

R O V E  
HOME  
MARASI DRIVE

DEVELOPMENT BY IRTH



# ABOUT THE DEVELOPER

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## IRTH

Founded under Alshamsi family, IRTH is a real estate investment platform - based on the philosophy of value creation, innovation and building world-class living experiences.

IRTH's vision is long-term, supported with a proactive approach, swift actions, strong financial backing, and high-quality projects - bridging the gap between ambition and success.

IRTH continues seeking new opportunities and broadening horizons - thriving in any market situation through an extensive land bank and strategic partnerships.

At IRTH, we take pride in offering the best-in-class locations and properties for value-based investment opportunities - setting new standards in the real estate market in the region.

We are IRTH - The Future of Real Estate.





R O V E  
HOTELS

This isn't just where you'll live.  
It's where you'll thrive.





# ROVE HOME DOWNTOWN

TOTAL NUMBER OF AGENTS  
INVOLVED IN SELLING

+100 BROKERAGE

DEMOGRAPHICS OF BUYERS  
AGE GROUP

31-40	40%
41-50	31%

DEMOGRAPHICS OF BUYERS  
RESIDENTS/NON-RESIDENTS

RESIDENTS	55%
NON-RESIDENTS	45%

DEMOGRAPHICS OF BUYERS  
NATIONALITY

RUSSIAN	10%	CHINESE	6%	BRITISH	4%
TURKISH	10%	INDIAN	5%	PAKISTANI	3%
AZERBAIJANI	10%	EMIRATI	4%	OTHER	48%

COMMISSION PAYOUT  
FOR BROKERS & AGENTS

2 DAYS  
FROM EXECUTED SPA



R O V E

HOME

MARASI DRIVE



# ABOUT ROVE HOME

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Rove Home branded residences are an extension of the Rove Hotels brand.

