

## The Company

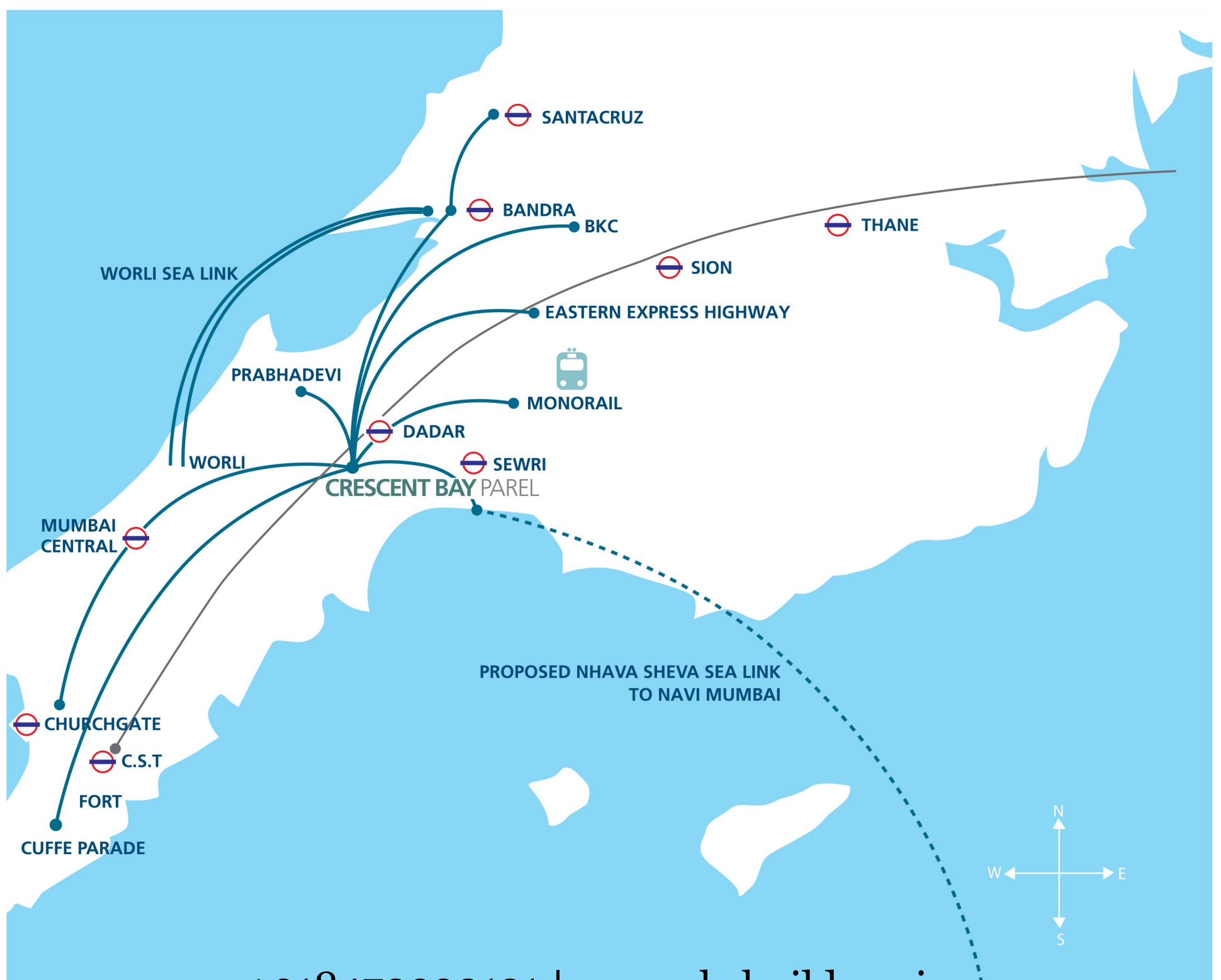
L&T Realty - Larsen & Toubro's real estate arm is here. And urban living as we know will never be quite the same again. All those values - the expertise, the professionalism, the trust, the quality commitment, in fact every inch of every positive attribute that is associated with Larsen & Toubro, can now be experienced within the living spaces that L&T Realty unfolds before you. At L&T Realty, we will do more than just give you a prestigious address to call your own. Our aim is to enrich your experience, integrate communities and elevate not just the standard of living but the quality of life. Each destination we create shall embody a sustainable design philosophy which focuses on building easily-accessible developments with open landscapes.

## Crescent Bay

Crescent Bay is a marquee project being developed by L&T Realty in collaboration with Omkar. This gated complex in Parel comprises residential towers that are as beautiful to look at, as they are to live in. Within the imposing towers are 2, 3 and 4 bedroom residences. And around them, lush gardens and recreational facilities.

## Project Partner - Omkar Realtors & Developers

Crescent Bay is a joint venture between L&T Realty and Omkar Realtors & Developers. Managed by second generation entrepreneurs who have carved a position for themselves in the world of real estate, Omkar is developing more than 20 million square feet in the Mumbai Metropolitan Region (MMR). The Company's board comprises a seasoned team of professionals with expertise in real estate and other businesses.





# CRESCENT BAY PAREL



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Artistic impression



# IT'S THE PLACE TO BE. TODAY. AND TOMORROW.

Located in the central yet largely residential district of Parel, Crescent Bay offers you a tranquil setting with the Arabian Sea as its backdrop. Besides its proximity to some of the largest retail and commercial hubs in the city, Crescent Bay also offers easy access to both the central and western suburbs. That's why it's one of the most coveted destinations in the city. Moreover, with business districts like Nariman Point as well as BKC, a few minutes away by road, you'll find your commute to work takes no time at all. And with the proposed monorail just a few steps from home, you'll find that you can get to wherever you want quickly, easily and comfortably.

## Approximate distances:

- Eastern Freeway - < 1 km
- Monorail - 1 km
- Proposed Nhava Sheva Sea Link - 2 kms
- Lower Parel - 3 kms
- Worli - 4 kms
- Prabhadevi - 5 kms
- Fort - 9 kms
- BKC - 10 kms
- Cuffe Parade - 12 kms



## MODERN DESIGN - THE SPLENDOUR OF THOUGHT.

Crescent Bay is designed to delight the eye. There is so much to admire in its scale, symmetry and sheer splendour. But there is more waiting for you inside. Designed by renowned international architects and landscape designers, every aspect of this residential complex is as charming as it is functional. Whether it's the imposing lobby, the multiple high-speed elevators, or the sky gardens, it's the kind of design that spells distinction.

- 6 buildings on an elevated podium • Up to 1500 apartments - 2, 3 & 4 BHK • Grand entrance lobby
- Marble flooring in the foyer • Sky garden with jogging track at a height of approximately 300 feet
- High-speed elevators in each building • Separate shuttle elevator for parking • State-of-the-art fire fighting systems
- Three levels of security with BMS & CCTV surveillance rooms • Multi-level parking



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# BEAUTIFUL. THOUGHTFUL. IT'S HOW LIFE WAS MEANT TO BE.

At Crescent Bay, a great deal of thought and planning has gone into the things that you ordinarily wouldn't even notice. Take the towers for instance, the design of each residential building allows for uninterrupted views from apartment, not to mention, an unmatched sense of privacy. Much like the outdoor spaces, the apartments too are spacious, well-planned and are complete with all the modern fittings you could so require. Even the jogging track is elevated to offer a unique experience when you wish to rejuvenate. It's these thoughtful touches that come together to create the perfect setting for a life less ordinary.

- Split air-conditioners in the living room, dining room and bedrooms
- Flower beds attached to the living room & bedrooms
- Italian marble flooring in living and dining areas
- Wooden flooring / composite marble flooring in the bedrooms
- Imported marble flooring in bathrooms
- Kitchen with granite platform, stainless steel sink and premium tiling
- Premium sanitaryware and CP fitting in bathrooms
- Separate utility area
- Video door phone
- FTTH - fibre to the home connectivity
- Intercom facility
- Provision for optional service providers for facilities



# PLAY OR PAUSE. REJUVENATE OR RELAX. DO IT ALL AT THIS VIBRANT URBAN DESTINATION.

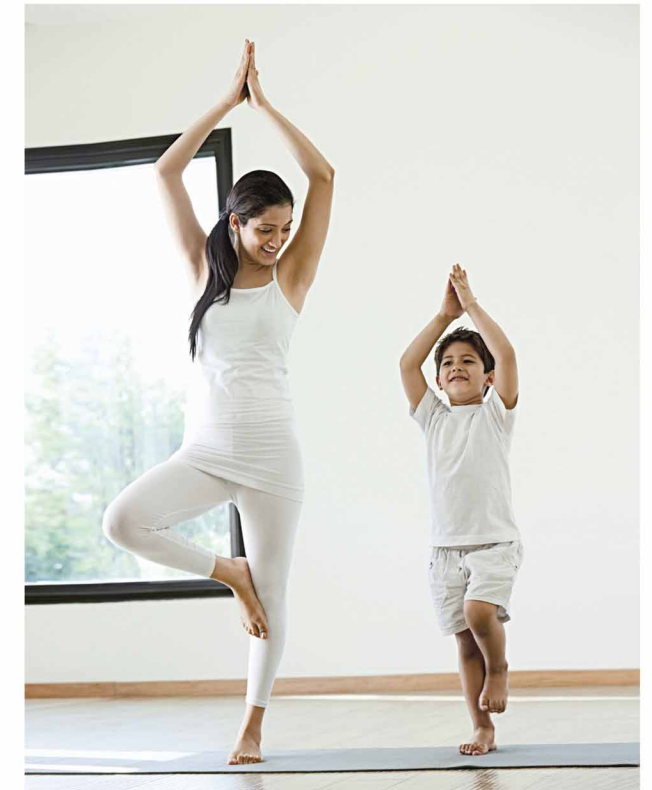
Crescent Bay offers the perfect environment for you and your family. With a state-of-the-art gym and clubhouse, indoor games arena and swimming pool on premises, you don't have to venture far from home when you want to shed calories or enjoy a rejuvenating game on the court. And then there's also the spa and meditation area that you can retreat to.

