



GLITTERATI TIMES

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Regale at the Ritz

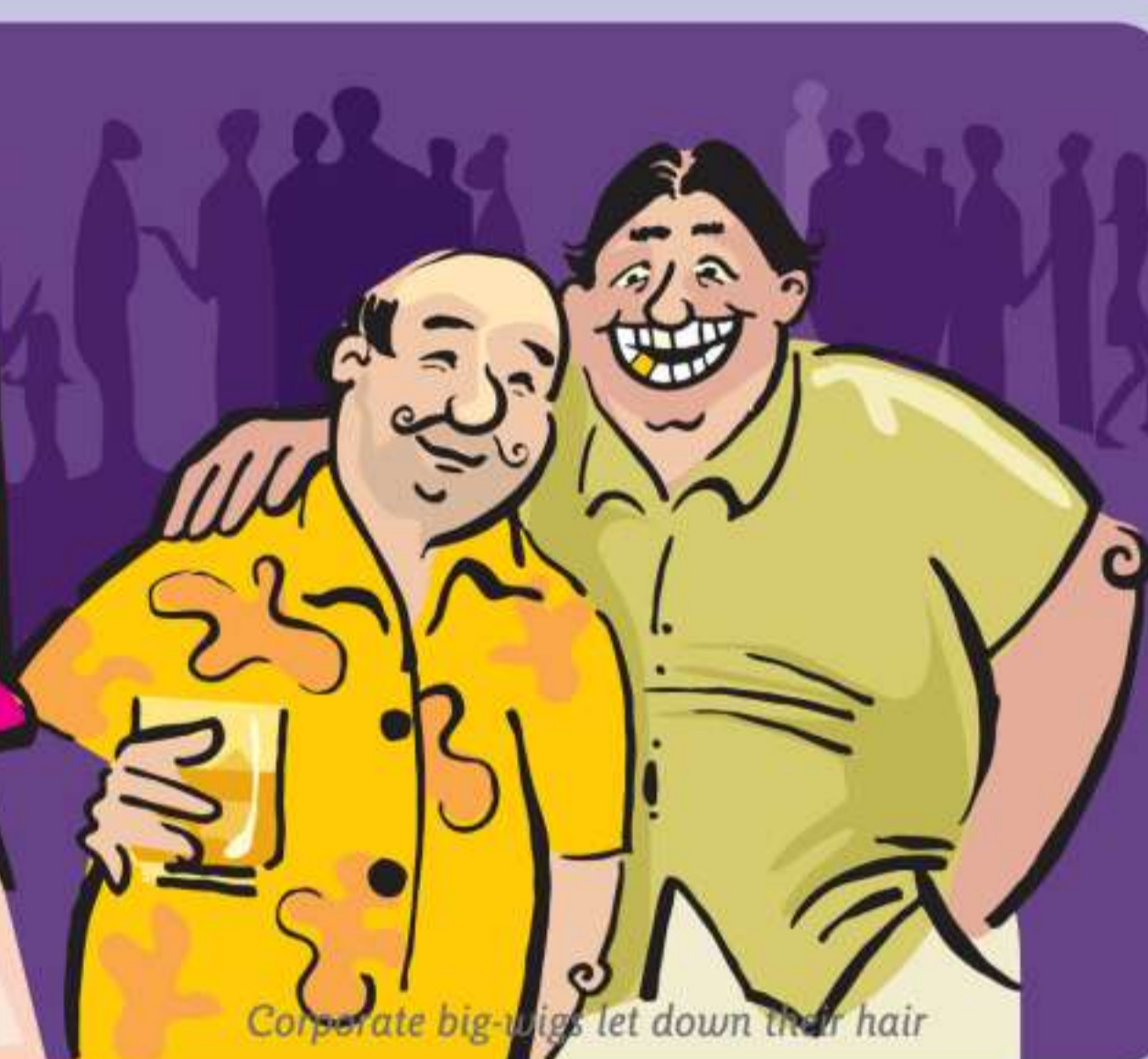
Glitterati News Network



▲ The celluloid princess made a fashionably late entrance

For residents at Magarpatta Road, last night's get-together at Marvel Ritz was definitely an affair to remember. Starting with the number of cars queued up in the parking area and security personnel escorting guests to the venue, it was definitely one high-profile party. The gracious hostess, with husband in tow welcomed the guests as they were beginning, what would ultimately become an evening of hors d'oeuvres, delights and dancing. Reputed industrialists, ramp denizens, fashion princesses, the sportsmen – you name them and they were there grooving to the evening beat!

