NEW CAPITAL //

UDORA

HTG

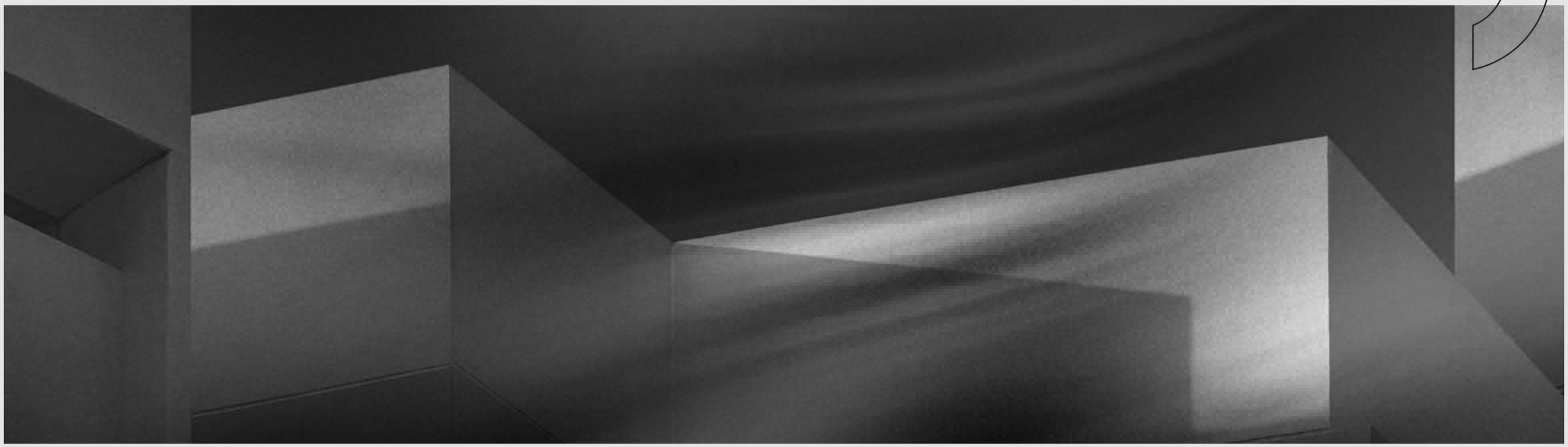
HOMETOWN GROUP

ABOUT **HTG**

Since 2017,Hometown Developments has been shaping thoughtfully designed communities driven by a vision of integrated living, exceptional quality, and architectural distinction. Founded by visionary entrepreneur Diaa El-Din Farag, the company has grown into a diversified real estate developer with a portfolio of seven landmark residential and mixed-use projects across three prime destinations: the New Administrative Capital, New Cairo, and Assiut.

Today, Hometown is recognized for delivering developments that seamlessly blend architectural
excellence, strategic locations, and enduring value. Every project reflects the company's unwavering
commitment to craftsmanship, innovation, and creating communities where people can live, work,andthrive with confidence.

