



Because
what is life without
purpose!



Shubh

Purposeful Housing

(An endeavor by **Origin**)

Life becomes auspicious when it is aligned to a bigger purpose!

People exist to fulfil a destiny. Many sections of society and their continuous contributions to our well-being are generally overlooked. Shubh endeavors to right this wrong.

Shubh's concept of “purposeful housing for special sectors of society” has been created to honor and nurture niche segments.

Currently focusing on special sectors of society like women, senior citizens and defence personnel, etc., Shubh initiatives offer a unique advantage to these special sections - ownership and a conducive lifestyle exclusively for members of these categories.





Because *development* is holistic

Shubh debuts a novel and unique concept - the concept of value homes for deserving and frequently overlooked contributors to society. Shubh projects will provide homes which not only suit pockets, but also the basic and specific needs of its homeowners.

Shubh is involved in projects across Mumbai, in Mira Road, Kandivali, Wadala, with an initial foray of compact 1 & 2 BHK homes for one of the first and most important segments of society that we are introduced to - “women”. Customized to the current and growing needs of women, Shubh presents livable space in a likeable environment.



Because women come *first* . . .

Shubh

proudly presents its first tribute -



#MyHomeMyName

Because

Atika

Celebrates

Womanhood

Shubb's Atika salutes the power of womanhood
by dedicating an architectural marvel to women that
celebrates their achievements.





Because she
Makes
a House a
Home

She is a melange of
her many struggles, sacrifices and triumphs,
her strengths, passion and elegance,
her camaraderie, understanding and patience.
She works with selfless interest to make others' lives easy.
From the joy of making your cup of tea to choosing the
color on your wall, a home conjures so many emotions.
And, women play a major role in shaping it gracefully.
She makes a house built of bricks and mortar a home!
To honor these women is our honor.
That's why we present her with exclusive ownership.





Because her
well-being is
important



Atika invites bliss into a woman's life with fortress-like security and easy conveniences inherent on its premises. It fulfils every woman's desires, from a technically advanced safety system to necessities and leisure just a lift ride away. Atika is designed exclusively considering her needs and her sense of comfort - more important than style for most women.



Because she deserves her *own identity*

Every abode at Atika is meticulously constructed keeping in mind the sensibilities and tastes of a modern woman. Atika also offers an array of customized features and 24x7 optimum security, planned especially for the welfare of women.

- 21-story residential complex
- 21-story parking tower
- Stellar amenities at Cloud 22 - sky level leisure space
- Convenience retail at Aspire Zone - shopping world at your doorstep
- Earthquake-resistant RCC structure
- Landscaped garden with gazebo





Because she desires *close comforts*

Unique benefits await the owner of an Atika home – an entire microcosm of a woman's every need and desire is within easy reach.

Whether it is the proximity of shopping areas, markets, salons and restaurants for easy access in a career woman's hectic lifestyle or a convenient collection of exclusive schools and colleges in the immediate vicinity for a dedicated and busy mother or a collection of theatres, sports clubs and shopping enclaves for single women in search of leisure activities, Atika is ideally positioned for them all. Adding to the ambience of secure surroundings, a police station, fire station, hospitals and clinics are situated within easy access.





- | | | | | | |
|---|---------------------|---|----------------|---|------------------|
|  | Electric Substation |  | Hospital |  | Mall & Multiplex |
|  | Sport Club |  | Police Station |  | Business Park |
|  | School |  | Court | | |



