

# THE TREES

VIKHROLI, MUMBAI

## OUR DREAM FOR VIKHROLI

“ Vikhroli has been integral to the Godrej Group's history. In the 1940's, my great-grandfather dreamed of creating a modern industrial township. He realized his vision by building world-class manufacturing facilities along with housing, schooling, and healthcare infrastructure for all Godrej employees. Vikhroli was one of a handful of examples - globally - of a thoughtfully planned industrial community that offered its workers holistic support and quality of life in a beautiful natural setting.

We have embarked on the next phase of this vision, consciously heeding the values and goals that have defined us for over a century. We will expand my great-grandfather's vision for the 21st century by developing Vikhroli into a fully integrated city-within-a-city. We will adhere to our long-held belief in quality by investing in the best global minds in design, urban planning, and construction. We will maintain our promise to sustain and emphasize the natural beauty of the site, so that Vikhroli remains proof that urban life and natural beauty can exist in perfect harmony.

The first phase of this development, The Trees, is a testament to this commitment. This development will include our recently completed global headquarters, Godrej One, and will also offer world class residential, hospitality, retail and cultural facilities. But perhaps most uniquely, in the midst of a buzzing urban metropolis, Vikhroli offers a natural oasis with a mangrove reserve five times the size of London's famed Hyde Park - ensuring a lasting and deep connection to nature.

Three quarters of a century ago, it was my great-grandfather's goal to ensure Vikhroli was at the cutting edge. Today, we are proud to introduce The Trees as an illustration that the Godrej family is as committed as ever to his vision. ”

**Pirojsha Godrej**  
CEO, Godrej Properties

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ACTUAL SITE PHOTOGRAPH

# 1

## VIKHROLI UNFOLDS

We are excited to bring you a piece of our history and Mumbai's future.

## VIKHROLI AND GODREJ

Vikhroli has always been at the heart of the Godrej Group's history. During the 1940's, our founding fathers acquired thousands of acres of land to build a forward thinking industrial township.

They would be proud to see their vision expand into the 21st century as Vikhroli develops into a fully integrated city within a city. Purpose, Identity, Place-Making and Sustainability have always been the underlying tenets of Vikhroli's growth story. We remain committed to investing in the best global minds in design, urban planning and construction as we embark on the next phase of this vision.

A new dream we would like to share with you.



## THE GREEN HEART

Vikhroli is a special place, nestled amidst greenery and the largest mangrove belt in the city. The Group's unwavering stewardship of the mangroves provides a vital green lung for Mumbai - our promise to keep that is now an integral part of your life at the Trees.

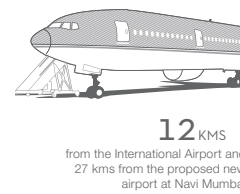
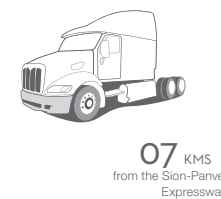
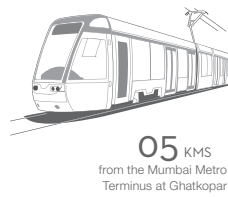
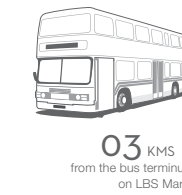
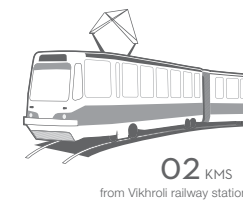
## THE NEW CENTER OF MUMBAI

Over the next several years, Vikhroli is likely to be the single largest inner city real estate development in Mumbai offering untapped growth potential from an end user as well as an investment perspective. Interestingly, Knight Frank, the global property consultant, recently featured Eastern Mumbai as the only location in India amongst the top ten global real estate investment opportunities.

This leafy neighborhood strategically commands Mumbai's physical geographic center. It enjoys the best urban connectivity the city has to offer – directly along the Eastern Express Highway connecting the north, south and east, and, LBS Marg, which connects with the city's western suburbs.

As a result of this, all parts of the city are within convenient reach. For example, it takes 35 minutes to Fort via the Eastern Express Highway and just 15 minutes to BKC via the Santa Cruz Link Road.

The future high speed connection between the current airport and the proposed new airport across the creek will further transform the eastern belt into the central destination for Mumbai.



