



DAMJI SHAMJI
SHAH GROUP



MAHAVIR SPRING

Pokhran Road No. 2, Thane (W)

ABOUT DAMJI SHAMJI SHAH GROUP

"AMID PLEASURES & PALACES THOUGH WE MAY ROAM ...
BE IT EVER SO HUMBLE, THERE'S NO PLACE LIKE HOME ..."

Home is where relationship grows, a place of warmth and protection, a place of togetherness and care, a place where affection binds us closer. Home is a circle of strength, woven together by choice and strengthened together by love.

We at Damji Shamji Shah Group, build your dreams into reality and nurture your relationships at every step. We believe that every family is the heart of a home which give the roots to stand tall and strong forever.

It is our privilege to be part of your family and celebrate together the blissful moments that turn out into unforgettable memories.

▶ BACKED BY OVER

58

YEARS OF REAL ESTATE EXPERIENCE

▶ DEVELOPMENT OF

8

MILLION SQ.FT. AREA IN THE CENTRAL & EASTERN SUBURBS OF MUMBAI

▶ BUILT ON OUR VALUES OF QUALITY PRECISION & TRUST

▶ HOME TO MORE THAN

6000

HAPPY FAMILIES

▶ SET UP MORE THAN

3500

SUCCESSFUL OFFICES

▶ MILLION SQ.FT. OF LAND UNDER DEVELOPMENT

20

AWARDS AND ACCOLADES



'MAHAVIR KALPAVRUKSHA' an excellent project by **DAMJI SHAMJI SHAH GROUP** located at Thane (W) won the award of **THE TRUSTED PROJECT FROM CENTRAL SUBURB (Thane & Beyond)**

WE ARE GLAD TO SHARE OUR **'MOMENTS OF GLORY'** WITH YOU

Mr. Chandrakant D. Shah - Chairman of 'DAMJI SHAMJI SHAH GROUP' was awarded with the **'LIFETIME ACHIEVEMENT AWARD'** FOR OUTSTANDING CONTRIBUTION TO REAL ESTATE SECTOR

'MAHAVIR UNIVERSE' a luxurious project by **DAMJI SHAMJI SHAH GROUP** located at Bhandup (W) won the award of **'BEST RESIDENTIAL PROPERTY OF THE YEAR'**

AT LOKMAT – NATIONAL AWARDS FOR EXCELLENCE IN REAL ESTATE & INFRASTRUCTURE



The lack of proper connectivity has hurt apartment sales in Greater Noida, feel experts (Photo: Mint)

Thane (West) tops, Greater Noida takes biggest knock in home sales

Updated: 25 Nov 2019, 11:22 PM IST

BENGALURU : Bengaluru: A local train heading out of Mumbai's city centre reaches suburban Thane in an hour. The metro ride from central Delhi to Noida Extension or Greater Noida takes about the same. However, in terms of home sales, the two couldn't be more different.

Thane (West) topped the charts among all micro-markets in India in home sales, with 7,755 housing units changing hands in the 12 months ended 30 September, according to data collated by Liases Foras Real Estate Rating and Research Pvt. Ltd. The number is a 21% jump from the previous year, which saw sales of 6,427 homes. Thane (West) is part of the larger Thane district, with a railway station cleaving the suburb into western and eastern sides.

At the same time, the micro-market of Noida Extension-Greater Noida in the National Capital Region (NCR), which has far more apartments than Thane (West), saw sales of 7,712 units in the year ended 30 September—1,812 units fewer than the 9,524 units sold in the

previous year. Raj Nagar Extension in Ghaziabad, another NCR micro-market, saw a 39% drop in sales to 2,224 units during the period.

So what's the secret sauce of Thane (West) that attracts buyers and builders? The answer: prices relative to the cost in neighbouring areas, good infrastructure, and a wide range of homes at various price points. Thane (West) has a weighted average price of ₹9,801 per sq. ft, relatively more affordable than units in Mumbai and its other suburbs.

In the backdrop of India's worst slowdown in the residential sector, it is increasingly evident that sales are becoming micro-market driven, with certain locations in the top cities performing better than the others.

"Thane and Greater Noida are two examples of why one micro-market performs well and the other doesn't. What has worked for Thane (West) is the continuous infrastructure and commercial development, connectivity, large supply and a wide range of projects priced between ₹5,000-15,000 per sq. ft. The lack of these in Greater Noida have worked against it. Real estate projects were launched in Greater Noida in areas which were still not connected well and fully habitable," said Pankaj Kapoor, CEO of Liases Foras.

There is a reason why nearly all top developers in Mumbai are keen to launch projects in Thane, be it the sales factor, huge demand and the availability of land.

Mumbai-based Lodha Group launched its first project, Lodha Crown, under its new affordable housing brand in Thane's Majiwada in October. Spread over 10 acres comprising 2,800 units—with homes priced at ₹25-50 lakh (and some units at up to ₹75 lakh) on an average—it sold close to 500 units for around ₹250 crore.

Shapoorji Pallonji Real Estate launched its premium residential project, Shapoorji Pallonji Northern Lights, in Thane in March 2019, selling over 600 flats during the launch. Raymond Ltd is constructing its first housing project with 3,000 mid-income units in the suburb and will build premium homes in the second phase. In October, Raymond also sold a 20-acre land parcel in the area to Virtuous Retail South Asia for ₹700 crore.

Niranjan Hiranandani, co-founder and managing director of Hiranandani Group, said that when his company launched its first project in Thane's Ghodbunder Road nearly 20 years back, there were only two prominent developers.

"...Today, there are around 42 big developers doing projects in Thane given the kind of development and connectivity the area has seen. When a market grows, everyone benefits. But there needs to be differentiation in the kind of projects that are being built, or else everyone is offering the same thing to buyers. That's what happened in Noida and there was difficulty in selling them," Hiranandani said.

There were 29,526 unsold residential units as of September 2019 in Thane (West), compared to 31,645 unsold units in Greater Noida and Noida Extension.

Gulam Zia, executive director at property advisory Knight Frank India, said companies such as Tata Consultancy Services Ltd and Bayer (India) Ltd taking up significant office space in Thane has been a game-changer for the location.

"..Thane has always been a budget-friendly, residential location. But if it is complemented by commercial office developments and companies continue to absorb space there, it will add much more potential to Thane as a micro-market."



