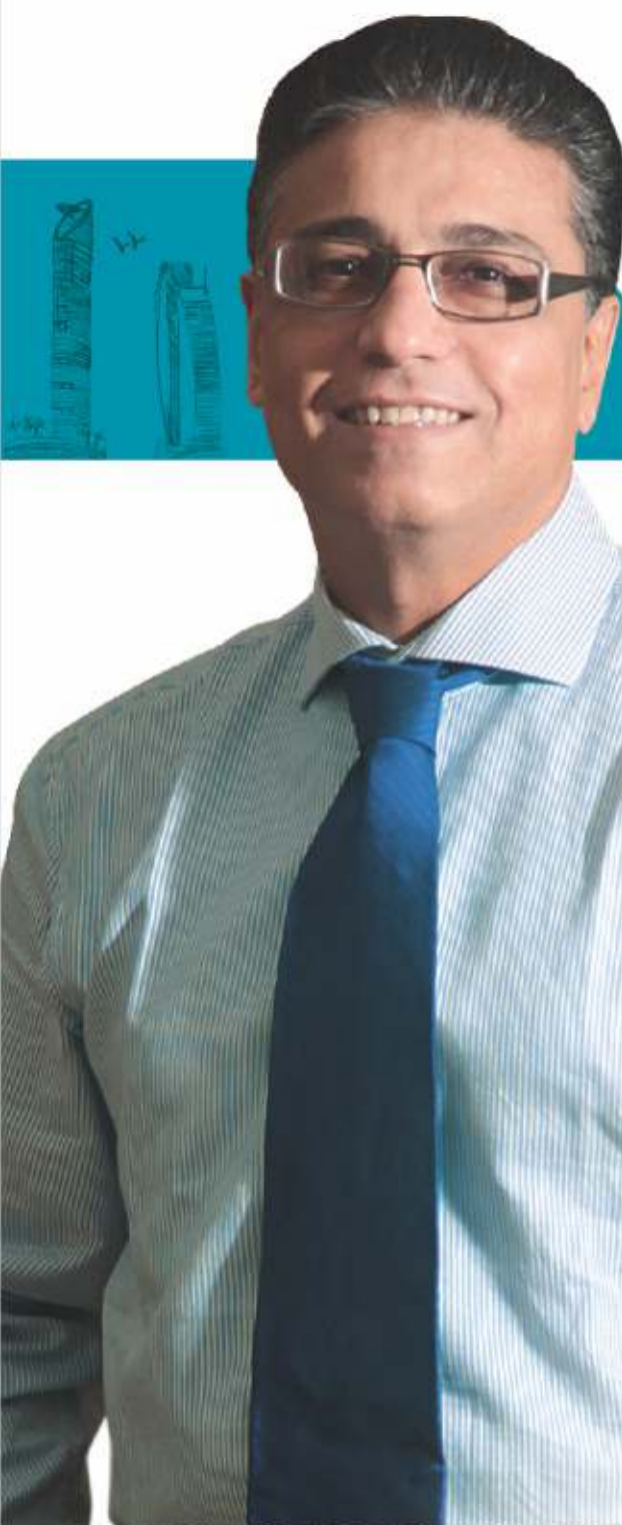


17 February 2011



# I BELIEVE IN LIBERATING SPACES, NOT ENCLOSING THEM.

- Architect Reza Kabul



## The story of a man who is re-inventing the way we live, work, eat and play.

Most architects try to confine spaces. Reza Kabul helps set them free. Most architects believe architecture is about four walls and a ceiling. For Reza, architecture has always been about the people who inhabit the spaces. Reza believes spaces must live and breathe, much like we do. Which is why, his design philosophy centres around creating spaces which evoke a sense of largeness and help bring the outdoors in. This is evident in all of his projects. From Shreepati Arcade, Ekta California, Flora Heights, Tirumala Habitats, Hotel Marine Plaza, the Diamond Bourse at Bandra-Kurla Complex, Mega Mall, Raghuleela Mall, all the way to The Radisson Resort in Mauritius, Kabul's iconic structures have redefined the way we live, work, eat and play.



And to think of it, it all began quite by accident. While preparing for an engineering exam in his early days, Reza stumbled upon some architectural books which belonged to his room-mates in his hostel. That exposed him to the wonder of architecture, of art, design, and the magic of concrete, steel and glass. "The experience of walking through a building before it is built and the imagination around it engulfed me," says Kabul, who graduated from MS University in 1985. "It was exciting enough for me to decide to pursue it." Fascinated, he appeared for an architectural entrance exam instead and thus began a journey which would eventually take him places.

