

A PROJECT BY
M squared.

31WEST

THIRTY ONE, *Come Home.*



Beginning · Stories of every

A New Beginning TO A BALANCED LIFE

At 31WEST, life is about embracing fresh starts, crafting new stories, and expressing your unique journey. This is a place where all elements of life come together, inviting you to step into a home that marks the beginning of new chapters. Inspired by creativity, change, and growth, 31WEST is where possibilities unfold. Here, the number 31 symbolizes new beginnings—where fresh stories begin and vibrant journeys take shape.

This is 31WEST.
WHERE THE BEST OF LIFE BEGINS.



Beginning Stories of every

THIRTY ONE, Come Home.

A Blooming Community FOR THE FUTURE AHEAD

Imagine starting your life in an oasis, within a community that offers more than just a place to live. Spanning across 31 Feddans, 31WEST offers an array of homes from stand-alone villas and twin houses to townhouses, apartments, and Executive suites.

Located in the heart of 6th of October's thriving residential and commercial district, this vibrant neighborhood is a place where life and laughter fill every corner.

31WEST

A Location that Balances **PROXIMITY & SERENITY**

Situated in the heart of 6th of October City, 31WEST offers direct access to the city's key attractions, dining spots, shopping malls, and major roads like the 26th of July Corridor and Dahshur Road. Whether it's a quick trip to New Giza or a visit to Mall of Arabia, every necessity is just moments away.

5 mins
from Gezira Club

10 mins
from Mall of Egypt

15 mins
from Mall of Arabia

10 mins
from El Alsson British School
& Lycee Albert Camus

5 mins
from Golf Central Mall

30 mins
from Sphinx International
Airport



Masterplanned FOR THE VISIONARIES

THIRTY ONE, *Come Home.*



At the heart of 31WEST lies a serene lake—its shimmering waters acting as the beating heart of the community. Surrounded by lush landscapes, this tranquil body of water not only enhances the natural beauty of the development but also provides a peaceful escape for residents. Whether you're strolling along the water's edge, enjoying a relaxing moment at the lake café, or simply taking in the calming views, the lake creates a sense of harmony and connection with nature.

Spanning across 31 Feddans, the master plan embraces gently sloping terrain, creating a seamless flow between nature and urban life. With only 26% of the land dedicated to built-up areas and 74% allocated to greenery, open spaces, lakes, and roads, the community strikes a perfect balance between modern living and natural beauty. Every residential home, service, and amenity has been thoughtfully positioned to connect with the natural surroundings, making the lake the central gathering point that fosters both community and well-being.

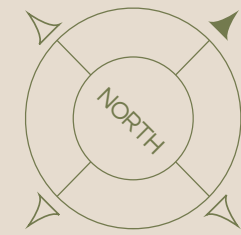
31WEST

NEIGHBORHOOD

GREEN 4 COMPOUND



EXTERNAL ROAD



BAMBOO PALM HILLS

UTOPIA

LEGEND

- Housing*
- V Villa
 - TV Twin Villa
 - TH Town House
 - A&B Terraced Flats

- Commercial 1*
- Administration Building

- Commercial 2*
- Daily Use
 - F&B Outlets
 - Club House

- Amenities*
- A Meditation Zone
 - B Relaxing Area
 - C Workout Area
 - D Jogging Track
 - E Kids Play Zone & Cafe
 - F Multipurpose Area
 - G Lake Cafe
 - H Pets Zone
 - I F & B Outlets

