

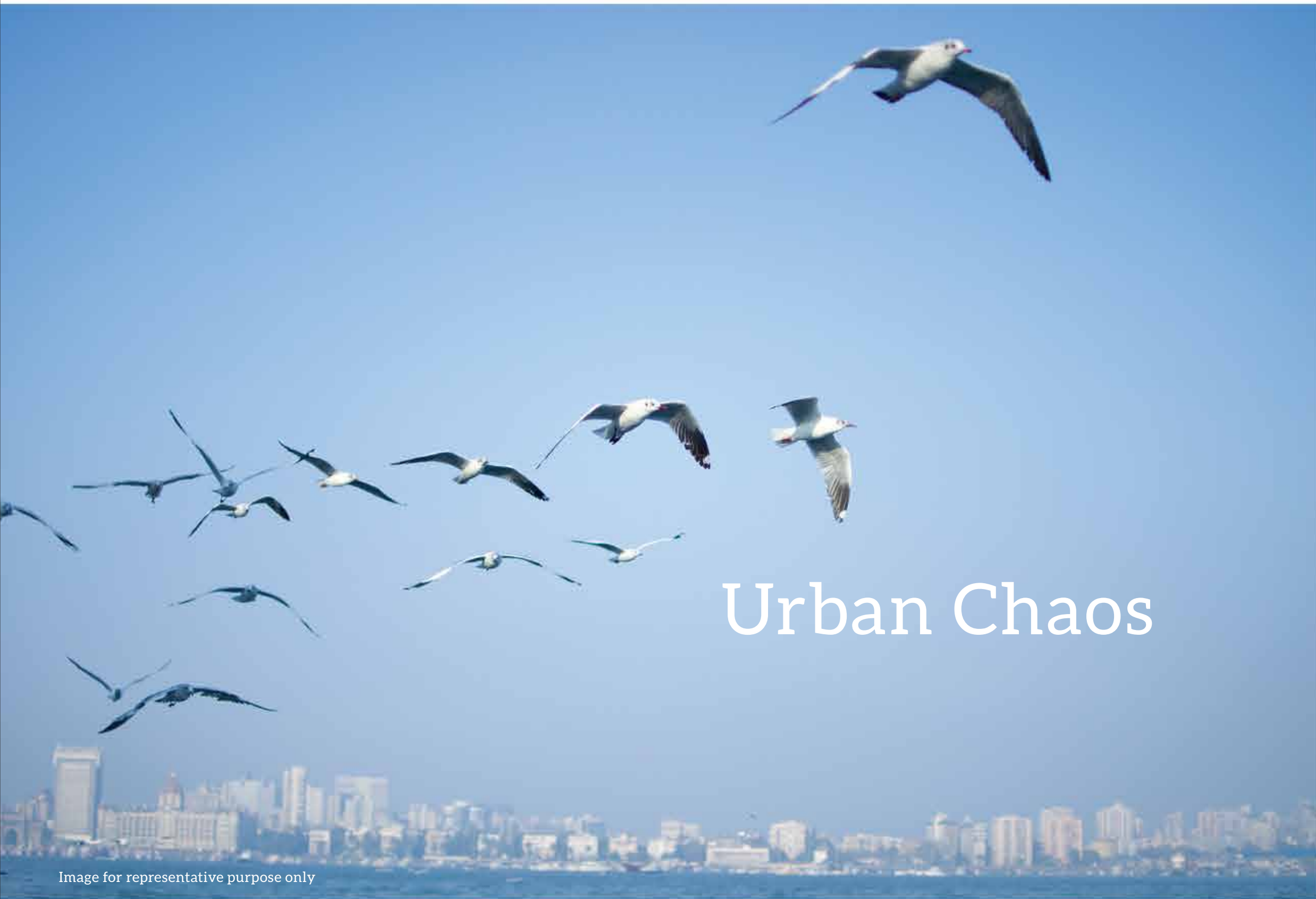
ALIBAUG
SENSE
THE

THE SILENT EVOLUTION

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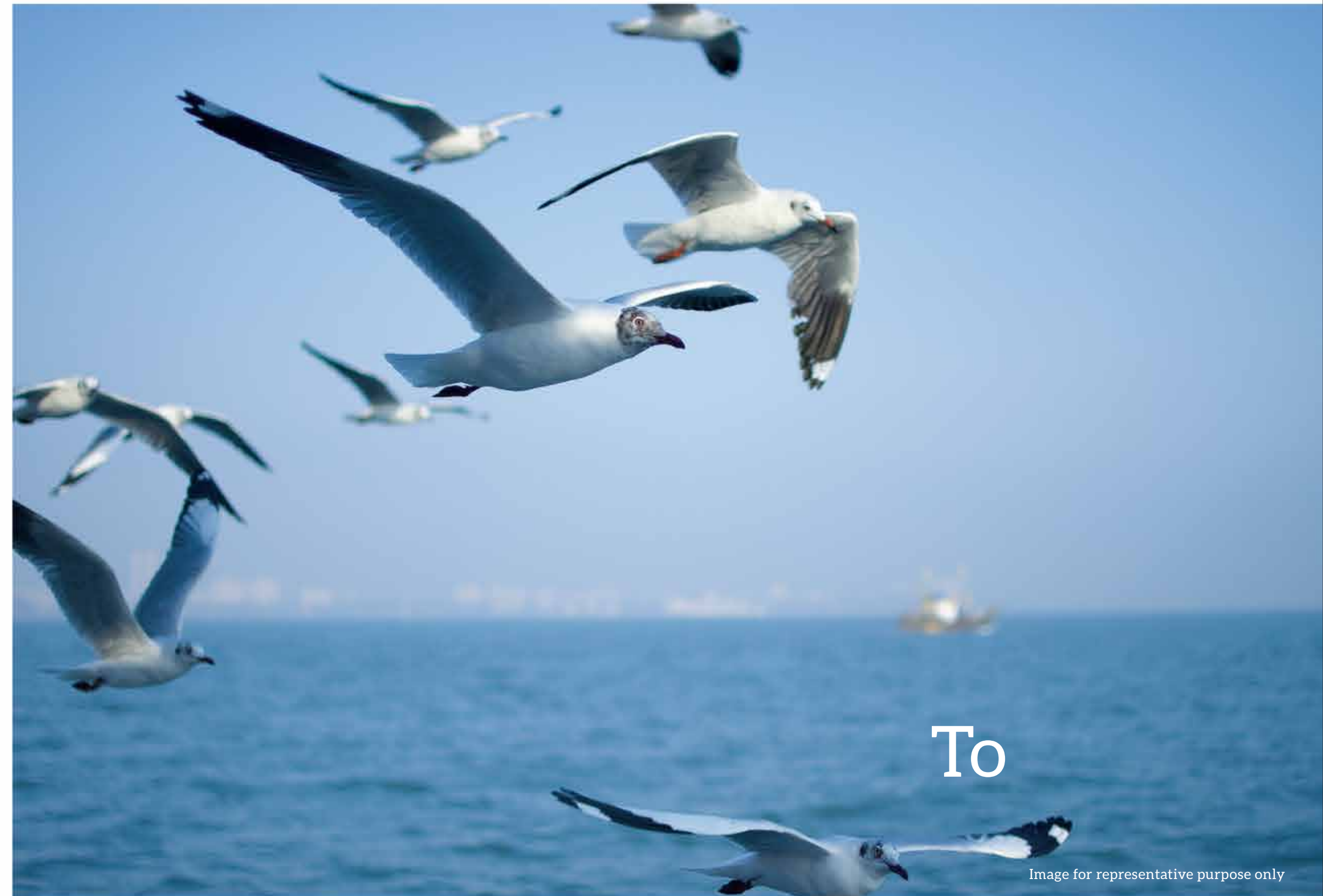
THE SILENT EVOLUTION





Urban Chaos

Image for representative purpose only



To

Image for representative purpose only



Zero Decibel

The open blue expanse of the sea between the Gateway of India and the Mandwa jetty... an 18-minute* speedboat ride for us; a short flight away for the sea gulls.

*Approximate travel time

“WHEN SILENCE
SPEAKS, IT MARKS
THE BEGINNING
OF THE MANY
MEANINGFUL
CONVERSATIONS
OF LIFE.”



he time will come when,
with **elation** you will greet yourself,
Arriving at your own door, in your own mirror,
And each with a smile at the others welcome,
And say, **sit here**.

