

MARCH 2016

LUXURY ISSUE

# COMMUNIQUE



RADIUS

A SANJAY CHHABRIA VENTURE

BUILT AROUND YOU

# 14

OF THE WORLD'S  
MOST STUNNING  
MODERN  
ARCHITECTURAL  
MARVELS

UNWRAPPING  
THE HIGH LIFE  
OF MUMBAI

**TECHNO  
LUXURY**

FAD OR NEED?

**LATEST  
AT RADIUS**



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MESSAGE  
FROM THE MD'S  
DESK

BUILT AROUND YOU



It gives me immense pleasure to present to you the luxury edition of *Communique*. A host of new content and updates have been featured in this edition, to keep esteemed patrons like you abreast with all the developments across Radius projects.

This publication is an ode to fine living. History is made when ambition meets commitment and we are committed to serve your ambition of a better life, a better home - a better tomorrow. Let's recompose the circle of life with richer hues, a better view and a whole new Radius.

Sanjay Chhabria  
(Managing Director)



BUILT  
AROUND  
YOU

# GLOBAL PRE-LAUNCH



# LATEST AT RADIUS

**RADIUS** LAUNCHPAD



Ar. Hafeez Contractor

## DESIGN

Passionate. Determined. An architect par excellence. Hafeez Contractor has brilliance in his DNA & you can see it in this fine creation, Project Bandra.

## CONNECTIVITY

Living in Project Bandra is where you have the luxury of time. All the conveniences are less than 10 minutes away. Enveloped by Domestic & International Airports, Bandra & South Mumbai (via Bandra Worli Sea Link), you will always be connected to life.

## NEIGHBOURHOOD

From the finest corporate houses, to the glitziest high-fashion boutiques & gourmet restaurants; you'll find everything within your neighbourhood.

## LARGEST DEVELOPMENT

Project Bandra is not just a large complex, it is the finest in the vicinity. It boasts of the tallest residential tower in the area with 40% internal open spaces & absolute privacy with no apartments looking into each other. Spread across a vast expanse of approximately 5 acres it is open on all four sides; offering magnificent, uninterrupted views along with world-class amenities catering to discerning families.

## FEATURE PERFECT

Project Bandra is a true testimony of modern contemporary design transformed into an imposing landmark that will bejewel of the Bandra skyline. Its essence of luxury traces its roots to the very fundamentals of design.



## LANDSCAPE

Over 2 acres of lush manicured landscapes designed by world renowned POD Tierra, Singapore. Expect a sea of green while you go for a relaxing run along our 800m jogging track lined with beautiful trees, gardens & orchard walks.

## LIFESTYLE

At Project Bandra, internal layouts have been planned to ensure maximum light & ventilation. Spread over 25,000 sq.ft. the clubhouse rivals 5 star amenities, which restore balance to your hectic life.

## AMENITIES

- Mini theatre
- Indoor games
- Kids play zones
- Poolside cabanas
- Orchard park
- Golf simulator
- Green landscape covering 40% of total area
- 25,000 sq. ft. of a luxurious clubhouse
- 800m jogging track
- Swimming pool and sports zone
- Squash court
- Gourmet restaurant and café
- State-of-the-art sky gym
- Wellness spa and salon
- Vehicular free landscape area
- CCTV surveillance in public area
- 3 Tier security system
- Grand entrance lobbies
- Convenience store
- Barbeque deck
- Yoga terrace



**UNVEILING**  
THE BIGGEST GLOBAL  
**PRE - LAUNCH**  
EVER IN THE HISTORY OF BANDRA!



# PROJECT BANDRA CHANNEL PARTNER'S MEET

RECEIVES AN OVERWHELMING  
RESPONSE



# PROJECT BANDRA MAHA BHOOMI PUJAN





# IPC EVENT at The Deck, ONE BKC

A special evening to celebrate the success of ONE BKC so far, with the International Property Consultants and eminent industry stalwarts.

## Exclusive Partner's Meet for Project Bandra at The Deck, ONE BKC

A glittering evening amongst our preferred partners to unveil the global pre-launch of Project Bandra, witnessed a full house. Over 700 key Channel Partners turned up for the event which ended with much fanfare.





