

R O V E
HOME
MARASI DRIVE

Development by
IRTH

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.



A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at a new address 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 about a place to live; it's about becoming part of a dynamic and vibrant community, where connections flourish and memories are made.



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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.



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.]



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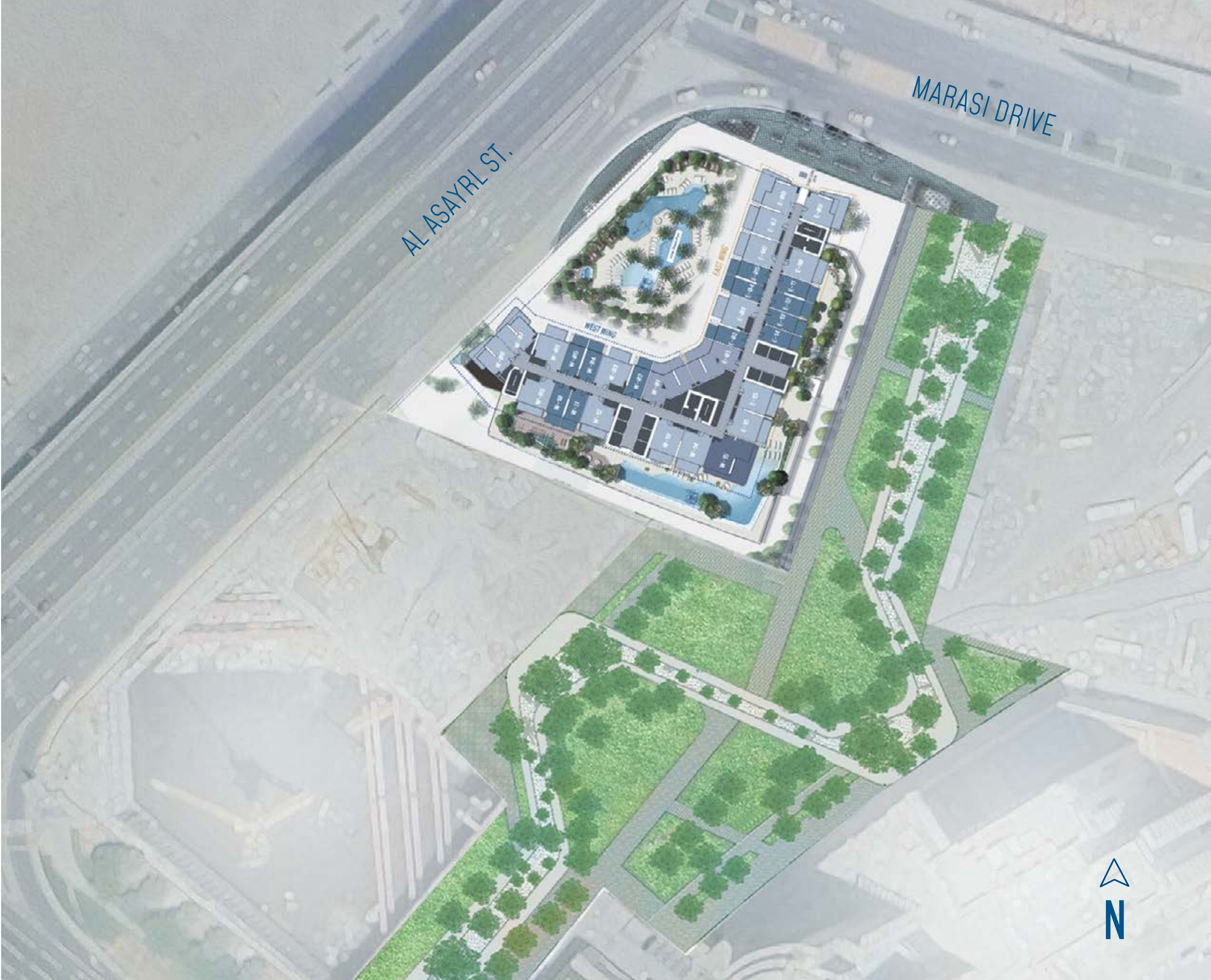
SITE LOCATION

ROVE
HOME

ROVE
HOME
MARASI DRIVE

SITE PLAN

PLOT AREA:
73,783 Sqft



UNIQUE AND INNOVATIVE

At Rove Home Marasi Drive, you can feel the exhilaration in the atmosphere! We’ve expertly crafted an urban oasis where captivating design, vibrant art, and cutting-edge technology come together seamlessly.

Our commitment to shaping a space that tickles your artistic sensibilities and ignites your love for innovation is unparalleled.

It’s a place that would surely excite and delight Rovers like no other!



