

*Design Thinking #101*

A BUSY DAY CAN BE  
FORGOTTEN  
WITH A GAME OF BADMINTON,  
A SUNDAY BARBECUE,  
GOSSIP OVER COFFEE OR  
AN AFTER WORK SWIM.

RUSTOMJEE  
**UPTOWN URBANIA**  
THANE (W)

IT'S THOUGHTFUL. IT'S **Rustomjee**<sup>®</sup>

*Welcome to Rustomjee Uptown Urbania,  
a world co-created by architects, behaviourists,  
child psychologists, environmentalists,  
sunlight experts, interior designers, sculptors,  
artists and landscape designers.*

*A multidisciplinary approach we like to call  
design thinking. Where 55 acres become  
a magical 60 acres of adventure, discovery,  
growing up, friendships, laughter and  
family time. Where the rooftop is a leisure zone  
not just restricted to a privileged few  
but open to the entire community. Think of it  
as a human-centric experience dedicated  
to everything the city had forgotten about life.*

*What happens when two powerhouses in development, design and master planning decide to join forces? You get to experience life in a gated community like Rustomjee Uptown Urbania.*

*This collaboration between the Rustomjee Group and Keppel Land promises to redefine Thane's skyline as well as what the city has come to know of life in a gated community. Keppel Land, a Singapore flagship multinational company, is known to deliver innovative and multi-faceted urban space solutions that enrich people and communities. Its sterling portfolio includes award-winning residential developments, investment-grade commercial properties and integrated townships. The perfect match for Rustomjee's extensive network and expertise in the local property market, with a development portfolio of 16 million square feet of completed projects, 10.9 million square feet of ongoing development and 22 million square feet of planned development spanning across the Mumbai Metropolitan Region.*

*The result: a highly liveable, vibrant and sustainable township in Thane - one that enriches the people and the community.*

**Rustomjee®**

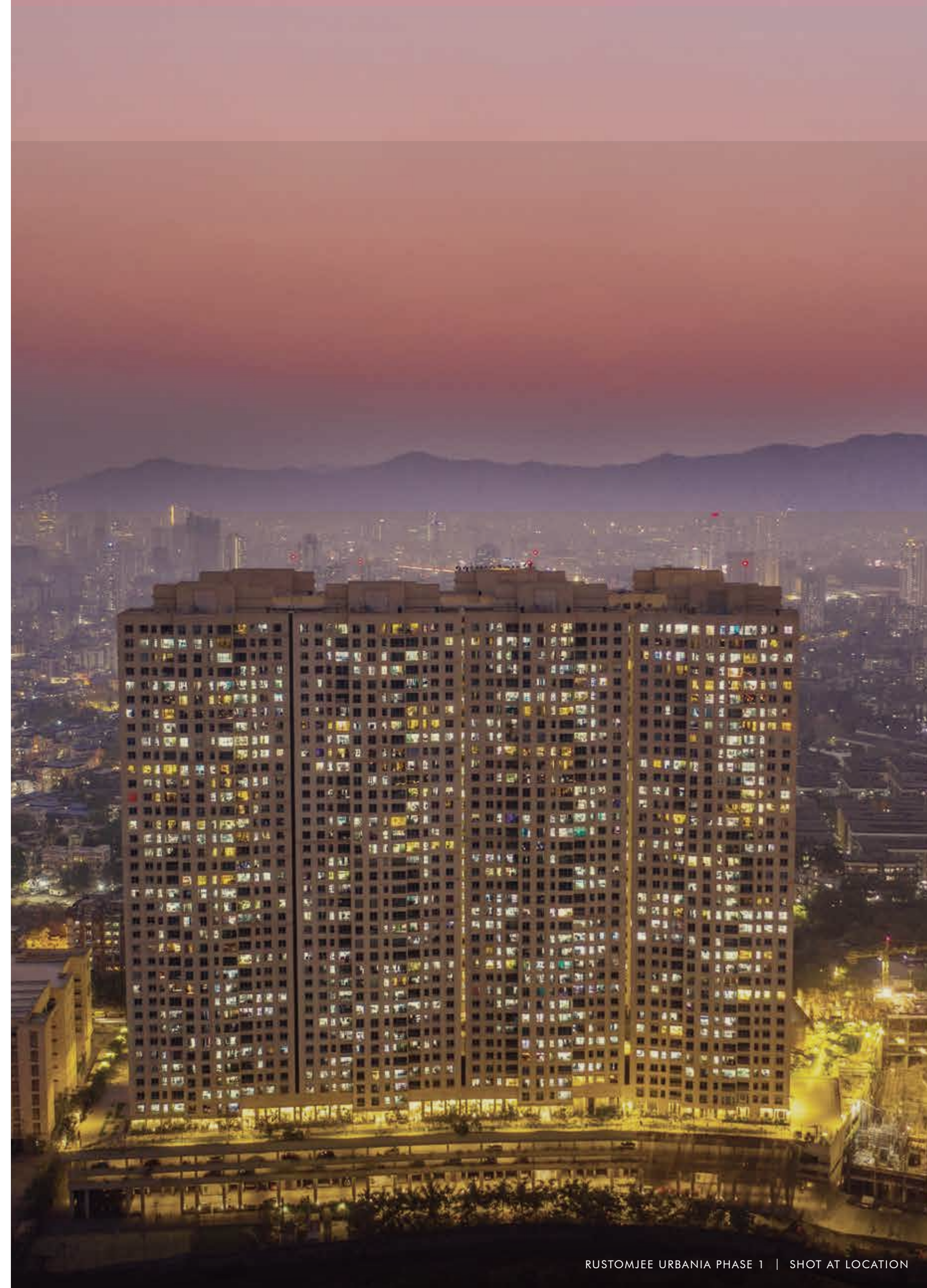
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**Keppel Land**

