

Piramal Realty celebrates the rich history of South Mumbai with the Aranya Festival

- Festival on two consecutive weekends i.e. 05th & 06th of March and 12th & 13th of March 2016
- Preview of the luxurious Piramal Aranya show flats
- Features Subodh Gupta's grand installation – Ray - a cascade of gleaming pots and pans, tiffin boxes and jugs tumbling down from a stainless-steel bucket seemingly suspended in the air.
- Dazzling array of colours with 32 theme gardens, exciting dance performance – Byculla Soufflé – by Shiamak Davar Dance Company and Painter Prince Raja Ravi Varma's art collection

March 05, 2015, Mumbai: Few days after the exciting launch of Piramal Realty's signature towers at Byculla, Piramal Aranya, the real estate developer inaugurated the Aranya Festival.

In line with Piramal Realty's positioning as a lifestyle provider, the Aranya Festival will celebrate the Piramal Aranya experience with flowers, art, music and culture.

This Festival features **Byculla Soufflé** - a dance, light and sound show by ace choreographer **Shiamak Davar's** Dance Company – that celebrates Byculla's multi-cultural heritage. There will also be a concert performance by the Indian Navy Jazz Band.

The Aranya Festival also hosts renowned artist, **Subodh Gupta** and his majestic and surreal installation: Ray. This is a cascade of gleaming pots and pans, tiffin boxes and jugs tumbling down from a stainless-steel bucket seemingly suspended in the air that is a visual representation of the horn of plenty - a symbol of abundance and nourishment. Additionally, the Festival will host an exhibition of works by one of the greatest painters in the history of Indian art, **Raja Ravi Verma**.

With 32 theme gardens, the Aranya Festival promises to be a spectacular floral display of a million flowers that offer a unique opportunity for future Piramal Aranya residents to experience the bio-diverse landscape that they will enjoy at their residential complex.

Distinctively designed toy trains – Little Sultan & Little Badshah - will run through the Festival celebrating the history of Byculla. The Little Badshah is a tribute to David Sassoon, who was the treasurer of Baghdad, leader of the Jewish community and one of the largest mill owners in Mumbai.

There is an exclusive preview of the Piramal Aranya show flats at Piramal Towers, where one can taste the real Byculla Soufflé, a sweet mousse flavoured with different liqueurs, that was the pride of The Byculla Club during the late 1800s.

Dr. Swati Piramal, Vice-Chairperson, Piramal Enterprises said: "We, at Piramal Realty, are looking to constantly innovate and do things differently for our residents. Aranya Festival is an opportunity for us to celebrate Byculla".

Quick Facts & Attractions:

Timings: 4:00pm - 7:00pm

Must See:

- Subodh Gupta's Installation - Ray
- Byculla Soufflé: A light, sound and dance show by Shiamak Davar troupe
- Painter Prince: An exclusive exhibit showcasing Raja Ravi Varma's paintings
- The Renaissance of Byculla: An exclusive preview of the Aranya show flats at Piramal Towers
- Little Sultan & Little Badshah
- Piano Concert
- Concert by Indian Navy Jazz Band
- Japanese Tea Ceremony by Rico Rico De
- Children's Play Area, Moon Walker & Tattoo artist
- The Fountain Inauguration

32 theme based gardens:

- The Rickshaw of Roses
- The Haveli of the Sea Horse
- The Victorian Orchid Hunter's Garden
- The Maratha Horse garden
- Babul-ul Hind Garden -Persian Gardens of splendour, symmetry and poetry
- The Wishing Well Fairy Garden
- The Sheep on the Greens
- Mrs. Potts from Beauty and the Beast
- The Value House village and Train Garden
- The Bullock Cart Garden
- The Madiba Garden
- The Arriba! Food for the Gods -Cocoa Garden
- The Open Temple- The Buddhist Garden
- The Altar of the world- The Portuguese Garden
- The Lapland Garden
- Saint Nicholas and Santa Claus
- Brazil – The Landscape
- The Royal Rath
- Old Bombay Garden
- The Italian Renaissance Garden
- The Crystal Garden
- The Garden of the Desert – The Colours of Rajasthan
- Make in India Garden
- Toyland Garden
- Ranthambhor – Wildlife Garden
- The Fairy Garden

Anand Piramal, Executive Director - Piramal Group said: "Our constant endeavor at Piramal Realty is to create spaces that reflect natural living and will significantly improve the quality of life of our customers through outstanding design and highest levels of project execution. The Aranya Festival is a way of reinforcing our commitment to create a strong bond between communities and a new perspective on premier living. It's our way of celebrating this city by rejoicing art, culture and its rich legacy".

