

**PARADIGM**  
ANANTARA  
ETERNAL LIVING

A LANDMARK GATED COMMUNITY  
IN THE HEART OF BORIVALI

# THE NEW PARADIGM OF SUPERLATIVE LIVING

## PARADIGM REALTY®

Not a developer, but a designer of invigorating sanctuaries.

Not an architect of brick and mortar, but an architect of soulful spaces and versatile requirements.

Not builders of skylines, but builders of eclectic city dwellings.

Welcome to Paradigm Realty, one of the leading developers of Mumbai's western suburbs who have transformed the city skyline with meaningful benchmarks of affordable luxury, impressive architecture and holistic living.

Paradigm's pursuit of excellence in curating award-winning masterpieces, and timely delivery of quality abode to its customers backed with the tap on the pulse of changing environments, shifting demands, evolving lifestyles, and growing aspirations have fetched it a top-tier status in a matter of less than a decade amongst large institutional as well as multi-generational developers...

Each Paradigm Home is a life-breathing tale of spruced up joyful living of its inhabitants accentuated by its location, design, thoughtful spaces, build quality & intrinsic value.



CENTRAL

WESTERN

# A REVOLUTION IN FINE LEGACY



Anantaara comes to you from the makers of Ananda Residency, Borivali's landmark of towering pride. Adding a higher level of grandeur to this suburb through unparalleled views, unmatched luxury and unrivalled sky-life experiences. With 100 metres proximity to Ananda Residency, get ready for a far more superlative life that exudes timeless elegance with Paradigm Anantaara.





## ANANTAARA A TRANSCENDENTAL VISION

Anantaara is an eclectic city abode that springs with natural vitality and effervesces perhaps because of its proximity to the natural reserve of 5 acres of green pastures.

The project exhibits a mature, alluring, and distinctive style and eludes eternal living for families as it appeals to multigenerational needs. It is a combination of innovation and creativity to make this abode aesthetically pleasing imbued with efficient & soulful space planning.

Ananda Residency has a captivating charm and has enhanced the Borivali skyline with its demeanor, amenities, and gated community living experience. It is a déjà vu for us at Paradigm however we are thrilled with sky-rise like Anantaara which shall indeed resonate with high expectations of exquisite & holistic lifestyle needs of our endearing residents and eventually shall embody itself into an accentuated legacy.

Mr. Parth Mehta  
CMD & Chief Mentoring Officer

An eternity is a realm beyond the confines of time and space. A dimension filled with a limitless and timeless multitude of possibilities and experiences.

Anantaara is high rise adorning the skyline of Borivali's premiere neighborhood Shimpoli. Nestled next to an extensive green reserve with unparalleled amenities, intrinsic elevation, and soulful spaces alluring to multi-generations families enough to experience Eternal living.

Anantaara is truly an unprecedented emblem of a luxurious lifestyle above & beyond, a regal legacy at its best. It is an address to revere, an abode to transform dwelling into a quintessential lifestyle. It is a sanctuary of bliss & solitude for your loved one and a heirloom for generations.

Welcome to

PARADIGM  
ANANTARA  
ETERNAL LIVING

INSPIRED BY  
ETERNITY

A contemporary marvel of luxury and lifestyle,  
vistas & connectivity, sophisticated grandeur  
and enchanting vibes.



## BE CYNOSURE OF ALL EYES

A coveted residential tower surging up to 500 ft. adding to skyline of Borivali (W) towering above & beyond other dwellings. Anantaara is an exemplar of modern day needs for internal spaces as well as external amenities. Residents will enjoy beautiful vistas - unobstructed views of pagoda, beautiful serene sunsets to its West and Sanjay Gandhi National Park views in the East. The eight levels of curated podium designed to accommodate cars wrapped up with intricate cladding adding panache to elevation. A sky lounge and infinity pool is a spot to hob-nob with your elite neighbours, family & friends whilst sojourning in true lap of luxury.

A true masterpiece of practicality and elegance inspiring greatness with confluence of an exceptional, extraordinary yet ergonomic design with intricate masonry & architectural work exuding itself as a marvel of infinite possibility.



## ANANTAARA - AN EMBLEM OF SUPERLATIVE LUXURY

Welcome to an oasis of superlative amenities with an emboldened community living experience. Thoughtful Spaces are designed where residents can meet and share stories. Unbound inspiration from every corner of the global metropolis, is placed thoughtfully in this 42-storey marvel of Borivali.

Anantaara offers contemporary spaces that deliver impeccable and eternal living needs of multi-generation families encapsulated with an imaginative flair for their future needs. Bringing a holistic lifestyle delight with the landscaped podium which infuses a relaxed, yet elegant experience with exquisite vibes and a multitude of amenities. Enjoy the podium level perks at 135 ft. above ground, with access to a gym, indoor games area, and Minitheatre, or step upstairs to Skydeck 475 ft. high to take a plunge in the infinity sky pool and discover sprawling parkside views in an eclectic setting, with an attached viewing deck to savour the elusive pagoda sunset views.

