

MATUNGA

DESTINATION



Where roots go deep...

Given its rich history, there is a true story behind how Matunga got its name – apparently, in the 13th century King Bhimdeo of Mahikavati used to station his elephants here and since elephants are called 'matanga' in Sanskrit, the name stuck. Though of course, today there are no elephants stationed here, you can find many carvings of elephants in the ornate façades of the temples that dot the area. In fact, Matunga, which was earlier perceived as a mainly South Indian neighbourhood has blossomed into a very cosmopolitan area with Kannadigas, Tamilians, Mangloreans, Gujaratis, Sindhis, Punjabis, Parsis forming a great community that has a tradition of organizing and participating in varied cultural programs - Carnatic music, Bharata Natyam recitals, Navratri garbas and Ganesh festivals – are just some of the few festivities that are witnessed here. One can always feel a cultural connect with Matunga.

All roads lead to Matunga...

Quite literally too, as this is one locality of Mumbai which is honestly be said to be 'most central' of all the central areas of Mumbai. No matter what your preferred mode of travel, Matunga favours them all. When it comes to roads, not only is its central location an advantage to access every part of Mumbai including a networks that joins to the Eastern and Western Freeways but it also boasts of excellent service by

the BEST buses. For those who prefer to travel by Mumbai's 'lifeline' the local trains, Matunga offers the option of both Central and Western rail networks via the King's Circle and Matunga railway stations. Access to both domestic and international airports is a short drive away.

Whatever your heart desires...

They say, that if can't find something in any other part of the city, you will definitely find it in Matunga. The by lanes of Matunga and the busy market areas are teeming with stores that have everything needed for a household – from designer clothes to basic utensils. There are family owned specialty shops which have become icons and landmarks in themselves like Mysore Concerns, CHHEDA stores, New Roshan Bakery. The vegetable market here is famous for its quality produce. The flower market is quite popular and the variety of floral arrangements made of roses, marigold, jasmine and other flowers are a visual delight.

Ideal for families...

Matunga is by far the location that is best suited for a young family. Children have the option of attending brilliant schools like Don Bosco, Shishuvan School, SIES, St. Josephs, J. B. Vachcha, Auxilium, Amulakh, NKES, SIWS, DPYA along with excellent colleges like VJTI, Ruia, Podar, Khalsa, UDCT, SNDT Women's University to

name a few. Medical facilities are also adequate, not only are there a number of doctors practicing in the area, but hospitals like Sion Hospital and LT Medical College, Kikabhai are also close at hand.

It also boasts of some of the finest vegetarian eating houses in the city owned by the Shettys from Udupi and Mangalore - Cafe Mysore, Cafe Madras, A. Rama Nayak's Udipi, Mani's Lunch Home, Sharada Bhavan, Amba Bhavan, Anand Bhavan are some of the more popular places. A fading tradition in most of Mumbai, the Irani restaurant is also represented here - Koolar Restaurant.

When it comes to recreation, there are good sports facilities at Don Bosco's sprawling grounds, Matunga Gymkhana, Indian Gymkhana and Parsee Gymkhana. As well as several parks like Five Gardens,

Maheshwari Udayan. Auditoria like Shanmukhananda Hall, Tamil Sangham, Karnataka Bhavan, Gujarati Club, dot the area.

Matunga is home to numerous temples, chief among which is the Guruvayoor shrine, which is visited by devotees all year round. Jain temples, sacred to the Gujarati community are also numerous. Among one of Mumbai's most beautiful churches, Don Bosco Church is an outstanding example of 20th century art deco architecture and is a must visit for any devotee, or seeker of peace.

Setting milestones....

Matunga, perhaps by virtue of its being an educational hub has also, as a community, been very progressive in its mindset. People from diverse backgrounds, religions and cultures work together to make Matunga

unique. Matunga has often stood out as a shining example to other localities precisely because its community has worked tirelessly to achieve milestones in its progress.