CONNECTIVITY

Pokhran Road has best-in-class amenities and is undergoing fast paced development in terms of infrastructure. Pokhran Road 2 has better infrastructure than Pokhran Road 1. It is also greener than the latter area. Naturally, this has attracted more customers. Due to better infrastructure, the property values are also higher than Pokhran Road 1 & the rest of Thane. One can look at buying a property here from the point of accommodation and long-term investment.



Accessibility

- Kapurbawdi Metro St. - 6min
- Ghodbunder Road - 7min
- Manpada Metro St. - 10min
- Thane station. - 23min
- Eastern Express Highway - 25min
- Powai - 25min
- Airport in 35 mins of drive
- BKC is just 35 mins drive
- Vashi and Mindspace IT park is just 30 to 40 mins from the project
- Thane Belapur Road - 39min
- Fort is 40 minutes via Freeway



Bank

- Axis Bank - 1min
- HDFC Bank - 3min
- Yes Bank - 6min
- ICIC Bank - 6min
- Standard Chartered Bank- 6min
- Bank of Baroda - 7min
- SBI Bank - 7min



Schools & Colleges

- Vasant Vihar School - 3min
- DAV Public School - 6min
- Singhania School - 7min
- CP Goenka International School - 9min
- Billabong International School - 18min



Corporate

- Voltas - 6min
- Raymond - 6min
- Cadbury Junction - 9min
- Tata Consultancy Service - 11min



ATM

- Kotak Mahindra Bank - 3min
- ICIC Bank - 6min
- SBI Bank - 7min
- HDFC Bank - 7min



Entertainment

- Upvan Lake - 3min
- Big Cinemas - 8min
- Inox Theatre - 10min
- R Mall (Godbunder) - 11min
- Talao Pali - 13min



Shopping

- Viviana Mall - 7min
- Dmart - 7min
- Korum Mall - 10min
- Big Bazar - 11min
- Reliance Mart - 16min
- Hypercity Mall - 17min

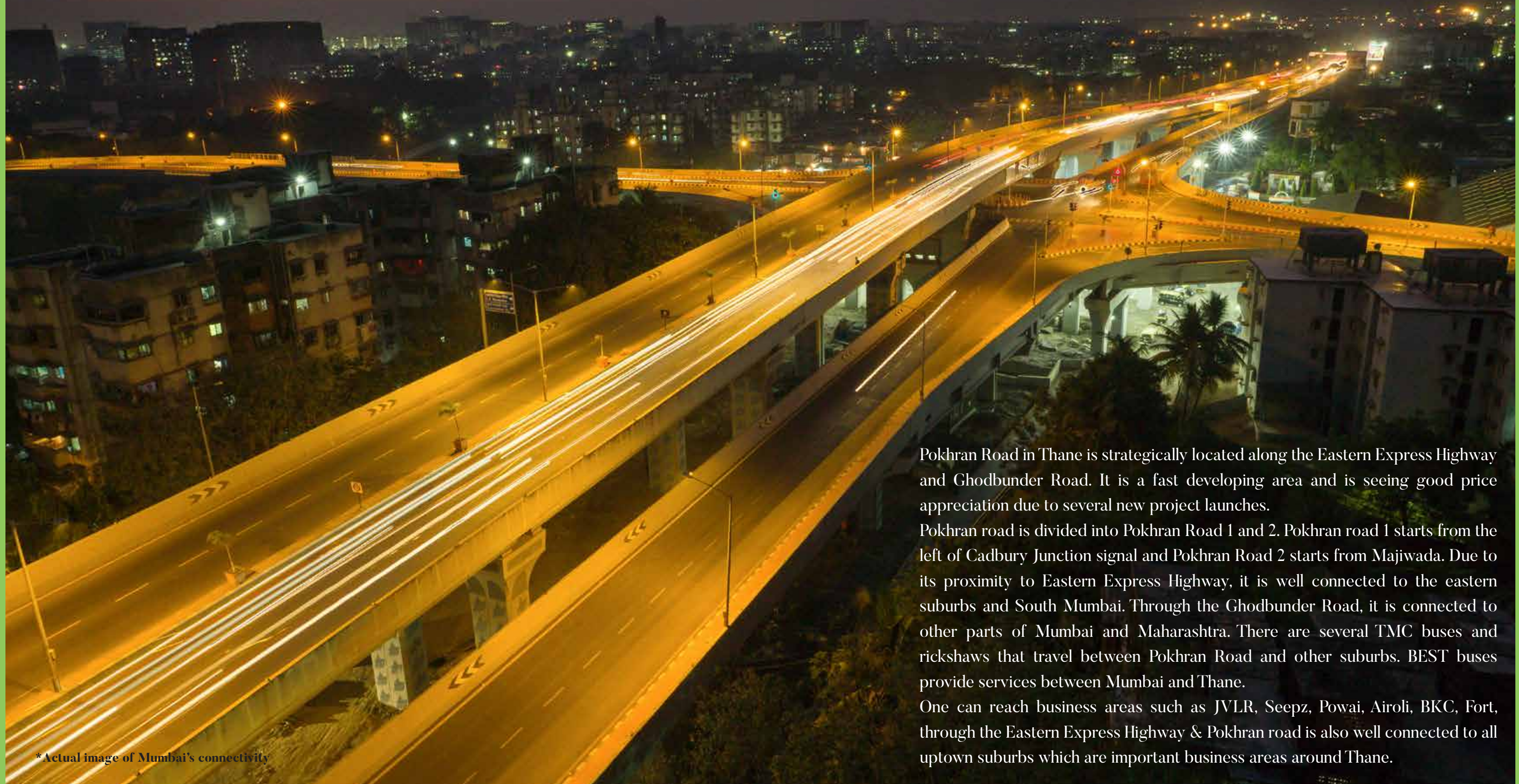


Hospitals

- Bethany Hospital - 1min
- Jupiter Hospital - 7min
- Hiranandani Hospital - 13min

* Time & distances as per Google Maps

POKHRAN ROAD: AN IDEAL LOCATION FOR YOUR HOME



*Actual image of Mumbai's connectivity

Pokhran Road in Thane is strategically located along the Eastern Express Highway and Ghodbunder Road. It is a fast developing area and is seeing good price appreciation due to several new project launches.

