serendipity

BANDRA KURLA COMPLEX MUMBAI

ॐ

A contextual preview

SERENDIPITY

"Sometimes on the way to the dream,
you get lost and find a better one."

Our desire is not to tell you how large,
how sweeping and how expensive a showpiece
we are creating.

Our desire is to share all that we have learnt
in the Art of Buying a Great Property.

Buying a great property is like buying a piece of a great company.

Before you buy comes the painstaking evaluation.

After you have successfully bought, comes something you deserve.

Appreciation. Pun intended.

There is a secret behind the staggering stock market successes of the world's best investors.

Their fortunes were built around the significant successes of select picks, rather than the moderate success of the broad market.

These informed investors focused on stocks with absolutely outstanding credentials.

These stocks were proxies of a break from longstanding status quo, which meant that they would only become increasingly relevant.

And lastly, these stocks were backed by excellent management teams that would ride the rebound considerably faster than the sectoral average.

Remarkably, this analogy fits Bandra Kurla Complex, Mumbai's residential niche and the Forum-Omkar management.

All three.

When you intend to buy a great property, you need to ask yourself,
'Am I buying only to ride a short-term property cycle?'
or 'Am I buying into a

RARE INFLECTION POINT

that could generate multi-year gains,
good market or bad?'

When you intend to buy a great property,
you need to ascertain whether it will ride the ongoing shift in the

CITY'S GROWTH DIRECTION.

One stock market wisdom that has endured all the bull and bear cycles of the world: better to be headed last in the right direction than be the first to rush the wrong way.

Curiously, the same applies to the art of spotting a once-in-a-blue moon realty opportunity.

Some years ago, a directional shift began from South Mumbai. All those downtown businesses that were comfortably placed began to re-look their locational presence towards Lower Parel, the reasons being prohibitive South Mumbai rentals and extended commutes.

Today, corporate Mumbai is looking yet northwards beyond Lower Parel.

The one location to have been virtually created out of this migration shift is the Bandra Kurla Complex.

For years, the sceptics who missed the BKC bus dismissed this as just another Mumbai business address.

Now there is a stutter and a stammer...this new place is being unapologetically referred to as the number one commercial address.

Not Mumbai's.

India's.

Indicative trends

Of all the deep skills in reading markets, the one that is most valued is the ability to comprehend inflection points.

These inflection points are the result of subtle triggers – the engaging economic climate, change in government or legislation, entry of new players or anything that can transform the market in a sustainable way.

We are pleased to tell you that after years of waiting, such a realty inflection point transpired only recently at the Bandra Kurla Complex.

Two prominent real estate development companies joined hands to build an all-encompassing residential township in the heart of BKC.

This development is expected to evolve BKC's residential development from the small to the large.

From a three-year play to a decadal development.

From a property marketing focus to a pin code-enriching objective.

More than anything, this development is expected to transform BKC from has been a commercial landmark into a multi-function community.

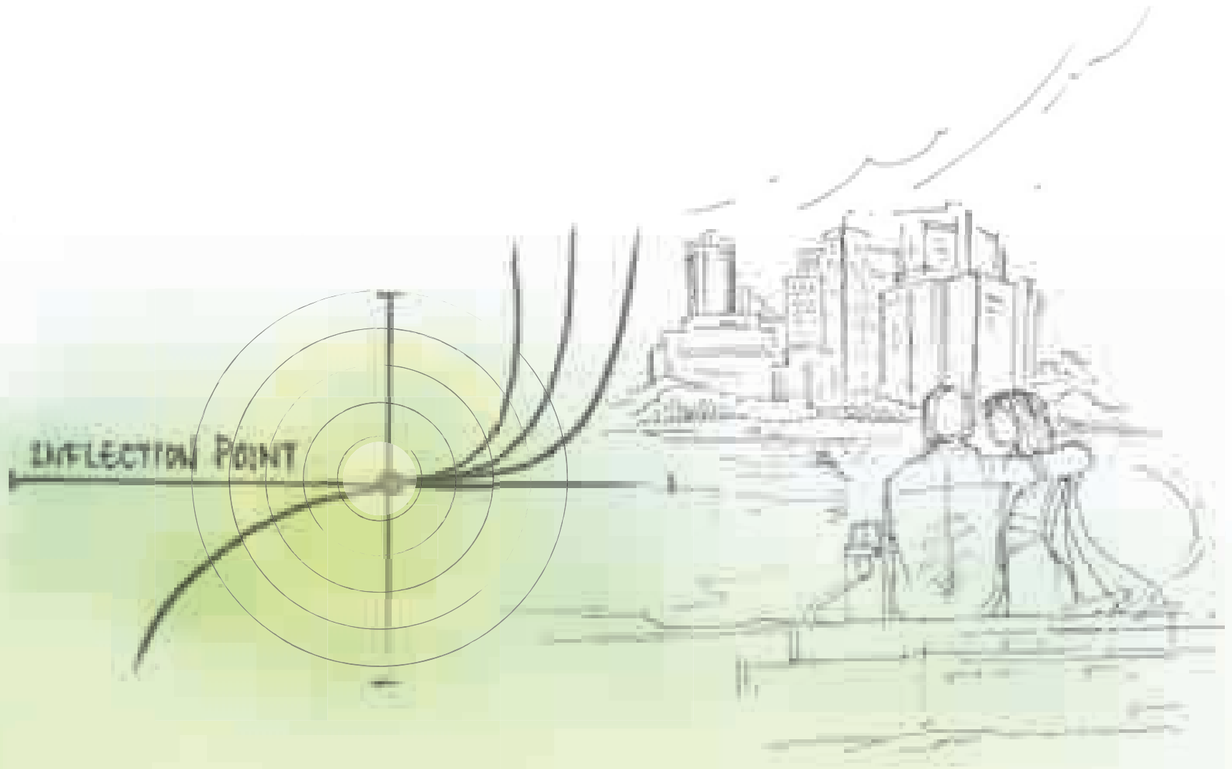
There is a word for this in management jargon.

Game-changer.

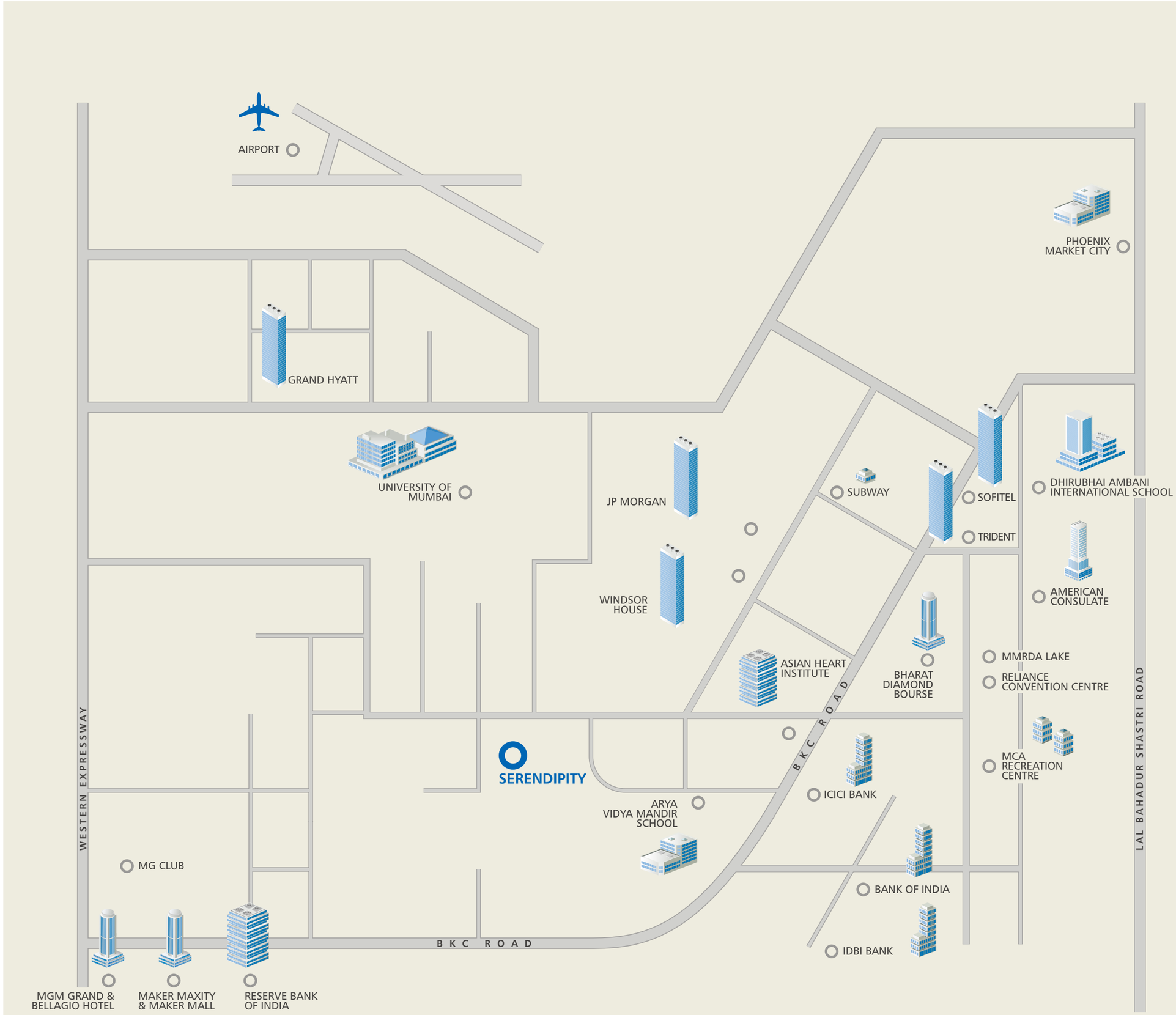
Most money is made at inflection points
– when a market begins to turn.

