

# Rustomjee® URBANIA TIMES

WWW.RUSTOMJEE.COM

VOLUME - 6



Hello,

Urbania was built to provide you with a life beyond square feet. Lockdown, or no lockdown. While the world still continues to face the pandemic, our little community has taken it upon themselves to overcome the challenges that come along with it.

Not only did they organise RT-PCR tests for residents, but they also did it free of cost for the domestic help and support staff. Along with 90 workers, Rustomjee converted the new TMC building (Impact Hub) at Urbania into a full-fledged Covid Care Centre. Joining hands with the Crest team, the residents ensured uninterrupted supply for essentials and food. Crest is also working round the clock to ensure that sanitation and disinfecting of public areas across all projects is continuously undertaken. We make sure our residents stay home safely and have all the essentials and necessities provided to them. And for the families that were affected by coronavirus, we provided 24x7 support and an uninterrupted supply of daily essentials with the help of our retailers.

It is heartening to see the courage of our Urbania residents, rising to the occasion, helping the elderly with their daily needs, allowing domestic staff to stay at home so their wages remain unaffected, and taking care of each other to ensure we all come out of this stronger.

- Boman R. Irani CMD, Rustomjee Group

## TOGETHER, WE ARE STRONGER THAN COVID-19.



Rustomjee Urbania's community of over 4000 families have come together and overcome the challenges during this time. Not only did they organise RT-PCR tests for residents, but they also did it free of cost for the domestic help and support staff. And conducted a vaccination drive for the entire community of Rustomjee Urbania. Joining hands with the Crest team, they ensured uninterrupted supply for essentials and food. Showing us that nothing is impossible when we're together.

# THERE'S NO PLACE SAFER THAN HOME.

At Rustomjee we are making sure that you can come home to safety. We have taken precautions to sanitise the common areas including the lifts, the lobby, the society office, amenities such as the pool and the play area, as well as the approach road and building premises of your new home in Rustomjee Urbania. So you can stay home and stay safe.



SHOT AT LOCATION

# LET'S STAND TOGETHER BY NOT STANDING TOGETHER.



This pandemic has shown us how communities come together and keep each other safe. And at Rustomjee, we keep you at the centre of all our blueprints. While we have always been known as a thoughtful developer, we really put it to test during these trying times.

Our Crest management team is working round the clock to ensure that sanitation and disinfecting of public areas across all projects is continuously undertaken. We make sure our residents stay home safely and have all the essentials and necessities provided to them. And for the families that were affected by coronavirus, we provided 24x7 support and an uninterrupted supply of daily essentials with the help of our retailers.

We have also created virtual tours for our prospective home buyers of our properties and provide real life online consultations, so that our buyers can make informed decisions and continue, uninterrupted, on their journey towards their dream home.

We are committed to keeping our family safe and together we will work towards overcoming this challenge and pandemic.

**- Percy S Chowdhry, Director, Rustomjee Group**

# 25 years of building all the things you love:

*Spaces where fun doesn't come  
with an age limit.  
Where windows open to a hundred  
and sixty shades of green.  
The morning alarm is birdsong.  
And there's life to be lived  
beyond 9.5.  
Where 60 is as good an age as any  
other to make new friends.  
Neighbours double up  
as doubles partners on court.  
Business heads find their inner*

*Picasso, Elvis and Agassi.  
And every time someone buys a  
home, a child experiences the joy  
of going to school.  
We're talking office spaces that  
grow with your business.  
Homes that come with parks,  
play areas, sports arenas, libraries,  
music rooms, art studios and  
sometimes, even an amusement park.  
For 25 years, we have built lives  
not measured in square feet.  
And for that, we have you to thank  
for all of our best ideas.*



IT'S THOUGHTFUL. IT'S **Rustomjee®**

IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

# WHILE THEY WORK TO BUILD YOUR DREAM HOME, WE MAKE SURE THEY HAVE ALL THE COMFORTS OF HOME.

AT RUSTOMJEE, WE'RE ENSURING OUR CONSTRUCTION CREWS HAVE ALL THEY NEED TO CONTINUE WITH THE CRUCIAL WORK THEY DO: SAFETY, SECURITY, REGULAR COVID-19 TESTS, LIVING QUARTERS, AND DAILY MEALS.



# HOW DOES THE PANDEMIC AFFECT KIDS?



While the lockdown was imposed on all of us, the ones who found it most difficult to cope with, were the children. Suddenly, all school and after-school activities were cancelled, no going out, no meeting friends, no playing in each others' homes. The pandemic meant cutting off a crucial part of their social interaction. Interaction that was extremely essential for their all-round growth.

Kids now had a lot of energy and nowhere to expend it. Boredom loomed large and children across the country felt the strain of it. Parents were concerned about their health, as a whole generation was at risk of becoming couch potatoes and remote jockeys.

