

**Teachable moment**  
What other CEOs can learn from Marissa Mayer's stint at Yahoo  
P2



THE ECONOMIC TIMES

# ET Panache

## 'Lifestyle-plus' homes transform Wadala skyline

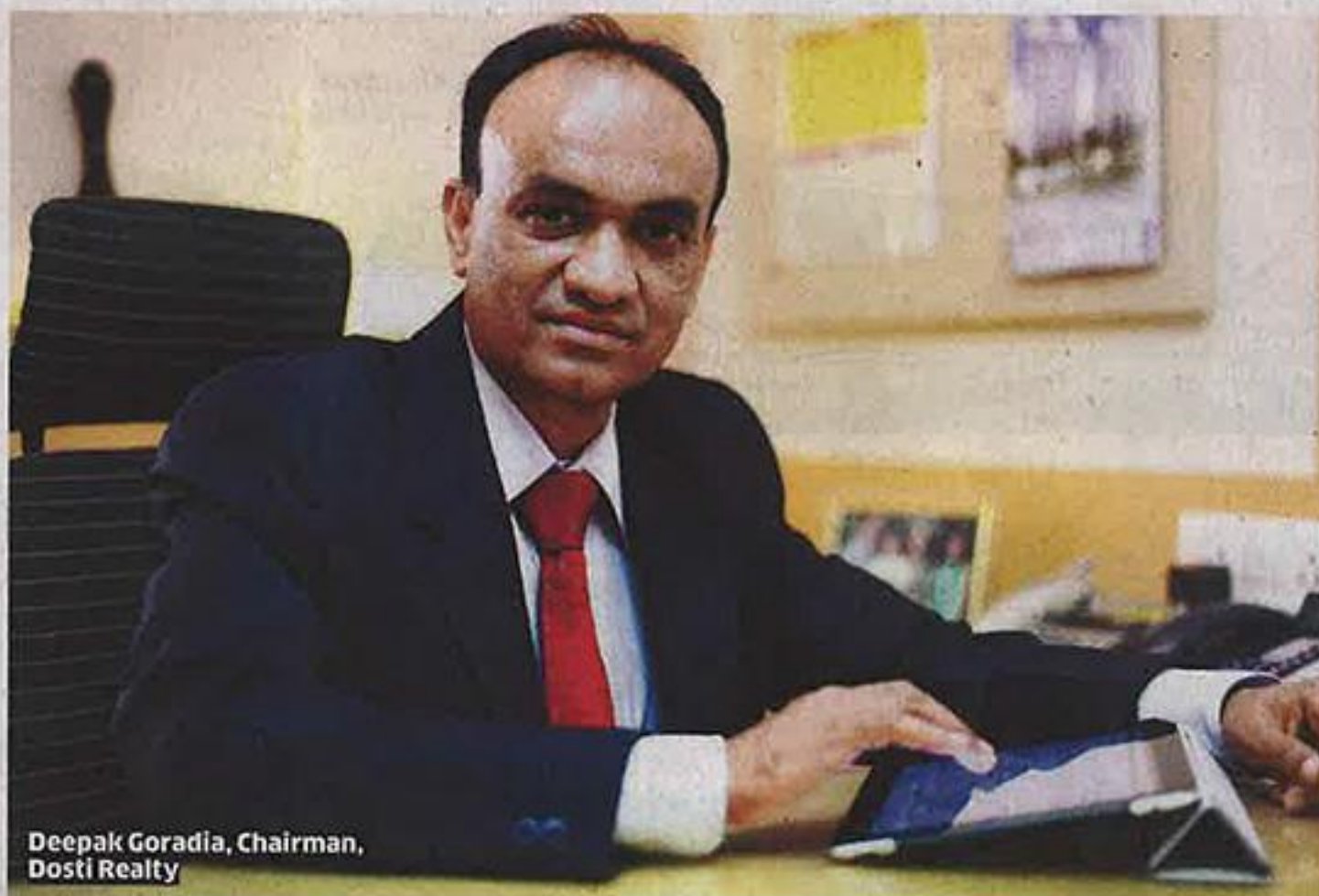
Dosti Ambrosia, the latest offering inside the Dosti Acres township, is a fine example of a 'lifestyle-plus' residency: premium location, great connectivity, top of the line amenities and a 'ready to move in' home

