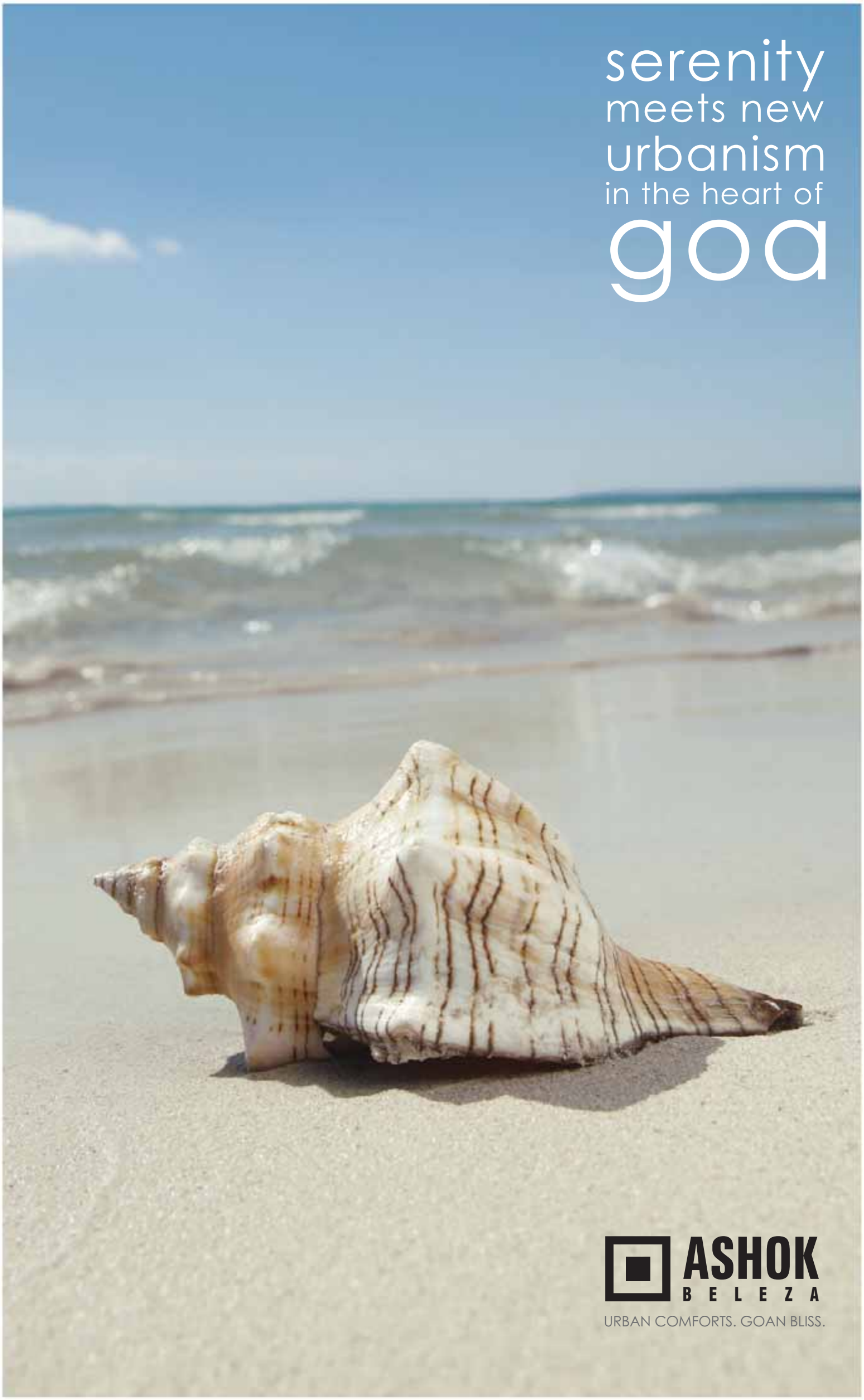

serenity
meets new
urbanism
in the heart of
goa
ASHOK
BELEZA
URBAN COMFORTS. GOAN BLISS.

