



A PROJECT BY



ARTTEZA
OFF JUHU TARA ROAD,
SANTACRUZ

Site Address: Artteza Sales Lounge, 1610/20, Plot No. CTS 20-23, STY Relief Rd., Near L. S. Raheja College, Daulatrao Desai Nagar, Santacruz West, Mumbai 400054.

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THE ART OF
LIFE
AT THE HEART OF MUMBAI

A GATED LUXURY COMMUNITY
THAT UNRAVELS THE ART OF LIVING, LOCATED IN
MUMBAI'S MOST ASPIRATIONAL ADDRESS
Juhu-SANTACRUZ.



ARTTEZA





PROJECT HIGHLIGHTS



Gated Community
at Juhu-Santacruz



Two 9 Storey Towers
of 2 wings each



2,3 & 4 BHK
Apartments



East-West Facing
Vaastu Compliant Apartments



Opulent Features
& Brand Experiences



Thoughtfully Designed
30+ Lifestyle Amenities



Exclusive
Sky-life Indulgences



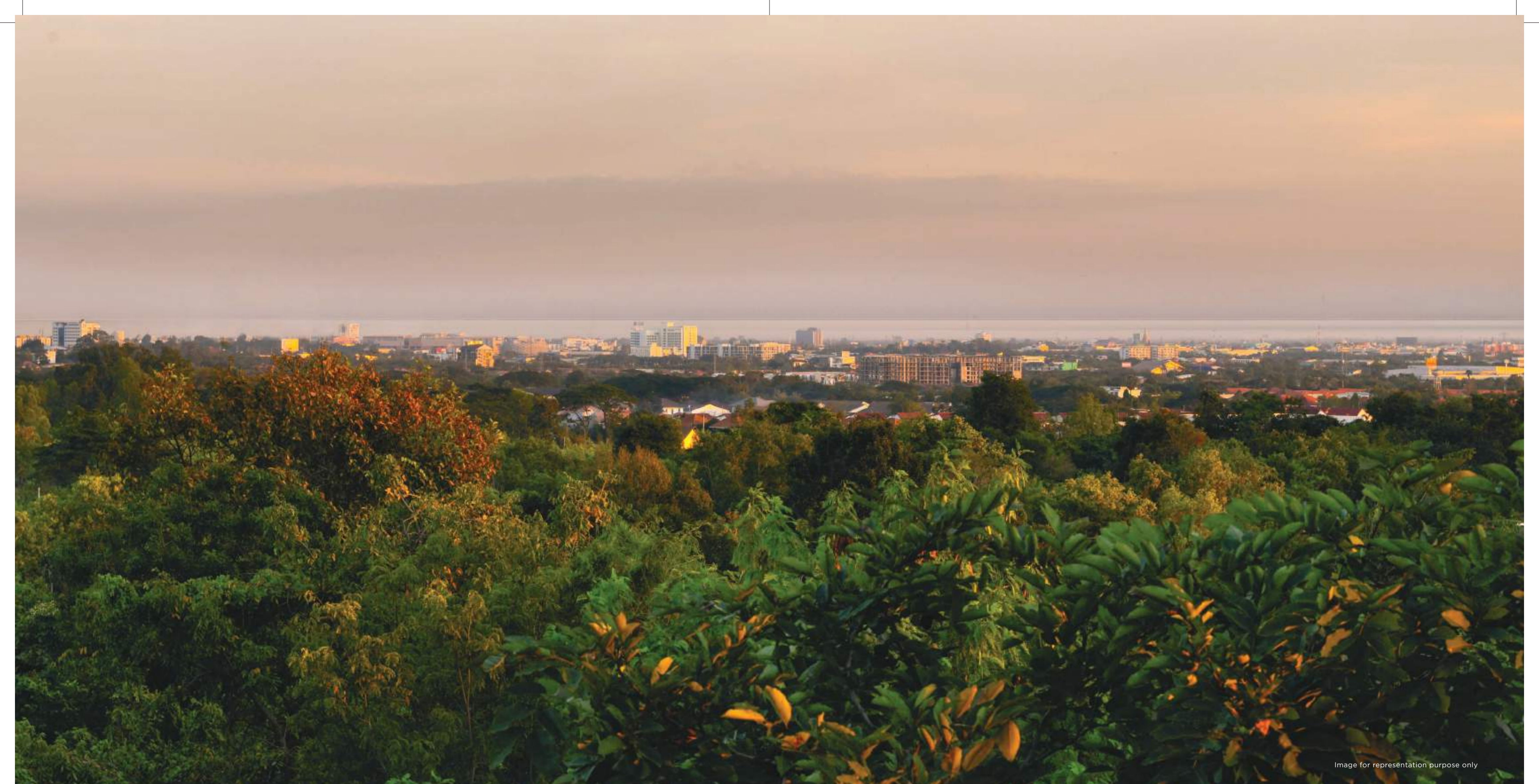


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OFF JUHU TARA ROAD, SANTACRUZ -
THE ADDRESS OF SUCCESS.