# 2

## THE TREES

Ever thought about the ingredients that  
make a perfect neighborhood?

We did.

Welcome to The Trees.





## A VIBRANT NEIGHBORHOOD

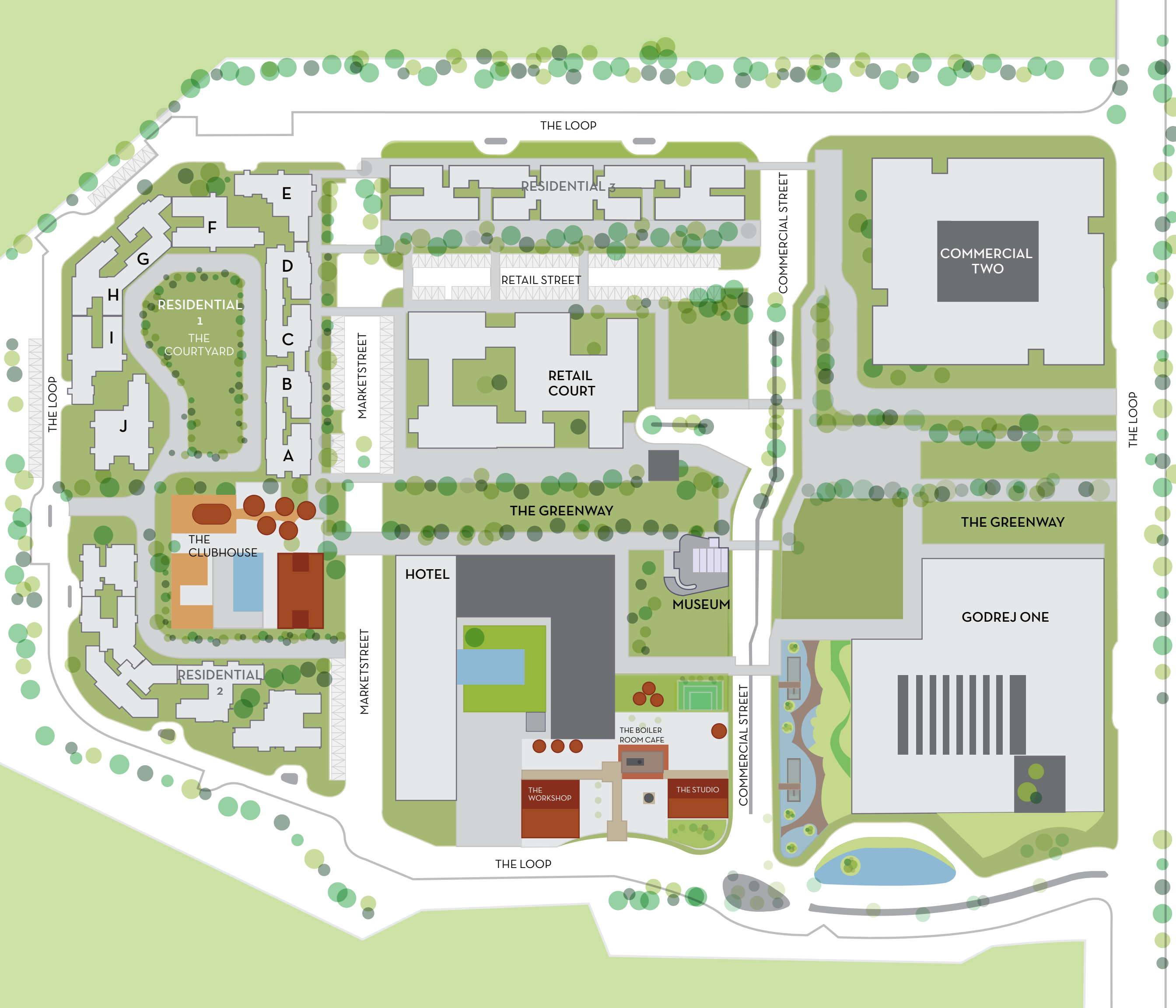
The Trees offers the best aspects of city life close to nature, and at a pace set by those living here. The development is a unique blend of uses that ensures a vibrant community will thrive.



## THE PERFECT SETTING

Imagine living in a place where you see more trees than people and breathe in fresh air every day - right in the heart of the city.