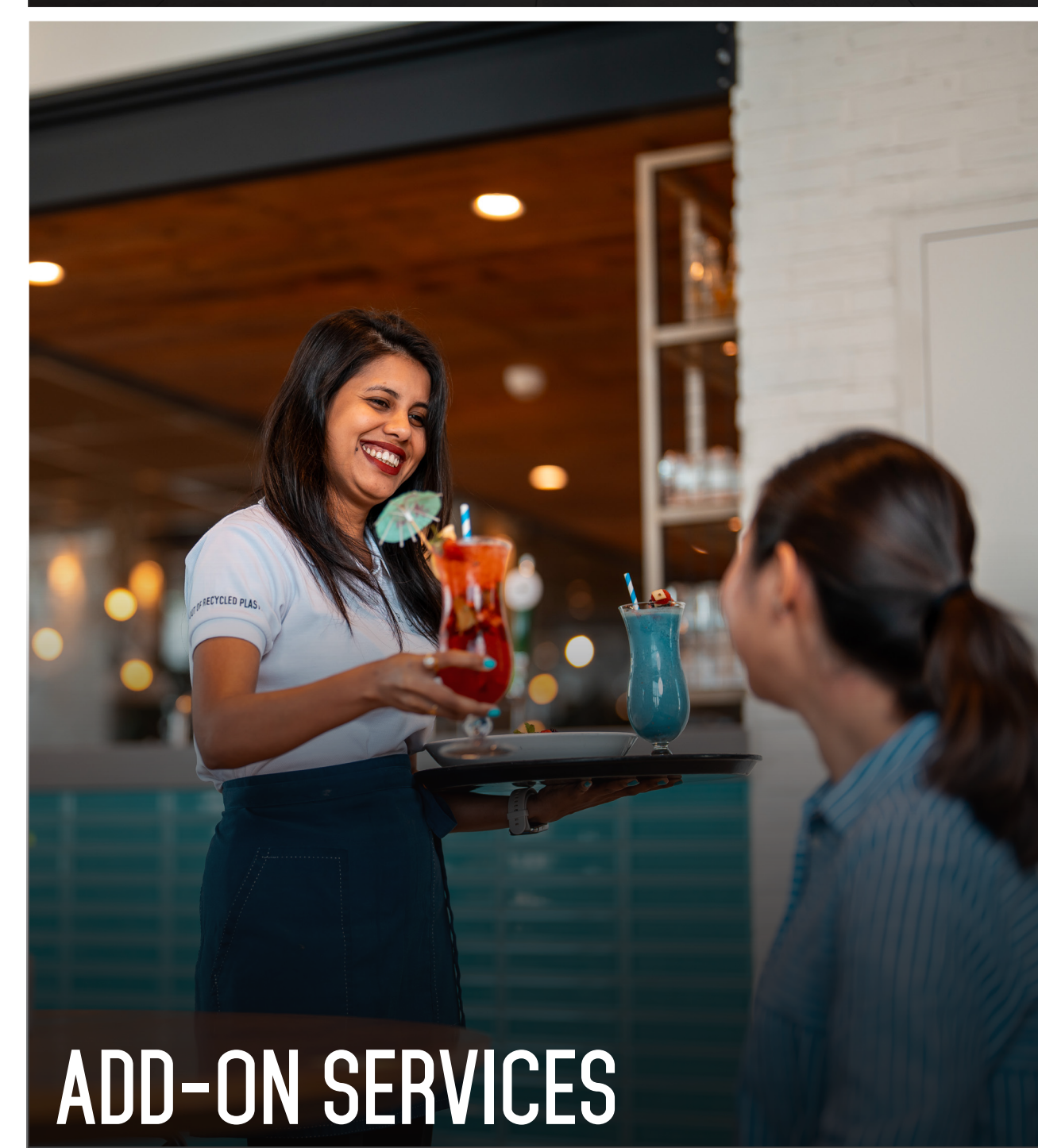
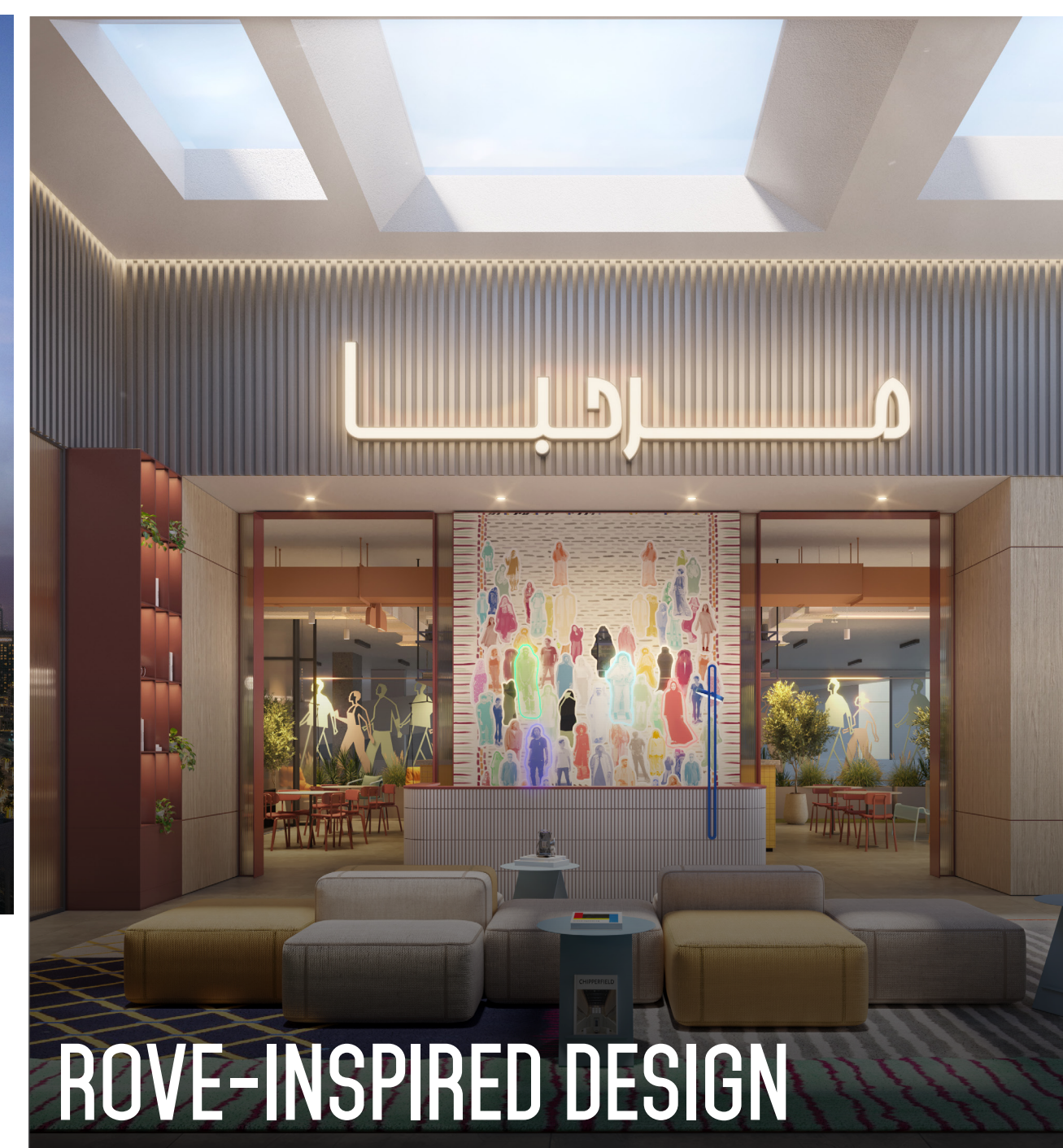
These branded residences are for hassle-free living, with personalized expressions of your ideal living environment. We've handpicked prime locations to ensure you get the very best.