After a brief stint with a renowned architect, he founded a company called Reza Kabul Architects in 1988, a time of exciting change and rapid urban development across India. As Mumbai grew, so did Reza Kabul Architects. One project led to another and soon Reza Kabul Architects was inundated with prestigious projects. While new clients came calling, the older clients returned with new projects. "The biggest compliment is to see an old client come back or recommend us to another client. It means a lot," says Kabul.

Today, Reza Kabul Architects is a force to reckon with in the urban development arena. Thanks to a series of pioneering efforts and innovations, Reza Kabul Architects is re-inventing architecture as we know it.



## Birds. Planes. Stars. Some of the things you might spot as you look down.

SHREEPATI GARDENS, PAREL.  
THE STORY OF 150 STOREYS.

Shreepati Gardens is your address in the skies. An imposing 150 storeys in height, the contours of the residential complex make it appear as though it's embracing the sky. True to Reza Kabul's philosophy, the convexity of the towers allow for maximal space utilisation, while interacting playfully. The 4 imposing residential towers are inter-connected by a sky-way which stands 300 metres above the ground and offers magnificent views of the Arabian Sea.



## Why buy an apartment when you can buy a whole lifestyle?

EKTA OCULUS, CHEMBUR.  
APARTMENTS WHICH BRING THE OUTDOORS IN.

Ekta Oculus doesn't just offer a new home. It offers a whole new lifestyle. Featuring lavish private balconies and terraces, apt for coffee and conversations. Ekta Oculus, a project in partnership with HDFC PMS, is a 22-storey residential tower based on the belief that god is truly in the details. With just one apartment per floor and a generous use of wood in each, the contemporary glass structure features lavish apartments. Ekta Oculus also offers ample parking space with as many as three levels reserved for cars.



Welcome to a world of pure, unstinting luxury. Welcome to Neostar Pinnacle, an upcoming residential cum commercial complex. Neostar Pinnacle will redefine the pinnacle of luxury and features a suspended pool among other amenities, unlike anything you've seen before. This grand complex features a mall, offices, a restaurant and twin residential towers. The complex is set among peaceful environs while being well-connected to arterial roads.

## Don't just live in luxury. Swim in it.

NEOSTAR PINNACLE, BHANDUP.  
OF A SUSPENDED POOL AND OTHER LUXURIES.

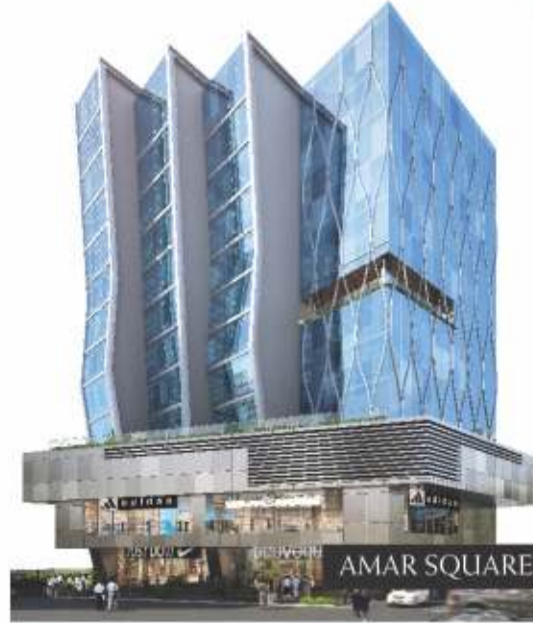


## Bringing the outdoors, in.

Perhaps the most enviable residential address in Goregaon (E), JP Decks, as the name suggests, features decks in each apartment. The decks offer unparalleled views of the city and are ideal for lounging in the evenings and are cozy enough for a candle-lit dinner. Each and every apartment offers magnificent views of the great beyond.



JP Decks, Goregaon



AMAR SQUARE, JVPD

Vijay Jain, Chairman & Managing Director, JP Infra (Mumbai) Pvt. Ltd.

“Architect Reza Kabul has translated our vision to the hilt. He pays personal attention to each project, which, as developers, we appreciate. He has a modern outlook and all his buildings are different. Whether it's a Modern look or a Renaissance look, no two elevations bear a trademark signature.”

