

PRESS RELEASE

Piramal Realty Launches Piramal Mahalaxmi, its Flagship Project in South Mumbai

- Launches Tower 1 (MahaRERA **P51900015854**) with 2 & 3-Bed Residences, starting at INR 3.4 Crores
- Located in Mahalaxmi, this development will be one of South Mumbai's largest premium residential projects
- Majority of residences offer Lifetime Views of the Mahalaxmi Racecourse, Arabian Sea and expansive Mumbai Harbour
- To collaborate with internationally acclaimed partners for design & development

Mumbai, April 02, 2018: Piramal Realty (PRL), the real estate development arm of Piramal Group, announced the launch of Piramal Mahalaxmi, its flagship project in South Mumbai. The development takes on the name of the locality, Mahalaxmi, which is one of Mumbai's most desirable and sought-after addresses. The quintessential offering of this project is the coveted Views- Lifetime Views of the 225 acre Mahalaxmi Racecourse, uninterrupted views of the Arabian Sea on the horizon, Willingdon Golf Course and the expansive Mumbai Harbour – at a highly competitive price. With over 2 million square feet of development, Piramal Mahalaxmi offers customers a slate of 2 & 3-Bed residences, starting at INR 3.4 Crores. Piramal Realty will invest INR 2600 crores in this marquee development.

Anand Piramal, Executive Director, Piramal Group and Founder, Piramal Realty, said, *"Piramal Mahalaxmi is the perfect fusion of rich culture and a cosmopolitan heart. Through this development, we intend to continue setting new benchmarks in the real estate industry. Much akin to world class metropolitan cities, with the likes of New York's Manhattan, London, or Hong Kong, Piramal Mahalaxmi offers units that are designed based on market demand. Offering Lifetime Views of the Racecourse and the Sea, this will be South Mumbai's most prestigious residential project."*

Naaman Atallah, CEO, Piramal Realty, said, *"We are delighted to launch our flagship development in the vibrant real estate landscape of Mahalaxmi. Piramal Mahalaxmi is built on our core foundations of quality and customer centricity. We aim to introduce innovative, world-class design & development at competitive prices."*

The newly launched 63 storeyed tower, with over 300 units, offers a range of world-class amenities, such as swimming pools with infinite views, podium garden, landscaped outdoor terraces, gym, sports hall and jogging & cycling tracks.

Piramal Mahalaxmi at a Glance

- 2 million square feet development
- 2 & 3-Bed Residences starting at INR 3.4 Crores
- 63 storeys high
- Spectacular views of Mahalaxmi Racecourse, Arabian Sea, Willingdon Golf Course and the expansive Mumbai Harbour
- State-of-the-art amenities such as:
 - Swimming pools with infinite views
 - Podium garden
 - Gym
 - Variety of indoor- sport courts
 - Jogging and cycling track and many more
- Well-developed social infrastructure in the vicinity

Piramal Realty has partnered with internationally acclaimed organizations, for the design and development of Piramal Mahalaxmi.

- **Principal Architects:** Callison RTKL, USA
- **Associate Architect:** Hafeez Contractor, Mumbai, India
- **Interior Design:** One of a Kind, Dubai, UAE
- **Vertical Transport Strategy -** TAK Consulting, Mumbai, India
- **Lead Structural and MEP Consultants:** WME, Dubai, UAE

Piramal Mahalaxmi- A Design Conceptualized around ‘Framed Views’

‘Framed Views’ is an emerging theme throughout the development of Piramal Mahalaxmi. Inspired by the surroundings and regality of the coveted address, the floor-to-ceiling windows frame the picturesque views while filling the apartment with an abundance of sunlight.

Earlier this year, Piramal Realty had announced a Development Agreement with Omkar Realtors for developing this 2 million square feet marquee project in Mahalaxmi. As per the agreement, Piramal Realty will lead the design, development, construction, sales & marketing for Piramal Mahalaxmi.

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About Piramal Group:

Piramal Group is a US\$ 10 Bn global business conglomerate with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. Driven by its core values of Knowledge, Action, Care and Impact, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices. Piramal Foundation, the Group’s philanthropic arm, has initiatives in healthcare, water and education, across 21 states of India and has impacted over 88 million lives till date, mostly in partnership with state governments. For more details, visit piramal.com

About Piramal Realty:

Piramal Realty, the real estate development arm of Piramal Group, has currently, over 15Mn sq.ft of land under development. Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. US\$434 million in the company, at the entity-level, which is one of the largest private equity investments in Indian real estate.

The company aims to be the gold standard in design, quality, safety and customer centricity in both residential and commercial real estate. Piramal Realty’s developments, while being cutting edge and contemporary, focus on embracing a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Piramal Realty’s Board of Directors include industry leaders like Ajay Piramal (Chairman of Piramal Group), Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of Emaar Properties PJSC, Dubai), Subbu Narayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia) and Ankur Sahu, (Managing Director & Co-Head of Private Equity – Asia Pacific, Goldman Sachs Inc.). The company collaborates with the world’s leading architectural practices, and world-class contractors. For more details, visit www.piramalrealty.com

For more information:

Corporate Communications, Piramal Realty

Dimple Kapur | Ashwathi Athilat

Dimple.kapur@piramal.com | Ashwathi.athilat@piramal.com | +91 22 3351 4269 | +91 22 3351 4083