

KALYAN GETS ANOTHER LANDMARK OF TRUST AND HERITAGE

#LiveSmileProsper



HAPPINEST
KALYAN

Located strategically on the Bhiwandi-Kalyan Corridor,
discover homes where you can live khul ke, smile dil se
and prosper har din

1 & 2 BHK | ₹ 29.95 Lakh | All-inclusive price including GST, SDR and 2 years of maintenance

Register online and get assured savings of ₹ 50,000 and more



Contact your relationship manager for more details

MahaRERA for Happinest Kalyan Project A **P51700022981**. For more details visit: <http://maharera.mahaonline.gov.in>

Site address: Happinest Kalyan, Kalyan Bhiwandi Road, Rajnoli, Maharashtra 421311



A home that connects you to the world



Situated on the Bhiwandi-Kalyan Corridor and near the proposed Rajnoli metro station on the upcoming Thane-Bhiwandi-Kalyan Metro Line 5[±], Happinest Kalyan will be well-connected to all major hubs across Mumbai. The neighbourhood offers reputed schools, colleges, business hubs, hospitals, and markets.



Location with future benefits[±]

- Upcoming Navi Mumbai International Airport
- Planned Metro Line 5 connecting Thane-Bhiwandi-Kalyan
- 126 km long 8-lane Virar-Alibaug Multimodal Corridor
- Samruddhi Mahamarg and the Mumbai-Delhi Industrial Corridor
- Two upcoming modern business districts
- Western Dedicated Freight Corridor
- Panvel-Virar rail corridor
- Dombivli-Mankoli road

[±] Proposed developments are announced and as per data available in the public domain. Yet to be developed by the respective authorities.

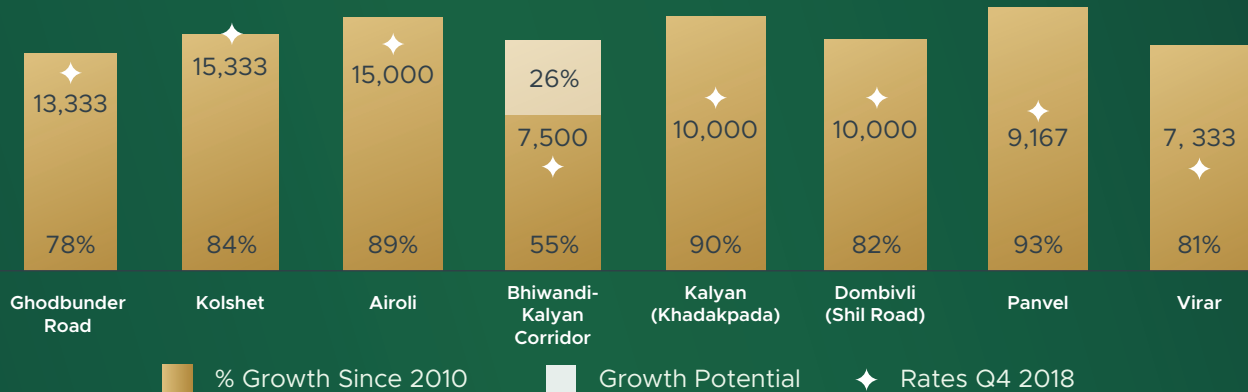


Bhiwandi-Kalyan Corridor Real Estate

At the cusp of inflection

The emerging growth of logistics sector and shift in business district coupled with extensive infrastructure-led development signal that the Bhiwandi-Kalyan Corridor is likely to witness an upswing in property prices similar to that recorded by other micro-markets that have already undergone similar inflection in property prices. Capitalizing on this future boom, growth of social infrastructure, appreciation potential of 26% and rental yields of around 2.6%, Kalyan-Bhiwandi corridor is on the cusp of inflection.

Property price growth comparison since 2010



Investment opportunity basis cost differential and travel time

The following table compares four competitive micro-markets in terms of price and size of the property along with travel time in the current situation and post-development of the planned infrastructure.

	Thane (Ghodbunder Rd)	Bhiwandi-Kalyan Corridor	Kalyan (Khadakpada)	Dombivli (Kalyan-Shil Road)
Agreement value 2 BHK– 600 sq.ft. carpet area	100 Lakh	46 Lakh	58 Lakh	55 Lakh
Estimated travel time to Kurla	55-65 min	80-90 min	70-80 min	75-85 min
Time differential compared to Bhiwandi - Kalyan Corridor	- 25 min	-	- 10 min	- 5 min
Cost differential compared to Bhiwandi - Kalyan Corridor	+ 54 Lakh	-	+ 12 Lakh	+ 9 Lakh
Expected travel time post infrastructure completion	40-45 min	70-80 min	70-80 min	75-85 min
Apartment size (carpet area) for ₹ 50 Lakh budget	300 sq. ft.	600 sq. ft.	520 sq.ft.	540 sq. ft.