Because her *time* is precious

Connectivity

Western Express Highway - 3 minutes

Ghodbunder Road - 20 minutes

Mira Road Railway Station - 15 minutes

Healthcare

Thunga Hospital - 6 minutes

Wockhardt Hospital - 8 minutes

Bhakti Vedanta Hospital - 10 minutes

Emergency

Kanakia Police Station - 7 minutes

Kashimira Police Station - 10 minutes

Education

GCC International School - 2 minutes

RBK Global School - 4 minutes

Seven Square Academy - 5 minutes

St. Mary's High School - 7 minutes

Sardar Vallabhbhai Patel School - 7 minutes

Hotels & Restaurants

GCC Hotel and Club - 2 minutes

Dara's Dhaba - 3 minutes

Sai Palace Hotel & Gardens Restaurant - 3 minutes

Banks

Syndicate Bank - 5 minutes

State Bank of India - 7 minutes

Yes Bank - 10 minutes

IDBI Bank - 10 minutes

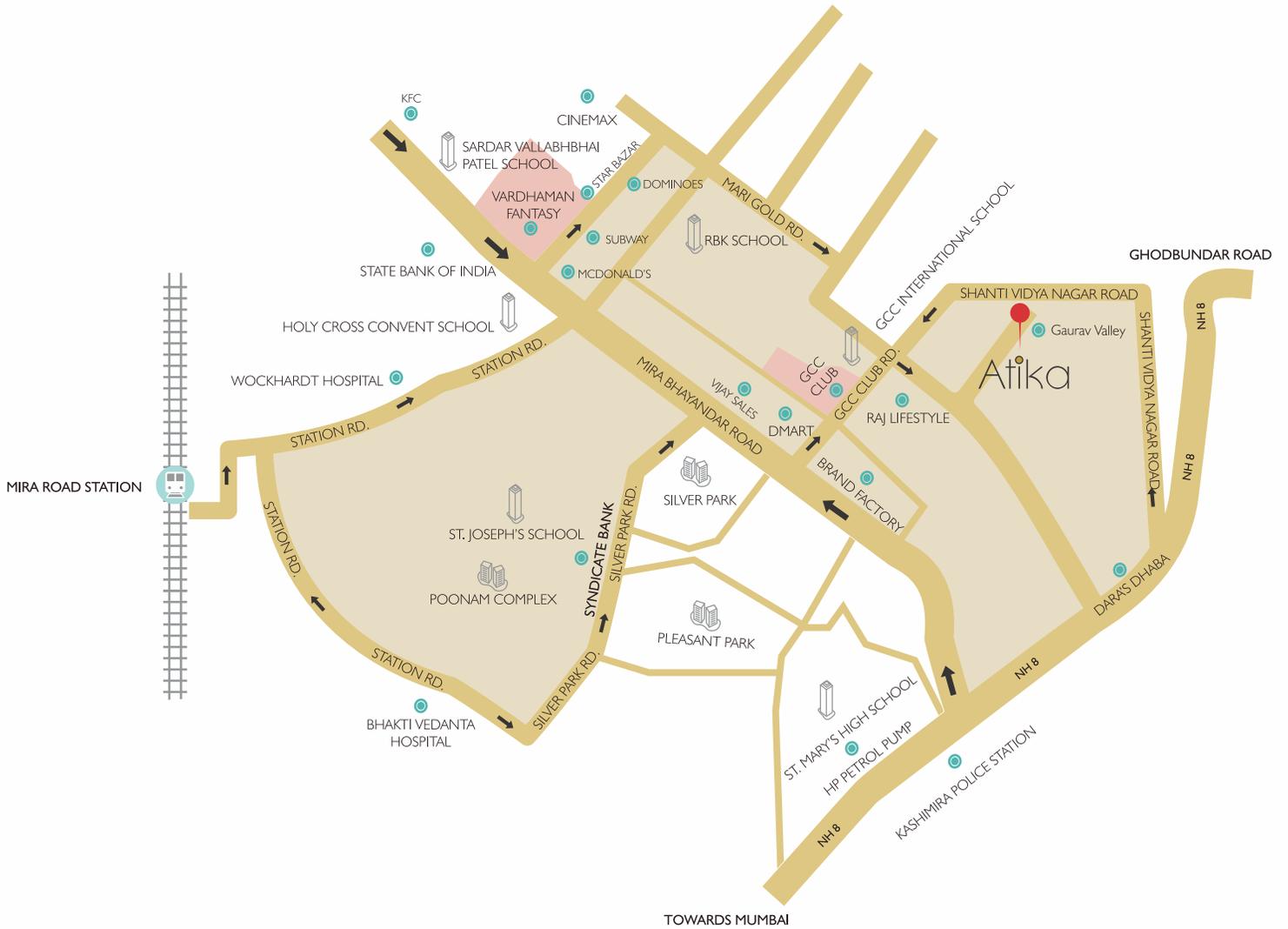
Retail & Entertainment

Brand Factory - 3 minutes

DMart - 3 minutes

Thakur Mall - 10 minutes

Maxus Mall - 10 minutes



Location Map





Because she has an *eye for perfection*

Strategically and meticulously designing the right feature in the right place is an art. Atika is an epitome of this art. Thoughtfully designed homes, a well-planned parking tower, a widespread retail zone and an alluring garden with gazebo will win the heart of every discerning diva. Atika residents can relish abundant light, pollution-free air and natural ventilation.

One side of Atika's edifice provides the inspiration of nature and the other side maintains a connection to the city.



