

PERFECT PERSPECTIVE



Piramal
aranya



Piramal Realty
knowledge action care



A NEW PERSPECTIVE ON PREMIER LIVING IN MUMBAI



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PIRAMAL GROUP

OUR COMMITMENT TO "DOING WELL AND DOING GOOD" HAS MADE PIRAMAL ONE OF INDIA'S MOST RESPECTED BUSINESS HOUSES.

From healthcare, information management, financial services, speciality glass packaging and real estate, Piramal Group aspires to create positive impact on the health and happiness of individuals with each endeavour. Our commitment to 'doing well and doing good' has made Piramal one of India's most respected business houses.

Today Piramal Group is valued at over USD 5 billion and has a presence in over 120 countries with 70% of its revenues generated from international markets. The group has seen strong financial success, achieving a 24% growth in profits and revenue, year on year, since 1988.

At Piramal Group our purpose and values are significant drivers of our culture and ethos. The values of Knowledge, Action and Care have helped us develop a reputation for integrity, customer centricity and long term value creation for all our stakeholders.

The Piramal Foundation, the group's philanthropic arm, has initiatives in healthcare, education, water and women's empowerment across 19 states in India. The Piramal Foundation has won several awards such as Forbes Philanthropy Award, Times of India Social Impact Award and Gates Foundation's 'Ripple Effect' Grant. Harvard Business School has also written two case studies on its water and health programmes.

PIRAMAL REALTY

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PIRAMAL REALTY, FOUNDED IN 2012, IS THE REAL ESTATE DEVELOPMENT ARM OF PIRAMAL GROUP.

Our aspiration is simple:

To become one of India's most admired real estate companies, not just in terms of scale and profit, but also its impact on lives of real people.

Piramal Realty seeks to be the gold standard in design, quality, safety and customer centricity in residential and commercial real estate. We work with some of the world's leading architectural practices such as KPF, Fosters, SOM, and Make, and leading contractors such as L&T and Eversendai.

Over the last few years, we have acquired prime properties in and around Mumbai, with investments in Byculla, Worli, Bandra Kurla Complex (BKC), Mulund, Kurla, and Thane. Piramal Realty's developments while being cutting edge and contemporary, also embraces a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Our Board of Advisors consists of Ajay Piramal, Chairman, Piramal Group; Deepak Parekh, Chairman, HDFC; Nitin Nohria, Dean, Harvard Business School; Robert Booth, former CEO, Emaar; Subbu Narayanswamy, Director and Head of Real Estate/Infrastructure in Asia, McKinsey & Co; Niten Malhan, Head of India, Warburg Pincus and Ankur Sahu, Head of Private Equity in Asia, Goldman Sachs.

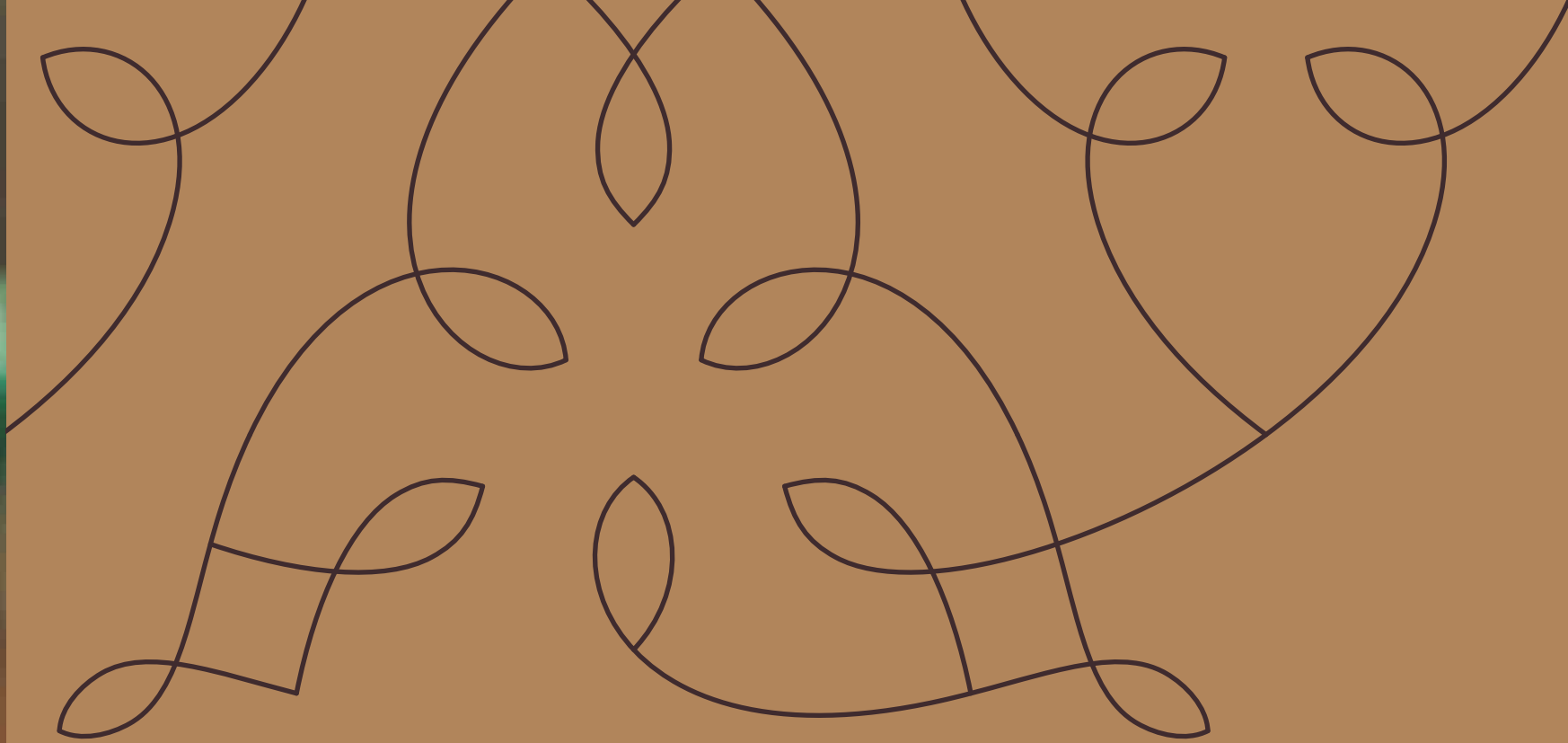
Recently two of the world's most reputed investors, Warburg Pincus and Goldman Sachs invested USD 434 million for a minority stake in the company. Warburg Pincus and Goldman Sachs have each invested in leading buildings around the world such as 15 Central Park West in New York, 16 Colleyers Quay in Singapore and Canary Wharf in London. These partnerships will help us to build buildings of international quality and stature in India.

