

R O V E

HOME

MARASI DRIVE

Development by

**IRTH**

# ABOUT THE DEVELOPER

---

## IRTH

Founded under Alshamsi family, IRTH is a real estate investment platform - based on the philosophy of value creation, innovation and building world-class living experiences.

IRTH's vision is long-term, supported with a proactive approach, swift actions, strong financial backing, and high-quality projects - bridging the gap between ambition and success.

IRTH continues seeking new opportunities and broadening horizons - thriving in any market situation through an extensive land bank and strategic partnerships.

At IRTH, we take pride in offering the best-in-class locations and properties for value-based investment opportunities - setting new standards in the real estate market in the region.

We are IRTH - The Future of Real Estate.



# ABOUT THE BRAND

## R O V E HOTELS

Embrace Rove's forever-young spirit at Rove Home, where inspiring design and vibrant art installations converge with an exceptional location and an extended playlist of life-enhancing amenities that make this residence a complete ecosystem that has everything you'll ever need.

This isn't just where you'll live.  
It's where you'll thrive.



# ABOUT ROVE HOME

---

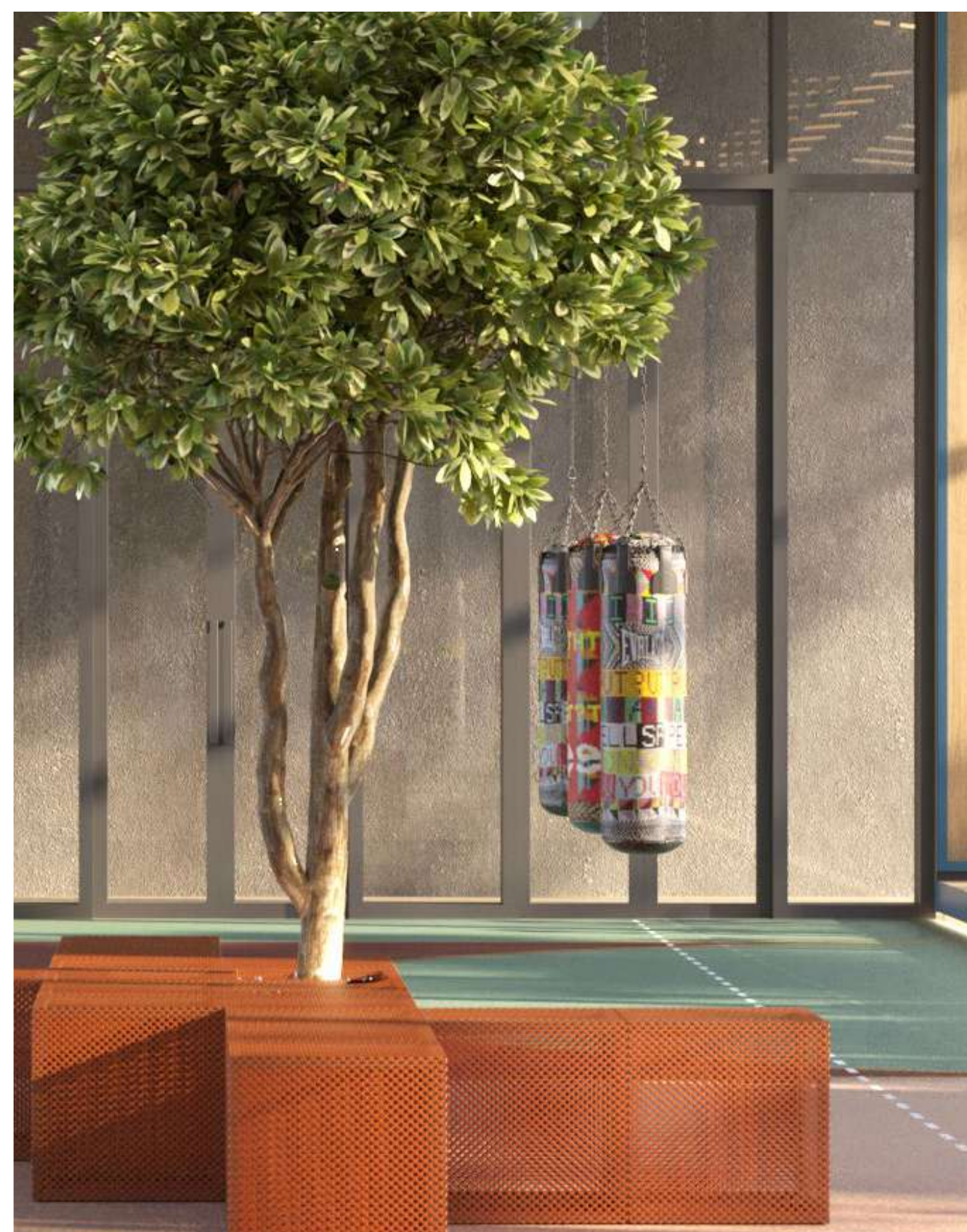
Rove Home branded residences are an extension of the Rove Hotels brand.

These branded residences are for hassle-free living, with personalized expressions of your ideal living environment. We've handpicked prime locations to ensure you get the very best.

From interiors that uplift and energise, and amenities that are thoughtful and engaging to contemporarily stylish yet cosy apartments, we decided that this is the kind of place where we'd like to live – so we set out to build exactly that.

We think you'll agree.

