

# GODREJ ORIGINS THETREES, MUMBAI



## A New Dream for Vikhroli

Vikhroli has always been integral to the Godrej Group's history. In the 1940's, my great-grandfather dreamed of creating a modern industrial township. He realized his vision by building world-class manufacturing facilities along with housing, schooling, and healthcare infrastructure for all Godrej employees. Vikhroli was one of a handful of examples - globally - of a thoughtfully planned industrial community that offered its workers holistic support and quality of life in a beautiful, natural setting.

We have embarked on the next phase of this vision, consciously heeding the values and goals that have defined us for over a century. We will expand his vision for the 21st century by developing Vikhroli into a fully integrated

Three quarters of a century ago, it was my great-grandfather's goal to ensure Vikhroli was at the cutting edge. city-within-a-city. We will adhere to our long-held belief in quality by investing in the best global minds in design, urban planning, and construction. We will maintain our promise to sustain and emphasize the natural beauty of the site, so that Vikhroli remains proof that urban life and natural beauty can exist in perfect harmony.

The first phase of this development, The Trees, is a testament to this commitment. This development includes our global headquarters, Godrej One, while also offering world class residential, hospitality, retail and cultural facilities. But perhaps most uniquely, in the midst of a buzzing urban metropolis, Vikhroli offers a natural oasis with a mangrove reserve five times the size of London's famed Hyde Park – ensuring a lasting and deep connection to nature.

Three quarters of a century ago, it was my great-grandfather's goal to ensure Vikhroli was at the cutting edge. Today, we are proud to introduce The Trees as an illustration that the Godrej family is as committed as ever to his vision.

#### Pirojsha Godrej

Executive Chairman, Godrej Properties

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#### Draw a circle around the map of Mumbai and you will find us right at the center

Over the next several years, Vikhroli is likely to be the single largest real estate development in the heart of Mumbai offering untapped growth potential from an end user and an investment perspective.

This leafy neighbourhood strategically commands Mumbai's physical geographic center. It enjoys the best urban connectivity the city has to offer – directly along the Eastern Express Highway connecting the north, south and east, and, LBS Marg, which connects with the city's western suburbs.

As a result of this, all parts of the city are within convenient reach. For example, it takes 40 minutes to Fort via the Eastern Express Highway and just 30 minutes to BKC via the Santa Cruz Link Road.

The future high speed connection between the current airport and the proposed new airport across the creek will further transform the eastern belt into the central destination for Mumbai.\*

Knight Frank, the global property consultant, recently featured Eastern Mumbai as the only location in India amongst the top ten global real estate investment opportunities.





to Powai



**10** MINS

to Chembur



30 MINS to BKC



35 MINS to Lower Parel



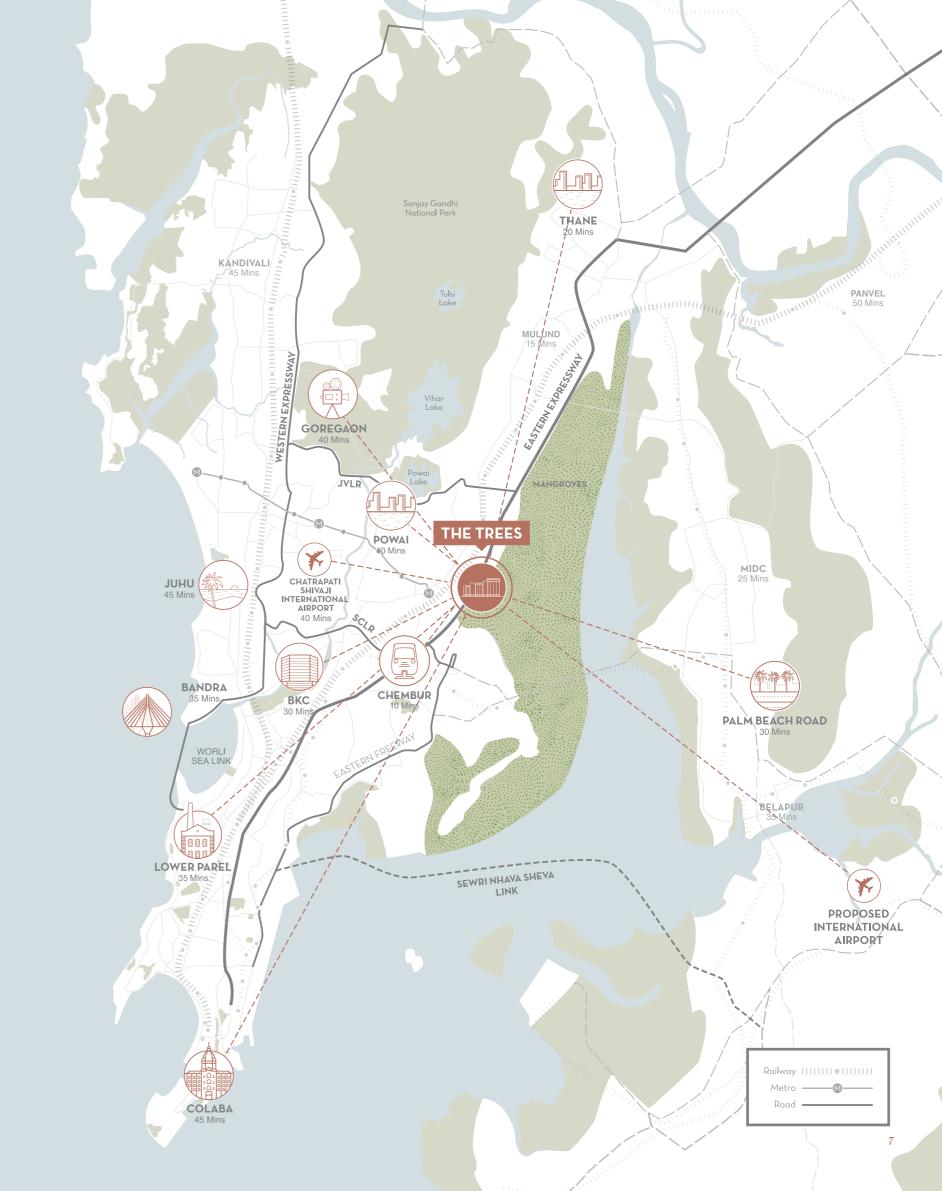
**40** MINS



to International Airport



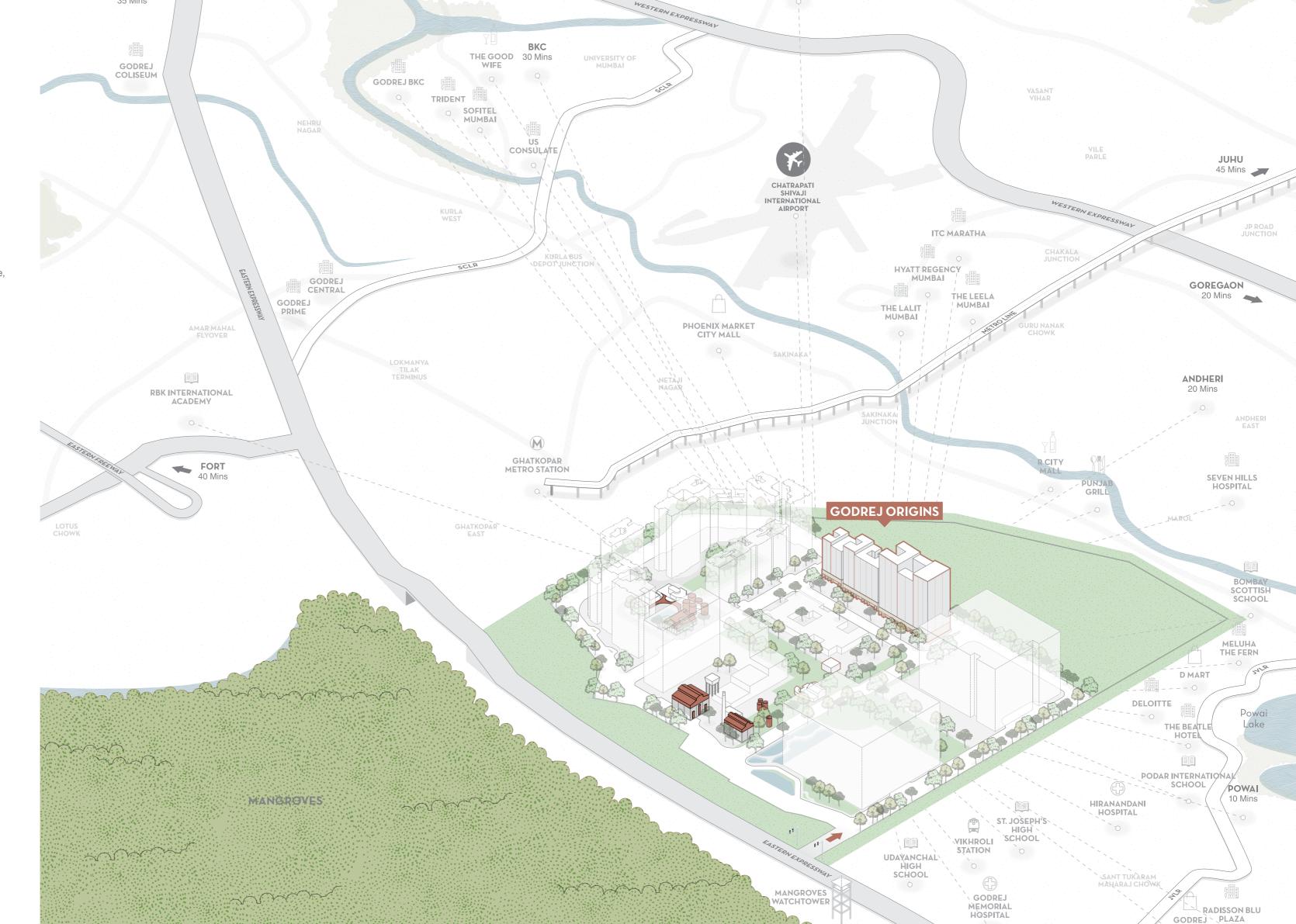
Indicative time limits as per Google Maps, will vary depending on road traffic as well as weather conditions.



