

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.



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.





DOWNTOWN DUBAI



MARASI PROMENADE

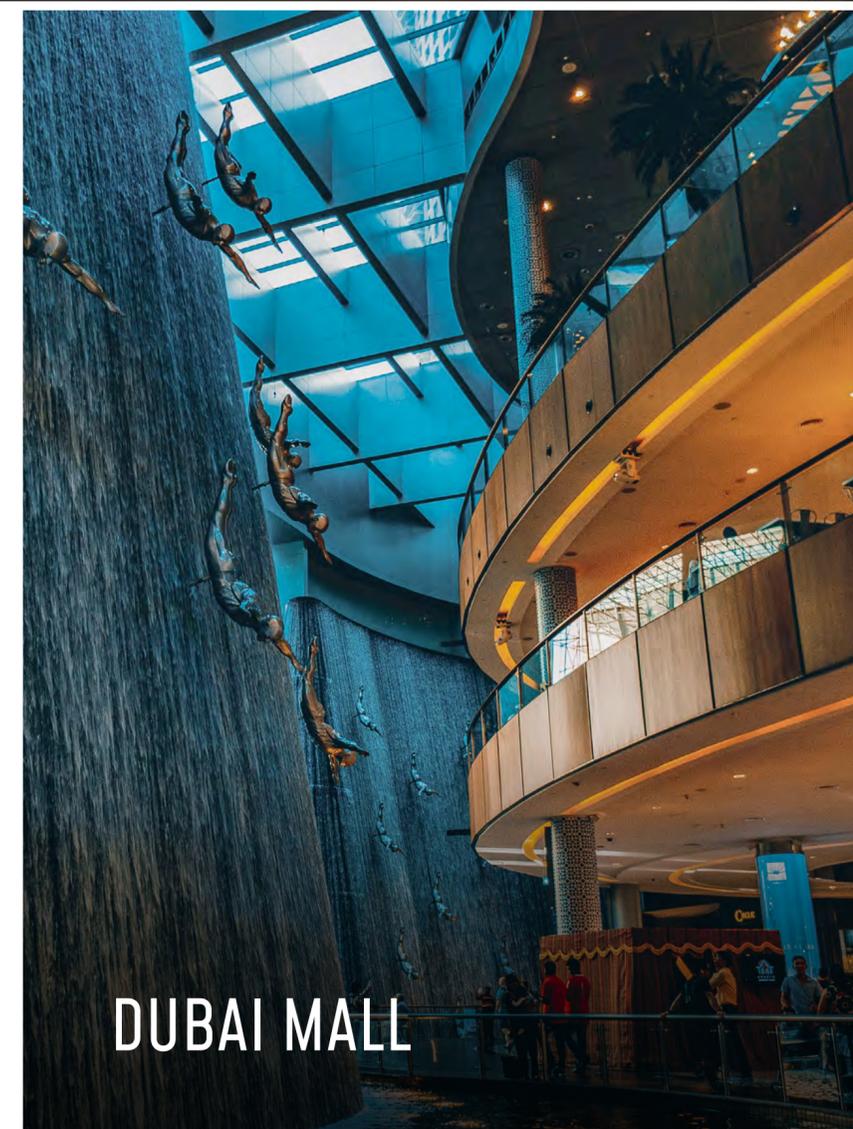
EXPLORE THE NEIGHBORHOOD

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



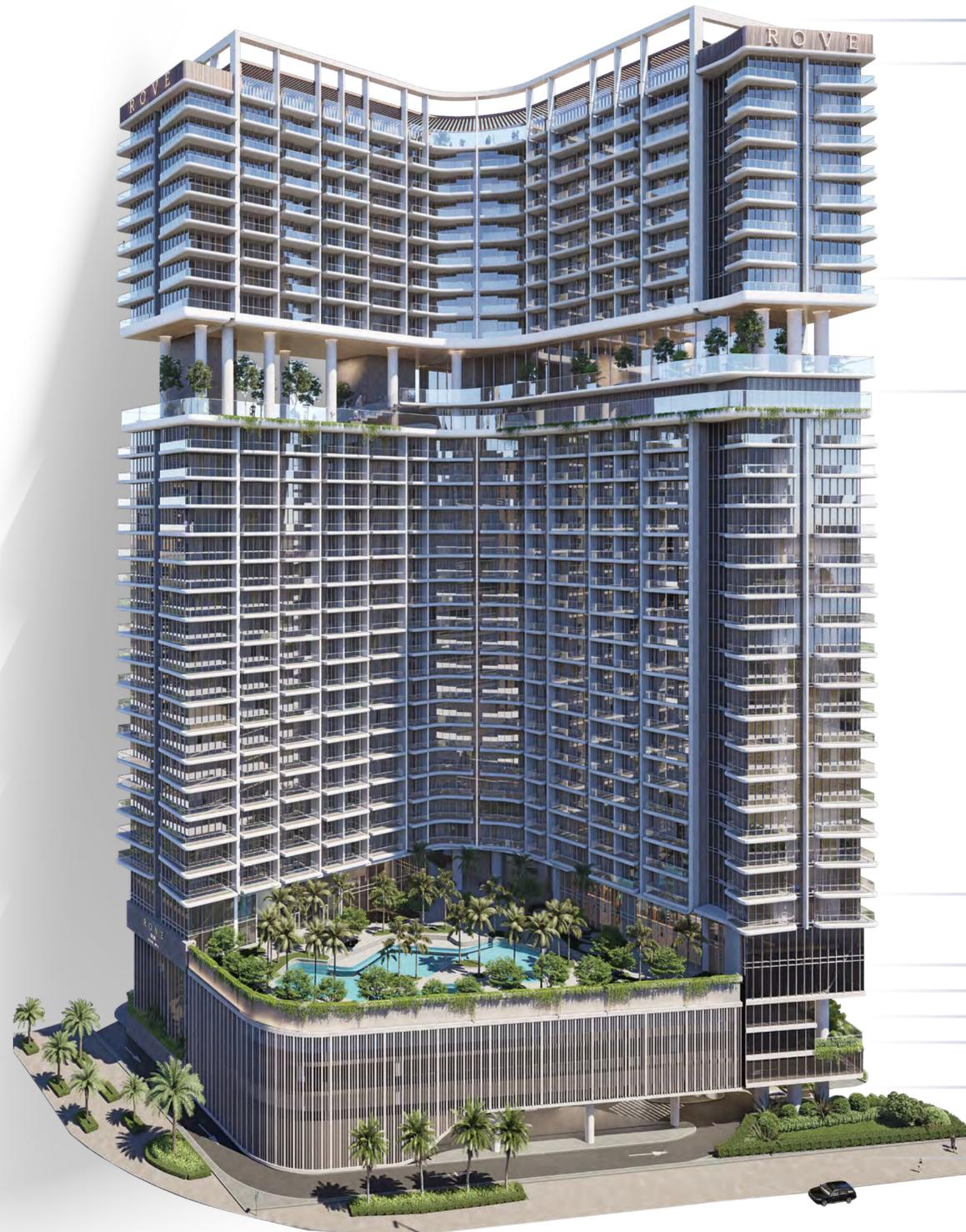
DUBAI MALL

ROVE 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.]



BUILDING STRUCTURE



ROOFTOP

LEVEL 24-31

LEVELS 22 & 23 [SKY GARDEN] 10M CLEAR HEIGHT

LEVEL 5-21

LEVEL 4 [AMENITIES] 7.5M CLEAR HEIGHT

PODIUM 3

PODIUM 2

PODIUM 1

GROUND FLOOR 5-8M HEIGHT

B1 - B3 PARKING

EAST WING

WEST WING



ROVE
HOME



ROVE
HOME
MARASI DRIVE

DROP-OFF

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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!

50+ AMENITIES

GROUND LEVEL



Rove Café



Lobby Lounge



Coworking Space



Private Meeting
Rooms



Soundproof
Meeting Pods



Outdoor Terrace



Convenience
Store

PODIUM LEVEL INDOOR



Indoor Lounge



Arcade Games



Changing
Rooms



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



Monkey Bars



Climbing Wall



Guest Rooms
(Rentable)



Karaoke Room



Hammock
Movie Lounge



Multi- Purpose
Room with Kitchen
(Rentable)



Playstation Deck



Fully Equipped
Gym



MultiBall
Interactive Gaming
(50 + apps)

PODIUM LEVEL OUTDOOR



Jacuzzi



Sun Lounging
Deck



Open-Air
Gym



Outdoor
Gaming Terrace



Yoga Lounge



Rove Beverage
Truck



Urban
Beach Pool



Outdoor
Multi-Purpose
Terrace (Rentable)



Aqua Cycling



Cabanas with
Daybeds



Cascading
Leisure Pool



Sunken Gardens



Outdoor
Coworking Space



Integrated
Lap Pool

AMENITIES (CONTINUED)

SKY GARDEN INDOOR



Changing Rooms



Indoor Lap Pool



Wellness Features
(Steam Room
& Sauna)

SKY GARDEN OUTDOOR



Padel Pong



Ping Pong in
a Tube



Lush
Landscape



Outdoor
Coworking Space



Amphitheatre



Running Wheel



Sun Lounging
Deck



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



Outdoor Cinema



Communal Dining
Tables



Chess Tables



Bouldering Wall



Suspended
Lounging Nets



Climbing Wall

ROOFTOP VIEWING DECK



Sunken Seating



Lounging Space



Communal
Dining Tables



BBQ Terrace



Rooftop Garden



Stargazing Point
(Telescope)



