



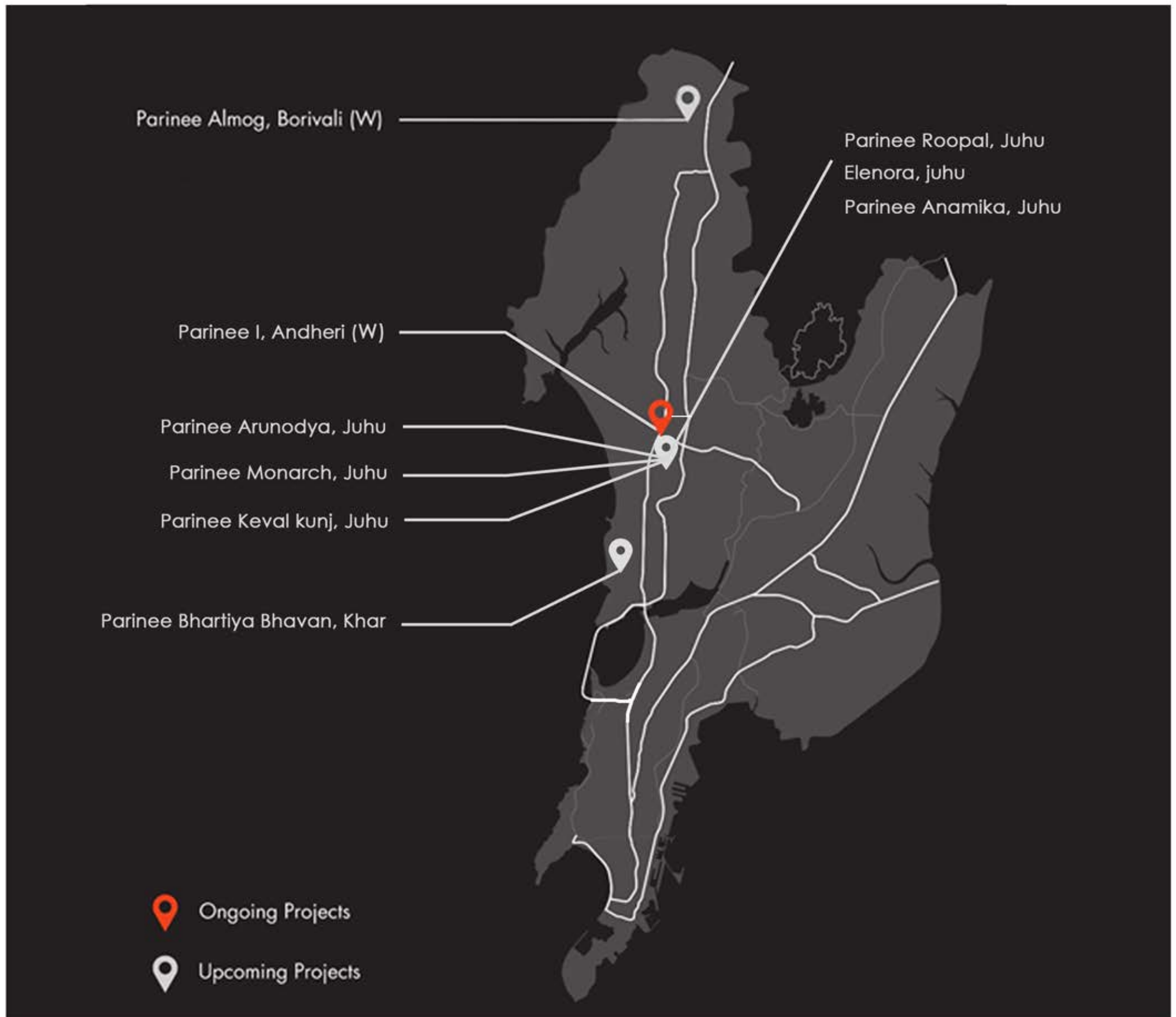


ABOUT PARINEE GROUP

- Parinee a reputed 50 plus years old real estate organization, founded by Late Shri. Dilip Shah headquartered in Mumbai, is a real estate group engaged in flagship business of construction and provides housing with a vision – a vision to provide luxury, class and lifestyle across the city.
- Incorporated in the year 1963 as P.D. Construction, it commenced business operations as civil contractors and after gaining an extensive experience of more than 4 decades, the Group diversified and focused as Real Estate Developers. The Group renamed as 'Parinee Group' thereafter and successfully completed around 15 lakh sq. ft of commercial and residential projects since the inception of Parinee Group.
- Today, Parinee Group aims to be recognized as an avant-garde in the ever-growing realty sector in India. With the country acquiring economic strength and creating a niche on the global commerce map.
- Parinee aspires to contribute to the country's infrastructure growth through housing and commercial edifices using world-class technology, innovation and designs.
- Over the years, the enterprise has gained expertise and recognition in three areas which are considered inherently important in the realty sector:
 - Real Estate Development
 - Contracting
 - Deep understanding and research in real estate and consumer needs.



- At present, the Group is developing 11 projects totaling to 2 Million Sq. Ft. and revenue of Rs. 7000 Crores.
- With every project, whether high-end or mid-segment, Parinee strives to construct structures that are landmarks in many ways. Each project envisioned by Parinee is a path-breaking milestone with its new-age designs irrespective it being a functional business facility or a luxurious residential complex to provide better lifestyle and meet up with the changing needs and expectations of the customer.
- From affordable, functional residential complexes to sprawling, luxurious business centers, Parinee undertakes projects of varied specifications, each fulfilling a specific demand in the market.
- A bouquet of varied residential and commercial developments across the city.
- Over 9 projects spread across the city in various stages of development.
- Over 22 uber modern Residential & Commercial projects completed.
- Ongoing and Upcoming developments: 2 Million Sq. Ft
- Delivering better infrastructure to the citizens of Mumbai.
- Our residential and commercial real estate across Mumbai with our commercial edifices at Worli and Andheri and residential projects at Khar to Borivali ranging from high-end luxury projects to mid-size projects catering to all segments across the city.