Pokhran road is divided into Pokhran Road 1 and 2. Pokhran road 1 starts from the left of Cadbury Junction signal and Pokhran Road 2 starts from Majiwada. Due to its proximity to Eastern Express Highway, it is well connected to the eastern suburbs and South Mumbai. Through the Ghodbunder Road, it is connected to other parts of Mumbai and Maharashtra. There are several TMC buses and rickshaws that travel between Pokhran Road and other suburbs. BEST buses provide services between Mumbai and Thane.

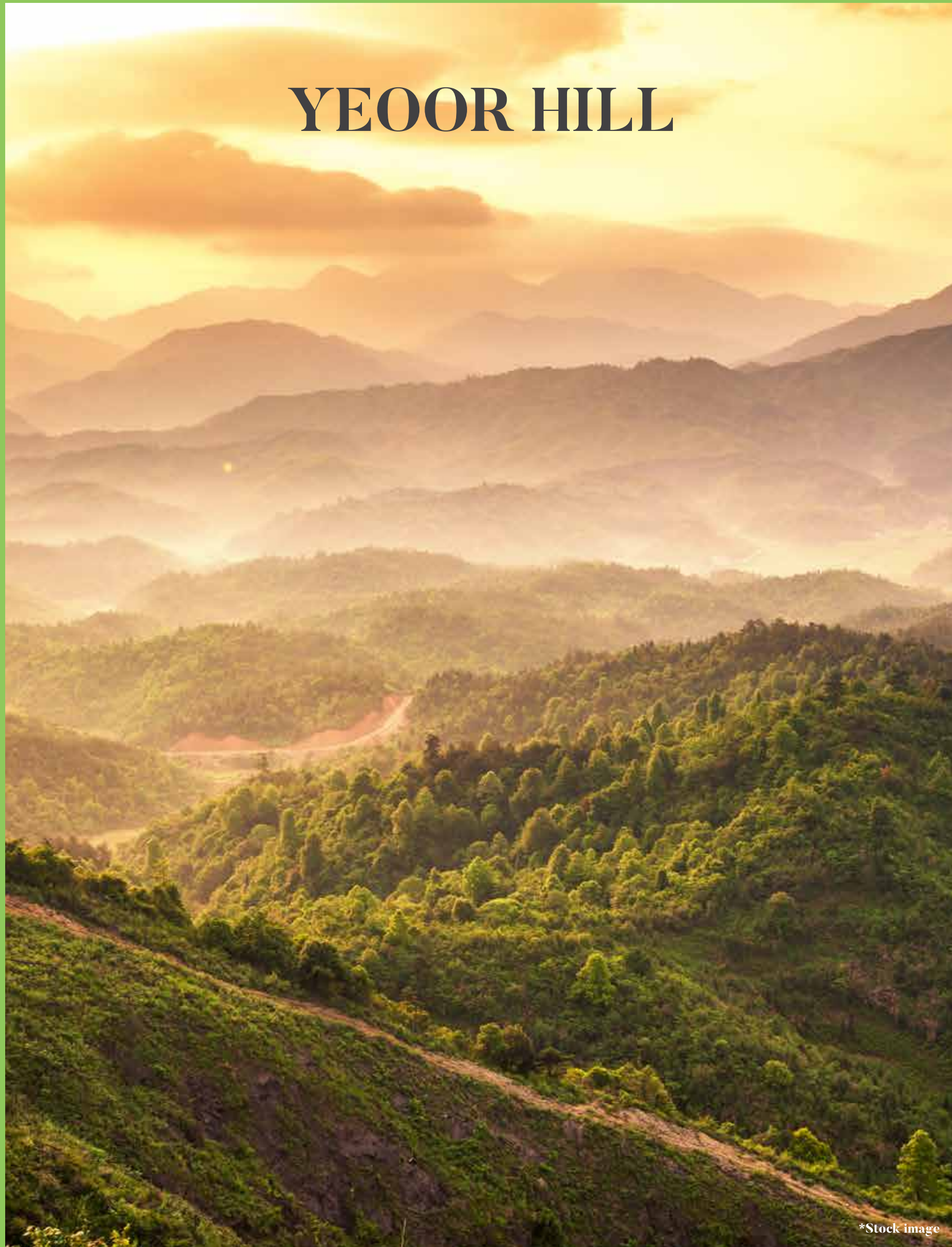
One can reach business areas such as JVL R, Seepz, Powai, Airoli, BKC, Fort, through the Eastern Express Highway & Pokhran road is also well connected to all uptown suburbs which are important business areas around Thane.



Goodbye,
views of concrete.

