
SIDE
LIFE, ON PURPOSE

UP SIDE

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
800 5511
www.srg.ae

UPSIDE

SRG HOLDING LIMITED

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

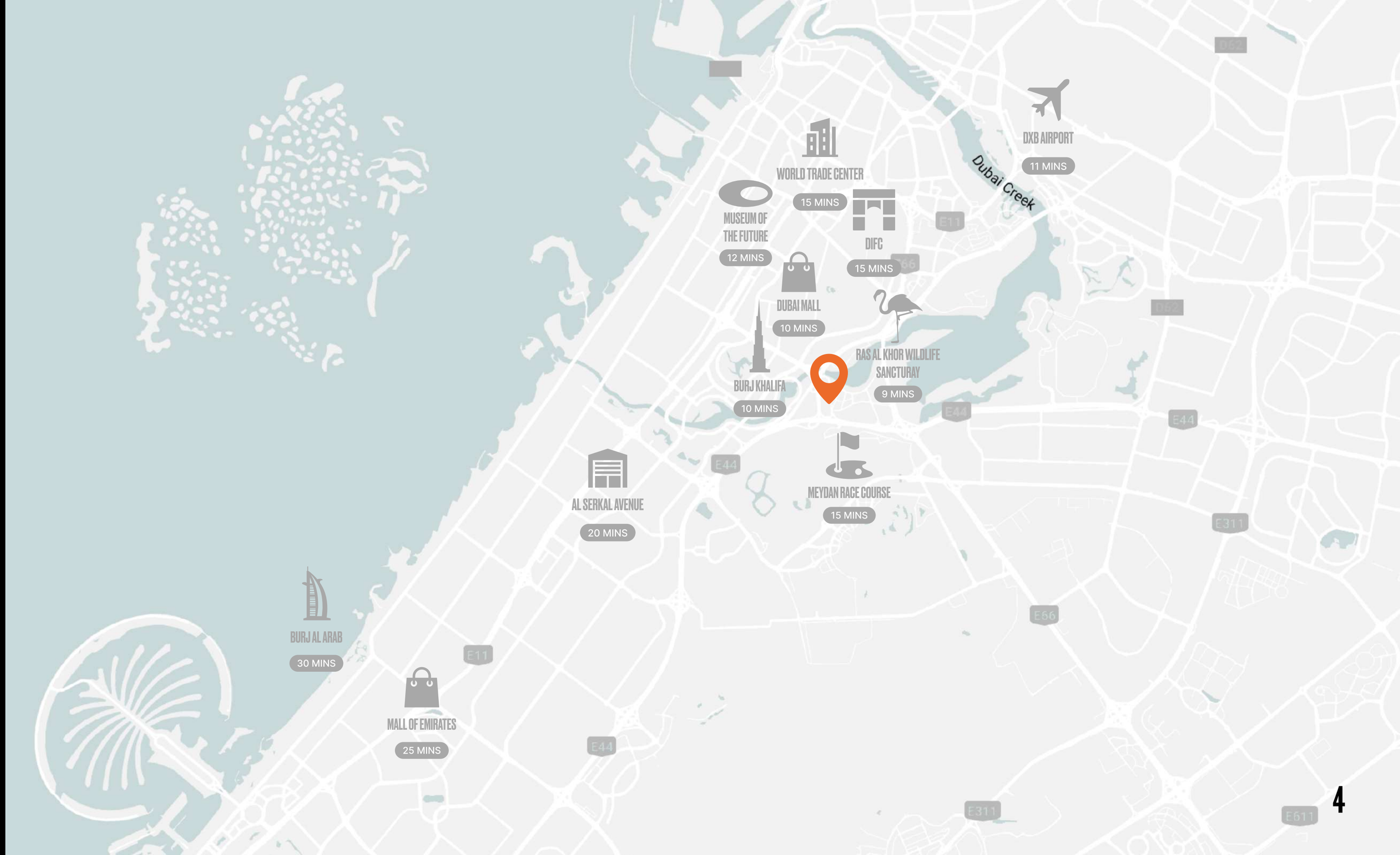
8 MINUTES FROM THE BURJ KHALIFA

5 MINUTES FROM THE DUBAI MALL



UP SIDE

CONNECTIVITY



UPSIDE

IN A NUTSHELL



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.