#### Our Surroundings

The Trees offers the best aspects of city life close to nature, and at a pace set by those living here. The development is a unique blend of uses that ensures a vibrant community will thrive alongside the expansive mangroves.

The area is within close proximity to Mumbai's business districts and popular residential enclaves with access to good quality healthcare, educational and social infrastructure, making for a flourishing community enfolding all the elements of urban living.



### The Vikhroli Mangroves

Vikhroli is a special place nestled amidst greenery and the largest mangrove belt in the city. With a green coverage five times the size of London's Hyde park, Vikhroli offers unparalleled views and better air quality than anywhere in Mumbai.



## **70** Years of Godrej at Vikhroli

With a dream and vision to make some of the finest products in the world, Godrej set about transforming the land in Vikhroli when it moved it's campus from Parel in the 1940's.

The first manufacturing plant was established in 1951. Ballot boxes used in Independent India's first elections came from Vikhroli. Production grew by leaps and bounds, with facilities making everything from locks and safes to soaps and components used in India's recent Mars mission. Godrej took pride in pioneering good manufacturing practices, making Vikhroli home to all things innovative and Indian.

With care and thought taken to provide a nurturing and holistic environment for all employees, a well laid out industrial township was created. Quality education, good healthcare and sound housing infrastructure were the building blocks of this township.





Tailoring class at Pragati Kendra for workers' spouses

Godrej Memorial Hospital





Pirojsha Godrej and others assessing the land in Vikhroli; Photo credit: Godrej Archives





Pandit Jawaharlal Nehru typing on the Godrej all-Indian Typewriter at the Avadi Congress in Madras. Photo published in The Times of India supplement in 1955.



News article published in The Bombay Chronicle dated 15th December 1951

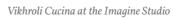
Inkpots Hurled

At Rostrum

DISTURBANCE AT CONGRESS MEETING

### A Flourishing Community

Choose to be part of an evolving and engaged vibrant community.
Reimagining your urban playground has never been so exciting. To get an idea of some of the things happening at Vikhroli, please check out the Godrej India Culture Lab at www.indiaculturelab.org







Subcultures to Sab-culture: A Public Adda on Newness in Contemporary India



India Culture Lab event - 'Lavani' workshop at the Imagine Studio



Vikram Seth's poetry reading at the Imagine Studio



The Trees community mangrove walk



The Trees development is the first mixed-use project that marks the gateway to Vikhroli. The name, The Trees, was selected for a few reasons. Firstly, because of the abundance of beautiful 70-year old rain trees found throughout the site. Secondly, The Trees greatly benefits from its proximity to the Vikhroli mangroves, which are one of the largest green covers in any major global city. Thirdly, Pirojsha Godrej, who purchased thousands of acres of land in Vikhroli in the 1940s and played a big part in building the Godrej Group, chose the name, The Trees, for his private residence on Malabar Hill.

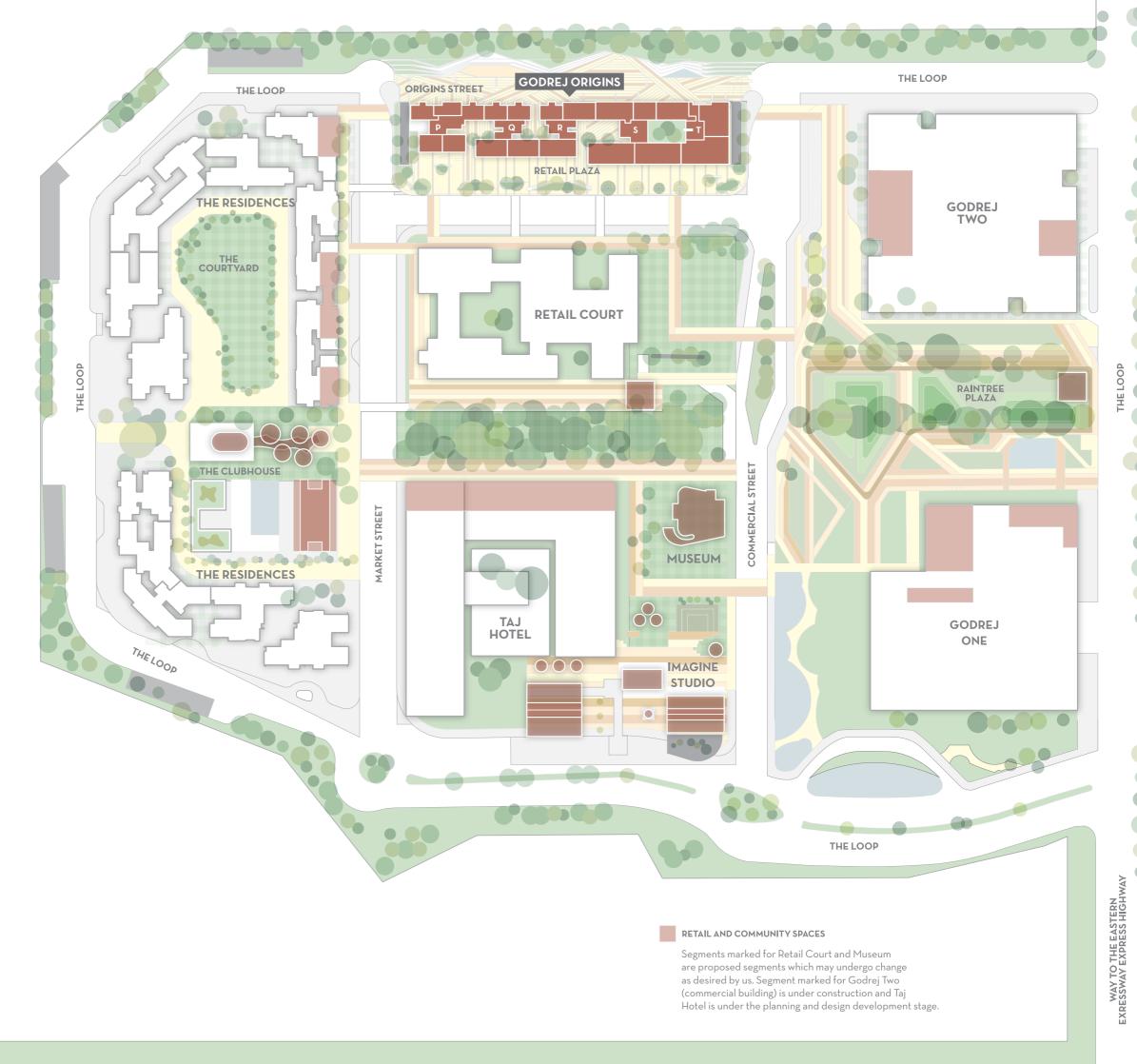
The international award-winning\* master plan consists of 3 walkable precincts connected with a vibrantly programmed public realm.

The commercial precinct spread across 9.4 acres houses Godrej One and Godrej Two. Home to the group's headquarters as well as marquee tenants, Godrej One with its Grade A office spaces, is a clear demonstration of our commitment to quality and design being central to Vikhroli's development.