HEADING TOWARDS GREATNESS



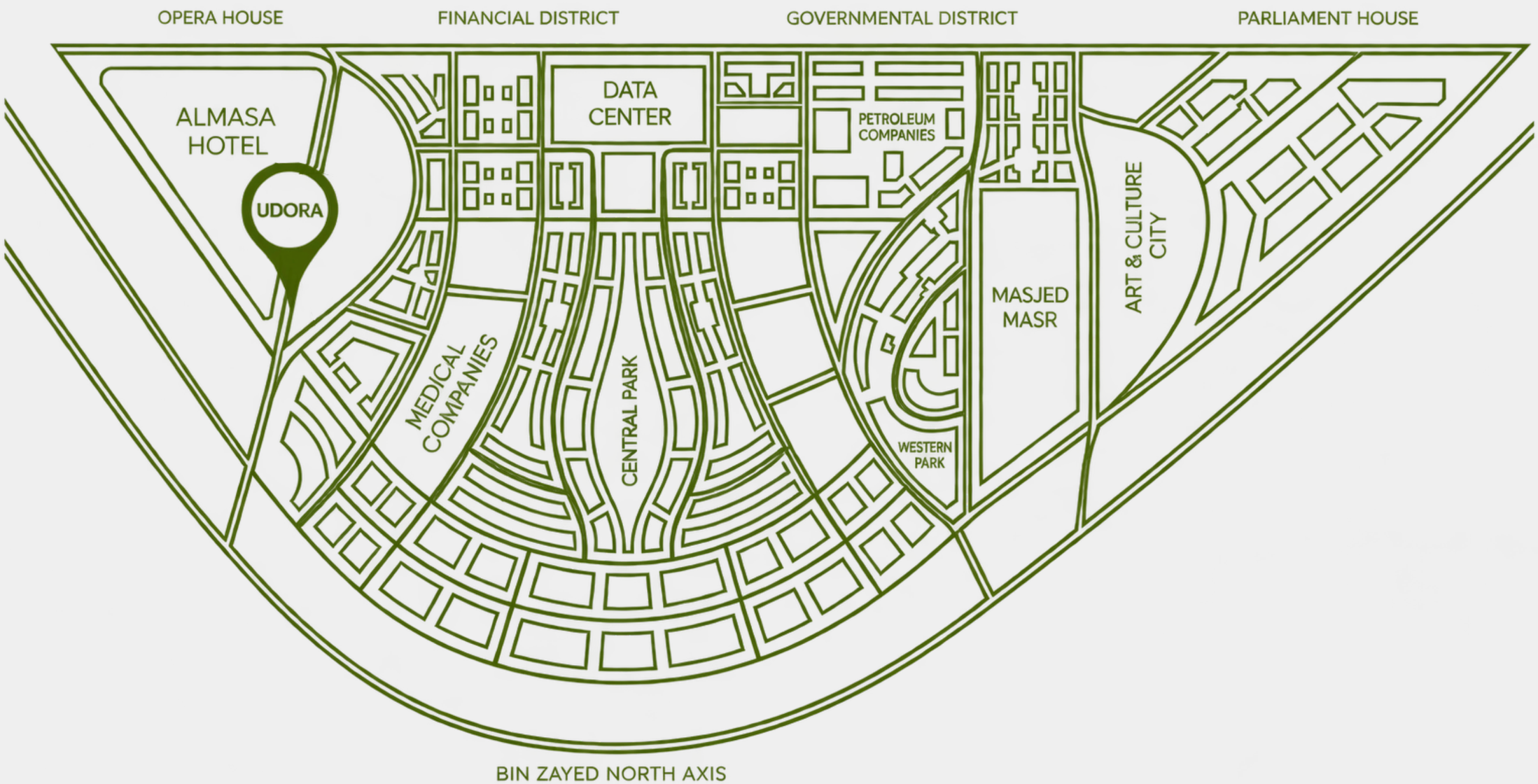
UDORA



ALL THAT MATTERS, IN ONE PLACE

NEW CAPITAL //

THE LOCATION



to	Monorail Station	3	Minutes
to	Misr Mosque	5	Minutes
to	Egyptian New Parliament	6	Minutes
to	Government District	8	Minutes

to	Almasa Capital	10	Minutes
to	New Capital Airport	12	Minutes
to	THE ICONIC TOWER	15	Minutes



A NEW ADDRESS FOR THE WAY WE LIVE
Cities are shaped by the places where people meet.
Udora brings together the rhythm of modern business, retail, dining and everyday life in one contemporary destination in the heart of Downtown New Capital.

Designed as more than a conventional mall, Udora creates a setting where brands, businesses and people naturally come together — from a morning meeting to an afternoon of shopping, an evening meal or a simple moment in between.

Udora is simply all that matters in one place.





MORE THAN A MALL.

A destination designed around modern city life.
Udora moves beyond the traditional idea of a shopping mall.
It brings together retail, dining, lifestyle, home and business within one contemporary destination creating a place that responds to the different ways people experience the city.
Come for a brand.
Stay for a meal.
Meet over coffee.
Discover something new.
Take care of business.
Make it part of your everyday.
UDORA IS DESIGNED FOR ALL WHAT MATTERS, IN ONE PLACE.



UDORA AT A GLANCE

Spanning **13,730 m²** of land, Udora rises across **G+5 floors**, with a total built-up area of **38,000 m²** complemented by two basement levels. With commercial spaces starting from **30 m²**, the destination offers flexible opportunities for a diverse range of businesses and concepts. Set in Downtown New Capital, Udora is designed as a contemporary commercial destination where retail, dining, lifestyle and business come together.

UNIT TYPES	LAND AREA	FOOT PRINT	BUILT UP AREA	FLOORS	GATES	ESCLATORS	ELEVATORS	UNIT STARTING FROM
Commercial	14,250 m²	3,084 m²	18,900 m²	G+5	4	10	4	39.5 m²

THE ARCHITECTURE

DESIGNED TO MAKE AN IMPRESSION.
Udora's architecture is conceived as a contemporary expression within Downtown — balancing commercial functionality with a distinctive visual identity.
Its scale, frontage and open commercial environment create a destination that is designed to be experienced from both the street and within.
A destination that stands out.
A place designed to draw you in.
I would keep this section relatively short unless you have actual architectural concept information from the architect. The old brochure doesn't give us enough credible architectural material to create a long architectural story.





Downtown New Capital is emerging as one of the city's key destinations for business, commerce and urban life.
And Udora sits within it.
Positioned in one of Downtown's distinguished commercial areas, Udora enjoys a direct view of Al Masa Hotel and convenient proximity to some of the capital's key destinations, including the Monorail Central Station, Governmental District, Central Bank District, Green River and Opera House.
Its location places Udora within the natural movement of the city — connecting business, leisure and everyday convenience.