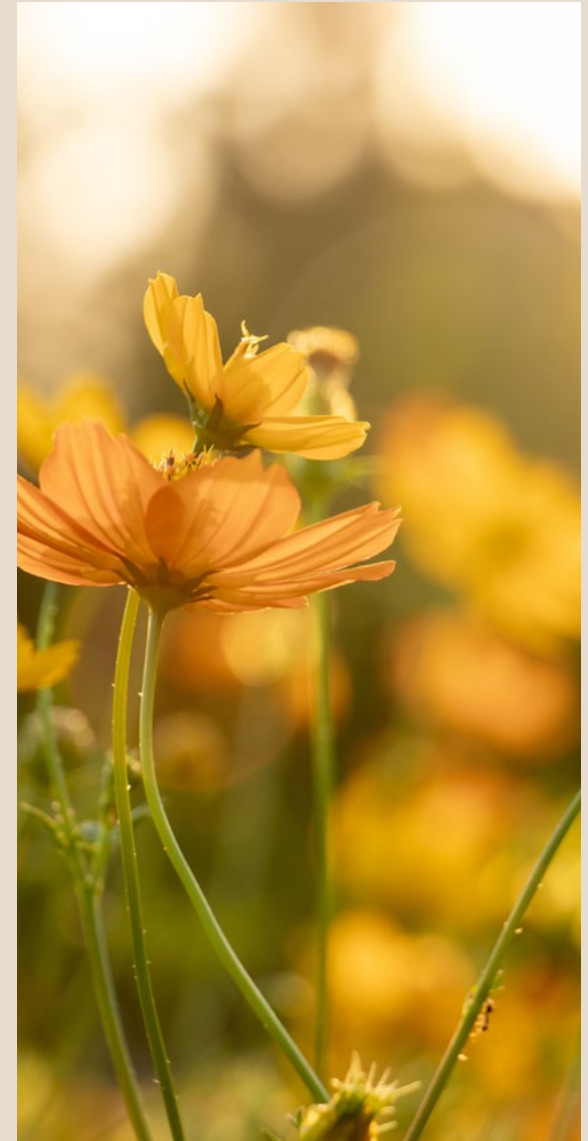
THIRTY ONE, Come Home.

31WEST



Landscaping FOR HARMONY

The landscaping at 31WEST is more than just visually pleasing, it's sustainable and thoughtfully curated. Central plazas, serene water features, and lush greenery create spaces that foster connection and enrich daily life.



This harmonious blend of beauty and nature is the perfect backdrop for a community that values both aesthetics and sustainability.

Beginning · Stories of every

Architecture Made FOR NEW HORIZONS

The design of 31WEST is a reflection of its forward-thinking spirit. With 70% of the units optimized for natural light and ventilation, every home feels fresh and inviting.

Some residences boast panoramic city views, adding another layer of comfort and luxury. These homes are built to blend indoor and outdoor living, with terraces, balconies and scenic vistas that promote tranquility. Distinctive angles and modern design elements infuse each home with a dynamic, contemporary flair, creating a living experience that is both welcoming and inspiring.



A Community That Fosters

CONNECTION



& TOGETHERNESS

A Community That Fosters



At 3IWEST, we believe in building more than homes; we build a community. Spaces for social activities, neighborhood events, and meaningful gatherings are integral to the design.

These dynamic areas encourage creativity and celebrate culture, featuring public art installations and outdoor performance spaces that energize and engage residents. 3IWEST is designed to be a community-centered haven where connection, collaboration, and creativity flourish.

THIRTY ONE, Come Home.