From interiors that uplift and energise, and amenities that are thoughtful and engaging to contemporarily stylish yet cosy apartments, we decided that this is the kind of place where we'd like to live – so we set out to build exactly that.

We think you'll agree.







CENTRAL URBAN LOCATIONS

## WHAT MAKES A ROVE HOME?

Experience the difference with Rove Home where modern amenities, trendy interiors, and smart features cater to your unique style.

Rove Home is your destination for artful inspiration and cleverly activated spaces.

COMMUNITY

FULLY LOADED AMENITIES

ADD-ON SERVICES



# MARASI DRIVE

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In the heart of Dubai's Business Bay, Marasi Drive offers a captivating canal-side stroll in a vibrant central district, blending residential, commercial, and leisure amenities seamlessly.

Marasi Drive's proximity to Downtown Dubai, grants easy access to its iconic attractions, its strategic location ensures seamless connectivity to Al Khail Road and Sheikh Zayed Road, facilitating effortless travel across the city and beyond.





MAIN  
CONSULTANTS

ARCHITECT

**archcorp**

LANDSCAPE ARCHITECT

**SCLA.**

ART TEAM

studio feel

ID TEAM

zebra

SALES AND MARKETING

**OCTA**  
PROPERTIES



# A HOME FOR THE YOUNG AND YOUNG-AT-HEART

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The dynamic essence of Rove comes to life at an all new address - Marasi Drive, Business Bay. Enjoy an urban living experience beyond the ordinary.

Join us on this exciting journey as we unfold innovations transforming your daily moments into unforgettable living experiences in true Rove style.

Enjoy every facet of contemporary lifestyle living, prioritizing value, efficiency, and a vibrant atmosphere.

It is more than just a home.





# ROVE AROUND THE CITY

- Burj Khalifa [10 mins.]
- The Dubai Fountain [10 mins.]
- Dubai Mall [8 mins.]
- Dubai Opera [11 mins.]
- Marasi Promenade [4 mins.]
- Rove Downtown Hotel [10 mins.]
- Rove City Walk Hotel [12 mins.]
- City Walk [12 mins.]
- Coca Cola arena [14 mins.]
- DIFC [12 mins.]
- Dubai International Airport [16 mins.]



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# SITE LOCATION

ROVE  
HOME

ROVE  
HOME  
MARASI DRIVE



# SITE PLAN

PLOT AREA:  
73,783 Sqft



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# UNIQUE AND INNOVATIVE

At Rove Home Marasi Drive, you can feel the exhilaration in the atmosphere! We've expertly crafted an urban oasis where captivating design, vibrant art, and cutting-edge technology come together seamlessly.

Our commitment to shaping a space that tickles your artistic sensibilities and ignites your love for innovation is unparalleled. It's a place that would surely excite and delight Rovers like no other!



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# EXPANDABLE LIVING SOLUTIONS



**Live in the future, today.**

Designed to embody Rove’s unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

ORI introduces a revolutionary solution to apartment living, where space is not just a constraint but an opportunity.

