

PRESS RELEASE

Piramal Realty Makes a Foray into Value Housing Segment

- To invest ~INR 1500 crores to build this segment at Piramal Vaikunth, Thane
- Spread across ~5 acres, this launch will be a part of the larger township in Thane
- Offers 1, 1.5 and 2 BHK apartments starting 350 sq. ft. at a ticket size of ~INR 60 lacs

Mumbai, January 22, 2020 | Wednesday: Piramal Realty, the real estate development arm of the Piramal Group, today announced its foray into the Value Housing Segment, with an investment of ~INR 1500 crores at Piramal Vaikunth, Thane. This first of its kind project by Piramal Realty would be a part of the larger township in Thane with a development potential of around ~2 million sq. ft. The newly launched Cluster 3 will offer 1, 1.5 and 2 BHK apartments with access to premium amenities starting at 350 sq. ft. carpet area at ~INR 60 lacs.

Strategically located in the heart of Thane, this project will set a new benchmark in quality living by giving an opportunity to its residents to be a part of a premium development at delightful prices. The project also features an ISKCON temple complex spread across ~2.75 acres.

Commenting on the launch, Anand Piramal, Founder, Piramal Realty said, *“With millennials at the helm, we have witnessed an increased traction towards the value segment over the last few quarters. Our foray into this segment is in line with our expansion plans of creating presence across the consumer demand pyramid. With this launch, our aim is to create homes that significantly improve the quality of life for the youth and first-time homebuyers by setting gold standards in customer-centricity, architectural design, quality and safety”.*

The newest launch from Piramal Realty goes beyond bare necessities of practical homes by providing its owners an elevated experience. This project offers a unique blend of amenities along with biophilic aesthetics that include elements of natural habitats. In addition to the larger project’s common amenities, some of the Cluster 3 specific amenities would comprise of swimming pool, toddler’s play area, library, hobby area, indoor games room and gymnasium.

Piramal Vaikunth is a world-class residential complex, designed for community living, spread over 32 acres in Thane. The project partners with leading firms such as Chicago-based architectural firm, HOK; London-based structural & services engineers, BuroHappold; vertical transportation partners, Lerch Bates; design architects, DSP Design; US-based project managers, Turner Construction Company; and traffic consultants, Systra MVA Consulting.

Piramal Vaikunth and Cluster 3 Amenities at a Glance:

- Composition: 1,1.5, & 2 Bed Residences
- Project Location: Balkum, Thane West
- Piramal Vaikunth Area: ~32Acres
- Cluster 3 Area: ~5 Acres
- ~2.75 Acre ISKCON temple complex
- Up to 40% open spaces
- Up to 60,000 sq. ft. of amenities
- Renowned project partners
- Cluster 3 amenities: Swimming pool, Toddler’s play area, library, hobby area, indoor games room and Gymnasium

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About Piramal Realty

Founded in 2012, Piramal Realty, the real estate development arm of Piramal Group is one of India's leading developers with 17 mn sq ft of residential and commercial under development in and around Mumbai. In 2015, Warburg Pincus and Goldman Sachs two of the world's most respected private equity investors invested \$235 million dollars for a minority stake in the company.

Piramal Realty 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.

About Piramal Group

The Piramal Group, led by Ajay Piramal, is one of India's leading business conglomerates with a global footprint. With operations in 30 countries and brand presence in over 100 markets, the Group's turnover is ~\$2 billion in FY2018. The Group's diversified portfolio includes presence in industries in pharma, financial services, healthcare information management, glass packaging and real estate.

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