# Change the way you live



A PROJECT BY:

ASHOK PIRAMAL GROUP | PENINSULA LAND
CREATING INTERNATIONAL LANDMARKS

ASHOK
ASTORIA
NASHIK



## Ashok Towers, Mumbai

This premium residential complex introduced Mumbai to a world class living experience. Ashok Towers boasts of four high rises including a 49 storey skyscraper. A one acre cricket-cum-football ground, a rare luxury in Mumbai, occupies the centre of the complex.




## Crossroads and CR2, Mumbai

Crossroads, Mumbai's first international standard shopping mall introduced the breakthrough concept of shoppertainment and pioneered the boom in the retail industry. With our second mall CR2, the bar was raised even further and the way Mumbai shopped changed forever.



## Peninsula Corporate Park, Mumbai

Peninsula Corporate Park introduced Mumbai to a whole new work culture that promotes efficiency and improves the balance between work and personal life. Thanks to Peninsula Corporate Park, Central Mumbai has now become the hub of corporate activity.

# Peninsula Land Limited

Peninsula Land Limited, a part of the Ashok Piramal Group, is a company committed to creating international landmarks that redefine India's skyline. We are amongst the first real estate companies to be listed on the stock exchange. This fact is the biggest indicator of our adherence to good corporate governance along with fair and transparent business practices. Today Peninsula Land is an integrated real estate company, with business verticals that include a realty fund, facility management, home decor and concierge services. Our projects include pioneering retail ventures, world-class commercial projects and residential complexes. We have developed more than 4 million sq. ft. of real estate with over 25 million sq. ft. under development in Mumbai, Bengaluru, Hyderabad, Nashik, Pune, Goa, Lonavala and Alibaug.

Some of the international landmarks that Peninsula Land has given Mumbai include the Peninsula Corporate Park, Peninsula Technopark, Crossroads, CR2, Ashok Towers and Ashok Gardens.

# Nashik, the city with a rich history and a bright future.







Situated on the banks of the serene Godavari with the picturesque Sahyadri ranges, Nashik is an idyllic haven. It is one of India's fastest growing cities. Known as the 'wine capital of India', Nashik is home to many vineyards and orchards. Considered one of the holiest Hindu cities, the city hosts the Kumbhmela once in 12 years. It is in close proximity to religious places like Shirdi and Trimbakeshwar.

Apart from a rich history, the city also has a bright future. Nashik is the third most industrialized city of Maharashtra after Mumbai and Pune, thanks to extensive industrial development. Nashik witnessed rapid development with fresh investments in infrastructure and the emergence of malls, multiplexes and educational institutions. Today, Nashik is known for its pleasant and cool climate, beautiful surroundings, high standard of living, greenery and well-developed infrastructure.

# Welcome to Ashok Astoria.



Ashok Astoria, at Gangapur Road is a premium residential complex spread across 18 acres, located near the famous Sula Vineyards and just a 10 minute drive away from the lively College Road. Designed by the renowned architect Hafeez Contractor, the complex provides a host of world class amenities. These include landscaped gardens created by the Singapore based Taib Landscape Studio, the fully featured Club Peninsula, tennis court, squash court, swimming pool and much more. You also have access to the Bayside Plaza - a shopping, leisure and entertainment centre. Welcome to the world that will change the way you live.

# Architecture that defines change.



Ashok Astoria boasts of the same Art Deco style that set new benchmarks in the world of architecture. Art Deco's clean shapes, elegant lines, vivid colours and geometric patterns have influenced cities like New York and Miami through iconic buildings like the Empire State Building and Rockefeller Center. Hafeez Contractor has once again lived up to his reputation by expertly employing Art Deco to infuse Ashok Astoria with cool elegance and casual sophistication.

Row House



3 BHK Apartments



# More amenities.
# More experiences. More joy.



When you move into Ashok Astoria, you experience all the leisure and recreational facilities of the exclusive and fully featured Club Peninsula. Apart from this you also get to enjoy a host of other amenities that will introduce you to an exciting lifestyle. Play a game of tennis, throw a barbeque party or try your hand at rock climbing.