- Simple
- Safe
- Effortless



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



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# BUILDING STRUCTURE





# TOTAL NO. OF AMENITIES: 44

## GROUND LEVEL



Rove Café



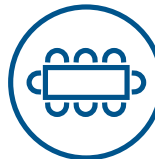
Convenience Store



Coworking Space



Soundproof Meeting Pods



Meeting Rooms



Outdoor Space

## PODIUM LEVEL OUTDOOR



Urban Beach Pool



Kids Pool



Aqua Cycling



Sun Lounging Deck



Yoga Lounge



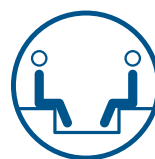
Cabanas with Daybeds



Fully Equipped Gym (Outdoor)



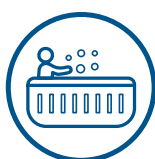
Rove Beverage Truck



Sunken Garden



Outdoor Coworking Space



Jacuzzi

## INDOOR



Multi-purpose Room (with Kitchen)



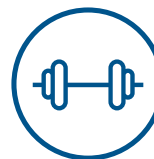
Gaming Lounge



Changing Rooms



Guest Rooms



Fully Equipped Gym (Indoor)



# SKY GARDEN OUTDOOR



## Padel Pong



## Sun Lounging Deck



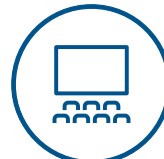
## Outdoor Cinema



Indoor  
Lap Pool



## Ping Pong



## Amphitheatre

Communal Dining  
Table

### Wellness Features (Steam room & Sauna)



## Lush Landscape



## Running Wheel



## Chess Tables



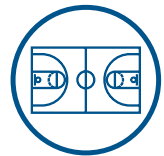
## Changing Rooms



## Climbing Wall



## Outdoor Coworking Space



Multi-purpose Court  
(Basketball, Pickleball &  
Mini Football Court)