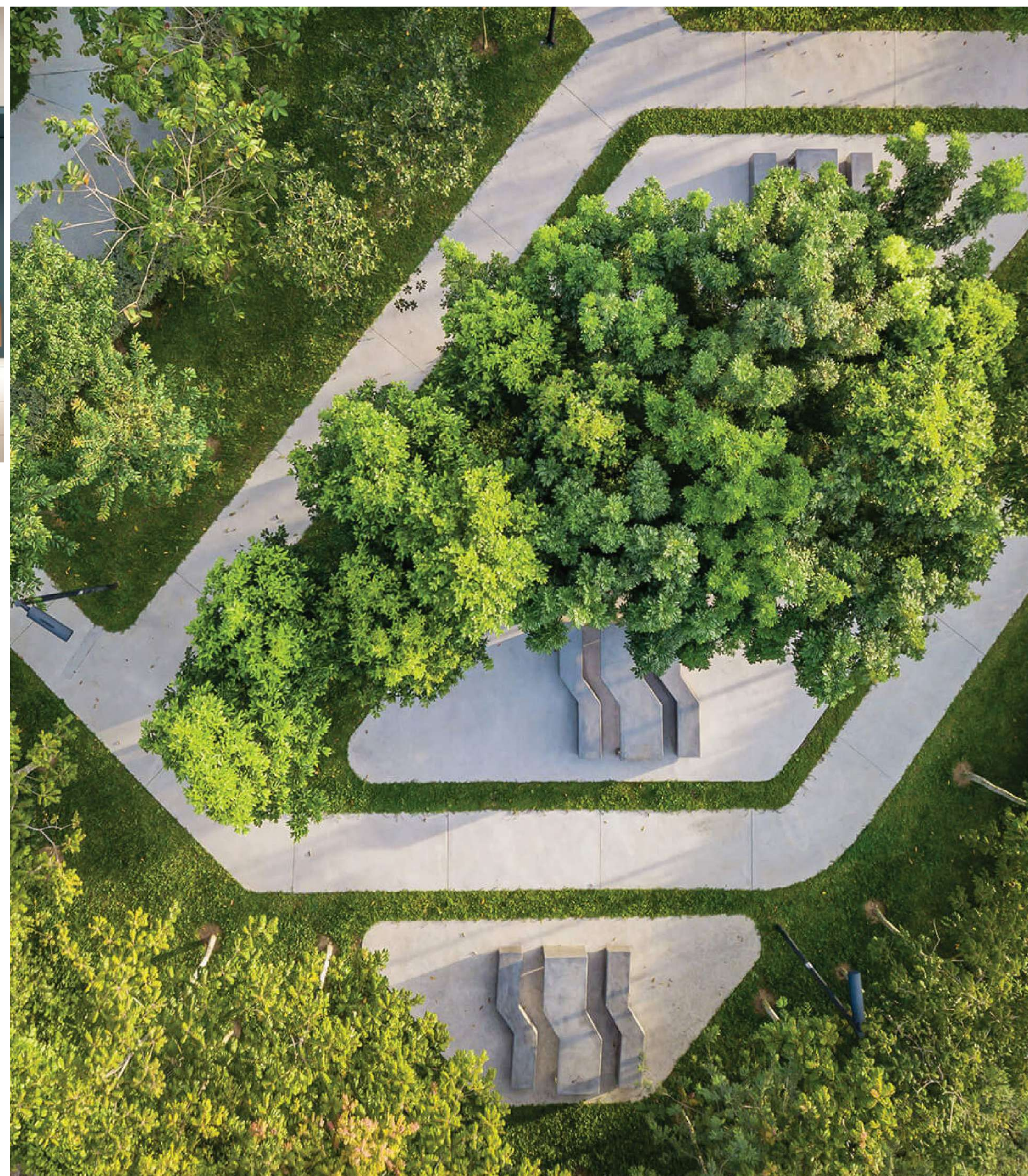
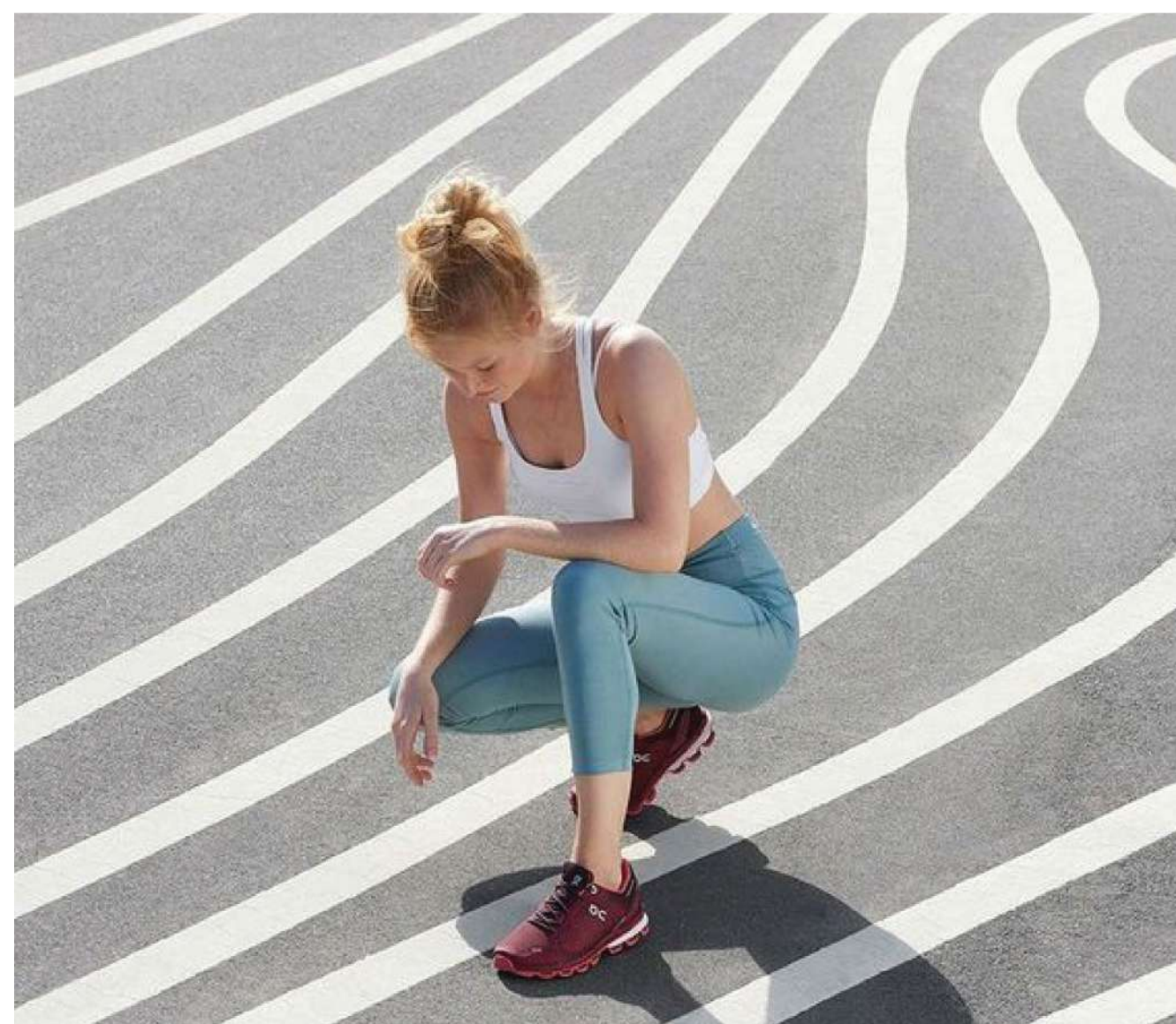