LOCATION HIGHLIGHTS

Downtown New Capital
Direct Al Masa Hotel view
Minutes from the Monorail Central Station
Near the Governmental & Central Bank Districts
Close to Green River
Near the Opera House





EVERYTHING WITHIN REACH.
A successful destination isn't only about what brings people in.
It's about what makes them come back.
Udora brings together a mix of retail, dining, lifestyle and everyday services to create a destination that fits naturally into the rhythm of modern life.
SHOP. DINE. MEET. DISCOVER. REPEAT.

AMENITIES



RETAIL AREAS

A NEW WAY TO DISCOVER RETAIL
From everyday essentials to the latest names in fashion, Udora brings a curated retail mix into one destination.
Fashion. Lifestyle. Home. Everyday needs.
A diverse retail environment designed to make discovery part of the experience.
SHOP / DISCOVER / RETURN

FASHION STORES

STYLE HAS AN ADDRESS.
Udora creates a contemporary setting for fashion and lifestyle brands to meet a new generation of shoppers.
Spaces designed around visibility, accessibility and a constantly evolving retail landscape , giving brands the opportunity to become part of the everyday rhythm of Downtown.
Fashion, lifestyle and more , all within reach.



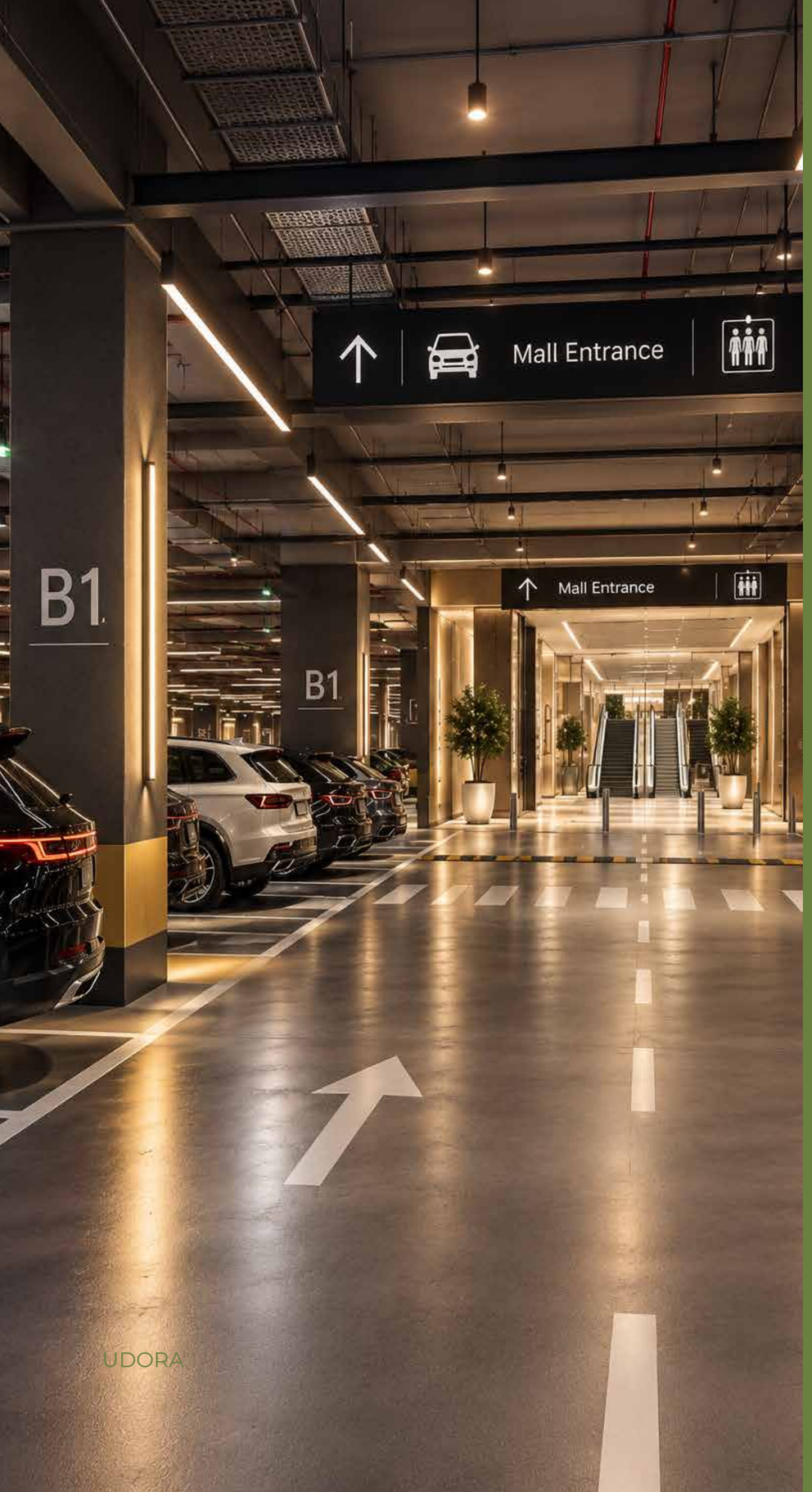
FOOD & DINING

COME FOR THE TASTE. STAY FOR THE MOMENT.
Udora brings together cafés, restaurants and food experiences designed for every pace of the day.
A quick coffee before work.
Lunch with colleagues.
Dinner with friends.
A spontaneous stop in between.
With spaces starting from 30 m², the dining offering is designed to accommodate a diverse range of concepts and experiences.