*“For 25 years Rustomjee has shaped life in the city with one simple philosophy: design for a better, happier world. So built into our blueprints are ideas for living. Sculpted into the construction are new age concepts, technology and eco-design. And reflected in every project, you will find one common thread: We create lives where family dinners aren’t pencilled onto a to-do list, kids can be kids and guest lists have no limitations. Welcome to Rustomjee Uptown Urbania. Our township with everything the city had forgotten.”*



**Boman R. Irani**  
*Chairman and MD, Rustomjee*



*“We are excited to collaborate with the Rustomjee Group to co-develop an integrated township in Thane, which is in line with Keppel Land’s strategy to scale up in India. By leveraging Rustomjee’s extensive network and expertise in the local property market, as well as Keppel Land’s international experience and strength in execution, we are confident that we can deliver innovative and multi-faceted urban space solutions that delight and enrich the community.”*



**Mr. Ho Kiam Kheong,**  
*President (India), Keppel Land*



EMPIRE CITY, HO CHI MINH CITY, VIETNAM



PARK AVENUE CENTRAL, SHANGHAI, CHINA



SAIGON CENTRE, HO CHI MINH CITY, VIETNAM



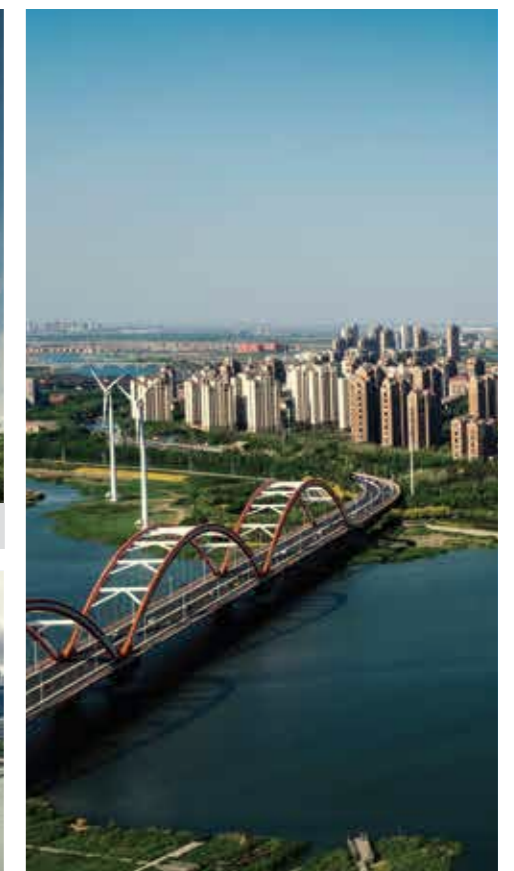
SAIGON SPORTS CITY, HO CHI MINH CITY, VIETNAM



MARINA BAY FINANCIAL CENTRE, SINGAPORE



KEPPEL BAY, SINGAPORE



SINO SINGAPORE TIANJIN ECO CITY, CHINA

## LONGEST STUDY ON HAPPINESS BY HARVARD.

*An ongoing Harvard Study of Adult Development spanning almost 80 years, found out what keeps us happier, healthier and is responsible for longevity of life. And here's what they found.*

