



AURUM *Arts*



ARTFUL LIVING

Life is the biggest canvas.
Every life experience is a new brushstroke that adds, enriches,
and eventually creates a unique work of art.

Aurum Arts offers its residents a myriad of exquisite life experiences. The high life that's a natural by-product of world-class hospitality, upscale shoppertainment and diverse fine dining in the vicinity. The magic of the iconic cultural and recreational spots that lie nearby. The bliss from immersing oneself in lifestyle and wellness amenities without stepping out of one's own gates. The luxury that goes hand in hand with living in plush expansive residences. And of course, the exclusivity that comes with sharing a space so impressive with just a few.

Welcome to Aurum Arts. Welcome to Artful Living.

LIFE IS ART.
ART IS LIFE.
I NEVER
SEPARATE IT.

- Ai Weiwei

AURUM *Arts*
WORLI

DOORDARSHAN
TOWER

ST. REGIS &
PALLADIUM
MALL

FOUR
SEASONS

MAHALAXMI
RACECOURSE

WORLI
SEA FACE
ROAD

GATEWAY
OF INDIA

MARINE DRIVE

MALABAR
HILL

NARIMAN
POINT

A POSTCODE OF PRIDE

Aurum Arts is located in the heart of Worli. Prime, central, yet replete with character, Worli is one of South Mumbai's most sought-after neighbourhoods. It hosts some of the city's most iconic sights – panoramic views of the Arabian Sea, the famous Mahalaxmi Racecourse, the majestic Bandra-Worli Sea Link and the ever so popular Nehru Planetarium. Strategically located on Dr Annie Besant Road, the grand structure can be seen in all its glory from the biggest vantage points in the area.