Artist's impression of children's play area





Half basketball court



Tennis court

## CLUB PENINSULA

- Swimming pool with deck and rock waterfall
- Children's pool and outdoor jacuzzi
- Poolside party area
- State-of-the-art gym
- Steam room
- Table tennis
- Billiards room
- Squash court
- Board games, card tables and carrom tables
- TV lounge to catch live sporting action and watch movies
- Multipurpose hall for parties, aerobics and yoga
- Cafe with outdoor seating
- A well-stocked library

## OUTDOOR RECREATIONAL AMENITIES

- Tennis court
- Half basketball court
- Skating area
- Rock climbing and timber board wall
- Children's play area
- Barbeque and picnic area
- Amphitheatre
- Senior citizen's relaxation area

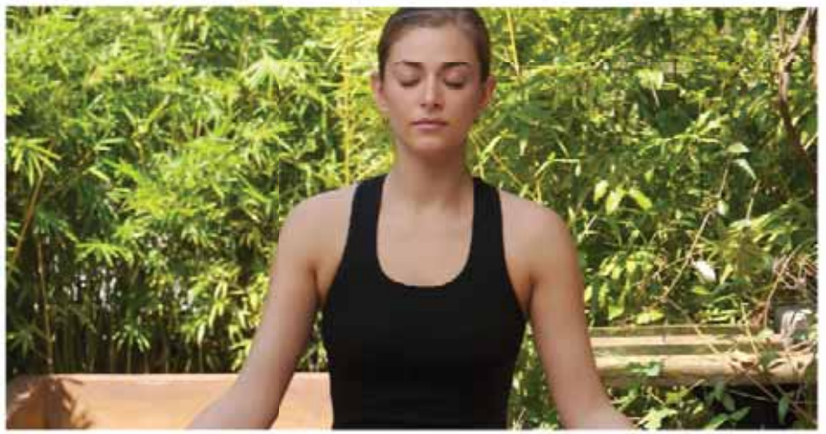
# Your new favourite colour: green.



Picturesque fountains, lush lawns and landscaped gardens designed by the Singapore based Taib Landscape Studio, will greet you every morning. There are quiet meditation areas that invite calm introspective thoughts. The elderly can enjoy peaceful walks, while children can put their boundless energy to good use in the spacious play zones. Along with enhancing nature's beauty, we also help preserve the environment and protect our eco-system. With its abundant greenery and array of eco-friendly features, Ashok Astoria is a place even Mother Nature would love to call home.

Artist's impression of car-free paved walkway





Meditation zones

## NATURE AND LANDSCAPE

- More than 60% area covered by greenery, recreational activities, roads and car-free paved walkways
- Gardens and lawns designed by Taib Landscape Studio (Singapore)
- Maze court with mist fountain
- Landscaped areas with sheltered seating
- Lawn with specimen trees
- Jogging pathway
- Meditation zones
- Serene lily pond

## ECO-FRIENDLY SYSTEMS

- Gardens designed with plants that consume less water
- Rainwater harvesting
- Drip irrigation for landscaping
- Solar lighting
- Waste management systems

# 40,000 sq. ft. of leisure, entertainment, shopping and more in your neighbourhood.



In order to provide you with everything you need under one roof we built the Bayside Plaza – a shopping, leisure and entertainment centre. Here you get to relax at the spa or enjoy a meal at the food court while your children develop new skills at the playschool. Bayside Plaza also comes with a business centre, comfortable guest rooms and a party hall. So you can handle business meetings, welcome unexpected guests and even throw a party for them.

Guest rooms



Business centre





Playschool



Food court

- Food court
- Restaurant
- Café and pizza corner
- Gaming zone
- Party and banquet hall
- Convenience store
- Chemist
- Polyclinic
- Playschool
- ATM
- Gym
- Spa
- Guest rooms
- Business centre

baysideplaza

# Feel secure. Enjoy peace of mind.



At Ashok Astoria we do everything to keep you and your family safe and worry free. From installing advanced security features to designing earthquake resistant buildings. We have even put in a visitor management system to make sure that your guests are not kept waiting when they pay you a visit.



- 24X7 security system with centrally monitored CCTV cameras
- Video door phone
- Gas leak detector
- Earthquake resistant design as per Seismic Zone 3 norms
- Power back-up for common area lighting and elevators
- Visitor management system



Peninsula Facility Management Services




Serviens Concierge Services



Vesta Home Decor

# Exclusive Privileges

# Your dream home.
# We will help you keep it that way.



Our commitment to your comfort and convenience does not end once you have bought a home. Because we do not just give you a dream home, we help you maintain it too. Our Peninsula Facility Management Services (PFMS) combines a highly skilled workforce and the latest innovations in engineering and technology to maintain your property and ensure it looks as good as new for years to come.