SHOWROOMS

BUILT TO BE SEEN.
Udora's showrooms are designed to give businesses more than a commercial address.
With wide frontages and direct visibility from the main road, they create a strong presence within one of Downtown's active commercial destinations, with views toward Al Masa Hotel.
Visibility. Presence. Opportunity.





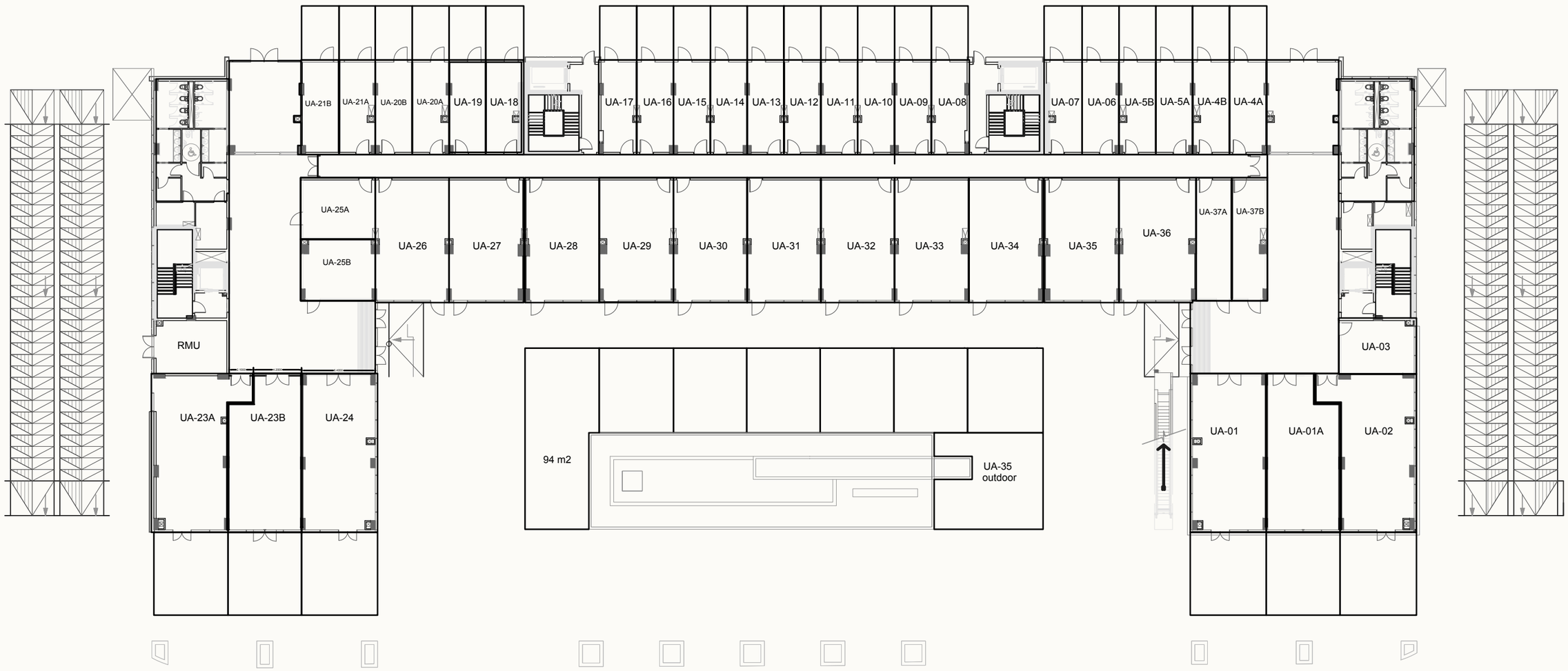


FACILITIES

- HVAC & Air Conditioning
- Solar Energy
- CCTV & Surveillance
- Security Services
- Firefighting Systems
- Power & Electrical Systems
- Free Wi-Fi
- Utilities Management
- Gardening & Landscaping
- Disinfection & Sanitization
- Pest Control
- Façade Cleaning
- Backup Generators
- Waste Management
- Underground Parking