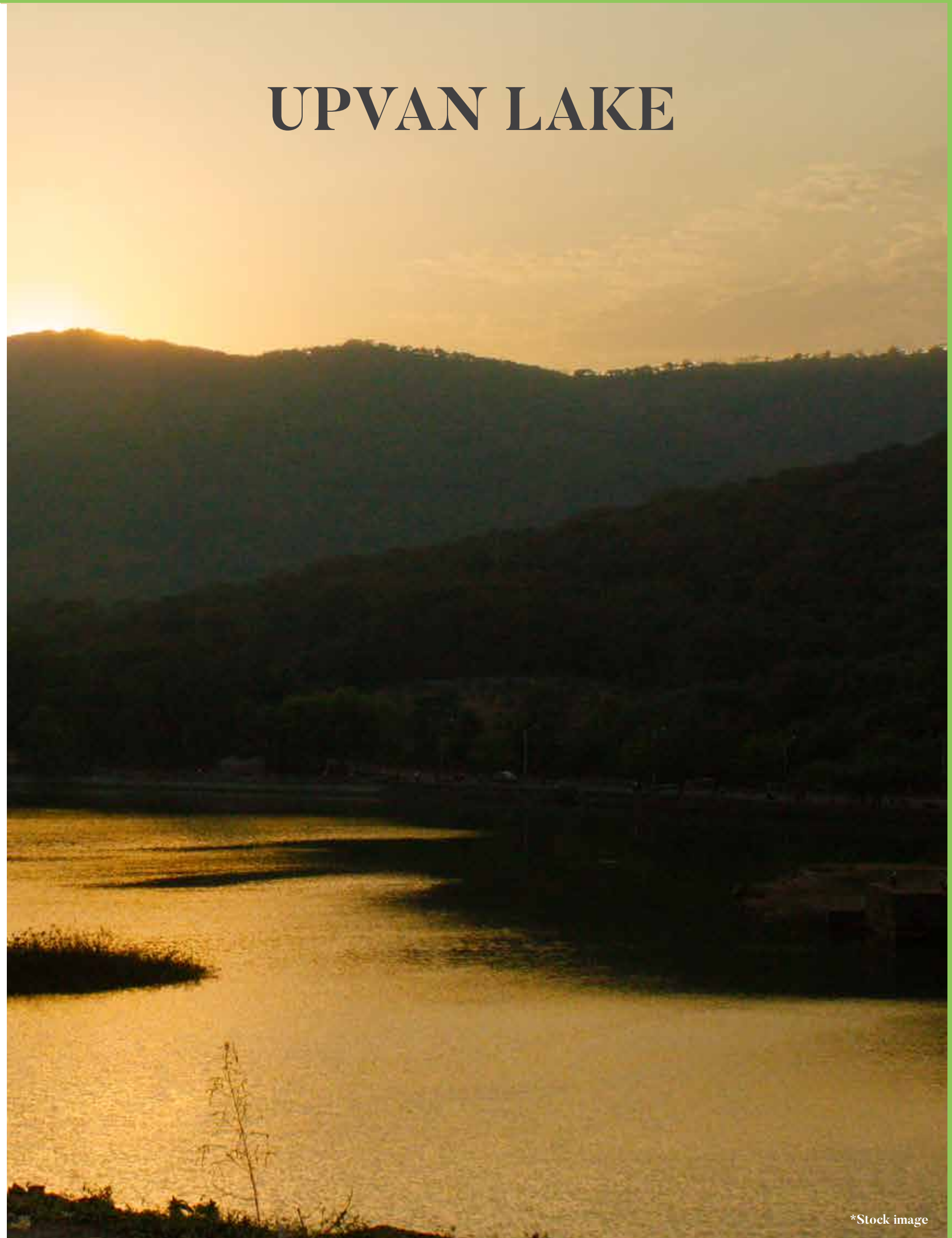
Hello,
scenic hillsides.

YEOOR HILL



*Stock image

UPVAN LAKE

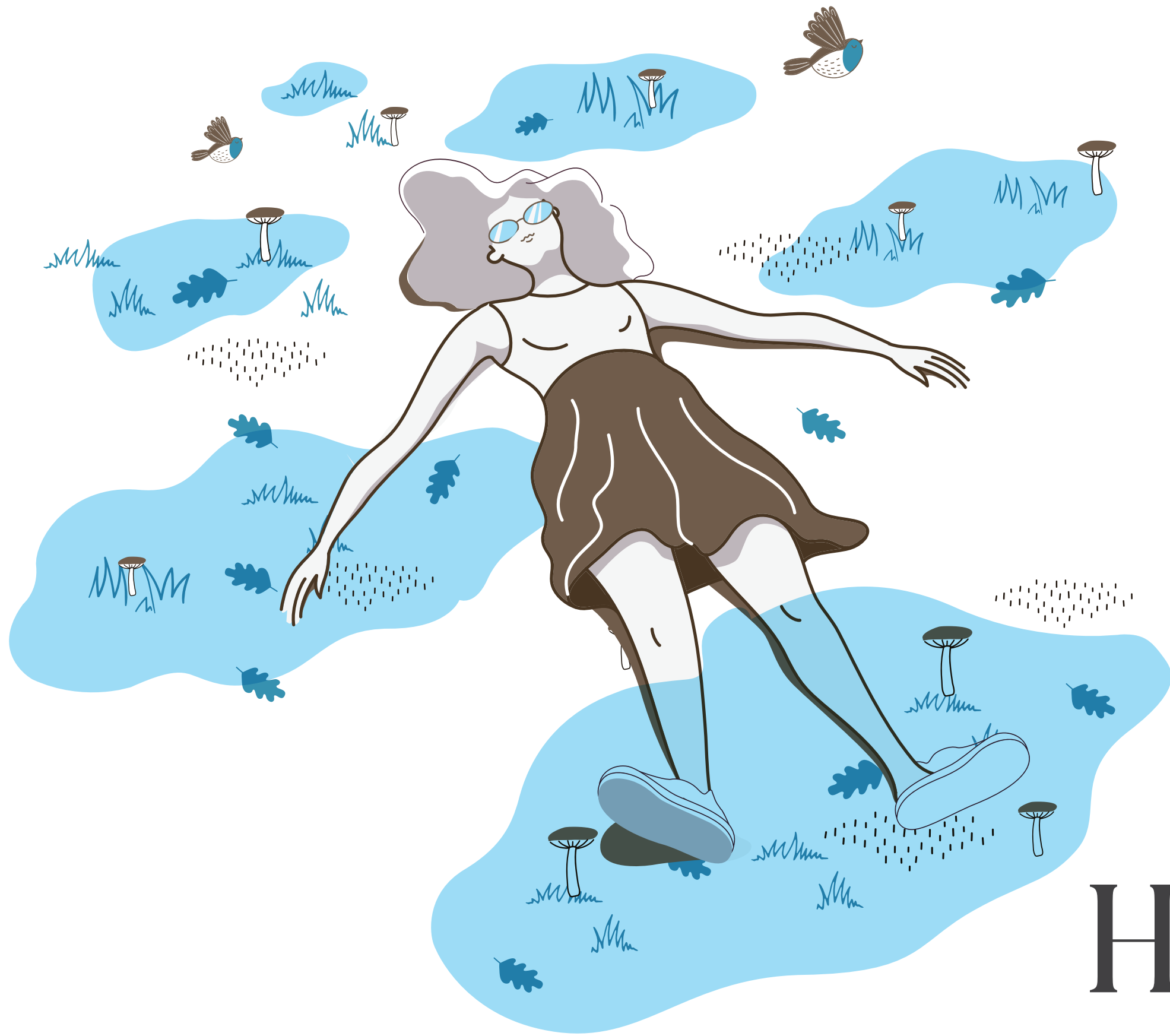


*Stock image

ENJOY BEAUTIFUL VIEWS FOR LIFE.
IT'S AN OFFER ONLY WE CAN MAKE.



Actual view | Shot from location



Goodbye,
congested living.

Hello,
open spaces.

CLUBHOUSE



*Artist's impression

50+ LIFESTYLE AMENITIES AND RECREATIONAL SPACES SPREAD ACROSS 1,00,000 SQ. FT.