1
WORLI
NEHRU SCIENCE CENTRE
MAHALAXMI RACECOURSE

2
LOWER PAREL
ITC GRAND CENTRAL
PHOENIX PALLADIUM

3
PRABHADEVI
SIDDHIVINAYAK TEMPLE
RAVINDRA NATYA MANDIR

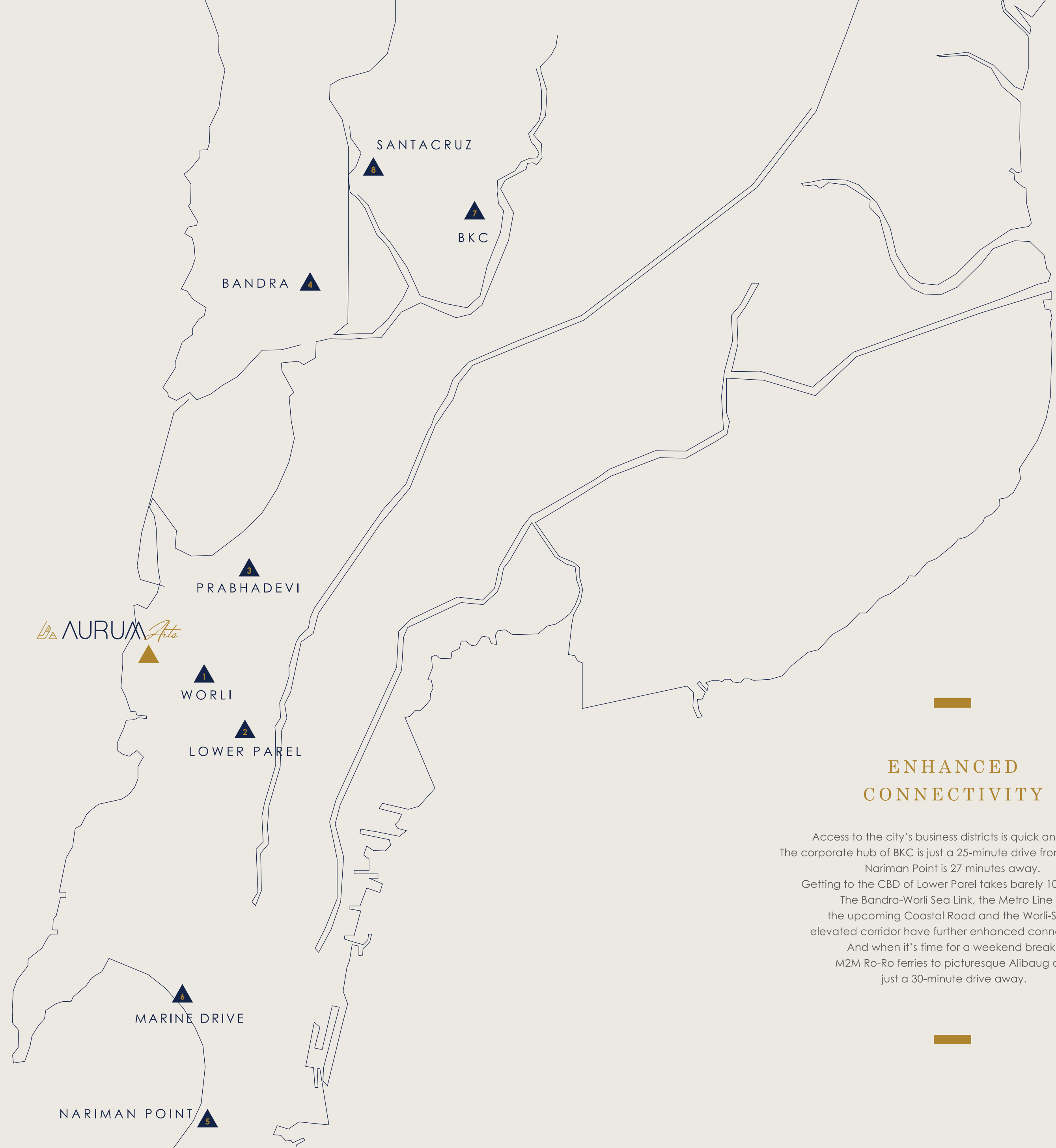
4
BANDRA
CARTER ROAD
TAJ LANDS END

5
NARIMAN POINT
NCPA
THE OBEROI

6
MARINE DRIVE
WANKHEDE STADIUM
MARINE DRIVE PROMENADE

7
BKC
JIO WORLD CONVENTION CENTRE
JIO WORLD DRIVE

8
SANTACRUZ
HOTEL GRAND HYATT
DOMESTIC AIRPORT (T1)



ENHANCED CONNECTIVITY

Access to the city's business districts is quick and easy. The corporate hub of BKC is just a 25-minute drive from Aurum Arts. Nariman Point is 27 minutes away. Getting to the CBD of Lower Parel takes barely 10 minutes. The Bandra-Worli Sea Link, the Metro Line 3, the upcoming Coastal Road and the Worli-Sewri elevated corridor have further enhanced connectivity. And when it's time for a weekend break, M2M Ro-Ro ferries to picturesque Alibaug are just a 30-minute drive away.



Image for representation purpose only



Image for representation purpose only

A COLOURFUL LIFE

Living the high life comes easy at Aurum Arts. Mumbai's swankiest hotels like Four Seasons, ITC Grand Central, St. Regis and Taj Lands End are a hop, skip and jump away. Shoppertainment destinations are abundant with Atria Mall, Palladium and High Street Phoenix located in close proximity. Fine dining venues leave residents spoilt for choice. Nehru Science Centre, Mahalaxmi Racecourse, The National Sports Club of India, Tao Art Gallery and Kamala Mills further add to the potpourri of lifestyle and entertainment.



Image for representation purpose only

GREAT THINGS
ARE DONE BY
A SERIES OF
SMALL THINGS
BROUGHT
TOGETHER.

- Vincent Van Gogh

AN URBAN MASTERPIECE

Standing tall at 19 storeys, the breathtaking façade defines magnificence and captures panoramic views for its residents. With an element of green that symbolises a deep connection with nature and staggering decks that exemplify high living, Aurum Arts leaves an instant impression on both visitors and passers-by.