## THE MASTERPLAN

The Trees development is the first mixed-use node that marks the gateway to Vikhroli.

The international award-winning\* master plan consists of 3 walkable precincts connected with a vibrantly programmed public realm.

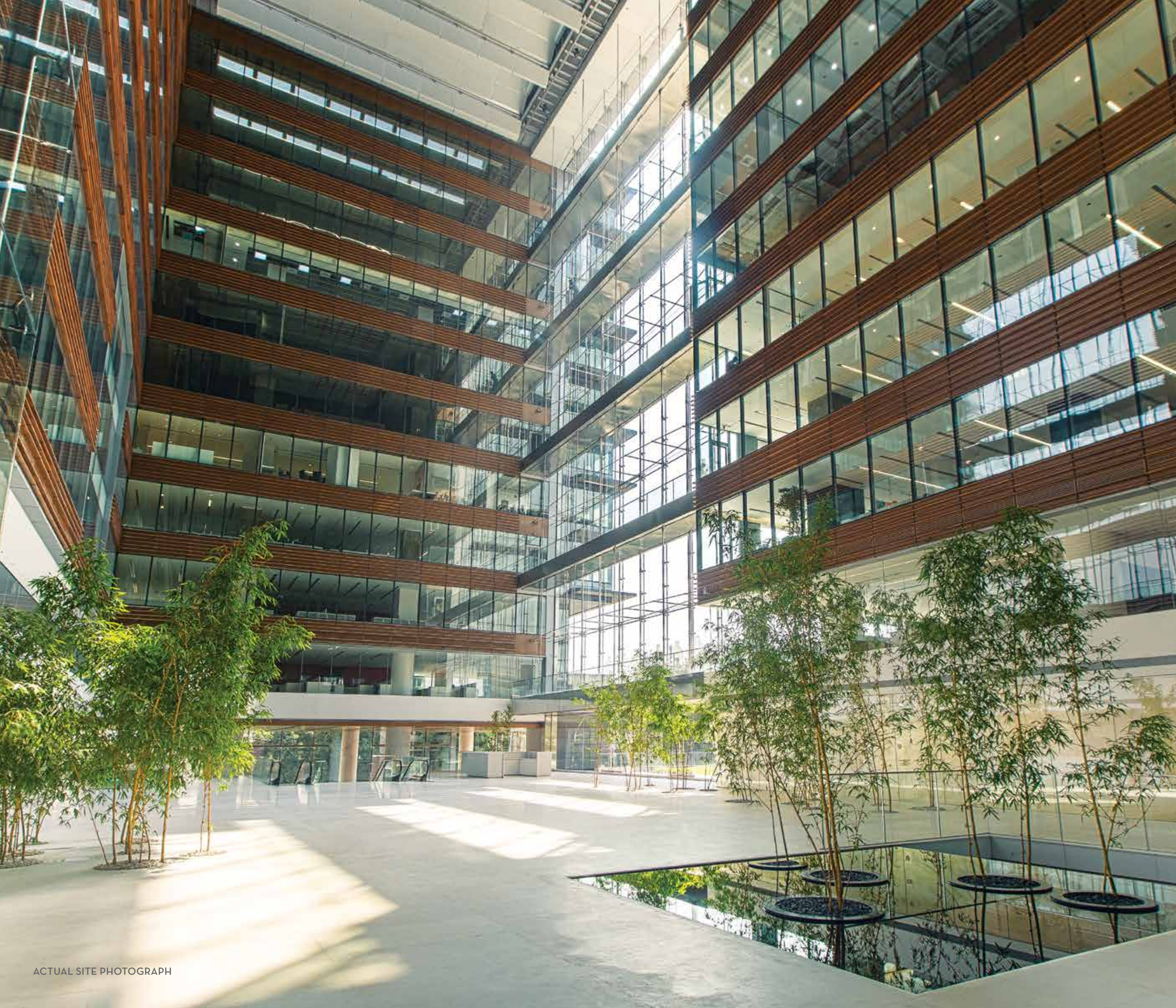
The commercial precinct spread across 9.4 acres houses Godrej One and a second commercial office building. Home to the group's headquarters as well as marquee tenants, Godrej One with its Grade A office spaces, is a clear demonstration of our commitment to quality and design being central to Vikhroli's development.

