



Rustomjee Bella

Bhandup West, Mumbai

PROJECT NAME : RUSTOMJEE BELLA
DEVELOPER : RUSTOMJEE GROUP
LOCATION : OFF LBS, BHANDUP (W), MUMBAI

Project Brief

West, Mumbai. A thoughtfully designed high-rise tower with world-class amenities will create a whole new image that you never dreamt of. The Bella is covered with tall greens, open up to pleasant sunshine to kick start your day. Spread across 2 acres of land, the Bella offers spacious 1 & 2 BHK apartments to give best living structure for the lifestyle. It provides ample of amenities like children play area, multipurpose rooms and many more to spend meaningful leisure time. Situated in the prime location of Mumbai, it shares an easy access to essential needs like railway station, bus stops, highways and city markets. Want to upgrade your modern lifestyle then, come and explore the new Rustomjee Bella in Bhandup West, Mumbai.

Rustomjee Bella Bhandup is offering best payment Plan that the unit options are thoughtfully designed to cater to the needs of the residents. Rustomjee Group is trying to take inspiration from this project to make good homes for its residents. Rustomjee Group properties Rustomjee Bella Bhandup offers good connectivity like railway station, airport, and shopping mall. A breath of fresh air in the city of Bhandup may be luxuries for others.

Ensuring the best quality and high-class comfort, the Rustomjee Group steps forward with another marvelous project named 'Rustomjee Bella' in Bhandup

Highlights

- Rustomjee Bella Bhandup gives high on connectivity and convenience as well and the finest standalone tower.
- Bhandup launches its first affordable premium project in heart of central suburbs.
- Considered to be one of the top upcoming residential project in Bhandup
- Exclusive 1 & 2BHK Residences
- Vastu compliant apartments
- Tallest tower of Bhandup
- The most awaited launch of Bhandup (W) is just few days away.
- World class 32+ Amenities
- Schools, Colleges, Mall are near Bhandup.
- 2 wings, 19 storied tower with life style amenities.



Amenities

Wellness

Yoga

Kids Play Area

Gymnasium

Sauna Room

Kids Pool

Landscape Garden



Buildings

Speed Elevator

Fire Fighting

Branded Faucets

Modular Kitchen

Intercom

AC

Library

Fire-Sprinkler

High Speed Elevator

Fire Fighting

Branded Faucets

Modular Kitchen

High Speed Elevator



Facilities

Connectivity

International Airport - **14 km**

Eastern Express Highway - **3.5 km**

LBS Marg, **Just minutes** from the proposed Metro 4

BKC - **18 km**

Vikhroli - **7.5 km**

Powai - **6.8 km**

Airoli - **7.6 km**

Thane - Belapur Road **11.6 km**
(Airoli Mindspace)

Thane - **6.6 km**

Neighborhood

BKC - **18 km**

Vikhroli - **7.5 km**

Powai - **6.8 km**

Airoli - **7.6 km**

Thane - Belapur Road **11.6 km**
(Airoli Mindspace)

