



CRAFTING LANDMARK LIVING SPACES: ENRICHING LIFESTYLE

With five new redevelopment projects in the pipeline, Happy Home Group (HHG) aims to scale newer heights in the real-estate development of Mumbai.



An acre of performance is worth the whole world of Promise

- **Dinesh J Kuwadia**,
Founder Chairman
- **Naresh B Chheda**,
Managing Director
Happy Home

ABOUT THE COMPANY: HAPPY HOME THE PERFORMING GROUP

This philosophy of promoters has translated into creations and landmarks of Mumbai skyline for more than 35 years.

The company's foray into the redevelopment space in 1991 began with a seven-storey project in Dadar-Matunga. Since then it has redeveloped more than ten properties in quick succession in areas such as Matunga, Dadar, Bandra and Mulund. The company successfully completed iconic projects such as Kalp-Vruksh, Saumitra, Pranav Residency, Ganga Heritage, O2 Commercial towers etc. and its latest flagship project, Jade Gardens at BKC.

Within a span of two decades, Happy Home Group—a name associated with high-end redevelopment projects, has successfully created landmarks in the city to witness mesmerizing transformation. From Sneha Samta in Matunga that got its first completion certificate in 1994 after redevelopment of a 7 storey building along with an elevator, to 17 storey high end towers called Jade Gardens in Bandra/BKC that bagged awards for the best redevelopment project in 2011 as well as the best Green initiated project in the redevelopment category in 2015 for the first time to a 20 storey iconic edifice for Kamal Kunj Society at Five Gardens, Matunga whose residents are thrilled to get bigger living spaces with lifestyle amenities, Happy Homes, truly is bringing revitalization and enrichment in each of these societies that it rebuilt, with precision, trust and commitment. Today, each project the company undertook to redevelop, is a prominent landmark in its own right and a brand ambassador for the company's own goodwill.

Having begun in the year 1979, Happy Homes, which was already known for its housing projects on open land in the western suburbs, created its pioneering efforts and niche in rebuilding old, dilapidated properties, into contemporary structures, offering optimum space utilisation, better amenities, enhanced safety standards and lifestyles in tune with modern living and high thinking. The company has successfully delivered possession of more than three million sq. ft. of residential and commercial projects and, its current projects spread over another two million sq. ft. of

construction area in upmarket locations such as Dadar, Matunga, Bandra and Mulund.

Jade Gardens

In line with the iconic landmarks the company is known to create, Jade Gardens its most recent and an ultra luxurious project. With planning and expertise provided by renowned design architects Talati and Panthaky Associates (TPA), Jade Gardens was completed in just 30 months with occupation certificate (OC) for phase I. All 80 residents were provided with plush 2 BHK and 3 BHK apartments, across three towers, excluding an additional 80 sale apartments developed in two phases. All this, in a time-bound programme, was possible mainly due to transparency and mutual trust between the developer and the society members.

Today, Jade Gardens makes for an enchanting edifice, replete with lush greenery (given that the company planted over 100 trees during construction) and a range of amenities that include

- Air-conditioned entrance lobby
- Gymnasium with steam room and Jacuzzi,
- Kid's play area
- Air-conditioned community hall that can accommodate 150 people
- Terrace landscaping along with sit-outs
- A large jogging track.

State-of-the-art green features have been incorporated in the project, such as, a sewage treatment plant (STP), rain water recharging and harvesting, an organic waste converter (OWC), solar panels for lights in common areas and solar water heating systems, among others. Also, the project has been built with latest technologies such as the use of fly-ash in concrete and use of auto claved lightweight blocks for masonry, use of DG set for stand-by power back-up as per CPCB norms, and hi-tech fire fighting systems and 24X7 electronic CCTV surveillance.



ABOUT JADE GARDENS, BANDRA EAST

Type: Redevelopment of 9 old dilapidated buildings on a 1.3 acre of plot of MIG III CHS, rehousing 80 society members and admitting more than 80 new sale members

Clearances: Phase I completed with OC and final OC for Phase II is applied.

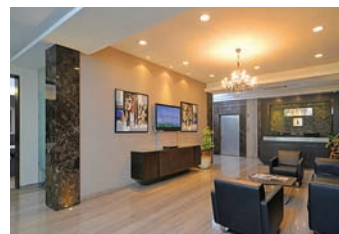
USP: First redevelopment project completed in the BKC annex in record time with ready possession for sale flats

Location: Jade Gardens, next to MIG Cricket Club, near Bandra-Kurla Complex (BKC)



HAPPY HOMES FORTE :

- Professional promoters with technical background
- Meticulous planning and functional design
- Time bound project execution with superior quality standards
- Superior architectural aesthetics & premium amenities
- Complete transfer title and benefits to the end users
- Creating a 'WIN-WIN' situation for all



Factors that societies must look at, before zeroing on redevelopment:

- Professional experience of developers to handle multi-complex redevelopment schemes involving different types of statutory approvals.
- Following 79(a) procedure for society redevelopment by appointment of architect/PMC/developer.
- Selection of developers after rounds of consultation with the general body and voting.
- Comparison of developers based on performance record of timely possession, completion of all financial obligations without litigation, expertise to comply with statutory approvals upto full OC/BCC, customization needs of members if required.
- The company must provide transit accommodation options in the vicinity.
- Companies must allow direct access to promoters.
- Superlative interior finishes and efficient planning with use of hi-tech technology and equipments for sustainable and timely completion.

Testimonial



"Jade Garden is a premium project redeveloped from the old MIG colony of which I was a resident. The quality of construction is very good and the building has a very impressive elevation. Various amenities such as a spacious hall for community functions, convenient parking spaces which are all above the ground level and long lasting durable specifications have been provided by Happy Homes."

- **Bhadresh Kamdar**
Resident of MIG III society
which is now redeveloped into
Jade Gardens (Bandra)



I found Happy Homes to be on a war-footing attitude from the word go. Their selection of materials for civil work and all finishing items was above par. They have undertaken a very modern elevation in Matunga today with glass and steel railings in all the decks, the designer lobby and common services for futuristic needs of the end user. I am confident that they will maintain their glorious track record of timely completions in redevelopment projects with assurance of quality and service."

- **Mr. Mukesh Lapasia**
Resident of Dilip Villa which is
now redeveloped into
Siddhachal (Matunga)

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