Layout Plan

Because her *convenience* matters



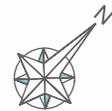
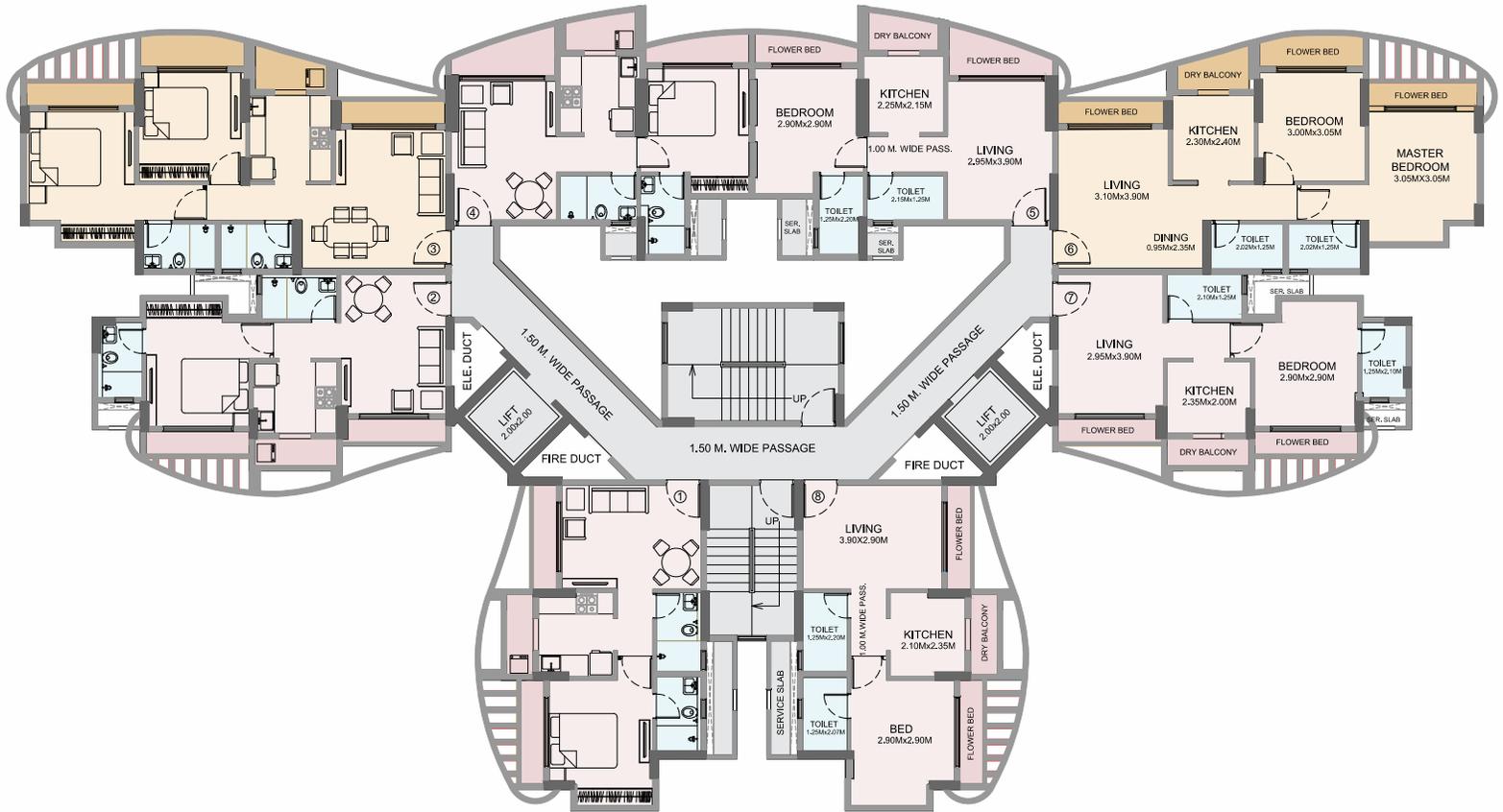
Aspire Zone
Shopping world at your doorstep

Catering exclusively to easing the myriad challenges of a modern woman's life, Aspire Zone aims to bridge the gap between a woman's professional and personal life by easing the shopping experience for daily needs. Atika's retail space, located conveniently on the ground floor, includes all those commercial establishments essential for the urban female, thereby saving time and money otherwise spent on travel.

Aspire Zone's key features:

- Beauty salon & spa
- Boutique/designer
- Fast food outlet/restaurant
- Laundry/dry cleaning
- ATM
- Pharmacy
- Clinic
- Supermarket

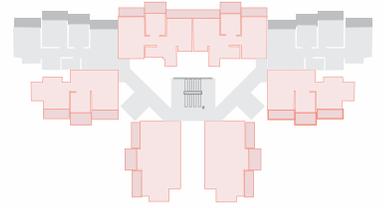




Typical Floor Plan

Type	Number of Apts.	Carpet Area (sq. ft.)
1 BHK	6	464
2 BHK	2	655

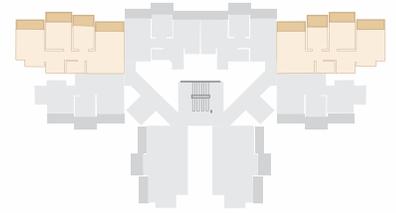
1 Sq. mt. = 10.764 Sq. ft. | 1 mt. = 3.28 Sq. ft. | Carpet area mentioned is as per the definition under RERA.



