

AURUM PRIVÉ



VIE LIVING

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Vie Living

Vie Living is created for those who value legacy, privacy, and understated refinement. In the heart of Mumbai's most consequential addresses -

- **Walkeshwar**, where lineage speaks without announcement
- **Malabar Hill**, where the makers of Mumbai make their home
- **Worli**, where vision converges with velocity
- **Oshiwara**, where tomorrow's Mumbai takes shape

Every detail is designed to offer a lifestyle that feels **calm, elevated, & effortlessly timeless.**

Welcome to **Aurum Privé**

A PRIVATE COASTAL COLLECTION

Rarities, set across Mumbai's most defining addresses.
Each address, chosen for what cannot be replicated.

Each location defines a distinct privilege, legacy and vision.
Malabar Hill's storied eminence, Walkeshwar's strategic dominion,
Worli's tranquil ascendancy, Goregaon West's quiet emergence.

Established. Enduring. Irreplaceable.

1

MALABAR HILL

LOK BHAVAN
PRIYADARSHINI PARK
AURUM GIRNAR

2

MARINE DRIVE

THE QUEEN'S NECKLACE
WANKHEDE STADIUM
AURUM 7MD

3

WORLI

NEHRU PLANETARIUM
MAHALAXMI RACECOURSE
AURUM ARTS

4

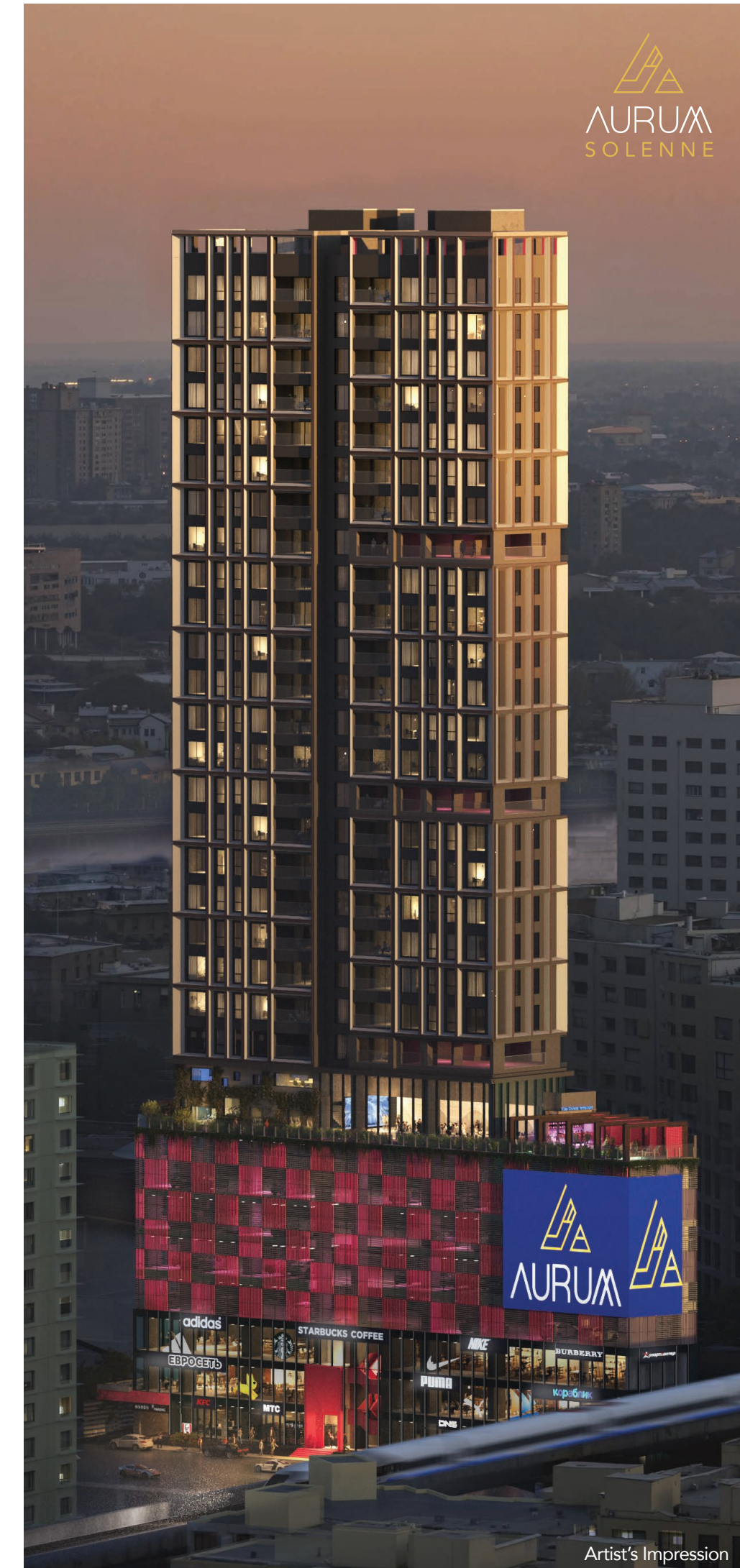
OSHIWARA

VERSOVA BEACH
WALAWALKAR GARDEN
AURUM SOLENNE



THE URBAN MASTERPIECES

Aurum Privé offers ultra-luxury simplex, duplex and triplex residences with stunning skyline views, complemented by terrace retreats suspended above the world.



A DAY AT
VIE LIVING

A LIFESTYLE TOLD THROUGH MOMENTS

Aurum Privé portfolio is designed as a seamless journey of **quiet luxury** and **elevated comfort**.
From serene mornings in **refined spaces to wellness, leisure** and **exclusive amenities** through the day, every moment
reflects **privacy, sophistication,** and **timeless living**.



7:25 AM

MORNING BEGINS IN SERENITY

The day opens in a **private sanctuary above the sea**, where soft sunrise light fills the **bedroom** and the city wakes slowly beyond your windows



8:10 AM

WELLNESS AT LA VIE VITALITY

A calm, focused morning workout in your exclusive **fitness studio, designed for strength, balance, and quiet energy**