Table tennis room



Zumba



Acupuncture



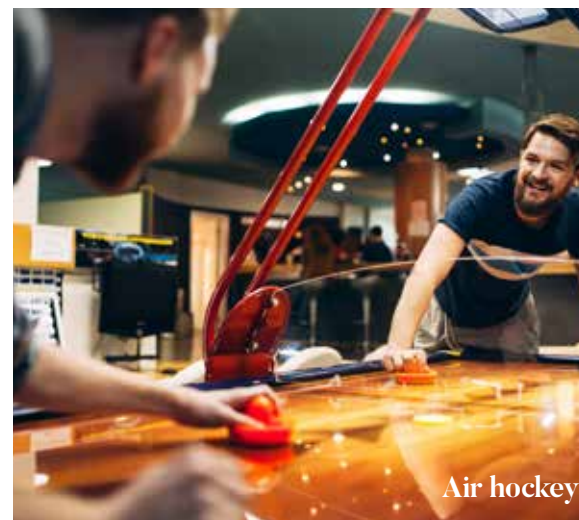
Kids' play area



Juice bar



Landscaped lawns



Air hockey



Senior Citizen Area



Spa



Open Gym

- Landscaped lawns
- Elevated jogging track
- Business centre with conference facilities
- Swimming pool
- Minitheatre
- Kids' play area
- Senior citizen area
- Acupuncture area
- 3 guest rooms
- Drawing area
- Wall painting area
- Class room
- Library
- Juice bar area
- Day care room
- Ichthyotherapy area
- Newspaper reading zone
- Steam
- Massage
- Sauna
- Zumba and aerobics room
- Kicking room
- Boxing room
- Meeting lounge
- Photocopy room
- Working space
- Foosball
- Table tennis
- Air hockey
- Pool table
- Chess table
- Carrom
- Video game
- Play station TV games
- Board games
- Banquet hall
- Gymnasium
- Open gym area
- Jacuzzi
- Amphitheatre
- Skating rink
- Martial arts area
- Floor games
- Kids pool with slides
- Shallow pool
- Box cricket
- Swing plaza
- Amphi plaza
- Gathering lawn
- Laughter lawn
- Celebration plaza
- Leisure lawn

