

Design Thinking #101

A BUSY DAY CAN BE
FORGOTTEN
WITH A GAME OF BADMINTON,
A SUNDAY BARBECUE,
GOSSIP OVER COFFEE OR
AN AFTER WORK SWIM.

RUSTOMJEE
UPTOWN URBANIA
THANE (W)

IT'S THOUGHTFUL. IT'S **Rustomjee®**

*Welcome to Rustomjee Uptown Urbania,
a world co-created by architects, behaviourists,
child psychologists, environmentalists,
sunlight experts, interior designers, sculptors,
artists and landscape designers.*

*A multidisciplinary approach we like to call
design thinking. Where 55 acres become
a magical 60 acres of adventure, discovery,
growing up, friendships, laughter and
family time. Where the rooftop is a leisure zone
not just restricted to a privileged few
but open to the entire community. Think of it
as a human-centric experience dedicated
to everything the city had forgotten about life.*

What happens when two powerhouses in development, design and master planning decide to join forces? You get to experience life in a gated community like Rustomjee Uptown Urbania.

This collaboration between the Rustomjee Group and Keppel Land promises to redefine Thane's skyline as well as what the city has come to know of life in a gated community. Keppel Land, a Singapore flagship multinational company, is known to deliver innovative and multi-faceted urban space solutions that enrich people and communities. Its sterling portfolio includes award-winning residential developments, investment-grade commercial properties and integrated townships. The perfect match for Rustomjee's extensive network and expertise in the local property market, with a development portfolio of 16 million square feet of completed projects, 10.9 million square feet of ongoing development and 22 million square feet of planned development spanning across the Mumbai Metropolitan Region.

The result: a highly liveable, vibrant and sustainable township in Thane - one that enriches the people and the community.

Rustomjee®



"For 25 years Rustomjee has shaped life in the city with one simple philosophy: design for a better, happier world. So built into our blueprints are ideas for living. Sculpted into the construction are new age concepts, technology and eco-design. And reflected in every project, you will find one common thread: We create lives where family dinners aren't pencilled onto a to-do list, kids can be kids and guest lists have no limitations. Welcome to Rustomjee Uptown Urbania. Our township with everything the city had forgotten."



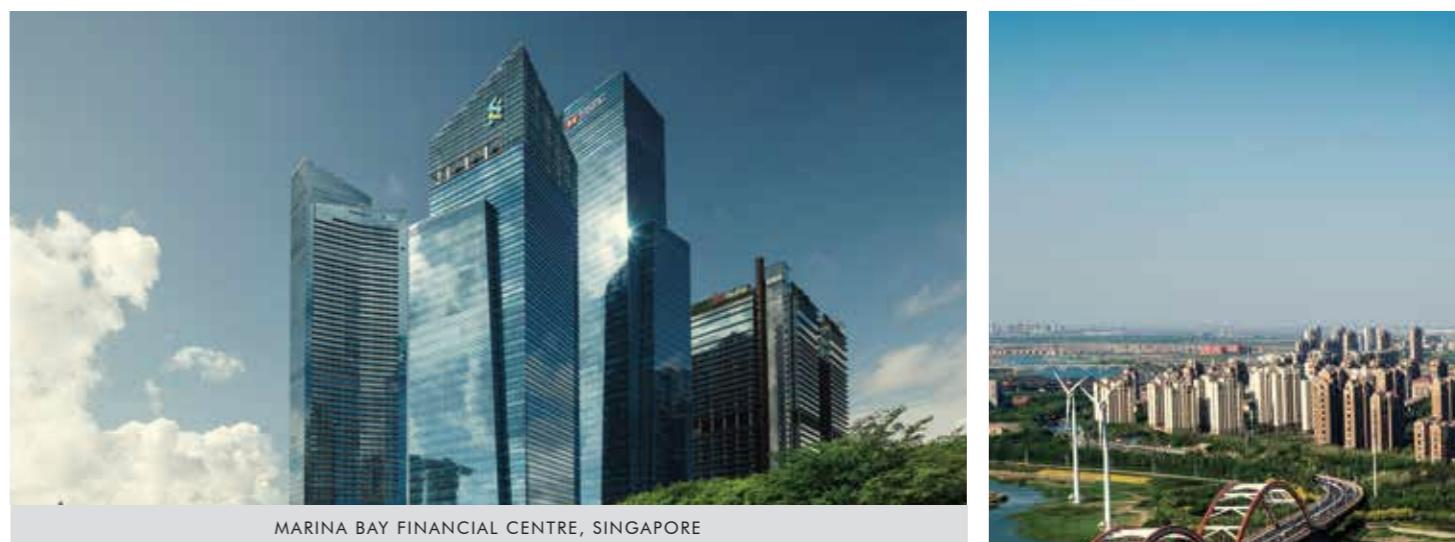
Boman R. Irani
Chairman and MD, Rustomjee