FLOOR PLANS

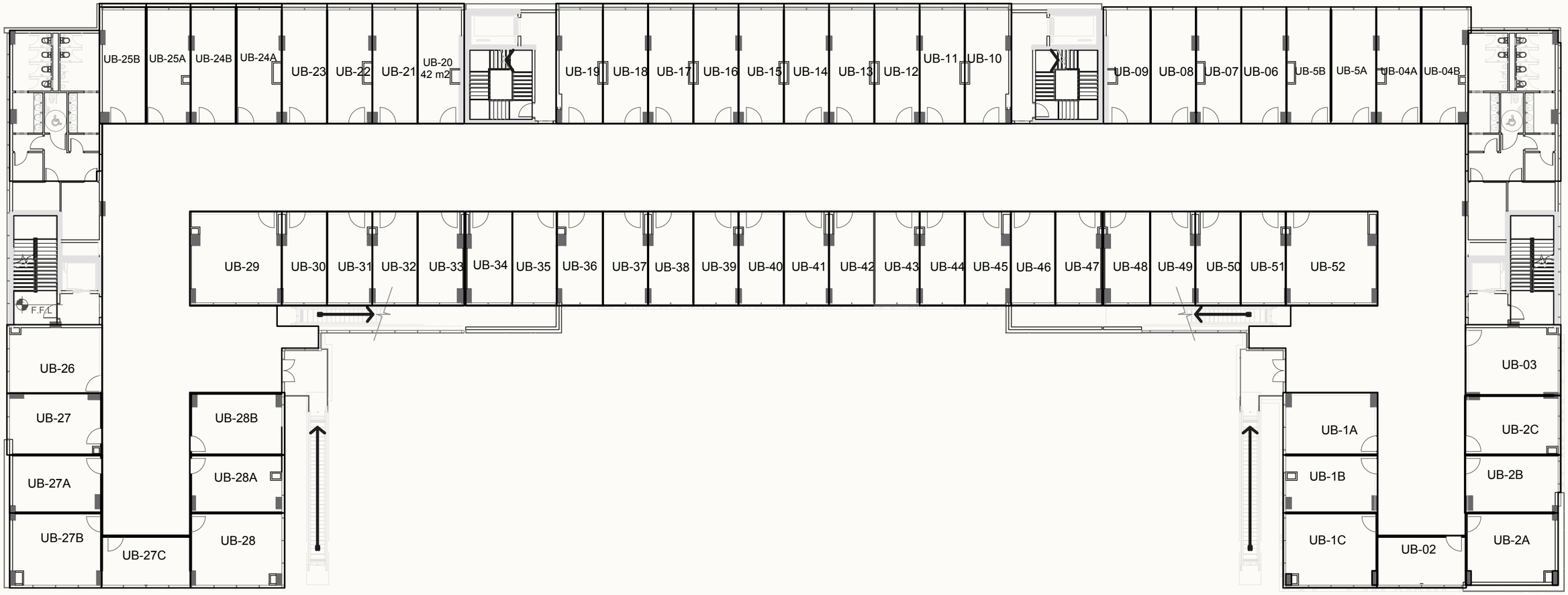
GROUND FLOOR



DISCLAIMER

1. All room dimensions are measured internally and exclude wall finishes and construction tolerance. 2. All dimensions have been provided by our consultant architect. 3. All material, dimensions and drawings are approximate, and information is subject to change without notice. 4. Reserving the right to make minor alterations to the drawings of 5% added or deducted from areas & values. 5. Drawing areas are not to scale. 6. The developer reserves the right to make revisions. 7. Actual unit areas, windows, porches, terraces, and exterior trim detail may vary by elevation style. 8.The unit orientation will be shown in the master plan and not the floor plan. 9. Furniture plans are for indicative purposes. 10. If a private garden is included for the ground floor, its shape and area will be determined according to the site layout.