IMPECCABLY DESIGNED

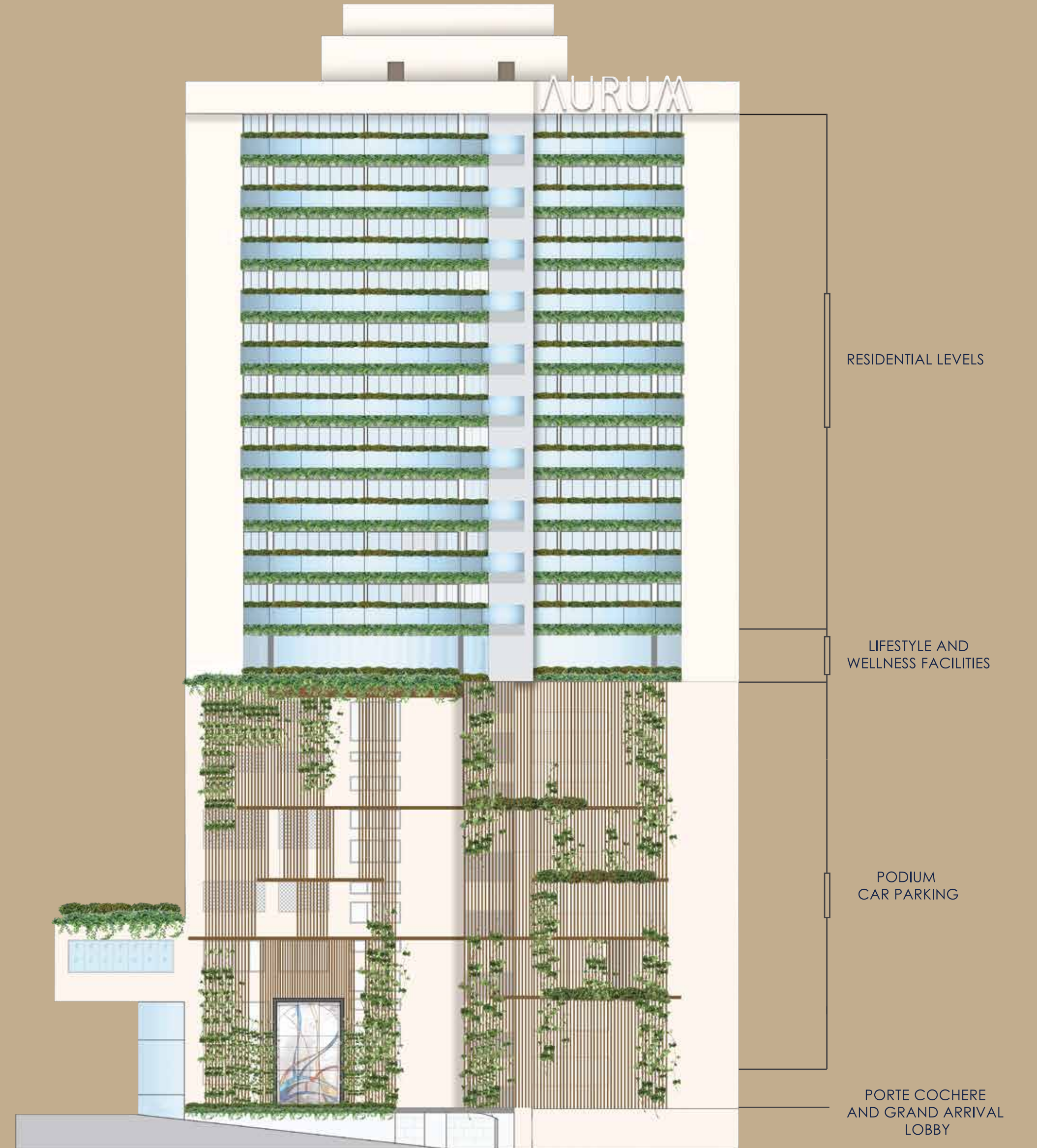




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**CREATED
FOR A
SELECT
FEW**

One of the biggest privileges that Aurum Arts affords its residents is exclusivity. The majestic tower houses all of 11 residences. In a crowded city that's forever in hyper mode, Aurum Arts offers a getaway within its own gates. Once inside, residents can enjoy their space and exclusive access to all the amenities on offer.



A GRAND ARRIVAL

The arrival experience begins early with carefully curated man-made and natural elements leading up to the tower. The sheltered porte cochere and the tastefully designed drop-off point further set the tone for something special when a resident drives in.