Outdoor Kitchen



Cabanas with
Daybeds



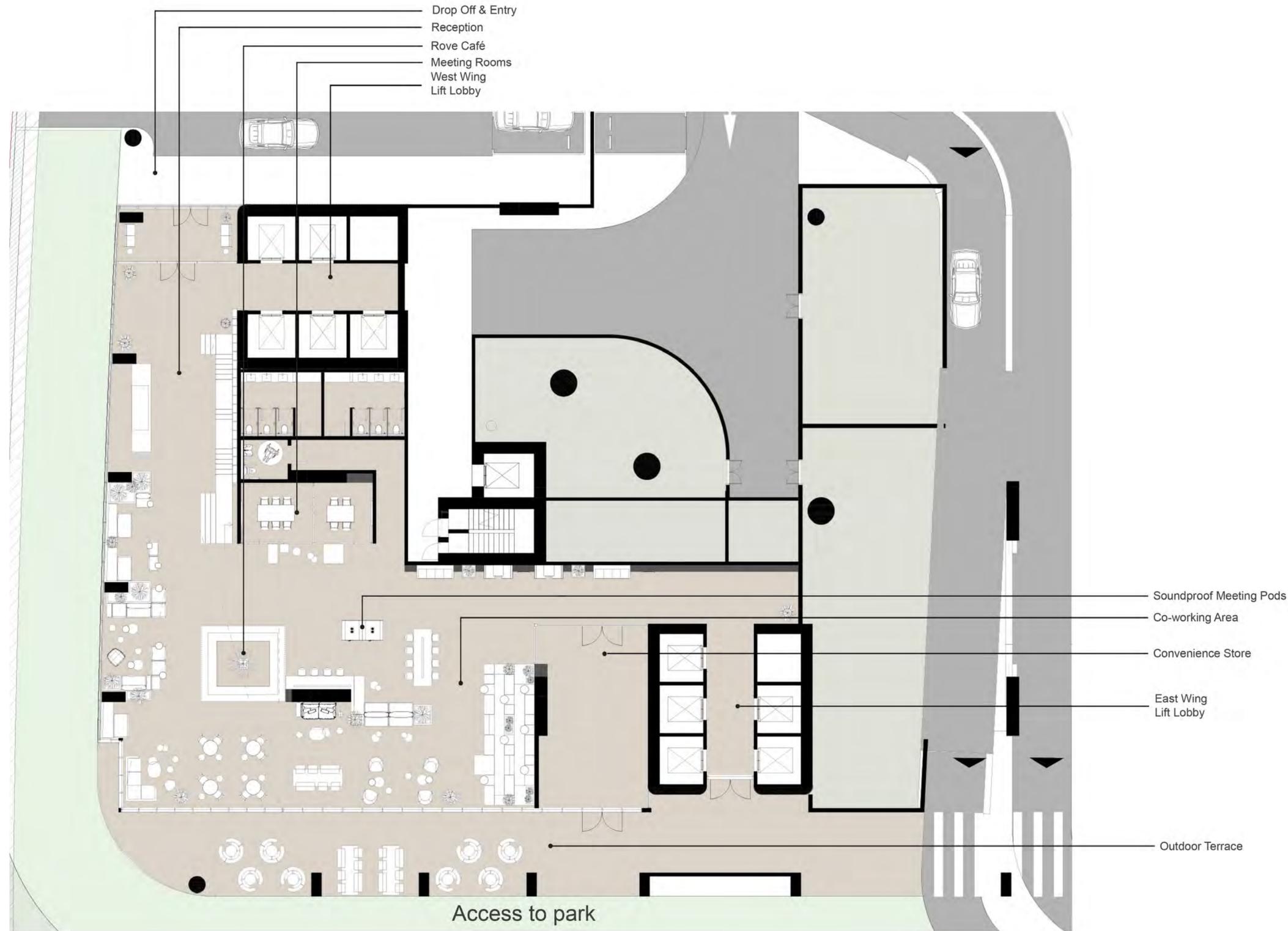
Firepit



Viewing Deck
with Swings

GROUND LEVEL

Total Area: 16,933 Sqft



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LOBBY LOUNGE



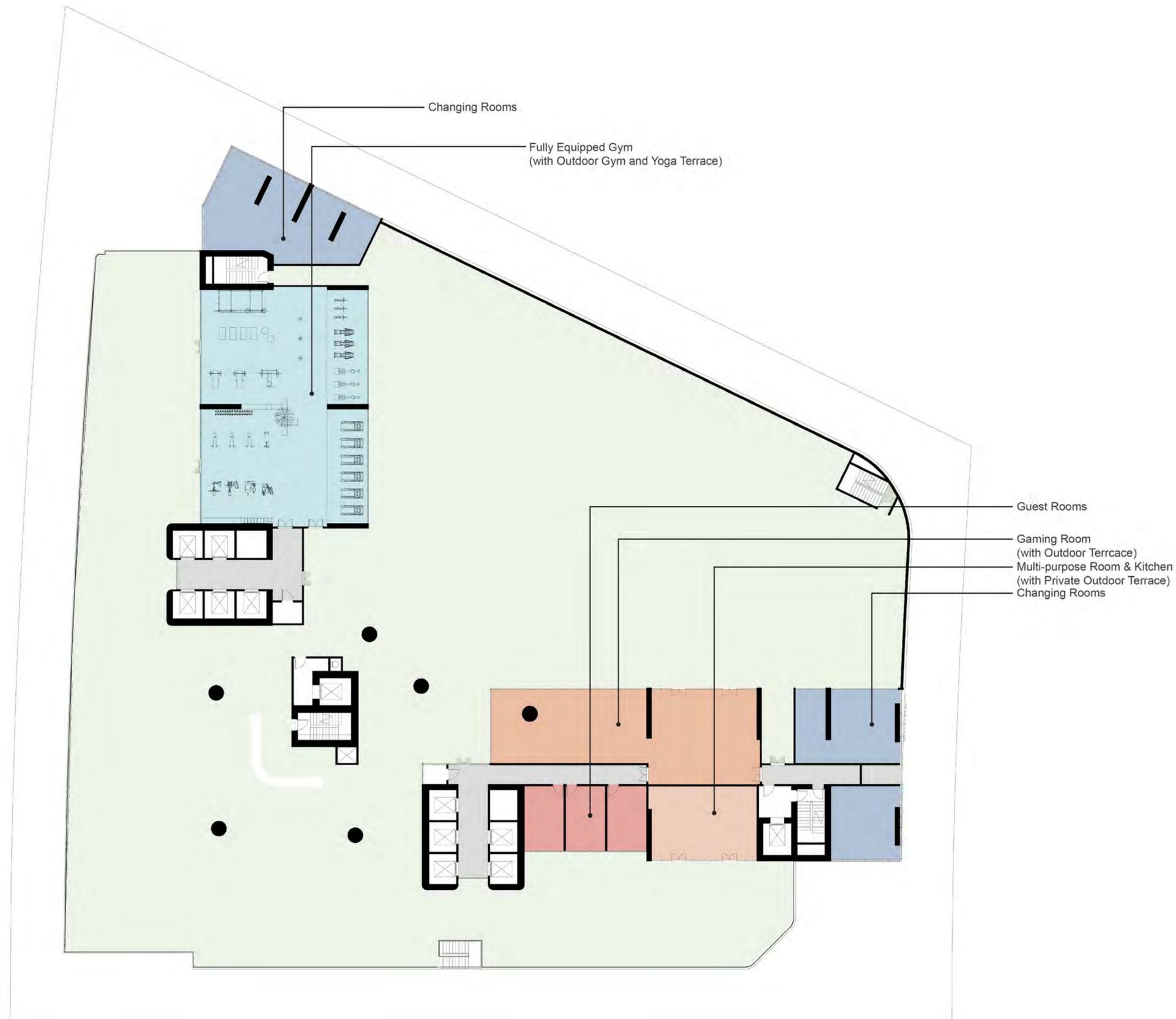
LOBBY LOUNGE



COWORKING SPACE

PODIUM LEVEL INDOOR

Total Area: 13,361 Sqft





FULLY EQUIPPED GYM



GOSSIP CORNER

GAMING LOUNGE

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GAMING LOUNGE

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PODIUM LEVEL OUTDOOR

Total Area: 38,750 Sqft





PODIUM LEVEL

URBAN BEACH POOL

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PARK ACCESS

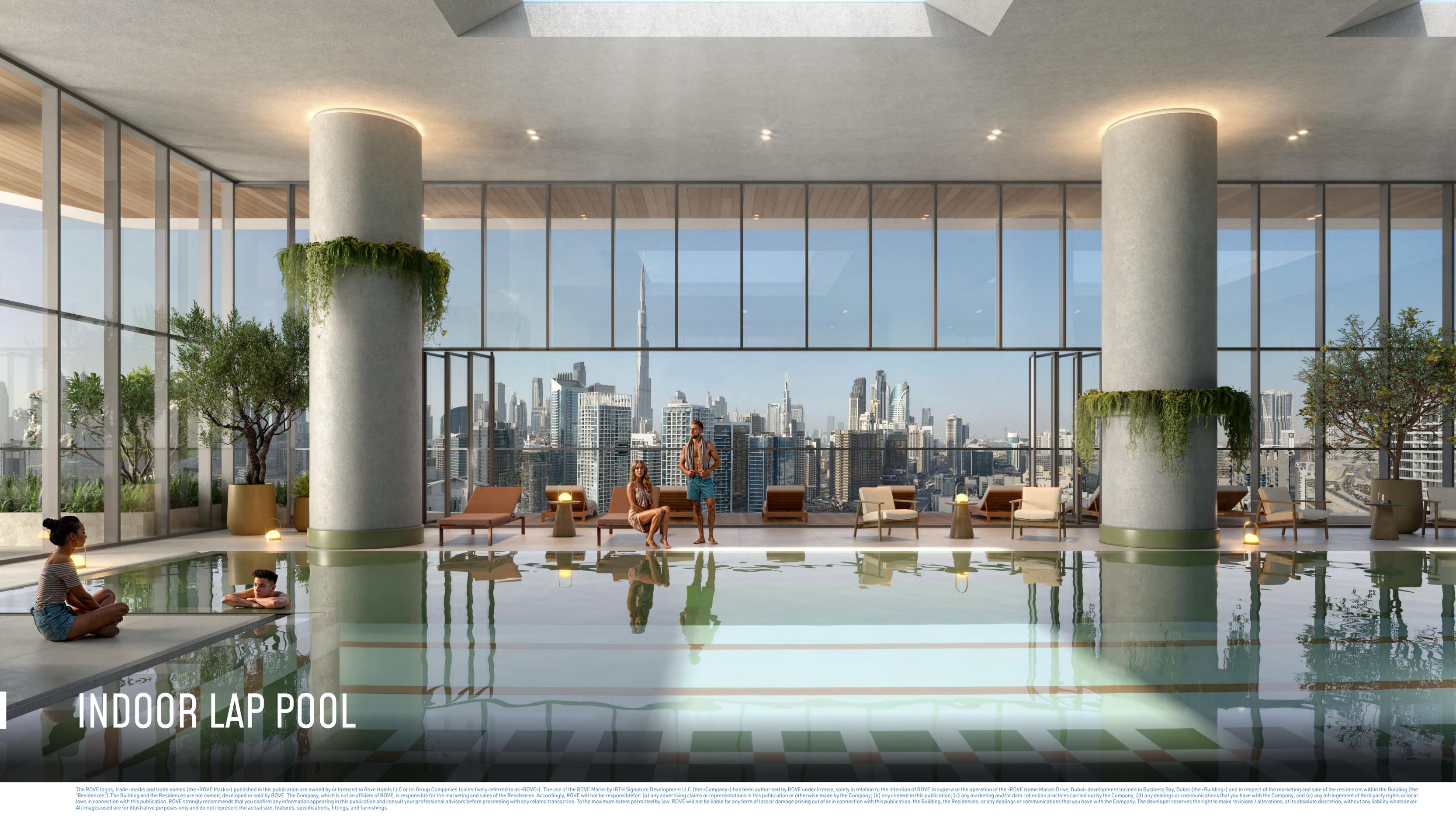
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LEVELS 22 & 23 SKY GARDEN

INDOOR

Total Area: 10,495 Sqft



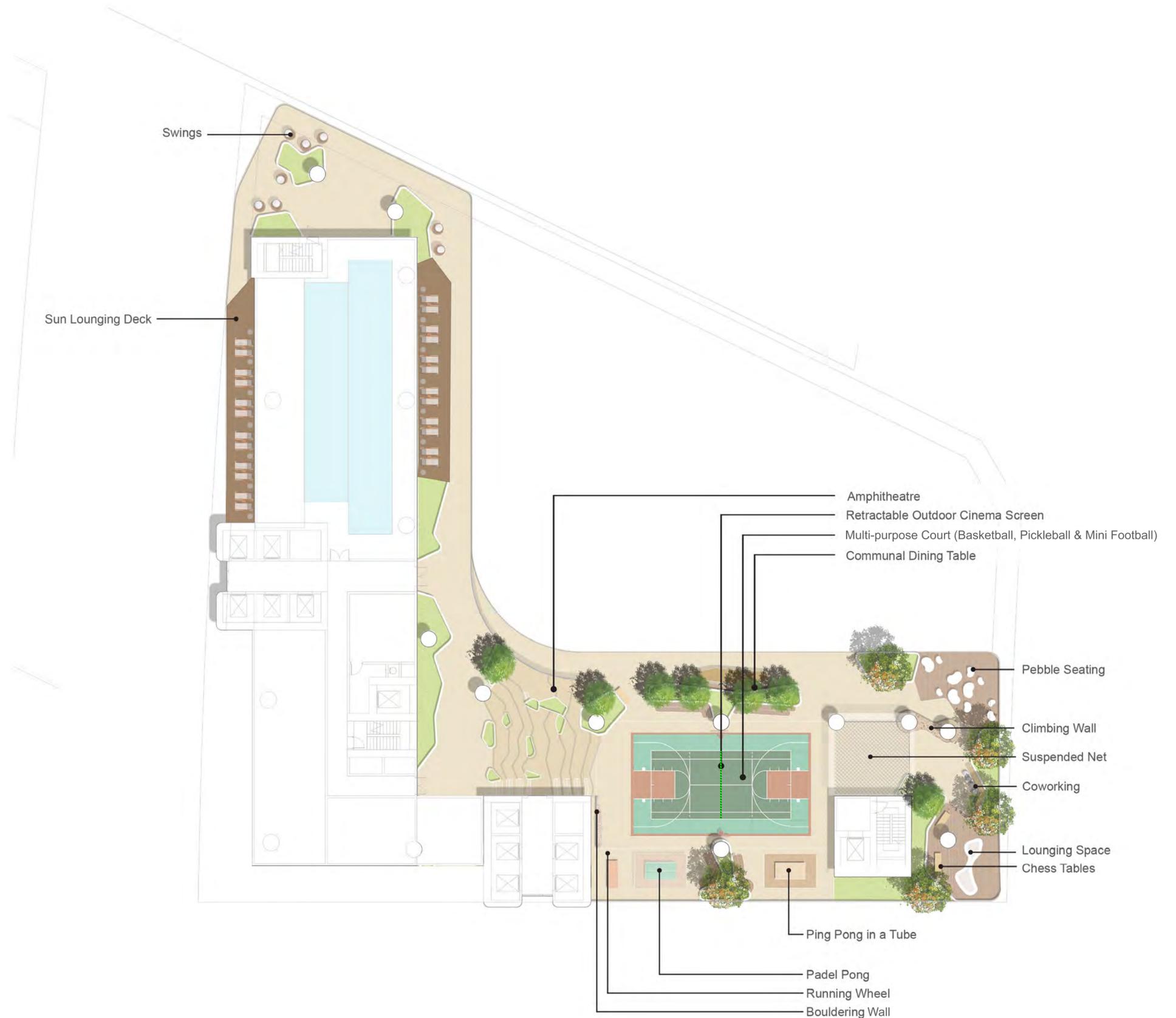


INDOOR LAP POOL

LEVELS 22 & 23 SKY GARDEN

OUTDOOR

Total Area: 15,608 Sqft





SKY GARDEN

AMPHITHEATRE

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ROOFTOP

Total Area: 15,231 Sqft





ROOFTOP

UNITS DESCRIPTION

STUDIO FLEX

Live in the future, today.

In Studio Flex explore the ORI Cloud Bed, optimizing your living space with functionality and smart living.

Every inch is designed to provide more space for comfort and convenience. This feature increase your unit size by 33%.

STUDIO²

In Studio² experience the Flexibed, a smart innovation for modern living.

When folded, it unveils a spacious living room creating a cohesive space that blends both style and functionality.

1 BEDROOM²

In 1 Bedroom² double up your space with next generation features that enhance smart living.

With pocket walls that disappear and a Flexibed that seamlessly converts, you can transform your living room into an extra bedroom, anytime you want!

2 BEDROOM²

In 2 Bedroom² discover extra functionality with added space and maximum value.

Whether you want to add a multipurpose spare room or double up your living space as a bedroom - every inch of space feels larger and works exactly how you want.