In a city where living close to the sea is the ultimate measure of success, Juhu-Santacruz with its beautiful beach is one of the marquee residential addresses of Mumbai.

Home to Bollywood's top league superstars, sports celebrities and businessmen, this suburb is centrally

located and well connected to all parts of Mumbai. A well heeled neighbourhood with luxury hotels, iconic fine dining, prestigious educational institutes and world-class healthcare, the suburb of Juhu-Santacruz provides everything you need to live a complete life.



ARTTEZA

CLOSE, CONNECTED & CONVENIENT.

- 
 Mithibai College
10 Min
- 
 Nanavati Hospital
10 Min
- 
 Surya Hospital
5 Min
- 
 Western Express Highway
8 Min
- 
 Milan Subway
6 Min
- 
 Domestic Airport
12 Min
- 
 Santacruz Railway Station
10 Min
- 
 Proposed Metro Station
5 Min
- 
 Juhu Beach
10 Min



THE ART OF INTEGRATED LIVING

ADVANTAGES OF LIVING IN
A GATED COMMUNITY



Artist's Impression



PERKS OF LIVING IN A GATED COMMUNITY


Neighbourhood
of Like-minded People


Safe & Secured
Habitat


Vibrant Community
Living Experience


Integrated
Lifestyle

An aerial photograph of a person swimming in a pool. The person is wearing a large, wide-brimmed white straw hat and a dark swimsuit. Their arms are extended outwards, and their legs are visible in the water. The pool's surface is a vibrant blue with ripples. The pool deck is made of light blue tiles. There are decorative floral elements in the corners of the image.

THE ART OF BALANCED LIVING

30+ THOUGHTFULLY DESIGNED AMENITIES



Artist's Impression

LIFESTYLE AMENITIES AT GROUND FLOOR

- | | | | | |
|------------------------------|--------------------------------|-----------------------|---------------------------|----------------------|
| 1. Entry Exit & Lobby | 7. Society office | 13. Main pool | 19. Kids pool | 25. Cafeteria |
| 2. Driveway | 8. Banquet / Multipurpose hall | 14. Floating steps | 20. Multiplay area | 26. Semi green plaza |
| 3. Entrance lobby | 9. Aesthetic plaza | 15. Aqua gym | 21. Basket ball hoop wall | |
| 4. Fitness center | 10. Stepped seating | 16. Juice bar counter | 22. Seating deck | |
| 5. Business center & Library | 11. Raised pool deck | 17. Pool lounge | 23. Kids play area | |
| 6. Seating deck | 12. Mini Theatre | 18. Jacuzzi seat | 24. Creche | |



PLAY IT YOUR WAY

(BASEMENT LEVEL)

21 Ball Snooker along with Exclusive
Table Tennis Table



LIFE IS BETTER
WHEN YOU ARE SWIMMING

Expansive Pool with Aqua Gym
& Changing Rooms for Men & Women



OUTSMART YOURSELF
Indoor Multipurpose Court



TURN THE TABLES
AT THE COMFORT OF HOME
Business Centre with Library



ENTERTAINMENT
PERSONIFIED
High-Tech Mini Theatre



Artist's Impression

TAKE THE JOURNEY TO
YOUR FITNESS GOALS
Well-equipped Gymnasium



WHERE YOUR KIDS
FIND THEIR SECOND HOME
Exclusive Creche for Children



EVERY DAY
IS A SPECIAL OCCASION

Community Banquet Hall
Opening to a Party Lawn

A romantic dinner scene on a rooftop terrace at night. A man and a woman are seated at a round table, clinking champagne glasses. The woman is wearing a light-colored dress, and the man is in a white shirt. The table is set with a plate of food, a bowl of green grapes, and several glasses. In the background, a city skyline is illuminated with lights, and the sky is a deep blue. A large, stylized white rose is in the top right corner.

