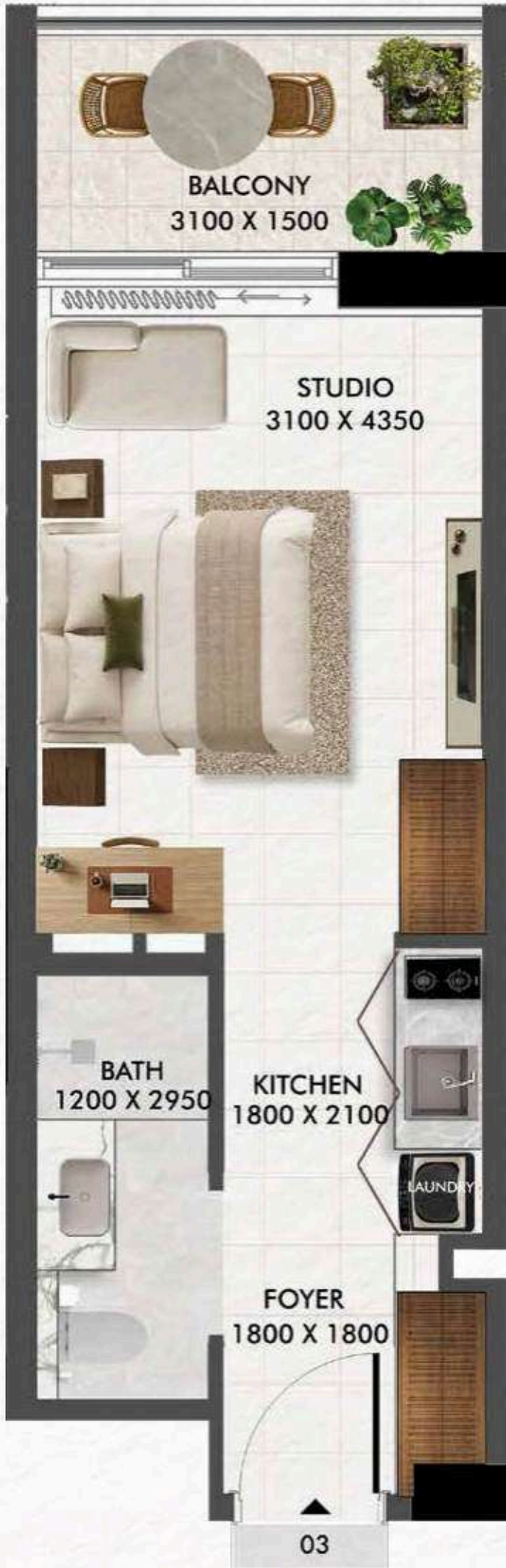
- Adaptable seating arrangements.
- Innovative fold-and-tuck kitchen design.
- Private balconies opening to lush greenery.
- Efficient layouts shaped around functionality.

STUDIO
TYPE 1

This Unit plan is applicable to

1st floor – 03, 04, 05, 10, 11, 12, 13,
14, 15, 16, 17, 18, 19, 23, 24, 25, & 32

2nd to 8th floor – 03, 04, 05, 10, 11,
12, 13, 14, 15, 16, 17, 18, 19, 23, 24, 25,
26, 27, 30, & 33



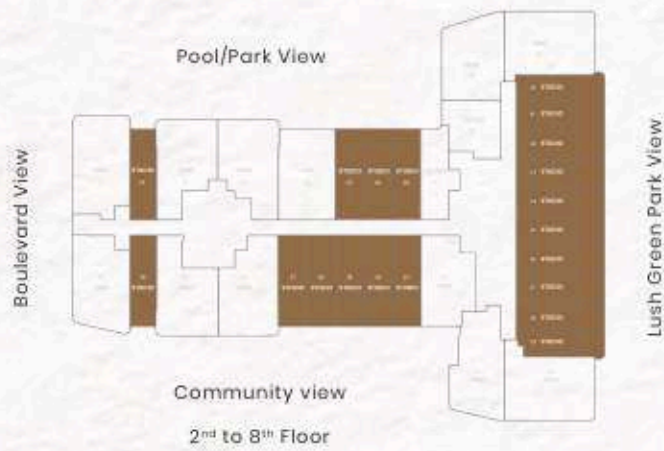
Internal Area: 293 – 297 SQ.FT.
Balcony Area: 51 – 62 SQ.FT.
Total Area: 344 – 356 SQ.FT.

