PARADIGM
REALTY®

PRESENTING

71 MIDTOWN

THE CENTRE OF LIFE

Sindhi Society, Chembur





Representational Image

Musical Deck

71MIDTOWN

THE CENTRE OF LIFE

Sindhi Society, Chembur

CHEMBUR AT THE CENTER OF MUMBAI

CENTRAL & WELL CONNECTED TO SOUTH MUMBAI,
WESTERN & CENTRAL SUBURBS AND NAVI MUMBAI

Artist's Impression

35,000+
SQ. FT.
SKY DECK

30+ CURATED
EXPERIENCES
TO PAMPER YOU

REDEFINING
SKYLIFE
EXPERIENCES

ONE OF THE LARGEST
GATED COMMUNITY LIVING
EXPERIENCES

Representational image



HIGH STREET RETAIL
SHOPPING FOR YOUR CONVENIENCE

Representational image



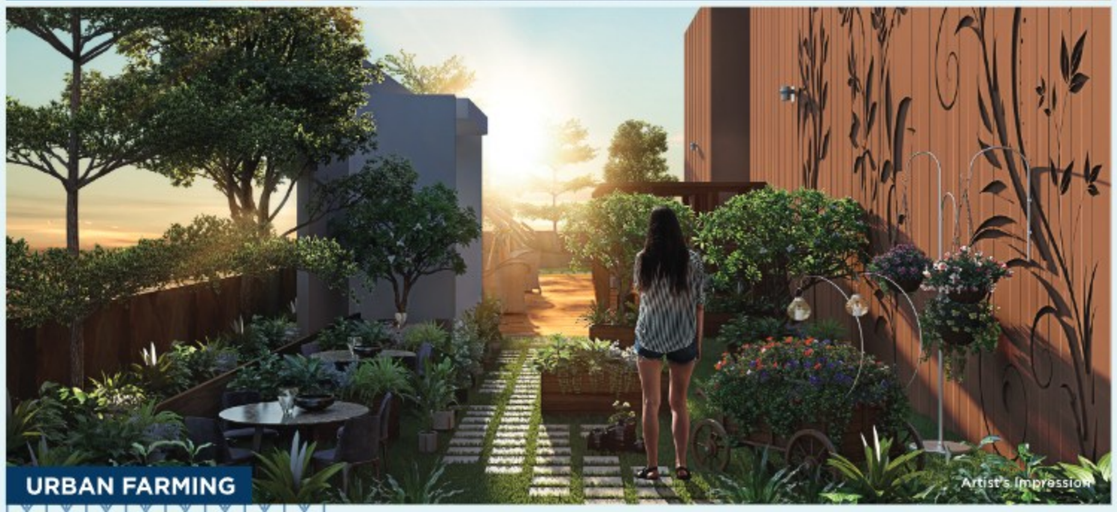
ROOF-TOP PARTY AREA

Artist's impression



SKY LIBRARY

Artist's Impression



URBAN FARMING

Artist's Impression



Artist's Impression

THE NEW CENTRE OF WELL BEING

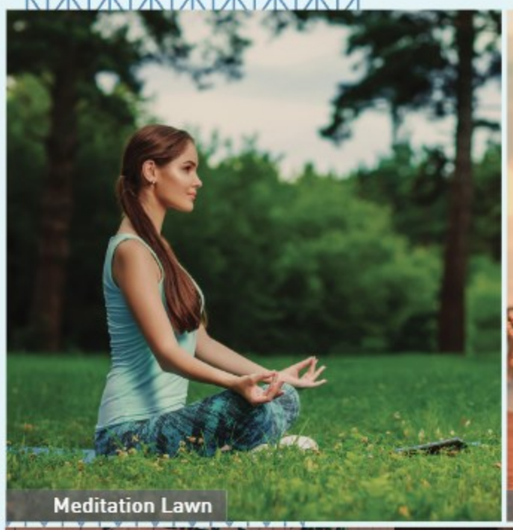
HEALTH & WELLNESS

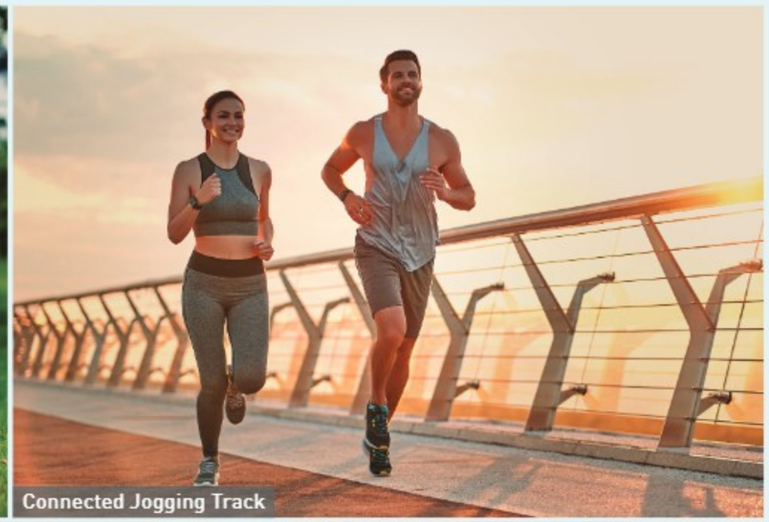
Connected Jogging Track | Cross fit Lawn