## ENGINEERING SERVICES

- Complete electrical, mechanical & plumbing operations and maintenance
- Management of common electrical systems & water supply systems
- Emergency systems (fire safety) maintenance
- General upkeep of all common areas

## SOFT SERVICES

- Security management
- Housekeeping
- Pest control of common areas
- Landscaping management
- Solid & water waste management

## SPECIALIZED SERVICES

- Club house management
- Provision of general/personal trainers
- Event management support
- Concierge services

PENINSULA FACILITY
MANAGING DIVERSE PROPERTIES

# Get everything done at the push of a button.



As a special value-added benefit that shall help you enjoy every moment at Ashok Astoria, we offer you India's premier residential concierge services - Serviens. Be it through virtual personal assistance, dedicated relationship manager or even doorstep assistance, Serviens has a customized answer to each of your day-to-day needs and tasks. It lets you enjoy quality time to make the most of all the amenities provided at Ashok Astoria.

Home help and services



Shopping / gifting






Entertainment and ticketing



Postal and courier services

- Bill payment
- Travel assistance and ticketing
- Leisure holidays
- Entertainment and ticketing
- Party planning
- Shopping / gifting
- Bank transactions
- Postal and courier services
- Home help and services
- Tax assistance
- Ration card
- Transport documentation
- Municipal documentation
- Odd jobs

SERVIENS
CONCIERGE ON CALL

# Want to move into a fully furnished home? You can.



With our home decor services, Vesta, you can choose to move into a fully furnished home. Vesta helps you pick from a wide range of colour schemes, patterns, furniture, furnishings and accessories that are inspired by the latest trends. So you can create a home that reflects your style.



- Vesta is a privilege that is available only to residents of Ashok Astoria
- Designer furniture, furnishings, accessories and white goods sourced from a global network
- Wide choice of unique and hard to find furniture, furnishings and accessories at a reasonable price
- Saves time and effort by providing all products and services under one roof

VESTA
HOME DECOR


Fravashi International School
ASHOK ASTORIA
Gangapur Dam
Balaji Temple
Someshwar Temple
Godavari River
Cambridge High School
Gangapur
Gangapur Road
Jehan Circle
Nashik
Gangapur Naka
Ashok Stambha
Y. Chavan Open University
Bhonsala Military School
Don Bosco High School
Satpur
Mahatma Nagar
College Road
Shivaji Nagar
Mahindra Circle
Mico Circle
Mahindra
Guru Krupa Hotel
Trimbak Road
Dwarka Circle
Papaya Nursery
Sula Vineyards
Pune
Trimbakeshwar
Hindustan Hardy Spicer
Mumbai-Agra Highway
Ginger Hotel
Ganware Industry
Mumbai
Garware Circle
Junctions
Landmarks
N
W
E
S

# Know your neighbourhood

## HEATHCARE

| | |
|---|---|
| Polyclinic | 0 Min* |
| Apollo Hospital | 15 Min |
| Shatabdi Hospital | 15 Min |

## EDUCATION

| | |
|---|---|
| Playschool | 0 Min* |
| Bhonsala Military School/College | 8 Min |
| Don Bosco High School | 10 Min |
| Nirmala Covent School | 10 Min |
| Fravashi International School | 15 Min |
| Ashoka Universal School | 15 Min |
| Motiwala National Homoeopathic College | 4 Min |
| BYK College of Art, Commerce & Science | 10 Min |
| SMRK NBT Law College | 10 Min |
| KTHM Engineering College | 15 Min |

## SHOPPING & ENTERTAINMENT

| | |
|---|---|
| Bayside Plaza | 0 Min* |
| Convenience store | 0 Min* |
| Super Market | 0 Min* |
| Gym & Spa | 0 Min* |
| College Road | 10 Min |
| Reliance Fresh | 10 Min |
| Big Bazaar | 10 Min |
| Cinemax | 10 Min |
| City Central Mall | 15 Min |

## FOOD & BEVERAGES

| | |
|---|---|
| Restaurant | 0 Min* |
| Food Court | 0 Min* |
| Coffee Shop | 0 Min* |
| Sula Vineyards | 4 Min |
| Hotel Bobby | 5 Min |
| Kaka ka Dhaba | 10 Min |
| McDonalds | 12 Min |

## HOTELS

| | |
|---|---|
| Guest Rooms | 0 Min* |
| Hotel Ginger | 20 Min |
| Gateway Taj | 20 Min |
| Express Inn | 20 Min |