*It's not about wealth, fame or high achievement. It's not even about working harder and harder. Good relationships keep us happier and healthier. Taking care of your body is important, but tending to your relationships is a form of self-care too. Social connections are good for us. Those who are more connected to family, to friends, to community tend to be physically healthier and live longer. Loneliness on the other hand makes our health and memory decline. So it's not just important to surround ourselves with people but the quality of these close relationships matter. It's not our cholesterol levels that predict how we will feel as we grow old but it is how satisfied we are in our close relationships.*

Reference:

<https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/>

## A COMMUNITY YOU CAN CALL YOUR OWN.

*A township that gives opportunity to people to build meaningful connections. A neighbourhood where people feel safe, secure and grow together.*

*Where every member is valued, the young and the forever young. At Rustomjee, we've made it our mission to build spaces that bring people together and make the world a happier place.*

*Creating township where kids can be kids and at the same time, giving you the space and privacy to enjoy some well-earned me-time.*



*Design Thinking #200-204*

## TAKE THE CITY BACK TO WHEN PEOPLE KNEW THEIR NEIGHBOURS' NAMES.

*Every child knows it's Ronnie uncle in Wing C for  
Ragra Pattis, Revathi Aunty in Wing B for Dosas, so how  
about the 46<sup>th</sup> floor for a family dinner.*

*There will always be friends who share your  
love for Old Monk, Kishore Kumar and Gulab Jamuns.  
And there should always be places for them to meet.*

*The guy who's got your back in business  
could be your neighbour.*

*And the boardroom downstairs your new launch pad.*

***Introducing La Familia, the first cluster of  
towers at Rustomjee Uptown Urbania.***

- *3 multi-storeyed towers*
- *45 habitable floors*
- *46<sup>th</sup> and 47<sup>th</sup> floor dedicated to recreation*
- *Clubhouse with outdoor amenities on ground level*
- *2 and 3 bedroom homes*



*Design Thinking #22*

THE 47<sup>TH</sup> FLOOR  
IS THE PERFECT SPOT FOR:  
AL FRESCO BRUNCHES,  
A SUNDAY SWIM, EVENINGS  
WITH KISHORE KUMAR.

*Lap pool | Kids' pool | Poolside deck*

**OPEN TO SKY LOUNGE**

*Family pod | Fern garden | O2 garden*

*Fragrance garden*

*Chilling pod | Nature walkway*



*Design Thinking #21*

A GARDEN ON THE 46<sup>TH</sup> FLOOR  
COULD BE FERTILE GROUND  
FOR FRIENDSHIPS, A BUSINESS CENTRE,  
OR DRINKS WITH  
NEW FOUND FRIENDS.

*Stargazing deck | Senior citizens' zone | Reading enclave*

*Yoga deck | Greenery spiral staircase*

*Party deck with BBQ bar | Sunset terrace | Resting deck*

*Look out bar counter*

**OTHER RECREATIONAL FLOOR LEVEL AMENITIES:**

*Meeting rooms and open meeting pods | Guest rooms*

*Fully equipped gymnasium*













*Design Thinking #20*

KIDS WON'T REMEMBER YOU  
AS A CEO OR CHAIRMAN,  
THEY WILL REMEMBER YOU AS  
MY DAD THE 'REIGNING  
KING OF THE TREADMILL'.

*Design Thinking #19*

KIDS AND  
GRANDPARENTS DO FIND  
COMMON GROUND,  
THE BBQ PAVILION IS  
JUST ONE  
OF THE PLACES.

**OTHER GROUND LEVEL LANDSCAPED GARDEN**

**AMENITIES:**

*Outdoor toddlers' playground | Party lawn with  
party deck | Walking trail within landscape*

**CLUBHOUSE**

*Badminton court | Table tennis | Open stilt multipurpose area  
Party hall with terrace*

**OUTDOOR LOUNGE**

*Herb garden | Arrival plaza | Vertical garden  
Scent garden | Pebble seats | Leafy lane*



















*Design Thinking #18*

CLIMBING A TREE  
CAN TEACH YOUR DAUGHTER  
SOME VERY IMPORTANT  
LESSONS: LIKE AIMING HIGH,  
FOR INSTANCE.