Separating the commercial precinct from the discreet residential neighborhood is the most active quarter – spread over 9.2 acres, it comprises of a 5 star luxury hotel, cultural buildings and a high street retail park

The more private residential precinct spread across 6.7 acres houses a community of residential buildings with private parks and an iconic club house facility

Thoughtful design is not only about mobility and convenience but also about fostering a lively community. The public open spaces house a number of the treasured old buildings adapted for new uses such as cafés, bars and galleries. There is a focus on the space between buildings, connecting neighborhood conveniences, well-appointed amenities, fine dining restaurants, culture spaces and Wi-Fi enabled plazas.

\*Boston Society of Landscape Architects Honour Award



## GODREJ ONE

Our headquarters building, Godrej One, is the first delivered asset of the Trees Master plan. The name is symbolic, as the building brings together our group companies under one roof and represents step one of our larger plans for Vikhroli's development.

The building is beautifully designed and landscaped providing stunning views of the surrounding plazas, gardens, mangroves and has a host of public programming amenities on offer. The large entrance lobby has an interesting mix of high-end retail stores like Starbucks, BBLUNT and Nature's Basket, a food court and crèche facilities. The Central Atrium, entirely floored in marble opens up to conference rooms, a 250 seater auditorium, an Espresso Bar, a food court, library and open exhibition spaces.

Godrej One is a standing testament to the product design and quality envisioned for the larger Trees Development.

GODREJ ONE



ACTUAL SITE PHOTOGRAPHS



## HOSPITALITY AND RETAIL

Lunch at the Boiler Room Cafe, shopping in the neighborhood and dinner at a luxury hotel. Your getaways are closer than you would imagine. Just step outside into a vibrant market square, all tied together by a network of public space, greenery and art.



## THE IMAGINE STUDIO

The 'Imagine Studio' complex is a thoughtful example of legacy reinterpreted whilst retaining the heritage and post - industrial identity of the site.

This complex consists of - two erstwhile power cogeneration plants which have been transformed into the gallery and exhibition spaces; a boiler converted to a cafe; a Wi-Fi enabled public plaza marked by a tall chimney; a legacy park with public art installations; an open air theatre; market plaza and its own small urban farm.





The Studio recently won the prestigious Blue Elephant Award for "Design for Space", at Kyoorius, the foremost creative award for design and marketing communication in India.




# SUSTAINABLE STRATEGIES

Sustainable thinking forms the core of our development proposition. It is reflected in the design and engineering approach from the master plan right down to each individual apartment.

This development vision prides itself on saving over 90% of the mature tree cover. It also has IGBC Platinum rating - the highest for sustainability, for all buildings and adaptive reuse of heritage structures that offer unique place - making and cultural experiences.

-  Green Certification
-  Solar Energy
-  Retaining Trees
-  Low-flow Fixtures

-  Double Glazed Windows
-  Zero Disposal
-  Car Charging Unit

-  Home User Guidelines
-  Walkability
-  Natural Ventilation

## COMFORT

Designed to optimize natural light, ventilation, views, safety and security; all windows are double glazed thereby reducing noise and enhancing insulation.

## WATER

Designed to be water efficient, rain water harvesting, treatment and reuse and smart fixture strategies have been deployed in all buildings.

## ENERGY

Designed to harness alternative sources of power, solar panels have been used for heating water ensuring lower utility bills for every home. Encouraging a greener lifestyle, charging points for electric vehicles will be available in parking areas.







# 3

## RESIDENCES AT THE TREES

Elegant homes that are in the true  
tradition of luxury; held as heirlooms  
and worthily passed on from  
generation to generation.



## RESIDENCES

The Residences at The Trees are inviting spaces that allow you to connect with your community, your environment and yourself.

Each residential tower offers unique views while the landscape connects the entire cluster through a series of courts programmed with generous amenities at the ground level. Courtyard trails, sculpted play elements, outdoor lounge areas and an urban farm are all just a step away.

With 3 apartments to a core, homes are spacious and well designed allowing for a great degree of personalization. Private parking is ample but discreet, with underground car parks conveniently located below the development.



Picture your perfect morning with seamless views of the mangroves or beautiful tree lined courtyards. Personalize with innovative extendable living spaces that can act as both outdoor balconies and indoor living areas.