Double breasted suits competed with 'smart casuals' as the genteel and the grunge, pouted over their Shiraz and single malts. The whole apartment abounded with bonhomie and cheer! Celebrations in the house and by the private pool had the midnight owls hooting with joy



Corporate big-wigs let down their hair

over their new roost at Marvel Ritz! We caught up with prominent guests at the venue and took a reality check of how everyone was faring.

"Absolutely fantastic. I'm very happy to be here" said the president of the city's largest private club. "I don't believe this isn't a lounge. No really... I haven't seen a residence so fantastic in many years", said a leading ophthalmologist who was certainly all eyes. A few giggly models in stiletto's went into chorus together and posed for the camera as they echoed "We love this place". We totally believe them. Guess, a place like Marvel Ritz, does that to people.

Celebrations in the house and by the private pool, had the midnight owls hooting with joy over their new roost at Marvel Ritz

It was more than evident that everyone was starry eyed at the venue. Elegant home automation consoles manned the lighting both inside and outside the house. Merry revelers took dips in the private pool and more than shook themselves dry with the salsa and mambo's that ensued. When it was time to pack up and go home, the soft bulbs glowed with romance.

A little bird told us that lots more parties in this complex are in the offing sometime next week. When we questioned the party-going circuit, everyone's tight lipped. "It goes without saying that everyone worth their mascara, Ferrari and party boots is coming", if a haute-couture boutique owner is to be believed.

Such is the 'Marvel Ritz effect' that's all set to take the city by storm. If you haven't felt it yet, it's only a matter of time. Watch this space!



