

**PRESS RELEASE:****Piramal Realty Launches 'Central Tower' at Piramal Mahalaxmi, an INR 2600 crore project**

*-Introduces Luxurious 3 & 4-Bed Private Residences starting at INR 6.64 crores*

- Piramal Mahalaxmi launches second tower, the Central Tower (MahaRERA P51900016482), releasing 150 units for booking in the launch phase
- Introduces luxurious private residences with Lifetime Views of the Mahalaxmi Racecourse and the Arabian Sea
- Located in Mahalaxmi, this world-class development will be one of South Mumbai's largest premium residential projects

**Mumbai, July 12, 2018:** Piramal Realty announces the exclusive launch of the second tower at [Piramal Mahalaxmi](#), its flagship project in South Mumbai. The newly launched Central Tower offers luxurious 3 and 4-Bed Private residences starting at 1441 sq. ft. carpet area and INR 6.64 crores. This announcement comes soon after the grand launch of Piramal Mahalaxmi, where the first Tower witnessed bookings worth INR 1500 crores during its launch.

**Naaman Atallah, CEO, Piramal Realty, said,** "Our vision for Piramal Mahalaxmi is to create a world-class development that caters to a spectrum of customers and their specific needs, while remaining true to its style, sophistication and offerings. The residences in the Central Tower will offer utmost privacy with stunning panoramas from every angle. Excellent connectivity, lifetime views, competitively priced residences with a premium address in a city such as Mumbai will continue to remain the unique selling point of Piramal Mahalaxmi. Together, the two towers will represent a new era of contemporary living."

Towering up to 70 storeys, the sleek Central Tower offers dedicated swimming pool, exclusive fitness centre, resident lounge and a library to its residents. These are in addition to the overall amenities offered by Piramal Mahalaxmi such as infinity-edged Swimming Pool, Spa, Fitness Centre, Observatory Deck, Podium Garden, Landscaped Outdoor Terraces, Sports Hall, Squash & Badminton Courts, Jogging Tracks and Children's Play Area.

With over 2 million square feet of development, Piramal Mahalaxmi is designed based on market demand and is set to be one of the largest premium residential developments in South Mumbai. Piramal Mahalaxmi is a joint development project between Piramal Realty and Omkar Realtors.

**Piramal Mahalaxmi at a Glance**

- 4 acres
- 2,3, 4-Bed Residences
- Up to 70 storeys high
- Spectacular views of Mahalaxmi Racecourse, Arabian Sea, Willingdon Golf Course and the expansive Mumbai Harbour
- State-of-the-art amenities such as:
  - Infinity-edged Swimming Pool
  - Podium garden
  - Spa
  - Fitness Centre
  - Library/Reading Lounge
  - Landscaped outdoor terraces
  - Sports hall
  - Squash & Badminton Court
  - Jogging Track
  - Children's Play Area and many more
- Well-developed social infrastructure in the vicinity
- Ease of accessibility from Arthur Road and E Moses Road

-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)

**About Piramal Mahalaxmi**

[Piramal Realty Launches Piramal Mahalaxmi, its Flagship Project in South Mumbai](#)

[Piramal Mahalaxmi Draws Strong Customer Response at Launch](#)

**For more information:**

**Corporate Communications, Piramal Realty**

Dimple Kapur | Ashwathi Athilat

[Dimple.kapur@piramal.com](mailto:Dimple.kapur@piramal.com) | [Ashwathi.athilat@piramal.com](mailto:Ashwathi.athilat@piramal.com) | +91 22 3351 4269 | +91 22 3351 4083