

Location Strategy

NEW FLAGSHIP PROJECT

AN AIM TO TRANSFORM MUMBAI'S SKYLINE

1. Founded



2012

2. Team



250+

3. Development



15MN Sq.Ft.

4. Association with



Global Experts

5. Strategy



Mumbai Focused

6. Up to



85%
Residential
Development

7. Up to



15%
Commercial
Development

8. Received



Approx. **US\$434 million**
- One of the largest
private equity
investments in Indian
real estate.

9. Aspire to be one of



India's Most Admired
Real Estate
Companies

Board of Advisors

THE WISDOM BEHIND THE SUCCESS



Ajay Piramal

Chairman
Piramal Group



Anand Piramal

Founder
Piramal Realty



Nitin Nohria

Dean
Harvard Business School



Robert Booth

Managing Director
Ellington Properties



Deepak Parekh

Chairman
HDFC



Ankur Sahu

CO Head MBD Asia Pacific
Goldman Sachs

Partners

GLOBAL PARTNERS TO BE PROUD ABOUT

Performance Partners
Designers & Consultants Architects

Construction

swa

make

KPF

EVERSENDI
Towering—Powering—Energising—Innovating

/// WILSON ASSOCIATES

h+k

SSA

LARSEN & TOUBRO

LERCH BATES
Building Insight

EDSA

DSP

**BUROHAPPOLD
ENGINEERING**

Inhabit

CALLISONRTKL
A DESIGN CONSULTANCY OF ARCADIS

Piramal Assurance

OUR GREATEST ASSET

First-of-its-kind initiative that assures a 100% buy-back guarantee.

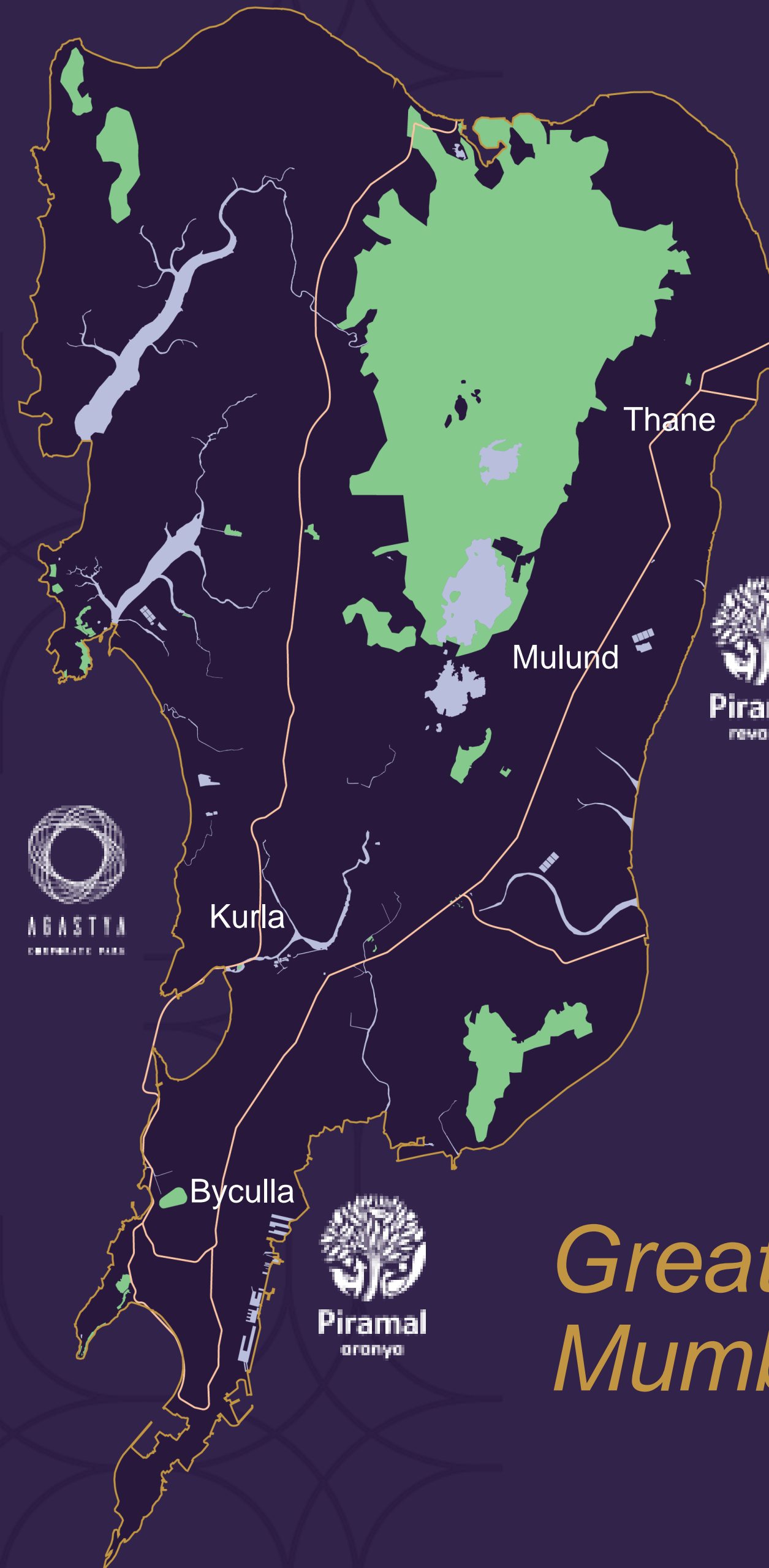
We offer to buy-back each customers' purchased home at 95% of the existing market value, right until final possession.



