

New Worli homes get Four Seasons touch

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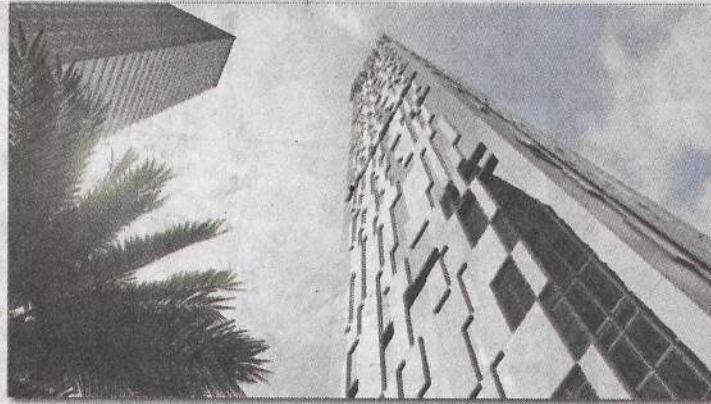
PROVENANCE Land (formerly Magus Estates), a Mumbai-based developer, and Four Seasons Hotels and Resorts are jointly developing new five-star category residences in India called Four Seasons Private Residences Mumbai.

Spread over a 1.5-acre plot, the 26 limited edition homes, spread across 55 storeys, will showcase a brand new luxury norm for high-heeled, NRIs and high net worth individuals. The skyline-defining, iconic tower, will house full floor simplexes, duplexes and penthouses ranging from 3,275-3,471 sq ft to over 7,100 sq ft.

The project is part of the 4.5 acre campus in Worli where Four Seasons Hotel stands.

"These 26 residences across 55 floors will sprawl out over one or more floors," Adarsh Jatia, CEO and MD, Provenance Land, told FC. He said the single floor apartments start at Rs 30 crore, inclusive of interior costs, infrastructure, club, parking, etc but excluding stamp duty, registration and floor rise fees.

Jatia said providing residents 650 foot high vistas and the unparalleled



Four Seasons brand service, the building would be the first of its kind in Mumbai. This is the company's first residential project.

"With the plinth level nearing completion, the project will be ready for delivery by June 2018," he said. He added the Rs 600 crore project is being built as per the specifications of the international standards of the Four Season hotel, who would be paid a royalty fee for its brand.

The single floor residences will offer living and dining rooms extending across over 1,100 sq ft, three impressively large bedrooms, with an over-

sized master bedroom covering over 600 sq ft with walk-in wardrobes and a marble clad master bathroom.

The north and south duplexes, garden duplexes, and penthouses will occupy one-and-a-half or two floors each, with up to six bedrooms for multi-generational families. Secure private entry lobbies would lead into each residence with an 80 feet long seamless facade in the living room. "After the residents move in, the Four Seasons hotel will provide all services such as housekeeping, concierge, maintenance and upkeep of the property....," Jatia said.

Independent view

"Of all residential locations in South Mumbai, where prices have currently peaked, Worli is likely to see the highest capital appreciation despite it being lower than other sub-markets within the city. There are multiple factors going in favour of Worli. It is perceived as a premium location, the sea view is unsurpassed by any other location in the city, and the developing residential market and new buildings have already been able to charge higher prices. Worli will continue to see active participation from end-users who want to stay in a prominent location with a sea view."

— **Ramesh Nair, COO**
- **Business & International**
Director, JLL India

The project also provides 40,000 sq ft of lush landscaping, including a citrus orchard, outdoor family dining area, barbeque pit, meditation gar-

Historysheet

Last Project : Hyatt Regency – Pune (hospitality)

Total land area : 4 acres

Price: ₹9,000 per sq ft

Number of rooms: 225 rooms and 100 serviced apartments

Project completed: October 2010

Room areas: 40 sq. metres.

Serviced apartments 70 – 110 sq metres

den. It would also have a children's play area, outdoor tea room, along with a full length lap pool on the ground level. The Resident's Club sprawling across 3,300 sq ft of carpet space would be equipped with a fitness centre, library/media lounge, private dining room/board room and a terrace lounge on the 51st level with spectacular sea views. The roof top terrace on the 56th level would provide an open air cinema, private dining facilities, lounge and bar overlooking the Arabian Sea.

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