

GODREJ PLATINUM

VIKHROLI, MUMBAI

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OUR HISTORY. MUMBAI'S FUTURE.

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VIKHROLI

02-11

Draw a circle around the map of Mumbai and you will find us right at the center

Over the next several years, Vikhroli is likely to be the single largest real estate development in the heart of Mumbai offering untapped growth potential from an end user as well as an investment perspective.

This precinct strategically commands Mumbai's physical geographic center. It enjoys the best urban connectivity the city has to offer – directly along the Eastern Express Highway connecting the north, south and east, and, LBS Marg, which connects with the city's western suburbs.

As a result of this, all parts of the city are within convenient reach. For example, it takes 35 minutes to Fort via the Eastern Express Highway and just 15 minutes to BKC via the Santa Cruz Link Road.

The future high speed connection between the current airport and the proposed new airport across the creek will further transform the eastern belt into the central destination for Mumbai.

Knight Frank, the global property consultant, recently featured Eastern Mumbai as the only location in India amongst the top ten global real estate investment opportunities.



DISCLAIMER - TRAVEL TIME BASIS NORMAL TRAFFIC CONDITIONS

The Vikhroli Mangroves

Vikhroli is a special place nestled amidst greenery and the largest mangrove belt in the city. With a green coverage five times the size of London's Hyde Park, Vikhroli offers unparalleled views and better air quality than anywhere in Mumbai.



ACTUAL PHOTOGRAPH OF VIKHROLI MANGROVES



ACTUAL PHOTOGRAPH OF VIKHROLI MANGROVES

70 Years of Godrej at Vikhroli

With a dream and vision to make some of the finest products in the world, Godrej set about transforming the land in Vikhroli when it moved its campus from Parel in the 1940's.

The first manufacturing plant was established in 1951. Ballot boxes used in Independent India's first elections came from Vikhroli. Production grew by leaps and bounds, with facilities making everything from locks and safes to soaps and components used in India's recent Mars mission. Godrej took pride in pioneering good manufacturing practices, making Vikhroli home to all things innovative and Indian.

With care and thought taken to provide a nurturing and holistic environment for all employees, a well laid out industrial township was created. Quality education, good healthcare and sound housing infrastructure were the building blocks of this township.



PIROJSHA GODREJ AND OTHERS ASSESSING THE LAND IN VIKHROLI; PHOTO CREDIT: GODREJ ARCHIVES



THE UDYACHAL SCHOOL



GODREJ MEMORIAL HOSPITAL



PANDIT JAWAHARLAL NEHRU TYPING ON THE GODREJ ALL - INDIAN TYPEWRITER AT THE AVADI CONGRESS IN MADRAS. PHOTO PUBLISHED IN THE TIMES OF INDIA SUPPLEMENT IN 1955.

A Flourishing Community

Choose to be part of an evolving and engaged vibrant community. Reimagining your urban playground has never been so exciting. To get an idea of some of the things happening at Vikhroli, please check out the Godrej India Culture Lab at www.indiaculturelab.org



VIKHROLI CUCINA AT THE IMAGINE STUDIO



INDIA CULTURE LAB EVENT - 'LAVANI' WORKSHOP AT THE IMAGINE STUDIO



SUBCULTURES TO SAB-CULTURE: A PUBLIC ADDA ON NEWNESS IN CONTEMPORARY INDIA



THE TREES COMMUNITY MANGROVE WALK



VIKRAM SETH'S POETRY READING AT THE IMAGINE STUDIO



THE PLATINUM SKYLINE

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GODREJ PLATINUM

12-33



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GODREJ PLATINUM

For many, the ultimate indulgence is a smart, well-designed home in the very heart of Mumbai. Godrej Platinum has been conceptualized as just that, an embodiment of all good things life has to offer. Godrej Platinum offers panoramic views, a visual feast that is truly rare in the city of Mumbai.