With a diverse portfolio ranging from commercial to luxurious Residential & Commercial properties PARINEE has made a significant mark on the real estate sector of Mumbai. This glorious presence holds a promising future for every resident and stakeholder of Parinee designed to improve the quality of life and provide a better lifestyle, every project at PARINEE is a path-breaking milestone that not just covers the geography of Mumbai, but also creates the pages of history At present Parinee Group is under various stages of developing 2 Million Sq.Ft. of residential and commercial real estate across Mumbai ranging from high end JVPD, Worli, Andheri to mid segment Borivali and Kandivali.



Late. Shri. Dilip Shah
Founder
(28.04.1938 – 22.01.2019)

Parinee Group was founded by **Late Shri. Dilip Shah** in 1963.

After completing his Civil Engineering from Surendra Nagar (Gujarat) formed a group as P.D. Construction in Mumbai and completed several projects in Mumbai, Navi Mumbai and Ankleshwar.

He had more than 45 years of business experience in the Real Estate Industry and he is instrumental in founding the Group and created leaders within the family who are now running the Company.

After an extensive and successful journey of real estate and contracting business, He has handed over the reins of business to his sons **Mr. Vipul Shah** and **Mr. Dhaval Shah**.



Mr. Vipul Shah
Managing Director

A qualified Civil Engineer and has been on the forefront leading the organization for the last 25 years. His keen business acumen has helped Parinee evolve, expand and adapt to the present real estate market.

His vision, single minded dedication to Parinee and expertise in this sector make him the ideal choice to lead the Group. His key focus areas are the Finance and Operations of the company. Mr. Shah with his planning and insights of the real estate industry has truly over the years turned the family business to a family legacy and has created a niche for themselves in the industry.

Mr. Shah is a passionate Marathon runner and fitness freak. He maintains his work-life balance and comes from a close-knit family.



Mr. Dhaval Shah,
Joint Managing Director


Mr. Dhaval Shah is jointly responsible for heading operations at Parinee. He oversees all aspects of business and specializes in the Slum Rehabilitation (SRA). He has spearheaded various projects in Mumbai suburbs rehabilitating the slums and has a vision of using the scheme for better housing in the city. He also oversees the legal and liaisoning functions of the company. This seasoned businessman with a degree in commerce brings in a fresh wave of ideas to the Parinee Group.

His business acumen comes from his father Late Shri. Dilip Shah he is extremely passionate with using design and technology to create infrastructures. He is an avid traveller and loves to visit various architectural monuments around the world.

ON-GOING PROJECTS

Parinee Veer Bhuvan, Juhu

Parinee I, Andheri (W)

 Ongoing Projects



RESIDENTIAL

ELENORA

ELENORA, JVPD

Location: JVPD

Plot Size: 938 sq. mtrs.

Type of Development:
Residential

Carpet Area: 68,000 sq. ft.

Product Mix: 3, 4 & 5 BHK

The Project is registered under MahaRERA as 'Elenora' - P51800046382
and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

Artistic Impression



RESIDENTIAL



LIVING ROOM

Artistic Impression



BALCONY

Artistic Impression

RESIDENTIAL



RESIDENTIAL



BALCONY

Artistic Impression

COMMERCIAL

PARINEE I, ANDHERI WEST

Location: Andheri West

Plot Size: 4,012 sq. mtrs.

Type of Development: Commercial
(30 Storey)

Saleable Area: 5,20,000 sq. ft.

Product Mix: Flexible Office Spaces

Construction: Completed till 30th
Floor (including 3 Basements +
Ground Floor + Triple Height Podium)



The Project is registered under MahaRERA as 'Parinee I' - P51800001904 and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

