

C R E S C E N T A R I A



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BE SPOILT FOR CHOICE

Introduction



Crescent Aria, located just a short stride away from the race course golf course and Haji Ali, offers some of the most stunning views in South Mumbai.

Discerning buyers will now have the option of not only the luxury of location but also of Flexibility and Choice like never before.

Crescent Aria, a Residential Project from Crescent Group, gives the option of choosing 2, 3, 4, 5 or 6 BHK Apartments in varying sizes and in vertical or horizontal combinations.



THE HEIGHT OF DESIGN

Architecture



Crescent Aria will have two towers rising from an L-shaped podium. The Towers have been planned to give maximum views of Mahalaxmi Race Course on one side and the open spaces of Mumbai Central Rail Yard on the other.

The façade of the towers will comprise a horizontal wrap of fins that will enhance the beauty of the structure and will act as a skin to allow free circulation of air.

Overall, the architecture will create a cosy & self-sufficient community space that is simple in design and makes a statement about lifestyle as well as quality of life.





FEATURES

All corner bedroom with angular opening windows for a panoramic view.

Double leaf 6' wide x 8' high grand entrance door to all flats.

Well landscaped internal courtyards and decks in coordination with landscape consultants on specific client requirement.
(Premium feature on request)

All flat doors and french doors with 8' ht.

All flats with 10' clear ceiling ht.

All bathrooms well ventilated and lit by large french windows with pocked flowerbeds in front.

Internal courtyards equipped with mechanical retractable glazing system to make the space Aircondtioned on requirement
(Premium feature on request)



CONTINUOUS PROMENADE

The Continuous Promenade System for all apartments ensures that the residents get uninterrupted panoramic views from all rooms.

At the same time it also forms a service corridor that helps maintain the façade of the Towers without any external maintenance staff which lowers running monthly costs as well.

FINISHES

Italian marble flooring to all rooms

Wooden parque floor to master bed room.

Fully furnished modular kitchens.

Antiskid tiles to all outdoor decks surrounding every apartment with ss grated surface drainage system.

All balconies fitted with toughened glass safety railing.

All bathrooms designed with three fixture facility with imported fittings and high quality PVDF plumbing.



PLANNED FOR THE FUTURE

Apartments



CHOICE OF COMBINATIONS

Apartments

BELOW: VIEW TYPICAL 2BHK



The flexibility to combine flats vertically and horizontally is the main feature of the architectural planning. It gives residents various permutations & combinations from Economy to Luxury Apartments depending on their budgets and requirements.





ABOVE:
VIEW OF TYPICAL 2BHK LIVING ROOM



ABOVE:
VIEW OF TYPICAL 2BHK BATHROOM



ZERO WASTAGE PLAN

Each apartment in Crescent Aria has a unified design that creates a Zero Passage Wastage Plan.

That is, both the Towers are planned in a way that no columns come in the usable carpet area of an apartment.

In real life terms that is wonderful because it means you can combine one or more rooms or apartments without creating awkward spaces that defy any usage.



PENTHOUSE LIVING ROOM



EXTRAS

All towers equipped with central pressure pump to maintain adequate pressure to all bathrooms on every floor.

All rooms provided with air conditioning piping with designated well ventilated closets for outdoor units.

Branded split conditioning units Provision (premium feature on request)

Branded kitchen appliances like fridge. Washing machine. Microwave. Hob. Electric non ductable chimney provision (premium feature on request).

Central satellite tv connection and internet connection.

Facility of an interior designer assistance and project execution services affiliated to crescent group to assist buyers with flat interiors on a made to order request (Premium feature on request)



SAFETY

Every flat equipped with antitheft system integrated with local police station protocol system. (Premium feature on request)

Two tier access control security with video door phone & intercom facility to main entrance lobby.



DUPLEX LIVING ROOM





RECREATION



"Elevated Joggers Park" on 21st floor with 800' jogging track around a 12' wide central garden stretch with kiosks for senior citizens.

The 7,000 square feet garden which will float across Tower A and Tower B will act as a Green Lung of the entire neighbourhood. The joggers will get an uninterrupted aerial view of the cityscape while jogging.