FROM FLAT TO VERTICAL.

When most players are sleepy, fatigued
or simply looking the other way.



SERENDIPITY AND ITS BKC NEIGHBOURHOOD



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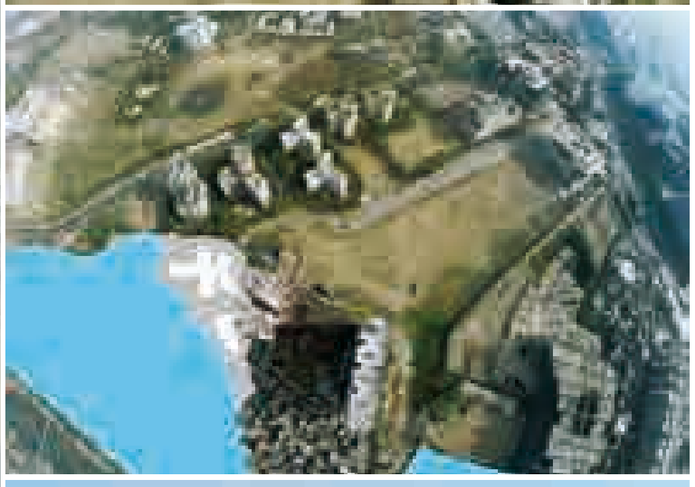
A GOOGLE EARTH VIEW

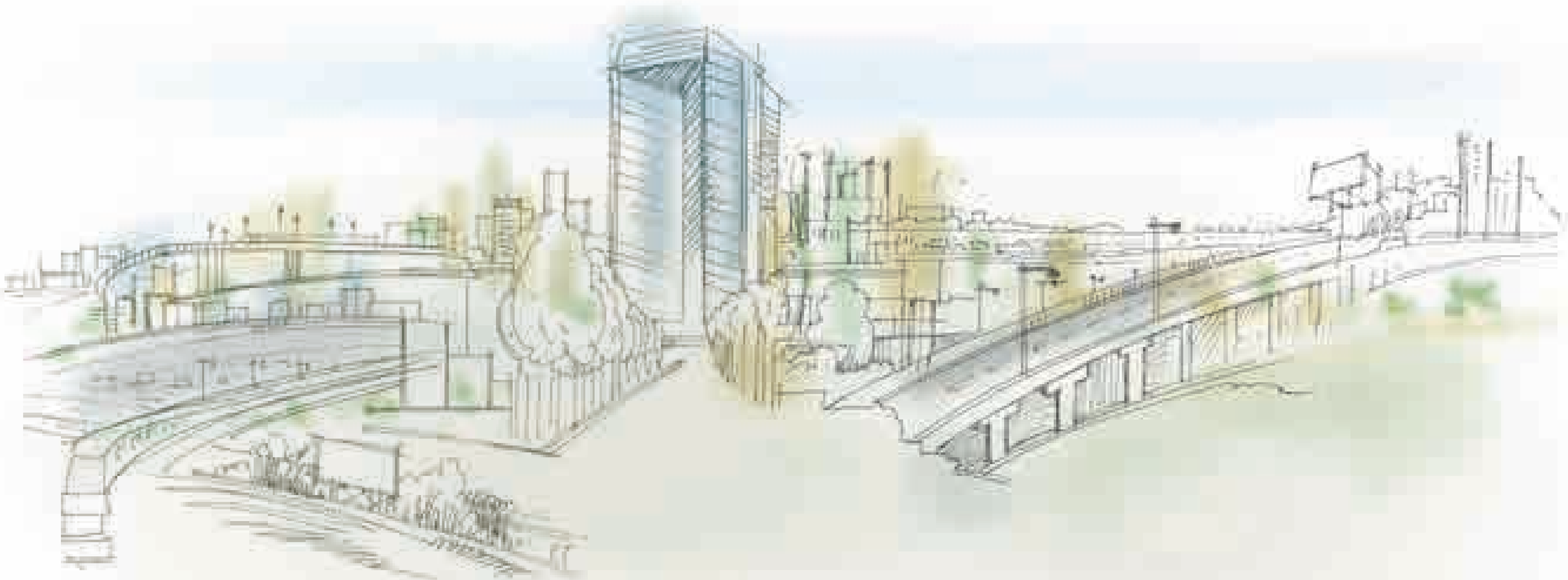
Future development by Forum-Omkar

SERENDIPITY

seen from a drone

Future development by Forum-Omkar





For the smart stock pickers, no more magical words have been created in the English language than

‘MULTI-YEAR GROWTH STORY.’

It is one thing to buy into a stock with a price aberration. It is another to buy into a multi-year growth story.

As in the stock market, a multi-year residential success story holds out a number of advantages.

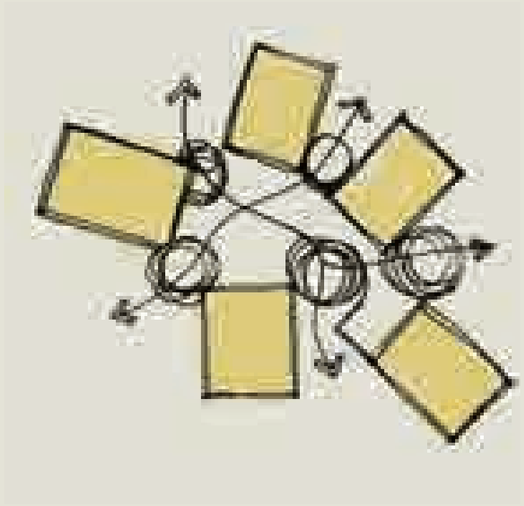
The location keeps growing.

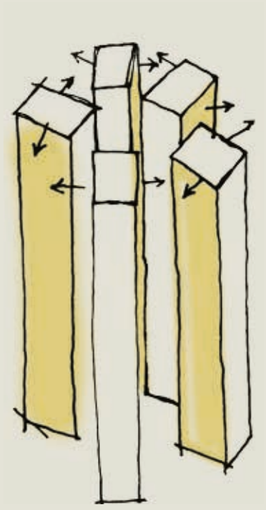
A responsible promoter’s focus extends from just the building to the entire ecosystem.