STUDIO
TYPE 2

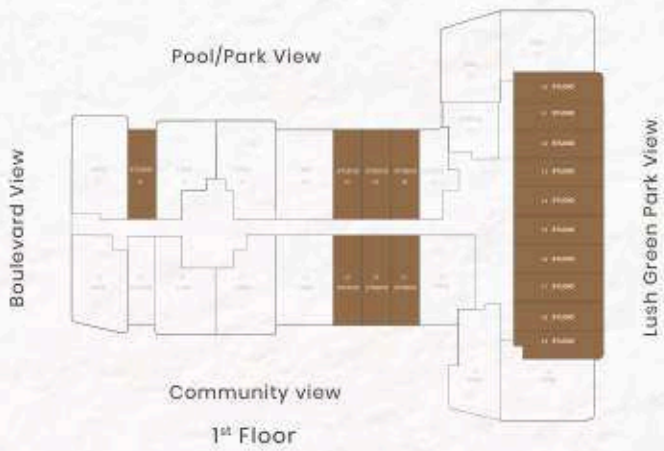
This Unit plan is
applicable to 129



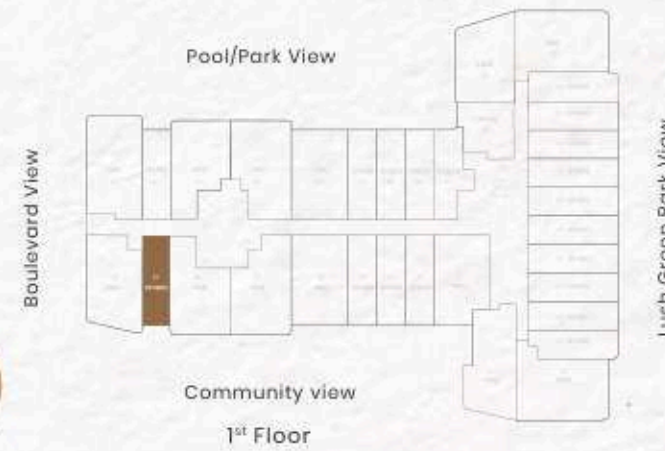
Internal Area: 295 SQ.FT.
Balcony Area: 96 SQ.FT.
Total Area: 391 SQ.FT.



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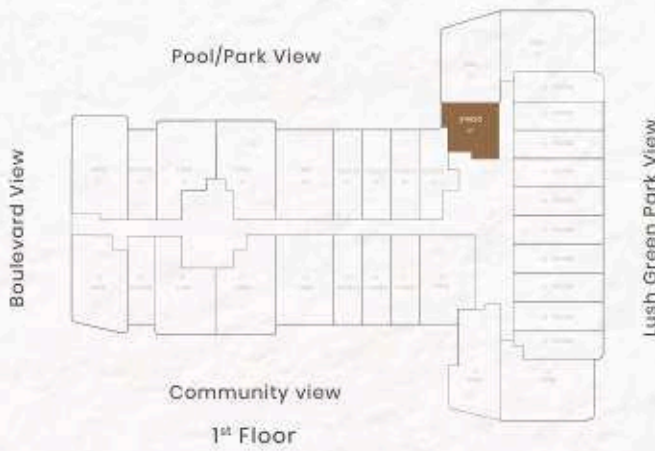
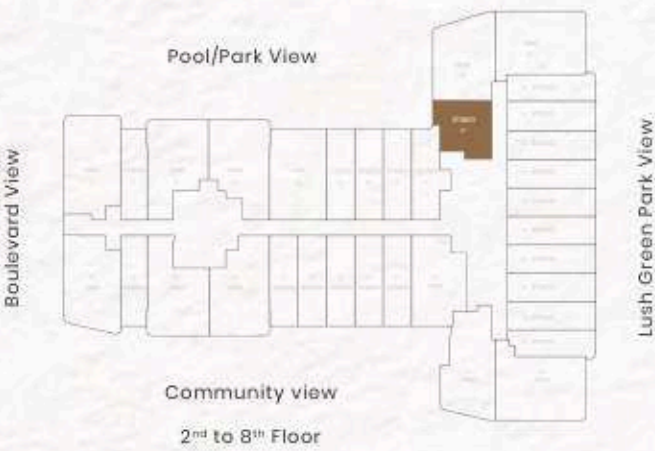
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STUDIO
TYPE 3

This Unit plan is applicable to
107, 207, 307, 407, 507, 607, 707,
& 807

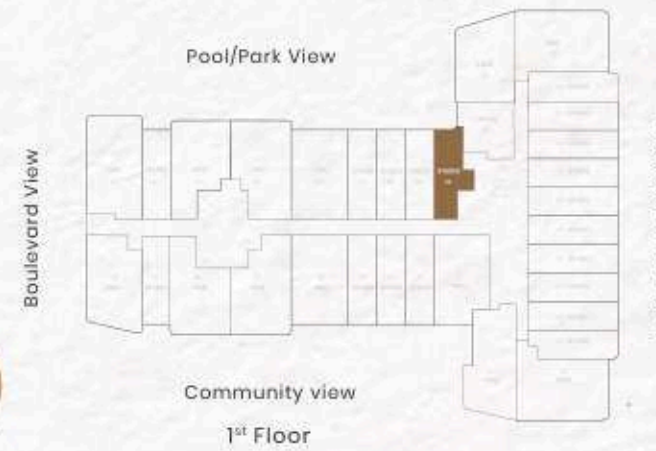
Internal Area: 330 SQ.FT.
Balcony Area: 52 SQ.FT.
Total Area: 382 SQ.FT.