# 64 GREENS

SANTACRUZ W

**EXCLUSIVE  
3 & 4 BED  
RESIDENCES**

## 64 GREENS SOFT LAUNCH INSPIRED BY EXCELLENCE

Excellence has been known to elude most since time immemorial. Shining at the apex of success, it remains unattainable for most. You can't just arrive at excellence. Fortunately, now you can envelope yourself in it.



# EXQUISITE RESIDENTIAL ABODE: 64 GREENS EMERGES AS THE NEWEST LANDMARK IN SANTACRUZ WEST.

## SANTACRUZ. THE PERFECT ABODE OF EXCELLENCE.

In the hierarchy of the most coveted places in the suburbs, Santacruz ranks at the apex. Quaint old cottages in leafy bylanes share space with modern concrete homes. Spanking new shopping malls rub shoulders with trusted old establishments. The beauty lies in the harmonious amalgamation of both. The area is replete with infrastructural amenities boasting of the finest schools, colleges and hospitals, as well as famous temples and churches.

## YOU DESERVE NOTHING BUT PURE EXCELLENCE.

64 Greens is a testament to the passion and zeal that comes from a vision of excellence. Every square inch of it embodies this. From the impressive lobby to the world-class amenities, only the finest elements have been employed. Rising tall in the heart of the affluent and thriving suburb of Santacruz, the twin towers of 64 Greens cannot go unnoticed. Each facet of it reflects the higher order lifestyle that you enjoy.

## THE CENTRE OF ATTENTION IS BANG IN THE CENTRE.

64 Greens is located in the most well connected district of Mumbai. With Vile Parle to its north, Khar to its south, Juhu to its west and Bandra on its eastern front, it is the pulsating hub of the melting pot of culture that is Mumbai.

Connected by:

Milan Subway | Khar Subway |  
Milan Flyover | MMRDA Skywalk to  
W.E. Highway

## PAY HOMAGE TO THE SEVENTEENTH TIRTHANKARA AT THE KUNTHUNATH JAIN DERASAR IN THE VICINITY.

Presence of the Kunthunath Jain Temple, 5 minutes away, creates the perfect atmosphere for devout worshippers who keep in touch with their spiritual side.

## AMENITIES

- Ground level -
  - » Double height drop-off lobby
  - » Double height boutique entrance lobbies
  - » Kids play area
  - » Old folks corner
  - » Sculpture garden
  - » Party lawn
- Intermediate level -
  - » Sky gym (80 feet above ground) - 800 sq.ft.
  - » Spa (80 feet above ground) - 400 sq.ft.
- Terrace level -
  - » Swimming pool (160 feet above ground) - 24' x 46'
  - » Sky deck
  - » Barbeque deck
  - » Yoga deck
  - » Sky lounge (community seating / reading lounge)
  - » Landscaped terrace



# 46 GREENS

SANTACRUZ W

## MAHA BHOOMI PUJAN



# AVENUE 54

## SOFT LAUNCH



**AVENUE 54**

— Santacruz (W) —

Avenue 54 promises a lifestyle that is reserved for only a few. A select group of people who have excelled, succeeded, rejoiced and after that, done it all over again. They aspire beyond the ordinary, they inspire the extraordinary. Luxury living at Avenue 54 has been crafted to match up to their persona, their taste and their brilliance. Just like them, Avenue 54 is in every way - Ultimate.

