

For chilled out living

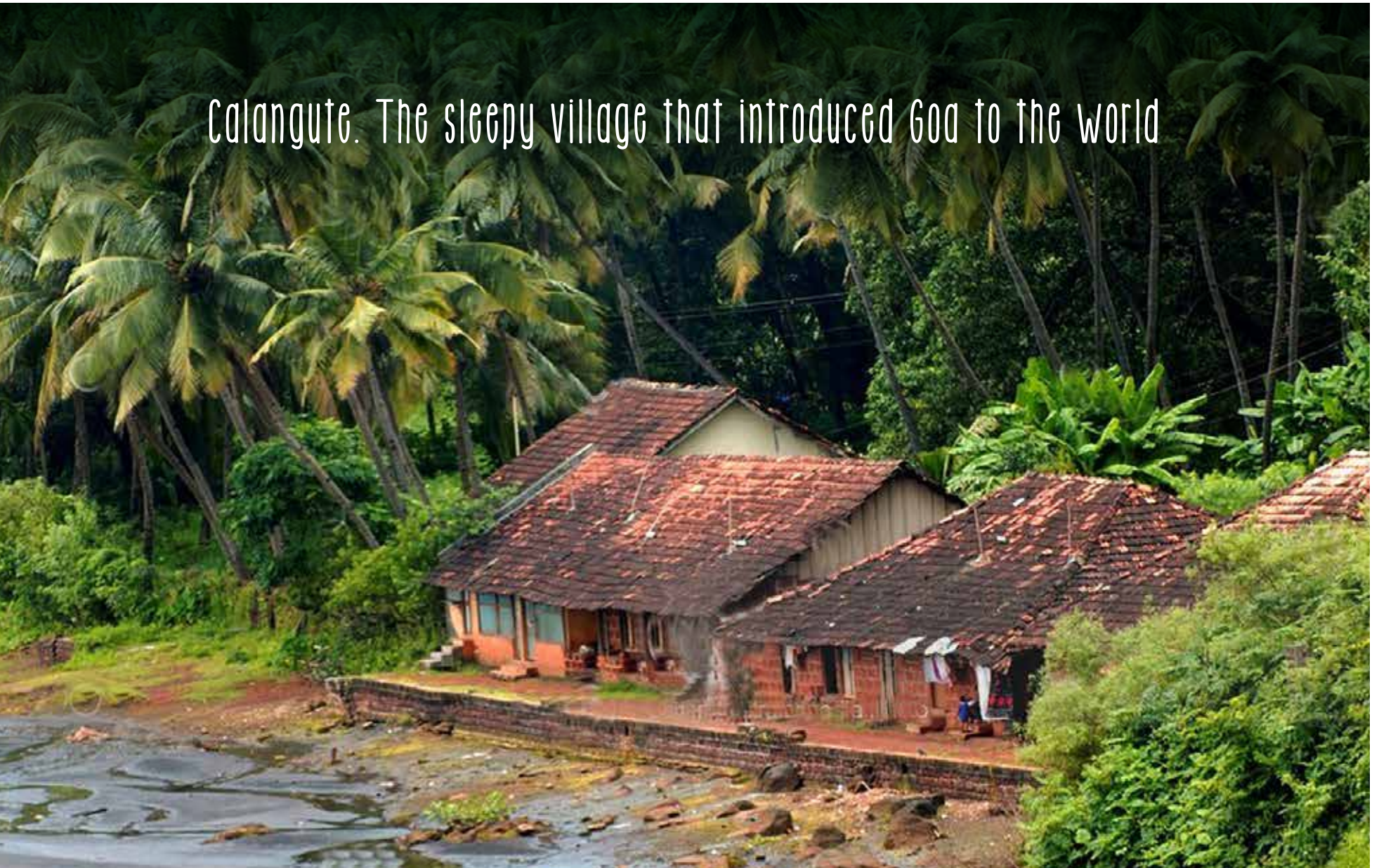


privada  
CALANGUTE, GOA



I am here to stay

They say, everybody comes to Goa. Some just decide never to return—figuratively speaking. Things just happen to you unsuspectingly, you aren't prepared for it, and you never know when Goa soaks in and takes over your consciousness. Maybe as you are cycling down an empty road on a rainy day, with coconut trees tossing their heads; or perhaps in the fish market haggling with the fisher woman, the sun glinting off her gold nose pin; or leaning from the river ferry watching a pied kingfisher hover still over the water; or running bare feet on a pre-dawn beach. You suddenly discover that you are here to stay.



