STIRLING MOTORS

ETON
Wealth Management House

AFDAL
Real Estate Brokerage LLC

Afdal Group

AFDAL MEDIA

EIRA

TRANSCEND TO TRANQUILITY

REPRESENTATIVE IMAGE



EXPERIENCE A LIFE ILLUSTRATED BY *Serenity*

TRANSCEND
TO TRANQUILITY

Drift beyond the noise and into a world
where every moment feels touched by tranquility.

REPRESENTATIVE IMAGE

ETHEREAL.
RADIANT.
MAJESTIC.

Welcome to the transcendent world of Eira, encircled by uninterrupted greens and lakes that mirror the sky, in the heart of Production City, Dubai.

ARTIST'S IMPRESSION

NEOTERRA
DEVELOPMENTS

VISIONARIES BEHIND YOUR *Residence*

LUXURY DONE THOUGHTFULLY

Rooted in 20+ years of leadership experience across the UAE and beyond, Neoterra Developments is a design-driven, future-focused real estate brand built on the belief that luxury should endure, inspire, and be created with conscience. We craft spaces where beauty, precision, and human-centred design come together to create extraordinary living experiences.

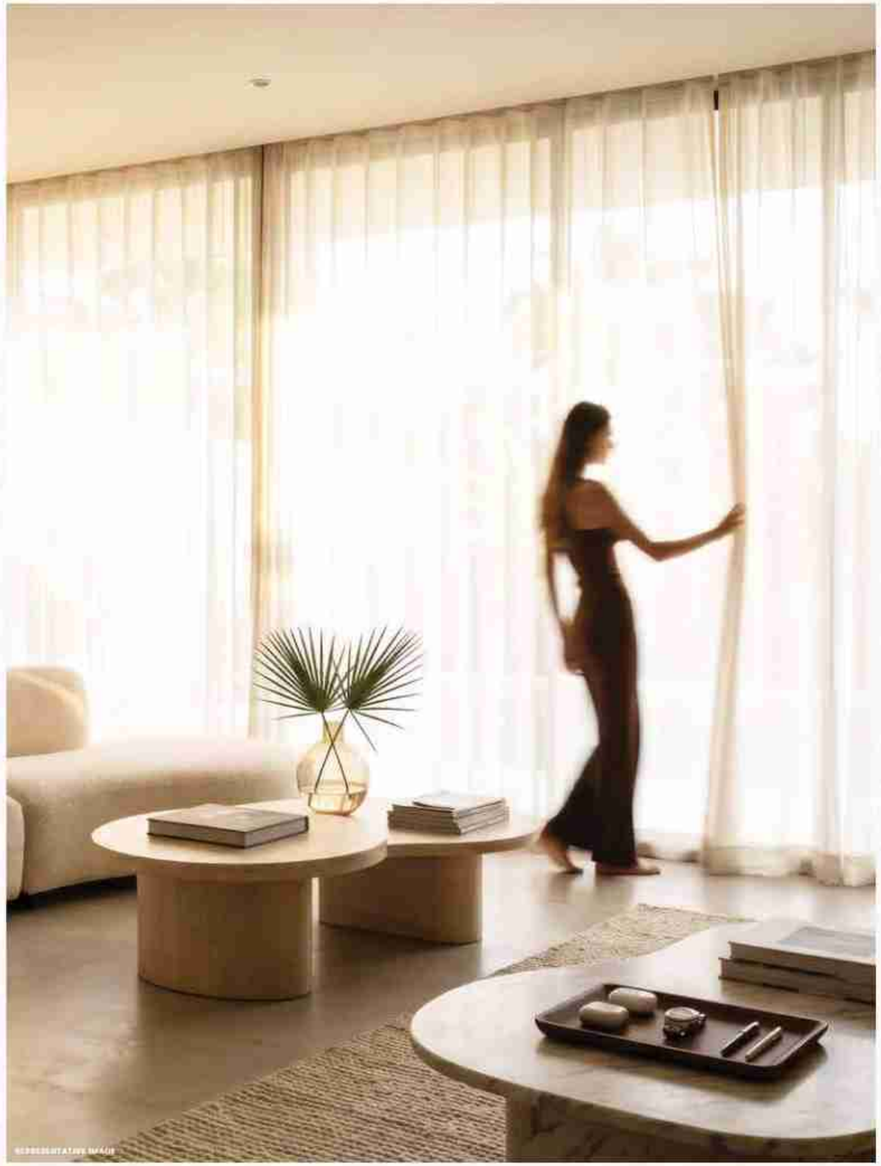
The name itself reflects this mission 'Neo' for new, 'Terra' for earth. A promise to shape a new world of living for those who seek comfort, creativity, and a future-ready way of life.