### **AT THE EPICENTRE OF ALL THAT'S TRULY COVETED.**

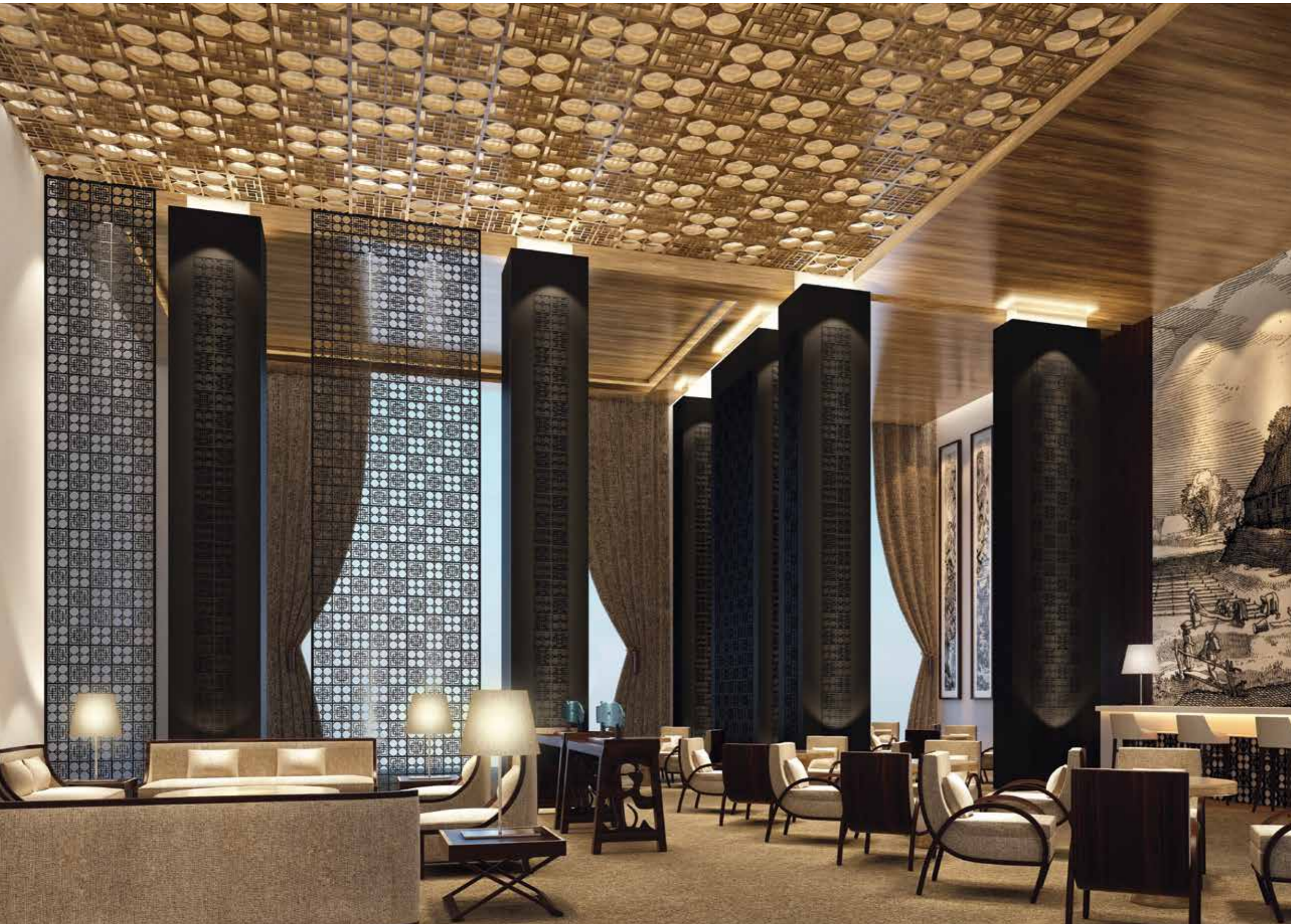
The most coveted location in any city lies at its centre. Avenue 54 sits right in the heart of the thriving metropolis of Mumbai. Standing tall in Santacruz West, Avenue 54 brings to life the ultimate lifestyle. With enhanced connectivity to the city's hotspots, fashion destinations and recreational hubs, it creates an environment suited for the most enviable lifestyle. The ultimate destination for the ultimate life.

### **THE ULTIMATE BECKONS YOU.**

Surrender to the shimmering glass architecture that fills every apartment with boundless natural light. Each apartment has been laid out and immaculately planned to envelope you with absolute plushness.

From the flooring to the ceiling and everything in between, you will encounter nothing but the extraordinary in luxurious comfort.

