TATA HOUSING

CORPORATE OFFICE:

Times Tower, 12th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013

For more information call 1800-3004-8282 or visit www.tatahousing.in

Disclaimer: Internal dimensions mentioned in the floor plans include wall finish material thickness like plaster/paint/tiles. These plans are for representation purpose only and do not form a part of any agreement or legal binding on part of company. Balcony dimensions are up to the outer edge of balcony slab. Shown views are not a part of the actual deliverables. These are artistic representations only. Soft furnishing/furniture, gadgets are not part of the offering. The product and technology displayed if any, or referred to is for representation only and the company does not guarantee the use of all of them. Marble/Granite being natural material have inherent characteristic of colour and grain variations. Specifications are indicative and are subject to change as decided by the company or the competent authority. Marginal variation may be necessary during construction. The extent/number/variety of the equipment/appliances and their brand thereof is tentative and liable to change at sole discretion of the company. Applicant/allottee or any person shall not have any right to raise objection in this regard.

Credits: www.milagro.in



Inspired by Human Life

At Tata Housing, we are truly inspired by Human Life - it's diversity in culture, intricacies, colors, and joys of its vast experience. We design green developments endeavoring to create homes that manifest the peaceful coexistence of human life within its natural ecosystem.



Next Level of Lifestyle

At Tata Housing, we share the aspirations of ALL home owners across the country. From value homes to premium developments, our projects throughout India, focus on offering quality of life, comfort, and dignity to customers.



Sustainable Developments

We respect the immense beauty of nature and ensure that all our projects are environmentally friendly and resource efficient offering sustainable design and stability.



Innovation

We continually push the frontiers of architectural design to ensure that our customers enjoy contemporary homes that offer ergonomic design, aesthetics and the highest standards in living.

Foundations built on Trust

We are constantly driven by our core values, and always

Deliver Promises - the TATA way



At the core of every Tata relationship are a set of unshakable values

Our Core Values

- Customer Focus
- Innovation
- Agility
- Quality
- Leadership
- Integrity

"Transparent and participative culture" is the bedrock of values at Tata Housing





Our Vision

Tata Housing

"To be the most preferred real estate brand in India"

Smart Value Homes

"To be the largest provider of homes in India"

Our Mission

"To delight our customers by providing quality life spaces through continuous innovations"

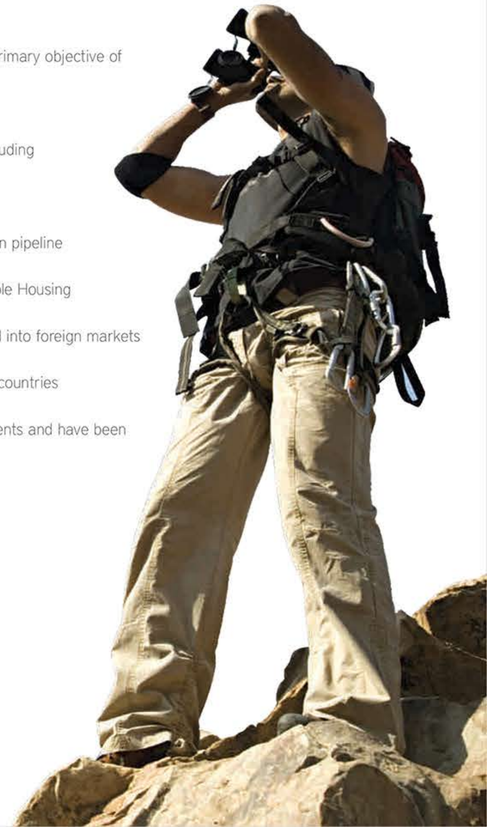
INDIA'S FASTEST GROWING
Real Estate Development Company



Diversified portfolio of over 60 mn sq.ft under various stages of development and over 19 mn sq.ft in pipeline

