

## **Piramal Realty celebrates lifestyle living, cross-cultural collaboration with the Japanese Lantern Fiesta at The Aranya Festival**

- Music and dance performances by well-known Japanese artists Mai Nakanishi and Ukon Takafuji
- Calligraphy, Origami, Karate, Sushi and Ramen Workshops accompanied by authentic Japanese Food stalls
- Piramal Art Museum to feature an array of original Japanese artifacts and antiquities

**17<sup>th</sup> October, 2016, Mumbai:** Encapsulating the spirit of lifestyle living, Piramal Realty, the real estate development arm of Piramal Group, is celebrating the community experience of Piramal Aranya, its flagship residential project at Byculla, with the Japanese Lantern Fiesta at The Aranya Festival.

Piramal Aranya is currently being developed by some of the foremost industry players from around the world, to provide an unparalleled lifestyle for its residents, and to foster an environment where the community thrives.

The Japanese Lantern Fiesta at The Aranya Festival will embody the culinary diversity of Japan, bringing visitors delights that are sweet, savoury, and delightful to all the senses. The Festival will be held on October 22 and 23, at Peninsula Corporate Park in Lower Parel, Mumbai.

The Festival is therefore a nod to the seamless integration of global talents. Featuring an array of activities inspired by Japan, including a stunning display of hand-painted lanterns, the Festival line-up will include workshops on Sushi making, Ramen making, Origami, and Calligraphy. Traditional Japanese dances, performances, and cuisine will delight visitors of all ages.

### **Quick Facts & Attractions:**

#### **Must See:**

**22<sup>nd</sup> and 23<sup>rd</sup> October, 2016**  
**Timings:** 3:00p.m. - 8:15p.m.

- Sushi roll making
- Karate for kids
- Taiko drums and WAR dancers performance
- Japanese movie screening

Celebrating community living, Piramal Realty has invited around 5,000 children from about 50 NGOs, high schools, and schools for the differently-abled, to participate by painting the lanterns. Children from over 30 municipal schools in Mumbai also painted lanterns for the Festival.

Some of the participating NGOs include: Access Life Assistance Foundation; CanKids KidsCan; Citi Academy for Special Education's (CASE) Education Therapy Department; Dr. Susheela Gandhi Centre for Underprivileged Women; Jai Vakeel School for Children In Need of Special Care; and The Akanksha Foundation, among others.

Distinctively designed toy trains will run through the Festival celebrating the history of Byculla. Recreating the aura of the Aranya Festival in line with the lifestyle quotient of Piramal Realty, renowned international performers Mai Nakanishi and Ukon Takafuji will grace the event for calligraphy.

Visitors will also be able to soak up Japanese-inspired art, discover artifacts, and learn about the Edo period in Japan, through the sculptures, screens, and tapestry on display at the Art Museum.



**Dr. Swati Piramal, Vice Chairperson, Piramal Enterprises** said: "At Piramal Group we believe that art is an integral part of our culture. The Japanese Lantern Fiesta at The Aranya Festival celebrates art and cross cultural collaboration associated with Piramal Aranya, our flagship residential project. Aranya remains part of our larger vision to not only provide the best quality in homes but also to celebrate the Aranya Way of community inspired living that is synonymous with the values of Piramal Realty."

**-ends-**

### **Notes to the Editor**

#### **About Piramal Aranya:**

Piramal Aranya is Piramal Realty's flagship project located in Byculla. Spread across 7 acres, it presents a new perspective on exceptional living in Mumbai. It will be one of the tallest developments in the city which will be up to 70 storeys, offering breathtaking views of the 60 acres of lush botanical gardens on the west and the picturesque Mumbai skyline and Mumbai Harbour on the East. Crafted under the principles of universal design and making it suitable for residents of every age, the project has international partners such as BuroHappold- World leaders in sustainable design, EDSA- Lead landscape architects, Make Architects- Architectural practice based in the United Kingdom and Hirsch Bedner Associates- Leaders in Hospitality Interior Design, based out of USA.

#### **About Piramal Realty:**

Piramal Realty is the real estate development arm of Piramal Group. Recently, Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. USD 434 million in the company, at the entity-level, which is the largest private equity commitment to 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 includes Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of Emaar Properties in Dubai) and Subbu Narayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia). The company collaborates with the world's leading architectural practices, including HOK, KPF, and Make and partners with world-class contractors, such as L&T and Eversendai.

Piramal Group is one of India's leading conglomerates with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. It is founded by Ajay Piramal and has a market value in excess of US\$4 billion. Driven by its core values of knowledge, action and care, the group's mission is "doing well and doing good." Piramal Foundation, the philanthropic arm, has initiatives in healthcare, education, water and women empowerment across 19 states of India.

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