

PRESS RELEASE**Piramal Mahalaxmi Draws Strong Customer Response at Launch**

- Records around INR 1500 crores of bookings on the launch of Piramal Mahalaxmi
- Receives astounding response for 2 & 3 Bed Residences

Mumbai, April 19, 2018: Piramal Realty (PRL) recently announced the launch of [Piramal Mahalaxmi](#), its flagship development in South Mumbai. The inventory of Tower I (MahaRERA P51900015854), comprising 2 & 3 Bed residences starting at 739 sq.ft upto 1400+ sq.ft, received an overwhelming response, with 200 units booked on the first day of the launch itself.

Commenting on the response, **Gaurav Sawhney, President, Sales & Marketing, Piramal Realty**, said, "Piramal Mahalaxmi is designed to offer luxury residences at competitive rates. Through this flagship development we aim to provide our customers an opportunity to buy a home/invest in South Mumbai. The over-whelming response received in an already established South Mumbai market, only reinforces our belief that well designed, quality real estate will always be valued and consequently, be in demand."

Customers today seek developments that provide value for money. Piramal Mahalaxmi, is a testament to Piramal Realty's aim to make a positive impact on the lives of customers. The development is configured and designed based on thorough market research that revealed customers' inclination towards luxury homes that are located in prime markets and competitively priced. By offering residences with spectacular views and state-of-the-art amenities, Piramal Mahalaxmi is slated to be South Mumbai's most prestigious residential project.

The newly launched development offers a range of world-class amenities, such as infinity-edged Swimming Pool, Observatory Deck, Spa, Fitness Centre, Library/Reading Lounge, Podium Garden, Landscaped Outdoor Terraces, Sports Hall, Squash Court, Badminton Court, and Jogging Tracks.

Piramal Mahalaxmi is a joint development project between Piramal Realty and Omkar Realtors.

Piramal Mahalaxmi at a Glance

- 2 million square feet development
- 2 & 3-Bed
- 63 storeys high
- Spectacular views of Mahalaxmi Racecourse, Arabian Sea, Willingdon Golf Course and the expansive Mumbai Harbour
- State-of-the-art amenities such as:
 - Infinity-edged Swimming Pools
 - Podium garden
 - Observatory Deck
 - Spa
 - Fitness Centre
 - Library/Reading Lounge
 - Landscaped outdoor terraces
 - Sports hall
 - Squash Court
 - Badminton Court
 - Jogging Track
- Well-developed social infrastructure in the vicinity
- Accessibility from Arthur Road and E Moses Road

-End-

About Piramal Group:

Piramal Group is a US\$ 10 Bn global business conglomerate with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. Driven by its core values of Knowledge, Action, Care and Impact, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices. Piramal Foundation, the Group's philanthropic arm, has initiatives in healthcare, water and education, across 21 states of India and has impacted over 88 million lives till date, mostly in partnership with state governments. For more details, visit piramal.com

About Piramal Mahalaxmi

Piramal Mahalaxmi is the flagship development of Piramal Realty. The development takes on the name of the locality, Mahalaxmi, which is one of Mumbai's most desirable and sought-after addresses. The quintessential offering of this project is the coveted Views- Lifetime Views of the 225 acre Mahalaxmi Racecourse, uninterrupted views of the Arabian Sea on the horizon, Willingdon Golf Course and the expansive Mumbai Harbour – at a highly competitive price. With over 2 million square feet of development, Piramal Mahalaxmi offers customers a slate of 2 & 3-Bed residences, starting at INR 2.9 crores. For more details, visit piralmahalaxmi.com

About Piramal Realty:

Piramal Realty, the real estate development arm of Piramal Group, has currently, over 15Mn sq.ft of land under development. Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. US\$434 million in the company, at the entity-level, which is one of the largest private equity investments in Indian real estate.

The company aims to be the gold standard in design, quality, safety and customer centricity in both residential and commercial real estate. Piramal Realty's developments, while being cutting edge and contemporary, focus on embracing a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Piramal Realty's Board of Directors include industry leaders like Ajay Piramal (Chairman of Piramal Group), Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of Emaar Properties PJSC, Dubai), and Ankur Sahu, (Managing Director & Co-Head of Private Equity – Asia Pacific, Goldman Sachs Inc.). The company collaborates with the world's leading architectural practices, and world-class contractors. For more details, visit www.piramalrealty.com

For more information:**Corporate Communications, Piramal Realty**

Dimple Kapur | Ashwathi Athilat

Dimple.kapur@piramal.com | Ashwathi.athilat@piramal.com | +91 22 3351 4269 | +91 22 3351 4083