The grand lobby is an intimate space for small groups to meet and connect. Decked in plush, luxurious finishes with Italian marble and state-of-the-art designer panels, this salon area is aptly suited for rendezvous with visitors giving you comfort to meet outside your apartments.

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WELCOME TO THE BESPOKE LIFESTYLE AT ANANTAARA  
2, 3 & 4 BHK EXCLUSIVE DECK RESIDENCES

# EXPERIENCE HALLMARKS OF ETERNAL LIVING

At Anantaara, live a life that weaves a timeless tapestry of moment to moment luxury.



Strikingly designed  
42-storey tower



Centrally connected  
premium location



Nestled amidst  
5 acres of greenery



Unobstructed  
360-degree views of  
SNGP, Creek and Pagoda



1<sup>st</sup> habitable floor at  
150 ft. above ground



Podium Indulgences at  
135 ft. above ground



Banquet with large  
pre-function area



Open, airy  
11 ft. ceilings



Servant / Drivers  
Room



External column  
structure for flexible  
internal planning



Breathe easy  
with cross ventilation



Exclusive Guest - suites  
to host your guest



Sky-life Indulgences at  
475 ft. above ground



Hassle free  
Podium ramp parking



Grand Double-height  
designer lobby with  
a drop-off foyer



Dedicated service lobby  
with service elevators  
for delivery of packages



Comprehensive  
4-level security system



High-speed uber  
luxurious elevators

A hand is shown in the foreground, pointing towards a cityscape at night. The city is illuminated with lights, and several glowing white lines radiate from the hand, connecting to various location pins scattered across the city. The background is a dark, blurred image of a person's face and hands, suggesting a focus on navigation or planning.

# WHERE ALL ROADS LEAD TO YOUR DESTINATION

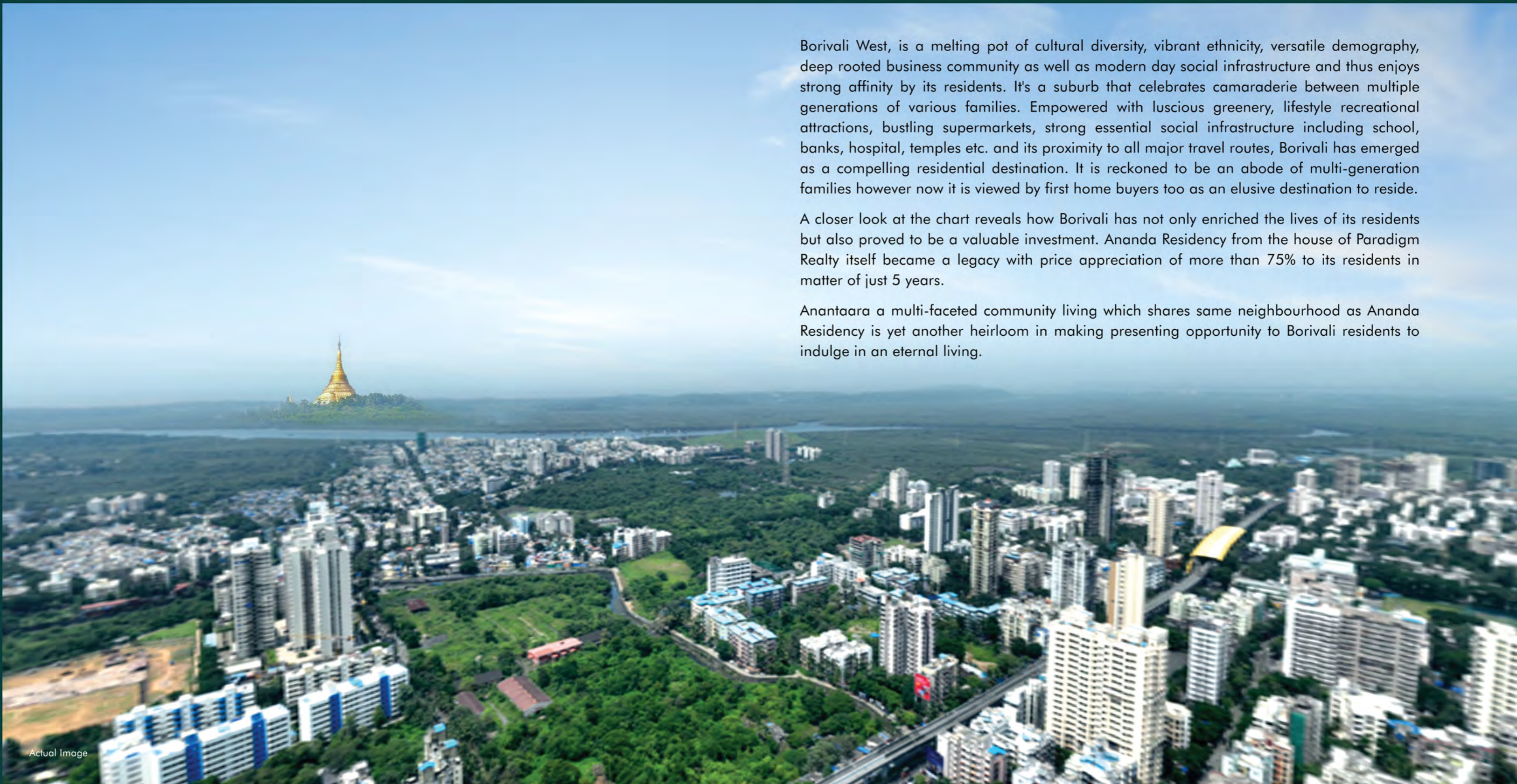
A location so right that no matter where you want to go  
you are never too far from your destination