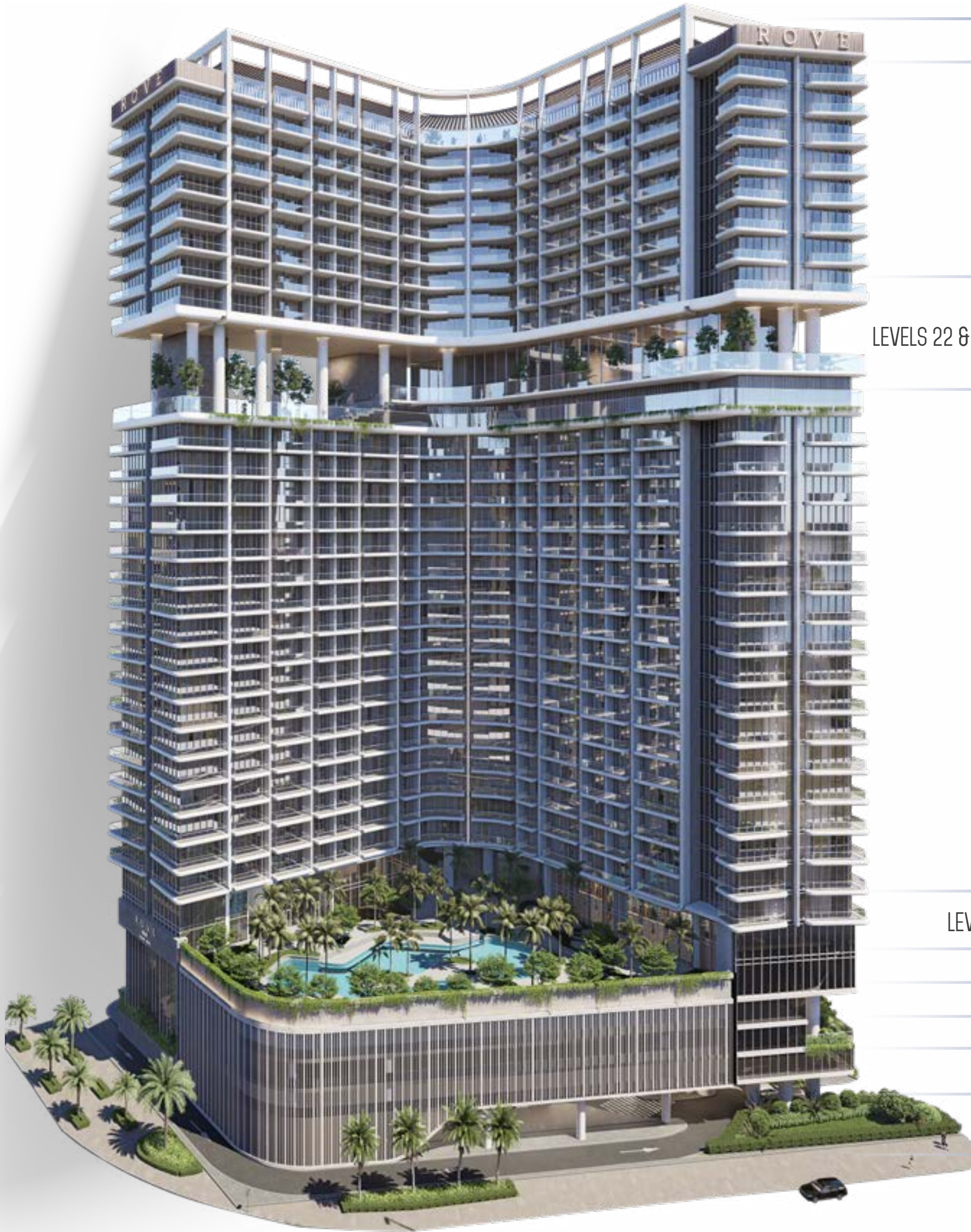


DROP-OFF



DROP-OFF

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

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PROJECT DETAILS

PROJECT NAME

Rove Home Marasi Drive

PLOT AREA

73,783 Sqft

BRAND

Rove Hotels

ID TEAM

Zebra Global

ART TEAM

Studio Feel

UNIT MIX

Studio Flex	13%
Studio ²	33%
1 Bedroom ²	45%
2 Bedroom ²	9%

PARKING

One Parking Per Unit

ANTICIPATED HANDOVER DATE

Q1 2027

ESTIMATED SERVICE FEES

20 Dhs Per Sqft

OTHER SERVICES

A LA CARTE SERVICES AVAILABLE

DEVELOPER

IRTH Signature Development LLC

TOTAL # OF UNITS

809

ARCHITECT

Archcorp

LANDSCAPE ARCHITECT

Studio Create Landscape Architecture (SCLA)

FULLY FURNISHED UNITS

5 Years of Supplier Warranty

ADDITIONAL USABLE AREAS

	Indoor (Sqft)	Outdoor (Sqft)	Total
Ground Floor			
Retail 1	820	844	
Retail 2	5,118	5,464	
Common	4,686	0	16,933
Podium	13,361	38,750	52,112
Sky Garden	10,495	15,608	26,102
Rooftop	0	15,231	15,231
Grand Total	34,480	75,897	110,378

ELEVATORS

Residential	10
Service	2

AMENITIES MAKE 25%
OF THE PROJECT



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50+ AMENITIES

GROUND LEVEL



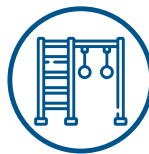
Rove Café



Lobby Lounge



Indoor Lounge



Monkey Bars



Karaoke Room



Playstation Deck



Jacuzzi



Yoga Lounge



Aqua Cycling



Sunken Gardens



Coworking Space



Outdoor Terrace



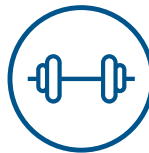
Arcade Games



Climbing Wall



Hammock
Movie Lounge



Fully Equipped
Gym



Sun Lounging
Deck



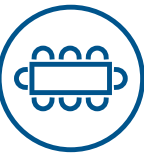
Rove Beverage
Truck



Cabanas with
Daybeds



Outdoor
Coworking Space



Private Meeting
Rooms



Convenience
Store



Changing
Rooms



Guest Rooms
(Rentable)



Multi- Purpose
Room with Kitchen
(Rentable)



MultiBall
Interactive Gaming
(50 + apps)



Open-Air
Gym



Urban
Beach Pool



Cascading
Leisure Pool



Integrated
Lap Pool



Soundproof
Meeting Pods



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



Outdoor
Gaming Terrace



Outdoor
Multi-Purpose
Terrace (Rentable)

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



Sunken Seating



Lounging Space



Communal
Dining Tables



BBQ Terrace



Rooftop Garden



Stargazing Point
(Telescope)