Debate and discussion continued through the night



Newly weds plan a life-long honeymoon at Marvel Ritz

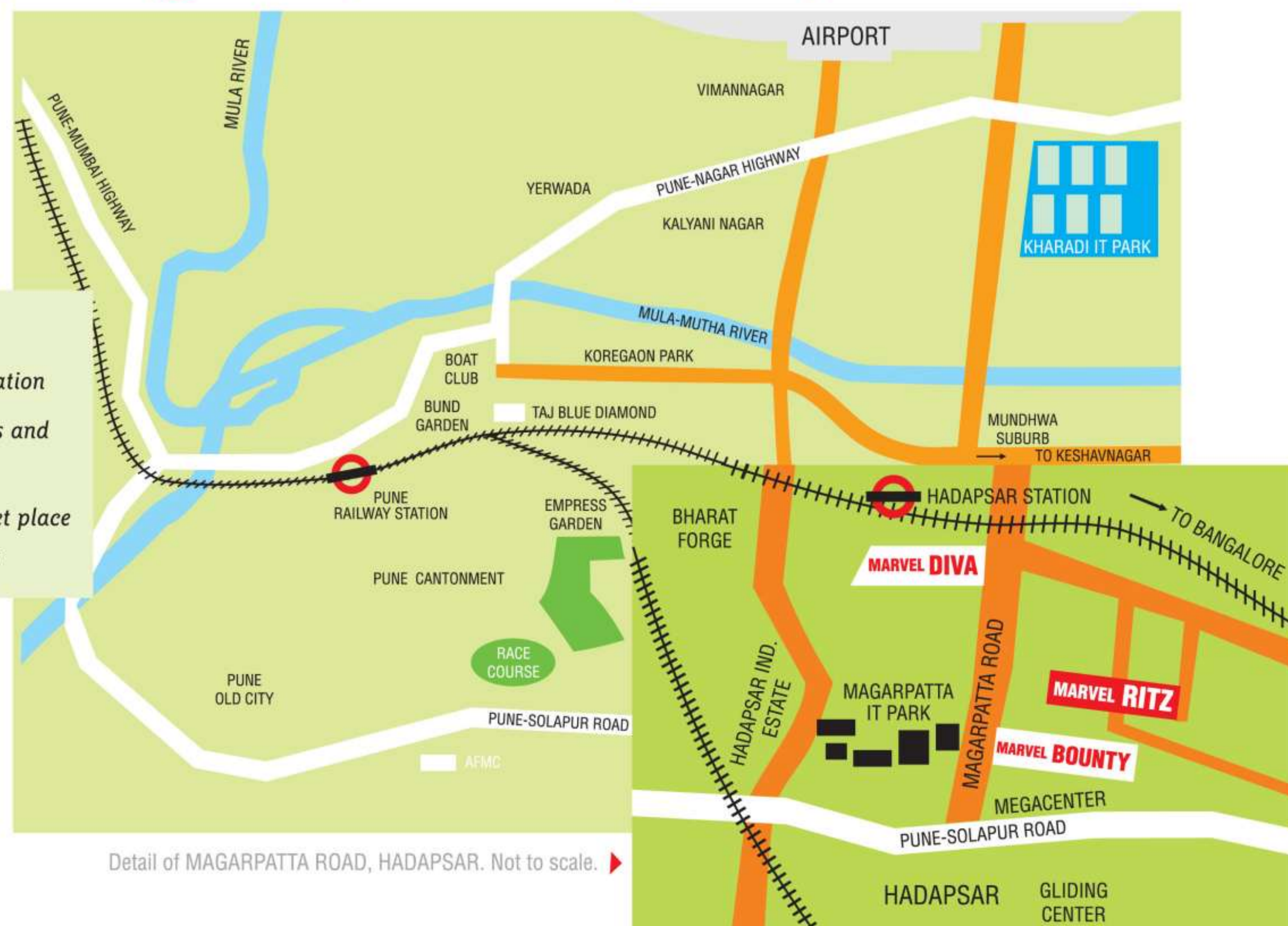
Hadapsar - Today's hot, green destination

Marvel Ritz is located in the self-sufficient cornucopia of Magarpatta Road, Hadapsar. One of the fastest upcoming suburbs of Pune City, Hadapsar offers an abundance of peace and calm in an environment that's cosmopolitan yet country fresh.

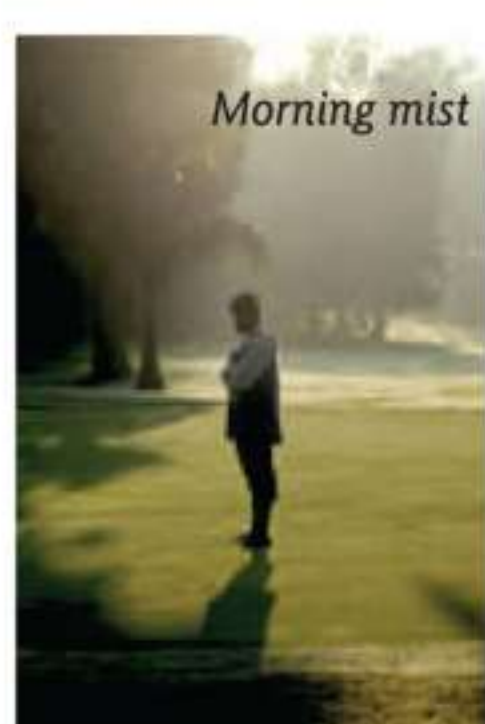
Once upon a time, Hadapsar's claim to fame was its large vegetable and agricultural goods market where farmers conducted commerce in the marketplace. Today it is the mother of two SEZ's, two townships and the Fursungi IT park. Located in the eastern part of the city, it is also home to a slew of malls, office and commercial spaces, manufacturing units.

In close proximity of the transportation hubs – the railways and the airport, these keep you connected with the city and yet conveniently away from it.

