

SEREIN

The center of new luxury



**Luxury of
Malabar Hill,
Now in Thane**





Lawn & Kids Area

SEREIN IS MORE THAN A RESIDENTIAL ADDRESS.

**It's the epitome of
luxury living.**

Serein is set to become the center of new luxury by bringing together a rare combination of contemporary design, natural greenery and thoughtful amenities in surroundings that are private, yet well connected to daily urban life.



Malabar Hill. Now yours to own in Thane.

Serein is enviously located on Pokhran Road 2, Thane (W) - 400 610 often referred to as the Malabar Hill of Thane, and it's no surprise why. The green cover of Hanging Gardens is similar to the sprawling expanse of Sanjay Gandhi National Park framed by views of the Yeoor Hills. And you have a spacious balcony to soak it all in. Life at

Serein is equally luxurious as you are surrounded by affluent neighbours at a well-connected address within an environment designed to please and amenities created to pamper.



THE MOST COVETED NEIGHBOURHOOD IN THANE



Spacious Balcony



Thick green cover
of Yeoor Hills

Smart city

'The Malabar Hill
of Thane'

Well-developed
social infrastructure

*Image for representative purpose only.

A location as coveted as the residences.

Serein is located on Pokhran Road No. 2, Thane (W) - 400 610 – an area blessed with abundant greenery and panoramic views, with the Upvan Lake and Sanjay Gandhi National Park in close proximity. The neighbourhood has an evolved social infrastructure and impressive connectivity. In fact, Thane has been listed as a part of The Smart Cities Award 2020 by the

Central Government which will ensure assured water and power supply, proper sanitation and solid waste management systems, efficient urban mobility and public transportation, IT connectivity and E-Governance.

Social Infrastructure

Hospitals

Bethany Hospital
Jupiter Hospital
Hiranandani Hospital

Entertainment

Dr. Kashinath Ghanekar Natyagruha
Inox theatre
Big Cinemas
35 lakes, water fronts, parks and gardens including the famous Talao Pali and the Upvan lake.

Businesses

Tata Consultancy Services
Raymond
Cadbury
Voltas
Blue Star and more..

Schools

Singhania School
Vasant Vihar School
Billabong International School
DAV Public School

Colleges

Dnyanasadhana College
KG Joshi College
Parshvanath College of Engineering and Pharmacy

Connectivity

Buses: Public buses (T.M.T, BEST) connectivity to Mumbai and other areas of Thane