Here's where it all started. Backpacking wanderers discovered the pristine beaches of Anjuna-Baga- Calangute and turned Goa into a Mecca for free-spirited hippie-chic travellers from all around the world.

# Blend into Calangute

Calangute in North Goa is Goa's party capital. It's a sleepy fishing village grown into a tourist boom town, but still with quaint charm, tucked away in nooks and corners, the longest beach in North Goa and the heady fusion of lazy shacking- gorgeous cuisine-groovy music-endless partying. Somewhere in between is a bustling habitable town, with great connectivity and modern living amenities. A paradise for living full and fluid.





## God's Party town

Calangute never sleeps at night. You doze and laze and stretch during the day. But groove, when the sun goes down. The music is flowing, the trance is intoxicating, the dance is non-stop and there's no tomorrow. Calangute has the hippest joints in Goa.



2 miles to the left. 2 miles to the right.  
And as far as the eyes can see ahead.



Calangute is a 4 mile long, fine sand beach flanked by Candolim to the south and Baga to the North. One of the finest bathing beaches in the world.





But, let the tourists have their sea.  
The rest is mine.



On one side is the sea. On the other side is the sea of green. I have all the time in the world to meet the emerald backwaters of Goa. Away from the crowd, I drift down the rivers, meandering through the coconut groves, watching a heron take wings, or a fisherman casting his net. Life flows slow. I sink sweetly into the conversation of the village folk, returning from the town to their home.

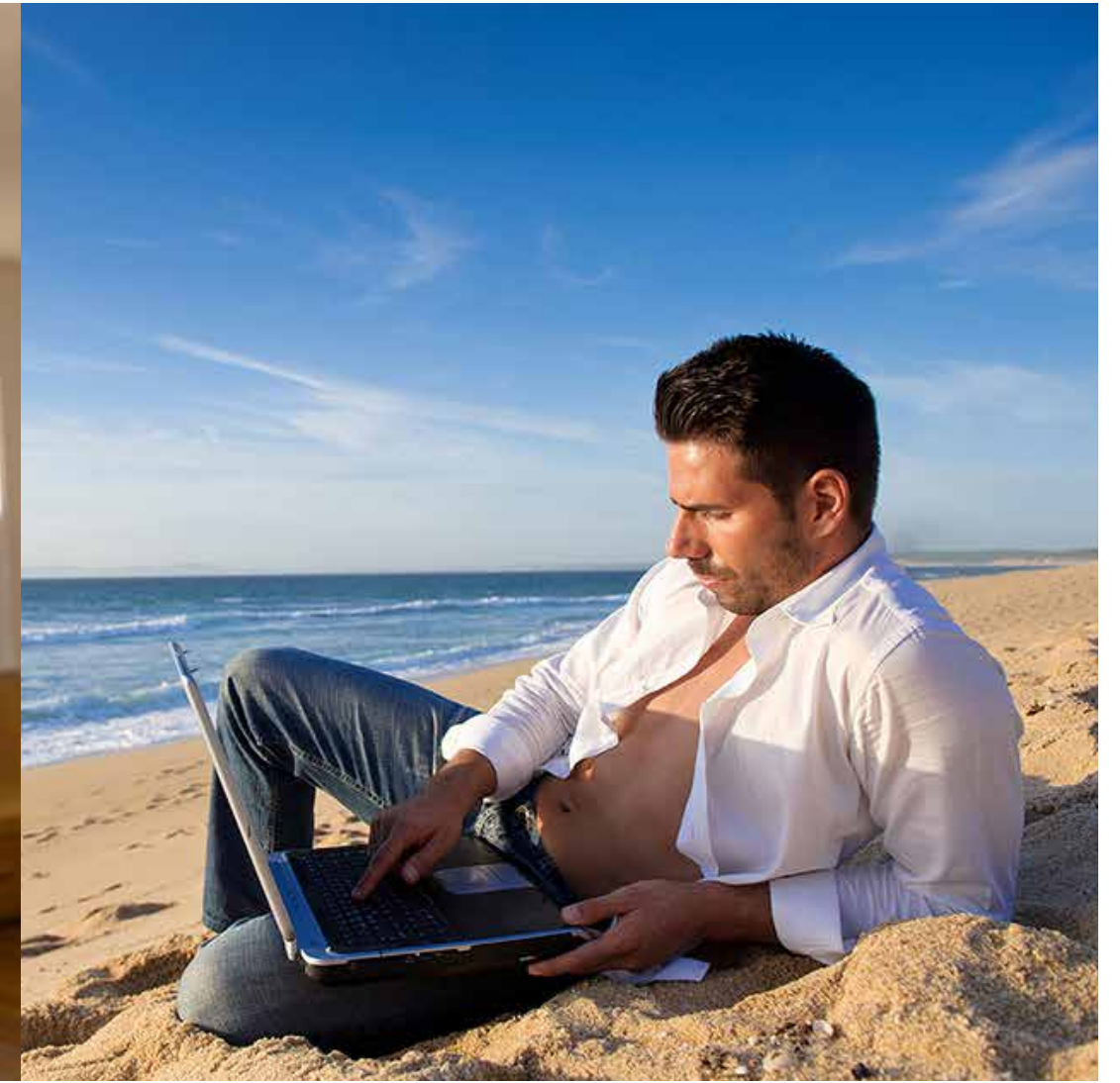
Most come here to get away. I am here to get in.



