

# now

IS A  
GOOD  
TIME.

*Don't  
postpone  
joy.*



ADHIRAJ  
CAPITAL CITY

## let us tell you why

- ◆ The industry has spoken
- ◆ Real Estate - A true wealth generator
- ◆ Self sustained eco-systems
- ◆ Numbers speak the truth
- ◆ Now is as good a time as any. Seize the Deal



# THE INDUSTRY HAS SPOKEN

## & so have the home-buyers

Trends &  
Insights 2020

—  
*JLL Research*

While asset classes such as Equity & Mutual Funds will remain volatile for at least 2 years, Real Estate will remain a good, long-term asset class for investment

According to our latest consumer survey, almost 50% respondents chose Real Estate as the most preferred investment choice

Consumer  
Sentiment Survey  
May '20

—  
*Anarock*

Mr. Anuj Puri,  
Chairman

—  
*Anarock*

The security that comes with owning a physical asset during a Covid19-like crisis, combined with a rising aversion to high-risk investments, will result in increased demand for Real Estate (CNBC TV18)

Consumer searches on online platforms have witnessed a growth during Q1 20. Our latest consumer survey shows that nearly 70% customers intending to buy homes will not alter their plans

PropIndex Q1 '20  
& Buyer  
Sentiment  
Survey May '20

—  
*Magicbricks*

Dr. Samantak  
Das, Chief  
Economist

—  
*JLL*

As compared to 2008, today the market is realistic & home prices are stable. We are in a buyer's market, banks are flushed with funds and offering loans at lower rates (The Telegraph)



# REAL ESTATE A TRUE WEALTH GENERATOR



## BUYING IS

## SMARTER

## THAN RENTING

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Treat your EMI as a SIP.  
Less volatile and hence more stable,  
your home is an asset which will make  
you rich. And Happy. Undoubtedly

Peace of mind, guaranteed.  
No other asset can match the sense of  
safety, assurance & pride that you get from  
owning a home. Especially during a crisis

# 1



# YEAR-ROUND INCOME

# 2



Real Estate give you a perpetual, inflation-beating passive stream of rental income which appreciates 10%\* annually

Use it to offset your EMIs or build your retirement fund!

*\*India Real Estate Report (LiveMint, Feb 2020)*

# 3 HELLO TAX-BREAKS!

Be it 80 C, 24 B or 80 EE,  
tax breaks are always welcome

Tax deductions possible on Interest,  
Principal, Stamp Duty & Registration as well



# 4

## THE EASIEST ASSET TO LEVERAGE

Real estate is an easy to leverage bankable asset. Get leverage upto 80% and use the bank's money to grow your investment

Interest rates as low as 7.5%, re-finance options & flexible tenures make home loans extremely lucrative

India's financial capital will always remain a magnet for skilled workforce

While prices fluctuate, over the long run real estate values have always gone up

## ALWAYS IN DEMAND

# 5



# HINDSIGHT IS 20/20

this year  
has taught us  
many  
things

one of  
which is the  
importance  
of living in a safe &  
convenient  
eco-system

# integrated townships, reborn as **SELF-SUSTAINED ECO-SYSTEMS**



Gated, monitored and managed professionally. Most importantly, safe

A community which can operate a parallel economy within its boundaries

Not just proximity to conveniences but a life built around basic needs

Dedicated retail spaces with an internal network of delivery logistics, reserved for citizens

