

DSR[®]

THE

ONE

ENHANCED
LIVING
IN
NELLORE
TOWN



Cementing Dreams

Established in 1988, **The DSR Group** has been transforming the urban landscapes in Bangalore, Hyderabad and Chennai for over three-and-a-half decades. We have planned and executed some of the finest residential and commercial developments across prime locations in South India. We have consistently raised our quality standards and erected structures that represent the future.

DSR Group finds its past and present in the hands of the two visionaries that started it all, **Mr. Devi Reddy Sudhakar Reddy** and **Mr. Devi Reddy Prabhakar Reddy**, brothers and founders.

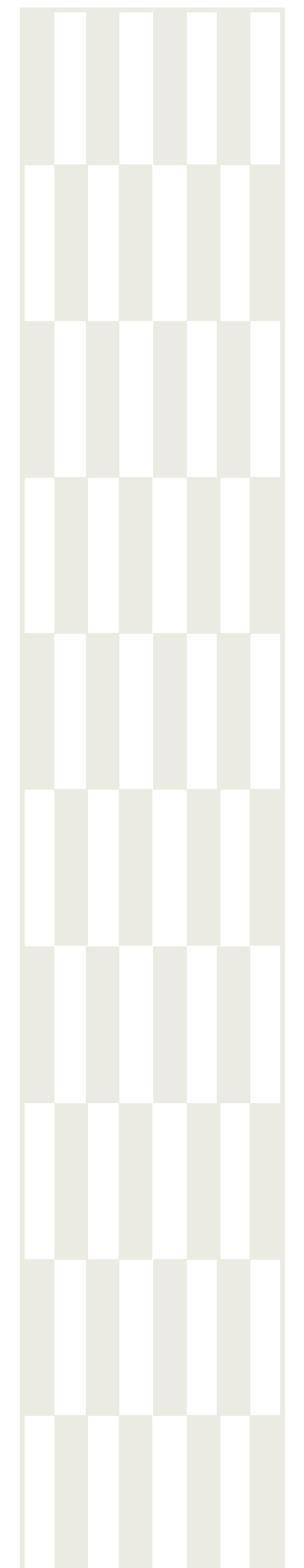
With over 37 years of credibility to their names, they've been reshaping the urban scapes of Bangalore and Hyderabad, through their rich and fine practice as elite builders in South India.



A NEW EPOCH OF ELEGANCE

At DSR The One, we don't just build residences—we craft legacies. This is where architectural brilliance meets timeless sophistication, setting a new standard for luxury living in Nellore. Rising 30 floors above the city, every detail has been meticulously designed to transcend trends and redefine what it means to live elegantly.

Here, elegance is found in the unseen: the precision of 11-foot ceilings that amplify light and space, the whisper of private elevators that glide seamlessly between floors, and the quiet assurance of materials chosen not for their opulence, but for their enduring beauty. From the hand-selected marble underfoot to the panoramic windows framing Nellore's ever-changing skyline, every element has been curated to inspire awe—without uttering a word.





Elevated living.
On every level.



THE TOWER

Built with Science, Designed with Nature

08

ONE
OF ONE

THE CLUB

The Science of Socialising

34

TWO
OF ONE

THE SPEC

Masterplan, Floor plan & Specifications

62

THREE
OF ONE

ONE OF A KIND

BASK IN THE COMFORTS OF LUXURY

In a world of replicas, DSR The One stands as Nellore's singular masterpiece. This isn't merely Andhra Pradesh's tallest residence — it's a bold reimagining of luxury itself, where every detail whispers exclusivity. With only three residences per floor and a private 20,000 sq. ft. sanctuary in the sky, this is living elevated beyond compare.

Here, architecture becomes art and space transforms into experience. From the moment you enter, the extraordinary reveals itself in the sweeping city panoramas, the precision-crafted interiors, and the unspoken privilege of calling this address home. DSR The One doesn't follow conventions it creates them, offering a lifestyle as distinctive as those who inhabit it.



A MODERN CLASSIC

ONE
OF ONE



THE TOWER

1 *of*
ONE



OPPORTUNITIES UNFOLD AT DSR THE ONE

THE PINNACLE OF CONSCIOUS LUXURY

Thirty storeys of thoughtfully crafted spaces blend intelligent design with lush landscaping, creating Nellore's most environmentally conscious address. Solar-responsive facades and native gardens work in harmony, while energy-efficient systems ensure luxury leaves a lighter footprint. This is elevated living redefined — where every detail honors both comfort and the planet.

Sophistication, sustainably perfected.

