

YOU ARE A GUIDE TO THE  
WORLD OF LUXURY





# RESIDE

**LIFE, ON PURPOSE**

# 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](mailto:sales@srg.ae)  
800 5511  
[www.srg.ae](http://www.srg.ae)



# LOCATION

UPSIDE is located in Business Bay, the contemporary business district of Dubai, minutes away from Burj Khalifa, Dubai Canal, the Financial District and Dubai`s creative hub, D3.

Business Bay's dynamic atmosphere appeals to a significant number of professionals leading international and local businesses. Additionally, its advantageous location near Downtown Dubai, Sheikh Zayed Road, and other major highways presents an attractive investment opportunity.



8 MINUTES FROM  
THE DIFC



7 MINUTES FROM  
METRO STATION



8 MINUTES FROM  
THE BURJ KHALIFA



5 MINUTES FROM  
THE DUBAI MALL









**UPSIDE BOASTS AN ENVIABLE LOCATION AND FULLY FURNISHED APARTMENTS OF SUPERIOR QUALITY. THIS IS WHY ITS THE MOST EXCITING INVESTMENT OPPORTUNITY IN DUBAI RIGHT NOW.**



# 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.**



## SMART HOME

Keyless building access

## INTERIOR

Natural full body Italian Terrazzo flooring

Bespoke Joinery

Detailing Spacious balconies with Burj Khalifa views

High-quality durable walls

Comfortable and functional furniture

## KITCHEN

State of the art SMEG appliances

Working Kitchen with cooking hob

Heat resistant countertops

Ample storage space



## BATHROOMS & SHOWER ROOMS

Bathroom sanitary ware and accessories from Carlo Frattini & Geberit  
High-quality Italian tiles

## LIGHTING & ELECTRICAL

European-made LED lighting throughout  
Fully integrated with low energy system solutions, GRMS, BMS, ELV from premium European brands

## COMMON AREAS

High performance Schindler elevators  
Feature lighting and bespoke design  
Welcoming reception lobby with 24-hour assistance  
24-hour security service

























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





## 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.



# FLOOR PLANS - BUILDING & FLOORS

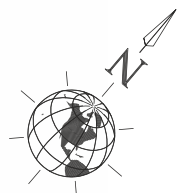
- 01 Lobby & sitting are
- 02 Private Dining
- 03 F&B & Events
- 04 Outdoor Garden & sitting area
- 05 Events Hub
- 06 Bicycle parking
- 07 Electrical Cars Charging Points
- 08 DropOff Zone