# BORIVALI - AN ABODE FOR MULTI-GENERATION FAMILIES

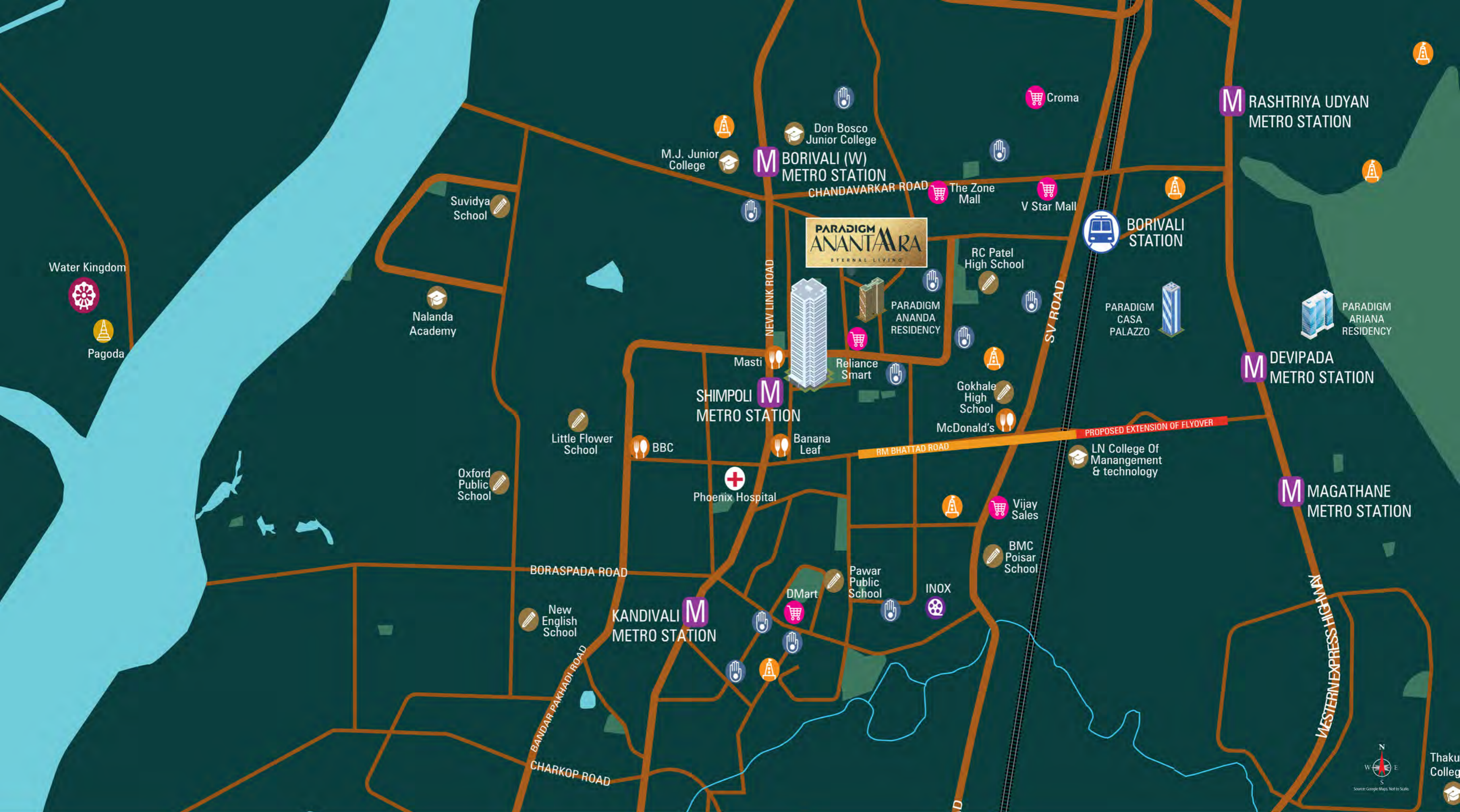
Borivali West, is a melting pot of cultural diversity, vibrant ethnicity, versatile demography, deep rooted business community as well as modern day social infrastructure and thus enjoys strong affinity by its residents. It's a suburb that celebrates camaraderie between multiple generations of various families. Empowered with lush greenery, lifestyle recreational attractions, bustling supermarkets, strong essential social infrastructure including school, banks, hospital, temples etc. and its proximity to all major travel routes, Borivali has emerged as a compelling residential destination. It is reckoned to be an abode of multi-generation families however now it is viewed by first home buyers too as an elusive destination to reside.