# INDOOR

## ROOFTOP VIEWING DECK



## Stargazing Point (Telescope)



BBQ Terrace



## Cabanas with Daybeds



## Lounging Space



## Sunken Seating



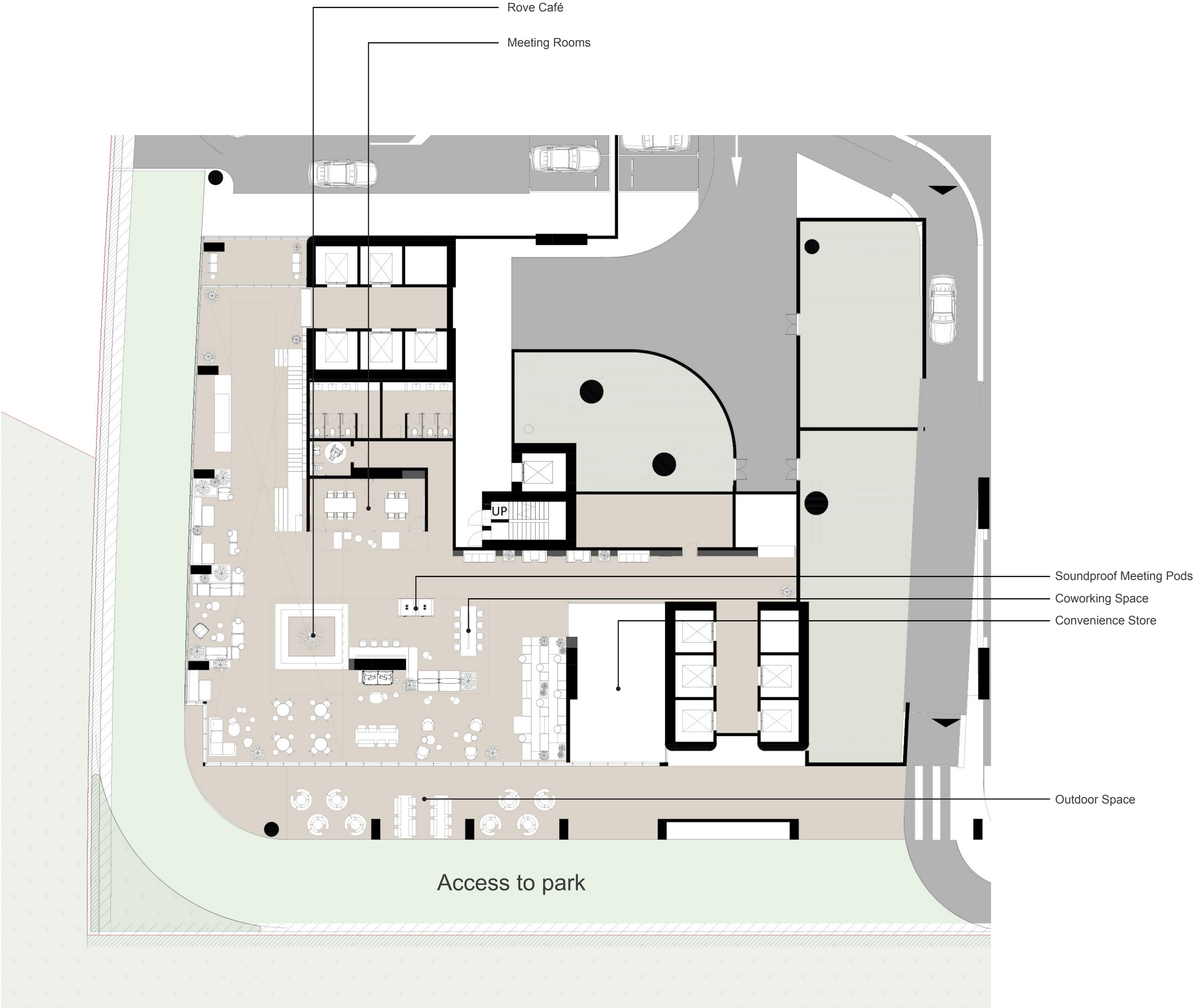
Fireplace



## Outdoor Kitchen



# GROUND LEVEL



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# PODIUM LEVEL OUTDOOR



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# PODIUM LEVEL INDOOR



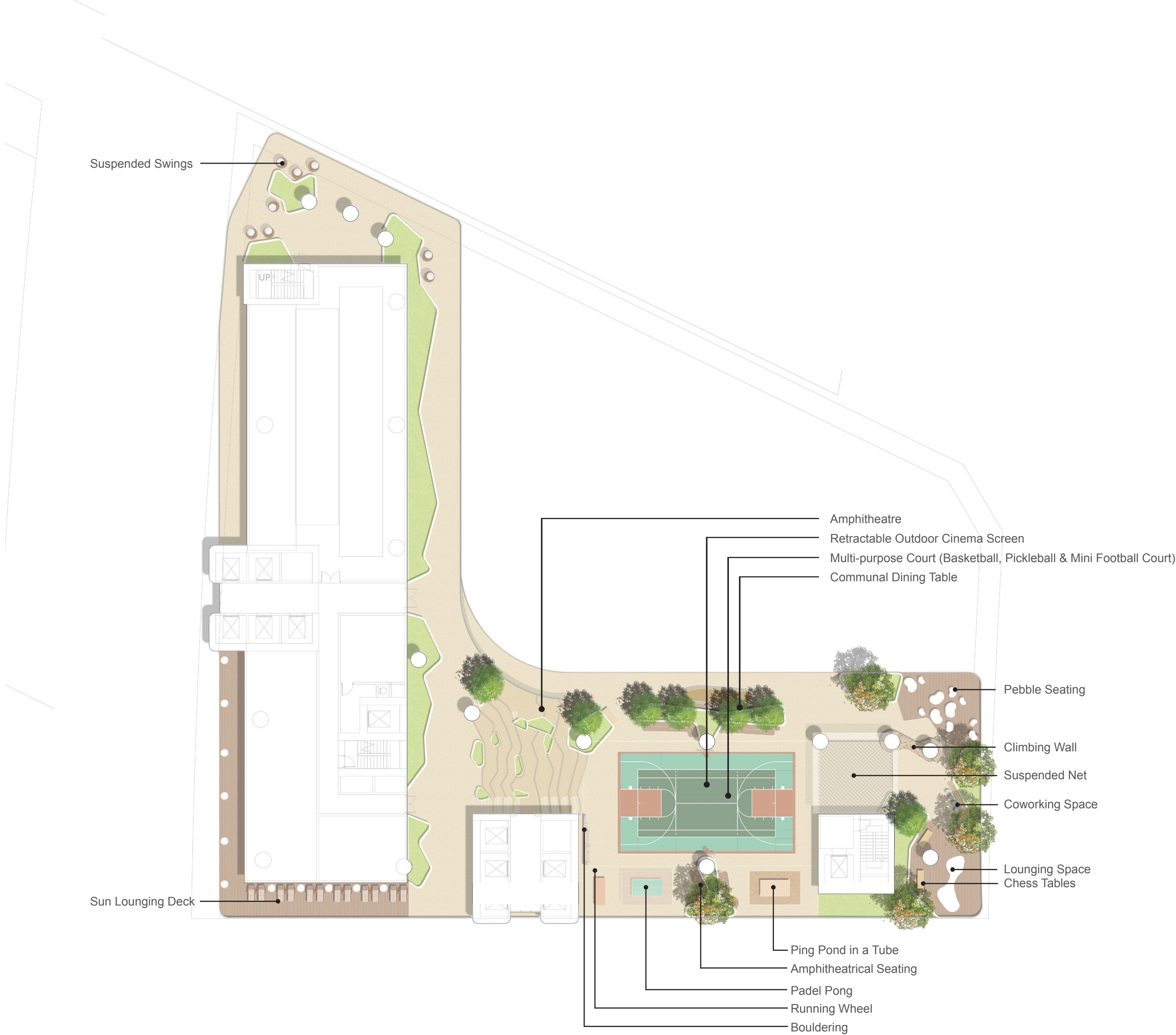
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# LEVELS 22 & 23 SKY GARDEN