One of the most visible results of their work is the Nanalal D. Mehta Garden located under the Tulpule Flyover. The residents of Matunga collaborated to protect the area from encroachment and misuse and that led to the creation of this idyllic garden space which is enjoyed by the young and old alike. The garden has been designed to look like the Narmada River and the region halfway through the stretch has been designed to look like the Narmada ghat where people can sit. The garden has 300 lights and 11 rotatable CCTV cameras to ensure safety.

There is also One Matunga - the annual people's festival on the street of Matunga. It's a free Sports, Games,

Music, Entertainment, Social festival of the people, by the people, and for the people which is supported by the BMC and Mumbai Police.

The forward thinking of the community is also seen from the fact that the Matunga suburban station on the Central Railway (CR) has found its way into the Limca Book of Records for having an all-woman staff. The station is being manned exclusively by 4 women staffers since July 2017, under the supervision of station manager Marmta Kulkarni, a first on the Indian Railways

Change doesn't have to be radical...

Matunga is one of the few localities in Mumbai which has managed the perfect merge between modern constructions and redevelopment while at the same time retaining its charm and inherent flavor. Indeed, the developers working in the locality have become an intrinsic part of the community, contributing to its growth. Redevelopment is the way to progress in the area where buildings are old or hark back to the chawl system and residents are keen on upgrading their lifestyles while at the same time not losing sight of the life values that have made Matunga what it is today. Progress rooted in tradition; modernity that is an extension of heritage and redevelopment that adds to the rich flavor of the locality – that is the way that Matunga is headed and it will only get better with time.

WHERE MODERN DEVELOPMENT AND HERITAGE MERGE

Like a phoenix, Matunga has emerged into a fresh avatar where the old meets the new and where development takes place while keeping the rich tapestry of culture and society intact.



HAPPY HOME GROUP BUILDING A BRIGHTER TOMORROW FOR MATUNGA

The sign of a great developer is not one who just designs projects and moves on but one who is invested in the locality and community where their projects are based. This is what makes the Happy Home Group stand out from the rest

It wouldn't be wrong to say that the Happy Home Group in a sense has had its genesis in Matunga. After all the founder - chairman and backbone of the Happy Home Group, Mr Dinesh Kuwadia was born and brought up here, even getting his degree at the famous VJTI. It was due to his single minded and focused approach that the group saw its foundation being based on various successes in the western suburbs. The Happy Home Group has always been a trendsetter and forayed into the realm of redevelopment in 1991 with the first successful redevelopment project in the city after working tirelessly towards bringing about policy changes in MCGM for redevelopment of cessed properties.

This set the Happy Home Group on the path of redevelopment and they undertook several such successful projects which stand as landmarks today in the Dadar-Matunga area including Kalpvruksh, Pranav, Garden Panorama Siddhachal etc.

STRONG LEADERSHIP

Mr Kuwadia has had the able support of the Managing Director Naresh Bhavanji Chhedha who many credit as being a real estate wizard. He also has strong ties with Matunga, owning National Electronics store close to the station. He is accountable for bringing in a wide support base and ensuring a steady success rate for the group by building concrete relationships with investors and customers.

Director Mukesh Vijar Nishar has been instrumental for liaising and networking, ensuring expedient and efficient operations of the group.

The Happy Home Group has been further fortified with the introduction of second generation entrepreneurs – Umang Kuwadia and Jitesh Jain who having done civil engineering and management – do business with a professional yet human approach in the various processes involving everything from tenant consent to vacating of old structures, demolition and reconstruction into towering landmarks with lifestyle features and amenities like gym, fitness centres, landscaped terraces, air-conditioned lobbies and well decorated society offices and finally handing over to the various societies which were formed diligently and on time.

PERFORMANCE ABOVE ALL

The main USP of the group has been 'performance over promise' and 'timely deliveries' with assured quality to the end users and bringing in very well connected professionally qualified consultants to design and execute and deliver the landmark projects with new forms, shapes and aesthetic appeal and in the process multiply the asset value of the existing member/tenant multifold with the new well designed residential apartments. Last but not least, there is the assurance of the Happy Home Group including transfer of conveyance of land, each society is formed and the complete transfer is done with complete transparent, competence and speed.