## The address which talks business.

The address for blue-chip MNCs and IT companies, Amar Square is easily accessible and promises to be a landmark of sorts. The floor-plates are flexible so as to enable maximum utilisation of space and the complex features top-of-the-line international facilities and amenities to help project the right image for your organisation.

## Excellence shows. And how.

Reza Kabul's invaluable contribution to architecture has been recognised by the who's who of the industry. The awards listed here speak for themselves

- 2003 'Limca Books of Records' for Shreepati Arcade 'India's tallest building'
- 2004 Accommodation Times for 'The Best Architect of the Year'
- 2005 'Practicing Engineers, Architects, Town Planners Association' (PEATA) for 'Gun Gaurav Puraskar (Best Performance)'
- 2005 MCHI for 'Best Hotel Room Design'
- 2007 H&FS 'Host 2007' for 'Best Hotel Room designed'
- 2007 Economic Times
- 2009 IAD Awards for 'Best Performance in Commercial Category'
- 2009 CNBC-Awaaz for 'Best Corporate Design Excellence'
- 2010 IEDRA for 'Indian Achievers for Industrial Development'
- 2010 All India Achievers Foundation for 'Bharat Gaurav Award'



## At Express Inn, you'll be forgiven for believing you are in Singapore.

This 95 room hotel blends modern architecture with environment friendliness. You'll find luxury in every corner of this plush hotel which features extensive use of glass to offer magnificent views of the mountain range and capsule elevators to bring the outdoors in.



Express Inn, Nashik

Narayan Shelar, Managing Director, Shelar Properties Pvt. Ltd.

“Reza and his team have created one of the most outstanding four-star properties in Nashik & Thane for Express Inn. His vision of creating high-quality interiors coupled with beautiful exteriors enables us to compete with the Taj Gateway in Nashik. Innovatively planned fine dining restaurants and banquet halls create a superlative ambience.”



## Just what you expected from your new apartment. A breath of fresh air.

The prominent feature for this project is the design of the structures. The placement of the three structures is optimal enough to enable natural ventilation and solar access to open areas. Open areas are defined by its building mass. The complex features a large recreational ground in the centre. The spaces between the towers optimise air movement and solar access to the lush garden. In the evenings, it's a delight to lounge in the spectacular terrace overlooking the landscaped gardens which offers magnificent views of the velvet blue skies of Mumbai.



Tirumala Heights, Goregaon



Tirumala Habitats, Mulund

## Tirumala DEVELOPERS

Kirti Kedia, Jitendra Brahmabhatt and Amitabh Parekh, Directors, Tirumala Developers

“Our effort has been to offer apartments which allow maximum natural light and ventilation, so as to make living ideal for all the seasons throughout the year. All our projects are designed to offer maximum open spaces and conform to green guidelines for conservation of water and energy. Obviously, we couldn't have achieved much of this without the vision and expertise of Mr. Reza Kabul.”

## When was the last time you lazed in a garden in the skies?

A high-rise residential tower with luxurious 2, 2½, 3 & 4 BHK flats, Tirumala Habitats is the most enviable address in Mulund. On the cards is a multi-level podium for car parking with a recreational club house and the landscape is planned abutting the L.B.S. Marg. The residences are an oasis of calm and serenity, while being well-connected with arterial roads. The tower offers splendid views of mountains with the sky gardens and are the perfect recourse for a quiet evening. The use of energy efficient materials and eco-friendliness help reduce maintenance costs.



Jaideep Mane  
Director,  
Neostar Infra



“Since this is our first project in Mumbai, we want it to be a landmark and provide exclusive facilities to our residents. When we met Reza and team, they added a lot of inputs such as an area earmarked for elderly citizens, which was so far unheard of.”



A. R. Mehta  
Architect,  
A. R. Mehta &  
Associates

“Reza has been an inspiration to us. His ability to create modern structures that meet with consumer aspirations is what sets him apart. We are honoured to be associated with him and his company. Look forward to several more refreshing designs.”

Kausshal Bagadia,  
Director, Nitin Developers Pvt. Ltd.

“Even today, Goa is influenced by Portuguese architecture. Our topography was an architectural challenge due to the contours. Reza effectively used this to our advantage. Today our project can boost of being the only project in Goa with a drive way below the habitable floors leading to a complete vehicle free landscape zone.”



