



BARAN  
GROUP

# Corporate Profile

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## ABOUT

- Since its establishment in 2006, "Baran Group" has adopted a differentiation strategy as its core approach. Baran is committed to providing comprehensive solutions that offer a distinctive and exceptional concept of life to its customers. This goes beyond the mere construction of luxurious and efficient homes; its goal is to continuously improve the quality of life for residents.

An approach to habitation from the perspective of lifestyle necessitates a long-term outlook on the construction process, the period leading up to occupancy, and the years thereafter. Baran, in pursuit of this important goal, relies on strategic principles such as honesty, quality, innovation, and the provision of the most desirable services. By combining the knowledge of management, engineering, and hospitality, Baran holding's subsidiary companies offer a diverse range of services to stakeholders.

1



• The vision of the Baran Group is to become the first choice for all those seeking to enhance the quality, tranquility, and well-being in their personal and professional lives.

For the first time in Iran, and in the city of Mashhad, Baran Group has established luxurious buildings that provide the services of a five-star hotel to its residents. Baran Residential Towers come with guarantee and after-sales services. Inspired by the concept of 'living permanently in a hotel', this model is commonly known as 'condo hotel' or 'condominium residence' in developed countries.

• Baran Group relies on strategic principles of integrity, quality, innovation, and the provision of exemplary services. Through the integration of management, engineering, and hospitality, it offers a diverse range of services through its subsidiary companies. These services encompass various areas, including investment, technical and engineering services, project management and contracting, tourism services, hospitality, innovative technology development, safety and security services, marketing and sales, commerce, and procurement.

Aligned with its vision and mission, Baran Group has delineated a unique process within its business domain, encompassing three key sectors: construction, services, industry and mining. The diagram below illustrates the major domains of Baran Group's activities.

2



## Industrial & Mining



توسعه صنعت و معدن  
باران خاورمیانه



صنایع سیمان  
باران خاورمیانه

## Lifestyle Solutions



توسعه محافظ  
ایمن سایه



توسعه آفتاب  
فروزان هشتم طوس



ستاره فروزان  
هشتم طوس



BARAN  
HOME

## Asset Management



آرمان فروزان  
هشتم طوس



آسمان بیکران  
هشتم طوس

## Introduction to Baran Group Organization

- Baran Holding, in the role of the leader and overseer, has been established to ensure the future of the Baran organization. Alongside its role as a capital and asset enabler, the holding company is responsible for providing a conducive environment for the growth and maturity of its subsidiary companies.

The mission of Baran Holding is to create, preserve, and enhance value for investors through strategic thinking, innovative investments, leveraging intellectual capital, continuous improvement, value chain development, and fulfilling social responsibilities.

Through the definition of its mission, vision, major objectives, and strategies, Baran Holding has developed a strategic document that clarifies the position and direction of its subsidiary companies. Part of the holding's responsibilities lies within the framework of the social responsibilities of the Baran Group.

- These responsibilities include initiatives such as enhancing the visual aesthetics of cities, improving construction standards for residential complexes and towers, preserving local and national assets, and promoting employment and entrepreneurship.

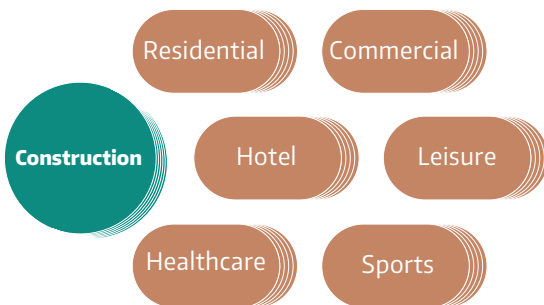
Baran Group, with its specialized focus on the value creation cycle, has identified the construction, services, industry, and mining sectors as the fundamental domains of its services. On the other hand, the structure of Baran Holding consists of separate companies that in parallel, pursue their specialized and distinct missions to achieve the vision of Baran Group.

