RUSTOMJEE

ASHIANA

JUHU

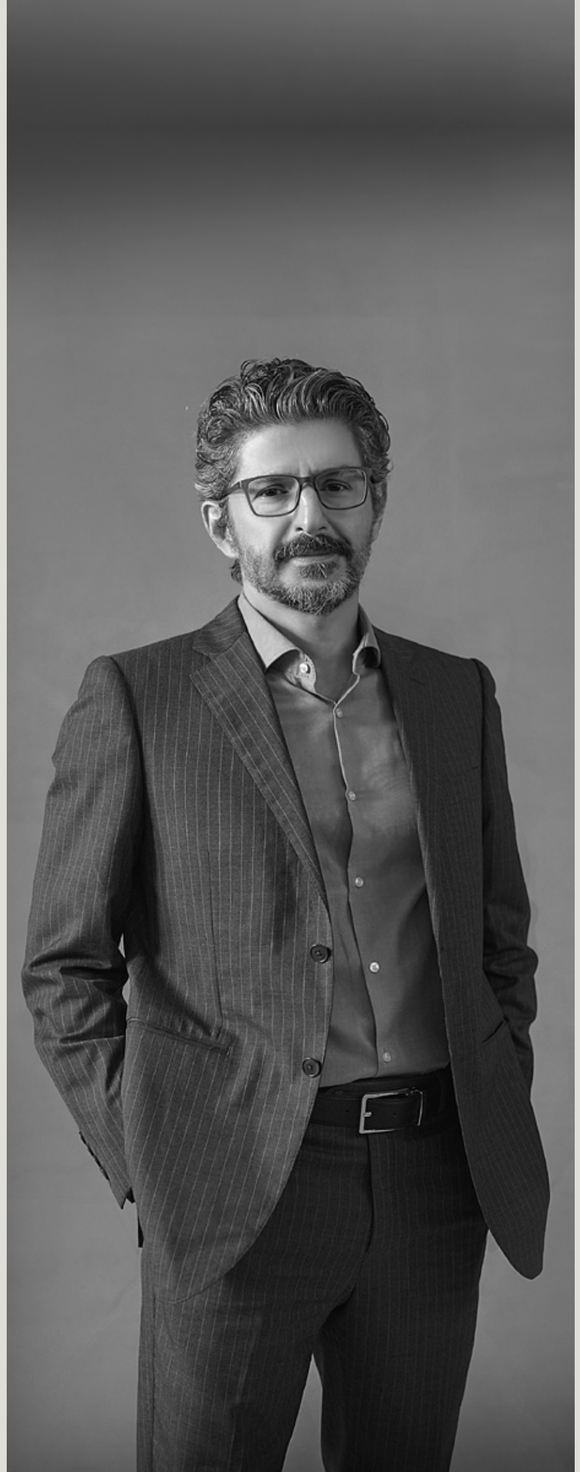
IT'S THOUGHTFUL. IT'S Rustomjee®

400

049

Design Thinking #358

LIVING IN THE LAP OF *luxury* STARTS WITH THE RIGHT PIN CODE.



After delivering success stories such as 9 JVPD, Rustomjee Ciroc, Rustomjee Elements that have changed the definition of luxury in the neighbourhood, we are delighted to welcome you to an address that will add some brand new chapters to the book of luxury living in Juhu.

Rustomjee Ashiana is a niche lifestyle experience in one of Mumbai's most coveted neighbourhoods - Juhu, home to a bevy of stars. Inspired by our design thinking philosophy, this landmark address has several signature elements. From its unique facade, unlike any other in the vicinity, crafted with the utmost attention to detail, to the indulgent life it has to offer. Within the gates of this world, you will stumble upon some realisations - Mondays can wait, martinis with friends can't. Sunny days can turn into starry nights with the glitterati. And that home can be the best retreat for the soul.