This architectural feature is first of its kind to be planned in any residential complex in the island city and gives Crescent Aria its unique identity



1500 square feet Multi-function Hall with dining and kitchen facilities for social gatherings within the complex

Temple for religious congregations

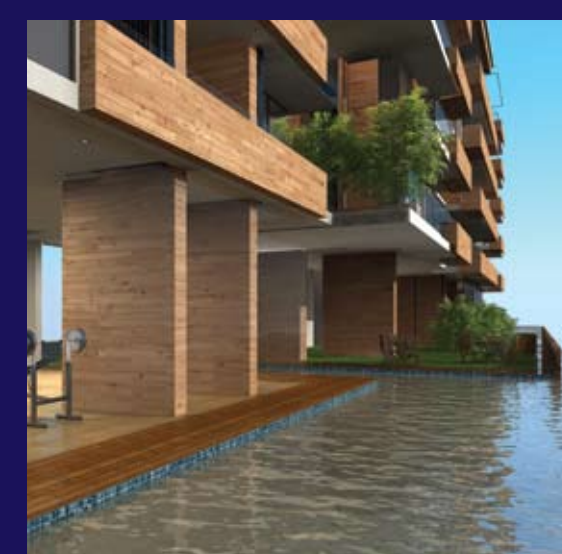
Mediterranean sunken garden for outdoor parties and other social gatherings

"Tropical Avenue" – Pool-side area with lounge and juice bar

"Second Inning Corner" for senior citizens with morning and evening relaxation pods amid lush green forestation measuring 800 sq ft.

60'x 13' swimming pool with lapping aisles

4000 square feet Club House with gymnasium and spa









PARKING

Parking podiums with drivers restroom toilets and car washing facility and tyre air refilling units

4 parking podiums with provision for xyz cars

All parking floors equipped with force draft turbine systems that meet international ventilation norms to tackle emergencies like fire etc.

Each parking holder allotted access control remotes to use car lifts conveniently

Four dedicated car lifts to handle smooth and jam free vehicular movement within podium parking lots.

SAFETY

Fire fighting system from reputed brand.

DG backup to all emergency services like fire pumps and elevators.

GO GREEN

Solar lighting for the entire complex to bring down running costs in long term

21000 square feet fully landscaped stretch over the podium to minimise the concrete glare from the neighbourhood.



SERVICES

Garbage collection and disposal facility*

In house laundry*

Housekeeping Services*

In house Electrician*

Grocery delivery*

Newspaper agencies attached to property*

*(Premium feature on request)

EXTRAS

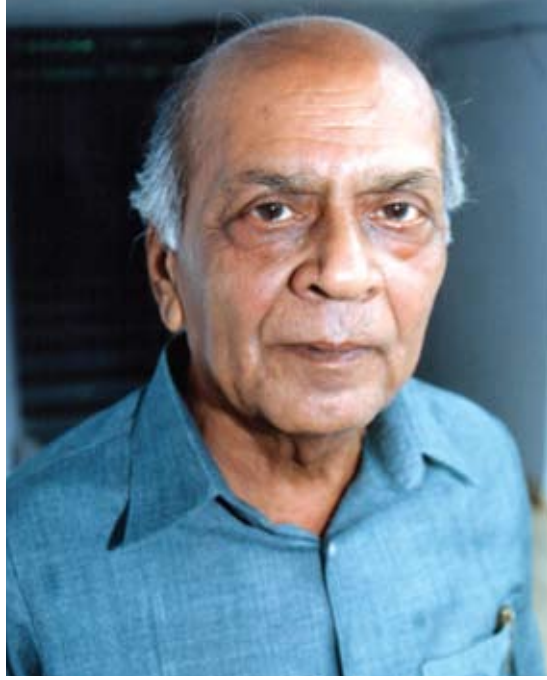
Double height grand entrance lobbies of 1000 square feet each for both towers with a concierge desk and access control

Italian marble clad lobbies.

Typical floor lobbies with opulent interiors and well-lit and naturally ventilated corridors

High speed elevators with glass cabins





Founded by Group Chairman the Late Sri Jasvantrai Shah, a dynamic personality known for his progressive thinking and rational approach the Crescent Group is a professionally managed organisation.