A GRANDER ENTRANCE

Stepping into Aurum Arts is a different experience altogether. The grand arrival lobby, with its breathtaking design and awe-inspiring height, is a fitting welcome into a private paradise. Elegant works of art go on to punctuate the already impressive space. Function meets form with comprehensive concierge services that attend to every need of its residents.

ART WASHES
AWAY FROM
THE SOUL
THE DUST OF
EVERYDAY LIFE.

– Pablo Picasso



A MÉLANGE OF ACTIVITIES

A landscaped podium on Level 8 spread across 16,000 sq ft offers residents a multitude of experiential amenities. Separate swimming pools for adults and kids with an elegantly designed pool deck that imbibes elements of nature. A box cricket area, indoor games lounge and kids play zone to bring in the fun and games. A state-of-the-art gym and walking tracks so that health and fitness never take a backseat. And that's not all. There's an entertainment area with cutting-edge technology, a spacious lounge area with a library, a business lounge, a banquet and community hall, outdoor barbeque pits and an expansive outdoor plaza with art gardens to make sure there's never a dull moment at Aurum Arts.

SWIM



SWEAT



RELAX



LOUNGE





DINE



THERE IS NO
MUST IN ART
BECAUSE
ART IS FREE.

– Wassily Kandinsky



A BLANK CANVAS

Aurum Arts offers lavishly spacious residences that can be customised as per one's unique lifestyle.

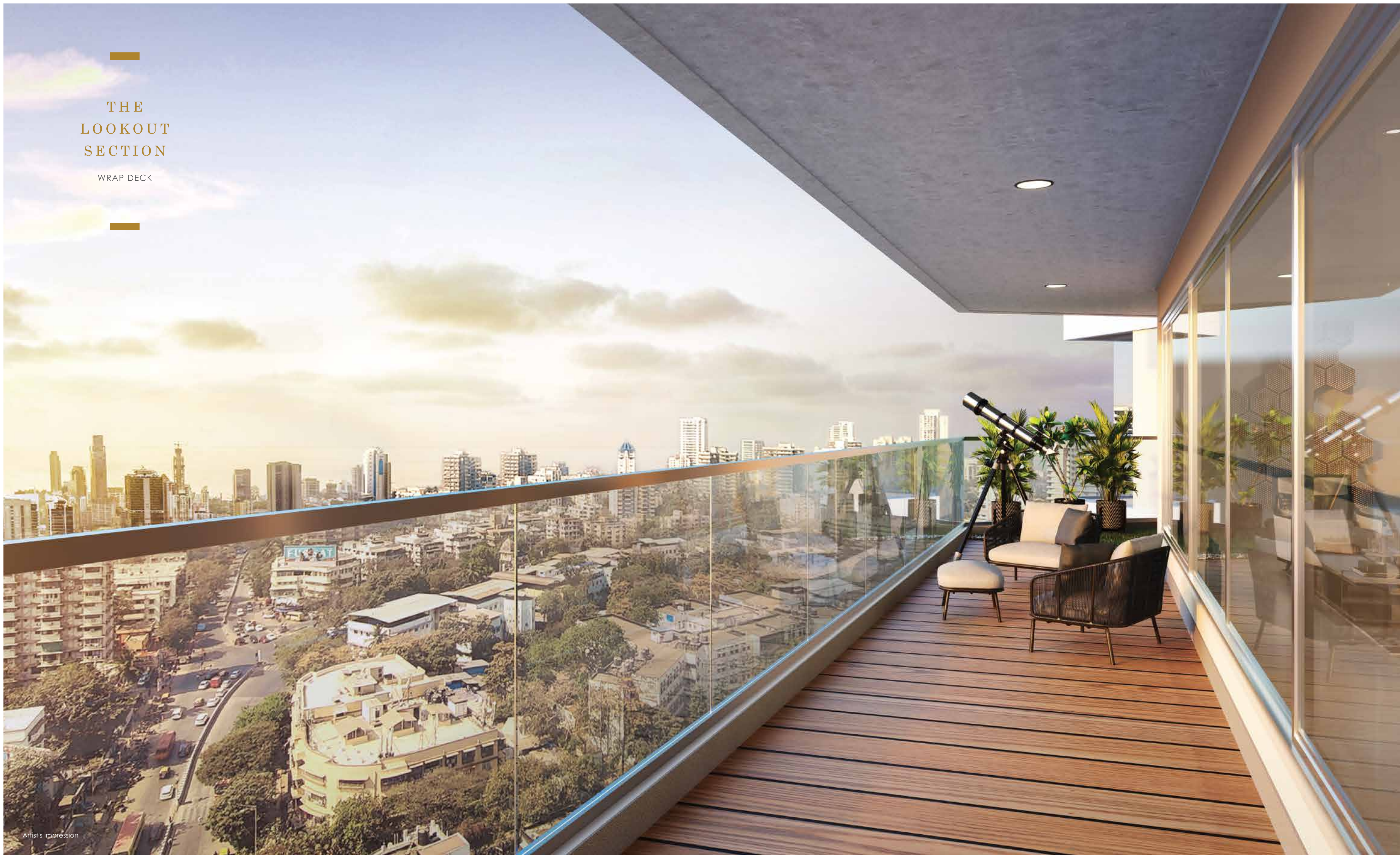
Each of the 11 boutique residences spreads across the entire level, affording residents the highest level of privacy. A striking wrap deck lends style and character to the entire space. The private terrace provides the perfect venue for a social gathering. Double glazed full-height windows let in ample natural light. Stunning views of the Arabian Sea, Mahalaxmi Racecourse and Mumbai's cityscape lie outside.

