

# UBER LUXURIOUS MARATHON MONTE CARLO TRANSCENDS BOUNDARIES

Luxury home buyers anywhere in the world have a penchant for an exclusive address that reflects their status. Among the central suburbs, Mulund occupies a position of pride for its peaceful neighbourhoods of well-heeled and culturally-rooted people. Marathon Realty's luxury project in Mulund, quite appropriately called Monte Carlo, has been the talk of the affluent home buyer circles for good reasons.

Marathon Monte Carlo is possibly the most premium residential property in Mulund today. It's a project that exudes an extravagance with palatial residences – probably the largest in the suburbs, breath-taking views that overlook the Mulund hills and world-class amenities. The most significant aspect of Monte Carlo is that the res-

idents can enjoy utmost peace and privacy amongst the verdantly green landscaping, owing to the limited number of apartments.

The plan of Monte Carlo and the residential units also speak of the spatial exclusivity of the project – it has 43 storeys with just two apartments on a floor, and less than 70 apartments in all. This also translates to privacy and exclusivity when it comes to amenities - in the sense that at any given point of time, not more than 10-15 people might end up using the amenities. The project has already received occupancy certificate till the 22nd floor, and families have already started moving in.

Notably, Marathon Realty will also develop Monte Plaza which is a premium commercial and retail project lo-



Measuring over 550 sqft, the expansive living and dining room would probably be the largest seen in the city

## PROSPECTS FOR MONTE CARLO

The idea was to allow residents to enjoy 5-star luxury every day in the opulent clubhouse and podium amenities at Monte Carlo, "said Mr. Shah. "Only quality finishes adorn every part, be it the entrance lobby, the clubhouse or the infinity pool. Every step and every moment is made memorable at Monte Carlo.



- ◆ Gym
- ◆ Multi-purpose hall
- ◆ Multi-purpose sports court
- ◆ Landscaped garden
- ◆ Swimming Pool
- ◆ Spa & Jacuzzi
- ◆ Steam room
- ◆ Triple-height entrance lobby
- ◆ High-speed elevators
- ◆ Indoor games room
- ◆ Pool table
- ◆ Lounge
- ◆ Kids' play area

ated below Monte Carlo. Monte Plaza features a retail promenade on the ground floor and smartly-designed offices on the three floors above it.

## Putting the large back in luxury

"When we designed the project, we wanted to create homes that offer something that a lot of luxury projects today don't offer – large spaces. Monte Carlo has lavish apartments, with unmatched exclusivity, and that is an especially great choice for joint families," says Mayur Shah, Managing Director, Marathon Group.

The size of the units at Monte Carlo is in the range of 1,900 sqft 4BHKs, 2,400 sqft 5BHKs and 2,700 sqft 6BHKs. The expansive living and dining room would probably be the largest seen in the city in any luxury project measuring over an incredible 550 sqft, and what adds to the spaciousness is the wide, floor-to-ceiling window that opens up to beautiful panoramic views of the Mulund hills.

The living experience is elevated further owing to the huge kitchen with servant quarter, enormous bedrooms with walk-in closets, large washrooms, and top-of-the-line fittings.

The buyer profile in this project has mostly been established businessmen, and new-gen entrepreneurs, and most of them are joint-families with several generations living together. The ballpark ticket size for the luxury residences is about Rs 7 Crore.

## Locational advantage

Luxury home buyers generally end up in parts of the city that are extremely crowded, and traffic woes are unending. Mulund, in stark contrast, is one of the well-planned clusters where roads are wide and the traffic congestion is a rarity. The proposed Metro line, which is going to run through LBS road, is likely to reduce traffic on the road even further.

Marathon Monte Carlo and Monte Plaza find themselves nestled in a quiet, green part of the suburb. Despite

## PROSPECTS FOR MONTE PLAZA

- ◆ Shops range from 460 sqft to 2,550 sqft
- ◆ Office spaces range from 470 sqft to 11,100 sqft
- ◆ Units can be combined seamlessly
- ◆ Every shop is self-contained with its own washroom
- ◆ Perfect for small and medium sized offices, restaurants, car showrooms, medical and general stores and lots of other retail outlets



## MARATHON MONTE PLAZA

- ◆ 11,000 sqft of retail space
- ◆ 30,000 sqft of commercial space
- ◆ Stunning glass façade
- ◆ Superb street level promenade
- ◆ Plenty of street and public parking

Excellent connectivity and peaceful locality – it strikes the perfect balance.

