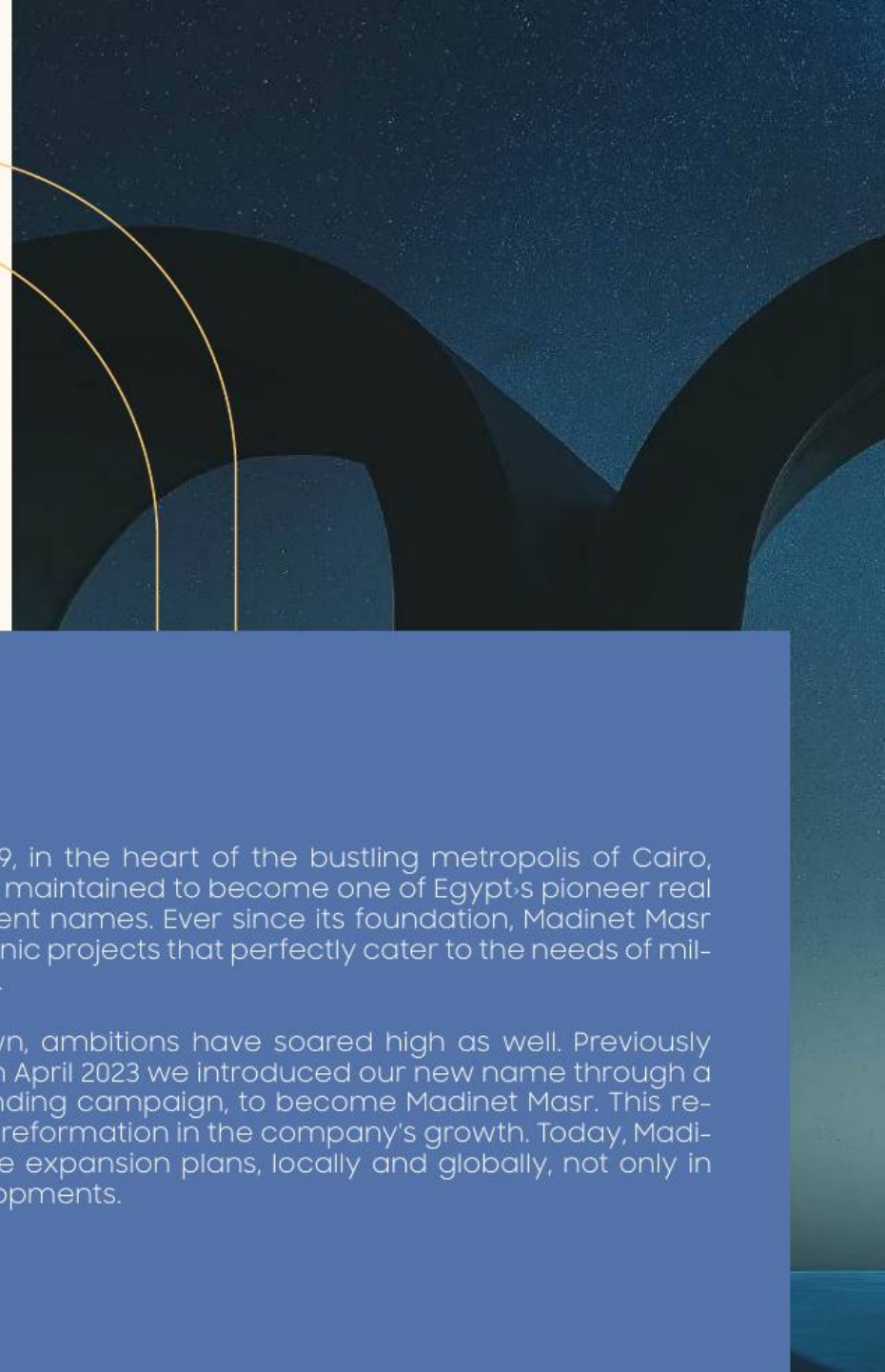

TALALA
MINKA
A MADINET MASR
SIGNATURE COMMUNITY
SINCE 1905
MISR AL GADIDA
مصر الجديدة

WHERE YOUR
Spark Begins

MADINET MASR RESHAPING LIFE



Established in 1959, in the heart of the bustling metropolis of Cairo, Madinet Masr has maintained to become one of Egypt›s pioneer real estate development names. Ever since its foundation, Madinet Masr been creating iconic projects that perfectly cater to the needs of millions of Egyptians.

As we have grown, ambitions have soared high as well. Previously known as MNHD, in April 2023 we introduced our new name through a successful rebranding campaign, to become Madinet Masr. This rebranding tackled reformation in the company's growth. Today, Madinet Masr has wide expansion plans, locally and globally, not only in residential developments.