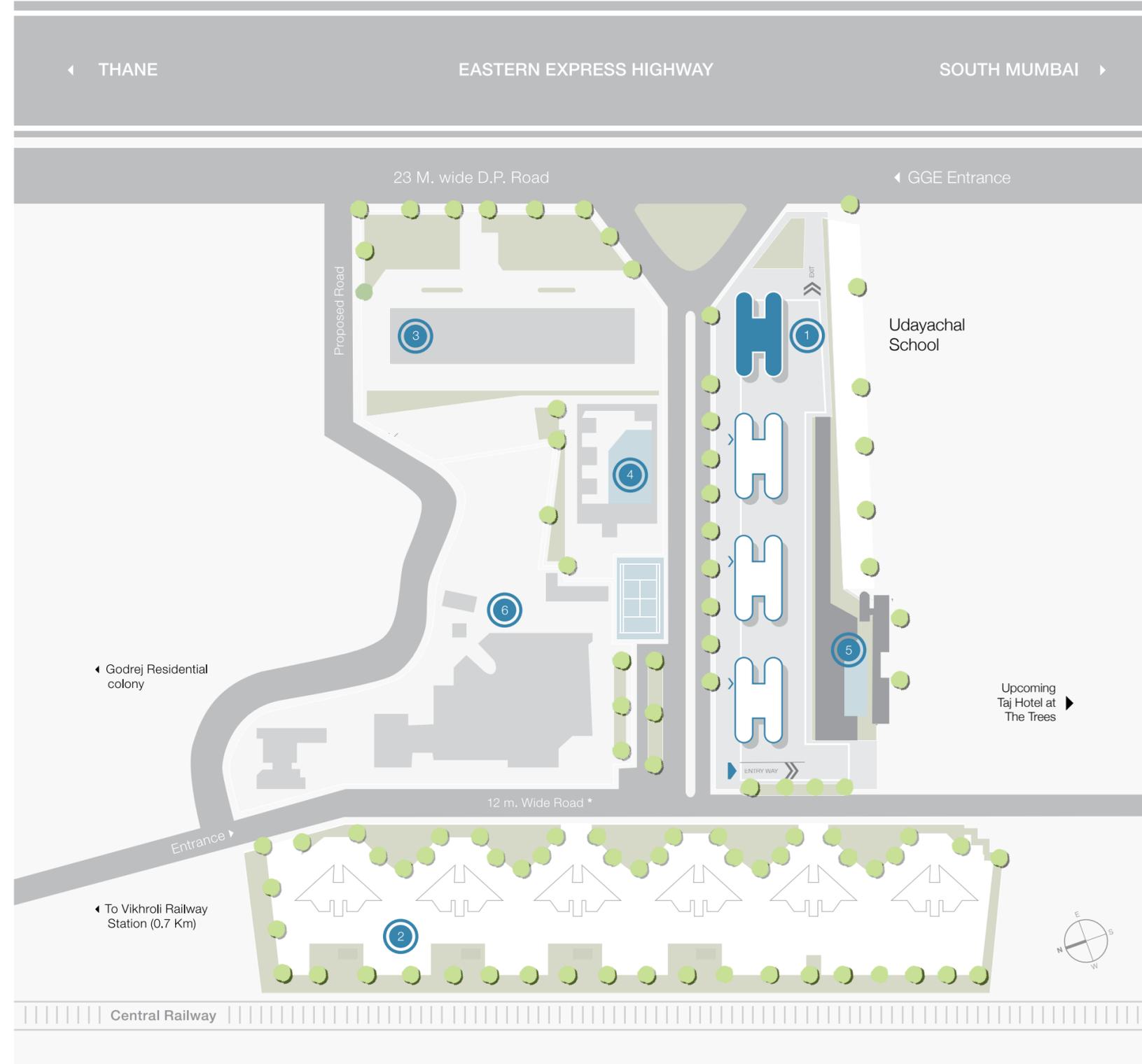
With a vision to develop a state-of-the-art project, some of the best technical, engineering and architectural elements have been employed to ensure that each home is built and delivered to perfection and adheres to the highest standards of quality and efficiency, making Godrej Platinum a prominent landmark for the discerning home owner.

The Master plan

Adjacent to the largest mangrove belt in Mumbai, Godrej Platinum is well connected and yet shielded from the hustle and bustle of the city, offering a rare opportunity to be surrounded by lush greenery and fresh air in the heart of Mumbai.

We took the first steps of our development journey at Vikhroli with the distinctive architectural form of GGE.

The sense of place for master plan was further strengthened by the proximity of the Udyachal School and the Godrej Memorial Hospital.