Ashok Beleza is where new age urbanism coexists in perfect harmony with the serene, laid-back charm of Goa.

Here tradition seamlessly blends with modernity and tranquility, while being in the midst of a world famous tourist spot adds to the excitement.

Ashok Beleza, an urban paradise situated in the heart of Goa.

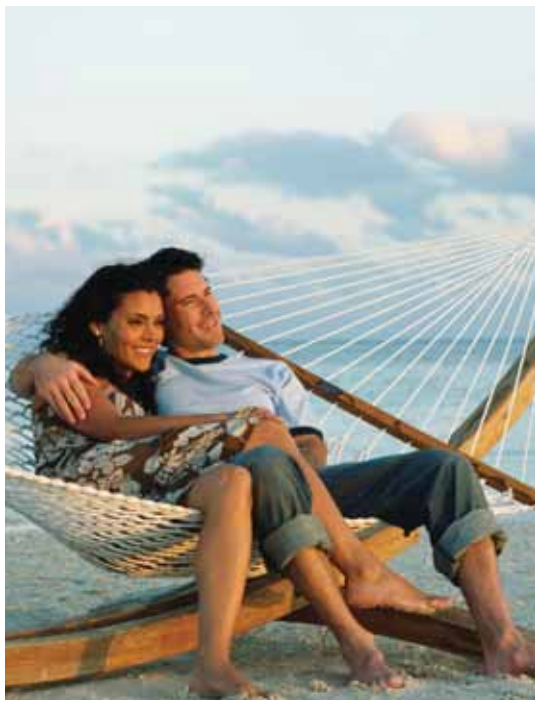
Aerial view of Ashok Beleza.



urban comforts
meet
goan bliss









Ashok Beleza is located across the Mandovi, near the Betim hills. Here you can enjoy all the new age urban comforts in the midst of beautiful surroundings.

The renowned architectural firm, Kapadia Associates has created a perfect balance between contemporary architecture and Goa's timeless appeal. They have enhanced the allure by the use of local cladding materials, sloping clay tile roofs and wide verandahs. Since the site is on a hill which slopes gently towards a pristine forest, the architects have meticulously designed Ashok Beleza to seamlessly blend inwith the sensibilities of the surrounding environs. At the same time, the streetscape consists of delightful walkways, sit-outs and regular interconnections.

Choose from Goan style villas and town homes. Revel in the fully equipped clubhouse or savour the calm natural settings of the river, hill and forest. Ashok Beleza also provides comprehensive facility management services, on call concierge services and ready to move in residences to ensure your total peace of mind.

Come home to Ashok Beleza, your idyllic haven.

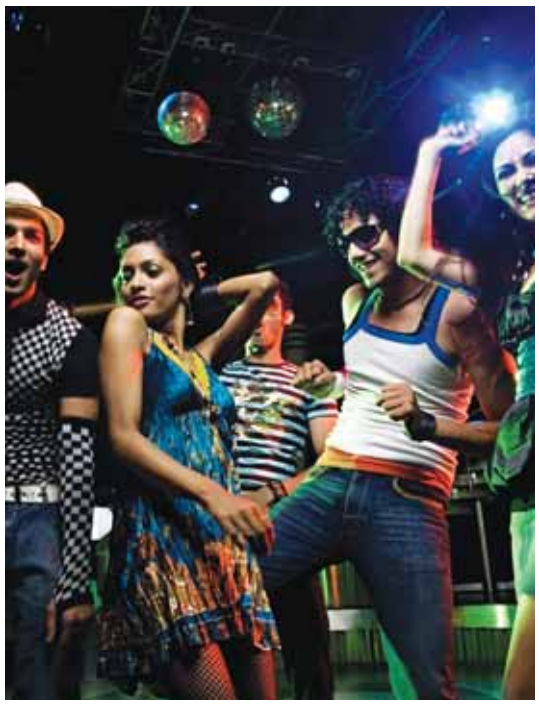
Artist's impression of a streetscape in Ashok Beleza, Goa.



central location
meets
seclusion









Across the river from Ashok Beleza is Panjim, Goa's capital and home to some of the world heritage sites, the annual International Film Festival and the world famous Carnival. The nightclubs, casinos, historic churches and night markets are also near by.