etpanache@timesgroup.com

**H**omebuyers these days are extremely aware about all the options that are available to them in the market. Because of this, their purchase decision is ultimately based on a combination of what is known as 'lifestyle-plus' factors. A classic example of this is Dosti Acres, New Wadala, which was a dream that started in 2002-2003, with the concept of creating better lifestyle options for home buyers. Effectively, Dosti Realty created New Wadala with this project. Over the years, many families have made it home and now it is set to be home for many more with its latest offering — Dosti Ambrosia.

Nestled in the 18-acre township of Dosti Acres, Dosti Ambrosia offers buyers 'ready to move in' homes within the existing social infrastructure. Besides this, residents of the Dosti Ambrosia tower are also entitled to the privilege of exclusive amenities and facilities within the tower, some of which include a rooftop swimming pool, podium garden with jogging track, yoga room, and kids play areas. So you don't have to look through brochures and walkthroughs to figure out how the apartment will look — just walk in, and find out for yourself.

The project's external façade and interiors are an architectural delight created by Hafeez Contractor. The grand entrance lobby, 40,000 square feet of podium gardens and rooftop swimming pool at the 38th level are the highlights of



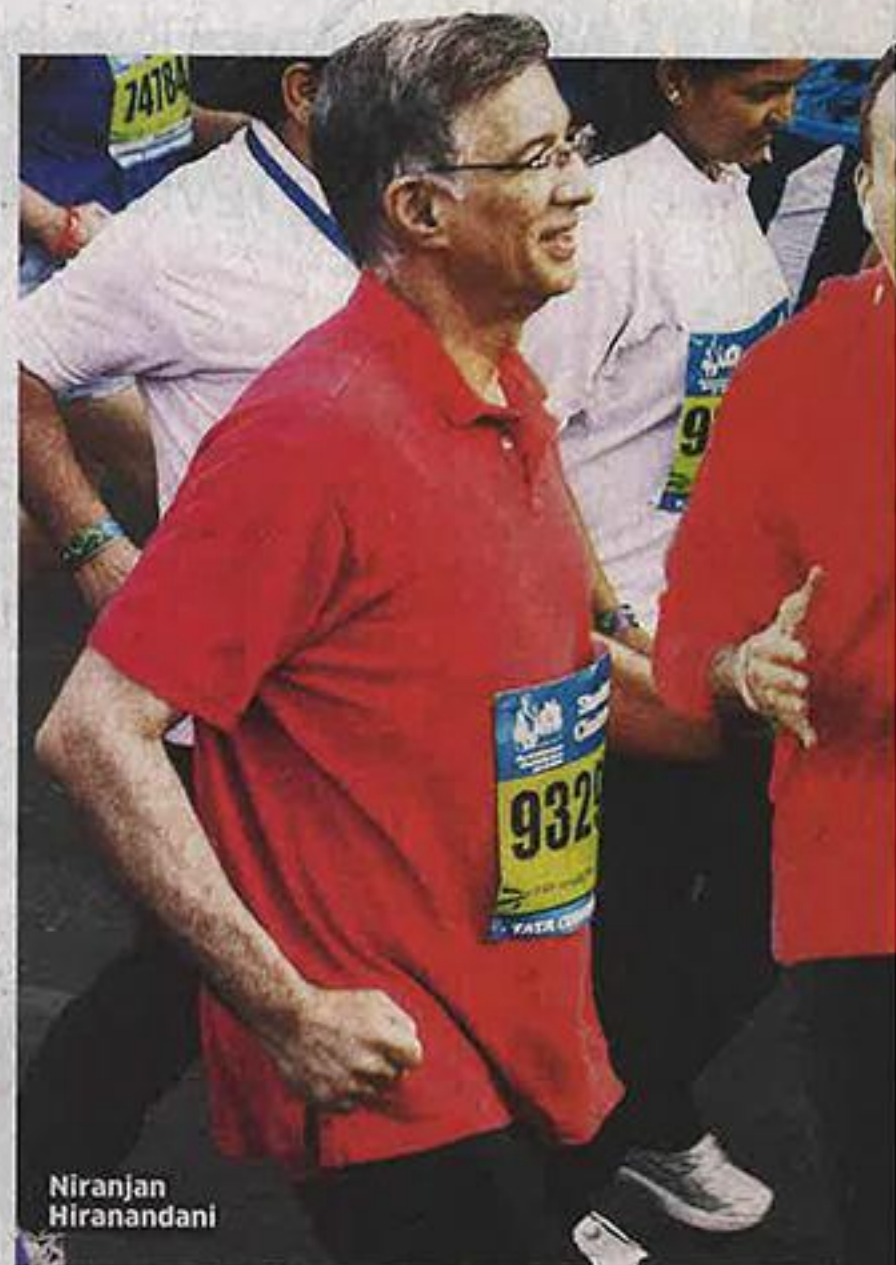
Deepak Goradia, Chairman, Dosti Realty

**The grand entrance lobby, 40,000 square feet of podium gardens and rooftop swimming pool at the 38th level are the highlights of Dosti Ambrosia**

the project. The expansive 360 degree view from the terrace also underlines the easy connectivity that the project offers. The Eastern Freeway is a short ride away, the monorail station is close by, academic institutions, medical care facilities, retail and shopping options are within proximity, as is closeness to localities like Five Gardens, which enhances the project's premium status.