- 1 GODREJ PLATINUM B4
- 3 Proposed Future Developments
- 5 Godrej Platinum Club House
- 2 Godrej Garden Enclave - A Towers
- 4 A Towers - 'The Club'
- 6 Godrej Memorial Hospital

* Owned by Godrej & Boyce Mfg. Co. Ltd and Godrej Properties Limited is the Developer Manager



GODREJ PLATINUM

Godrej Platinum

Key to the project's design is an integrated approach to functionality and aesthetics. Simple yet stylish, the permanent exterior finish of aluminum cladding sheets blends in with the sky and screens the external walls, shielding them from natural elements. A sophisticated, streamlined and elegant solution for weathering problems.

Godrej Platinum presents the best in convenience, with elegant solutions to everyday tasks. Internal service courtyards to cater to the needs of a growing family and dedicated mechanical spaces have ensured excellent occupancy scores from residents.

The safety features in Godrej Platinum are meticulously engineered. All towers come pre-equipped with two fire-escape staircases and fire protection. Earthquake-resistant construction using Godrej's own computerized ready-mix concrete and steel reinforcements in the super structure in accordance with IS 456-2000, IS 1893-2002 and IS 13920-1993 standards is our assurance of quality.

Resident parking is in use at the basement, stilt and podium levels. Thoughtful design however is not only about mobility and convenience but also about fostering a lively community. Traffic segregation and hi-tech security systems allows for safe and well-lit spaces to be used by young and old alike.

The double height lobbies are day lit and also provide secure connections to the podium and clubhouse. Home to a well integrated community of 350 families, the development demonstrates delivery to the Platinum promise.



THE POOL AT THE CLUBHOUSE

The Clubhouse

Godrej Platinum's fully equipped state-of-the-art clubhouse offers both a sense of space and well appointed amenities. Enjoy a wealth of facilities and activities in the common areas of the towers.

Clock a few laps at the pool; tap your feet to rhythm at the aerobics studio; and if you need some tranquility, practice yoga either in the Studio or on the open-roof terrace. Burn some calories at the fully equipped gym or ace a few serves at the tennis court. Win a few games at the pool and billiards table or settle down in a comfortable corner of the well-stocked library and reading room.

Or better still meet friends for an interesting game of cards, carom or chess.