THE ART OF HIGH LIVING

SKY-LIFE INDULGENCES



Artist's Impression

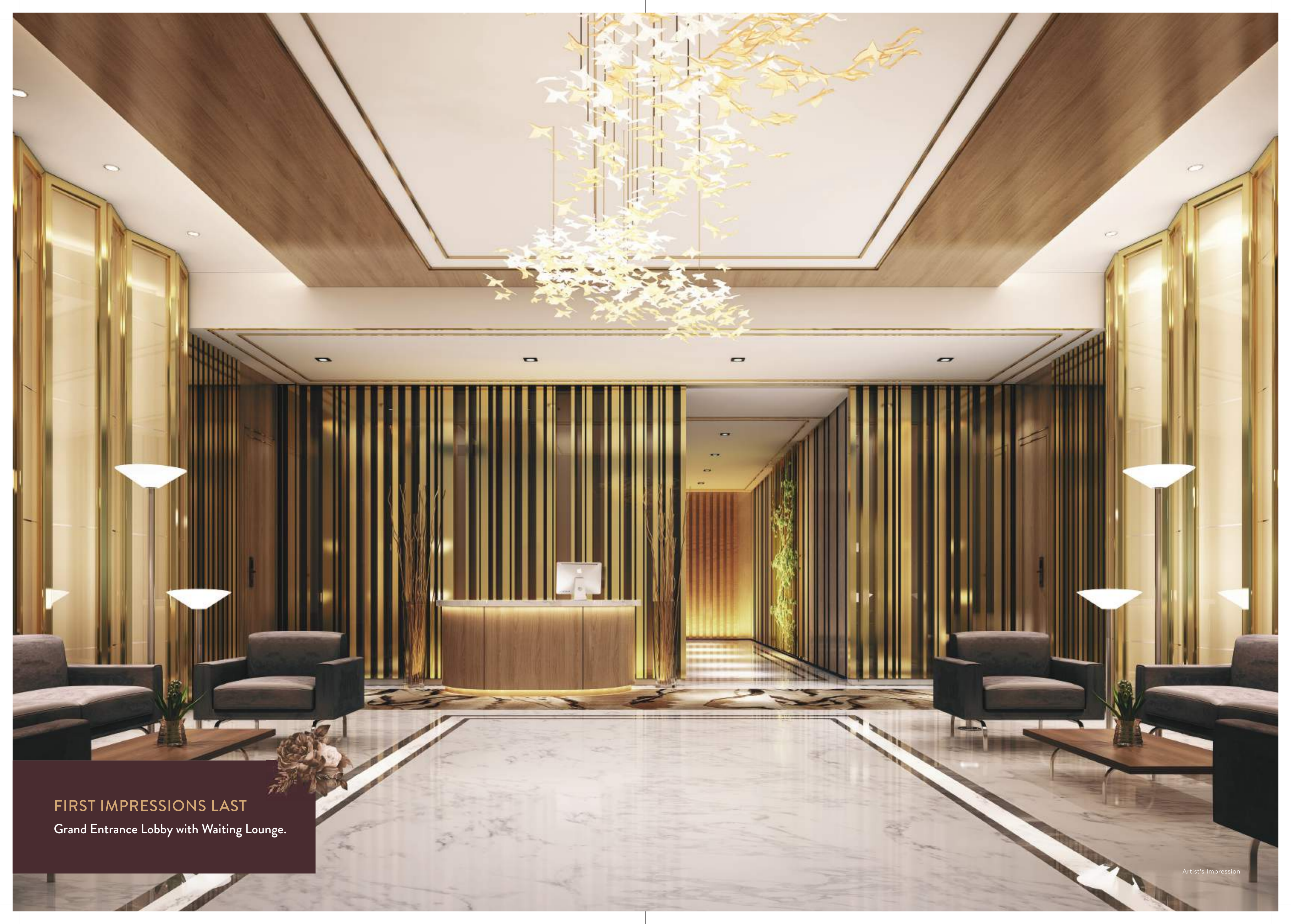
SKY-LIFE INDULGENCES AT THE TOP FLOOR

- | | | | | |
|-----------------|---|---------------------|---------------------------|----------------|
| 1. Entry exit | 6. Live chess | 11. Meditation deck | 16. Bar seating | 21. Yoga deck |
| 2. Music deck | 7. Outdoor dining | 12. Stretching lawn | 17. Stepping stone path | 22. Swing deck |
| 3. Lounge | 8. Service counter | 13. Reading deck | 18. Party lawn | 23. Green cove |
| 4. Sky walk | 9. Leisure lawn & organic herbal garden | 14. Seating cove | 19. Sky deck | |
| 5. Games lounge | 10. Star gazing area | 15. BBQ deck | 20. Senior citizen corner | |

A woman with long dark hair, wearing a light pink short-sleeved jumpsuit with a matching belt, stands in a room. To her left is a large green plant with a bird of paradise flower. To her right is a white wall with a large white flower decoration. In the bottom right corner, a portion of a black metal chair is visible.

THE ART OF ELEGANT LIVING

TOWER FEATURES & FACILITIES



FIRST IMPRESSIONS LAST
Grand Entrance Lobby with Waiting Lounge.