Outdoor Kitchen



Cabanas with
Daybeds



Firepit

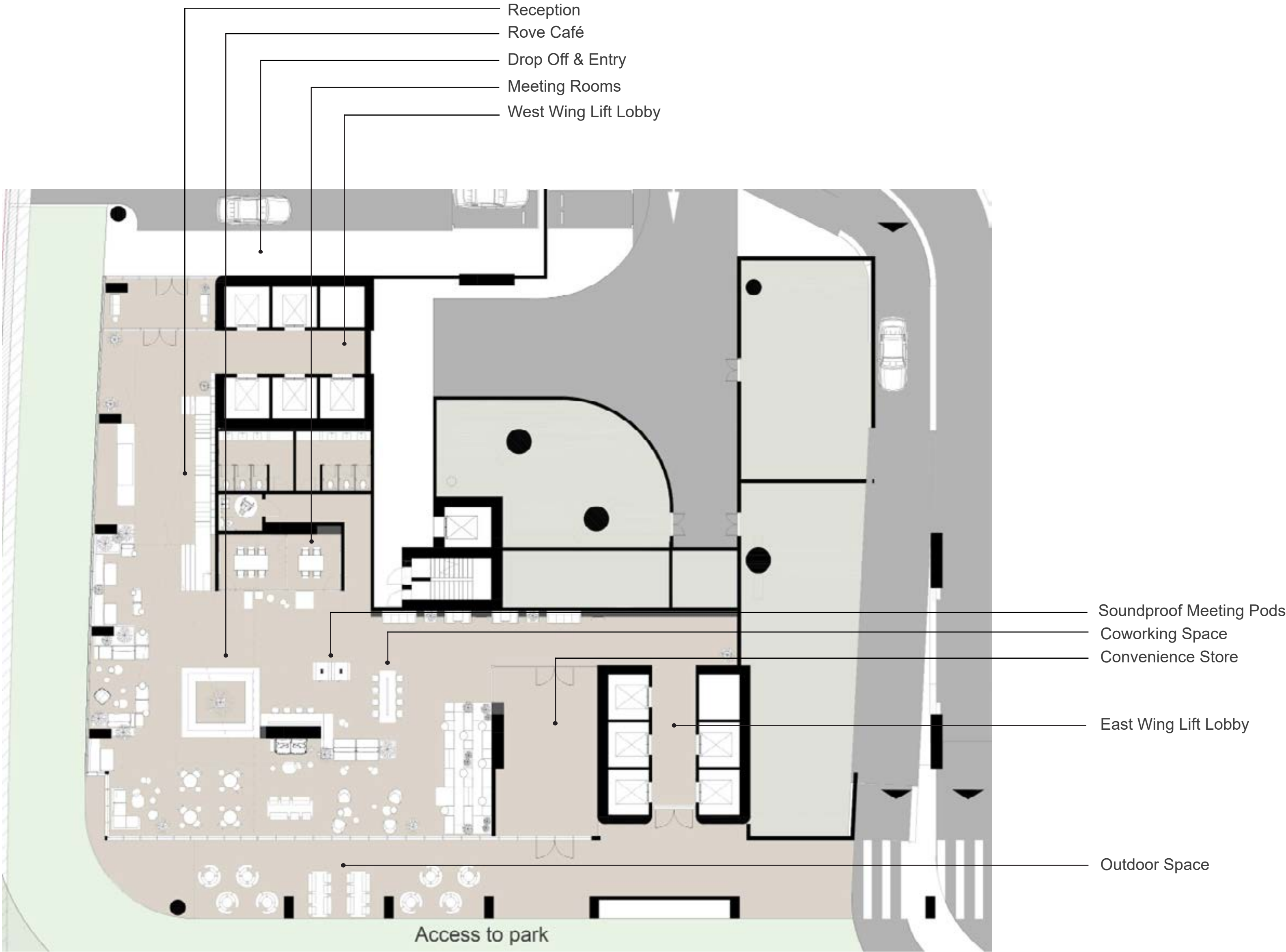


Viewing Deck
with Swings

ROOFTOP VIEWING DECK

GROUND LEVEL

Total Area: 16,933 Sqft





COWORKING SPACE

PODIUM LEVEL INDOOR

Total Area: 13,361 Sqft



PODIUM LEVEL OUTDOOR

Total Area: 38,750 Sqft

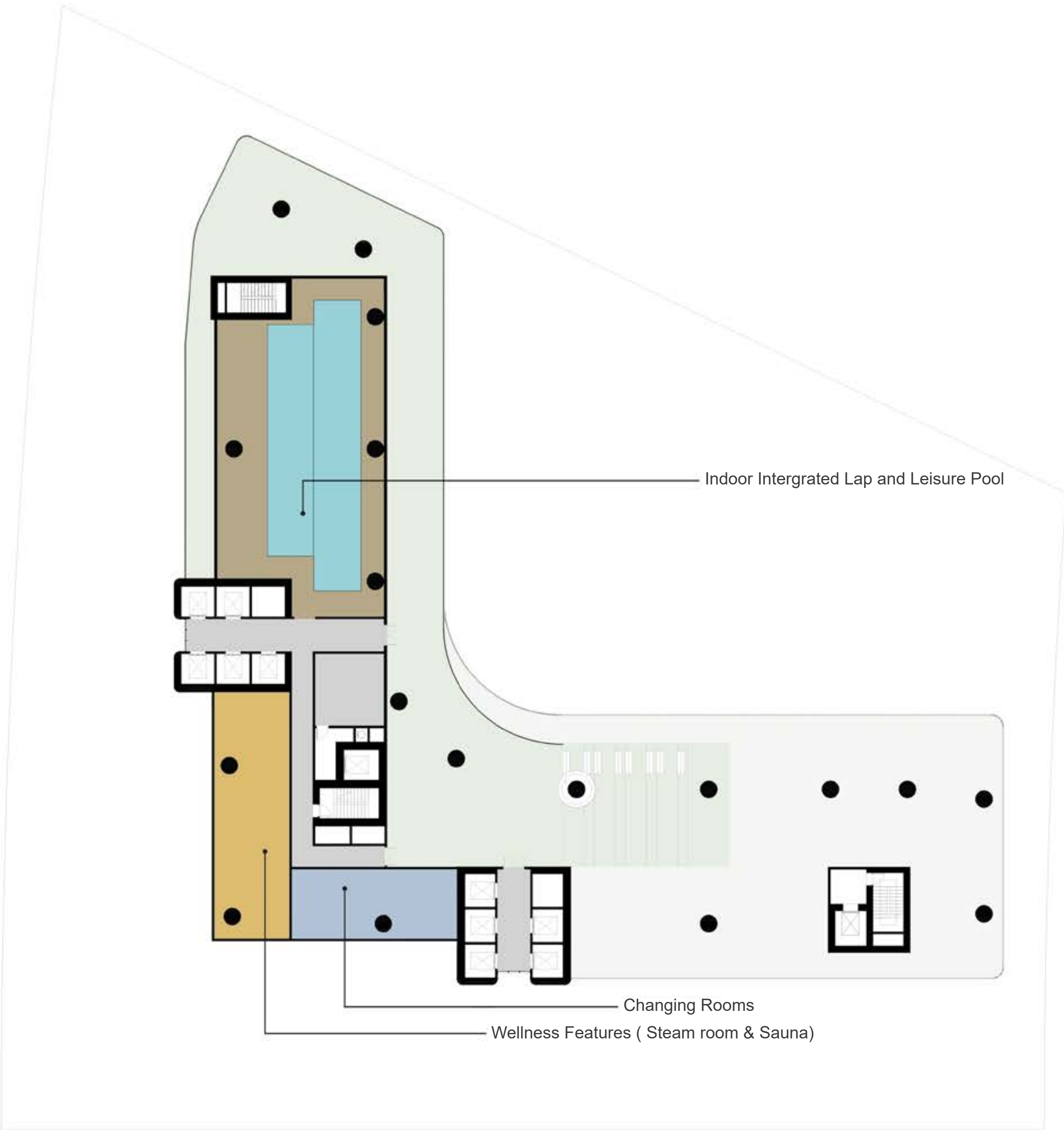


LEVELS 22 & 23

SKY GARDEN

INDOOR

Total Area: 10,495 Sqft

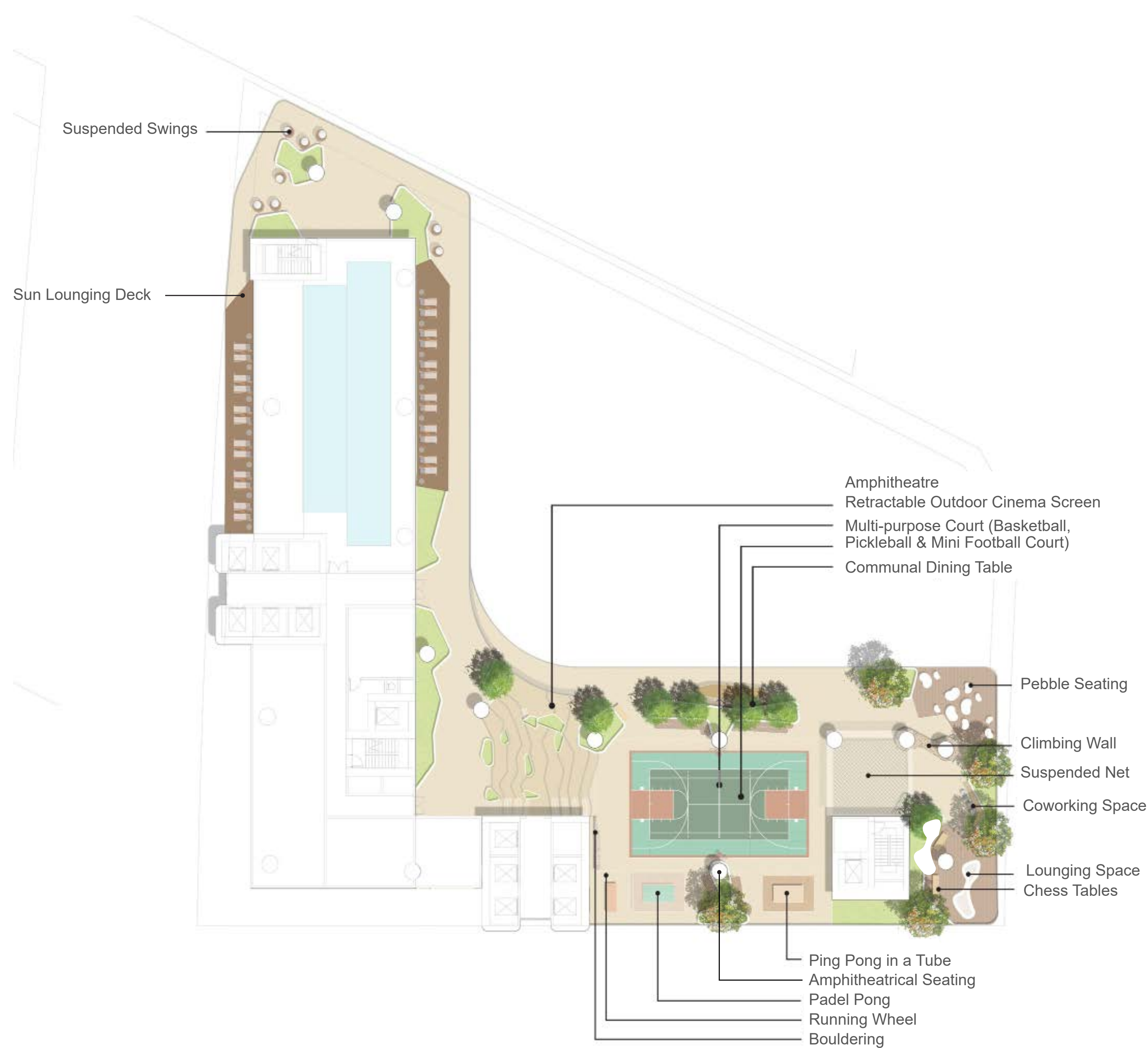


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LEVELS 22 & 23 SKY GARDEN

OUTDOOR

Total Area: 15,608 Sqft



ROOFTOP

Total Area: 15,231Sqft



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



TIER 2 TYPICAL FLOOR 24TH TO 31ST

UNITS PER FLOOR

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



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UNIT PLANS



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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.

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

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.