Ironically, technology came to the rescue and apps like Zoom emerged as one of the heroes, helping children attend virtual school. Teachers, understanding the importance of interacting with their peers, often gave the students a chance of chatting or quizzing each other in smaller groups in the 'breakout room' feature offered by Zoom. Online extracurricular classes like dance, karate and music also helped to break the monotony.

However, children living in metro cities and standalone buildings have it really bad – the only free space they have is the rooftop, if accessible. Moreover, it is rare to find children of the same age group in a standalone

building. Isolation, frustration and depression are very real issues for kids too. Those fortunate to live in gated communities and townships had a much better experience during the pandemic. Safe and secure within the confines of the community, they had the advantage of open landscaped gardens and play areas. Social distancing was mandatory, but they could still hang out with friends. Parents were a bit more relaxed as the Crest team ensured regular sanitisation of common areas. Which meant that the kids were at a lesser risk of contracting the virus. And they could still enjoy the lockdown.

***Article by Rutu Mody Kamdar, Brand Consultant, Rustomjee Group.***

# IN THE BATTLE OF COMMUNITY VERSUS COVID-19, THERE'S ONLY ONE GUESS AS TO WHO WON.

The one thing that people missed most during the lockdown was social interaction. From constantly being surrounded by people, we were suddenly forced within the confines of our homes. It was a form of house arrest and perhaps those who lived in stand-alone buildings experienced isolation the most.

It was during the lockdown that people began to appreciate the benefits of community living. Like living in the township of Rustomjee Urbania. With over 4000 families living here, it has grown and evolved into a community where people have forged friendships for life. The extensive 7-acre podium and the

landscaped gardens gave the residents ample space for walks, a chance to relax in the gardens or just enjoy each other's company while maintaining social distance. Children had space to escape the constant barrage of screen time with school, classes and online gaming.

Moreover, when it came to essentials and necessities, Urbania residents had no worries. With retail outlets within the premises itself they were assured of a constant supply. Besides, Rustomjee's facility management team, Crest, proved to be a boon in these troubled times. They not only arranged for delivery of food items to the elderly residents

but also to the homes of those who had tested positive for Covid-19 and were in quarantine.

The spread of the virus was mitigated and kept to a minimum due to the efforts undertaken by Crest, ensuring complete sanitisation of public areas and touch points in the township on a regular basis. The residents of Urbania felt safe and secure within the gated community. Everyone was taken care of and no one felt alone - that is the power of community living.

***Article by Mr. Anupam Verma, CEO, Rustomjee Urbania.***



# CELEBRATING NATIONAL SAFETY WEEK.

Every year, 4<sup>th</sup> March is celebrated as National Safety Day, and the week up to 10<sup>th</sup> March is celebrated as a National Safety Week throughout the country. As a part of that, we celebrated National Safety Week across Rustomjee Urbania.

Fire safety drills were conducted at various Urbania offices, trainings to use various safety equipment at construction sites was held for workers, and the 'My Desk-Safe Place' competition was organised for construction offices and site offices. Apart from that, we had slogan writing, quizzes and drawing competitions on the same theme. It was a great way to ensure that health and safety is integrated in our work culture and lifestyle.



# STAY POSITIVE, TEST NEGATIVE.

- Take breaks from the news and social media; set limits to how much media you consume
- Go for a walk, do some yoga or meditate. Take care of your body
- Maintain a journal; writing can be a great outlet for emotions and feelings
- Slow things down and make time for yourself each day
- Focus on what you can control. Take care of yourself and your immediate family first, the rest becomes a little easier to handle
- Surround yourself with your trusted friend circle
- Cook and eat healthy food, rich in nutrients
- Ensure you and your loved ones get a good night's sleep
- Take it day by day, and live in the moment