PIRAMAL ASSURANCE

PIRAMAL REALTY AIMS TO ENRICH LIVES BY SETTING NEW STANDARDS FOR CUSTOMER CENTRICITY, ARCHITECTURAL DESIGN, QUALITY AND SAFETY.

Piramal Realty is committed to bringing trust and transparency to the real estate sector and has launched a first-of-its-kind buy back guarantee called "Piramal Assurance." Subsequently, the company will offer to buy back the purchased residential unit from a customer at 95% of the market value until possession, should a buyer not be satisfied.

Piramal Assurance seeks to reduce the financial risk of purchase and provide peace of mind for customers, who will know that their investment is safe. This will set high performance expectations for our team to keep its customers happy and is a testament to our belief in the quality of our product.



A WINDOW TO THE PAST

PIRAMAL ARANYA DRAWS INSPIRATION FROM THE RICH HISTORY OF THE GROUND IT STANDS ON.

During the late 18th century, Byculla was an extension of Mazagaon, one of the seven islands that originally formed the city of Mumbai. Byculla used to house much of the city's textile manufacturing until the mills shut down.

Byculla, like many other parts of Mumbai, has witnessed strong real estate growth, particularly in the Motisha Lane area, whose tall residential buildings are predominantly occupied by the affluent Jain community.

Byculla today boasts renowned Victorian architecture and historic monuments. Churches, gardens, colleges and other treasures are enjoying new life as the area enters an era of unprecedented transformation.

BYCULLA'S TRADITION OF ELEGANCE DATES BACK TO THE NINETEENTH CENTURY, WHEN IT BECAME A PROSPEROUS SUBURB OF MUMBAI AND THE SITE OF THE GRAND HOME AND SYNAGOGUE BUILT BY SIR DAVID SASSOON, AS WELL AS A BEAUTIFUL GOTHIC CHURCH. BYCULLA'S BUSTLING RAILWAY STATION WAS COMPLETED IN 1857.

Visitors have flocked to Byculla to visit its historic sites for nearly two hundred years. One of the oldest zoos in the country, Jijamata Udayan, sits on the western edge of Piramal Aranya, and the famous Dr. Bhau Daji Lad Museum can be found within its gardens.





THE AQUAMARINE MAGEN
DAVID SYNAGOGUE,
GOTHIC GLORIA CHURCH
AND INCREDIBLE JAIN
TEMPLE IN BYCULLA
ATTRACT SPIRITUAL
SEEKERS AND SECULAR
EXPLORERS ALIKE.

Colour and culture, prosperity and
playfulness make Piramal Aranya an ideal
match for this historic neighbourhood.



A CANVAS FOR IMAGINATION

A selection of exquisite artworks curated by the Piramal Art Foundation will be displayed in Aranya's lobbies and common spaces for the inspiration and enjoyment of the entire Aranya community.

Founded in 2014, the Piramal Art Foundation collects, preserves and documents artworks for public display as well as for research and education. Its extensive collection of art from the 18th century to the present includes some of the finest and most historically important works of Indian art.

Syed Haider Raza,
Village, 1959

Copyright Syed Haider Raza
Image Courtesy:
Piramal Art Foundation



THE HEART OF CULTURE

The oldest museum in Mumbai, the Dr. Bhau Daji Lad Museum is a showcase of the region's culture and history, housing various archeological finds, historic maps and photographs of Mumbai, silver and copper ware and costumes. In 2005, the museum won UNESCO's Award of Excellence in Cultural Conservation, and an extraordinary new wing designed by New York's Steven Holl will open in 2018.

Formerly known as Victoria Gardens, Jijamata Udyan is Mumbai's famous zoo and sprawling garden on Aranya's western edge. A full renovation of the museum, first opened in 1862, will be completed in December 2018.

SPECTACULAR
BEAUTY AND
RICH CULTURAL
OPPORTUNITIES
LAY RIGHT AT
YOUR FEET.