Piramal
Assurance

Current Projects

OUR INSPIRED DEVELOPMENTS



Greater
Mumbai



Mumbai

MUMBAI – A DYNAMIC METROPOLIS

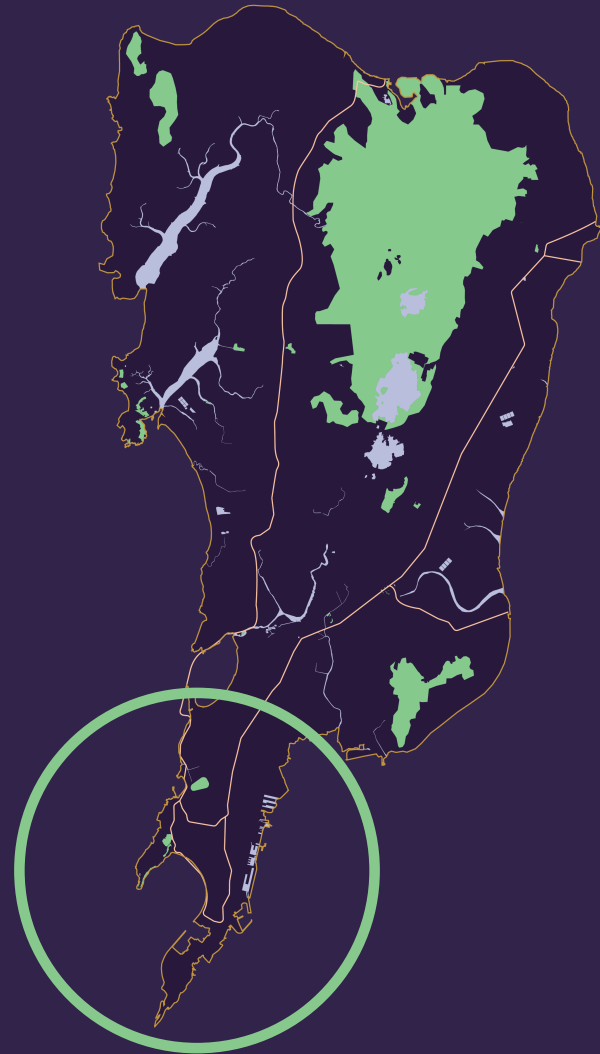
– Mumbai ranks 42 on the Alpha Cities Index 2017 and scored a position of 39 out of 100.

– Mumbai alone contributes to around 5% of India's total GDP, in part because of its perceived position as the financial capital of India.

Mumbai

THE MOST PRESTIGIOUS ADDRESS – SOUTH MUMBAI

South Mumbai being a high-end
market serves as an ideal location
for our Flagship project.