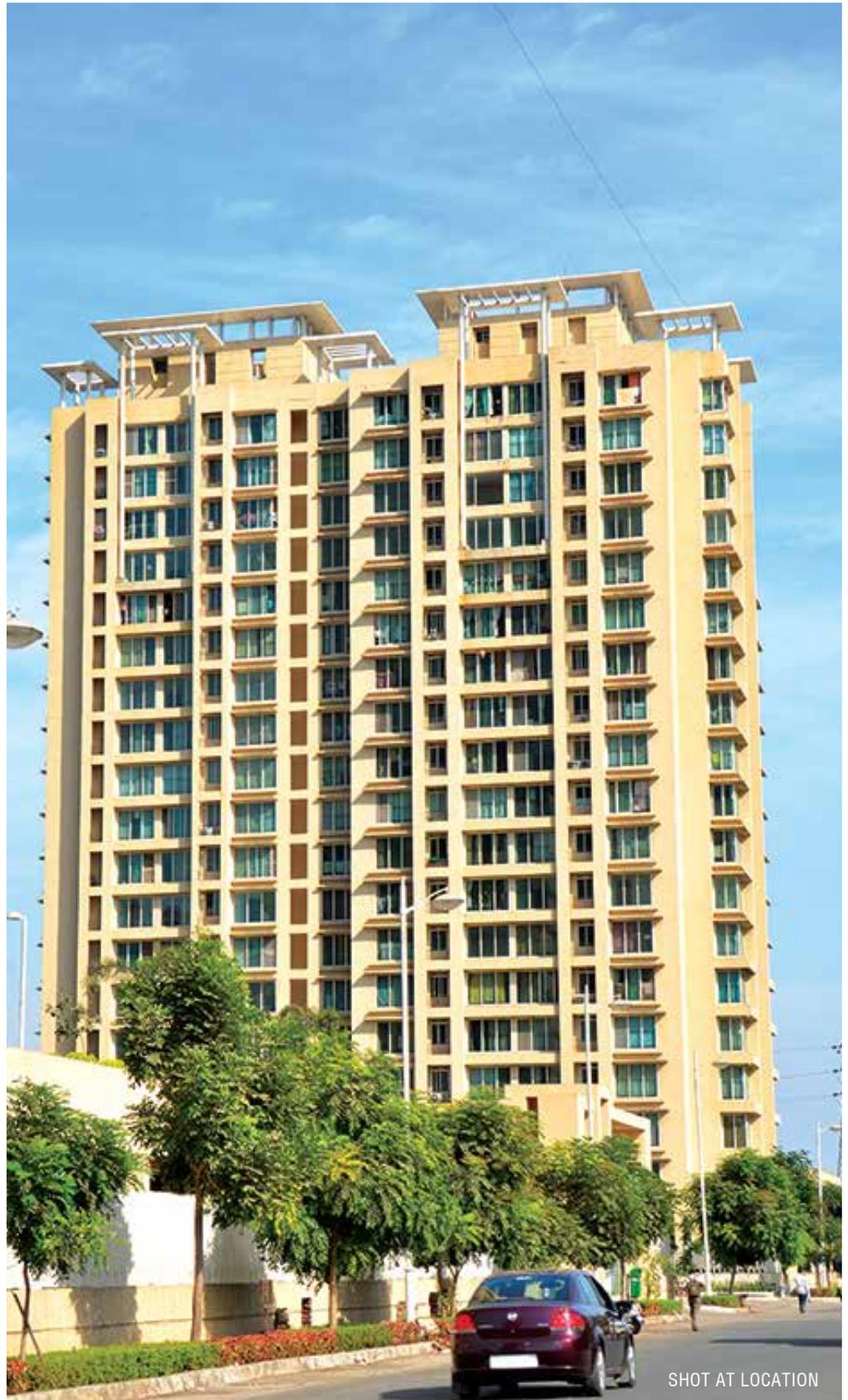
# DESPITE PANDEMIC, REAL ESTATE SECTOR BOOMS IN MUMBAI.

Housing sales increase by 234% in 12 months despite pandemic; ₹1 lakh cr. of real estate sold.

3,798 housing units were sold in March 2020, but a year later, we saw a near 4x increase with 12,696 units registered. Shishir Baijal, Chairman & Managing Director, Knight Frank India has observed that the troubled real estate sector in Mumbai was revived owing to the stamp duty cut. Other factors which have helped in the resurgence for real estate demand include a hike in household saving rates, a dip in home loan rates, developers displaying flexibility with regards to payment and reduction in residential prices.

Source:

<https://trak.in/tags/business/2021/03/30/real-estate-boom-in-mumbai-housing-sales-increase-by-234-in-12-months-rs-1-lakh-cr-of-real-estate-sold/>



SHOT AT LOCATION

# BIRD SONG AT URBANIA DURING THE LOCKDOWN OF 2020.

Birds have been the happiest due to the lockdown and just before the lockdown, I saw a kingfisher on a gulmohar tree at Rabodi. Urbania's residents could listen to kingfishers on the trees adjoining the nalah north of the township.

The Azziano road is a great place to see and hear birds as the trees there attract birds and where I have witnessed bulbuls, kingfishers, sparrows, and swallows. Each morning, I have heard cuckoos at our apartment in Urbania, as due to reduced traffic, it is now easy to listen to birds at a distance. The cuckoos are at their loudest early in the morning from the Festival Plaza

and Brindavan Society's trees. The coppersmith barbet is another bird that calls out from the Festival Plaza, but you can now also hear it from trees near Eden Super bazaar. Bulbuls have been common at the clubhouse and with people not using the facilities, they have free rein and fly there and all around. Bulbuls have nested within Urbania, and you can spot the babies learning to fly. The younger ones are smaller than the adults and do not fly long distances and hop rather than fly. The sparrows are the most common birds at Urbania and the ones that are most heard. In the mornings, the chirping of sparrows can be an alarm call for

you to wake up. The sound of crows cawing is also common at Urbania. The third most common bird at Urbania is the mynah, a gregarious bird that moves around in flocks, chattering through the day. Mynahs are helpful birds that feed on food scraps, though during the lockdown, they are content with insects they find as people are not discarding food.