#### Clubhouse:

- Swimming pools - lap pool & kid's pool
- State-of-the-art gym • Spa, Sauna & Jacuzzi
- Squash court • Badminton court
- Children's crèche
- Indoor games room for table tennis, snooker & carrom

#### Recreation area:

- Basketball • Yoga & Meditation zone
- Lounge area • Mini-theatre
- Library • Children's play area with sandpit
- Multi-purpose halls
- Natural acupuncture therapy area
- Senior citizen's area



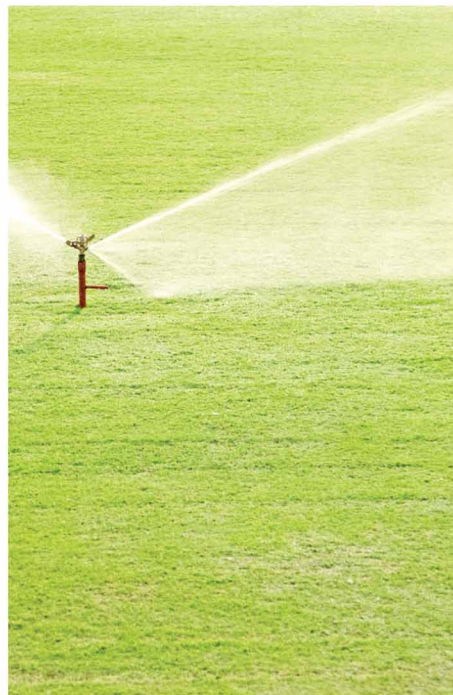
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# A RESIDENTIAL COMPLEX BUILT FOR THE FUTURE. A GREENER ONE.

Crescent Bay embodies sustainable design principles and encourages conservation and optimal utilisation of natural resources. And by choosing to stay here, you too are helping reduce our collective carbon footprint. After all, this is not just the home where you will spend the rest of your life, it's also the legacy you'll leave behind for your kids. So, whether it's rainwater harvesting or solar energy harnessing, we have paid attention to every little detail that makes for a brighter, greener future.

- Energy efficient water pumps & fixtures
- Rainwater harvesting for sustainable water supply
- STP treated water for landscaping & flushing
- 60% of open spaces with greenery
- Low VOC (volatile organic compounds) paints
- Solar heated water in apartments
- Well-ventilated apartments with ample natural light
- Earth leak circuit breakers in wet areas within apartment
- Thermal insulation on top floors to reduce heat
- Structure designed for maximum flexibility within apartments
- Beam-free designed apartment



# PARTNERING TO DELIVER A BEST IN CLASS PRODUCT.

## **Design Consultant: Callison LLC, USA**

Founded in 1975, Callison is a global architecture firm specialising in retail, corporate, mixed-use, residential, hospitality and healthcare developments, as well as urban planning. Not only is Callison amongst the largest design firms in the US, it has a strong international presence with offices in Beijing, Dubai, London, Mexico City, Scottsdale and Shanghai. Furthermore, the firm's global strategies are constantly advancing as it continues to garner praise and profit for its expert design in India.

## **Design Architect: SSA (Sandeep Shirke Associates), India**

SSA is a multidisciplinary architectural firm that combines its expertise in architecture, interior design, engineering, construction management and LEED certification. With more than 25 years of experience, and a diverse portfolio of architectural projects, some of which have earned LEED Platinum, LEED Gold, GRIHA 4 and 5-Star certifications, the company is swiftly realising its vision to spread awareness of sustainable design.

## **Landscape Consultant: Belt Collins, Hong Kong**

Belt Collins is an international planning, design and consulting firm focused on providing value to its clients' land-based assets. The firm's expert team comprises engineers, planners, landscape architects and environmental scientists, who collaborate with clients to create open spaces that are innovative, distinct and inspiring.

## **Structural Consultant: LERA, USA**

Celebrated for groundbreaking structural designs and complex high-profile projects, LERA enjoys the reputation of being the first amongst equal when it comes to building high-rise buildings. LERA is, in fact, responsible for the structural design and construction of some of the world's tallest, most complex high-rise projects including three of the six tallest buildings in the world.

## **Engineering Services: MEP Consulting Engineers, India**

MEP Consulting Engineers is a multidisciplinary engineering consulting firm based in Mumbai with vast experience in sustainable building-services, design of residential, commercial, hospitality buildings and airports. With significant projects in India as well as UAE, SA and Mauritius, MEP Consulting Engineers' work transcends geographical boundaries.

## **Construction Partner: L&T Construction, India**

L&T Construction is a brand of Larsen & Toubro - widely regarded as the builder of the India of the 21st century. Some of the country's iconic structures carry the L&T signature. L&T Construction is also adjudged India's best-managed and most-trusted company by India's foremost business publications. L&T Construction undertakes turnkey construction for a wide range of residential buildings. And each project it takes on is executed using cutting-edge technology and the most stringent quality & safety practices.

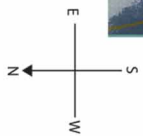


**L&T Construction**

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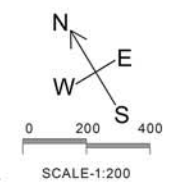
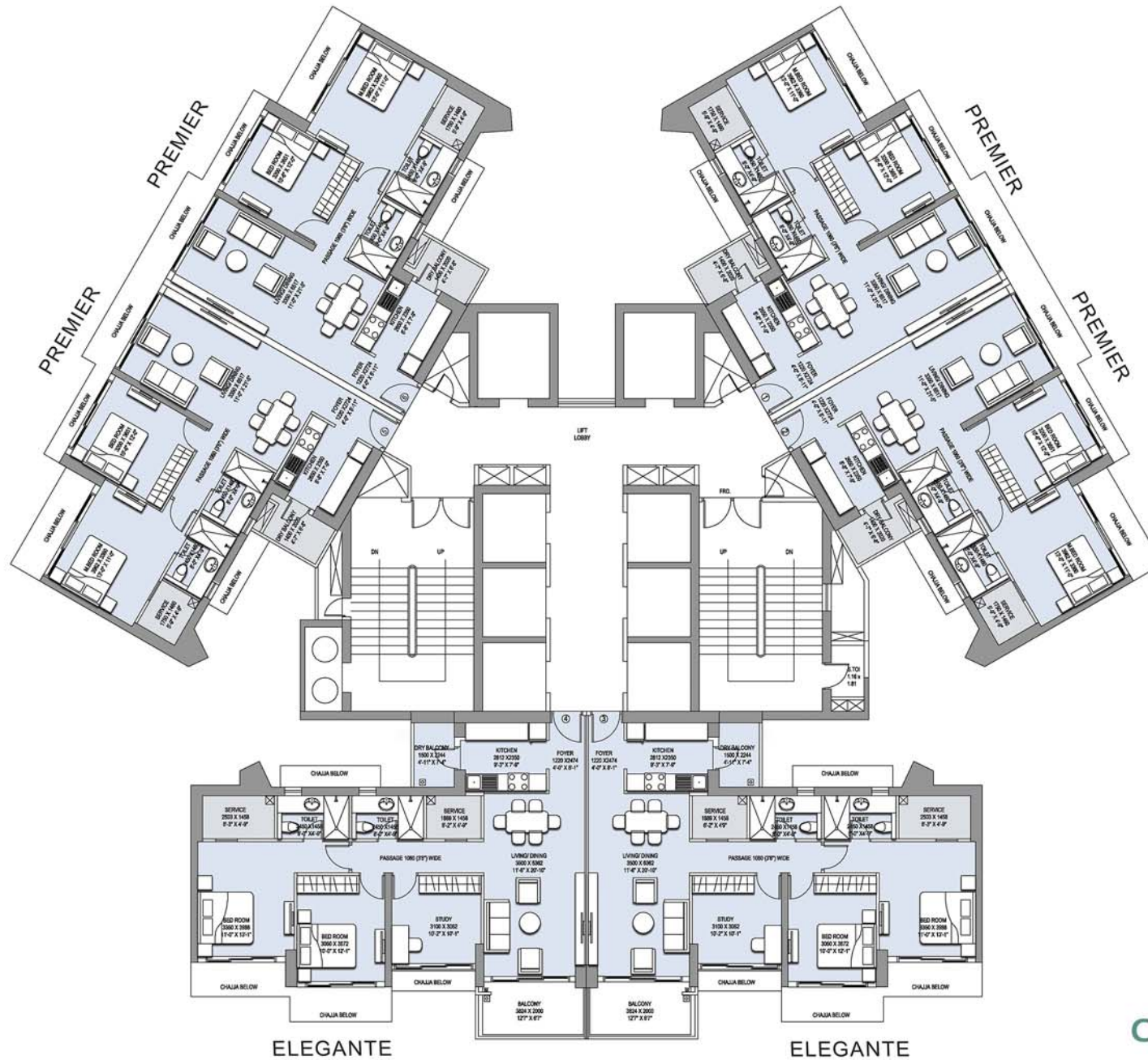