South Mumbai



*New Flagship
Project Site*



New Flagship Project

360° Views

Mahalaxmi Racecourse



Harbour

Arabian Sea

Flagship Project

360° VIEWS



Flagship Project

360° VIEWS



Flagship Project

360° VIEWS



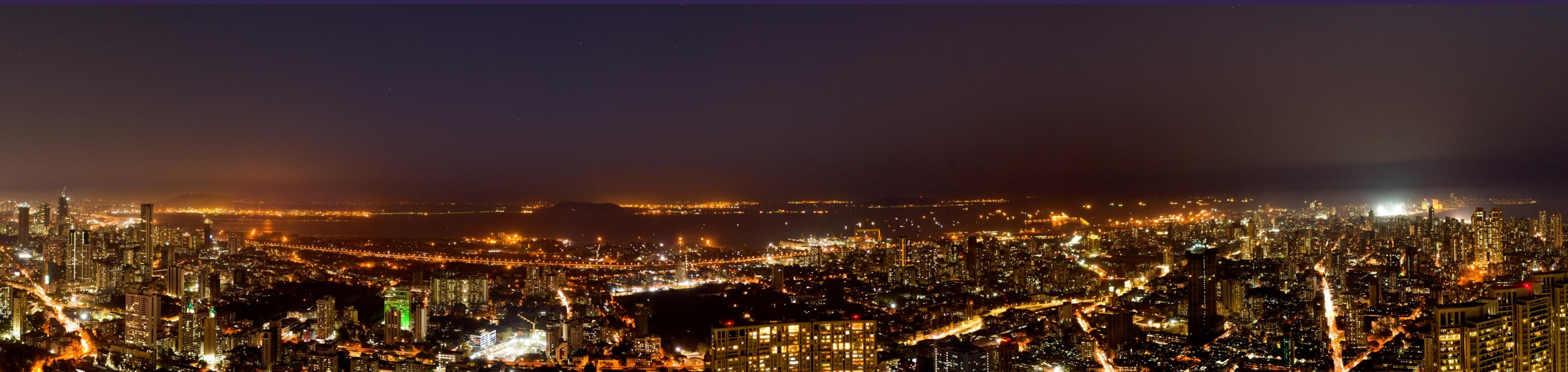
Flagship Project

360° VIEWS



Flagship Project

360° VIEWS



Neighbourhood

WHY MAHALAXMI?

The perfect fusion of rich history and culture, with a cosmopolitan heart.

Close proximity to corporate hubs

Unobstructed and lifetime views of the Racecourse and Arabian Sea

Desired Address

Excellent connectivity and easy accessibility



Neighbourhood

MUMBAI'S MOST AFFLUENT NEIGHBOURHOOD

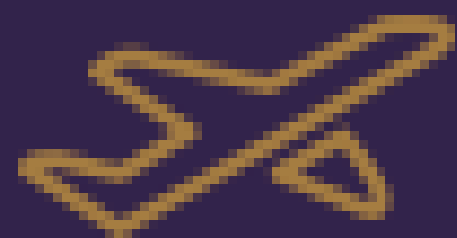
Mahalaxmi Racecourse

- Owned by Royal Western India Turf Club.
- One of the premier & exclusive sports club in Mumbai.
- Built in 1883.
- 225-acre Mahalaxmi Racecourse.
- Situated in the affluent neighbourhood of Mahalaxmi.
- Was modelled on the famous Caulfield Racecourse in Melbourne.
- The Grandstand is included in the 'Heritage Structures of India' list.