*Design Thinking #17*

THEY SAY THE AVERAGE  
4-YEAR OLD CAN  
ONLY COUNT TO 20,  
BUT WHAT IF WE  
FIND HIM 34 BEST FRIENDS?

**KIDS' PLAY AREA & ADVENTURE ZONE**

*Play turf | Sprinting track | Swings  
Rope tower | Bug springer  
Bouncing playground | Dragon slide  
Balancing web*





*Design Thinking #16*

BIRTHDAY PARTIES ARE  
MORE FUN WHEN  
YOU ADD IN A SPLASH SLIDE,  
BUBBLE POOL AND  
BOUNCING PLAYGROUND.

*Kids water theme park with a splash slide  
and a bucket blaster | Family pool with a pool deck  
Bubble pool | Hammock island*



## LEISURE AMENITIES

### Ground Floor

Party lawn | Party deck | Floral garden | Multipurpose court | Barbeque pavilion with Alfresco Dining | Family pool | Kids' water theme park | Bubble pool | Bucket blasters | Splash slides  
Play turf | Sprinting track | Rope tower | Rock climbing wall | Bouncing playground  
Dragon slide | Balancing web

### Clubhouse:

Multifunctional games room | Open stilt multipurpose area  
Indoor party hall with spill-out terrace | Badminton court | Table tennis

### 46<sup>th</sup> Floor

Yoga deck | Stargazing deck | Reading enclave | Meeting pods | Guest suites | Contemplation deck | Senior citizen zone | Garden seating | Stepped seating | Resting deck | Walking trail  
Gymnasium | Party deck with BBQ bar | Sunset terrace | Firepit | Lookout bar counter

### 47<sup>th</sup> Floor

Lap pool | Kids' pool | Pool deck | Sunken seat | Fragrance garden | Fern garden  
Nature walkway | Chilling pod



*Design Thinking #23*

EVERYONE  
NEEDS QUIET SPACES TO  
ESCAPE THE WORLD.

*2 & 3 bedroom air-conditioned homes | Provision for inverter  
in the apartment | Vitrified tiles in the living room, kitchen, passage  
and all bedrooms | Water purifier in kitchen  
Premium CP fittings | Steel gray granite counter in the kitchen  
Single kitchen sink with drainboard*





*Design Thinking #23*

HOMES SHOULD COME  
WITH A SPECIAL FEATURE:  
PEACE OF MIND.

*Video door phone | Provision for  
fire sprinklers in all rooms as per regulations*

*Gas/smoke detector in the  
passage and kitchen | Wind testing done*

*Design Thinking #25*

TAKE THE CITY BACK  
TO WHEN  
WINDOWS HAD  
VIEWS.

*UPVC/aluminium windows with provision for  
installation of separate mosquito net shutter.*

*Granite sill for all windows, as per space available after  
installation of UPVC/aluminium window frame.*



## Design Thinking #11

# THE BETTER THE PARTNERS, THE BIGGER THE IDEAS.

### Architect Hafeez Contractor

Architect Hafeez Contractor (AHC) is India's leading architectural design consultancy firm, and the man himself needs no introduction. The firm prides itself on unique design concepts and bold executions. With over 30 years of experience and 75 international and national awards, it's safe to say that Hafeez Contractor has transformed the city's skyline with his idiosyncratic style. For La Familia at Rustomjee Uptown Urbania, he has designed and conceptualised gardens, a swimming pool and a life on the 47<sup>th</sup> floor. Making Rustomjee the first and only developer to provide a life of togetherness and community at the 47<sup>th</sup> floor.

### Coen Design

Coen Design International Pte Ltd. is a well-established Landscape Architecture practice based in Singapore with more than 15 years of experience and twice as many accolades. Having transformed the skyline in Singapore, their next stop is Mumbai. They specialise in bringing out the essence of each location they visit, and in Thane it's going to be all about togetherness, family and community.

### TTEC

TTEC is the traffic consultant for La Familia at Rustomjee Uptown Urbania, ensuring less traffic in pedestrian areas inside the township. Vehicles coming in have immediate entry and exit to the basement, bypassing the pick-up and drop-off points, thereby reducing traffic. They will also plan for ease of entry and exit to make sure residents and guests enjoy minimum wait time at the gates.

### RWDI

RWDI is a specialty engineering consulting firm with over 17 offices worldwide. Their approach is built on a foundation of innovative thinking, advanced modelling technologies. Giving their expert consultants the ability to make ecologically, economically and equitably sound decisions for clients while reducing cost, time and risk.