This clearly highlights that whilst the difference in travel time is marginal, the difference in property prices are significantly higher in these micro-markets in comparison to Bhiwandi-Kalyan Corridor. Moreover, once the Metro Line 5 is completed, the time differential reduces substantially making the Bhiwandi-Kalyan Corridor one of the most attractive locations for real estate investments in its category

Shifting Business Center leading to increase in residential demand at Bhiwandi-Kalyan Corridor

- More than 5 times increase in office space in Thane and surrounding areas in the last decade
- In 2018, Thane and Thane-Belapur road contributed more than 33% of the office space supply of MMR
- More than 7 million sq.ft. of planned office space in supply in the Kalyan-Shil zone
- The new business district designed on the lines of BKC at Kharbao to generate approx. 5 Lakh jobs in the Bhiwandi-Kalyan zone
- Further impetus to logistics in the area due to the allocation of 'Infrastructure Status' to warehouses and allowing 100% FDI in the warehousing sector, attracting large brands like Amazon, H&M, Flipkart, Myntra and Pepperfry

Source: Cushman & Wakefield 2019 report – Emergence of Bhiwandi-Kalyan Corridor



Design that revolves around you

Happinest Kalyan is a place where you and your family will thrive in harmony with nature

- Spread over 9 acres, comprising 7 towers
- Tower orientation enabling better ventilation, light and privacy
- Ample greenery with a variety of recreational amenities
- Sustainable development with power and water-efficient features^
- Tech-enabled homes with multi-tier security*
- Designed for low maintenance^
- More space inside your rooms and minimal wastage^
- Special amenities to take care of your special needs**



Artistic impression



Landscapes/Gardens

1200+ trees | Landscaped garden | Fragrance garden | Fruit orchard with walk area
Medicinal grove walk | Picnic lawn | Jungle walk



Social Area

Event lawn with stage | Outdoor reading area | Camping deck | Pet park | Picnic corner



Fitness

Jogging track | Cycling track | Outdoor gym | Reflexology path



Sports

Two cricket nets | Outdoor carrom | Outdoor chess | Two multipurpose courts
Badminton court | Kabaddi court | Half basketball court



Kids' Area

Toddlers' play area | Kids' play area | Kids' tree trek | Life-sized board games
Sand-pit with play area



Clubhouse

Multi-purpose hall | Indoor kids' play area | Indoor games area | Multi-utility room
Gym | Terrace lounge



Safety and security

24-hour security | Automated boom barriers | CCTV monitoring | Controlled access to building



Tech-enabled homes*

High-speed broadband | Landline | Digital TV | Intercom



Retail at your doorstep

Primary health center by Apollo Clinic | Daycare & pre-school, operated by Eager Beavers
Provision for bank, salon and restaurant

*The above services will be provided by a licensed telecom operator. The subscription packages and tariffs will be at beneficial rates offered by the service provider.



Shape the world you want to live in

With Happinest Kalyan, you get the opportunity to co-create a few common amenities** so that your home has all that you want



Representational image



Representational image



Representational image

♦ MyAcademy ♦

Study room with e-learning facilities powered by Toppr

♦ MyScreen ♦

Mini-theatre

♦ MyStage ♦

Music and dance room

♦ MyGreet ♦

Guest rooms

♦ MyAttic ♦

Locker space for extra household items

♦ MyMarket ♦

Exhibition space

♦ MyLinen ♦

Laundromat

****The residents will be given an opportunity to choose three of these pay-per-use amenities. The final offering will be based on popularity and economic viability.**

A world crafted with everyone's comfort in mind

- Differently-abled and senior citizen friendly
- Child-friendly
- Doctor and ambulance parking
- Car-free zones for kids' safety
- Restrooms for drivers and domestic staff
- Dedicated pet areas

What's better than enjoying today? Knowing that your children will enjoy a better tomorrow

- Pre-certified IGBC Gold
- Reduced CO₂ emission during construction
- Treatment of 100% organic waste
- Water-efficient fixtures
- Rainwater harvesting
- Sewage treatment plant
- Adequate light and ventilation
- Ultrasonic water meters powered by WEGoT

A home that is high on efficiency, and pride too

- Water-efficient landscape
- Solar PV cells in street lighting
- LED lighting in common areas
- Technology used to reduce maintenance

Did you know?^



Gold

Pre-certified IGBC Gold - Project of national excellence^



45%

Water saving^



44%

Reduction in carbon emission (CO₂) during construction^



70%

Common area powered by solar^



50%

Lower maintenance^



7 sq.ft.