STUDIO
TYPE 4

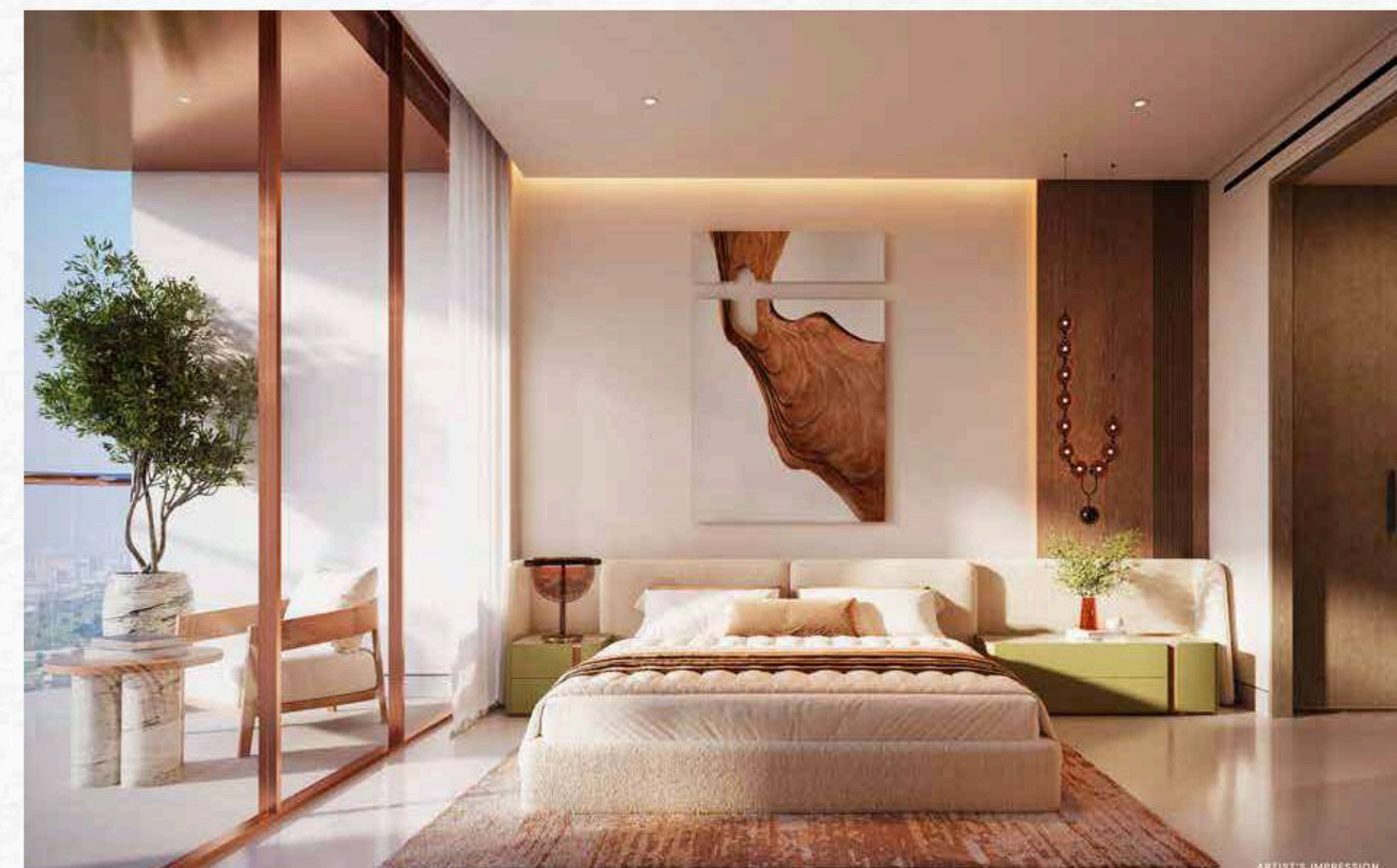
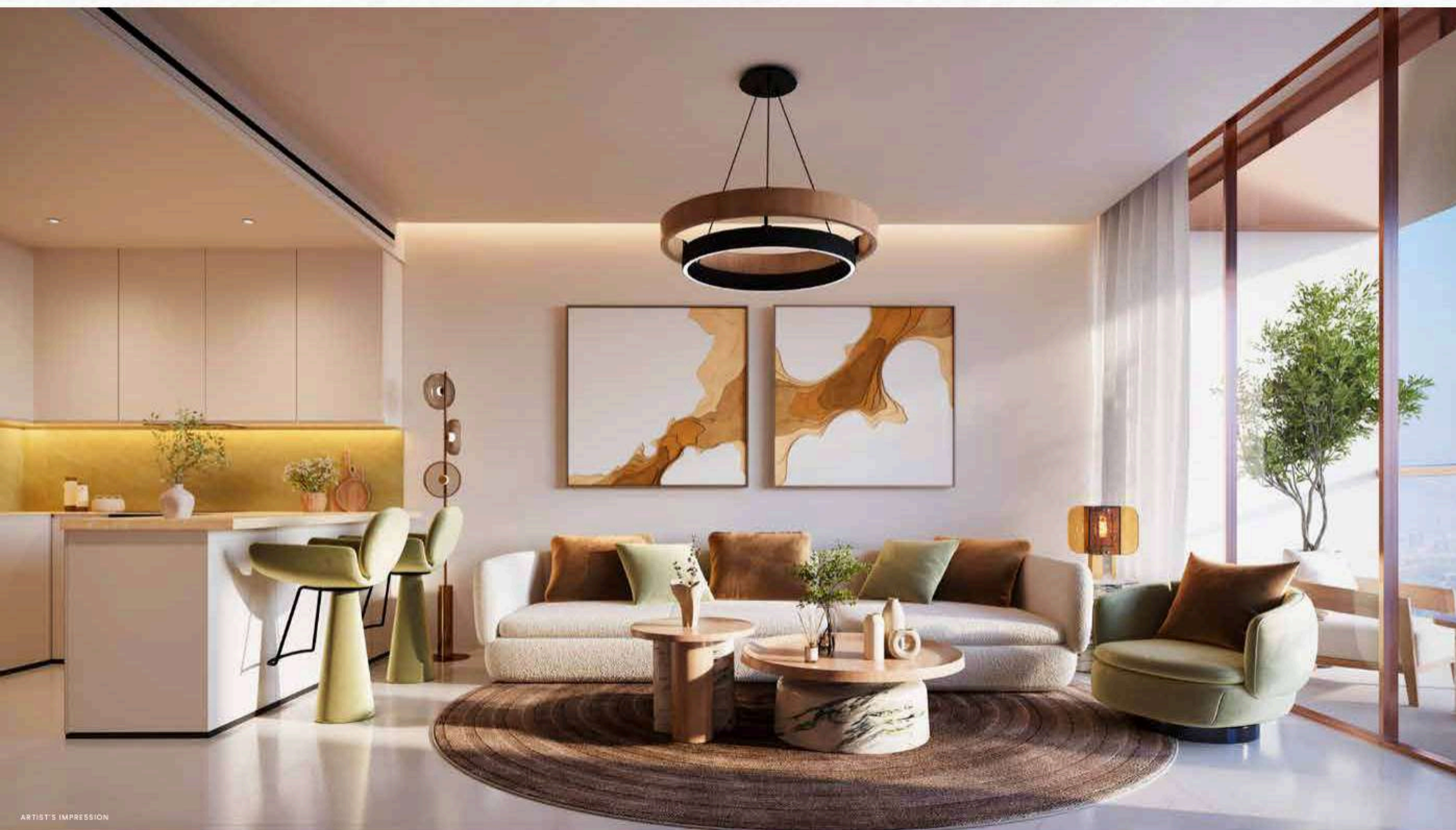
This Unit plan is applicable to
106, 206, 306, 406, 506, 606,
706, & 806