Roadways

Eastern Express Highway,
Ghodbunder Road and Thane-Belapur Road

Railways

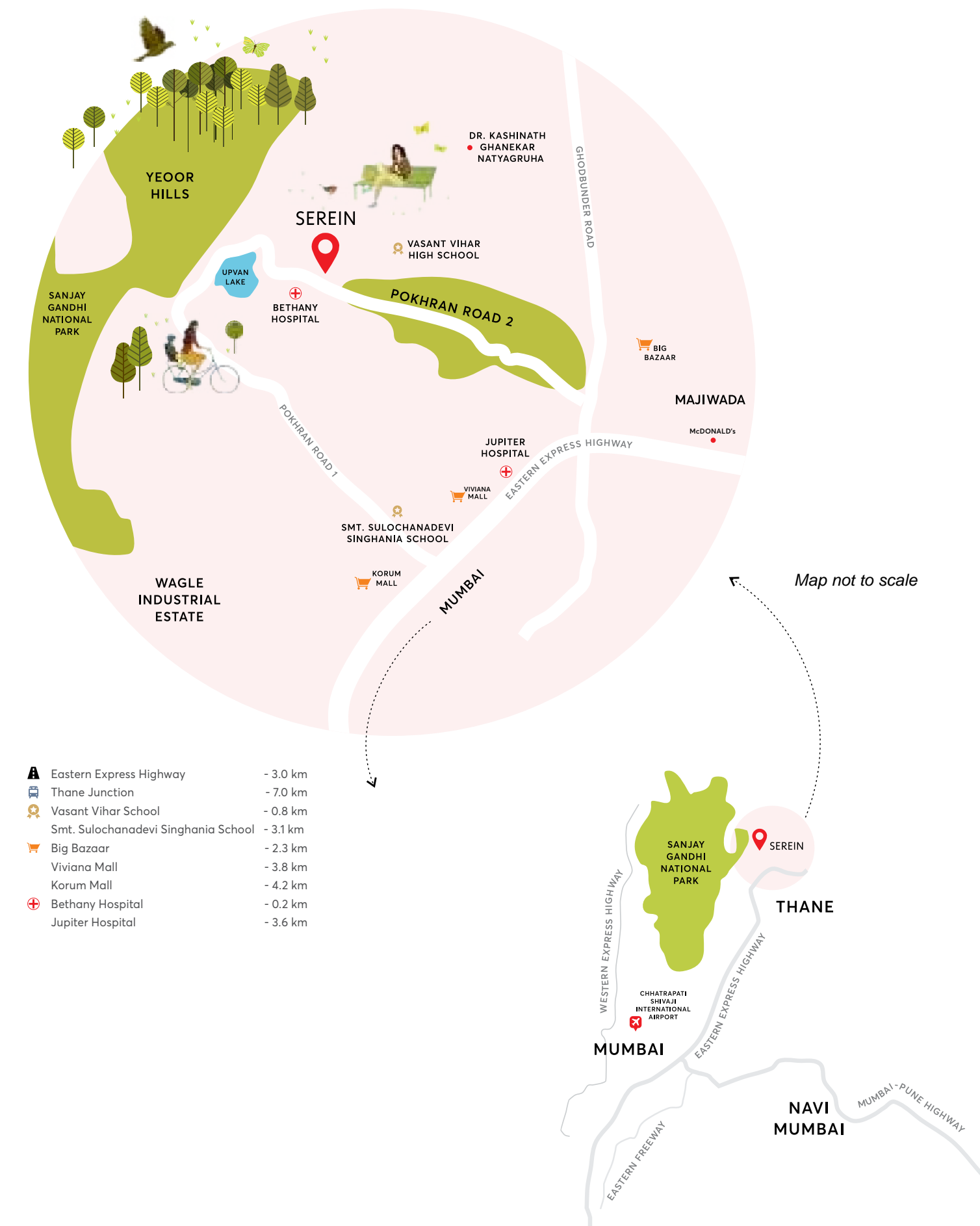
The central line in Thane station connects CST and Kalyan
The Thane-Harbour Line connects Vashi and Nerul

Shopping

Dmart
Big Bazaar
Reliance mart
Hypercity and malls like Viviana Mall R Mall and Korum Mall

Restaurants

China Bistro
Aromas
Banana Leaf
Pop Tates
Zaffran
Northern Tadka



Distance and timelines (shortest) are indicative and approximate subject to road and infrastructure facilities provided by the appropriate authorities.
For Conversion: 1 kilometer = 1000 meters