# FLOOR PLANS - BUILDING & FLOORS

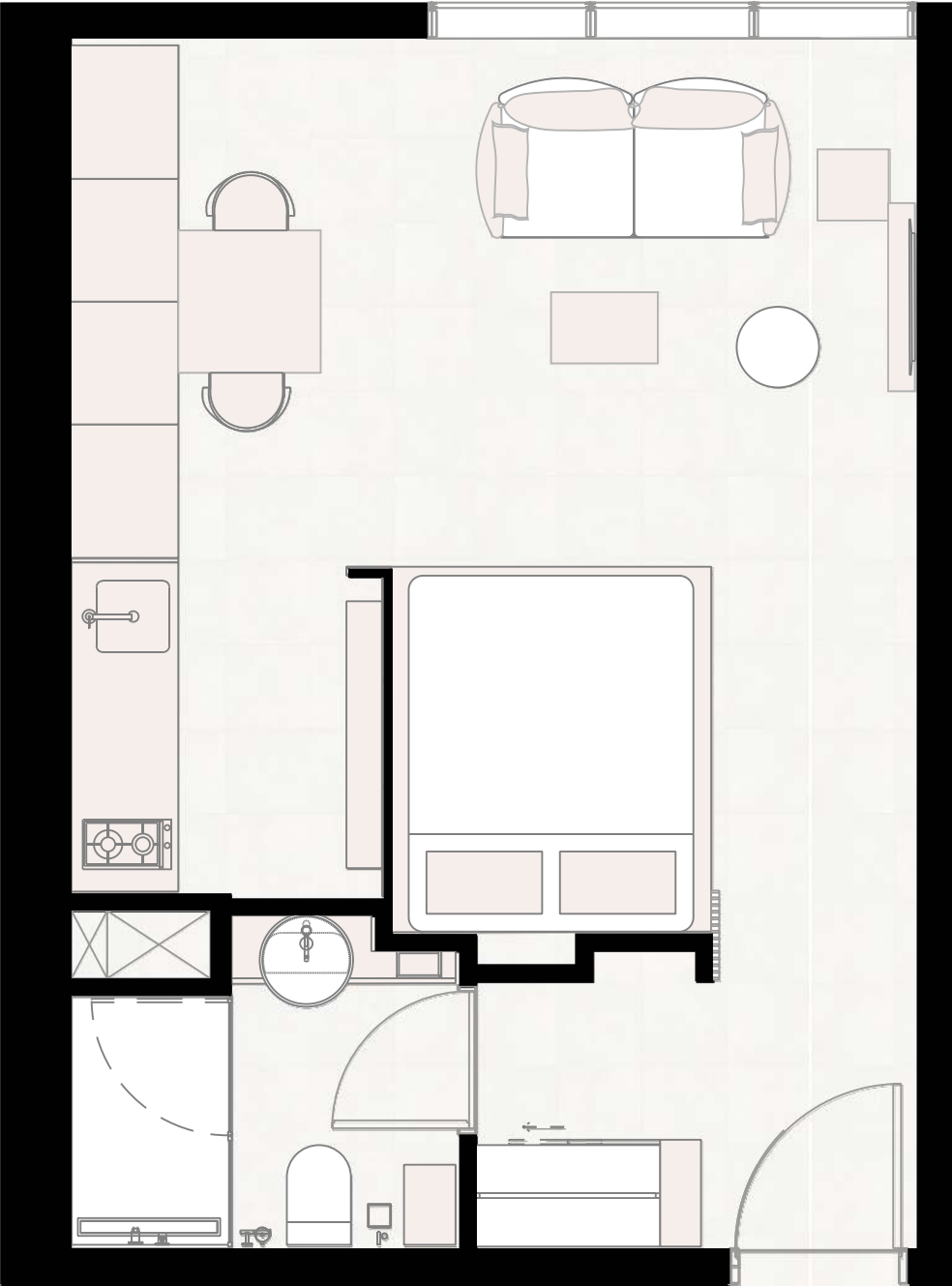
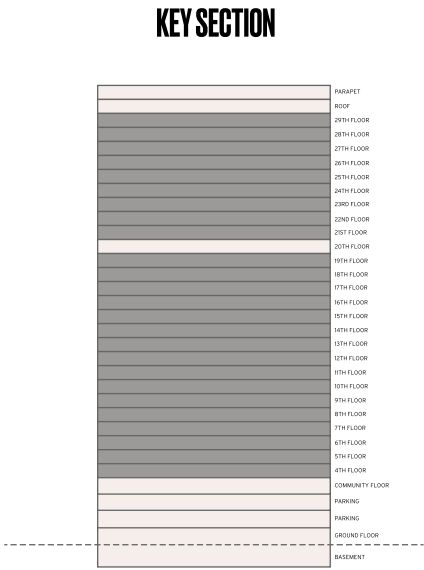
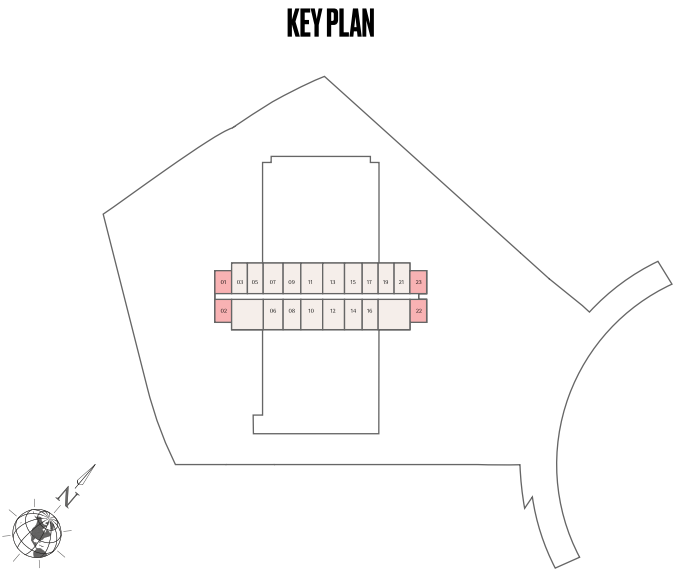
- 01 Swimming Pool & Outdoor Lounge
- 02 Meeting Rooms
- 03 Recreational Area
- 04 Changing Rooms
- 05 Gym
- 06 Coworking Space
- 07 Sports Court
- 08 Juice Bar
- 09 Social Kitchen
- 10 Outdoor Garden
- 11 Running Track
- 12 Soundproof Meeting Pods