All this and more have come together to create the most exclusive lifestyle in the city of Mumbai. No wonder, we call it ultimate luxury living.



## FROM THE ULTIMATE DESIGN EMERGES EXTRAORDINARY LIVING.

Avenue 54 promises the ultimate in luxury lifestyle. It refuses to compromise, giving you nothing but the best in every aspect of life. Spread across an expansive 6.45 acres, the largest residential plot in Santacruz (W), Avenue 54 offers 3.5 acres of exquisite landscapes, open spaces and outdoor amenities. With a mere 30% of land under structures, 70% of the land is kept for open spaces. A rare luxury in today's world.

Large column-free apartments let you easily customise your home to suit your unique style.

Extraordinary living as you know has been re-imagined and re-defined.

## THE ULTIMATE IN ARCHITECTURAL BRILLIANCE.

Built on the principles of contemporary world-class architecture, the design sensibilities of Avenue 54 also accommodate the established social structure around the project, as well as the natural environment. The residential towers are carefully distributed horizontally and vertically to ensure each apartment maximises efficiencies and privacy.

Moreover, the 5 and 6 bedroom residences offer larger lifestyle spaces with their own exclusive elevators opening at their doorstep.

Step into the ultimate lifestyle at Avenue 54, one which fulfills your every penchant for luxury living and then takes it up a notch.



ULTIMATE LIFESTYLE.

ULTIMATE LIVING.

## BEST-IN-CLASS CLUB OFFERING, SPREAD ACROSS 9 LEVELS COVERING AN AREA OF 1,30,000 SQ. FT.

Avenue 54 boasts of one of the largest clubs in the vicinity.

Each amenity caters to and brings alive the many elements of the ultimate lifestyle. Get ready to get pampered.

BESPOKE 2, 3, 4, 5 & 6 BED RESIDENCES





AVENUE 54  
— Santacruz (W) —

# MAHA BHOOMI PUJAN



# GLOBAL OUTREACH PROGRAMME

In an endeavour to spread our presence globally, we have been taking brand Radius to connoisseurs of great lifestyle from across the world. From the Middle-East to the Far-East, from USA to UK, we hope to expand our world that is “built around you”.



## DUBAI

Project Bandra Channel Partner Meet at 'The Grand Ball Room', Conrad Hotel Roadshow in association with Auric Acres.

## UPCOMING OFFICES IN LONDON & NEW YORK



## HONG KONG

India Property Fair at Holiday Inn, Kowloon

HT/ Mint Mumbai Realty Showcase, at JW Marriott.



## SINGAPORE

Propfest at Hotel Parkroyal, India Property Fair at Singapore Recreation Club.

# RADIUS WINS INDUSTRY ACCOLADES AND HEARTS WORLDWIDE!

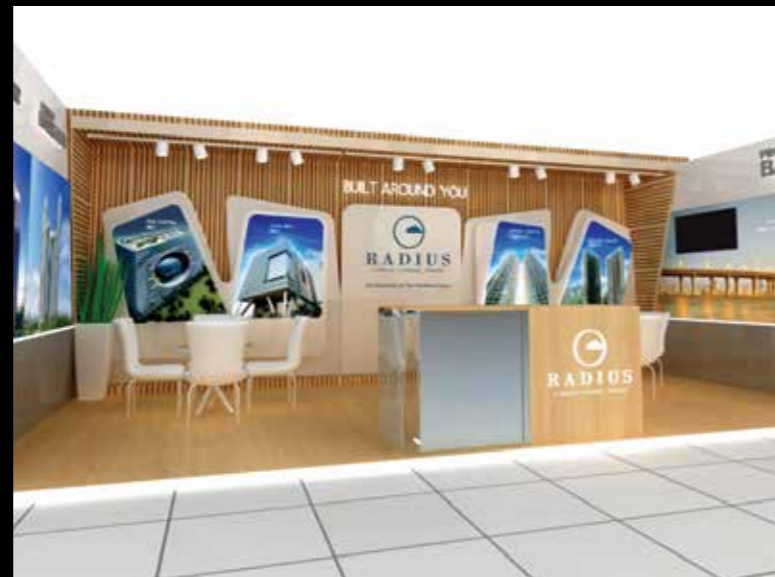


## TIMES PROPERTY EXPO JULY 2015

Radius Developers was a part of the much awaited, Times Property Expo 2015. Held in the palatial spaces of Sahara Star hotel in Mumbai, the event played host to the who's who in realty. The exhibition saw a host of crème-de-la-crème buyers at the Radius pavilion.