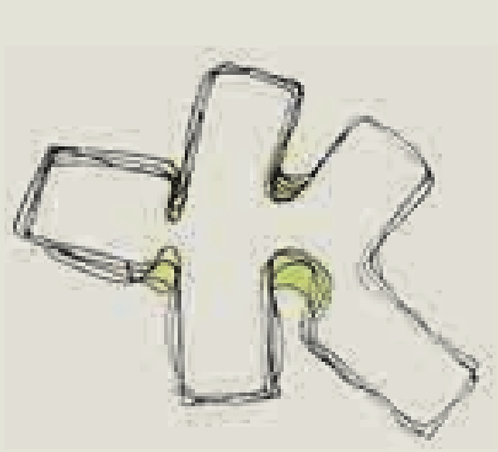
The destination valuation outperforms the broad market.

And so it is likely to be with BKC and Forum-Omkar.

THE PROLOGUE







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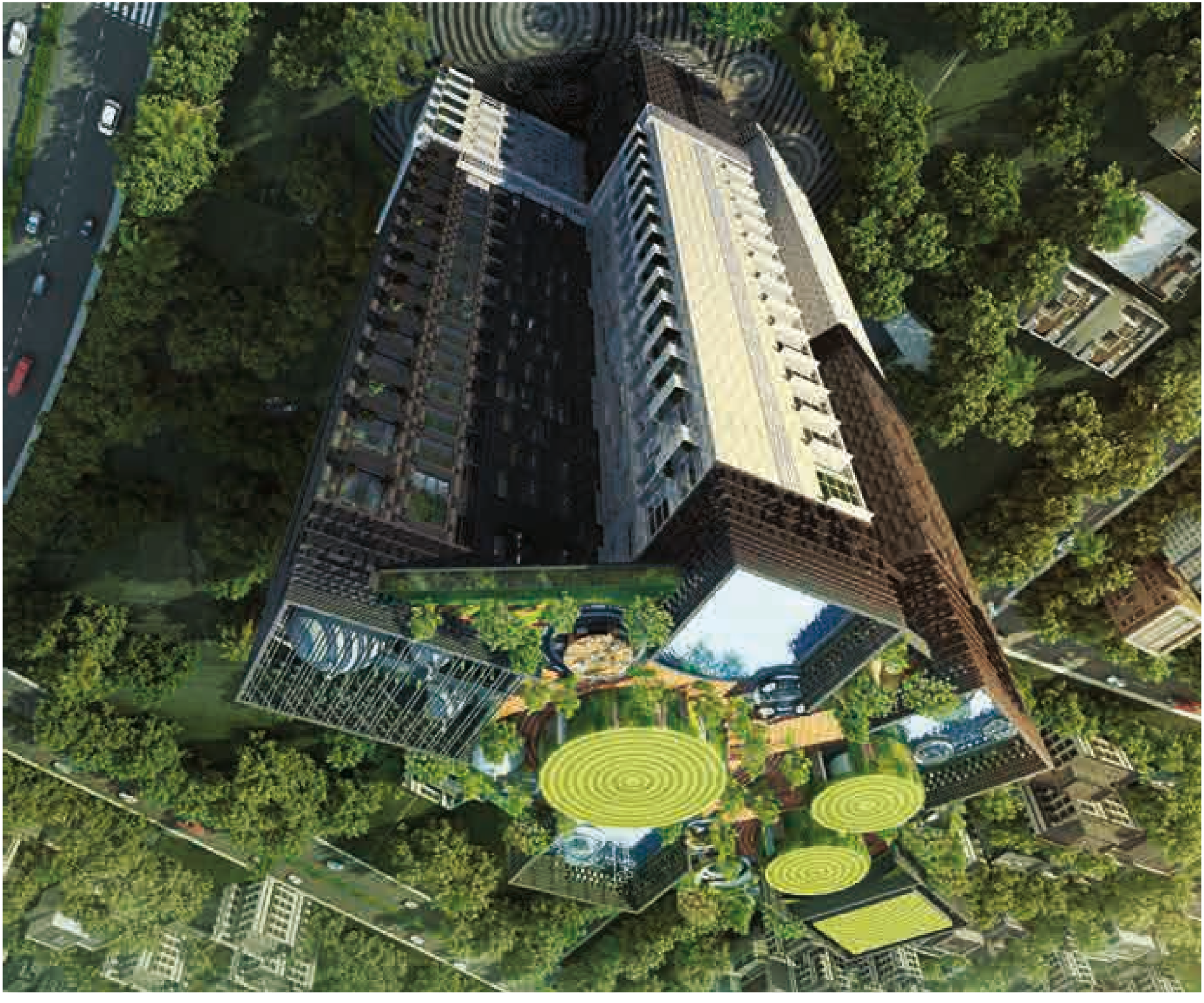


THE FUNDAMENTALS FIRST.

KEY FITMENTS

Flooring
- Italian marble flooring in living, dining and bedrooms
- Wooden flooring in the master bedroom
- Imported tiles in the kitchen and service yard

Kitchen
- Granite platform and stainless steel sink
- Smoke leak detector
- Piped gas connection

Bathroom fitments
- Water heater and exhaust fan
- Hot and cold water mixer
- Ceramic fittings by Duravit*
- CP fittings by Hansgrohe*
- Fully fitted bathroom comprising vanity counters and basic cabinetry works**

Bathroom finishes
- Italian marble flooring

Doors
- Wooden flush doors with veneer finish

Lighting & Switches
- Electric switches by Schneider or Legrand*

Air-Conditioning
- Full VRV air conditioning by Toshiba, Daikin or Mitsubishi*

IBMS
- Building management automation by Honeywell or Johnson Controls*

Wi-Fi
- Wi-Fi facility in the club house

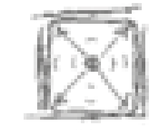
Elevators
- High speed elevators by Toshiba, Mitsubishi or Fujitec*

Safety and Security
- Video door phone security system
- Intercom facility
- Sprinkler system in the parking, common areas and apartments
- 24-hour CCTV surveillance
- Earthquake-resistant structure
- Advanced fire fighting system
- Mechanical ventilation in the basement

Walls
- Premium quality POP with primer

*Or equivalent. Details available on request. | **Optional

ABOVE AND BEYOND.



Optimization of space

Minimal internal structural elements to ensure maximum flexibility for layout modification.

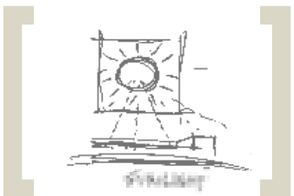
Dynamic aesthetic *jaali* screens

Unique dynamic screens placed perpendicular to the façade outside the windows, which can be angled and manoeuvred with ease to protect privacy and control natural light from the outside.

These *jaalis*, used for the first time in India, will lend a dynamic and ever-changing look to Serendipity!

Largest-in-category master bedrooms and bathrooms

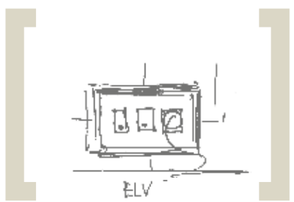
In this size and price range of apartments, our bedrooms are the largest you will get. One can also exercise the option of having us deliver it complete with a false ceiling including all light fittings.



Maximum allowance for sunlight infiltration

All bedroom, living and dining windows are floor-to-ceiling with laminated clear glass.

Allowing brightness and ensuring superior heat and acoustic insulation.



Lighting control automation with electronic low voltage (ELV) switches

Operating through advanced fiber optic cables, these switches are exponentially safer than regular switches.

