

First of its kind “Vaikunth Flower Show” in Thane; showcasing over 1 million flowers

- Open to public from December 22, 2015 to January 3, 2016
- Showcasing 18 theme gardens, 140 unique species of flowers, and over 30 different types of trees
- Entry by-invite only; please register online for passes at: <http://piramalvaikunth.com/>

December 19, 2015, Mumbai/Thane: Vaikunth Flower Show opens at Piramal Vaikunth, the 32 acre residential development by Piramal Realty at Thane. It showcases over 1 million flowers across 18 theme gardens with over 140 unique species of flowers and 30 types of trees.

Inspired by the Chelsea Flower Show at UK, the Vaikunth Flower Show is open for public viewing from Dec 22, 2015 to Jan 3, 2016 between 10am-12pm & 4pm-7pm.

Speaking at the launch of the Vaikunth Flower Show, **Dr. Swati Piramal, Vice-Chairperson, Piramal Enterprises** said: “Every year, we organize the Mahabaleshwar Flower Festival. This year, we decided to bring the flower show to our Piramal Vaikunth site where we have exhibited over 1 million exotic and rare species of flowers. It is a first of its kind in Thane. In a world that is increasingly becoming digital, virtual and electronic, a garden celebrates the spirit of serene and peaceful natural living.”

Anand Piramal, Executive Director - Piramal Group said: “We want to create spaces that will significantly improve the quality of life of our customers through outstanding design and highest levels of project execution. Over the last 4 years, we have done intensive customer research and have designed a project based on the needs of the customer. This research has led us to create homes that reflect natural living and are inspired by biophilic design. Our homes are spacious, have open grounds to walk around, have place for children to play and have the highest standards of design, quality and world-class finishes. The Vaikunth Flower Show reinforces our commitment to create communities and world class destinations”.

At the Vaikunth Flower Show visitors can experience one of the greatest floral displays and see some of the exotic and rare species of flowers such as dahlias, cosmos, zinnia, silver-dust, amongst few. Along with the flower displays and 18 theme gardens, the show also includes:

- **Sculpture Garden:** The granite for the sculpture gardens in Vaikunth came from Hampi - one of the oldest surviving ancient cities in India. They were sculpted by award winning artist Adwaita Gadnayak over 3 years.
- **Little Sultan:** It is a mini toy train designed for children to remind them of Thane’s rich history. Thane was the terminus for the first ever passenger train in India. On 16 April 1853, the passenger train service was inaugurated and travelled from Victoria Terminus to 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, New Delhi.
- **Christmas Light Festival:** At sundown each day, Piramal Vaikunth will twinkle in an array of sparkling lights. The world-famous Christmas lights in The Carnival Street will create a glittering theme with festive decorations and enormous feathers perched prettily atop an illuminated sun.
- **Hip Hop Dance:** Gold medalists at VH1 Indian Hip Hop Dance Championship 2015, the Scorpion Crew, will be performing to upbeat music over the weekends.

Quick Facts & Attractions:

Open to public from: Dec 22, 2015 – Jan 3, 2016

Online Registration:

Timings: 10:00am – 12:00pm & 4:00pm – 7:00pm

18 theme based gardens:

1. The President APJ Abdul Kalam - Tribute Garden
2. Rickshaw of Roses
3. Victorian Orchid Hunter’s Garden & Botanical gardens of India
4. The Maratha Horse Garden
5. Old Bombay Garden to Kukin Tana
6. Babul-ul Hind Garden - Persian Gardens of splendor, symmetry and poetry
7. Wishing Well Fairy Garden
8. Ranthambhor -Wildlife garden
9. The Garden of Buddha Blessings
10. Black sheep on hill garden
11. Mrs. Potts from Beauty and the Beast
12. The Toyland Garden
13. The Enchanted World of the Nutcracker
14. The Value House Village and Train Garden
15. The Bullock Cart Garden
16. Brazil – the landscape
17. The Garden of Vedas
18. Sculpture Garden

Other attractions:

- The Little Sultan
- Hip Hop Dance Festival
- Christmas Light Festival
- Beatles Café

- **Weekend entertainment:** There are various programs scheduled for entertainment where musicians such as singer Shweta Pandit, pianist Nise Meruno, singing priest Father Joe and the Victoria Chorus will be performing.
- **Beatles Café:** The Beatles Café is a tribute to the iconic English rock band of the 1960s. The band traveled to India as was greatly influenced by the culture of the country. In fact, some of the songs later reflected the influences of the Hare Krishna movement. George Harrison, one of the band members, donated his home in London to the Hare Krishna movement. Incidentally, Piramal Vaikunth will also have a 3-acre ISKCON temple and spiritual learning centre in its 32 acre campus.
- **Piramal Art Residency:** Piramal Art Foundation is launching an art residency program that is conceptualized as a space where artists from different disciplines of visual art can interact with each other and with other creative practitioners such as curators, gallerists, writers and thinkers. The first residency is planned on December 19 and 21. It will include a mixture of artists from Baroda and Mumbai. This will be an interactive session where artists can present their work and also learn about the idea of residencies through attending presentations by residency organizers, educators' and curators.

This is an invite-only event. For passes please register online at: <http://piramalvaikunth.com/>

About Piramal Vaikunth:

With the aim to develop residences that enhance human lives, Piramal Realty has embarked on a new venture in Thane unlike any other in the country. Piramal Vaikunth is spread over 32 acres (3 million sq.ft.) near metropolitan Mumbai. It is a mixed-use complex designed by Chicago-based architectural firm, HOK. The project features in the 2014 HOK Design Annual, amongst 40 other projects from around the world. It is also HOK's winning project in the Delivery category, where Building Information and Modeling (BIM) has been used to achieve a high level in design & delivery process, as well as design & construction integration.

Piramal Vaikunth features an exquisite collection of apartments and town homes in the heart of Thane. Spaciousness, light, ventilation and natural greenery – core principles of biophilic design – have taken priority in its design aesthetics. Piramal Vaikunth has incorporated these elements in all its designs to improve residents' quality of life. High-ceilinged homes set in large open areas reinforce the principle of spaciousness. Dual aspect apartments with floor-to-ceiling windows provide abundant ventilation, spectacular views and sunlight. All buildings in the estate have been constructed using natural, indigenous, and sustainable materials. Walnut and ceruse oak floors bring warmth to living spaces, and elegant marble and quartz dazzle in the light. Cobble streets, landscaped podiums, and fractal-patterned walls that mimic the intricate designs of seashells and salt flats, are eco-friendly and beautiful to look at.

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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