You will love again the stranger who was yourself,
Give back your heart to itself,
to the **stranger** who has **loved** you all your life,
whom you ignored for another, who knows you by heart,
Peel your own image from the mirror,
Sit, **feast** on your own life.”

~ Love after Love, Derek Walcott

FOREWORD

All experience is a realization that life lies beyond the horizon we fix for it and if we want to live it fully, we must first get to know the stranger in the mirror. The following pages certainly show one way of doing that.

However, they are but a trail. What you will find at the end of it will be your personal piece of the rainbow and we wish you discover all its colours at their vivid best.

Warm regards,
Team, The Serenes.

ONCE UPON A TIME AND STILL, HAPPILY EVER AFTER.

Discover why Alibaug is a wonderful place to find your own space for life.

The first thing that strikes about Alibaug is its incredible ability to be still and wait. Be it the never ending stretches of sun-kissed beaches or the lush green trails that lead to glades perfect for impromptu picnics, or even the stoic Kolaba Fort, Alibaug seems to ask only one thing of its visitors... take a deep breath and pause. Considering the wonderous matrix of history and culture that is woven into the fabric of its existence, this is indeed noteworthy – this control not to impose – or perhaps it is because of it that it is so.

Look Back in Time

Often referred to as the 'Goa of Maharashtra', Alibaug is a 300-year old living and thriving legacy of

numerous historical influences, deep rooted political stratagems, cultural nuances and natural splendour.

It was once the hinterland of Bene Israeli Jews. It literally means 'The Garden of Ali' after the rich Bene Israelite Ali famous for his gardens. Therefore the name Alibaug.

For years it remained an idyllic place of sun, solace and serenity, surrounded by the Arabian Sea on all sides with a distant but enchanting view of the Western Ghats. Then, in about the 17th century, Shivaji's naval chief, Sarkhel Kanhoji Angre, developed it as a part of the kingdom's naval protection base.

"Nothing behind me, everything ahead of me, as is ever so on the road."



Dock into bliss.

High tide and sunset at the Mandwa jetty - a perfect example of the calm we seek amidst the tumult of life.



Racing time, with leisure.

The horse rides at Alibaug beaches
bring nostalgia to everyone and is easily
one of the fondest memories people take away.

Surprisingly this major move did not reconstruct the place; rather, in a startling display of age-old wisdom, Alibaug chose to weave the change into the fabric of its character to emerge more vibrant than ever before. No wonder today this coastal town in the Raigad district of the Konkan region in Maharashtra offers quintessentially the eternal way of life - open, inviting, non-judgemental and full of natural abandon. For once the trite way of describing it - one of the closest and most popular weekend getaways from Mumbai with something for every one - is true but it is just the beginning of the story that Alibaug is.

The history and the culture that Alibaug and its surrounding villages have lived through have left their impressions on what are called 'the sightseeing spots' here. Having once been the hinterland of Bene

Israeli Jews is the reason why even today you will see glimpses of the rich Israeli culture in many parts of this town, the most noteworthy being the synagogue in the "Israel Ali" area of the town. Interestingly, Alibaug seems to owe its name to a rich Bene Israelite named Ali who used to live and own extensive plantations of mangoes and coconuts in his gardens. The locals used to fondly call the place "Alich Bagh" (Marathi for "Gardens of Ali"), or simply "Alibaug", and the name remained. However, do not mistake its quiet and unassuming character for insipidity.

*You can choose to go sun-chasing
along nature trails,
driftwood-collecting along the
beaches, history-hunting within
age-old fort walls or create your
own adventure anywhere
out there.*



Chasing the horizon.

Experience the vastness of
the sea first hand. Feel humbled
and inspired, all at once.

Unlike other getaway destinations whose environment decides what kind of holiday you should enjoy, Alibaug refuses to impose its impressions on you. Rather, very uniquely this place becomes the huge backdrop to what is important to you.

To Do or Not to Do

From the time you get down at the jetty, the choices are always going to be yours to make and it's certainly not going to be easy. Both in terms of where you want to go and what you want to do, Alibaug spoils you thoroughly. You can choose to go sun-chasing along nature trails, driftwood - collecting along the beaches, history - hunting within age-old fort walls or create your own adventure anywhere out there.