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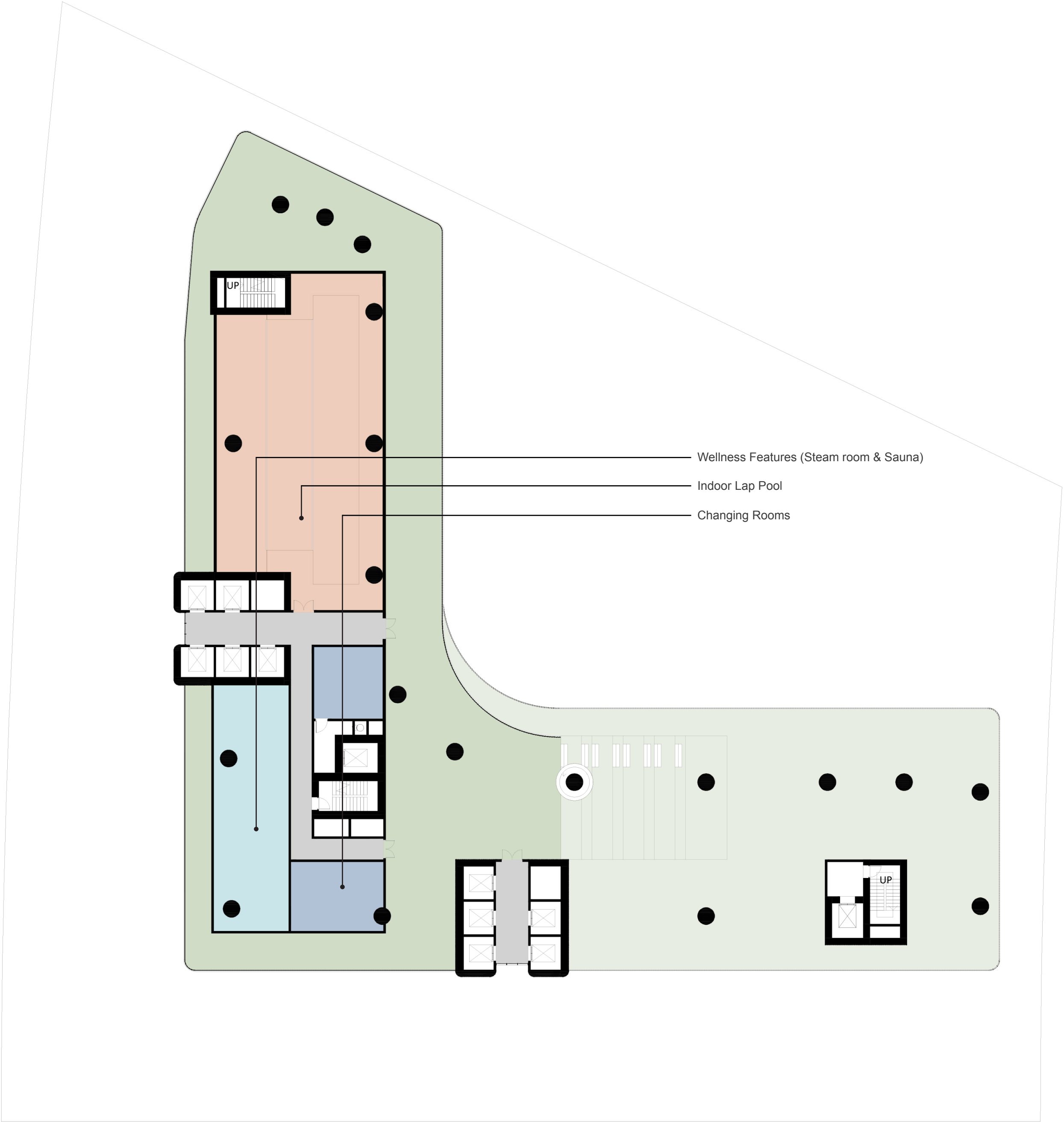
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# LEVELS 22 & 23