Complete modular kitchen

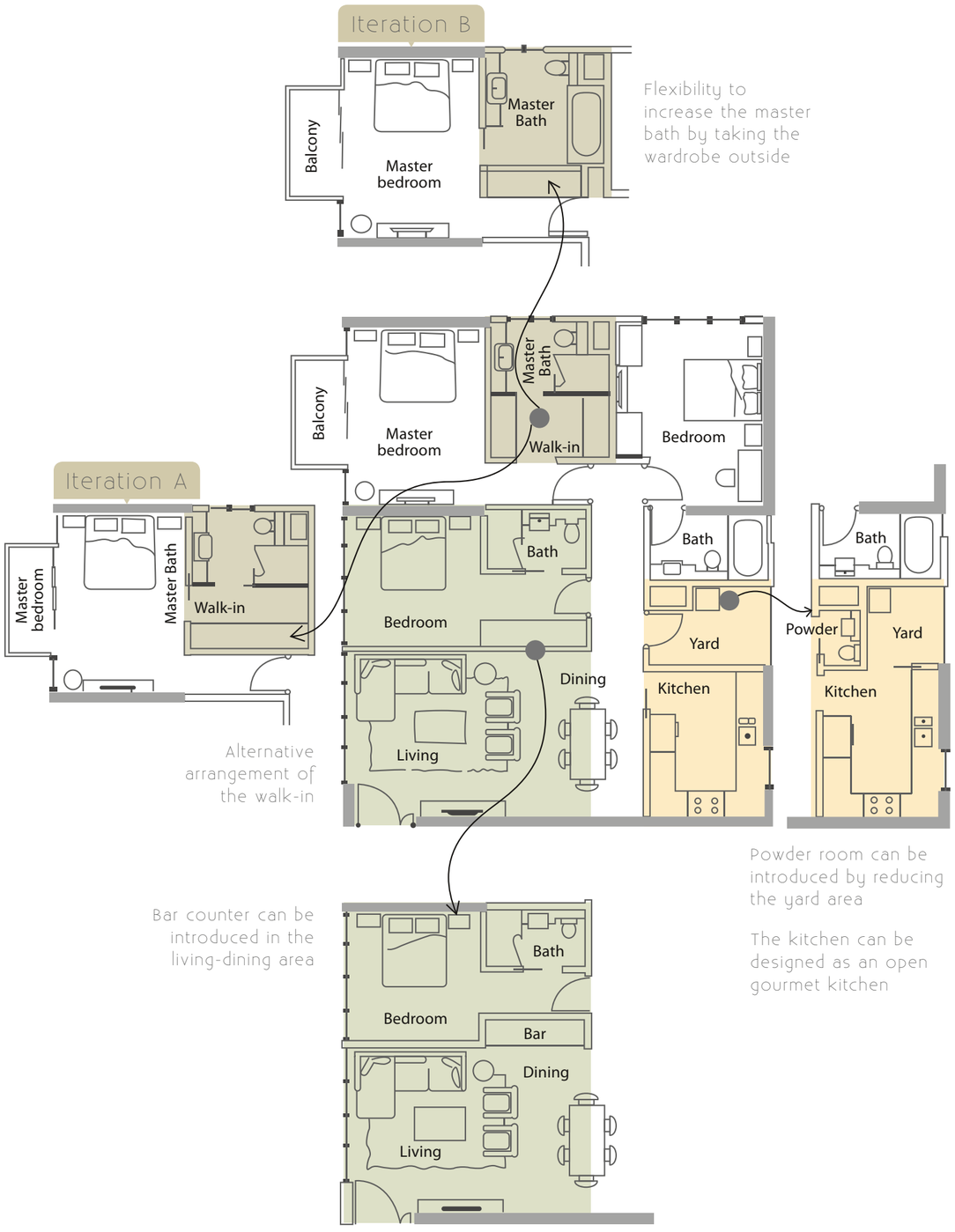
This is another available option you can avail. Your kitchen could be delivered fitted with cabinetry works, sink, hood and hobs to save you the trouble of doing it yourself.

Modular walk-in-wardrobe in all master bedrooms.

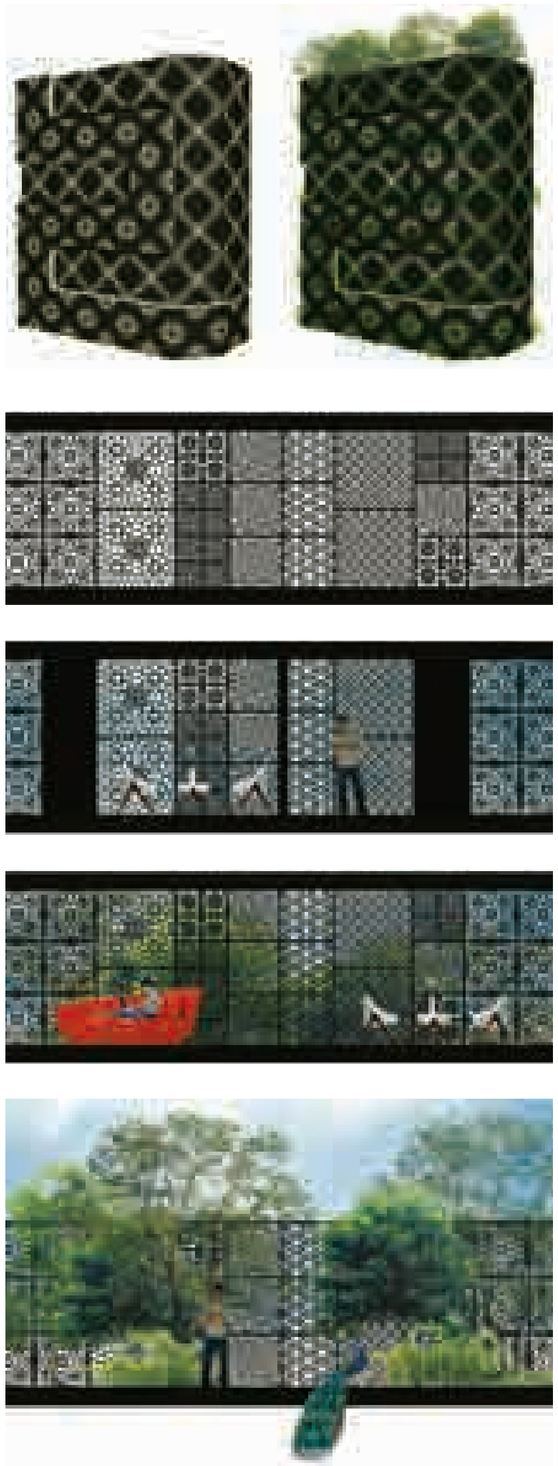
To do away with cussed sittings with the carpenter, one can avail the option of getting your master bedroom complete with all cabinetry work.

LARGEST-IN-CATEGORY MASTER BEDROOMS

SPACE PLANNING OPTIMIZATION



USE OF *JAALIS* ON THE FACADE



UNIQUE DYNAMIC *JAALI* SCREENS OUTSIDE THE FLOOR-TO-CEILING WINDOWS OF THE LIVING ROOM.

LIVING ROOM

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BANDRA KURLA COMPLEX MUMBAI

TYPICAL FLOOR PLAN

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BANDRA KURLA COMPLEX MUMBAI

UNIT A

CARPET AREA - 1445 sq. ft.*

Space has always been

THE SPIRITUAL DIMENSION OF ARCHITECTURE.

It is not the physical statement of the structure,
so much as what it contains that moves us.

Arthur Erickson

N

* including detached servants' quarter

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UNIT B

CARPET AREA - 1417 sq. ft.*

N

* including detached servants' quarter

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BANDRA KURLA COMPLEX MUMBAI

UNIT C

CARPET AREA - 1444 sq. ft.*

N

* including detached servants' quarter

serendipity
BANDRA KURLA COMPLEX MUMBAI

UNIT D

CARPET AREA - 1437 sq. ft.*

N

* including detached servants' quarter

serendipity
BANDRA KURLA COMPLEX MUMBAI

UNIT E

CARPET AREA - 1759 sq. ft.*

N

* including detached servants' quarter

THE DEAL CLINCHER.

[CODE NAME]

THE SKY CLUB

At approximately 1850 square metres (20,000 sqft), the Sky Club will be Mumbai's largest residential roof-top club (measured as a proportion of club area to the usable area of the apartments).