Such expansion lies in different areas of real estate through our innovation arm, Madinet Masr Innovation Labs. It is the first-of-its-kind lead providing advanced solutions to extend Egypt's real estate market. We proudly presented Touba, Theqa, SAFE and other sub-brands. That should remodel the concept of buying and selling real estate, with proposals catering to customers' demands, paying attention to the global shift towards creating sustainable communities. Madinet Masr is all about growing... going for an impactful change built on our heritage, excellence and stability.

MINKA SIGNATURE COMMUNITY:

THE FINEST SELECTION

Beautiful, avant-garde and magnificent... that is what Minka Signature Community by Madinet Masr stands for. The premium name is the epitome of intricate detail that forms the most exquisite and harmoniously designed projects. Kinda, Origami, The Butterfly and the newest addition, Talala, promise nothing short of wondrous.



With every detail well thought of, it all comes together in ideal harmony and logic, blending perfectly with the natural surroundings of the diligently selected complimenting area. With the solid foundation of Madinet Masr, one that speaks of rich heritage and absolute credence, Minka Signature Community is built on the concepts of innovation, merit and eternal blueprints that shape the future of real estate in Egypt.



TALALA

THE SPACE TO BEAM

Talala, falling under Minka Signature Community, is our latest addition in New Heliopolis. Think about a heavenly concept that revolves around you and your own contentment. Getting a broader look at the identity, Talala is based on the Arabic concept of 'glow' and 'shine.' Inspired by the ethereal fascination of everything mystic that is just out of this world; that gleaming shimmer of the stars,

Talala is the setting where it beams, glows and radiates with liveliness. Talala is more than habitation... it is a world that echoes with life, in a distinct persona of charm, where you have the excellent background to live different styles and settings, that match your everyday mood.



PRIME LOCATION

Spanning across 492 acres, Talala is set in New Heliopolis, with Ismailia Road to the north and Cairo/Suez Road to the south. The new creation is lined with Madinaty and Sarai to the south, El Shorouk to the west. Talala is situated near all vital conveniences, lively commercial spots, with direct access to transport networks, making it close to all focal points around Cairo.



MASTER PLAN

While Talala is all minimal, modern and sleek; the masterplan inspires warmth and togetherness. It hammers on the significance of height and space. This inspired the masterminds to create a breezy landscape framework that allows air, light and sun to get in from all corners of its core spaces. The masterplan design makes a balanced use of the elevated topography of the space and creates an empirical lifestyle that is connected, interactive and recreational.





MESMERIZING SCENE

Talala welcomes you to a marvelous world, where stunning green landscapes and boundless skies greet you every day. The Green Spine in the heart of Talala spans across 300 meters, with an elevation of one kilometer to guarantee a breathtaking living experience. Being a core aspect in Talala, the beauty of the outdoors allows you to enjoy various activities with your family and loved ones, in an environment of complete safety.

UNEXCEPTIONAL LIVING







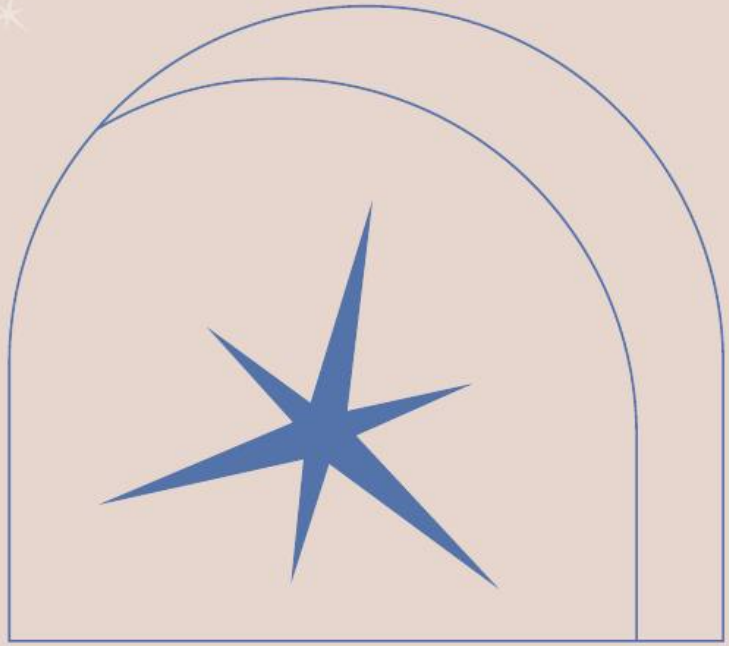
From an all-inclusive wellness hub that helps you maintain a state of calmness and health for your body and soul, all the way to a familial zone with an empirical playcenter that gives children a hands-on experience, Talala owns what makes it stand out as an unparalleled development. There are activity zones to help you create, unwind and connect with your community. Additionally, there is a top-tier university with premiere education.

