EIRA

TRANSCEND TO TRANQUILITY

REPRESENTATIVE IMAGE



EXPERIENCE A LIFE ILLUSTRATED BY *Serenity*

TRANSCEND
TO TRANQUILITY

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

REPRESENTATIVE IMAGE

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.

ARTIST'S IMPRESSION

NEOTERRA
DEVELOPMENTS

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.

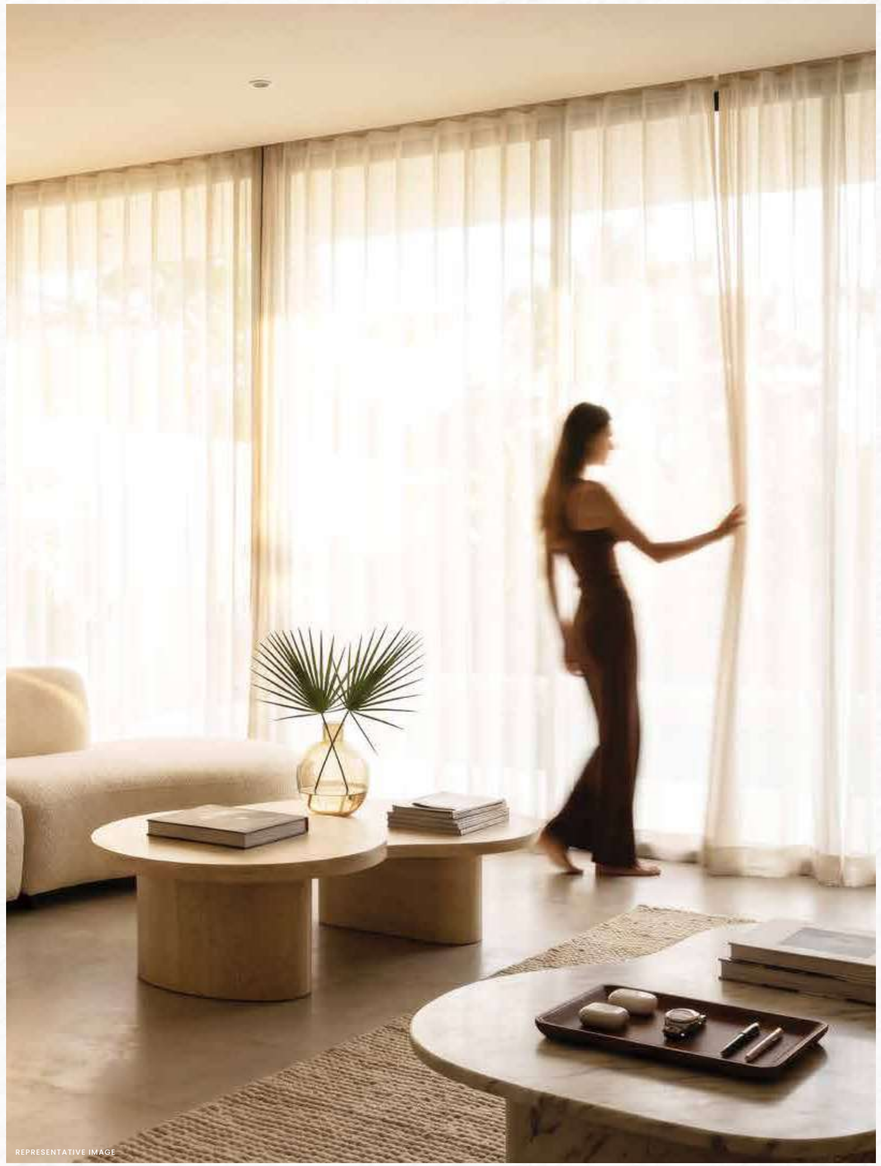
The name itself reflects this mission ‘Neo’ for new, ‘Terra’ for earth. A promise to shape a new world of living for those who seek comfort, creativity, and a future-ready way of life.

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.


REPRESENTATIVE IMAGE

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





THE *Essence* OF EIRA

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.

ARTIST'S IMPRESSION



EVERY ARRIVAL, MADE GRAND.

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

ARTIST'S IMPRESSION

THE LOBBY EXPERIENCE

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

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GRANDÉ MAISON®

BY GRID

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

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WHERE THE GREENS STRETCH ENDLESSLY

Overlooking 2 acres of lush green park.

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A CANVAS OF OPEN HORIZONS

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

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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.

REPRESENTATIVE IMAGE

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.

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THE SERENITY WALKWAY

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

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THE EMBER LOUNGE

Sunken seating gathered around the warmth of a fire pit.

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THE FLOATING LOUNGE POOL

Temperature-controlled waters designed for effortless relaxation.

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THE LITTLE EXPLORERS' PARK

A play area created for imagination and discovery.

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THE SUNSET BAR

A vibrant setting for refreshing moments and easy conversations.

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THE PAWS RETREAT

A dedicated haven where pets can roam, play and connect.

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.

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THE FITNESS ATELIER

A contemporary space designed for strength and performance.

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AERIAL WELLNESS STUDIO

A weightless expression of movement, balance, and release.

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REPRESENTATIVE IMAGE

25+ IMMERSIVE AMENITIES
I 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


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REPRESENTATIVE IMAGE



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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



DISCLAIMER:
All plans, details, specifications, and unit orientations are subject to revision or change at the exclusive discretion of the developer or seller, without prior notice, obligation, or liability. Images, features, finishes, furnishings, views, and scales are illustrative and may not accurately reflect the final product. Actual areas, orientations, dimensions, layouts, materials, and fittings may differ from those depicted. The indicated north direction is approximate and may vary depending on the unit's placement within the master plan.

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


REPRESENTATIVE IMAGE


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ARTIST'S IMPRESSION



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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


ARTIST'S IMPRESSION


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REPRESENTATIVE IMAGE

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



REPRESENTATIVE IMAGE



ARTIST'S IMPRESSION

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