"We are excited to collaborate with the Rustomjee Group to co-develop an integrated township in Thane, which is in line with Keppel Land's strategy to scale up in India. By leveraging Rustomjee's extensive network and expertise in the local property market, as well as Keppel Land's international experience and strength in execution, we are confident that we can deliver innovative and multi-faceted urban space solutions that delight and enrich the community."



Mr. Ho Kiam Kheong,
President (India), Keppel Land



LONGEST STUDY ON HAPPINESS BY HARVARD.

An ongoing Harvard Study of Adult Development spanning almost 80 years, found out what keeps us happier, healthier and is responsible for longevity of life. And here's what they found.

It's not about wealth, fame or high achievement. It's not even about working harder and harder. Good relationships keep us happier and healthier. Taking care of your body is important, but tending to your relationships is a form of self-care too. Social connections are good for us. Those who are more connected to family, to friends, to community tend to be physically healthier and live longer. Loneliness on the other hand makes our health and memory decline. So it's not just important to surround ourselves with people but the quality of these close relationships matter. It's not our cholesterol levels that predict how we will feel as we grow old but it is how satisfied we are in our close relationships.

A COMMUNITY YOU CAN CALL YOUR OWN.

A township that gives opportunity to people to build meaningful connections. A neighbourhood where people feel safe, secure and grow together.

Where every member is valued, the young and the forever young. At Rustomjee, we've made it our mission to build spaces that bring people together and make the world a happier place. Creating township where kids can be kids and at the same time, giving you the space and privacy to enjoy some well-earned me-time.

Reference:

<https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/>



ARTIST'S IMPRESSION

Design Thinking #200-204

TAKE THE CITY BACK
TO WHEN PEOPLE KNEW THEIR
NEIGHBOURS' NAMES.

Every child knows it's Ronnie uncle in Wing C for Ragra Patti, Revathi Aunty in Wing B for Dosas, so how about the 46th floor for a family dinner.

There will always be friends who share your love for Old Monk, Kishore Kumar and Gulab Jamuns. And there should always be places for them to meet.

The guy who's got your back in business could be your neighbour.

And the boardroom downstairs your new launch pad.

Introducing La Familia, the first cluster of towers at Rustomjee Uptown Urbania.

- 3 multi-storeyed towers
- 45 habitable floors
- 46th and 47th floor dedicated to recreation
- Clubhouse with outdoor amenities on ground level
- 2 and 3 bedroom homes



ROOFTOP RECREATION ZONE | ARTIST'S IMPRESSION

Design Thinking #22

THE 47TH FLOOR
IS THE PERFECT SPOT FOR:
AL FRESCO BRUNCHES,
A SUNDAY SWIM, EVENINGS
WITH KISHORE KUMAR.

Lap pool | Kids' pool | Poolside deck

OPEN TO SKY LOUNGE

Family pod | Fern garden | O2 garden
Fragrance garden
Chilling pod | Nature walkway

Design Thinking #21

A GARDEN ON THE 46TH FLOOR
COULD BE FERTILE GROUND
FOR FRIENDSHIPS, A BUSINESS CENTRE,
OR DRINKS WITH
NEW FOUND FRIENDS.

Stargazing deck | Senior citizens' zone | Reading enclave

Yoga deck | Greenery spiral staircase

Party deck with BBQ bar | Sunset terrace | Resting deck

Look out bar counter

OTHER RECREATIONAL FLOOR LEVEL AMENITIES:

Meeting rooms and open meeting pods | Guest rooms

Fully equipped gymnasium





READING ENCLAVE | ARTIST'S IMPRESSION



STARGAZING DECK | ARTIST'S IMPRESSION



SPIRAL STAIRCASE | ARTIST'S IMPRESSION



SENIOR CITIZENS' ZONE | ARTIST'S IMPRESSION



Design Thinking #20

KIDS WON'T REMEMBER YOU
AS A CEO OR CHAIRMAN,
THEY WILL REMEMBER YOU AS
MY DAD THE 'REIGNING
KING OF THE TREADMILL'.

Design Thinking #19

KIDS AND
GRANDPARENTS DO FIND
COMMON GROUND,
THE BBQ PAVILION IS
JUST ONE
OF THE PLACES.