The more private residential precinct spread across 6.7 acres houses a community of residential buildings with private parks and an iconic Clubhouse facility.

Separating the commercial precinct from the residential neighbourhood is the choicest central quarter. Spread over 9.2 acres, it comprises of a Taj hotel, cultural buildings and a high street retail court. It is here that we've located Godrej Origins, our signature urban residential building.

Thoughtful design is not only about mobility and convenience but also about fostering a lively community. The public open spaces house a number of the treasured old buildings adapted for new uses such as cafés, bars and galleries. There is a focus on the space between buildings, connecting neighborhood conveniences, well-appointed amenities, restaurants, cultural spaces and Wi-Fi enabled plazas.



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<sup>\*</sup> The Trees won the Mixed Used Development of the Year award at the Asian Customer Engagement Forum (ACEF) Property awards 2016.

<sup>&#</sup>x27;The Trees' received an Honour Award from the Boston Society of Landscape Architects 2014

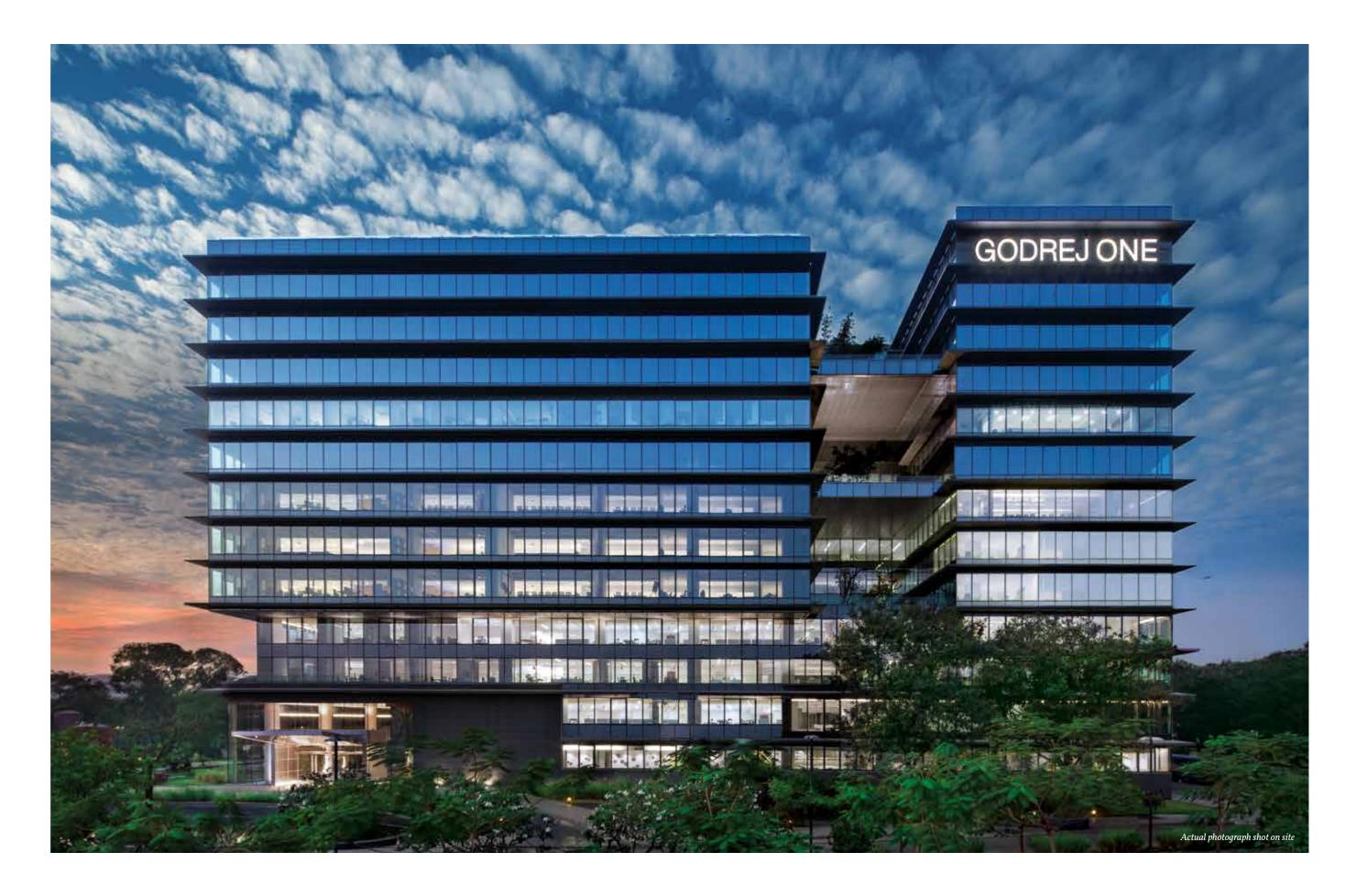
#### Godrej One

Our headquarters building, Godrej One, is the first delivered asset of The Trees Master plan. The name is symbolic, as the building brings together our group companies under one roof and represents step one of our larger plans for Vikhroli's development.

The building is designed and landscaped to provide stunning views of the surrounding plazas, gardens and mangroves. There are a host of public programming amenities on offer. The large entrance lobby has an interesting mix of high-end retail stores like Starbucks, BBLUNT and Nature's Basket, a food court and crèche facilities. The Central Atrium, opens up to conference rooms, a 250 seater auditorium, an Espresso Bar, a food court, library and open exhibition spaces.

Godrej One is a standing testament to the product design and quality envisioned for The Trees and we welcome you to come inside and see it.





<sup>\*</sup> Godrej One recently received the "NDTV Property Award for the Best Commercial Building of the year 2016"