# SITE PLAN





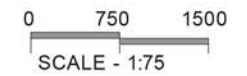
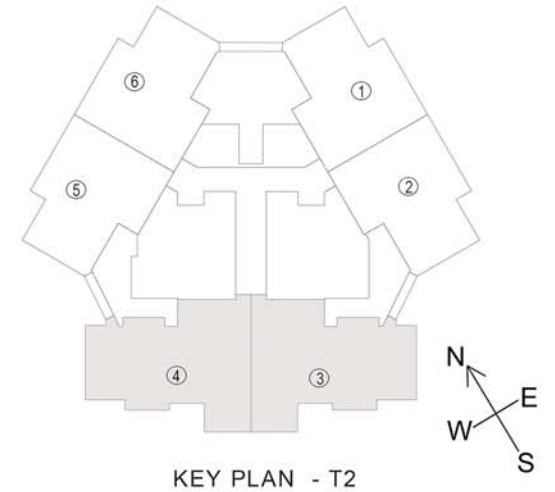
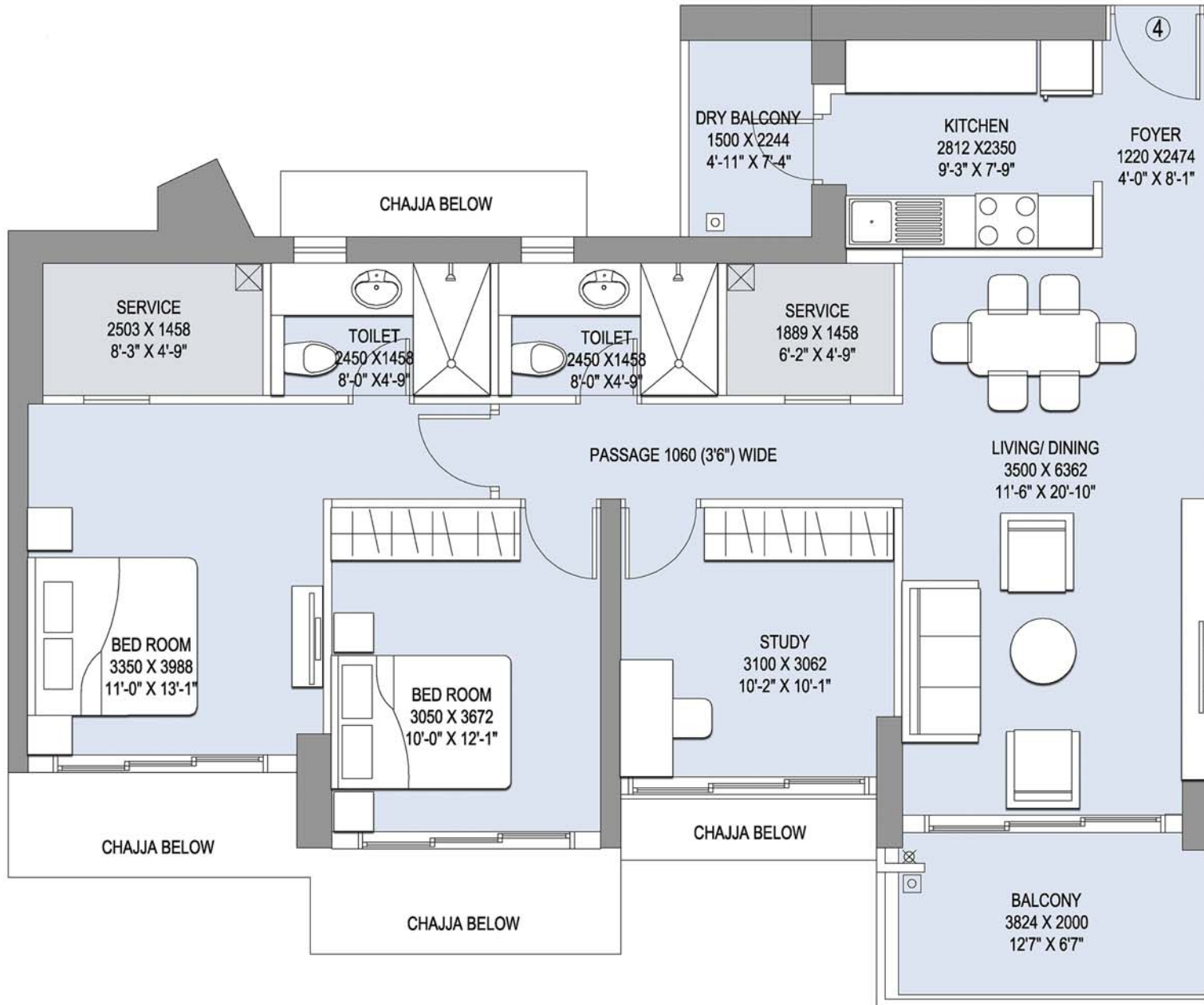
# T2 TYPICAL FLOOR PLAN



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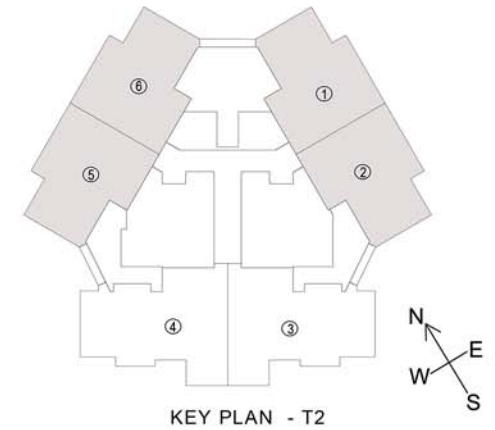
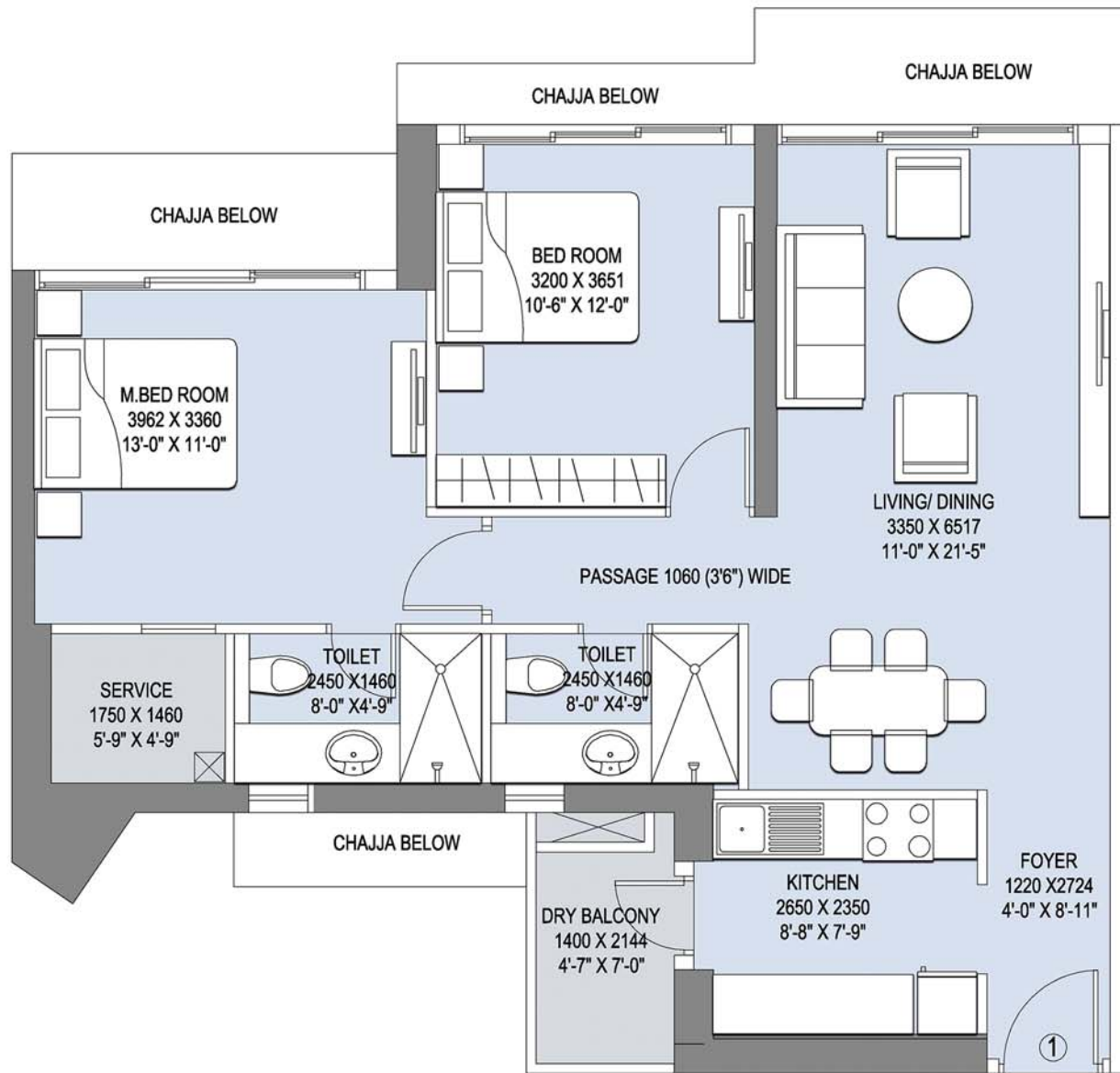
# T2 UNIT PLAN - 3BHK (ELEGANTE)