3IWEST



Sustainable LIVING AT ITS CORE

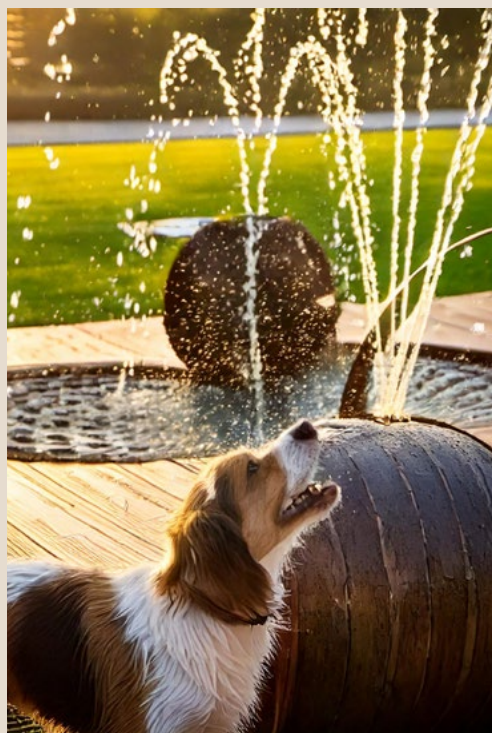
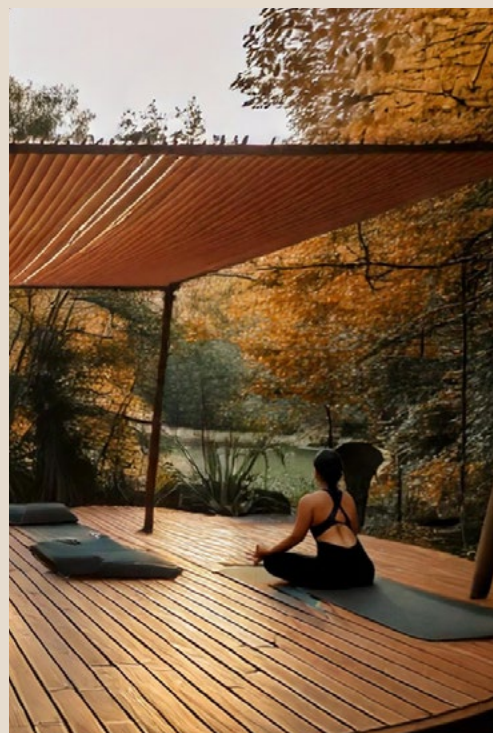
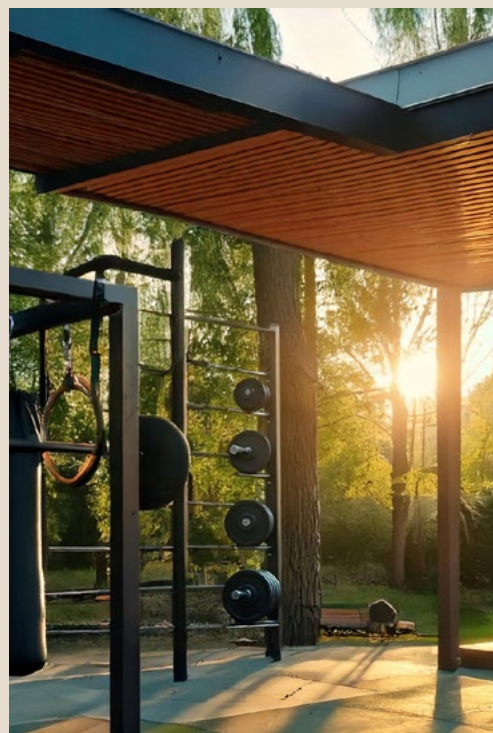
31WEST is designed with sustainability at its core, seamlessly integrating environmentally conscious features into every aspect of the community. It prioritizes energy efficiency and biodiversity to provide residents with a greener lifestyle. Key sustainability features include:

- *Energy-efficient lighting*
- *Renewable energy sources*
- *Advanced HVAC systems*
- *Passive solar design*
- *Electric vehicle charging stations*

Services & Amenities Designed to **ELEVATE YOUR LIFESTYLE.**

Experience a lifestyle where every corner tells a story of thoughtfully designed living. At 31WEST, amenities are crafted to inspire connection, relaxation, and vitality. From the energizing workout spaces to tranquil zones for reflection, every detail enhances your well-being

• Scenic Jogging Track • Meditation Zone • Workout Space • Kids' Play Zone • Lake Café • Pet-Friendly Space • Multipurpose Area • F&B Outlets