- 20 minutes from the airport
- 25 minutes from the railway station
- In the vicinity of Software Parks and BPO offices
- Close to major hospitals, market place and commercial establishments



Detail of MAGARPATTA ROAD, HADAPSAR. Not to scale.



Morning mist



Monsoon over the fields

A Taste of Utopia

Rca. L. S. Tale visited Page3's princess at her stunning new apartment at Marvel Ritz, Hadapsar and came away completely dumbfounded.

Everybody shapes their environment the way they are and the way they like to live. This week, we profile the celebrity cook, ex-Ms. India and steamy tabloid princess, who very graciously allowed us to check out her place. And you guessed it – we're going to feature it right here. Apartment No. 201 at Marvel Ritz. Behold!

over-awed by the state-of-the art fittings and amenities as she talked about how this home had been lucky for her career. "The peace and exquisite luxury has given me total peace of mind" she quipped.

The elegantly concealed VRV air-conditioning had cooled the cosy study when we entered and a slew of telephones and a laptop sat on an elegant oak antique desk. Connectivity for all devices and ports on the walls. The long French window looked out onto a giant Gulmohur tree. "Yes, I can get lost in that", said our hostess following our eyes. "I've just begun writing again, a new cookbook with a difference, and sometimes just staring out there to rest my eyes, gives me inspiration".

On the immaculately landscaped terrace where we went next, were lots of exotic plants. She pointed to the pots in which she grew herbs. "I use them to flavour food and keep innovating on my recipes. They're very therapeutic" she said. We sat on the chairs by the pool and I started to take notes. Where was I to start? The pool? The house? The furnishings? I had no idea.

"Now you must see the bathrooms." That seemed rather odd, but she insisted. Once you're beside a private pool, seeing bathrooms seemed a little bit of a letdown. Without letting my heart overwhelm my mind, I quietly followed her.

I could swear that I've never seen a bathroom of that size! Mosaic tiles in an intricate design paved the way to what my mind made out to be a Jacuzzi. A Jacuzzi and a steam bath? In a private home? Don't people go to spas anymore? She smiled watching the awe on my face, and began to describe all the body lotions, oils and aromatic candles that lay beside the Jacuzzi but I was staring at the well planned bathroom with functional cabinets, reading basket and superb Italian sanitary-ware. A huge cane chair! With a bathroom like that, why anybody would want to come back to the living room, I simply wondered!

I looked up to ask God when my time would come, and my eyes trailed lingeringly past the creamy walls, elegant cornices, smoothly plastered and well-finished POP ceilings. Not to mention, the pretty giant chandeliers.

Now the hardest part – the rating of the house. Undeniably extraordinary! I'm sure I need to suppress my awe and be journalistically objective, but I'll just say that this has definitely been my most incredible assignment yet! I had just finished a tour of the most amazing place I was going to ever visit for a number of years. I can completely understand why anyone would want their dream apartment at Marvel Ritz.

To be fair, 9/10 is all I'd give her. The one mark deducted for making us so envious and completely enjoying it.



Warm focus lighting fills a spacious yet cosy living room. The lady of the house with her companion

What's unique at Marvel Ritz Priza

- Customized Apartments of over 4000 sq. ft.
- One apartment per floor
- Private Swimming Pool on every floor
- State-of-the-art VRV central air - conditioning system
- Italian Marble Flooring in all rooms
- State-of-the-art Home Automation – programming for mood lighting and curtain controls

Standard Marvel Amenities & Specifications

LIVING ROOMS

- Italian Marble Flooring
- POP / Gypsum finish for walls and ceilings
- Landscaping on Terraces
- Teakwood doors and door frames
- Telephone and Cable TV connections

BEDROOMS

- Vitrified flooring
- Air-conditioning
- Teakwood doors and door frames
- Telephone and Cable TV connections

KITCHENS

- Granite / Marble kitchen platform
- Dry terrace with provision for washing machine and dishwasher
- Water purifier