## SKY GARDEN

### INDOOR



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# ROOFTOP



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# FLOOR PLANS



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# TIER 1

## TYPICAL FLOOR

### 5<sup>TH</sup> TO 21<sup>ST</sup>



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# TIER 2 TYPICAL FLOOR 24<sup>TH</sup> TO 31<sup>ST</sup>



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# UNITS DESCRIPTION

## STUDIO FLEX

Live in the future, today.

In **Studio Flex** explore the ORI Cloud Bed, optimizing your living space with functionality and smart living.

Every inch is designed to provide more space for comfort and convenience. This feature increase your unit size by 33%.

## STUDIO<sup>2</sup>

In **Studio<sup>2</sup>** experience the Flexibed, a smart innovation for modern living.

When folded, it unveils a spacious living room creating a cohesive space that blends both style and functionality.

## 1 BEDROOM<sup>2</sup>

In **1 Bedroom<sup>2</sup>** double up your space with next generation features that enhance smart living.

With pocket walls that disappear and a Flexibed that seamlessly converts, you can transform your living room into an extra bedroom, anytime you want!

## 2 BEDROOM<sup>2</sup>

In **2 Bedroom<sup>2</sup>** discover extra functionality with added space and maximum value.

Whether you want to add a multipurpose spare room or double up your living space as a bedroom - every inch of space feels larger and works exactly how you want.

## UNIT MIX & INDICATIVE PRICE/SIZE

Studio Flex	13%	AED 1,048,888	341 Sqft
Studio <sup>2</sup>	33%	AED 1,138,888	390 Sqft
1 Bedroom <sup>2</sup>	45%	AED 1,668,888	609 Sqft
2 Bedroom <sup>2</sup>	9%	AED 2,408,888	891 Sqft

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# REASONS TO INVEST



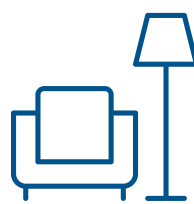
## INTEGRATED AMENITIES

Spread across 3 dedicated zones at different heights – a floating podium level, Sky Garden levels 22 & 23, and the rooftop level, discover our 40+ amenities, including indoor and outdoor pools, coworking spaces, an outdoor cinema and more!



## SKY GARDEN

Discover a green oasis in the sky! Our unique Sky Garden offers a serene escape with lush landscapes, a sun deck for lounging, an indoor lap pool, an outdoor co-working area, and wellness features.



## FULLY-FURNISHED DESIGNED APARTMENTS

Experience Rove Home's fully-furnished apartments, where smart space planning meets modern design. Each corner is crafted for functionality and comfort, ensuring a stylish and practical living environment.



## THE FOREVER-YOUNG SPIRIT OF ROVE COMES ALIVE AT ROVE HOME MARASI DRIVE.

Experience hotel living through inviting interiors, exciting amenities and inspired coworking spaces. Connect across the city through the Rove owners club and enjoy discounts, special access to events and more.