## Live life the old, forgotten way.

Tucked in the lush landscape of Porvorim, Socorro Gardens is a residential project sprawled across 6 acres of space. Here, you can stroll along the quaint timber bridge, admire blossoms in the mini forest or simply gaze at the stars from your private terrace. The 2, 3 and 4 BHK apartments and penthouses bring back the grand, unhurried lifestyle of yesteryears.



Socorro Gardens, Porvorim

Hilal Merchant, Chairman & Managing Director, Crescent Group of Companies

“As an organization, Crescent Group is known to exceed expectations by continuously keeping abreast of changing global trends and technological advances in the real estate field. Reza sir's mix of innovative ideas, planning initiatives and use of cutting edge technologies for our projects spanning across residential, commercial & retail properties has been perfectly in line with our slogan - Shaping the Future.”



## Is it classic? Or is it contemporary?

Crescent Exotica fuses the traditional with the contemporary to offer a stately residential complex with the use of frames on alternate floors. Clean lines and elegant aesthetics make this complex a delight to come home to. The terrace incorporates partly covered pergolas, which makes it appear like a terrace lounge.



Crescent Exotica, Marol

## Lose yourself in the mystery of the night sky.

Sporting a unique triangular structure, the complex offers unique views from all three sides, from where you can appreciate magnificent views of the velvet blue night sky. Simple clean structures and wide balconies define the unique character of this complex.



Crescent hills, Dahisar

*A detailed discussion with Reza about the market enabled us to develop 11/11 Sky Villas, a project that is clutter-breaking and will be the first of its kind in Chembur. A residential building comprising 11 exclusive and lavishly appointed duplex villas. Arguably, the first luxury project of this scale in Chembur.*



*Our single-minded objective was to create a residential project at par with international standards, one which offers a rich experience and bespoke amenities. Reza's meticulous planning has made this vision a reality.*



## Heaven for eleven.

Only 11 families will have the privilege of moving in to 11/11 Sky Villas in Chembur. Each apartment features an imposing 12-feet ceiling and sprawls across 6500 square feet. This exclusive luxury project features a concierge service, squash court, sufficient car parks for each resident & valet parking for guests, a sky lounge and a café. Thanks to its eco-friendly features, the complex has been awarded a prestigious certification by the International Green Building Council (IGBC). The complex features 11 duplex sky villas with solar-powered lights and are designed to harness maximum natural light and ventilation.



*Reza has designed several innovative projects... in fact Reza and his team have been the driving force in making our company an acclaimed and credible developer. Today our buildings stand tall and residents are testimony of the same.*