GYM AT AMENITIES LEVEL

AURUM
Gym



9:20 AM

COFFEE ABOVE THE CITY

Freshly brewed **coffee**, **sea air**, and **uninterrupted views**,
a simple morning ritual elevated into something timeless



09:57 AM

BUSINESS, EFFORTLESSLY

Step into the La Vie Business Club, where **meetings feel composed, private, and professional**, with the **comfort of a luxury lounge**

BUSINESS CENTRE AT AMENITIES LEVEL



12:30 PM

A CURATED LUNCH MOMENT

Midday brings a pause for indulgence. A **leisurely lunch** in an **elegant dining space**, where conversation, **calm** and **cuisine** feel effortlessly elevated

A minimalist spa treatment room with warm, earthy tones. A massage table is positioned in the center, covered with a light-colored cloth and a small tray of spa products. In the background, an arched display case holds various decorative items, including a statue and a vase with flowers. A string of small, round lights hangs from the ceiling, creating a soft, ambient glow.

5:55 PM

A RITUAL OF RENEWAL

Evenings begin with restoration. A visit to the **spa offers quiet indulgence**, with therapies **designed to refresh both body and mind**

SPA AT AMENITIES LEVEL



6:45 PM

GOLDEN HOUR LEISURE

Evenings begin with beauty. **The skyline glows, the sea reflects the sky, and Vie Living becomes your retreat** from the city

AT TERRACE LEVEL

The image shows a sophisticated interior space, likely a high-end salon or spa. It features a series of arched doorways and alcoves. The walls are covered in a light-colored, textured material, possibly plaster or stone, with some areas featuring a subtle, monochromatic landscape painting of trees and a path. The ceiling is a soft, muted green. A large, circular chandelier made of many small, glowing spherical lights hangs from the ceiling. The floor is a light, polished surface. In the foreground and middle ground, there are several red velvet chairs on gold-colored swivel bases. Between the arches, there are tall, cylindrical marble pillars and some built-in shelving units. The overall atmosphere is one of quiet elegance and luxury.