THE NEW CENTRE OF ART & DESIGN

LANDSCAPE & THEMED AREAS

Swings Court | Designer Panels | Feature Walls | Planter Seating | Sculpture


Meditation Lawn


Connected Jogging Track


Swings Court


Sculpture

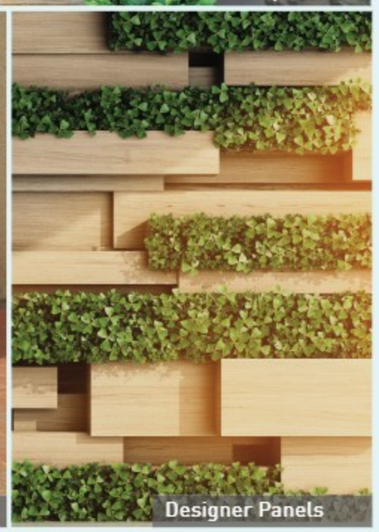


Cross Fit Lawn

Artist's Impression


Reflexology Path


Planter Seating

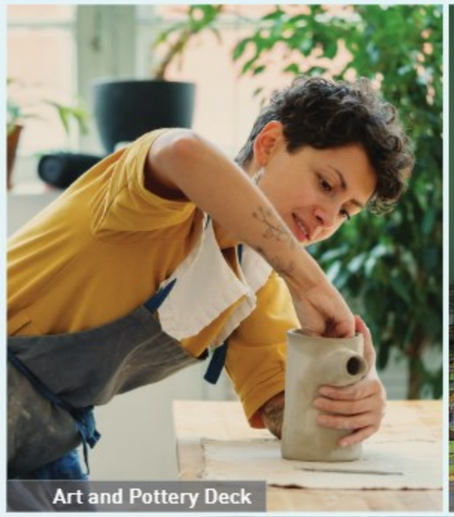

Designer Panels

Representational Images

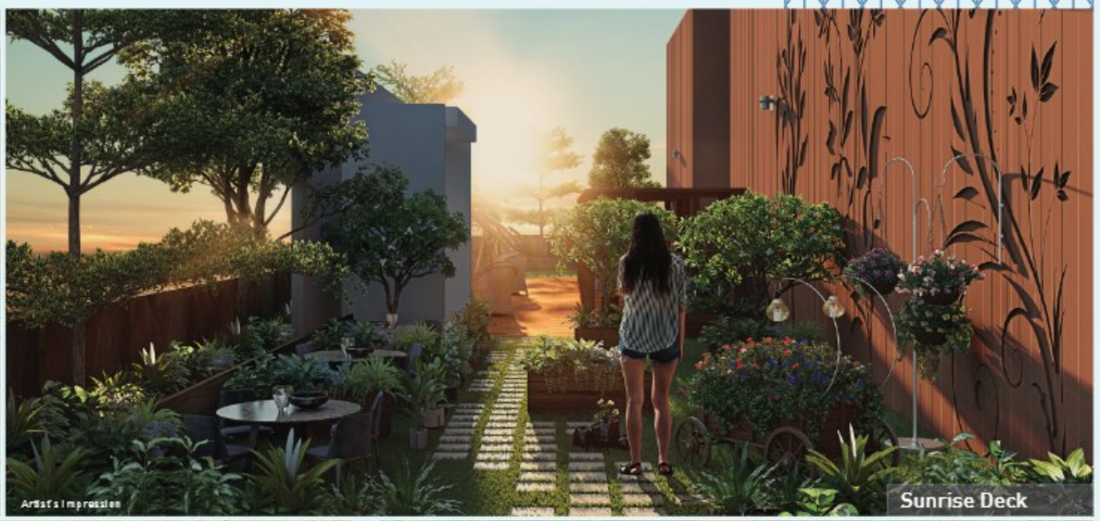
THE NEW CENTRE OF ME TIME

LEISURE & FUN

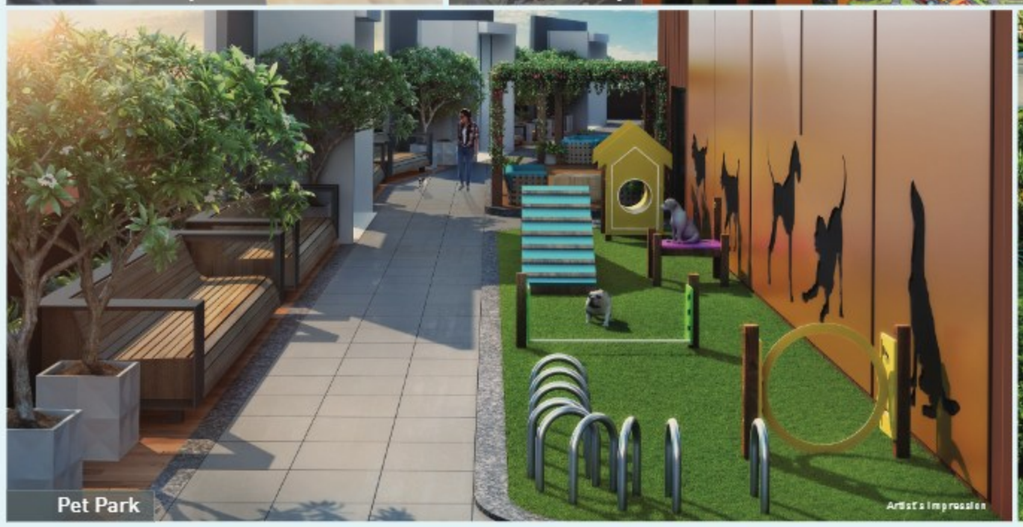
Art and Pottery Deck | Pet Park | Sunrise Deck


Art and Pottery Deck


Toddler's Activity


Artist's Impression

Sunrise Deck


Pet Park

Artist's Impression


Activity Lawn


Spill-over Celebration Lawn

Representational Images

THE NEW CENTRE OF LUXURIES

AN ENSEMBLE OF SPORTS, FITNESS & WELLNESS

Net Cricket | Outdoor Gym | Indoor Gym | Toddlers Play Area

Kids Play Area


Well-equipped Gym


Kids Play Area


Net Cricket


Outdoor Gym

THE NEW CENTRE OF LEISURE

A CURATION OF LEISURE & RECREATIONAL AMENITIES

Walkway connectivity | Entrance Plaza | Senior Citizen Plaza | Stepped Seating

Cove Seating | Swing Seat Plaza | Amphitheatre



Stepped Seating



Swing Seat Pergola



Amphitheatre



Senior Citizen Plaza

CHEMBUR
THE NEW CENTRE OF CONNECTIVITY

Connectivity to various parts of the city via multiple modes of transport is imperative for the successful development of any micro market in Mumbai as a desirable residential destination.

Chembur definitely scores well on this parameter, as it is generously networked through a grid of roads and an established rail network.



Mono Rail Station

2 Upcoming Metro Stations

Eastern Freeway

BKC Connector

Eastern Express Highway

Sion-Trombay Road

SCLR

Educational Centers
- Swami Vivekanand High School and Junior College - 1 Min
- Green Acres - 2 Mins
- Seven Rivers International School - 1 Min
- St. Gregorios School - 9 Mins
- KJ Somaiya Institute - 12 Mins

Malls/Recreation Centers
- Sindhi Society Gymkhana - 1 Min
- Acres Club - 2 Mins
- Club Emerald - 4 Mins
- K Star Mall- 5 Mins
- Chembur Gymkhana - 7 Mins
- Phoenix Market City - 17 Mins
- R City Mall - 24 Mins

Social Infrastructure
- Diamond Garden - 3 Mins
- Chembur Station - 7 Mins
- Kurla Station - 7 Mins
- MTHL-JNPT-Sewri - 18 Mins
- Airport - 27 Mins

Business Hubs
- BKC - 4 Mins.
- Lower Parel - 30 Mins
- Vashi - 30 Mins
- Powai - 30 Mins
- Andheri - 35 Mins
- Nariman Point - 35 Mins

Healthcare
- Surana Sethia Hospital - 1 Min
- Sushrut Hospital - 3 Mins
- Inlaks Hospital - 4 Mins
- Zen Multispeciality Hospital- 5 Mins
- Asian Heart Hospital - 15 Mins

CHEMBUR:
THE HEART OF MUMBAI

Once known as an industrial destination with the presence of companies such as RCF and BARC, Chembur, is transforming rapidly into a premium real estate destination of Mumbai. The Mahul creek, home to thousands of flamingos migrating from Gujarat every year from November to June.

The numerous public parks that dotted the suburb all provided for the city's green lungs made Chembur a desirable destination for residential development with the early 70s, seeing a plethora of bungalows coming up near the verdant Tata Institute of Social Sciences.

The availability of large industrial land parcels for residential developments amply supported this transformation. As large industrial land parcels were unlocked for real estate developments, several developers gravitated towards Chembur and the micro-market started buzzing with new developments.

The opening of the Eastern Freeway connecting South Mumbai to Navi Mumbai ia Wadala-Chembur puts this side of the suburb on the fast track of growth, making it the new city centre.



THE NEW CENTRE OF GRANDEUR

Experience grandeur like never before, with our thoughtfully designed 1, 2 & 3 BHK homes that optimize every inch of space. Our commitment to creating the perfect home has set a new industry standard, ensuring that each apartment maximizes its carpet area for your comfort and luxury



Living Room



Bed Room

Upgrade your everyday living with a modern kitchen equipped to accommodate all your contemporary devices and appliances. Our luxurious bathrooms are finished with premium fittings and branded fixtures, transforming daily routines into a delightful experience

THE NEW CENTRE OF FINESSE



Kitchen

Representational Image



Bathroom

Representational Image

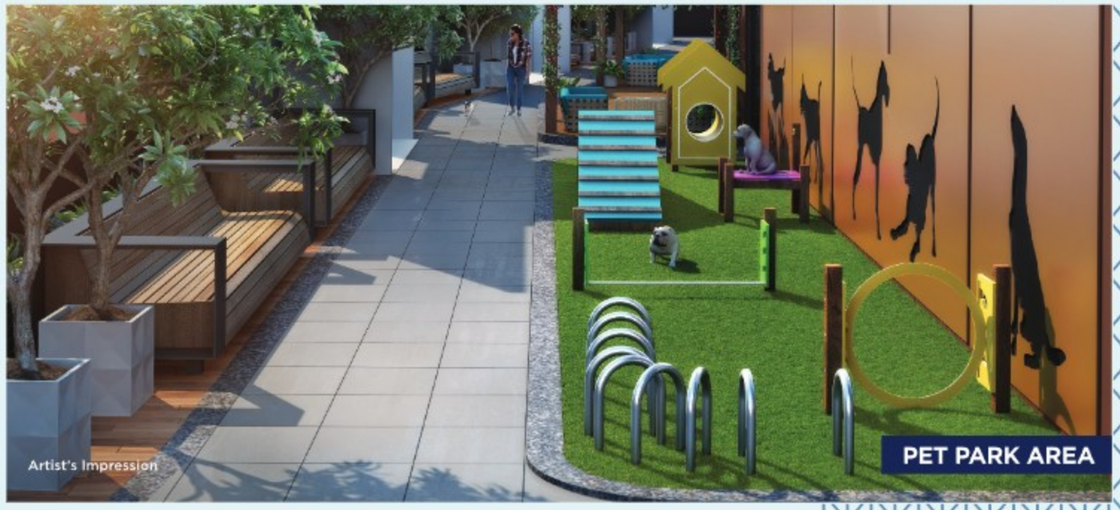

PODIUM RECREATION
Artist's Impression


SWIMMING POOL
Artist's Impression


KID'S PLAY AREA
Artist's Impression


TERRACE BAR DECK
Artist's Impression


Calories
DIE
ACTIVE
CROSSFIT
ACTIVE MOVE
FOOD
VITAMIN
ROBICS
ORGANIC
ROOF-TOP CROSS FIT ARENA
Artist's Impression


