

## **Piramal Realty's Vaikunth Flower Show to Pay Homage to Mahatma Gandhi in Second Edition**

- *Second annual Vaikunth Flower Show to be held on December 10 & 11, and December 17 & 18, 2016, from 4pm to 8pm, at Piramal Vaikunth in Balkum, Thane*
- *Display of over one million flowers under the theme 'Blue Gold – Indigo the Flower of Freedom' to serve as a fitting tribute to the 'Champaran Satyagraha' championed by Mahatma Gandhi*
- *Over 22 themed-gardens, 5,000 hand-painted lanterns by children, and Blue Gold Bazaar inspired by the Indigo flower, to entertain guests of all ages*

**December 9, 2016; Thane, Mumbai:** Following the overwhelming response to its first edition, the annual **Vaikunth Flower Show**, organised by Piramal Realty, is returning for the second time at Piramal Vaikunth, the 32-acre residential development in Balkum, Thane. To be held on December 10 & 11, and December 17 & 18, 2016, the Vaikunth Flower Show is open to the public from 4pm to 8pm. Entry to the event is free upon registration.

In its first year, the Vaikunth Flower Show welcomed approximately 50,000 visitors, including hundreds of children.

**Dr. Swati Piramal, Vice-Chairperson, Piramal Enterprises,** said: "This year, the Vaikunth Flower Show will pay homage to the *Champaran Satyagraha*, championed by Mahatma Gandhi nearly a century ago. Inspired by the strife of farmers, the movement sheds light on this small blue flower that began the nation's journey towards freedom. We are positive that the Vaikunth Flower Show will delight visitors of all ages."

Honouring the spirit of freedom seeped in the nation by Mahatma Gandhi and his triumphant '*Champaran Satyagraha*,' this year, the Vaikunth Flower Show will pay homage to Babu, under the theme '**Blue Gold – Indigo the Flower of Freedom.**'

'**Blue Gold – Indigo the Flower of Freedom**' symbolises the strife endured by the Indigo farmers of India, circa 1917, who were forced to grow Indigo plants instead of crops by the British rulers. A century later, we commemorate the vision of Mahatma Gandhi as he fought for their freedom, inspired by this small, blue flower.

In the second edition, we commemorate the resurgence of natural Indigo in Indian textiles, medicines, and across various mediums of art. The Vaikunth Flower Show will feature a spectacular display of over one million flowers, spread over 22 themed-gardens.

### **Quick Facts & Attractions:**

**Open to public from:** December 10 & 11, and 17 & 18, 2016

**Timings:** 4pm – 8pm

### **Over 22 Theme based gardens:**

1. Blue Gold – Indigo the Flower of Freedom Garden
2. The President APJ Abdul Kalam - Tribute Garden
3. Ranthambhor Wild Garden
4. Victorian Orchid Hunter's Garden & Botanical gardens of India
5. The Maratha Horse Garden
6. Old Bombay Garden to Kakin Tana
7. Babul-ul Hind Garden - Persian Garden
8. Wishing Well Fairy Garden
9. A Tale as Old as Time
10. Picasso's Bull Garden
11. The Bullock Cart Garden
12. Brazil 2016
13. The Bombay Blues
14. The Madiba Garden
15. The Arriba Cocoa Garden
16. Buddha – The Open Temple
17. Portuguese Garden
18. Saint Nicholas Garden
19. Indigo Dyeing Garden
20. The Rose Garden
21. Sheep on the Hill
22. The African Garden
23. The Mohenjo-Daro Garden
24. Princess Children's Garden
25. The Iceland Garden

### **Other attractions:**

- The Little Sultan
- The Beaches Of El Salvador
- Blue Gold Bazaar - Aizome Japanese Indigo
- The Crystal garden
- Vaikunth Sculpture Garden
- Art Residency on the theme of Indigo textile

A programme for young artists and art critics, the Art Residency at Piramal Vaikunth will also celebrate its first anniversary during the Vaikunth Flower Show. In line with the theme of Blue Gold, the Art Residency programme will see artists exploring textile-based art, using natural dyeing process. The artists have been in residence from November 27, and their creations will be on showcase on December 18, 2016.

Piramal Realty is the real estate arm of the Piramal Group, India's leading diversified conglomerate. Launched in 2012, Piramal Realty is committed to developing vibrant communities that promote natural living, and creating spaces where residents can thrive.

For more information, please visit [www.piramalrealty.com](http://www.piramalrealty.com). To register for the Vaikunth Flower Show, please visit [www.piramalvaikunth.com/flowershow](http://www.piramalvaikunth.com/flowershow) or call +91 22 6216 6216. For more information, follow us on [Facebook](#), [Twitter](#), and [Instagram](#), with the hashtag #PiramalRealty

**-ends-**

**About Piramal Vaikunth:**

With the aim to develop residences that enhance human lives, Piramal Realty has embarked on a new venture in Thane unlike any other in the country. Piramal Vaikunth is spread over 32 acres (3 million sq.) near metropolitan Mumbai. It is a mixed-use complex designed by Chicago-based architectural firm, HOK. The project features in the 2014 HOK Design Annual, amongst 40 other projects from around the world. It is also HOK's winning project in the Delivery category, where Building Information and Modelling (BIM) has been used to achieve a high level in design & delivery process, as well as design & construction integration.

Piramal Vaikunth features an exquisite collection of apartments and town homes in the heart of Thane. Spaciousness, light, ventilation and natural greenery – core principles of biophilic design – have taken priority in its design aesthetics. Piramal Vaikunth has incorporated these elements in all its designs to improve residents' quality of life. High-ceilinged homes set in large open areas reinforce the principle of spaciousness. Dual aspect apartments with floor-to-ceiling windows provide abundant ventilation, spectacular views and sunlight. All buildings in the estate have been constructed using natural, indigenous, and sustainable materials. Walnut and ceruse oak floors bring warmth to living spaces, and elegant marble and quartz dazzle in the light. Cobble streets, landscaped podiums, and fractal-patterned walls that mimic the intricate designs of seashells and salt flats, are eco-friendly and beautiful to look at.

**About Piramal Realty:**

Piramal Realty is the real estate development arm of Piramal Group. Recently, Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. USD 434 million in the company, at the entity-level, which is the largest private equity commitment to 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 includes Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of Emaar Properties PJSC, Dubai), Subbu Narayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia), Niten Malhan (Managing Director & Co-Head of Warburg Pincus), 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, including HOK, KPF, and Make and partners with world-class contractors, such as L&T and Eversendai.

Piramal Group is one of India's leading conglomerates with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. It is founded by Ajay Piramal and has a market value in excess of US\$8 billion. Driven by its core values of knowledge, action and care, the group's mission is "doing well and doing good." Piramal Foundation, the philanthropic arm, has initiatives in healthcare, education, water and women empowerment across 19 states of India.

**For more information, please contact:**

**PIRAMAL REALTY**

Diviya Khanna / Paroma Bhattacharya

Tel: +91 22 3351 4099

[diviya.khanna@piramal.com](mailto:diviya.khanna@piramal.com) / [paroma.bhattacharya@piramal.com](mailto:paroma.bhattacharya@piramal.com)

**PUBLIC RELATIONS CONSULTANT**

Sumati Chaudhary / Amrita R Verma

[sumati.chaudhary@mslgroup.com](mailto:sumati.chaudhary@mslgroup.com) / [amrita.verma@mslgroup.com](mailto:amrita.verma@mslgroup.com)

Tel: +91-22- 3368 0324

M: +91 9820918609 / +91 9833670419