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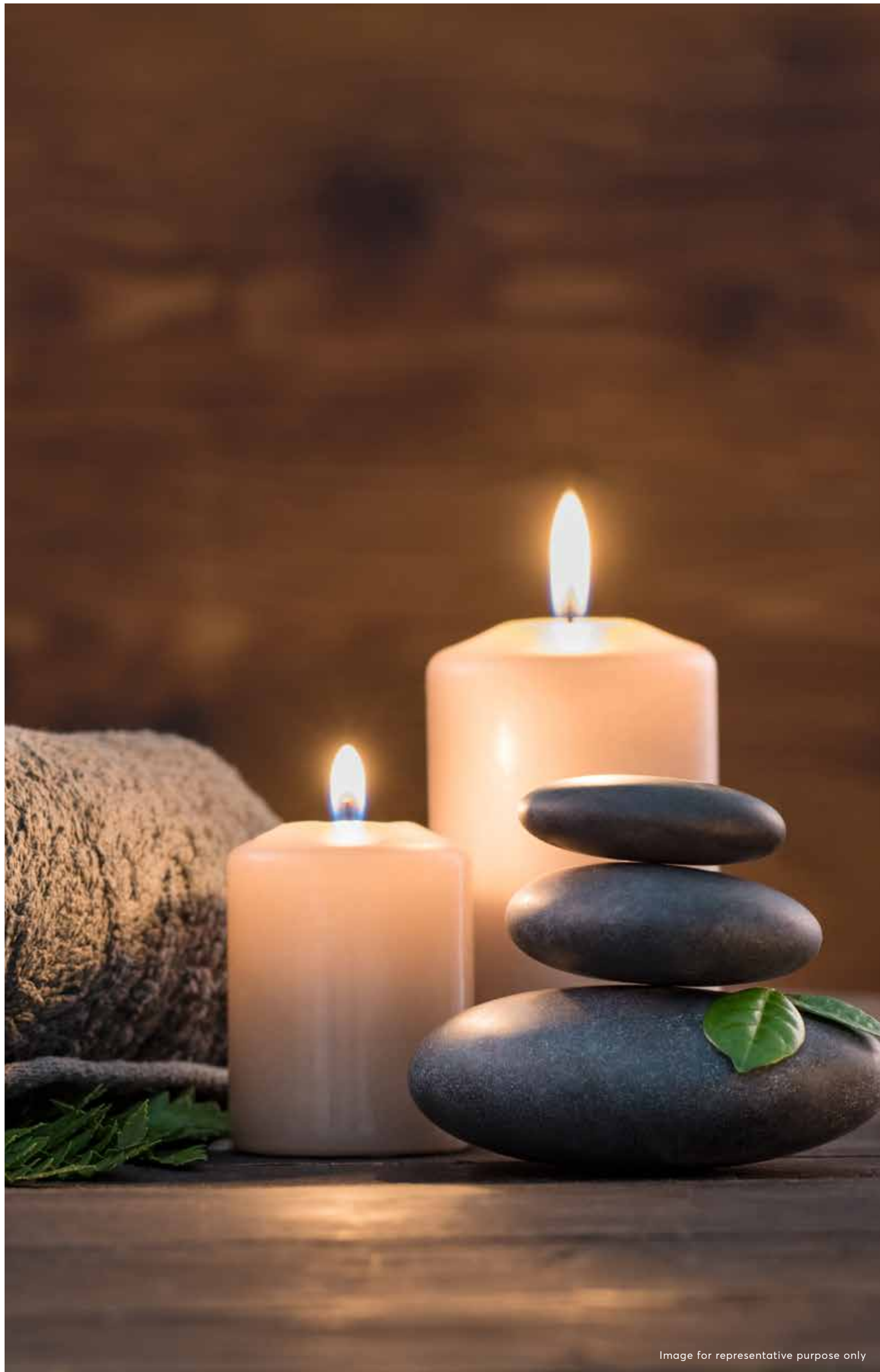


Image for representative purpose only

Your green carpet. Welcome to a home that cares for you and nature.

There's much to impress you at Serein besides the engineered glass towers designed to maximize natural light and ventilation. Your surroundings are a lush ecosystem sustained by rainwater harvesting and solar energy. The gardens are organic. The podium, traffic free to reduce pollution. The showers in your bath are induced with Vitamin C for healthier hair and skin. The paints used in your home are odour-free.

There is nothing at Serein that is not caringly detailed to enhance your life while preserving that of the natural environment.



LIVE IN HARMONY WITH NATURE

There are many reasons
to come here.

Even more to never
want to leave.

You will always find something new to discover around Serein. The amenities never seem to end. From nature trails and organic gardens for tree huggers to jogging tracks and sports courts for fitness enthusiasts, there is something for everyone. Charming sit-outs,

outdoor areas, swimming pools, indoor games, yoga room, children's play area. The list goes on and on. And on.