Images are for representation purpose only



Swimming pool

*Artist's impression



Elevated jogging track

*Artist's impression



Minitheatre

*Artist's impression

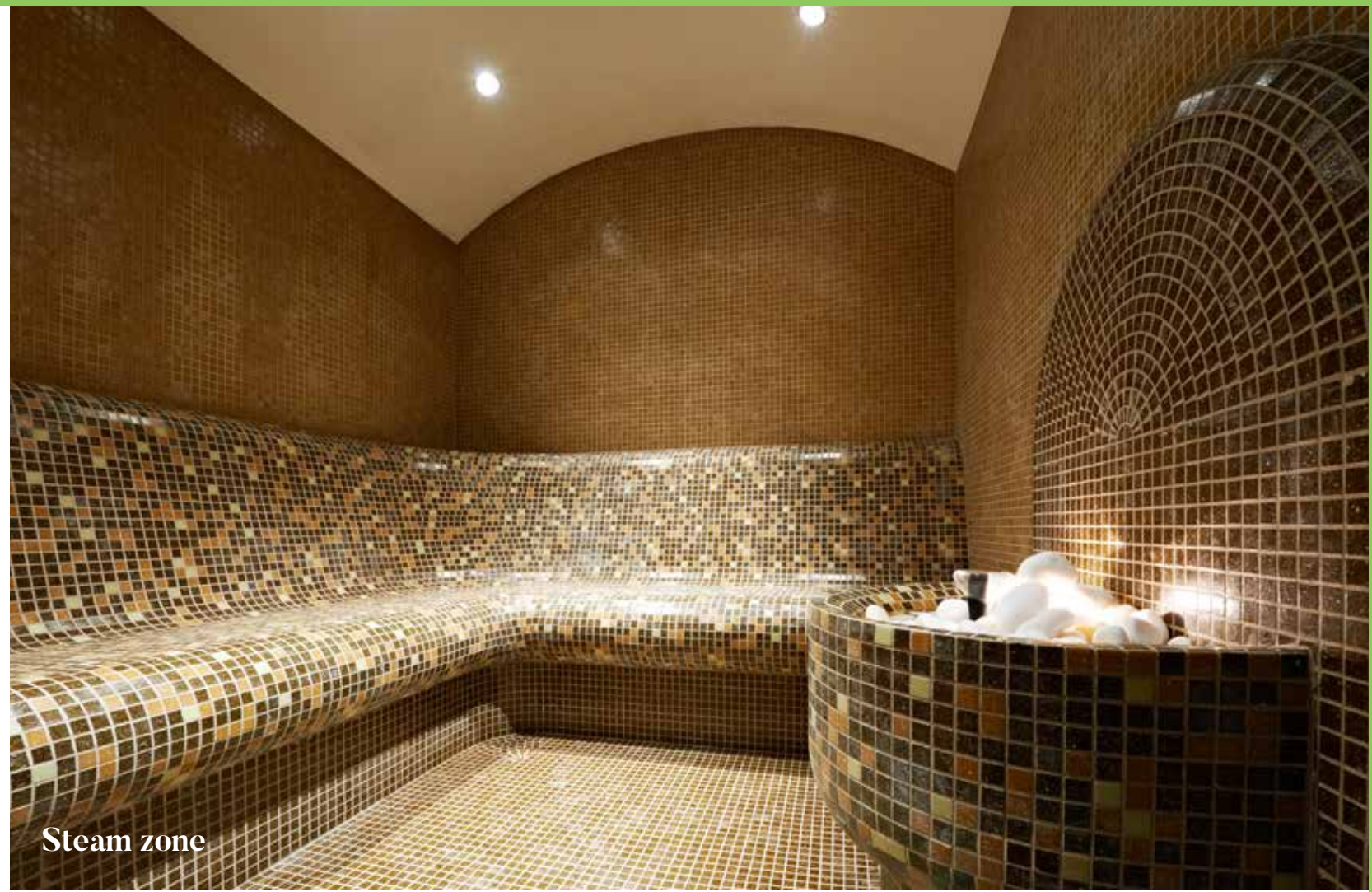


Meeting lounge

*Stock image



Gymnasium



Steam zone



Sauna



Yoga zone

Images are for representation purpose only



Air hockey room



Gaming zone



Pool table room

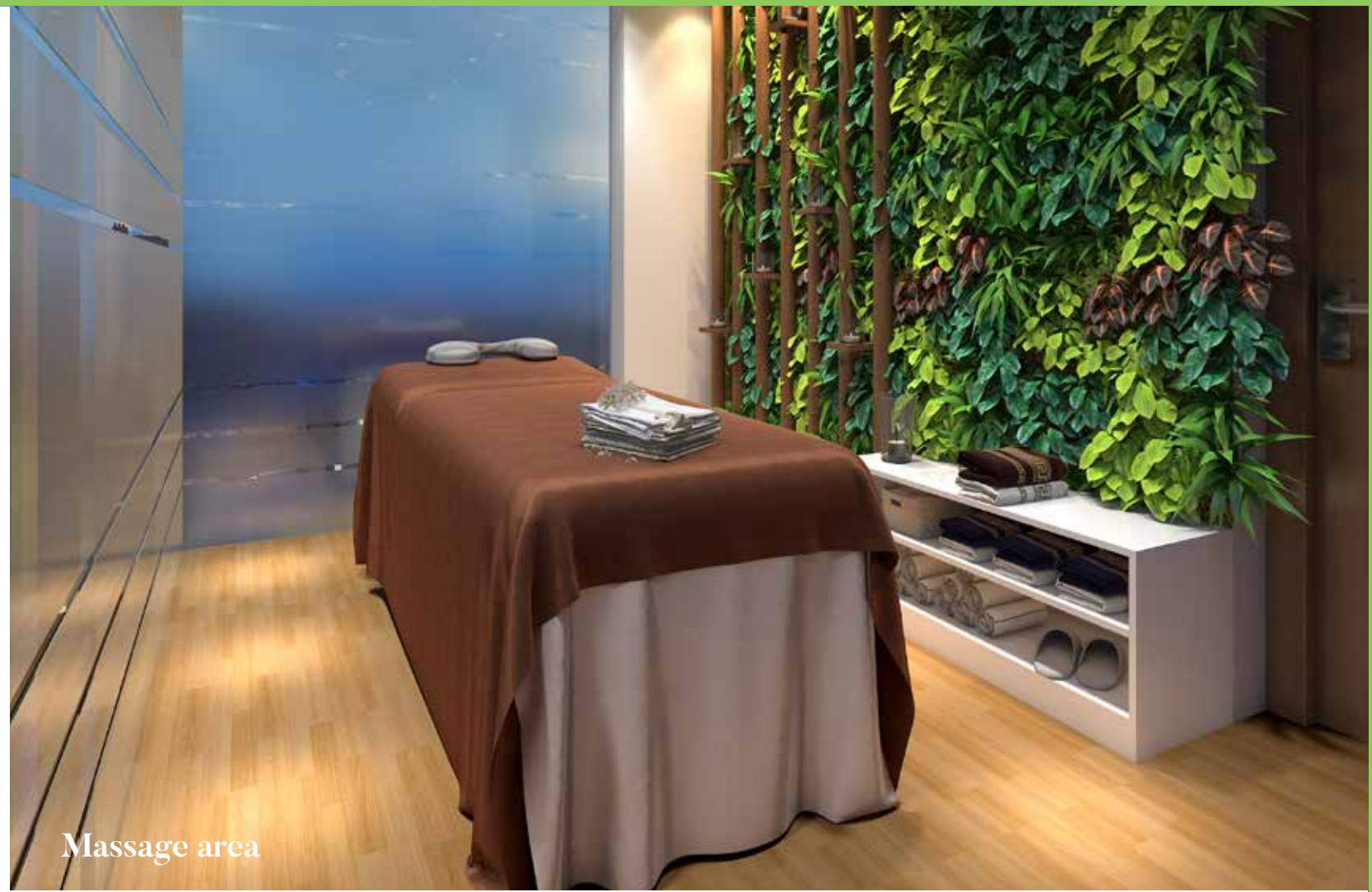


Carron room

Images are for representation purpose only



Library



Massage area



Multi-purpose hall



Toddler zone

Images are for representation purpose only



Goodbye,
cramped homes.

Hello,
spacious interiors.

WELL VENTILATED APARTMENTS WITH SLAB-TO-SLAB HEIGHT OF 10'4" FEET



*Stock image




"TULIP"

(1/2/3 BED Premium Residences)

1 Basement
+
2 Podium
+
Stilt & Upper 38 Floors

Master Elevation image shown is for representation purpose only.

 This project has been registered under MaharERA Registration No.: TULIP: Phase 1 - P51700022994 & is available on the website <https://maharera.mahaonline.gov.in> under registered projects.

*Artist's impression

MASTER LAYOUT (WITH PG AREA)

PLAYGROUND RESERVATION
TO BE HANDED OVER TO TMC



POKHARAN ROAD NO.2

D.P. ROAD

LEGEND

GROUND R.G.

- 01. ENTRANCE PLAZA
- 02. TREE ISLAND
- 03. AMPHI SEATING
- 04. DECORATIVE PLANTER
- 05. ICONIC SCULPTURE
- 06. LAUGHTER LAWN
- 07. SWING
- 08. PALM AVENUE
- 09. WALKWAY
- 10. TREE AVENUE
- 11. CELEBRATION PLAZA
- 12. STAGE
- 13. DECORATIVE WALL WITH MURAL
- 14. MUSIC POD
- 15. MULTIPURPOSE PLAY AREA

PODIUM R.G.

- 01. ENTRY PLAZA
- 02. JOGGING TRACK
- 03. FREE PLAY AREA
- 04. COMMUNAL SPILLOVER
- 05. FLOOR GAME
- 06. LEISURE LAWN
- 07. AMPHI SEATING
- 08. OPEN GYM
- 09. KIDS ADVENTURE
- 10. SKATING RINK
- 11. MAIN POOL
- 12. KIDS POOL
- 13. SHALLOW POOL
- 14. JACUZZI
- 15. POOL DECK
- 16. LEISURE DECK
- 17. FLOATING STONES
- 18. STEPS
- 19. KIDS SLIDE
- 20. ISLAND
- 21. INTERACTIVE SEATING
- 22. SENIOR ZONE
- 23. MARTIAL ARTS AREA

CLUBHOUSE R.G.