All residences allow luxurious and conscientious living to co-exist in perfect harmony.



THE
LOOKOUT
SECTION

WRAP DECK



THE
CHILL
ZONE

PRIVATE TERRACE



THE
FAMILY
AREA
LIVING ROOM





THE
PERSONAL
SPACE

MASTER BEDROOM



THE
CULINARY
CORNER

KITCHEN

CREATE WITH
THE HEART;
BUILD WITH
THE MIND.

– Criss Jami

THE CREATOR: AURUM REALESTATE

Aurum Arts is the brainchild of one of the leading real estate players in the Mumbai Metropolitan Region – Aurum RealEstate.

Aurum RealEstate was founded in 2008 with the mission of transforming urban landscapes by creating sustainable developments and communities while upgrading lifestyles. Today, it has garnered a reputation for developing high-quality residential and commercial properties across South, Central and the Western Suburbs of Mumbai, as well as Navi Mumbai. Its portfolio encompasses premium residential, mid-segment housing, IT Special Economic Zones, integrated townships and retail development. While individual projects may vary in size and specificity, the fundamental values of Aurum stay the same - an emphasis on Grade-A construction quality, sustainable construction methodology and finesse in design and development.

South Mumbai now ranks among the top priority areas of Aurum RealEstate. 7 Marine Drive – a 20-storey sea-facing high rise has become the crowning glory of Mumbai's iconic Queen's Necklace. The SoBo focus promises to continue with Aurum Seven - an upcoming project in Walkeshwar - and the recently acquired Girnar society, also in Walkeshwar, which marks Aurum's foray into the redevelopment field.



THE AURUM REALESTATE JOURNEY

2009
Developed an ultra-luxury residential building in South Mumbai - 7 Marine Drive

2014
Acquired 7 million sq ft of a mixed-use project in Navi Mumbai from CapitalLand

2015
Launched top-tier commercial office spaces in Aurum Q Parc on Thane Belapur Road

2016
Launched the largest planned walk-to-work campus in the IT hub of Navi Mumbai

2018
Received LEED Platinum pre-certification for its office towers in Navi Mumbai

Ascendas-Singbridge, a sovereign wealth fund in Singapore bought 1.4 million sq ft of commercial space in Aurum Q Parc for INR 930 crore

2020
Delivered the LEED Platinum commercial building "Q1" in Navi Mumbai

2021
Delivered the commercial building "Q2" in Navi Mumbai

2022
Expanded the residential portfolio with the development of Aurum Arts, Aurum Seven, Aurum Q Islands R4 to R7 across Mumbai Metropolitan Region and commercial and retail projects of Aurum Q3 and Aurum Square in Navi Mumbai

