





SHANTILEELA  
**REALTY**

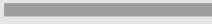
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nourishing spaces

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*First life, then spaces, then buildings. The other way around never works.*

JAN GEHL, DANISH ARCHITECT.



# NOURISHING SPACES

*Spaces* constantly impact our lives. One can take a painting off the wall, put away a sculpture or turn off the music. But once the spaces around us are moulded they're set in stone for years.

Unlike other art forms we don't get to choose when to switch on or switch off their influence on us. So how thoughtfully we mould these spaces will determine whether we cherish them or must endure them. Hence, it is our conviction that 'nourishing spaces' will have a positive influence on our well being.

# THE INDIAN URBAN ENVIRONMENT

Since the past few decades the Indian Urban environment has suffered at the hands of short-sighted planning and haphazard development. As a result, Indian cities today fall short of meeting world-class standards even as the country is marching towards becoming a global leader in the 21st Century.

By working closely with policy makers we will strive to influence them towards formulating plans which improve the fabric of our urban communities.

The 20th Century thinking of, 'Ek Chaat aur Char Deewar' has resulted in a generation of built environments which do not belong in the 21st Century. Not only are our urban structures and developments, primitive in aesthetics but also in design and functionality. We at '***ShantiLeela***' are determined to create projects which you can not only boast of but which enhance your living experience in numerous ways.

GATEWAY SHEET

GATEWAY SHEET



Our areas of activity are primarily in the Mumbai Suburban District and Thane District.

## MUMBAI SUBURBAN DISTRICT:

Borivali (W) | Kandivali (W) | Andheri (W)  
J.V.P.D. Scheme | Vile Parle (W)

## THANE DISTRICT:

Kalyan-Dombivali | Mira-Bhayander | Shahapur

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# ABOUT US

*The Partners of ‘ShantiLeela’* ventured into Real Estate development in the year 1987. Till date we have completed 9 Projects, delivered well over 3 Lakh square feet of Residential and Commercial space in the Mumbai Suburban region. Our clientele comprises of over 550 families and office owners. Further 8 lakh square feet of construction, in ongoing and upcoming projects, is likely to be completed in the next 5 years.

Developments on MHADA plots have a general reputation of being complicated. Our completed projects on MHADA land are testament to our capability. Also, we boast of developing the first Commercial project in J.V.P.D. Scheme. All our projects till date have been completely self-financed from acquisition to construction up to delivery. We've never approached any banks or financial institutions for project finance nor taken loans from the open market or investors.

As we move forward we hope to add many more prestigious projects to our portfolio. *Identifying growth opportunities and developing landmark projects is the goal which drives us every day at ‘ShantiLeela’.*

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*You can't build a reputation on what you are going to do.*

HENRY FORD, FOUNDER OF FORD MOTOR COMPANY.



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THE  
SHANTILEELA  
*ethos*

*Our deeply rooted principles which guide the decision-making in every dimension of the business.  
These core values form the pillars on which we base our success.*

*quality*

***Quality is our commitment.*** At every step of construction we'll ensure that the work is monitored by highly qualified engineers and site supervisors. Further we employ skilled workers with an attention to details and thorough workmanship.

We believe it is worth doing it right, and commercial pressures of price or time don't prohibit us from fulfilling this commitment. When it comes to quality and workmanship, the 'Chalta hai' attitude is unacceptable at ShantiLeela.

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*design*

In today's day and age, Design has become the 'it' word. A discipline which is more often flaunted rather than inculcated. In many cases the approach towards design stops at the surface and remains by and large about superficial aesthetics.

***Our philosophy is one where we create an environment which supports the design process.*** By collaborating with great designers and participating in the design process with them we try to achieve a final product that works amazingly. Environmental sustainability, sensitivity towards the neighbourhood and various factors of climatology are key components within our overall design philosophy.

*innovation*

*We're constantly driven to find innovative solutions for our day to day activities.* Keeping ourselves abreast with the latest technology and construction practices, adhering to sound design principles and developing efficient management systems for internal and external stakeholders is what gives us an edge in the market.

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*people  
centric*

*Business is People. This is one of our core convictions.* The culture and environment cultivated at ShantiLeela is one of growth, recreation, fairness, competence, personal involvement and accountability.  
For stakeholders outside the organization we foster relationships built on trust and fairness. Our partnerships and associations outside the company are with people or organizations aligned with our ethos.