Ready To Use Platinum
Club Privileges



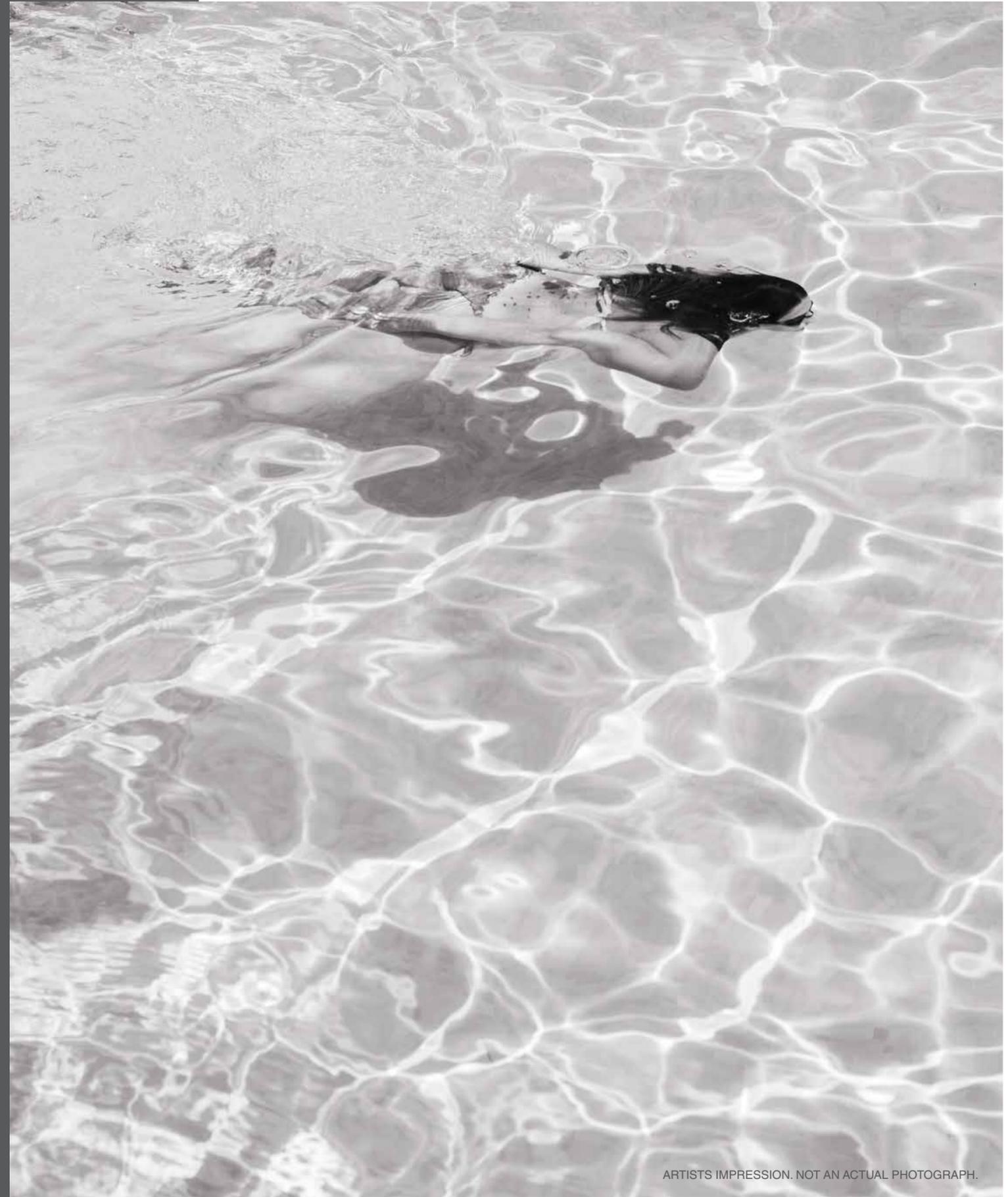
3066 sq mt of ready
Luxury Amenities



ACTUAL PHOTOGRAPH SHOT ON SITE

SWIMMING POOL

Begin your day with a refreshing swim in the podium level swimming pool which combines both privacy and open skies. With an additional children's pool adjacent, the whole family can get together for a fun-filled splash over the weekends.



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ACTUAL PHOTOGRAPH SHOT ON SITE

STUDIO - YOGA & DANCE



ARTISTS IMPRESSION.
NOT AN ACTUAL PHOTOGRAPH.

Envelope yourself in the solitude of green as you push the boundaries of your body at the Yoga room. The quite wood-finished floors are ideal for a meditation session to connect with your inner self. Yet at other times the same space with its mirrored walls transforms into a vibrant dance studio to shake a leg.



ACTUAL PHOTOGRAPH SHOT ON SITE

GYMNASIUM

Rejuvenate and recharge yourself at the gymnasium. With the evening sun filtering through the expansive view of trees you can leave the city far behind as you go for a run. The variety of apparatus can be customized for everyone in the family.



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ACTUAL PHOTOGRAPH SHOT ON SITE

BILLIARDS & POOL

A session at the Pool table is an exciting way to unwind at the end of a busy day. Share some laughs with your friends in this cozy chill out zone. The warmth of the wood-finished floors and muted lighting help create a relaxed mood for conversations and games.



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ACTUAL PHOTOGRAPH SHOT ON SITE

KID'S PLAY AREA AT THE PODIUM

Leave your worries behind as children frolic in the secure, traffic free play zone safely enclosed on the podium. Kids will be thrilled to monkey around with the variety of fun and challenging apparatus which line the area. Specialized flooring helps soften the occasional tumble as they dash away to their next adventure.



ARTIST'S IMPRESSION. NOT AN ACTUAL PHOTOGRAPH.



ARTISTS IMPRESSION. NOT AN ACTUAL PHOTOGRAPH.



ACTUAL PHOTOGRAPH SHOT ON SITE

TENNIS COURT

Located at the entrance to Godrej Platinum, you will enjoy both the privacy and the convenience afforded by these tennis courts - a favourite of young and old alike.



THE SIGNATURE TOWER AT GODREJ PLATINUM

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THE SIGNATURE
TOWER

34-45



ARTISTS IMPRESSION. NOT AN ACTUAL PHOTOGRAPH.

THE PLATINUM ADDRESS

Completing the Platinum skyline, the signature tower celebrates the promise of uninterrupted views. A fully glazed window punctuates the engineered façade creating a unique vista of unparalleled green.