Artistic Impression

COMMERCIAL

UNIQUELY
STRIKING

RESPONSIVE
DICHROIC
GLASS FACADE



Artistic Impression

COMMERCIAL

UNIQUELY
BRILLIANT

AN LED MEDIA WALL
CROWNS THE EDIFICE

PARINEE

FIRST-OF-ITS-KIND
DICHROIC GLASS
FACADE EDIFICE

Artistic Impression

COMMERCIAL

UNIQUE
INDULGENCES

ROOFTOP
FINE DINING

Artistic Impression

COMMERCIAL

UNIQUELY UPSCALE

GRAND ARRIVALS
WHERE SUCCESS GREETSS
YOU EVERY DAY



PARINEE
ANDHERI(W), MUMBAI



Artistic Impression

COMMERCIAL

UNIQUELY UPSCALE

A MAGNIFICENT
LOBBY TO
WELCOME YOU



PARINEE

Artistic Impression

COMMERCIAL

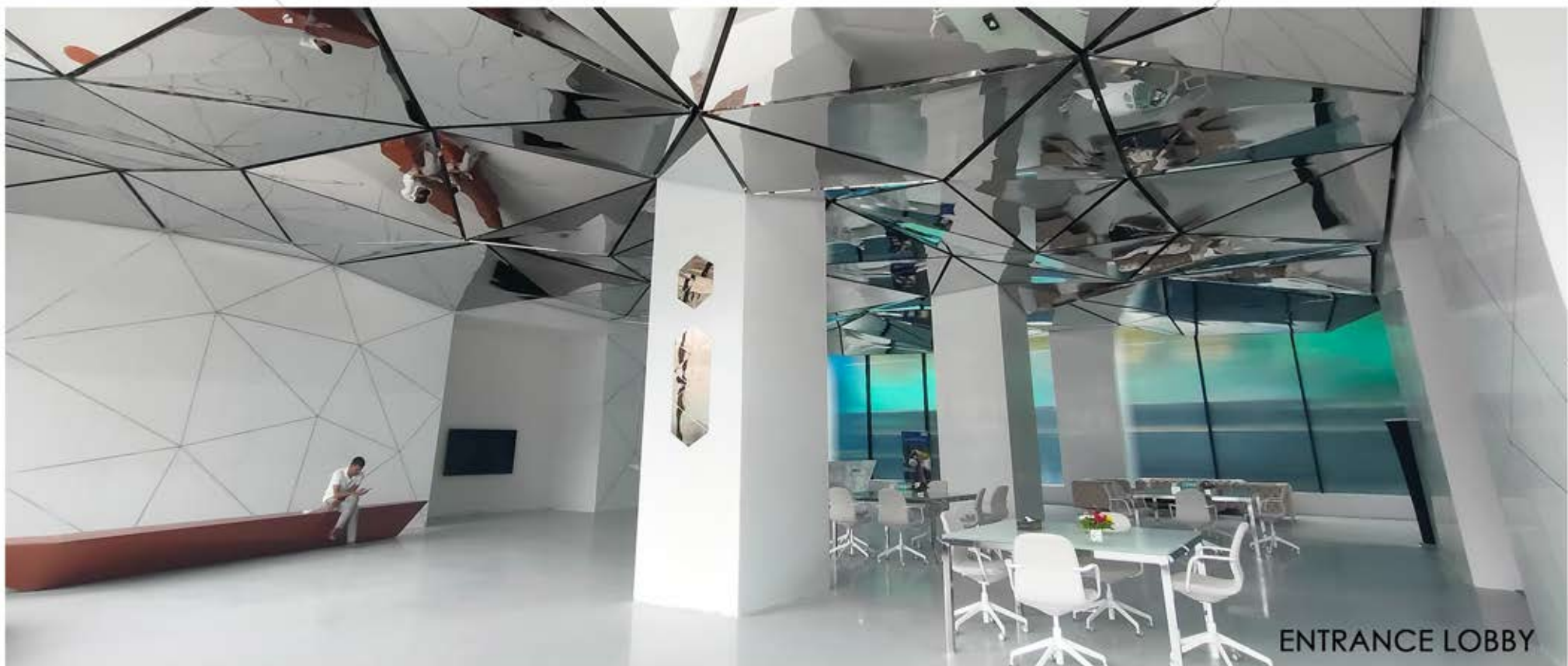


COMMERCIAL





COMMERCIAL



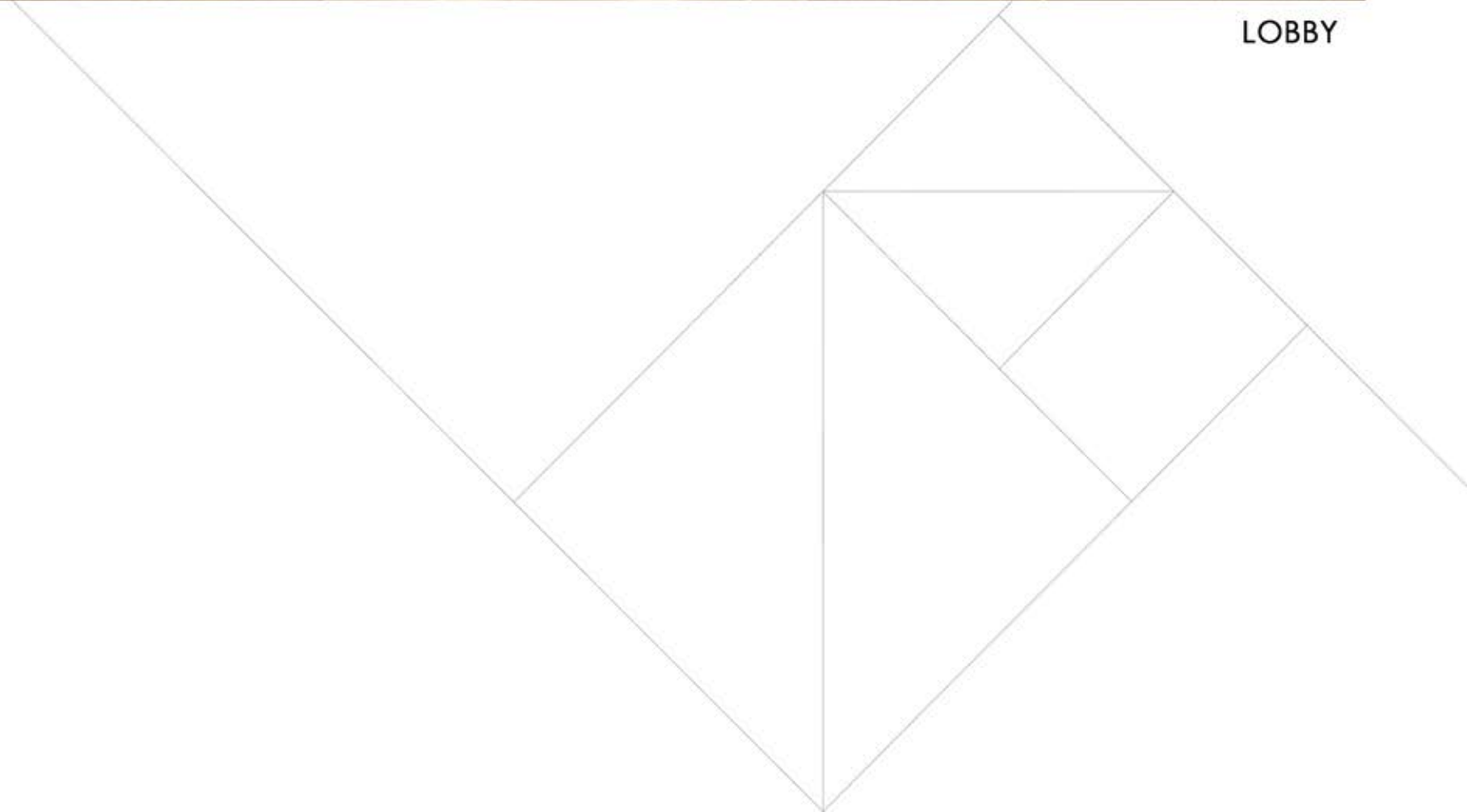
ENTRANCE LOBBY





COMMERCIAL

LOBBY



COMPLETED PROJECTS

Adney, Borivali (W)

Essence, Kandivali (W)

11 west, Juhu

Aria, Juhu

Liva Roca, Juhu

Crescenzo, BKC

 Completed Projects

RESIDENTIAL

ARIA, JVPD

Location: Gulmohar Road, JVPD

Plot Size: 700 – 1100 sq. mtrs.

Type of Development: Residential

Saleable Area: 2,65,000 sq. ft.