1 BHK

Living Room	Bedroom	Kitchen	Passage	Bathroom
9'8" x 12'10"	9'6" x 9'6"	7'9" x 6'7"	3'3" wide	4'1" x 6'11"

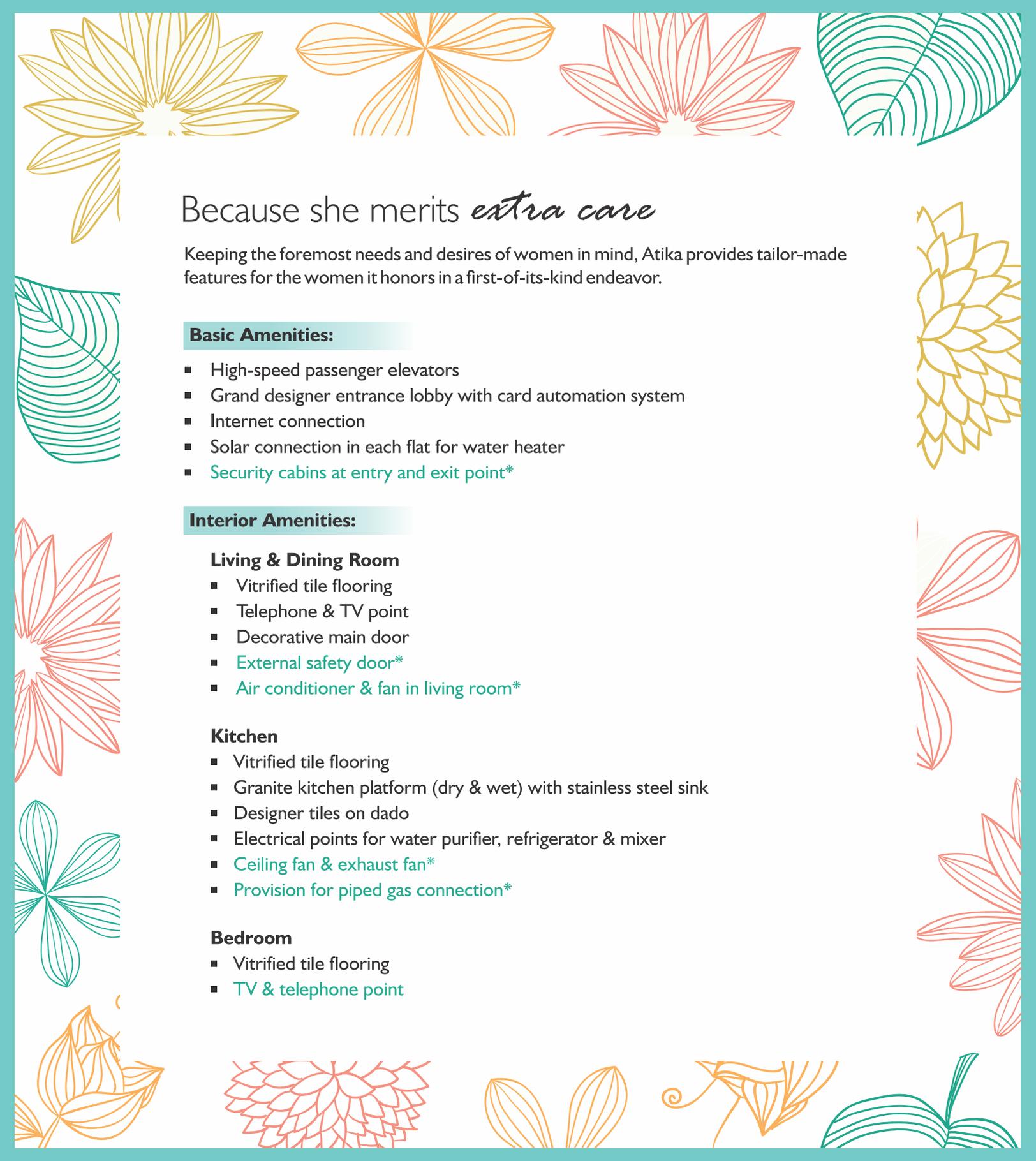
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2BHK

Living Room	Bedroom	M Bed	Kitchen	Passage	Bathroom
10'2" x 12'10"	9'8" x 10'	10' x 10'	7'7" x 7'10"	3'3" wide	7' x 4'

1 Sq. mt. = 10.764 Sq. ft. | 1 mt. = 3.28 Sq. ft. | Carpet area mentioned is as per the definition under RERA.



Because she merits *extra care*

Keeping the foremost needs and desires of women in mind, Atika provides tailor-made features for the women it honors in a first-of-its-kind endeavor.