My mind works



My life works



My brain works



I have an excuse  
to be here,  
round the year



'Summertime, and the livin' is easy!

So sang Ella Fitzgerald, and you can feel it in Goa. Strolling on golden beaches, sipping fresh coconut, dipping in the cool waters and living like a stylish beach bum takes the pressures off you. Your body may tan, but your soul will radiate.

I don't need a plan for long weekends

Ever felt the last moment panic without plans on a longish break? I haven't. And my friends count on me to be their Goa insider for a whirlwind good time. Any time.





## Entrudo or the Carnival on Ash Wednesday, February or March

3 days and nights of berserk immersive revelry, when Goa doesn't stop. Floats, all-night parades, dance, music turns Goa into a Brazilian-style street theatre. The place to be.

## In rains, there's none other

You haven't lived if you haven't felt the salt spray and the rain whip your face during the Goa monsoon. The shimmering green around, beaches empty of tourists, overflowing rivers and the white opaque sheets of water, is magic.



## Merry & Happy & New

The most awesome time to be in Goa is from Christmas to New Year. Mellow weather, twinkling decorations in every home and roadside chapel, quaint decked up churches; a sweeping festive feeling; Gala dinners; and ringing in the New Year with an all-night beach party. Oh, it's precious.



# privada

CALANGUTE, GOA

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One off my bucket list.  
A home in Goa.