The Sky Club will provide every recreational fitness and wellness facility that residents may want to enjoy in their busy day-to-day lives. Now only a simple elevator ride away.

Designed by globally renowned architects from Singapore, the club will take the form of a modern lantern, illuminating the amenities and facilities inside.

Every great stock has a compelling 'buy' proposition:

THE IRRESISTIBLE.

The earth and everything on it are the product of different combinations of the five basic elements: earth, water, fire, air, and space.

THE PANCHA TATVA

Classify not only all the objects found on earth but also the natural cycles of days, seasons and life itself.

An understanding of this natural phenomenon explains the way man interacts with his environment.

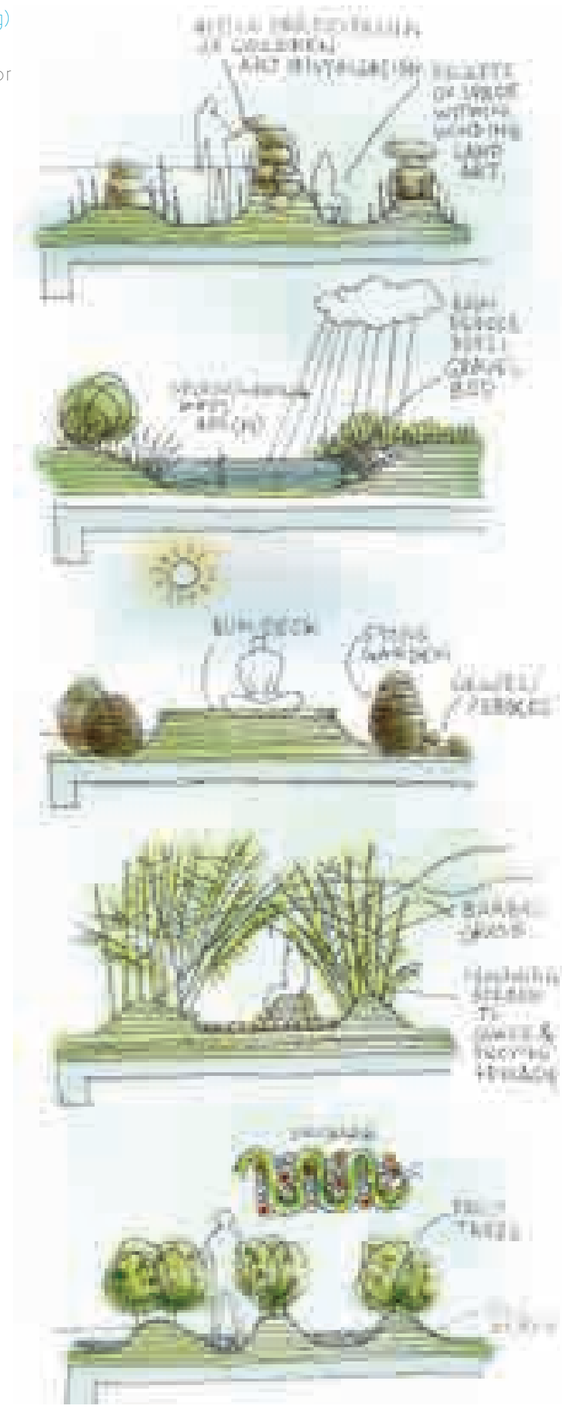
The Sky Club has been conceptualized under the umbrella of the *pancha tatva*.

Akasha (aether, space and forming)

The Art Deck
(Community art gallery and outdoor Garden Studio)

Jal (water)

The Rain Deck
(Healing and wellness)



Agni (fire, heat)

The Sun Deck
(Healing and wellness)

Vayu (air, wind)

The Breeze Deck
(Healing and wellness)

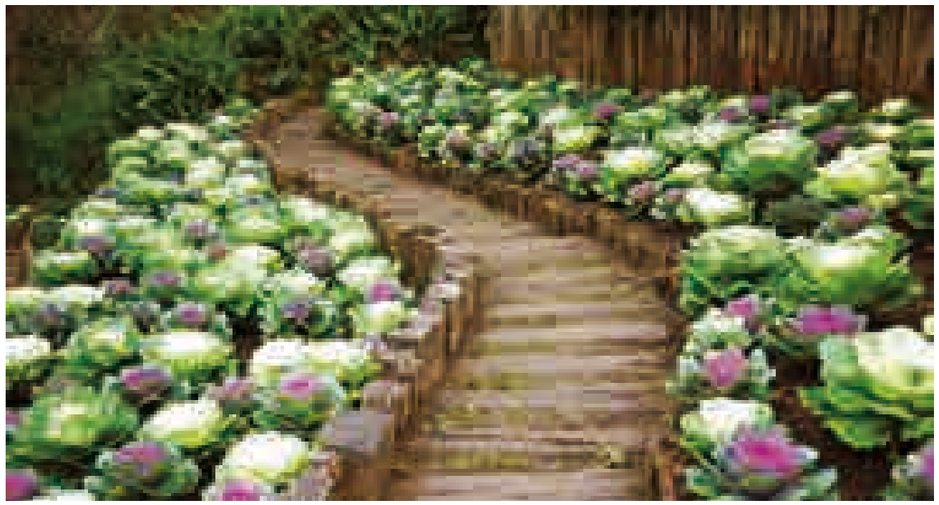
Prithvi (earth)

The Orchard Deck
(Community fruit and vegetable gardens)

PRITHVI

The Orchard Deck

The element of Prithvi bears fruit in a garden where children can taste, see, smell, touch and hear Mother Nature at work. Families can take part in planting and plucking fruits in the communal fruit garden.



VAYU

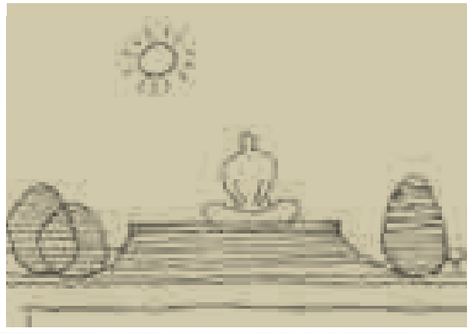
The Breeze Deck

The element of Vayu is soothing and calm, inducing the meditating individual to be still enough to hear the soft rustling of bamboo leaves and the breeze rushing through the swaying grove.

AGNI

The Sun Deck

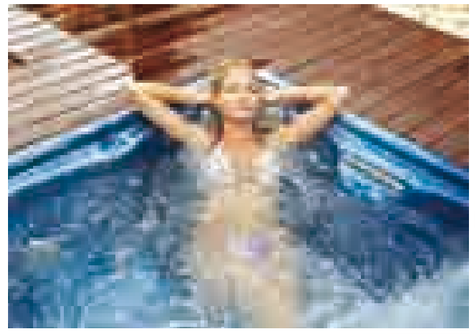
The element of Agni invokes the sun to warm the body; the heat can be harnessed to heal and train a wandering mind. The Sun Deck is a rock garden that allows one to engage in hot yoga, deep meditation and stretching exercises as a form of strenuous activity or relaxation while facing an evening sun.



JAL

The Rain Deck

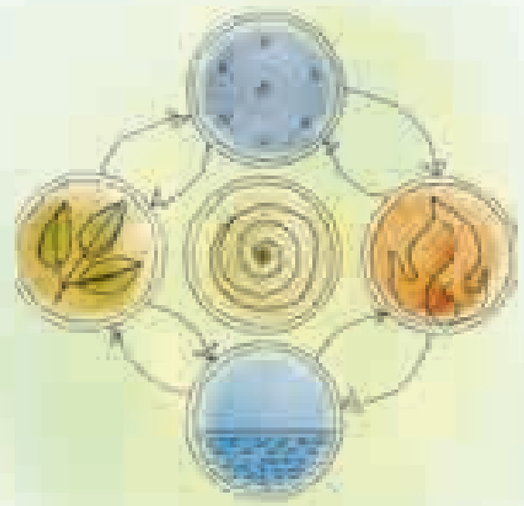
The element of Jal cleanses and refreshes; on the Rain Deck, residents meditate amidst shallow pools of rainwater. During a light shower, residents may meditate outdoors amidst a cool downpour; whilst at other times, the pool is still, with the constant trickle of water being heard.