7:45 PM

LA VIE SALON: QUIET INDULGENCE

Effortless **grooming and self-care**. A private salon experience designed with the **elegance of a luxury atelier**, where refinement is personal

SALON AT ULTRA LEVEL



9:20 PM

TWILIGHT IN TIMELESS LUXURY

As evening settles, dinner becomes an intimate experience of **comfort and elegance**. Beyond the glass, the skyline shimmers softly, while within, **your home returns to quiet serenity, a sanctuary that feels effortlessly timeless**

Vie Living

IS NOT JUST A RESIDENCE

It is a day designed around **comfort, privacy,**
and **timeless sophistication**, where every
moment feels elevated



It Is Through Art
And Through Art Only,
That We Can Realise
Our Perfection

– Oscar Wilde

THE AURUM REAL ESTATE JOURNEY

2009

7 Marine Drive
Delivered a 20-storey ultra-luxury landmark along Marine Drive's iconic Queen's Necklace, offering just 7 expansive duplex residences reserved for the exceptional few.



2015

Unveiled premium commercial office spaces at Aurum Q Parc, a 3 million sq. ft. state-of-the-art sustainable business campus in Navi Mumbai.



2018

Achieved LEED Platinum certification for the office towers at Aurum Q Parc, followed by a landmark 1.4 million sq. ft. acquisition within the 30-acre campus by Ascendas-Singbridge, one of Navi Mumbai's largest Grade-A transactions.

2021

Completed Aurum Q2, an 8,50,000 sq. ft. Grade-A commercial tower within the 30-acre Aurum Q Parc campus.



2023

Secured a ~14% stake in Shriram Properties from Walton Street Capital and Starwood Capital Group, and entered the redevelopment segment through the acquisition of Aurum Gimar in Malabar Hill.

2025

In 2025, acquired 7 million sq. ft. of mixed-use development in Thane, inaugurated Aurum Square Mall in May, and completed the acquisition of 100% equity in PropTiger from REA Group through a strategic all-stock share-swap transaction.



2014

Acquired a 7 million sq. ft. mixed-use development in Navi Mumbai from CapitaLand, spanning 30 acres.



2016

Established Navi Mumbai's largest planned walk-to-work campus, a 30-acre mixed-use development integrating commercial, retail, and lifestyle infrastructure within its IT hub.



2020

Completed Aurum Q1, a 6,50,000 sq. ft. Grade-A commercial tower within the 30-acre Aurum Q Parc campus



2022

Expanded across MMR with residences at Aurum Arts in Worli, Aurum Seven in Walkeshwar, and 1,008 homes at the 39-storey Aurum Q Islands in Ghansoli, together delivering over 1,100 residences across the region.



2024

Expanded the western suburbs portfolio with the launch of Aurum Solenne, integrating premium residences with curated retail; additionally delivered 1.4 million sq. ft. of commercial space to CapitaLand for INR 1,080 crore.

A PROVEN TRACK RECORD

15+

YEARS

1100+

TEAM MEMBERS

7 million
sq. ft.

DELIVERED

9 million
sq. ft.

UNDER DEVELOPMENT

RESIDENTIAL | COMMERCIAL | RETAIL | HOSPITALITY

Aurum Girnar

Shines as a luxurious oasis in the heart of Malabar Hill



ONGOING
PROJECTS



Aurum Q3

A state-of-the-art commercial building within Aurum Q Parc Spread across 15,00,000 sq ft

Aurum W

An integrated mixed-use 30 acre development in Thane



Q Living

At Aurum Q Living, prime connectivity meets calm surroundings. Close to business, leisure and lifestyle hubs, it offers a curated environment designed to elevate daily living



Aurum Solenne

Expanded the residential portfolio in western suburbs featuring luxury residential with retail spaces





Aurum Q Residences

A collection of refined residential towers designed for modern living within the Aurum Q master development



Aurum Q Islands

A tranquil residential address crafted to offer a sense of retreat within a vibrant, master-planned development



Aurum Square

A well-integrated retail address bringing together shopping, dining, and everyday experiences



Aurum Q1 & Q2 Commercial

A strategically positioned commercial cluster at Aurum Q, designed to support contemporary businesses within a well-planned urban environment



7 Marine Drive

An iconic luxury residential address defined by location, exclusivity, and enduring value



Aurum Arts

A curated space dedicated to creativity, culture, and contemporary artistic expression

COMPLETED
PROJECTS

Great Things Are
Done By A Series Of
Small Things Brought
Together

– Vincent Van Gogh

THE NAME BEHIND IT ALL

Investment | Development | Operations | Tech