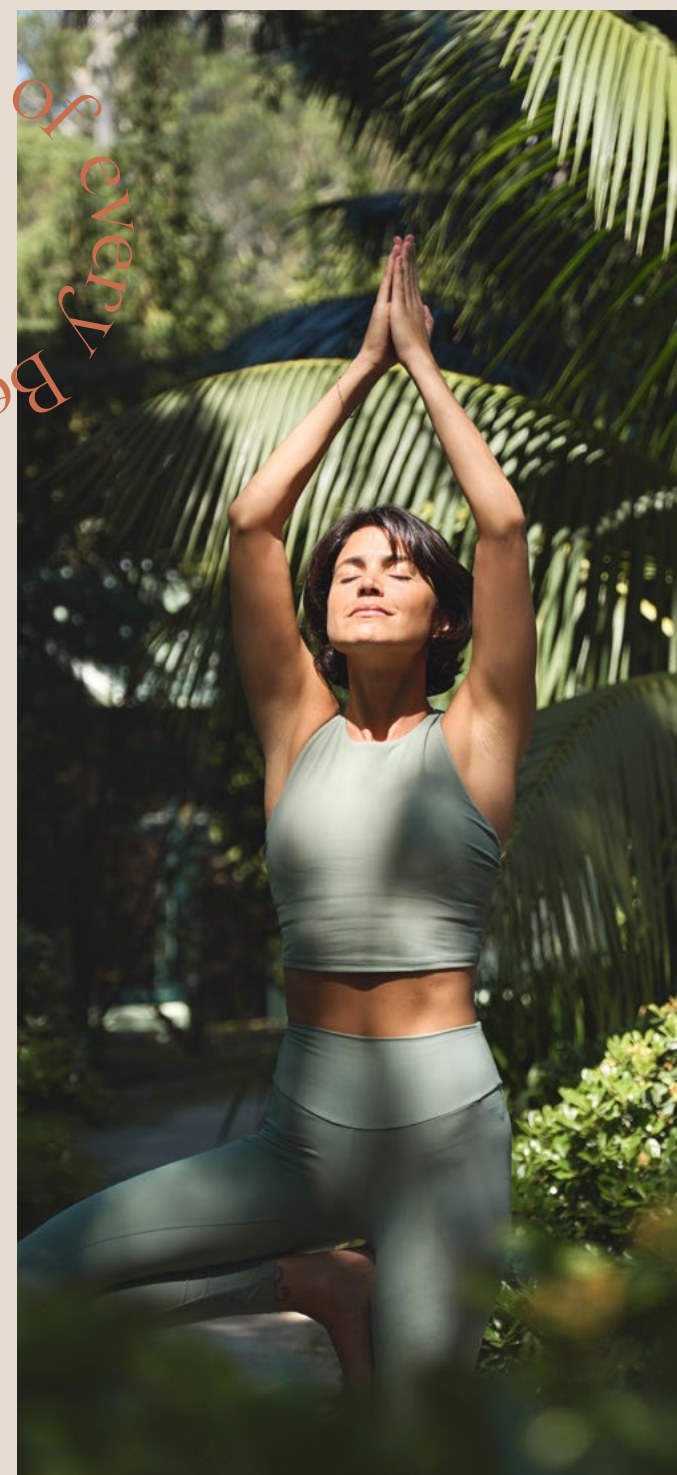




Beginning Stories of Every

A Harmonious Blend of Wellness, **CONVENIENCE & COMMERCE.**

Welcome to a destination where well-being, convenience, and commerce come together in perfect balance. Spanning two thoughtfully designed plots, our development offers a complete urban lifestyle experience, blending wellness-focused amenities with essential daily conveniences.



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*The Wellness Hub Invites
Residents into a Haven*

OF RELAXATION & REJUVENATION.

The ground floor features a vibrant mix of F&B outlets, ranging from cozy cafés to gourmet and healthy food restaurants, offering a diverse culinary experience for every taste. Whether it's a quick coffee or a leisurely lunch, this space is designed for both relaxation and enjoyment.



Stop. Start. Every Beginning.

A State-of-the-art Wellness **SANCTUARY AWAITS.**

The fully equipped fitness center, yoga studio, and refreshing swimming pool cater to all fitness and relaxation needs. In addition to traditional amenities, specialized wellness programs—including anti-stress therapies, postnatal support, and weight-loss initiatives—are available to help achieve personal wellness goals.

An open lounge, surrounded by lush greenery and breathtaking views, provides a serene space for peaceful relaxation. Designed to foster well-being, the Wellness Hub promotes balance, rejuvenation, and sustainable well-being, offering a place to unwind, recharge, and thrive in harmony with nature.