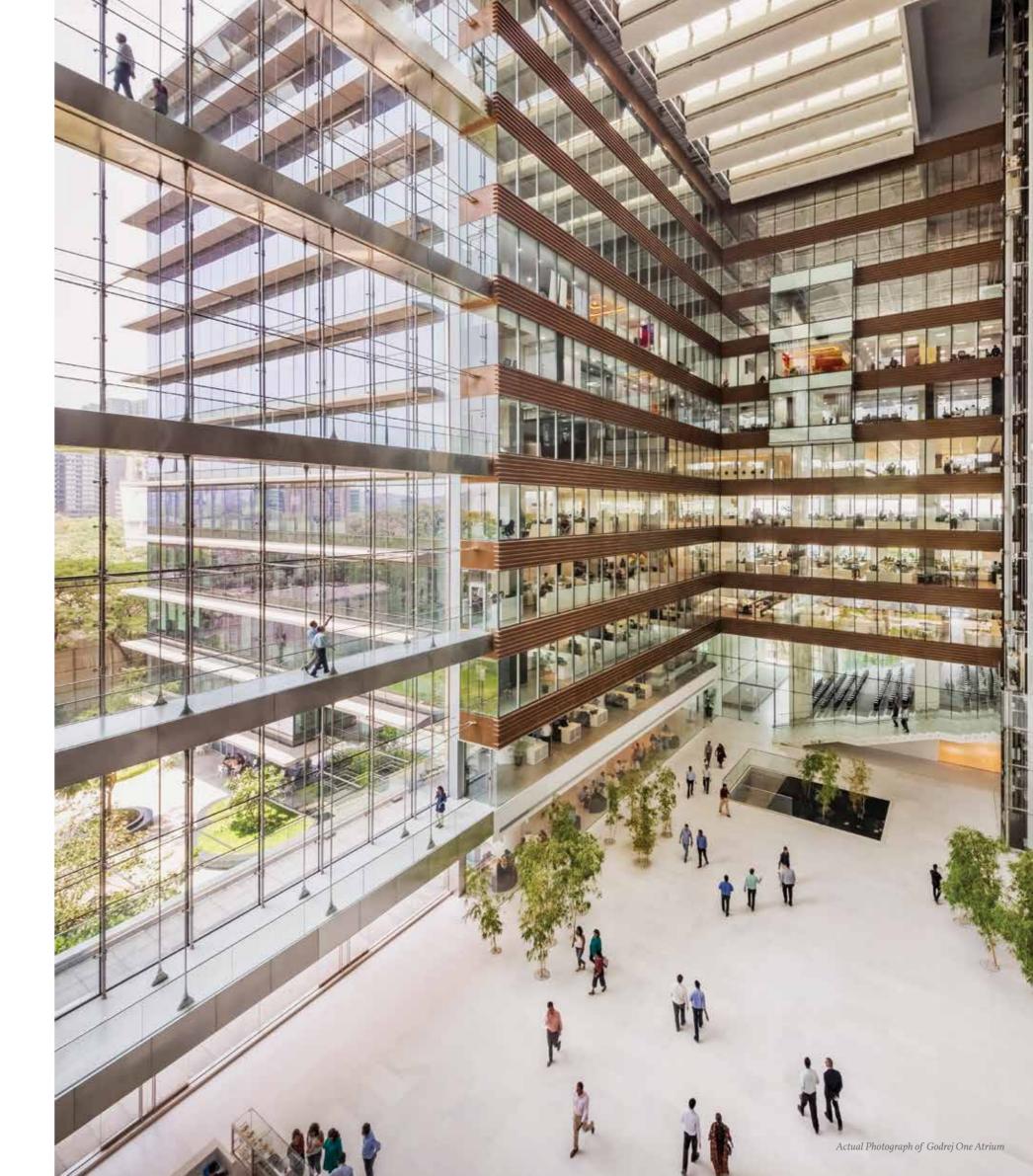
Actual Photograph of Godrej One Lobby

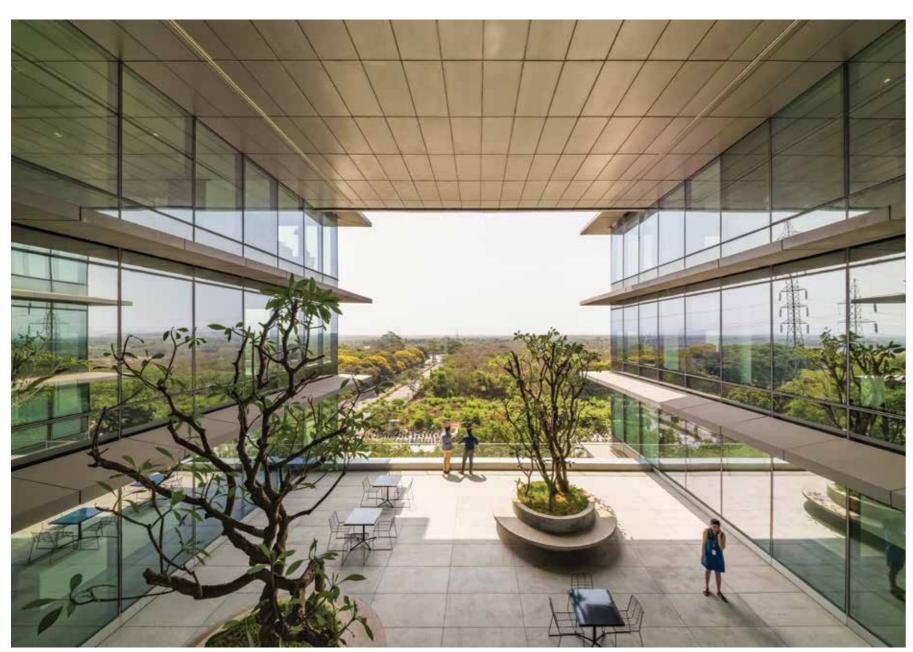


Actual Photograph of Godrej One Landscaping

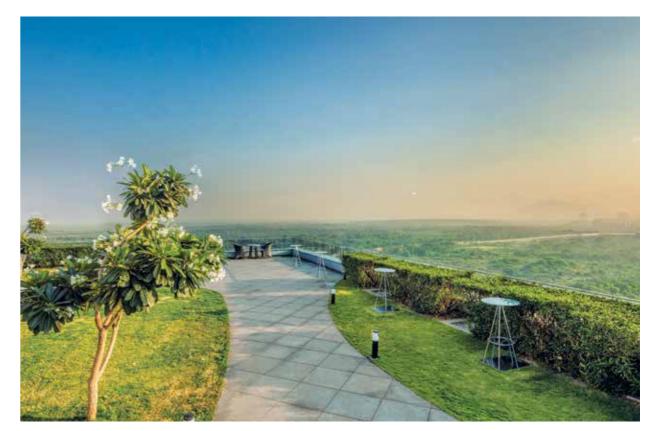


Actual Photograph of Godrej One Landscaping





Actual Photograph of the views from Godrej One



Actual Photograph of Godrej One Rooftop Terracce



Actual Photograph of Godrej One Cafeteria

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## Godrej Two

Godrej Two will complete the commercial precinct at The Trees. The Grade A office building will further establish The Trees as Mumbai's most interesting mixed-use development.







### Taj at The Trees

Essentially Indian in its fabric, Taj Hotels are recognized for delivering world class hospitality that offers quiet luxury while remaining deeply rooted in authenticity.

The Taj at The Trees brings together India's two most trusted business houses to create a distinct hotel experience that further enhances the master plan promise of Live, Work, Learn and Play.

Luxury hotels are an asset to any mixed use development. In addition to their valuable functional purpose, they help create a destination and increase the prestige and value of all real estate in the vicinity.



#### Retail

Know your grocer, barber and florist and build community connections while enjoying all the conveniences of a modern development. Lunch at Social, shop in the neighbourhood and dinner under a canopy of trees. Your getaways are closer than you would imagine. In addition, a vibrant evolving cultural space has put The Trees on the map of Mumbai.







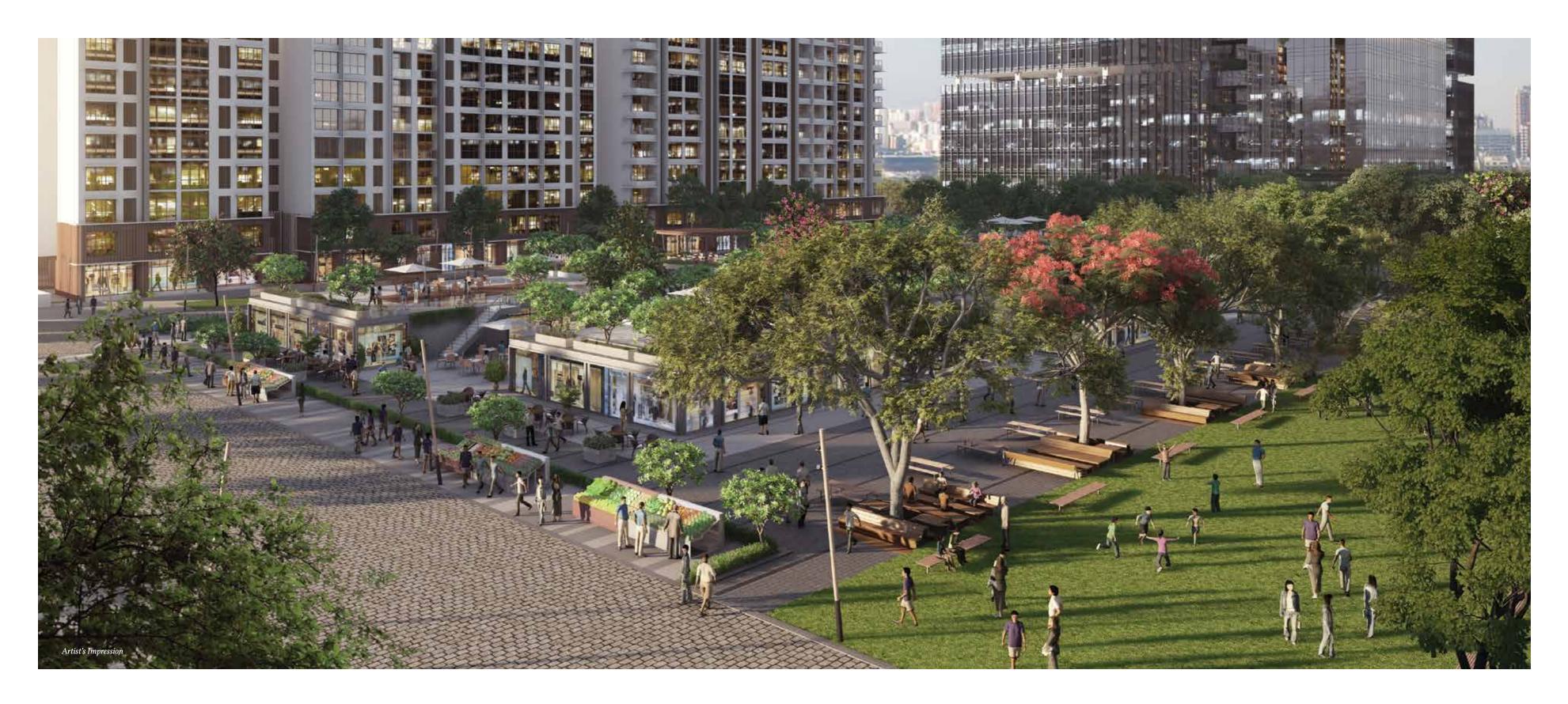








Growing list of retailers present at The Trees.