THE PRINCIPLES THAT DEFINE US

TIMELESS DESIGN
Creating architectural landmarks that leave a lasting legacy.

RESPONSIBILITY & CONSCIENCE
Mindful development that respects communities and resources.

HUMAN-CENTRED THINKING
Spaces shaped around how people live, connect, and feel.



CONNECTED TO THE *City.* SURROUNDED BY SERENITY.

Set within Dubai Production City, a thriving destination spanning over 43 million sq.ft., Eira is positioned at the intersection of connectivity and retreat, with direct access via E311 and Al Khail Road, placing key landmarks, lifestyle destinations, renowned schools, and leading healthcare hubs within easy reach.

HEALTHCARE

- Mediclinic Me'aisem - 3 min
- NMC Royal Hospital - 9 min

EDUCATION

- Gems Metropole School - 10 min
- Arcadia British School- 11 min
- Dubai British School - 12 min

SPORTS & LEISURE

- Dubai International Stadium - 10 min
- Dubai Autodrome - 12 min
- Trump International Golf Club - 14 min
- Marina Beach - 15 min

RETAIL & LIFESTYLE

- City Centre Mall - 3 min
- Dubai Hills Mall - 15 min
- Dubai Internet City - 16 min
- Global Village - 17 min
- Dubai Marina Mall - 17 min
- Mall of the Emirates - 18 min





Timelessness

A Striking Façade Inspired By Contemporary Architecture.

Expansiveness

2 Acres Of Panoramic Lush Green Park Views.

Grandeur

A Remarkable Grandé Maison by GRID Arrival Experience.

Enrichment

25+ Immersive Amenities Across 2 Dedicated Levels.

Exclusivity

A Limited Collection of Studio & 1 Bed Residences.

A *Signature* ETCHED IN ARCHITECTURE.

Defined by soft curves, expansive glazing, and understated elegance, the façade is a striking expression of contemporary architecture.

ARTIST'S IMPRESSION

EIRA

BY NEOTERRA DEVELOPMENTS

EVERY ARRIVAL, MADE GRAND.

A distinguished arrival experience that introduces the world of Eira with elegance and intent.

ARTIST'S IMPRESSION

THE LOBBY EXPERIENCE

Soaring ceilings, open volumes and refined interiors create a setting that feels both impressive and inviting.



ARTIST'S IMPRESSION

GRANDE MAISON®

BY ⊞GRID

Exclusive furnishings, layered textures, and thoughtful detailing come together to elevate every arrival, every interaction, and every guest experience.

ARTIST'S IMPRESSION

WHERE THE GREENS STRETCH ENDLESSLY

Overlooking 2 acres of lush green park.

ARTIST'S IMPRESSION

A CANVAS OF OPEN HORIZONS

Framed by two serene lakes and sweeping vistas to complement the EIRA lifestyle.



ARTIST'S IMPRESSION

THE *Landscape* OF WELLBEING

Inspired by the idea of a shared garden oasis, the landscape extends the comfort of home into nature, creating thoughtfully curated spaces for wellness, connection, recreation, and retreat. Enriched by more than 14 plant species, it unfolds as a vibrant, immersive environment layered with natural beauty and shade.

REPRESENTATIVE IMAGE

CLUB SERENE

THE HEARTBEAT *of* EIRA

An exclusive retreat designed for wellness, recreation and meaningful connections, featuring temperature-controlled pools, a pool bar, sauna rooms, barbecue spaces and more.

ARTIST'S IMPRESSION

ARTIST'S IMPRESSION

THE SERENITY WALKWAY

A ~62m promenade offering ~100 Steps of Serenity, guiding you into ease.

ARTIST'S IMPRESSION

THE EMBER LOUNGE

Sunken seating gathered around the warmth of a fire pit.

ARTIST'S IMPRESSION

THE FLOATING LOUNGE POOL

Temperature-controlled waters designed for effortless relaxation.

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THE LITTLE EXPLORERS' PARK

A play area created for imagination and discovery.

ARTIST'S IMPRESSION

THE SUNSET BAR

A vibrant setting for refreshing moments and easy conversations.



AFDAL

Real Estate Brokerage LLC

afdalhome.ae

afdalsetup.com

afdalproperties.ae

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