**Reprinted with permission from the author, Giridhar Pai, resident of Rustomjee Urbania from his latest book, My Life in a Pandemic, published by Notion Press in February 2020.**



# DIGITAL TRANSFORMATION IN CONSTRUCTION AT RUSTOMJEE

We strongly believe that Digital Roadmap and Transformation that we embarked upon in 2018 at Rustomjee will empower and strengthen us to take on new challenges in the future that are simply unthinkable in the current state of working. Being lean with a startup mindset shall give us the desired ductility to adapt and reinvent with agility.

Virtual Design & Construction (VDC) with Building information modelling (BIM) as a backbone is only an effective way to get things done. However our success truly depends on our passion and will to implement it. Leveraging professional competencies of team members, pro-active collaboration, integrated with strong, lean, digital and robust processes implemented with the help of a strong Technology support will help us achieve true Excellence.

From planning and design to construction, project and quality management, digital transformation will increase team productivity and allow us to make informed decisions.

Going forward we plan to use both Mixed Reality (MR) & Virtual Reality (VR) on organization and project execution levels to stay on top of the latest transformative technologies. We would like to leverage on 7D BIM and info-communications technology (ICT) to fully integrate all clients' inputs and processes.

**Article by - Atul Date, Head - Design and VDC, Rustomjee group.**



IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

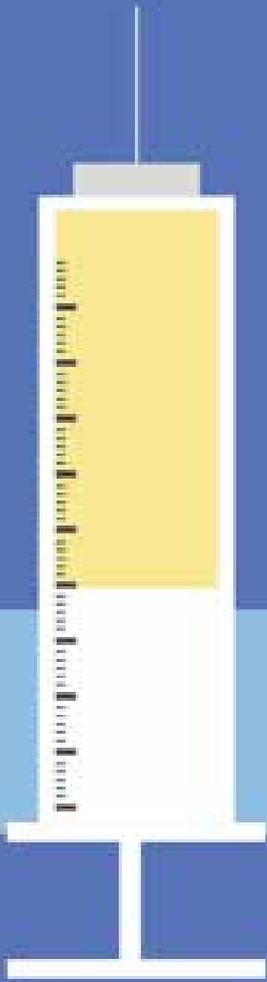
# DID YOU KNOW ABOUT ENVIRONMENTAL INITIATIVES AT RUSTOMJEE URBANIA.

- Conceptualized and built on green design principles. The layout offers maximum use of natural light and ventilation, minimizing the use of artificial temperature control and electricity lights
- Uses energy efficient and energy saving power systems like LED / CFL tubes, dimmable light fittings, cables (Polycab, Havells, RR), Solar PV systems, etc.
- Only uses electrical star, LEED, ECBC-approved devices and appliances
- Electric charging provision for battery-operated vehicles, reducing the pollution from automobile use
- Use of power-saving inverter AC with green gas of R32 which helps to avoid ozone depletion
- Uses sewage treatment plants (STP), rainwater harvesting and stormwater management systems for efficient water management. All the materials used for Plumbing, FF systems like pumps (grundfos, Kirloskar), pipes, solvents, paints, organic chemicals, etc. are approved by ETA, LEED and ECBC.
- Water-efficient faucets, fixtures, fittings and urinals (Jaguars, Supreme) minimise the water consumption
- Water and energy meters monitor the consumption and conservation measures for possible savings
- Uses Decunic -Belgium series UPVC windows along with Saint Gobain glass(Green Certified, LEED, ECBC product). These optimize the use of natural light to illuminate the interior, thereby not only making it more comfortable for occupants but also reducing the use of electricity or powered light
- Uses low volatile organic compound (VOC) adhesives like Ardex Endura, Weber, etc., paints (Dulux Akzonobel, Asian, Jotun, Damani Burger, Global, etc.), and sealants (Dowseal, Mcoy, etc.), PU Foam (Wurth, Boss, etc.)
- Uses green building certified flooring tiles of Somany, Kajaria, etc.
- Uses Gypsum Plaster, the natural source for interior finish, being fire resistant, acoustic, etc.
- Used LEED, ETA, ECBC Anchors, epoxy chemicals of Hiti,Wurth product. For internal plaster and waterproofing, we only use Portland Slag Cement means we only consume the natural source, slag from an environmental point of view
- For durability of building structure from an environmental point of view, we are consuming 30% fly ash product in concrete production



Covid-19 vaccination Phase 3 begins on May 1

## How to register on CoWin portal



- Register or sign in on [www.cowin.gov.in](http://www.cowin.gov.in)
- Enter your mobile number and click on 'Get OTP'
- Enter the OTP on the site, and click on 'Verify'
- Enter all your details on the 'Register for Vaccination' page and click on 'Register'
- Click on 'Schedule' next to the name of the person registered
- Add pin code and click on 'Search'
- A list of designated vaccine centres will appear
- Select the date and time and click on 'Confirm'

### HOW TO GET YOURSELF VACCINATED IN 3 SIMPLE STEPS:

- Online registration and appointment can be taken through the Co-WIN portal or Arogya Setu app. You will have to give some basic information about yourself and details of your photo identification card to get yourself registered online.
- From a single mobile phone number, you can register 4

people. However, each person will need their own photo identification document. If an Aadhar card is used as an identification document, consent will be obtained and recorded.