*high level  
competence*

*customer  
centric*

*From the moment the customer makes a sales enquiry till the day we hand over possession of the units and the premises, we make it point that the entire process is seamless and transparent . The buying experience, site visits, updates on progress, documentation, handover and maintenance is all taken care of.*

*Accountability and Transparency are the other key stones in our customer centric approach. Attending and resolving customer queries and grievances with complete attention is our commitment.*

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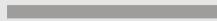
Hiring and partnerships with highly driven and competent individuals or organizations is what sets us apart. This abstract construct called a company is nothing more than a group of people coming together to achieve common goals.

We're only as strong as our weakest link. *Therefore we believe a strong foundation of talent, team work and an impeccable work ethic is essential to execute great work.*

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*Design is not just what it looks like and feels like, Design is how it works.*

STEVE JOBS, CO-FOUNDER OF APPLE INC.



• .  
*vision* •

*To enhance the buying and living experience of the people who inhabit the spaces we create. To be a leader in the realty sector with an innovative, design-centric and people-centric approach.*

# *mission*

*We will design a strong work culture and environment for growth and fulfillment within the company and with our associates and various stakeholders. Quality and details will never be overlooked. We will only work with individuals or organizations with a high level of competence. We will strictly adhere to sound design principles and embrace cutting edge technology.*



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get a new lease of life

## OUR REDEVELOPMENT ARM.

*It's a law of nature, clear out the old to make way for the new. Redevelopment of old dilapidated structures, or simply structures which need an upgrade, is a natural course that every housing society needs to take at some point. But in a city where owning a home is a matter of pride and a measure of success, why entrust your most prized possession to just any developer? When a structure is 3 decades old or older, any new construction is going to be an upgrade. The criteria for selection of the redevelopment should go beyond additional carpet area and corpus fund. Your new homes shouldn't simply enrich you but they must Enhance your living experience.*

*why* **SL**  
**ENHANCE**  
*for your housing  
society?*

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### **SELF-FINANCED:**

Unlike most players in the market we don't approach banks and financial institutions for project finance. Nor do we borrow loans from the open market and investors. If the plot area of your society is under 1200 sq.mtr it is unlikely that we'll require funding to complete the redevelopment of your building.

This gives us an extra edge as it improves the project viability for us. The benefits of the same are passed on to the end users. In addition, it helps in ensuring timely delivery.

### **INTEGRITY:**

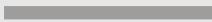
Many a times, developers promise far more area and corpus fund than feasible resulting in the project becoming unviable. As a result both the developer and the housing society are stuck in a limbo for years. Quality and finishing is compromised in many cases.

With us that is never an option. We submit an offer only after a thorough analysis. The final product is one which we can all be proud of. Not delivering sub-standard homes is essential to our identity and we do that while submitting a fair and reasonable commercial offer at the same time.

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*We see our customers as invited guests to a party, and we are the hosts.  
It's our job every day to make every important aspect of the customer  
experience a little bit better.*

JEFF BEZOS, FOUNDER & CEO AT AMAZON.COM





## COMMON BENEFITS

ADDITIONAL CARPET AREA

CORPUS FUND AND SHIFTING CHARGES

ALTERNATE ACCOMMODATION FOR PERIOD OF CONSTRUCTION

RAISED PLOT LEVEL/ ANTI-FLOODING MEASURES

RCC EARTHQUAKE RESISTANT STRUCTURE

WELL DESIGNED ENTRANCE LOBBY

LANDSCAPED AND PAVED PREMISES

MODERN AMENITIES

MODERN ELEVATION

APPRECIATION IN FLAT VALUE

AVOID RECURRING COST OF REPAIRS

HIGH SPEED ELEVATORS AND WIDER STAIRCASE AND PASSAGES

DISCOUNTED SALE RATE FOR MEMBERS TO PURCHASE ADDITIONAL CARPET AREA

TRANSPERENCY AND COMPLETE EASE THROUGHOUT THE PROCESS

NO FUNDING REQUIRED BY US FOR PLOT AREA UNDER 1200 SQ.MTR.