BATHROOMS

- Vitrified / Ceramic flooring
- Jacuzzi and Steam room
- Separate wet and dry area
- Washbasin with counters
- Finest quality fittings and sanitary ware
- Designer dado
- Solar heater connection

AUTOMATION

- Access Cards straight from the lobby
- Apartment Management System with Touchscreen / Remote Control to control electricals, air-conditioning and lighting
- Personalized programming for mood lighting

Even though apartments at Marvel Ritz are available in a range of sizes and comforts, we sampled by far the largest, some 4,000 sq ft of pure luxury stretching across the entire floor. A video camera phone came to life in the lobby and when we confirmed our identity, we were let into the elevator; truly a place in which you would feel safe and secure.

Really tall, real teakwood doors were regally thrown open by a maid who informed us that the lady of the house would join us shortly. She left us in a sprawling, marble-floored living room bathed in pale winter sunlight through large windows overlooking just treetops, something you don't really find any more in Pune! The furniture was elegant yet comfortable, something you could show off and yet not be afraid of it coming apart if you lounged in it. Original paintings of celebrated Indian artists covered the walls.

Our hostess trailed in; dressed in a designer kimono, far more beautiful than in her photographs. Having exchanged niceties, she told us how she'd decided to spend most of her time away from Mumbai's hustle-bustle and make Pune her home. Deciding on Marvel Ritz was easy; apart from the developer being highly recommended by other celebrities, the apartment itself matched her own elegance and modern outlook! And, as she added with a wry laugh, it wouldn't do her social status any harm! Then, after checking if we'd had all the aromatic tea and croquettes we wanted, she asked if we'd like to begin the tour of her home. We laid down our teacups and began what turned out to be the most incredible home visit I've been to. Ever!

We started with the master bedroom. Softly lit from both sides, the ethnic wall hangings added beauty to the POP smooth walls that housed them. "From Arunachal Pradesh" she told us, when she saw us eyeing them. "I was doing a programme on their food for a news channel last year". We nodded and wondered when we were getting our next vacation. Ah, the lives of the rich and famous...one day I'll get there, I said to myself.

Next came the gigantic kitchen. Not surprising for a celebrity chef of her stature, it was exquisitely equipped from top to bottom. I watched her ringed hands gliding across the stone-look granite kitchen platform completely



Our hostess poses by her private swimming pool

Corporate Holidays

Weekly insights into the world of CEO's on their day off. Read on! Be inspired!

Young Turk @ Home

Featuring CEO - Technomate at home with home automation at Marvel Ritz

There's nothing as relaxing as soaking in your own Jacuzzi



As the CEO of India's largest robotics firm, my life is largely digital and what remains, is as natural as can be. I believe in doing what one does to the fullest and live by my rules. I'm 37 years old, married to a fashion designer and have an adorable French poodle. I live at Marvel Ritz; I love my life.

An early riser, I start every day with a brisk 5 km run in the beautiful greens around my house. On weekends, I get a little more time so I prefer to put in at least twice the amount of effort by doubling the distance. Before leaving I put some milk for my breakfast Muesli in the microwave, set for exactly 1 minute and 25 seconds, and SMS my microwave to welcome me with a piping hot bowl on my return. (Yeah, yeah, I can be pretty obsessive). Coming back, I bypass the 'talking' elevator, jog up the stairs, and switch on the geyser through SMS so that by the time I reach floor 9, I can have a invigorating massage in my Jacuzzi and then a hot shower. Sunday morning ends with lounging in our private pool with my wife, reading the papers and even having a 3 course brunch in there.

I'm a religious guy and pray for at least 10 minutes everyday. God or no God, I believe a little spirituality and silent communication with the Lord adds zest to my life. Of course, I have to remember to switch off the smoke detectors, which the agarbatti's trip off. (laughs heartily) One of the down sides of too much perfection, I guess.

Call me obsessive, but what I love most about this home at Marvel Ritz is the state-of-the-art automation. I spend any free time I have tinkering with the remote trying to figure out new short-cuts and comforts I can create.