BYCULLA AT A GLANCE

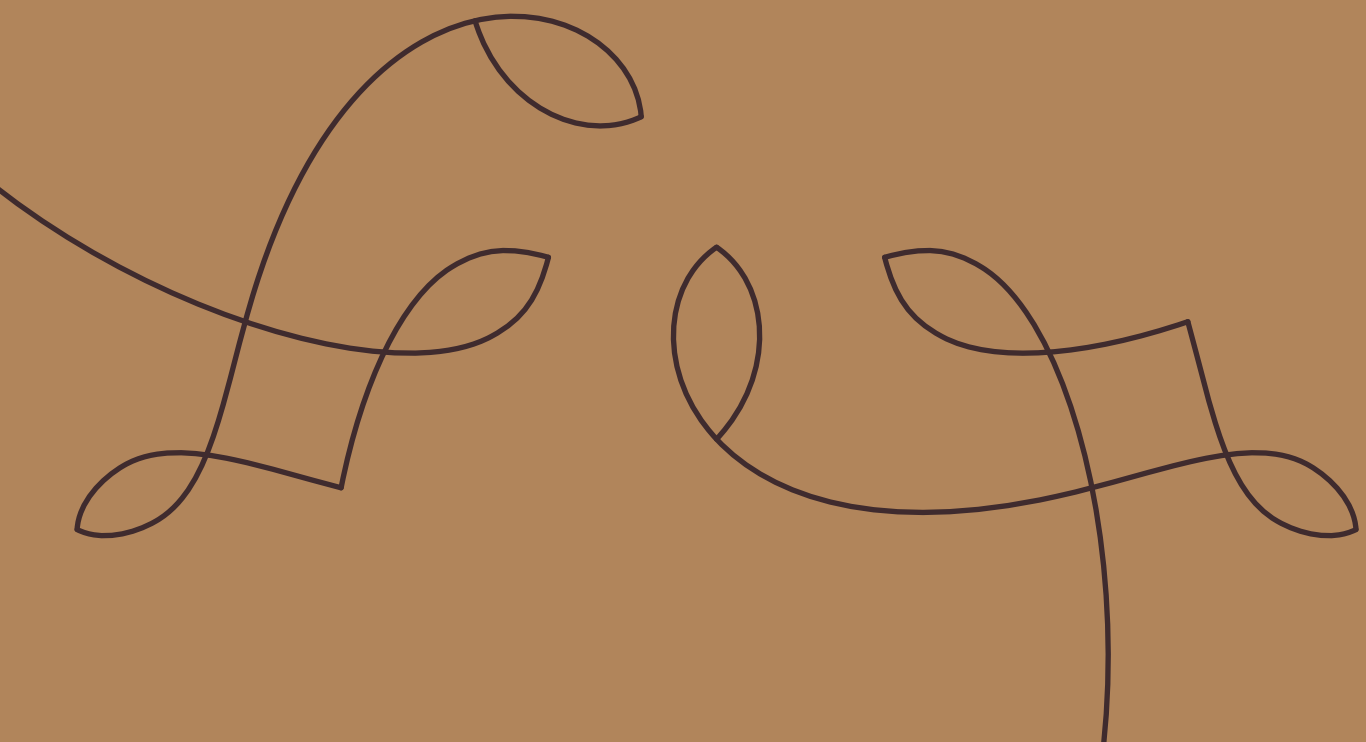
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- BHAU DAJI LAD MUSEUM
- MAGEN DAVID SYNAGOGUE
- ROMAN-CATHOLIC GLORIA CHURCH
- MOTISHA JAIN TEMPLE
- GLORIA CHURCH
- PARSI FIRE TEMPLE
- AGA KHAN MAUSOLEUM
- SPRAWLING FRUIT AND VEGETABLE MARKET
- EXCELLENT CONNECTIVITY AND PUBLIC TRANSPORTATION

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ACRE BOTANICAL GARDEN

AN UNPRECEDENTED PROJECT



ARANYA REDEFINES THE SOUTH MUMBAI SKYLINE IN THE HEART OF BYCULLA.

From the centre of Island City, take in the breadth of the city's history and variety—from its timeless monuments to its bustling urban centre and the 'good harbour' (baum bei) from which it received its name.



INTRODUCING ARANYA 4





Piramal
aranya



ARANYA *Sanskrit: n. forest*

‘...Indian civilization has been distinctive in locating its source of regeneration, material and intellectual, in the forest ... India’s best ideas have come when man was in communion with the trees and rivers and lakes ... The peace of the forest has helped the intellectual evolution of man. The culture of

the forest has fueled the culture of Indian society. The culture that has arisen from the forest has been influenced by the diverse processes of renewal of life, which are always at play in the forest, varying from species to species, from season to season, in sight and sound and smell.’

— RABINDRANATH TAGORE, TAPOVAN
(THE FOREST OF PURITY)

ARANYA BY THE NUMBERS

7 GORGEOUS ACRES

UP TO 80% OF RESIDENCES LOOK OUT OVER THE HARBOUR*

UP TO 70 FLOORS

UP TO 60% OF RESIDENCES ENJOY VIEWS OF THE BOTANICAL GARDENS*

PRIMARILY 3&4 BHK

UP TO 40% OF RESIDENCES ARE DUAL-ASPECT, WITH VIEWS OF BOTH THE HARBOUR AND GARDENS*

* Applicable to Tower I only







NEW PERSPECTIVE 5

UNPARALLELED LIFESTYLES ABOVE IT ALL

Nestled between 60 acres of botanical gardens and the Arabian Sea, perched above a canopy of trees, discover a new perspective on exceptional living in Mumbai.

Spread across seven acres, Aranya's exquisite design, minute attention to detail, and breathtaking views of the city, place it in a class of its own.





ARANYA PRIDES ITSELF ON THE SOPHISTICATION AND CRAFTSMANSHIP OF ITS TOWERS

From your home's fine materials to its natural textures, and its expert handiwork, the beauty is in the details.

Embark on a new era of growth and celebration with Aranya.





