

“Victory comes from finding opportunities in problems.”

- Sun Tzu (Art of War)

### **Product Thinking is Problem Solving**

The first step of product thinking is to determine the problem that your users are looking to solve. That's the reason that they will buy the product (as long as it actually solves the problem in a meaningful and valuable way).

It's a way of examining every design decision in context with the problem the user wants to solve.

**And with this approach, we have tried to identify real problems for a bungalow buyer in Ahmedabad and have tried to solve them in the best way possible : creating this beautiful project.**

“A problem is a chance for you to do your best.”



problem : 1

**DEMAND SUPPLY : MISMATCH**

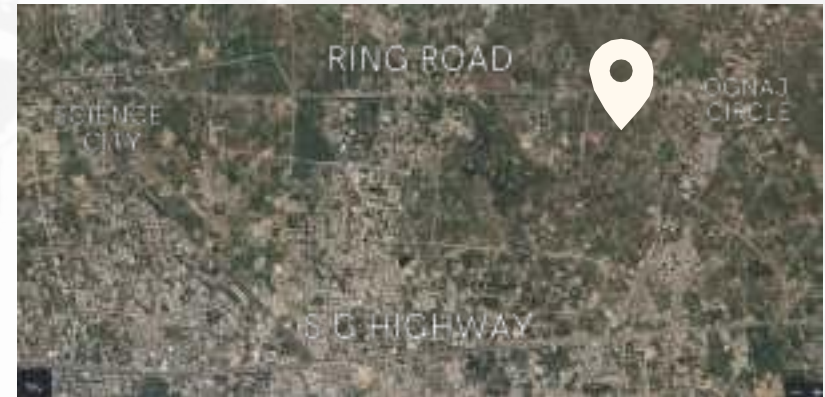
**Huge Demand for Bungalows  
ranging from 3 cr to 5 cr**



solution : 1

**ON SP RING ROAD, OGNAJ**

**5 BHK Bungalows, within range,  
Close to Ring Road at a very Promising Location**



“A problem well put is half solved.”



problem : 2

### **LESS PLOT AREA : MORE SUPER AREA**

**End-users get less usable area : the feel of owning land is missing**



solution : 2

### **UTILISE TOTAL PLOT AREA**

**Get a feeling of grandness and resort like luxury**



“Creating something is all about problem-solving.”



problem : 3

### PLACE FOR PEOPLE OR CARS?

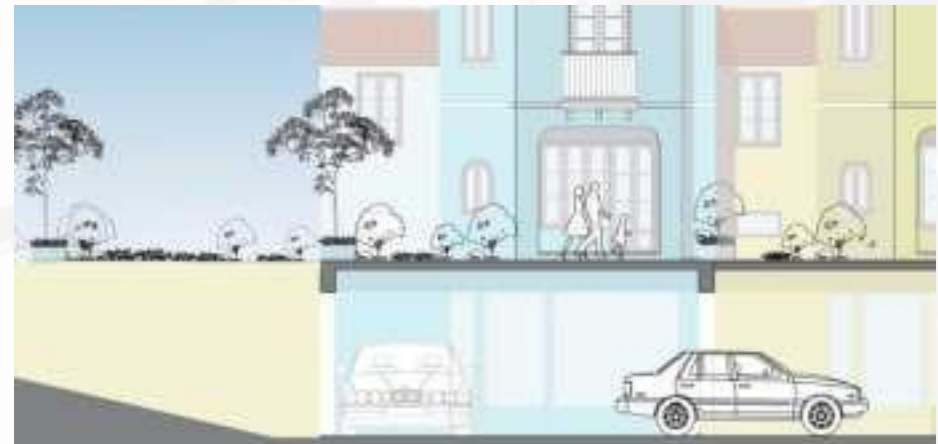
The open layout you see in the brochure gets cluttered once residents move in



solution : 3

### PLACE FOR YOUR LOVED ONES

Cars and two-wheelers parking and other services are in the basement



“Every problem has a creative solution.”