In Talala, we have put into consideration every little detail that maintains personal development, splendid vivacity and the sense of connection. Embraced by the shades of green, there are the open-air cinema and BBQ area that allow for a lifestyle built on bonding and getting together, close to home. To bring you an experience like no other, Talala will make you indulge in stargazing, like never before. There is the space observatory where you and your family together can enjoy observing distant heavenly bodies, stars and planets. The encounter will make you look forward to exploring something exciting every single time.



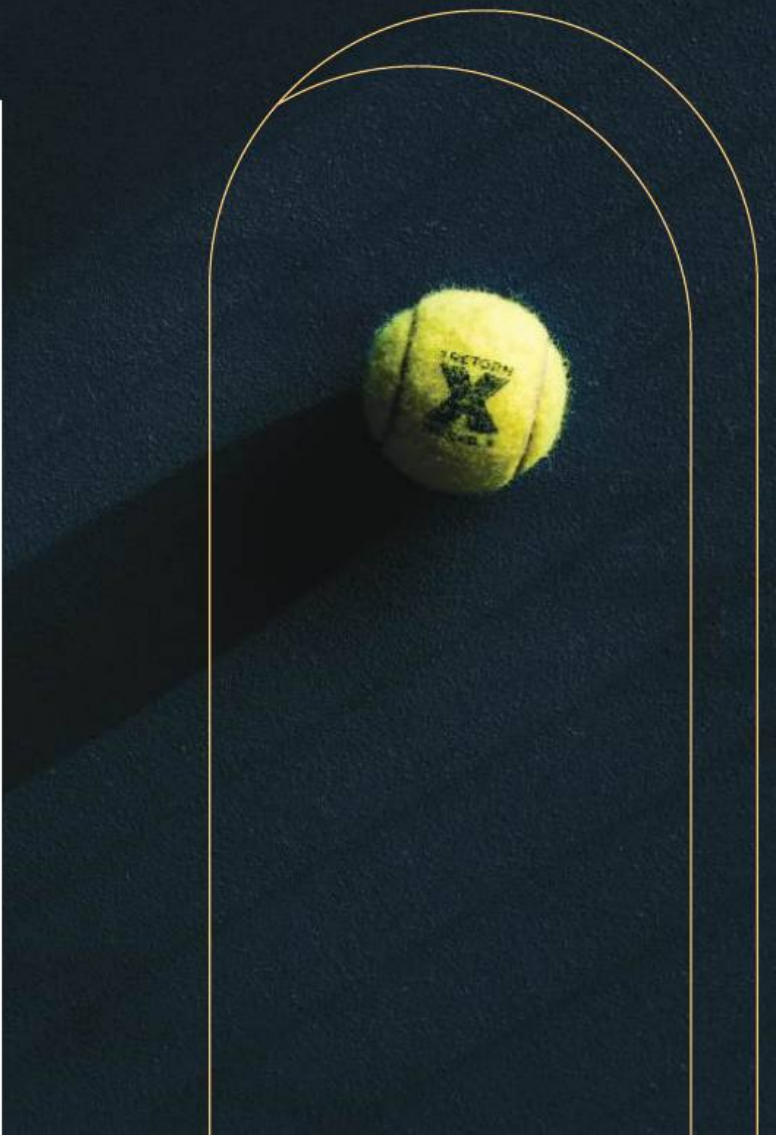
REFINED LIVING

Talala introduces a new contemporary aesthetic. With its approach of thoughtful design and the blend with the lively public spaces, Talala becomes a living canvas, where architecture cuts across its visual form and morphs into a tapestry of sensations. All of that creates a community tenor that redefines finesse and satisfaction.



LIVE IN ESSENCE

Talala is built in zones, where each has its own clubhouse and retail slots. Residents will enjoy a select number of pop-up outlets set along the gratifying route. A sweet-toned fusion of apartments, villas and commercial offerings are in each story, with a mixed-use building that brings convenience and vibrancy together. Take delight in a big range of retail and dining options within a mood where your privileges are paramount.