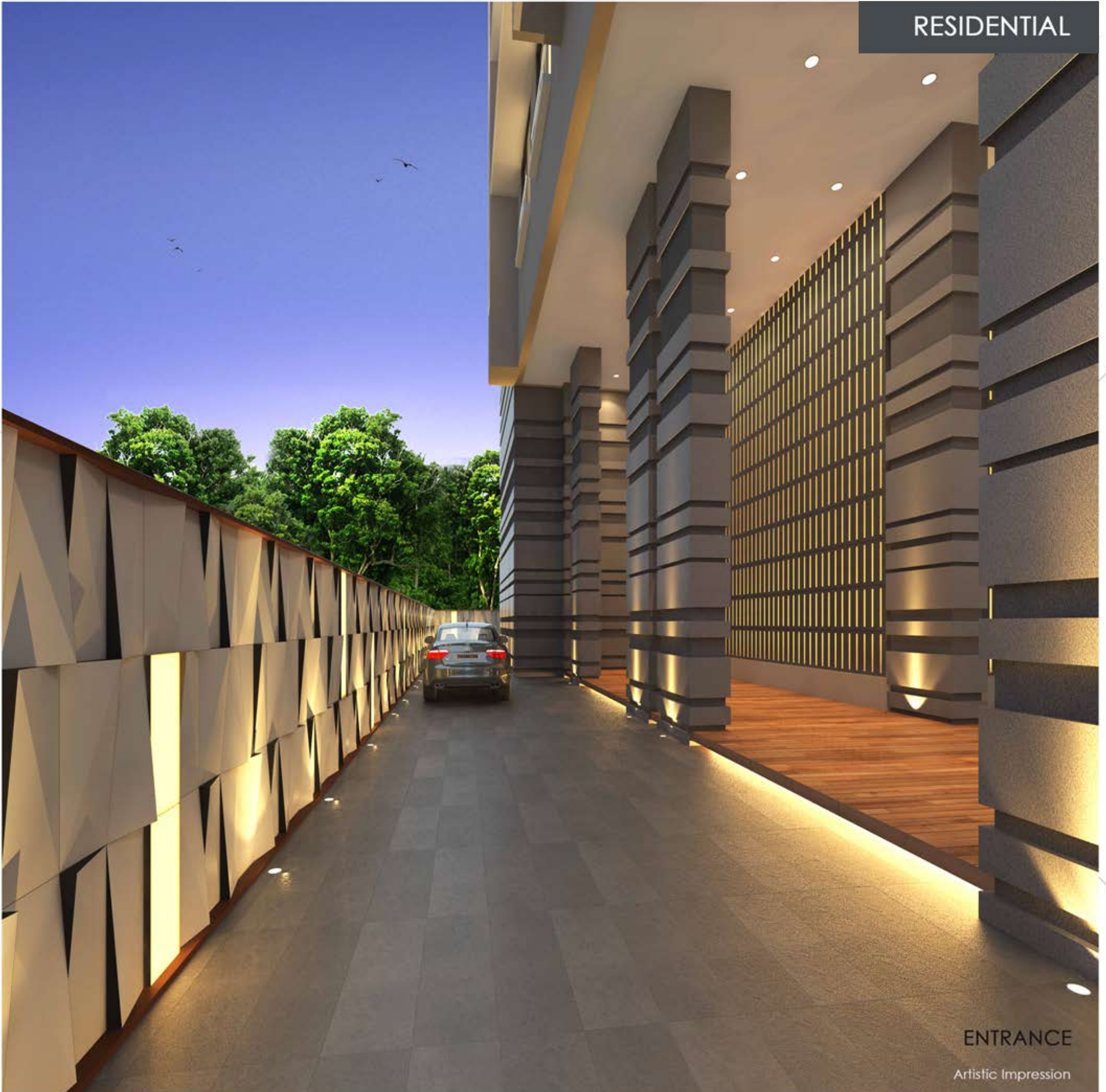
Product Mix: 3, 4 and 5 BHK



The above Project's are registered under MahaRERA as 'Aria' - P51800003167,
and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

Artistic Impression

RESIDENTIAL



ENTRANCE

Artistic Impression

RESIDENTIAL

LIVA ROCA, JVPD

Location: Gulmohar Road, JVPD

Plot Size: 700 – 1100 sq. mtrs.

Type of Development: Residential

Saleable Area: 2,65,000 sq. ft.

Product Mix: 3, 4 and 5 BHK



The above Project's are registered under MahaRERA as 'Liva Roca' - P51800001785 and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

RESIDENTIAL



RESIDENTIAL

11 WEST, JVPD

Location: Gulmohar Road, JVPD

Plot Size: 700 – 1100 sq. mtrs.

Type of Development: Residential

Saleable Area: 2,65,000 sq. ft.

Product Mix: 3, 4 and 5 BHK



The above Project's are registered under MahaRERA as
'11 West' - P51800003709 and the details are available on <https://maharera.mahaonline.gov.in> under registered projects. Artistic Impression

RESIDENTIAL



ENTRANCE

Artistic Impression



RESIDENTIAL

LOBBY

Artistic Impression



FITNESS CENTER

Artistic Impression



RESIDENTIAL

ADNEY, BORIVALI WEST

Location: IC Colony, Borivali (W)

Plot Size: 5,614 sq. mtrs.

Type of Development: Residential

Saleable Area: 2,00,000 sq. ft.