From Ashok Beleza you can reach most of the 27 beaches on Goa's 105 km coastline within an hour. Ashok Beleza's central location ensures easy access to the north, south and interiors of Goa. So you can savour local and international cuisines, explore charming Goan towns and enjoy adventure sports.

North Goa

- Local treasure hunting at the colourful Anjuna flea market, or the raucous Mapusa Friday Market. Saturday Night Bazaar at Arpora provides the international flavor.
- Yoga and Ayurvedic treatments in Morjim and Arpora
- A trip down Goa's Architecture Memory Lane in Mapusa

Central Goa

- Explore the narrow winding streets of the old Portuguese quarters in Panjim
- Dr. Salim Ali Bird Sanctuary at Chorao Island
- The Old Goa experience

South Goa

- Heritage houses in Luotolim and Chandor
- Dudhsagar Falls
- Canoeing, Water sports and island visits in Bogmalo

Interior Goa

- Wildlife sanctuaries at Cotiago and Molem
- Spice plantations in Ponda



civilization
meets
nature









Ashok Beleza is designed to enhance a sense of freedom and relaxation. Every villa and townhome creates the feeling of a retreat with the use of split levels, high ceilings and an openness to the natural environment. The homes are built on interesting contours reminiscent of hill stations.

Villas

You have a choice of 4BHK villas with a private lap pool or 3BHK villas with a reflective pool. Each villa comes with individual gardens, multiple family lounges, terraces, wide balconies and private decks ideal for some quiet introspection. Since the units are split across three levels, you also have provision for a lift. Sizes range from 4000 sqft. to over 5000 sqft.

Town Homes

Town homes are available as 3bhk duplex units. Each of the lower level units come with their own private gardens, while the upper units enjoy terraces with panoramic views. Sizes range from 2700 sqft – 3200 sqft.



excitement
meets
peace of mind











The fully equipped clubhouse offers several exciting amenities and recreational activities to get your heart racing. It has a TV lounge, a separate lounge to unwind, party area, dance floor and a cafeteria. Located in the center of Ashok Beleza, it is designed to be the natural meeting place for the community. For a sense of equanimity, Ashok Beleza also offers meditation zones, hammocks and massage rooms.