### Mahimtura Consultants Pvt. Ltd.

With 9 offices in India and over 68 years of experience, Mahimtura Consultants has become a pioneering structural & civil engineering giant since its inception in 1949. Due to the versatility of their engineering teams, they offer a wide range of services, such as project management, township planning, infrastructure development, etc. Mahimtura Consultants Pvt. Ltd. is a single-stop answer for all engineering and design demands, be it a dream home or a multi-use township complex.

### KPM Engineering

KPM is a multidisciplinary engineering practice with a presence in Mumbai, Dubai and London. Their engineers and technicians employ innovative methods, along with global expertise, to provide successful solutions for both, the client and the environment. So far, KPM has delivered over 50 projects, from residential and commercial developments to hospitality and healthcare centres.





*Design Thinking #1*

EVERYTHING  
YOU NEED IN LIFE  
SHOULD BE A  
STONE'S THROW AWAY  
FROM HOME.

*Welcome to a world where everything you need is a hop, skip and jump away. Thanks to its location in the buzzing suburb of Thane, it offers the luxury of a neighbourhood that puts shopping and entertainment within easy reach. Along with proximity to business hubs in Powai, Vikhroli, and Ghansoli, and easy access to the Eastern Express Highway and BKC, an address here ensures traffic never eats into dinner plans.*

### CONNECTIVITY

Majiwada Junction: 1.3 kms | Eastern Express Highway: 500 m  
Kalyan-Dombivali: 20 kms | Airoli, Navi Mumbai: 8.3 kms  
Mulund Check-naka: 6.8 kms | Borivali: 25 kms | BKC: 25 kms

### LAKES

Upvan Lake: 5.4 kms | Kolshet Lake: 5.3 kms  
Talao Pali Lake: 3.7 kms

### SCHOOLS

Rustomjee Cambridge International School: 1.5 kms  
Smt. Sulochanadevi Singhanian School: 2.8 kms | Orchids International School: 5.7 kms  
D.A.V. Public School: 2.7 kms | Podar International School: 2.1 kms  
C.P. Goenka International School: 1.7 kms | Hiranandani Foundation School: 6.6 kms  
Rainbow International School: 5.7 kms







### **COLLEGES**

*Dr. V.N. Bedekar Institute of Management Studies: 4.2 kms*

*Arun Muchhala International College of Hotel Management: 7.2 kms*

*A. P. Shah Institute of Technology: 7.6 kms*

*Rustomjee Academy for Global Careers (RAGC): 2.8 kms*

### **MALLS**

*Viviana Mall: 1.8 kms | Korum Mall: 2.4 kms | Lake City Mall: 1.9 kms*

*R-Mall: 5.9 kms | D-Mart, Manpada: 5.2 kms*

### **OFFICE SPACES**

*TCS HQ: 7.5 kms | Voltas: 4.3 kms | Cadbury: 2.6 kms*

### **HEALTHCARE**

*Jupiter Hospital: 2.3 kms | Bethany Hospital: 5 kms | Horizon Hospital: 4.7 kms*

*Sunrise Oncology Center at Vedant Hospital: 8.4 kms*

RUSTOMJEE URBANIA PHASE 1



ACURA | THANE (W)



AZZIANO | THANE (W)



ASTRAEA | THANE (W)



ATHENA | THANE (W)

Actual images of our completed projects

OTHER PROJECTS OF RUSTOMJEE



YAZOO PARK | VIRAR (W)