# 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.

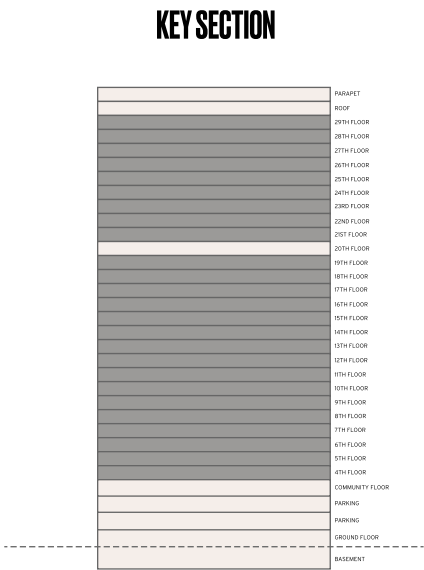
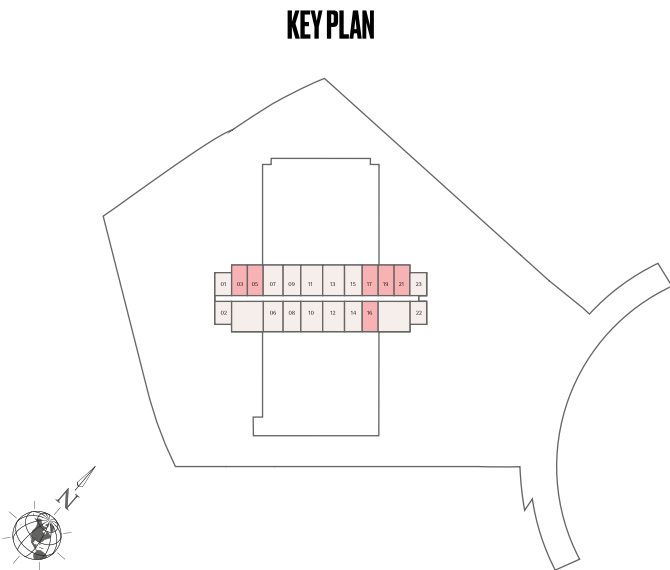


Sizes may vary from floor to floor. Please note that the information that we distribute is produced with great care and believed to be correct at the time of production to the best of our knowledge. Pictures, layouts and other details displayed are given as a general guide and may change from time to 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.