## The Greenway

The retail court is set within generous landscaped spaces tied together by a network of open spaces, greenery and public art.





## The Imagine Studio

The award winning 'Imagine Studio'\* complex is a thoughtful example of legacy reinterpreted whilst retaining the heritage and post-industrial identity of the site.

This complex consists of two erstwhile power cogeneration plants which have been transformed into the gallery and exhibition spaces; a boiler converted to a cafe; a Wi-Fi enabled public plaza marked by a tall chimney; a legacy park with public art installations; an open air theatre; market plaza and its own small urban farm.



\* Kyoorius Design Awards 2015 - Blue Elephant Award in the 'Design for Space' category.

THE WAN Award 2016 - One of 6 shortlisted projects globally and the only project from Asia in the 'Adaptive Reuse' and 'Metal in Architecture' categories.

The Fast company Innovation by Design Awards 2016 - Honorable mention in the 'Spaces, Places and Cities' category.

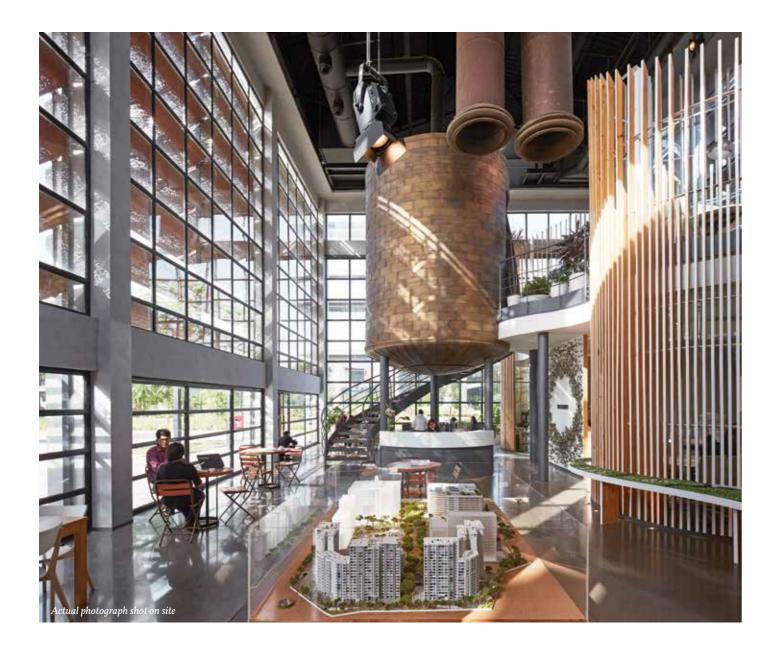
Kyoorius Design Awards 2016 - Blue Elephant Award for the 'Cabinet of curiosities' in the 'Temporary/Permanent Installations' category.

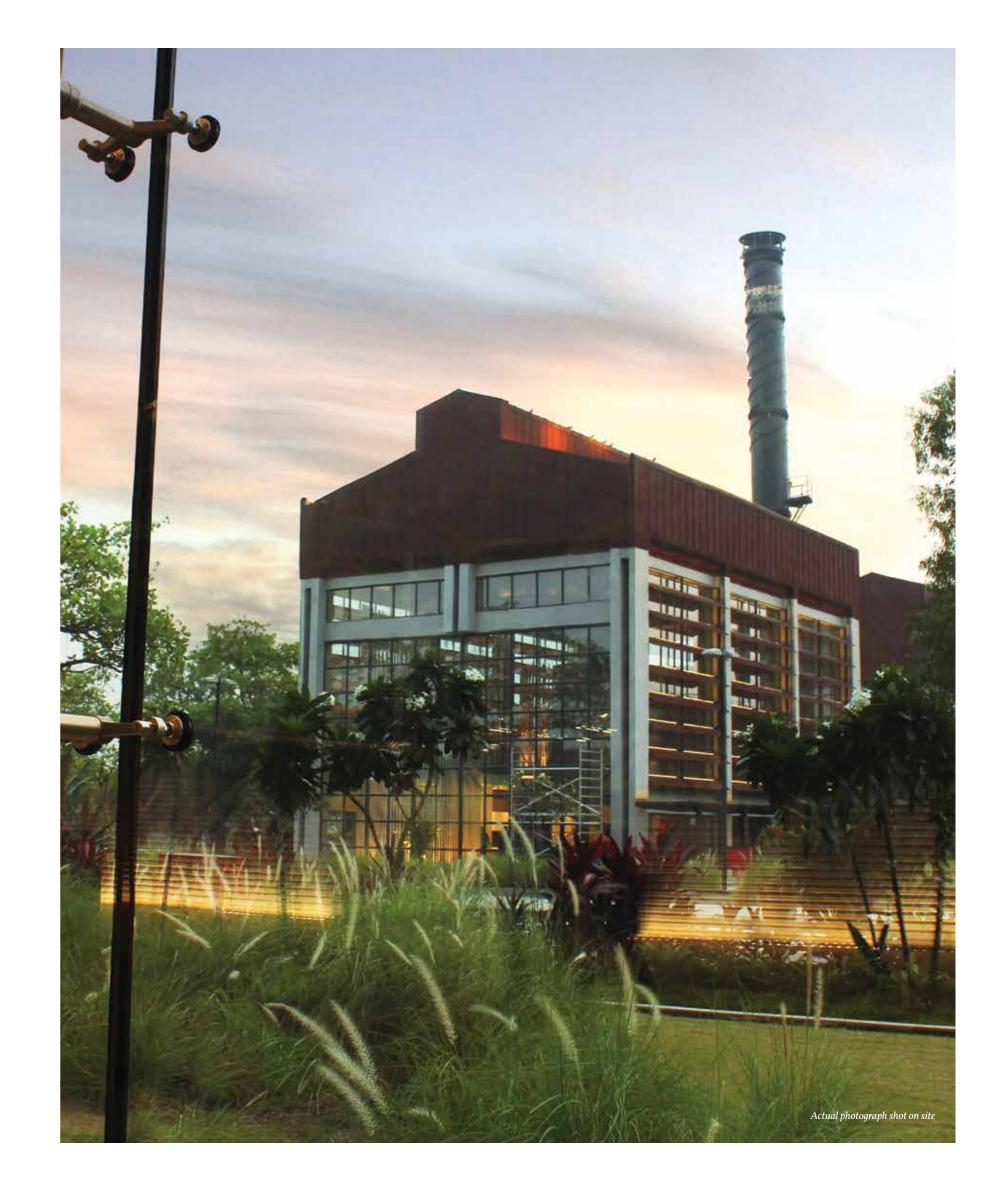
Architizer A+ Awards - Special Mention in the 'Architecture + Metal' category.

Lamp Lighting Award 2016 - One of 25 projects shortlisted globally and the only project from India.

'It is an amazing experience to come back here. I think we had some very bold ideas that were innovative in the Indian context of mixed use, working with heritage buildings creating a cultural component of strong landscape and civic structure to the place as well as the potential for great architecture to engage with this urban setting. So to come back and see the headquarters building bustling with activity and life and to see the buildings we identified to be preserved and re-generated, to see them completed as living buildings in a great setting is quite a thrill to experience. And I can see that the whole project is well on its way to implementation.'

## **Dennis Pieprz**Principal, Sasaki Masterplanners for The Trees





#### The Residences

The Residences offer unique views while the landscape connects the entire cluster through a series of courts programmed with generous amenities at the ground level. Homes are spacious and well designed allowing for a great degree of personalization. Launched in 2015, The Residences at The Trees have been one of India's most successful real estate launches. Construction is in full swing and on-track for quality delivery on time.





#### Sustainable Strategies

Sustainable thinking forms the core of our development proposition. It is reflected in the design and engineering approach from the master plan right down to each individual apartment.

This development vision prides itself on saving over 90% of the mature tree cover. It also has IGBC Platinum ratings - the highest for sustainability, for all buildings and adaptive reuse of heritage structures that offer unique place - making and cultural experiences.



Zero Disposal



Green Certification



Car Charging Unit



Solar Energy



Home User Guidelines



Retained Trees



Walkablity



Low-flow Fixtures



Natural Ventilation



Double Glazed Windows



#### COMFORT

Designed to optimize natural light, ventilation, views, safety and security; all windows are double glazed thereby reducing noise and enhancing insulation.

#### WATER

Designed to be water efficient, rain water harvesting, treatment and reuse and smart fixture strategies have been deployed in all buildings.