AKASHA

The Art Deck

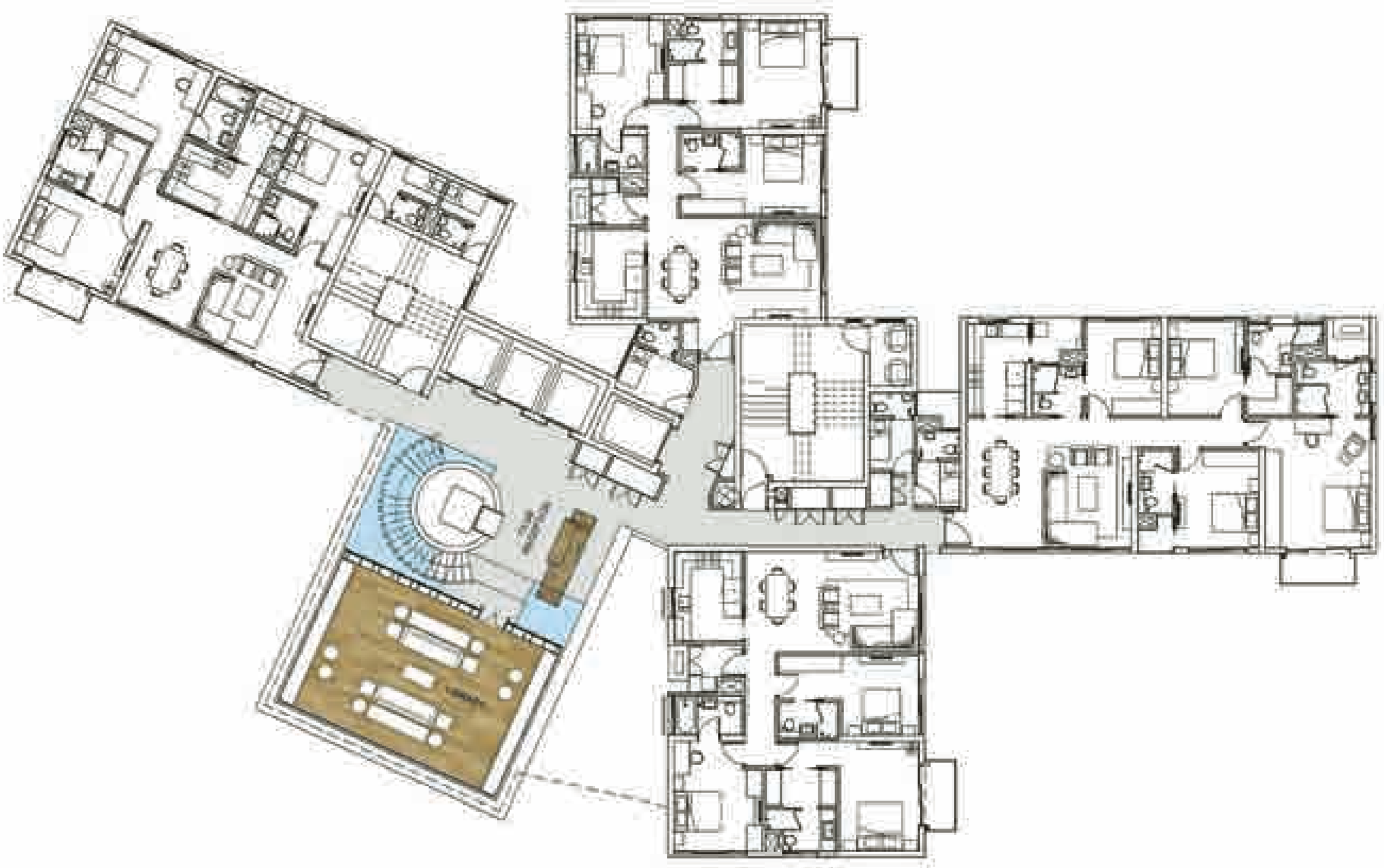
The element of Akasha inspires residents to participate in the making of artworks within the outdoor art gallery and garden studio. Families (from children to the elderly) find therapeutic moments in their creativity; from painting to stacking stones to forming land art sculptures.



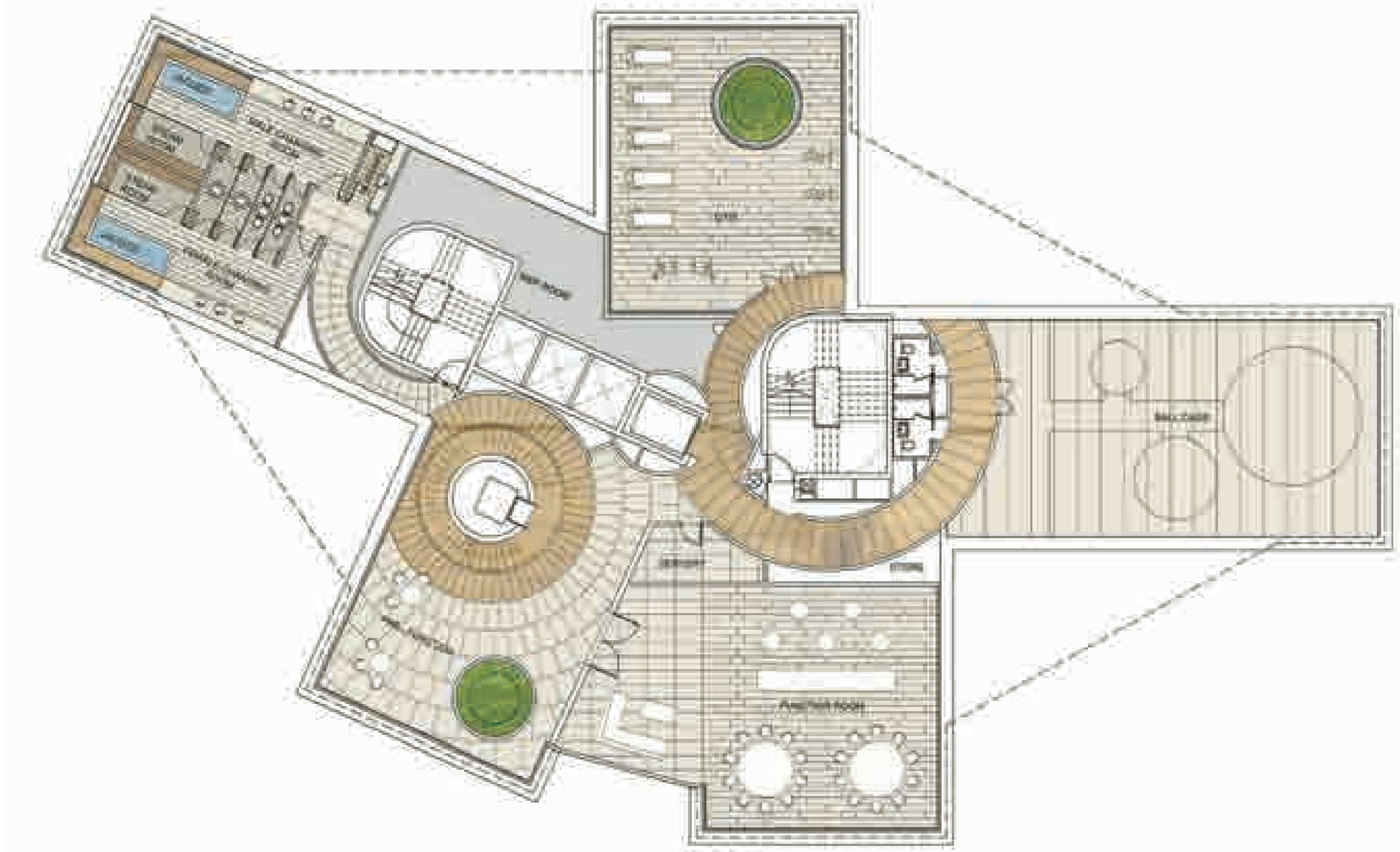
भूमिमंगलम्। उदकमंगलम्। अग्निमंगलम्। वायुमंगलम्।
गगनमंगलम्। सूर्यमंगलम्। चन्द्रमंगलम्। जगत्मंगलम्।
जीवमंगलम्। देहमंगलम्। मनोमंगलम्। आत्ममंगलम्।
सर्वमंगलम् भवतु भवतु भवतु। सर्वमंगलम् भवतु भवतु भवतु।
सर्वमंगलम् भवतु भवतु भवतु।

"May there be tranquility on earth, on water, in fire, in the wind, in the sky, in the sun, on the moon, on our planet, in all living beings, in the body, in the mind and in the spirit. May that tranquility be everywhere, and in everyone".