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# T2 UNIT PLAN - 2BHK (PREMIER)

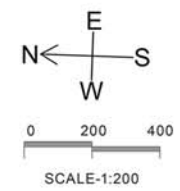
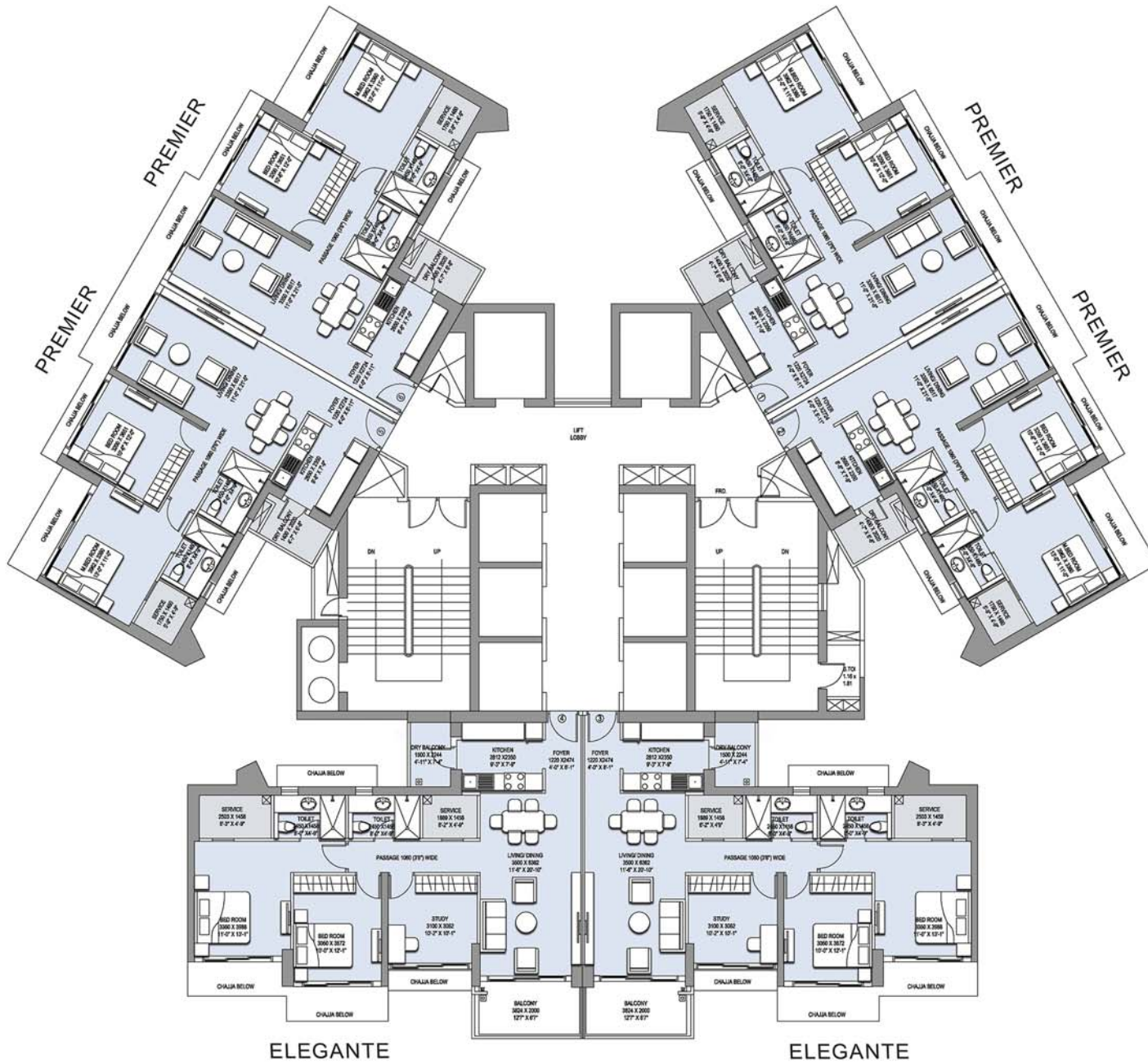


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CRESCENT BAY PAREL



# T4 TYPICAL FLOOR PLAN

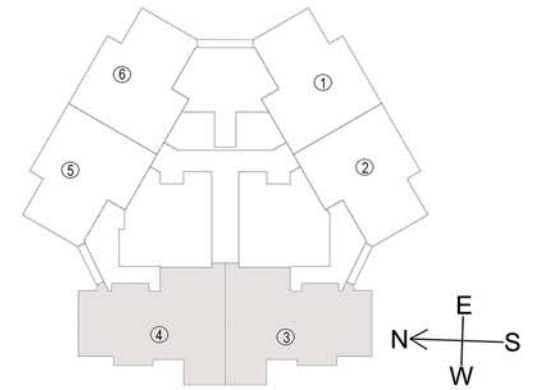
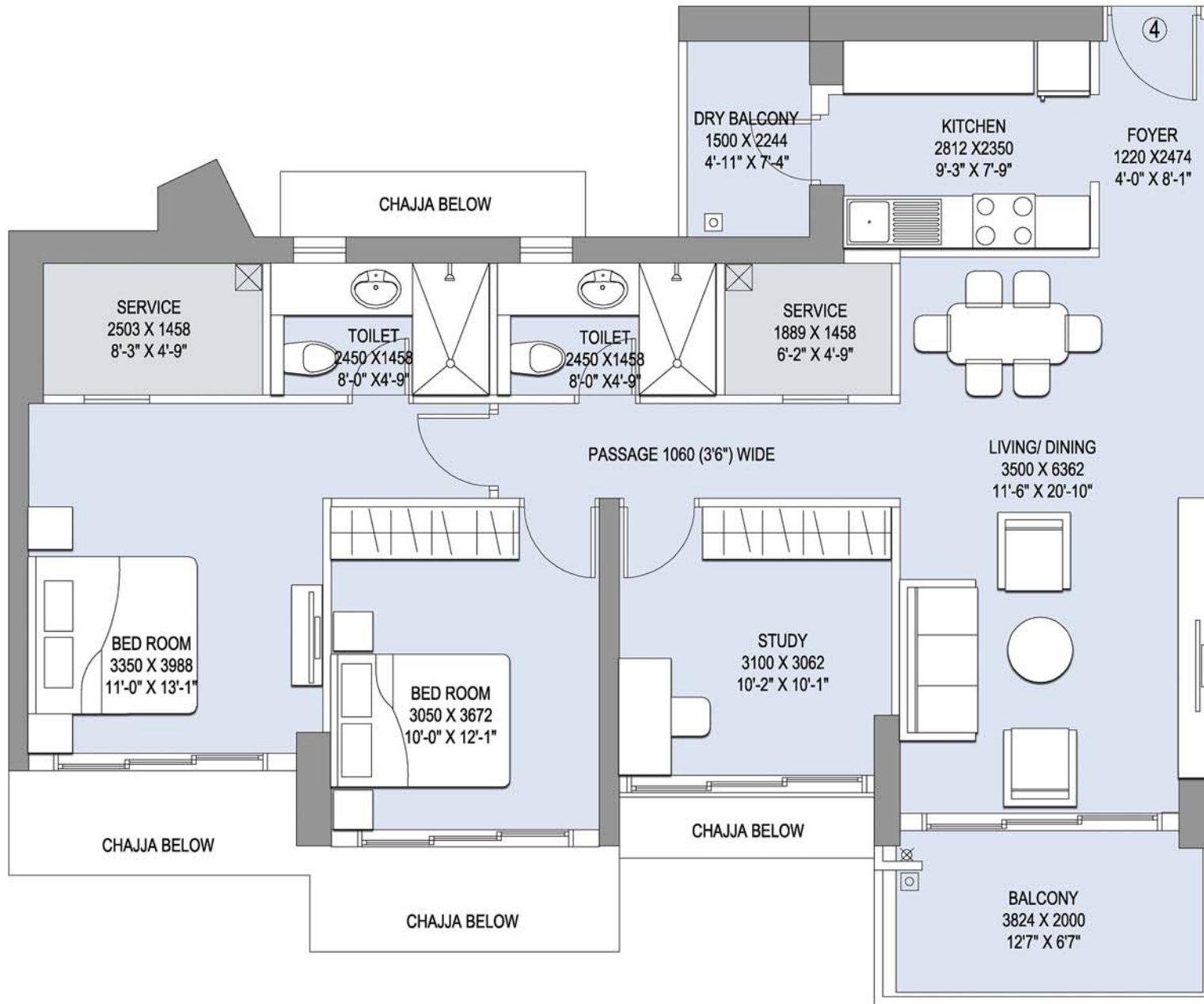