Basic Amenities:

- High-speed passenger elevators
- Grand designer entrance lobby with card automation system
- Internet connection
- Solar connection in each flat for water heater
- Security cabins at entry and exit point*

Interior Amenities:

Living & Dining Room

- Vitrified tile flooring
- Telephone & TV point
- Decorative main door
- External safety door*
- Air conditioner & fan in living room*

Kitchen

- Vitrified tile flooring
- Granite kitchen platform (dry & wet) with stainless steel sink
- Designer tiles on dado
- Electrical points for water purifier, refrigerator & mixer
- Ceiling fan & exhaust fan*
- Provision for piped gas connection*

Bedroom

- Vitrified tile flooring
- TV & telephone point

- Air conditioner in one bedroom per apartment*

Bathroom

- Anti-skid tile flooring
- Exhaust fan
- Designer tiles dado up to door height
- Separate dry & wet area
- Electrical point for geyser
- Best quality sanitary ware fixtures and CP fittings
- Water tank in common bathroom*

Windows & Balcony

- Heavy section aluminum powder-coated windows with granite sills & guard bars
- Electrical points in all the balconies
- Glass & aluminum railing in balconies
- Waterproof flooring in balconies*

Doors

- 7ft-high decorative fireproof main door
- 7ft-high laminated doors in bedrooms & bathrooms

Walls

- Internal wall with gypsum finish
- Plastic emulsion paint in complete flat*
- Acrylic paint for external walls
- Oil paint in bathrooms above lintel level