Brunch is followed by checking my mails on my portable handheld device after which it's time to do some specialist household work. Cleaning the home automation console and automatic curtains does not happen automatically – ironic as it may seem. My job profile at work makes that responsibility all mine, when i'm at home. Can't risk the household help ruining the one thing that makes my life so comfortable.

After setting the timer for my favourite sports program, it's time for an afternoon siesta. All rooms are cooled by the VRV air-conditioner so summer or not, temperatures are perfect. I'm woken up when the sports feature begins on TV. Then, my wife, Missy (the poodle) and I proceed for an evening walk. Not that Missy does much walking, she thinks its below her dignity. We pop dinner into the microwave, enable the video surveillance and motion sensors from my cell phone before we leave (safety first). So what if the maids take the weekend off? The microwave can be activated remotely to have dinner piping hot when we return. Our life goes on just as planned.

A touch screen video console mounted on the door allows me to see who's at the door. I only let the right people in; no work chasing me on a holiday! After listening to a little music with a drink, its time to hop into bed by 10:00pm. Clap, Clap! Off go the lights. I'm off to dreamland, ready to welcome a Monday morning!

I love to be doing one thing and controlling another. Even though a lot of people would say this is laziness, it's what I do at home and at work – making things automatic. As the CEO of a advanced robotics company, I get to do so much more, whether it's a weekday or weekend.

Thanks to technology. And thanks to Marvel Ritz!

As told to O.Ver-awed



Marvel enthralls again

Darling of the Haute Monde, the pick of connoisseurs around the world! A skillful rendition of styling and comfort - Glitterati Times takes you a little closer to timeless masterpieces from Marvel.

By our Culture Editor

The artist says 'it's all in the inspiration'. The critics swore by it saying 'it exemplifies perfection'. The numbers have spoken. Behold! Presenting the Marvel gallery of wonders!!

Marvel's exclusive client list includes professionals from the IT, finance and engineering segments, NRI's, businessmen and the crème de la crème of the art, film and fashion industry.

Marvel boasts of well-planned projects in Pune's most elite locales - Koregaon Park, Boat Club, Kalyani Nagar, Mundhwa with upcoming projects in areas like Kharadi, Magarpatta Road and NIBM.

Leave the extraordinary to the 'hoi polloi'. The talk of the town can be rest assured, that at Marvel Ritz, or for that matter any Marvel edifice, we've spared no expense in making it unrivalled in terms of location and amenities.

So the next time the faux elitists bring out their Monets and Renoirs, you really want to bring them home to show them a place that's definitely more befitting of such talk - your own Marvel residence.

Some testaments to the Marvel legacy are as follows.

Marvel Residency and **Marvel Exotica** are located amid green areas in Koregaon Park.

Marvel Crescent, **Marvel Vivaldi** are in Kalyani Nagar. The former two are exclusive projects of 9 perfectly designed apartments to suit today's modern lifestyle.

Marvel Vivacity also in Kalyani Nagar, is a 41-apartment U-shaped complex. Its 3 buildings with 11 storeys each are connected by a unique Clubhouse and indoor swimming pool on the eighth floor.

Marvel Grandeur, **Marvel Élan** and **Marvel Mystique** located on Boat Club, are the epitome of luxury living; projects with super-sized apartments - one per floor, each having a private swimming pool and the most modern apartment management systems.

Marvel Merlot is yet another prestigious project in Koregaon Park. Situated on the banks of the river, residents will be offered the comfort of living in super luxurious 4-bedroom apartments, one per floor, all centrally air-conditioned.

Marvel Matrix at Mundhwa is located in the vicinity of an IT park and other commercial areas. It has 2 and 3 bedroom apartments in eleven-storeyed buildings.



The entire project sports wi-fi connectivity, hi-tech security systems, Smart Card access from the lobby, and a huge expanse of greenery with rainwater harvesting facilities.

Marvel Diva at Magarpatta Road is nestled in bountiful environs in close proximity of

commercial hubs, BPO's and software parks. Marvel's latest offering allows you to choose from 1600 sq.ft. luxury and super luxury apartments upto 6450 sq.ft.