- 01. TERRACE ENTRANCE
- 02. PAVED PLAZA
- 03. LOUNGE DECK
- 04. CANTILEVERED TRELLIS
- 05. STRETCHING LAWN
- 06. STEP
- 07. SPRAWL LAWN WITH SEATING
- 08. LOW HEIGHT SHRUBS PLANTATION

MASTER PLAN



AMENITY FLOOR PLAN

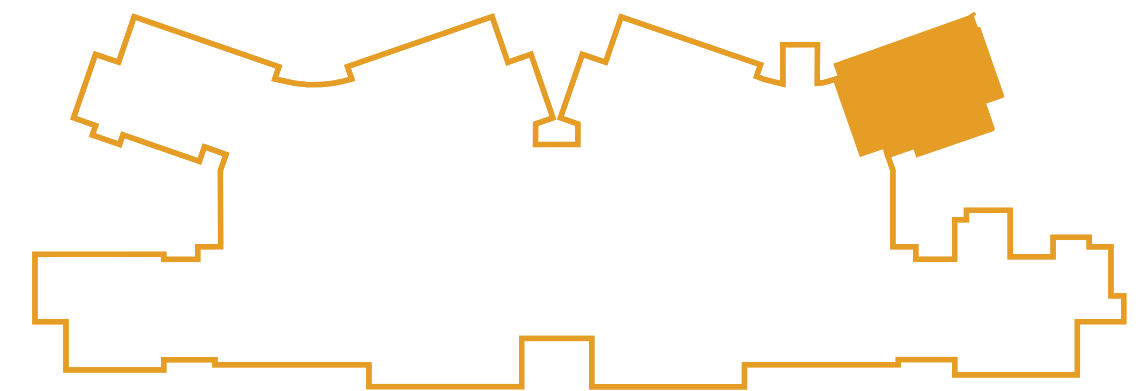


TYPICAL FLOOR PLAN



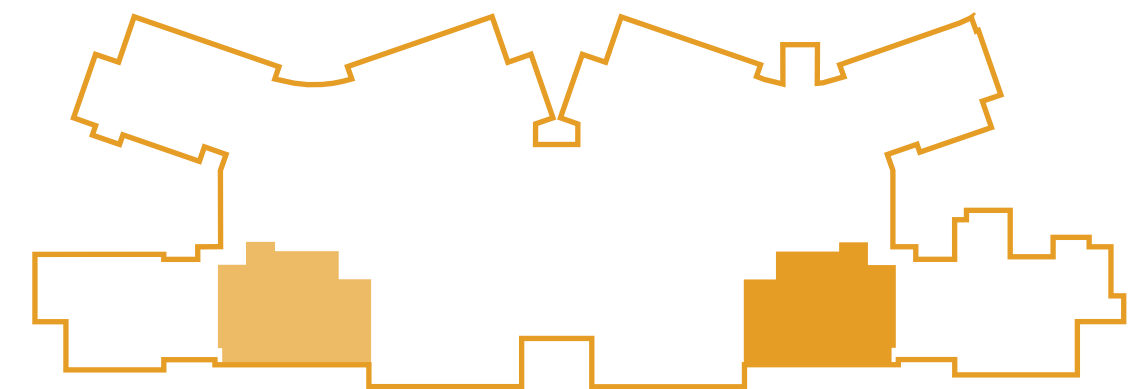
DISCLAIMER: We are offering for sale, unfurnished apartment not including add-ons such a furniture and fixtures, unless specially incorporated in the Agreement for sale. Maximum Variance (+/-) 3% in RERA carpet area may occur on account of planning constraints / site conditions / column / furnishing. All these dimensions are unfurnished structural dimensions. In toilet the carpet area is inclusive of ledge walls. E.P area & Service Slab area are subject to Approval from TMC. This plan is for space planning purpose only.

UNIT PLAN 1BHK - TYPE A



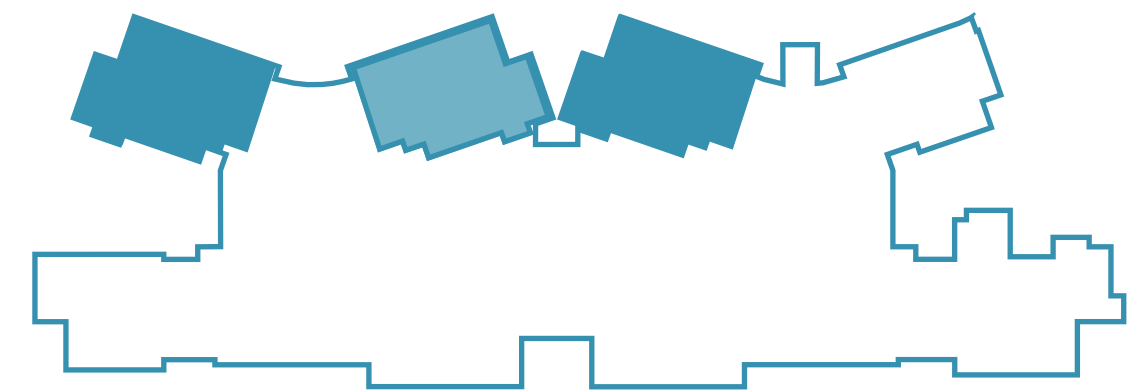
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UNIT PLAN 1BHK - TYPE B



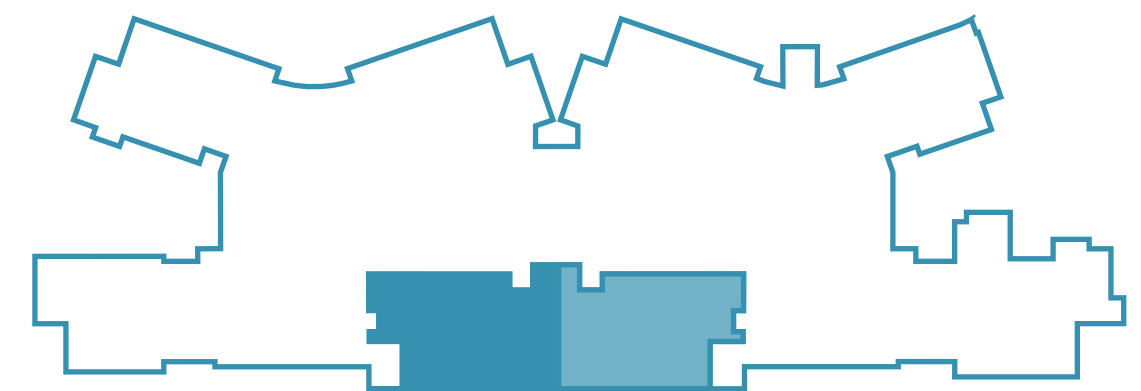
DISCLAIMER: We are offering for sale, unfurnished apartment not including add-ons such a furniture and fixtures, unless specially incorporated in the Agreement for sale. Maximum Variance (+/-) 3% in RERA carpet area may occur on account of planning constraints / site conditions / column / furnishing. All these dimensions are unfurnished structural dimensions. In toilet the carpet area is inclusive of ledge walls. E.P area & Service Slab area are subject to Approval from TMC. This plan is for space planning purpose only.