The Happy Home Group also introduced the concept of giving 'one time hardship compensation', popularly known as corpus fund, to the tenants or existing members just to ensure that interest from the corpus would give them the leverage to maintain the enhanced lifestyle with professional housekeeping agencies and various service providers.

The other differentiating factor of the Happy Home Group is the personal touch and involvement of the promoters in the entire redevelopment process including direct sales and handling the affairs with a professional approach and a team which very few developers would have in the locality.

THE MATUNGA CONNECT

Matunga is like home to the Happy Home Group in more ways than one. They have designed and executed several projects in the area and have many more in the pipeline.

The various complexities handled by the Happy Home Group and its pioneering strength have given it the opportunity to transform four properties opposite Matunga railway station which also house the famous CHHEDA Stores, Arya Bhavan, and retail shopping on the L N Road and go in for a composite redevelopment under the Happy Home banner and the property will very soon be transformed into Jade Avenue with more than 125 residential and commercial occupants, tenants being rehoused in the new high rise towers and will also promote premium housing for the residential and commercial needs of the Matunga and Dadar vicinity.

PERFORMANCE TRACK RECORD

- Successfully handed over possession of more than a millions square feet so far and counting!
- Clientele consists of several thousand happy customers
- 500 flats in various redevelopment projects in the city
- Over 1000 flats under construction at Dadar-Matunga, Bandra, Ghatkopar and Mulund
- Built 50 luxurious row houses and bungalows
- Built 250 commercial/industrial spaces so far

“ AN ACRE OF PERFORMANCE IS WORTH THE WHOLE WORLD OF PROMISE.”

This embodies the philosophy of our group that believes in performance over promise. Well-kept promises blossom into glorious client-company relationships. Acre by acre we aim to build spaces that are built with a prowess, responsibility and moxie. Building is an art that defines the future. Our focus lies in constructing buildings that stand tall for your generations to come and enhance their lifestyles, gradually driving them to their personal pinnacles. If your home is built by Happy Home Group, it will be an epitome of construction and a building marvel, we promise you that. We aspire to embellish the skyline of Mumbai with structures that radiate in light and stand tall in the dark. ☺

— Happy Home Group Chairman Mr. Dinesh J. Kuwadia and MD Mr. Naresh B. CHHEDA



This integrated development on approximately 3000 sq meter plot will be one of the flagship projects of the Happy Home Group directly opposite the Matunga Station and will be an epitome of the various successes of the group in its pursuit of redevelopment.

WORKING TOWARDS THE LARGER GOOD

The approach and attitude of the promoters has been to give back to the society at large and therefore major CSR and social welfare spending by the Happy Home Group has been focused on the local NGOs, trusts, blind schools, orphanage homes, women rehab centres and promoting sports and togetherness at Matunga Gymkhana and events like One Matunga and also annually felicitating the achievers and performers from Dadar-Matunga region for the past many years.

The group also leads and is a founding member of Central Mumbai Developers Association and has taken up various issues successfully with the authorities like development permissions in the heritage precincts, stayorder against estate department's unjustified policies of redemption of leased tenure and very high annual lease premium after the redevelopment of the projects. The group is working hand in hand with the industry forums of MCHI, CREDAI and NAREDCO for various of policy matters of redevelopment projects affecting the stakeholders and citizens at large and taking up the issues with local councilors and ward officers for justified and lawful levies so as to promote the cause of redevelopment of more than 20 lakh population which resides in such cessed properties of Mumbai.

AWARDS & ACCOLADES

- Happy Home Group – Leadership for Green Building Initiative by 'ET NOW' – 2018
- Jade Gardens – 'BEST SOCIETY OUT OF 24 Wards OF MUMBAI FOR CLEANINESS SURVEY' at the hands of Deputy Municipal Commissioner – 2018
- Jade Ganesha – IGBC Green Rating Building Standards 'Gold Category', 2016
- Jade Gardens- IGBC Green Rating 'Platinum Category' 2015, First Society in India.
- Jade Gardens – 'Best Green Initiated Project of the Year 2015' by Construction Times'
- Jade Gardens – 'Redevelopment Project of the Year 2010' by 'Accommodation Times'.