Home to the most generous of our apartments at Godrej Platinum, the signature tower upgrades specifications to match the luxurious feeling of spaciousness.



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MASTER BEDROOM WITH INFINITY LOUNGE



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Serene escape is what the infinity lounge offers. Unique to our signature tower, the highly adaptable space offers panoramic views of the mangroves. Engineered to a high degree of quality to ensure uninterrupted views, the fully glazed window is your calm retreat from the pace of the city.



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DINING AND LIVING ROOM

Expansive living spaces that can evolve with your family are ably matched to robust finishes and delivery.

The Platinum promise of excellence comes with 'Luxe' specifications for our signature tower.

Bespoke finishes include Italian marble, Burmese teak and Brazilian wood veneers with German bath fittings.



ARTISTS IMPRESSION. NOT AN ACTUAL PHOTOGRAPH.



ARTISTS IMPRESSION.
NOT AN ACTUAL PHOTOGRAPH.

Platinum penthouses are a treasured few. Awash with light, these villas in the sky offer expansive views from every room.



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PENTHOUSE LIVING ROOM

Sustainable Strategies

Sustainable thinking forms the core of our development proposition. It is reflected in the design and engineering approach from the master plan right down to each individual apartment.

Godrej Platinum has been named after the highest rating of sustainable development available today, in keeping with our commitment towards green design. The project is Platinum pre-certified under the IGBC (Indian Green Building Council) Green Homes rating system.

The first two towers - B1 & B2 have already received Final Platinum Certification. Tower B3 is in process of final certification.

Continuing with the Godrej Group's legacy of environmental leadership, Godrej Platinum aspires to be at the forefront of sustainable design. Cutting edge sustainability features appear throughout the master plan and building design to ensure that energy requirements are minimized and water is conserved. These measures directly translate into savings on utility bills and a healthy living environment.

Comfort

Designed to optimize natural light, ventilation, views, safety and security; all windows are double glazed thereby reducing noise and enhancing insulation.

Water

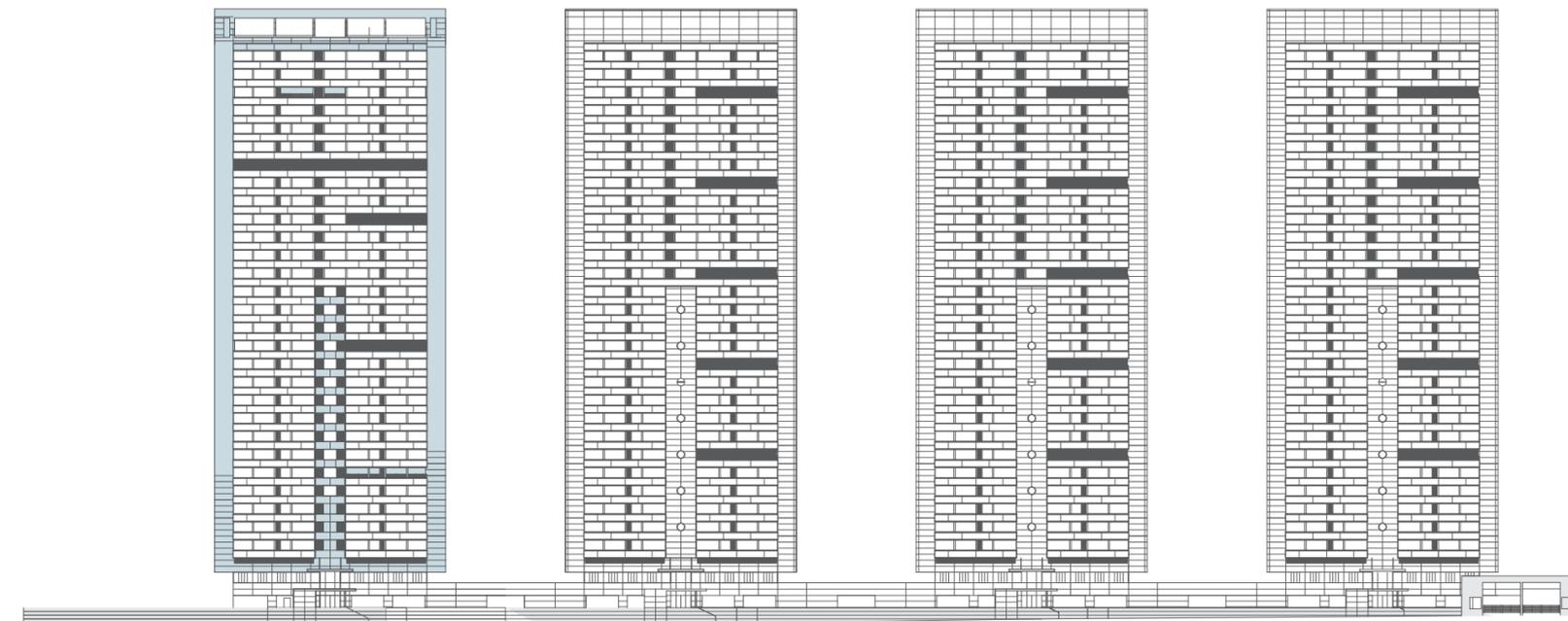
Designed to be water efficient, rain water harvesting, treatment and reuse and smart fixture strategies have been deployed in all buildings.