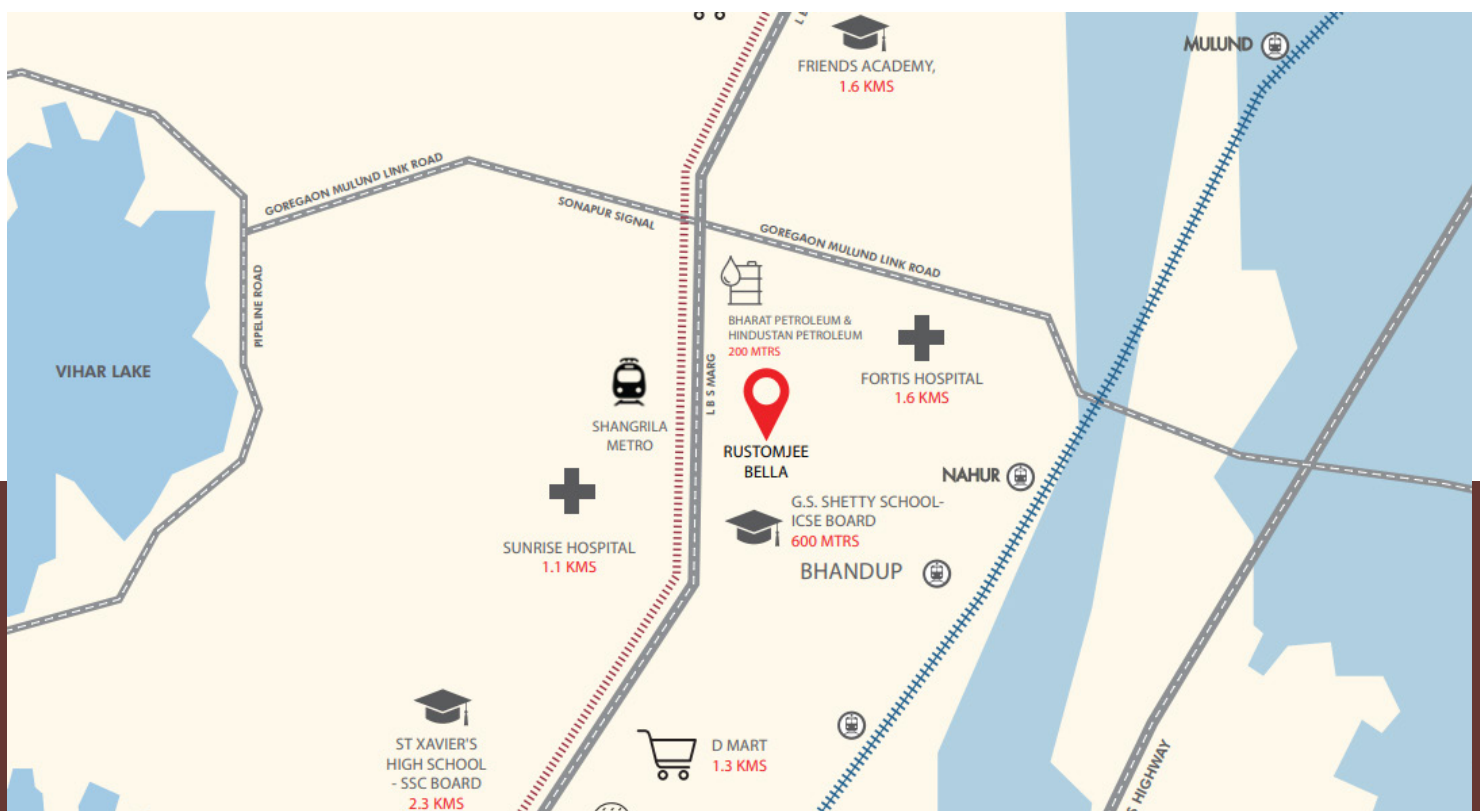
Thane - **6.6 km**

Mulund - **2 km**

Infrastructure

- Pawar Public School & College
- GS Shetty International School
- St. Xavier's High School & Junior College
- BombayScottish, Powai

- R-Mall
- D-Mart
- Shopper's Stop
- PVR & Cinepolis



Location Advantages



Wellness

Sanjeevani Hospital
Srushti Hospital and ICU
Mridul Hospital, Hospital
Naval Hospital, Malini Hospital
Surya Eye Institute and search Centre
Chandan Hospital
Hira Mongi Navneet Hospital



Commercial

Wagle Estate
Airoli SEZ
Orion Business Park
MBC Centre



Shopping

D-Mart
Shopper's Stop
R-Mall



Education

NES High School and Junior College
Pawar Public School
Adarsha Vidyalaya Highschool & Junior College
Adarsh Vidyalay
Ahilya Vidyalaya
B.E.S English High School