ONE POINT OF VIEW

2.1

ACRES

80%

OPEN SPACE

30

FLOORS, PLUS BASEMENT

90

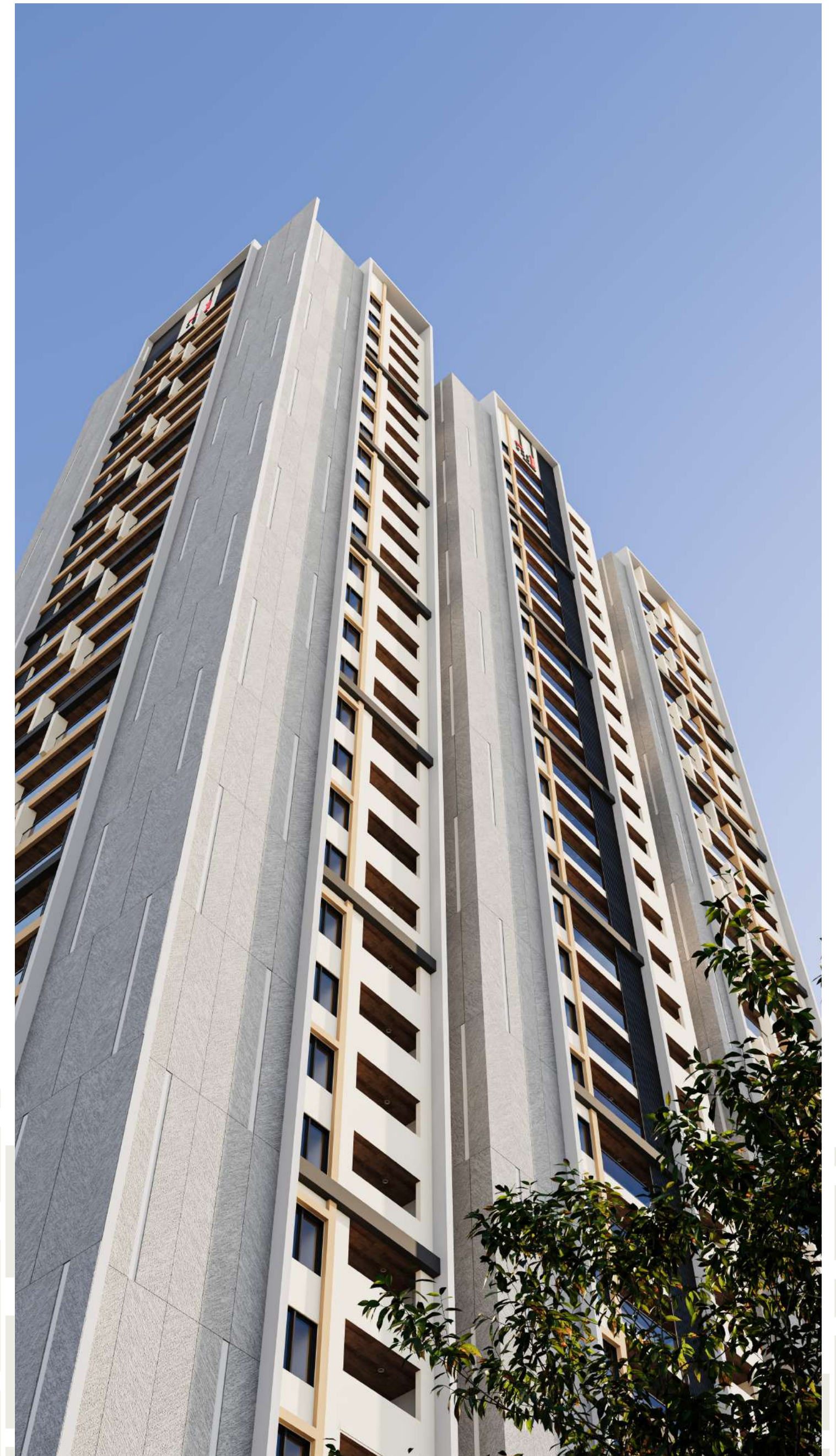
UNITS

3BHK

3199 SFT

4BHK

4555 SFT





ONE ADDRESS

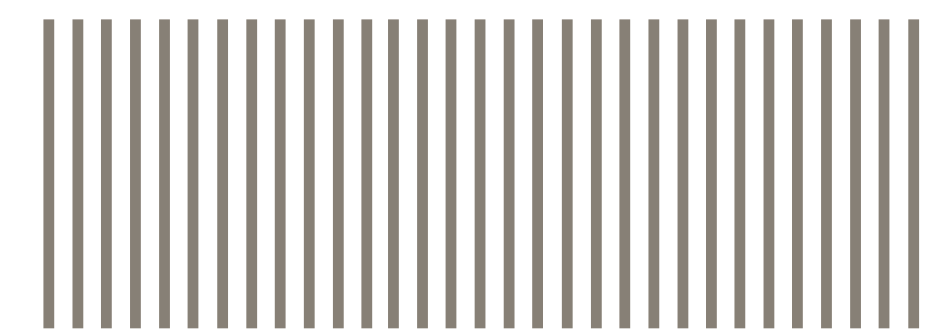
DSR The One rises as a defining landmark in Nellore – a city known for its rich cultural heritage, rapid urban growth, and timeless connection to water and agriculture. As Nellore transforms into a modern urban hub, DSR The One stands tall among Andhra Pradesh's premier residences, symbolizing the city's growing aspirations and refined lifestyle. More than just a luxury residence, it represents a new era for Nellore.

For exceptional living that combines exclusivity, rarity, and secure investment, The ONE stands as the most sought-after address in Nellore. Its location is highly prized, its character distinguished, and the opportunity it presents is unique.

Giving the Nellore skyline a striking new definition as the tallest residential tower of its kind, The ONE is a landmark recognized throughout the city, firmly establishing a new benchmark for Andhra Pradesh.

It creates a new echelon of luxury by offering the singularity of a central location, providing residents with all the advantages of an esteemed setting within the comfortable embrace of a secure residence.

The ONE is an origination far beyond a collection of luxury residences; it is an extraordinary expression of pure pleasure, vision, space, light, and quality.



EVERY
HORIZON
TELLS
A NEW STORY



90 EXCLUSIVE STORIES
EACH WITH ITS OWN STORY.



ONE

DESTINATION

THE NEW DEFINITION OF LUXURY

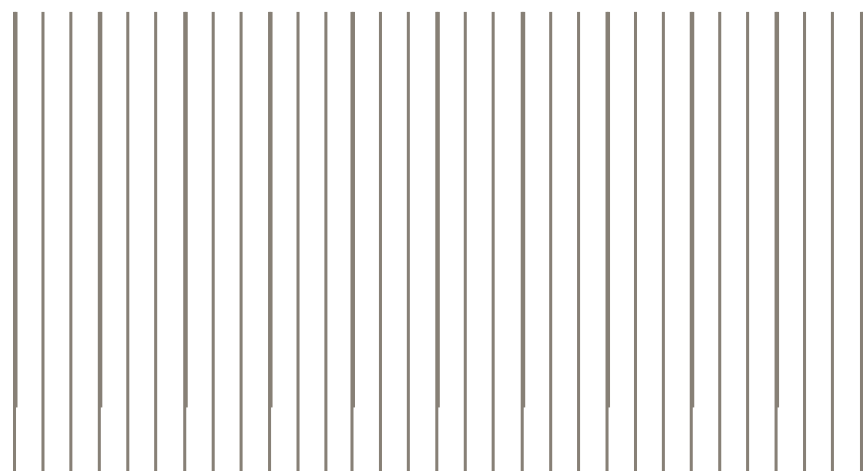
DSR The One is a statement of quiet power and refined taste — a rare address reserved for those who live beyond convention. Set in Nellore's most prestigious enclave, it blends the exclusivity of a private estate with the sophistication of world-class design and amenities. Every element, from expansive sunlit interiors to sweeping skyline views, is crafted to reflect a life of understated elegance. This isn't just a home it's a legacy for those who value discretion over display, and timelessness over trend — a true sanctuary for the city's most discerning few.





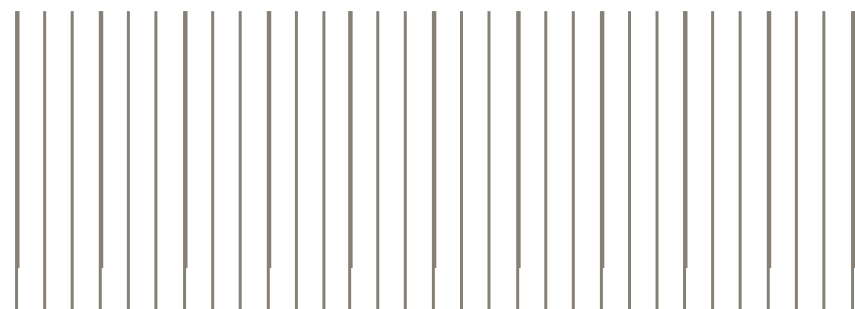


Embracing the concept of healthy building equates to healthy living, every detail from layout to finishes commit to enhance the vitality and livability through thoughtful design practices.