3 Level Parking with Dedicated Charging Spaces for Electric Cars



2 Elevators in Each Wing



4 Tier Security with CCTV Surveillance



Images for representation purpose only

Solar Panels to Power Common Area Lighting & Geysers



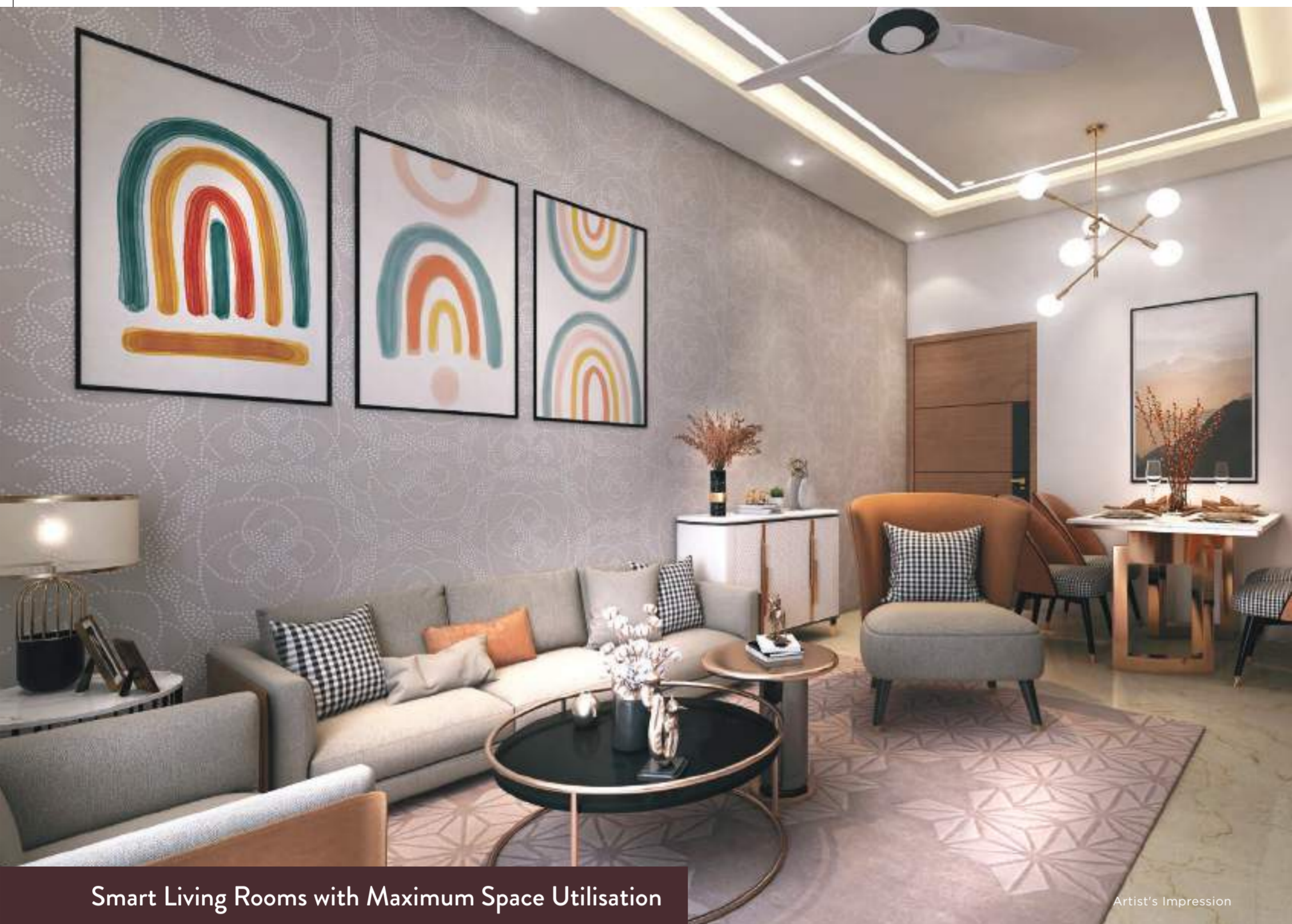
THE ART OF
RICH
LIVING

LUXURIOUS 2,3&4 BHK HOMES



LIFE IN THE BALANCE
OF ENERGIES

East-West facing Vaastu Compliant Homes



Smart Living Rooms with Maximum Space Utilisation

Artist's Impression



Well Appointed Bathrooms

Image for representation purpose only



Bedrooms with Ample Sunlight and Ventilation

Artist's Impression



Modular Kitchen with Ample Storage