Do more with spacious designs for your growing needs - beautifully conceived spaces with a generous flow of light, air, comfort and the warmth of a home.



# A SENSE OF COMMUNITY

Courtyards are spaces that allow you to be sociable or to find quiet reflection. Breezeways offer clear vistas to the central tree lined court at every arrival experience.



## PLAYSCAPES

We've thought a lot about where your children will play - open landscapes, sculpted play areas, indoor play rooms and courtyard trails.



## THE CLUBHOUSE

The Clubhouse sits under lush rain trees. The residents can choose between a range of sports and relaxation facilities including the swimming pool, squash court, golf putting green, gymnasium, health club, spa and the mini theatre.



## THE MARKET STREET

Know your grocer, baker and florist - build community connections while enjoying all the conveniences of a modern development.





IMAGINE YOUR LIFE IN THE TREES



# 4

## PARTNERS

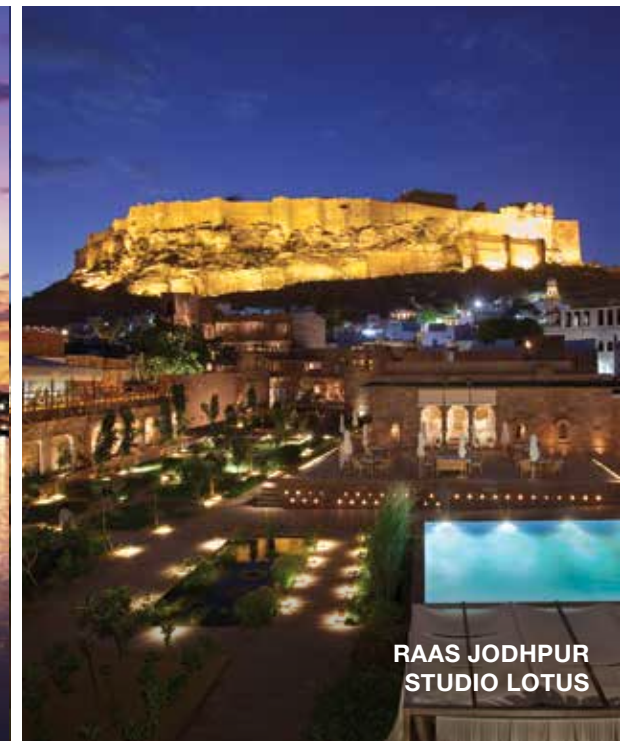
We have partnered with the best and the brightest globally to bring you a truly world-class development.



CENTRIA, NEW YORK  
PERKINS EASTMANN



SYDNEY OPERA HOUSE  
LIGHTING DESIGN PARTNERSHIP



RAAS JODHPUR  
STUDIO LOTUS



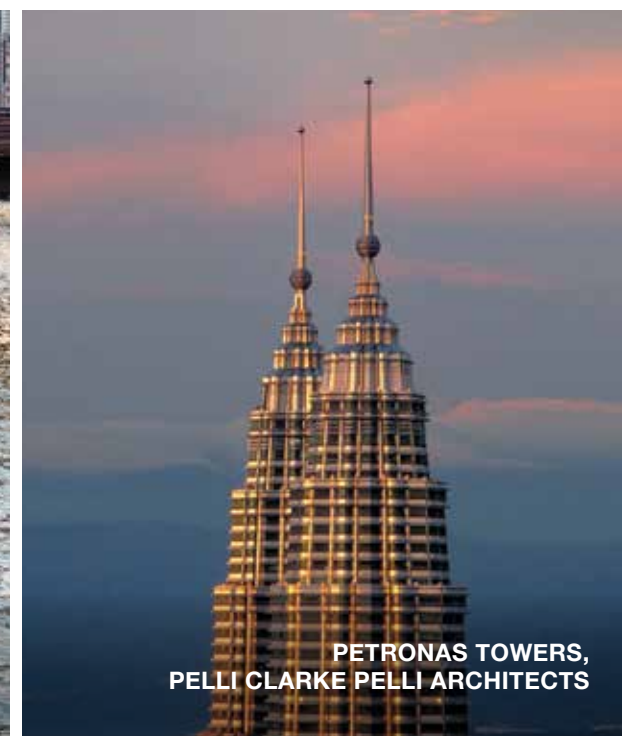
TWO IFC, HONG KONG  
PELLI CLARKE PELLI ARCHITECTS



BILBAO JARDIN  
BALMORI



CHICAGO RIVERWALK  
SASAKI



PETRONAS TOWERS,  
PELLI CLARKE PELLI ARCHITECTS

## BEIJING OLYMPIC GREENS



## SASAKI ASSOCIATES

Boston based Sasaki Associates are the master planners for the Trees. Throughout the last six decades, Sasaki has made an indelible mark on the built world around us with iconic projects like the Beijing Olympics Masterplan. They have won over 500 national and international design awards across all disciplines.