Corporate Profile

- Part of the $83.3 bn. (around ₹3,79,675 Crs. in 2010-11) Tata Group and a subsidiary of Tata Sons
- Commenced real estate operations in 1984, however the Company was revived in 2006 with the primary objective of developing and transforming real estate in India
- As a comprehensive developer of choice, the company straddles across all consumer segments, including assisted and senior living
- Diversified portfolio of over 60 mn sq.ft under various stages of development and over 19 mn sq.ft in pipeline
- Setup a subsidiary – Smart Value Homes Limited in 2010 to exclusively focus on Value and Affordable Housing
- Presence across all major metros and is fast expanding to other tier I and tier II cities. Also ventured into foreign markets such as Maldives and is actively exploring other markets including Sri Lanka and other South Asian countries
- All projects starting from value to high-end luxury projects are certified sustainable green developments and have been designed by renowned international architects, so as to get the cutting edge design elements
- Honoured with multiple national and international awards







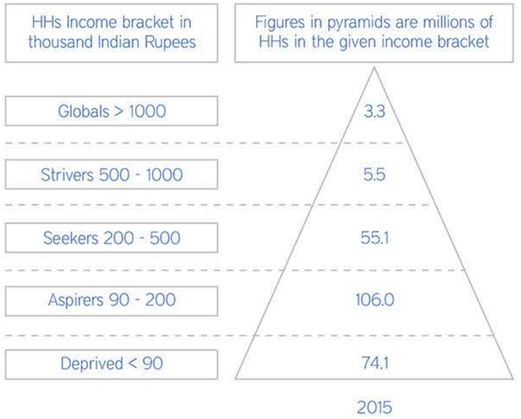
Some of our breakthrough initiatives

- Pioneered the concept of property development by corporates in India
- First to launch the LEED certified green IT park in Bengaluru
- First to launch low-cost housing township under the banner of Shubh Griha
- First to tie up with Micro Housing Finance Corporation for low-cost housing for the benefit of bottom of pyramid
- First to launch pan-India brands (Shubh Griha & New Haven)
- First to do third party quality audits through CIDC & CQRA
- First to initiate theme based developments

Portfolio Ranges from Value Housing to Luxury Housing

Tata Housing - A Holistic Real Estate Developer Straddling Across Consumer Segments

Growth of the Consumer's MHI and Focus Areas



TATA HOUSING

Luxury Housing
Sales Price of ₹3 Crs. and above

Premium Housing
Sale Price ranging between ₹50 Lacs. to ₹3 Crs.