The company is organised into speciality disciplines like engineering, finance, marketing and personnel and it works as a cohesive team characterised by an inclusive and progressive work culture. Each department is headed by experienced professionals who have created efficient processes and systems in keeping with the Group vision.

Crescent Group have Rs. 750 crore worth of projects in their portfolio today. Driven by its vision of growth, the Crescent Group is poised to double its projects to Rs. 1,500 crore by 2010-11, a leap matched only by the best companies in the IT sector globally.

Other Projects of Crescent Group:

Vijay Apartment - Five Gardens Matunga.

Riddhi Apartment - Five Gardens Matunga.

Shanti Swaroop - Vile Parle East

Crescent Heights - Forjett Street.

Crescent Tower - Tardeo.



A venture project of Neumec Group - a prominent player in the Indian real estate market. In a short span of time, the company has successfully and leased a wide variety of real estate projects in the local market.

Known for its strict adherence to the highest quality standards and business ethics, Neumec Group manages projects from idea to implementation. Every project begins by identifying the business potential of a piece of land.

Never cutting back on its commitment to quality, we are constantly in touch with sub-contractors, right through to the final handover.

The company adopts a pro-active focus towards the future. As a leading real estate develop and construction company, Neumec Group has a full-fledged Management Group with a well trained team of personnel.





15 minutes' walk Central Mall



10 minutes' drive Mahalaxmi Race Course



15-20 minutes' walk Heera Panna, Mahalaxmi Temple & Haji Ali



20 minutes' drive Bandra Kurla Complex



2 minutes' walk Tardeo Bus Depot



2 minutes' walk Mumbai Central Station & Terminus



6 kilometres Nariman Point

Crescent Aria is in Tardeo. Here are a some distances that reflect its premium location:



In most of its projects Crescent Group has a record of assisting in the rehabilitation of slum dwellers. As a matter of principle, Crescent always builds their accommodation first and free of cost and then commences to build the structures meant for sale.

The Crescent Group's concern and engagement with the lesser privileged sections of the society goes beyond the call of business. It is directly responsible for the setting up and running of a number of charities in Mumbai and Gujarat.

Jain Welfare Centre, Mumbai in the memory of the late Shri. Kumudrai Shah – Free medical treatment for the underprivileged.

Welfare Trust, Gujarat in the memory of late Shri. Navinbhai Shah – Free lodging and boarding facilities for the needy.

Crescent Co-operative Credit Society Ltd. – Provides soft loans to the weaker sections of the society at subsidised interest rates.



Construction of an Old Age Home that takes care of old people who are retired or evicted by their family and don't have any monetary or moral support.

We are a part of **Manav Seva Sangh** a charitable organization at Sion Mumbai, which takes care of orphan kids, educates them till they become major or are put up for adoption.

For a girl child, the organization takes the onus to get the child married into a good family once she turns a major.



Developer/Builders:
Crescent Property Developers
(Crescent Group)

Contractors:
Neumec Group

Architects:
Faquih & Associates
(Design Architects)
Mhatre & Associates
(Laison Architects)
Purnima Randive
(MCGM Liason)

Structural:
Prabhakar Tavse and Associates.

Solicitors:
M/s Purnanand & Co.

Crescent Group
Crescent Property Developers
E-1/15, Bharat Nagar,
Maulana Shaukatali Road
342, Grant Road (E)
Mumbai:400 007.
Tel:+91 22 23084701/02
Tel:+91 22 23052927/23052098
email id to be inserted.

Neumec Group
G/3, Natwar Chambers
94, Nagindas Master Road,
Oak Lane, Fort,
Mumbai:400023
Tel: +91 22 22655799/5899
www.neumec.com

Site Address :
Crescent Aria.
Off Jahangir Boman
Behram Marg, Tardeo,
Mumbai 400 034.
crescentaria@yahoo.com

Note: This brochure is purely conceptual and is not a legal offering, nor will it be a part of any binding agreement.

All furnishing shown on all floor plans are for illustrative purposes only. The Developer reserves the sole rights to amend number of floors, number of units, layout, plans, elevation, colour schemes, specifications and amenities etc. without prior notice.
All dimensions are approximate and subject to construction variances and approvals.