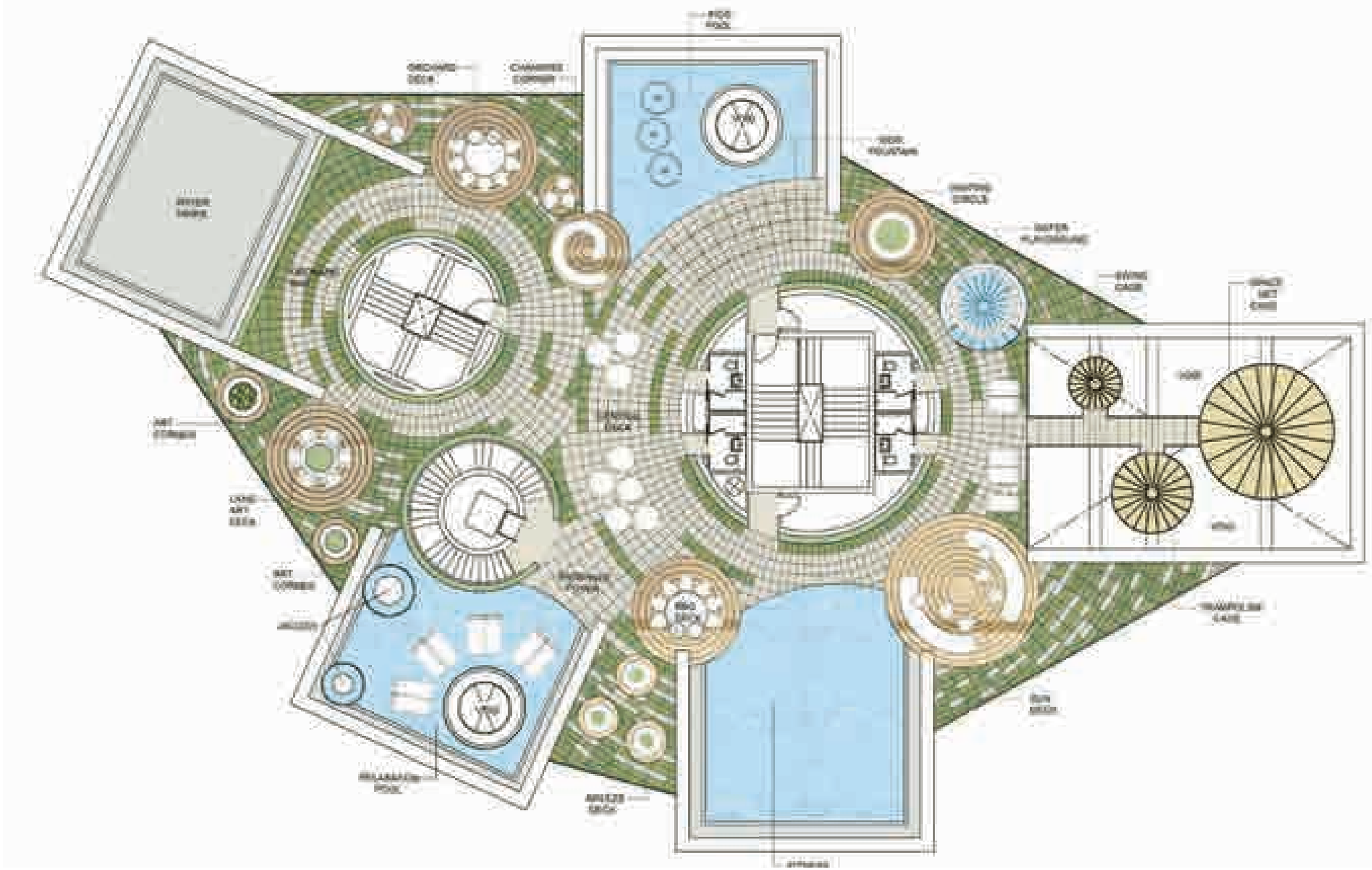
CLUB PLAN FLOOR 20



CLUB PLAN FLOOR 21



CLUB PLAN FLOOR 22



CLUB VIEWS

CLUB VIEWS

CLUB VIEWS

The discerning seek companies that have done truly special things in the past.

Similarly, In the real estate sector, they look for promoters who play for pride over quantity.

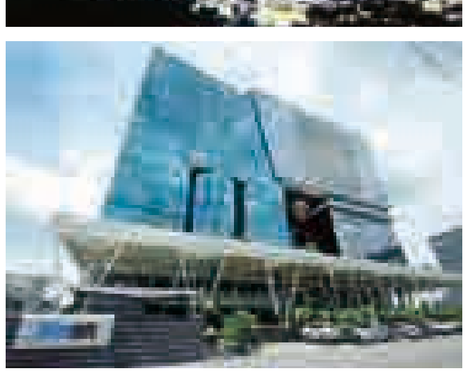
Serendipity is drawn from this

DIFFERENTIATED PEDIGREE.

Serendipity represents the coming together of the Forum Group (Kolkata) and Omkar Realtors & Developers (Mumbai).

One by two.

FORUM.
THE UN-CONSTRUCTION COMPANY.



forum GROUP you & life

'At Forum, we draw inspiration from the saying - "We don't inherit the Earth from our ancestors. We borrow it from our children." We like to identify market trends ahead of the curve and create international standard infrastructure around this understanding. The idea is to incorporate practices today, which will become norms and mandates for other to follow in the future.'

- Rahul Saraf, MD, Forum Group

Forum is respected for seeing opportunities in the invisible; for translating them into realities across a scale that few dare.

What is now Eastern India's pioneering IT hub (INFINITY), providing employment to over 600 companies, was once just a marshland.

What was once a Kolkata written off for defensive spending, embraced modern retail after we launched one of India's first modern malls (FORUM).

What is now one of the world's first environment-friendly buildings to be LEED Gold-certified was once just a marsh. When green was only a colour for most people, Forum created the first certified Green IT Building in India (2005). When environment-friendly spending was considered an expense on the Profit & Loss Account, ours was the world's first to earn carbon credits (TECHNOPOLIS).

When consultants flew to the developed world to appreciate architectural showpieces, we embarked on the creation of an icon (ATMOSPHERE) that would trigger reverse-travel.

This then is the result. After Forum, some things have simply never been the same again.

When we went into business a couple of decades ago, we resolved to be different.

We would build properties that may not quite be termed 'largest'. But we would build something that would be cherished the longest.

Surprise. This alternative business model has worked.

We may not be large in the contemporary sense, but we are among the most liquid.

We may not be in every city of this country, but we are tickled about the number of strangers who have heard of us.

So staying different is not something that has unwillingly happened to us. It is something that we have consciously done to ourselves.

Creating something that we would truly cherish.

The wow.

OMKAR.

omkar

"Our brand has always demonstrated highly visible growth. This has reflected in the construction pace of our key projects, fresh acquisitions, new launches, corporate workforce addition, global talent coming on board, transparent rehab allocation, new partnerships and a widened customer base."

- Babulal Varma, MD, Omkar

Omkar Realtors & Developers is one of the most respected Mumbai realtors, credited with the transformation of Mumbai's skyline with benchmark properties (residential and commercial).