Amenities which double up as 'containment-entertainment' zones

Co-Working spaces within a walking distance

Increased focus on health and wellness

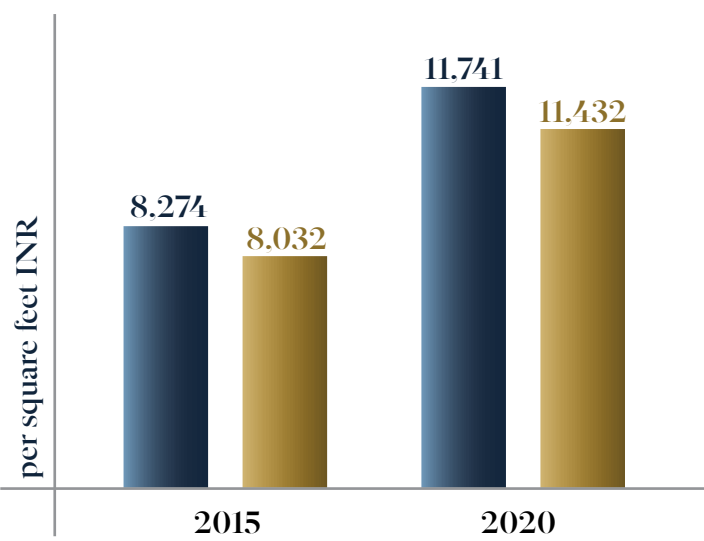


# NATURALLY

## THESE ECO-SYSTEMS

appreciate more than  
their micro markets

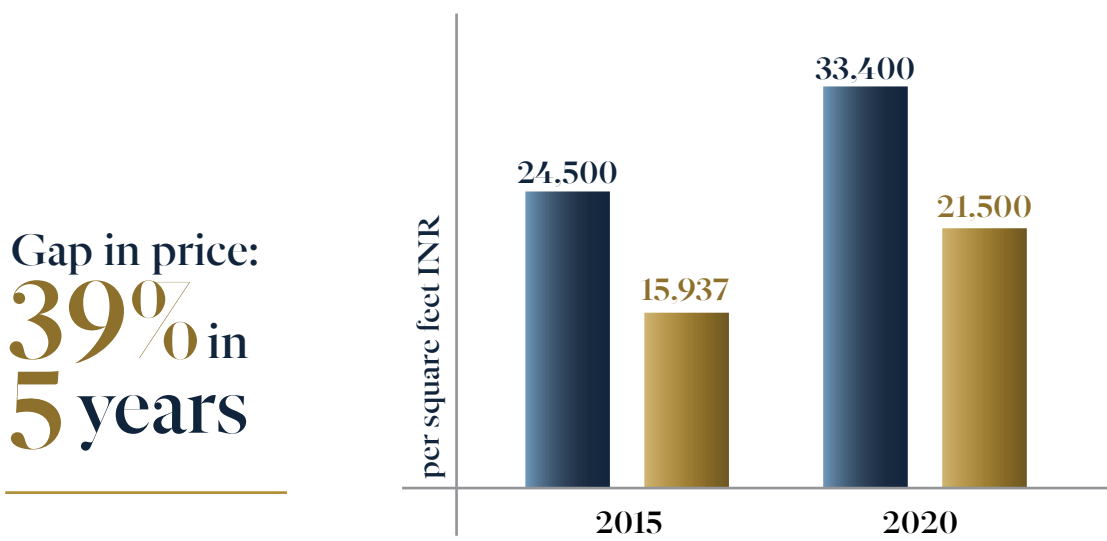
- Grade 'A' eco-system
- Micromarket



Gap in price:  
**28%** in  
**5** years

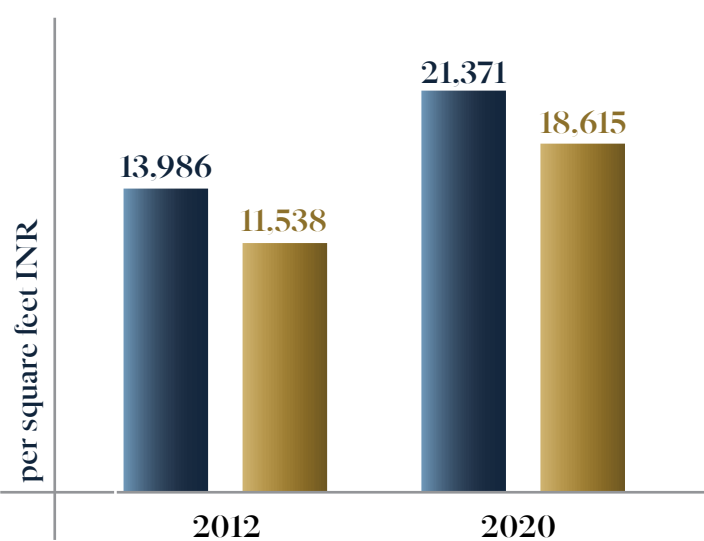
THANE, MUMBAI

VIKROLL, MUMBAI



Gap in price:  