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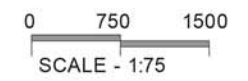
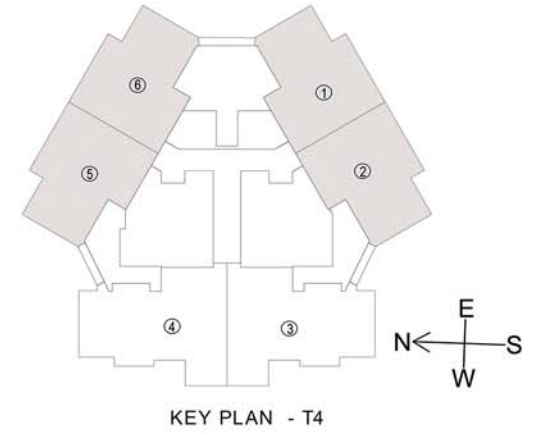
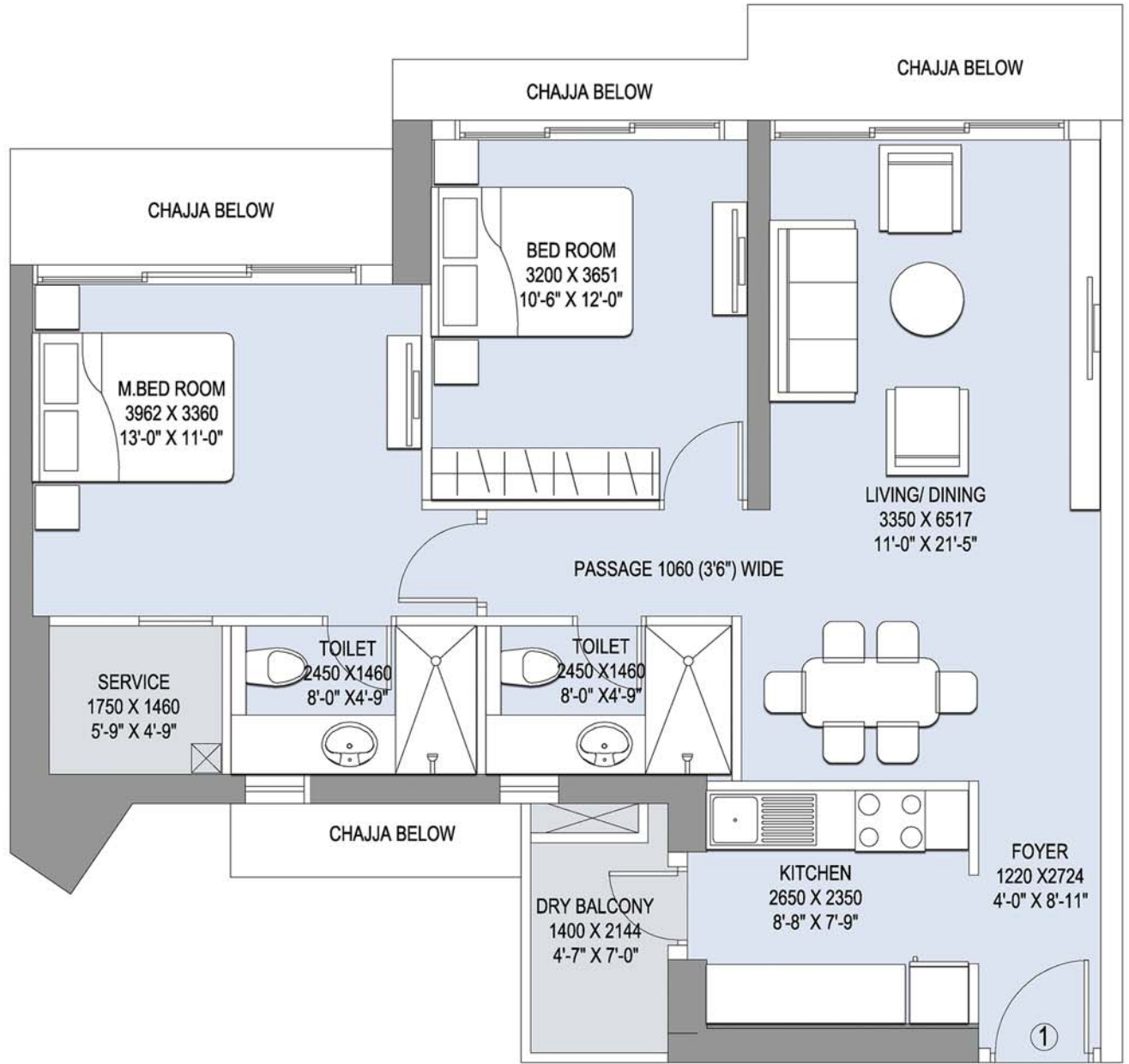
# T4 UNIT PLAN - 3BHK (ELEGANTE)



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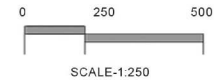
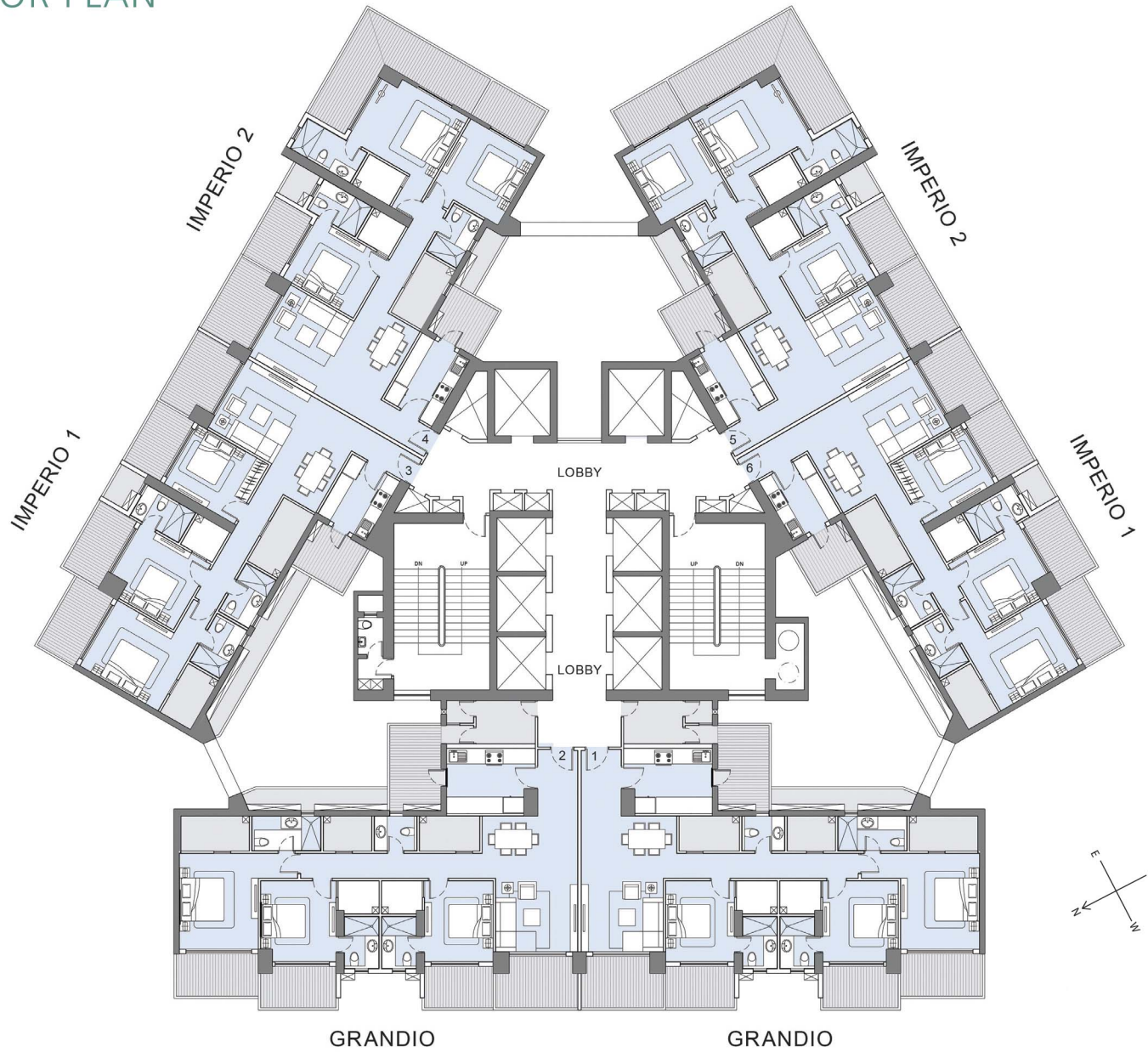
# T4 UNIT PLAN - 2BHK (PREMIER)