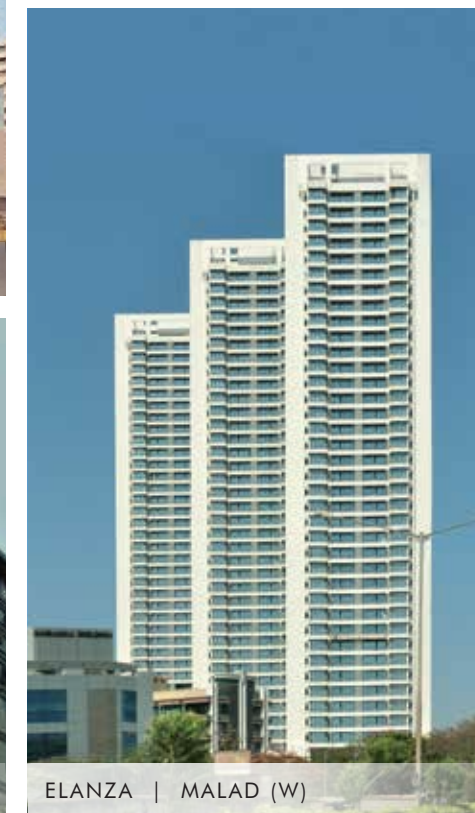
ELEMENTS | OFF JUHU CIRCLE



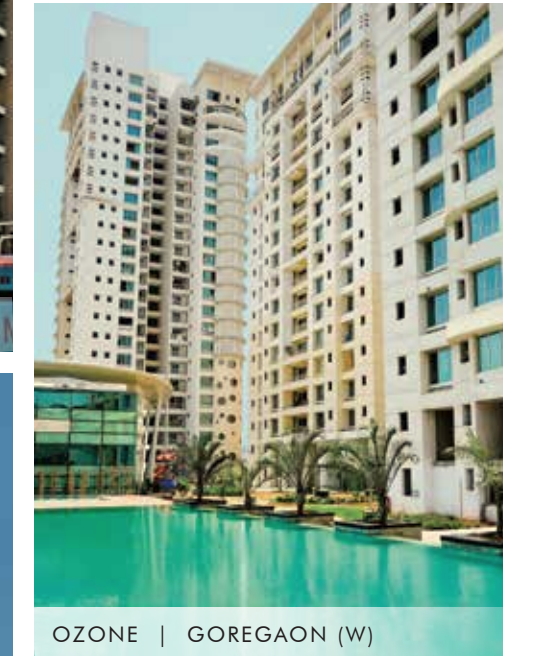
ORIANA | BKC ANNEXE



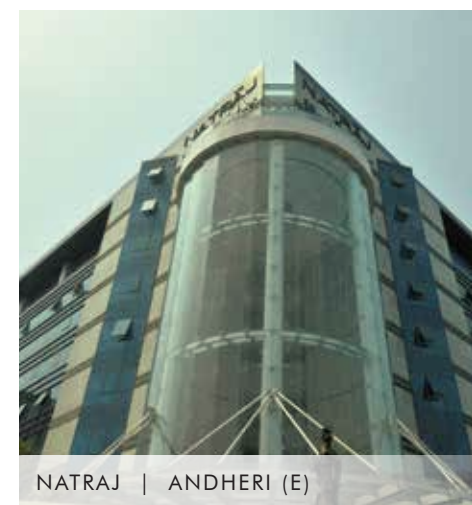
ASPIRE | SION (E)



ELANZA | MALAD (W)



OZONE | GOREGAON (W)



NATRAJ | ANDHERI (E)



MERIDIAN | KANDIVALI (W)



ELITA | UPPER JUHU



SEASONS | BKC ANNEXE



PARAMOUNT | KHAR (W)

Actual images of other projects

*Design Thinking #15*

## IT TAKES A VILLAGE TO RAISE A CHILD.

*Having built 25 towers with more than 4000 happy families are proof that Rustomjee Urbania isn't about buying a home, it is about discovering life. A life where neighbours are more than just a door number.*

*Family time isn't reserved for weekends. Children grow up with more friends than they can count. Where school is close enough to walk to in the morning and run back from in the evening. Your daily commute to work is through over 100 acres of lush greenery. And generation gaps are bridged in a single afternoon.*





RAM LEELA



THE OPEN MIC SESSION



THE CHOCOLATE CARNIVAL



THE LITTLE LEAGUE FOOTBALL CHAMPIONS

*Design Thinking #118*

THE STRONGEST  
FRIENDSHIPS  
CAN BEGIN OVER  
CHOCOLATE,  
FOOTBALL OR A  
SONG.



## THE RUSTOMJEE EDUCATE A CHILD INITIATIVE

*Rustomjee believes in giving back to the society and our education initiatives are one of the many steps we have taken in this direction. By identifying potential, giving everyone equal opportunities and nurturing talent, we're helping create the next generation of leaders.*



IT'S THOUGHTFUL. IT'S **Rustomjee®**

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CALL: 022 6111 6111 | WWW.RUSTOMJEE.COM

Site address: Rustomjee Uptown Urbania, Off Eastern Express Highway,  
Near Majiwada Junction, Thane (W) - 400 601.

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Rustomjee La Familia is registered with MahaRERA Registration No.: Wing A - P51700032262  
& Wing B - P51700032205. Listed on the website: <http://maharera.mahaonline.gov.in/>