- Through the portal, you can find out the list of available CVCs, along with dates and time of available vaccination slots, to book an appointment as per your choice. You will need an OTP verification prior to registration and a confirmation slip/token will be generated after registration. You will also get a

confirmatory SMS later.

For private hospitals, prior registration and appointment will be the only method of registration. For government hospitals, a number of slots will be available for online registration and appointment; the rest will be kept for on-site registration and vaccination. Appointments for any date for a vaccination center will be closed at 12:00 pm on the day prior to the date.

**Source: Ministry of Health and Financial affairs, Central Government of India.**

**LOCKDOWN.  
COVID RESTRICTIONS.  
MONSOON. JUST A FEW  
THINGS THAT WON'T  
COME IN THE WAY  
OF YOUR DREAM HOME.**

**WORK AT RUSTOMJEE URBANIA IS  
PROCEEDING AT A RAPID PACE.**



**AZZIANO L TOWER: 2ND FLOOR, RCC WIP**



**AZZIANO D TOWER: 1ST FLOOR, RCC WIP**

**SHOT AT LOCATION**

# A COMMUNITY OF 4000+ FAMILIES, 100+ ACRE TOWNSHIP, AND 32 LIFESTYLE AMENITIES, NOW WITH ANOTHER PERK: REDUCED STAMP DUTY.

Come experience a life not lived in square feet in  
a township nestled in the bustling heart of Thane West.

2 & 3 BHK HOMES STARTING AT ₹1.09 CR PLUS TAXES.



SHOT AT LOCATION

# THE SAFEST WAY TO GET TO 20+ RETAIL STORES FOR YOUR DAILY ESSENTIALS? TAKE AN ELEVATOR RIDE.

OVER 20 RETAIL STORES ARE NOW OPEN AT  
RUSTOMJEE URBANIA FOR YOU AND YOUR FAMILY TO ENJOY.  
BECAUSE FAMILY TIME SHOULDN'T WAIT FOR THE WEEKEND.



ACTUAL IMAGE

**Over 20 retail stores are now open at Rustomjee Urbania.**

VLCC | Javed habib | Wellness forever | Deserts and Dairy | Euro kids | Just P'za | Klay day care  
Uclean laundry | Aabhaa ladies boutique | Gift Nation | Daily fresh | Rajesh surve photography  
Apsara icecream | Eden supermarket | DR. Rai dentals Avenue | Wash and press and few others.

# THE BENEFITS OF HAVING RETAIL STORES IN YOUR TOWNSHIP.

With the second wave of Covid-19 being touted as even more severe than the first one, we are once again faced with the specter of a lockdown. While essential services are not disrupted, the fact remains that the government is urging citizens to avoid venturing out of their homes. Even the basic and mundane act of marketing for vegetables and groceries now carries a risk of getting infected by the virus. Even more crucial is the fact that those who do go out of their homes are worried that along with the essential goods they may be inadvertently carrying the virus home to their families.

It is in this situation that those who are residing in a self-sufficient gated community find themselves at a distinct advantage. For instance, at the township Rustomjee Urbania, there is a strong retail segment that

provides for the requirements of all the residents. They do not need to venture outside the gates of the township. Within its confines they are safe as the facility management team, Crest, is ever vigilant about sanitizing the common areas of the development and every individual building.