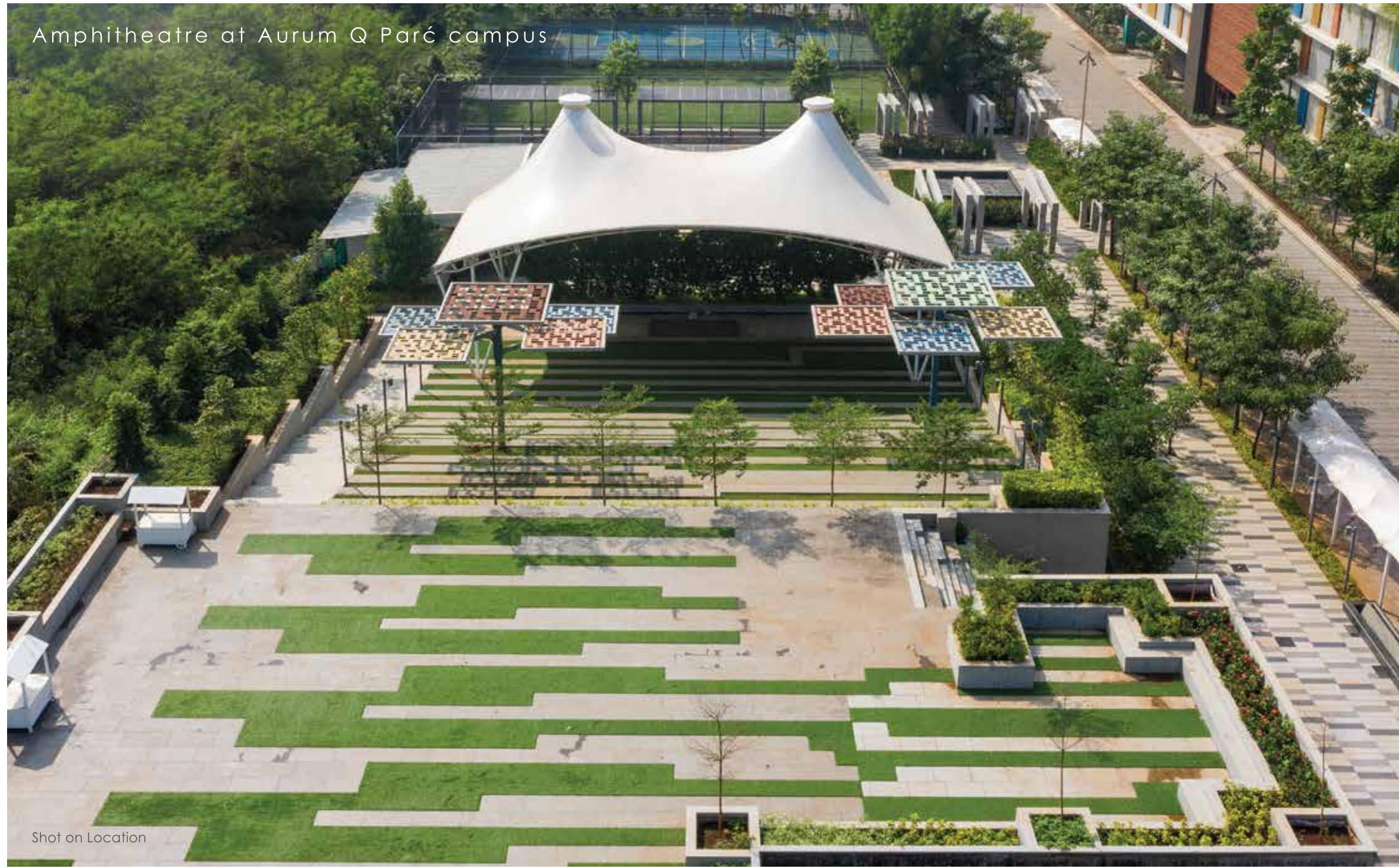
Received LEED Platinum certification for its commercial building "Q1" in Navi Mumbai

2023
Acquired a 14.27% stake in Shriram Properties from Walton St. Capital and Starwood Capital Group

Forayed into the redevelopment vertical with the acquisition of a residential society in South Mumbai



Amphitheatre at Aurum Q Parc campus



Shot on Location

A
PROVEN
TRACK
RECORD

Over the last 15 years, Aurum RealEstate has developed 3.6 million sq ft of residential and commercial space from start to finish. This includes prestigious mixed-use developments like Aurum Q Parc in Navi Mumbai, a marquee residential development, 7 Marine Drive in South Mumbai and commercial projects like Aurum Q1, Aurum Q2 and iRISE in Navi Mumbai.