SMART VALUE HOMES

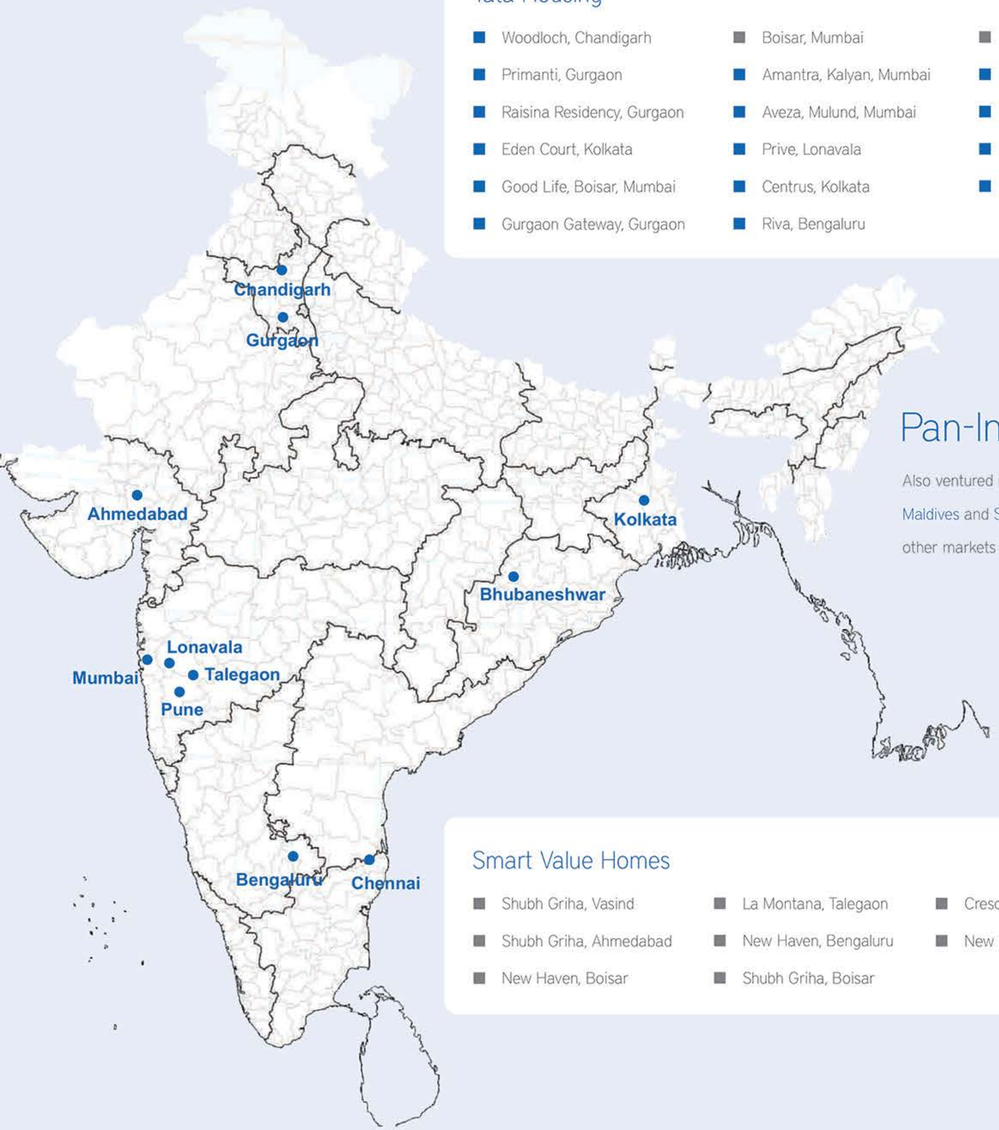
Affordable Housing
Sale Price ranging between ₹15 Lacs. to ₹35 Lacs.

Value Housing
Sale Price of below ₹12 Lacs.

Tata Housing has pioneered the concept of Integrated Township Development

Tata Housing

- Woodloch, Chandigarh
- Primanti, Gurgaon
- Raisina Residency, Gurgaon
- Eden Court, Kolkata
- Good Life, Boisar, Mumbai
- Gurgaon Gateway, Gurgaon
- Boisar, Mumbai
- Amantra, Kalyan, Mumbai
- Aveza, Mulund, Mumbai
- Prive, Lonavala
- Centrus, Kolkata
- Riva, Bengaluru
- Inora Park, Pune
- Promont, Bengaluru
- Aquila Heights, Bengaluru
- Ariana, Bhubaneswar
- Myst, Kasauli



Pan-India Presence

Also ventured into foreign markets such as Maldives and Sri Lanka and is actively exploring other markets in South Asian countries.

NORTH - 101 Lac sq.ft
EAST - 24 Lac sq.ft
WEST - 190 Lac sq.ft
SOUTH - 112 Lac sq.ft
TOTAL - 427 Lac sq.ft

Smart Value Homes

- Shubh Griha, Vasind
- Shubh Griha, Ahmedabad
- New Haven, Boisar
- La Montana, Talegaon
- New Haven, Bengaluru
- Shubh Griha, Boisar
- Crescent Lake Homes, Chennai
- New Haven Compact, Ahmedabad