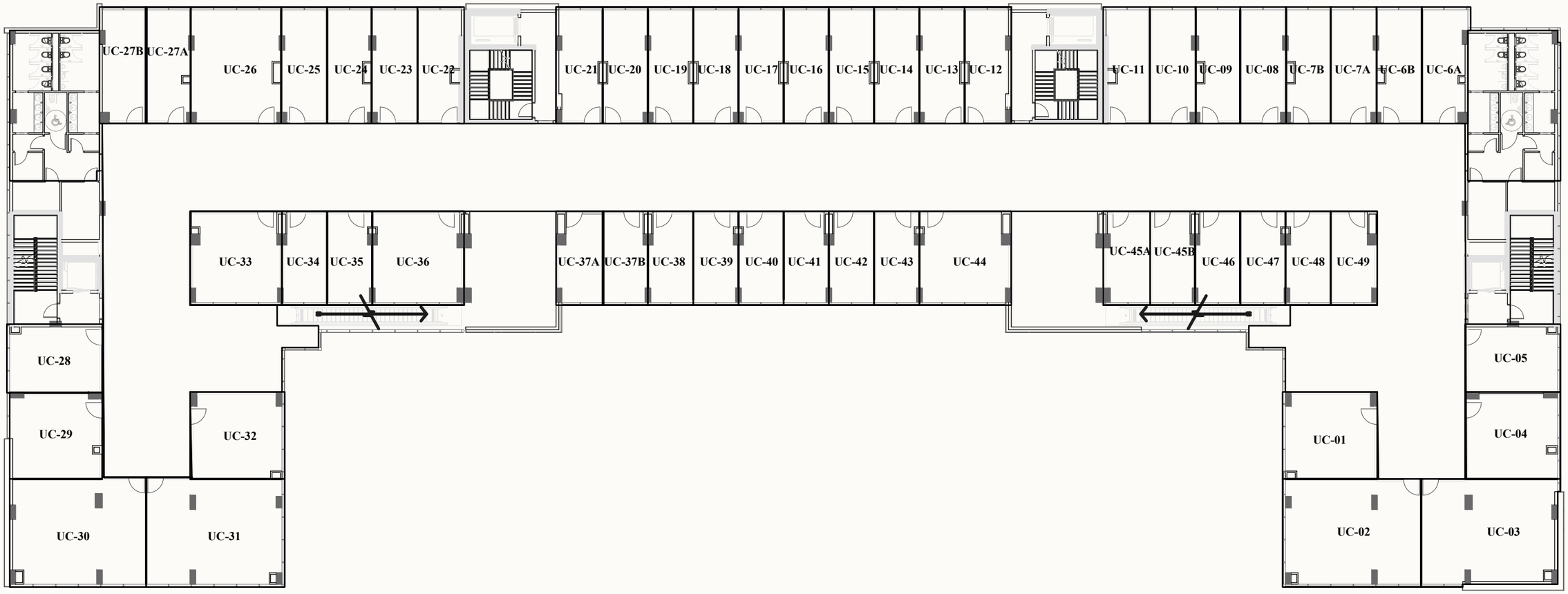
FIRST FLOOR



DISCLAIMER

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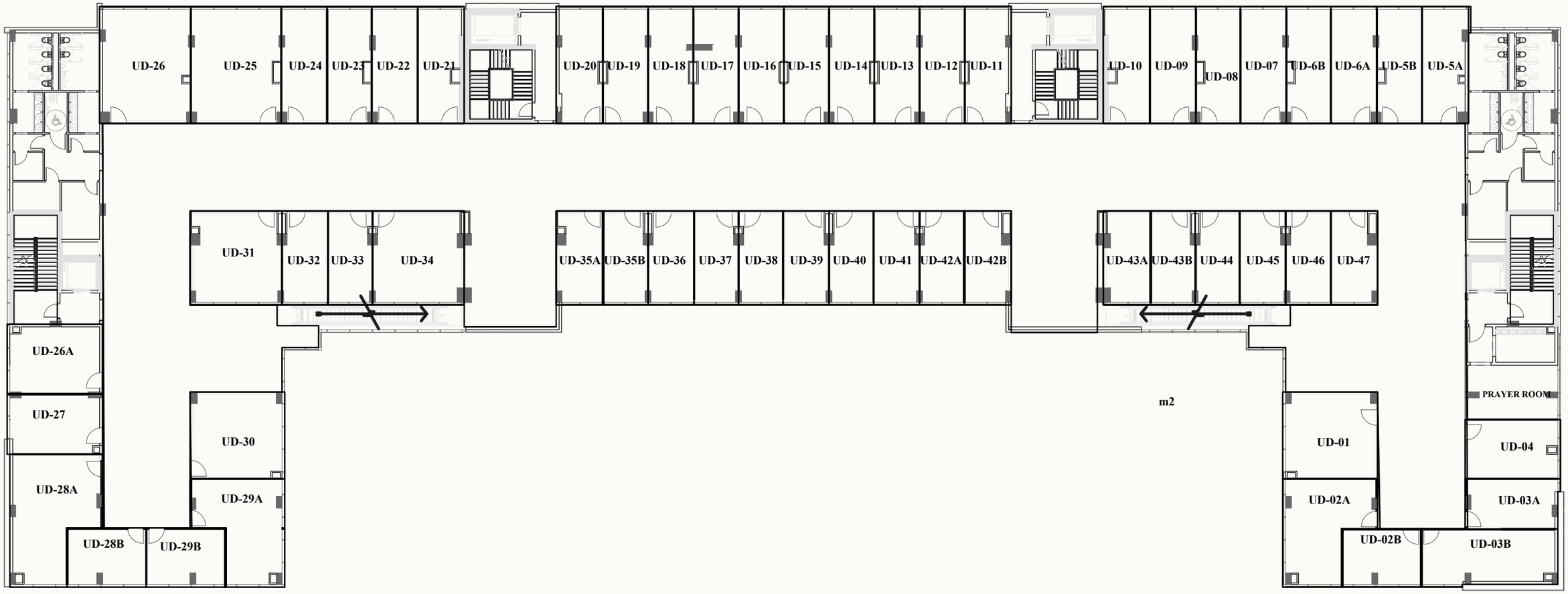
SECOND FLOOR