FLOOR PLANS



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TIER 1 TYPICAL FLOOR 5TH TO 21ST

UNITS PER FLOOR

Studio Flex	6	Units
Studio ²	10	Units
1 Bedroom ²	14	Units
2 Bedroom ²	3	Units



LEGEND

- STUDIO FLEX
- STUDIO²
- 1 BEDROOM²
- 2 BEDROOM² TYPE A
- 2 BEDROOM² TYPE B

TIER 2 TYPICAL FLOOR 24TH TO 31ST

UNITS PER FLOOR

Studio ²	12	Units
1 Bedroom ²	16	Units
2 Bedroom ²	3	Units



LEGEND

- STUDIO²
- 1 BEDROOM²
- 2 BEDROOM² TYPE A
- 2 BEDROOM² TYPE B



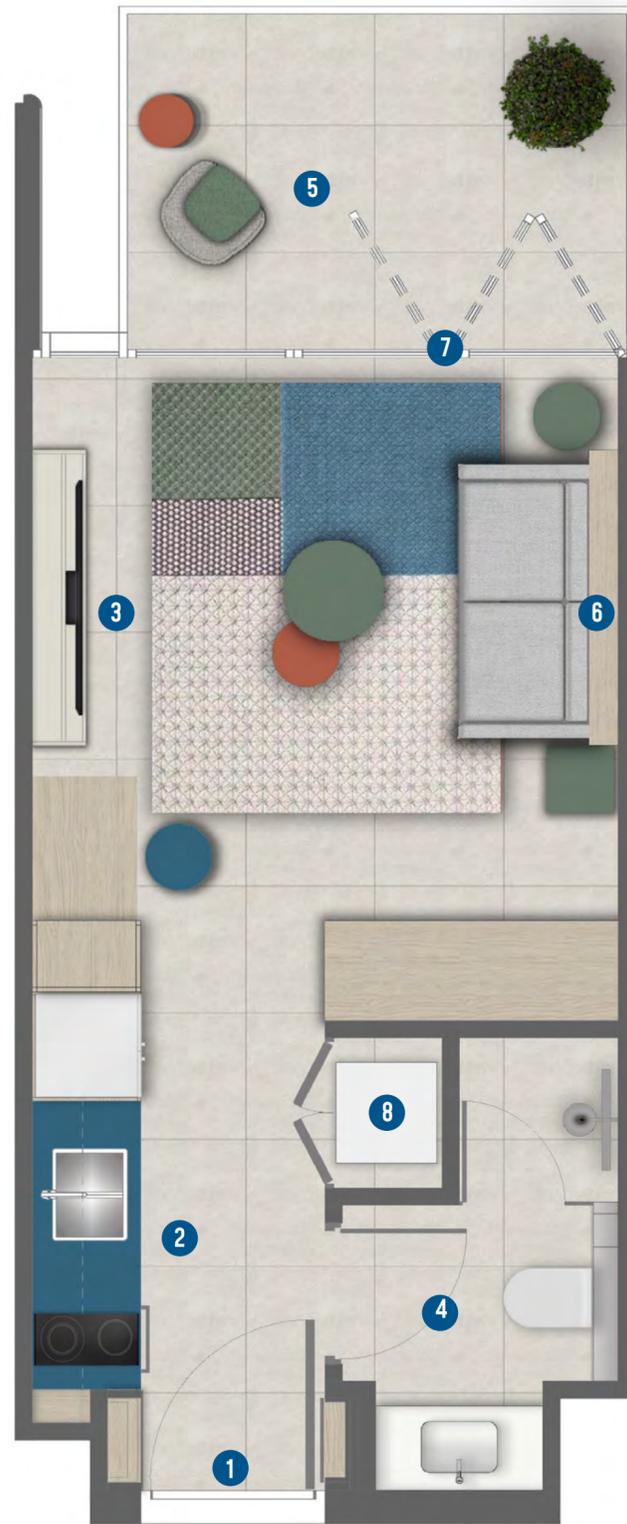
UNIT PLANS



STUDIO FLEX

Legend

1. Entrance
2. Kitchen
1.80m X 3.00m
3. Living Room & Bedroom
3.50m X 3.80m
4. Bathroom
1.70m X 2.75m
5. Balcony
3.00m X 2.05m
6. ORI Cloud Bed
7. Bi-fold Glass Doors
8. Laundry



ORI Cloud Bed Up



ORI Cloud Bed Down

LEVEL 5-21



STUDIO FLEX	SQFT
INTERNAL AREA	273-297
BALCONY AREA	68-72
TOTAL AREA	341-366



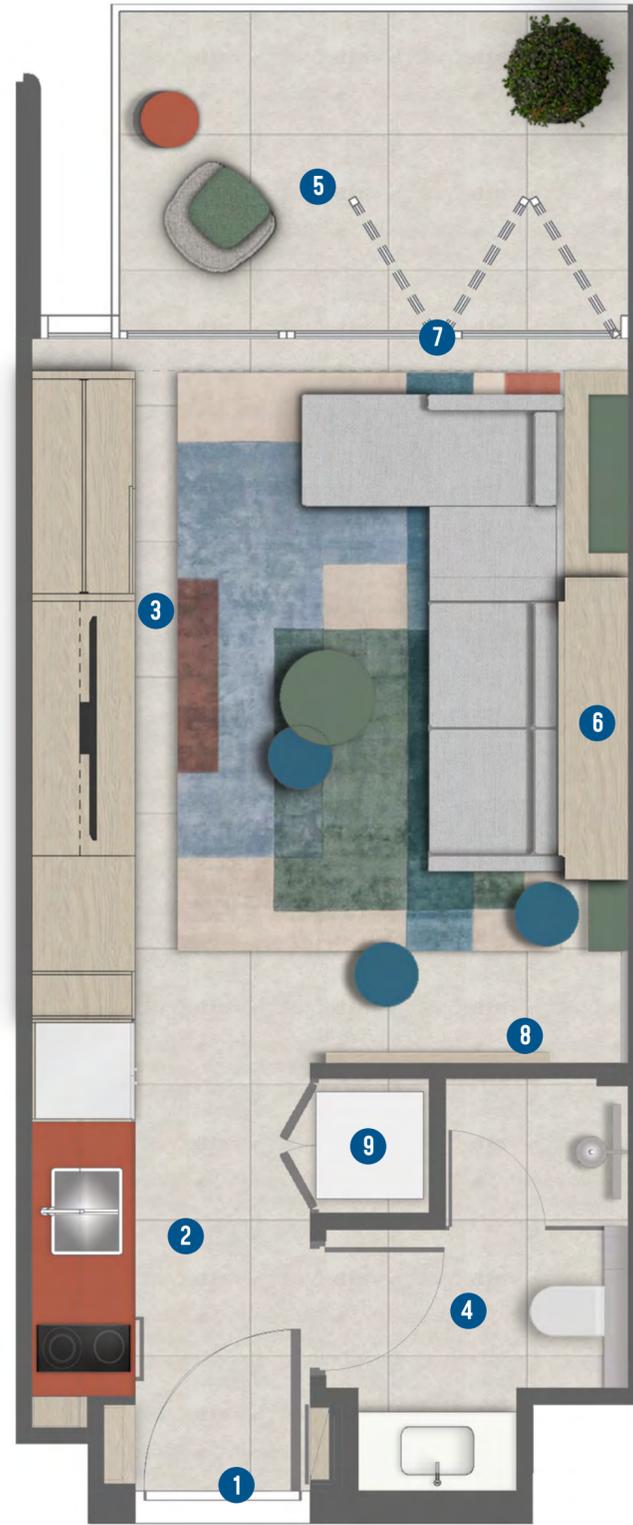
STUDIO FLEX

ORI CLOUD BED: UP

STUDIO 2

Legend

1. Entrance
2. Kitchen
1.80m X 3.00m
3. Living Room & Bedroom
3.75m X 4.25m
4. Bathroom
1.95m X 2.65m
5. Balcony
3.25m X 2.15m
6. Flexibed
7. Bi-fold Glass Doors
8. Drop Down Study
9. Laundry



Flexibed & Study: Folded



Flexibed & Study: Unfolded

LEVEL 5-21



LEVEL 24-31



STUDIO 2	SQFT
INTERNAL AREA	309-339
BALCONY AREA	78-81
TOTAL AREA	386-416



STUDIO 2

FLEXIBED: FOLDED

1 BEDROOM²

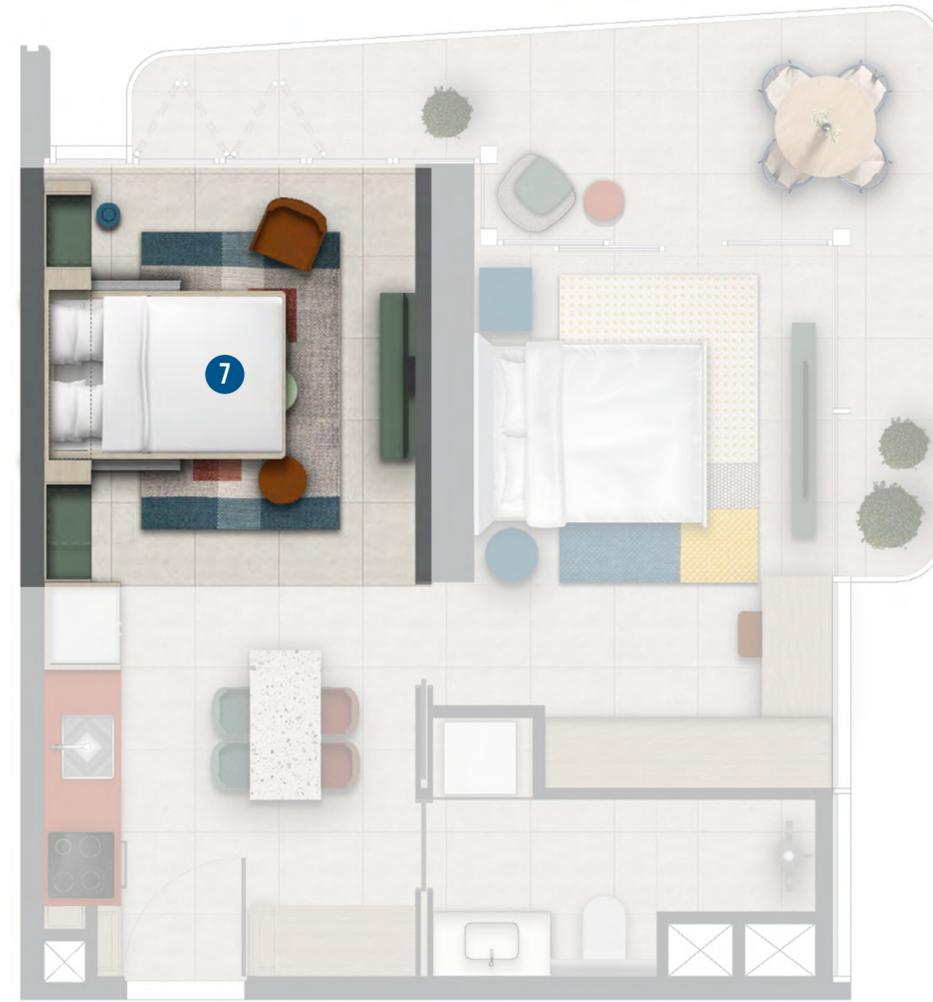
TYPE A

Legend

1. Entrance
2. Kitchen & Dining Area
3.225m X 3.35m
3. Bedroom
3.10m X 4.70m
4. Bathroom
3.325m X 2.225m
5. Living Room
3.15m X 3.60m
6. Balcony
6.95m X 1.75m
7. Flexibed
8. Laundry
9. Bi-fold Glass Doors
10. Study