Carpet area saved due to provision of piped gas



More space for important things

Your home is designed to provide more usable space within each room. Impeccable finishes, top-quality materials and smart designs make your home comfortable for you and your family. Your kitchen is equipped with piped gas which is safer and more convenient than LPG cylinders.



1 BHK-A

	Sq.m	Sq.ft
RERA Carpet Area	31.10	334.76
Enclosed Balcony	2.72	29.28
Aggregate Area [#]	33.82	364.04



1 BHK-B

	Sq.m	Sq.ft
RERA Carpet Area	35.12	378.03
Enclosed Balcony	3.41	36.71
Aggregate Area [#]	38.53	414.74



2 BHK-A

	Sq.m	Sq.ft
RERA Carpet Area	45.99	495.04
Enclosed Balcony	3.88	41.76
Aggregate Area [#]	49.87	536.80



2 BHK-B

	Sq.m	Sq.ft
RERA Carpet Area	50.86	547.46
Enclosed Balcony	4.90	52.74
Aggregate Area [#]	55.76	600.20

Finishes

Vitrified flooring in the living, dining, passage and bedroom | Anti-skid ceramic tiles in bathrooms
 Branded CP fittings and sanitaryware | Stainless steel sink in the kitchen
 Provision for water purifier next to the kitchen sink | Provision for water supply for washing machine

[#] Aggregate Area includes RERA Carpet Area and Enclosed Balcony

Discover the exclusive benefits of



MRP stands for Multiplier Rebate Plan. It is a mandatory step for buying a home at Happinest Kalyan. Registering EARLY for MRP by paying ₹ 25,000 (refundable) online, reaps you assured benefits of ₹ 50,000 and more on your home buying. For example, customer with MRP number 99 will enjoy additional savings of ₹ 45,000 over and above savings of a customer with MRP number 999.

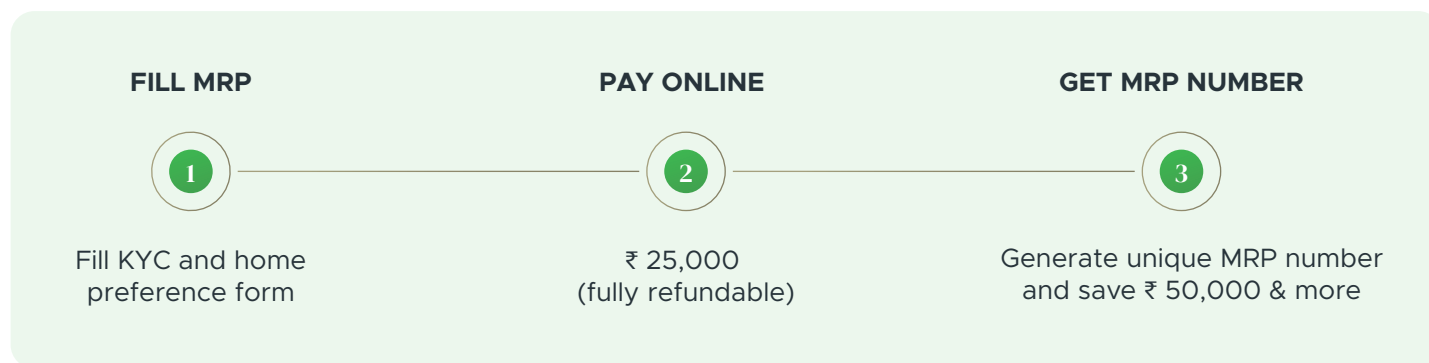
Choose your preferred home

All-inclusive price (in ₹ Lakh) Including GST, SDR & 2 years of maintenance. Car park extra.			
Configuration	1-7 floor	8-14 floor	15-22 floor
1 BHK-A	29.95	31.15	-
1 BHK-B	34.50	35.90	-
2 BHK-A	46.45	48.15	49.85
2 BHK-B	51.90	53.80	55.70