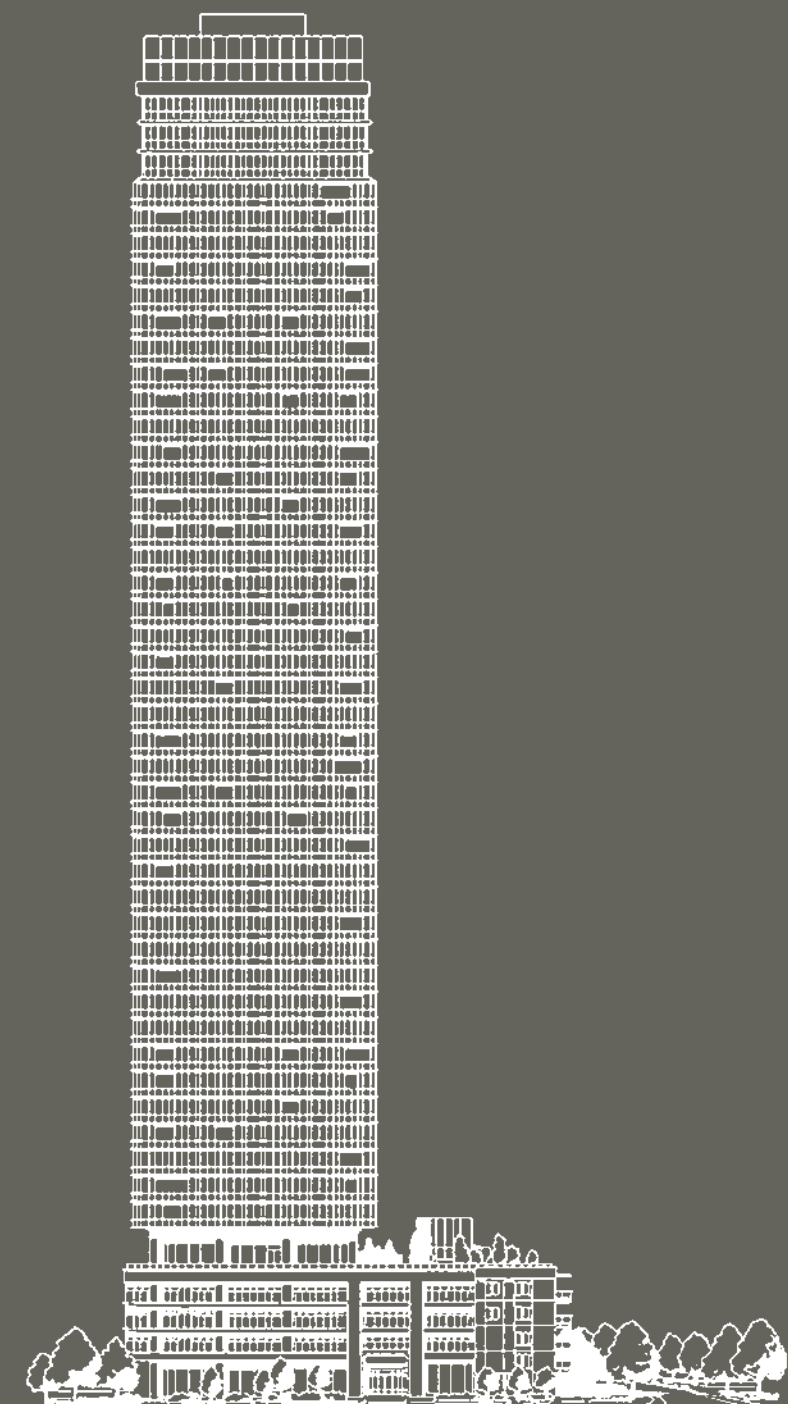




A LIFE MORE VERTICAL



Elevated living. On every level.



TWO
OF ONE



THE CLUB

2 *of*
ONE



LANDSCAPE AT DSR THE ONE

A VERTICAL OASIS IN THE HEART OF NELLORE

At DSR The One, landscaping isn't just an afterthought
—it's a core design philosophy.

From meticulously curated gardens
at the base to the sky-high terraces,
every green space is crafted to
blend nature with luxury living.



A REALM OF LEISURE & LUXURY



THE CLUBHOUSE

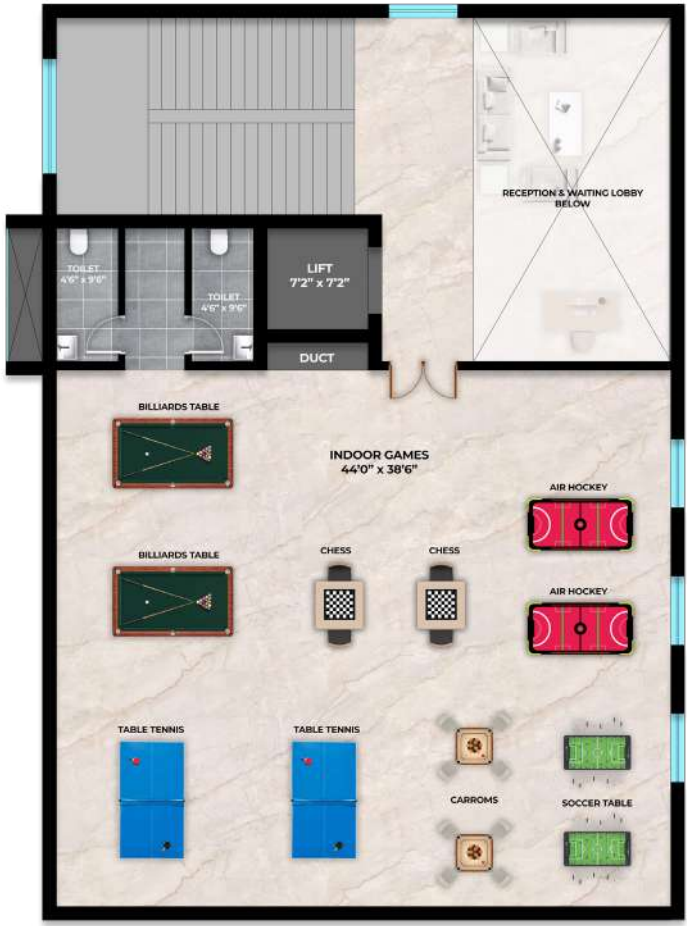
FLOOR SPEC

A clubhouse floor plan typically includes a variety of spaces catering to residents’ recreational and social needs, such as entrance lobbies, libraries, activity rooms, and multi-purpose areas.

The layout also often incorporates amenities like pools, gyms, banquet halls, and cafes. The specific details will depend on the size, function, and style of the clubhouse.