Location

CONNECTIVITY



Location

COMMERCIAL & ACADEMIC INSTITUTIONS

BUSINESS DISTRICT

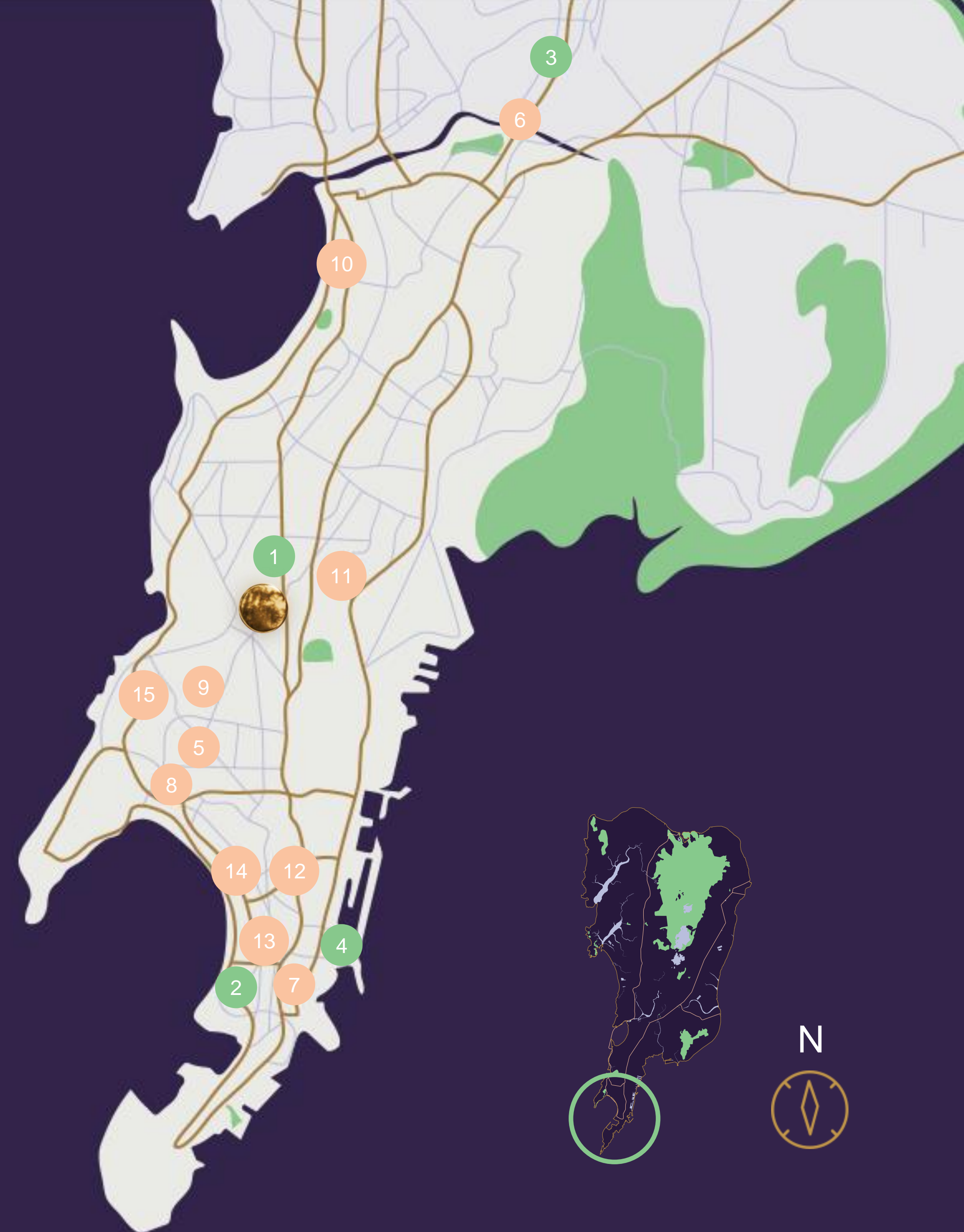
- | | |
|----------------------------------|---------|
| 1. Lower Parel Business District | 2.4 KM |
| 2. Nariman Point | 10.1 KM |
| 3. Bandra Kurla Complex (BKC) | 12.5 KM |
| 4. Ballard Estate | 6.8 KM |

SCHOOLS & COLLEGES

- | | |
|-----------------------------------|---------|
| 5. Queen Mary | 4.2 KM |
| 6. Dhirubai Ambani - BKC | 12.4 KM |
| 7. Cathedral & John Connon | 6.9 KM |
| 8. Bombay International | 6.2 KM |
| 9. Aditya Birla World Academy | 4 KM |
| 10. Bombay Scottish International | 6.5 KM |
| 11. JBCN International | 2.8 KM |
| 12. St. Xaviers College | 7.7 KM |
| 13. H.R. College | 7.8 KM |
| 14. Jai Hind College | 7.5 KM |
| 15. Sophia College for Women | 4.9 KM |