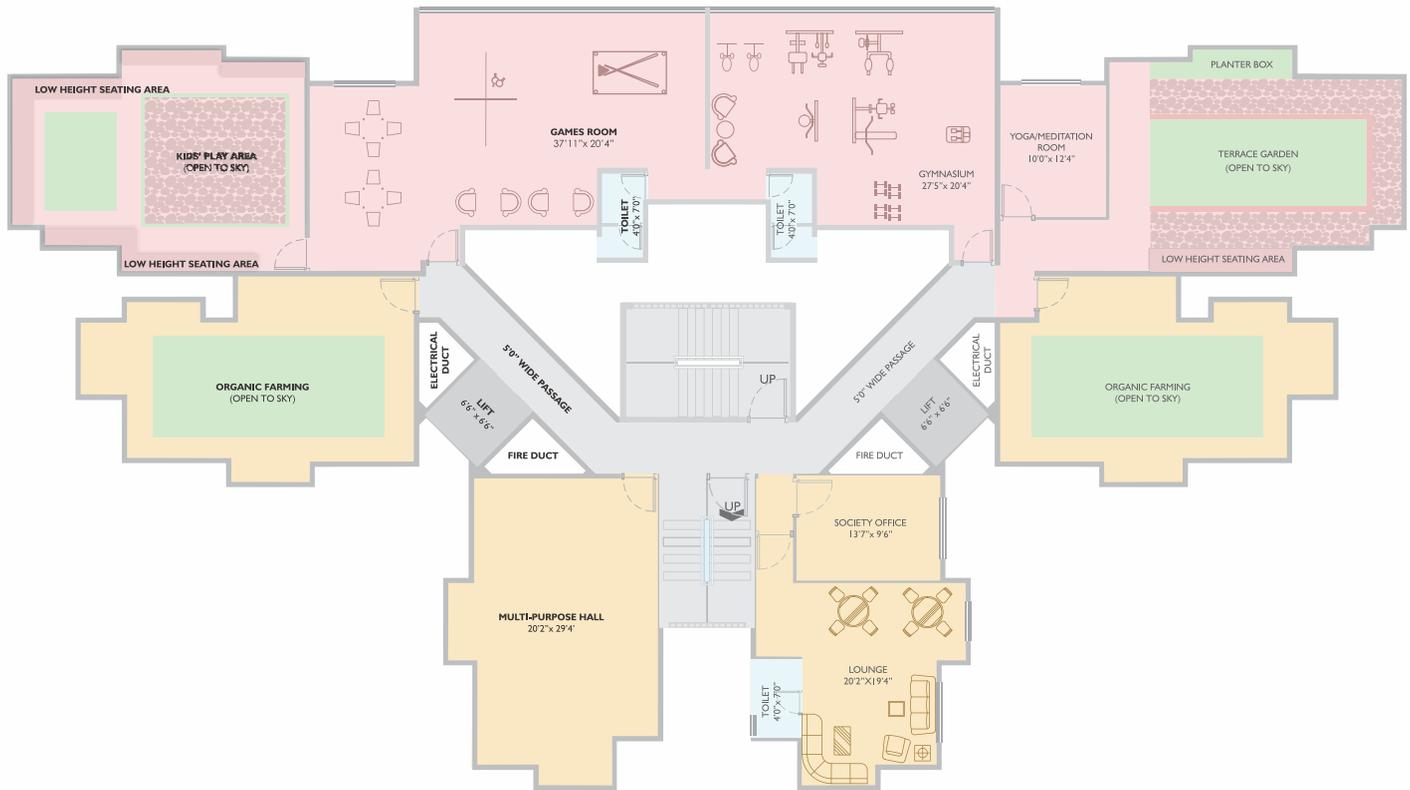
Security System

- CCTV in entrance lobby & common areas
- Intercom system
- Gas leak detector/fire alarm*
- Emergency alarm in every flat*

*Designed especially for women

Cloud 22

Sky level leisure space



Because her glory fills the *skies*

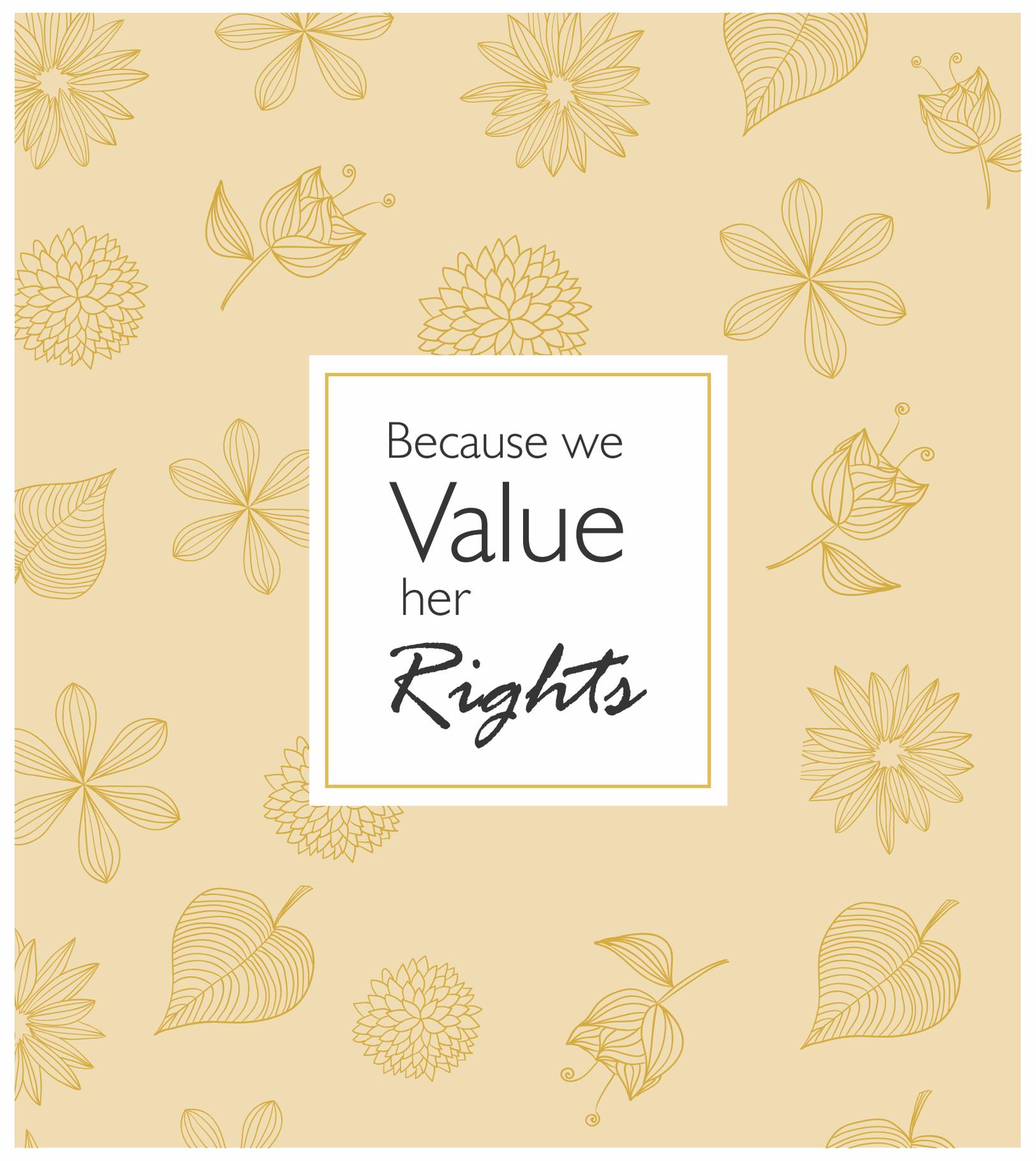
When it comes to relaxation and rejuvenation, **Cloud 22** offers women a host of options, all with the unique advantage of being at sky level. Whether basking in the warm glow of dawn or luxuriating under the stars, **Cloud 22** facilities are at once soothing and exciting.