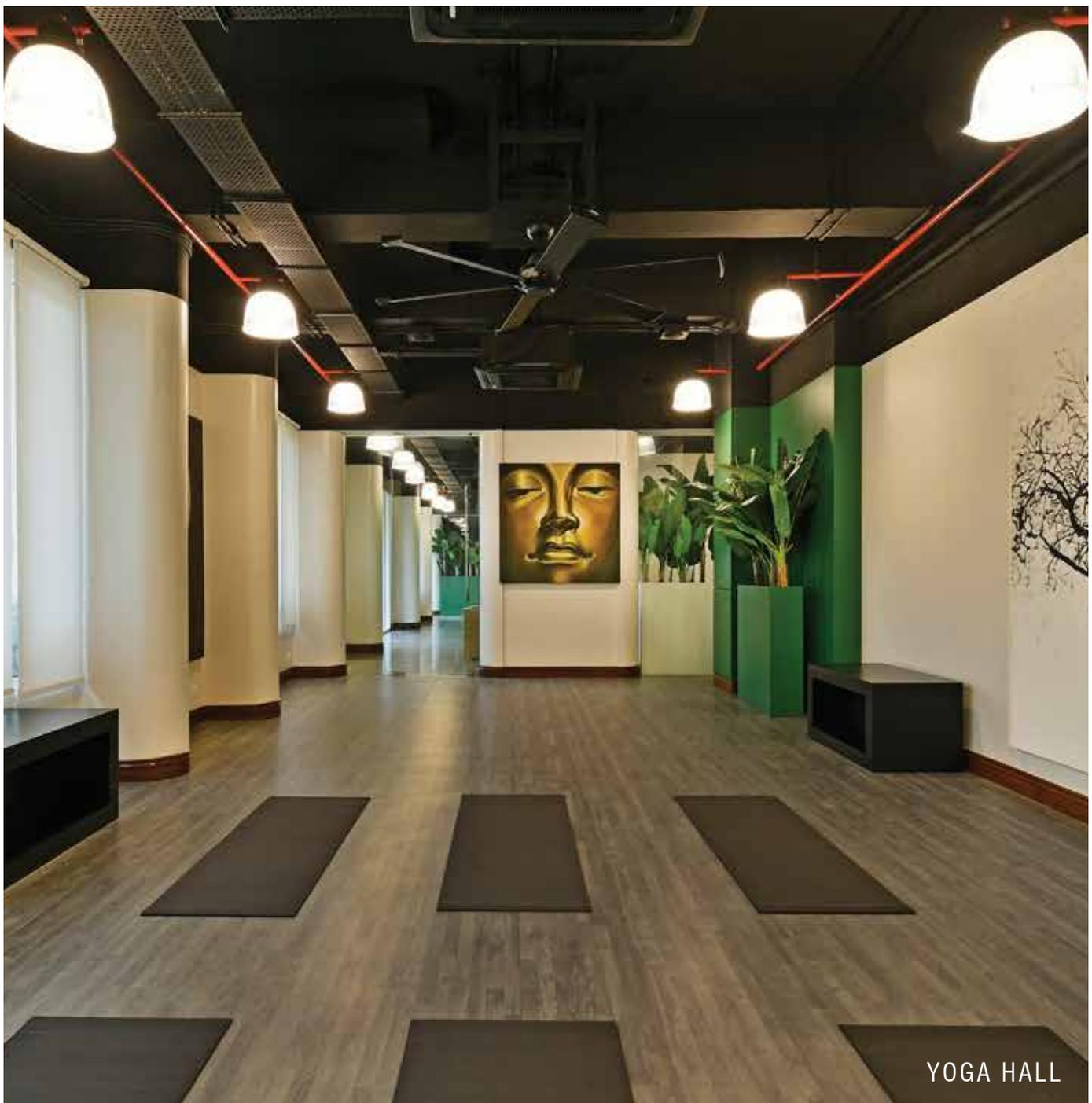
Some of the retail stores that are open for business at Rustomjee Urbania include groceries from Daily Fresh, Eden Supermarket, Only Fish and Chicken and medical supplies and medicines from Wellness Forever or Mahalaxmi chemist. Moreover, special treats are available from Deserts and Dairy, Apsara Ice-cream, Shri Krishna Sweets, Dry Fruits and Namkeens and Just Pizza. The retail plaza also offers services like Dr. Rai's Dental Avenue, Javed Habib,

Rajesh Surve Photography, Wash and Press, Unclean Laundry, Gift Nation and VLCC.

During the pandemic and the lockdown, the retail stores have proved to be a blessing for residents of Rustomjee Urbania. They cut down the stress of residents having to run to myriad stores to get what they wanted or wait endlessly for a time slot to open up during online deliveries. Coupled with that, the Crest management services ensured that those who could not visit the stores themselves, like the elderly, were assured of home delivery, with the mandatory safety protocols being followed. Living in a township has literally meant that residents could breathe and live without fear.