Artist's Impression



FLOOR PLANS

UNITS WITH SIZES



TYPICAL FLOOR PLAN

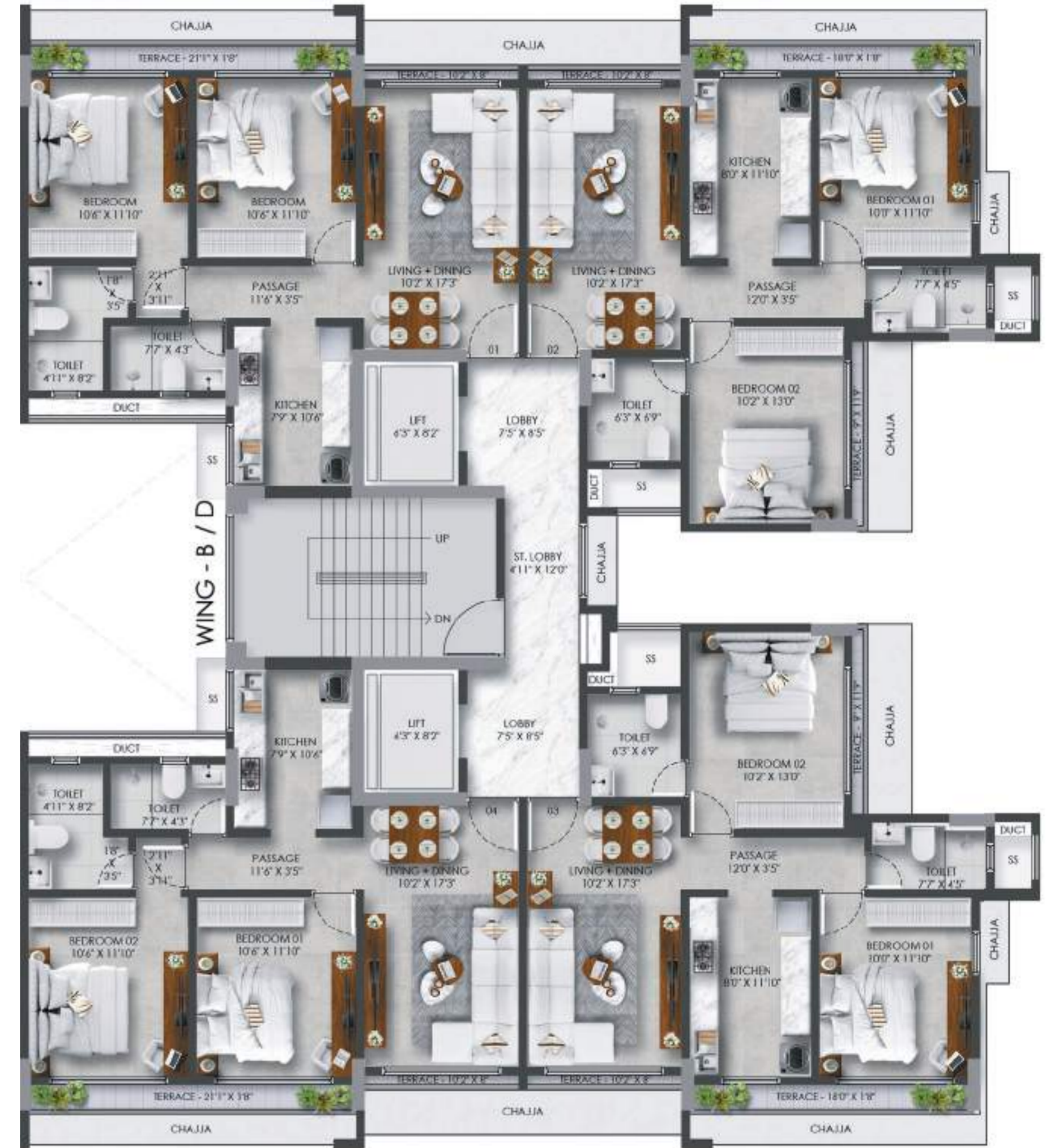
WING A/C 5TH FLOOR



| UNIT 1 & 4 | |
|------------------|------------|
| RERA CARPET AREA | 689 sq.ft. |
| TERRACE AREA | 45 sq.ft. |

| UNIT 2 & 3 | |
|------------------|------------|
| RERA CARPET AREA | 686 sq.ft. |
| TERRACE AREA | 41 sq.ft. |

WING B/D 5TH FLOOR



| UNIT 1 & 4 | |
|------------------|------------|
| RERA CARPET AREA | 686 sq.ft. |
| TERRACE AREA | 41 sq.ft. |

| UNIT 2 & 3 | |
|------------------|------------|
| RERA CARPET AREA | 689 sq.ft. |
| TERRACE AREA | 45 sq.ft. |