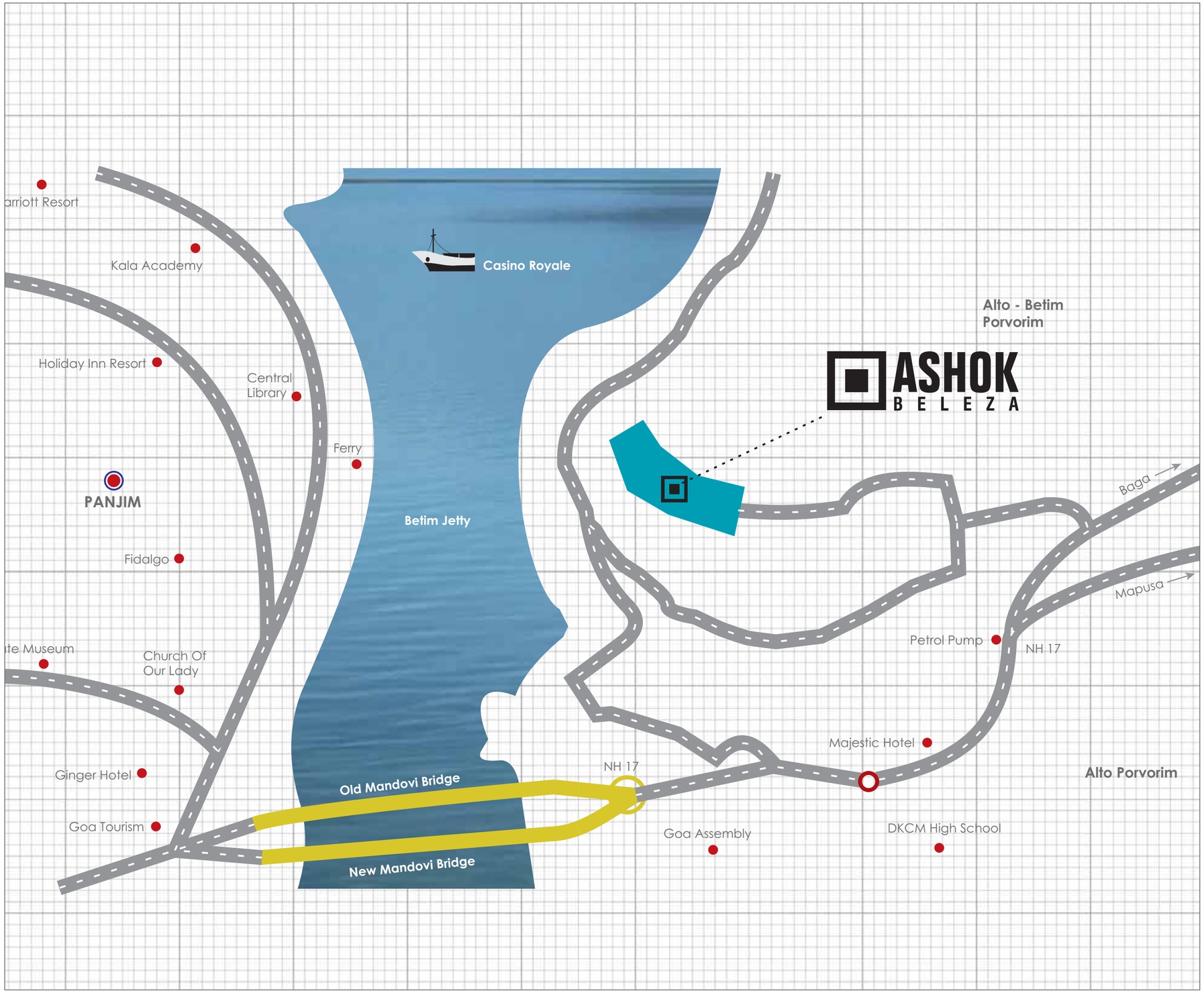
Fully equipped clubhouse

- Swimming pool and paddle pool
- Jacuzzi
- Amphitheatre
- Multipurpose room for yoga, aerobics and parties
- Billiards room

Other amenities

- Picnic spot
- Barbecue area
- Kids' play park
- Campfire zone
- Themed Gardens
- Special water features
- Jogging tracks

Location Map of Ashok Beleza



Actual shots from the project site









Layout Plan of Ashok Beleza



plans

- 2 Level Duplex Town Home
- 3 BHK Villa
- 4 BHK VIlla







Artist's impression of the Town Homes (front view)



Artist's impression of the Town Homes (rear view)



Town Home - First Floor Plan



DRY BALCONY
8' 2" X 4' 5"

BALCONY
14' 1" X 4' 5"

TOILET
4' 7" X 4' 9"

KITCHEN
8' 2" X 12' 10"

SERVANT ROOM
8' 2" X 5' 11"

LIVING / DINING
18' 1" X 17' 11"

TOILET
8' 0" X 5' 5"

TOILET
8' 0" X 5' 5"

FAMILY ROOM
11' 10" X 12' 6"

BEDROOM - 1
13' 3" X 12' 6"

DECK
23' 0" X 4' 11"

Town Home - Second Floor Plan



Artist's impression of 3 BHK Villa



Artist's impression of reflective pool in the 3 BHK Villa



3 BHK Villa - Stilt Floor



3 BHK Villa - Ground Floor Plan



3 BHK Villa - First Floor Plan



3 BHK Villa - Second Floor Plan



BALCONY
13' 5" X 4' 7"

MASTER TOILET
5' 11" X 6' 3"

MASTER BEDROOM
15' 5" X 11' 10"

LIFT SHAFT

10' 4" X 9' 6"

TERRACE GARDEN
16' 1" X 10' 2"