FRESH 6 OUTLOOK

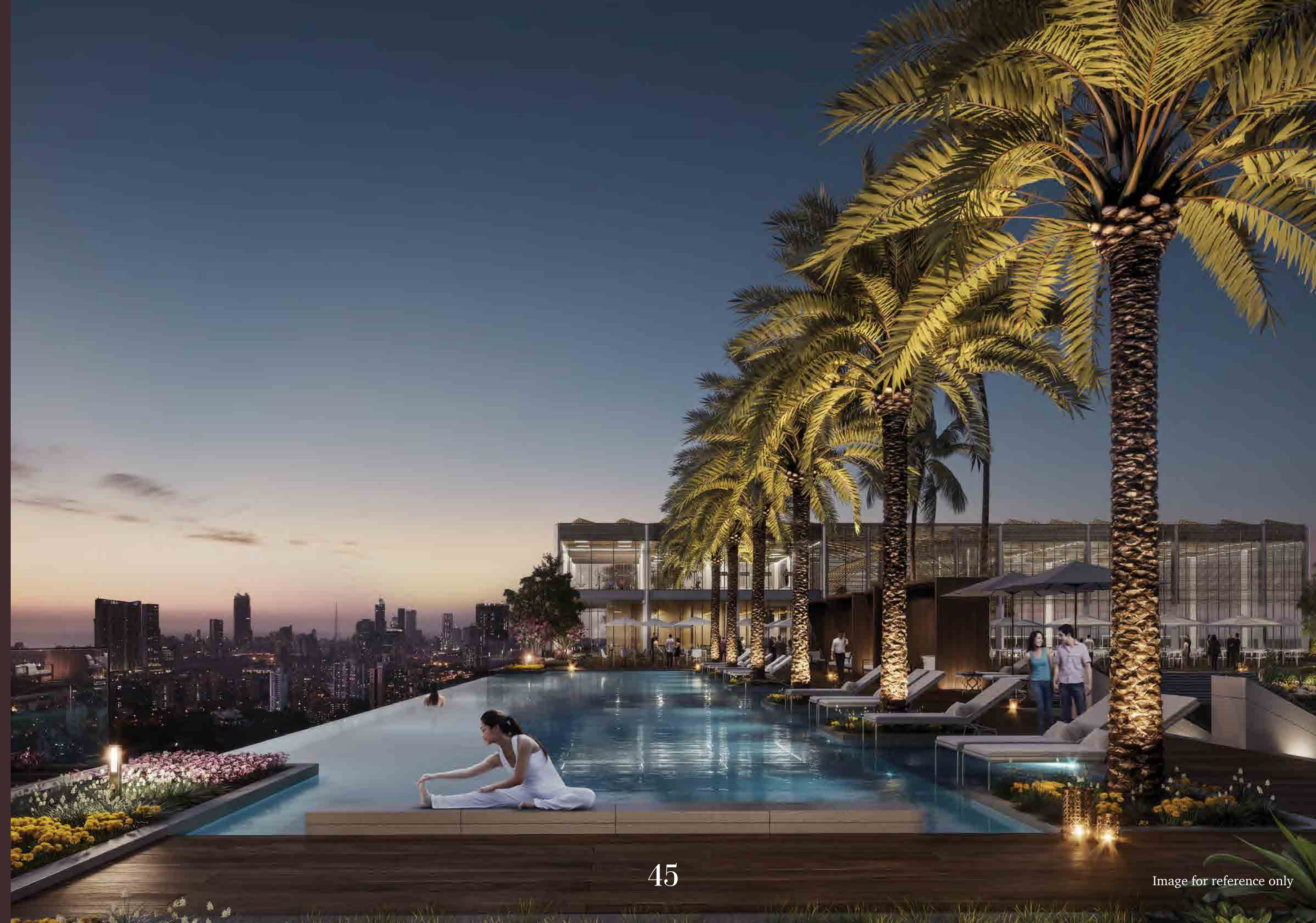
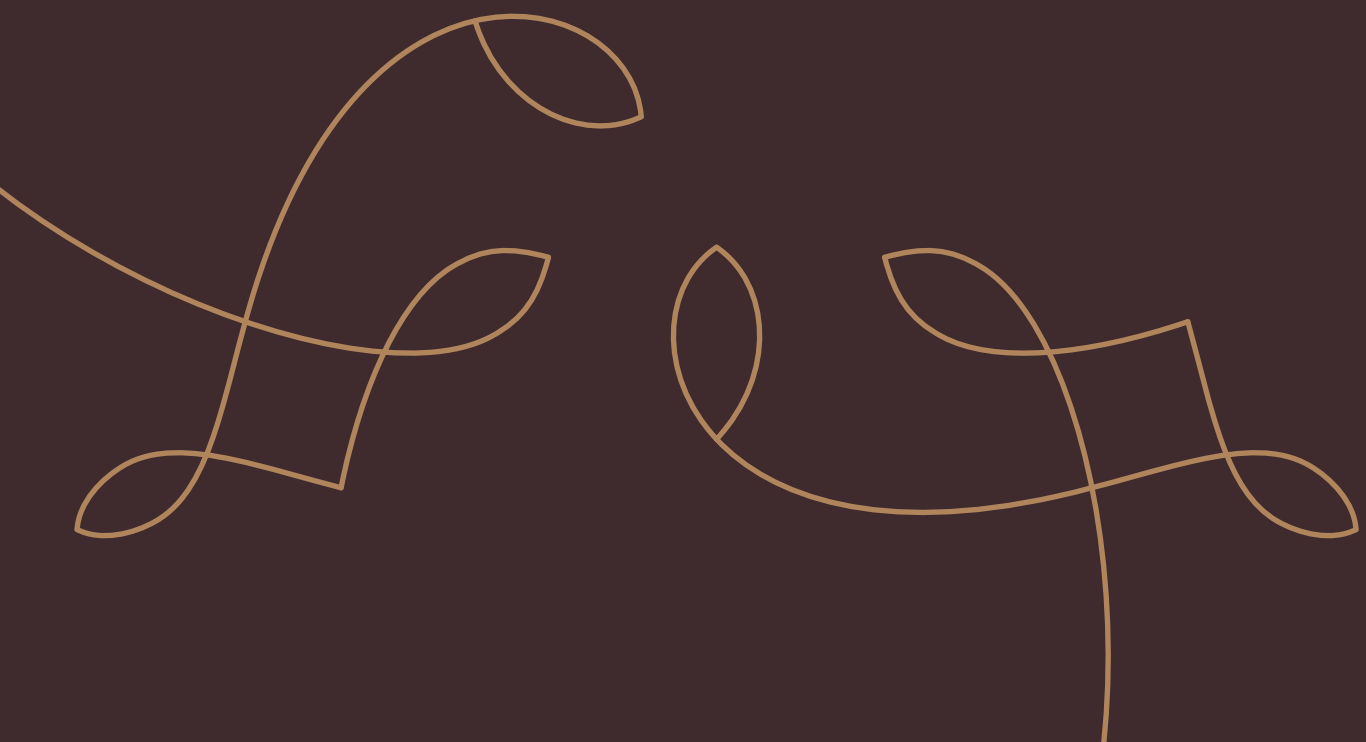