PET PARK AREA
Artist's Impression

PODIUM
INTERNAL FEATURES

- Gymnasium
- Day Care Facilities
- Sports Room
- Paint Ball
- Guest Room
- Yoga and Meditation Room
- Mini Theatre

- Co-Working Space
- Banquet Hall
- Spa
- Steam
- Sauna
- Library



















THE NEW CENTRE OF EXPERIENCES

Representational Image

THE NEW CENTRE OF OPPORTUNITIES

PROXIMITY TO POPULAR BUSINESS HUBS

Representational Image

THE NEW CENTRE OF

LUXURY LIVING

HOMES WITH OPTIMUM CARPET AREA



TOWER - 1

TYPICAL FLOOR PLAN

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)	Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK	32.36 / 348	06 - 1 BHK	32.46 / 349
02 - 1 BHK	32.54 / 350	07 - 1 BHK	32.46 / 349
03 - 2 BHK	51.11 / 550	08 - 1 BHK	32.36 / 348
04 - 2 BHK	51.11 / 550	09 - 2 BHK	51.11 / 550
05 - 1 BHK	32.46 / 349	10 - 2 BHK	51.11 / 550



TOWER - 1

TYPICAL FLOOR PLAN WITH DECK

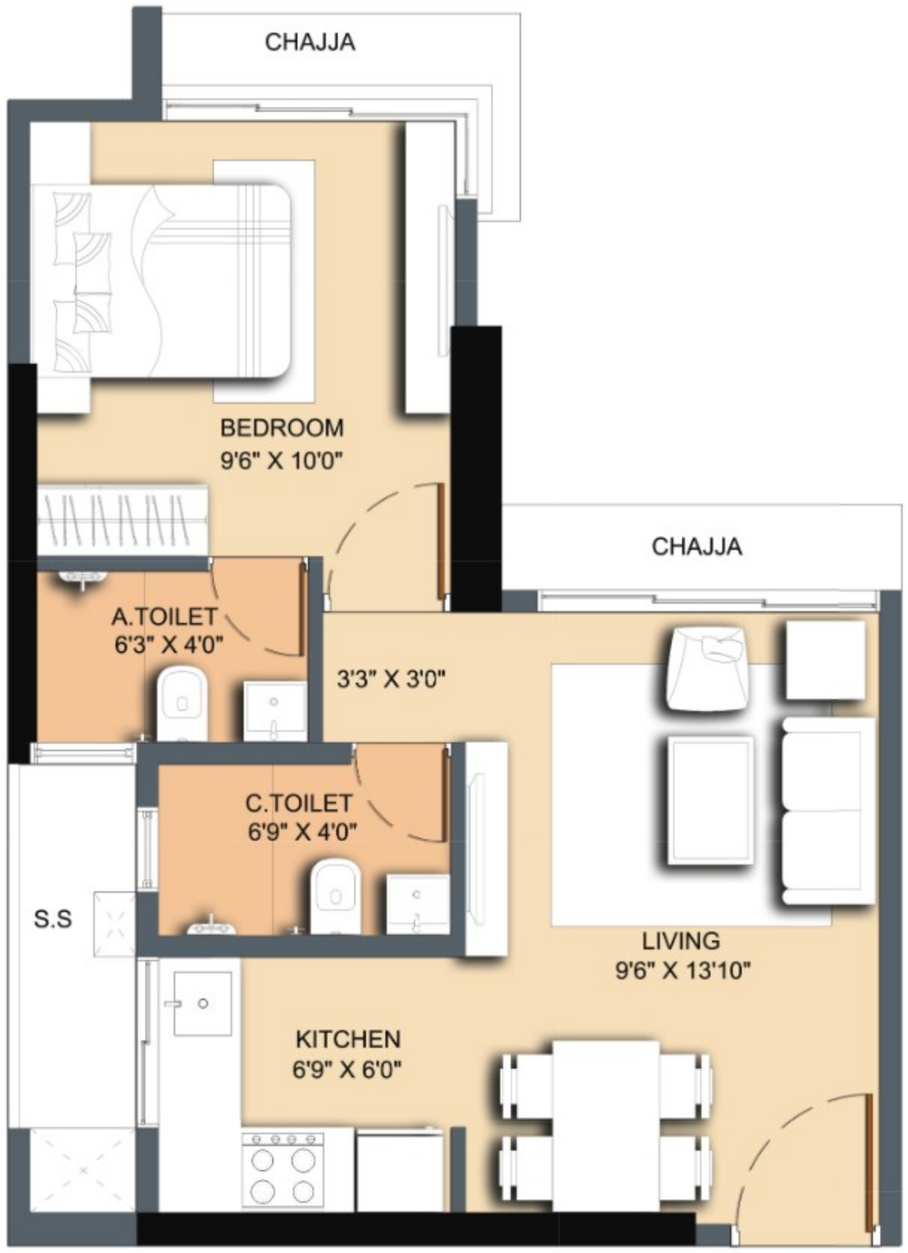
Flat No & Type	Rera C.A (Sq.m) (Sq.ft)	Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK with deck	35.55 / 382	06 - 1 BHK with deck	35.64 / 383
02 - 1 BHK with deck	35.71 / 384	07 - 1 BHK with deck	35.64 / 383
03 - 2 BHK with deck	54.34 / 585	08 - 1 BHK with deck	35.44 / 381
04 - 2 BHK with deck	54.36 / 585	09 - 2 BHK with deck	54.26 / 584
05 - 1 BHK with deck	35.64 / 383	10 - 2 BHK with deck	54.28 / 584