Project Site



Location

HOTELS & FINE DINING

HOTELS

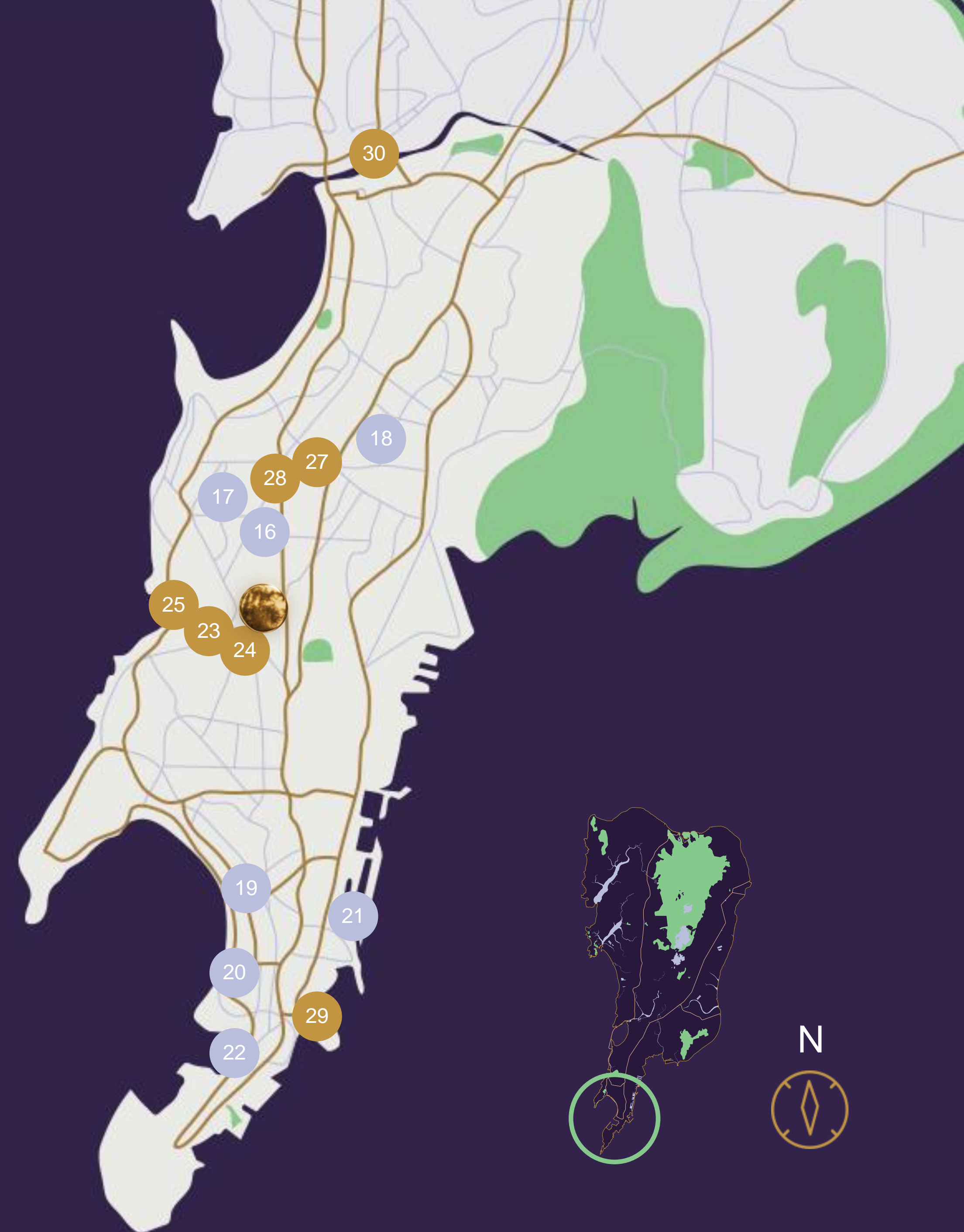
16. St.Regis	3 KM
17. Four Seasons	3.5 KM
18. ITC Grand Central	2.2 KM
19. InterContinental	7.3 KM
20. Trident	8.4 KM
21. Taj Mahal Palace	9.5 KM
22. Vivanta by Taj	10.2 KM

RESTAURANTS

23. Tote on the Turf	2.3 KM
24. Keiba	2.1 KM
25. Gallops	4.3 KM
26. Shiro	3.3 KM
27. Hard Rock Cafe	3.3 KM
28. Kode	3.5 KM
29. The Table	9.4 KM
30. Le Pain Quotidien, BKC	11.2 KM