Image for reference only

ENVISION AN EXCEPTIONAL WAY OF LIVING

Revel in postcard-ready views from every vantage point of your Aranya home. Look out over the glittering city skyline, the botanical gardens to the west and the bustling harbour and azure sea to the east.

All residences have views of either the gardens or the sea, and thanks to a cruciform design scheme, nearly half of all Aranya residences boast breathtaking dual-aspect views of both east and west.



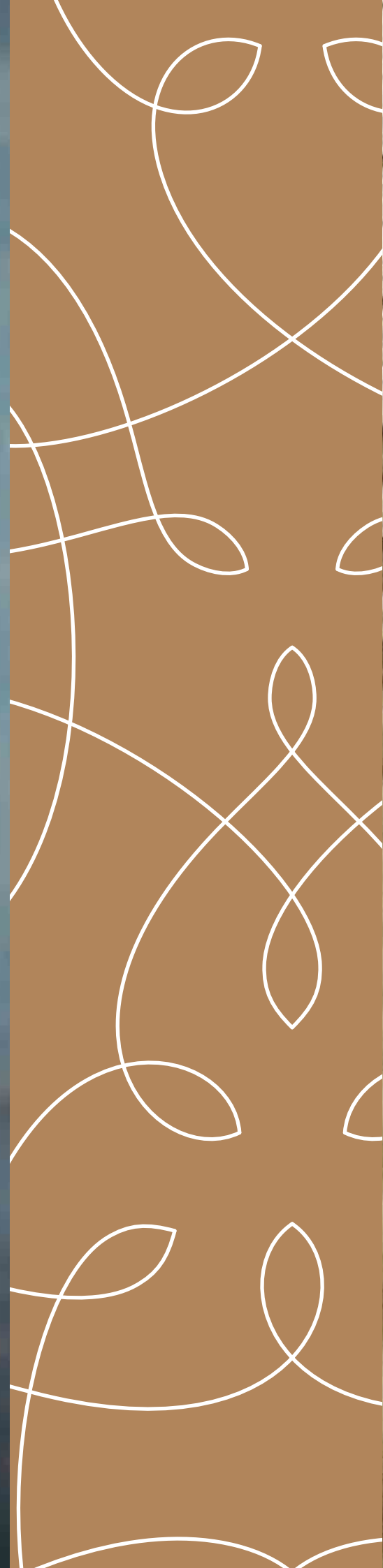


NATURAL INSPIRATION

Piramal Realty believes that an abundance of light, space, fresh air and greenery should be available to everyone.

We prize these simple luxuries above all else. Conversant with the natural environment, Aranya is designed to inspire reflection and optimism.







INSIDE-OUT DESIGN CREATES A DYNAMIC RELATIONSHIP BETWEEN ARANYA'S ELEGANT INTERIORS AND STUNNING EXTERIOR VIEWS.

Piramal Aranya's grand floor-to-ceiling windows provide dramatic views that evolve over the course of the day, fostering a close connection between the natural and built environments. Carefully selected window glazing minimises light glare and ambient noise.

All of the community's exceptional residences and shared spaces are designed for optimal ventilation, ensuring that they are comfortably cool, day and night.



BUILT TO INSPIRE

Aranya's sophisticated private residences, gathering spaces and outdoor terraces are artfully enhanced by rich, luxurious materials. Elegant and environmentally sound, each was selected to captivate and soothe the senses.



THE RICH PALETTE OF THE
NATURAL WORLD SERVES
AS A SOURCE OF INSPIRATION
FOR ARANYA.

Homes are crafted with vibrant materials
that evoke the textures and tones of the earth.
Warm precious woods, and fine imported
marble capture the essence and elegance
of the natural world.





Image for reference only

SKY-HIGH SANCTUARY

SUPERIOR DESIGN FEATURES

- Natural lighting and ventilation
- Glare-resistant glass facade
- Noise-reducing double-glazed windows
- Carefully designed windows to maximise views
- Spacious corridors, lobbies and lifts
- Natural building materials
- Spacious interiors
- Dual aspect views for nearly half of all residences



Image for reference only





ARANYA WAS CRAFTED UNDER THE PRINCIPLES OF UNIVERSAL DESIGN. FINE FLOORING, LARGE ELEVATORS, RAMPS AND SPACIOUS COMMON AREAS MAKE ACCESSIBILITY AN EASE FOR RESIDENTS OF ALL AGES AND ABILITIES.



ARANYA PRIDES ITSELF ON
SUMPTUOUS DETAILS AND
A DELICATE TOUCH.

The towers' stylish design is at once contemporary and classic, harmoniously integrating cutting-edge architecture and technology in an atmosphere that is instantly timeless.