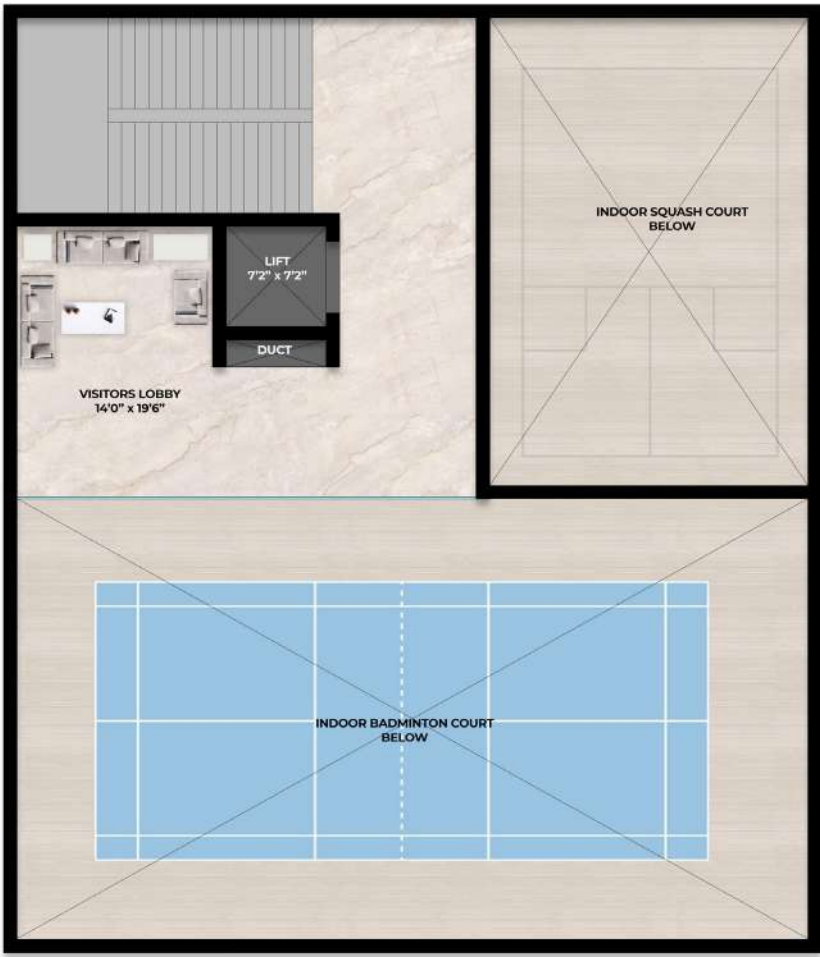
GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN



BASEMENT 1 PLAN



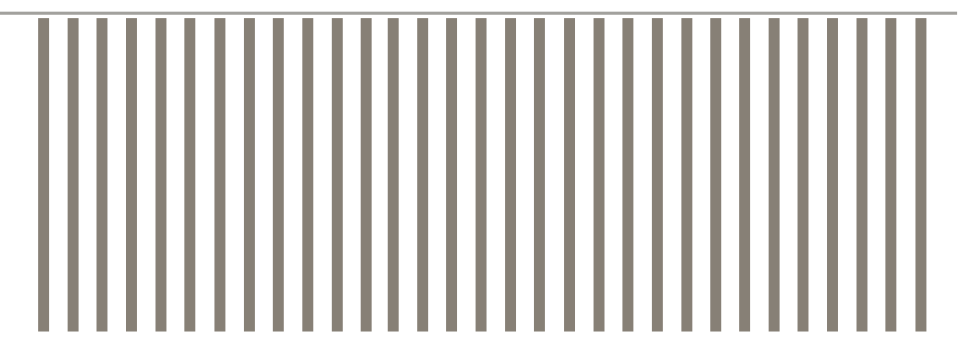
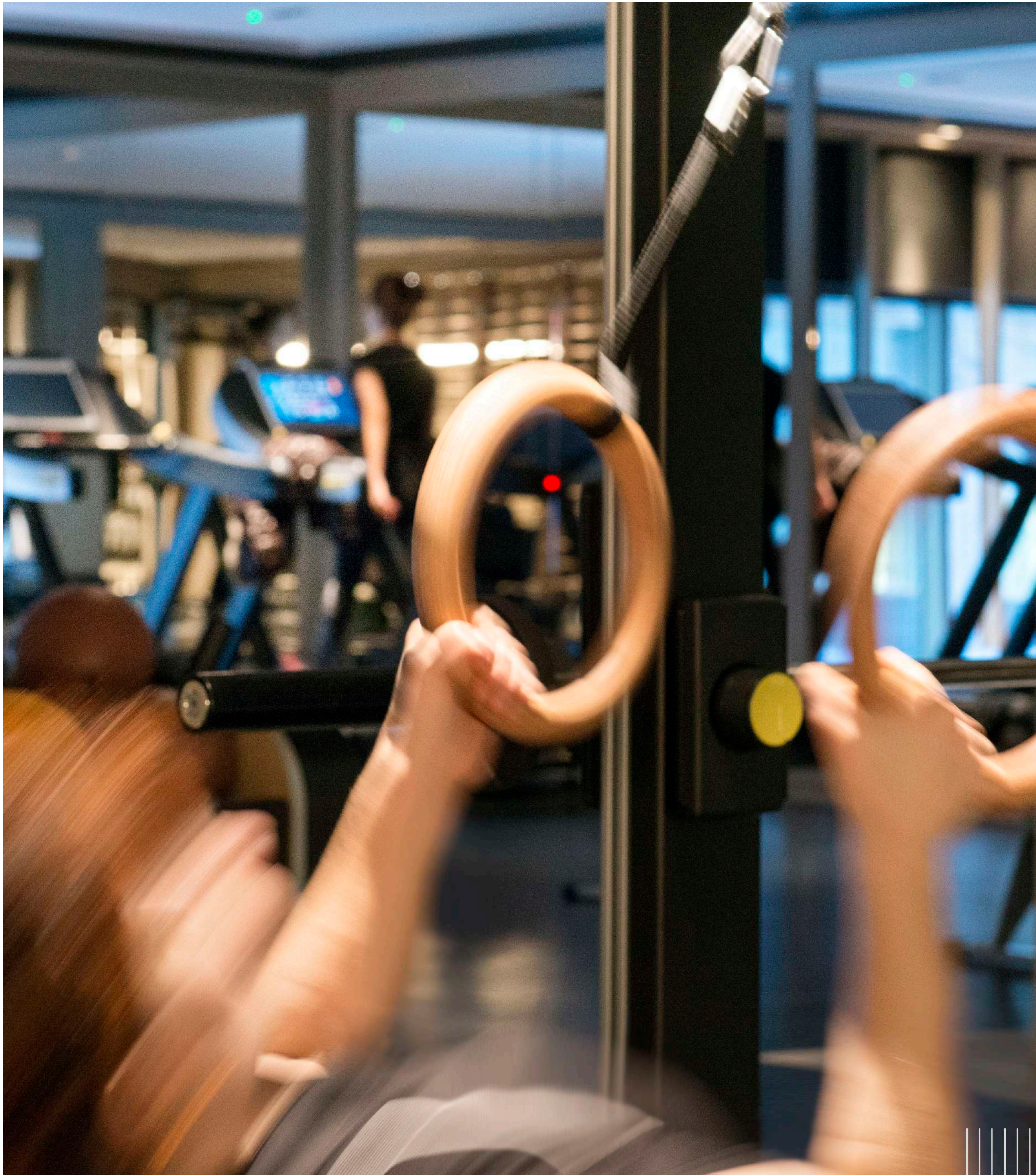
BASEMENT 2 PLAN