TOWER - 1

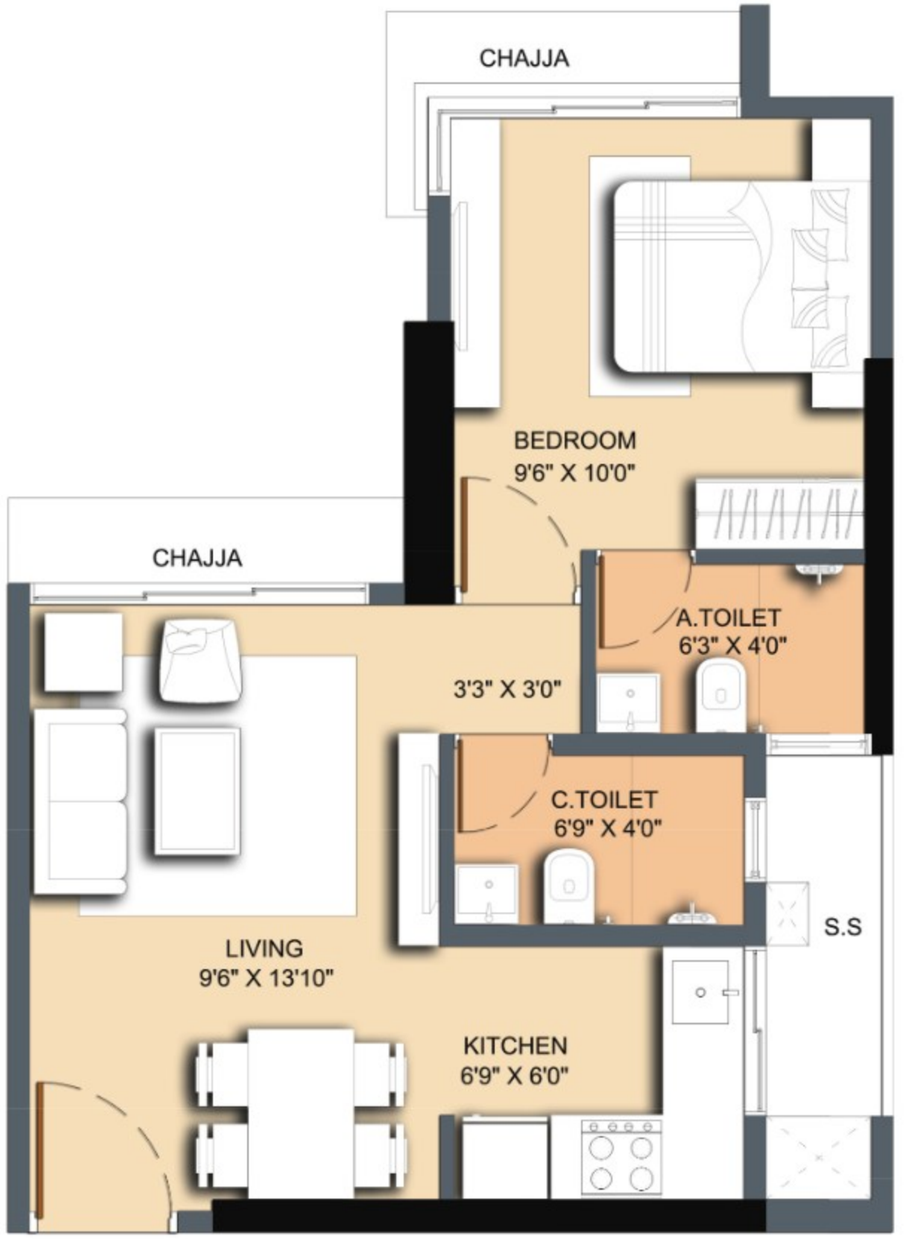
22nd FLOOR PLAN

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)	Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK with deck	35.55 / 382	06 - 1 BHK with deck	35.64 / 383
02 - 1 BHK with deck	35.71 / 384	07 - 1 BHK with deck	35.64 / 383
03 - 2 BHK with deck	54.34 / 585	08 - 1 BHK with deck	35.44 / 381
04 - 2 BHK with deck	54.36 / 585	09 -	
05 - 1 BHK with deck	35.64 / 383	10 - 3 BHK with deck	78.41 / 844