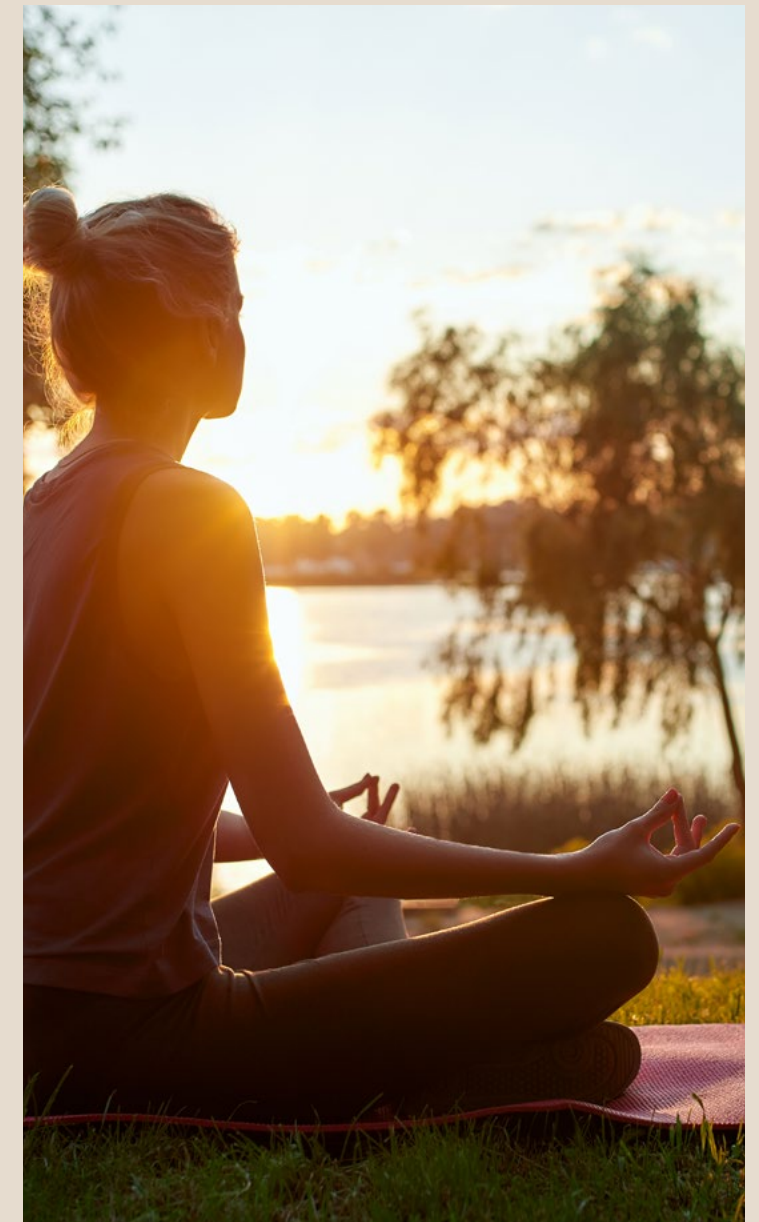
Of every Beginning
Stories.



The Essentials Hub is Designed for Everyday **CONVENIENCE.**

The ground floor features a supermarket stocked with fresh essentials, a pharmacy for health needs, and a bank for financial services and a luxurious beauty salon. While the first floor is dedicated to administrative offices, streamlining daily tasks with ease and efficiency.

Together, The wellness Hub and The Essentials Hub create a dynamic destination where wellness, leisure, and practicality intersect. Whether one is looking to relax, refuel, or recharge, this community is designed to elevate urban living and offer a lifestyle that thrives on balance.



THIRTY ONE, Come Home.

31WEST

Apartments

THE PERSONALIZED LIVING EXPERIENCE



Ranging from 70m² to 165m², low-density apartments (6 per floor) are thoughtfully designed to prioritize exclusivity.

THIRTY ONE, Come Home.

31WEST

Twin Houses

PRIVACY WITH A COMMUNITY FEEL



THIRTY ONE, *Come Home.*

260m² and 275m² units with 70% with double orientation for maximum natural light and ventilation, and are surrounded by green spaces, parks, and recreational areas.

31WEST

Townhouses

A BLEND OF STYLE AND FUNCTIONALITY



THIRTY ONE, Come Home.

225m² units, offering unobstructed panoramic views of the surrounding landscape.

31WEST

Stand-Alone Villas

THE MOST BREATHTAKING VIEWS.



THIRTY ONE, *Come Home.*

Located at the highest points of 31WEST's sloped terrain, ranging from 330m² to 495m², offering an exclusive living experience.

31WEST



Executive Suites

HOLISTIC WELL-BEING

Experience a Sanctuary THAT REDEFINES CITY LIVING.

Nestled within the urban landscape, our fully-serviced residential building blends modern luxury with the serenity of nature, creating a space that nurtures every aspect of your well-being. Thoughtfully oriented to maximize natural light and ventilation, this energy-efficient home is designed to elevate comfort and promote sustainable well-being for both body and mind.

Each studio, one-bedroom, and two-bedroom apartment is a meticulously crafted retreat, offering stunning lagoon views, contemporary design, and sunlight-filled spaces that inspire rejuvenation and inner balance.