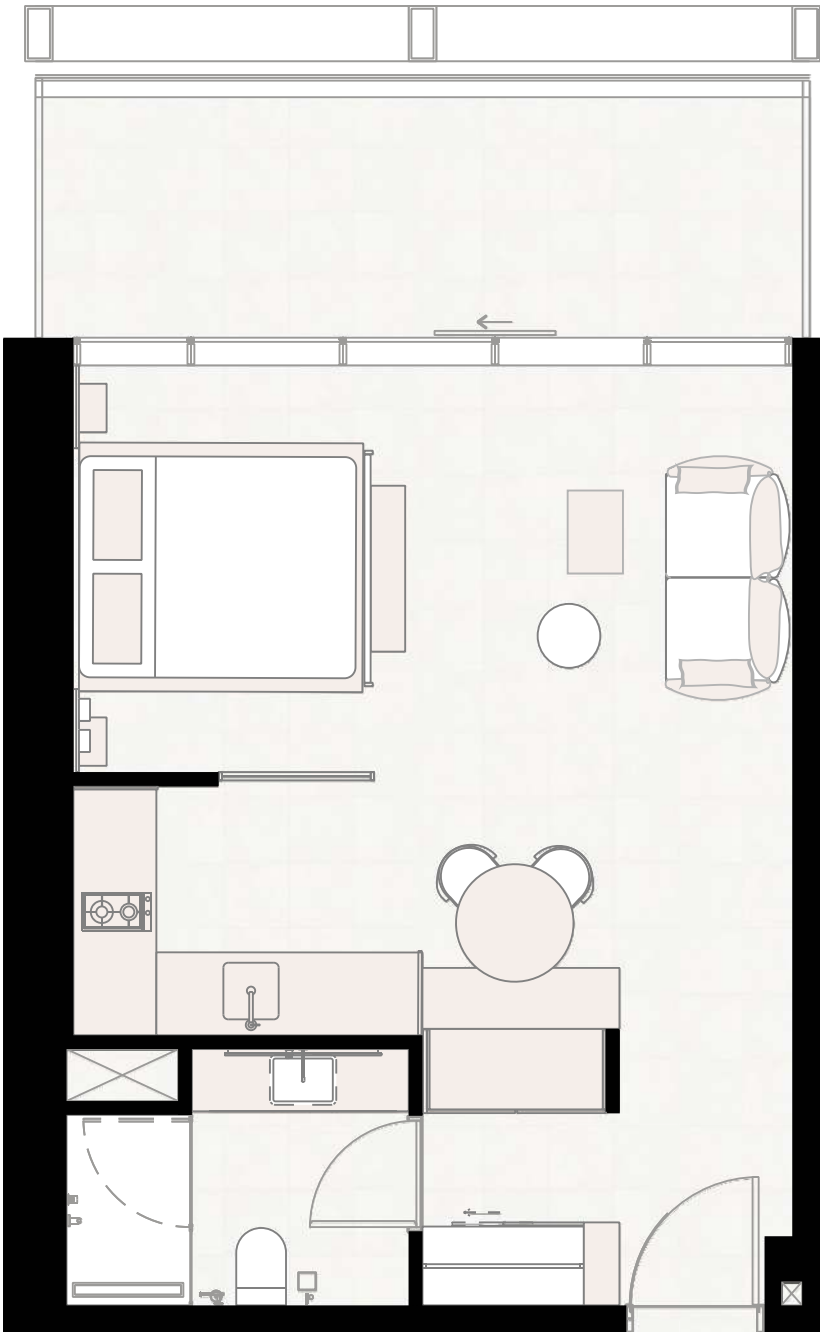
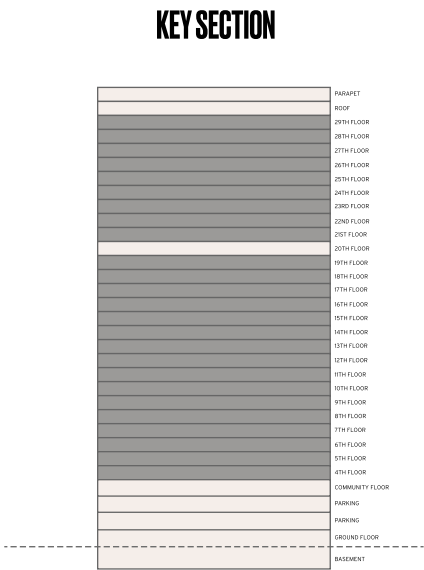
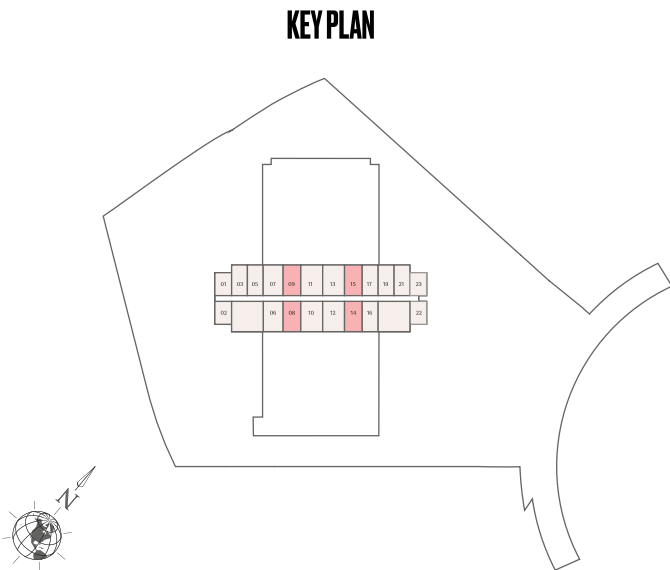