Product Mix: 2 and 3 BHK

The Project is registered under MahaRERA as 'Parinee Adney' - P51800001852
and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

Artistic Impression

RESIDENTIAL

ESSENCE, KANDIVALI

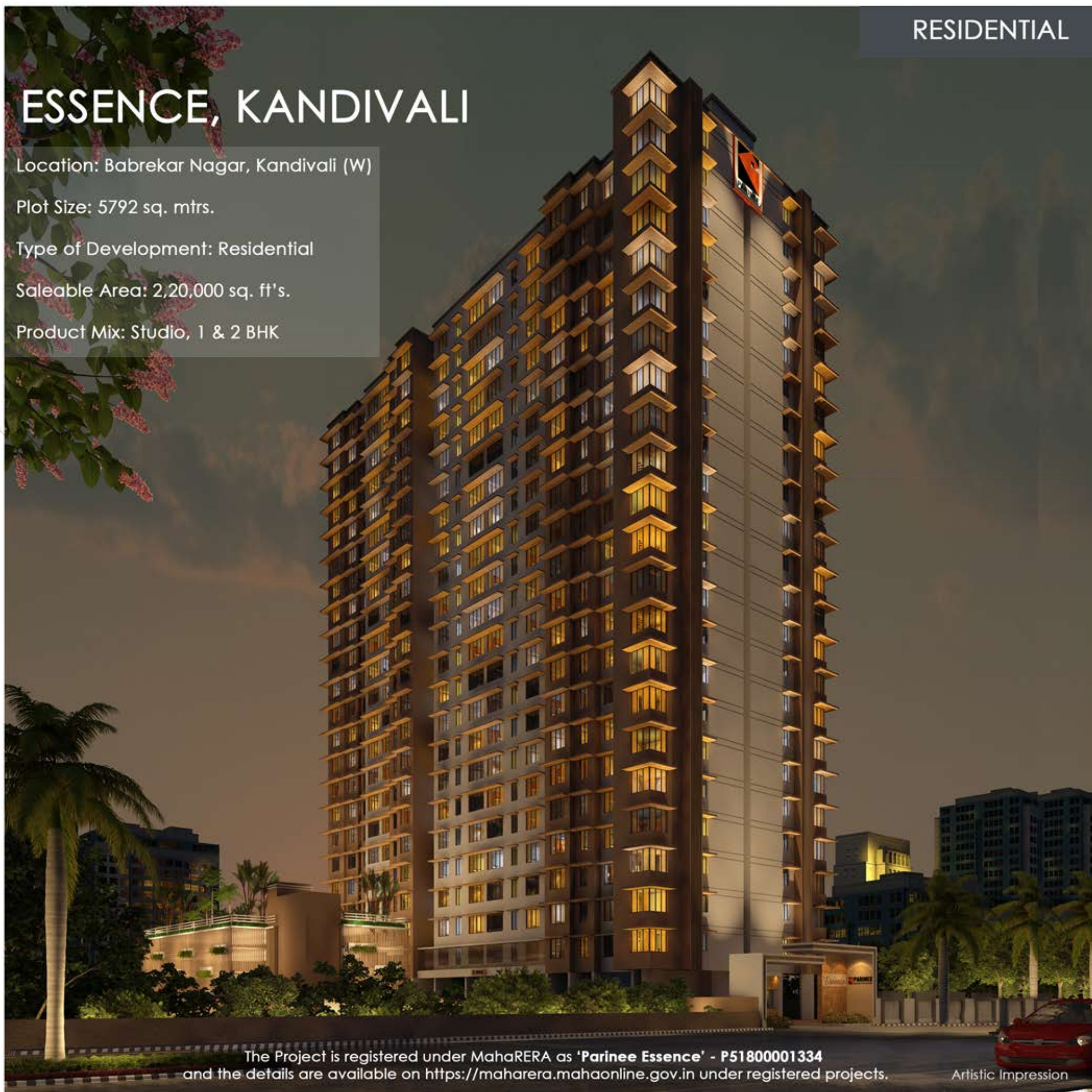
Location: Babrekar Nagar, Kandivali (W)

Plot Size: 5792 sq. mtrs.

Type of Development: Residential

Saleable Area: 2,20,000 sq. ft's.

Product Mix: Studio, 1 & 2 BHK



The Project is registered under MahaRERA as '**Parinee Essence**' - **P51800001334**
and the details are available on <https://maharera.mahaonline.gov.in> under registered projects.

Artistic Impression

COMMERCIAL

CRESCENZO, BKC MUMBAI

Parinee Crescenzo, a Grade A Commercial Building with a saleable area of 1.1 Mn. Sq. Ft. is the largest project completed by the group in 2010.

It is a 20 storied building with a triple height lobby and fully automated parking systems

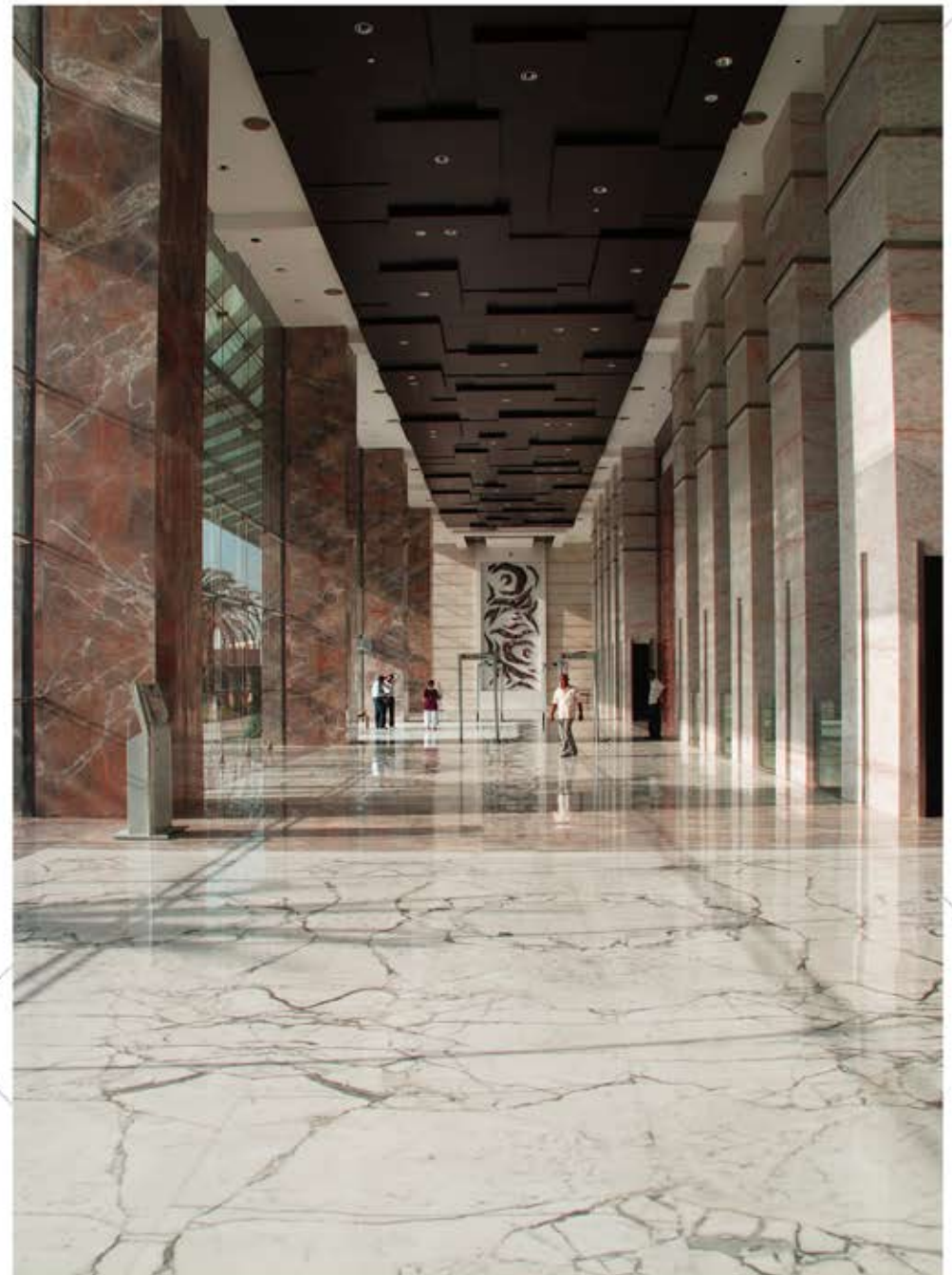
Designer landscaping across 20,000 Sq. Ft.