## THE LOCATION OF THE PROJECT/ MARASI DRIVE

The project will be in a well-connected location, within proximity to the Marasi Promenade and neighboring areas Downtown Dubai, Dubai Mall, DIFC, City Walk and with easy access to both Sheikh Zayed Road and Al Khail Road.



## HIGH ROI

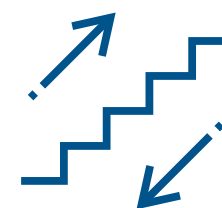
With high quality finishing, amenities and the prime location within Business Bay, this makes it a very appealing investment.

# SPECIAL FEATURES



## COLLABORATION WITH US-BASED ORI LIVING

Experience intelligent and expandable living solutions never seen before in UAE and the region. The **Studio Flex** interiors will include a cloud bed by ORI, an innovative firm that creates intelligent and modular living solutions.



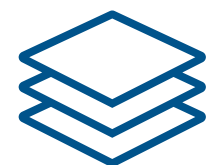
## CONNECTED URBAN LIVING

Bridging the inside and outside worlds, the building will also have **direct access to the neighbouring park and surrounding promenade of Marasi Drive**, elevating the urban living experience and encouraging residents to step outside.



## GENEROUS CEILING HEIGHT

The apartments at Rove feature soaring ceilings, measuring an impressive **3 meters in height**, providing a spacious and airy ambiance.



## SEAMLESS INDOOR-OUTDOOR INTEGRATION

With the same floor finish inside and outside the apartments, residents can enjoy a **seamless transition** that extends the living space to the outdoors, creating a harmonious and connected atmosphere.



## NEXT GENERATION FEATURES

First, our innovative **pocket wall** seamlessly doubles space when doors vanish into the wall, providing privacy with its sleek design. Second, our exclusive **bi-fold glass doors** flood the area with natural light and boast unmatched panoramic cityscape views from the balconies.



## SMART LIVING READY

Combining aesthetics with functionality, all units will be **compatible with Google and Alexa digital home solutions** for ultimate convenience.



R O V E  
HOME  
MARASI DRIVE

PAYMENT PLAN

50 | 50  
10%

On Completion  
Down Payment

ANTICIPATED  
HANDOVER DATE

Q1 2027



# EOI PROCESS

To participate in the Expression of Interest campaign and secure your preferred unit, we kindly request that you comply with the following requirements:

- 1. **Client's Document Required:** The client needs to provide a copy of their passport, Emirates ID, and visa (if applicable) along with their EOI request. This is to ensure accurate identification and compliance with legal regulations.
- 2. **Signed EOI Form:** The attached EOI form should be completed and signed with correct customer details, including a valid email address and phone number. The EOI request can be sent either to [salesops@octaproperties.com](mailto:salesops@octaproperties.com) or through physical means. This information will be used to issue acknowledgment receipts.
- 3. **Payment:** Cheque or Wire Transfer should be in favor of **"IRTH GROUP L.L.C"**.
- 4. **No cash payment** will be accepted for the EOI campaign.

Any EOI received not containing the above will not be considered.

Priority Bookings per unit

EOI	EOI Amount
Per Unit	AED 50,000
Half Floor	AED 500,000
Full Floor	AED 1,000,000

Unit Type	EOI Amount
Studios	AED 150,000
1 Bedroom	AED 200,000
2 Bedroom	AED 200,000

All allocation will be First Come First Serve basis & Receipt issuance confirmation by **IRTH SIGNATURE DEVELOPMENT L.L.C.**

EOI request to be sent at email address [salesops@octaproperties.com](mailto:salesops@octaproperties.com) with customer preferred Unit No. (options).

Please note, upon confirmation and documentation, for all EOI confirmed deals we require balance payment & documentation.

In the event that the client is not able to get the desired unit, EOI will be refunded to the client within **14 calendar days** from the date the client is notified & the correct account details are received.

Please feel free to contact our sales team at + 971 50 206 6888 or [salesops@octaproperties.com](mailto:salesops@octaproperties.com) if you need any assistance. Our team is here to assist you throughout the purchase process.

We look forward to receiving your Expression of Interest and working together to make the "Rove Home Marasi Drive" project a landmark.



R O V E

HOME

MARASI DRIVE

IRTH