TYPICAL FLOOR PLAN

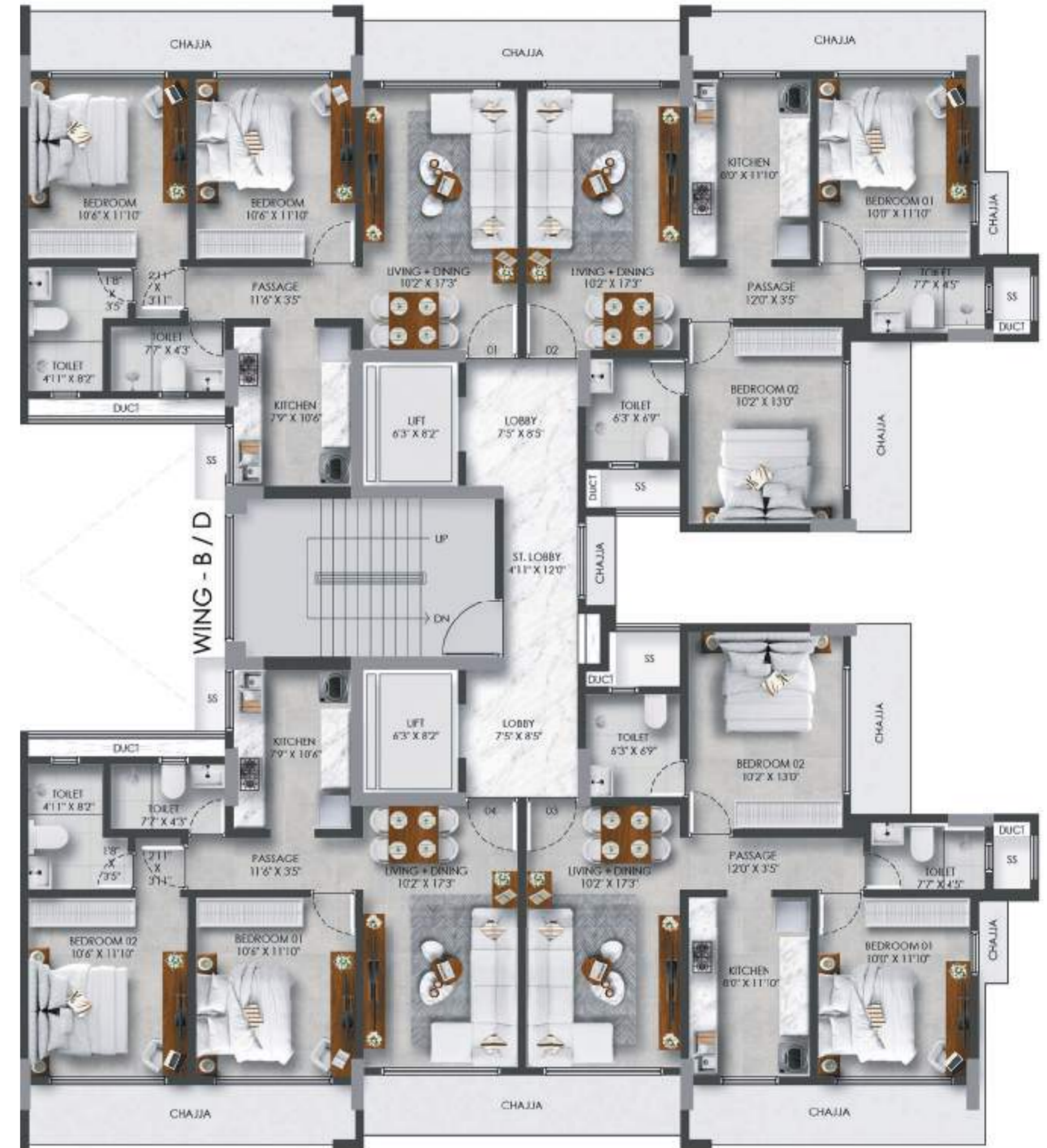
WING A/C 6-9TH FLOOR



| | |
|------------------|------------|
| UNIT 1 & 4 | |
| RERA CARPET AREA | 676 sq.ft. |

| | |
|------------------|------------|
| UNIT 2 & 3 | |
| RERA CARPET AREA | 674 sq.ft. |

WING B/D 6-9TH FLOOR



| | |
|------------------|------------|
| UNIT 1 & 4 | |
| RERA CARPET AREA | 674 sq.ft. |

| | |
|------------------|------------|
| UNIT 2 & 3 | |
| RERA CARPET AREA | 676 sq.ft. |

TYPICAL UNIT PLAN

2 BHK | WING A/C - UNIT 1 & 4
WING B/D - UNIT 2 & 3



| 2 BHK (RERA: 676 SQ.FT) | |
|-------------------------|----------------|
| Living + Dinning | 10'2" x 17'3" |
| Kitchen | 8'0" x 11'10" |
| Passage | 12'0 x 3'5" |
| Bedroom 01 | 10'0" x 11'10" |
| C. Toilet | 7'7" x 4'5" |
| Bedroom 02 | 10'2" x 13'0" |
| A.Toilet | 6'3" x 6'9" |