Aurum was recognised at the coveted Economic Times Real Estate Conclave Awards 22, emerging victorious in a host of categories. It is one of the first companies to receive LEED Platinum certification from IGBC for its commercial development in Navi Mumbai - Aurum Q2. Yet its biggest reward comes from its satisfied customers. Today, Aurum's residential properties have created beautiful homes for more than 1800 happy families, while its commercial developments house a workforce of over 15,000.

Aurum is currently in the process of developing a slew of projects. Categories under development include mid luxury, premium luxury and uber luxury residential properties, mixed-use destination developments, Grade-A commercial developments and retail spaces in different formats.

Aurum Q1 and Q2



Shot on Location

Aurum Q Residences



Shot on Location

Aurum Girnar

Aurum Girnar, the first redevelopment project of Aurum RealEstate, is an avant-garde community that harmoniously blends luxurious living with the vibrant allure of Malabar Hill. This 29-storey architectural marvel houses 34 stunning apartments, each crafted with impeccable attention to detail. Residences have bright open floor plans, state-of-the-art kitchens, cozy sleeping quarters and generously sized bathrooms, complemented by breathtaking views of Mumbai's bustling downtown. What sets Aurum Girnar apart is its array of five-star amenities, including an on-site gymnasium, lobby lounge, media room, 24-hour doorman and rooftop terrace.



Aurum Q Islands

Aurum Q Islands is a cluster of four 39-storey residential towers offering 1008 well-designed residences. This Navi Mumbai based project, which is part of a 30-acre mixed-use development, Aurum Q Parc, offers 1, 2, 3.5 and 4.5 BHK residences just a few kilometres away from the entertainment and other popular destinations of Navi Mumbai. The podium spread across 11,000 sq m hosts an array of lifestyle amenities including a 25-metre lap pool, sunbed deck, box cricket, a coral spa, gymnasium, sunset barbeque and a yoga and meditation zone.

UPCOMING PROJECTS



Aurum Seven

Aurum Seven is an extraordinary residential haven in the locale of Walkeshwar, which is renowned as one of the nation's most opulent neighbourhoods. The majestic 19-storey tower boasts luxurious duplex residences that strike a flawless balance between aesthetics and functionality, while offering stunning 180-degree vistas of the city skyline. The enchantingly designed rooftop terrace exudes an atmosphere of serenity with panoramic views serving as an exquisite backdrop. Nestled along the idyllic Marine Drive bay and mere footsteps away from the midtown conveniences and downtown buzz, Aurum Seven transcends the boundaries of blissful living.



Aurum Q3

Aurum Q3 is a state-of-the-art commercial building within Aurum Q Parc. Spread across 11,00,000 sq ft of leasable area, the project is currently under construction.