Internal Area: 354 SQ.FT.
Balcony Area: 69 SQ.FT.
Total Area: 423 SQ.FT.



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1 BED *Residences*

PREMIER ONE-BEDROOM RESIDENCES, THOUGHTFULLY
CRAFTED FOR PRIVACY AND COMFORT.

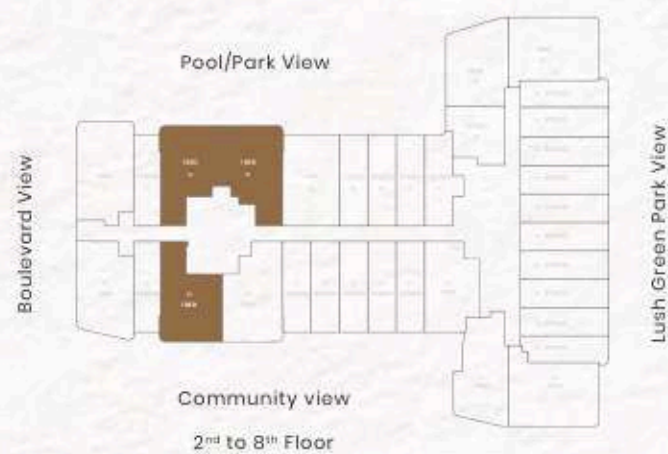
- A dedicated foyer that welcomes with distinction.
- Bedroom suite with walk-in wardrobe and ensuite bath.
- Social kitchen with integrated breakfast seating.
- Guest powder room that preserves privacy.
- Dedicated workspace for modern lifestyles.
- Expansive balcony extending across living and sleeping spaces.



1 BED TYPE 1

This Unit plan is applicable to
101, 128, 133, 201, 301, 401, 501,
601, 701, 801, 229, 329, 429, 529,
629, 729, 829, 234, 334, 434,
534, 634, 734, & 834

Internal Area: 555 – 574 SQ.FT.
Balcony Area: 130 – 132 SQ.FT.
Total Area: 687 – 705 SQ.FT.

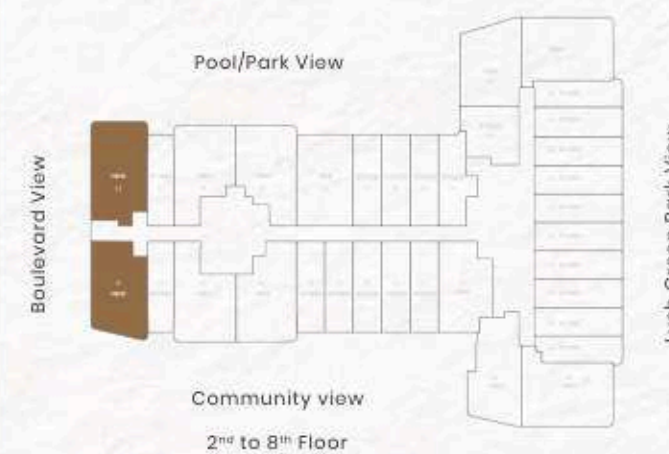


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1 BED TYPE 2

This Unit plan is applicable to
130, 131, 231, 331, 431, 531, 631,
731, 831, 232, 332, 432, 532, 632,
732, & 832

Internal Area: 577 – 602 SQ.FT.
Balcony Area: 101 – 144 SQ.FT.
Total Area: 678 – 746 SQ.FT.