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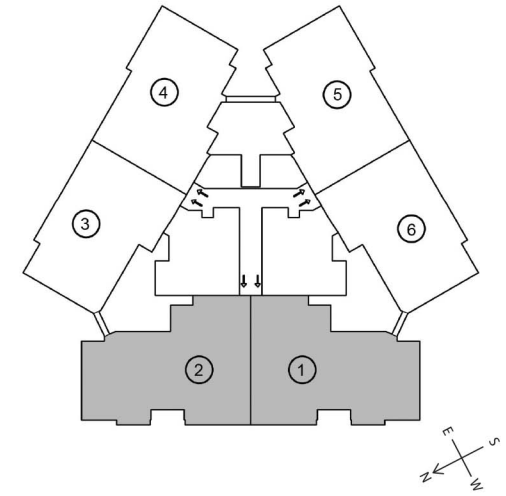
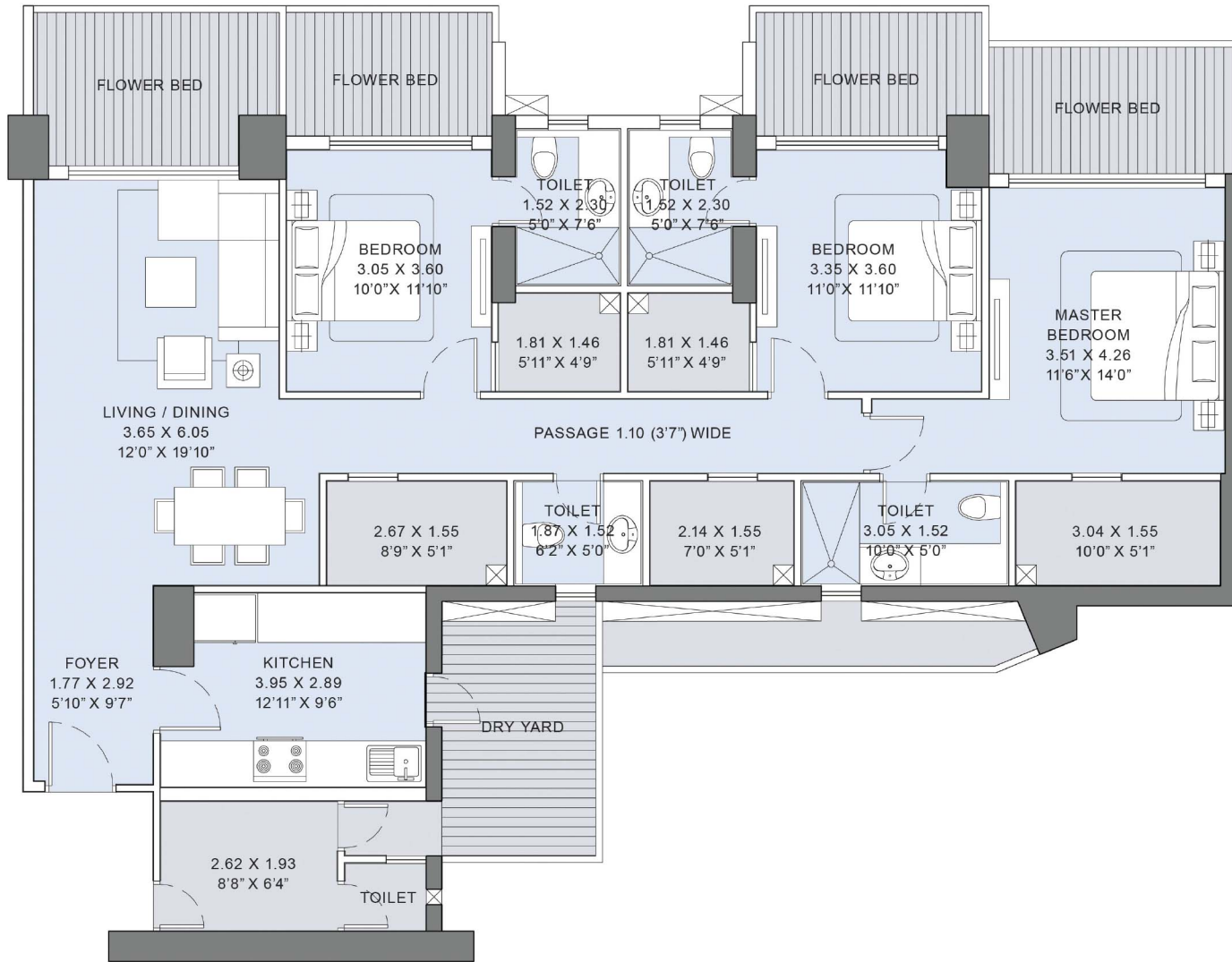
# T5 TYPICAL FLOOR PLAN



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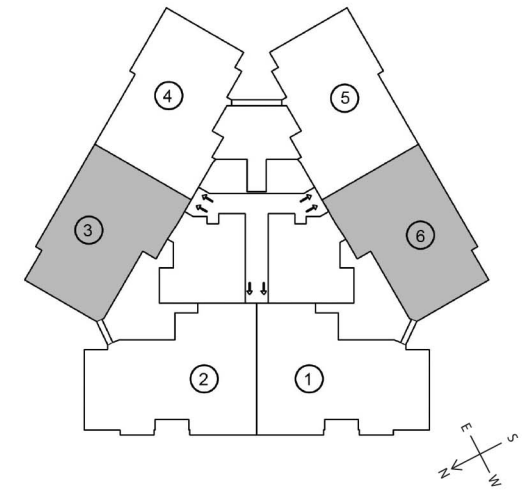
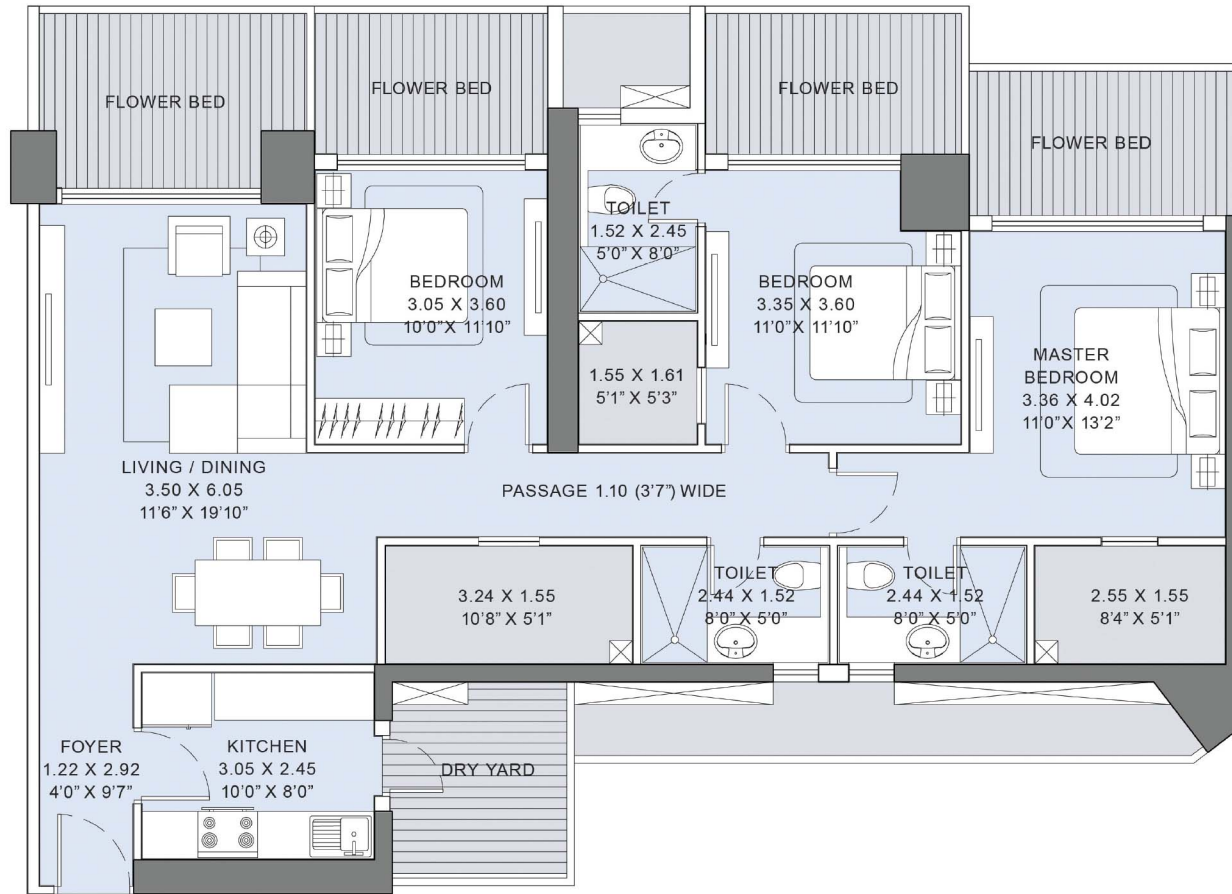
# T5 UNIT PLAN - 3BHK (GRANDIO)