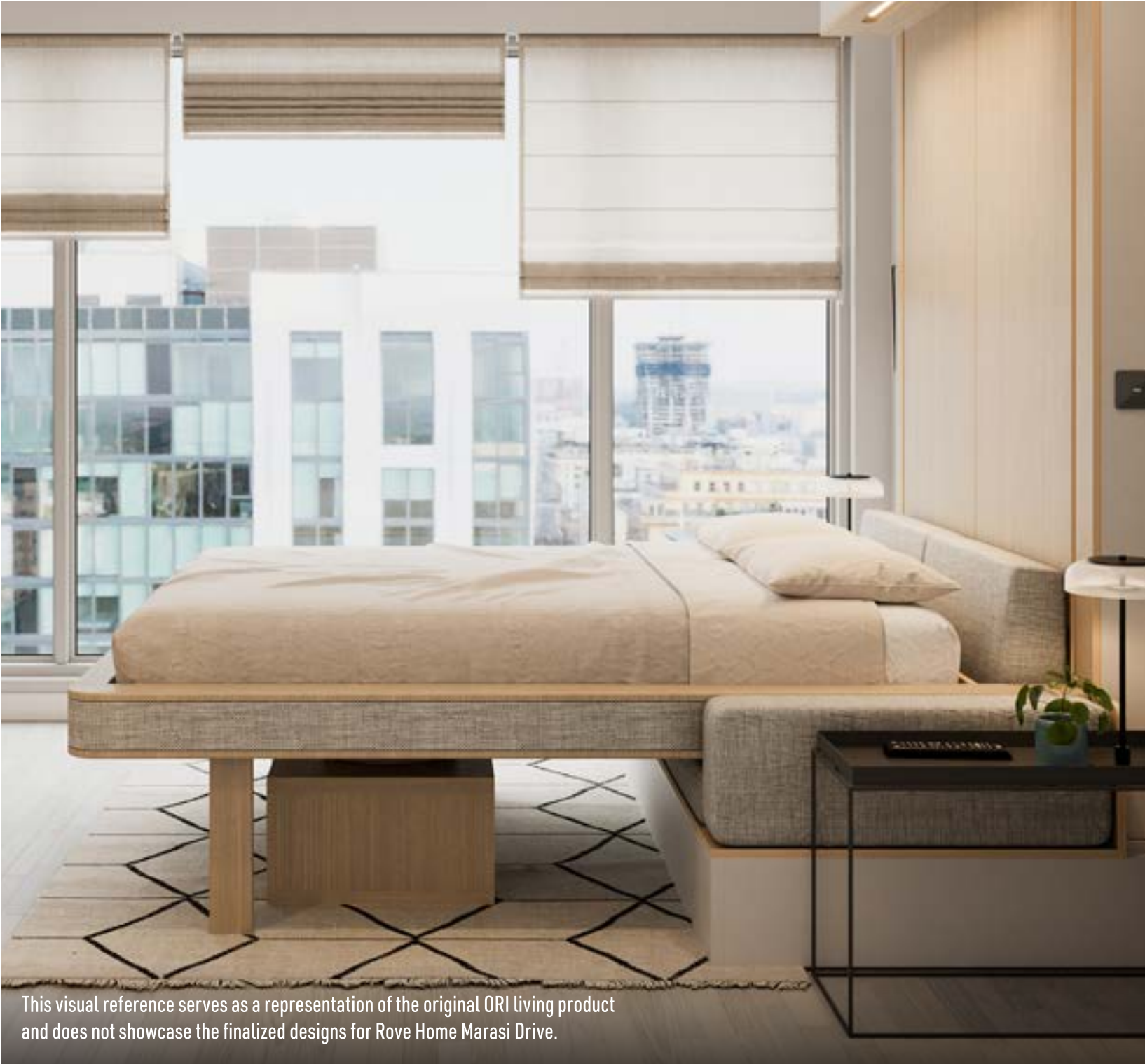
- Simple
- Safe
- Effortless



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.

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.

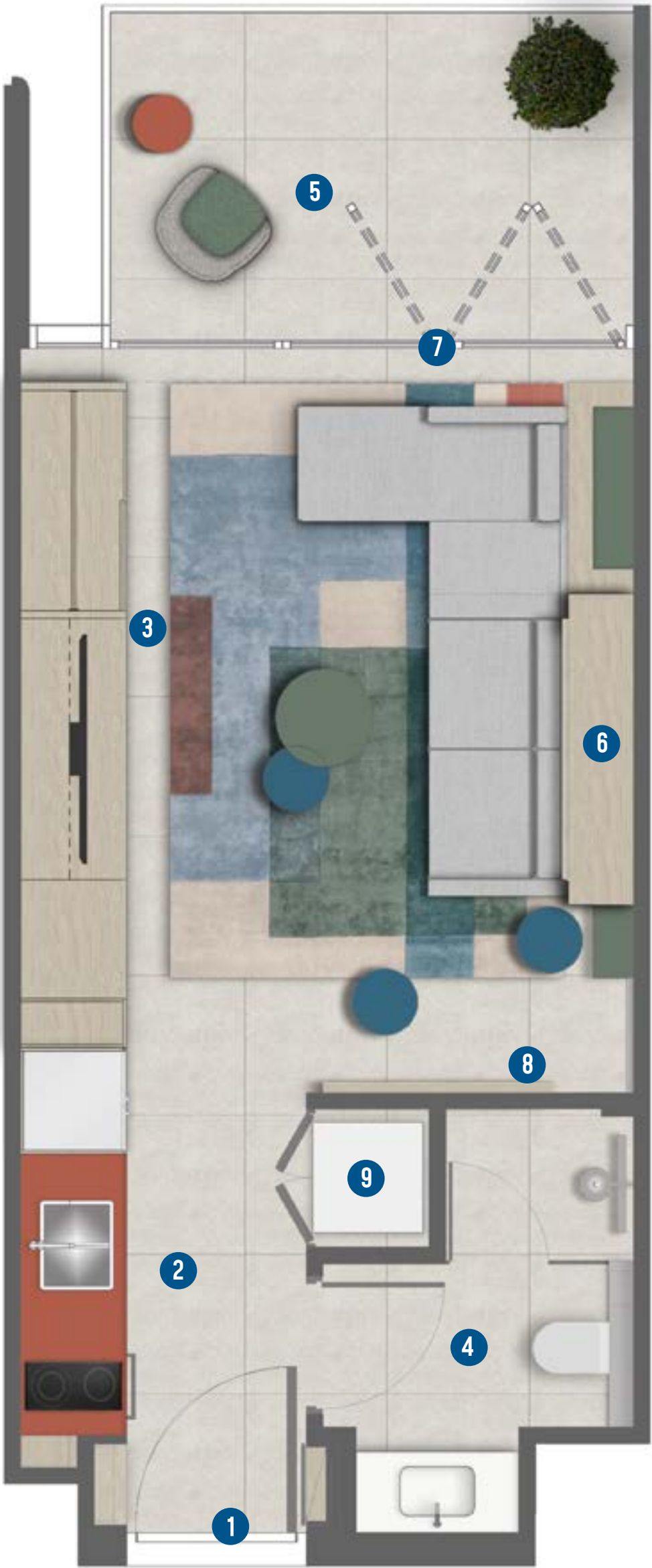
Bi-fold Glass Doors

8.