Dennis Pieprz, Isabel Zempel and Martin Zogran

“ *The Trees carefully intertwines culture, technology, history, and landscape. The master plan creates a strong sense of place and embodies Godrej’s culture, and way of thinking, which are synonymous with quality and a collective consciousness for sustainability.* ”

**Dennis Pieprz**

## PELLI CLARK PELLI ASSOCIATES

Pelli Clark Pelli are the architects for Godrej One. They have designed many of the world's most recognizable buildings including the World Financial Centre in New York, Petronas Towers in Malaysia and the International Finance Centre in Hong Kong.



Rafael Pelli, Partner Pelli Clark Pelli Associates

“ Our first project in India has been very exciting and an intense immersion into both the history and the evolving future of India. The Godrej Group has a strong design culture and their vision of space and workplace shaped many of our decisions towards the final architecture of simple strong forms with open spaces and a neutral palette of beautiful materials for them to create and display a richness of products within. ”

**Rafael Pelli**



THE PETRONAS TOWERS, MALAYSIA

835 6TH AVE TOWER NEW YORK, NY



## PERKINS EASTMAN

Perkins Eastman are the Principal Architects for the Residences at the Trees. They are one of the most respected global design organizations and have won over 200 awards for their projects across the world.



Bradford Perkins with the team

*“Godrej Properties have always been committed to design excellence. We are very proud of the design for The Trees, which resulted from a close collaboration with a client seeking excellence.”*

***Brad Perkins***



Diana Balmori, FASLA, founding Principal

## BALMORI

Landscape architects for Godrej One, Balmori are recognized across the globe for their outstanding design and sustainable design principles.

“The primary aim of the landscape for *The Trees* is to ecologically serve the site in two essential ways: the management of water and the modification of local temperatures during the hot time of the year reducing it through the mass of vegetation.”  
Diana Balmori



NEW GOVERNMENT CITY IN SEJONG, SOUTH KOREA



Dhruvajyoti Ghose, Partner LDP

## LIGHTING DESIGN PARTNERSHIP

Lighting consultants for the *Trees* Master plan, LDP's flagship projects include The Sydney Opera House, Erasmus Bridge Rotterdam and the Ansett Terminal, Australia.

“Moving beyond the quantifiable deliverable of built-up areas, *'The Trees'* is a unique project that focuses on the intangible experiential aspects of a rich environment. A difficult task for any development team, the GPL Design Studio has achieved a terrific outcome in being able to assign value to these subtle nuances which differentiate between timelessness and transient acquisitions. *'The Trees'* will certainly bear testament to the efforts of the developer-consultant team.”  
Dhruvajyoti Ghose



JAL MAHAL EXTERIOR IN JAIPUR, INDIA



Masakazu Kimura, Design Principal

## NIKKEN SEKKEI LTD.

Tokyo based Nikken Sekkei are the architects for our second commercial building. They are one of the world's most accomplished architectural design firms with a portfolio that extends across 20,000 projects in 40 countries.

“True to its vision of *'Live, Work and Play'* *The Trees* Master Plan is a balance of function and emotion. Godrej Two will carry forward this philosophy to make itself a *'great place to work'* by fostering the virtues of creativity and sustainability, through simple and efficient design.”  
Masakazu Kimura