## SMART CONVENTION AND PROPERTY EXPO

Radius participated in the South Metro-City Association of Realtors' (SMART) annual 'SMART Convention' in Mumbai and with great pride, we contributed to the larger vision of the city's realty.



## NAREDCO & APREA REAL ESTATE AND INFRASTRUCTURE INVESTORS' SUMMIT 2015



## TWO AWARDS AT OUR MCHI DEBUT

We participated at this year's MCHI which was our first presence at the exhibition. The response we received was simply amazing with over 1000 client walk-ins expressing tremendous interest in our iconic development - Project Bandra. The icing on the cake were the 2 awards that we won at the exhibition.



BEST STALL -  
CRITIC'S AWARD



BEST STALL -  
EXCELLENCE IN DESIGN



## RADIUS DEVELOPERS WAS CONFERRED WITH THE "LIONS CSR PRECIOUS AWARD"





# LOKHANDWALA



## CHANNEL PARTNER ACTIVATION

Key markets including Lokhandwala were leveraged through preferred real estate consultants at the Vyapar Mandal Diwali festivities- a 300 guest event at Celebration Club, Lokhandwala.



## SMART EVENTS AT THE SMART CITY: BKC

### CHAMPIONS BEGIN YOUNG



In an increasingly digital world, children sweat it out on the Play Station more often than the playground. On the 6<sup>th</sup> of December, 2015 Radius launched a refreshing new initiative to encourage outdoor activity among children, by flagging-off The Mumbai Juniorthon. The age group was bracketed between 6-15 years of age.



The event was inaugurated by child artists. Darsheel Safary and Avneet Kaur. Over 1900 participants ran their hearts out as we laid the foundation stones for a healthier and happier future for our children.

### THE CHRISTMAS SPIRIT WARMS OUR OFFICES

Christmas celebrations hit a high note at ONE BKC with live music and spectacular decorations. The entire building was decorated in Christmas hues.



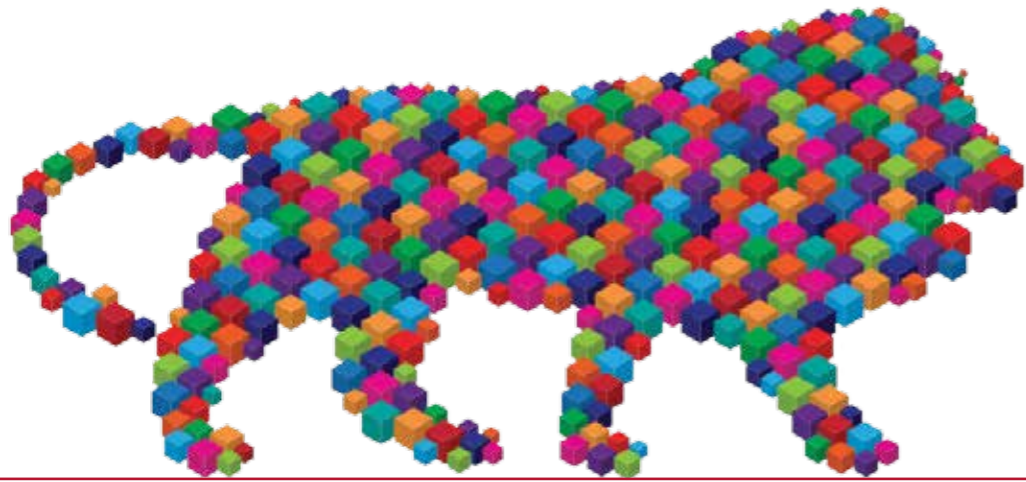
### CELEBRATING THE REPUBLIC. CELEBRATING INDIA.