Of course, doing nothing is also great option and so is testing your taste for adventure sports. In essence, give in to

yourself, by yourself or with family and friends.

Often referred to as the 'Goa of Maharashtra', Alibaug is a 300 year-old living legacy of historical influences, cultural nuances and natural splendour.

The experiences will be as varied as you want them to be and just as enriching. A lot of it has also got to do with the fact that 'modernism' has not been able to affect Alibaug the way it has bewitched urban life into being something else altogether.

Your Dose of Culture

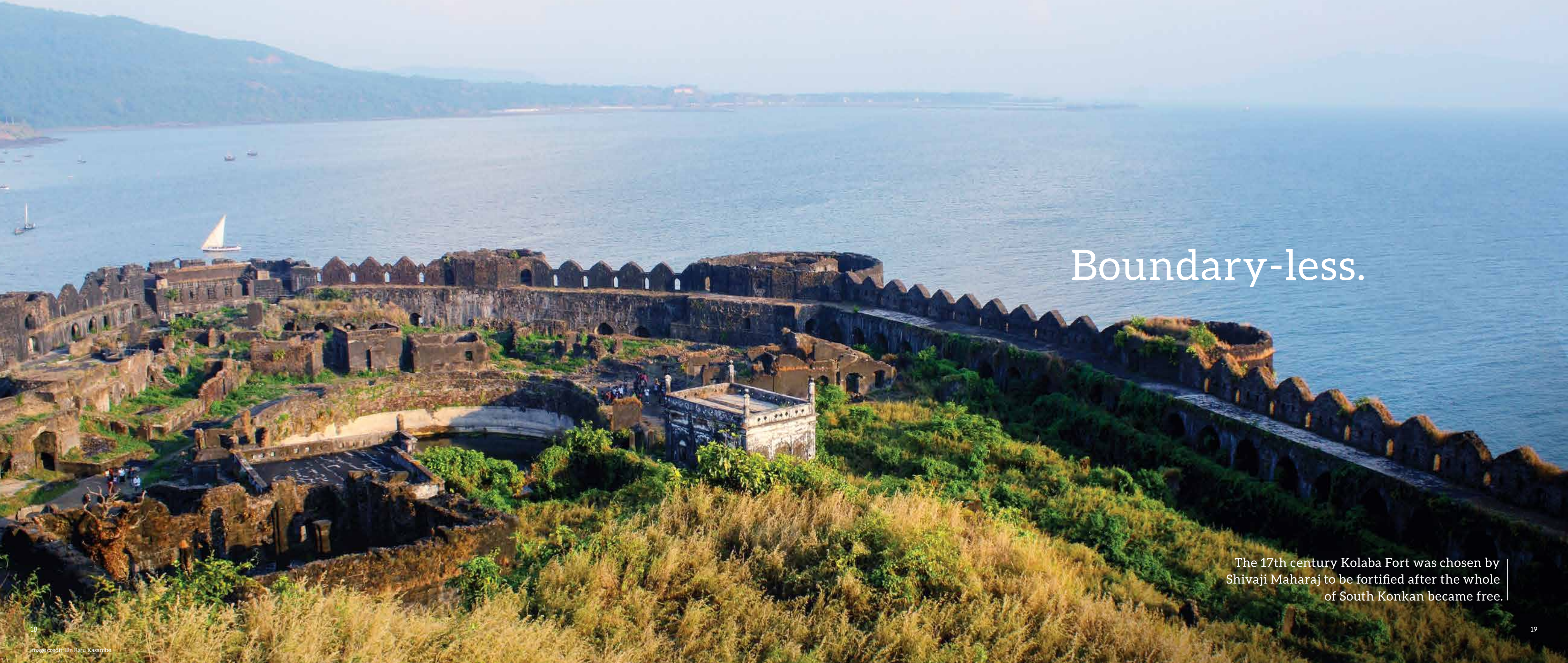
The place has remained a small town at heart. Its calendar is still peppered with many fairs and festivals that celebrate the simple joys of its people. For instance, the main festival of this region is Pola, when people worship cattle and agricultural equipment.