-Boman R. Irani
Chairman and MD, Rustomjee

Design Thinking #567

A SANCTUARY FOR URBAN ROYALTY SHOULD BE SPREAD ACROSS *a few thousand square feet.*

Our past projects in the neighbourhood have defined the future of luxury living. 9 JVPD, Rustomjee Ciroc, Rustomjee Elements - these are a few of our most sought-after addresses that have introduced Juhu to a life of unabashed opulence. From spacious residences and sprawling sundecks to flawless craftsmanship and immaculate details - there's something special about each project. Take for instance Rustomjee Elements - replete with indulgences like tropical softscapes, an infinity pool and the most expansive rooftop lounge the neighbourhood has ever seen. If you're looking for the first and the last word in luxury living, a drive past our landmark addresses in Juhu is just the thing.

RUSTOMJEE ELEMENTS SHOW RESIDENCE | SHOT AT LOCATION



SHOT AT LOCATION

TRANSFORMING MILLIONS OF SQ. FT. ACROSS THE CITY WITH ONE IDEA: *Design Thinking.*

Welcome to worlds co-created by architects, behaviourists, child psychologists, environmentalists, sunlight experts, interior designers, sculptors, artists and landscape designers. A multi-disciplinary approach we like to call design thinking. Where there are hundreds of delightful square feet of adventure, discoveries, friendships, laughter, fun and family time built into the blueprint. Where twelve hour workdays leave you with enough time for you. Getting together with your friends for a jam session under the stars or a poolside cocktail doesn't take a backseat to your commitments. And the people next door turn into extended family over potluck picnics in the garden and friendly tennis matches. Think of it as a human-centric experience dedicated to everything the city had forgotten about life.

Design Thinking #790

A daily agenda

SHOULD INCLUDE
MORNINGS AT THE BEACH
AND BISTRO NIGHTS.

Rustomjee Ashiana is within walking distance of the sun-kissed Juhu beach and is surrounded by high street retail destinations, popular nightclubs, fine-dining restaurants, bistros, lounges and pubs. This upscale neighbourhood is also home to some of the city's crème de la crème. It is located within a short drive of the Western Express Highway and the domestic and international airports, with a number of renowned educational institutions and world-class healthcare facilities in the vicinity.

IMAGE FOR REPRESENTATIONAL PURPOSES ONLY



IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

Design Thinking #789

A HOME SHOULD BE CLOSE TO LIFE, *work and everything* IN BETWEEN.

Situated in the picturesque, tree-lined 10th Road of Juhu, an address at Rustomjee Ashiana makes sure you are perfectly placed to enjoy the greatest pleasures the city has to offer. Out here, you are just a short drive away from lazy morning strolls on the beach, a day of retail therapy, or a night of frequenting clubs and restaurants that the city's glitterati count amongst their own favourites. Whether it is getting to work or skipping work for a movie date, you will be connected to everything.



ARTIST'S IMPRESSION

Design Thinking #251

First impressions SHOULD NEVER LOSE THEIR CHARM.

A classic brick-clad high-rise invites you to a plush living experience, elevated to awe-inspiring perfection. Sprawling 3 and 4 bedroom residences feature private decks to take in the stunning green views. With only 3 residences per floor, you can take two things for granted: privacy and exclusivity. The neighbourhood offers a choice of options to unwind, and get together with friends and family. A multi-tier security system ensures you always get a good night's sleep. And if you wish to take a break from the demands of the day, all you have to do is step out onto the sundeck and smile at how good you have it.



ARTIST'S IMPRESSION

Design Thinking #238

An escape
FROM THE DAILY GRIND SHOULD BE FOUND AT THE END OF EVERY DAY.