Radius presented Arijit Singh Live in association with BKC's Developers Association and MMRDA for this Republic Day. The chief guest at this event was Hon'ble Chief Minister of Maharashtra Shri Devendra Fadnavis.

The current blue-eyed boy of playback singing in Bollywood, Arijit Singh, lit up the stage with his soulful songs, and enchanted the audience.

The gig enthralled the audiences for three straight hours to a packed crowd. He ended with an encore of his melodic love anthem, "Tum Hi Ho", on popular demand that got the crowd amped up and singing along, giving the concert a befitting finale.





# 'MAKE IN INDIA' DEBUTED AT ONE BKC

The 'Make in India Week' made its debut in Mumbai, at BKC. It was an honour for One BKC to host two of the most prestigious events of the week, within its premises.



An Exhibition on Indo-South African Cricket Relations

**"Conscience Awakened"**

A Fine Art Show on 'Sustainability'

# SETTING AN EXAMPLE

The Radius office interiors were featured in one of the leading design publications that was well received by the interior design and architectural fraternity.

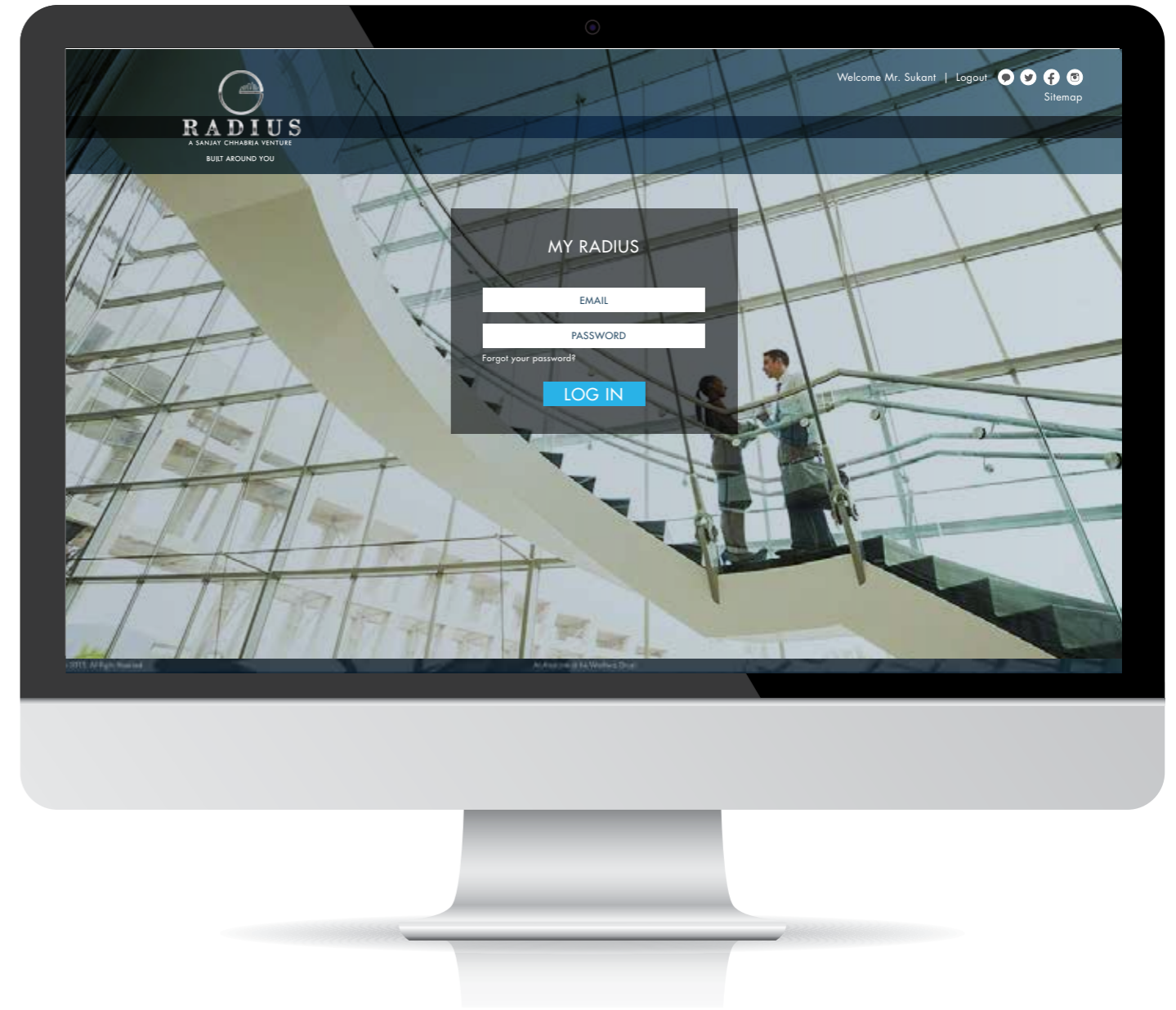


# STRENGTHENING THE BONDS

## THE INVESTMENT EDGE

At Radius, we are committed to enhance the business experience of all our esteemed ONE BKC investors. In our endeavour to do so, we have introduced them to a first-of-a-kind offering, Invest Assist, wherein our experts will drive the marketing efforts for their units. Radius, in partnership with CBRE & JLL, two of the largest property consultants in the world, extend this helping hand to customers in order to accelerate the pace of marketing their unit.

- A dedicated team of 6 members to market investor stocks
- Initiated marketing solutions like broker meets, interviews & write ups from industry stalwarts to ensure wider reach
- Successfully transacted over 65,000 sq.ft. of space since inception