Energy

Designed to harness alternative sources of power, solar panels have been used for heating water ensuring lower utility bills for every home. Encouraging a greener lifestyle, charging points for electric vehicles will be available in parking areas.

BELOW LISTED GREEN FEATURES ARE APPLICABLE TO THE ENTIRE MASTERPLAN

-  Zero Disposal
-  Green Certification
-  Walkability
-  Low-flow Fixtures
-  Car Charging Unit
-  Solar Energy
-  Natural Ventilation
-  Double Glazed Windows
-  Home User Guidelines



THE SIGNATURE TOWER



VIKHROLI - THE NEW CENTRE OF MUMBAI

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VIKHROLI & GODREJ

46-59



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THE TREES MASTER PLAN

The Trees

In the 1940's, the Godrej Group created a legacy in the heart of Mumbai's Vikhroli Suburb. Today, Vikhroli and Godrej are synonymous to the citizens of Mumbai, and Vikhroli is a suburb in transition, undergoing an exciting renewal.

The Trees, Godrej Properties' flagship development, is less than 1 kilometer from Godrej Platinum. The development is a unique blend of uses that ensures a vibrant community will thrive alongside the expansive mangroves. The international award winning mixed-use master plan consists of 3 walkable precincts connected with a vibrantly programmed public realm.

The public open spaces house a number of treasured old buildings adapted for new uses such as cafés, bars and galleries. There is a focus on the space between buildings, connecting neighborhood conveniences, well-appointed amenities, restaurants, cultural spaces and Wi-Fi enabled plazas.



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TAJ AT THE TREES

Taj

Essentially Indian in its fabric, Taj Hotels are recognized for delivering world class hospitality that offers quiet luxury while remaining deeply rooted in authenticity.

The Taj at The Trees brings together India's two most trusted business houses to create a distinct hotel experience that further enhances The Trees master plan promise of Live, Work, Learn and Play. Luxury hotels are an asset to any development. In addition to their valuable functional purpose, they help create a destination and increase the prestige and value of all real estate in the vicinity.



ACTUAL PHOTOGRAPH SHOT ON SITE

STARBUCKS AT THE TREES

Retail

Know your grocer, barber and florist and build community connections while enjoying all the conveniences of a modern development. Lunch at Social, shop in the neighbourhood and dinner under a canopy of trees. Your getaways are closer than you would imagine. In addition, a vibrant evolving cultural space has put The Trees on the map of Mumbai and within a walkable distance from Godrej Platinum.



GROWING LIST OF RETAILERS PRESENT AT THE TREES.



GODREJ ONE

Godrej One

Godrej One, is the first delivered asset of The Trees Master plan. The name is symbolic, as the building brings together our group companies under one roof and represents step one of our larger plans for Vikhroli's development.

The building is designed and landscaped to provide stunning views of the surrounding plazas, gardens and mangroves. There are a host of public programming amenities on offer. The large entrance lobby has an interesting mix of high-end retail stores like Starbucks, BBLUNT and Nature's Basket, a food court and crèche facilities. The Central Atrium, opens up to conference rooms, a 250 seater auditorium, an Espresso Bar, a food court, library and open exhibition spaces.