**39%** in  
**5** years

WADALA, MUMBAI



Gap in price:  
**13%** in  
**8** years

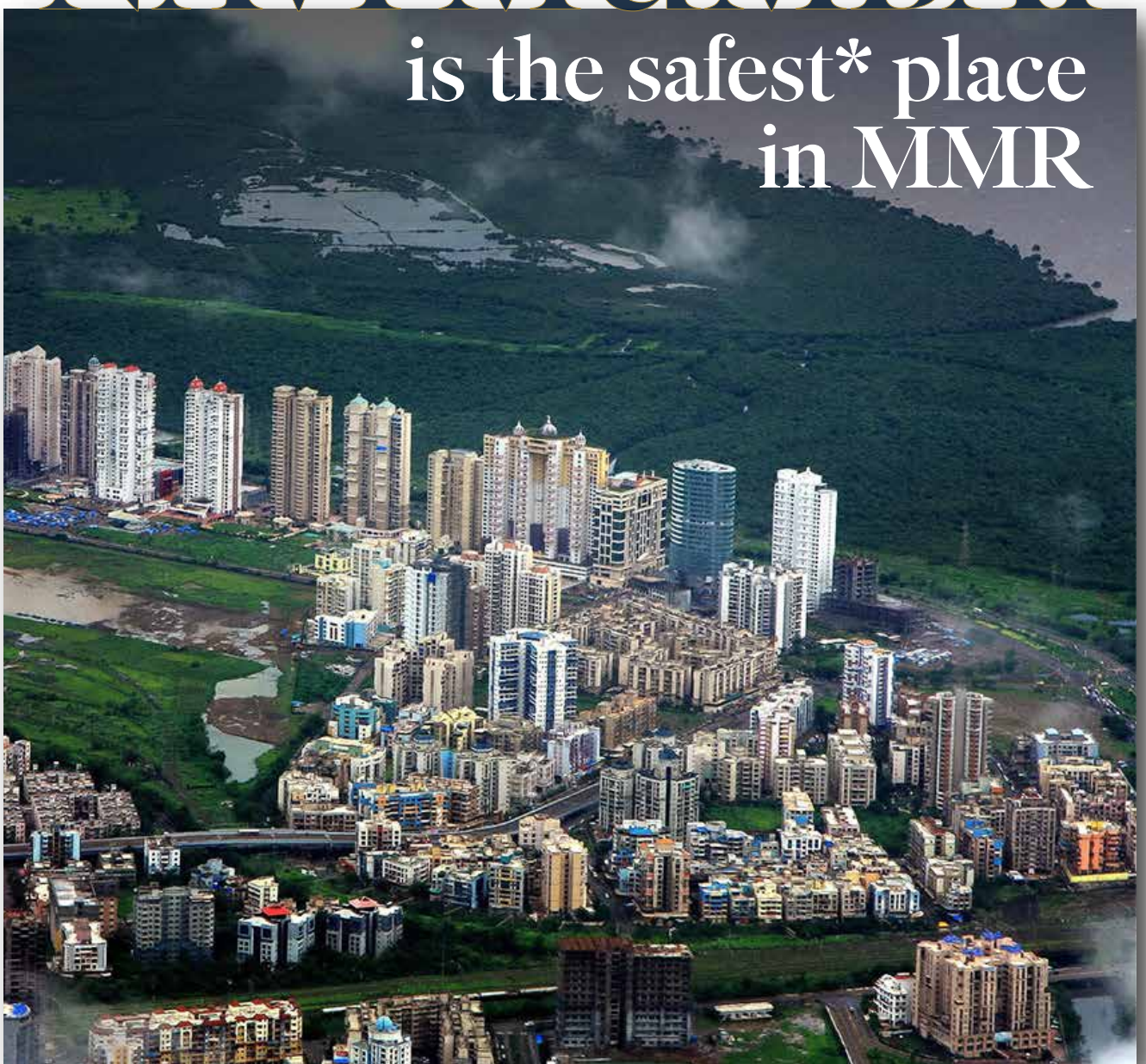


numbers speak  
**THE TRUTH**

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**NAVI MUMBAI**

is the safest\* place  
in MMR



*\*Based on Covid-19 cases | May 2020*

**WONDER**  
**WHY?**

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# LOWEST POPULATION DENSITY

the free-space ratio  
is the highest in  
Navi Mumbai at just  
**24** people/acre