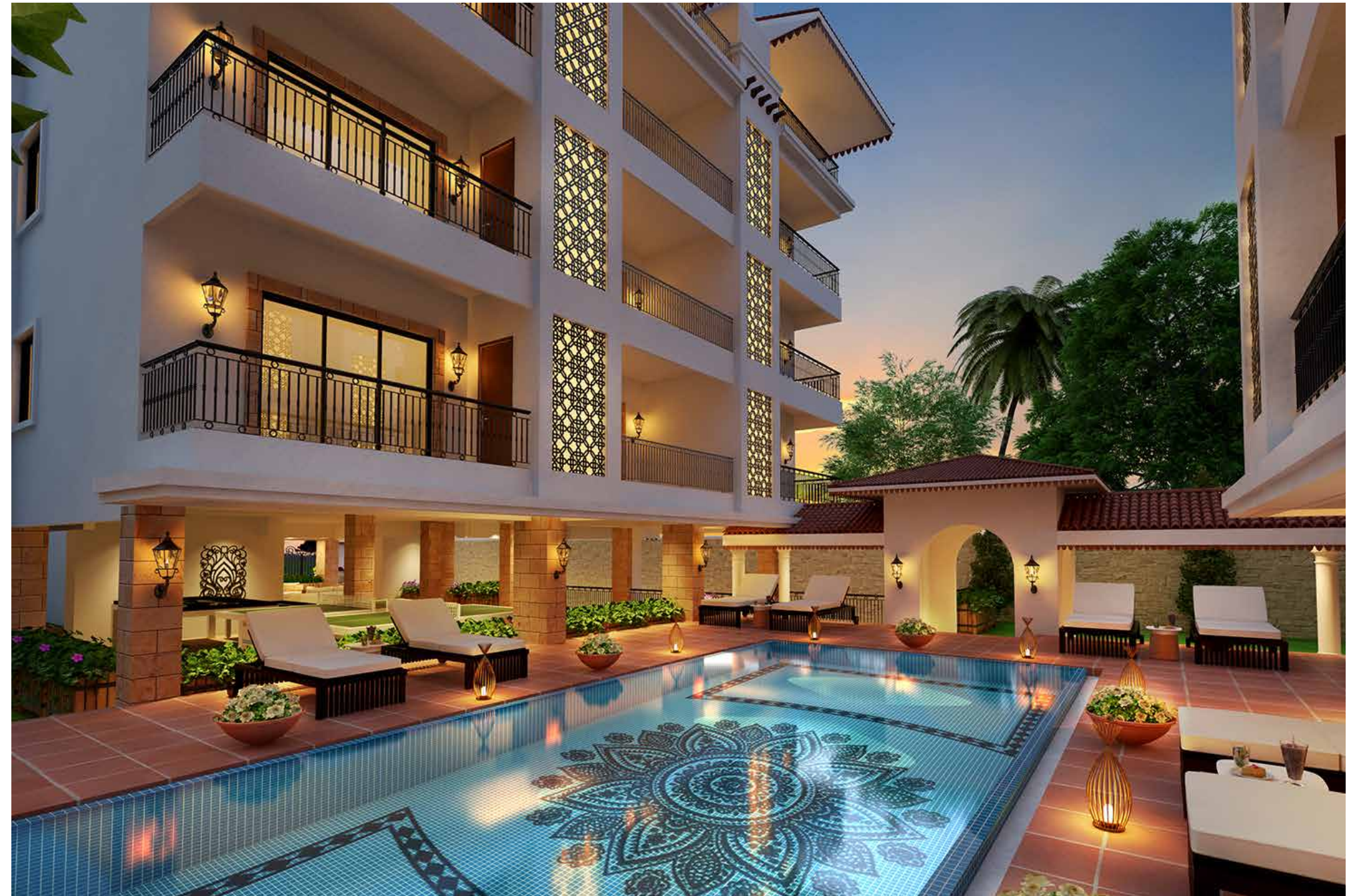
Me, the hacendado



Privada is a condo residence, styled like a Spanish-Mexican Hacienda - the estate home for colonialists and settlers. A Hacienda owner is known as the Hacendado. A charming old-world simplicity sweetens the look with red tiled roofs, stucco wall finish and clean lines. It fits in without a whisper in the openness of Goa landscape.

# Resort luxury meets daily living

Imagine the comforts of a compact, cosy home throbbing with the joyful spirit of a holiday resort. A design that's pleasing to the eye, tasteful, and echoes the free-spirit of Goa. A private haven for you, family, and when you want—friends.





Two residential blocks screen a luxury splash pool, with a designer tiled bottom & apron



Select ground floor apartments with private lawns & gardens



Play area for children



Clean-line set-in balconies with theme design railings



Characteristic Hacienda styled red-tile sloped roofs.  
Exclusive top floor condos



Distinctive aesthetic detailing conforming to architectural theme



# The Baga-Calangute-Candolim beach? Just walk down.

Privada is located 700 meters off the beach, inside a coconut grove.  
On the other side, it's a short walk off the Calangute-Candolim road.





A home. To enjoy. To flaunt. To share

The compact units with balconies at Privada, offers beautifully simple living. Harmoniously designed to catch the maximum of the lovely openness of Goa and efficient utilisation of maximum space. The details make it delightful.

### Apartment areas (indicative)

Studios: 450 sq feet and more

Grand Condos, 650 sq feet and more:

1 bedroom + Kitchen + Living room + 2 Washrooms

#### I am a practical romantic

While I simply love the Goan life and the bohemianism it offers, I find the small apartments the most practical way of living and maintaining—whether here or away. Enclosed, looked after, modern, functional and hey, even easy to rent out!