#### ENERGY

Designed to harness alternative sources of power, solar panels have been used for heating water ensuring lower utility bills for every home.

Encouraging a greener lifestyle, charging points for electric vehicles will be available in parking areas.







## The Heart of The Trees

Separating the 9.4 acre commercial quarter at The Trees, which houses Godrej One and Godrej Two, from the 6.7 acre private residential quarter, which houses the Residences at The Trees, is the choicest 9.2 acre central quarter of the development. This central heart of the development houses a Taj hotel, a museum, a retail court, extensive landscaped areas with public art, and the Imagine Studio. It is here that we have located Godrej Origins, our signature urban residential building.



#### The Clubhouse

Immerse yourself in calm as you enter the clubhouse nestled within tree canopies.

The spa at the Clubhouse is a space to rejuvenate in contemporary suites while enjoying the dappled play of light through leafy foliage.

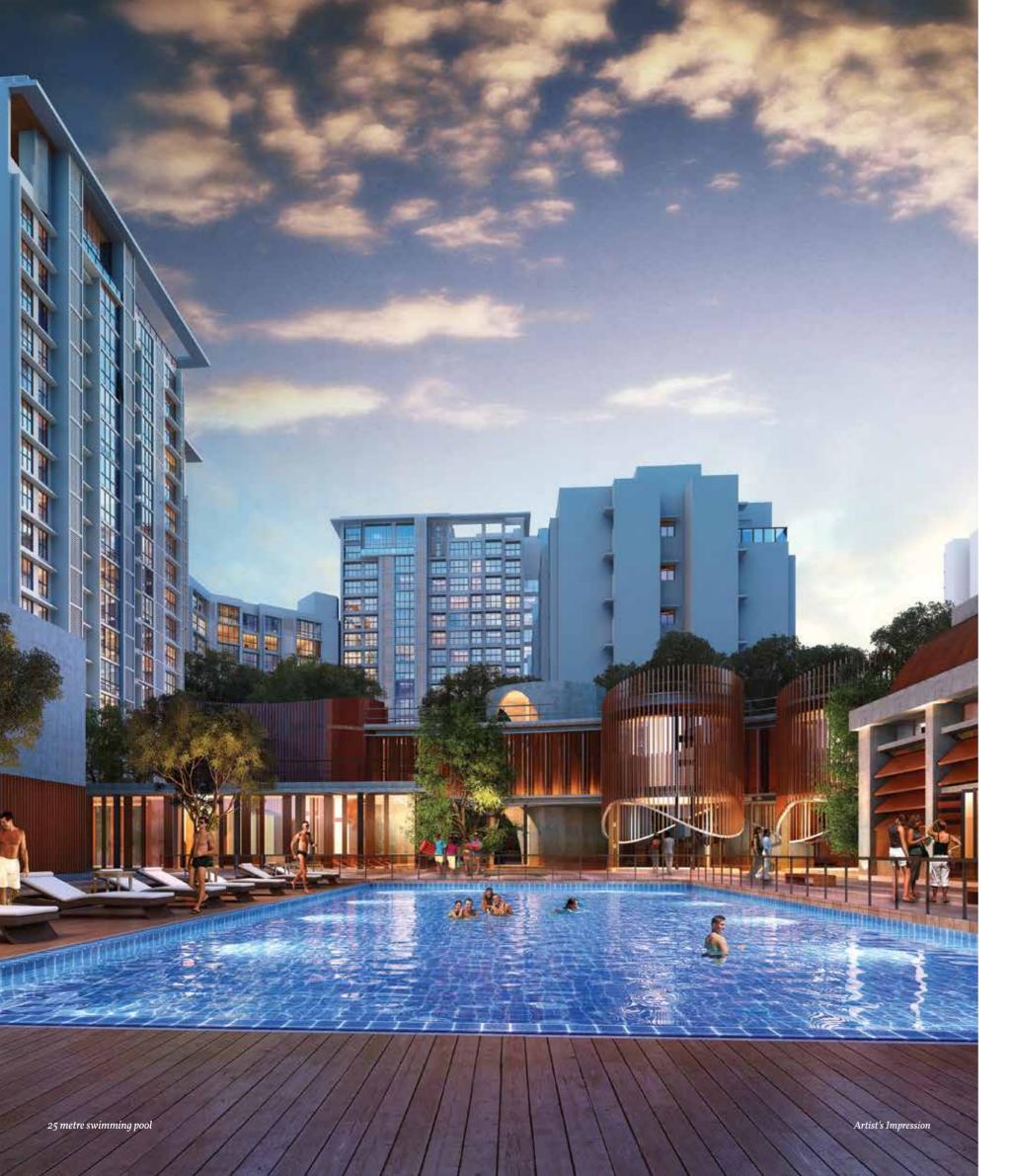
A 22 metre pool, putting greens, herb garden, squash court, a fully equipped gymnasium and a spacious entertainment suite are some of the signature amenities on offer.

The Clubhouse opens into an airy café and onto the market street for your everyday needs.





 $4^{\circ}$ 







The treetop spa structures are reminiscent of the silos and inserts in the Imagine Studio.

The café on the ground plane of these structures provides a memorable terminus to the greenway and the market street and is the quintessential place to meet.



#### The Retail Court

Step out of your door and into a vibrant community where you can run an errand or enjoy a gourmet meal. Or simply take a walk around your beautiful new neighbourhood.









Tranquility pool Active courts Playgrou



### The Origins Street

The Origins Street allows for residents to take over their street and create a more engaged public realm. A continuous landscape extends along the length of the arrival avenue. The stepped green morphs into kids play areas, water bodies, seats and alcoves for active courts. At designated times in the morning and early evening, traffic will be redirected into the basements and rotatable benches will create a place for residents to play or relax.

Ingeniously designed to integrate drop offs and maximize landscaped areas, this thoughtful feature creates interesting spaces for young children, growing teenagers, young parents and older generations.

So take your children to one of the three playgrounds on offer at The Trees, get active, or simply choose to enjoy the sunlight streaming through the foliage while soaking in the green with a book.



## The Lobby

The entrance to the building leads into a generous double height lobby that artfully opens out onto Zen courts.

These enclosed glazed courts offer framed tranquil views that enhance the welcoming sense of arriving home.







#### Signature Views

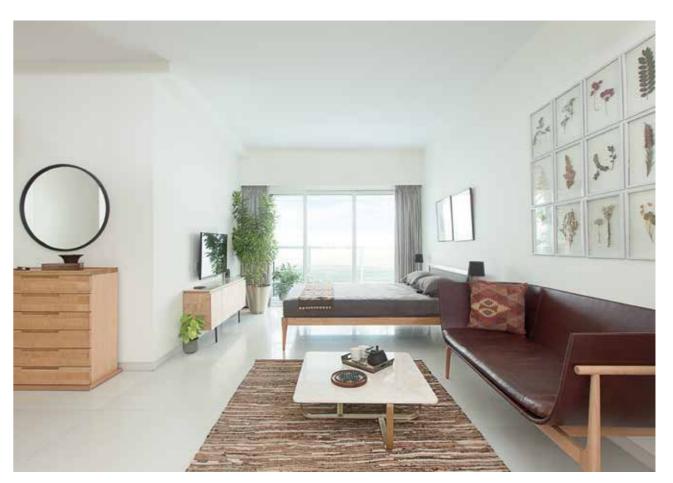
Homes at Godrej Origins offer outstanding views, be it of the thoughtfully curated Origins Street and retail court or the expanse of mangroves, five times the size of London's Hyde Park.



### The Apartments

Apartments at Godrej Origins are spacious enough to reflect the many personalities, ideas and ways of life of every individual within the family.