THIRD FLOOR PLAN

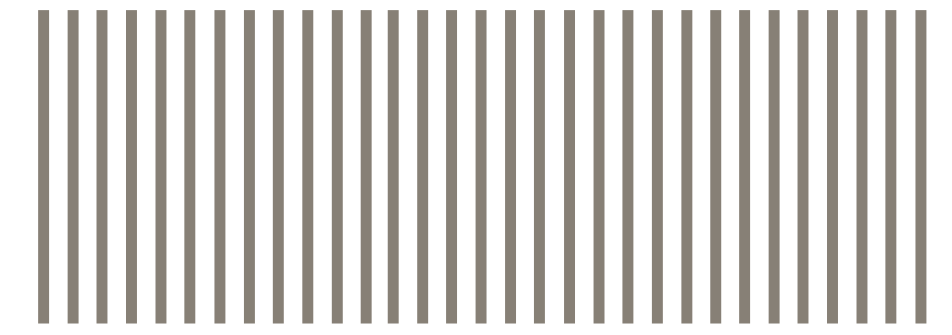


FOURTH/ TERRACE FLOOR PLAN



ONE CLUB AMENITIES





LUXE AMENITIES



20,000 sqft CLUBHOUSE

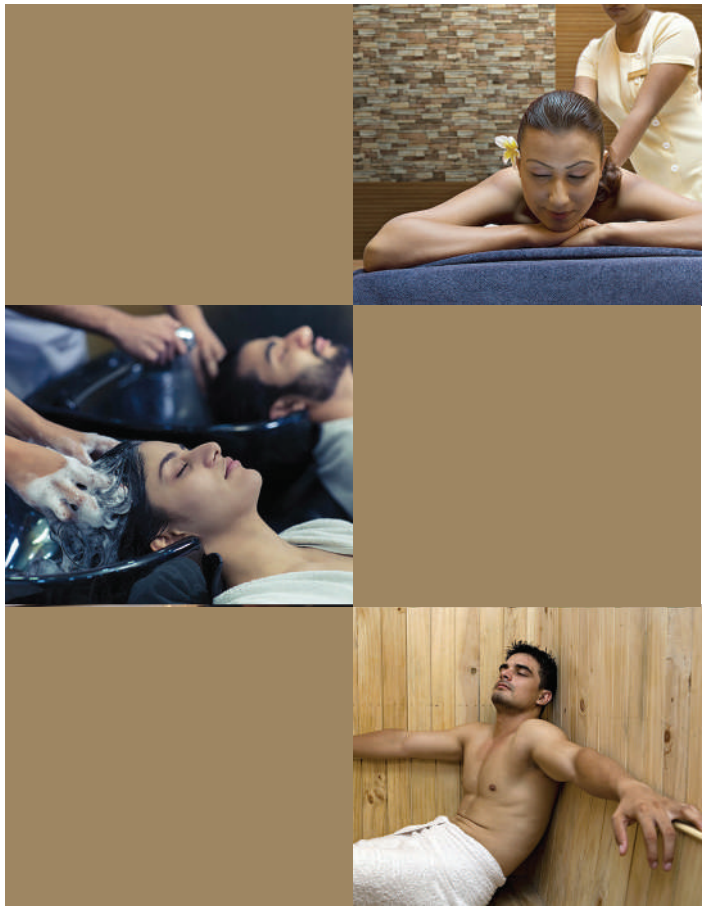
- Swimming Pool
- Recreational Lawn
- Multifunctional sports area
- Pharmacy Space
- Wellness Spa & Beauty Salon Studio
- Indoor Gym
- Indoor Badminton Court
- Grand Banquet Hall



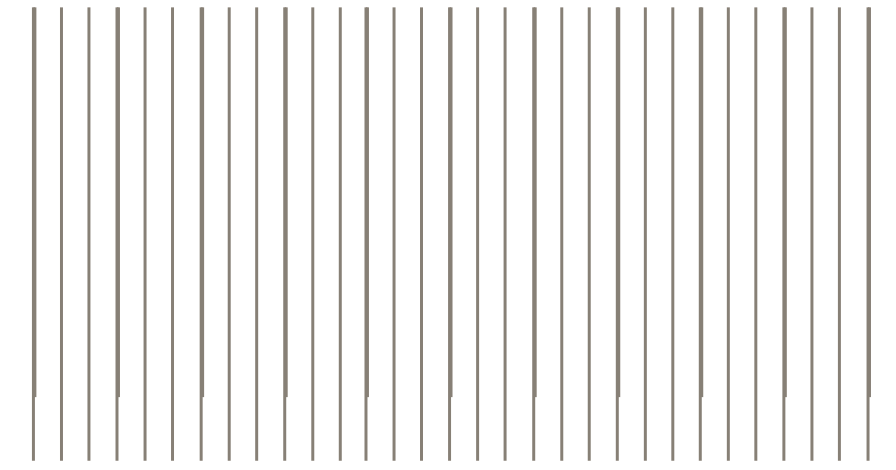
WHERE THE RELAXED ELEGANCE
OF THE ONE CLUB GIVES WAY
TO THE HUM OF FOCUS...