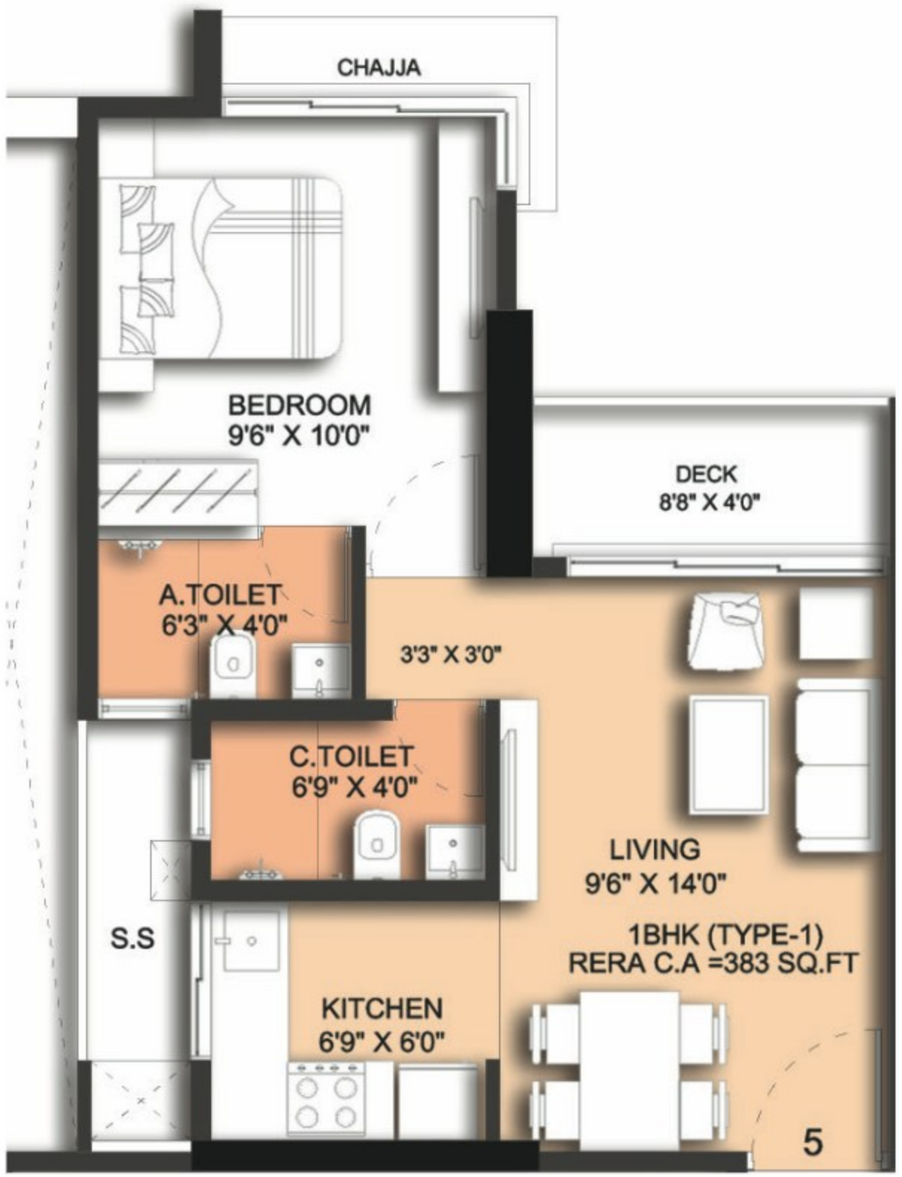
TOWER - 1 & 2

1 BHK (TYPE-1)



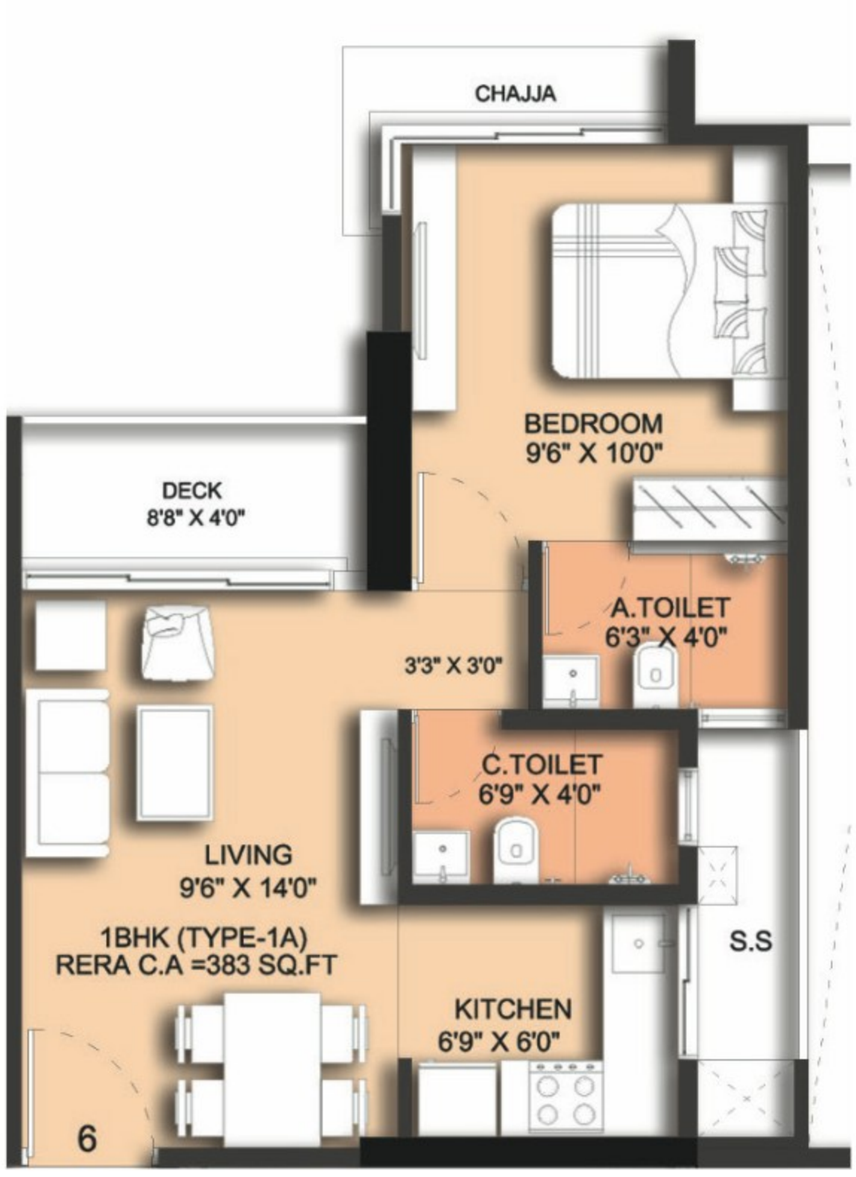
TOWER - 1 & 2

1 BHK (TYPE-1A)



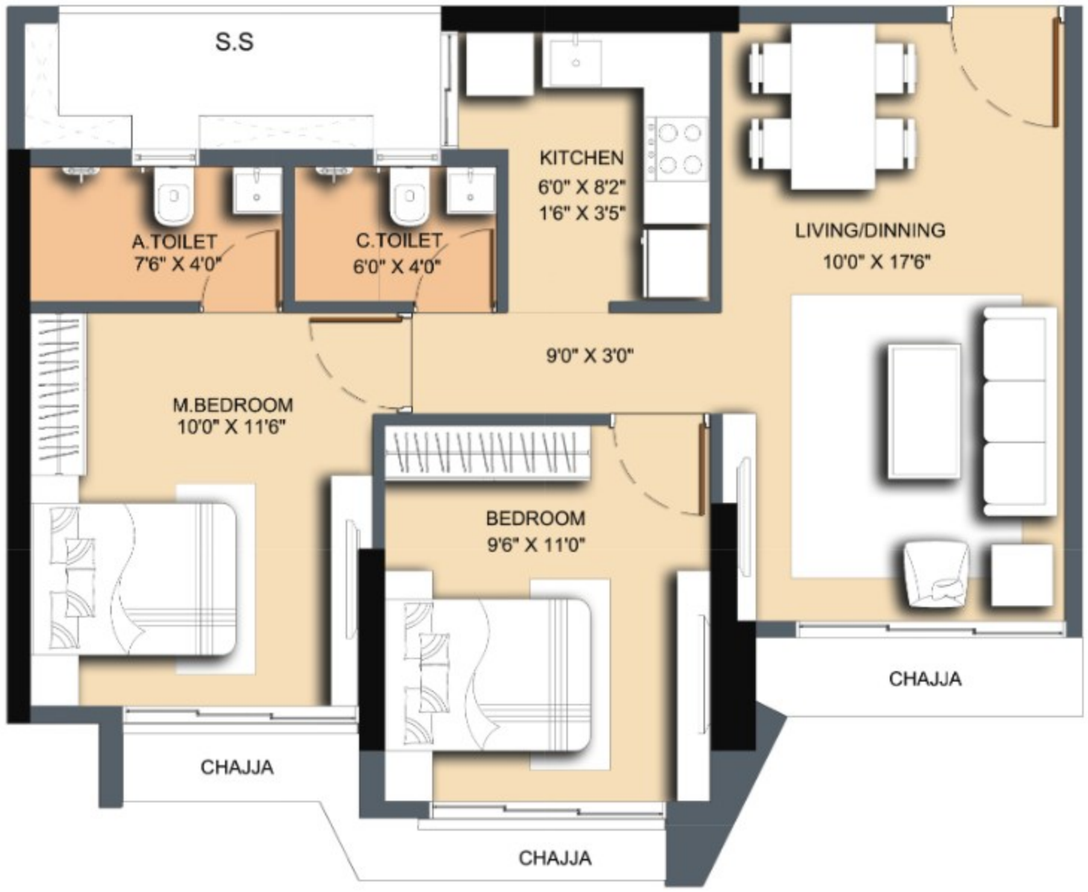
TOWER - 1 & 2

1 BHK (TYPE-1) WITH DECK



TOWER - 1 & 2

1 BHK (TYPE-1A) WITH DECK



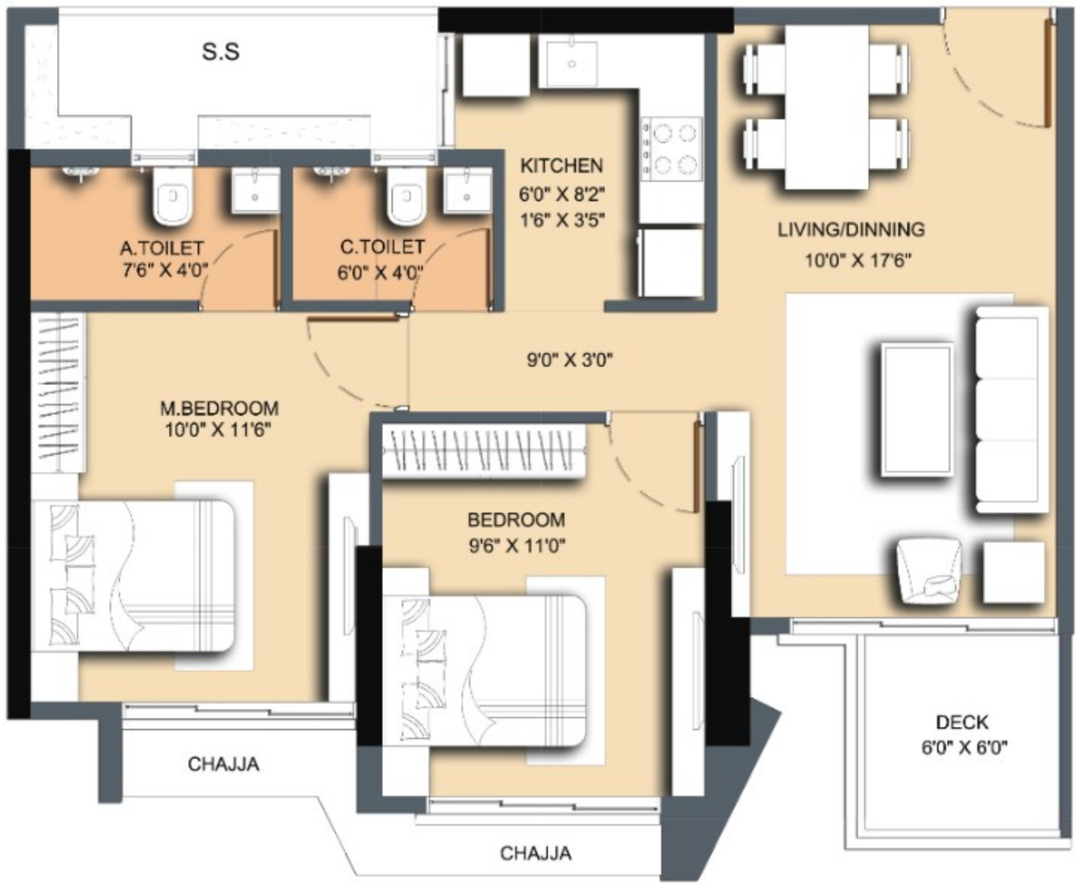
TOWER - 1 & 2

2 BHK (TYPE-1)



TOWER - 1 & 2

2 BHK (TYPE-1A)



TOWER - 1 & 2

2 BHK (TYPE-1) WITH DECK



TOWER - 1 & 2

2 BHK (TYPE-1A) WITH DECK



TOWER - 2

TYPICAL FLOOR PLAN

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)	Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK	32.61 / 351	06 - 1 BHK	32.75 / 352
02 - 1 BHK	32.61 / 351	07 - 1 BHK	32.51 / 349
03 - 2 BHK	51.41 / 553	08 - 2 BHK	51.61 / 555
04 - 2 BHK	51.62 / 555	09 - 2 BHK	51.57 / 555
05 - 1 BHK	32.46 / 349		



TOWER - 2

TYPICAL FLOOR PLAN WITH DECK

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)	Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK with deck	35.79 / 385	06 - 1 BHK with deck	35.96 / 387
02 - 1 BHK with deck	35.80 / 385	07 - 1 BHK with deck	35.68 / 384
03 - 2 BHK with deck	54.63 / 588	08 - 2 BHK with deck	54.82 / 590
04 - 2 BHK with deck	54.87 / 590	09 - 2 BHK with deck	54.82 / 590
05 - 1 BHK with deck	35.64 / 383		



TOWER - 2

22nd FLOOR PLAN

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
01 - 1 BHK with deck	35.79 / 385
02 - 1 BHK with deck	35.80 / 385
03 -	
04 - 3 BHK with deck	79.27 / 853
05 - 1 BHK with deck	35.64 / 383

Flat No & Type	Rera C.A (Sq.m) (Sq.ft)
06 - 1 BHK with deck	35.96 / 387
07 - 1 BHK with deck	35.68 / 384
08 - 2 BHK with deck	54.82 / 590
09 - 2 BHK with deck	54.82 / 590