Artist's impression of 4 BHK Villa



Artist's impression of plunge pool in the 4 BHK Villa



4 BHK Villa - Stilt Floor



MAID'S ROOM
8' 9" X 5' 1"

MAID'S TOILET
5' 10" X 3' 6"

4 BHK Villa - Ground Floor Plan



LEISURE POOL

DECK
19’ 4” X 4’ 5”

LIVING ROOM
13’ 9” X 16’ 5”

LIFT SHAFT

DINING
11’ 10” X 13’ 1”

REFLECTIVE POOL

DECK
15’ 5” X 9’ 4”

POWDER ROOM
5’ 5” X 4’ 5”

KITCHEN
7’ 10” X 11’ 0”

UTILITY
4’ 11” X 8’ 0”

TOILET
7’ 10” X 4’ 11”

FOYER
7’ 10” X 8’ 8”

BEDROOM - 1
13’ 1” X 10’ 4”

PORCH
7’ 10” X 7’ 6”

4 BHK Villa - First Floor Plan



BALCONY
15' 3" X 4' 7"

TOILET
5' 11" X 8' 2"

BEDROOM - 2
15' 3" X 13' 9"

LIFT SHAFT

TERRACE
6' 1" X 9' 4"

FAMILY ROOM / LOUNGE
17' 4" x 13' 11"

TOILET
7' 10" X 4' 11"

TERRACE
7' 10" X 11' 6"

BEDROOM - 3
13' 1" X 10' 4"

BALCONY
9' 2" X 4' 7"

4 BHK Villa - Second Floor Plan



BALCONY
15’ 3” X 4’ 7”

MASTER TOILET
5’ 11” X 8’ 2”

MASTER BEDROOM
15’ 3” X 13’ 9”

LIFT SHAFT

LOUNGE
12’ 2” X 13’ 11”

TERRACE GARDEN
15’ 7” X 13’ 1”

club
peninsula

- Swimming pool
- Steam & massage room
- Outdoor jacuzzi
- Gymnasium
- Outdoor lounge
- Billiards room
- TV lounge
- Multipurpose hall







Artist's impression of Club Peninsula at Ashok Beleza



Artist's impression of Club Peninsula at Ashok Beleza



exclusive privileges

- Peninsula Facility Management Services
- Serviens Concierge Services
- Vesta Home Decor Services









well maintained homes
meet
happy owners









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.

PENINSULA FACILITY
MANAGING DIVERSE PROPERTIES

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



get everything done
at the
push of a button





SERVIENS
CONCIERGE ON CALL

As a special value-added benefit that shall help you enjoy every moment at Ashok Beleza, 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 Beleza.

SHOPPING/GIFTING
- Personalised shopping
- Groceries
- Pharmaceuticals
- Cakes
- Floral arrangements and delivery

ENTERTAINMENT AND TICKETING
- Tickets
- Movies and theatres
- Musical events
- Sporting events

PARTY PLANNING
- Complete party planning and catering
- Party flavours and decorations
- Venue selection
- Entertainment
- Event
- Coordinators, waitstaff and ushers
- Wedding planning and coordination

HOME HELP
- Maids
- Driver
- Child care
- Hobbies and crafts
- Errands and delivery services

HOME FRONT
- Household maintenance
- Home appliance repair
- Pest control
- Gas repair and delivery

TRAVEL TICKETING
- Air, Train, Bus tickets and cancellation
- Car and bus hire
- Limo and taxi service

LEISURE HOLIDAYS
- Local information
- Weekend gateway information
- Arranging charters

ODD JOBS
- Butler service
- Car repair and maintenance
- Laundry and dry cleaning
- Key duplication

BILL PAYMENTS
- Electricity
- Water
- Telephone and mobile
- House tax

COURIERS
- Local
- Domestic
- International



your taste
meets
your home





With our home decor services, Venitas, you can choose to move into a fully furnished home. Venitas 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.