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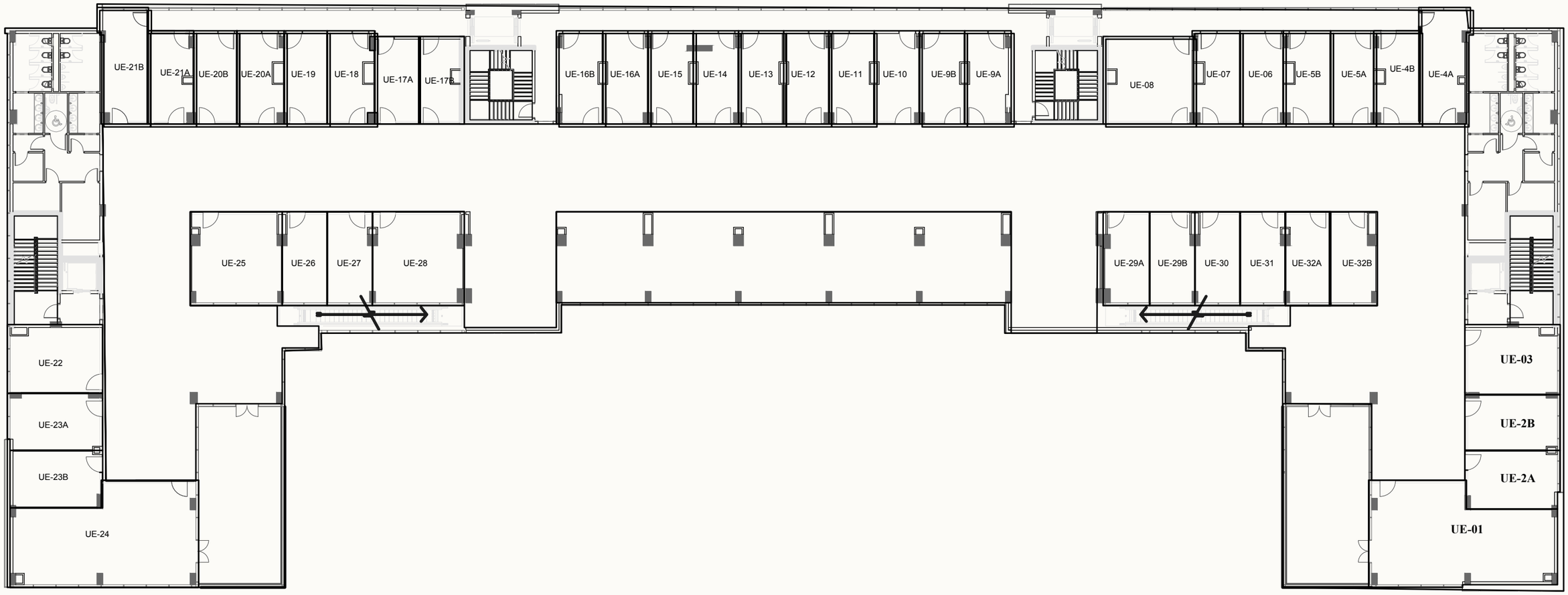
THIRD FLOOR



DISCLAIMER

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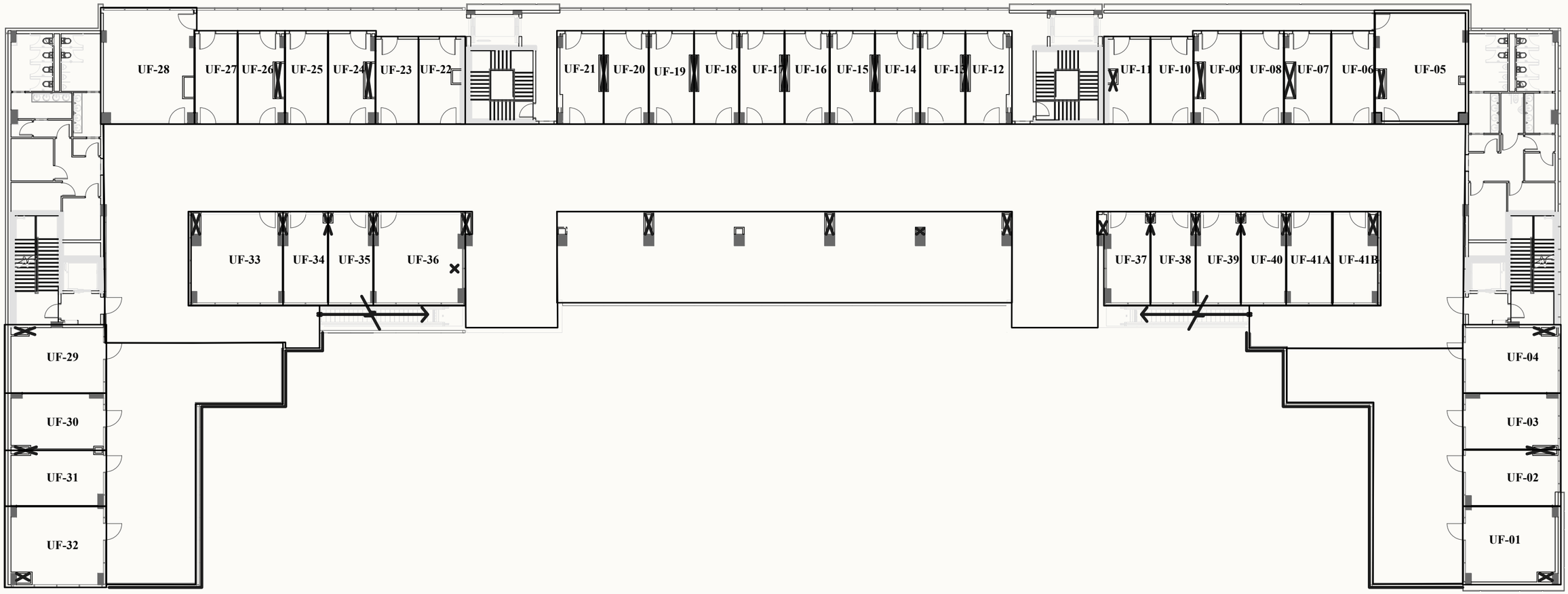
FOURTH FLOOR