Embrace oneness.



The deciduous Sissum grows tall enough to touch the clouds and is a silent watcher of time and memory.



Boundary-less.

The 17th century Kolaba Fort was chosen by Shivaji Maharaj to be fortified after the whole of South Konkan became free.

A man in a blue sleeveless shirt, blue shorts, orange socks, and sunglasses is hiking on a dirt trail. He is standing on a rocky outcrop, looking out over a vast, hilly landscape under a clear blue sky. A large tree trunk is visible to his right, and various green plants and shrubs are in the foreground and background.

Be lost in the
right direction.

Explore the best of what Nature
offers while you trek to uninhabited
Sagargad or the nearby forest.



Rendezvous with the skyline.

Whenever you are in the
mood for thrills, discover
new definitions of adventure.

Cattle from all surrounding villages are brought together and paraded to the accompaniment of bugles and drums. Meals are served and eaten together in keeping with the festive mood, and puran poli is the highlight of the festival.

*The Kolaba or Kulaba Fort
(or the Alibaug Fort) is
steeped in military history.
Shivaji had this sea fort
constructed in 1652 and
made it one of his
chief naval stations.*

Another occasion of celebration is Nag Panchami, when the Snake God is worshipped. Apart from this, many other small fairs are organised throughout winter and see many visitors from far. Usually all or at least, most of them, have some traditional background; the most famous of them is the

Nageshwar Yatra in the Awas and Varsoli villages. Then there are of course the permanent 'attractions', for the lack of a better word. The Kolaba or Kulaba Fort (or as it's popularly called, the Alibaug Fort) is steeped in military history and today is one of the popular tourist destinations and a protected monument.

Shivaji had this sea fort constructed back in 1652 and made it one of his chief naval stations at that time. It is at a height of 25 feet and is only 2 kms from the ever so popular Alibaug beach. Apart from the unique position it occupied in history, this fort has another interesting feature - despite being a part of a saltwater body, inside the fort, lives a fresh-water well in its full glory. Within the premises, is also a rather old temple dedicated to Lord Ganesha, built by Raghoji Angre in 1759. The shrine is sacred to the fishermen from the area even today.

There are also a few other temples dedicated to Mahishasura and Goddess Padmavati close by and the carvings of animals and birds present on the fort walls never fail to incite the imagination of the onlooker. You can spend hours here just soaking in the atmosphere or walking down the alleyways of history.

Speaking of forts and beaches, incidentally that was just the tip of the iceberg; the Kihim Beach, the Mandwa Beach, the Kashid Beach, the Akshi Beach and the Korlai Beach can rival any postcard for beauty. Visitors are also enchanted by the Vikram Vinayak Mandir, on a small hillock inside the Vikram Ispat premises, around 21 kms’ from Alibaug. Closer is the legend-surrounded Someshwar Temple built by Satavahanas in their architectural style in Akshi, around 3 km from Alibaug. The Khanderi Fort, around 4 km from Alibaug with a

temple devoted to Lord Vitthal and the Tomb of Daud Pir is certainly worth a stopover, as is the Revdanda Fort, located around 17 km from Alibaug. Also known as Revdanda Aagarkot, the fort was built by a Portuguese Captain, Soj in 1558. Then there is Hanuman Temple, located within the Kanakeshwar Devasthan Temple at a distance of approximate 14 kms’ from Alibaug. Unforgettable is also the beautiful, dense and majestically mesmerizing lush green Kanakeshwar forest known for its richness and abundance of flora and fauna. Poisonous snakes, panthers, leopards, wild boars can be spotted here roaming around the forest.

The Kihim Beach, the Mandwa Beach, the Kashid Beach, the Akshi Beach and the Korlai Beach can rival any postcard for beauty and serenity.

*Source: Google Maps

Alibaug is also a major destinations for water sports in Maharashtra. Here, adventure enthusiasts can indulge in Jet skiing, ATVSandBiking, Kayaking, Speed Boating, enjoy Fishing, go on Banana Rides, Foldable Bumper Rides, and the like.

Like an electric switch going off, Alibaug simply shuts out the sounds of urban chaos.