Green building with rainwater harvesting

Large column-free spaces Floor-to-Floor height of 4 meters.



Artistic Impression



- Advanced electrical & fire safety systems
- High-class security & surveillance system
- Landscape design by site concepts, Singapore
- Professional building management services
- IGBC accreditation
- Terrace helipad
- 100% DG backup

COMMERCIAL



Standard Chartered has its India Head Quarters housed in this building

It also boasts of marquee names like Commonwealth of Australia, India Infoline Finance Limited, IDFC Limited, SBI Mutual Funds, Muthoot Fincorp, Borosil Glass to name a few as its occupants

The building was completed with the expertise of in house Project Management team

The building was completed in record time of 2 years and is considered as one of the finest buildings in the CBD of BKC



SUDEEP, JVVPD



TAPAN, JVVPD

RESIDENTIAL



ANAND VILLA,
SANTACRUZ WEST



VRAJ, JVPD

UP-COMING PROJECTS

Parinee Almog, Borivali (W)

Parinee Roopal, Juhu

Parinee Anamika, Juhu

Parinee Arunodya, Juhu

Parinee Monarch, Juhu

Parinee Keval kunj, Juhu

Bhartiya Bhavan, Khar



Upcoming Projects

RESIDENTIAL

KHAR PROJECT



Artistic Impression

RESIDENTIAL



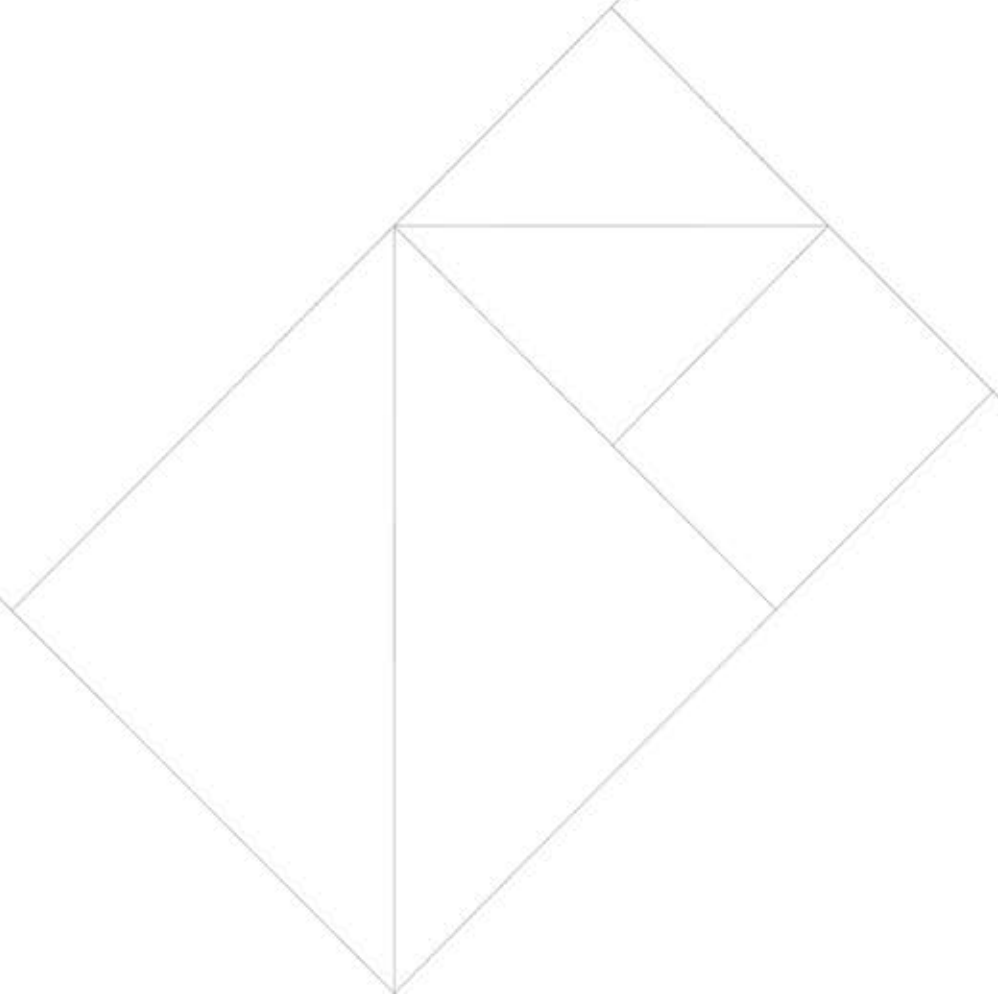
Artistic Impression

RESIDENTIAL





NEWS & MEDIA COVERAGE



NEWS & MEDIA COVERAGE

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Mumbai: With a new builder, hope for Juhu Anamika housing society residents

A new developer, Parinee Group, has taken over the project and recently started construction work on a new 16-storey tower at Gulmohar Cross Road No. 10, JVPD Scheme.