A closer look at the chart reveals how Borivali has not only enriched the lives of its residents but also proved to be a valuable investment. Ananda Residency from the house of Paradigm Realty itself became a legacy with price appreciation of more than 75% to its residents in matter of just 5 years.

Anantaara a multi-faceted community living which shares same neighbourhood as Ananda Residency is yet another heirloom in making presenting opportunity to Borivali residents to indulge in an eternal living.



Actual Image



# CONNECTIVITY AND CONVENIENCES



4 mins drive from Borivali Railway Station



5 mins walk from Shimpoli Metro Station



3 mins drive to S. V. Road, Link Road and other key landmarks



5 to 10 mins. from Western Express through Proposed Flyover

Access to the city

Upcoming connectivity

# THE BEST OF BORIVALI

## SOCIAL INFRA DEVELOPMENT LANDMARKS

- New Link Road
- SV Road
- Western Express Highway
- Shimpoli Metro Station
- Borivali Railway Station
- Kandivali Railway Station
- RM Bhattad Road
- FM Cariappa Flyover
- Dattapada Road
- Proposed Dattapada Flyover Extension

## HOSPITALS

- Apex Superspeciality Hospitals
- Phoenix Hospital
- Lotus Multispeciality Hospital

## SCHOOLS

- Don Bosco High School
- Aditya Educational Campus
- Thakur College
- Little Flower School

## NEAREST MALLS AND SHOPPING CENTERS

- Reliance Mall
- Growel's 101 Mall
- Thakur Mall
- Moksh Plaza
- Indraprashta Shopping Center
- Thakkar Mall
- Goyal Shopping Center
- Raguleela Mall
- The Zone Mall
- Metro Mall
- Infiniti Mall



## NEAREST JAIN DERASAR

- Shree Sambhavnath Jain Derasar
- Shwetamber Jain Temple
- Geetanjali Shankeshwar Parshwanath Jain Derasar
- Shri Munisuvrat Swami Jain Derasar
- Sambhavnath Jain Temple and 13 others

## BUSINESS HUB

- Malad Mindspace Business Hub
- Goregaon Infinite Business Park
- NESCO Business Expo Center

# INDULGE IN UNOBSTRUCTED TRANQUILLITY AT YOUR PATIO

Experience a confluence of unparalleled vista, serenity, greenery, and a glimpse into eternity, right in the lap of your patio. Enjoy blissful morning rituals by gazing at the gentle caress of sunrays, casting their golden glow upon the sea as it laps at the shores of the Global Pagoda, a breath-taking sight to behold. Turn your gaze towards the cityscape, unveiling an expansive panorama. Alternatively, bask in the glory of nature as you admire the lush greenery of the Sanjay Gandhi National Park as well as 5 acres of green pastures right in your footsteps.

REVEL IN ETERNAL  
SCENIC VISTAS



A 360° VIEW FROM THE TOWER



SCENIC VIEWS OF SANJAY GANDHI NATIONAL PARK



4 SIDE OPENNESS



CAPTIVATING VIEWS OF GLOBAL PAGODA



Paradigm Ananda Residency

Paradigm Casa Palazzo

Paradigm Ariana Residency

NORTH

EAST

SOUTH

WEST

NORTH

Apex Superspeciality Hospitals

Borivali Railway Station

Western Express Highway

Sanjay Gandhi National Park

Thakur Mall

Aditya Educational Campus

Growel's 101 Mall

Kandivali Railway Station

MCA Ground Kandivali (W)

Infiniti Mall

Kandivali (W) Metro Station

Phoenix Hospital Borivali

Shimpoli Metro Station

Global Vipassana Pagoda

Link Road

Borivali (W) Metro Station

Don Bosco High School

Shimpoli Ground

ACTUAL SHOT ON LOCATION

A woman with her hair in a ponytail, wearing a patterned jacket and jeans, is leaning over a pool table, smiling as she prepares to take a shot with a cue stick. The pool table has a green felt top and several balls are scattered on it. The background is dark and out of focus, showing other pool tables and warm, glowing pendant lights hanging from the ceiling.

## WELCOME HOME TO AN ECLECTIC LIFESTYLE

Indulge in the exhilaration of a lifestyle that elevates you beyond the ordinary, allowing you to savour the finer nuances of the high life. Discover amenities that reach for the skies, where every facet of luxury discovers its unique essence anew.