Project Site



Location

PRESTIGIOUS CLUBS & ENTERTAINMENT

SPORTS CLUBS

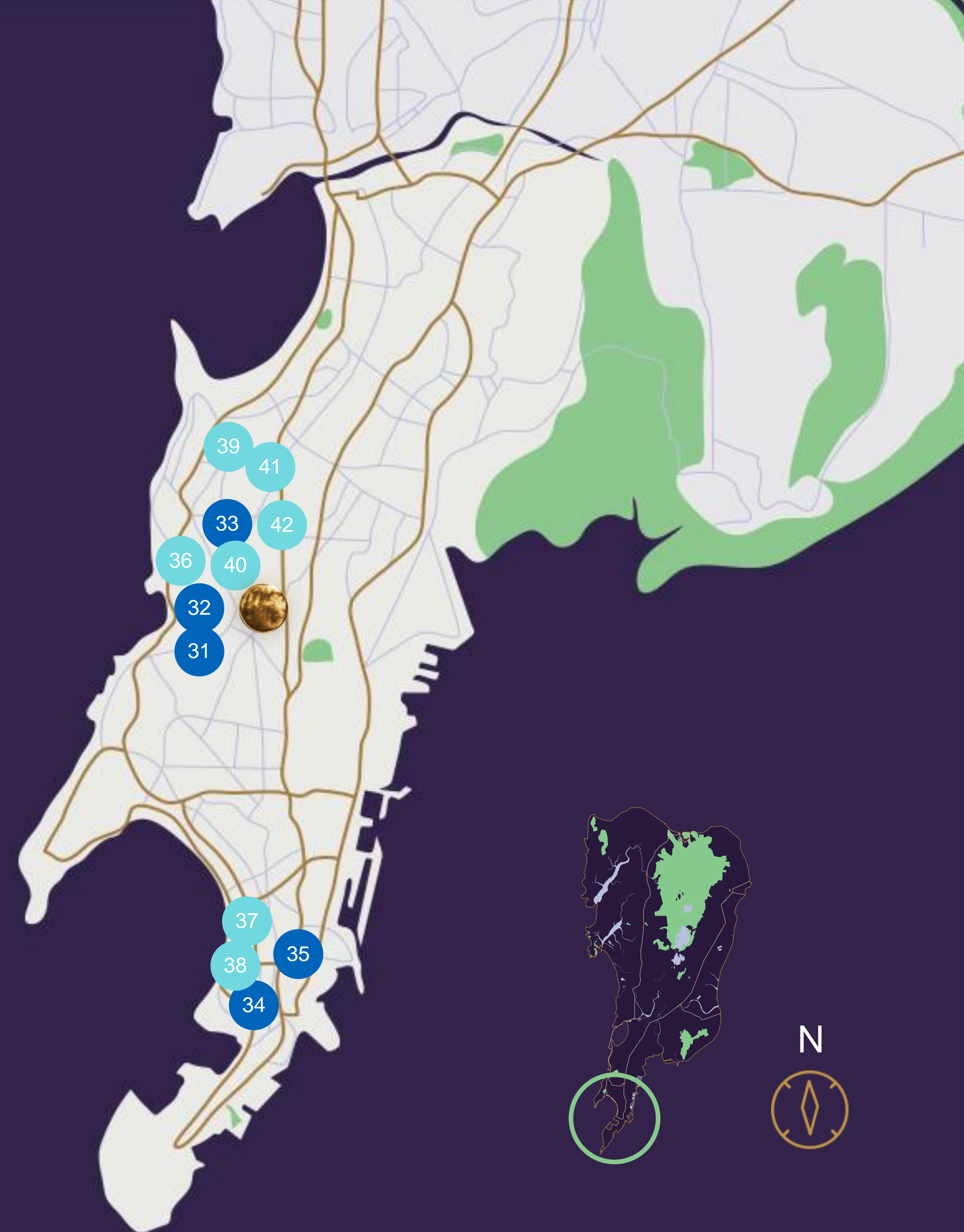
31. Willingdon Club	2.9 KM
32. Royal Western India Turf Club	2.6 KM
33. National Sports Club of India (NSCI)	5.1 KM
34. Cricket Club of India (CCI)	8.1 KM
35. Bombay Gymkhana	7.7 KM

ENTERTAINMENT

36. Sardar Vallabhai Patel Stadium	4.9 KM
37. Wankhade Stadium	7.9 KM
38. Brabourne Stadium	7.7 KM
39. Smaash	3.6 KM
40. Mahalaxmi Race Course	2.4 KM
41. Kamala Mills Compound	3.2 KM
42. Todi Mills Compound	2.6 KM



