

Piramal Realty Inaugurates Aranya Pavillion, a World Class Experience Centre at Piramal Aranya, Byculla

- *Unveils its Brand Film and Signature Art Installations* -

- *Collaboration with acclaimed International Partners for Architecture, Design & Digital Art*
- *Brand film features a Tango routine crafted by celebrated dance choreographer - Sandip Soparrkar and Indi-Latino fusion music: both exclusively created for Piramal Aranya*
- *The Signature Art Installation by popular contemporary artist duo - Jiten Thukral and Sumir Tagra*

Mumbai, 14th November, 2017: Piramal Realty, the real estate arm of the Piramal Group, India's leading diversified global conglomerate, inaugurated Aranya Pavillion, the World Class Experience Centre at Piramal Aranya, its signature project in Byculla. Embroidered with superior design features and state-of-the-art technology, the Aranya Pavillion offers a new perspective on premium living. The one-of-a-kind experience centre, encapsulates the beauty of the culturally rich neighborhood of Byculla and the essence of Piramal Aranya that epitomizes contemporary yet classic luxury lifestyle living.

Anand Piramal, Executive Director, Piramal Group, said: "At Piramal Realty, we aspire to bring world-class lifestyles and set new standards for architectural design, quality and safety in the industry. Designed in collaboration with renowned international partners, the Experience Centre's exquisite design and detailing, place it in a class of its own. Nestled amidst nature, Aranya Pavillion, epitomizes the 'Perfect Perspective' that Piramal Aranya offers to customers that seek an exceptional lifestyle in the City of Dreams."

Piramal Realty has partnered with world-class organizations for the design and development of The Aranya Pavillion.

- Principle Architects- Make Architects
- Structural and MEP Consultants- BuroHappold
- Lead landscape architects- EDSA
- Lead interior designer- Hirsch Bedner Associates

In addition, Piramal Realty unveiled its Brand Film, created exclusively for the premium luxury residential project. The refined elegance of Piramal Aranya's architecture has been showcased through a Tango routine, choreographed by renowned Latin and Ballroom Dance Choreographer, Sandip Soparrkar. The background music, a melodious tune that blends Indian instruments with Tango notes, crafted exclusively for Piramal Aranya, reflects the intricate fusion of Indian culture with global lifestyles. Targeted at families who could set down multi-generational roots in Piramal Aranya, the film creates a dynamic dialogue between life, beauty, grace and class.

Piramal Aranya at a Glance:

- Spread over 7 acres
- Plush indoor amenities
- Superior design features
- 2, 3, 3.5 and 4-Bed residences overlooking the 60-acre lush Botanical gardens and Mumbai Harbour
- Sophisticated landscapes, private residences, dual aspect homes with light, space and ventilation, community spaces and outdoor terraces are artfully enhanced by rich and luxurious materials.

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.

The exquisite Art installations at Aranya Pavillion, commissioned by the Piramal Art Foundation and Piramal Realty, are inspired by the flora of the Botanical Gardens (Jijamata Udyan). The Experience Centre will act as a functional space for display of some of the best works of Indian art from the collection of Piramal Museum of Art and will be open to the public. Jiten Thukral (b.1976, Jalandhar) and Sumir Tagra (b.1979, New Delhi), a New Delhi based artist duo whose names are now synonymous with the voice of contemporary Indian art have also lent their artistic work to this Experience Centre. Painted with insightful precision, the contemporary artwork captures the 26 plant varieties housed in the gardens and represents a harmonious co-existence of human beings with natural elements.

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About Piramal Group:

Piramal Group is a US\$ 9.5 Bn global business conglomerate with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. Driven by the 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 84 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 includes luminaries 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), Nitin Malhan (Managing Director & Co-Head of Warburg Pincus), 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, including HOK, KPF, and Make and partners with world-class contractors, such as L&T and Eversendai. For more details, visit www.piramalrealty.com

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