***Article by Saurabh Naik, Sales head, Rustomjee Urbania.***

**32 WAYS TO DISCOVER  
THE LAUGHTER MUSCLES  
IN YOUR BODY WITH  
STATE-OF-THE-ART  
READY AMENITIES.**



YOGA HALL



LIBRARY



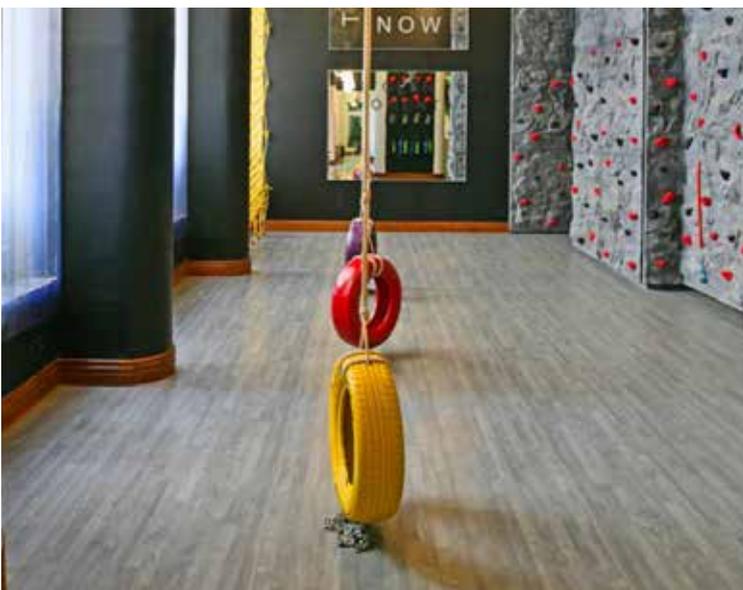
BUSINESS CENTRE



MINI THEATRE



SENIOR CITIZENS' ZONE



ADVENTURE ZONE



PARTY HALL

SHOT AT LOCATION

# YOU ALREADY KNOW THAT LIFE HERE IS GREAT, WE'D LIKE TO ENSURE IT JUST KEEPS GETTING BETTER.

Refer your family and friends to a life lived beyond square feet at a 100+ acre Urbania township. Both you and your friend who buy a home here will get extra special rewards.

**READY AMENITIES:** ADVENTURE ZONE | PARTY HALL | CAFÉ | GYMNASIUM | INDOOR GAMES ZONE | MINI THEATRE | SPA  
SWIMMING POOL | RUSTOMJEE CAMBRIDGE INTERNATIONAL SCHOOL | TENNIS COURT

ACTUAL IMAGE

# THERE'S A SCHOOL RIGHT NEXT DOOR. SO THAT KIDS CAN RUN BACK HOME WHEN THE SCHOOL BELL RINGS.

The Rustomjee Cambridge International School  
is just minutes away from home.



In Rustomjee Urbana, everything you need and want is a hop, skip and jump away. Including the Rustomjee International School, a renowned IGCSE school, with facilities that encourage the academic, athletic and cultural development of your kids. Now with school this close to home, your kids won't be making excuses to skip class anymore.

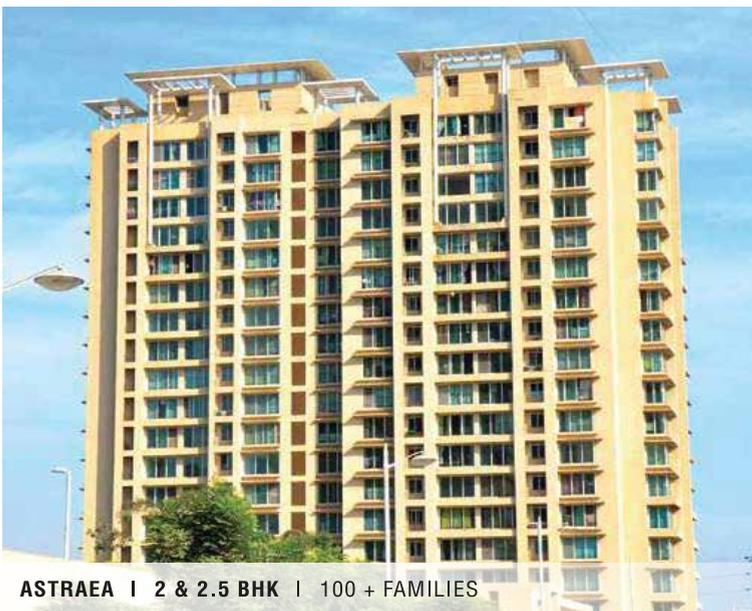
# COMPLETED PROJECTS OF RUSTOMJEE GROUP.