OTHER GROUND LEVEL LANDSCAPED GARDEN

AMENITIES:

Outdoor toddlers' playground | Party lawn with party deck | Walking trail within landscape

CLUBHOUSE

Badminton court | Table tennis | Open stilt multipurpose area
Party hall with terrace

OUTDOOR LOUNGE

Herb garden | Arrival plaza | Vertical garden
Scent garden | Pebble seats | Leafy lane





CLUBHOUSE | ARTIST'S IMPRESSION



PARTY TERRACE | ARTIST'S IMPRESSION



PARTY HALL | ARTIST'S IMPRESSION



OPEN STILT MULTIPURPOSE AREA | ARTIST'S IMPRESSION



BADMINTON COURT | ARTIST'S IMPRESSION



TABLE TENNIS | ARTIST'S IMPRESSION



Design Thinking #18

CLIMBING A TREE
CAN TEACH YOUR DAUGHTER
SOME VERY IMPORTANT
LESSONS: LIKE AIMING HIGH,
FOR INSTANCE.



ROCK CLIMBING WALL | ARTIST'S IMPRESSION

Design Thinking #17

THEY SAY THE AVERAGE
4-YEAR OLD CAN
ONLY COUNT TO 20,
BUT WHAT IF WE
FIND HIM 34 BEST FRIENDS?

KIDS' PLAY AREA & ADVENTURE ZONE

Play turf | Sprinting track | Swings
Rope tower | Bug springer
Bouncing playground | Dragon slide
Balancing web



Design Thinking #16

BIRTHDAY PARTIES ARE
MORE FUN WHEN
YOU ADD IN A SPLASH SLIDE,
BUBBLE POOL AND
BOUNCING PLAYGROUND.

*Kids water theme park with a splash slide
and a bucket blaster | Family pool with a pool deck
Bubble pool | Hammock island*



KIDS' WATER THEME PARK | ARTIST'S IMPRESSION

LEISURE AMENITIES

Ground Floor

Party lawn | Party deck | Floral garden | Multipurpose court | Barbeque pavilion with Alfresco Dining | Family pool | Kids' water theme park | Bubble pool | Bucket blasters | Splash slides
Play turf | Sprinting track | Rope tower | Rock climbing wall | Bouncing playground
Dragon slide | Balancing web

Clubhouse:

Multifunctional games room | Open stilt multipurpose area
Indoor party hall with spill-out terrace | Badminton court | Table tennis

46th Floor

Yoga deck | Stargazing deck | Reading enclave | Meeting pods | Guest suites | Contemplation deck | Senior citizen zone | Garden seating | Stepped seating | Resting deck | Walking trail
Gymnasium | Party deck with BBQ bar | Sunset terrace | Firepit | Lookout bar counter

47th Floor

Lap pool | Kids' pool | Pool deck | Sunken seat | Fragrance garden | Fern garden
Nature walkway | Chilling pod



Design Thinking #23

EVERYONE
NEEDS QUIET SPACES TO
ESCAPE THE WORLD.

2 & 3 bedroom air-conditioned homes | Provision for inverter

in the apartment | Vitrified tiles in the living room, kitchen, passage
and all bedrooms | Water purifier in kitchen

Premium CP fittings | Steel gray granite counter in the kitchen

Single kitchen sink with drainboard





Design Thinking #23

**HOMES SHOULD COME
WITH A SPECIAL FEATURE:
PEACE OF MIND.**

Video door phone | Provision for
fire sprinklers in all rooms as per regulations
Gas/smoke detector in the
passage and kitchen | Wind testing done

Design Thinking #25

TAKE THE CITY BACK
TO WHEN
WINDOWS HAD
VIEWS.

UPVC/aluminium windows with provision for
installation of separate mosquito net shutter.

Granite sill for all windows, as per space available after
installation of UPVC/aluminium window frame.



Design Thinking #11

THE BETTER THE PARTNERS, THE BIGGER THE IDEAS.

Architect Hafeez Contractor

Architect Hafeez Contractor (AHC) is India's leading architectural design consultancy firm, and the man himself needs no introduction. The firm prides itself on unique design concepts and bold executions. With over 30 years of experience and 75 international and national awards, it's safe to say that Hafeez Contractor has transformed the city's skyline with his idiosyncratic style. For La Familia at Rustomjee Uptown Urbania, he has designed and conceptualised gardens, a swimming pool and a life on the 47th floor. Making Rustomjee the first and only developer to provide a life of togetherness and community at the 47th floor.