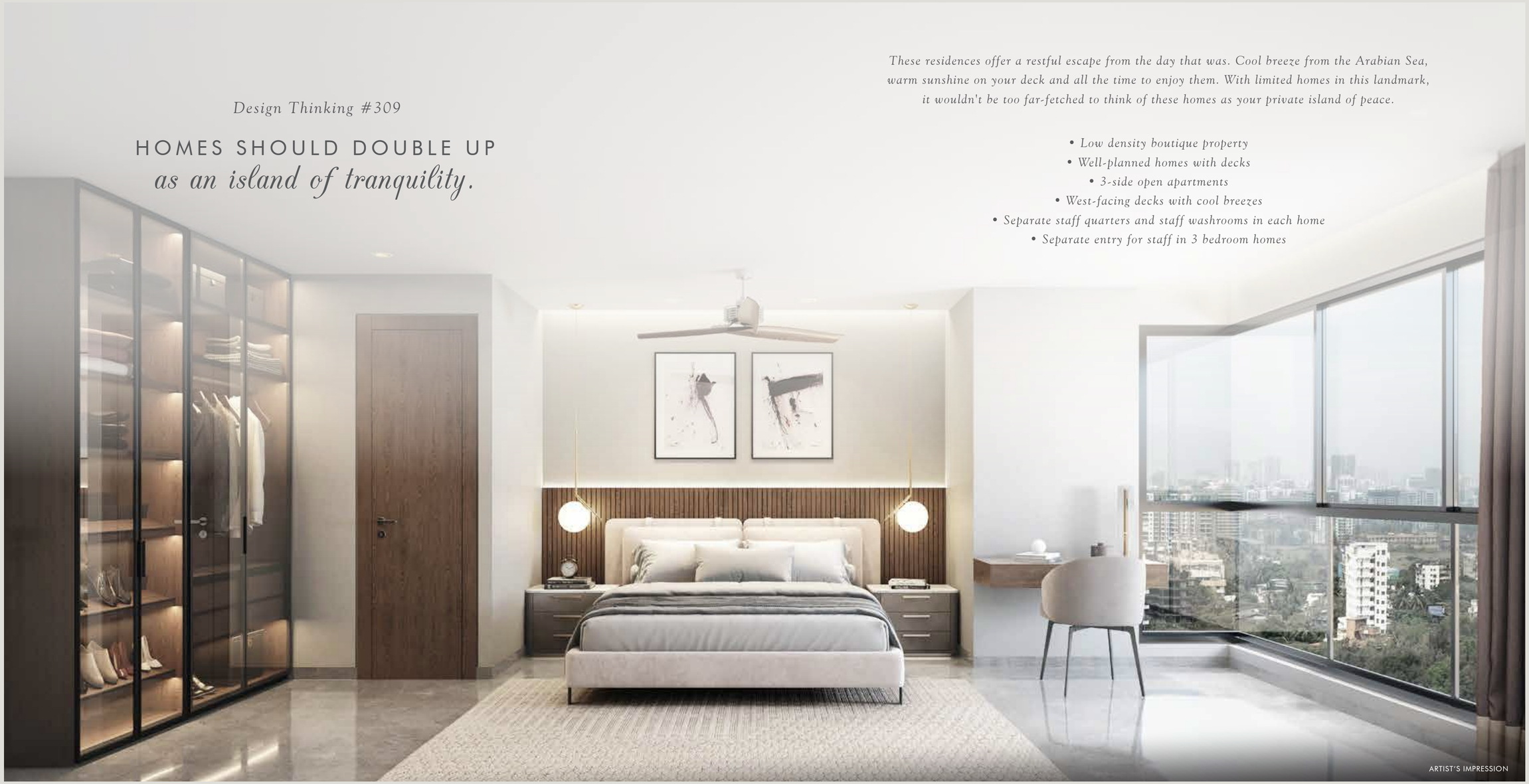
Rustomjee Ashiana's signature design includes a stylish bare brick facade, adding a traditional and timeless look to the landmark. The brickwork is designed for thermal conductivity – keeping the interior temperatures cooler than the outside. What's more, the underdeck and overdeck insulation at the top ensures no acoustic disturbance to the topmost floors. It's the perfect example of form meeting function.

Design Thinking #309

HOMES SHOULD DOUBLE UP
as an island of tranquility.

These residences offer a restful escape from the day that was. Cool breeze from the Arabian Sea, warm sunshine on your deck and all the time to enjoy them. With limited homes in this landmark, it wouldn't be too far-fetched to think of these homes as your private island of peace.