Project Site



Location

RETAIL & HEALTHCARE

SHOPPING

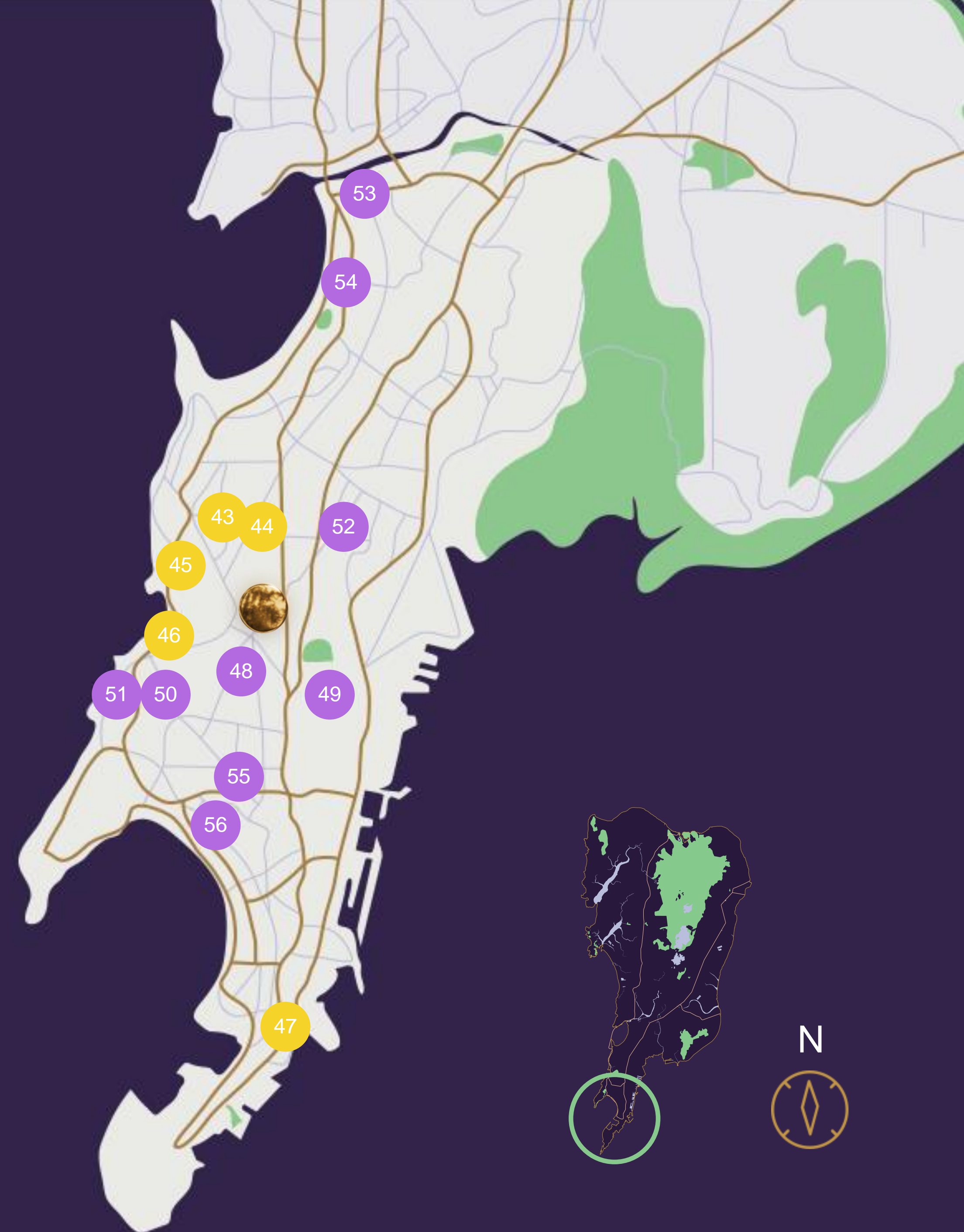
43. High Street Phoenix Mall	3 KM
44. Palladium Mall	3 KM
45. Atria Mall	4.6 KM
46. Heera Panna	3.7 KM
47. Colaba Causeway	10.6 KM

HOSPITALS

48. Wockhardt Hospital	1.9 KM
49. Masina Hospital	3.5 KM
50. Jaslok Hospital	6.5 KM
51. Breach Candy Hospital	4.7 KM
52. Tata Memorial Hospital	3.2 KM
53. S.L. Raheja Hospital, Mahim	9.6 KM
54. Hinduja Hospital, Mahim	7.7 KM
55. Sir H.N. Reliance Foundation Hospital	4 KM
56. Saifee Hospital	4.7 KM