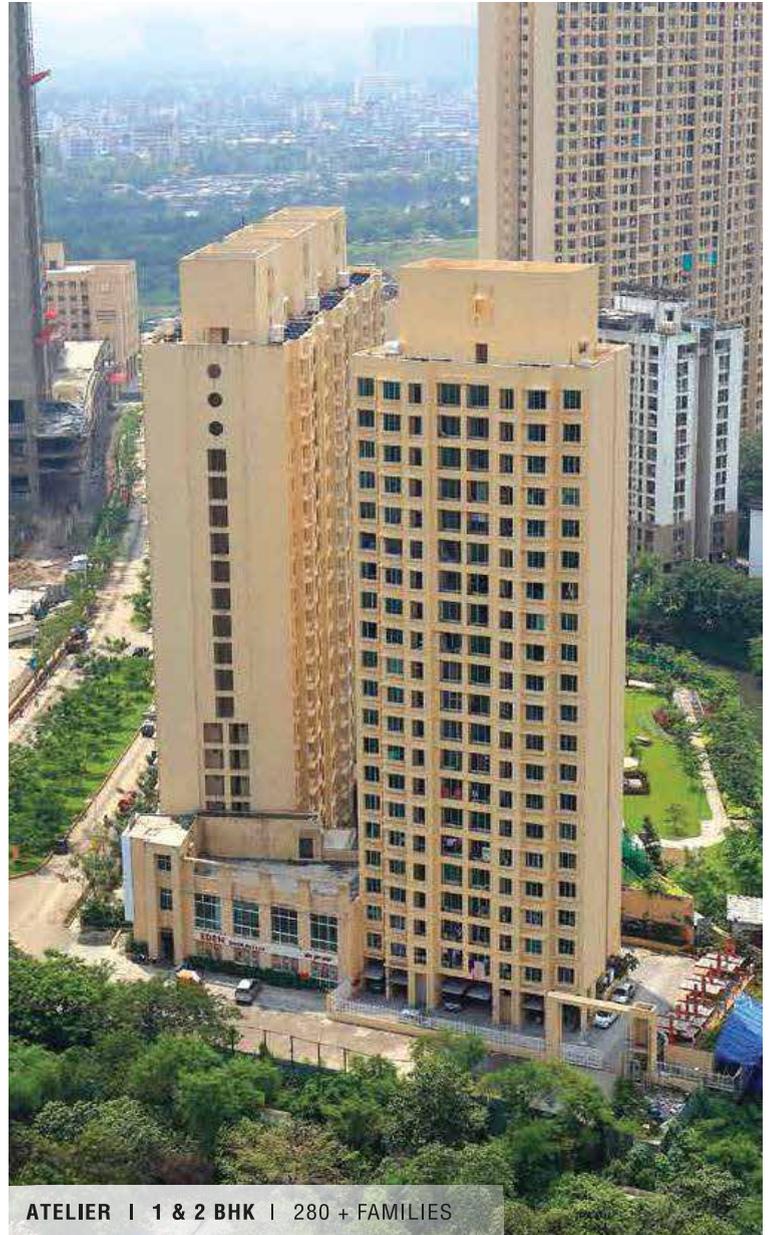
ACURA | 2 BHK | 550 + FAMILIES



AZZIANO | 2 & 3 BHK | 410 + FAMILIES



ASTRAEA | 2 & 2.5 BHK | 100 + FAMILIES

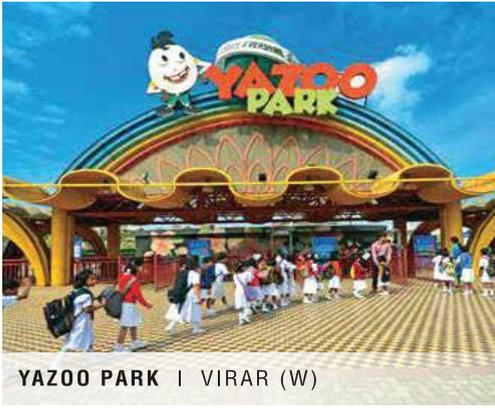


ATELIER | 1 & 2 BHK | 280 + FAMILIES



ATHENA | 2, 2.5 & 3 BHK | 400 + FAMILIES

Actual images of our completed projects



**YAZOO PARK | VIRAR (W)**



**ELEMENTS | OFF JUHU CIRCLE**



**ORIANA | BKC ANNEXE**



**LA SOLITA | BANDRA (W)**



**ELANZA | MALAD (W)**



**OZONE | GOREGAON (W)**



**NATRAJ | ANDHERI (E)**



**ELANZA | MALAD (W)**



**MERIDIAN | KANDIVALI (W)**



**ELITA | UPPER JUHU**



**SEASONS | BKC ANNEXE**



**PARAMOUNT | KHAR (W)**

Actual images of our completed projects

CHILDHOODS AVAILABLE | IT'S THOUGHTFUL. IT'S **Rustomjee®**

**CALL: 6111 6111**

**RUSTOMJEE URBANIA, OFF EASTERN EXPRESS HIGHWAY, NEAR MAJIWADA JUNCTION, THANE (W) - 400 601  
CORPORATE OFFICE: 702 NATRAJ, M.V. ROAD JUNCTION, WESTERN EXPRESS HIGHWAY, ANDHERI (E), MUMBAI - 400 069**

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**MahaRERA registration no: Azziano - Wing D - P51700019544, Wing E - P51700015260, Wing F P51700001021,  
Wing G P51700001060, Wing H P51700001453, Wing I P51700001093, Wing J P51700000950, Wing K P51700013649,  
Wing L P51700018621 | Aurelia1 - P51700001516. Available at website <https://maharera.mahaonline.gov.in/>**