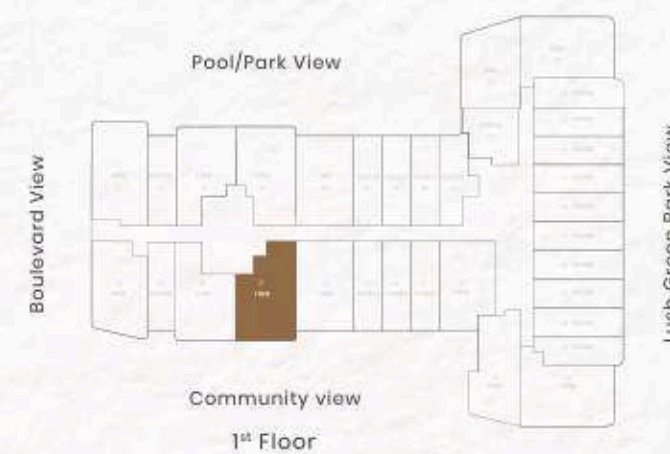
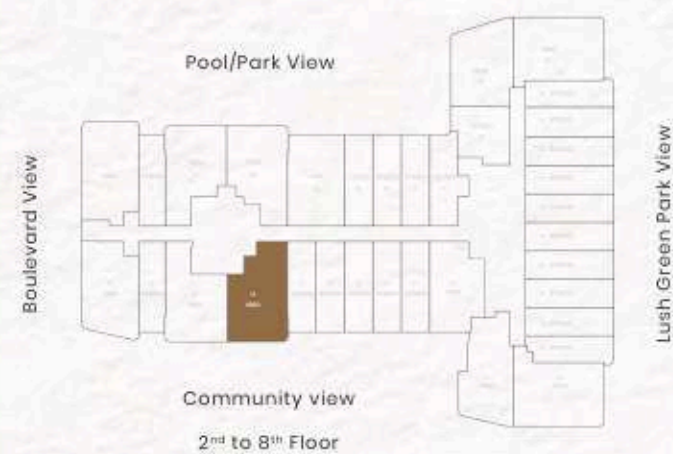
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1 BED TYPE 3

This Unit plan is applicable to
127, 228, 328, 428, 528, 628, 728,
& 828



Internal Area: 588 SQ.FT.
Balcony Area: 130 SQ.FT.
Total Area: 718 SQ.FT.



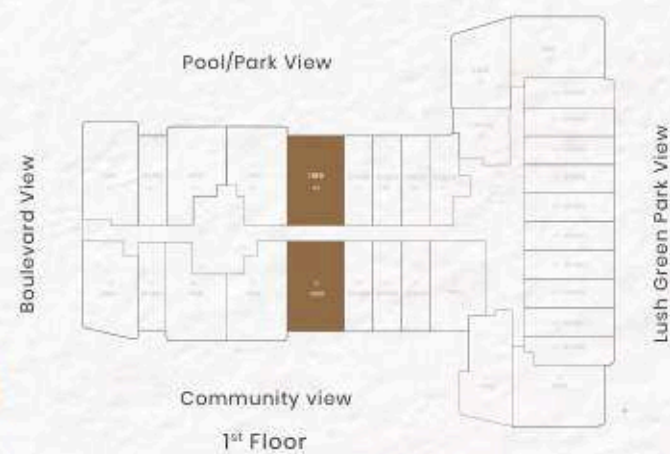
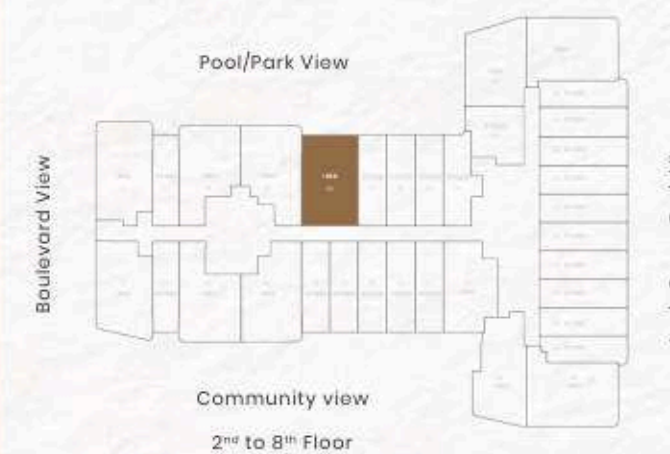
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1 BED TYPE 4

This Unit plan is applicable to
102, 126, 202, 302, 402, 502,
602, 702, & 802



Internal Area: 592 - 593 SQ.FT.
Balcony Area: 124 SQ.FT.
Total Area: 716 - 717 SQ.FT.