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# UNIT TYPE 3

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

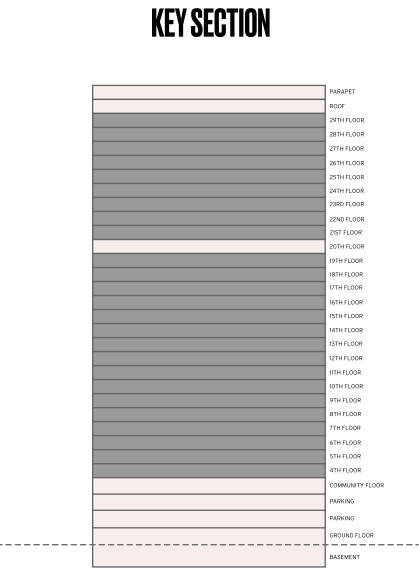
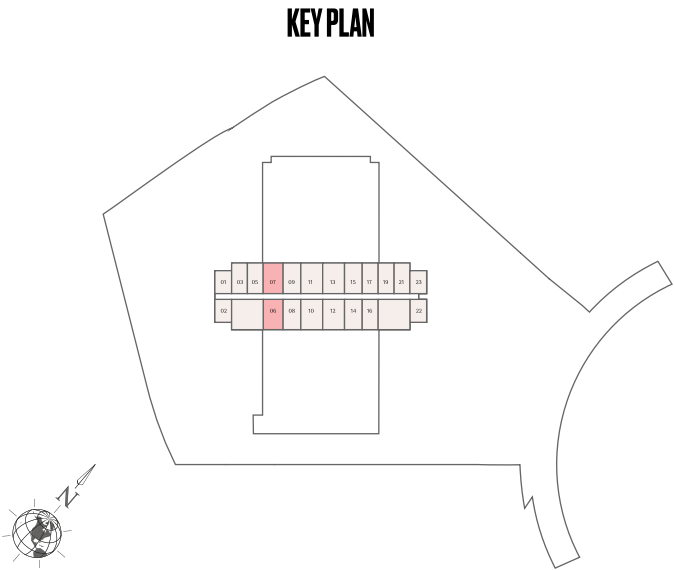