# Presenting CLUB SAINT TROPEZ

Saint Tropez, the podium-level Clubhouse, is an unparalleled haven of luxury right at your doorstep nestled on the 10<sup>th</sup> floor, soaring 135 ft. high with pleasant vistas housing a plethora of amenities. The soulful spaces have been created to blend the needs of all generations. This landscaped pasture of wonderland includes state-of-the-art Banquet facilities to rejoice your special occasions with your family & friends. Anantaara compliments your social needs perfectly with its boutique serviced residences which can be booked for your visiting family & friends. The multitude of amenities is juxtaposed thoughtfully & intricately to savour your family's sojourn at the podium. Indulgence at Club Saint Tropez shall invigorate you & your family in accomplishing holistic living, a getaway from the hustle & bustle of daily mundane life.



Artist's Impression

## AMENITIES AT CLUB SAINT TROPEZ

- |                                  |                   |                          |                                |
|----------------------------------|-------------------|--------------------------|--------------------------------|
| 1 Multipurpose Hall              | 4 Mini Theatre    | 7 Yoga and Exercise Area | 10 Business Centre and Library |
| 2 Banquets                       | 5 Indoor Games    | 8 Fitness Centre         | 11 Guest Rooms                 |
| 3 Kitchen and Pantry for Banquet | 6 Kids' Play Area | 9 Salon                  |                                |





Actual Render Image

Arrive in style at your grande drop-off lobby



Actual Render Image

Majestically palatial double-height entrance lobby



Actual Render Image

Elevate your workout in our fully equipped modern gym



Prepare to host your guests in luxurious guest suites



Kids' Play Area




Actual Render Image

Kids' play area with CCTV surveillance


SOCIAL ZONE

-  Banquet
-  Pre-functional room
-  Kitchen and pantry
-  Multipurpose hall
-  Reception waiting area

GAMES ZONE

-  Kids' play area
-  Snooker
-  Air hockey
-  Carrom
-  Foosball
-  Crossfit
-  Fitness centre

RELAXATION ZONE

-  Lounge / Library
-  Salon



Actual Render Image

Salon



Actual Render Image

Indoor Games

Exciting indoor games including Air Hockey, Football, snooker, etc.