Nauzer Bhanucha TNN June 13, 2021, 12:46 IST

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Print A+ A-



MUMBAI: Residents of Juhu Anamika housing society, stranded since 2010 after the builder demolished their building and then abandoned the redevelopment project, have finally found hope. A new developer, Parinee Group, has taken over the project and recently started construction work on a new

16-storey tower at Gulmohar Cross Road No. 10, JVPD Scheme.

In 2014, TOI had reported on how Kumar Urban Development Pvt Ltd (KUL) had left 20 families of the society in a bind as it halted work after demolishing the building. The developer stopped paying rent Rs75,000/month for each family for temporary accommodation.

Then society chairman, Dipak Painter, had told TOI, "We reached a stage of frustration and don't know if we will go back to our homes in our lifetime." Painter passed away soon after.

The tragic case of Anamika society is one of many across the city, where redevelopment projects are stuck as the builder backtracked on the agreement after demolishing the building. In the Anamika case, the society signed an agreement with KUL in 2008 and handed over premises in 2010 with the guarantee that members would receive new homes within 37 months.

In 2013, the builder signed a supplementary agreement, seeking 18 months more with an assurance that he would build their 20 flats and hand over possession. The period expired in 2014. In the meantime, BMC demolished two floors of the under-construction building as the developer built them without permission.

KUL wanted to scrap a clause stipulating that any benefit accruing from additional floor space index (FSI) would be shared 40-60 between residents and builder respectively. The builder told them he had to pay a steep Rs 22 crore premium to Mhada, the state's apex housing authority, for additional FSI.

"The Anamika society project case is a sad reflection of what happens when builders change the goalpost after the redevelopment agreement is signed and residents displaced. The 20 families have been rendered homeless for over a decade. It is time the government looked into regulations for redevelopment and made changes so that people are not cheated and ousted from what was their residence for generations."

- Times View

In 2017, KUL wanted to terminate the agreement and Parinee Realty made an offer to take over KUL Elegance Project. Consent terms were signed in January 2020 and filed in high court. In December 2020, Parinee signed a fresh development agreement with the society.

"We started paying rent to existing members from January 2020, demolished the structure and started piling work of the new tower," said Vipul Shah, MD of Parinee Group. He said the new agreement offers each family a 1,000 sq ft flat, against 876 sq ft offered by the erstwhile developer. Shah said the current valuation of the project was Rs 200 crore. "We will invest Rs 120 crore in the project and raised initial funds from high net worth investors," he added. The developer can build 50 extra apartments to sell in the free sale component.

Society secretary G R Kshetramade said residents suffered for a decade and had given up hope. "No one wanted to take over our project, till the new developer stepped in," he said.

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City realtor sells 56,000 sq ft office space for ₹2.2 bn

Mumbai: Unlisted real estate company Parinee Developers Ltd has sold around 56,000 sq ft of office space in two deals at its commercial premises in Bandra-Kurla complex in Mumbai for 2.2 bln rupees, registration documents show.

In one of the deals, the developer has sold 22,012 sq ft of space on the 18th floor of Parinee Crescenzo to National Realty Pvt Ltd for 823.8 mln rupees, documents with data analytics firm Propstack show.

The buyer in the second deal is Advanced Realty Pvt Ltd which acquired 34,169 sq ft of office space in the same building on the 20th floor for 1.4 bln rupees.

"The recent sale transactions indicate continued appetite from corporates and investors for quality space in established micro markets and projects in Mumbai," said Raja Seetharaman, co-founder of Propstack.

With a new builder, hope for Juhu hsg soc residents

Nauzer.Bharucha
@timesgroup.com

Mumbai: Residents of Juhu Anamika housing society, stranded since 2010 after the builder demolished their building and then abandoned the redevelopment project, have finally found hope. A new developer, Parinee Group, has taken over the project and recently started construction work on a new 16-storey tower at Gulmohar Cross Road No. 10, JVPD Scheme.

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Piling work on the new tower has started at Juhu

TIMES VIEW: The Anamika society project case is a sad reflection of what happens when builders change the goalpost after the redevelopment agreement is signed and residents displaced. The 20 families have been rendered homeless for over a decade. It is time the government looked into regulations for redevelopment and made changes so that people are not cheated and ousted from what was their residence for generations.

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Society secretary G R Kshetramade said residents suffered for a decade and had given up hope. "No one wanted to take over our project, till the new developer stepped in," he said.

Shah said it will take three years to complete the project.

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ADVERTORIAL, PROPERTY PROMOTIONAL FEATURE

'Phygital offices' for the new normal

World-class commercial property, Parinee Brilliance is designed for a 'phygital' future that combines physical spaces with digital technology

The commercial real estate market is ripe for innovation and has long needed a technology boost to supercharge its current status. As the world transitions to the new normal, Parinee Group—the pioneer of luxury and commercial real estate—is at the forefront of this transition, redefining the way we work and live.

Redefining our experience
With the primary objective to merge physical presence and remote work into a seamless, integrated experience, Parinee Brilliance is a new kind of workplace that will redefine the way we work.



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digital workspace experience in the physical world by using technology as a catalyst. By integrating a smart combination of digital tools, these smart buildings will redefine the way we work and live.

Preparing for tech breakthroughs
Technology has been the most significant catalyst for innovation in the workplace. From remote work to artificial intelligence, the future of work is being shaped by technology.

Parinee office spaces
In the traditional corporate building, workspace was a place where people went to work. At Parinee Brilliance, the workspace is a place where people live and work.

technology to bridge the gap between the physical and digital worlds. This is the essence of the 'phygital' concept.

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Parinee Brilliance is a new kind of workplace that will redefine the way we work.