Savor a splendid cityscape view from 200 feet above the ground and be on **Cloud 22**.

Our sky level facilities at **Cloud 22**:

- Yoga/meditation room
- Kids' play area
- Indoor games room
- Gymnasium
- Terrace garden
- Multi-purpose hall
- Lounge
- Open party deck
- Organic farming area





Because we
Value
her
Rights

“Women empowerment is the burning issue in every corner of the world. Though today's women are standing neck-to-neck with men in almost every field, Indian women are still facing obstacles in seeing their ambitions come to fruition. There are very few women with homes in their own name. The homes that they reside in are either owned by their fathers or by their husbands.

Origin believes that ‘bricks make a house, but women make it a home,’ and so to support women's rights, Shubh's Atika was born, where we vow to honor women by thoughtfully designing a home exclusively for them.”

Bhavya Shah

Director
Origin Corp.



ORIGIN - *a new life scale*

Potent, primordial . . . a need, a desire, a purpose *originates*, develops, soars and encompasses life as a new phenomenon – Origin.

Surging forward, Origin's young yet experienced and visionary management leads confidently, armed with an extensive land bank stretching across the metropolis and reaching ever further. Origin proffers a perfect fusion of professional expertise and entrepreneurial creativity with fifteen landmark projects underway at ten separate prime locations in Mumbai and beyond.

An array of exclusive brands define the very uniqueness of Origin's presence in our today. From a vast variety of retail and commercial spaces to luxury residences of unprecedented elegance to humbly espousing the needs of niche overlooked segments of society, a sense of purpose dominates the Origin rationale.

Expanding horizons and scraping skies and elevating lifestyles, Origin authors *a new life scale!*



Our Brands, Our Endeavors!

Luminaire

Iconic Presence

Luxurious living for a niche segment, Origin's Luminaire designs exquisite abodes with innovative technologies and the finest craftsmanship, where lavishness blends flawlessly with elegance at prime locations.

Shubh

Purposeful Housing

Origin's Shubh series provides purposeful housing designed to suit income, family structure and comfort, with special emphasis on delivering a range of homes - a diverse selection of customized housing to fit every customer genre.

Arise

Urban Upliftment

With upliftment projects, Origin's Arise intends to deliver a better standard of living to fulfill the dreams and housing needs for those aspiring for a better quality of life. Arise creates modern life spaces for today's professionals.