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# UNIT TYPE 4

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

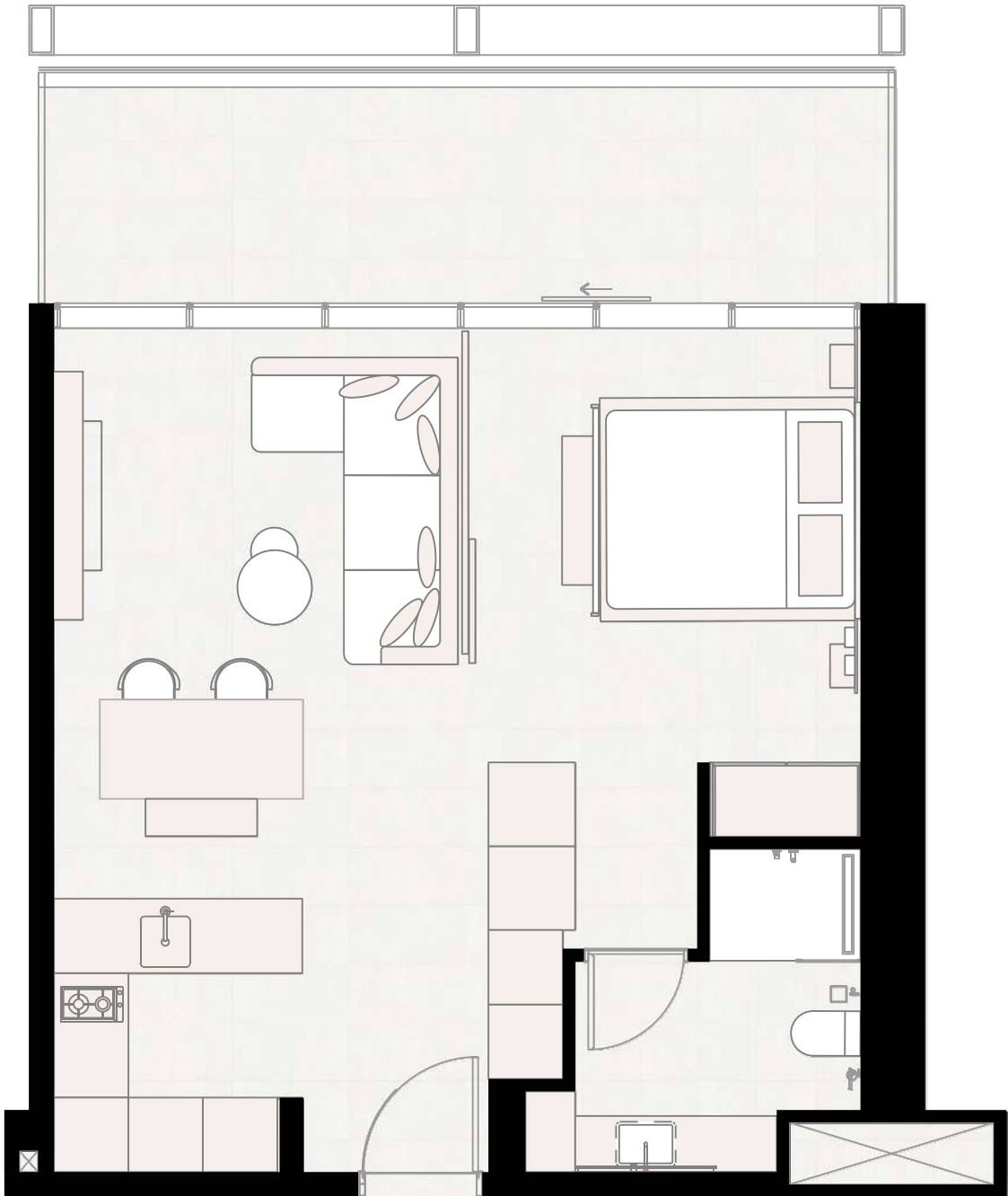
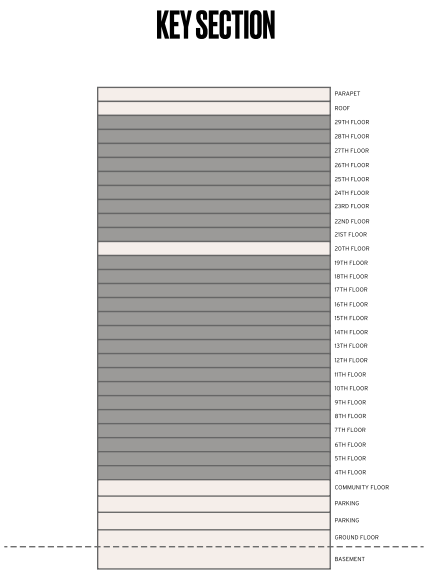
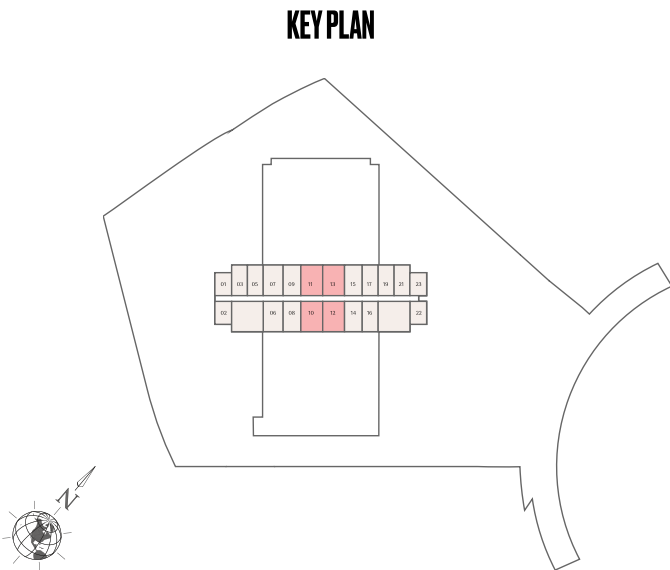