- Premium
- Value & Affordable

Tata Housing's
Property Portfolio – Current Projects



Promont,
Bengaluru



Privé,
Lonavala



Primanti,
Gurgaon



Amantra,
Mumbai



Raisina Residency Lourve,
Gurgaon



Aquila Heights,
Bengaluru

Tata Housing's
Property Portfolio – Current Projects



Eden Court - Primo,
Kolkata



Inora Park,
Undri



Ariana,
Bhubaneswar



New Haven Crest,
Mumbai



La Grandé,
Maldives



Myst,
Kasauli

Tata Housing's
Property Portfolio – Current Projects



Riva,
Bengaluru



Aveza,
Mumbai



Gurgaon Gateway,
Gurgaon



Good Life,
Boisar



Centrus,
Kolkata



Retail Zones,
Maldives

Smart Value Homes'
Property Portfolio – Current Projects



La Montaña,
Talegaon



Crescent Lake Homes,
Chennai



Shubh Griha,
Boisar



Shubh Griha,
Vasind & Ahmedabad

Smart Value Homes'
Property Portfolio – Current Projects



New Haven,
Bengaluru



New Haven,
Boisar



New Haven Compact,
Ahmedabad



New Haven,
Vasind

Tata Housing's Current Projects

The Promont, Bengaluru

- An exclusive gated community spread across 14 acres on a hillock
- Based on the concept of The Hanging Gardens of Babylon cascading down hill, it offers 4 majestic Apartment Towers
- Designed by Moshe Safdie, one of the world's finest architects
- Over 84 meters tall, The Promont will reign as the tallest in Bengaluru and the undisputed icon of the city



PRIVÉ

PRIVATE HILLSIDE RESIDENCES, LONAVALA



Privé, Lonavala

- Highly Commended for Architecture – Best Urban Design and Master Planning at Cityscape Asia, Real Estate Awards, 2010
- Highly commended in the Best Architecture, Residential category at the Asia Pacific Property Awards, 2010 in association with Bloomberg
- Private hillside luxury residences in Lonavala conceptualized basis the theme of open architecture
- 73 contemporary Villas that engage nature, design and functionality

Primanti, Gurgaon

- A 36 acre residential development with planned greens and wooded parks
- Envisioned in a way where nature's boundless beauty meets every luxury you would expect
- Located on the southern periphery road, Gurgoan
- A green haven with 80% of the property reserved for the open spaces
- Designed by KPF, UK



PRIMANTI

VILLAS AND RESIDENCES



AMANTRA







Amantra – Mumbai

- Meticulously designed by internationally renowned architectural firm, HOK of USA
- A master plan incorporating an interesting interplay of mid and high rise towers that weave in the elements of nature. It offers features such as sun shading for cooler homes, wind channeling for airy homes, Jogging track on the 14th floor and more.
- Located on the NH3 highway on the Thane Kalyan Road, a 20 minutes drive from Thane toll naka
- Pre-certified green buildings that will have cool air funneled into homes

RAISINA RESIDENCY
Where art inspires life







Raisina Residency, Gurgaon

- An Award winner in the Residential – Best Development Marketing category at the Asia Pacific Property Awards, 2009
- Recipient of the first Gold certification from IGBC - the first in India
- Master Plan, Landscaping and Buildings designed by 'AEDAS' - one of the Top Five International Architects
- Conceptualized as a Premium and Modern Residential Complex around the theme of "Art and Culture"

AQUILA
HEIGHTS
A HIGHER LIFE



Aquila Heights, Bengaluru

- Bengaluru's tallest residential towers
- First in India which benchmarks construction quality levels through the joint AAA+ Certification offered by Construction Industry Development Council (CIDC) and Construction Quality Rating Agency (CQRA)
- Luxurious apartments with premium finishes and state of the art facilities
- Urban lifestyle redefined with 89% open areas and temperature controlled swimming pool

EDEN COURT
Live your dreams







Eden Court, Kolkata

- 5 Majestic towers developed on 5 acres of land
- World class architecture and modern eco-friendly design
- Premium amenities and triple height sky garden
- Combination of 2 & 3 BHK apartments with premium amenities
- Located in the prime sub-CBD area of Rajarhat, just a few kms from the airport
- Designed by Callison, USA