Flexibed: Folded



Flexibed: Unfolded

ALL LEVELS



1 BEDROOM ²	SQFT
INTERNAL AREA	492
BALCONY AREA	129
TOTAL AREA	622

1 BEDROOM²

TYPE B

Legend

1. Entrance
2. Kitchen & Dining Area
3.00m X 3.85m
3. Bedroom
2.85m X 4.40m
4. Bathroom
3.40m X 1.55m
5. Living Room
3.15m X 3.60m
6. Balcony
7.15m X 3.45m
7. Flexibed
8. Laundry
9. Bi-fold Glass Doors



Flexibed: Folded



Flexibed: Unfolded

ALL LEVELS



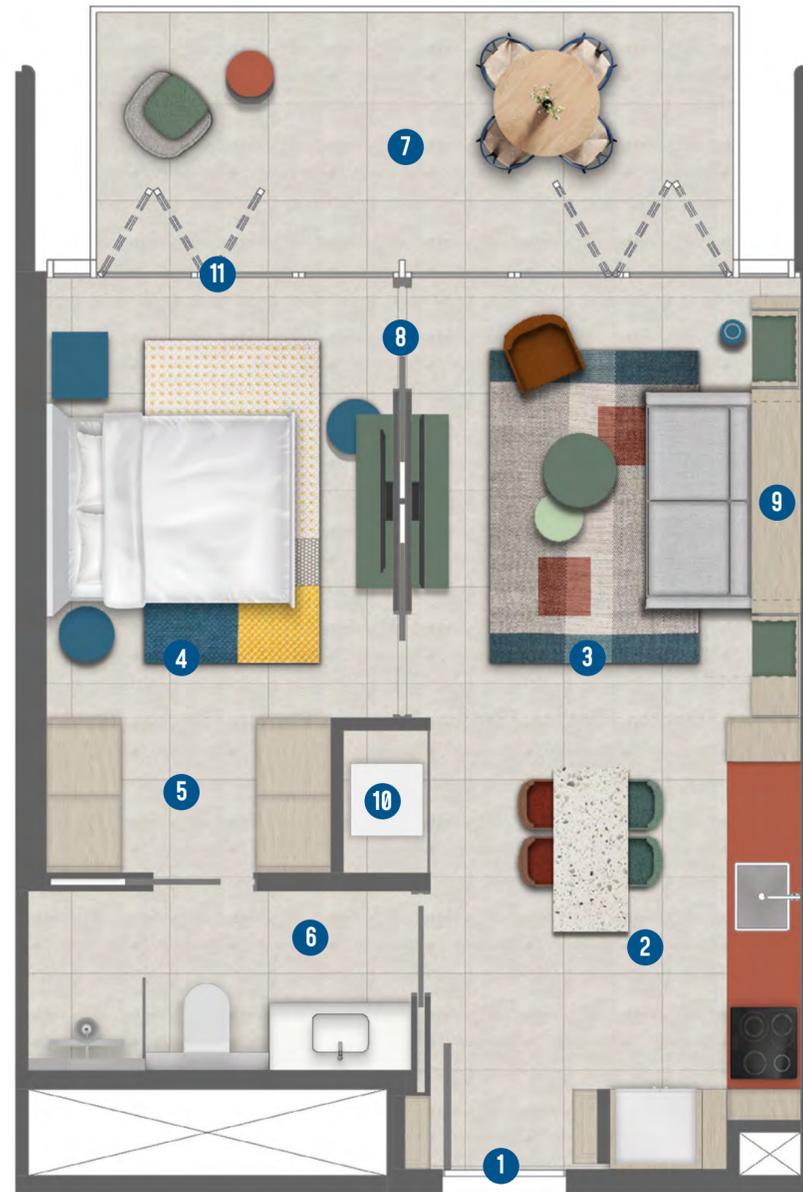
1 BEDROOM ²	SQFT
INTERNAL AREA	488-507
BALCONY AREA	263
TOTAL AREA	751-770

1 BEDROOM²

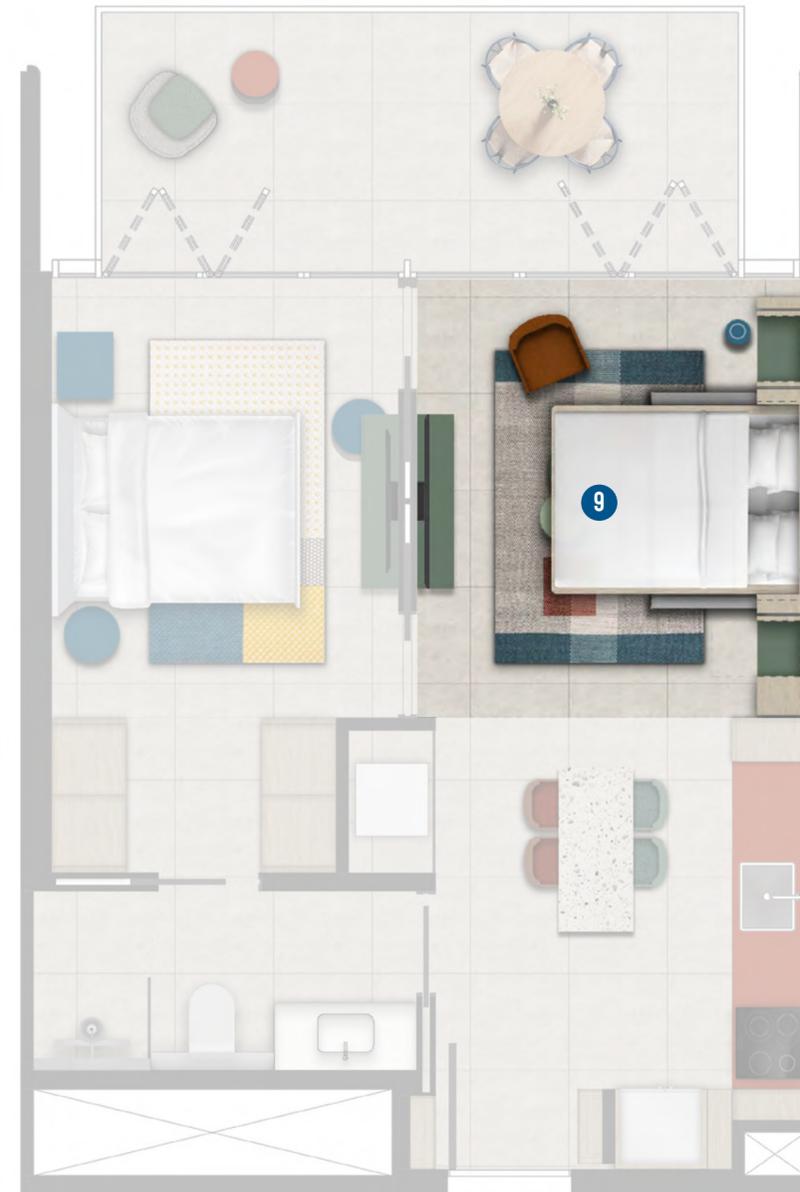
TYPE C

Legend

1. Entrance
2. Kitchen & Dining Area
3.00m X 3.65m
3. Living Room
3.225m X 3.60m
4. Bedroom
2.875m X 3.60m
5. Walk-in Closet
2.35m X 1.325m
6. Bathroom
3.175m X 1.525m
7. Balcony
5.25m X 2.15m
8. Pocket Walls
9. Flexibed
10. Laundry
11. Bi-fold Glass Doors