INTELLIGENT DESIGN AND PLANNING

UNCOMPROMISED QUALITY

EXTENSIVE BROKERS NETWORK TO HELP YOU FIND ALTERNATE ACCOMODATION

GATEWAY SHEET

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*I have no idols. I admire work, dedication and competence.*

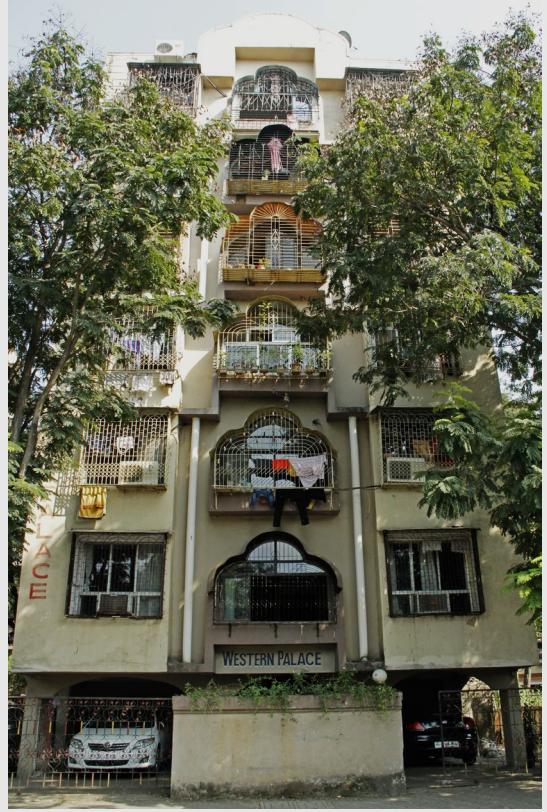
ARYTON SENNA, BRAZILIAN RACING DRIVER





*completed*  
PROJECTS

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## RESIDENTIAL BORIVALI (W)

One of our first projects completed in 1987. It's a Stilt + 6 floors Residential building. Even after 30 years the quality and strength of the structure persists. Located on the Main Link Road, this project is where the journey began.



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## RESIDENTIAL BORIVALI (W)

Another gem from the 90's. It's a Stilt + 7 floors Residential building. It looks as beautiful today as the day we handed it over to the home owners. Love is contagious, and it seems the love and care with which we built her has passed on to the families who now live here.



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## RESIDENTIAL BORIVALI (W)

Our most prestigious project from the 90s. This building was a charmer in its day and it seems the charm still hasn't faded. Located in a peaceful neighbourhood, this Stilt + 8 floors Residential building is well connected and the resale flats here still command the best prices in the area. In addition to the building we also built a Ground + 2 bungalow for a family.



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## RESIDENTIAL + SHOP FRONT MIRA ROAD (E)

As Mumbai started expanding, the potential of areas on the outskirts was unlocked. We were amongst the first Real Estate players to realize the potential of Mira Road. This Stilt + 7 floor residential building with its close proximity to ISKCON was hot property. Our first project on the city outskirts.



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## RESIDENTIAL + SHOP FRONT VERSOVA, ANDHERI (W)

In those days, areas like Versova were built on recently reclaimed land. Residents here would have to travel some distance to buy daily conveniences. This 6 floor Residential building with Shops on the Ground floor was a daring step. But the shops soon came in demand and the proximity to the ocean was an added delight.



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## COMMERCIAL + SHOP FRONT JUHU (JVPD SCHEME), VILE PARLE (W)

As we entered the new millennium, we gave JVPD Scheme its first fully Commercial building. The success of this Ground + 7 floors Commercial building set a precedent for the locality and soon many more Office buildings sprung up in the area. Renowned franchises such as 'Presso Dry clean' and 'Natural Ice-cream' opened shop in this building.



*nearing completion*

PROJECTS

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## COMMERCIAL ANDHERI (W)

In the glamourous location of Lokhandwala comes this pearly white Office building just off the Main Link road. This Ground + 8 floors Commercial Building has met the growing demand for Boutique offices in the area.

With just the last few units left for sale, this building will soon be ready for possession.



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## RESIDENTIAL BORIVALI (W)

As we scale new heights, so do our projects. The project is a Stilt + 17 floor Residential tower. It is the tallest tower within its sub-locality. A development within the MHADA layout, its success is testament to our ability in getting things done.