GODREJ ONE ATRIUM
ACTUAL PHOTOGRAPH SHOT ON SITE



ACTUAL PHOTOGRAPH SHOT ON SITE

GODREJ IT PARK, VIKHROLI WEST

Godrej IT Park

Godrej IT Park sets new standards for stewardship of the land, provides an exceptional indoor and outdoor working environment and makes a positive impact on the local community. Nestled in the heart of the perennially green Godrej & Boyce complex at Vikhroli, 02 GBD offers more than a million square feet of office space. The entire Godrej Business District provides companies with customizable space solutions – be it additional conference rooms, or office annexes.

Godrej Two

Godrej Two is well sited within The Trees master plan with retail courts, green plazas and amenities within a walkable radius of 5 minutes.

Designed to address our tenant segmentation strategy of maximum flexibility, the architectural expression of an efficient spatial planning system gives the building a distinctive volumetric character and façade on all sides.



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GODREJ TWO, THE TREES

The Imagine Studio at The Trees

The award winning 'Imagine Studio'* complex is a thoughtful example of legacy reinterpreted whilst retaining the heritage and post-industrial identity of the site.

This complex consists of two erstwhile power co-generation plants which have been transformed into the gallery and exhibition spaces; a boiler converted to a cafe; a Wi-Fi enabled public plaza marked by a tall chimney; a legacy park with public art installations; an open air theatre; market plaza and its own small urban farm.



ACTUAL PHOTOGRAPH SHOT ON SITE

THE IMAGINE STUDIO, THE TREES



ACTUAL PHOTOGRAPH SHOT ON SITE

THE IMAGINE STUDIO, THE TREES



GODREJ ONE AT THE TREES

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ABOUT US

60-67



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Godrej Platinum

The Project is being developed by Godrej & Boyce Manufacturing Company Limited and Godrej Properties Ltd. is the Development Manager of the Project.



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THE SIGNATURE TOWER

Godrej Construction

The Godrej Construction division is an integral part of the highly diversified 114 year-old Godrej Group. The Group embodies rich corporate values and principles which embrace integrity, concern for the environment, a progressive outlook, and above all - respect for the individual.

By strictly adhering to these values, the Construction Division has earned a reputation for delivering industrial and residential buildings that meet international quality standards and environmental demands. The division has, till date, completed over 10 million square feet of quality construction. Godrej & Boyce competencies include expertise in ready mix concrete, green building services, turnkey electrical planning and installation, and water treatment plants.

The Godrej Construction Division is commended for its 'strong commitment to excel' on the journey towards business excellence in the CII-EXIM Bank Award for Business Excellence, 2010.

Our care, concern and a string of successfully constructed projects have won Godrej Construction many prestigious certifications, a few of which are:

- The ISO 14001: 2004 Environment Management System
- The OHSAS 18001: 1999 Occupational Health And Safety Assessment Series
- The ISO 9001:2000 Quality Management System
- The ISO 14001 Environment Management Certification for our entire Pirojshanagar Residential Township



ACTUAL PHOTOGRAPH SHOT ON SITE

GODREJ GARDEN ENCLAVE

Godrej Properties

We bring the Godrej Group philosophy of innovation and excellence to the real estate industry. Each of our developments combines a 120-year legacy of excellence and trust with a commitment to cutting-edge design and technology. We are currently developing residential, commercial and township projects spread across 13.47 million square meters (145 million square feet) in twelve cities.

We are a design led company and we strongly believe in the culture of disruptive innovation across our organisation. Our in-house GPL Design Studio is a unique collective of creative leaders tasked with design, sustainability, product development and creation of memorable customer experiences.

Our team spread across India consists of urban designers, architects; landscape, interior, industrial, graphic, brand and broadcast designers; and environmental planners. We work with the best and brightest minds globally to co-create and deliver our promise of 'brighter living' on every project. We remain committed to delivering outstanding design and quality in all our projects, the way it should be for responsible real estate development in India.

In the last 5 years, Godrej Properties has received over 200 awards and recognitions, including the "Real Estate Company Of The Year" at the Construction Week India Awards 2015, the "Professional Excellence in Real Estate" at the ABP News Real Estate Awards 2016, the "Most Reliable Builder for 2014" at the CNBC AWAAZ Real Estate Awards 2014 and "Innovation Leader in Real Estate" award at the NDTV Property Awards 2014.



ACTUAL PHOTOGRAPHY SHOT ON SITE



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