TOWER - 3

TYPICAL FLOOR PLAN

Flat No. & Type	Rera C.A (Sq.m)	(Sq.ft)	Service area (Sq.m)	(Sq.ft)	Total area (Sq.ft)
01 - 1 BHK	35.70	384	1.89	21	405
02 - 1 BHK	35.70	384	1.89	21	405
03 - 2 BHK	52.84	569	2.99	32	601
04 - 2 BHK	52.84	569	3.31	36	605

Flat No. & Type	Rera C.A (Sq.m)	(Sq.ft)	Service area (Sq.m)	(Sq.ft)	Total area (Sq.ft)
05 - 1 BHK	35.70	384	1.89	21	405
06 - 1 BHK	35.70	384	1.89	21	405
07 - 2 BHK	52.84	569	3.31	36	605
08 - 2 BHK	52.84	569	2.97	32	601



TOWER - 3

TYPICAL FLOOR PLAN
WITH DECK

Flat No. & Type	Rera C.A (Sq.m) (Sq.ft)	Service area (Sq.m) (Sq.ft)	Total area (Sq.ft)	Flat No. & Type	Rera C.A (Sq.m) (Sq.ft)	Service area (Sq.m) (Sq.ft)	Total area (Sq.ft)
01 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442	05 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442
02 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442	06 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442
03 - 2 BHK (deck)	56.00 / 603	2.99 / 32	635	07 - 2 BHK (deck)	56.00 / 603	3.31 / 36	639
04 - 2 BHK (deck)	56.00 / 603	3.31 / 36	639	08 - 2 BHK (deck)	56.00 / 603	2.97 / 32	635



TOWER - 3

22nd FLOOR PLAN

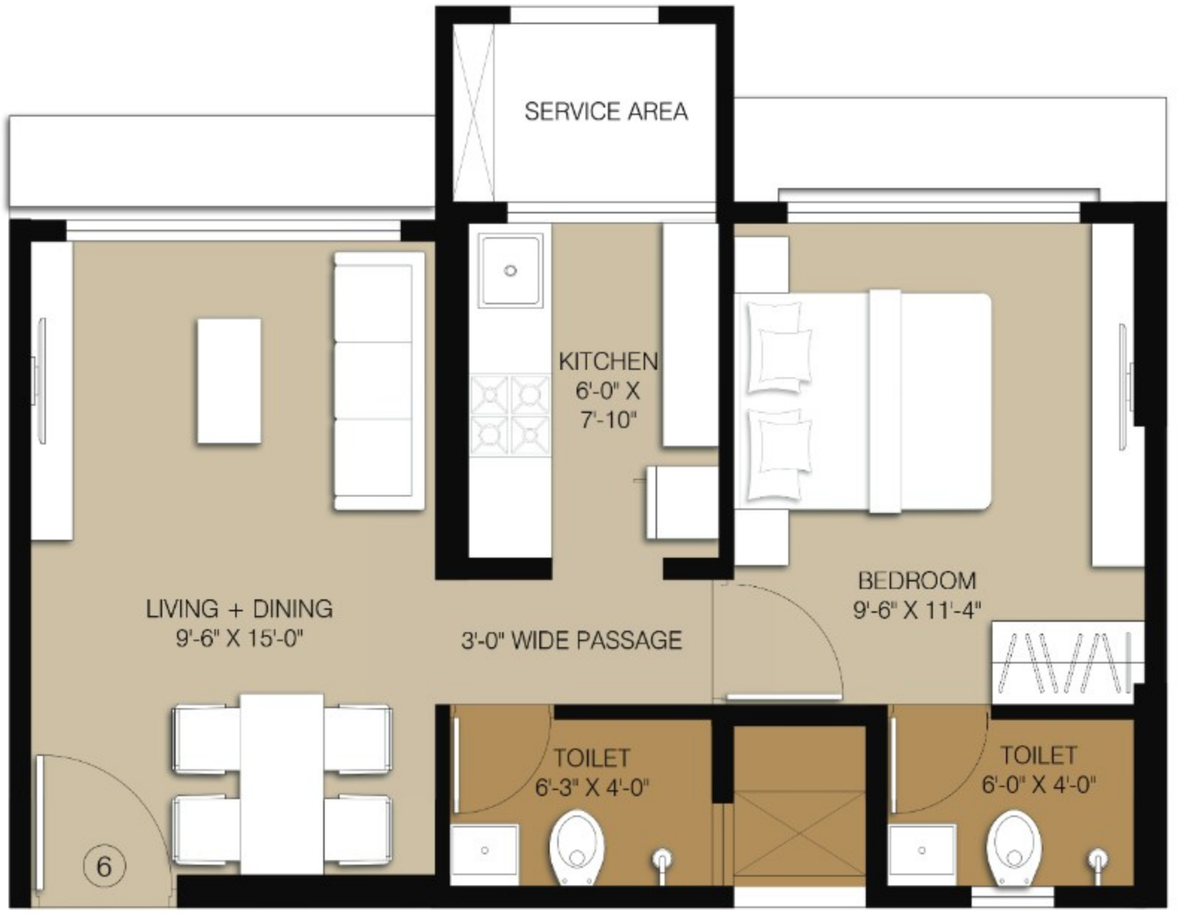
Flat No. & Type	Rera C.A (Sq.m) (Sq.ft)	Service area (Sq.m) (Sq.ft)	Total area (Sq.ft)	Flat No. & Type	Rera C.A (Sq.m) (Sq.ft)	Service area (Sq.m) (Sq.ft)	Total area (Sq.ft)
01 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442	05 - 1 BHK	39.10 / 421	1.89 / 21	442
02 - 1 BHK (deck)	39.10 / 421	1.89 / 21	442	06 - 1 BHK	39.10 / 421	1.89 / 21	442
03 - 2 BHK (deck)	56.00 / 603	2.99 / 32	635	07 -			
04 - 2 BHK (deck)	56.00 / 603	3.31 / 36	639	08 - 3 BHK	81.70 / 879	2.97 / 32	911



TOWER - 3

TYPICAL UNIT PLAN - 1 BHK

Flat No. & Type	Rera C.A.	Service Area	Total Area
01 - 1 BHK	35.70 / 384	1.89 / 21	405



TOWER - 3

TYPICAL UNIT PLAN - 1 BHK

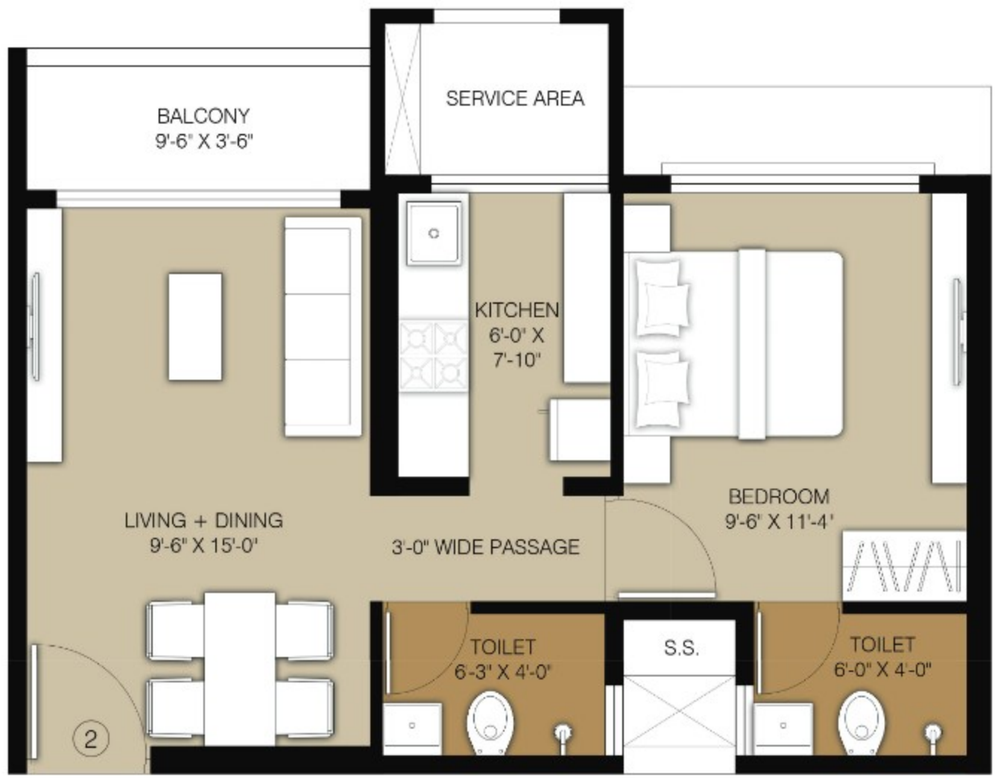
Flat No. & Type	Rera C.A.	Service Area	Total Area
01 - 1 BHK	35.70 / 384	1.89 / 21	405