## Luxury has a new address.

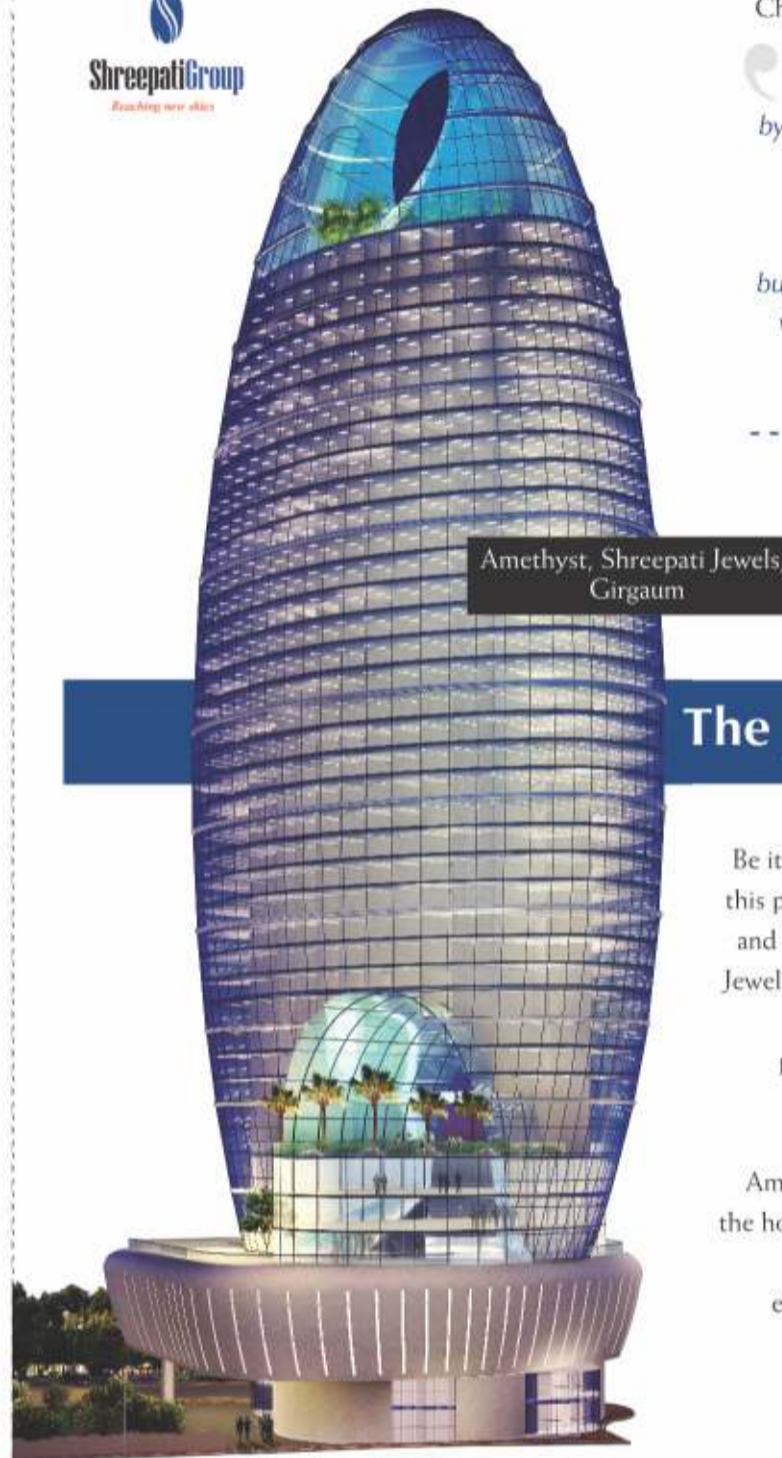
Shubham Group offers you a choice of luxurious projects in Chembur.

Sapphire was Chembur's first residential project to feature elevated car parking.

Sapphire also offers its residents a terrace where they can host a banquet, gymnasium, and much more.

Stellar is a high-end, hi-tech, commercial complex coming up near Diamond Garden in Chembur, which offers unparalleled connectivity to arterial roads like Eastern Express highway and South Mumbai. A stunning glass facade and a grand entrance highlights the architectural brilliance of the project.

Symphony, on the other hand, offers spell-binding architectural finesse and top-of-the-line sport and recreational facilities like a gymnasium landscaped gardens and a games room. Its grand elevation will make it look like a jewel in the Chembur skyline. Shubham is further extending its relationship with Reza by launching several new high-end projects soon.



*Shreepati Arcade, designed by Reza Kabul, has been featured*

*in the Limca Book of Records as the tallest man-made structure in the year 2003 and continues to be tallest residential occupied building in the country. Reza Kabul has worked with us on several projects and has displayed an innovative streak on each and every one of them.*

## The jewels in the crown.

Be it a residential or a commercial complex space, this project by Shreepati Group is iconic in design and planning. The 7 high-rise towers in Shreepati Jewels offer a range of luxury homes. Choose from 2, 3, 4 or 6-BHK apartments, duplexes and penthouses. The thoughtful features optimise space and conform to Vastu guidelines.

Amethyst features 32 floors, ideal for offices and the hospitality industry. The unique 'Egg' shape of the structure is inspired by natural forms and employs top-of-the-line architectural planning skills and techniques.



## Your home in the sky.

Ajmera Iconic features two 47-storey towers and two 20-storey towers which are hard to miss, no matter where you are around Kandivali.

At 185m, this will be by far the tallest residential complex in the suburbs.