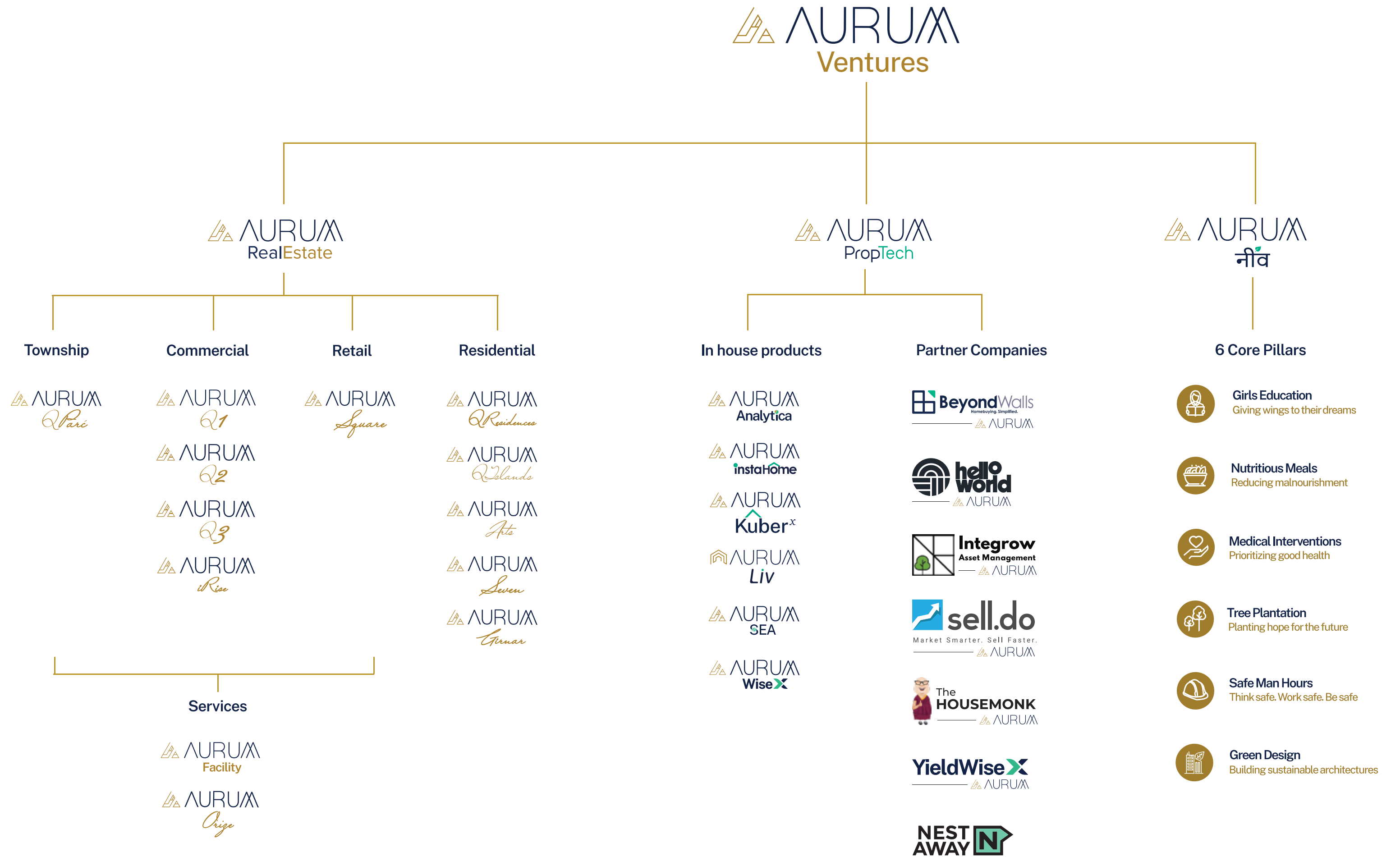
THE NAME BEHIND IT ALL

Aurum Ventures is a leading real estate investment and asset manager in India. As one of the largest privately held, home grown companies in real estate, Aurum Ventures owns, operates and develops high-quality assets through its in-house teams in Design & Development, Investment Management, PropTech and Asset Management. Founded in 1996 and headquartered in Navi Mumbai, Aurum Ventures focuses on all aspects of value creation in the Real Estate and PropTech businesses. With its ethos grounded in creating true value for all its businesses, Aurum is an impact investor with a focus on long-life, high-quality assets in special situations in India. With a horizon of a decade, Aurum's investments are constructive and high value in exit potential, while being conservative in entry pricing.

Aurum Ventures has two high growth arms, Aurum RealEstate and Aurum PropTech in addition to its philanthropic arm, Aurum नीव.

MISSION

Led by technology, capital and entrepreneurship, Aurum Ventures is on a mission to create a tech-led disruption in the Indian real estate ecosystem. With a clear focus of enhancing customer experience and increasing operational efficiencies, Aurum allocates capital and empowers teams across businesses, be it Real Estate projects or PropTech products.



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