However, what really holds most of the thrills all at once is the Zorbing adventure where a plastic globe allows a person to zorb on water and enjoy gravity.

Aroma’s Beckon
The taste of adventure here includes tempting the taste buds. Being in the Konkan region, the taste of Alibaug is tangy, spicy and full of local flavours. Seafood dominates and the local

delicacies include Kurkuron Bombeel (crispy fried Bombay Duck), Surmai/Pomfret fry, Kombadi-Wade with Chicken Curry, Sol-kadhi (a tangy smooth appetiser), Kelyache Panchamrut (a sweetish medley of bananas and vegetables), Tisrya-che Kavlan (clams in thick spicy masala), Javalycha Lonche (baby prawns), Kelphoola-chi bhaji, (banana flower), Jackfruit Bhaji, Kaju Usal, Ambole (like thick sada Dosa) and Lord Ganesha’s favourite steamed delight, the Modak. After you have had your fill, you can even pick Konkani masalas, kokam and honey from the local shops; just one of the authentic ways of taking Alibaug home!

Having said all of that, let’s step back. Though you may not realize it, Alibaug draws you out of yourself even before it offers you the enviable bouquet of what you can do here and it is amazing how it does it.

Soul food.

Food that finds its way
to your heart through
your stomach.

Image for representative purpose only

Like an electric switch going off, Alibaug simply shuts out the sounds of urban chaos. The silence speaks first and then the welcome sounds tiptoe in. The call of a hungry sea gull, the admonishing murmur of the breeze amongst the trees, the gently chuckling waves and the million excited voices in your head. What's more, there's no hurry. Deep dive into a relationship connect or find a reconnect with yourself. Or, just soak in the awareness of zero decibel. For once, feel free.

Where all Roads Lead to

When one looks at the enormity of what Alibaug is, one would imagine such a haven would not be easily accessible to us. But in reality Alibaug is well connected to Mumbai, Pune and Goa by land and water. In fact, driving down by car from any of these three places is in itself a treat after the rains. Another experience to be open

to is the 18-minute speedboat ride from the Gateway of India across the open ocean with cackling sea gulls in hot pursuit!

Gather your thoughts, or scatter your pre-conceived notions. Deep dive into a relationship connect or find a reconnect with yourself.

In all the essence of Alibaug can be beautifully summed up in the following words. "From barren brown stems to glistening leaf-buds; from the leaf-buds to snowy virginity of bloom... It was like a flute song forgotten in another existence and remembered again. What? How? Why? This singing she heard that had nothing to do with her ears. The rose of the world was breathing out smell. It followed her through all her waking moments and caressed her in her sleep."

-Zora Neale Hurston, Their Eyes Were Watching God



Your own trail to where you belong.

"I may not have gone where I intended
to go, but I think I have ended up where
I intended to be."

THE
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THE SILENT EVOLUTION

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THE SILENT EVOLUTION



THE SERENES

ALIBAUG
PLOTS & VILLAS

THE SERENES

ALIBAUG PLOTS & VILLAS

Image for representative purpose only



here is a **pleasure** in the pathless woods,
here is rapture on the **lonely shore**,
There is society, where none intrudes,
By the **deep sea**, and **music** in its roar:
I love not man the less, but **nature** more.”

~ There is a Pleasure in the Pathless Woods, Lord Byron

WELCOME!

Dear Patron,

And so your trail led you here to what seems like yet another journey of discovery. However, from here on, what you want to find and how much you want to experience is entirely up to you. Ahead of you lies space artfully cleared just so that you can enjoy the best that life has to offer in your own time, without interruption.

The Serenes.

Live life, experience by experience. Create many more by choice.

Do everything. Do nothing.

Be you.

Warm regards,

Team, The Serenes.

WHEREVER YOU ARE, THERE YOU ARE!

Discover why The Serenes at Alibaug is a wonderful place to find your space for life.

Wander approximately 700 meters away from Alibaug's Nagaon beach and you step into a space where experience is key. You are the universe and everything around you is defined by what you would like it to be. If Alibaug is the quiet backdrop to leaving behind the urban chaos and discovering the 'real' you, The Serenes, is the one place that will never let you forget the discovery.