3



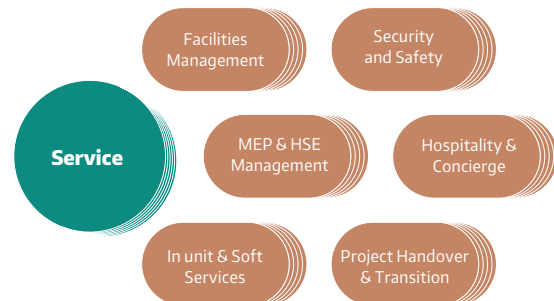
## Construction Sector

• This sector encompasses Project Initiation, project analysis, project design and engineering, production, and construction. The key differentiating factor in this sector, compared to domestic competitors, lies in the contemporary and superior knowledge in terms of quality, cost, and time.



## Service Sector

• This sector is responsible for providing services to both the end customers and members of Baran's customer club, with the primary goal of achieving the highest level of customer satisfaction.



## Sales Sector

• This sector is responsible for identifying, introducing, and selling Baran's products to the end customers. The distinct pillars in comparison to other players in this field are the observance of the win-win principle, transparency, and customer trust.



# IMPROVE YOUR LIFESTYLE



# Completed Projects

## Baran Tower 1

- Construction of the first residential building with hotel services in Iran began in 2008. After the start of occupancy and operation of Baran Residential Tower 1, a wave of public interest in such Luxurious buildings emerged. It was in 2011 when the first residential tower, offering five-star hotel services to its residents, was inaugurated on Hashemiye 10 Street in Mashhad, Iran.

Baran Tower 1, with a height of approximately 60 meters and 18 floors, accommodates 38 residential units with sizes ranging from 180 to 650 square meters, was the first residential tower to allocate more than 30% of its space to shared common facilities. Upon its opening, the tower was celebrated for its outstanding energy efficiency and acknowledged for its remarkable achievement in conserving energy. The warranty and after-sales services have ensured the satisfactory performance of various components over the years since the start of occupancy, increasing the value-added and longevity of the building.



6

Carwash	Beauty parlor	Cinema	Managment	Billiards	Pool	Restaurant
Hair dresser	Kindergarten	Finance	Sauna	Cafe	BMS	Monitoring
Ceremony Director	Banquet hall	Game center	Hot tub	IPTV	Security	Lundry
Doctor	Ping Pong	GYM	Book cafe	Mechanical technician	House keeping	Bussines lounge
Reception	Lobby	Fire declaration and extinguishing	Taxi	Parkman	Brandshop	Travel agency
Supplier	Gardening	ATM	Mini market	Guest room	Bowling	SPA

## Baran Tower 2

Baran Residential Tower 2 is widely regarded as an evolved embodiment of the concept of permanent living in a five-star hotel. The project's construction commenced in 2012, and in the final days of winter in 2015, life began in Baran's second residential tower. Located on Haft-e-Tir Boulevard, Golshan 3rd Street, this tower was recognized as the tallest residential tower in Mashhad, standing at an impressive height of 110 meters above ground level upon its inauguration.

This Tower encompasses 29 floors and boasts a total area of nearly 31000 square meters. In line with Baran Group's philosophy of enhancing the quality of living, close to 40% of total area has been dedicated to recreational amenities, public services, and shared spaces. The tower comprises 59 residential units, divided into 6 types, with sizes ranging from 230 to 900 square meters, designed across 22 floors above the lobby. The lower levels of the tower, including the lobby and five basement floors, house parking facilities, recreational amenities, and common areas.