## TRANSPORT

| | |
|---|---|
| Rickshaw Stand | 1 Min |
| City Bus Stand | 5 Min |

## PLACE OF WORSHIP

| | |
|---|---|
| Balaji Temple | 4 Min |
| Someshwar Temple | 5 Min |

## COMMERCIAL

| | |
|---|---|
| Satpur MIDC | 15 Min |
| Ambad MIDC | 15 Min |

## EMERGENCY SERVICES

| | |
|---|---|
| Gangapur Police Station | 3 Min |
| Fire Brigade | 15 Min |

## PICNIC SPOTS

| | |
|---|---|
| Godavari Dam | 5 Min |
| Gangapur Dam | 7 Min |

* Inside Bayside Plaza

# Layout Plan

- A Security Check
- B Woodlands Garden
- C Main Pool
- D Children's Pool
- E Pool Pavillon with Rock Water Feature
- F Meditation Area
- G Maze court with mist fountain
- H Accent Walkway
- I Children's Play Area
- J Senior Citizens' Relaxation Area
- K Jogging Track
- L Theme Garden
- M Rock Climbing
- N Tennis Court
- O Skating Rink and Half Basketball Court
- P Amphitheater
- Q Lily Pond with Barbeque & Picnic Area



# Ashok Piramal Group: Investing in growth globally.

**Vision: We will touch the lives of at least one in five people on the globe, thereby creating enormous value for all our stakeholders.**

Over the last 100 years, the Ashok Piramal Group (APG) has grown rapidly and made its presence felt in diverse business sectors like textiles, real estate, engineering, family entertainment and sports. The secret behind this sustained success and profitable growth is simple. APG always focuses on creating value for its stakeholders and customers.

APG was formed with the takeover of the Morarjee Goculdas Spinning & Weaving Company Limited which was established in 1871. Today APG has built a diverse portfolio that includes high-growth and innovative businesses which are professionally managed by the best business talent in the industry.

The Group's real estate company, Peninsula Land Limited is credited for creating international landmarks. The Group owns Morarjee Textiles, a domestic and global leader in premium shirting and high fashion printed fabric, which has the world's leading apparel brands as its clients. The Group's engineering business, PMP Auto Components Private Limited includes auto components and cutting tools business. Today it commands 7% market share in Europe in the wiping systems business. Jammin, another of APG's companies, is a leader in the family entertainment business. The Group's latest venture, the Pune Football Club is already in the prestigious I-League.

Besides corporate endeavors, the group has also been championing social initiatives since its inception. It has aided the causes of education, health, water conservation, sustained livelihood and environment. Whether it is through its business projects or social initiatives, APG continues to follow its vision of touching lives around the world.

ASHOK ASTORIA

CHANGE THE WAY YOU LIVE

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Govardhan Village, Gangapur Road, Nashik - 422 222
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ASHOK PIRAMAL GROUP | PENINSULA LAND
CREATING INTERNATIONAL LANDMARKS

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Disclaimer: The information provided in this brochure is indicative and is subject to necessary approvals from the authorities. The developers reserve their right to alter the information, plans and amenities herein. This brochure is to be used as a guide only. The prospective buyer should rely on the plan, specification and amenities referred in their final contract.

# Change the way you live



ASHOK
ASTORIA

# Residential Complex - Amenities

## LEISURE

- **Clubhouse**
  - Party zone at pool side & multipurpose hall
  - Children's pool
  - Outdoor jacuzzi
  - Board games, card tables & carrom tables
  - Café with outdoor seating
  - Library/Reading corner
- Amphitheatre
- Barbeque, picnic area and party lawn
- Play area for toddlers and children with play equipment

## HEALTH

- Fully-equipped gymnasium
- Steam room
- Swimming pool with deck
- Senior citizen's relaxation area
- Meditation zone
- Multipurpose hall for aerobics and yoga

## SPORTS

- Squash court
- Billiards & table tennis
- Tennis court
- Half basketball court/Skating area
- Rock climbing & timber board wall

## NATURE & LANDSCAPE

- Landscaped areas with sheltered seating
- Themed garden
- Lawn with specimen trees & jogging pathway
- Maze court with mist fountain
- Lily pond
- Feature rock water fall

## ECO-FRIENDLY SYSTEMS

- Gardens designed with plants that consume less water
- Drip irrigation for landscaping
- Rain water harvesting
- Sewage treatment & garbage disposal system
- Solar lighting with energy efficient light fixtures

## SECURITY & SAFETY

- 24X7 security with centrally monitored CCTV cameras at strategic locations
- Earthquake resistant design as per norms

## CONVENIENCE

- Ample car parking space
- Exclusive car parking for residents' guests
- Power back-up for common area lighting and elevator
- Passenger elevator in Apartment & Town Home buildings
- Well-designed entrance lobby and lift lobbies
- Reception area with concierge desk

## BAYSIDE PLAZA*

- Food court
- Restaurant
- Café and pizza corner
- Gaming zone
- Party and banquet hall
- Convenience store
- Chemist
- Polyclinic
- Playschool
- ATM
- Gym
- Spa
- Guest rooms
- Business centre

*** In close proximity, but not part of the complex.**

ASHOK ASTORIA
CHANGE THE WAY YOU LIVE

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