## Cutting-edge construction quality

Marathon Realty's track record has been a talking point in the real estate industry because of its meticulous detailing and emphasis on quality of con-

struction. Marathon Realty was among the first developers to have adopted this technology.

Marathon Group has a long and incredible relationship with Mulund.

The company has been at the forefront of property development in Mulund and continues to have a role in shaping the skyline of this charming suburb. Marathon's ongoing projects in Mulund – Eminence, Millennia, Emblem, Monte Carlo and Monte Plaza – offer everything from affordable 1BHKs, ultra luxurious 6BHKs, to retail spaces. Marathon's charitable enterprise, Ramniklal Zaverbhai Shah Trust, is also responsible for Next School – India's first Big Picture School

Also, most construction projects use conventional concrete mixing trucks, which take a lot of production time – resulting in concrete that is not extremely consistent, and has gaps. But in most Marathon projects the concrete which is the single most important material in construction goes through stringent quality control during production in on-site batching plants that are mostly automated to prevent any human error. The use of other catalysts, high-performance admixtures, and waterproofing compounds helps in creating the best possible concrete that can age to over 75 years without needing any major repairs, and protects the construction from all kinds of leakages, cracking of paint, tiles etc.



Marathon Monte Carlo defines luxury - large, lavish homes built to international standards, offering luxurious amenities, in a peaceful locality surrounded by greenery, and yet conveniently connected to the nerve centre of the city. The interiors are just as impressive as the exteriors, and we love how the large windows allow for great views, and ample light and air. Monte Carlo is an ideal mix of warmth and comfort

**Nilesh & Mansi Chheda**  
 - Monte Carlo Residents

## The rarity of premium commercial spaces in Mulund

While residential offerings in Mulund have grown at an exponential rate, the same can't be said about commercial offerings, especially premium ones. This is primarily why Monte Plaza was planned, and the project perfectly caters to that need in the region.

Monte Plaza also gains from the fact that it's in the same premises that holds luxury residences, and this promises the premium retail occupiers that target group. "Premium retail can thrive best in an ecosystem of luxury, and that is assured in this property. The entire development has two fine residential towers - Monte Vista and Monte Carlo - both amongst the most exclusive projects in the suburb," explained Mayur Shah.

According to a real estate data analytics firm, the next 4 years will see around 16,000 apartments being sold in Mulund alone, and this bodes really well for shopper footfalls at Monte Plaza. Off the new audience that moves into these homes, there could be a number of professionals who would be looking for office spaces near their residence to start their own enterprise.

## MARATHON REALTY'S TRACK RECORD

- ◆ More than 50 years of real estate experience
- ◆ More than 80 projects completed
- ◆ Over 15,000 homes to be delivered in the next five years
- ◆ Planning of over 1,00,000 homes underway
- ◆ 18-million sqft of land under development

## MARATHON

The projects has been registered via MahaRERA:  
 Monte Carlo - P5180002662  
 Monte Plaza - P51800016329  
 and is available on the website [http:// maharera.mahaonline.gov.in](http://maharera.mahaonline.gov.in) under registered projects.

For more details contact: 9359358585

Marathon Monte Carlo,  
 Jagjivan Ram Nagar, Opposite Telephone Exchange,  
 Mulund West, Mumbai - 400080



Smartly designed offices at Monte Plaza, are a perfect fit for professionals of all kinds

this, connectivity is top-notch - the arterial LBS Marg is just about 250m away, and so is the upcoming metro station, reaching the Eastern Express Highway takes about 10 minutes, and the railway station is about 1.5km away.

struction. For example, Marathon Realty projects use aluminium formwork technology instead of traditional ply, which means that the structures are precision engineered with incredibly smooth concrete finishes which result in absolute leak resistance and

The idea was to create the most luxurious residential experience – whether it's the glasshouse-like entrance lobby, the podium amenities, or the spacious and exclusive homes with fantastic views around. All of these have been achieved while keeping important aspects like excellent location, ample parking and Marathon's stringent engineering practices and high construction quality at the core

**Mayur Shah,**  
 Managing Director,  
 Marathon Group



Wide windows open up to these gorgeous panoramic views of the Mulund hills