TOWER - 3

TYPICAL UNIT PLAN - 1 BHK WITH DECK

Flat No. & Type	Rera C.A (Sq.m Sq.ft)	Service Area (Sq.m Sq.ft)	Total Area
01 - 1 BHK	39.10 / 421	1.89 / 21	442 Sq.ft



TOWER - 3

TYPICAL UNIT PLAN - 1 BHK WITH DECK

Flat No. & Type	Rera C.A (Sq.m Sq.ft)	Service Area (Sq.m Sq.ft)	Total Area
02 - 1 BHK	39.10 / 421	1.89 / 21	442 Sq.ft



TOWER - 3

TYPICAL UNIT PLAN - 2 BHK

Flat No. & Type	Rera C.A.	Service Area	Total Area
Flat No. 03 - 2 BHK	52.84 sq.m/569 sq.ft	2.99 sq.m/32 sq.ft	601 sq.ft



TOWER - 3

TYPICAL UNIT PLAN - 2 BHK

Flat No. & Type	Rera C.A.	Service Area	Total Area
Flat No. 03 - 2 BHK	52.84 sq.m/569 sq.ft	2.99 sq.m/32 sq.ft	601 sq.ft



TOWER - 3

TYPICAL UNIT PLAN - 2 BHK WITH DECK

Flat No. & Type	Rera C.A (Sq.m Sq.ft)	Service Area (Sq.m Sq.ft)	Total Area
04 - 2 BHK	56.00 / 603	3.31 / 36	639 Sq.ft



TOWER - 3

TYPICAL UNIT PLAN - 2 BHK WITH DECK

Flat No. & Type	Rera C.A (Sq.m Sq.ft)	Service Area (Sq.m Sq.ft)	Total Area
03 - 2 BHK	56.00 / 603	2.99 / 32	635 Sq.ft



AT GLANCE

TOWER FEATURE

- Designer entrance lobby with concierge desk & lounge
- Well-designed lift lobbies & high speed elevators
- Wi-fi enabled common area
- Advanced security with 24*7 cctv surveillance
- 24 hours power back up for common areas
- Sewerage treatment plant facility
- Rain water harvesting system
- Fire fighting complied building

INTERNAL SPECIFICATIONS

FLOORING

- Vitrified tile flooring and skirting for living, dining, kitchen and all bedrooms anti-skid
- Vitrified / Ceramic tiles for bathroom flooring & dado
- Granite / Marble wash basin counters
- Granite kitchen platform with stainless steel sink
- Vitrified/Ceramic tiles dado 2 feet high above kitchen platform Full height

DOORS & WINDOWS

- Anodized aluminum windows
- Laminated flush door/ Safety door provision on entrance of flat

C. P. FITTINGS & SANITARYWARE

- Concealed plumbing in all toilet
- Branded sanitary wares
- Branded C.P. sanitary fittings

ELECTRICALS & WIRING

- Concealed copper wiring and circuit breakers
- Branded electrical switches
- Television points in all rooms
- Electrical light & fans provision in entire apartment

WALL FINISHES

- POP finish on walls in the entire apartment
- Premium Quality Paint

OUR GEOGRAPHICAL PRESENCE

DELIVERED

Premier (Phase 1) - Malibu and Beverly - Andheri (W)
Seasons - Chembur
El Signora (B, C & D Wing) - Andheri (W)
Ariana Residency - Borivali (E)
Casa Palazzo - Borivali (E)
Ananda Residency - Borivali (W)
Nivan - Khar (W)
Vogue - Santacruz (W)
Artteza- A & B Wing, Santacruz (W)
Zenith - Thane

NEARING POSSESSION

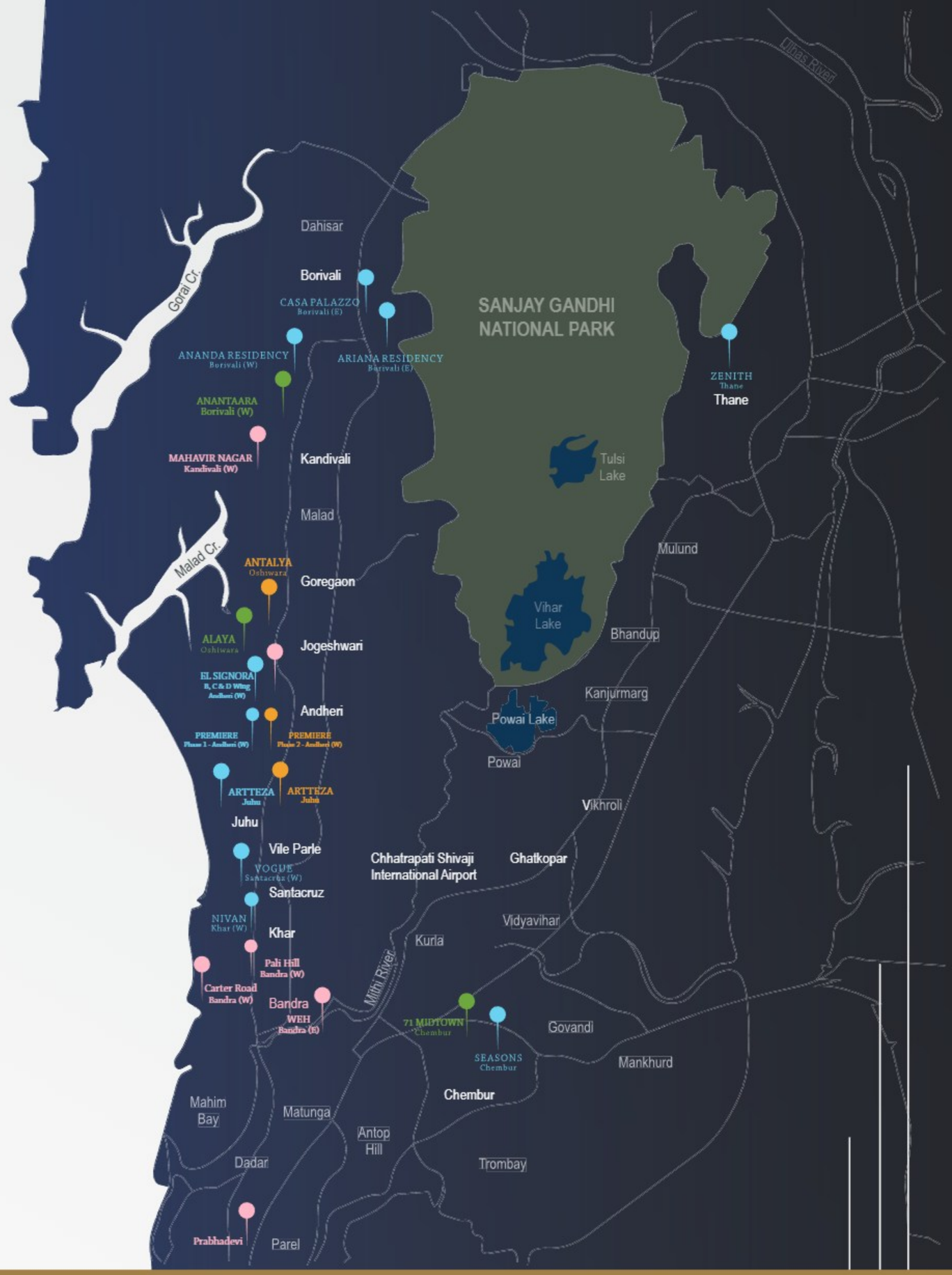
Premier (Phase 2) (Bel Air) - Andheri (W)
Antalya - Oshiwara
Artteza C & D Wings - Santacruz (W)