Inora Park, Undri

- A residential complex, being developed on 6.28 acres of land in NIBM Annex, Undri, Pune - amidst nature and in proximity to developed infrastructure offering fast connections to various parts of the city
- About 10 kms. from Pune Railway station and 15 kms. from the Airport M.G. Road, shopping centers, eateries, health clubs and hospitals are easily accessible
- A green residential development maximizing outward views of the hills and the internal green landscaping
- Offers 3 buildings with 2 and 3 BHK apartments
- Designed by Callison, U.S.A.





INORA PARK
Beautiful inside, beautiful outside.

ariana







Ariana, Bhubaneswar

- An Award winner in the Residential – Best Development Marketing category at the Asia Pacific Property Awards, 2009
- Recipient of the first Gold certification from IGBC - the first in India
- Master Plan, Landscaping and Buildings designed by 'AEDAS' - one of the Top Five International Architects
- Conceptualized as a Premium and Modern Residential Complex around the theme of "Art and Culture"

NEW HAVEN
CREST
It's a beautiful world





New Haven Crest, Mumbai

- Premium row houses where you can rediscover the meaning of free life
- Located in Boisar East, a completely self sufficient suburb
- Pollution free green locality with easy access to modern convinces





Myst, Kasauli

Myst is India's first residential development designed using biophilic architecture. It's an approach that brings residents closer to the pristine nature of the Kasauli hills, while presenting them with every luxury. This exclusive gated community has been designed by the world's leading experts in biophilic architecture, Llewelyn Davies Yeang. Located on a high promontory Myst blends contemporary design seamlessly with the unique ecology of the area.

RIVA

New age living







Riva, Bengaluru

Riva - Thoughtfully designed living spaces by Tata Housing which enables New Age Living for individuals aged 55 years and above. Riva is part of an integrated township in Bengaluru and is developed to offer care, comfort, security, serenity and a great environment to all its residents.

'Riva' means 'to bind' and as the name suggests, the community is built on the concept, where like-minded people come together to share experiences and bond in a community setting. Our range of 1 and 2 BHK residences are planned to take care of every minute detail to enable a hassle free lifestyle.

Aveza, Mumbai

Experience an iconic address inspired by the icon itself. An abode that defines your dreams and aspirations. Where opulent residences blend harmoniously with new-age comforts. Welcome to a new gateway, reserved just for you.





Aveza

YOUR GATEWAY TO ICONIC LIVING



Gurgaon Gateway, Gurgaon

Exquisite cluster of towers form the new latest landmark which would be the New Gateway to Gurgaon and will redefine the Skyline forever. Strategically located and endowed with unique concepts of vertical greens and sky gardens this new gateway would provide a perfect ambience to match your lifestyle. With the best in class specification and world class amenities a home at The Gateway will make it certain that your choice is a Gateway into the abode of the lux.



GURGAON GATEWAY

Smart Value Homes' Current Projects

La Montaña
live the life you imagine

La Montaña, Talegaon



- Sprawling across 20.35 acres of terraced landscape and 2,000 feet above sea level
- Best Architecture Multiple Residences Award at CNBC Asia Pacific Property Awards 2011
- Strategically located opposite the Talegaon MIDC, in close proximity to Lonavala on NH4 and well connected to Mumbai and Pune
- A Township with a Mediterranean theme both in its terraced layout and in its architecture









CRESCENT
LAKE HOMES

Crescent Lake Homes, Chennai

- Part of a 24 acre Sustainable Integrated Green Township conceptualized basis the 'Crescent' theme leading to organic design and open architecture
- Part of Chennai's growth corridor – Oragadam Industrial corridor and SIPCOT developing the Industrial zone
- Offering all modern amenities including Retail, School and Clubhouse
- In close proximity to Oragadam junction and Padappai within the largest Automobile Manufacturing hubs in the world