Flexibed: Folded



Flexibed: Unfolded

ALL LEVELS



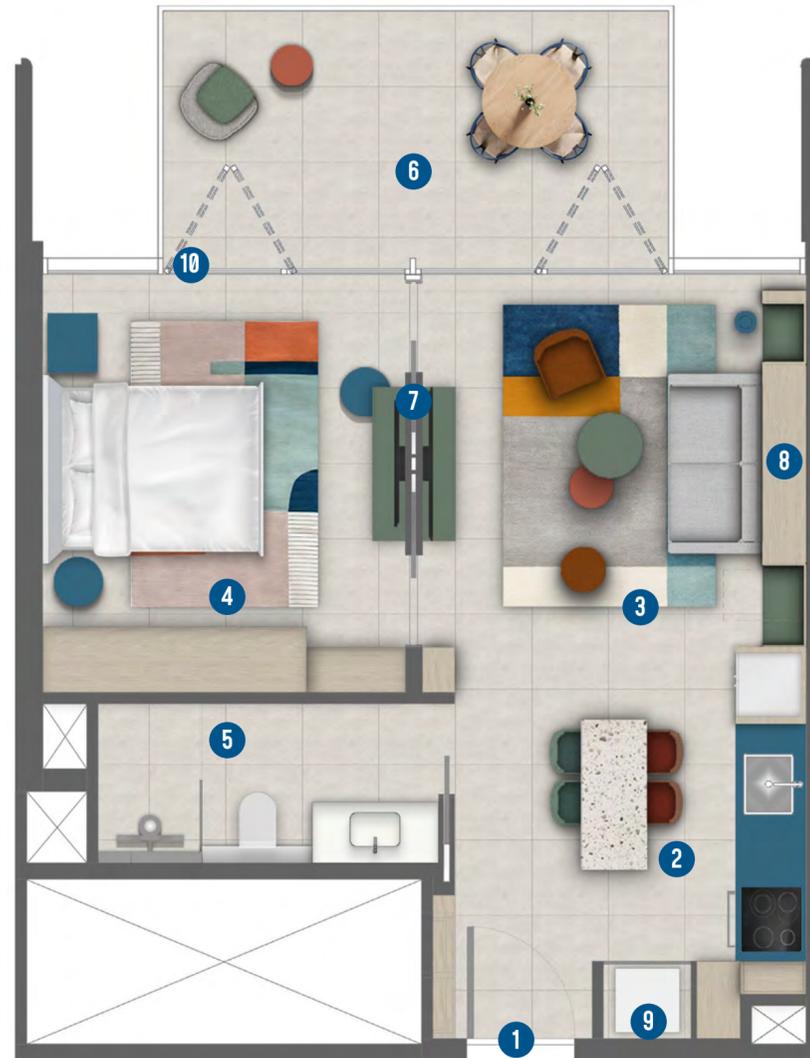
1 BEDROOM ²	SQFT
INTERNAL AREA	487-520
BALCONY AREA	121-122
TOTAL AREA	608-642

1 BEDROOM²

TYPE D

Legend

1. Entrance
2. Kitchen & Dining Area
3.275m X 3.55m
3. Living Room
3.575m X 3.45m
4. Bedroom
3.375m X 3.90m
5. Bathroom
3.175m X 1.50m
6. Balcony
4.7m X 2.4m
7. Pocket Walls
8. Flexibed
9. Laundry
10. Bi-fold Glass Doors



Flexibed: Folded



Flexibed: Unfolded

LEVEL 5-21



LEVEL 24-31



1 BEDROOM ²	SQFT
INTERNAL AREA	486-501
BALCONY AREA	118-121
TOTAL AREA	607-619

1 BEDROOM²

TYPE C - FLEXIBED: UNFOLDED

2 BEDROOM ² TYPE A

Legend

1. Entrance
2. Kitchen & Dining Area
3.50m X 2.75m
3. Living Room
3.50m X 3.75m
4. Bathroom
1.45m X 2.70m
5. Master Bedroom
3.00m X 3.25m
6. Master Bathroom
2.025m X 2.2m
7. Bedroom
2.90m X 3.80m
8. Balcony
7.3m X 2.25m
9. Flexibed
10. Study Den
11. Bi-fold Glass Doors
12. Laundry



Flexibed: Folded



Flexibed: Unfolded



ALL LEVELS

2 BEDROOM ²	SQFT
INTERNAL AREA	737
BALCONY AREA	177
TOTAL AREA	914

2 BEDROOM² TYPE B

Legend

1. Entrance
2. Kitchen & Dining Area
2.90m X 3.55m
3. Living Room
3.60m X 3.125m
4. Bathroom
3.20m X 1.50m
5. Master Bedroom
4.40m X 2.985m
6. Master Bathroom
3.20m X 1.50m
7. Bedroom
4.25m X 2.975m
8. Balcony
5.4m X 3.75m
9. Flexibed
10. Bi-fold Glass Doors
11. Laundry
12. Drop Down Study
13. Pocket Walls



Flexibed: Folded



Flexibed: Unfolded

ALL LEVELS



2 BEDROOM ²	SQFT
INTERNAL AREA	729
BALCONY AREA	328
TOTAL AREA	1,058

2 BEDROOM²

TYPE B

2 BEDROOM²

TYPE B - FLEXIBED: FOLDED

INSPIRED INTERIORS



EXPANDABLE LIVING SOLUTIONS



Live in the future, today.

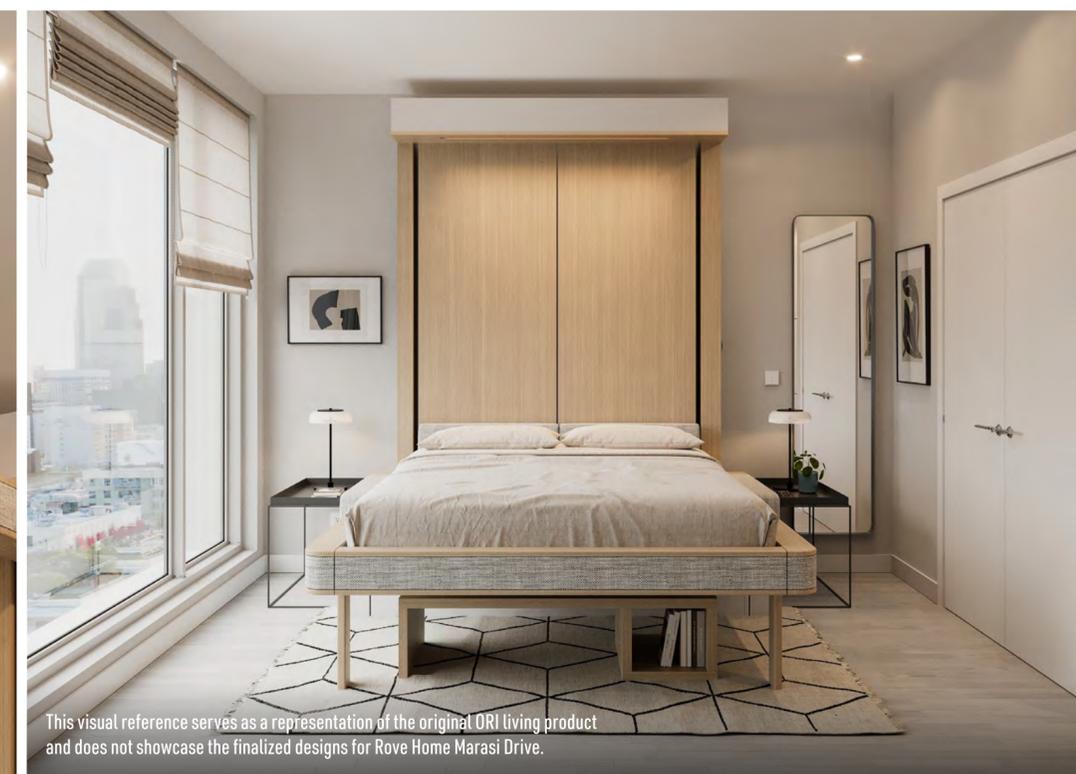
Designed to embody Rove's unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

ORI introduces a revolutionary solution to apartment living, where space is not just a constraint but an opportunity.