Project Highlights

- Automated Car Park
- Podium & Rooftop Amenities
- 19+ Storey Low Density Project
- Freehold Land
- 1 & 2 BHK Apartments (Jodi Option Available)
- Unobstructed City View

Close Proximity

- Shangrila Biscuit Factory Metro Station
- Fortis Hospital
- Bhandup & Nahur Railway Station
- GMLR
- Eastern Express Highway

Project Details

No of Wings	:	C&D Wings
No of Floors	:	G+19
No of Flats per floor	:	D-5 & C-5
No of Flats in each wing	:	19x5 = 95 flats in each wing
Type of Configuration	:	(D wing = 3-1bhks + 2-2bhks) (C wing = 3-2bhks + 2-1bhks)
Total Inventory	:	95 + 95 = 190 flats

All Inclusive Price

1 BHK

83 Lac to 1.08 Cr All In (326 to 425 sq ft)

2 BHK

1.32 Cr to 1.47 Cr All In (519 to 576 sq ft)

3 BHK

Jodi Options Available!
1 & 2 BHK starting from 83 L onwards

1 BHK

326 Carpet- 83L
403 Carpet- 1.02 Cr
419 Carpet- 1.06 Cr
425 Carpet- 1.08 Cr

2 BHK

519 Carpet- 1.32 Cr
529 Carpet- 1.34 Cr
576 Carpet- 1.46 Cr

3BHK

Jodi available
1 & 2BHK - 326sqft + 576sqft = 3BHK (902sqft)
1 & 2BHK - 519sqft + 403sqft = 3BHK (922sqft)
1 & 2BHK = 529sqft + 419sqft = 3BHK (948sqft)
Price: 2.30 Crs to 2.40 Crs respectively

Early Bird Offer

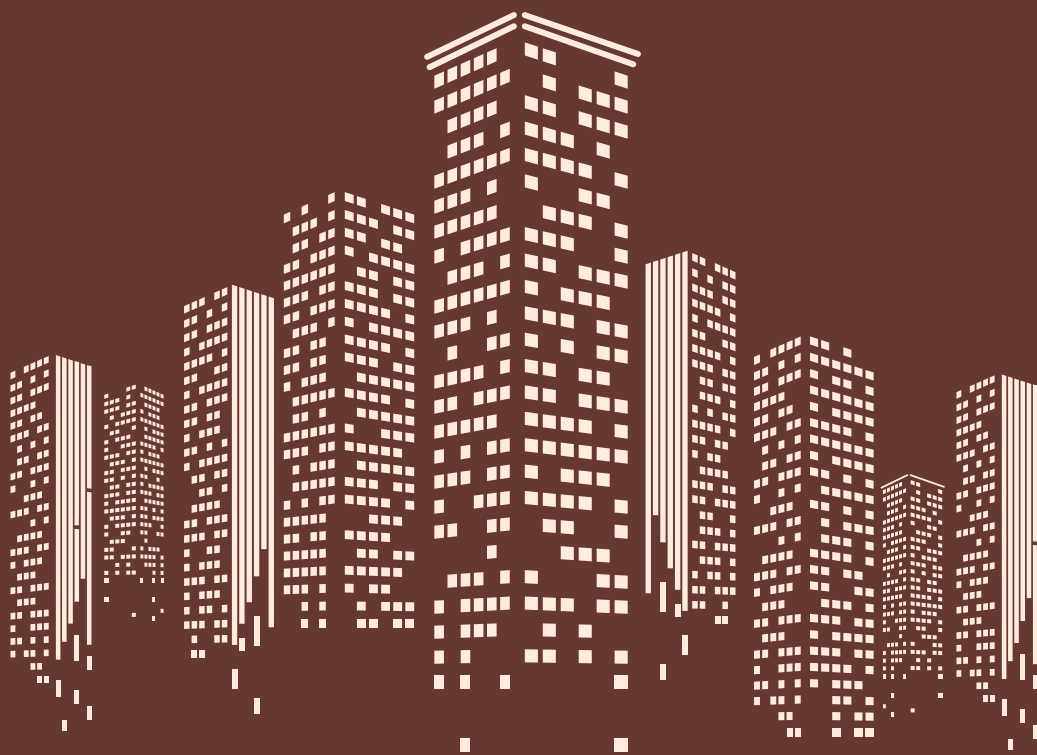
- Freedom to Choose Inventory
- No Floor Rise
- Early Bird Price Benefit