## DESIGN THAT DELIGHTS

---

Rove Home's contemporary design comes to life with inviting interiors designed by Zebra and artistic accents from Studio Feel, creating a harmonious blend of urban style and lush greenery that offers a refreshing take on city living.



# MAIN CONSULTANTS

---

ARCHITECT

**archcorp**

ART TEAM

studio feel

LANDSCAPE ARCHITECT

**SCLA.**

ID TEAM

zebra

SALES AND MARKETING

**OCTA**  
P R O P E R T I E S



COMMUNITY



CENTRAL URBAN LOCATIONS

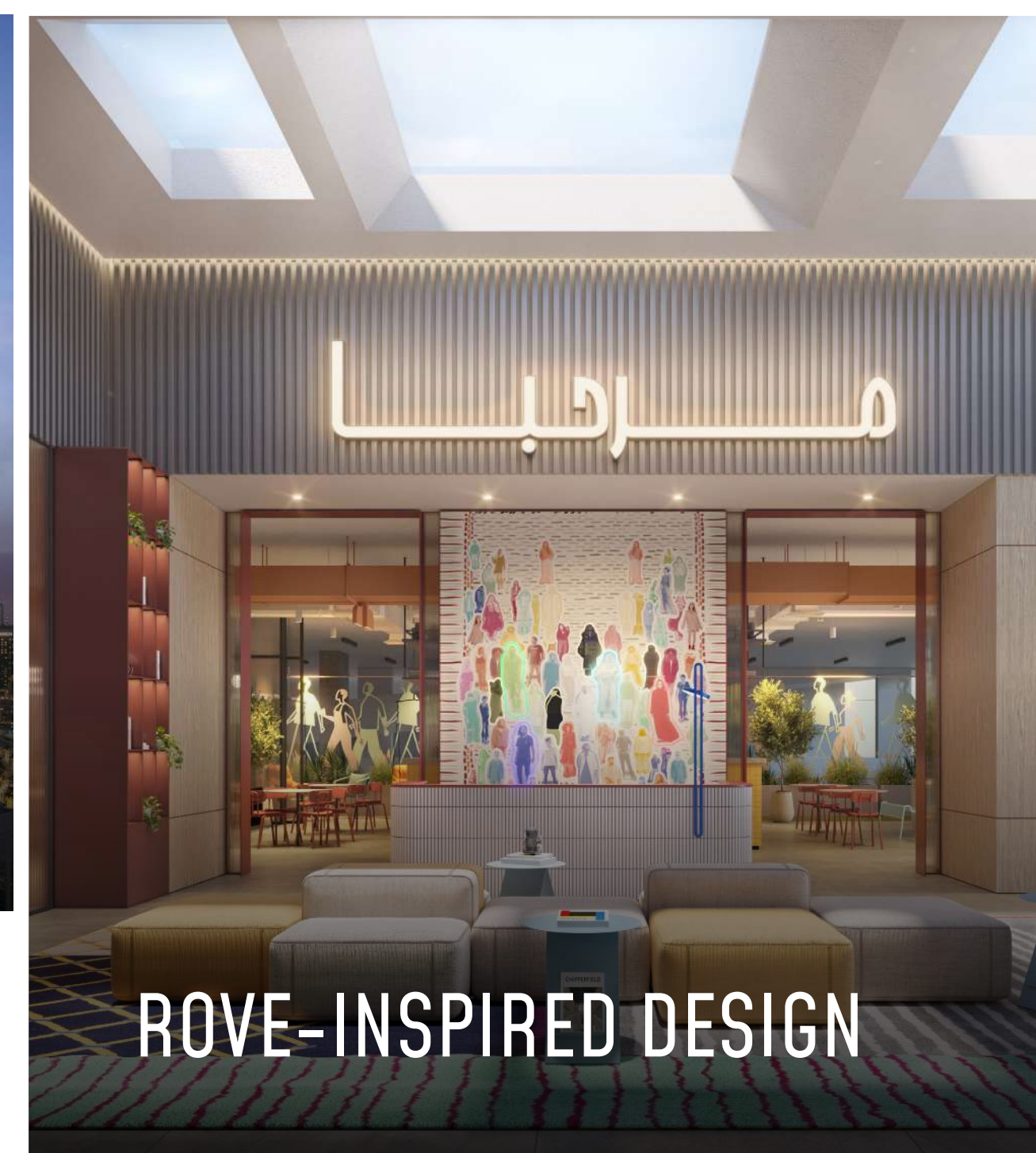


FULLY LOADED AMENITIES

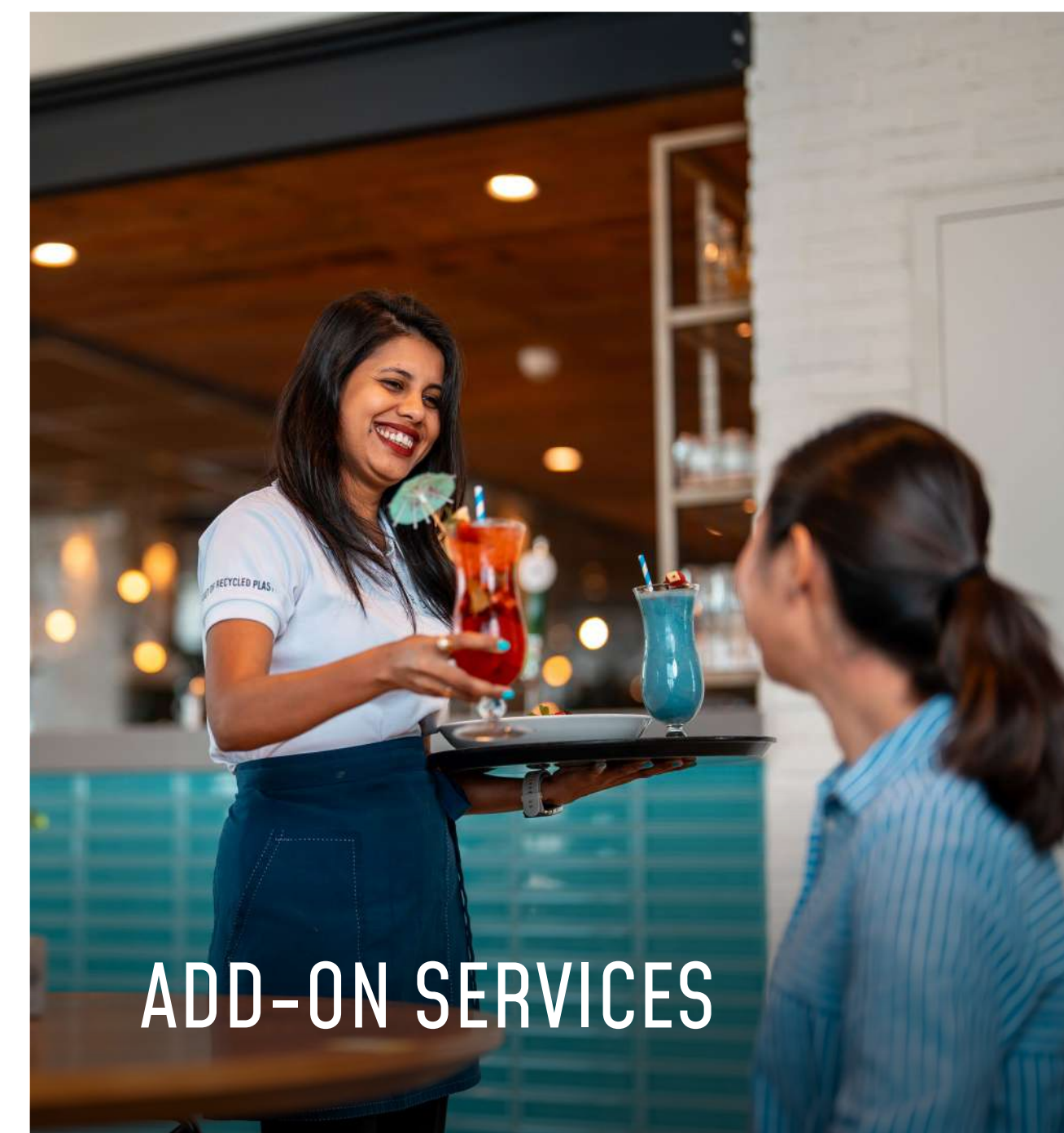
## WHAT MAKES A ROVE HOME?

Experience the difference with Rove Home where modern amenities, trendy interiors, and smart features cater to your unique style.

Rove Home is your destination for artful inspiration and cleverly activated spaces.



ROVE-INSPIRED DESIGN



ADD-ON SERVICES

# MARASI DRIVE

---

In the heart of Dubai's Business Bay, Marasi Drive offers a captivating canal-side stroll in a vibrant central district, blending residential, commercial, and leisure amenities seamlessly.

Marasi Drive's proximity to Downtown Dubai grants easy access to its iconic attractions. Its strategic location ensures seamless connectivity to Al Khail Road and Sheikh Zayed Road, facilitating effortless travel across the city and beyond.





# A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at our new location in Marasi Drive, Business Bay. Enjoy an urban living experience beyond the ordinary.

Rove Home offers an array of 50+ amenities spread across 3 dedicated zones at different heights, a floating podium level, the sky garden, and the rooftop.

It's not just a place to live; it's a dynamic and vibrant community, where connections flourish and memories are made.



# WHERE A VIBRANT COMMUNITY AWAITS

Enjoy exclusive perks across all Rove properties as a Rove Home Owner!

From complimentary access to amenities to special discounts on services, your membership in the Rove community opens doors to a world of benefits.

Immerse yourself in a dynamic urban lifestyle at Rove Home, where lush greenery and top-notch amenities elevate everyday living. From coworking areas to social hubs, the Rove community fosters seamless interactions, forging lasting relationships and enriching daily life.