Studios & one bedroom Grand condos.  
With fitted modular kitchen



Easy to reach. But as the song says,  
you can never leave : )

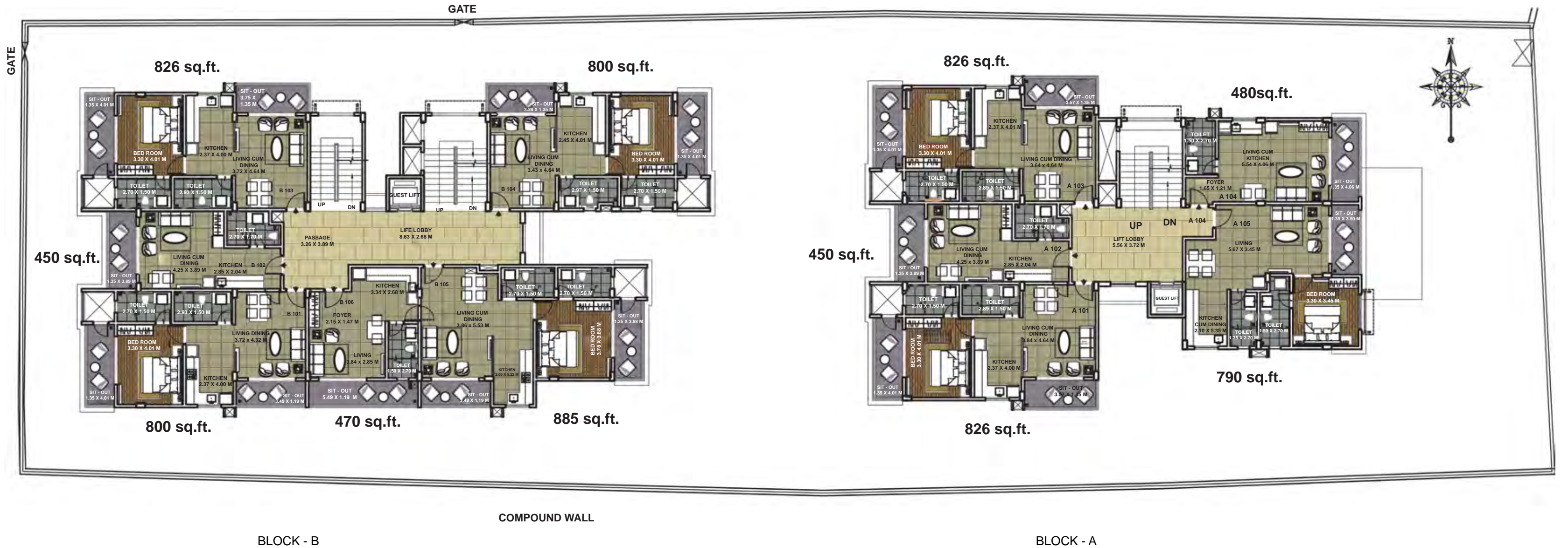
- 45 minutes from Dabolim International Airport. And even quicker from the proposed new international airport at Mopa
- 20 minutes from Thivim Railway Station
- 15 minutes from Panjim
- 6 hour drive from Mumbai with the upcoming coastal road
- 8 hour drive from Pune
- 10-1/2 hour drive from Bangalore