- *Low density boutique property*
- *Well-planned homes with decks*
- *3-side open apartments*
- *West-facing decks with cool breezes*
- *Separate staff quarters and staff washrooms in each home*
- *Separate entry for staff in 3 bedroom homes*



ARTIST'S IMPRESSION

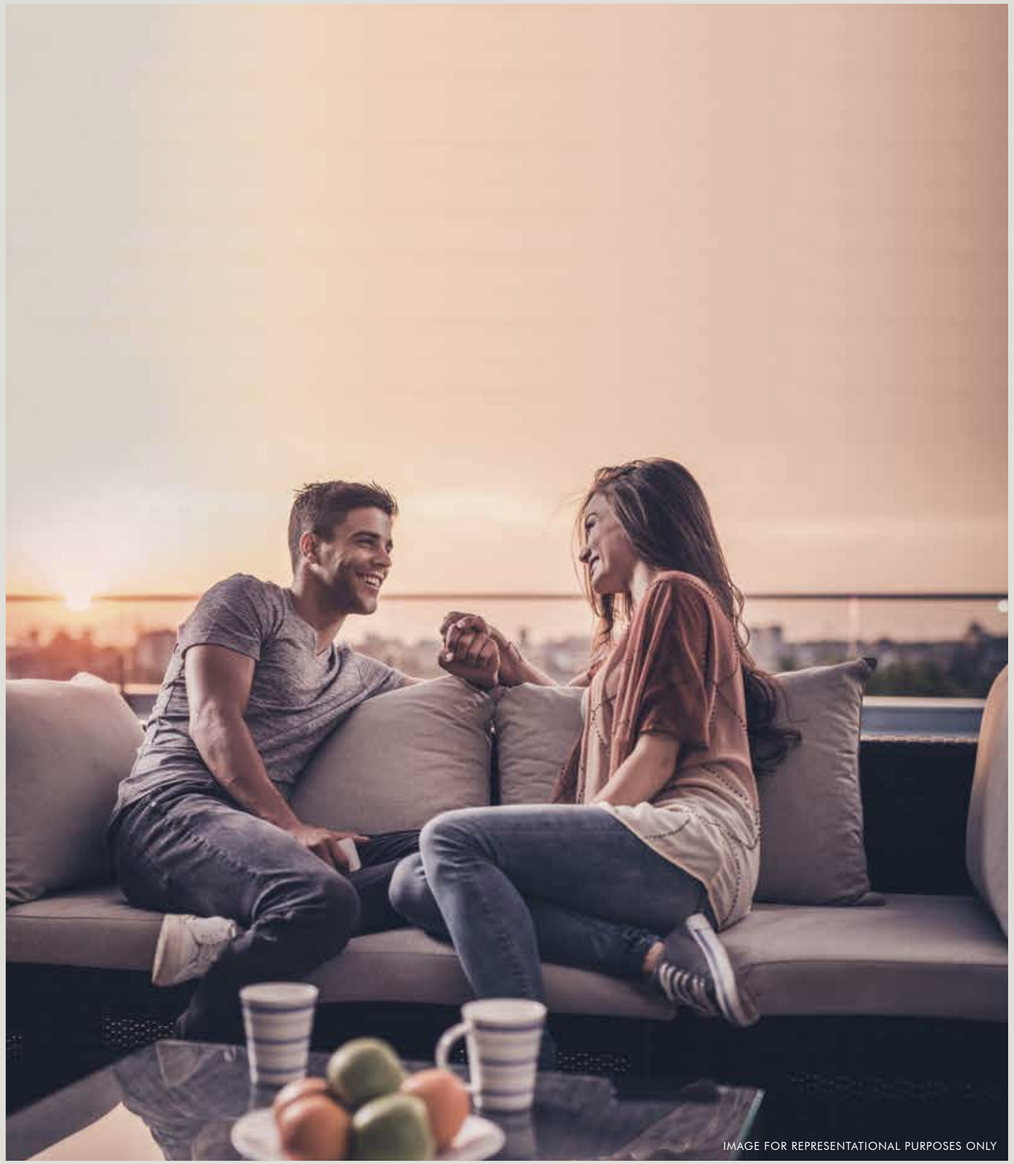


IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

Design Thinking #981

A sundeck is all it takes

TO REKINDLE ROMANCE, FRIENDSHIPS AND THE LOVE OF READING.

Every home at Rustomjee Ashiana has a charming sundeck where everything from surya namaskars to sundowners find the perfect venue. Out here, you will discover the night sky, tranquil afternoons and cool evening breezes.



IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

Design Thinking #226

A FITNESS ROUTINE SHOULD FEEL LESS LIKE A CHORE AND MORE LIKE *a temptation.*

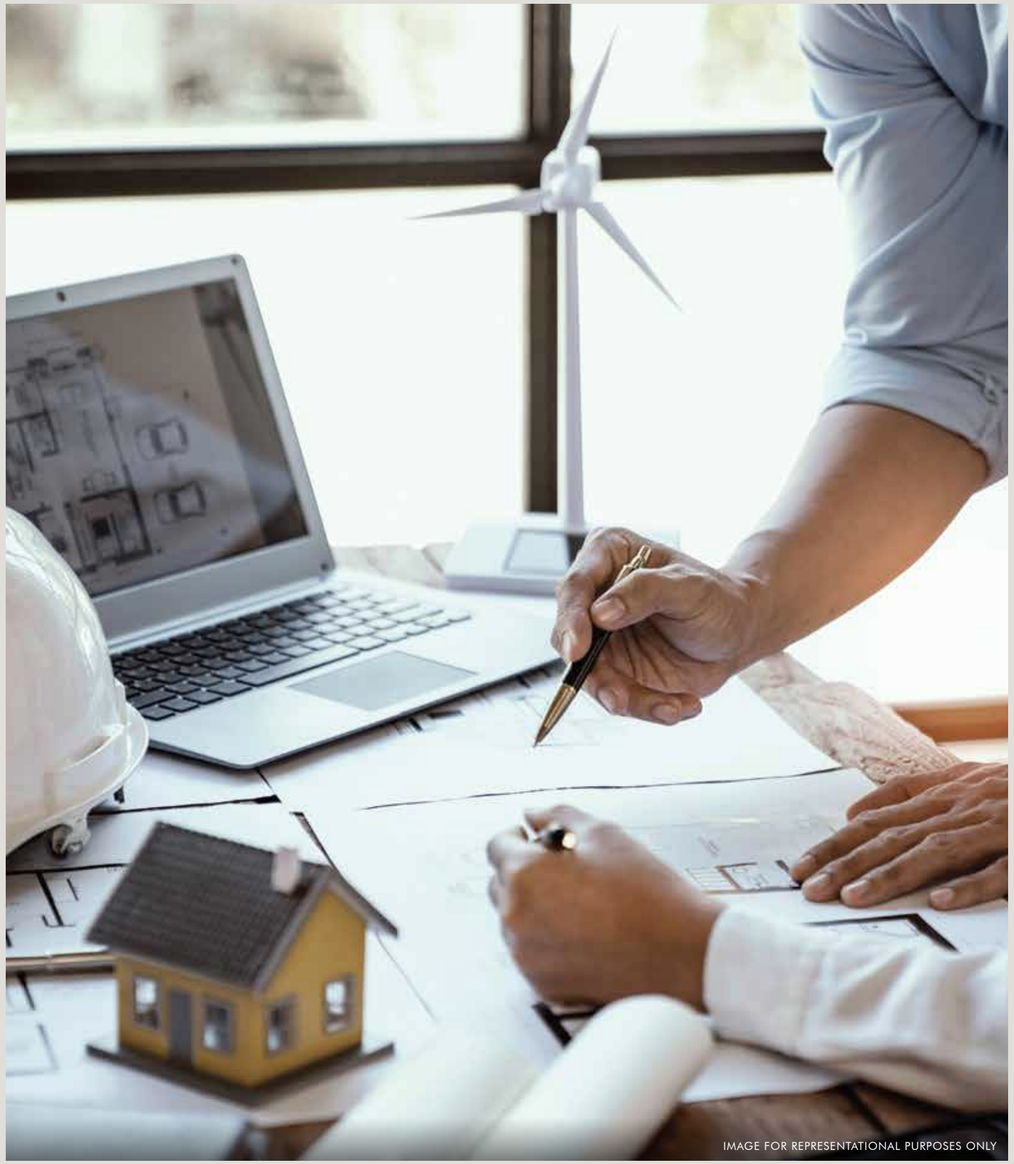


IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

Design Thinking #89

CREATING THE PERFECT *masterpiece* NEEDS THE PERFECT MASTER.