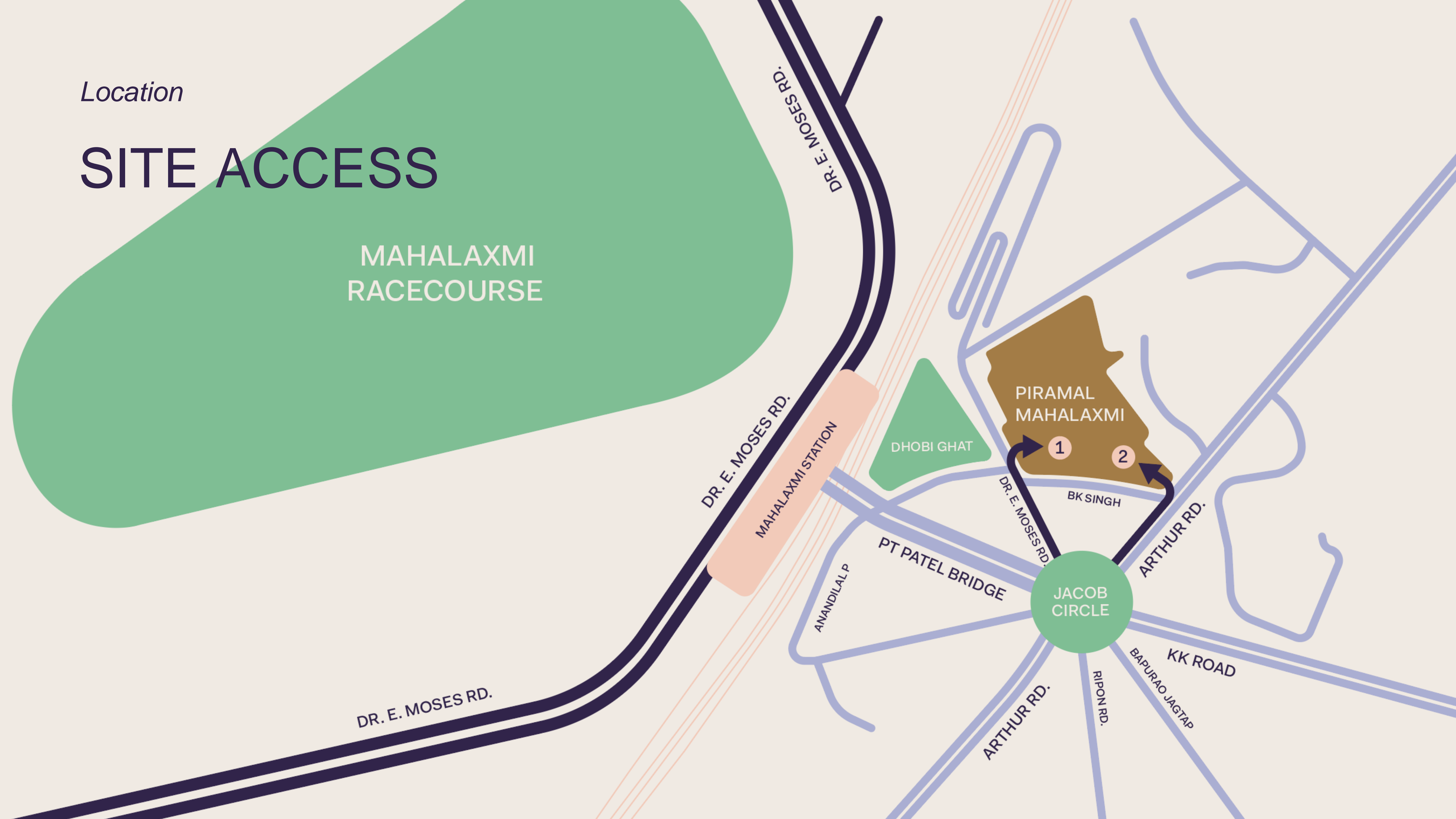
Project Site



Location

SITE ACCESS

MAHALAXMI
RACECOURSE



Piramal

RERA DETAILS

PIRAMAL VAIKUNTH

Cluster 1:

Vivaan - P51700003535

Vatsal - P51700003535

Vyom - P51700003535

Cluster 2:

Vahin - P51700003793

Vrisa - P51700003793

Cluster 4:

Vraj - P51700003283

Vidit - P51700003283

Vama - P51700005256

Vyan - P51700005256

PIRAMAL ARANYA

NORTH TOWER - P51900003324

AGASTYA CORPORATE PARK

Agastya Corporate Park Wing A - P51900003903

Agastya Corporate Park Wing B - P51900002300

PIRAMAL REVANTA

TOWER 1 - P51800005983

TOWER 2 - P51800014021

PIRAMAL MAHALAXMI

TOWER 1 - P51900015854

CONNECT

Website: piramalrealty.com



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