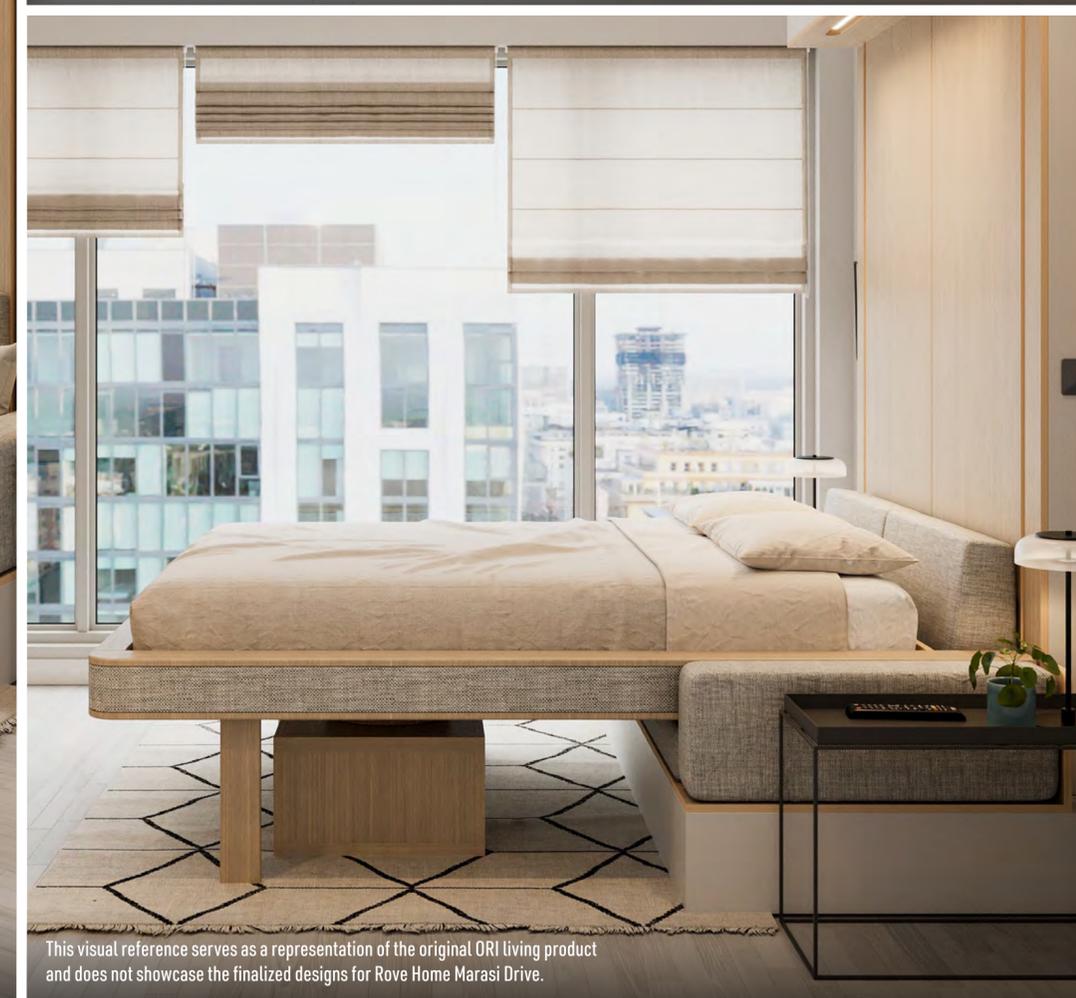
- Simple
- Safe
- Effortless



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.

BRANDED APARTMENTS

MATERIAL BOARD

LIVING



BRANDED APARTMENTS

MATERIAL BOARD

KITCHEN AND DINING



BRANDED APARTMENTS

MATERIAL BOARD

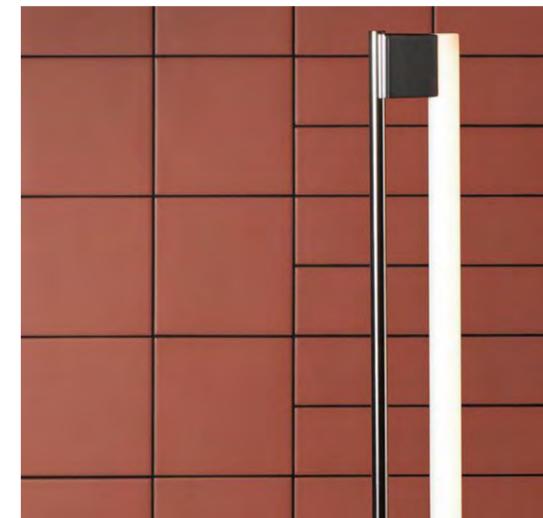
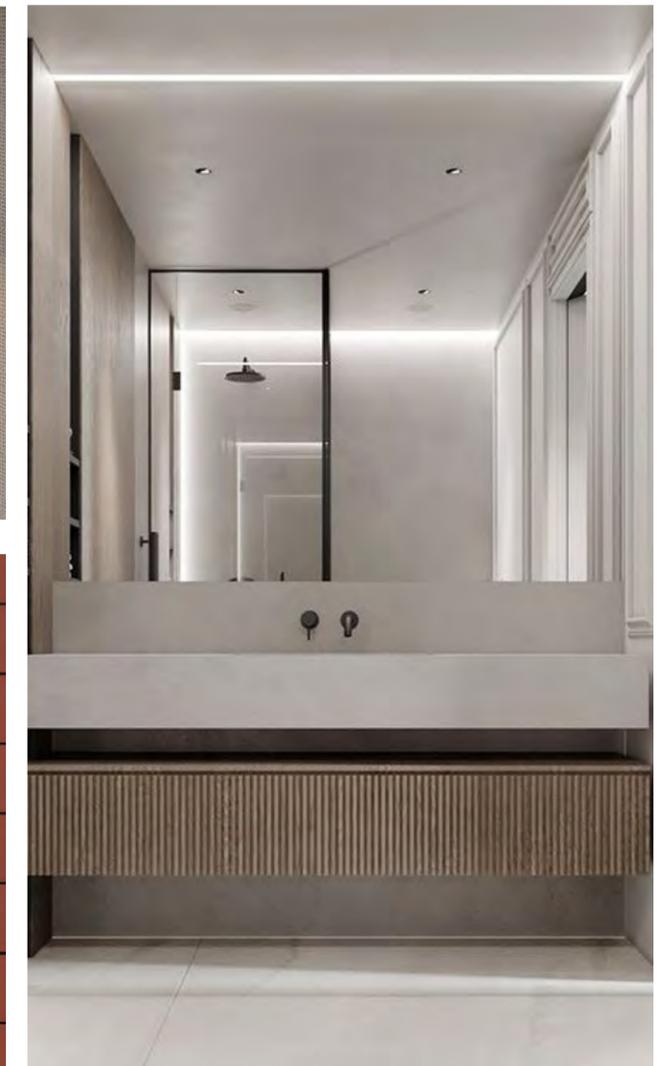
BEDROOMS