## CRM PORTAL LAUNCH

This portal enables customers to track, confirm, follow-up and remain updated about all transactions surrounding their home at a Radius property. We dedicated this service to customers, who helped us become one among the fastest growing real estate developers in the country, within a year of our inception.

IN AN ENDEAVOUR TO MAKE EVERY INTERACTION WITH YOU A MEMORABLE ONE, WE LAUNCHED OUR EXCLUSIVE CUSTOMER RELATIONSHIP PORTAL.



# 14



## OF THE WORLD'S MOST STUNNING MODERN ARCHITECTURAL MARVELS



At some point we have all heard and seen the architectural marvels of the days of yore. Indeed, the designing of the Pyramids, the Taj Mahal or even the Leaning Tower of Pisa has taken some extraordinary minds and technology. However, technology has advanced since, and innovation has surpassed imagination, hence even though our buildings look very different now, our creativity and spirit of experimentation

has not diminished. People are often unaware of the brilliant architectural marvels that have taken shape over the last century. Let's take a look at 14 such modern marvels of architecture that have been completed in the recent past.

# BURJ KHALIFA

## DUBAI



### 1

Burj Khalifa, a mega tall skyscraper in Dubai, is the world's tallest artificial structure at 829.8 m (2,722 ft.), it is 3 times as tall as the Eiffel Tower and twice as tall as the Empire State Building. Construction of Burj Khalifa began in 2004 and the building opened in 2010, as part of the new development called Downtown Dubai.

The design of Burj Khalifa is derived from patterning systems embodied in Islamic architecture, incorporating



cultural and historical elements particular to the region such as the spiral minaret. The Y-shaped plan is designed for residential and hotel usage. A buttressed core structural system is used to support the height of the building, and the cladding system is designed to withstand Dubai's summer temperatures. A total of 57 elevators and 8 escalators are installed in the building.

Burj Khalifa was designed by Adrian Smith of Skidmore, Owings and Merrill (SOM), whose firm also designed the One World Trade Center in USA.