# SITE PLAN

PLOT AREA:  
73,783 Sqft



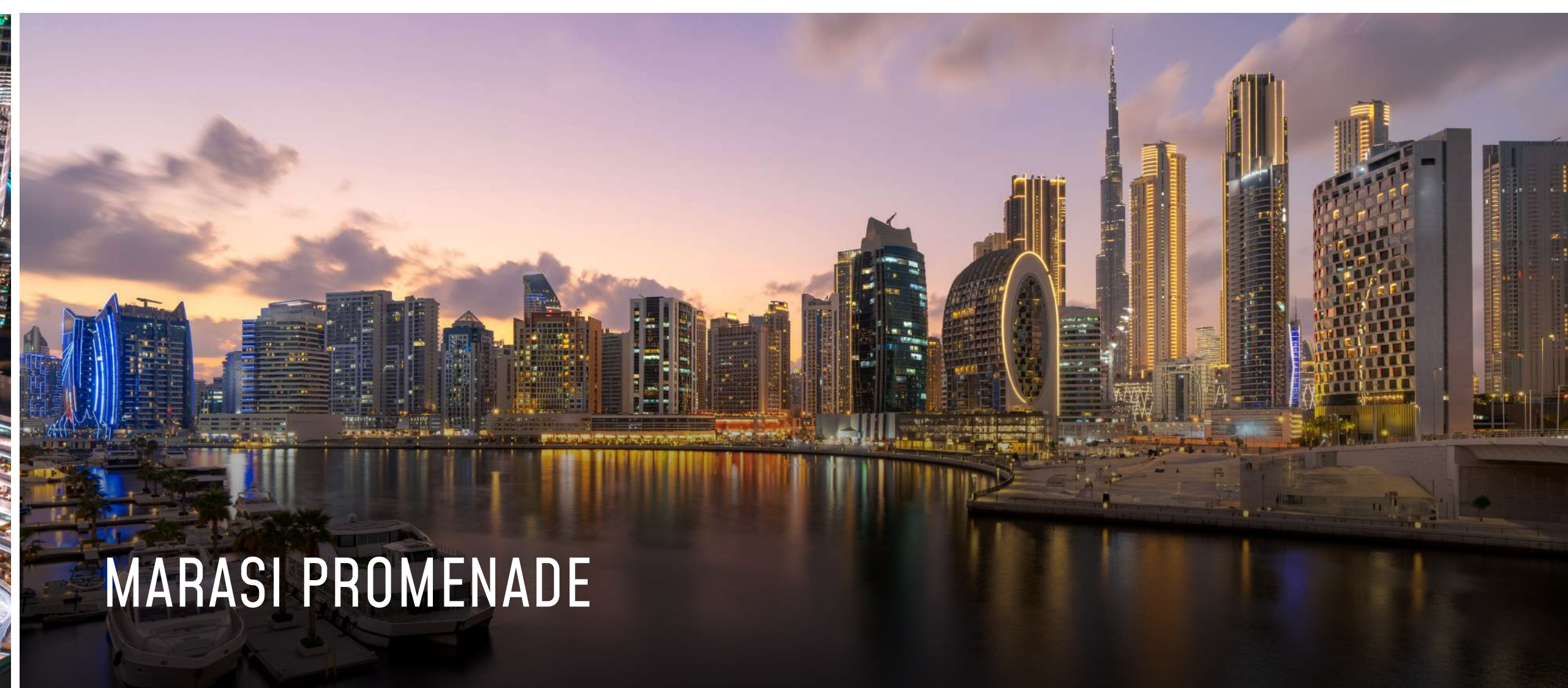
# ROVE AROUND THE CITY

- Marasi Promenade [4 mins.]
- Dubai Mall [8 mins.]
- Burj Khalifa [10 mins.]
- The Dubai Fountain [10 mins.]
- Rove Downtown Hotel [10 mins.]
- Dubai Opera [11 mins.]
- Rove City Walk Hotel [12 mins.]
- City Walk [12 mins.]
- DIFC [12 mins.]
- Coca Cola arena [14 mins.]
- Dubai International Airport [16 mins.]