problem : 4

### **BLOCKED VIEW & POOR VENTILATION**

Most projects have bungalows facing each other with a narrow road in between



solution : 4

### **FULL OF VIEW & VENTILATION**

All units are facing the central garden with a huge distance between opposite bungalows



introducing  
*'the warmth of winter sun'*

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**ONLY FOR 26 FAMILIES**





APRICITY

MORE THAN BUNGLOWS



### BASEMENT FLOOR PLAN

1	PARKING	25'3" x 23'6"
2	FOYER	12'0" x 11'6"
3	SERVANT ROOM / STORE	7'0" x 12'0"
4	LIFT	4'9" x 5'0"
4A	STORE	4'9" x 6'9"



### BASEMENT FLOOR

OPT : 2

*ideal for your gym, games room or media room*



1	PARKING	25'3" x 23'6"
2	LOUNGE	12'0" x 11'6"
3	STORE	4'9" x 6'9"
4	LIFT	4'9" x 5'0"

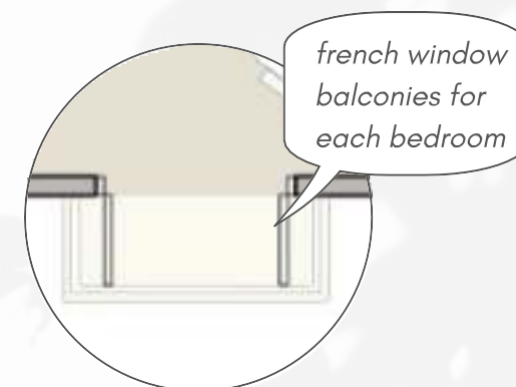
## GROUND FLOOR PLAN

5	VERANDAH	11'0" x 7'0"
6	DRAWING ROOM	17'0" x 13'0"
7	DINING	11'9" x 11'3"
8	KITCHEN	11'9" x 13'3"
8A	WASH AREA	11'9" x 9'6"
9	POOJA	5'3" x 6'9"
10	BED ROOM - 1	12'0" x 14'3"
10A	TOILET	4'9" x 7'0"
10B	BACKYARD GARDEN	12'0" x 9'6"
11	GARDEN AREA	25'0" x 14'6"



## FIRST FLOOR PLAN

4	LIFT	5'0" x 4'9"
13	PASSAGE FOYER	6'0" x 12'6"
14	BEDROOM - 2	17'0" x 13'0"
14A	PATIO/COVERED BALCONEY	10'3" x 7'0"
14B	DRESS TOILET - 2	9'0" x 12'6"
15	BEDROOM - 3	15'9" x 13'3"
15A	DRESS TOILET - 3	8'0" x 13'3"



## SECOND FLOOR PLAN

16	BEDROOM - 4	11'3" x 12'6"
16A	TOILET - 4	5'8" x 8'0"
17	BEDROOM - 5	15'9" x 13'3"
17A	TOILET - 5	8'0" x 8'0"
18	TERRACE	12'6" x 16'9"



## SECOND FLOOR OPT : 2

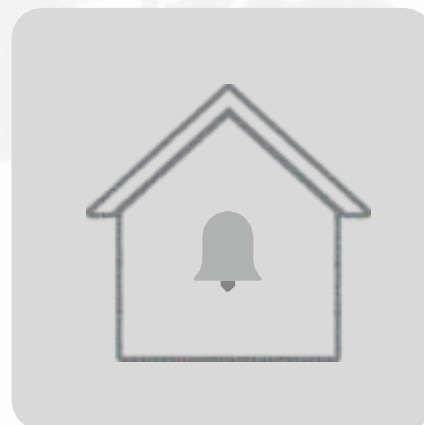
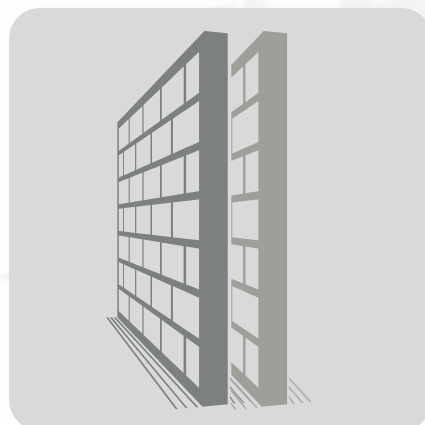