Parinee Brilliance key highlights
• India's first ever 'phygital' commercial space
• 14 floors of elevation with glass facade and landscaping
• Signature office spaces from 1,000 sq ft to 10,000 sq ft
• Smart amenities including high-speed internet, gym, and more
• Connectivity with metro, bus, and train
• Ultra-modern architecture

Building new tech spaces
At Parinee Brilliance, every aspect of the building is designed to support the 'phygital' concept. From the architecture to the technology, everything is integrated to create a seamless experience.

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Realty Co Parinee Raises over ₹325 cr from HNIs for Worli Project

Kailash.Babar@timesgroup.com

Mumbai: Realty developer Parinee Group has raised more than ₹325 crore from wealthy individuals to fund construction of a commercial project in Mumbai's business district of Lower Parel-Worli.

This is the largest funding deal during the ongoing Covid-19 pandemic where the investors are high net worth individuals (HNIs).

The developer has also entered into a barter deal with a construction partner

for the execution of the project, Parinee Eminence, which has a revenue potential of more than ₹2,250 crore. The existing loans have also been restructured to ensure that all the funds are channelised for the construction of the project.

The Edelweiss Group that had extended a loan of ₹450 crore to this project has transferred the outstanding amount to asset reconstruction company ACRES ARC. The developer has carved out around 1.54 lakh sq ft of constructed area, which will be sold, and the proceeds will be paid to ACRES ARC towards

the repayment of this loan.

"With this arrangement, investors of the project will get their exits based on the actual sales, which will be our responsibility along with the project's execution. This will allow us to focus on execution without any financial burden during the project cycle," Parinee Group managing director Vipul Shah told ET.

The loans have been restructured with moratorium and zero coupon, and the re-

payment is structured to provide a suitable exit from the sale of inventory.

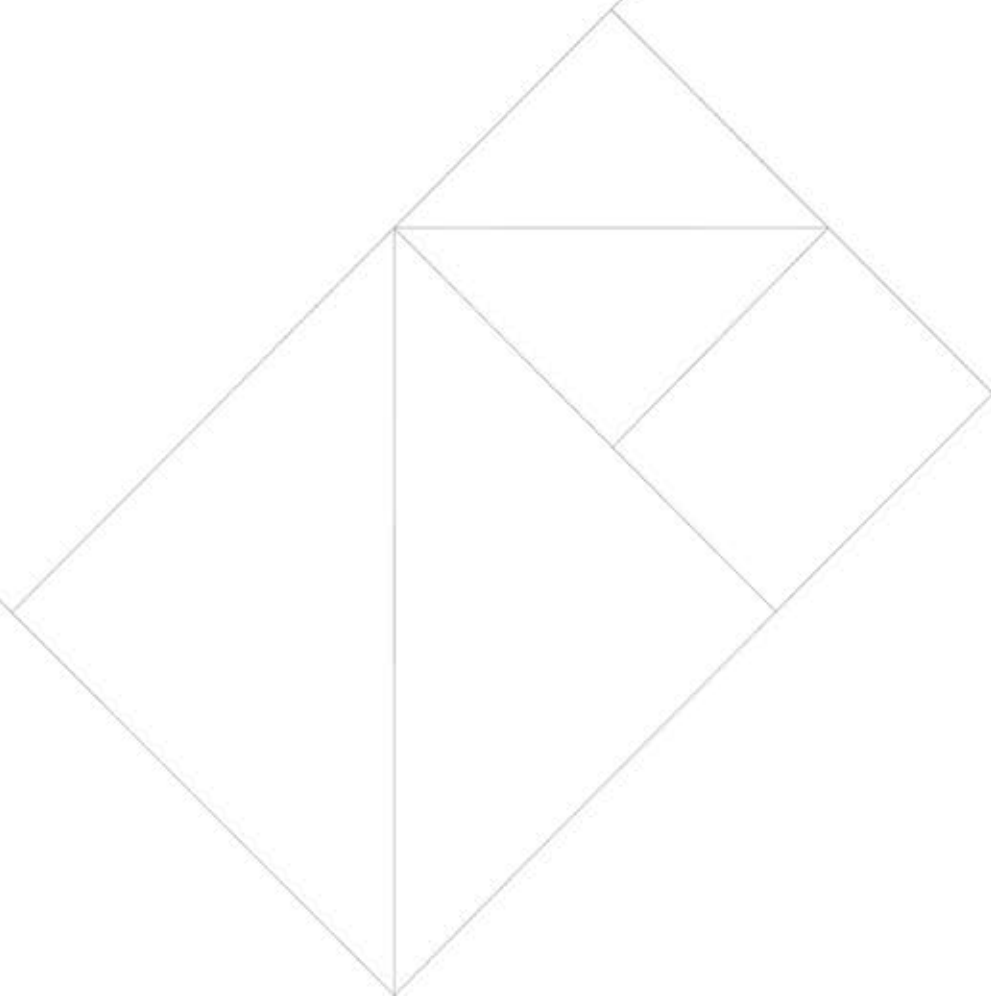
The HNI investors too will be paid from future revenue of the project, Shah said.

The total cost of the project is around ₹1,250 crore, of which ₹600 crore has already been incurred. While ₹325 crore worth financial arrangement has been secured now, balance over ₹600 crore cost will be supported through customer advances.

The project is planned with boutique and flexible office spaces ranging from 400 sq ft to over 2,200 sq ft.



CORPORATE SOCIAL RESPONSIBILITY



CSR-PARINEE JUHU HALF MARATHON, EVENT PICTURE



THANK YOU

You can reach us on : 022 – 6139 1500 | www.parinee.com

Corporate Office : 102/103 SMAG HOUSE, 1st Floor, Plot No. 157-A, Sarojini Road Extn., Opp. Darshana Apt., Vile Parle West, Mumbai - 400 056.

Sales Lounge : Parinee i, 7-A, Shah Industrial Estate, Near Ghanshyam Ind. Estate, Off. Link Road, Behind Yash Raj Studio, Andheri West, Mumbai – 400 053.

For any queries, please contact our Sales Team | sales@parinee.com

(Disclaimer : The photograph's of on-going and upcoming projects shown in the corporate profile are artistic impressions. The same may change after completion of the projects.)