SHUBH GRIHA
अपना घर, अपनों के लिए



Shubh Griha, Mumbai

- Winner of Best Developer, CSR at Cityscape Asia, Real Estate Awards, 2010 and Winner of 5 star award for the Best Residential Development, Residential category, at Asia Pacific Property Awards, 2010 in association with Bloomberg
- Empowers with the pride of owning a house - offers value homes for the common man and a healthy urban township experience
- Path breaking strategic initiative conceptualized basis principles of Innovation







SHUBH GRIHA
APNA GHAR, APNON KE LIYE

Shubh Griha, Ahmedabad

Shubh Griha Ahmedabad, a part of integrated township project, designed by internationally renowned architectural firm HoK of Toronto is planned taking inspiration from the architecture of Gujarat. It is not just be painted with colours but with the hues of Gujarat.

Every little amenity has been planned keeping in mind the Gujarat way of life. Strategically located on Vadsar-Kalol Road, Near Arvind Mills campus, the project offers all the essential amenities that will uplift the quality of life of residents of Gujarat. Shubh Griha Ahmedabad offers 1 RK, 1 BHK and 1.5 BHK apartments.









NEW HAVEN
LIVE A BETTER TOMORROW



New Haven, Bengaluru

Presenting New Haven the first green township off Tumkur Road - one of Bengaluru's fastest developing corridors. Close to the Golden Palms Resort, surrounded by lush green nature and designed by internationally acclaimed architects Callison, USA, homes here are equipped with all modern amenities and let you live a premium lifestyle in a green location - an experience meant for a select few. That's not all! The proposed metro station and easy connectivity through highways means a better future for the area near Tumkur Road. Get ready to experience a complete lifestyle in Bengaluru's next big location.

Get ready for a better tomorrow.

NEW HAVEN
It's a beautiful world







New Haven, Boisar, Mumbai

A home at New Haven is bound to give you a very pleasant surprise. Haven means a place where you can rejuvenate yourself. True to its name. New Haven ensures that all your stress melts away the moment you come home; with amenities that ease the anxieties of everyday living. Landscaped gardens, Winding walkway, Acupressure path, Clubhouse & community centre, Indoor games room, Banquet hall.

NEW HAVEN
COMPACT







New Haven Compact, Ahmedabad

New Haven Compact is the second phase of the integrated green sustainable 135 acre township that has all the amenities necessary for the modern day living – open spaces, landscaped gardens, well equipped gymnasium, community center and much more.

NEW HAVEN
VASIND



New Haven, Vasind, Mumbai

- Winner of 5 star award for the Best Development Marketing, Residential category, at the Asia Pacific Property Awards, 2010 in association with Bloomberg
- It's a township where you will find homes that come equipped like a city. With a school, healthcare center, clubhouse, gardens, playgrounds, retail zones and more. All this at a price that offers immense value for money
- Combines tasteful design fitted with the latest in modern conveniences, perfectly setting the tone for family living

Commercial Developments

xylem
The sunny side of work



Xylem, Bengaluru

- Bengaluru's first LEED Gold Certified Green IT Park
- An Award winner in the Commercial – Best Office Development category at the Asia Pacific Property Awards, 2009
- Winner of the Accommodation Times Awards, 2008 – Project of the Year, Bengaluru
- World class architecture and modern eco-friendly design
- Enhanced professional welfare and employee productivity

GoodLife*



Good Life, Boisar, Mumbai

Goodlife Mall is a sprawling 85000 sq.ft prime retail space and an integral part of an iconic township at Boisar with a captive base of over 2500 households.

Goodlife has a range of offerings to suit the requirements of a variety of retail enterprises - be it a shop, restaurant, bank, diagnostic center or even a hypermarket to name a few. Goodlife is strategically located at Boisar(E), a fast growing northern suburb – close to Railway Station and Mumbai – Ahmedabad National highway. With a large number of residential projects in the vicinity and proximity to Tarapur MIDC, which houses more than 1500 factories, Goodlife has all the advantages of becoming a retail destination of the future.