2 BHK WITH TERRACE

WING A/C - UNIT 1 & 4
WING B/D - UNIT 2 & 3



| 2 BHK WITH TERRACE PLAN (RERA: 689+ 45 SQ.FT) | |
|--|----------------|
| Living + Dinning | 10'2" x 17'3" |
| Terrace | 10'2" x 8" |
| Kitchen | 8'0" x 11'10" |
| Passage | 12'0 x 3'5" |
| Bedroom 01 | 10'0" x 11'10" |
| Terrace | 18'0" x 1'8" |
| C.Toilet | 7'7" x 4'5" |
| Bedroom 02 | 10'2" x 13'0" |
| A.Toilet | 6'3" x 6'9" |



TYPICAL UNIT PLAN

2 BHK | WING A/C - UNIT 2 & 3
WING B/D - UNIT 1 & 4

2 BHK WITH TERRACE | WING A/C - UNIT 2 & 3
WING B/D - UNIT 1 & 4



| 2 BHK (RERA: 674 SQ.FT) | |
|-------------------------|----------------|
| Living + Dinning | 10'2" x 17'3" |
| Kitchen | 7'9" x 10'6" |
| Passage | 11'6" x 3'6" |
| Bedroom 01 | 10'6" x 11'10" |
| C. Toilet | 7'7" x 4'3" |
| Bedroom 02 | 10'6" x 11'10" |
| A.Toilet | 4'11" x 8'2" |
| | 1'8" x 3'5" |



| 2 BHK WITH TERRACE PLAN (RERA: 686+ 45 SQ.FT) | |
|---|----------------|
| Living + Dinning | 10'2"x17'3" |
| Terrace | 10'2"x8" |
| Kitchen | 7'9" X 10'6" |
| Passage | 11'6" X 3'6" |
| Bedroom 01 | 10'6" X 11'10" |
| Terrace | 2'11"x1'8" |
| C.Toilet | 7'7" X 4'3" |
| Bedroom 02 | 10'6" X 11'10" |
| | 2'11" X 3'11" |
| A.Toilet | 4'11"x8'2" |
| | 1'8"x3'5" |



TYPICAL COMBINED FLAT

3 BHK

WING A/B - UNIT 1 & 2 / 3 & 4
WING C/D - UNIT 1 & 2 / 3 & 4



| 3 BHK PLAN (RERA: 1356 SQ.FT) | | | |
|-------------------------------|----------------|------------------|----------------|
| Living + Dinning | 23'9" x 17'3" | Bedroom 02 | 18'6" x 11'10" |
| Passage | 5'7" x 3'5" | Walk-in-wardrobe | 7'7" x 8'2" |
| Kitchen | 7'9" x 10'5" | Toilet | 4'11" x 8'2" |
| Bedroom 01 | 18'6" x 11'10" | Bedroom 03 | 10'2" x 13'0" |
| Toilet | 7'7" x 4'5" | A.Toilet | 6'3" x 6'9" |
| Dresser | 8'0" x 3'5" | Passage | 3'5" x 3'5" |

TYPICAL COMBINED FLAT

3 BHK

WING A/B - UNIT 1 & 2 / 3 & 4
WING C/D - UNIT 1 & 2 / 3 & 4



| 3 BHK PLAN WITH SERVANT ROOM (RERA: 1356 SQ.FT) | | | |
|---|--------------------------------|------------------|---------------|
| Living + Dinning | 20'10" x 15'2" 14'1" x 2'1" | Private Study | 10'8" x 6'5" |
| Passage | 8'6" x 3'5" | Walk-in-wardrobe | 7'9" x 5'1" |
| Kitchen | 7'9" x 10'6" | Toilet | 7'7" x 8'2" |
| Bedroom 01 | 18'6" x 11'10" | Toilet | 4'11" x 8'2" |
| Toilet | 7'7" x 4'5" | Bedroom 03 | 10'2" x 13'0" |
| Dresser | 8'0" x 3'5" | Passage | 3'5" x 3'5" |
| Bedroom 02 | 10'6" x 11'10" | Servant's Room | 6'3" x 5'9" |
| Passage | 2'7" x 5'5" | Servant's Toilet | 6'3" x 3'0" |