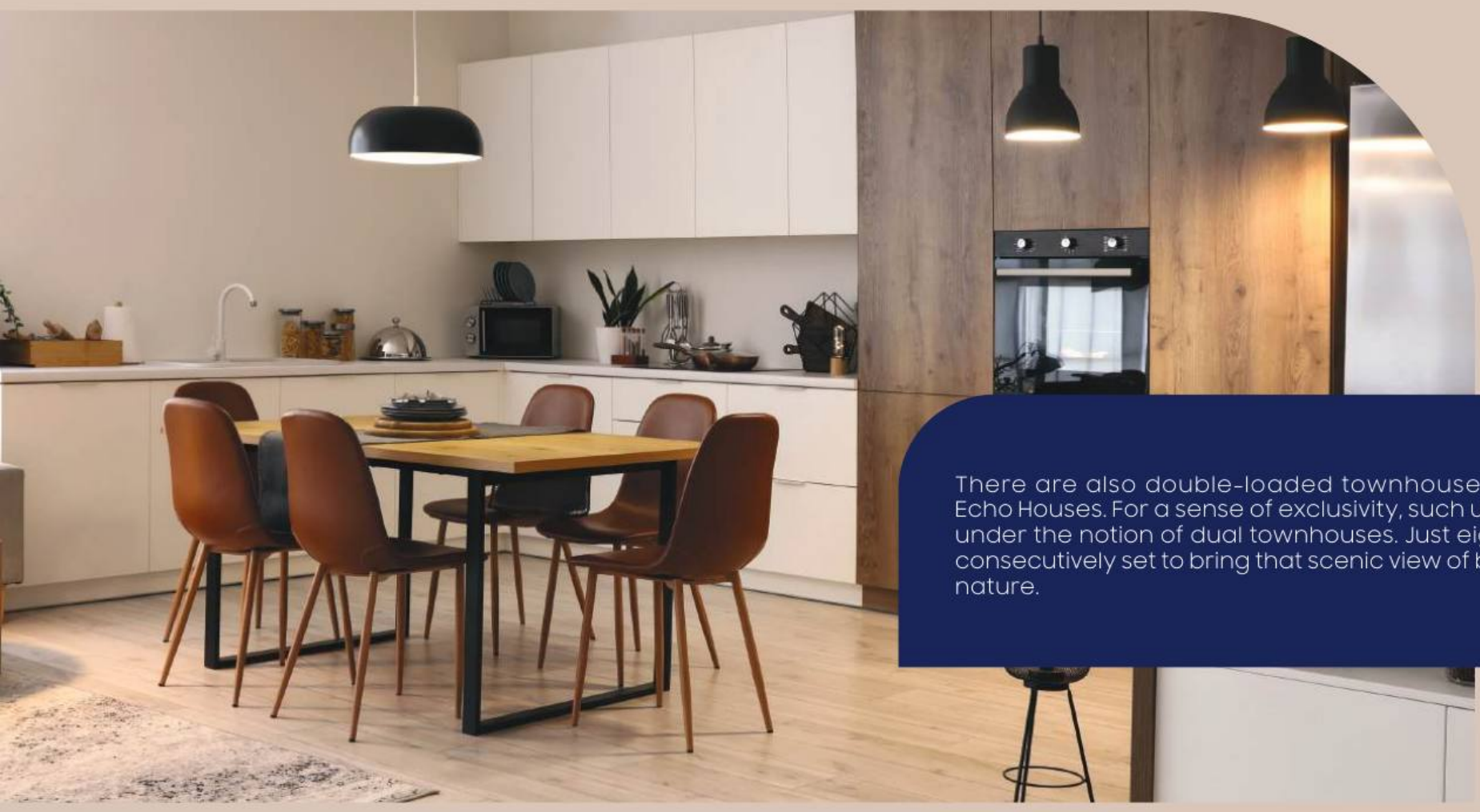




ALL SET TO SETTLE IN

Talala is the number one project that comes in fully finished homes. All units offer a wide array of properties that suits a contemporary generation that cherishes freedom, beautiful design and elevated views. From standalone villas, townhouses, S Villas, apartment buildings and Pano Homes, units are meant to match different lifestyles and desires. All units are custom built with coziness, practicality and exquisite appeal in mind. From every corner, you will set your eyes and soul on wide scenery of lush green landscapes.





There are also double-loaded townhouses, known as Echo Houses. For a sense of exclusivity, such units are built under the notion of dual townhouses. Just eight villas are consecutively set to bring that scenic view of breathtaking nature.



EVERYDAY ESCAPADE

Talala is equipped with public park spaces that guarantee the feel of community and bonding. There are plenty of walking and cycling lanes, in addition to jogging tracks to help the community maintain a robust lifestyle.

To maintain your work-life balance, there is an office space where you can get business done, in addition to a social club where residents could come together to engage in common interests and activities. This space serves various purposes, promoting social interactions, providing recreational opportunities and supporting community initiatives.



FLOOR PLANS

S-VILLA A



S-VILLA B



STANDALONE VILLA 1



STANDALONE VILLA 2



STANDALONE VILLA 3



STANDALONE VILLA 4



DEN HOUSES



ECO HOUSES



PANO HOMES



COOP



APARTMENTS TYPE C



APARTMENTS TYPE T