UNIT PLAN 2BHK - TYPE A



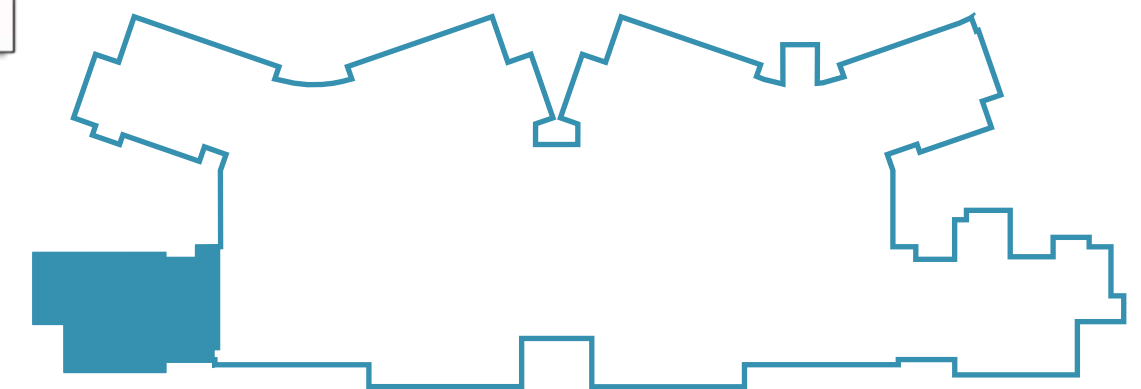
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UNIT PLAN 2BHK - TYPE B



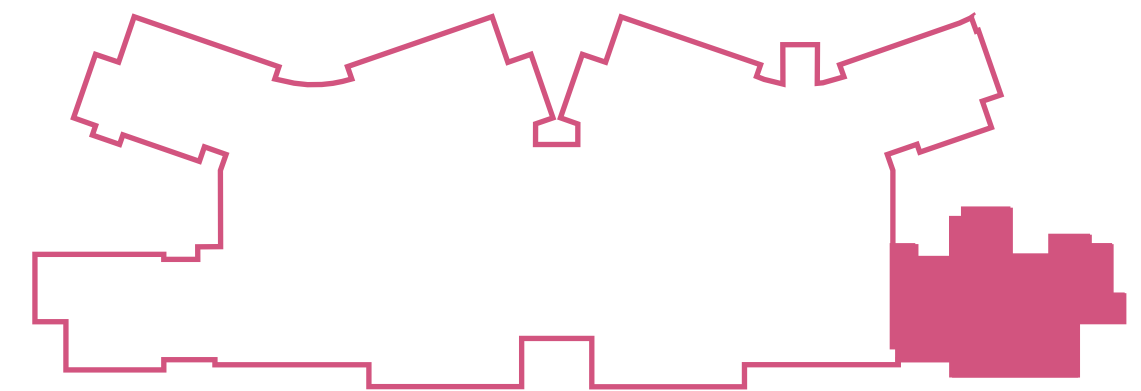
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UNIT PLAN 2BHK - TYPE C



DISCLAIMER: We are offering for sale, unfurnished apartment not including add-ons such as furniture and fixtures, unless specially incorporated in the Agreement for sale. Maximum Variance (+/-) 3% in RERA carpet area may occur on account of planning constraints / site conditions / column / furnishing. All these dimensions are unfurnished structural dimensions. In toilet the carpet area is inclusive of ledge walls. E.P area & Service Slab area are subject to Approval from TMC. This plan is for space planning purpose only.

UNIT PLAN 3BHK



DISCLAIMER: We are offering for sale, unfurnished apartment not including add-ons such a furniture and fixtures, unless specially incorporated in the Agreement for sale. Maximum Variance (+/-) 3% in RERA carpet area may occur on account of planning constraints / site conditions / column / furnishing. All these dimensions are unfurnished structural dimensions. In toilet the carpet area is inclusive of ledge walls. E.P area & Service Slab area are subject to Approval from TMC. This plan is for space planning purpose only.



**DAMJI SHAMJI
SHAH GROUP**

SINCE 1962

Site Address: Mahavir Spring, Pokhran Road 2, Near Bethany Hospital, Pawar Nagar, Thane West, Thane, Maharashtra - 400610

Disclaimer: All Images and Elevation shown are for Representation purpose only & Enlisted amenities will be completed in the phase manner. We are offering for sale, unfurnished apartment not including add-ons such a furniture and fixtures, unless specially incorporated in the Agreement for sale. Maximum Variance (+/-) 3% in RERA carpet area may occur on account of planning constraints / site conditions / column /furnishing. All these dimensions are unfurnished structural dimensions. In toilet the carpet area is inclusive of ledge walls. RERA area are inclusive of C.B and Enclosed Balcony. E.P area & Service Slab area are subject to Approval from TMC. This plan is for space planning purpose only. If any change may come in DC Rules, then building plan, elevation, EP & Service slab may change, in such circumstances, Vinayak Developers will not be held responsible. There will be no parking allotment/allocation, it would be on First-come, First-served basis.

This project has been registered under MahaRERA Registration No.: TULIP: Phase 1 - P51700022994 & is available on the website [https:// maharera.mahaonline.gov.in](https://maharera.mahaonline.gov.in) under registered projects. We are Promoting only Building TULIP: Phase 1, entire Master layout shown is for representation purpose only.

This project is funded by JM Financial Credit Solutions Limited.