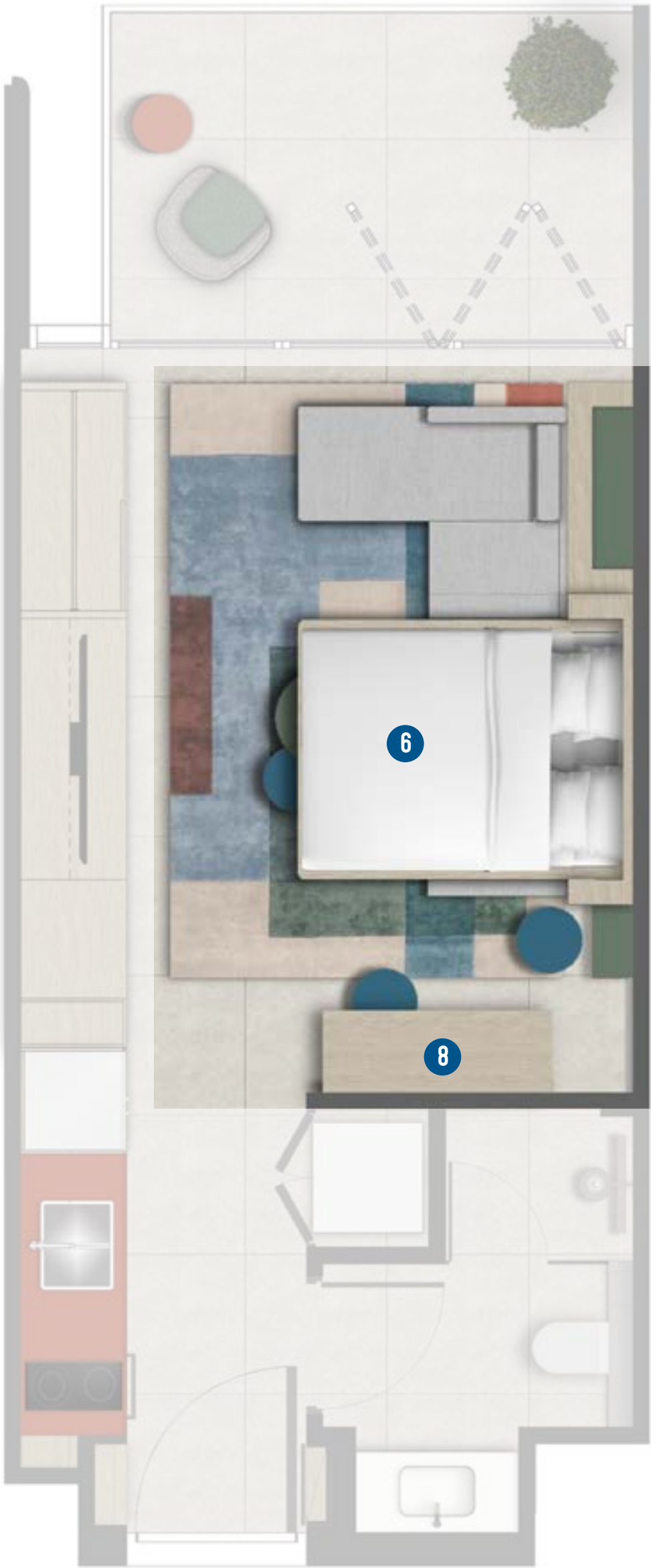
Drop Down Study

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

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.

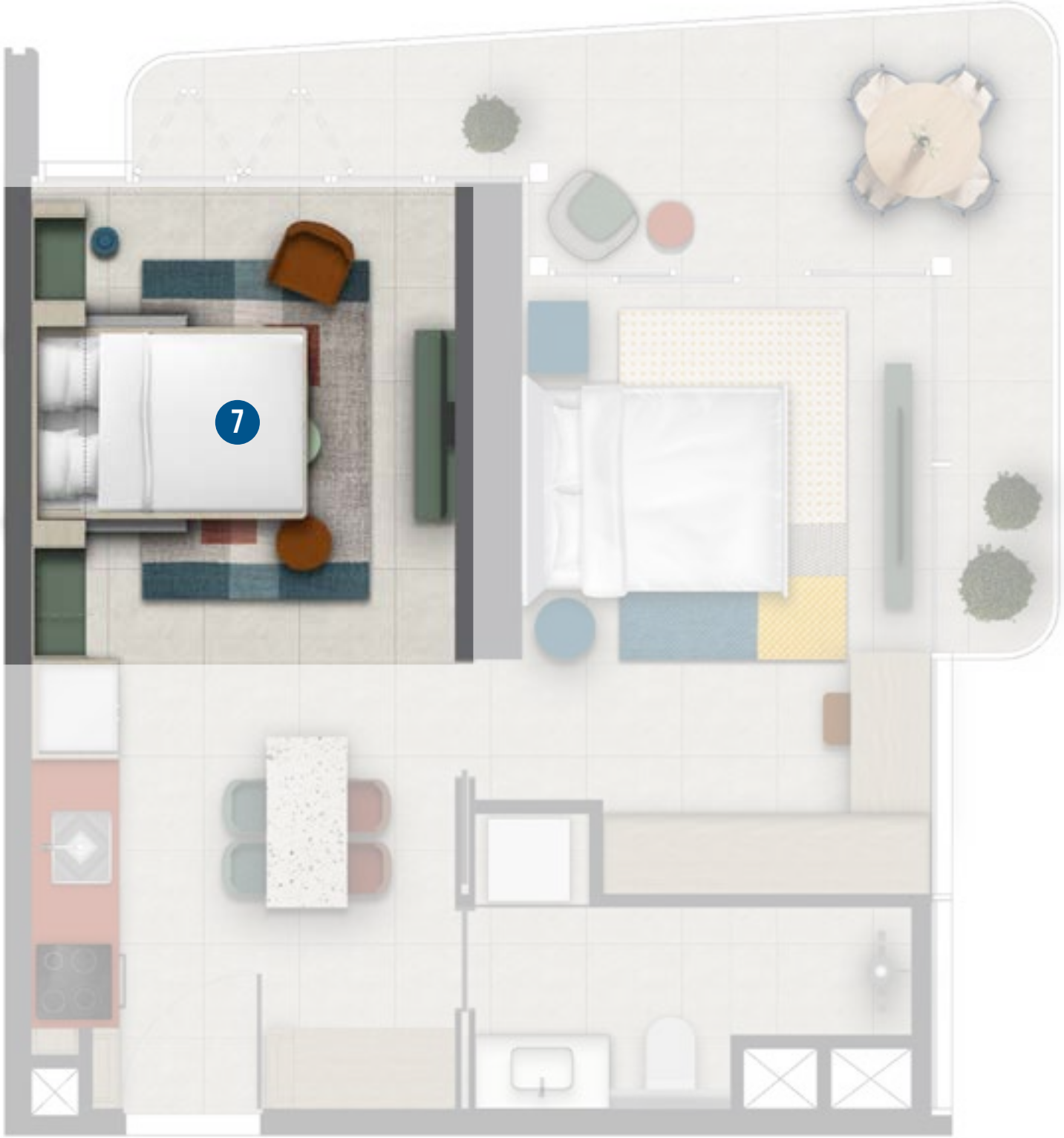
Bi-fold Glass Doors

10.