THE PROJECTS THAT ENCAPSULATE THE HAPPY HOME VISION

JADE IMPERIAL

FEEL THE IMPERIAL TOUCH OF ROYALTY WHEN YOU LIVE AT JADE IMPERIAL

A project that has been designed by the renowned architects Talati & Panthaky Associated can be assured of being nothing less than the best. It ticks off every box in the checklist of even the most discerning home buyer. Its two and three bedroom flat variants may be classified as affordable luxury but they exude the allure of a high end lifestyle in every aspect and element of their design and construction. Jade Imperial has the supreme advantage of complete connectivity using all modes of transport from road to rail and even the airport is a short drive away. Besides, being located in Matunga, only the most central of the central suburbs, is a blessing for every member of the family owing to the excellent infrastructure and facilities that characterise this prime area of Mumbai. Educational institutions, health centres, clubs, gardens, markets, restaurants, theatres, extracurricular activities for kids and possibly anything else that you may need is available here. The project is close to Jain temples in Matunga. Living at Jade Imperial would indeed be a matter of pride and privilege.

PROJECT HIGHLIGHTS

- Grand Air conditioned lobby with security desk, separate entry for goods and service staff and wheel chair friendly entry
- Mechanical free car parking on podium with ramp
- Power backup for elevators and emergency light
- 3 High speed elevators (2 passenger lifts and 1 service lift)
- Earthquake resistant structure
- Professionally designed and executive services of the building like:-
 - Water supply and drainage network
 - Electrical distribution system
 - Emergency fire fighting equipments and systems like sprinklers, smoke detectors, etc
- Provision for Rainwater harvesting
- Integrated network of CCTVs with recording and monitoring facility for security.
- Video door phones with intercom facility
- DTH & Internet facility
- Professionally managed house-keeping team
- Superlative, anti-skid and maintenance free common area finishes
- Servant toilets provided on mid-landing level
- Fully equipped state-of-art gymnasium
- Roof-top garden
- Heat & Soundproof windows
- Thoughtfully designed flats
- Wheel Chair Friendly Movement
- Orientation of building in appropriate direction to ensure excellent light and air quality
- Modern sleek elevation
- High-performance external paint
- Project financed by Piramal



MAHA RERA REGN. NO. P51900007860
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KAMAL KUNJ



FOR THOSE WHO SEEK THE BEST IN LIFE LOOK NO FURTHER THAN KAMAL KUNJ

An uber luxury project that boasts of spacious three and four bedroom apartment variants, Kamal Kunj has been designed by the architects of N.A. Designs. Set within an island of green at the Five Gardens Matunga (East) Kamal Kunj is synonymous to paradise and offers a panoramic view of the city. This is a project that offers a feeling of bliss and the closest one can come to experiencing 'nirvana' in the maximum city. The location has historic roots that are deeply embedded in the culture of the place much as those of the evergreen trees that rise majestically in every part of the locality. Of course, modern amenities and facilities add to the allure and the advantage of being in an area like Matunga is well documented – with ease of commute, ease of infrastructure in terms of education, health, shopping and entertainment...in fact, all spheres essential for daily life. Kamal Kunj is a project that promises nothing less than the best.

PROJECT HIGHLIGHTS

- Green Surroundings
- State-of-the-art Amenities
- Proximity to Social Institutions
- Well-connected by road and rail
- Well-equipped fitness centre
- 24x7 CCTV surveillance system
- Contemporary Facade Design
- Multi-level Car Parking
- Grand Reception Lobby & Stunning Lift Lobbies
- High-speed Elevators
- Power-backup through Diesel Generator Set
- Roof-Top Garden
- Wheel Chair friendly movement
- Flats with natural lighting and optimum cross ventilation
- Project financed by Piramal

MAHA RERA REGN. NO. P51900002602
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GOLD FINCH