CENTRUS.



Centrus, Rajarhat, Kolkata

Centrus, a prime 72,596 sq.ft retail space coming up in New Town, Rajarhat, is a part of our premium residential development, Eden Court. Centrus is a centrally air conditioned development which offers atrium facing spaces designed for fashion stores, hypermarket, food court, café's, fine dine restaurants, entertainment zone, etc. Strategically located in New Town Rajarhat, it is approximately 5 kms from Salt Lake Sector V and in close proximity to the Central Business District, making it a natural opportunity for a fruitful investment.

International Developments

La Grande
PREMIUM RESIDENCES





International Presence – La Grandé, Malé

- Developed by Apex Realty (SPV between Tata Housing and M/s. 18 SG Developers Private Limited)
- The architectural sophistication of La Grandé will provide its residence elegance through its unique contemporary design and timeless appeal
- Each residential unit is strategically designed to maximize its living space and the flow of natural light and air
- Designed by reputed international architects, F+A of the U.S.A.

RETAIL ZONES







Retail Zones, Maldives

A vibrant capital buzzing with commercial activity, Malé is not just a city, it's the address of dreams and ambitions. That's just why, almost one third of the nation's population calls Malé its home. Malé island is the heart of all commercial activities in the country. This contributes to the central island being heavily urbanised. It is not just the commercial capital, it is a threshold to a bright and successful future.



Awards & Industry Recognition

















Awards

- Developer Website for Asia Pacific - www.tatahousing.in – Asia Pacific Property Awards, 2013
- 5 Star Award for Developer Website for India - www.tatahousing.in – Asia Pacific Property Awards, 2013
- 5 Star Award for Leisure Development for India - The Promont – Asia Pacific Property Awards, 2013
- 5 Star Award for Leisure Architecture for India - The Promont – Asia Pacific Property Awards, 2013
- Highly Commended Award for Design Apartment for India - The Promont – Asia Pacific Property Awards, 2013
- Highly Commended Award for Interior Design Show Home for India - Amantra – Asia Pacific Property Awards, 2013
- Highly Commended Award for Architecture Multiple Residence for India - Ariana – Asia Pacific Property Awards, 2013
- Highly Commended Award for Mixed-use Development for India - Primanti – Asia Pacific Property Awards, 2013
- Emerging Developer of the Year - Residential, North India – Estate Avenue Realty Awards, 2013
- Best Promising Upcoming Project - Primanti, Gurgaon – Estate Avenue Realty Awards, 2013
- Tata Housing – Golden Peacock National Quality Award , 2013
- Affordable Housing Project of the Year – Shubh Griha, Ahmedabad – Realty Plus, 2013
- Real Estate Best Marketing Campaign – The Promont – Realty Plus, 2013
- Environment Friendly Project - Primanti – Realty Plus Excellence Award, 2013
- Young Achievers' Award - Brotin Banerjee, Ahmedabad – Realty Plus Excellence Award, 2013
- Golden Peacock Occupational Health and Safety Award 2012 at the 14th World Congress Environment Management
- Best Leisure Architecture – Asia Pacific for La Montana by Asia Pacific Property Awards 2012
- Best Leisure Architecture - India for La Montana with Five Stars ratings by Asia Pacific Property Awards 2012
- Highly Commended Interior Design Show Home - India for Prive, by Asia Pacific Property Awards 2012
- Highly Commended Interior Design Show Home - India for Primanti by Asia Pacific Property Awards 2012
- Highly Commended Award in the Development Marketing Category for La Montana by Asia Pacific Property Awards 2012
- Highly Commended Developer Website for www.lamontana.co.in by Asia Pacific Property Awards 2012
- Star Realty – Lords of the Land 2012 by Planman Media
- Developer of the Year - Luxury by Real Estate Awards, 2012
- Developer of the Year - Affordable by Real Estate Awards, 2012