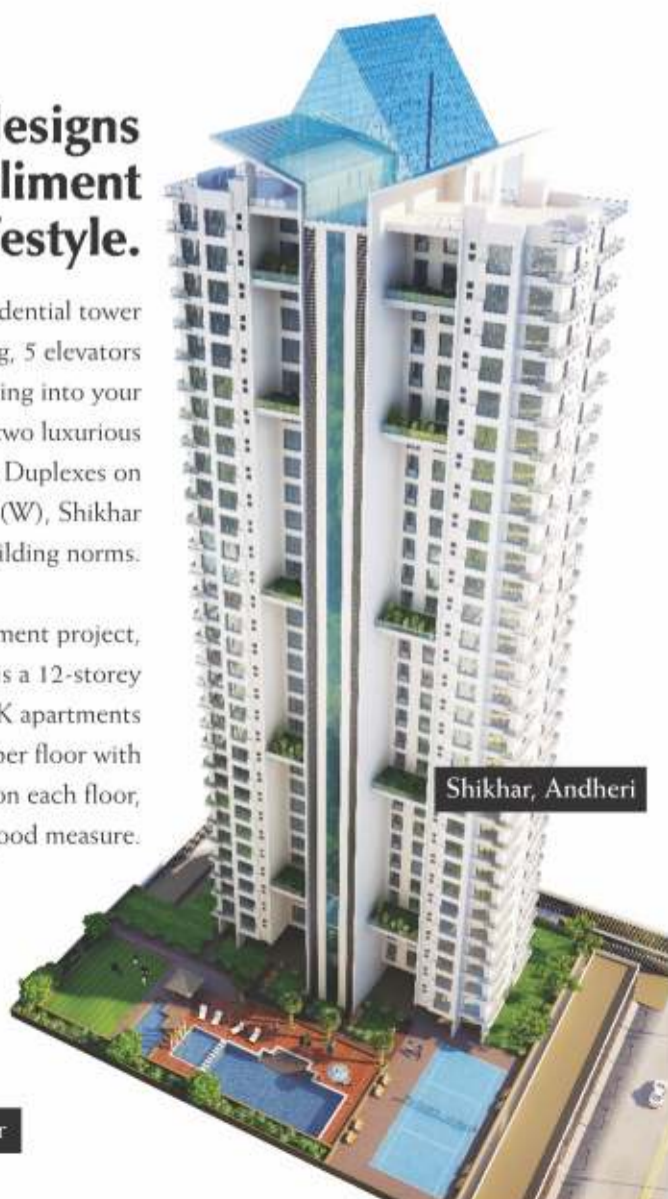
Replete with state-of-the-art features, its architectural grandeur is matched by impeccably planned lavish breezy apartments, thanks to its imposing height.



## Contemporary designs that compliment a green lifestyle.

An imposing 35-storey tall residential tower with two levels of podium parking, 5 elevators with two personal elevators opening into your apartment. It houses two luxurious 4-BHK apartments per floor with Duplexes on select floors. Situated in Andheri (W), Shikhar adheres to stringent green building norms.

Gym View, a redevelopment project, faces Khar Gymkhana and is a 12-storey tall structure, featuring 4-BHK apartments with one apartment per floor with the luxury of a private pool on each floor, thrown in for good measure.



*Our association with Reza spans across several projects. Reza's vision and insight in to consumers' minds makes him unique. His experience and practical approach makes him stand apart from the others in the fraternity. His down-to-earth attitude makes it a delight to associate with him on projects.*



## Two Roses for the queen of suburbs.

Bandra's skyline will undergo a transformation, thanks to Two Roses, an upscale multi-storey residential project. Dual-access from Guru Nanak Park as well as 5 Pali Road, expert planning inputs and the use of superior construction materials, will make this a coveted address. With lavish spaces and a podium, this project is guaranteed to make heads turn.



Two Roses, Bandra

Prakash Gidwani, Managing Director, Prakash Group  
*We've been working with Reza Kabul since 1990. His designs are innovative and futuristic. He comes with a lot of experience and is always willing to experiment with designs and technology. He exceeds expectations every time, in terms of design and grandeur. Being associated with Reza Kabul adds tremendous prestige to our projects and helps build immense trust among our clients.*



## Introducing Park Royale. Or how to add a few extra hours to the day.

Mulund gets an international living experience with Park Royale. A residential complex well-connected to the highway, malls, multiplexes and business centres, you'll save a whole lot of time on your daily commute. The 2 and 3 BHK apartment complex features landscaped gardens, a swimming pool, 3 levels of parking and several other amenities which rival the finest.