Coen Design

Coen Design International Pte Ltd. is a well-established Landscape Architecture practice based in Singapore with more than 15 years of experience and twice as many accolades. Having transformed the skyline in Singapore, their next stop is Mumbai. They specialise in bringing out the essence of each location they visit, and in Thane it's going to be all about togetherness, family and community.

TTEC

TTEC is the traffic consultant for La Familia at Rustomjee Uptown Urbania, ensuring less traffic in pedestrian areas inside the township. Vehicles coming in have immediate entry and exit to the basement, bypassing the pick-up and drop-off points, thereby reducing traffic. They will also plan for ease of entry and exit to make sure residents and guests enjoy minimum wait time at the gates.

RWDI

RWDI is a specialty engineering consulting firm with over 17 offices worldwide. Their approach is built on a foundation of innovative thinking, advanced modelling technologies. Giving their expert consultants the ability to make ecologically, economically and equitably sound decisions for clients while reducing cost, time and risk.

Mahimtura Consultants Pvt. Ltd.

With 9 offices in India and over 68 years of experience, Mahimtura Consultants has become a pioneering structural & civil engineering giant since its inception in 1949. Due to the versatility of their engineering teams, they offer a wide range of services, such as project management, township planning, infrastructure development, etc. Mahimtura Consultants Pvt. Ltd. is a single-stop answer for all engineering and design demands, be it a dream home or a multi-use township complex.

KPM Engineering

KPM is a multidisciplinary engineering practice with a presence in Mumbai, Dubai and London. Their engineers and technicians employ innovative methods, along with global expertise, to provide successful solutions for both, the client and the environment. So far, KPM has delivered over 50 projects, from residential and commercial developments to hospitality and healthcare centres.





Design Thinking #1

EVERYTHING
YOU NEED IN LIFE
SHOULD BE A
STONE'S THROW AWAY
FROM HOME.

Welcome to a world where everything you need is a hop, skip and jump away. Thanks to its location in the buzzing suburb of Thane, it offers the luxury of a neighbourhood that puts shopping and entertainment within easy reach. Along with proximity to business hubs in Powai, Vikhroli, and Ghansoli, and easy access to the Eastern Express Highway and BKC, an address here ensures traffic never eats into dinner plans.

CONNECTIVITY

Majiwada Junction: 1.3 kms | Eastern Express Highway: 500 m

Kalyan-Dombivali: 20 kms | Airoli, Navi Mumbai: 8.3 kms

Mulund Check-naka: 6.8 kms | Borivali: 25 kms | BKC: 25 kms

LAKES

Upvan Lake: 5.4 kms | Kolshet Lake: 5.3 kms

Talao Pali Lake: 3.7 kms

SCHOOLS

Rustomjee Cambridge International School: 1.5 kms

Smt. Sulochanadevi Singhania School: 2.8 kms | Orchids International School: 5.7 kms

D.A.V. Public School: 2.7 kms | Podar International School: 2.1 kms

C.P. Goenka International School: 1.7 kms | Hiranandani Foundation School: 6.6 kms

Rainbow International School: 5.7 kms





COLLEGES

Dr. V.N. Bedekar Institute of Management Studies: 4.2 kms

Arun Muchhala International College of Hotel Management: 7.2 kms

A. P. Shah Institute of Technology: 7.6 kms

Rustomjee Academy for Global Careers (RAGC): 2.8 kms

MALLS

Viviana Mall: 1.8 kms | Korum Mall: 2.4 kms | Lake City Mall: 1.9 kms

R-Mall: 5.9 kms | D-Mart, Manpada: 5.2 kms

OFFICE SPACES

TCS HQ: 7.5 kms | Voltas: 4.3 kms | Cadbury: 2.6 kms

HEALTHCARE

Jupiter Hospital: 2.3 kms | Bethany Hospital: 5 kms | Horizon Hospital: 4.7 kms

Sunrise Oncology Center at Vedant Hospital: 8.4 kms

OTHER PROJECTS OF RUSTOMJEE

RUSTOMJEE URBANIA PHASE 1



ACURA | THANE (W)



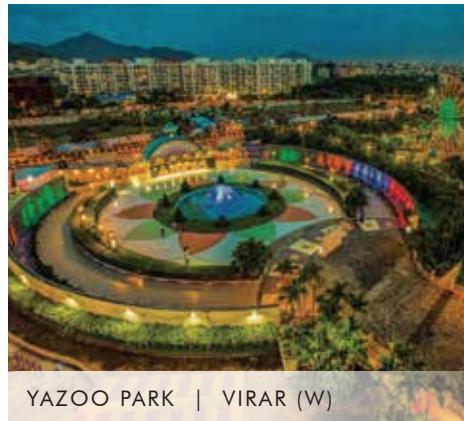
AZZIANO | THANE (W)