The building is built in a well connected location. The homes are designed to provide abundant natural light and ventilation. The USP of the project is the view from the flats. On one side you've the beautiful Gorai creek with the view of the Golden Vipassana Pagoda and on the other side you have an expansive green cover stretching from Borivali to Bhayander. With such visual delights in sight, you'll forget that you're living in one of the most densely populated cities in the world.

With modern amenities like a Gym, CCTV surveillance, High speed lifts, Elegant elevation and Attractive entrance lobby , this building is fast becoming the project of choice in the vicinity. All 1 BHK's and 3 BHK's have been sold out. Last few 2 BHK units are still available for sale.





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## COMMERCIAL KANDIVALI (W)

***“Let Your Address reflect your success”***

Among the array of Office Buildings in the Northern Suburbs, this project stands out like a colossus. Our most iconic project till date, this is a Stilt + 15 floor Commercial tower touching the 120 ft. Link Road. You can't find a better location or a better Office building in the Northern suburbs. If you are a small or medium level enterprise looking for an office in the Northern suburbs, this is the destination for you. Even larger corporate offices are possible upon combination. Beautiful glass façade, Elegant Air conditioned lobby, spacious floor lobbies, 4 High speed Elevators with power back up, Building management systems, landscaped garden, it has everything you need. What's more? 14ft floor to ceiling height provides the ultimate in commercial space designed to allow a variety of configurations. Mezzanine floor, boardroom, workstations, and conference rooms it's all possible. 3 levels puzzle parking system, Mechanized parking for stilt area and a 7 floor tower for parking. We've gone all out for this one. It is truly a landmark project. We've obtained the Occupancy Certificate (O.C.) for this project. Bookings for the first floor will open soon; the rest is all sold out.



*ongoing*  
PROJECTS

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## RESIDENTIAL COMPLEX

KALYAN-SHIL ROAD, THANE(E)

*The project is a lifestyle gated community coming up at one of the fastest growing locations in Thane District. Kalyan-Dombivali has been declared in 100 Smart cities by the Govt.of India and Kalyan-Shil road has emerged as an excellent Residential hub. Besides, the rewarding price appreciation has made it a dream destination for investors.*

*This is the largest layout for development undertaken by us. As of today we've sanctions to develop 5 Residential towers of Stilt + 18 floors and 1 Residential building of Stilt + 7 floors. Also there is one level of podium for parking. Construction at the site has begun.*

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### SOME OF THE AMENITIES AT THE PROJECT :

- EXCLUSIVE FESTIVE AREA
- MULTI-PURPOSE COURTS
- TEMPLE
- SKY PARK
- CLUBHOUSE :  
GYM, INDOOR GAMES ZONE, CHILDREN'S PLAY AREA, PARTY HALL, SWIMMING POOL WITH WOODEN DECK, YOGA AND AEROBICS ROOM, LANDSCAPED GARDENS AND LAWNS
- RAIN WATER HARVESTING SYSTEM
- SOLAR WATER HEATING SYSTEM



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## RESIDENTIAL KALYAN-SHIL ROAD, THANE(E)

Another project offering at Kalyan-Shil road. It's a proposed Residential tower of Stilt + 16 floors. The objective is to provide luxury to the affordable segment.

Amenities such as Gym, Indoor games arcade, Children's play area, Jogging track, multi activity lawn, Yoga and aerobics centre, solar water heating system and Rain water harvesting system are being provided.

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## MIXED USE KANDIVALI (W)

A mixed use development on the Main Link Road. This project is a Stilt + 11 floors tower.

We've cast the top slab for this project. Brickwork and internal finishing is ongoing at the site.



*upcoming*  
PROJECTS

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#### MIXED USE

UPPER JUHU,  
ANDHERI(W)

Proposed mixed use building of Stilt + 12 floors.



#### RESIDENTIAL + SHOP FRONT

NH-3, RAILWAY STATION,  
ATGAON(E), SHAHAPUR

Proposed Residential building of Ground + 5 floors with 3 wings.

#### RESIDENTIAL KALYAN-SHIL ROAD, THANE(E)

Proposed Residential Building of Stilt + 7 floors with 4 wings.

#### RESIDENTIAL JUHU (JVPD SCHEME), VILE PARLE(W)

Proposed Residential building of Stilt + 12 floors.