Actual Render Image

Library

Enjoy working from home with a plush Business Centre & Library

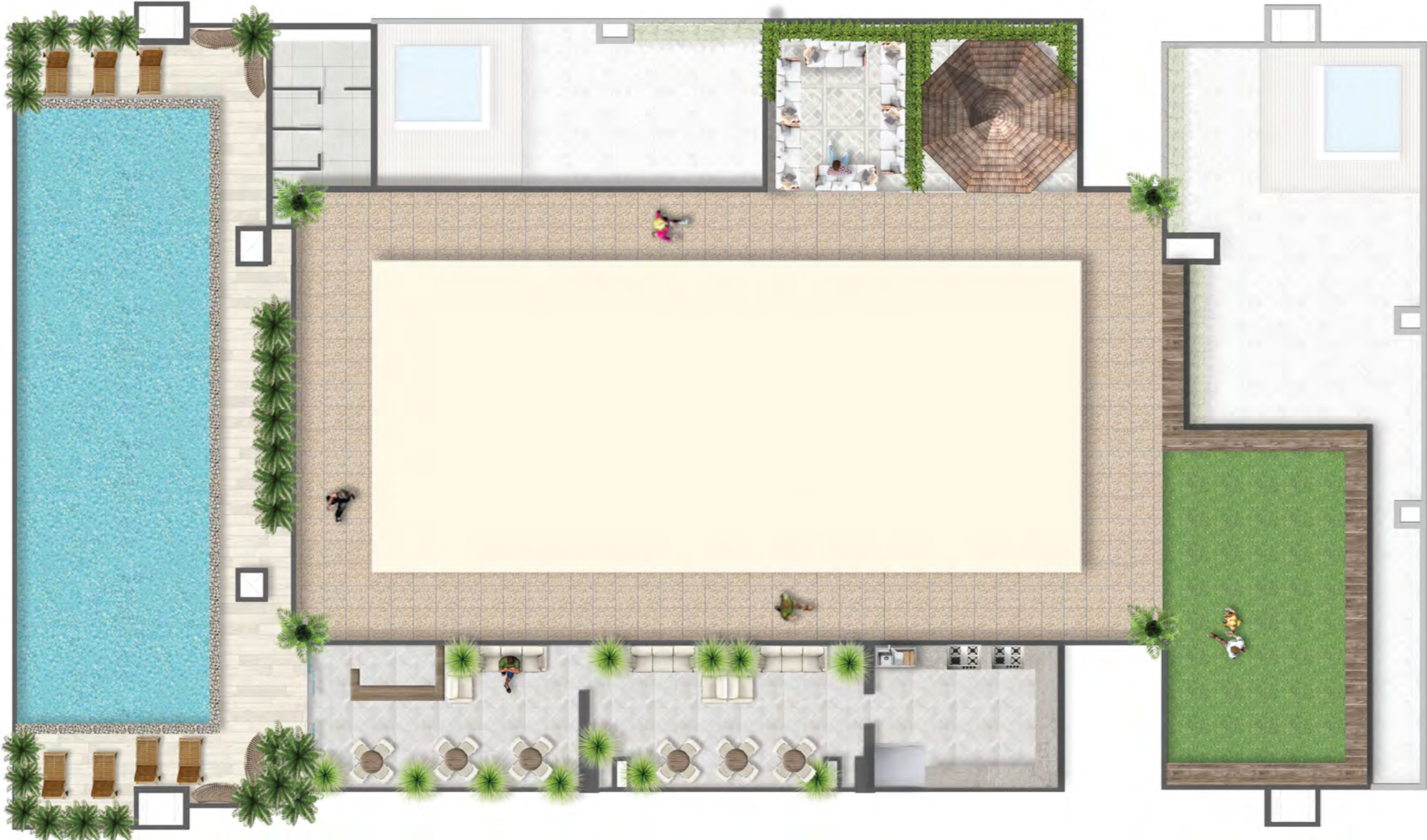
# AN ELATED SKY LIVING

A towering indulgence amongst the clouds. Anantaara rooftop is an enigmatic experience with its residents getting to enjoy amenities at 475 ft. above the ground. First time in the Shimpoli neighbourhood, a skyscraper hosting luxe amenities that shall prove therapeutic even to ones with vertigo.



Presenting  
**AURA SKY**  
**AMIDST THE CLOUDS**

The Aura Sky amenities are exclusively crafted for its privileged residents. The panoramic vista viewing while soaking up in the infinity pool is an unparalleled luxury for its residents. Inspired by the global metropolis, Aura Sky aims to provide its residents with an exhilarating feeling of peace and rejuvenation. At 475 ft. above ground, a recreational abode like this is surely an oasis to seek tranquillity as well as inspiration.



**ROOFTOP INDULGENCES AT AURA SKY**

- 1 Infinity Pool
- 2 Sun Decks
- 3 Pool Loungers
- 4 Changing Rooms
- 5 Steam and Sauna Room
- 6 Party Area with Access to Infinity Pool Deck
- 7 Kitchen for Banquet
- 8 Moonwalk
- 9 Lounge Seating
- 10 Gazebo Seating
- 11 Seating and Green Coves