DEDICATION
AND
EFFICIENCY
THAT SETS UP
THE TONE
HOURS AHEAD



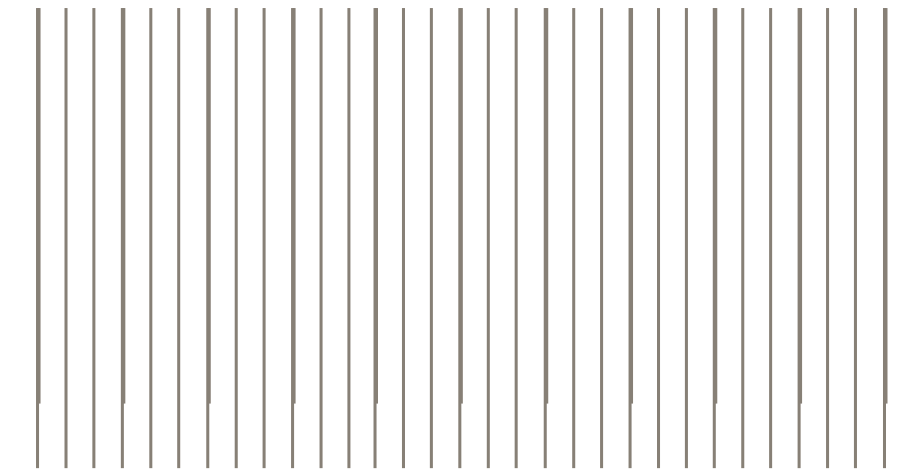
CITY AND NATURE
HUM TOGETHER,
LIVING & PLAY FIND BALANCE
AND BECOME ONE.



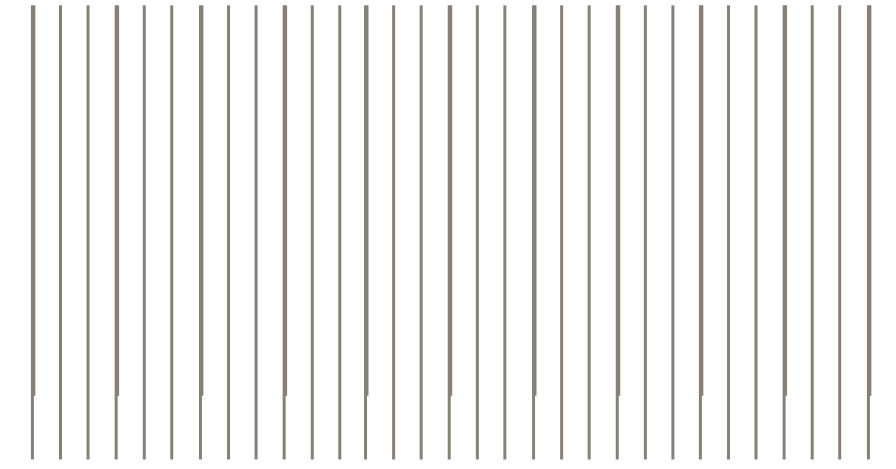
A TREASURE TROVE OF DELIGHTS



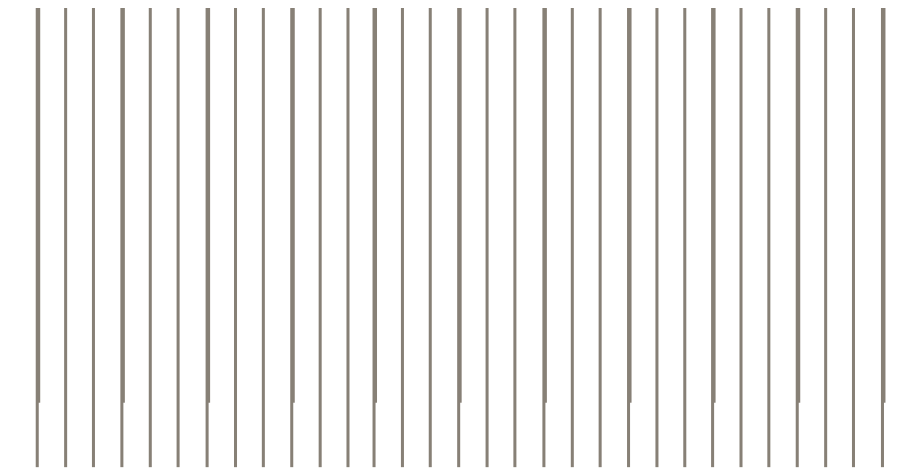
EVERY DAY, WE IMAGINE,
PLAN AND BUILD
EXTRAORDINARY PLACES
WHERE PEOPLE CAN THRIVE.



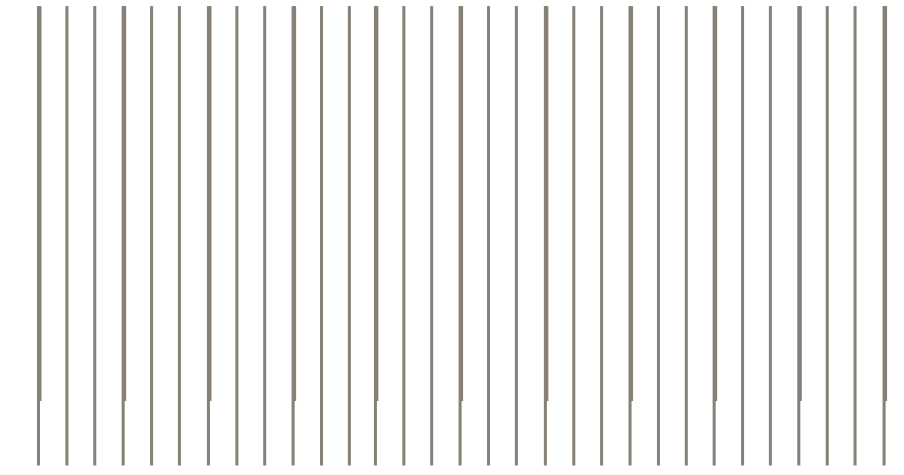
A HAVEN OF HARMONY



A SANCTUARY FOR THE SOUL



WHEN THE IMAGINATION
OF VISION COMES
TOGETHER,
LIFE MEETS STYLE



THE POWER OF

ONE

WHERE VISIONARY IMAGINATION
UNITES, LIFE EMBRACES STYLE.

URBAN RHYTHMS AND NATURE'S SONG INTERTWINE,
WHERE LIFE AND LEISURE BECOME ONE.