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# T5 UNIT PLAN - 3BHK (IMPERIO 1)



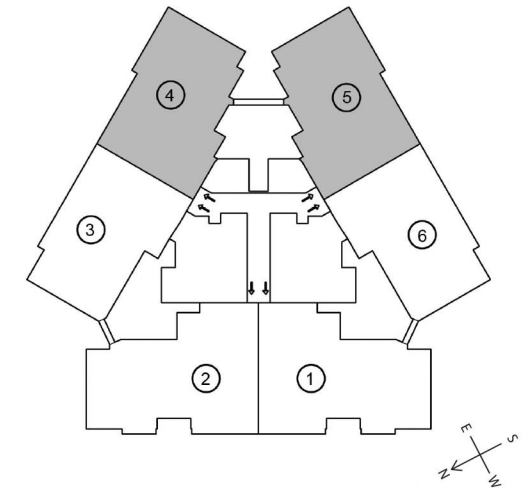
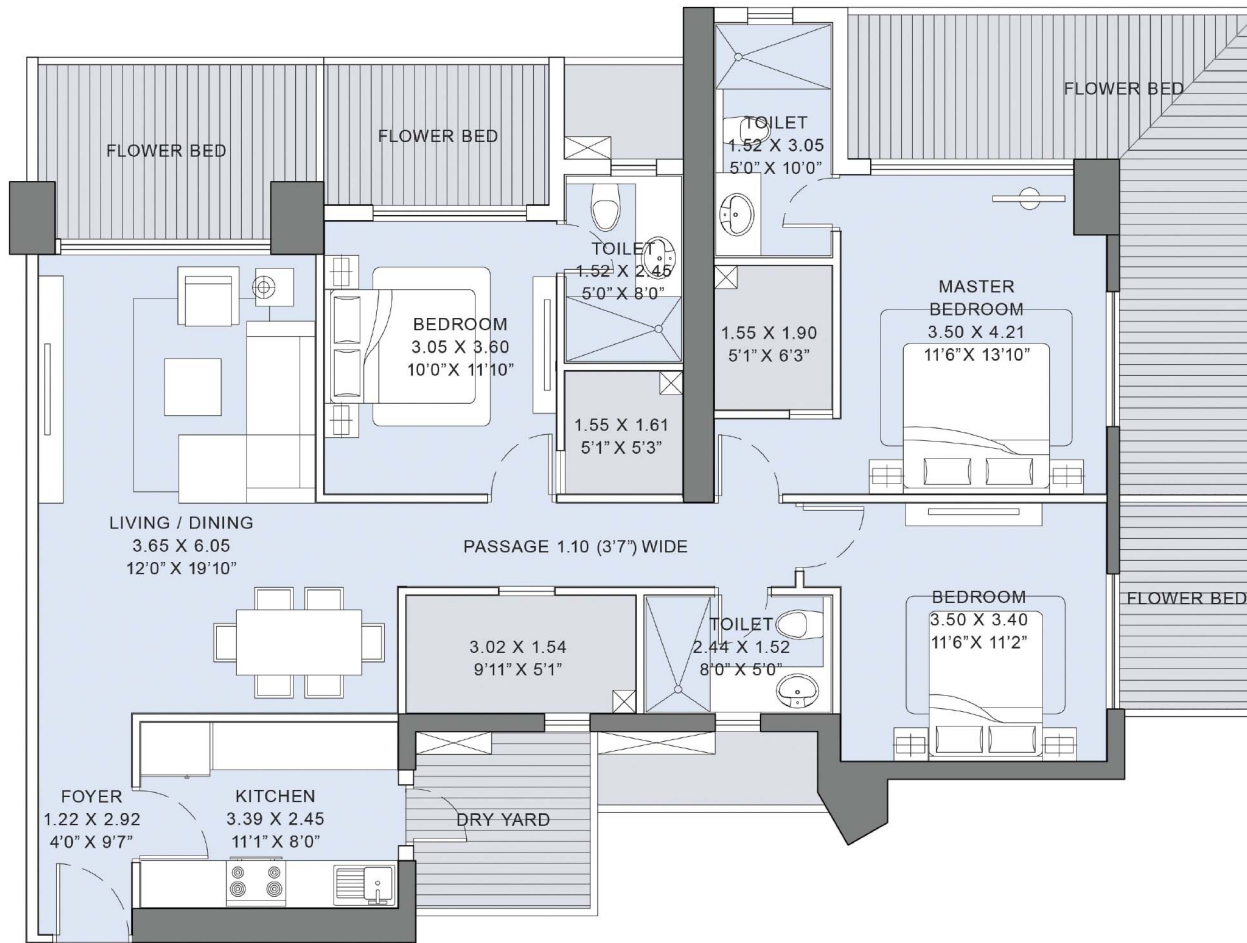
KEY PLAN - T5



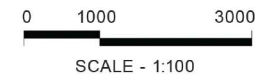
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# T5 UNIT PLAN - 3BHK (IMPERIO 2)



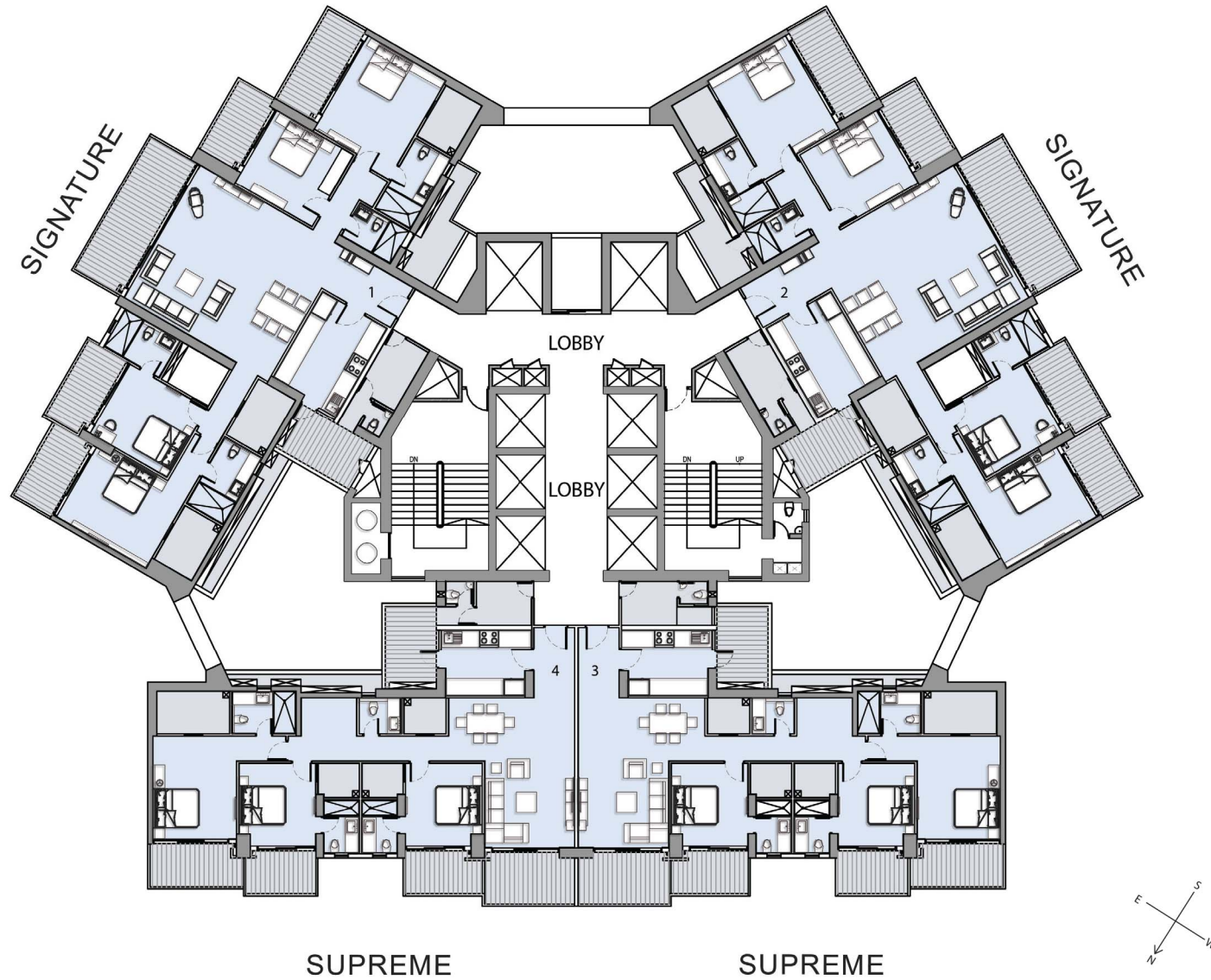
KEY PLAN - T5



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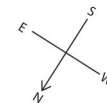
# T6 TYPICAL FLOOR PLAN