As you step into this community of exclusive luxury villas and plots in Alibaug, you realise that The Serenes is your canvas of life. A big part of the project has been envisioned by SAV, the well-known architectural studio with branches in London and Mumbai. Inspired by the ocean, the beaches, the natural wilderness, the

architects believed that there was only one way to build the villas - to let each one take shape naturally.

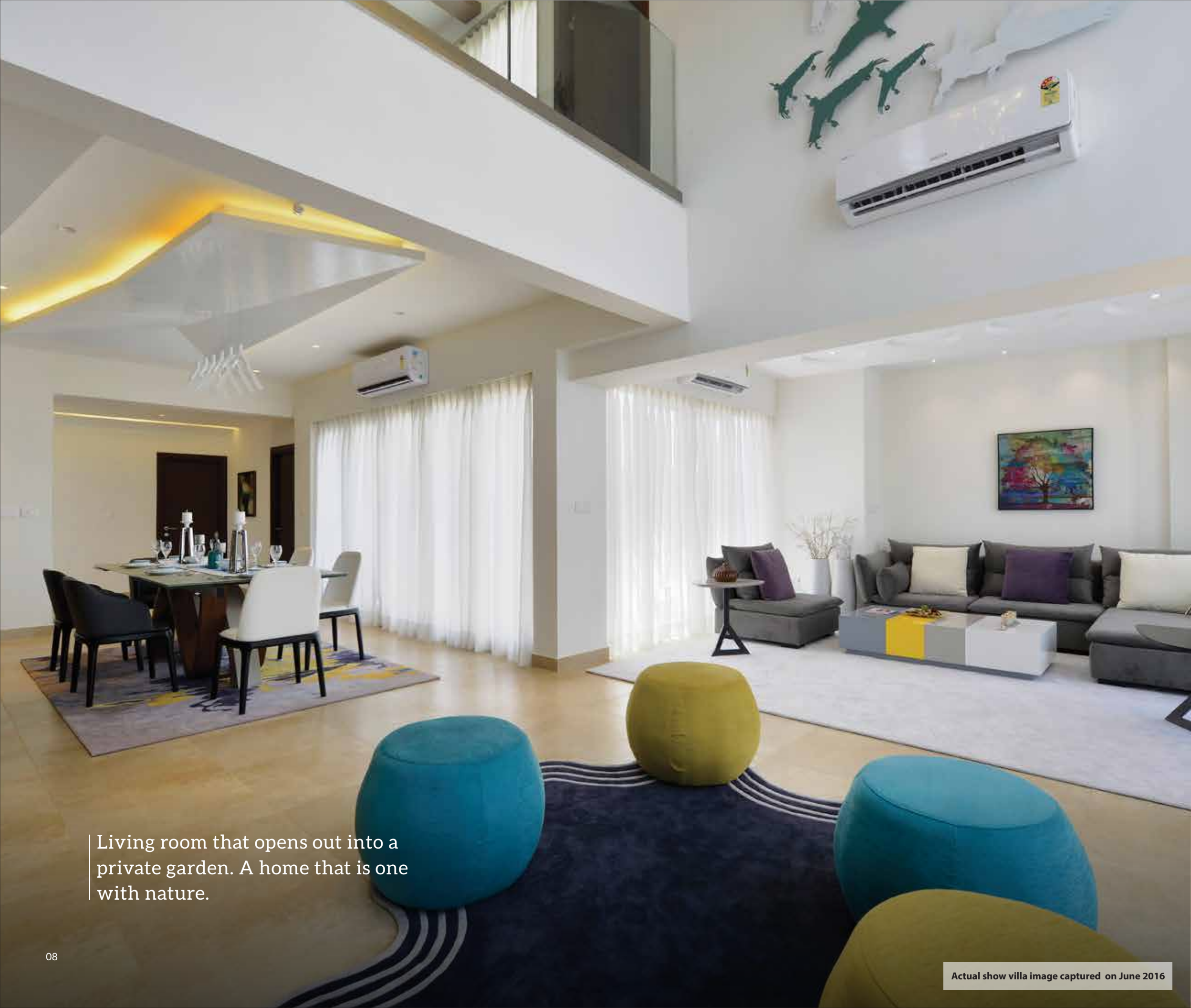
Tall doors open out to a world that offers the freedom to be without asking anything in return and taller ceilings seem to call the skies in.

