

**PRESS RELEASE:****Piramal Realty Launches Arav at Piramal Aranya, an INR 7500 crore project in Byculla**

- Releasing over 300 units for booking, Arav (MAHARERA P51900018039) offers luxurious 2 & 3 Bed residences starting at INR 2.75 crores
- Residences boast of spectacular views on both sides: the upto 60-acre lush botanical garden on the West and the glittering Mumbai Harbour on the East
- Piramal Aranya offers upto 4 acres of open area for recreation

**Mumbai, October 17, 2018:** Piramal Realty today announced the launch of second tower, Arav, at its 7 acre signature development, Piramal Aranya. Situated in the heart of Byculla, Piramal Aranya defines premium living that encapsulates the plush and culturally poised neighborhood. Starting at INR 2.75 crores, the newly launched Arav offers more than 300 units that comprise luxurious 2 & 3-Bed residences ranging in size from 763 sq. ft. to ~1400 sq. ft. carpet area.

**Gaurav Sawhney – President Sales & Marketing, Piramal Realty, said,** *“As our signature development, Piramal Aranya embodies the values that Piramal Realty stands for. Complementing the rich cultural heritage of the neighborhood, with Arav, we are committed to offering our customers a luxurious experience at a competitive price in South Mumbai.”*

Piramal Aranya offers a range of world-class indoor amenities such as fitness center, spa, activity/multipurpose room, multipurpose games hall, café, reception and lounge space among others. These are in addition to the outdoor amenities, open party area, jogging track, kids play area, cricket pitch, swimming pool and observation deck.

Piramal Aranya is adjacent to Rani Baug better known as the Byculla zoo, which just celebrated its 150<sup>th</sup> anniversary and boasts of 1200 species of flora and dense foliage, which makes this a unique opportunity to experience the abundance of nature in South Mumbai.

**Piramal Aranya at a Glance**

- 7 acres
- 2,3, 3.5, 4-Bed Residences
- Spectacular views of botanical gardens and the Arabian Sea
- Upto 4 acres of open area for recreation
- State-of-the-art amenities such as:
  - Fitness Centre
  - Café
  - Library/ Reading Lounge
  - Multipurpose games hall
  - Open party area
  - Jogging track
  - Swimming pool
  - Observation Deck and many more
- Well-developed social infrastructure in the vicinity

**-Ends-**

**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](http://www.piramalrealty.com)

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