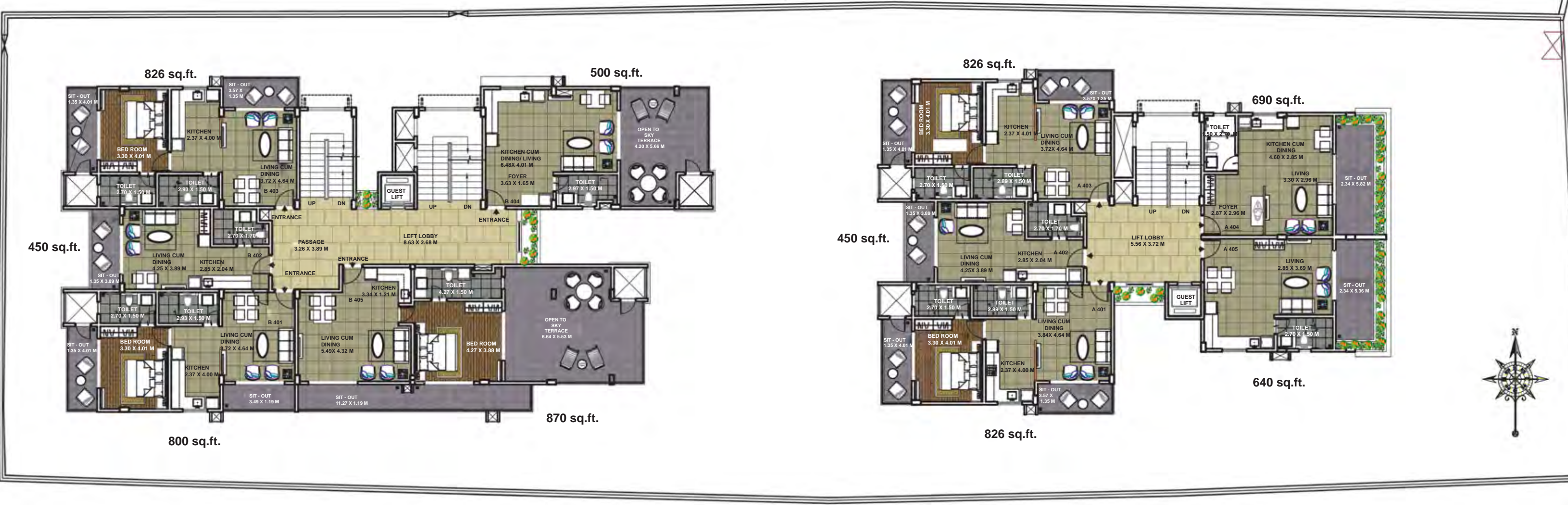
# Ground Floor Plan



# 1st to 3rd Floor Plan



# 4th Floor Plan



BLOCK - B

BLOCK - A



## PROJECT OVERVIEW

- G + 4 storied apartment blocks in Hacienda architecture style
- 2 blocks, 47 units
- Studio & 1 BR apartments with balconies
- Fitted modular kitchen
- Ample vehicle parking

## LOCATION

- 700 meters off Calangute beach, inside a coconut grove
- A short walk off the Calangute-Candolim road
- Clear of Govt. regulated CRZ zone
- Green cover all around
- Direct beach access through beautiful walking path

## SECURITY

- Gated community
- 24x7 security
- CCTV surveillance system in all common areas

## GENERAL FEATURES & AMENITIES

- Reception area cum grand entrance lobby designed in imported marble
- Landscaped lawns
- Swimming pool with hardscape
- Paved driveways
- Well equipped gymnasium
- Power back up for all common areas
- Designer lift in each building
- Wifi for internet
- House keeping management
- Well designed children's play area

## TECHNICAL DETAILS

- R.C.C framed, Earthquake resistant structure as per relevant I.S Codes
- High plinth levels with damp proofing below ground level
- Double coat external waterproof plaster to walls with high quality external paint
- Free hold land





## A lovely place to invest my life in.

For many of us, having a pad in Goa, that too in a prime Calangute location, is a cherished dream. Privada, offers exactly that. While that emotional investment is the strongest reason to be here, there are other powerful reasons to support your decision:

- Calangute is the hotspot of North Goa, the most lively town of the state. Asset prices have a healthy growth here.
- Calangute has excellent connectivity by Air, Road and Rail
- Privada, is 5 minutes off the main beach, with spectacular views from upper floors, right on the edge of the CRZ. This is a highly coveted asset. The location has very few modern residential properties of this nature
- Calangute is popular not only in India, but around the world, as one of the coolest sea side destinations. The demand for a home here is high.
- It is completely viable and possible to rent out your property on short term / long term leases, thereby ensuring a steady income. Multiple popular websites like Airbnb, Oyo Rooms, ZO Rooms etc facilitate such rentals
- Goa is an all-season year-round tourist destination. Beach festivals like Sunburn are top draws in the world

# Let's put your mind at ease

1. Faultless paperwork, land titles and sanctions
2. Transparent commercials with clear schedules
3. A timeline of work and delivery milestones
4. Regular update of work progress