MINDFULLY DESIGNED AMENITIES



Swimming Pool



Pet park

^Image for representative purpose only.



Lawn & Kids Area



Sand pit



Organic garden with outdoor deck



Luxurious Clubhouse



Badminton Court



Lavish Gym



Lotus Pond



Nature Trail

*Image for representative purpose only.



Evening View of Swimming pool

*Image for representative purpose only.

Master Plan

Legend



- 01 Tennis court
- 02 Children's Play Area
- 03 Traffic Free podium with Outdoor Amenities
- 04 Clubhouse
- 05 Swimming Pool 5A Kids Pool
- 06 Pool changing rooms
- 07 Amphitheater
- 08 Indoor Games Room
- 09 Yoga Room
- 10 Sand Pit
- 11 Group Benches
- 12 Creche 12A Senior Citizen's Lounge'
- 13 Skating Area
- 14 Drop off Point
- 15 Nature Identical Lotus Pond
- 16 Outdoor Deck
- 17 Organic Farm with Outdoor Deck
- 18 Pet Park
- 19 Pedestrian Ramp
- 20 Entrance Plaza
- 21 Viewing Deck

Disclaimer :-

(1) Actual Colour of Finishes / Water body may have a variation



Show flat actual image shot on 2nd November 2016.
Furniture, fixtures and specifications as provided in the show flat are not part of the offered apartment for sale.

A quiet sanctuary
blessed with greenery

Specifications

General

1. Aesthetically designed grand entrance lobbies for all towers
2. High speed elevators in all towers
3. Polished granite flooring in all main entrance lobbies and vitrified tiles in all typical floor lobbies and corridors
4. Polished granite finish for staircase up to 1st floor and Kota stone thereon
5. DG power backup for common areas

Apartment Specifications Rooms

1. Premium vitrified tiles in entrance foyer, living, dining, passage and all bedrooms
2. Gypsum plaster for walls
3. Plastic emulsion paint on walls
4. Aluminum windows
5. Veneer finished melamine polished flush door for main entrance
6. Enamel painted door for all rooms

Kitchen

1. Premium vitrified tile flooring
2. Gypsum plaster for walls with premium quality plastic emulsion paint on walls and ceiling
3. Premium vitrified tile dado
4. Granite platform with stainless steel sink

Bathrooms

1. Antiskid premium vitrified tile flooring
2. Vitrified tile dado
3. Premium quality sanitary ware
4. Premium quality CP fittings and fixtures
5. Concealed plumbing
6. Geyser only in Master Bath
7. Exhaust fan

Balconies

1. Premium vitrified tiles
2. MS railing

Electrical fittings

1. Premium branded modular switches
2. Sufficient electrical points in all rooms
3. Concealed copper wiring
4. Split AC in Master Bedroom of Tower 1A & 1B and Tower 2 only
5. Cable TV point in living & all bedrooms
6. Telephone point in living & master bedroom

Security

1. Premium branded main entrance rim locks with night latch
2. Video door phone connected between tower entrance lobby and apartment
3. Gated Entry/Exit with intercom

4. Intercom system connected between tower entrance lobby and all apartments
5. Public address system in all parking levels and lift lobbies
6. Fire alarm system in all parking levels and lift lobbies. CCTV & Dome cameras at ground levels at the periphery of the complex, entrance lobbies and parking lobbies



Image for representative purpose only.

You are not
the only one pampered.

The environment
is well looked after too.

An IGBC pre-certified gold building, Serein is designed to care for the environment just as much as it cares for you.

IGBC pre-certified gold

Our efforts in delivering a green product helps you live a better life in more ways than one:

Efficient designing of lighting system and use of efficient fixtures to reduce total energy demand

All homes are well lit and also designed for natural ventilation to maintain indoor air quality

Use of low Variable Organic Compound material to reduce adverse health impacts for building occupants

Implementation of rain water harvesting system to reduce the municipal water demand and to maintain the groundwater table

Water efficient fixtures and flushing to reduce water wastage

Waste water treatment plant installed for reusing water for landscaping and flushing systems

Use of native species for landscaping which will reduce water demand and maintain bio-diversity

Parking facilities provided for each resident along with separate parking area for visitors and specially abled people

Centralized waste management system

Solar hot water for efficient use of electricity and cost saving





Image for representative purpose only.