Highlights:

- **Ray by Subodh Gupta:** Subodh Gupta's majestic sculpture entitled "Ray" that is also a metaphor for India. The nation state, in its idealized form, is the large bucket poised at the top, from where a fountain of subjects pours forth. These subjects come in a wide variety of shapes and sizes, but all work together to hold up the nation state, to support its principals and ideals. The people are the foundation of a nation, it is their strength and energy that allow the concept of the nation to exist, to mold it into a vision which mirrors their diversity. The artist uses the most humble of materials, the stainless steel kitchenware that is found in virtually every home in India, to convey his vision, his hopes and aspirations which he shares with every Indian.
- **Byculla Soufflé:** In an inspiration to celebrate the rich history of South Mumbai, "The Byculla Soufflé" is a dance, light and sound show by Shiamak Davar's troupe. "The Byculla Soufflé" is also a much known Edwardian dish. The dish was a pride of the Byculla Club in Bombay. It was a sweet mousse in which layers of cream are flavoured with different liqueurs. The recipe is in the book dated 1880 - The Byculla Club, 1833-1916, a history by Samuel T. Sheppard. It was served to the elite both British and Indians at the Club in many great celebrations. You can taste the Byculla Soufflé at the Aranya Experience Centre and see the Aranya Show Flats on the 9th floor of Piramal Towers
- **Little Sultan & Little Badshah:** These are mini toy trains designed to remind people of the rich history of Thane & Byculla. Thane was the terminus for the first ever passenger train in India. On 16 April 1853, the passenger train service was inaugurated between Victoria Terminus and Thane. Covering a distance of 34 km), it was hauled by three locomotives one of which was name "The Sultan" which is now in the National Railway Museum. Inspired by this epic journey which celebrated the importance of Thane we are creating "The Little Sultan" a locomotive a reminder of Mumbai's rich history. Little Badshah is a tribute to philanthropist David Sassoon and other leading business men - The Badshahs of Bombay who contributed to many important landmarks in Mumbai city.
- **Themed Gardens:** After two successful flower shows in Mahableshwar and Vaikunth Thane, an attempt is being made to grow flowers in the heart of Mumbai. In the midst of a concrete jungle and the hustle and heat of Mumbai, flowers remind you of an innate connection with nature and provide bursts of life and colours of the spring festival
- **Piramal Art Museum showcasing "A Painter Prince: Raja Ravi Varma Collection":** An exclusive exhibit showcasing the works of Raja Ravi Varma at Piramal Museum of Art. Raja Ravi Varma was an Indian artist from the princely state of Travancore, Kerala who achieved recognition for his depiction of scenes from the epics of the Mahabharata and Ramayana. His paintings are considered to be among the best examples of the fusion of Indian traditions with the techniques of European academic art. Varma's paintings became an important motif in of the time, reproductions being found in almost every Indian home. His exposure in the west came when he won the first prize in the Vienna Art Exhibition in 1873. He is considered among the greatest painters in the history of Indian art. His work brings together artwork from a variety of time periods in Ravi Varma's life and from different parts of the country that he visited in search of patronage and inspiration.
- **The Main Street:** The Main Street is an event space for the festival where jazz music, dance and light shows celebrating the Aranya Festival will take place. At night, the Elektra Light festival with giant lights of feathers reminiscent of the Krishna himself will help to celebrate the festival of spring- the harvest bringing resurgence, revival and a fresh new spirit

About Piramal Aranya:

Piramal Aranya is Piramal Realty's signature project located in Byculla. Spread across 7 acres, it presents a new perspective on exceptional living in Mumbai. It will be one of the tallest developments in the city which will be upto 70 storeys, offering breathtaking views of the 60 acres of lush botanical gardens on the west and the picturesque Mumbai skyline and Mumbai Harbour on the East. Crafted under the principles of universal design and making it suitable for residents of every age, the project has international partners such as BuroHappold- World leaders in sustainable design, EDSA- Lead landscape architects, Make Architects- Architectural practice based in the United Kingdom and Hirsch Bedner Associates- Leaders in Hospitality Interior Design, based out of USA.

About Piramal Realty:

Piramal Realty is the real estate development arm of Piramal Group. Recently, Goldman Sachs and Warburg Pincus, two international equity partners, have invested approx. USD 434 million in the company, at the entity-level, which is the largest private equity commitment to Indian real estate.

The company aims to be the gold standard in design, quality, safety and customer centricity in both residential and commercial real estate. Piramal Realty's developments, while being cutting edge and contemporary, focus on embracing a more intuitive definition of luxury, which celebrates nature, greenery, space, light, ventilation, art, culture and community living.

Piramal Realty's board includes Deepak Parekh (Chairman of HDFC), Nitin Nohria (Dean of Harvard Business School), Robert Booth (former CEO of EMAAR Properties Dubai) and Subbu Narayanswamy (Director of McKinsey & Co. and head of the real estate/infrastructure practice in Asia). The company collaborates with the world's leading architectural practices, including HOK, KPF, and Make and partners with world-class contractors, such as L&T and Eversendai.

Piramal Group is one of India's leading conglomerates with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. It is founded by Ajay Piramal and has a market value in excess of US\$4 billion. Driven by its core values of knowledge, action and care, the group's mission is "doing well and doing good." Piramal Foundation, the philanthropic arm, has initiatives in healthcare, education, water and women empowerment across 19 states of India.

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