Marvel Enigma by the riverside in Kharadi, is strategically located in the software hub and yet far from the madding crowd. Here you can choose from 2 and 3 bedroom apartments.

Marvel Imperial offers fairytale super-luxurious, centrally air-conditioned apartments in the elite residential area of Boat Club. Featuring a private swimming pool, personal spa and cutting edge home automation systems, each of these 11 exquisitely planned apartments are spread across over 4000 sq. ft. of sprawling luxury embodying every fantasy you can conjure.

Marvel Zephyr is built in the upcoming suburb of Kharadi. Apartments here offer you a scenic view that's fenced by nature's bounty and yet in close proximity of IT parks and business centres. Apartments at Marvel Zephyr are available in two variants - Prima and Styla.

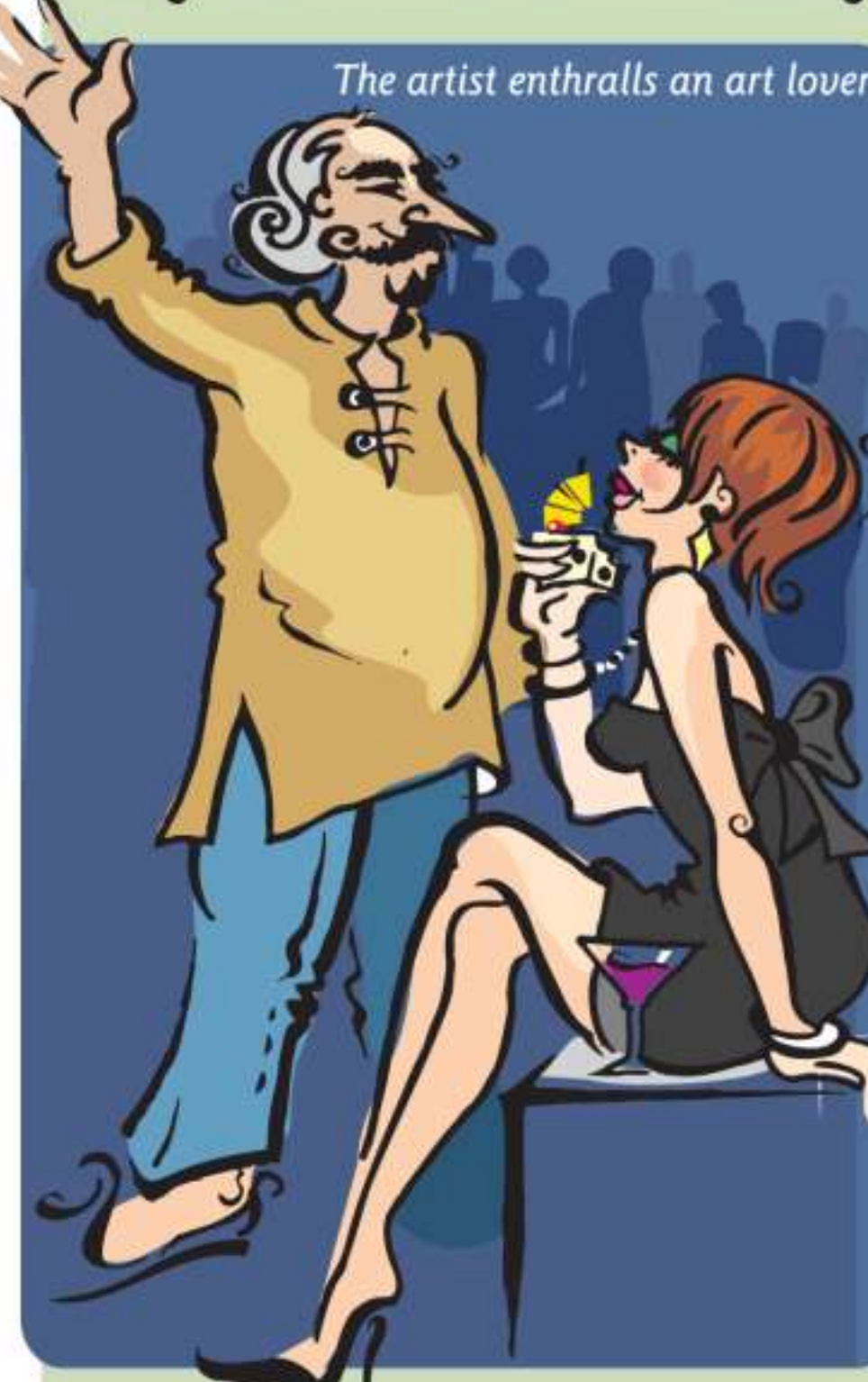
Visitors to the preview read like a veritable whos-who