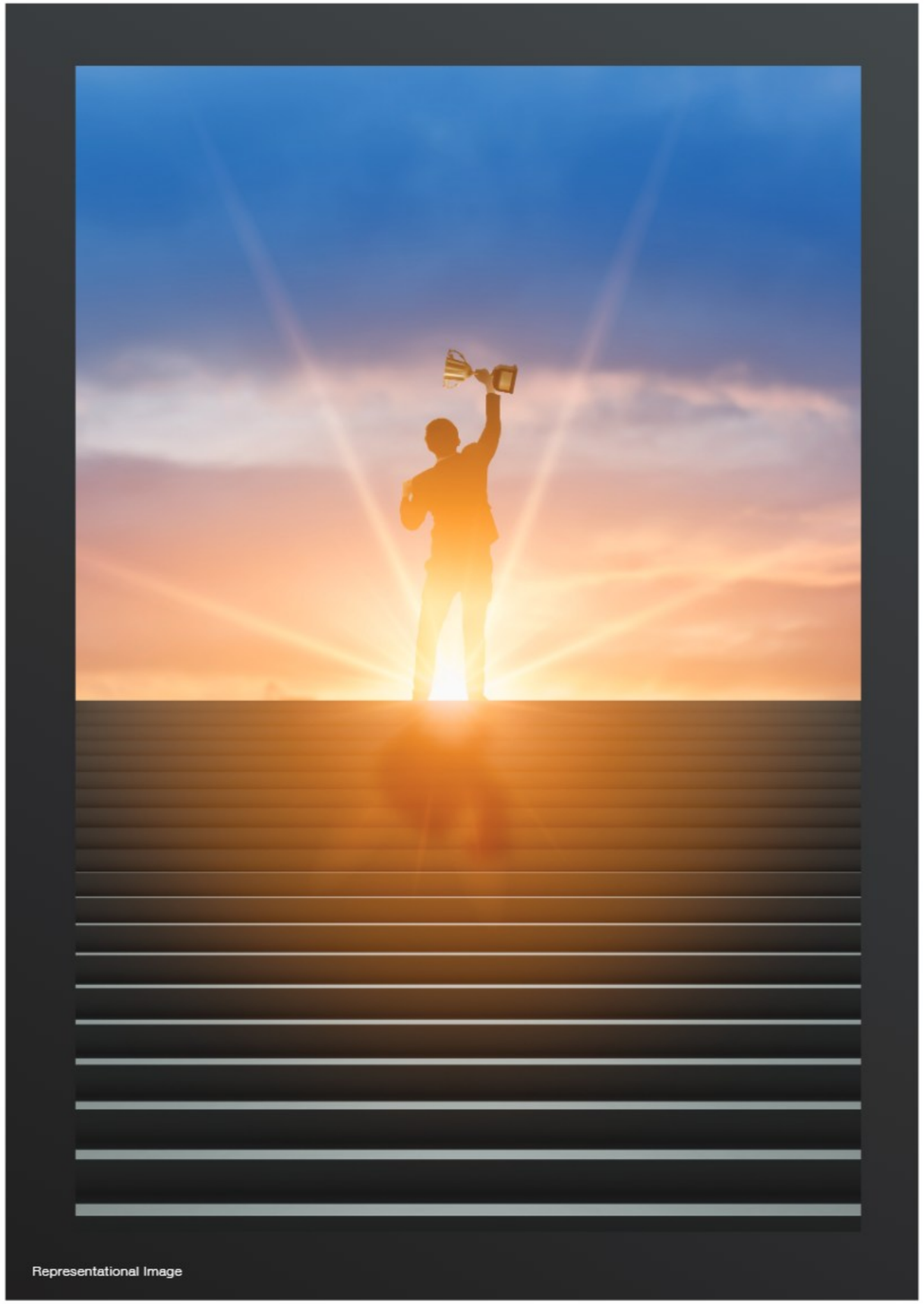
ONGOING

Anantaara - Borivali (W)
Alaya - Oshiwara
71 Midtown - Chembur

UPCOMING

Mahavir Nagar - Kandivali (W)
Pali Hill - Bandra (W)
Carter Road - Bandra (W)
WEH - Bandra (E)
Prabhadevi





Representational Image

OUR MILESTONES

10+
Years of Operations

300+
Team Strength

13
Completed Projects

5
Ongoing Projects

3 Mn Sq. Ft.
Delivered

4 Mn Sq. Ft.
Ongoing Projects

6
Upcoming Locations

5 Mn Sq. Ft.
Upcoming Projects

3300+
Happy Families

3800+
Registered Channel Partners

30+
Top Institutions associated

Spanning
All Prominent Suburbs of Mumbai

PARADIGM
REALTY®

Since its inception in 2015, Paradigm Realty has been embellishing the skyline of Mumbai with its resplendent landmarks. To add more value and a sense of swank to every Mumbaikar's lifestyle, Paradigm Realty has been committed to providing the best to its stakeholders. Every Paradigm project reflects the vision it stands for, creating a new paradigm of excellence with every project. The brand epitomizes magnificence, quality, elegance, and timely delivery. It strives to provide an integrated living experience with a better community and a superlative lifestyle.

NATIONAL PRIDE EXCELLENCE AWARDS FOR EXCELLENCE IN REAL ESTATE
MD OF THE YEAR
MR. PARTHH MEHTA

NATIONAL PRIDE EXCELLENCE AWARDS FOR EXCELLENCE IN REAL ESTATE
DEVELOPER OF THE YEAR RESIDENTIAL
PARADIGM REALTY

TIMES REAL ESTATE CONCLAVE & AWARDS 2024
PROGRESSIVE DEVELOPER OF THE YEAR!

NATIONAL FEATHER AWARDS
EMPLOYER OF THE YEAR
PARADIGM REALTY
YEAR 2021

NATIONAL FEATHER AWARDS
DEVELOPER OF THE YEAR
PARADIGM REALTY
YEAR 2021

ET NOW
EMERGING BRAND OF THE 2018
PARADIGM REALTY

REALTY +
40 UNDER 40
OF THE YEAR 2022
MR. PARTH MEHTA

NATIONAL PRIDE EXCELLENCE AWARDS FOR EXCELLENCE IN REAL ESTATE
MD OF THE YEAR
MR. PARTH MEHTA
YEAR 2021

CNN NEWS 18 REAL ESTATE & BUSINESS EXCELLENCE AWARDS
MOST TRUSTED BRAND
AFFORDABLE LUXURY
PARADIGM REALTY
YEAR 2020

NATIONAL CONFERENCE OF RESIDENT WELFARE ASSOCIATION
MOST PROMISING UPCOMING DYNAMIC ENTREPRENEUR IN REAL ESTATE YEAR 2017

HOT PROPERTY EXHIBITION
BEST STALL DESIGN
AWARD YEAR 2022
MID DAY

NATIONAL PRIDE EXCELLENCE AWARDS FOR EXCELLENCE IN REAL ESTATE
DEVELOPER OF THE YEAR (RESIDENTIAL)
PARADIGM REALTY

ET NOW
YOUNG ACHIEVER'S AWARD 2019
MR. PARTH MEHTA

ACCOMMODATION TIMES 4TH INTERNATIONAL REAL ESTATE ANNUAL AWARDS
RESIDENTIAL PROJECT OF THE YEAR - VOGUE
YEAR 2017

TIMES REAL ESTATE CONCLAVE AND AWARDS
ICONIC EMERGING DEVELOPER
OF THE YEAR 2021
PARADIGM REALTY

NATIONAL FEATHER AWARDS
BEST PROJECT LAUNCH OF THE YEAR PARADIGM ANTALYA YEAR 2021

ET NOW
EXCELLENCE IN DELIVERY 2019
ANANDA RESIDENCY

ET NOW
EXCELLENCE IN DELIVERY 2019
ANANDA RESIDENCY

TIMES REAL ESTATE
PROGRESSIVE DEVELOPER OF THE YEAR AWARD 2024

ET NOW
BEST REALTY BRAND AWARD 2024

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THIS PROJECT IS FUNDED BY TATA CAPITAL HOUSING FINANCE LIMITED

This project is presently registered with MahaRERA under name of "71 Midtown". MahaRERA Registration No.: P51800028761, available on https://maharera.mahaonline.gov.in. Tower 3 is proposed to be registered as a separate project under MahaRERA.

Disclaimer: The plan, layout plans, the number of towers/proposed towers, specifications, amenities, images and visuals, drawings plans or sketches and other details shown in this promotional document are only indicative and the developer reserves the right to change any or all of these in the interest of the project as per applicable laws, rules and regulations. No representation or warranty is made or intended as to the accuracy or completeness of information and no commitments are being given under this promotional document or as to its suitability or adequacy for any purpose or otherwise howsoever, that the completed project will comply in any degree with such artist's impression as depicted. The promotional document does not constitute an offer and/or contract of any type between the developer and the recipient. All Flat/Unit/Shops allotted shall be governed by the terms & conditions of the Agreement for Sale entered/to be entered into between allottee & developer alongwith approved plans and no details mentioned in this promotional document shall in any way govern any such transaction. T&C Apply.