INDOOR AMENITIES

GYM

SPA WITH STEAM &
TREATMENT ROOMS

PARTY HALL

CAFE

OUTDOOR DINING
PATIO

SQUASH COURT

BADMINTON COURTS

MULTIPURPOSE INDOOR
GAME ROOM (TABLE TENNIS
& CARROM)

LIBRARY LOUNGE





RETREAT AND REJUVENATE

SOOTHE YOUR SPIRIT, AND TAKE TIME TO UNWIND. SLIP INTO THE COMFORT OF THE ELEGANT ARANYA SPA.





EXQUISITE OUTDOORS

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Image for reference only



INSPIRED BY THE ENVIRONMENT

ARANYA IS ROOTED
IN A PASSIONATE
LOVE FOR LIFE AND
AN UNWAVERING
APPRECIATION FOR THE
NATURAL ENVIRONMENT.

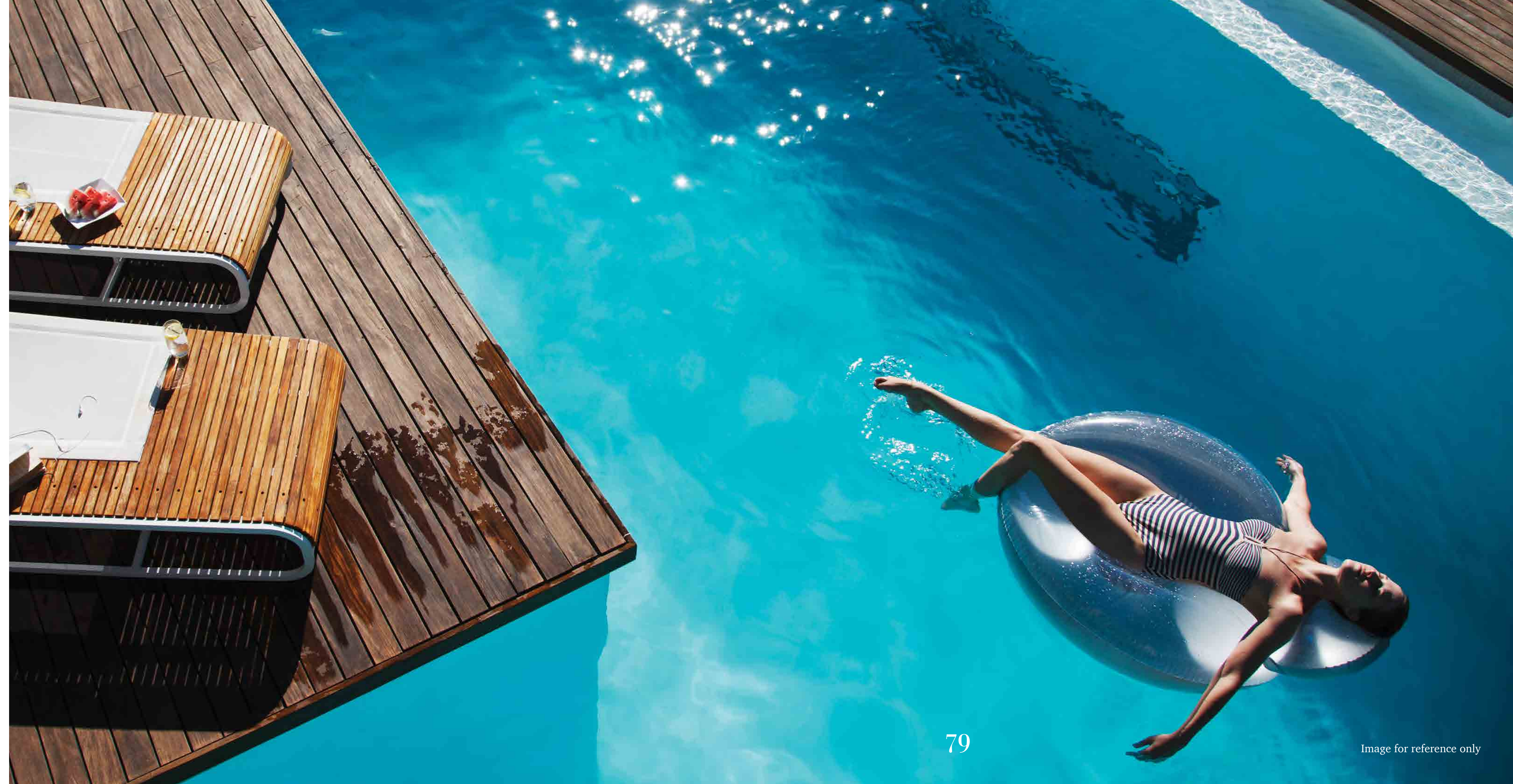
Each exquisitely landscaped community space was designed to celebrate the beauty and restorative purity of Mumbai's flora and fauna. Colourful birds and butterflies flock to Aranya's native trees and foliage.



**OPEN THE DOOR TO NEW POSSIBILITIES FOR
LEISURE AND PLAY. SPORT AND COMMUNITY
SPRING TO LIFE OUTDOORS AT ARANYA.**

From the unstructured play area designed to stimulate children's development, to a place for seniors to meet and mingle, there's something for every member of the community.

Take a stroll through Aranya's lavish flower garden—the perfect place to pass the time with your loved ones or to slip away for a moment of solitude.



A LITTLE FRIENDLY
COMPETITION NEVER HURT
ANYONE. TAKE A CRACK
AT CRICKET, OR KICKSTART
AN AMATEUR FOOTBALL
TEAM FOR THE LITTLE ONES.