Study



Flexibed: Folded



Flexibed: Unfolded

ALL LEVELS



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

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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

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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

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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.

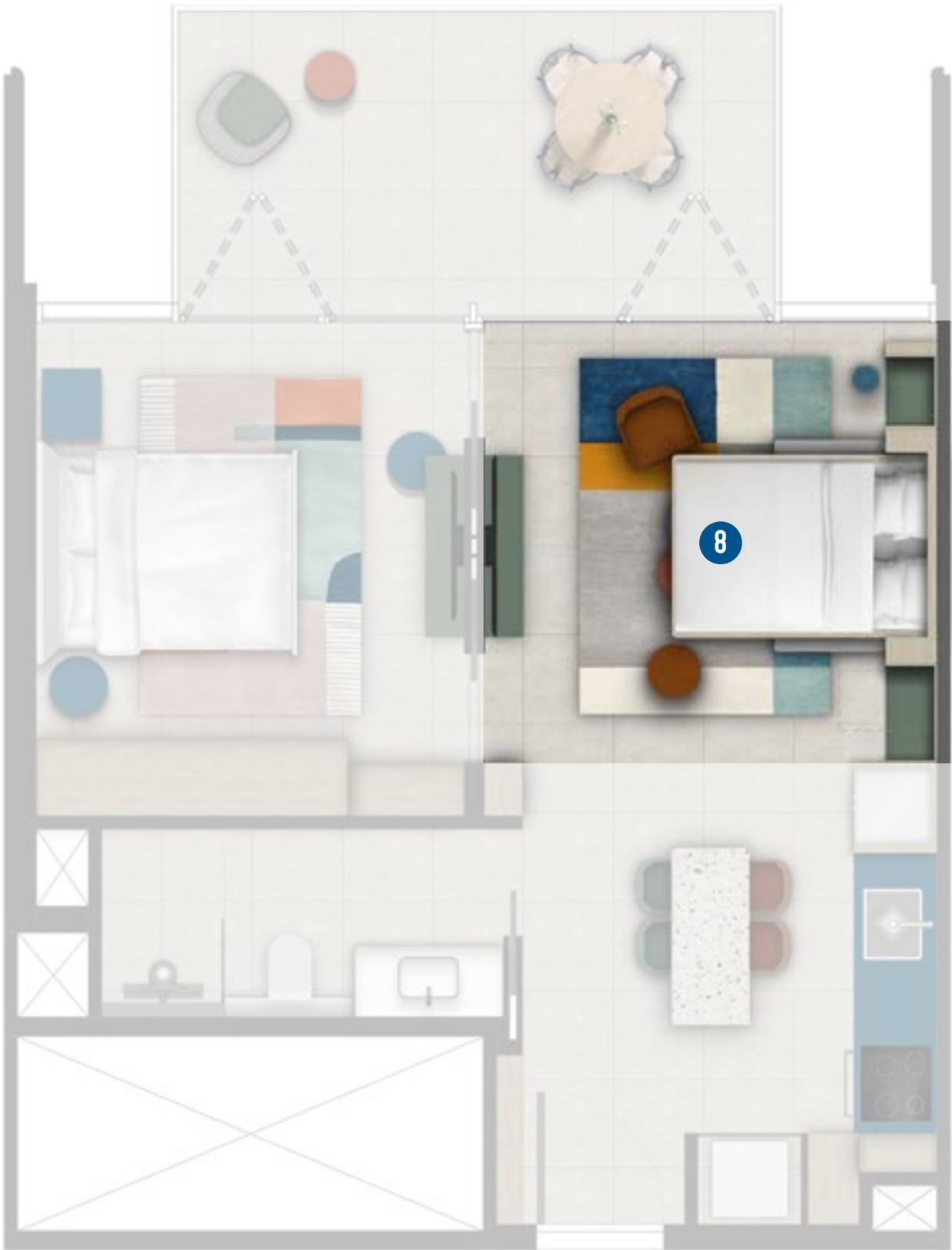
Laundry

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

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



ALL LEVELS

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

2 BEDROOM ²

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.