THREE
OF ONE



THE SPEC

3 *of*
ONE

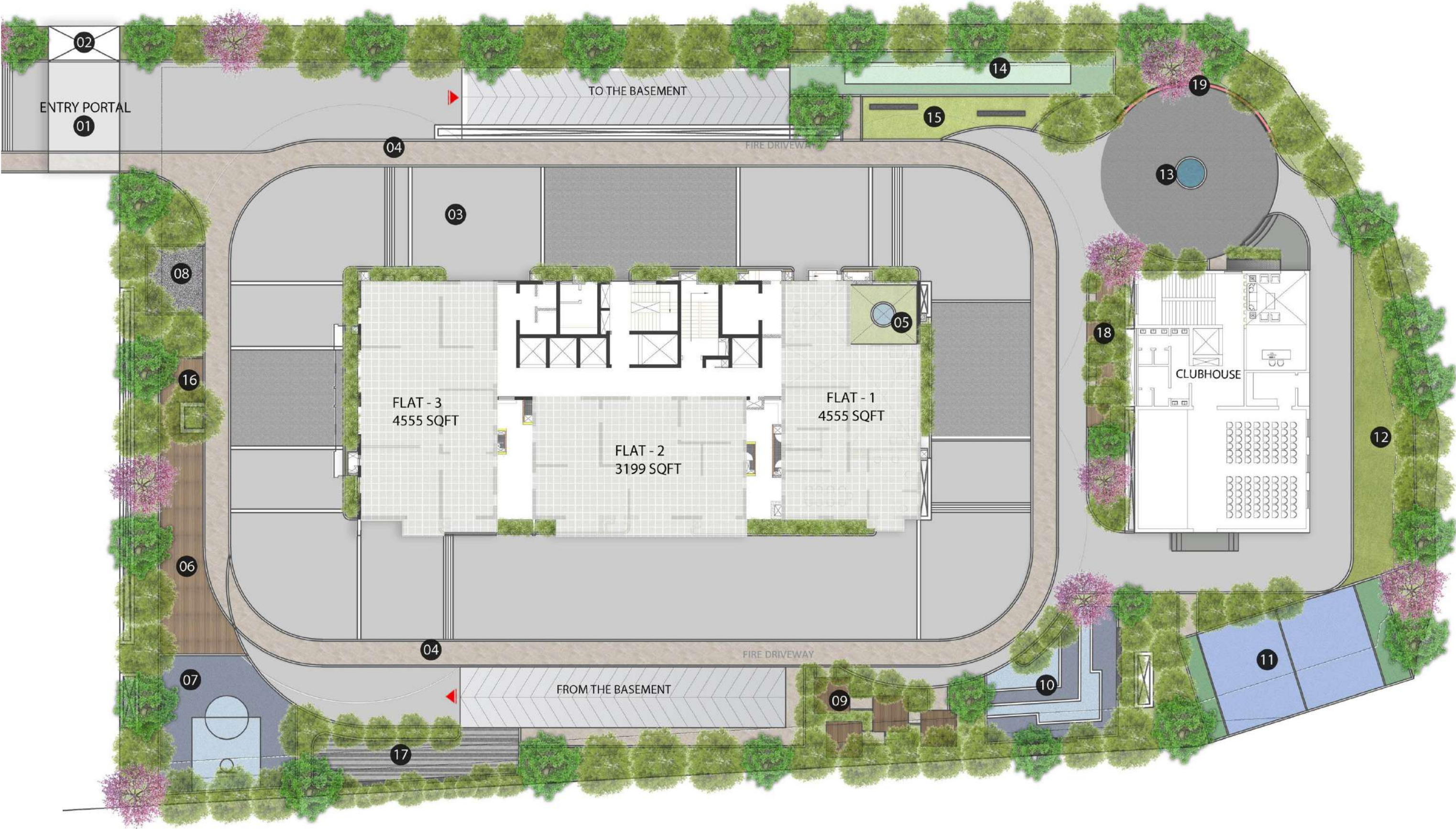
LUXURY LIVING AT DSR THE ONE

ARCHITECTURAL GRANDEUR

- Andhra Pradesh's tallest residential tower
- 3 ultra-exclusive residences per floor
- landscaped gardens,
- Exclusive 20,000 sqft Clubhouse
- Private spa & wellness centre

LEGEND

- 1. Entry Portal
- 2. Security Cabin
- 3. Driveway
- 4. Pathway
- 5. Water Feature with Xeriscaping Lawn
- 6. Youth zone
- 7. Basketball Practice Court
- 8. Pet Corner
- 9. Outdoor Gym
- 10. Children’s Play Area
- 11. Pickle Ball Court
- 12. Lawn
- 13. Clubhouse Drop of with Water Fountain
- 14. Cricket Practice Net
- 15. Urban Plaza
- 16. Art and Craft Zone
- 17. Outdoor Informal Seating
- 18. Outdoor Co-working Space
- 19. Graphical Feature Wall



LANDSCAPE MASTERPLAN



Flat 3
4555 sft

Flat 2
3199 sft

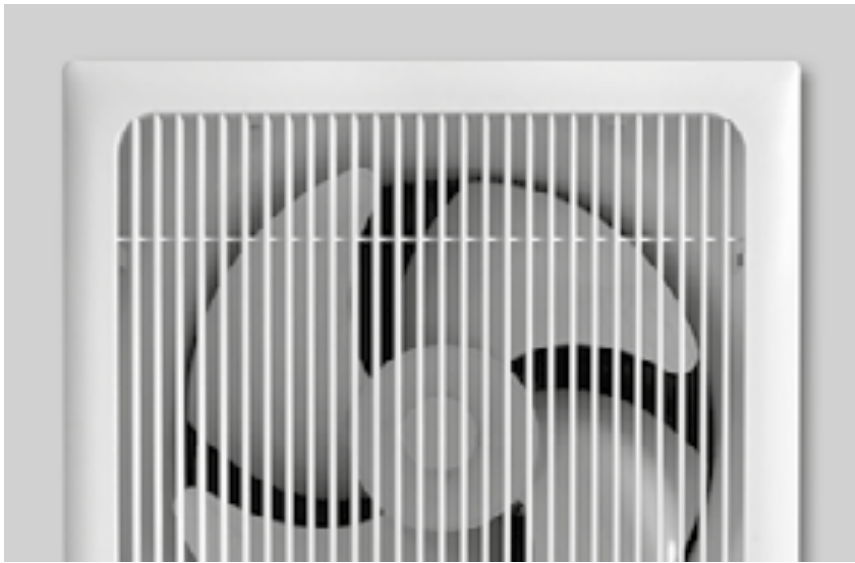
Flat 1
4555 sft



TYPICAL FLOOR PLAN



Computer generated images, Artist's impression, Images not to scale.



SPECIFICATIONS

SUPER STRUCTURE:

RCC 'Shear Wall Structural System' to withstand Wind and Seismic loads as per the relevant IS Codes.

DOORS & WINDOWS:

Main Door : Teak wood Door Frame and flush shutter with veneer finish on both sides with reputed hardware.

Internal Doors: Factory Moulded Engineered Wood door frame, flush door shutter with laminated finish on both sides with hardware of reputed make.

Toilets & Utility Doors: Factory Moulded Engineered Wood door frame and flush door shutter with water proofed phenol bonded resin with enamel finish over resin on one side & laminated finish on the other side with hardware of reputed make.

French Doors: High strength Aluminium Alloy door frame with Sliding DG glass shutters.

Windows: High strength Aluminium Alloy windows with Sliding DG glass shutters.

Ventilator: UPVC Ventilators with provision for exhaust fan.

BALCONY RAILING:

Aluminium Alloy powder coated seamless glass railing system with laminated or toughened glass.