TYPICAL COMBINED FLAT

4 BHK

WING A/B - UNIT 1 & 2 / 3 & 4
WING C/D - UNIT 1 & 2 / 3 & 4



| 4 BHK PLAN (RERA: 1356 SQ.FT) | | | |
|-------------------------------|----------------|------------|----------------|
| Living + Dining | 20'10" x 17'3" | Bedroom 03 | 10'6" x 11'10" |
| Passage | 11'6" x 3'5" | Toilet | 2'11" x 3'11" |
| Kitchen | 7'9" x 10'6" | Toilet | 4'11" x 8'2" |
| Bedroom 01 | 18'6" x 11'10" | Passage | 1'8" x 3'5" |
| Toilet | 7'7" x 4'5" | Passage | 3'5" x 3'5" |
| Dresser | 8'0" x 3'5" | Bedroom 04 | 10'2" x 13'0" |
| Bedroom 02 | 10'6" x 11'10" | Toilet | 6'3" x 6'9" |
| Toilet | 7'7" x 4'3" | | |



ABOUT US

Paradigm Realty brings years of credible experience, delivering cutting edge real-estate by employing global contemporary techniques, which ensure quality standards and timely delivery. We are known as the leading developer of “Quality Affordable Luxury” homes in the Western Suburbs of Mumbai. Our portfolio of properties include 4 completed projects, 2 nearing completion projects and 4 ongoing under-development projects across Mumbai city.

6+

YEARS OF EXPERIENCE

250+

TEAM MEMBERS

1.5

MILLION SQ.FT. PROJECTS COMPLETED / NEARING COMPLETION

3.0

MILLION SQ.FT. UNDER DEVELOPMENT

4.0

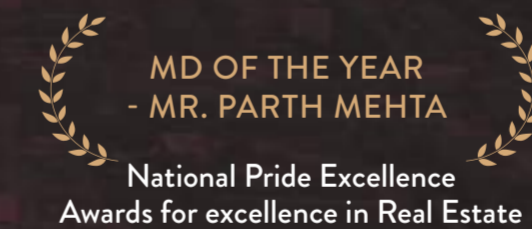
MILLION SQ.FT. UPCOMING DEVELOPMENT

1600+

HAPPY FAMILIES HAVE FOUND THEIR HOME

OUR LEGACY

With over 10 Residential Projects across Mumbai city within the past 5 years, Paradigm Realty offers award-winning homes with matchless aesthetics, quality and design.





ABOUT SUN-VISION GROUP

A dominant star in our solar system, the sun's far reaching rays gives light to the farthest planets orbiting around it. Inspired and enlightened by this all powerful life source, we at Sunvision Group of Companies have built our solid foundation and laid out the path for a bright future.

- We nurture the principals of honesty and sincerity in all business practices
- Building an environment of openness and transparency for a productive work culture
- We reach out to every single customer for an enhanced service experience
- Keeping pace with the changing trends and methods to incorporate the latest in business and service
- Innovation that derives from passion is what sets our sight on leading with excellence

VISION

“Our ‘vision is to be consistent in our efforts towards growth and strive to protect our reputation as a trustworthy real estate developer. Through our guiding ideology & adhering to core values, we are set to diversify into related sectors and achieve a prominent position in the industry.

OUR STRENGTHS

In the last 2 decades we have formed a team of highly competent and motivated people with the right skill sets. The passion to achieve excellence and a high degree of professionalism are the core values by which every person contributes significantly to every task.

We are proud of the growth and expansion we have achieved by investing in our strengths, relationships and never compromising on our values.

We are now poised to surge ahead by undertaking many large projects simultaneously and also diversifying into related sectors.



ABOUT GRANTH REALTY

REAL ESTATE FOR A REAL WORLD

Castles in the air are pointless. Here at Granth Realty, we believe in real estate rooted in solid foundations of thoughtfulness, commitment, integrity and community. We are on a constant quest to enrich the relationship between the spaces we create and the lives lived within them. Crafting a true sense of 'home', where luxury and practicality live side-by-side, and every square inch is carefully deliberated.

We abide by unflinching standards of quality, integrity, value, innovation and service, backed by 15 years of learnings garnered about the real estate industry and about what consumers need and want. With a laser-focused approach that hones in on strong project execution and quality construction, we strive to give homeowners a firm sense of belonging within the myriad shifting contradictions of the impossible-to-pin-down city of Mumbai.

VISION

To redefine the landscape of the city's real estate and build a legacy of trust, thoughtfulness and tenacity.

MISSION

To craft properties where luxury has a purpose, where design enhances living, and where space is thoughtful. To combine the idea of construction with the idea of community, creating a symbiotic ecosystem that respects and accommodates all stakeholders in an environment that melds ambition with consideration.

VALUES

BUILDING EXCELLENCE

Raising the bar of quality for ourselves and the industry through focused thoughtfulness

BUILDING TRUST

Operating with the utmost integrity and transparency in all our dealings.

BUILDING COMMUNITIES

Creating symbiotic environments of mutual care, respect and success, within the organisation and for our customers.

BUILDING PROMISES

Delivering on the timelines, quality and processes we promise