SONY CORPORATION IN TOKYO, JAPAN

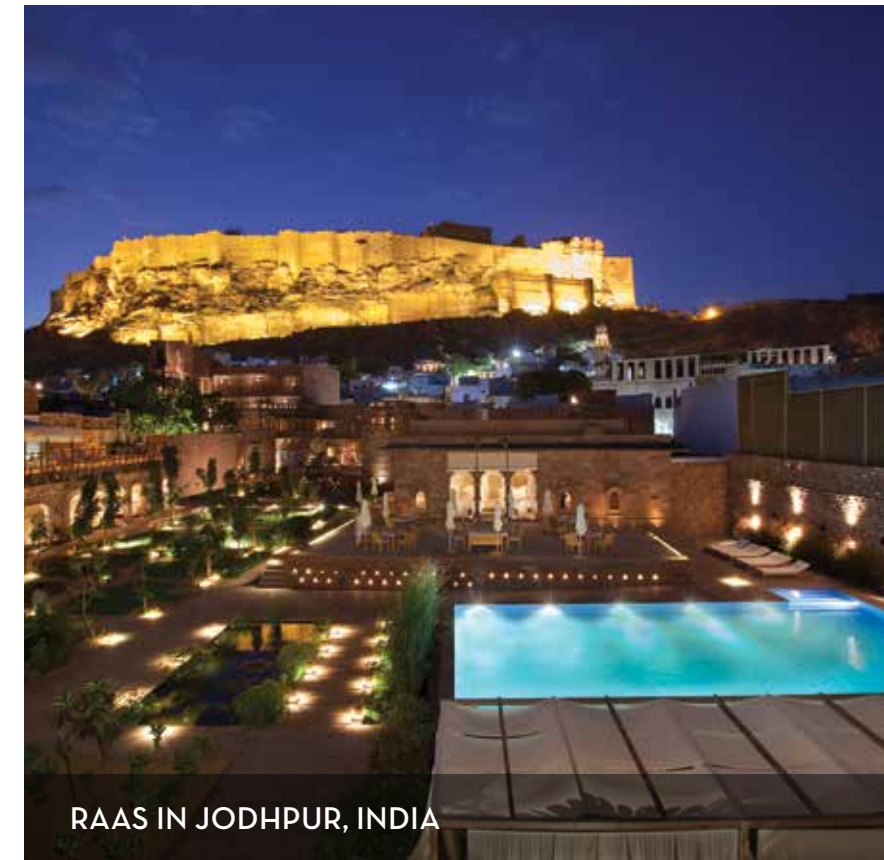


Team Studio Lotus

## STUDIO LOTUS

Designers for the Imagine Studio, they are acknowledged as one of India's leading architecture and interior design practices. The firm has won numerous global and national awards including the World Holiday Building of the Year at WAF Barcelona.

“This small but special project is a significant addition to Mumbai's suburban landscape as it sets a new direction for how industrial legacy, a critical part of Mumbai's architectural history, can play the role of place-making. The project sets a new benchmark for the vision that an enlightened developer can bring to a real estate project. We ascribed its success to the synergetic collaboration between our studio with the cutting edge team at the GPL Design studio.”  
Amrish Arora



RAAS IN JODHPUR, INDIA

## ABOUT US

We bring the Godrej Group philosophy of innovation and excellence to the real estate industry. Each of our developments combines a 118-year legacy of excellence and trust with a commitment to cutting-edge design and technology. We are currently developing residential, commercial and township projects spread across 10.25 million square meters (110 million square feet) in twelve cities.

We are a design led company and we strongly believe in the culture of disruptive innovation across our organisation. Our in-house GPL Design Studio is a unique collective of creative leaders tasked with design, sustainability, product development and creation of memorable customer experiences. Our team spread across India consists of urban designers, architects; landscape, interior, industrial, graphic, brand and broadcast designers; and environmental planners. We work with the best and brightest minds globally to co-create and deliver our promise of 'brighter living' on every project. We remain committed to delivering outstanding design and quality in all our projects, the way it should be for responsible real estate development in India.

In the last 3 years, we have received over 100 awards and recognitions, including the "Most Reliable Builder for 2014" at the CNBC AWAAZ Real Estate Awards 2014, "Innovation Leader in Real Estate" award at the NDTV Property Awards 2014 and "Popular Choice - Developer of the Year" award by ET NOW in 2013.



PLANET GODREJ



 [user/godrejpropertiesIN](https://www.youtube.com/user/godrejpropertiesIN)  [/+godrejproperties/posts](https://plus.google.com/+godrejproperties/posts)  [/godrejproperties](https://www.facebook.com/godrejproperties) [www.godrejthetrees.com](http://www.godrejthetrees.com)

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