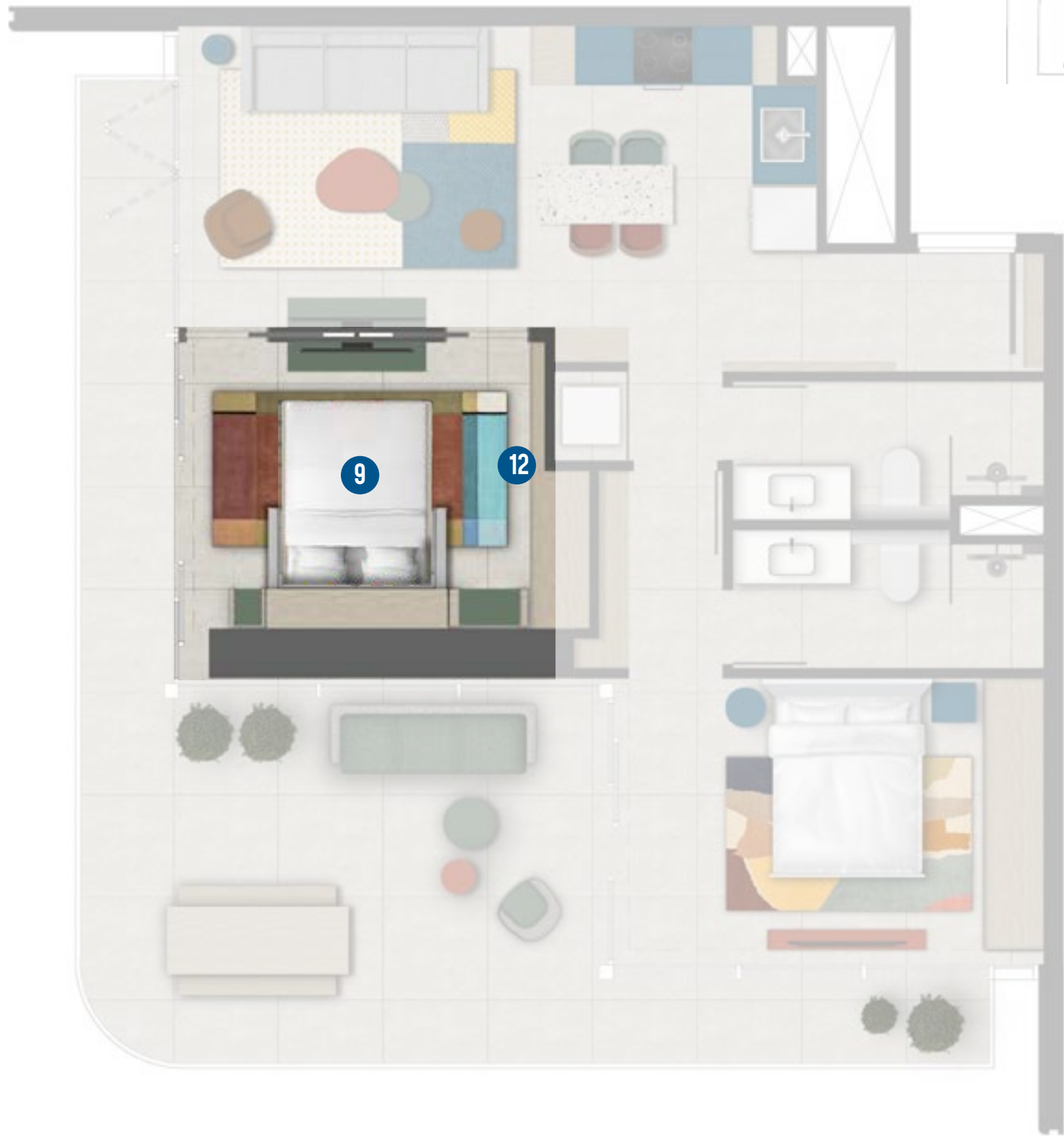
Laundry
12.

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

BRANDED APARTMENTS

MATERIAL BOARD

LIVING



BRANDED APARTMENTS

MATERIAL BOARD

KITCHEN AND DINING



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BRANDED APARTMENTS

MATERIAL BOARD

BEDROOMS



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BRANDED APARTMENTS

MATERIAL BOARD

BATHROOMS



FURNITURE LAYOUT



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BRANDED APARTMENTS

FURNITURE LAYOUT

STUDIO FLEX

● Theme Blue

● ORI Cloud Bed

● Side Table

● Rug Pattern

● Pouf

● Coffee Table

● Cushions



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BRANDED APARTMENTS

FURNITURE LAYOUT

STUDIO 2

Theme Terracotta

Flexibed

Side Table

Kitchen

Rug Pattern

Pouf

Coffee Table

Cushions



BRANDED APARTMENTS

FURNITURE LAYOUT

1 BEDROOM ²

Theme Blue



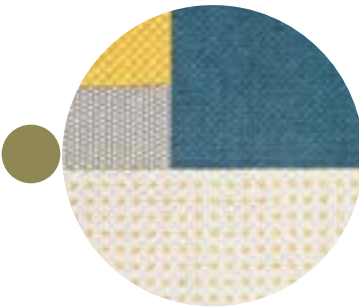
Flexibed



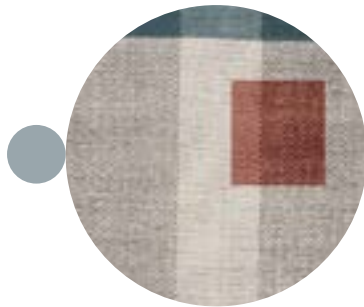
Bed



Side Table



Rug Pattern



Rug Pattern



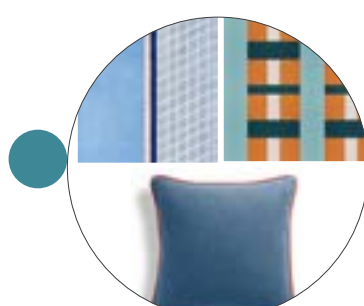
Pouf



Armchair



Coffee Table



Cushions



Island Chairs



Bedside Table



BRANDED APARTMENTS

FURNITURE LAYOUT

2 BEDROOM ²



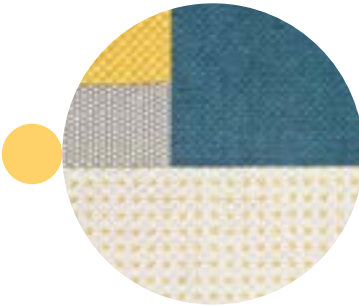
Flexibed



Bed



Side Table



Rug Pattern



Rug Pattern



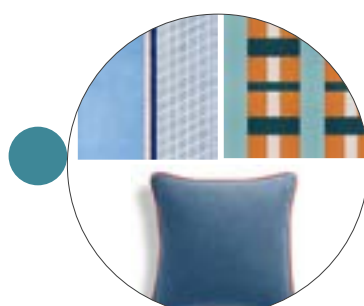
Pouf



Armchair



Coffee Table



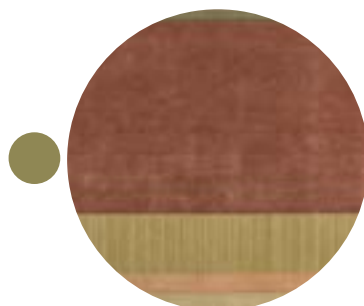
Cushions



Island Chairs



Bedside Table



Rug Pattern



ABOUT THE DEVELOPER

IRTH

Founded under the legacy of the renowned Al Shamsi 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.



R O V E
HOME
MARASI DRIVE

Development by
IRTH