DISCLAIMER

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FIFTH FLOOR



DISCLAIMER

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UDORA

LIGHTING-FACADES archilight®

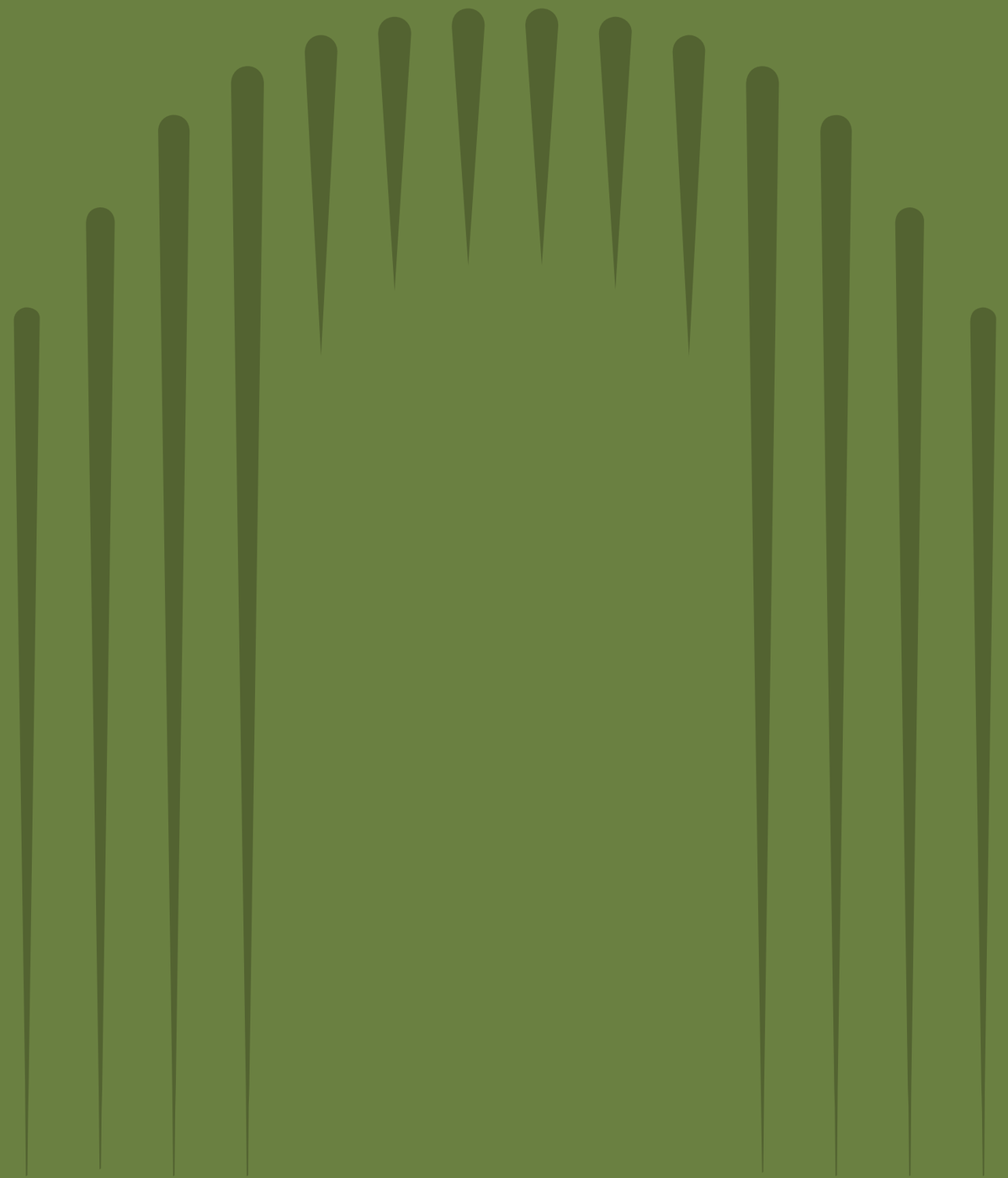
LANDSCAPE DESIGN ÖKOPLAN LANDSCAPING

INTRERIOR DESIGN [the]designavenue

PROPERTY MANAGEMENT NAMAA EXPERIENCES

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