Partners

Architect: Edifice Consultants Pvt. Ltd.

Edifice is a team in excess of 200 design professionals in 7 cities inclined towards making the world a better place to live and work. Their designs evolve organically resulting in a unique solution for every client. Starting with Corporate and Residential interiors 23 years ago, Edifice has expanded into different verticals over the years, working with almost all the leading companies in India having delivered over 800 projects across India, Shanghai, Hangzhou, Manila and London.

Tata Housing's foray into Thane could not have been designed better as the team from Edifice knew the location and the area very well and could interpret our philosophy while designing a futuristic project that still could be inherently called Thane.

Landscape Consultant: Salad Dressing

Salad dressing is a Singapore based landscape designer specializing in tropical landscapes. The company's founder, Chang Huai-yan worked in Bali before setting up Salad Dressing in

2002 and developing his unique interpretation of tropical landscape design. The company focuses on the new relationship between plants and humans in an urban condition stressing on the three main components of this new relationship: the habitat, the pollinator and the plant. Chang Huai-yan's unique philosophy of creating landscapes that have a relationship between nature and people is in line with the philosophy of Serein as a project.

Construction Partners

Tata Projects Ltd. is one of the fastest growing and most admired infrastructure companies in India. It has expertise in executing large, complex industrial and urban infrastructure projects. The company operates through four strategic business units - industrial infrastructure, urban infrastructure, quality services and utility services. It provides turnkey end to end solutions to set up power generation plants, power transmission & distribution systems, fully integrated rail & metro systems, commercial buildings & airports, chemical process plants, water & waste water

management solutions, complete mining & metal purification systems.

Engineering excellence, supply chain expertise and construction management are its key strengths. The company is driven to deliver projects 'On-Time' using world class project management techniques and has uncompromising standards of safety and sustainability.

About Tata Group



JAMSETJI NUSSERWANJI TATA
(1839-1904)

Leadership with trust

The Tata Group's core purpose is to improve the quality of life of the communities it serves globally, through long term stakeholder value creation based on leadership with trust.

As a result of this unique ownership structure and ethos of serving the community, the Tata name has been respected for more than 140 years and is trusted for its adherence to strong values and business ethics.

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise headquartered in India, and comprises over 100 companies, with

operations in more than 100 countries across six continents, exporting products and services to over 150 countries.

The revenue of Tata companies' altogether was \$103.5 billion in 2015- 2016, around 67 percent of this being contributed from businesses outside India. Tata companies employ over 600,000 people worldwide.

Good corporate citizenship is part of the Tata group's DNA. Sixty six percent of the equity of Tata Sons – the promoter holding company, is held by philanthropic trusts, which ensures that wealth is returned back to the society.

As a result of this unique ownership structure and ethos of serving the community, the Tata name is respected since over 140 years and is trusted for its adherence to strong values and business ethics.

Moving forward, Tata companies are building multinational businesses that seek to differentiate themselves through customer-centricity, innovation, entrepreneurship, trustworthiness and value-driven business operations, while balancing the interests of diverse stakeholders including shareholders, employees and civil society.

Why Tata Housing?

Tata Housing has evolved into the most trusted real estate development brand in India. With our company's focus on developing residential, commercial and mixed use projects across India, we have emerged as one of the fastest growing real estate companies in India. Our portfolio spans across the entire value chain from affordable to ultra-premium properties. The company has received various industry recognitions both in India and internationally for its landmark projects and contribution to the real estate sector.

Tata Housing Values

The TATA Group has always sought to be a value-driven organization. These values continue to direct the group's growth and businesses. The seven core TATA values underpinning the way we do business are:

Customer Focus

Driving customer centricity in the organization, internal and external customer and supplier relationship.