as compared to  
**80** people/acre  
in Thane &

**164** people/acre  
in Mumbai

*Source : Census 2011*



# HEALTHCARE

world class care

at Tata Memorial,  
Fortis, Apollo,  
Reliance, DY Patil  
& Wockhardt Hospitals

200+

multi-speciality  
hospitals & healthcare  
clinics

at its  
finest

# WELCOME

you have arrived at the most  
premium cluster of

# CAPITAL CITY



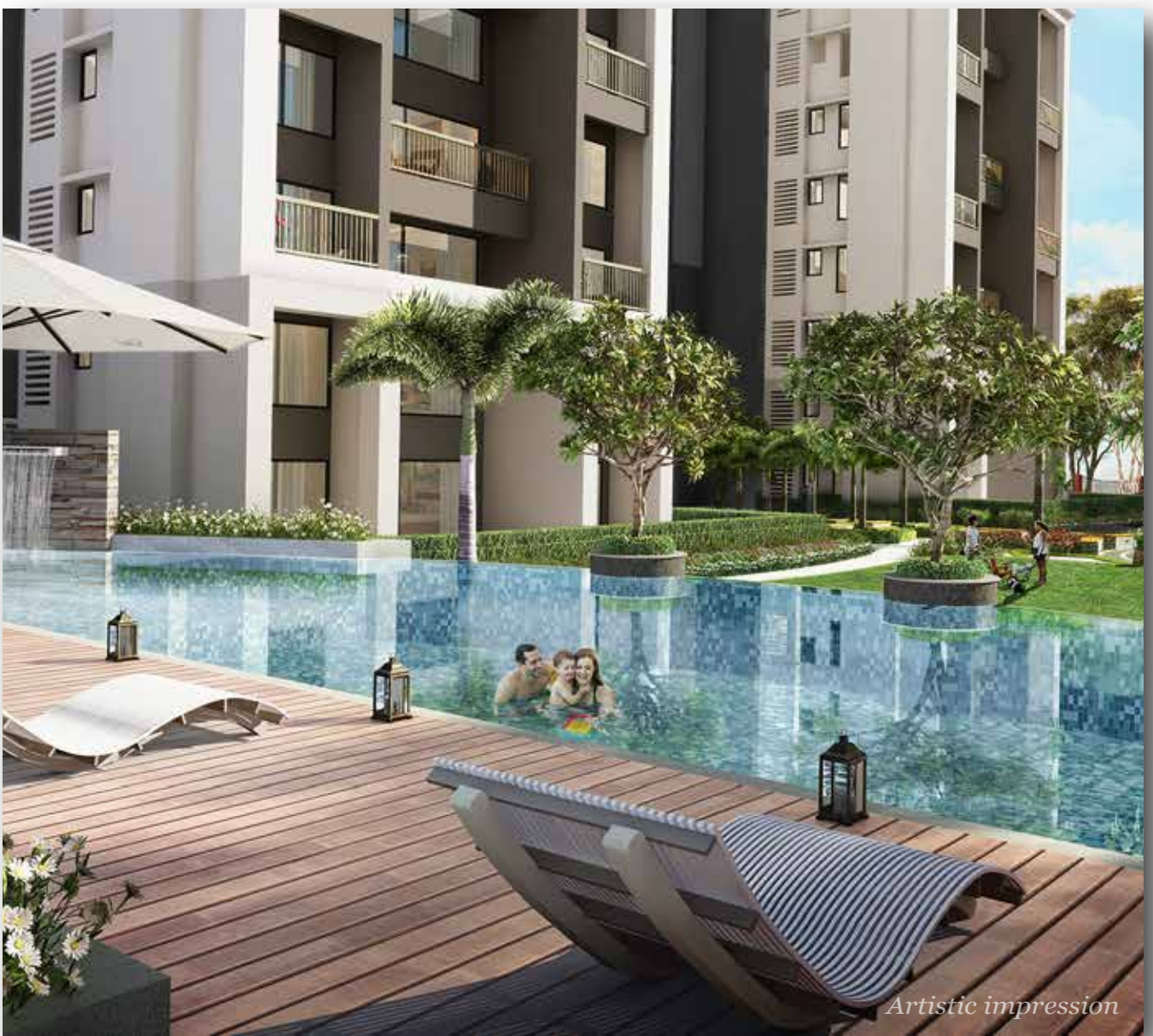
*Artistic impression*



# A WHOLE-ISTIC LIFE

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at Navi Mumbai's  
finest integrated  
eco-system



Luxury Residences with double height sundecks

Plethora of amenities | Grand Designer podium & Lobbies

High Speed Elevators | Exclusive swimming pool | Jogging Track

Promenade | Amphitheatre | Rock Garden | Multi-purpose Courts

Landscaped Greens | Proximity to retail hub & commercial district



# DON'T POSTPONE JOY. here's why

**1** Smart EMI Plan —  
Pay just 5% now and nothing till Dec 2021.  
EMI starts only in Jan 2021. Afterall, we believe  
premium should be the lifestyle

**2** Adhiraj Price Assurance\* —  
We are confident of our product , value of the  
location and the overall strength of the brand.  
Adhiraj Price Assurance ensures that your  
investment is safe. Valid for first 20 bookings only!

**3** Zero Floor Rise —  
Any floor, any view. Yes, you read it right

**4** Best Home Loan rate —  
Avail Home Loans at the lowest interest rates in  
almost a decade and save up-to ₹27 lacs

Typology	Agreement Value (in Lacs)	Monthly Savings	Lifetime Savings (in Lacs)	Lifetime Savings (% of Agreement Value)
2 BHK	80.15	5,343	19.25	24%
3 BHK	115.98	8,117	27.00	24%

All prices are in INR and are indicative.

Loan tenure assumed to be 30 years and at 80% of Agreement Value.

Monthly Savings are calculated basis difference in EMIs at 7.5% compared to 8.5%





ADHIRAJ  
CAPITAL CITY

SEIZE  
*The*  
DEAL

2 BHK  
₹ 85 lacs\*

3 BHK  
₹ 1.21 Cr\*

Call your relationship manager  
to schedule a meeting on [zoom](#)



25 years  
of legacy

1 mn+  
sq.ft delivered

3,000+  
happy families

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