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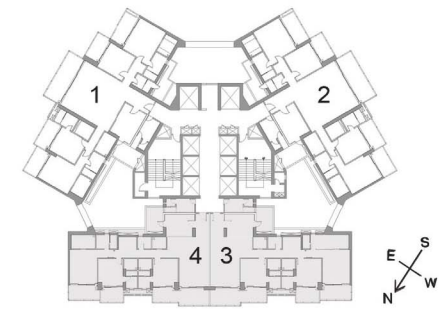
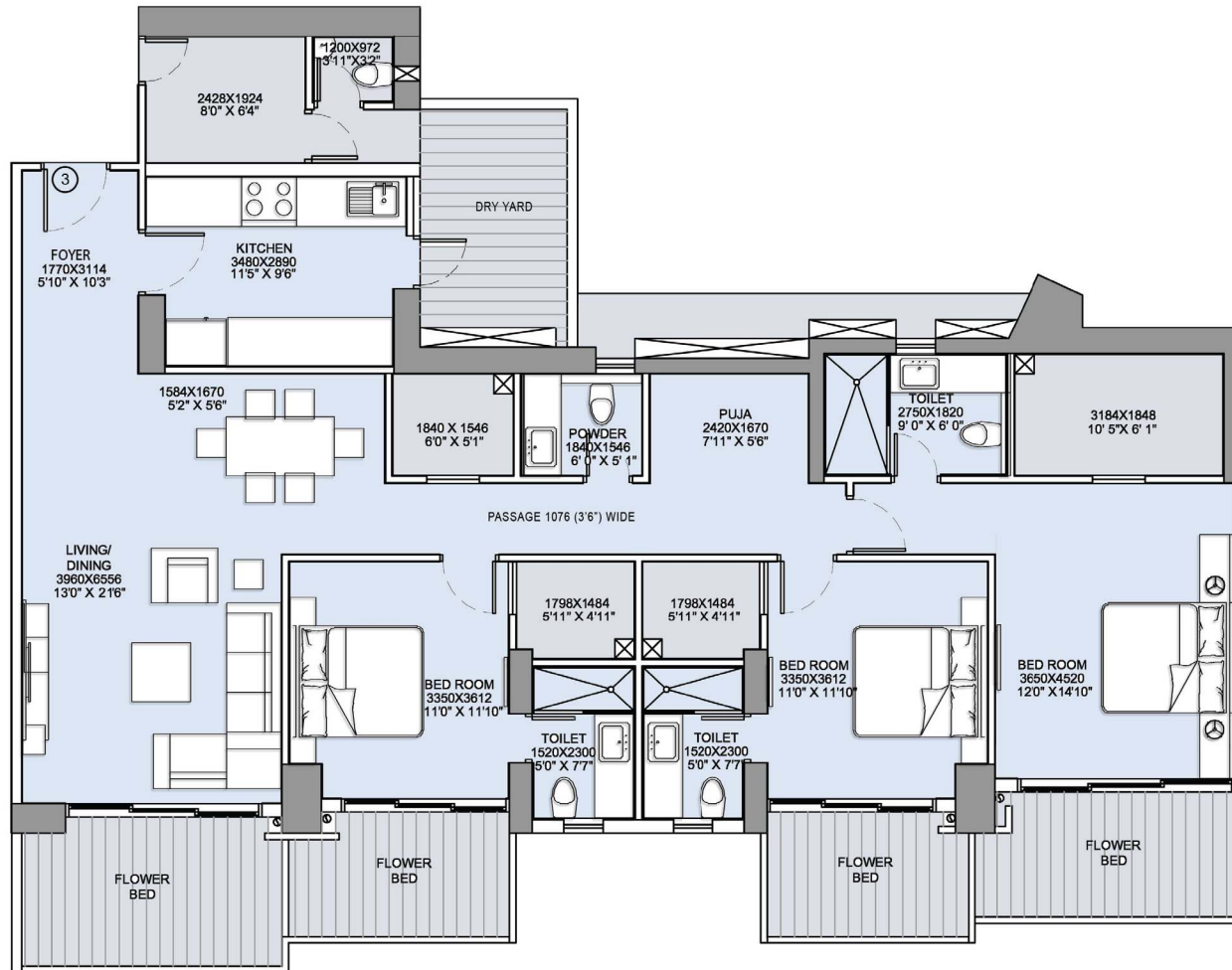
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CRESCENT BAY PAREL



# T6 UNIT PLAN - 3 BHK (SUPREME)



KEY PLAN T6

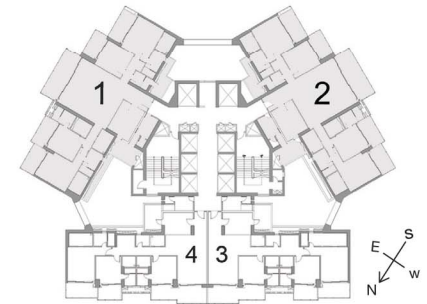


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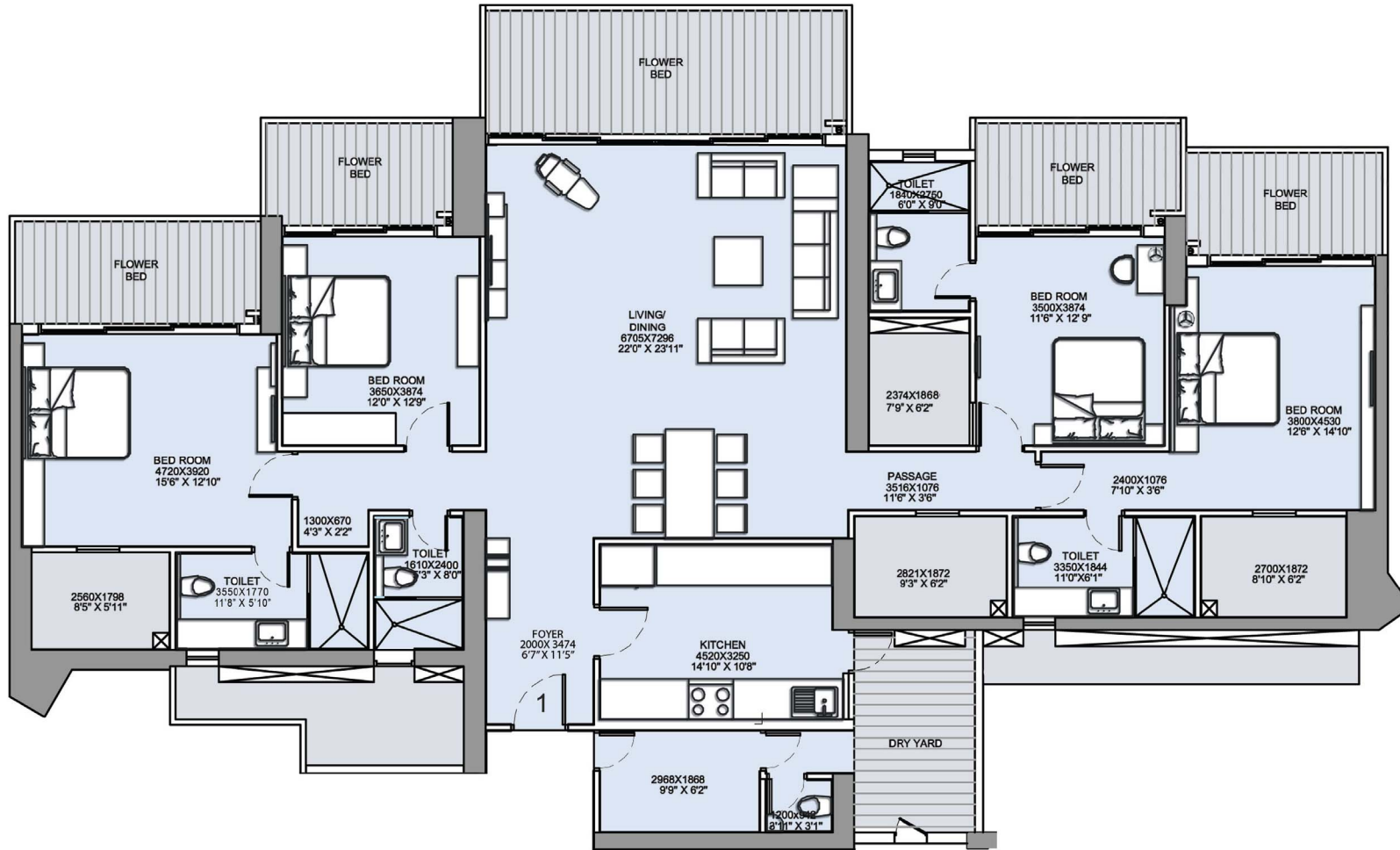
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# T6 UNIT PLAN - 4 BHK (SIGNATURE)



KEY PLAN T6



SCALE 1:100

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