DOWNTOWN DUBAI



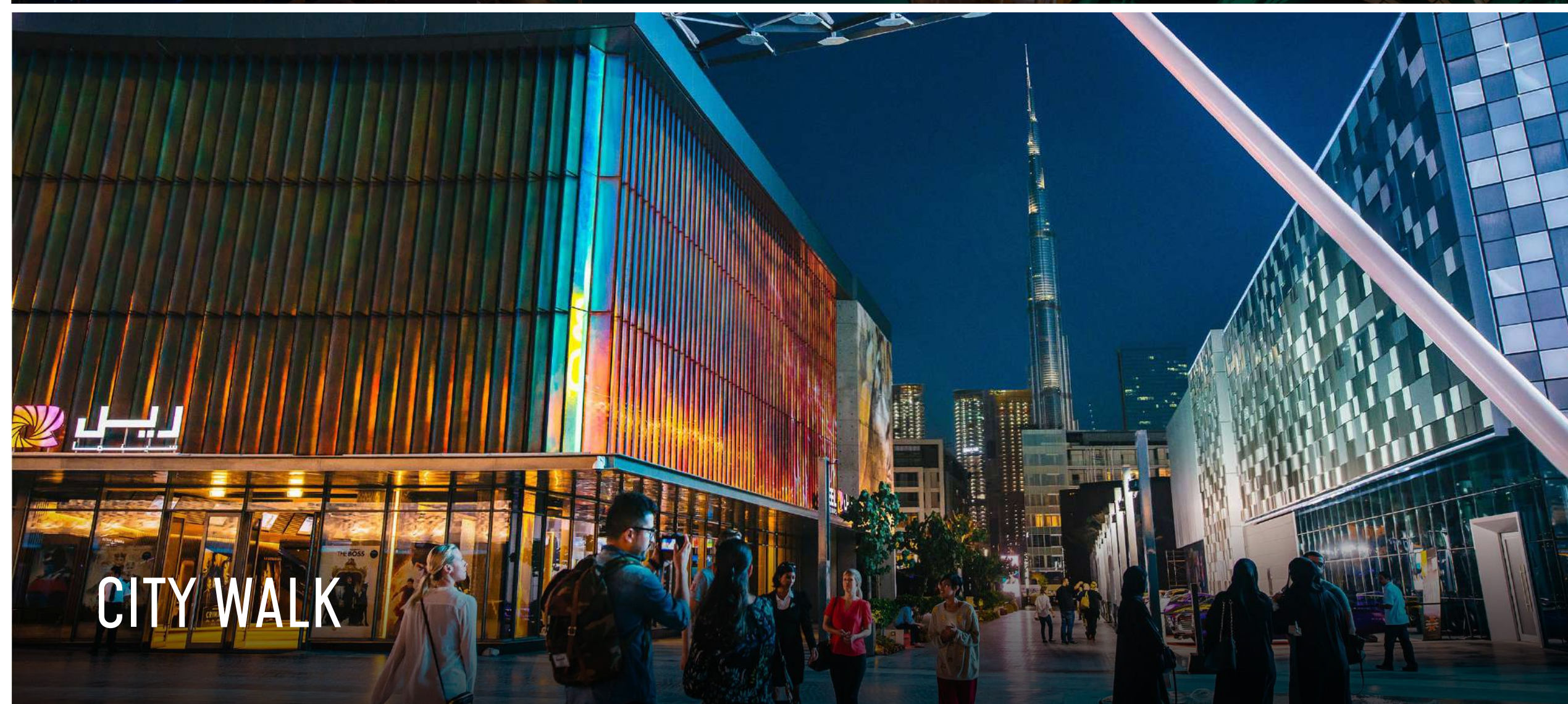
MARASI PROMENADE

## EXPLORE THE NEIGHBORHOOD

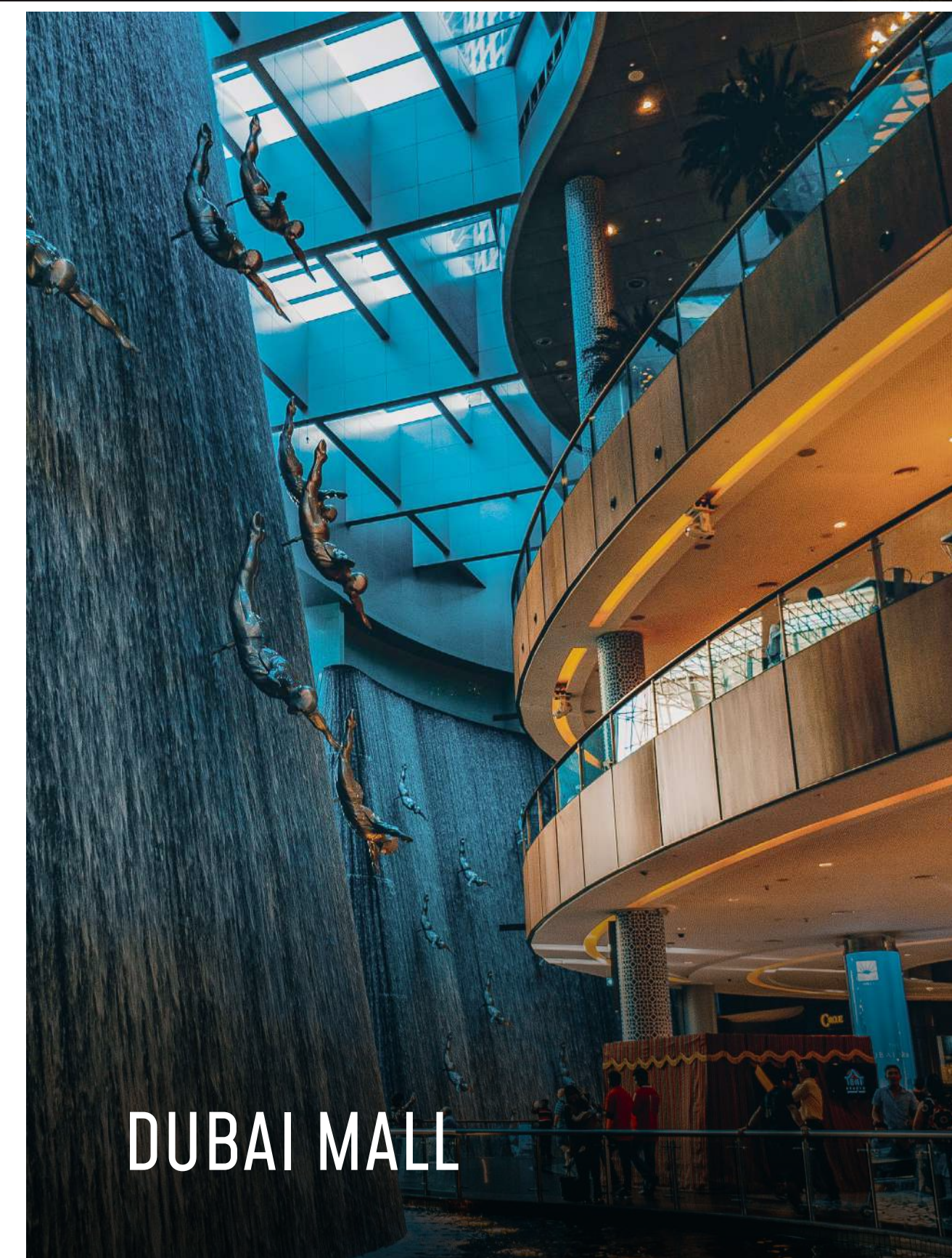
---

Embrace urban living at Rove Home Marasi Drive, where connectivity is effortless and convenience is key!