Park Royale, Mulund



Paramount, Andheri

### sankpal



Suhas Sankpal, Chairman, Sankpal

*The ability to derive innovative designs combined with perfect execution shows Reza's efficient working style. Reza's unique concepts have defined his identity in the industry. We, at Sankpal, envisage a bright future with Reza and view him as a family member thanks to his warm interaction with us.*



## Concrete proof that Lokhandwala is home to the stars.

Thanks to its imposing height, you will surely spot a few stars from Flora Heights, Lokhandwala, Andheri (W). This multi-storeyed residential complex is replete with a swimming pool, a top-of-the-line gymnasium, a modern facade and as many as 6 podiums where you can simply lounge after a hard day at work. The design is flexible enough to combine two apartments into one luxurious residence, should need be. Each residence has a clear height of 10.6 feet from floor to ceiling and is plush with end-to-end marble flooring, fully air conditioned, equipped with state-of-the-art modular kitchen. Overall, Flora Heights is a tall, elegant and an empowering tower that epitomizes new world luxury in a contemporary environment.



Flora Heights, Andheri

Amit Jalan  
*Reza was instrumental in conceiving our exclusive high-end project in Lokhandwala, 'Flora Heights'. This multi-storeyed tower is well-appointed with high-end luxury touches in every nook and corner. Reza's personal hands-on involvement with this project has brought a touch of class for this project which we always aspired for.*



Jayant Parekh  
 Managing Director, Bhoomi Realty



*Associating with Mr. Kabul has given our project, Aura Biplax, instant recognition in the industry. Despite the challenges, Mr. Kabul has been able to conceptualise Aura Biplax as a visionary project.*

## It's all about curves.

Bhoomi Realty pioneers the unique 'Walk-to-Work' concept with Aura Biplax, a project in JV with Nilkamal Plastics Group. This project at S.V. Road, Borivali (W) comprises of two distinct zones, commercial and residential. The commercial tower has hi-end vertical showrooms and a wide range of well designed office spaces. The residential tower has column-free luxurious apartments which offers magnificent views and great design flexibility to the end users. The upper section of the 44-storey tall tower is contoured and adorned with a hanging garden.



Aura Biplax, Borivali



Sumiran Mehta, Director, Neostar Infra

*When we decided to enter Mumbai's realty market our vision was to create a differentiated and clutter-breaking project. In our first meeting itself, Reza was able to visualize what we wanted, guide us in the right direction and ultimately deliver a plan to match our vision perfectly.*



Gajendra Pawar, Director, Pinnacle Group

*Reza Kabul's working style is unique. He has ideas that very few architects can match or think of. His team is efficient and is able to translate our vision perfectly. Reza understands our requirements and comes up with innovative features. These have added tremendous value to our project.*



Ekta Parkville, Virar

Ashok Mohanani, Managing Director, Ekta World  
*Our association with Reza dates back to 1989. Lake Homes is still sought after because of its architectural genius. Reza has the ability to offer solutions to consumer's requirements.*



Vivek Mohanani, Executive Director, Ekta World  
*Reza's style is contemporary and he lays emphasis on Vaastu. He pays close attention to the finer nuances that translate an apartment into a home. His biggest asset is his ability to maximise space, giving the consumer the best useable area.*



Ekta Greenville, Nashik

Ekta California, Pune

## Dynamic designs

California's residential towers, inspire life in Californian style. Ekta Greenville and Ekta Parkville offer big city lifestyle at an affordable price. Ekta Greenville provides a choice of apartments, villas and twin bungalows. Apartments in Ekta Parkville offer spectacular and uninterrupted views of the city.



Lake Homes, Powai

## Return to serenity

Spread over four acres of landscaped gardens and located adjacent to a natural water-body, Lake Homes is complemented by many facilities. With 2, 2½ and 3 BHK apartments across the three towers of Lake Lucerne, Lake Primrose and Lake Florence, the complex is an ideal place to get away from the bustle of the city.



Shreepati Estates, Arthur Road

Shreepati Skies, Tardeo



**'Excuse me while I kiss the sky.'**

Shreepati Skies is hard to miss if you are in South Mumbai. This skyscraper features 85 storeys with steel rings on the terrace, which plays host to a helipad, should your prefer taking the aerial route home. Just a stone's throw away is Shreepati Estates, a residential complex with 72 storeys. Move in to experience an international lifestyle and breathtaking views of the Arabian Sea.

**Our special thanks to Reza Kabul and his incredibly talented team. Their innovative approach has helped create landmarks, which in turn, has inspired this initiative. To know more, do keep an eye for the limited-edition Black Book, to be launched soon.**