

# Construction Industry Review

## Emami Group invests 350cr in Sheth Corp

Date: 20/04/2017 | Edition: National | Page: 10 | Source: Bureau | Clip size (cm): W: 14 H: 17



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Chintan Sheth, Maulik Sheth, Ashwin Sheth and Gijja Choudhary at Montana Launch Event in Mumbai

Emami Group and Sheth Corp, both well-known names in the real estate industry, announced the launch of their flagship project 'Montana' in Mulund, a central suburb of Mumbai. Emami Group's realty arm Emami Infrastructure, a well-known developer in Eastern India and Sheth Corp, one of the leading developers in the luxury and mid-housing segment, have formed an LLP in this luxury project.

Renowned international architect James Law has showcased his design expertise, and HBA Singapore, a world-renowned interior design firm, adds glamour to the interiors of the show flat and Trop landscape designer from Bangkok will adorn this luxury project.

Spread over 7 acres, Montana is located on the arterial LBS Road

in one of Mumbai's fastest-growing suburbs. It comprises 4 stunning towers with an enchanting view of mountains and the most extravagant homes in Mumbai. An ultra-luxury address in the heart of the city, with a view that can easily put many hill station resorts to shame.

With an affluent neighbourhood and an equally opulent structure, this is one rare address where nature's real beauty and the luxuries of modern living with 40-plus amenities unite. It will have apartments of 2, 3, 4 & 5 BHK configurations in various spacious sizes.

Speaking on the occasion, Ashwin Sheth, Chairman & Managing Director, Sheth Group said, "We are delighted to announce the launch of Montana, a project by Sheth and Emami, where we hope to capture

the aspirations of our customers. We are already present in Mulund with our project Vasant Oscar and Vasant Garden which is a testimony to the kind of work we deliver to our customers. Given our exceptional performance in Mulund, we are confident that we will be successful in delivering a landmark project and set a benchmark of luxurious living here. With this project, our association with our proud partners Emami Group, James Law, HBA Singapore and Trop will be stronger and long-lasting."

Speaking about the investment in Montana, R S Agarwal, Joint Chairman, Emami Group said, "Montana is our third project with Sheth Corp. Taking benefit of the respective strengths, we always strive to offer the best to our customers. With opportunities galore, Mulund is quickly becoming a luxury hub for residential properties. We along with Sheth Corp had augured this project in 2015, and today we are finally launching our flagship development in Mulund christened as Montana. We are confident that our flagship project Montana will provide the most rewarding and delightful experience to the buyers."

Over the past decade, Mulund has emerged as one of the most prominent realty hubs in the MMR region. The lifestyle quotient of the place is also changing with numerous retail options, multiplexes and other leisure facilities coming to its close proximity. Due to its strategic location and easy accessibility to other parts of Mumbai, Mulund has become the most preferred real estate destination for home buyers.