Omkar has specialized in the transformation of Mumbai slums into showpiece properties; over the decades, Omkar has helped rehabilitate more than 35,000 slum dwelling families. The result is that the Omkar brand has emerged as a role model for inclusive and progressive slum redevelopment.

Omkar, through its CSR agenda, intends to reach out, invite debate, guide and influence a larger target audience in the promotion of slum redevelopment policy and process among key Mumbai stakeholders.

Omkar possesses a land bank inventory valued in excess of USD 3.5 billion and targets the development of 20 million square feet (residential, commercial and retail) across a five-year horizon.

The story of great companies does not necessarily start around a great product; it inevitably starts with

DISCIPLINED PROJECT COMMISSIONING.

The same rule applies in property creation.

Properties turned over within budgeted cost ensure (generally) that promoters address all their promises. Properties turned over faster enhance customer goodwill.

At Serendipity, we have invested in the competence of some of the best global professionals to make this a predictable reality.

Primary Architect - Arc Studio Architecture + Urbanism

Arc Studio's portfolio ranges from self-sufficient eco-townships incorporating permaculture in the highlands of Malaysia; to super high rise high-density housing projects in congested urban centres to highly customized homes and work environments.

Winner of numerous awards such as International World Architecture Festival, President's Design Award Singapore, Architectural Design Awards, Best Tall Building Award (Asia and Australasia), and others.

www.arcstudio.com.sg

Alliance Construction Partner - Leighton India Contractors

Part of Leighton Holdings Group, Australia's major constructing and contracting company. Enjoying strategic global alliances (The Americas, Africa, Europe, Middle East, Asia), the Leighton conglomerate has more than 1.5 lakh employees and a turnover of more than USD 50 billion. It operates across a diverse range of sectors including Oil & Gas, Buildings, as well as Infrastructure & Mining.

Its expertise lies in delivering quality projects, on time and within budget.

www.leighton.co.in

Structural Design Consultant- Web Structures

Web Structures' diverse portfolio includes award-winning suspension bridges, luxury resort hotels, skyscrapers, complex commercial and industrial projects across the globe.

www.webstruc.net

MEP Design Consultant - RMR Engineers

RMR Engineers are internationally-acclaimed MEP consultants with a wide experience in projects all over the world.

Local Architect – Practice Design

Practice Design is an emerging architecture, urbanism and design firm, dedicated to the design of high-performance, efficient and sustainable architecture. It was founded by architects with years of experience with Edifice Consultants.

www.practicedesign.co.in

Structural Engineering Consultant - Dr. Kelkar Designs

Dr. Kelkar Designs enjoys 40 years of experience in structural consulting. It has provided structural consultancy services for several projects in India and over 300 projects abroad.

www.kelkardesigns.com

Landscape Consultant - Site Concepts International

This team of professionals is experienced in providing a wide range of landscape design and planning services over diverse geographical regions. The Site Concepts team comprises landscape architects, planners, horticulturists and site construction personnel.

www.siteconcepts.com.sg

Façade Consultant - BES Consultants

This international design firm offers a range of professional services including engineering, technologies, design and consulting in the specialist field of Building Envelopes, Facade Engineering and Architectural Engineering.

www.besconsultants.net

Finance Partner - Piramal Fund Management

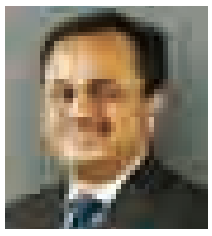
Formerly known as Indiareit, Piramal Fund Management is a pioneer in the real estate fund space in India, with proven fund management expertise and track record in fund raising and exits.

www.piramal.com

Whatever good things we build, end up

BUILDING US.

This is the reputation Forum has built over decades of existence.

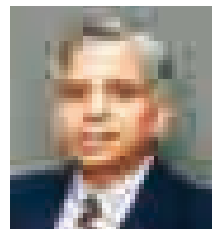


Santhosh Kumar

CEO – Operations, Jones Lang LaSalle Property Consultants (India) Pvt Ltd

"One of the finest developers in India, with a proven track record of delivering quality and excellence within any project it embarks upon, Kolkata-based Forum Projects is regarded as one of the leading market players within its segment. What sets it apart is its unique focus to seek perfection in all that it embarks upon, an ability to go beyond the conventional and a drive dictated by passion starting right from Rahul Saraf's desk.

Through the Atmosphere project, Forum has really set the benchmark in construction for Kolkata and is now in advanced stages of creating its presence in Mumbai. I am confident that it will create the next hallmark of success, given the entrepreneurial zeal of Rahul and his team."



K G Krishnamurthy

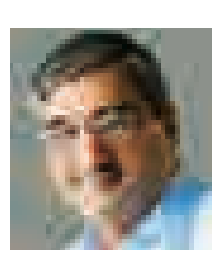
CEO & MD, HDFC Property Funds

The Forum Group has been instrumental in changing the urban landscape of Kolkata.

What's noteworthy is how it has mustered the courage to build colossal structures, when no other developer dared.

Forum has always delivered on its promises and thousands of satisfied customers stand testament to its quality focus. The Group is also credited with introducing innovative practices in the real estate industry and responsible for India's first intelligent building, India's first integrated mall-multiplex and India's first LEED certified IT Park.

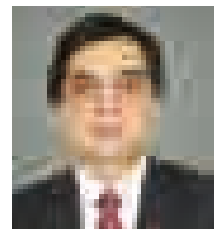
In our opinion most financiers and private equity funds are extremely keen on building a long-term business relationship with Forum, which is currently on a high growth trajectory.



Kishore Biyani

Group CEO, Future Group

Rahul has never given his business transactions more priority than his relationships. He is considerate of his partners. And he delivers what he promises. Simple. That is why I love doing business with him. I am confident that he will meet with great success in the Mumbai market!



Shishir Baijal

MD, Knight Frank India Pvt Ltd

I have known Rahul Saraf, Managing Director, Forum Projects, since 2002 when he was developing the renowned Forum Mall in Kolkata. That was the beginning of the modern retail evolution in India and Forum was one of the first few malls that built the trend. Rahul's attention to detail and his involvement in the project with a clear vision, instantly caught my attention.

He then went on to develop Technopolis which, till date, remains one of the most spectacular commercial buildings of Kolkata. His residential project Atmosphere is perhaps an architectural marvel and is hugely talked about among architects and real estate professionals.

Forum Group is now foraying into the Mumbai market with Serendipity located in the Bandra Kurla Complex. I look forward to this development. I am certain it will raise the bar for residential developments in Mumbai.

I wish him the very best.

Sunil Sood

COO, Vodafone India Limited

I know Rahul Saraf from the days he built the first mall in Kolkata.

Rahul has an eye for detail; he is well ahead of others in thought and style and is focused on relationships. I am sure, just like in the past, he will deliver an iconic project!

"All pictures herein contained including building facades, gardens and open spaces are for the purposes of representation only and are an artist's impression of how the construction and surrounding areas will look upon completion. All construction will be carried out and open spaces will be provided strictly in accordance with the sanctioned plans. The interiors of the premises shown in the brochure as also in the models have been designed by professional architects engaged by us for this specific purpose with accessories and fittings which are best suited to those interiors. We will be happy to share their contact details with you if you desire to consult them on a professional basis. The fittings, if any, as indicated in the brochure and the models, and agreed to be provided to you represent a particular brand only and not any sub-brand as may be marketed by the same manufacturer. These may be different from what the artists have represented in the brochure. You may upon receipt of the possession of the flat choose to upgrade to a different brand or sub-brand on your own. Where we have agreed to provide you any such fittings, we may replace the brand indicated herein with any other fitting of a brand which we believe represents equivalent quality. Contractors if any specified in any communication to you as working on the project may be replaced by us with other contractors who in our opinion provide an equivalent service quality. All colour schemes in the pictures are subject to changes to ensure that the buildings have a lasting colour which looks neat and clean upon completion. This brochure is not the Agreement for Sale executed with you and is not intended to act as a representation of any facts in relation to the proposed constructions."

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