A GILDED PRIVATE ABODE IN THE HEART OF THE CITY IS WHAT GOLD FINCH IS ALL ABOUT

Consisting exclusively of three bedroom apartments, the one feature that sets Gold Finch apart from other projects is that it has a dedicated floor for each flat – privacy guaranteed! The creative effort of G.A. Designs, these regal 3 bedroom residences are a blend of royalty and urbanity, portraying images of perfect craftsmanship and state-of-the-art masonry. This 21-storeyed tower has a gourmet kitchen with a grand dining area radiating a rare palatial ambience right within the heart of Mumbai city. You have not experienced the meaning of being 'centrally located' in Mumbai city, till you have lived in Matunga where everything from schools, colleges, health centres, restaurants, temples, road and rail network are within a short radius. The stunning views of the Five Gardens only add to the golden sheen of the Gold Finch project by the Happy Home Group.

PROJECT HIGHLIGHTS

- Professional Housekeeping services
- Podium Parking
- Breath-taking View
- Private Entrance Lobby
- Gourmet Kitchen
- High-speed Elevators (1 service and 1 passenger)
- Anti-slip Common Areas With Security Desks In The Lobby
- Wheel Chair friendly movement
- Provision For Rainwater Harvesting
- Servant-toilets On Every Mid-Landing Level
- Heat & Soundproof Windows
- Video Door Phones, Intercom, DTH & Internet Facilities
- Power Backup Systems
- Dedicated Deck Area
- Emergency Equipment For Fire-Fighting
- Earthquake Resistant Construction
- CCTV Installation With Recording and Monitoring Functions
- Project financed by Piramal



MAHA RERA REGN. NO. P51900014976
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TESTIMONIALS

Here's what various professionals and our customers have to say about us:

Passion, affluence and happiness...

“ True to their vision statement, the Happy Homes Group has indeed become a new language of passion, affluence and happiness that translates into homes via their projects for an entire society. With humble founders and their professional team it makes it easier to deliver our services.”

— MR. NOSHIR TALATI
(Chairman – Talati & Panthaky Associated)

They delivered all that they promised.

“ I am a resident of Siddhachal, Matunga. I am glad that the Happy Home Group has delivered what it promised with OC and Quality Standards, showing their honesty and integrity. I wish them success in creating many more happy families like ours.”

— DR. SHASHIKANT MEHTA
(Family Physician)

They also take into consideration their clients' needs and interests.

“ I was looking for a high end project in BKC, when I came across Happy Home Group's Jade Gardens. The developer has a futuristic vision and is committed to high quality standards and sound financial management. Its efforts to build eco-friendly projects, speaks volumes of its integrity and intent.”

— MR. SUPRATIM SARKAR
(VP, Capital Markets, SBI)

Buying a home is never an easy decision. But their confidence in themselves made all the difference.

“ I was searching for an ideal and convenient location in the heart of Mumbai. But, selecting a dependable developer for an under construction project was a very crucial decision. I am very happy that the Happy Home Group has executed on all its deliverables and the project was completed at a brisk pace.”

— SRINIVASAN VARADARAJAN
(Executive Director, Axis Bank)

Despite years of experience, they're humble and open to suggestions.

“ Jade Gardens – a redevelopment project for MIG III society was the first of its kind in the vicinity. As a structural consultant, I observed that the Happy Home Group was willing to go that extra mile in terms of construction quality and to satisfy its members' expectations.”

— DR. V. S. KELKAR
(Renowned Structural Consultant)

They're unique in approach and attitude.

“ I am a resident of Siddhachal, Matunga. I congratulate the Happy Home Group on their endeavor that offers value rich projects to Mumbaikars. What truly sets them apart is the thoughtfulness in the form of excellent layouts, cross ventilation and use of balcony.”

— DR. MEERA AGARWAL
(Gynecologist, Agarwal Nursing Home)

Their quest for perfection reflects a passion for their profession.

“ I found the Happy Home Group to be passionate from the word go. Their selection of materials for civil work has always been above industry standards. I am confident that they will maintain their glorious track record of timely completions in redevelopment projects, along with assurance of quality and service.”

— MRS. VANDANA SHIRALKAR
(Asst. Project Manager, Toyo Engg.)