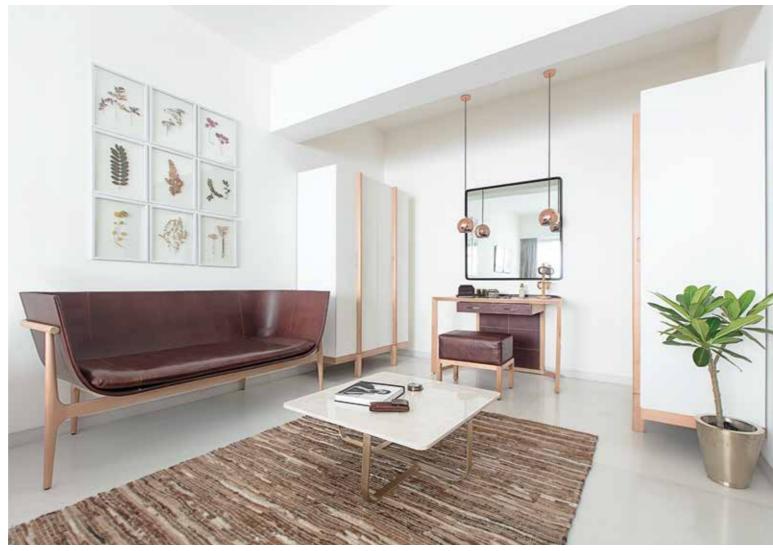


Actual photographs shot on site

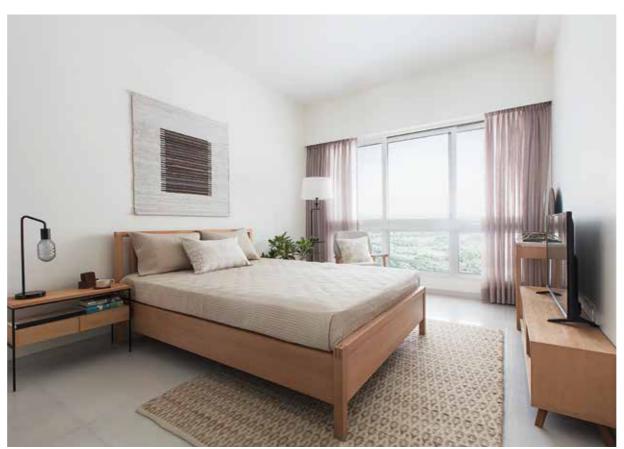
#### Apartment Details

Standard fittings include luxury marble flooring, modular kitchens, video-door phones and installed split air conditioning units.

Key green features that will create immense value over time include the waste-water management systems and double glazed window units that assure serenity while simultaneously allowing ample daylight indoors.









Actual photographs shot on site

#### Bespoke Material Palettes

The choice of two signature material palettes allow for the opportunity to further personalize your home.





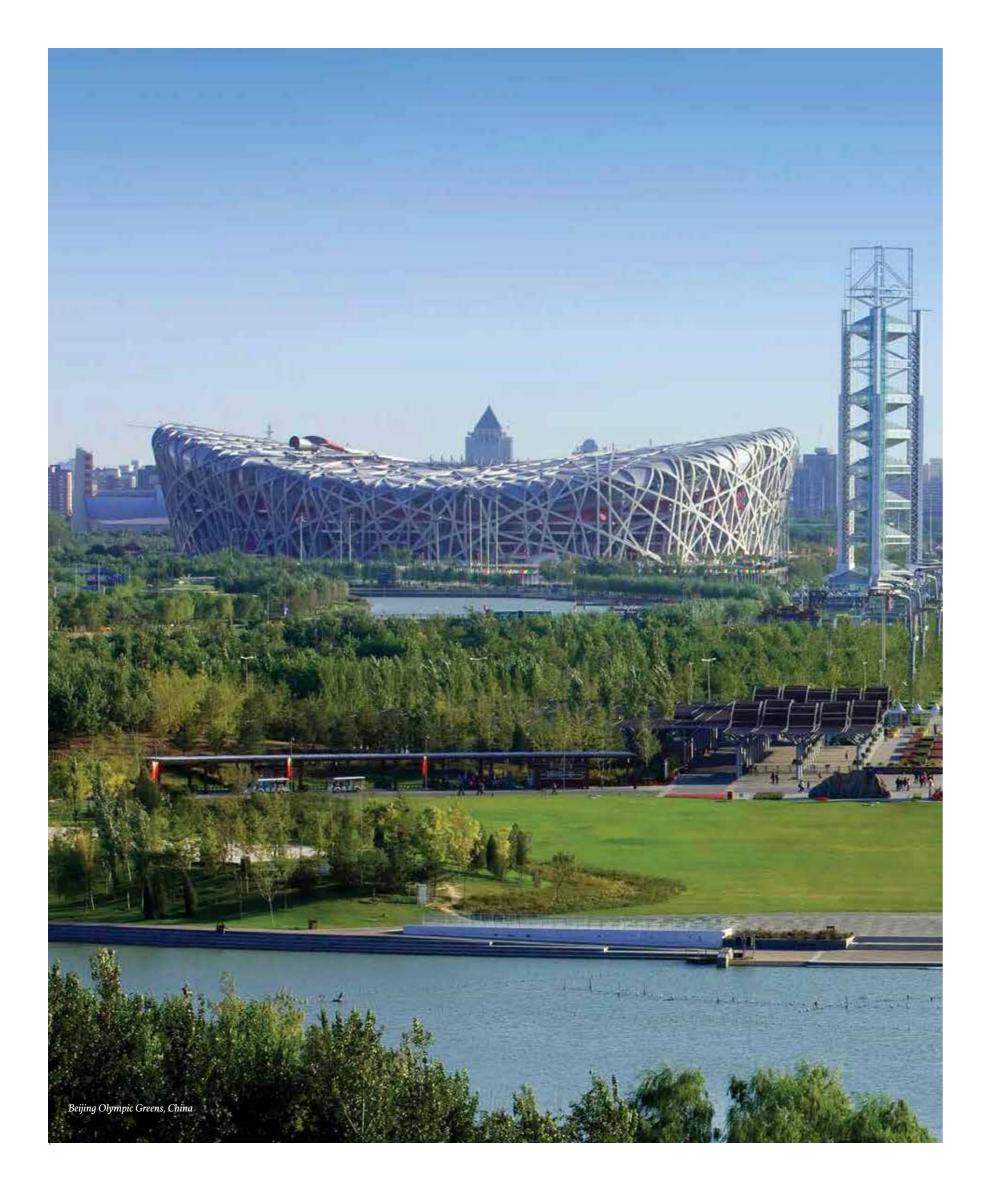






ORIGINS GOLD





#### Sasaki Associates

Boston based Sasaki Associates are the master planners for The Trees. Throughout the last six decades, Sasaki has made an indelible mark on the built world around us with iconic projects like the Beijing Olympics Masterplan. They have won over 500 national and international design awards across all disciplines.



Dennis Pieprz, Isabel Zempel and Martin Zogran

'The Trees carefully intertwines culture, technology, history, and landscape.
The master plan creates a strong sense of place and embodies Godrej's culture, and way of thinking, which are synonymous with quality and a collective consciousness for sustainability.'

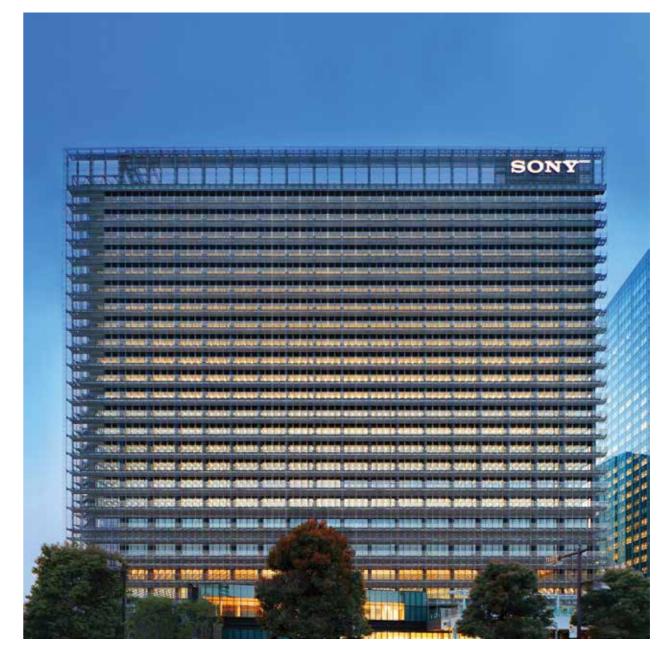
**Dennis Pieprz** 

Principal, Sasaki Associates

#### Nikken Sekkei Ltd.

Tokyo based Nikken Sekkei are the architects for Godrej Origins as well as Godrej Two. They are one of the world's most accomplished architectural design firms with a portfolio that extends across 20,000 projects in 40 countries.





Sony Corporation, Tokyo, Japan

'Working on 'Godrej Origins' was an extremely rewarding experience as it brings together the best of Japanese design and of an Indian lifestyle. Responding to the spirit of the master plan, especially as Godrej Origins is at its very heart, this is one of the very few projects we've done across the world where the design of an iconic building leverages text book concepts of urban ecology, mixed use planning and urbanskyline and integrates them with market needs translating the tenets of the master plan into a great place to live.'

#### Masakazu Kimura

Design principal, Nikken Sekkei Ltd.

#### Pelli Clark Pelli Architects

Pelli Clark Pelli are the architects for Godrej One.
They have designed many of the world's most recognizable buildings including the World Financial Centre in New York, Petronas Towers in Malaysia and the International Finance Centre in Hong Kong.