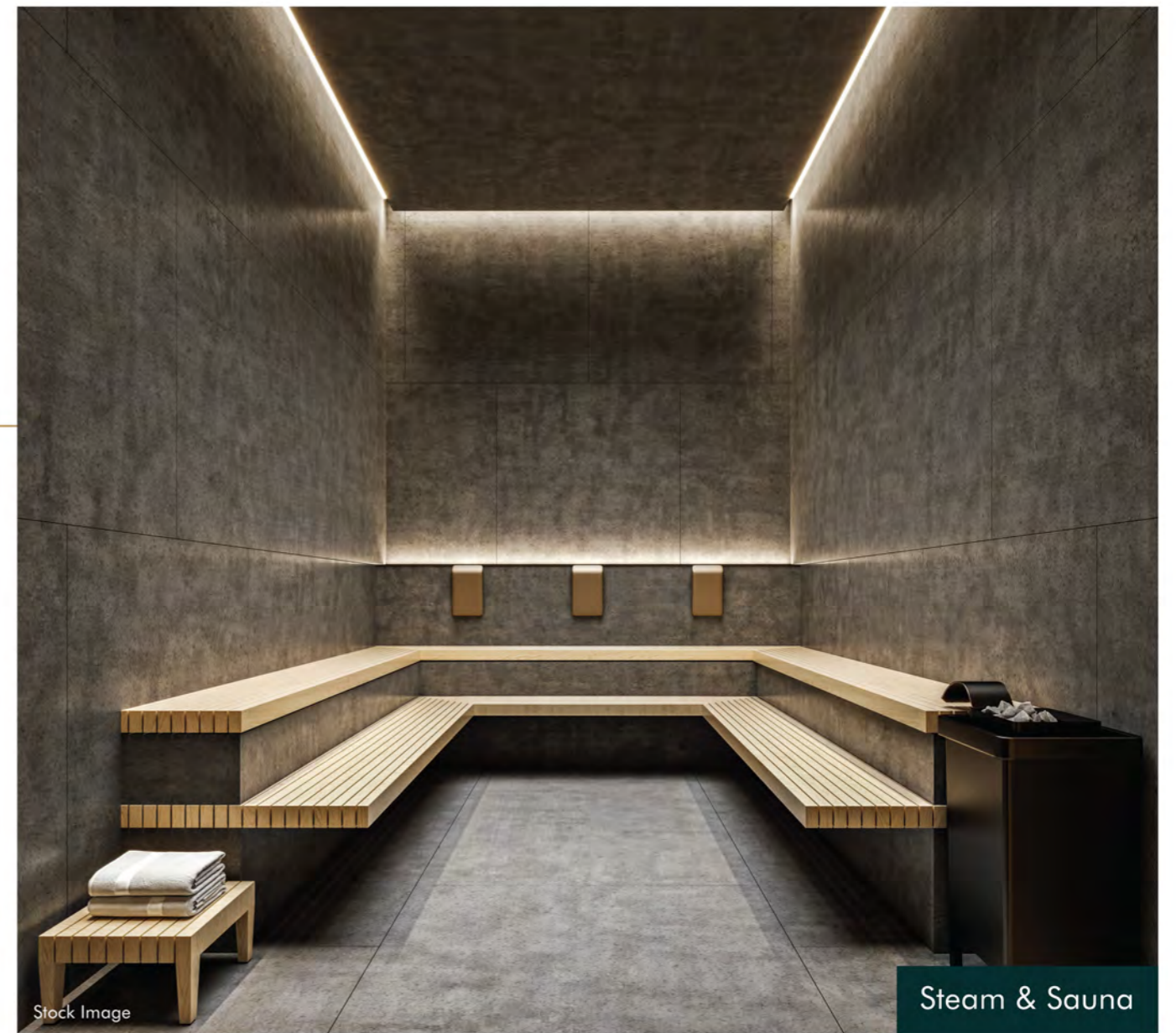


Actual Render Image

Swim on cloud nine at our 475 ft. high infinity pool



Party area with access to infinity pool deck



SKY LIFE INDULGENCES

- Infinity pool
- Sun Deck
- Pool Loungers
- Changing Room Area
- Gazebo
- Party Area with access to Infinity Pool Deck
- Moon Walk
- Steam and Sauna
- Lounge Seating
- Seating and Green Coves



# A LEGACY TO ASCEND TILL ETERNITY

Anantaara is end result of pursuit of excellence sought for its residents being mindful of all nuances which influences ones daily life. An immersive experience curated for well-being of multiple generations which shall cater to contemporary needs of any family. It's a pinnacle of comfort and opulence crafted by house of Paradigm Realty.





Stock Image

# APARTMENT FEATURES

## LIVING & DINING:

- Double charge polished vitrified large format tiles
- High-quality aluminium anodized system windows with high-performance glass
- Rimless glass in balconies for unobstructed views
- Concealed wiring and cabling of fire retardant ISI make

## BEDROOMS:

- Double charge polished vitrified large format tiles
- High-quality aluminium anodized system windows with high-performance glass

## BATHROOMS:

- Fully finished bathrooms with best-in-class sanitary fittings
- Provision for water heater, exhaust fan, and accessories
- Rimless antibacterial finish WC fittings

## KITCHEN:

- Double charge polished vitrified large format tiles
- Granite/Composite tile kitchen counter with a stainless steel sink
- Designer vitrified tile wall dado above the kitchen counter
- Provision for piped gas

## COMMON SPECS:

- Dedicated space provision for an AC outdoor unit
- High-quality aluminium anodized system windows with high-performance glass
- Fire retardant laminated flush door for the main entrance and laminated flush door for the bedroom and toilet
- Gypsum finish walls
- Premium quality wall and ceiling paints
- Provision for DTH
- Provision for fiber-to-home high-speed internet
- Power-saving LED lights
- Provision for AC units
- Branded electrical switches and sockets
- Fire resistant main door

# ARCHITECTS AND CONSULTANTS

## DESIGN ARCHITECT

**VIVEK BHOLE ARCHITECTS** - Stands as a leading architectural firm in Mumbai. Their expertise lies in transforming clients' needs and aspirations into innovative, captivating built environments. They actively listen, foster collaboration, and carry a deep passion for their craft.

Their core focus is on the quality of design, rooted in thorough analytical processes and a profound understanding of human needs. Their designs pay homage to the unique characteristics of each project's purpose and location while upholding environmental responsibility. These designs not only enhance but also inspire the lives of the people they touch. In partnership with their clients, they contribute to building thriving communities.

## RCC CONSULTANTS

**MAHIMTURA CONSULTANTS PVT. LTD.** - In 1949, the late Shri Ramanlal Mahimtura established M/s R.H. Mahimtura Consulting Engineers with a small team of passionate engineers. In 1981, the company was renamed Mahimtura Consultants Pvt. Ltd., a pioneering structural and civil engineering firm. With over 68 years of experience, they have grown into a national, multi-disciplinary organization with 9 offices across India. Client satisfaction is their paramount goal, achieved by providing unique and valued solutions. They leverage their experience and awareness of design trends to create effective designs and offer guidance to clients, using up-to-date facilities and software.