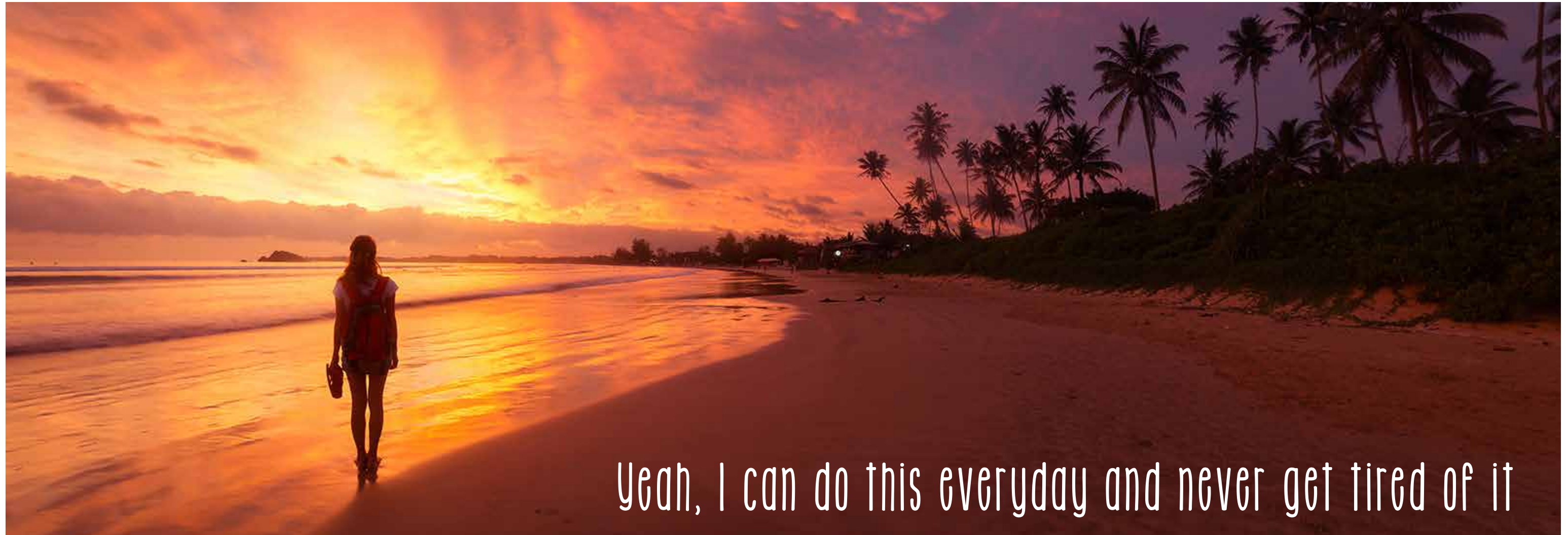


## Pruthvi Group [www.pruthvigroup.co](http://www.pruthvigroup.co)

The Pruthvi Group develops boutique residential projects in prime Mumbai neighbourhoods. Known for high quality constructions, attention to details and on-time delivery practices, Pruthvi homes are valued many times more than their prices. The Group's chief merit is its strict professional and ethical code and uncompromising policy of ensuring every kind of clearance and sanction at every stage, which takes the worry off its clients. Operating since 2007 with a dedicated team of architects, landscapers, valuers, legal consultants, engineers, suppliers and contractors, the Pruthvi Group has perfected a model of delivering consistently superior products.

## Alhad Raje & Associates Architects and Interior Designers

Alhad Raje packs in 18 years of designing luxury hospitality, Villas & Houses, Retail & Corporate spaces projects in India & abroad. Alhad has a personal and intimate connection with the Privada project. The open Hacienda style, capturing the Latin American-Spanish flavour was Alhad's and Pruthvi Group's collaborative concept. It fits in beautifully with the sea and beach environment of Goa and creates an elegant home for residents. Within the design framework, Alhad works meticulously to create an experience that is intimate, modern, tasteful with optimum utilisation of space. His attention to details and crafting makes Privada a place of pride for both the developer and the residents.



Yeah, I can do this everyday and never get tired of it

RCC Consultant  
Mr. Shirish Kamat

Liaison Architect  
Mr. Mahesh Rane

Legal Consultant  
Mrs. Shubhalaxmi Naik

Design Architect  
Alhad Raje & Associates

[www.privadacalangute.com](http://www.privadacalangute.com)



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