BRANDED APARTMENTS

MATERIAL BOARD

BATHROOMS



FURNITURE LAYOUT



BRANDED APARTMENTS

FURNITURE LAYOUT

STUDIO FLEX

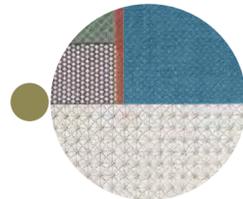
● Theme Blue



ORI Cloud Bed



Side Table



Rug Pattern



Pouf



Coffee Table



Cushions



BRANDED APARTMENTS

FURNITURE LAYOUT

STUDIO 2

● Theme Terracotta



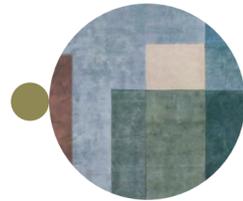
Flexibed



Side Table



Kitchen



Rug Pattern



Pouf



Coffee Table



Cushions



BRANDED APARTMENTS

FURNITURE LAYOUT

1 BEDROOM²

● Theme Blue



Flexibed



Bed



Side Table



Rug Pattern



Rug Pattern



Pouf



Armchair



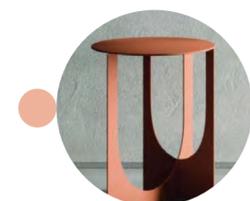
Coffee Table



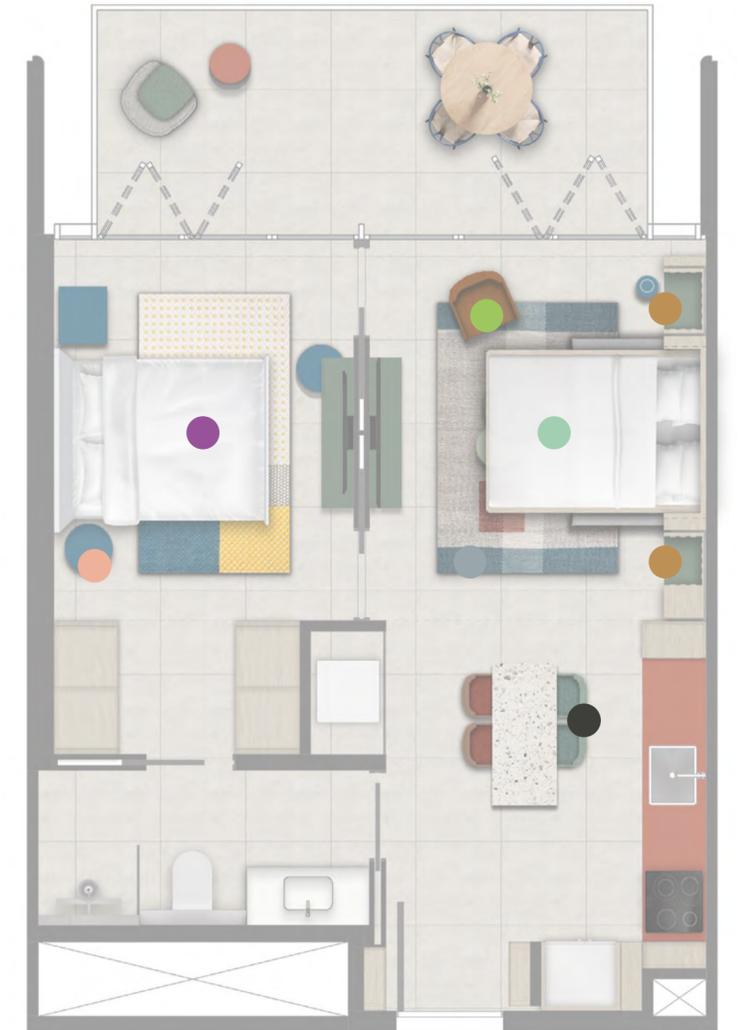
Cushions



Island Chairs



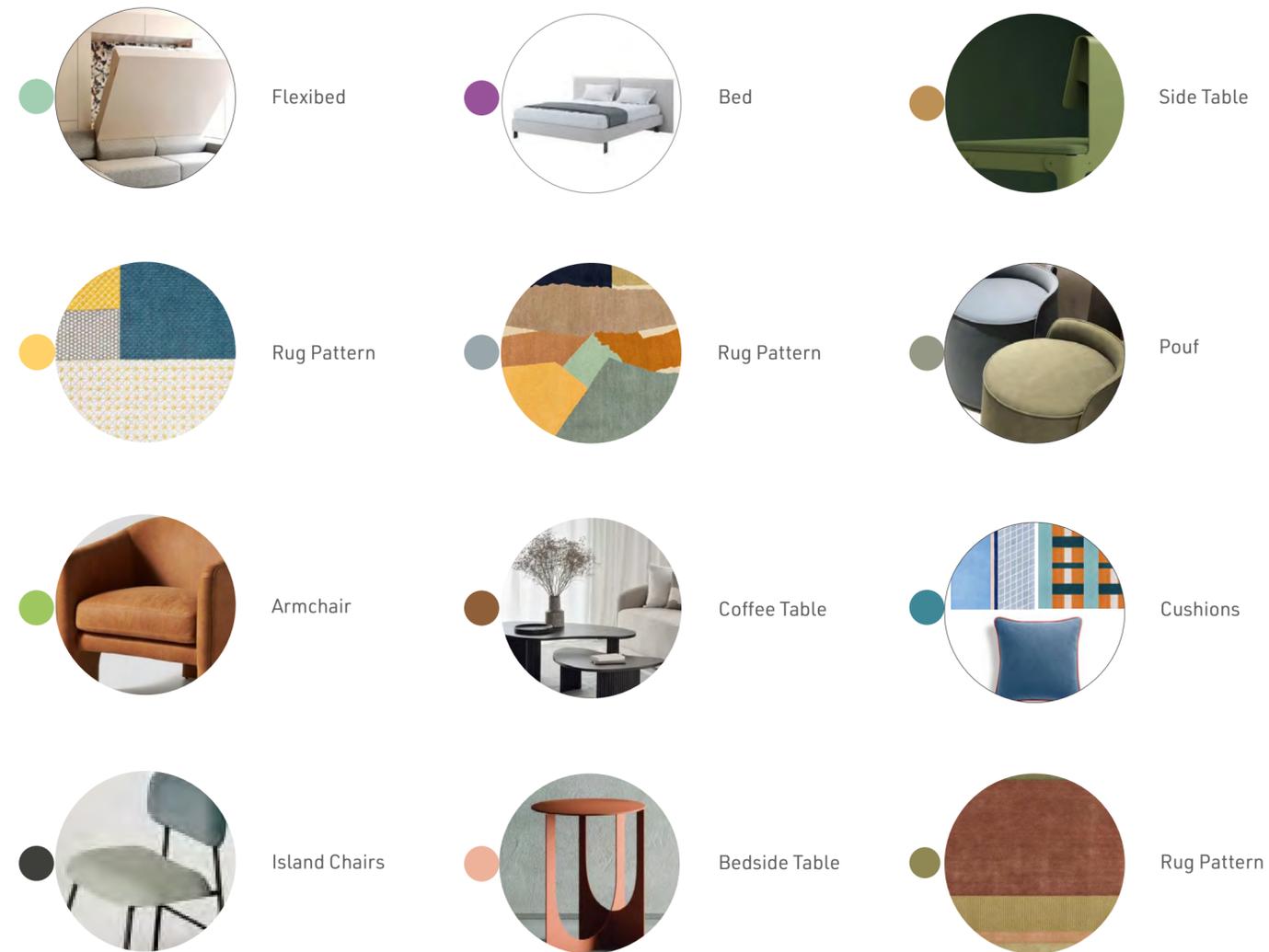
Bedside Table



BRANDED APARTMENTS

FURNITURE LAYOUT

2 BEDROOM ²



REASONS TO INVEST



INTEGRATED AMENITIES

Spread across 3 dedicated zones at different heights – a floating podium level, Sky Garden levels 22 & 23, and the rooftop level, discover 50+ amenities, including indoor and outdoor pools, coworking spaces, an outdoor cinema and more!



SKY GARDEN

Discover a green oasis in the sky! The unique Sky Garden offers a serene escape with lush landscapes, a sun deck for lounging, an indoor lap pool, an outdoor co-working area, and wellness features.



FULLY-FURNISHED DESIGNED APARTMENTS

Experience Rove Home's fully-furnished apartments, where smart space planning meets modern design. Each corner is crafted for functionality and comfort, ensuring a stylish and practical living environment.



THE FOREVER-YOUNG SPIRIT OF ROVE COMES ALIVE AT ROVE HOME MARASI DRIVE.

Experience hotel living through inviting interiors, exciting amenities and inspired coworking spaces. Connect across the city through the Rove owners club and enjoy discounts, special access to events and more.



THE LOCATION OF THE PROJECT/ MARASI DRIVE

The project will be in a well-connected location, within proximity to the Marasi Promenade and neighboring areas Downtown Dubai, Dubai Mall, DIFC, City Walk and with easy access to both Sheikh Zayed Road and Al Khail Road.



HIGH ROI

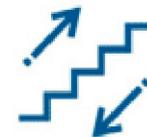
With high quality finishing, amenities and the prime location within Business Bay, this makes it a very appealing investment.

SPECIAL FEATURES



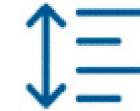
COLLABORATION WITH US-BASED ORI LIVING

Experience intelligent and expandable living solutions never seen before in UAE and the region. The **Studio Flex** interiors will include a cloud bed by ORI, an innovative firm that creates intelligent and modular living solutions.



CONNECTED URBAN LIVING

Bridging the inside and outside worlds, the building will also have **direct access to the neighbouring park and surrounding promenade of Marasi Drive**, elevating the urban living experience and encouraging residents to step outside.



GENEROUS CEILING HEIGHT

The apartments at Rove feature soaring ceilings, measuring an impressive **3 meters in height**, providing a spacious and airy ambiance.



SEAMLESS INDOOR-OUTDOOR INTEGRATION

With the same floor finish inside and outside the apartments, residents can enjoy a **seamless transition** that extends the living space to the outdoors, creating a harmonious and connected atmosphere.



NEXT GENERATION FEATURES

First, our innovative **pocket wall** seamlessly doubles space when doors vanish into the wall, providing privacy with its sleek design. Second, our exclusive **bi-fold glass doors** flood the area with natural light and boast unmatched panoramic cityscape views from the balconies.

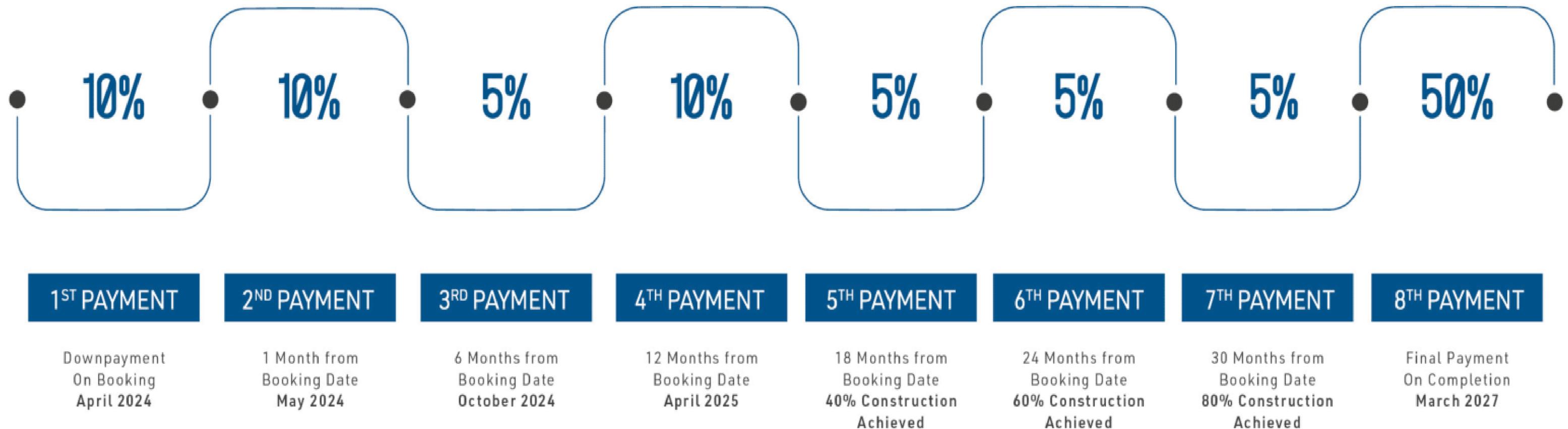


SMART LIVING READY

Combining aesthetics with functionality, all units will be **compatible with Google and Alexa digital home solutions** for ultimate convenience.

PAYMENT PLAN

1. 50/50 PAYMENT PLAN-CONSTRUCTION LINKED
2. ONE OF A KIND PAYMENT PLAN AVAILABLE IN DOWNTOWN & BUSINESS BAY
3. MORTGAGE FRIENDLY PAYMENT PLAN



R O V E

HOME

MARASI DRIVE

Development by

IRTH