Rafael Pelli



The Petronas Towers, Malaysia

'Our first project in India has been very exciting and an intense immersion into both the history and the evolving future of India. The Godrej Group has a strong design culture and their vision of space and workplace shaped many of our decisions towards the final architecture of simple strong forms with open spaces and a neutral palette of beautiful materials for them to create and display a richness of products within.'

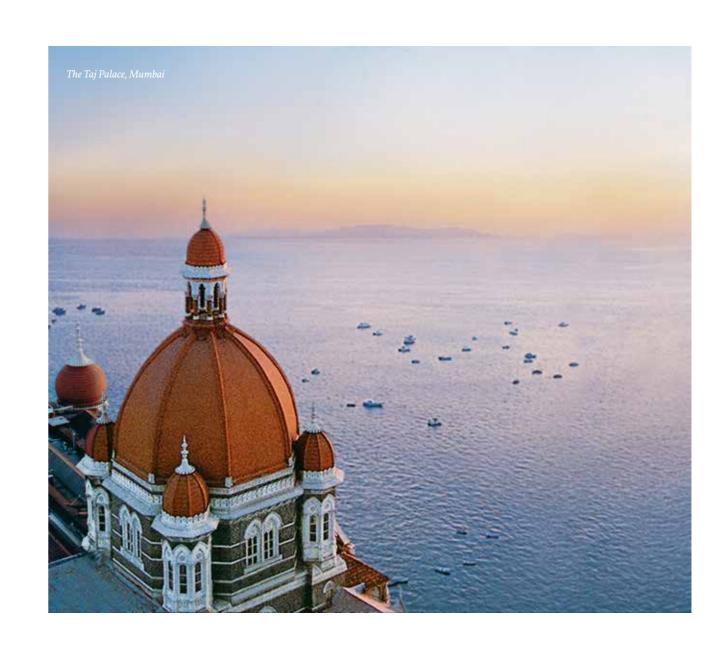
#### Rafael Pelli

Partner, Pelli Clark Pelli Architects

#### Taj Hotels Palaces Resorts Safaris

Established in 1903, Taj Hotels Palaces Resorts Safaris is one of Asia's largest and finest group of world class hotels, located across the globe with presence in India, North America, United Kingdom, Africa, Middle East, Malaysia, Sri Lanka, Maldives, Bhutan and Nepal. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Palaces, each Taj hotel offers unrivalled warmth and hospitality, inspired by deep routed traditions and a strong sense of nobility.

For over a century, Taj Hotels Resorts Palaces Safaris has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Palaces Resorts Safaris is part of the Tata Group.



#### Balmori

Landscape architects for Godrej One, Balmori are recognized across the globe for their outstanding design and sustainable design principles.



The late Diana Balmori

#### 'The primary aim of the landscape for The Trees is to ecologically serve the site in two essential ways: the management of water and the modification of local temperatures during the hot time of the year reducing it through the mass of vegetation.

#### The late Diana Balmori Founding principal, Balmori



Bilbao Gardens, Bizkaia, Spain

#### Perkins Eastman

Perkins Eastman are the Principal Architects for the Residences at The Trees. They are one of the most respected global design organizations and have won over 200 awards for their projects across the world.



Bradford Perkins with the team

Godrej Properties have always been committed to design excellence. We are very proud of the design for The Trees, which resulted from a close collaboration with a client seeking excellence.

#### **Bradford Perkins**

Cofounder & Chairman, Perkins Eastman



835, 6th Ave Tower, New York, NY

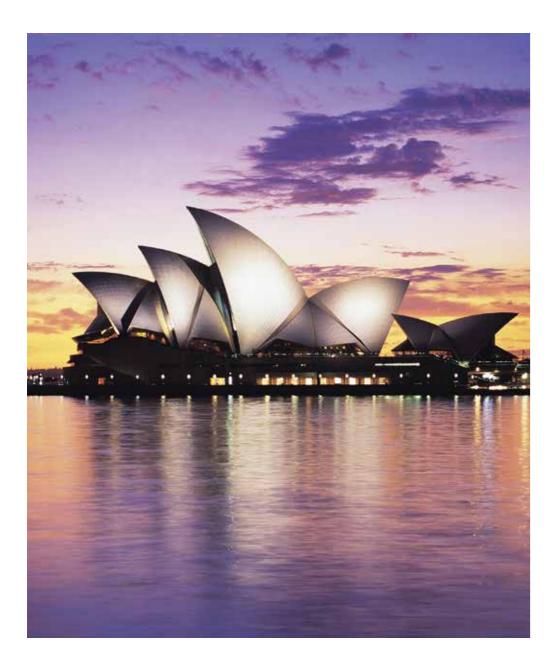
#### Lighting Design Partnership

Lighting consultants for The Trees Master plan, LDP's flagship projects include The Sydney Opera House, Erasmus Bridge Rotterdam and the Ansett Terminal, Australia.





Dhruvajyoti Ghose



Jal Mahal Exterior in Jaipur, India

Moving beyond the quantifiable deliverable of built-up areas, 'The Trees' is a unique project that focuses on the intangible experiential aspects of a rich environment. A difficult task for any development team, the GPL Design Studio has achieved a terrific outcome in being able to assign value to these subtle nuances which differentiate between timelessness and transient acquisitions. 'The Trees' will certainly bear testament to the efforts of the developer-consultant team.

Dhruvajyoti Ghose Partner, LDP

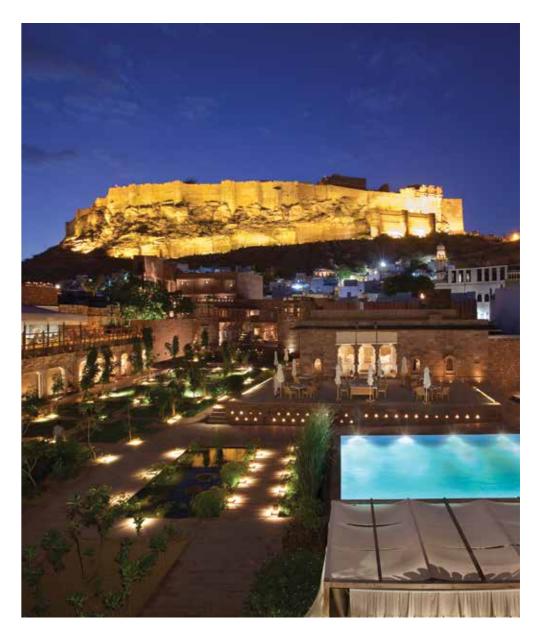
#### Studio Lotus

Designers for the Imagine Studio and the Clubhouse, they are acknowledged as one of India's leading architecture and interior design practices. The firm has won numerous global and national awards including the World Holiday Building of the Year at WAF Barcelona.



This small but special project is a significant addition to Mumbai's landscape as it sets a new direction for how industrial legacy, a critical part of Mumbai's architectural history, can play the role of placemaking. The project sets a new benchmark for the vision that an enlightened developer can bring to a real estate project. We ascribed its success to the synergetic collaboration between our studio with the cutting edge team at the GPL Design studio.

**Ambrish Arora** Founding partner, Studio Lotus



Raas, Jodhpur, India

#### About Us

We bring the Godrej Group philosophy of innovation and excellence to the real estate industry. Each of our developments combines a 120-year legacy of excellence and trust with a commitment to cutting-edge design and technology. We are currently developing residential, commercial and township projects spread across 12.93 million square meters (132.7 million square feet) in twelve cities.

We are a design led company and we strongly believe in the culture of disruptive innovation across our organisation. Our in-house GPL Design Studio is a unique collective of creative leaders tasked with design, sustainability, product development and creation of memorable customer experiences. Our team spread across India consists of urban designers, architects; landscape, interior, industrial, graphic, brand and broadcast designers; and environmental planners. We work with the best and brightest minds globally to co-create and deliver our promise of 'brighter living' on every project. We remain committed to delivering outstanding design and quality in all our projects, the way it should be for responsible real estate development in India.

In the last 5 years, Godrej Properties has received over 200 awards and recognitions, including the "Real Estate Company Of The Year" at the Construction Week India Awards 2015, the "Professional Excellence in Real Estate" at the ABP News Real Estate Awards 2016, the "Most Reliable Builder for 2014" at the CNBC AWAAZ Real Estate Awards 2014 and "Innovation Leader in Real Estate" award at the NDTV Property Awards 2014.



RERA Numbers Phase I - P51800000165 | Phase II - P51800000161 | Godrej Origins - P51800000158





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www.godrejthetrees.com

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