Their engineering teams are versatile, offering services from project management to structural and civil engineering, making them a one-stop solution for engineering and design needs. They handle projects of all sizes, from small homes to large township complexes, ensuring excellence at every step.

## MEP ENGINEERS

**NOESIS CONSULTANTS** - Noesis SC. is an Experienced, Multi-discipline Building Engineering Design Consultancy Firm, providing Consulting Service for Electrical, H.V.A.C, Mechanical, Fire safety and Security Systems with a focus on Green Building solutions with LEEDS/ IGBC compliance.

Noesis was started by Bhagyashri Varma (B.Arch, PGPCM,IIM-C) in the year 2011. In these years we have executed upwards of 1.5 Cr. sq. ft .of construction area across India, ranging from corporate offices of 5k sq. ft. to townships of 320k sq.ft. We have expertise in designing services for Residential and Commercial towers as per Moef/HRC guidelines. We have also pioneered in Hospitality Projects.

## MUNICIPAL ARCHITECTS

**ASPIRE ARCHITECTS & CONSULTANTS (AAC)** - AAC is dedicated to excellence as a proficient code compliance architectural firm. Their unwavering mission is to provide professional, detailed, and dedicated services that consistently enhance every project. They achieve this through collaborative teamwork, unwavering dedication, and a shared passion for transforming the dreams of Design Architects and clients into reality while staying within regulatory boundaries.

AAC is a standout partnership firm with a specialization in Municipal Liaisoning and Project Feasibility within the vibrant Mumbai Metropolitan Region. They also offer comprehensive Design Consultancy Services, covering architectural, interior, landscape design, and planning solutions. Founded by experts Shri. Rajesh Kadam and Shri. Suyog Padwal, their dynamic and experienced team ensures efficient coordination and the timely delivery of projects. AAC stands as your trusted partner for architectural excellence, providing a holistic approach to bringing your vision to life.

# PARADIGM REALTY®

## ABOUT US

Paradigm Realty brings years of credible experience, delivering cutting edge real-estate by employing global contemporary techniques, which ensure quality standards and timely delivery. We are known as the leading developer of “Quality Affordable Luxury” homes in the Western Suburbs of Mumbai. Our property portfolio includes 9 completed projects, 2 projects nearing completion and 3 ongoing projects under development in Mumbai.

9

PROJECTS  
DELIVERED

2.2

MILLION SQ. FT.  
DELIVERED

3

MILLION SQ. FT. OF  
ONGOING DEVELOPMENT

2500+

HAPPY  
FAMILIES

1200

HOMES ENROUTE TO  
DELIVERY IN 2023-24

275+

STRONG TEAM OF  
YOUNG PROFESSIONALS

## OUR LEGACY

With over 10 Residential Projects across Mumbai city within the past 5 years, Paradigm Realty offers award-winning homes with matchless aesthetics, quality and design.



40 Under 40  
of the Year 2022  
Mr. Parth Mehta

Realty+



Best Stall Design  
Award Year 2022

Mid Day  
Hot Property Exhibition



Iconic Emerging  
Developer  
of the year 2021  
Paradigm Realty

Times Real Estate  
Conclave and Awards



Best Project Launch  
of the Year  
Paradigm Antalya  
Year 2021

National Feather Awards



Developer of the Year  
Paradigm Realty  
Year 2021

National Feather Awards



Most Trusted Brand  
Affordable Luxury  
Paradigm Realty  
Year 2020

CNN News 18  
Real Estate & Business  
Excellence Awards



Most Promising  
Upcoming Dynamic  
Entrepreneur in  
Real Estate  
Year 2017

National Conference  
of Resident Welfare  
Association



Residential Project  
of the Year - Vogue  
Year 2017

Accommodation Times  
4th International Real Estate  
Annual Awards



Emerging Developer  
of the Year 2017  
Paradigm Realty

Realty+



Employer  
of the Year  
Paradigm Realty  
Year 2021

National Feather Awards



MD of the Year  
Mr. Parth Mehta  
Year 2021

National Pride Excellence Awards  
for excellence in Real Estate



Developer of the  
year (Residential)  
Paradigm Realty  
Year 2021

National Pride Excellence Awards  
for excellence in Real Estate



Emerging Brand  
of the 2018  
Paradigm Realty

ET Now



Young Achiever's  
Award 2019  
Mr. Parth Mehta

ET Now



Excellence in  
Delivery 2019  
Ananda Residency

ET Now

# PARADIGM REALTY

Site Add.: Anantaara Sales Lounge, Next to Shimpoli Ground, Shimpoli, Borivali West, Mumbai - 400 092

Corp. Add.: 2<sup>nd</sup> Floor, Paradigm Nivan, Opp. Podar International School, S. V. Road, Khar West, Mumbai - 400 052

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