

# Ruparel Realty:

## Crafting Iconic Living Spaces

With a vision to become the most promising and dynamic real estate firm in the world of construction and a goal to consistently provide top-notch services to bring dreams to life through iconic lifestyle, Ruparel Realty was established in the year 2000, by its founder and chairman, Mr. Mahendra Ruparel. Later, he was joined by his sons, Mr. Amit Ruparel and Mr. Milind Ruparel, who, as directors on the board of Ruparel Realty, are the central pillars of the company. Under their able guidance, Ruparel Realty has been constructing numerous Residential and Commercial structures. The group is currently developing 2 million sqft at prime locations of Mumbai Metropolitan Region and has already delivered 2.5 lakhs sq.ft of developed spaces in the Navi Mumbai Metropolitan Region.

Since its inception, the company has launched several projects like Ruparel Palacio, Ruparel Jewel, Ruparel Sky Green, Ruparel Elara, Ruparel Optima, Ruparel Ariana, Ruparel Iris, Ruparel Orion and Ruparel Sea Palace and many more. In the past 18 months, the group has acquired 30 acres of land in Kandivali West, 5

acres of lands in Parel and other developments in the Western and Central suburbs of Mumbai.

Ruparel Realty recently launched two signature projects in Kandivali. Ruparel Optima is in the affordable housing segment, while Ruparel Palacio will be a gated haven of luxury residences. Ruparel Optima, with two 20-storeyed and one 40-storeyed tower, will offer 1 BHK furnished apartments, wherein customers can also avail the benefits of the Pradhan Mantri Awas Yojna (PMAY).

The luxury property, Ruparel Palacio, is one of the first buildings in Mumbai's western suburbs to offer two apartments per floor and a private elevator to each apartment. This project comprises 2 and 3 BHK apartments.

Ruparel Orion is another ideal residential project; a hi-tech 15-storey masterpiece, with a world of ultramodern amenities and facilities, makes Ruparel Orion an extremely desirable living destination. Situated in a prime locality of Chembur, Mumbai, Ruparel Orion enjoys unmatched advantages in terms of connectivity.

With an impressive presence across the most

Ruparel Ariana - Artist Impression



desired areas in Mumbai, the group recently clocked impressive sales in April and November 2017, having sold inventory amounting to more than 1,350 flats worth Rs. 1000 crores in the projects Ruparel Optima, Ruparel Sky Greens, Ruparel Palacio, Ruparel Elara.

#### RUPAREL JEWEL

Ruparel Realty will soon launch its jewel in Mumbai's crown - Ruparel Jewel - at Parel, Mumbai. An iconic 54-storeyed luxury tower, comprising 2 and 3 bed sky-suites, the project will have a 180° panoramic sea-view from private terrace, which are equipped with a Jacuzzi. The lowest residential floor of Ruparel Jewel will be 130 ft. above ground level and there will be only two sky-suites per floor above the 27th level.

The project will offer 20,000 sq. ft. of premium amenities and facilities, like a multi-purpose indoor games arena, fully-equipped hi-tech fitness centre, professionally managed beauty salon, covered temperature-controlled ozone swimming pool, pool-side cafe, juice bar, ice-cream parlour and cabanas, ceremonious banquet hall and cafeteria, yoga, meditation and aerobics centre, thoughtfully designed jogging track and pathway, reflexology garden with designer plantations, senior citizen's zone with sitting nooks, entertainment zone with virtual gaming, board games and card room, ultramodern kids arena with activities and play equipment, rock climbing wall for kids and teenagers, dedicated space for children's crèche, international standard concierge services, 5-tier integrated safety and security system, 24x7 cctv and manned surveillance, most advanced high-speed automated elevators, separate fully equipped guest houses and so on.

Situated at a prime location, the project enjoys excellent connectivity. Everything from the Central and Harbour Rail Network and Eastern Freeway to South Mumbai, CBD and BKC, are all just a few kilometres away. Malls like High Street Phoenix, Palladium and high end hotels, like Four Seasons, ITC Grand Central and Palladium are within close proximity.

#### RUPAREL ARIANA

Parel's vertical masterpiece, Ruparel Ariana, is a 73-storey elegant tower with an earthquake-resistant RCC framed structure, offering spacious and luxurious 2 and 3 BHK homes.

Ruparel Ariana will have extra-spacious



Ruparel Jewel - Artist Impression

designer rooms with a view of the South-Mumbai Bay, for living rooms and bedrooms, home automation systems that can be controlled through iPads, homes with imported marble flooring and dark, laminated wood flooring, a double-height air-conditioned entrance lobby, full-serviced concierge and magnificent waiting lounge, full serviced sky-cafeteria with exquisite cabanas and international standard security with car-code scanner entry and biometric pass in the lobby, seven-level parking space with automated car parking.

The project provides access to health and fitness features as well. Temperature controlled indoor pool with Jacuzzi cubes, world-class gymnasium, designer entrance facade with vertical gardens and waterfall, Ayurveda spa with massage therapy, sauna, steam and Jacuzzi, etc., are available within the premises.

Every flat is equipped with features like sound-proof French windows, designer bathrooms with standalone tub and musical shower, modular kitchen with glass shutters, hob and chimney, fully-furnished guest-rooms, with on call services. The list doesn't end here; in the realm of entertainment, there is a private theatre, with D2H connection, virtual gaming zone with Wifi-console, etc.

Awarding all the advantages that Parel has to offer, Ruparel Ariana is a unique constellation of a host of conveniences, tagged with excellent connectivity. The overwhelming success that Ruparel Realty enjoys is marked by the finest financial institutions like L&T Finance, ICICI Bank, Axis Bank, HDFC and State Bank of India and endorsed by numerous accolades, like Times Realty ICONs 2017 Award for 'The best residential project in the Affordable segment' in the Western suburb of Mumbai and the Gujarati Midday Gaurav Award for the most promising developer, amongst others.