With Dubai's trendiest spots right at your doorstep, explore nearby entertainment and dining experiences in just 15 minutes. Live your best life at Rove Home Marasi Drive!



CITY WALK



DUBAI MALL



ROVE  
HOME



ROVE  
HOME  
MARASI DRIVE

DROP-OFF

The ROVE logos, trade-marks and trade names (the "ROVE Marks") published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as "ROVE"). The use of the ROVE Marks by IRTH Signature Development LLC (the "Company") has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the "ROVE Home Marasi Drive, Dubai" development located in Business Bay, Dubai (the "Building") and in respect of the marketing and sale of the residences within the Building (the "Residences"). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company; (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company; (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.



DROP-OFF



## 50+ AMENITIES ENDLESS ENTERTAINMENT

---

Get ready for an electrifying journey!

Jump into our lively space packed with features that will make your heart race, from buzzing coworking spaces to adrenaline-pumping arcade zones.

Challenge your pals at sports courts, try your hand at Pickleball, dive into Aqua Cycling, lounge at the Urban Beach Pool, make a splash in both indoor and outdoor pools, and elevate your experience to new heights at our Sky Garden oasis where the sky is the limit!



# GROUND LEVEL INDOOR



Rove Café



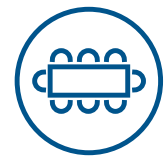
Convenience  
Store



Coworking Space



Soundproof  
Meeting Pods



Private Meeting  
Rooms



Outdoor Terrace



Lobby Lounge





# LOBBY LOUNGE



# LOBBY LOUNGE



# ROVE CAFÉ

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTS Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company, and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.



# COWORKING SPACE

# PODIUM LEVEL INDOOR



Indoor Lounge



Monkey Bars



Karaoke Room



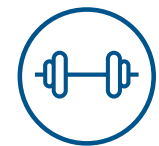
Arcade Games



Climbing Wall



Playstation Deck



Fully Equipped  
Gym



Changing  
Rooms



Hammock  
Movie Lounge



Guest Rooms  
(Rentable)



MultiBall  
Interactive Gaming  
(50+ apps)



Multi-Purpose  
Room with Kitchen  
(Rentable)



Gaming Lounge  
(Foosball, Shuffleboard  
Table, Pool Table,  
Table Tennis)





# FULLY EQUIPPED GYM



GOSSIP CORNER

# GAMING LOUNGE

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTS Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company, and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.





# GAMING LOUNGE

# PODIUM LEVEL OUTDOOR



Urban Beach Pool



Jacuzzi



Yoga Lounge



Sun Lounging Deck



Cascading Leisure Pool



Aqua Cycling



Open-Air Gym



Rove Beverage Truck



Cabanas with Daybeds



Integrated Lap Pool



Sunken Gardens



Outdoor Multi-Purpose Terrace (rentable)



Outdoor Gaming Terrace



Outdoor Coworking Space





# PODIUM LEVEL



# URBAN BEACH POOL

The ROVE logos, trade-marks and trade names (the "ROVE Marks") published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as "ROVE"). The use of the ROVE Marks by IRTS Signature Development LLC (the "Company") has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the "ROVE Home Marasi Drive, Dubai" development located in Business Bay, Dubai (the "Building") and in respect of the marketing and sale of the residences within the Building (the "Residences"). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.

# URBAN BEACH POOL

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTH Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.



# CASCADING LEISURE POOL

The ROVE logos, trade-marks and trade names (the "ROVE Marks") published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as "ROVE"). The use of the ROVE Marks by IRTS Signature Development LLC (the "Company") has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the "ROVE Home Marasi Drive, Dubai" development located in Business Bay, Dubai (the "Building") and in respect of the marketing and sale of the residences within the Building (the "Residences"). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.



# SUNKEN GARDENS

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTH Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company; (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company; (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.