RSP ARCHITECTS:

RSP is a globally renowned multidisciplinary architectural and engineering design firm, headquartered in Singapore. For over six decades, they have been dedicated to creating designs that are not only original and imaginative, but also enhance people's lives. Their futuristic approach to design, coupled with their exceptional technical expertise, is supported by a team of experts and professionals spread across 15 studios in six countries. With a portfolio of over 2,500 international projects, RSP Architects has extensive experience in master planning, mixed-use, retail, office, education, residential, civic, hospitality, industrial, transport, and healthcare sectors. Their notable collaborations include designing Changi airport, Singapore, and Palm Jumeirah Luxury Resort, Dubai.



IMAGE FOR REPRESENTATIONAL PURPOSES ONLY

Design Thinking #90

A BLUEPRINT CAN ENHANCE THE *quality of life* FOR YOU AND THE PLANET.

NEWARCH LANDSCAPES LLP:

The NEWARCH® team comprises of a diverse group of professionals and experts, including landscape architects, architects, horticulturists, visualizers, and site inspectors. This diversity enriches their creative process and empowers them to create environmentally sustainable, visually pleasing, and socially inclusive open spaces that enhance the quality of life. Established in 1999, with an aim to thrive for a century, Newarch Landscapes is committed to translating the needs of the community and the environment into practical, sustainable design solutions. The company has built a reputation for delivering impressive projects both in India and internationally.

Clubs:

Soho House - 3.3 km
The Club - 1.9 km
JVPG Club - 800 m
Millennium Club - 1.1 km

Hotels:

JW Marriott - 9 km
Novotel - 1.3 km

Beaches:

Juhu Beach - 1 km
Silver Beach - 1.5 km
Versova Beach - 5.2 km

Hospitals:

CritiCare Asia Multispeciality Hospital - 1.6 km
Kokilaben Dhirubhai Ambani Hospital - 3 km

Schools:

Ecole Mondiale World School - 700 m
Jamnabai Narsee School - 1.1 km
CP Goenka International School - 2 km
Utpal Sanghvi Global School - 400 m



A CONCRETE JUNGLE CAN INDEED
BE GREEN. AN OFFICE CAN BE
AS WELCOMING AS A HOME.
AND BRICKS AND MORTAR CAN HELP
build relationships.

Since 1996, Rustomjee has transformed millions of square feet of the city into premium townships, luxury gated estates, corporate parks, retail spaces, standalone landmarks and affordable homes. Built into our blueprints are ideas for a happier, healthier, more connected world. Where neighbours become friends and friends turn into family. Sculpted into every sq. ft. we build, are new age concepts, technology and eco-friendly design. Rustomjee is the name the city relies on to bring back childhoods, create big, happy, well-knit communities, turn innovation into more than just a buzzword, and make trust a part of every floor plan.

ONE OF INDIA'S MOST AWARDED DEVELOPERS | 280+ BUILDINGS |
20+ MN. SQ. FT. DELIVERED | 34+ MN. SQ. FT. IN THE PIPELINE |
14000+ HOMES | 2 MEGA TOWNSHIPS

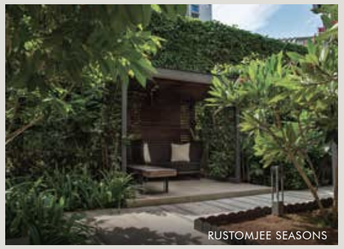

RUSTOMJEE ELEMENTS


RUSTOMJEE ELANZA


RUSTOMJEE PARAMOUNT


LA FONTAINE BY RUSTOMJEE


LA FONTAINE BY RUSTOMJEE


RUSTOMJEE SEASONS


RUSTOMJEE ELEMENTS


RUSTOMJEE SEASONS


RUSTOMJEE ELEMENTS


RUSTOMJEE PARAMOUNT

ALL IMAGES ARE SHOT AT LOCATION

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SCAN HERE

Site Address: Rustomjee Ashiana, Plot No 6, N S Road Number 10, Gulmohar Road, JVPD Scheme, Juhu, Mumbai 400 049.

MahaRERA Registration No: P51800049755. Available on the website: http://maharera.mahaonline.gov.in

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