UP SIDE

SPECIFICATION

SMART HOME

Keyless building access

INTERIOR

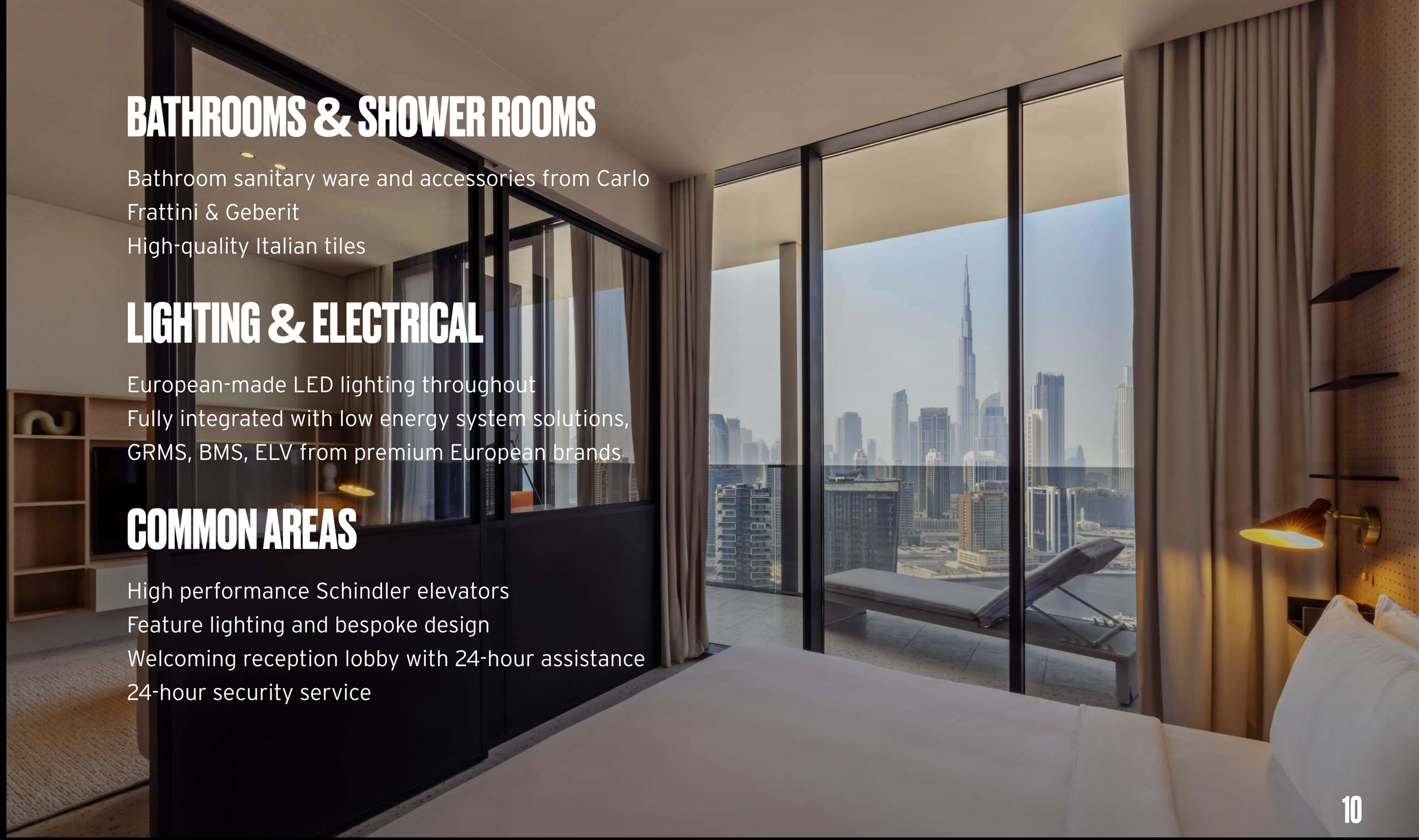
Natural full body Italian Terrazzo flooring
Bespoke Joinery
Detailing Spacious balconies with Burj Khalifa views
High-quality durable walls
Comfortable and functional furniture

KITCHEN

State of the art SMEG appliances
Working Kitchen with cooking hob
Heat resistant countertops
Ample storage space

UP SIDE

SPECIFICATION



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

UP SIDE



SPACES

UP SIDE

KITCHEN



UP SIDE



LIVING

UP SIDE

BEDROOM



BATHROOM



WHAT IS UPSIDE







- 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

UPSIDE

THE DEVELOPER



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.