# PARK ACCESS



# SKY GARDEN INDOOR



Indoor  
Lap Pool

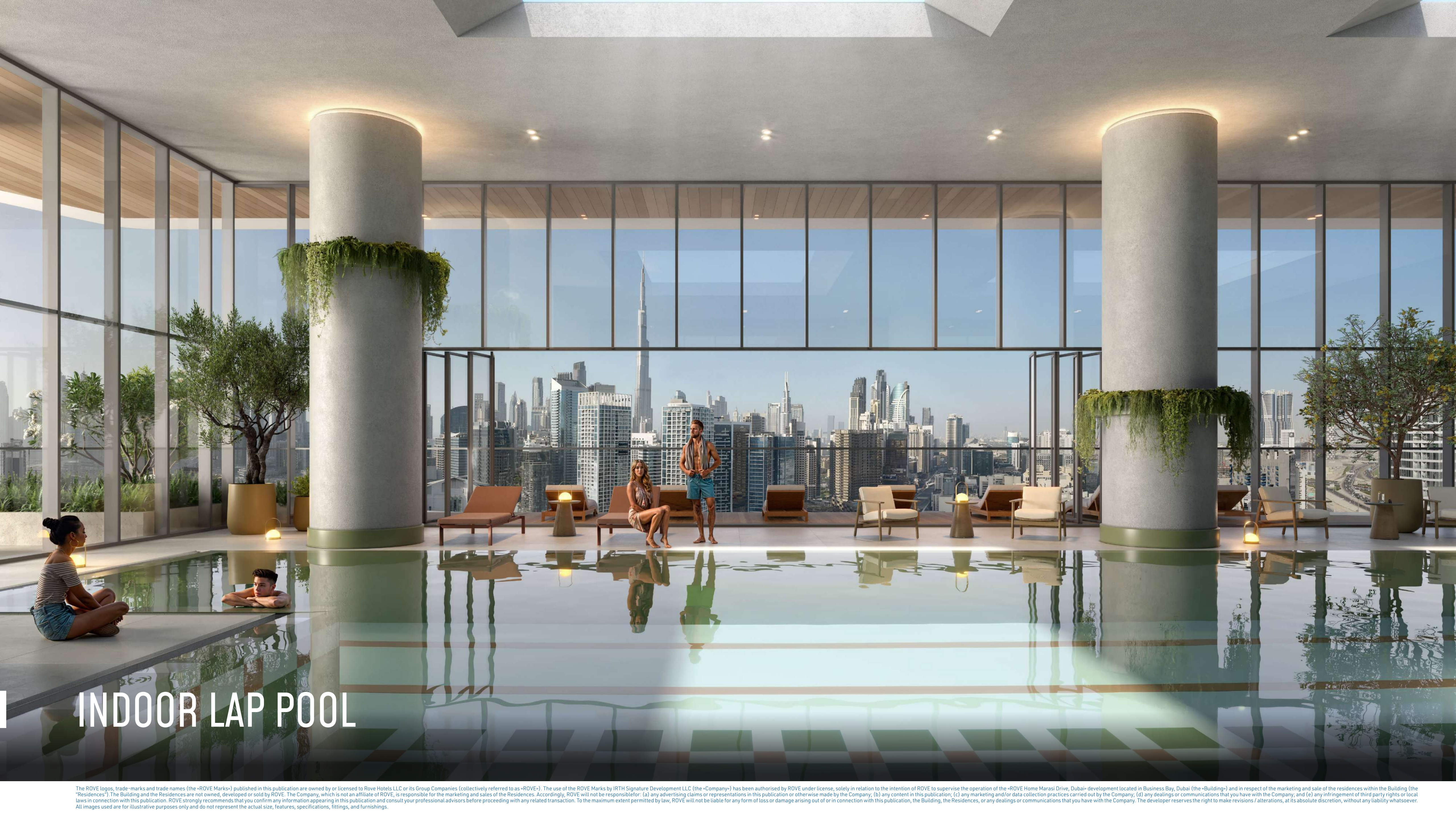


Wellness Features  
(Steam Room & Sauna)



Changing Rooms





# INDOOR LAP POOL

# SKY GARDEN OUTDOOR



Padel Pong



Sun Lounging  
Deck



Outdoor Cinema



Running Wheel



Amphitheatre



Chess Tables



Lush  
Landscape



Climbing Wall



Bouldering Wall



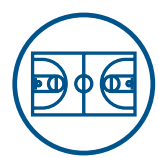
Outdoor  
Coworking Space



Ping Pong in  
a Tube



Communal Dining  
Tables



Multi-Purpose Court  
(Basketball, Pickleball  
& Mini Football Court)



Suspended  
Lounging Nets





# SKY GARDEN

# AMPHITHEATRE

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTH Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company, (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company, (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.

# ROOFTOP



Stargazing Point  
(Telescope)



BBQ Terrace



Outdoor Kitchen



Cabanas with  
Daybeds



Lounging Space



Viewing Deck  
with Swings



Sunken Seating



Firepit



Rooftop Garden



Communal  
Dining Tables





# ROOFTOP

The ROVE logos, trade-marks and trade names (the «ROVE Marks») published in this publication are owned by or licensed to Rove Hotels LLC or its Group Companies (collectively referred to as «ROVE»). The use of the ROVE Marks by IRTH Signature Development LLC (the «Company») has been authorised by ROVE under license, solely in relation to the intention of ROVE to supervise the operation of the «ROVE Home Marasi Drive, Dubai» development located in Business Bay, Dubai (the «Building») and in respect of the marketing and sale of the residences within the Building (the «Residences»). The Building and the Residences are not owned, developed or sold by ROVE. The Company, which is not an affiliate of ROVE, is responsible for the marketing and sales of the Residences. Accordingly, ROVE will not be responsible for: (a) any advertising claims or representations in this publication or otherwise made by the Company; (b) any content in this publication; (c) any marketing and/or data collection practices carried out by the Company; (d) any dealings or communications that you have with the Company; and (e) any infringement of third party rights or local laws in connection with this publication. ROVE strongly recommends that you confirm any information appearing in this publication and consult your professional advisors before proceeding with any related transaction. To the maximum extent permitted by law, ROVE will not be liable for any form of loss or damage arising out of or in connection with this publication, the Building, the Residences, or any dealings or communications that you have with the Company. The developer reserves the right to make revisions / alterations, at its absolute discretion, without any liability whatsoever. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings.

**BENEFITS WHEN BUYING IN  
ROVE HOME MARASI DRIVE**





# BRAND SERVICES

---

24/7 Concierge

---

Reception

---

Door Person - 24 Hours / Day

---

Rove Connect - Bell Person Service (7 am - 12 am)

---

Management and Coordination of Gym / Fitness / Yoga / Steam Room / Jacuzzi /  
Leisure Pool / Lap Pool / Running Track / Sport Courts (Padel & Basketball) /  
Climbing Wall / Entertainment (Gaming, TV & Movies)

---

INCLUDED THROUGH SERVICE AND MANAGEMENT FEES



# A LA CARTE SERVICES

(ADD-ONS WITH EXTRA CHARGES)

---

Housekeeping Services

---

Laundry, Dry-Cleaning and Alteration Services

---

Personal Services for Fitness, Shopping, Car Wash, etc.

---

Accommodation, Event Space Rental, Storage Services

---

Chef Services

---

Food and Beverage Services

---

Personal Assistant / Secretarial Services (Reservations, Pro Services, Delivery and Pick Up)

---

Transportation Services (Air and Land Transportation)

---

Off-Site Restaurant Reservations

---

Florist Services

---

Tour Organizations

---

Babysitters, Childcare, Nursing Services

---

Vacant Home Maintenance and Engineering Services

---

& MORE...



R O V E

HOME

MARASI DRIVE

Development by

**IRTH**