ASTRAEA | THANE (W)



ATHENA | THANE (W)



YAZOO PARK | VIRAR (W)



ELEMENTS | OFF JUHU CIRCLE



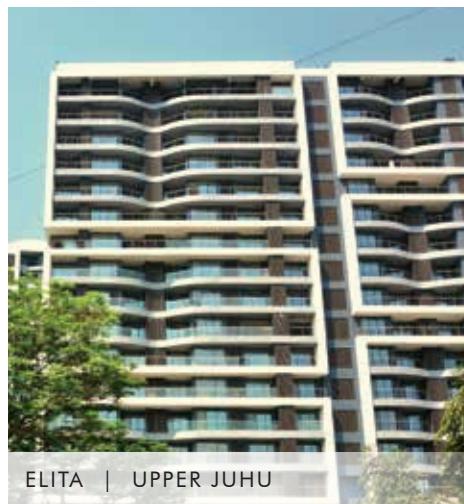
ASPIRE | SION (E)



ELANZA | MALAD (W)



NATRAJ | ANDHERI (E)



ELITA | UPPER JUHU



SEASONS | BKC ANNEXE



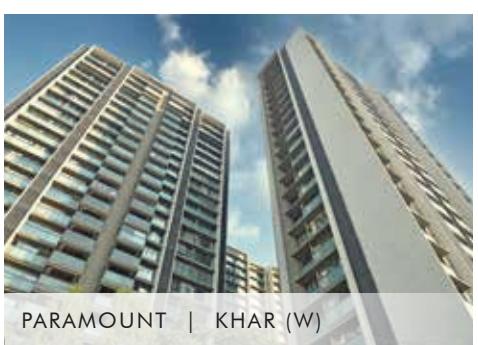
ORIANA | BKC ANNEXE



OZONE | GOREGAON (W)



MERIDIAN | KANDIVALI (W)



PARAMOUNT | KHAR (W)

Actual images of our completed projects

Actual images of other projects

Design Thinking #15

IT TAKES A VILLAGE TO RAISE A CHILD.

Having built 25 towers with more than 4000 happy families are proof that Rustomjee Urbania isn't about buying a home, it is about discovering life. A life where neighbours are more than just a door number.

Family time isn't reserved for weekends. Children grow up with more friends than they can count. Where school is close enough to walk to in the morning and run back from in the evening. Your daily commute to work is through over 100 acres of lush greenery. And generation gaps are bridged in a single afternoon.





RAM LEELA



THE OPEN MIC SESSION



THE CHOCOLATE CARNIVAL



THE LITTLE LEAGUE FOOTBALL CHAMPIONS

Design Thinking #118

THE STRONGEST
FRIENDSHIPS
CAN BEGIN OVER
CHOCOLATE,
FOOTBALL OR A
SONG.



THE RUSTOMJEE EDUCATE A CHILD INITIATIVE

Rustomjee believes in giving back to the society and our education initiatives are one of the many steps we have taken in this direction. By identifying potential, giving everyone equal opportunities and nurturing talent, we're helping create the next generation of leaders.



IT'S THOUGHTFUL. IT'S **Rustomjee®**

CALL: 022 6111 6111 | WWW.RUSTOMJEE.COM

Site address: Rustomjee Uptown Urbania, Off Eastern Express Highway,
Near Majiwada Junction, Thane (W) - 400 601.

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Minor variations (+/- 3%) in actual carpet areas may occur as a result of design/construction variances, finishing tolerances and column projections. The pictures/images and perspective views of the premises/building/layout are an artist's impression of the development and for representational purposes only and are not a part of actual deliverables. Furniture, soft furnishing, gadgets, etc. are not part of the offering.

The details, pictures and images contained in the leaflets, brochures or any other printed material does not constitute an offer and/or contract of any type between the Promoter/Developer and the Purchaser. All transactions in respect of this Project shall be subject to the terms and conditions of the Agreement for Sale to be entered into between the Promoter/Developer and the Purchaser.



Rustomjee La Familia is registered with MahaRERA Registration No.: Wing A - P51700032262 & Wing B - P51700032205. Listed on the website: <http://maharera.mahaonline.gov.in/>