31WEST

THIRTY ONE, *Come Home.*

Stories of every Beginning

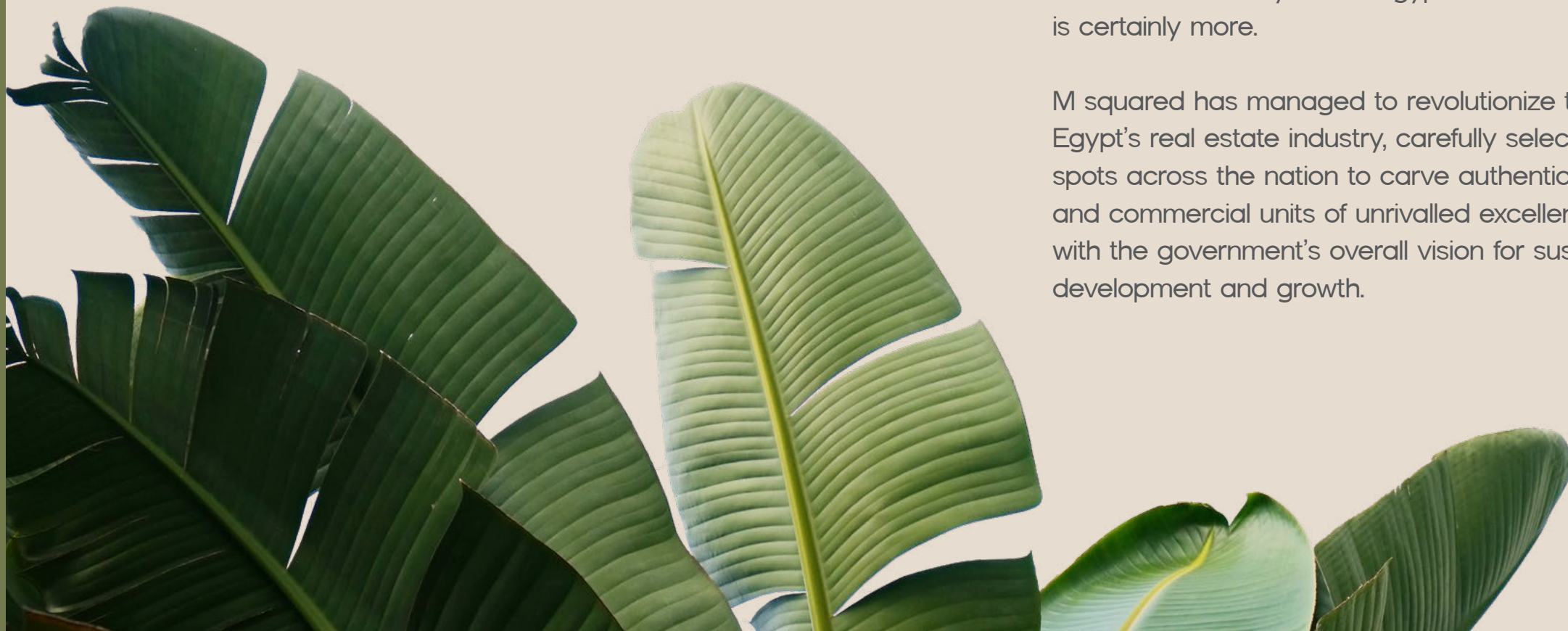
Executive Suites

HOLISTIC WELL-BEING

Beyond your private sanctuary, communal spaces are designed to nourish the body, mind, and soul. Relax in the lounge, find peace in the meditation room, stay active in the gym, or focus in the co-working space. A 24-hour clinic ensures peace of mind, offering on-call nurses and around-the-clock access to healthcare services, further supporting your holistic well-being.

With advanced security, ample parking, and dedicated services, this is more than just a home—it's a place to thrive, restore, and belong, where every detail is designed to help you achieve a sustainable sense of well-being, every day.





M squared.

Founded in 2012, M squared is a leading real estate developer, renowned for its human-centric outlook on integrated living where quality speaks volumes for communities to thrive.

Since its establishment, it has mindfully steered clear of conventional pragmatism by focusing on blending full function with aesthetic form to introduce a signature residential alchemy to the Egyptian market where less is certainly more.

M squared has managed to revolutionize the face of Egypt's real estate industry, carefully selecting prime spots across the nation to carve authentic communities and commercial units of unrivalled excellence, in line with the government's overall vision for sustainable development and growth.



M squared is the real estate subsidiary of the regionally acclaimed holding, Intro Holding. Established by Mamdouh Abbas, the Egyptian conglomerate boasts over 40 years of multi-disciplinary expertise and an iconic global portfolio spanning four main pillars: Energy, Technology, Real Estate, and Retail.

The holding started with colossal investments in oil & gas evolving to become a leading provider of low-emission renewables and tech-powered sustainable solutions in Egypt, in addition to a full-fledged retail portfolio encompassing F&B, multi-channel retail complexes, and massive pharmaceuticals. Constantly striving to empower its subsidiaries, Intro Holding provides innovative financial and management solutions, reflecting a passion for life in every business venture and growth opportunity to change our world for the better from aesthetic, functional, and environmental aspects.

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