Some works of art



Interview with the Artist

The artist enthralls an art lover



A quest for perfect homes for themselves, led to Marvel Realtors' founding members becoming leading developers of homes that feature the most innovative techniques and modern technology in Pune. Truly, necessity is mother of invention. This group of 5 enterprising entrepreneurs with experience in diverse fields such as engineering, construction, electronics and automation, have made their dream into a dazzling reality and much sought after realty - so to speak.

We caught up with the **CEO of Marvel Realtors, Mr Vishwajeet Jhavar** in a tete-a-tete over coffee. An engineer by profession, he self-admittedly loves using new technology and is always on the look-out for new gadgets. If his Tablet PC and Blackberry Pearl are anything to go by, one can only imagine what his projects must be like.

What would you say is the single most dominant reason that puts Marvel Realtors right on top of the niche segment in housing?

In my opinion, it is the way we use technology in making lives easier and simpler. By targeting niche audiences first and providing them with apartments they dream of, we're working downwards - not upwards. That's much easier. We also aspire to provide excellent quality of construction - which includes quality fittings and finishes. All our previous work bears testimony to quality that is impeccable; every project simply gets better and better, leaving the competition far behind.

Your latest project, Marvel Ritz is all set to take Pune by Storm. Tell us more!

Marvel Ritz is slated to come up at Magarpatta Road. The IT sector is growing like never before and in a way, we're targeting the old, rich segment and the new moneyed youth - which explains why we have offerings for both segments; Prima and Styla. Marvel Ritz will more than meet the expectations of our target audience.

What do you ensure to stay in the niche category? What does Marvel Ritz feature that separates it from other offerings in the market?

Marvel ensures in-house construction, stringent quality control, superior finishes, routine checks on cost and time overruns and detailed and transparent project scheduling and estimations across all projects.

What keeps us ahead of the competition and not succumbing to the pressures, is our USP - our ability to incorporate home automation inside homes. This puts our apartments in another league completely - that of sheer luxury and class with Italian marble flooring and indoor Jacuzzi and spa. Technology has provided us with the means to make our lives easier. We just put these means to an end - your comfort. And of course at every step, there is quality, quality and more quality. This is what keeps us soaring in terms of sales.

Do you think providing luxuries like a swimming pool and Jacuzzi inside apartments is a wise move on your part? What makes you think that everyone can afford such luxuries?

We build for a segment of society that can afford these luxuries very comfortably and are constantly seeking new luxuries. Any realtor is only worth how much of the future he can package in your dream home - one's for the present are dime-a-dozen. This not only helps us stay ahead of the competition, but also ensures that the Marvel name stays synonymous with class, luxury and opulence.

Marvel Ritz, like I have said before, features two variants in the broad range of amenities they have to offer - Prima and Styla will look after your needs, no matter what you seek or desire.

Other Artists of Marvel Ritz include...

Architects : DWP Interics, Malwadkar & Malwadkar

Structural Design : Ravindra Babbhuley, Aurangabad

Landscape Designer : Taylor & Brammer Landscape Architects PTY Limited, Australia

Legal Advisors : Rajiv Patel & Associates

In partnership with



B. S. TUPE VENTURE

MAGARPATTA ROAD
MARVEL
Ritz

Site : Magarpatta Road, Pune 411 028.



MARVEL
creating landmarks

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