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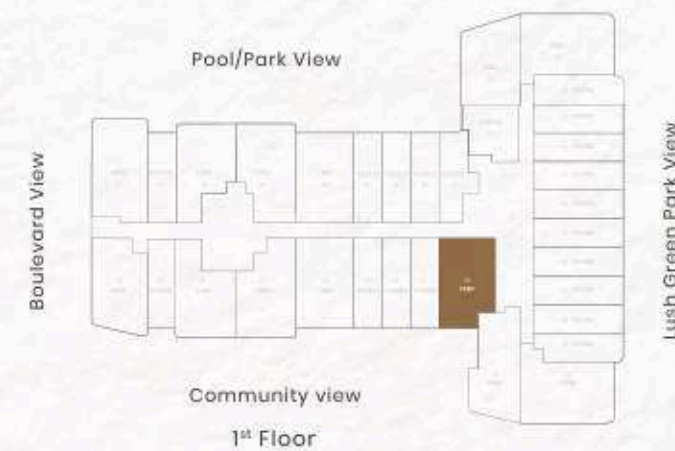
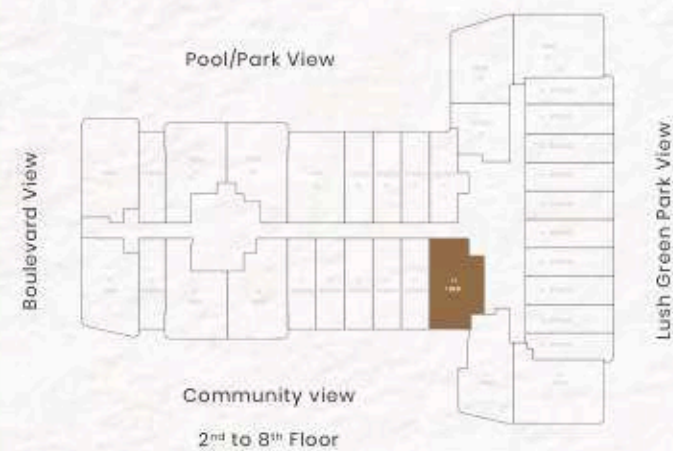


1 BED TYPE 5

This Unit plan is applicable to
122, 222, 322, 422, 522, 622, 722,
& 822



Internal Area: 545 SQ.FT.
Balcony Area: 90 SQ.FT.
Total Area: 635 SQ.FT.



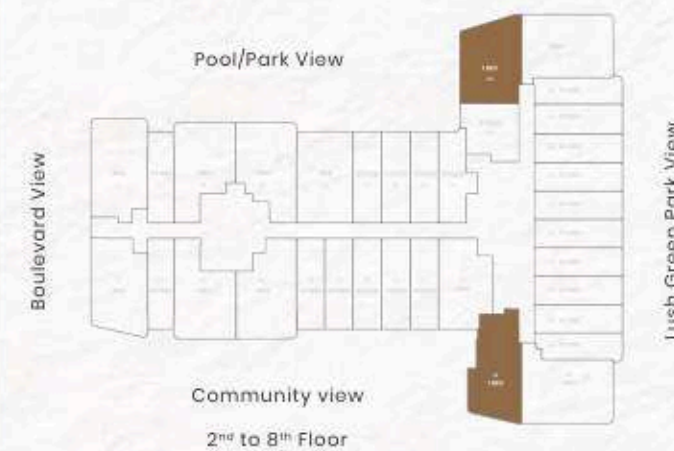
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1 BED TYPE 6

This Unit plan is applicable to
108, 121, 208, 308, 408, 508,
608, 708, 808, 221, 321, 421, 521,
621, 721, & 821



Internal Area: 569 - 575 SQ.FT.
Balcony Area: 109 - 126 SQ.FT.
Total Area: 683 - 695 SQ.FT.