VENITAS
HOME DECOR

- Venitas is an exclusive privilege for residents of Ashok Beleza
- Designer furniture, furnishings, accessories and white goods are sourced from a global network
- Offers a wide choice of unique and hard to find furniture, furnishings and accessories at reasonable prices
- Saves time and effort by providing all products and services under one roof

amenities



COMPLEX AMENITIES

- Contemporary style architecture
- Low rise apartments, town home buildings and exclusive villas
- Beautifully landscaped and water bodies
- Earthquake resistant design
- Power back-up for common areas
- State-of-the-art Clubhouse



CLUB HOUSE

- Reception area and concierge desk
- Lounge seating
- Swimming pool and paddle pool with outdoor shower
- Deck area near pool with beach lounger and barbeque area
- Outdoor Jacuzzi
- Fully equipped gymnasium
- Steam room
- Massage rooms
- Multipurpose activity hall for parties, aerobics, yoga, carrom, board games and table tennis
- Billiards room
- TV lounge
- Kid's play area with equipment

- Toddler's play area with rubberized flooring
- Café with indoor and outdoor seating
- Lounge terrace
- Dance terrace with Parquet flooring
- Shamiana seating



RECREATIONAL FACILITIES

- Children's play area
- Jogging pathway
- Hammocks
- Amphitheatre
- Outdoor play turf
- Senior citizen's meditation area



GREEN FEATURES

- Beautifully designed landscaped areas with special water features
- Lawn with indigenous trees & themed garden
- Stepped plantation
- Rock water feature
- Drip irrigation for landscaping
- Rain water harvesting
- Garbage disposal system
- Sewage treatment plant

specifications

At Ashok Beleza you may choose either of two interior design themes for your home - Rustic or Urban. Pick your favourite theme and move into your dream home.

PARTICULARS	SPECIFICATIONS	
FLOORING		
Room	**RUSTIC - Theme**	**URBAN - Theme***
Foyer, Living, Dining, Kitchen, Corridor	Vitrified tile	Agglomerate Marble
Master Bedroom	Wooden Laminate	Wooden Laminate
Other Bedroom	Vitrified tile	Agglomerate Marble
Master Bathroom	Antiskid Ceramic/vitrified tile	Agglomerate Marble
Other Bathroom	Antiskid Ceramic/vitrified tile	Agglomerate Marble
GENERAL		
Kitchen	Modular kitchen with Hob & Water Purifier Granite Counter Stainless Steel Sink and Drain Board Service Counter Loft with Shutters Exhaust Fan Gas Leak Detector	
Bathroom Fittings	Wash basin counter in Natural Stone Kohler Sanitary ware Jaquar fittings Wall Mounted EWC's Storage water heater Glass partition for shower area	
INTERNAL PAINT		
Walls	Acrylic Emulsion Paint	
Ceilings		
Rooms	Plastic Emulsion Paint	
Bathrooms	Gypsum False Ceiling	
DOORS		
Main	Polished Teakwood Frame and Flush Door	
Internal	High End Laminate Finish	
WINDOW	Powder Coated / Anodized Aluminium or equivalent sliding windows	
HVAC	Air conditioned homes	
ELECTRICAL	Branded Modular switches Concealed wiring with copper conductors Adequate Power Back Up	
SECURITY	Access Control Systems Coloured Screen Video Door Phone and Intercom system CCTV at strategic locations	
POOL		
Lap Pool in 4BHK Villa	8'.10" x 23'	
Reflective Pool in Villas	7'.5" x 7'.3"	

*Available at an additional cost

PENINSULA LAND LIMITED

Creating international landmarks

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 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, Crossroads, CR2, Ashok Towers and Ashok Gardens.



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.

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 Co. Ltd. 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 BELEZA

URBAN COMFORTS. GOAN BLISS.

Site Address:
Ashok Beleza, Near Patel Estate,
Alto-Betim, Goa 403 101

ASHOK PIRAMAL GROUP | PENINSULA LAND
CREATING INTERNATIONAL LANDMARKS

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Senapati Bapat Marg, Lower Parel, Mumbai 400 013

Tel: +91 22 6622 9300 | Fax: +91 22 6622 9302
Email: ashokbeleza@peninsula.co.in
Website: www.peninsula.co.in

Project by: Peninsula Land Limited
Property managed by: Peninsula Facility Management Services Limited

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