PAINTING:

External: Textured finish with Premium Exterior Emulsion Paint.

Internal: Smooth putty finish with Premium acrylic emulsion paint.

FLOORING:

Living, Dining, Drawing & Dry Kitchen: Italian Marble.

All Bed Rooms: 6' x 4' Vitrified Tiles of reputed make.

Bathrooms: Anti-skid Ceramic Tiles of reputed make.

Balconies, Utility area: Anti-skid Ceramic Tiles of reputed make.

Corridor: Vitrified tile with granite combination flooring of reputed make.

Staircases: Polished Kota/Tandoor Stone/Granite.

TILES CLADDING & DADOING:

Bathrooms: Ceramic tiles dado of reputed make up to door height.

Utilities/Wash: Ceramic tiles dado of reputed make up to 3ft height.

KITCHEN AND UTILITY:

Kitchen: Treated water connection and provision for water purifier, provision of inlet and outlet for kitchen sink.

Utility: Provision for washing machine, Dish washer and SS single bowl sink with granite counter.

BATHROOMS:

All Bathrooms shall consist of ;

1. Wash Basin with half pedestal of Vitra or equivalent make with basin mixer.
2. EWC with concealed Flush tank/Flush valve of Vitra or equivalent make.
3. Hot and Cold concealed single lever diverter with head shower and hand shower.
4. Provision for geyser in all bathrooms.
5. All C.P fittings are chrome plated Vitra or equivalent make.



- ELECTRICAL:**
1. Concealed copper wiring of Polycab/Anchor or equivalent make.
 2. Power outlets for Air-Conditioners in all bedrooms, Hall / Dining.
 3. Power outlets for geysers in all bathrooms
 4. Power outlets for chimney, refrigerator, microwave oven, mixer grinder and Water purifier in kitchen.
 5. Provision for television in Drawing/Living and all bedrooms.
 6. Miniature Circuit Breakers (MCB) & ELCB for each distribution boards of Schneider's or equivalent make.
 7. Elegant designer modular electrical switches of Anchor/Schneider's or equivalent make.
 8. Provision for EV charging provided in Visitors car parking area.

TELE-COMM. & INTERNET:

Telephone point: Drawing/living room.

DTH/Cable TV: Provision for cable connection in Master Bed room and Drawing/Living room.

Internet point: Drawing/Living room.

- SECURITY:**
1. Provision for Intercom facility to all units connecting security, club house and other common areas.
 2. Standalone video door phone for every unit.
 3. CCTV surveillance at project entry, exit, driveways, lifts and GF lift lobby.

ELEVATORS:

Branded automatic elevators with Granite flooring.

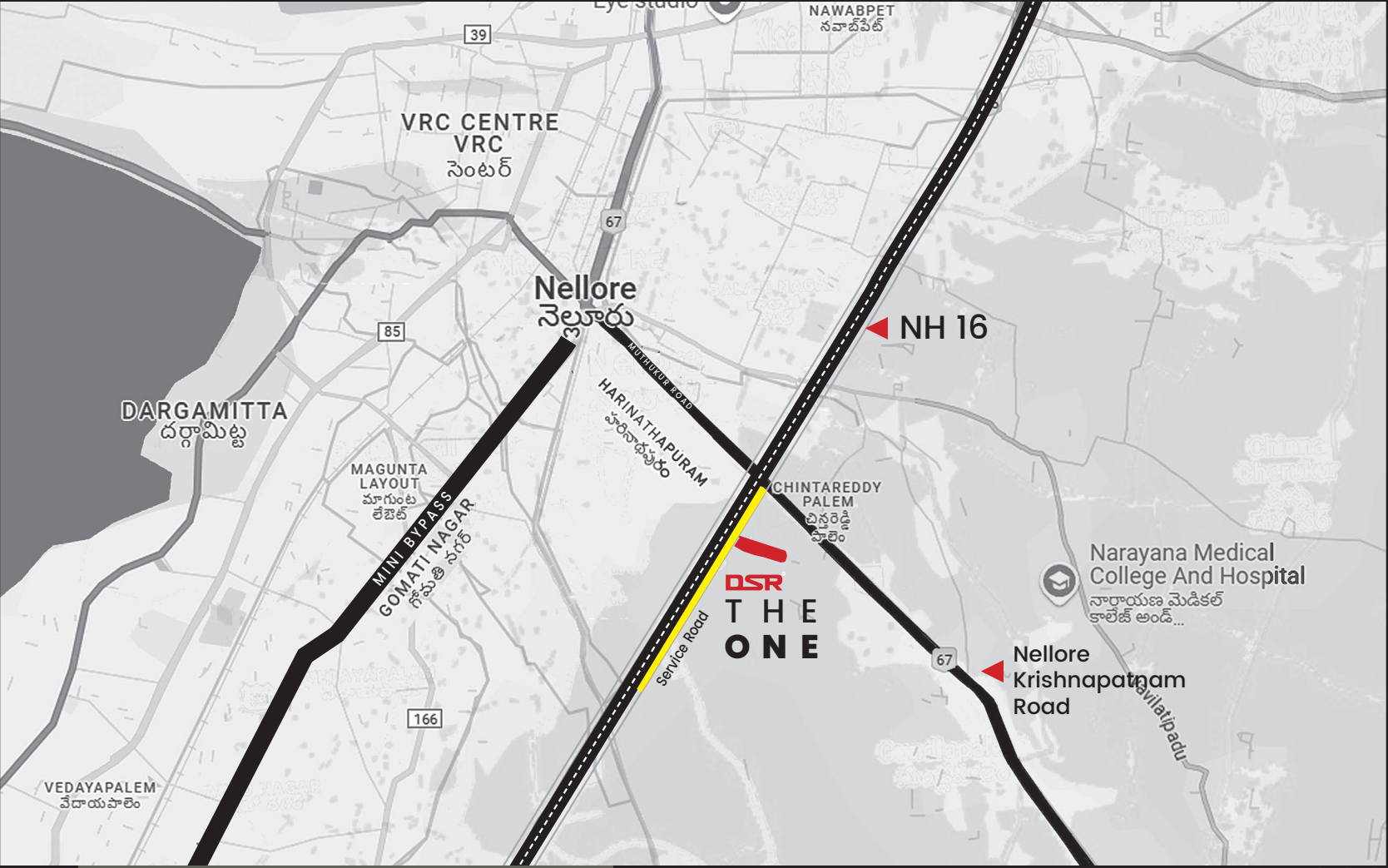
GENERATOR:

100% power backup for common areas and flats.



Computer generated images. Artist's impression, Images not to scale.

PERFECTLY LOCATED



Scan for Location



Office address: Sairaj Plaza, Plot No:221,
Road No.17, Jubilee Hills, Hyderabad -500033. TS.
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