INTERNATIONAL PROPERTY AWARDS ASIA PACIFIC
in association with HSBC
2012-2013

RICS
the mark of property professionalism worldwide



Awards & Industry Recognition

Awards

- Most Enterprising CEO of the Year for Mr. Brotin Banerjee, by Real Estate Awards, 2012
- Affordable Housing Project of the year for New Haven Vasind by Realty Plus Excellence Awards 2012
- Brand Excellence Award from World Brand Congress, 2011
- Chosen as the Star Brand 2011 by Power Brands, 2011
- Developer of the Year from Construction Week Awards, 2011
- Best Residential Project of the Year for Shubh Griha from Construction Week Awards, 2011
- Top Ten Developers in India by CW Architects and Builders Award, 2011
- India's Best Marketed Realty Company 2011 - 4Ps B&M
- CNBC Awaaz CRISIL CREDIA Real Estate Award for Integrated Sub Urban Developer of the Year, 2011
- Affordable Housing Project of the year by Accommodation Times' National Real Estate Award, 2011
- Affordable Housing Project of the Year, 2011, by Realty Plus for New Haven Vasind
- Highly Commended Award For Architecture Multiple Residence – La Montana at the Asia Pacific Property Awards, 2011
- Highly Commended Award For Development (Multiple Units) - Subh Griha – Vasind at the Asia Pacific Property Awards, 2011
- Highly Commended Award For Apartment – Crescent Lake Homes – Chennai at the Asia Pacific Property Awards, 2011
- Highly Commended Award For Development Marketing – New Haven – Vasind at the Asia Pacific Property Awards, 2011
- Company of the Year by GIREM Leadership Awards, 2010 (Global initiative for restructuring Environment and Management)
- Top Ten Developers in India by CW Architects & Builders Award, 2010
- 4-star award in the Best Architecture, Residential category for Privé, Lonavala, by the Asia Pacific Property Awards, 2010
- 5-star award in the Best Development Marketing, Residential category for New Haven, Mumbai, by the Asia Pacific Property Awards, 2010
- 5-star award in the Best Development, Residential category for Shubh Griha, Mumbai, by the Asia Pacific Property Awards, 2010
- Community Engagement category for Shubh Griha, Mumbai, at the Asia Responsible Entrepreneurship Awards, 2009
- Promising Future Company Real Estate, 2009 by GIREM
- 5-star award in the Best Development Marketing, Residential category for Raisina Residency, Gurgaon, by the Asia Pacific Property Awards, 2009
- 4-star award in the Best Office Development, Commercial category for Xylem, Bangalore, by the Asia Pacific Property Awards, 2009
- Project of the Year 2008 for Xylem, Bengaluru by Accommodation Times

ASIA PACIFIC RESIDENTIAL PROPERTY AWARDS
in association with Bloomberg TELEVISION
★★★★★
BEST DEVELOPMENT INDIA
Shubh Griha by Tata Housing Development Co. Ltd.
2010

CITYSCAPE AWARDS
REAL ESTATE ASIA
WINNER
Best Developer Corporate Social Responsibility 2010



The Tata Group



- Founded in the last quarter of the 19th Century
- India's largest business group with businesses in 7 key sectors
- Over 140 years of experience with an ethos towards nation building
- Comprises of 114 companies with global revenues of appox. $100 billion
- 31 publicly listed Tata Group companies with combined market capitalization of approx. $77.71 billion
- Employs over 425,000 employees across 85 countries
- Shareholder base of 4.3 million people
- Brand value of Tata Group estimated at $9.2 billion (Brand Finance, UK)
- Ranked 51st among the world's top brands (Brand Finance, UK)
- Ranked 11th globally in reputation and trust (The Reputation Institute, UK)







MORE THAN 100 YEARS OF QUALITY, TRUST, INTEGRITY AND INNOVATION