16	LOUNGE	19'0" x 12'6"
17	BEDROOM - 4	15'9" x 13'3"
17A	DRESS TOILET - 3	8'0" x 13'3"
18	TERRACE	12'6" x 16'9"

## UNIQUE FEATURES

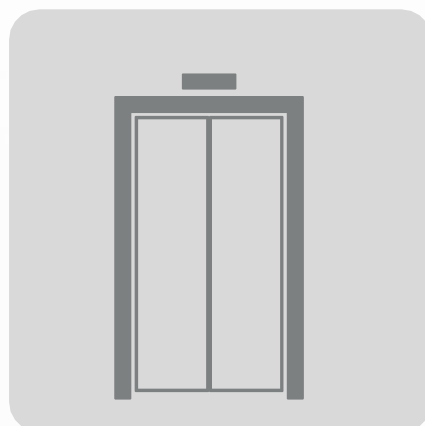
**NO COMMON WALL  
BETWEEN BUNGALOWS**

*introducing cavity walls*



**SEPARATE POOJA  
AND STORE ROOMS**

*no structure on pooja room*



**PRIVATE ELEVATOR  
FOR EACH BUNGALOW**

*from basement*



**EXTRA GREEN SPACE  
FOR EACH BUNGALOW**

*additional net plot area*

## SALIENT DESIGN ELEMENTS

- ◆ No-vehicle-zone on the ground floor
- Central Garden with designed landscape
- ◆ Provision of visitor parking in basement
- ◆ Society Temple
- ◆ Children play area
- ◆ Clubhouse
- ◆ Fully equipped gym
- Jogging track
- Indoor games
- ◆ Multipurpose media room

# APRICITY

*the warmth of the sun in winter*

*Apricity comes from the Latin apricus, "having lots of sunshine" or "the warmth of winter sun." To apricate means to bask in the sun.*



**THE PERFECT LOCATION**



**LOCATION QR CODE**

- 4 Minutes away from Science City
- 4 Minutes away from S G Highway

**LEGACY OF LANDMARK PROJECTS**



**MAJESTIC**

Premium Offices & Showrooms  
@ Panchvati, Ahmedabad.



**MEGHDHANUSH**

3 & 4 BHK Apartments & Retail Spaces  
@ Vastrapur, Ahmedabad.



**DYNASTY**

Premium Offices & Showrooms  
@ C. G. Road, Ahmedabad.



**PHOENIX**

Premium Offices & Showrooms  
@ Vijay Cross Roads, Ahmedabad.



**CAPSTONE**

Premium Offices & Showrooms  
@ Parimal Garden, Ahmedabad.



**KAIROS**

Premium Offices & Showrooms  
@ Drive in Road, Ahmedabad.



**UNICO**

3 BHK Luxurious Apartments  
@ Naranpura, Ahmedabad.



**PRATHAM**

2-3 BHK Luxurious Apartments  
@ Gurukul, Ahmedabad.



[www.dandc.in](http://www.dandc.in)

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LEGAL ADVISORS: Mahendra Bhavsar & Co.

CHARTERED ACCOUNTANTS: Manubhai & Shah LLP

RERA: PR/GJ/AHMEDABAD/AHMEDABAD CITY/AUDA/RAA11167/070123 | [WWW.GUJRERA.GUJARAT.GOV.IN](http://WWW.GUJRERA.GUJARAT.GOV.IN)

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Actual Building may vary from the representation mentioned in brochure.