That's the beauty of the place; The plots play the role of the canvas as well as the inspiration. If you lean towards designing your home the way you want it, the naturally stunning outdoors will lend a hand in the design, so you can create something beautiful that's both yours and has a personality of its own. The Serenes truly has something for everyone.

"A dwelling should not be a retreat from space, but life in space."



Bird's eye view of the entrance and front view of the back garden. Green, open and yet a private space. Your niche is here.



Living room that opens out into a private garden. A home that is one with nature.

Tall doors open out to a world that offers the freedom to be without asking anything in return and taller ceilings seem to call the skies in. Shy corners will awaken that long forgotten hobby, and bold accents will remind you to be the best of who you are without inhibitions. Space in that sense finds a unique expression here. It offers unbridled privacy to you along with the joy of the vast open that is quintessentially bright and airy.

The green that surrounds every villa is not merely decorative. Rather, it is an extension of nature built to bring you closer to it while leaving the natural way of life undisturbed. That is why even the landscaped areas reflect a distinct reverence to the way nature tills the soil around here. The site is water and energy efficient.

In keeping with responsible development for tomorrow the site is sustainable and invests in rainwater harvesting and topsoil preservation. Not just that - each villa has been built thoughtfully and only using earth-friendly resources.

Tall doors open out to a world that offers the freedom to be without asking anything in return and taller ceilings seem to call the skies in.

Nowhere is this more true than your home here at The Serenes. While it may take you away from the hustle-bustle of everyday life, it brings you closer to the natural rhythm of just...being. This certainly, is the true meaning of life.



The Clubhouse - choices aplenty.
Doing nothing is also a
wonderful option.

Artist's Impression



Amenities

- Golf Putting Green
- Kids' Play Area
- Drop-off Zone
- Parking Area
- Gym & Spa
- Billiards/Pool Room
- Kids' Indoor Games Room
- Swimming Pool
- Outdoor Deck for Yoga
- Meditation zone
- Pantry
- Outdoor Seating

Artist's Impression



A private sundeck for your perfect tête-à-tête with the sunny skies. Indulge every day.

Actual show villa image captured on June 2016

Imagine, your neighbour might be the sea gull roosting next door and your companion, the wind amongst the trees. However, do not mistake solitude for loneliness. Like every true home, The Serenes is built with love for love; it is as much a place for the family to come home to as much as it is for you to find that rare corner of inner peace.

On offer:
3 BHK Patio Villa's
4 BHK Courtyard Villa's
Plots: 5000 sq.ft. onwards

Site address:
Nagaon, Alibaug

For site visit call:
1800 267 1010

Log onto:
www.mahindralifespaces.com

Mahindra LIFESPACES
JOYFUL HOMECOMINGS

Mahindra Lifespace Developers Ltd., the real estate and infrastructure development business of the Mahindra Group, is a leader and pioneer in sustainable urban development, through the creation of residential and integrated large format developments across multiple city-clusters – Mumbai Metropolitan Region (Mumbai, Thane, Palghar, Alibaug and Boisar), Pune, Nagpur, Ahmedabad, Nashik, the National Capital Region (New Delhi, Gurgaon and Faridabad), Jaipur, Hyderabad, Bengaluru and Chennai. As of June 30th, 2017, the Company's residential & commercial development footprint includes 1.31 million sq.m. (14.06 million sq. ft.) of completed projects and 0.81 million sq. m. (8.7 million sq. ft.) of ongoing and forthcoming projects.

The Company is developing two large format integrated business cities, under 'Mahindra World City' brand, in Chennai and Jaipur; built on the philosophy of 'Livelihood-Living-Life', these developments span over 4000 acres, house over 130 global and Indian companies and serve to drive economic growth and community development. In addition, Mahindra Lifespaces enables access to quality housing at affordable prices via its brand 'Happinest'.

Mahindra Lifespaces is the first Indian real estate company to have voluntarily released its GRI compliant report based on the GRI (Global Reporting Initiative) framework. In 2016, Mahindra Lifespaces has been ranked 28th amongst the 'Top 100 companies in Asia' in the 2016 Channel News Asia Sustainability ranking.

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