OUTDOOR AMENITIES

HEATED SWIMMING POOL
KIDS POOL
CHILDREN'S PLAY AREA

SPORTS FIELD WITH
PRACTICE CRICKET PITCH
VIEWING POINTS
OVERLOOKING BOTANICAL
GARDENS, HARBOUR AND
SOUTH MUMBAI SKYLINE
WALKING AND JOGGING TRACK

PAVED PLAY AREA WHICH CAN
BE USED FOR ACTIVITIES SUCH
AS SKATING, CYCLING, SKATE
BOARDING ETC
RICH FLORAL LANDSCAPE,
OPEN LAWNS AND
CONVERSATION SPACES





Actual View

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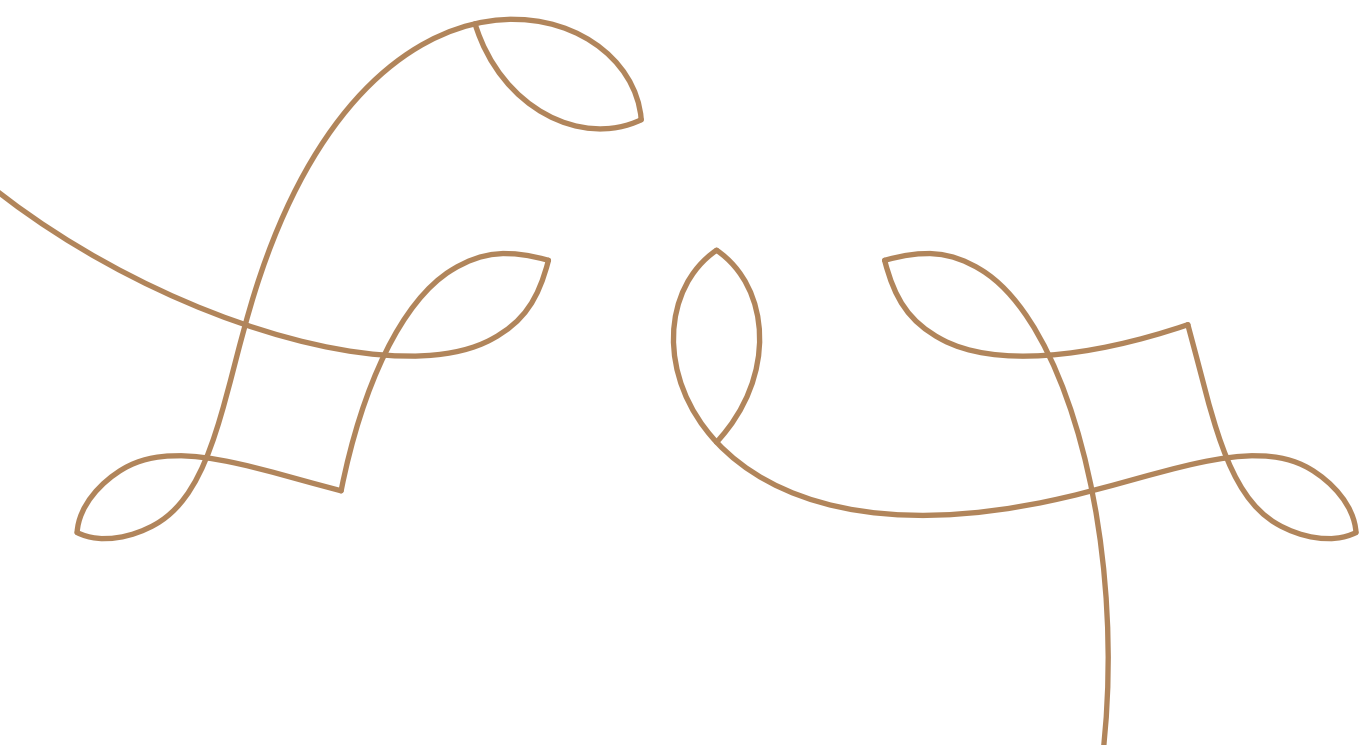
360° SPLENDOUR

CAPTURE A PANORAMIC BIRD'S-EYE VIEW AT A ROOFTOP SOIREE. TRELLISES PROVIDE SHADE AND ALLOW FOR A COOLING BREEZE ON ARANYA'S GORGEOUS TERRACES, AS YOU SAVOUR THE VIEW ABOVE IT ALL.

