



The future of living

At Jubilee Hills, The World Experience Centre by DSR Group offers an immersive journey through sculptural architecture, curated interiors, landscaped terraces, and compelling experiences, allowing residents to experience their future home before it comes to life.

Luxury begins not with walls or floors, but with the experience of living itself. What if you could inhabit a home before it exists and imagine every moment in real time? At Jubilee Hills, DSR Group transforms this possibility into reality with The World Experience Centre, an immersive journey where architecture, lifestyle, and aspiration converge. From this vision of imagined living, the tangible luxury of the Experience Centre takes shape.

LUXURY YOU CAN TOUCH

Step into 25,000 sq. ft. of meticulously crafted spaces, where grand scale meets intimate detailing. Sunlight pours through a colossal glass façade, dancing across a lime-green helical staircase - sculptural, vibrant, and unmistakably bold. Designed by Aamir & Hameeda Sharma, the centre mirrors the journey of a resident: from arriving

at the grand entrance to stepping into private elevators and exploring master suites—all orchestrated to evoke a tangible sense of the future home. As architecture guides the experience, the narrative of lifestyle begins to unfold. Living beyond walls

The Experience Centre transcends architecture to present a holistic lifestyle preview. Pause in intimate seating zones, explore immersive theatres with cinematic projections, and feel the pulse of art, culture, and culinary indulgence. From curated gatherings to wellness experiences, the space embodies a life lived fully. "Beyond the home, we wanted clients to truly understand the larger lifestyle on offer," shares Sidharth Reddy, CEO of The World. This dedication to lifestyle naturally leads into the refined elegance of the showflat itself. The art of quiet grandeur



The showflat blends earthy warmth with opulence. Timber accents, muted palettes and unexpected pops of colour craft living, dining, and private spaces that invite calm reflection. What's more? Private balconies, tucked-away libraries, sculptural dining areas, and landscaped green belts, inspired by Golconda Fort and designed by Cracknell, create a dialogue between heritage, design, and contemporary luxury. Every detail ensures a home that feels both personal and timeless. And beyond interiors, the vision extends to the larger lifestyle experience of Jubilee Hills living.



A VISION, MANIFESTED

The World at Jubilee Hills is more than residences; it is a living manifesto of curated luxury. Exemplified from the moment you step in; Tower A's The Resident's Lounge is your home's first masterpiece. You're welcomed by a moon-inspired, sculpted threshold where exclusivity and luxury unite before you even take the elevator. Adorned with private sky pools, a colossal clubhouse, and a high-street

promenade, every element invites residents to dwell consciously in beauty, comfort, and connection. "We tried to give a sense of how they would be living later on, bringing elements of that lifestyle into the space itself," notes Reddy, capturing the essence of a future home, today. Here, every detail, every step, and every moment converges to create a life that begins before you even move in.



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