Innovation

We focus on differentiating our products and services to ensure first recall in our customer's mind. We believe in deriving a competitive edge in products, processes and services led by customers, employees and other stakeholders.

Agility

Rapid response towards customers and other stakeholder needs. This includes changing our course of action or direction when required.

Quality

Assure quality as per requirements to delight stakeholders.

Leadership

To aspire for industry leadership in design and innovation. We aim to create a benchmark in our category and be the market leader.

Integrity

We conduct our business fairly, with honesty and transparency. Everything we do must stand the test of public scrutiny. Decisions must be

based on facts. Our work demonstrates the highest level of professional conduct.

Purpose

At the TATA Group, our purpose is to improve the quality of life of the communities we serve. We do this through leadership in sectors of national economic significance, to which the group brings a unique set of capabilities. This requires us to grow aggressively in focused areas of business.



Delivered Projects



Privé
Old Khandala Road, Lonavala - 410 401
Part 1 OC Received on 29-03-2013
Part 2 OC Received on 01-08-2014
Part 3 OC Received on 22-04-2015
Club House OC Received on 22-04-2015



Amantra
Kalyan-Bhiwandi Junction - 421 302
Ph I OC Received on 30-03-2016
Club House OC Received on 19-06-2017
Ph II - Towers - F, G, H & I OC Received on 24-11-2017
Ph II - Towers - J & K OC Received on 12-03-2018



Primanti
Gurugram, Sector - 72
Phase I, II & III (part) w. r. t. Towers 1 to 7, villas, executive apartments, executive floors & shops OC Received on 24/08/2016, 23/06/2017 & 09/03/2018



Gurgaon Gateway
Gurugram - 122017
Tower B, C, D, E & Community Building OC Received on 30-08-2017
Towers A and F OC Received on 14-02-2019



Avenida
New Town, Kolkata - 700 156
Partial OC Received in respect of Master Plan, Amenities, Basement Plan, Towers A, B, C, D, Town Homes, Courtyard Homes and Club House on 24/08/2018
WBHIRA registered project with HIRA Registration Number HIRA/P/NOR/2018/000102 valid till 31/10/2022 available on <https://hira.wb.gov.in/>



The Promont
Banashankari, Bangalore - 560 085
Towers Almora & Elana OC Received on 23-08-2016
Towers Altura & Altezza OC Received on 23-08-2017

Our Presence



MAP NOT TO SCALE

13 CITIES
51 PROJECTS
₹ 20 LAKH* TO
₹ 15 CRORE*

Map not to scale.
The pictorial representation of the map of India does not purport to be a political one.
Approximate Data as on September, 2018.

The pictorial representation of the map of India does not purport to be a political one

SEREIN

The center of new luxury

SITE ADDRESS

**Serein by Tata Housing
Pokhran Road No. 2
Thane (W) - 400 610, India**

REGISTERED ADDRESS

**E Block, Voltas Premises,
T B Kadam Marg,
Chinchpokli,
Mumbai 400 033. India**

1800 266 8566 | www.tatarealty.in

MAHARERA Phase I Registration No. P51700000295 available on <https://maharera.mahaonline.gov.in/>

Disclaimer: The project is being developed in phases by Ardent Properties Private Limited (Developer) - Subsidiary of Tata Housing Development Company Limited. Sale is subject to the terms of application form and agreement for sale. Price is exclusive of all taxes, statutory charges and other charges. The Project is financed by Standard Chartered Bank, Axis Trustees Services Limited. Maps are not to scale. Distance and timelines are indicative and may vary subject to weather, traffic, infrastructure facilities provided by third parties/ municipal authorities. The partners mentioned herein may change from time to time. 'TATA' and 'TATA HOUSING' are the registered trademarks of Tata Sons Private Limited. For more information, please contact sales team at Serein by Tata Housing, Pokhran Road No. 2, Thane 400610. Visit <https://www.tatarealty.in/project/serein/>