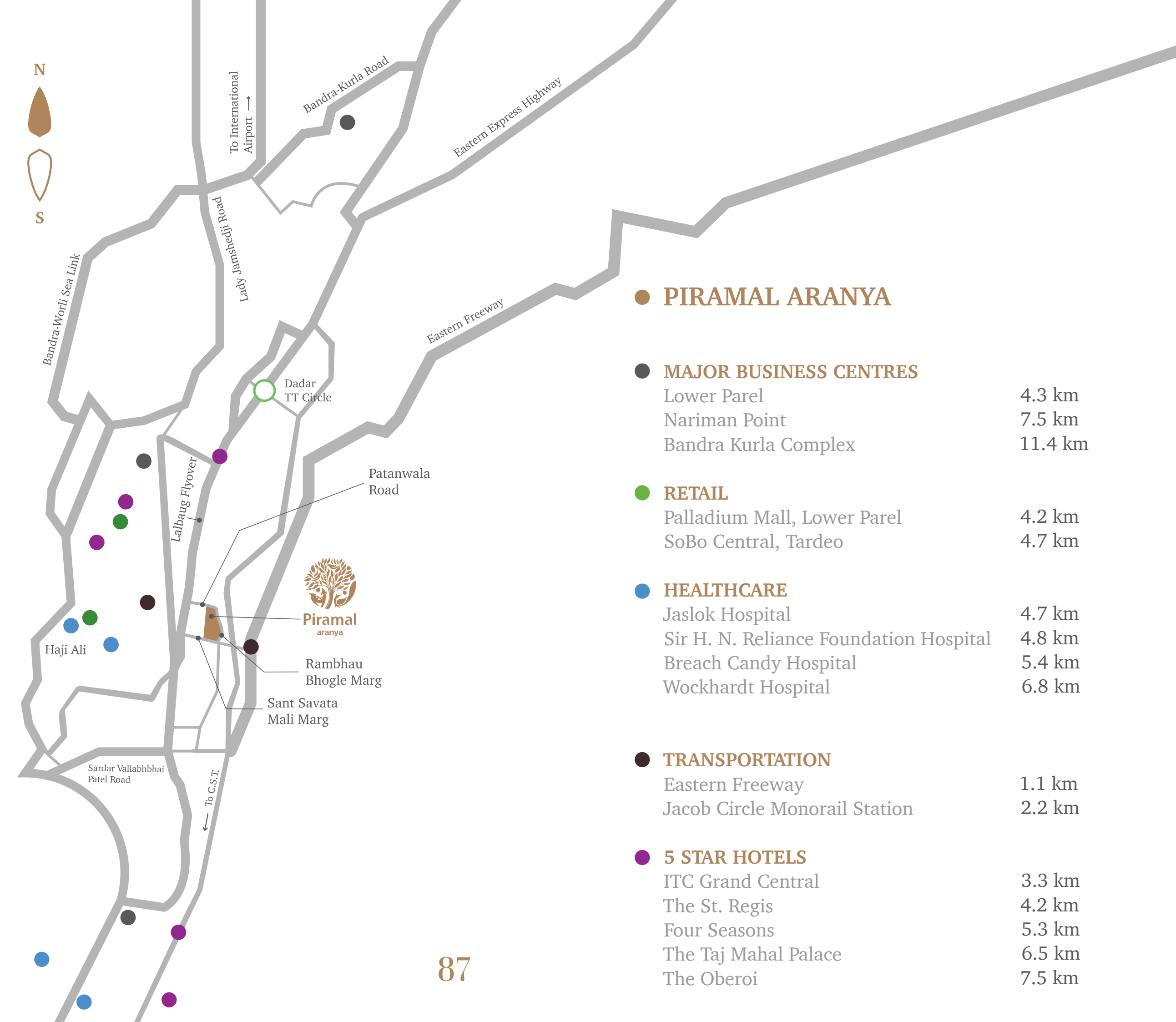
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GARDEN SPLENDOUR

THE FORECOURT OF ARANYA,
SOUTH MUMBAI'S GEMLIKE
BOTANICAL GARDENS ENTICE
RESIDENTS DOWN FOR A STROLL.



LOCATION MAP



● **PIRAMAL ARANYA**

● **MAJOR BUSINESS CENTRES**

Lower Parel	4.3 km
Nariman Point	7.5 km
Bandra Kurla Complex	11.4 km

● **RETAIL**

Palladium Mall, Lower Parel	4.2 km
SoBo Central, Tardeo	4.7 km

● **HEALTHCARE**

Jaslok Hospital	4.7 km
Sir H. N. Reliance Foundation Hospital	4.8 km
Breach Candy Hospital	5.4 km
Wockhardt Hospital	6.8 km

● **TRANSPORTATION**

Eastern Freeway	1.1 km
Jacob Circle Monorail Station	2.2 km

● **5 STAR HOTELS**

ITC Grand Central	3.3 km
The St. Regis	4.2 km
Four Seasons	5.3 km
The Taj Mahal Palace	6.5 km
The Oberoi	7.5 km

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VISIONARY COLLABORATION

Make Architects

is an architectural practice based in the United Kingdom founded by Ken Shuttleworth and are Piramal Aranya's principal architects. They are currently engaged in projects worldwide ranging from high rise offices to urban masterplans, Make Architects have also been ranked 46th in The Sunday Times 100 Best Small Companies to Work For & Practice of the Year - South East and London by the Architects Journal at the AJ100 Awards.

Hirsch Bedner Associates

leading the hospitality interior design industry since 1964, Hirsch Bedner Associates are the name behind The Ritz-Carlton at Dubai International Financial Centre, Waldorf Astoria, Shanghai and The Ritz-Carlton, Hong Kong. They have won numerous awards such as the Best Overall Resort Design for the Four Seasons, Seychelles which was one of the six awards won at the 2010 Hospitality Design Awards, such as the Sydney Opera House and the Pompidou Centre, Paris.

BuroHappold

who are world leaders in sustainable design and are Piramal Aranya's Lead Structural & MEP Consultants. This London-based firm was founded by the well-known Edmund Happold who before founding BuroHappold worked on projects such as the Sydney Opera House and the Pompidou Centre, Paris.

Warburg Pincus

a leading global private equity firm focused on growth investing, will invest INR 1800 crore (US\$284 million) for a minority stake in Piramal Realty. The firm has more than US\$35 billion in assets under management. The firm's active portfolio of more than 120 companies is highly diversified by stage, sector and geography. Warburg Pincus is an experienced partner to management teams seeking to build durable companies with sustainable value has raised 14 private equity funds which have invested more than US\$50 billion in over 720 companies in more than 35 countries.

EDSA

the lead landscape architect for Piramal Aranya have worked in almost 100 countries across the globe creating sustainable places to live, work, learn and play. From modest but ambitious beginnings, the team at EDSA has worked on projects like the Dubai Opera House, Atlantis, Paradise Island in the Bahamas their legacy has grown in stature to one of the world's most renowned landscape architecture firms.

Goldman Sachs

who have invested US \$150 million in Piramal Realty is active in investing across different sectors of the Indian economy. Since 2006, the firm has deployed more than US\$2.5 billion in the country. Globally, Goldman Sachs is one of the largest real estate investors in the world and has invested approximately \$43 billion in the sector. Working with numerous renown developers, such as Hines, Lincoln Property and Zeckendorf Development, Goldman Sachs has been involved in various landmark developments around the world, including 56 Leonard Street and MoMA Expansion Tower (53W53) in New York.

PIRAMAL ARANYA

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