Ideology / Concept Behind this Project

- To target the nuclear families (mostly first home) in the area by offering them smart 1 & 2 BHK
- Location USP (Economic infrastructure, Social infrastructure)
- Just 70 mtrs from LBS, 2 local station on walking distance, proposed metro station just 5 mins away. Major hospitals & schools are in sane vicinity.

Project Specific USP

- Connectivity, smart 1 bhk option which is not available in nearby properties
- Comparative / Price analysis
- They have very affordable pricing with a big brand name associated



Planning Strategies

To focus on smaller families specially those who are investing in their first home.

Marketing Strategy

They haven't started full fledged marketing. Once the project is launched they will start online & offline marketing. Currently they have single hoarding of the project at bhandup

Target Customers

Newly wedded families, nuclear families with small kids & investors who wants to invest with big brand name in bhandup area

Growth Expectations

Rental growth is expected to be in line with market i.e 10% yearly & outright growth is expected to be 15-25% in coming 5 years

Demand for Configuration

Smart 1 bhk 326 & 403 carpet & smart 2 BHK 519, 529 carpet are very much in demand.

Start Date of the Project

Mostly on 5th June 2021

Expression of Interest (EOI)

EOI started in April 2021
EOI was converted on 2nd week of June

How Fast is the Sale?

There are 168 units available in 1st phase & more than 120 EoI's are picked up. So it is estimated that 60-65% of inventories will be sold out during launch only.

Pros & Cons of Project

Pros : Big brand name, smartly designed carpet areas, very good location in terms of connectivity & other developments

Cons: Tough competition in terms of pricing with surrounding local developers.

Uniqueness of the project

It's the first time Rustomjee have entered the central market in Mumbai with thoughtfully designed smart 1 & 2 BHK with very good location which is bang on LBS road. Also the pricing is very competitive with respect to the surrounding market.

Competitive Analysis

- Srishti Pride: 455 & 465 1 BHK carpet with price range of 1 to 1.10 cr. He is local developer. Project is in the interior & it's a leasehold BMC land.
- Other than this Wadhwa atmosphere is also the nearby competition with 430 carpet of 1 BHK & 572 carpet of 2 BHK. Rates are similar to those of Rustomjee Bella i.e 430 carpet around 1.10 cr & 572 carpet is around 1.50 cr on higher floors.
- It's better in terms of connectivity as it's a highway touch project & big brand name but it's bang on opposite to railway track so it creates noise for residence.



Customers Point of View

Customers are aware of brand name so there is a huge trust factor which is very positive side of the project.

Why customers are not booking the flats?

Work (excavation) is yet to start. Even sales gallery is not open yet. So customers are bit hesitant in giving EoI's.

Why should anyone invest in this project?

Reputed brand name, very good location, very good connectivity & very good returns in terms of rental Once the sales gallery is in place & excavation starts customers will have more confidence & the booking process will take speed



About Developer

We believe that the only way to ensure customer satisfaction is to deliver as promised. This belief has led us to deliver premium residential complexes, plush homes and commercial spaces spot on schedule. We've also devoted attention to improving back end services with the result that our suppliers and contractors are well in line with our uncompromising stance on quality.

Rustomjee employs industry experts to look into the smallest details of every stage of construction so the output is never short of perfection. It's not surprising that Rustomjee's standards are now emulated as benchmarks internationally and its dedication to quality has earned the honor of being one of the first Indian Real Estate Development Companies to get an ISO 9001 certification. Rustomjee is now deemed to be an ISO 9001-2008 company

Rustomjee®

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