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# UNIT TYPE 5

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



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HIGHLY DESIGNED  
WALL-PAINTING



ITALIAN  
TERRAZZO



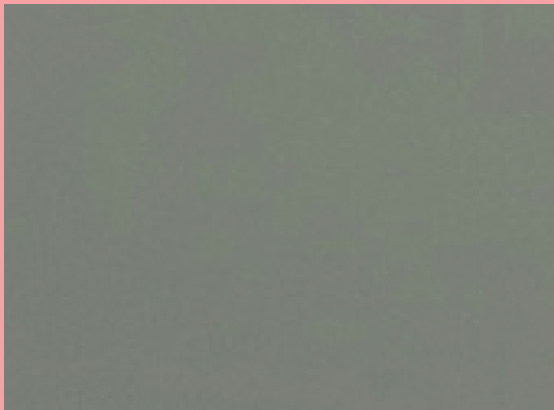
EUROPEAN  
TILES



DESIGN  
CABINETS



INTEGRATED SLIM-LINE EUROPEAN-DESIGN WALLS



SMEG APPLIANCES

LIFE FITNESS GYM EQUIPMENT

FULL-WIFI & DATA COVERAGE

STATE OF THE ART CONFERENCE

FACILITIES



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



## PRIME REAL ESTATE

In a location proven to deliver strong capital growth and high rental premiums.

## SPECTACULAR VIEWS

Of the world's tallest tower. Just minutes from the Dubai Water Canal and the cultural centre of Dubai, Dubai Design District.

## A STRIKING 29-FLOOR STRUCTURE

Created by a highly regarded local Emirati family developer. Inside, a variety of units, finished to some of the finest standards in the city.





**SRG HOLDING LIMITED**

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800 5511

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# THANKS FOR WATCHING

CONTACT US FOR MORE INFORMATION

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