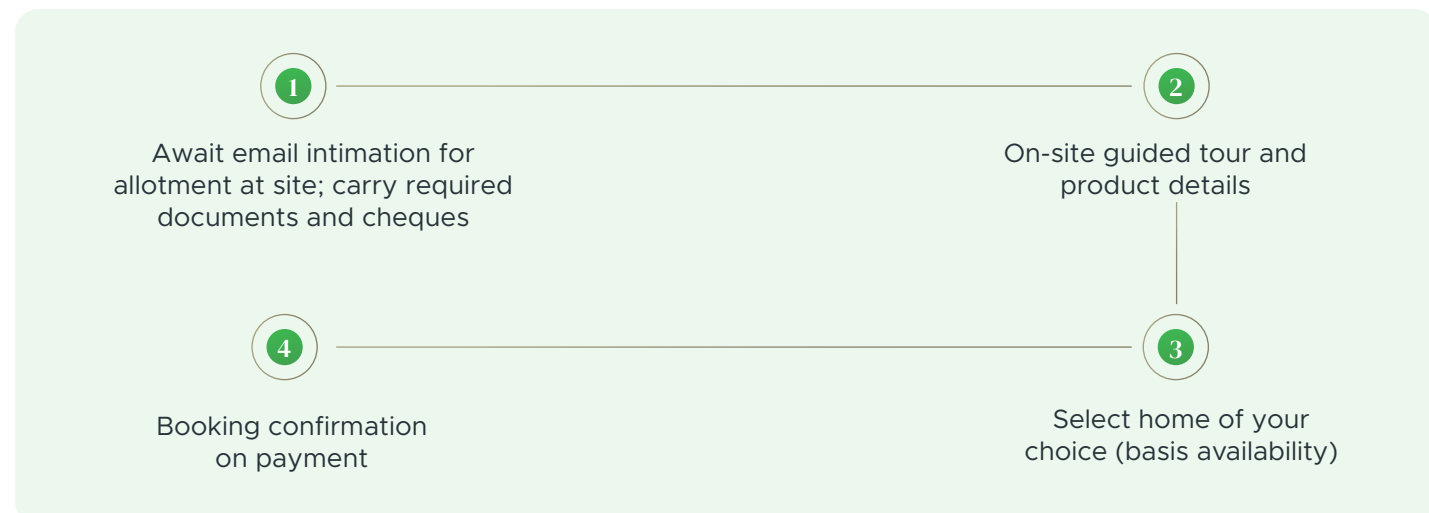
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Avail PMAY benefits of ₹ 2.67 Lakh subject to government approval

Steps to generate MRP



Steps for allotment



Make the smart choice, buy now



From the
House of Mahindra



Location with
better growth
potential



Nearby business hubs
driving employment



2 min from planned
Rajnoli metro station



Sustainable
development



Designed for
lower maintenance



Ample green with
host of recreational
amenities



Higher usable
space inside
your rooms



Community of
progressive
neighbours



Homes with
PMAY benefit

Mahindra Happinest

Mahindra Happinest was founded with a vision to provide remarkable, low-cost, high-quality homes to the emerging middle class. We have made homeownership more affordable by reducing the cost and time within which we build our projects while maintaining high quality standards. This has been made possible through better design and the use of innovative technologies. Mahindra Happinest offers homes that are built to maximize utility per square foot so that you and your family have ample space to grow.

The Mahindra Group

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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Mahindra Happinest Developers Ltd (MHD) is inviting applications for Multiplier Rebate Plan ("MRP") for its real estate project named Happinest Kalyan till 1st December 2019 or 2000 applications, whichever is earlier. The MRP Application Window can be extended or shortened by MHD at its discretion.

[^]Stated numbers and quantifications are based on following certifications and calculations.

[^]As per the threshold criteria for certification/pre-certification levels provided on the <https://igbc.in/igbc/> | [^]Estimated versus a normal development constructed by conventional means and distant sourcing of raw materials used for construction | [^]Water saving is certified by CII-IGBC | [^]Solar panel installation is designed to take care of 70% of power requirement of the common areas | [^]Current estimation of maintenance versus maintenance of a similar development by any other A+ grade developer

[^]Stated services will be provided by a licensed telecom operator. The subscription packages and tariffs will be at beneficial rates offered by the service provider.

^{**} The residents will be given an opportunity to choose three of these pay-per-use amenities. The final offering will be based on both popularity and economic viability