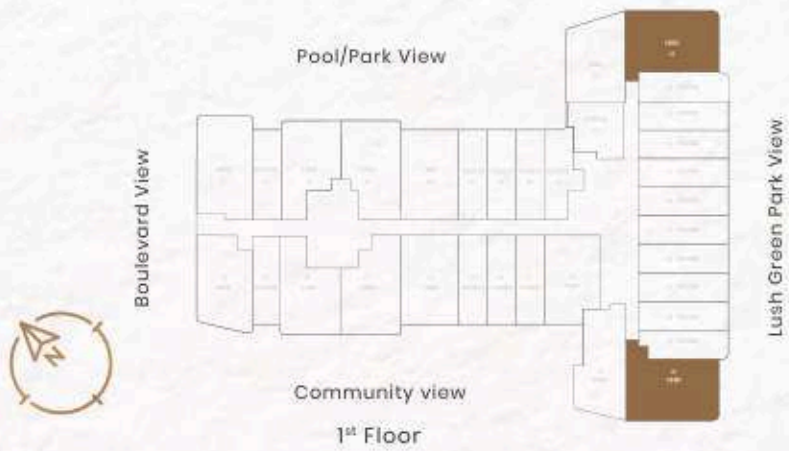
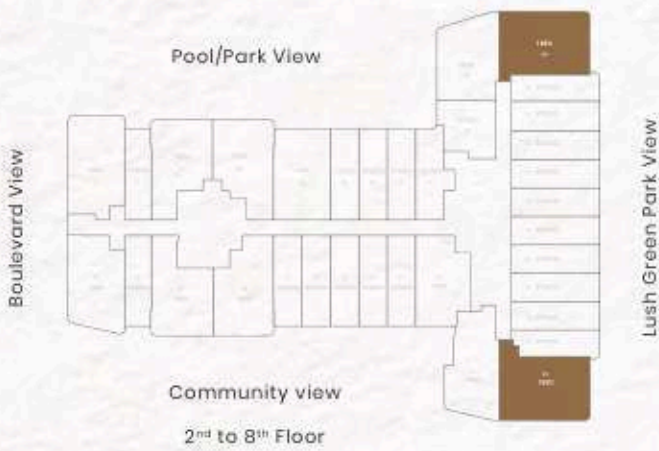
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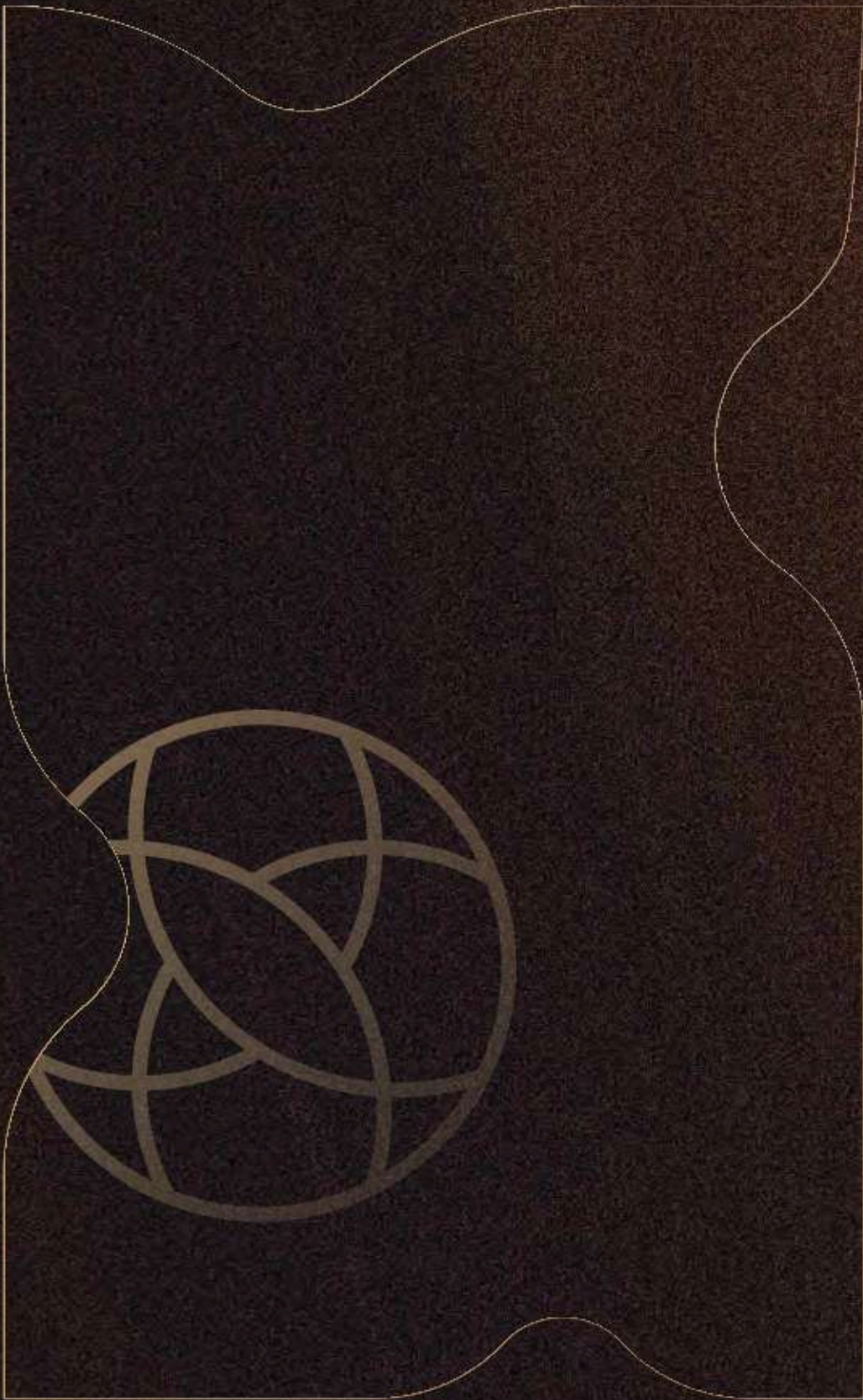
1 BED
TYPE 7

This Unit plan is applicable to
109, 120, 209, 309, 409, 509, 609,
709, 809, 220, 320, 420, 520,
620, 720, & 820

Internal Area: 643 - 667 SQ.FT.
Balcony Area: 162 - 164 SQ.FT.
Total Area: 807 - 829 SQ.FT.