The project has also recently received its Occupation Certificate — reportedly, the first among on-going projects in Wadala to have done so. From that perspective, it offers a win-win scenario for home seekers. "The receipt of the Occupation Certificate for Dosti Ambrosia is a milestone that Dosti Realty wished to celebrate, so it has opened up just 31 apartments for the festive period of Gudi Padwa to Akshaya Tritiya offering a sweetener in the form of a financial advantage for serious home seekers. Within 20 days, this proposition has been lapped up by the market and we have sold around 20 flats," says Deepak Goradia, Chairman, Dosti Realty.

Since 2002, property prices in this region have increased manifold from around ₹2,800/sq ft to ₹28,000/sq ft in 2016. With Wadala set to receive a great makeover in the next few years by the MMRDA, this location is likely to become an extension of BKC and further enhance its growth potential. Coupled with infrastructural developments in the pipeline, Wadala will become a viable purchase option for both end users as well as investors.



Niranjan Hiranandani

## A running gag between two tycoons

What happened when Anil Ambani challenged Niranjan Hiranandani to run a marathon?

aditi.saxena@timesgroup.com

**A wager made**, even in jest, must be honoured. The bet in question was one that Niranjan Hiranandani and Anil Ambani shook hands on recently when the two met at a running event. Ambani challenged the real estate tycoon to run a marathon this month, for which he needed to lose 10 kgs and train at least five days a week.

"I can hardly manage to run 10 km. Anil also said I need to lose at least 10 kgs to be ready for a marathon," said Hiranandani, in a telephone conversation.

During their meeting, Ambani told Hiranandani he should run more and faster. So a bet was proposed. If Hiranandani doesn't run a marathon in May, he gives up one apartment from an upcoming property to Ambani. "Well, it was all in good humour. He trains so hard for his marathons. I can't compete with him in running," said Hiranandani.

However, the wager was a good opportunity to monitor his health. "I want to be fit and I

## Marathon

It's common to every morning out at 5.30 am, six days a week, strict diet. Even finds himself at the Standard Marathon, he year's edition.

need to keep it was to do 10 km (21 kms)," said: magnate gave up the routine, for two days. I does," he said. never stays at and maintains In conclusion, Hiranandani (tine and yoga. deal, the joke ha



Rooftop swimming pool



The grand entrance lobby