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Hair dresser	Kindergarten	Finance	Sauna	Cafe	BMS	Monitoring
Ceremony Director	Banquet hall	Game center	Hot tub	IPTV	Security	Lundry
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## Baran Tower 3

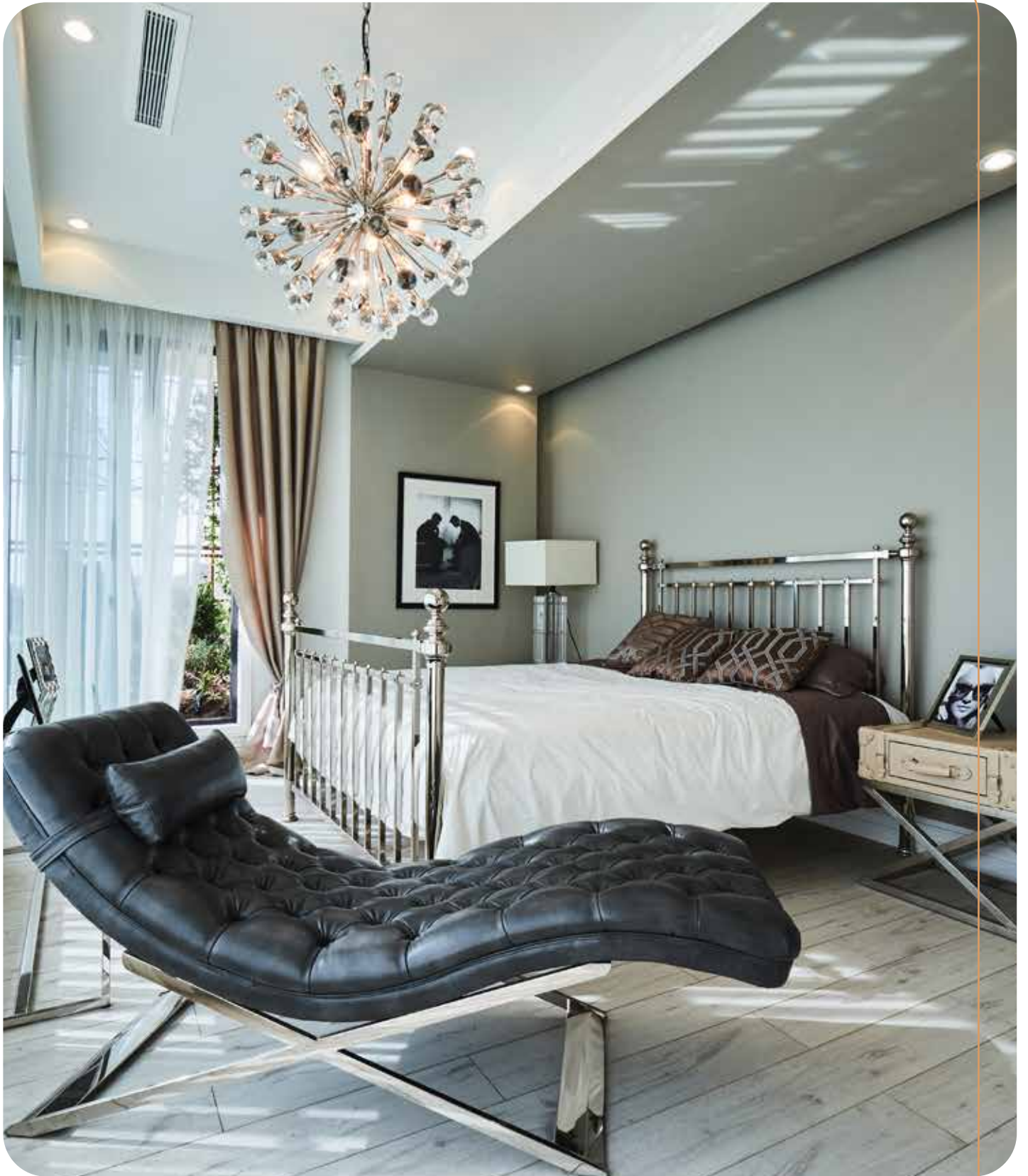
• In 2013, the architectural design concepts of Baran Tower 3 were shaped based on innovative ideas of green homes and sustainable architecture. Baran 3 is a unique fusion of an Iranian garden and a five-star hotel. With a land area of 2012 square meters, well-proportioned dimensions, and two distinct passages, Baran 3 provided a remarkable opportunity for the creation of exceptional floor plans.