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LED BY THE MASTERS OF
TIMELESS *Craft*

With over two decades of distinguished leadership across Dubai and the UAE, our journey is defined by vision, scale, and unwavering ambition. Anchored by a legacy of over AED 500 million in business excellence, we stand at the intersection of mastery and intent. Our pursuit is not simply to build, but to author landmarks, craft experiences, and shape a legacy that will endure for generations.

The next chapter in this journey, Eira stands as an architectural masterpiece in Production City, defined by exceptional craftsmanship and refined design.



**MR. NARESH
PERWANI**

Chairman and Founder,
Neoterra Developments



**MR. OMESH
GURNANI**

CEO and Founder,
Neoterra Developments



**MR. DILEEP
GURNANI**

Founder,
Neoterra Developments



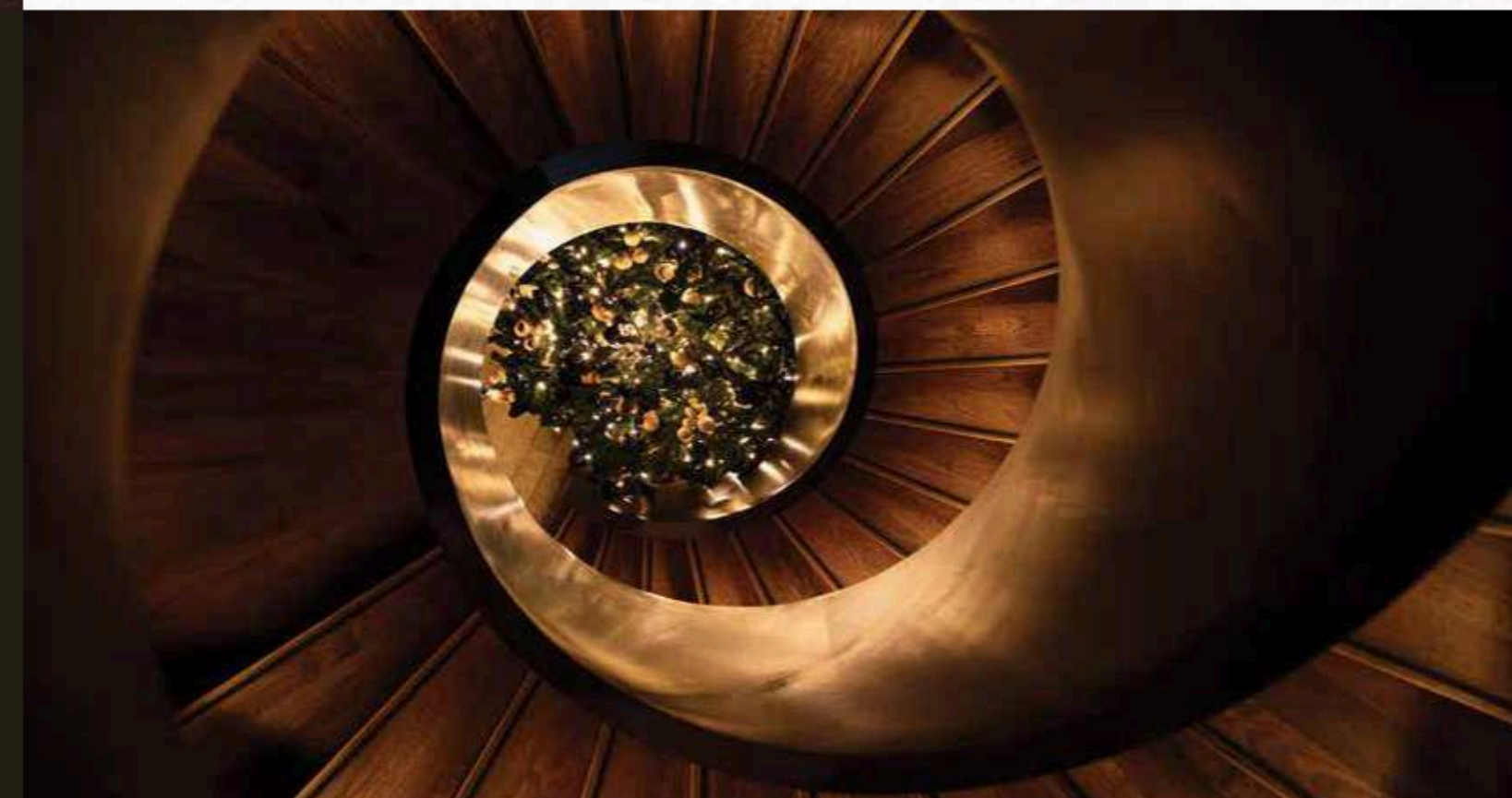
**MR. SANJAY
KUKREJA**

Director & Partner,
EIRA



CRAFTSMEN
OF ENDURING
Masterpieces

True luxury lies in mastery, and few understand this better than GRID. With a legacy of shaping some of Dubai's finest landmarks, GRID approaches every project as a craft balancing architectural precision with an uncompromising eye for design.



With the finest minds in the industry at the helms, GRID brings together a rare confluence of design acumen, executional excellence, and market insight.

At Eira, GRID stands as Development Lifecycle Management Partner, ensuring that what rises here is not merely a residence but an enduring symbol of prestige on Dubai's skyline



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