Rayo

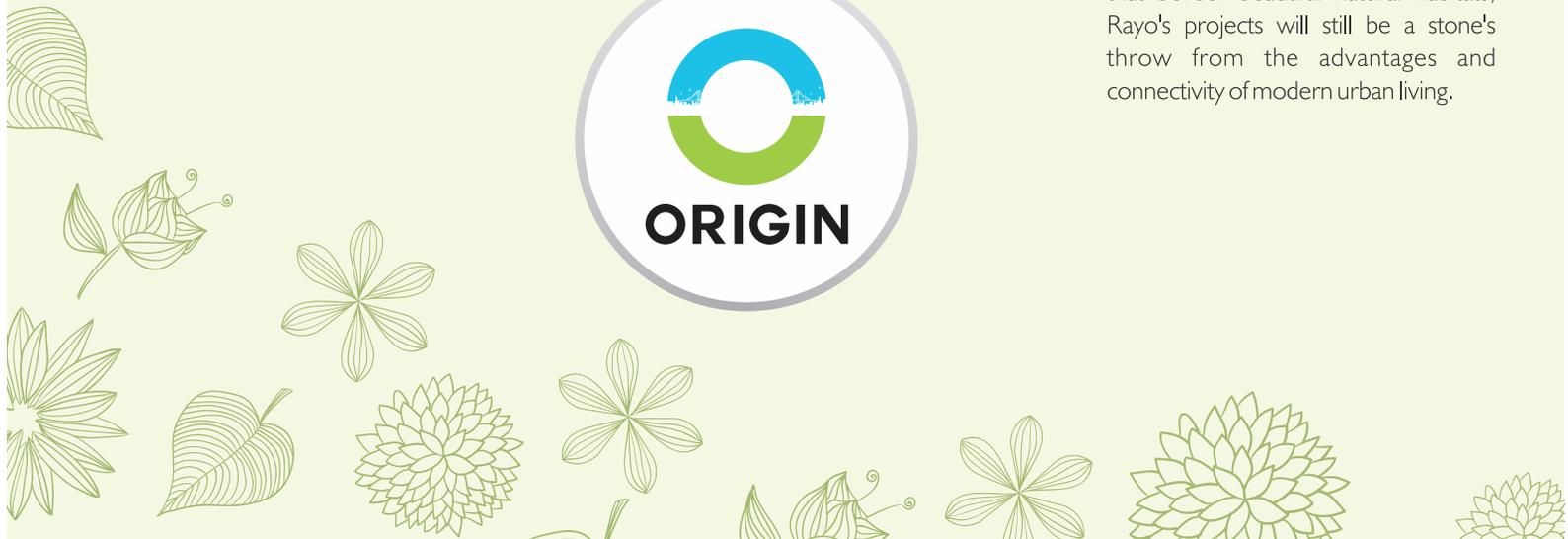
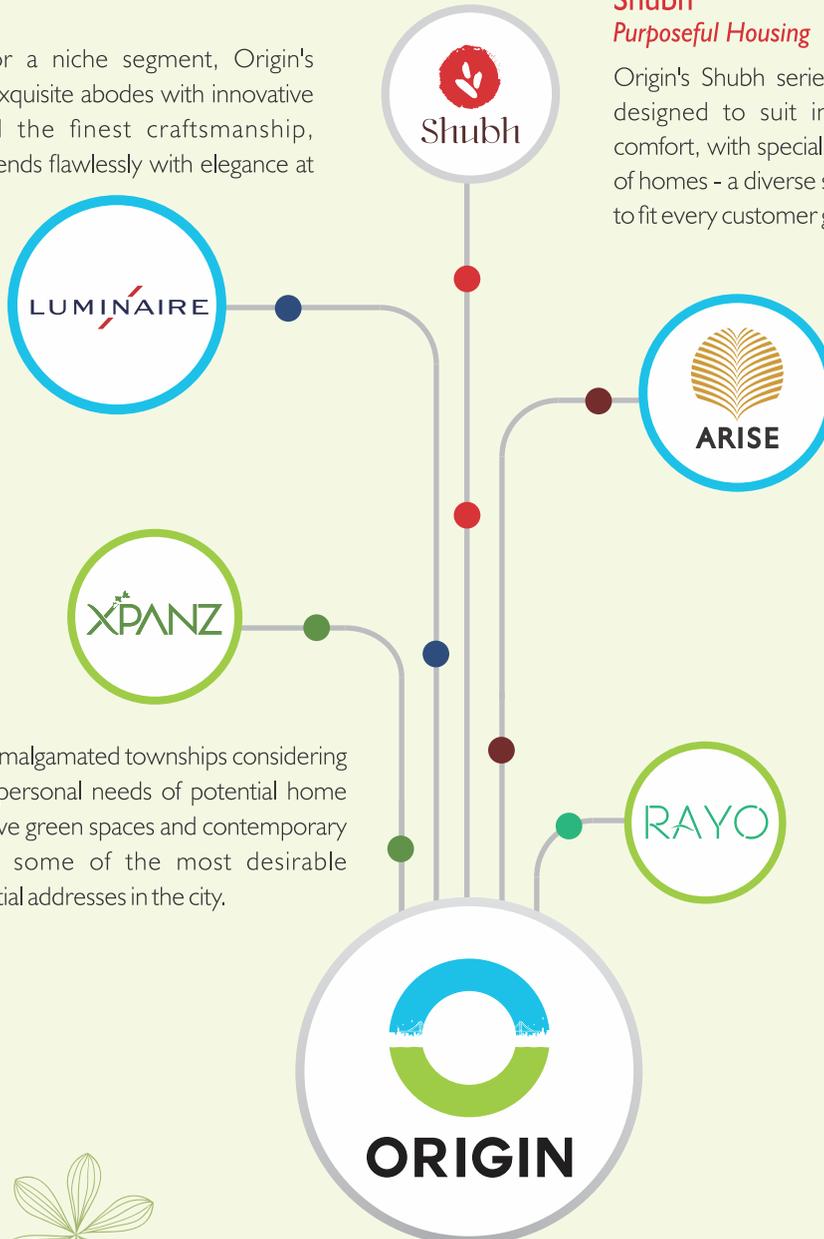
Life Beautified

Origin's Rayo will elevate, energize and beautify lives with projects amid picturesque locales. With properties that border beautiful natural habitats, Rayo's projects will still be a stone's throw from the advantages and connectivity of modern urban living.

Xpanz

Mastering Towncraft

Origin's Xpanz crafts amalgamated townships considering the professional and personal needs of potential home-buyers. With expansive green spaces and contemporary amenities, it offers some of the most desirable self-contained residential addresses in the city.



Origin's *scale* of presence



- Luminaire
Iconic Presence
- Shubh
Purposeful Housing
- Arise
Urban Upliftment
- Xpanz
Mastering Towncraft
- Rayo
Life Beautified