Within this green tower, out of a total area of 41090 square meters, approximately 26000 square meters have been allocated to 87 residential units. The residential units of Baran Tower 3 vary in size, ranging from 240 to 700 square meters, offering a diverse selection for residents.

This project is situated in one of the prestigious and authentic areas of Mashhad, located on Koohsangi Street, 26th Hakim Nezami Street. With a design that incorporates over 3000 square meters of vibrant and natural green spaces within the residential apartments, common areas, and tower facade, the concept of vertical greenery is manifested in this tower.



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# Projects Under Construction & Development

## Baran Tower 4

● In the summer of 2015, Baran Residential Tower 4 was introduced as the fourth project of the Baran Group in the realm of residential towers, and after going through its preliminary study phases, it was presented to the audience. With nearly a decade of experience, carrying a valuable wealth of knowledge in the design and management of this lifestyle, this project can be regarded as a significant leap toward surpassing all that has been accomplished thus far. Baran Tower 4 is a symbol of innovation in residential quality.

10

This Tower encompasses 31 floors and boasts a total area of nearly 104000 square meters. In line with Baran Group's philosophy of enhancing the quality of living, close to half of the area has been dedicated to recreational amenities, public services, and shared spaces. The tower comprises residential units divided into different types, with sizes ranging from 175 to 900 square meters, designed across 25 floors above the lobby. The lower levels of the tower, including the lobby and basement floors includes parking facilities, recreational amenities, and common areas.



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Walking Lane	Outdoor space	Water Fountain				

## Baran Tower VIP

- Baran Tower VIP encompasses a collection of exclusive luxury apartments with a limited number of units. Within this tower, residents are provided with an array of hotel-like services, as seen in other Baran Towers. Such a structure caters to discerning clientele who seek to reside within a limited-apartment complex while simultaneously desiring to embrace Baran's Lifestyle.

Within this tower, meticulously designed apartments ranging in size from 160 to 440 square meters exhibit unique architectural features and boast an abundance of shared amenities. This design paradigm, alongside the limited number of residential units, promises an excellent standard of service delivery and optimal utilization of communal spaces.

In the near future, Baran will become synonymous with the concept of "the utmost quality in lifestyle." Living in Baran VIP can offer a truly exceptional and distinctive experience to its residents.

11



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## Baran Tower 5

• With over a decade since the introduction of the Baran lifestyle to its audience, the creation of opportunities for coexistence, recreation, and entertainment has become one of the distinguishing features of the hotel tower experience. This project, through its unique design, has considered spaces for communal interactions as the centerpiece of the neighborhood, incorporating public amenities such as parks, libraries, shops, and more, thereby facilitating the restoration of social connections among residents. Maximizing the utilization of communicative spaces, optimizing natural light, integrating green spaces, and fostering a sense of "vertical neighborhood" are key design elements of this project.

12



This Tower, one of the upcoming projects within the Baran Group's residential towers class, is currently in the design phase. This tower offers units of 155, 250, and 350 square meters, following the vertical neighborhood concept, and has a distinct design from other projects.

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- This Outpatient Center provides a comprehensive solution to bridge the gap between a private clinic and a multi-specialty hospital. By establishing specialized and super-specialized clinics alongside each other, the simple and individual clinic of a single physician becomes akin to an office within a multi-specialty hospital, offering all the necessary diagnostic, consultative, and on-site intervention facilities.

This approach aligns with the multidisciplinary perspective of modern medicine, as seen in leading hospitals and reputable clinics worldwide. The concept of "combined clinics" and "clinic integration" enables the creation of such favorable conditions.

Moreover, with the presence of offices affiliated with renowned hospitals, there is the capability to provide referrals and supplementary services. The vision of such a center is to evolve into the largest diagnostic and referral center in the region.





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