# BEIJING NATIONAL STADIUM

CHINA

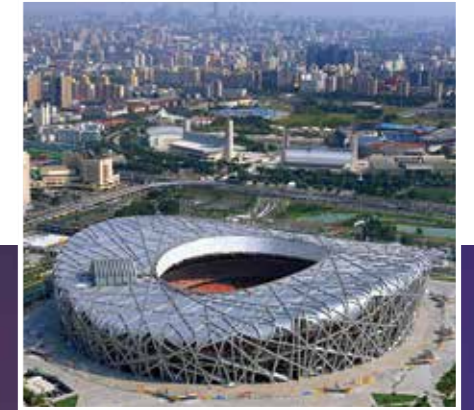
## 2

Beijing National Stadium (BNS) was designed for use throughout the 2008 Summer Olympics and will be used again in the 2022 Winter Olympics. The construction began in March 2004 and finished in March 2008. It was built with 36 kilometres of unwrapped steel, with a combined weight of 45,000 tonnes. Covering over 258,000 square meters, the

stadium has at least 100,000 seats.

Owing to its innovative grid formation it has also been dubbed as the “bird’s nest”. The twig-like structural elements and the bowl-shaped roof are the masterpiece of the project. The construction adopts advanced energy conservation design and environmental protection

measures, including favourable natural ventilation, natural lighting and entire recycling of rainwater, the use of renewable geothermal energy resources and the use of solar photovoltaic power generation technology.



# THE SHARD

UNITED KINGDOM

## 3

The Shard is a 95-storey skyscraper in Southwark, London that forms part of the London Bridge Quarter Development. Standing 309.6 metres (1,016 ft.) high, the Shard is the tallest building in the European Union.

The Shard's construction began in February 2009 and inaugurated on 6th July 2012. The tower's privately operated observation deck, the View from the Shard, was opened to the public on 1st February 2013. The glass-clad pyramidal tower has 72 habitable floors, with a viewing gallery and open-air observation deck on the 72<sup>nd</sup> floor, at a height of 244.3 metres (802 ft.). The building features 11,000 panes of glass, with a total surface area of 56,000 square metres (600,000 sq. ft.)

It was designed by the Italian architect Renzo Piano and replaced Southwark Towers, a 24-storey office block built on the site in 1975. He designed The Shard as a spire-like sculpture emerging from the River Thames. He was inspired by the railway lines next to the site, the London spires depicted by the 18th-century Venetian painter Canaletto, and the masts of sailing ships.





# 30 ST MARY AXE

LONDON



## 4

30 St Mary Axe is a commercial skyscraper in London's primary financial district. It was completed in December 2003 and opened in April 2004. With 41 storeys, it is 180 metres (591 ft.) tall and stands on the former sites of the Baltic Exchange and Chamber of Shipping, in St Mary

Axe, the street from which the tower takes its name.

Inaugural winner of the CTBUH 10 Year award, 30 St Mary Axe, helped to define a modern, open, and progressive image for one of the world's oldest financial centres and set a benchmark in architectural



quality for a new generation of tall buildings.

30 St Mary Axe was designed by Norman Foster and Arup Group and it was erected by Skanska, with construction commencing in 2001. The building has become an iconic symbol of London and is one of the city's most widely recognised examples of contemporary architecture.

# NATIONAL CONGRESS

## BRAZIL

### 5

Located at the head of the bird-shaped city plan by Lúcio Costa, and as the only building within the central greensward of the eastern arm of the Monumental Axis, stands the palace of the National Congress (Congresso Nacional). Oscar Niemeyer designed the National Congress during the late 1950s and early 1960s.

It is a brace of skyscrapers with the domed Senate on one side and the bowled-shaped House of Deputies on the other. These two along with the Planalto Palace (seat of government), the Itamaraty palace (foreign ministry) became known as Niemeyer's signature projects.

The most sober of the palaces on the Plaza of the Three Powers, the National Congress reflects the strong influence of Le Corbusier, while hinting at the more romantic and whimsical forms that characterize Niemeyer's trademark Brazilian Modernism.

# ONE WORLD TRADE CENTER USA

## 6

In the heart of Manhattan, in all its shining glory stands tall the One World Trade Centre, the tallest building in North America, stretching skyward, welcoming thousands of office workers and tourists each day. Erect as a magnificent beacon for the new Downtown, and a bold addition to the skyline, One World Trade Center is safe, sustainable, and artistically dynamic.

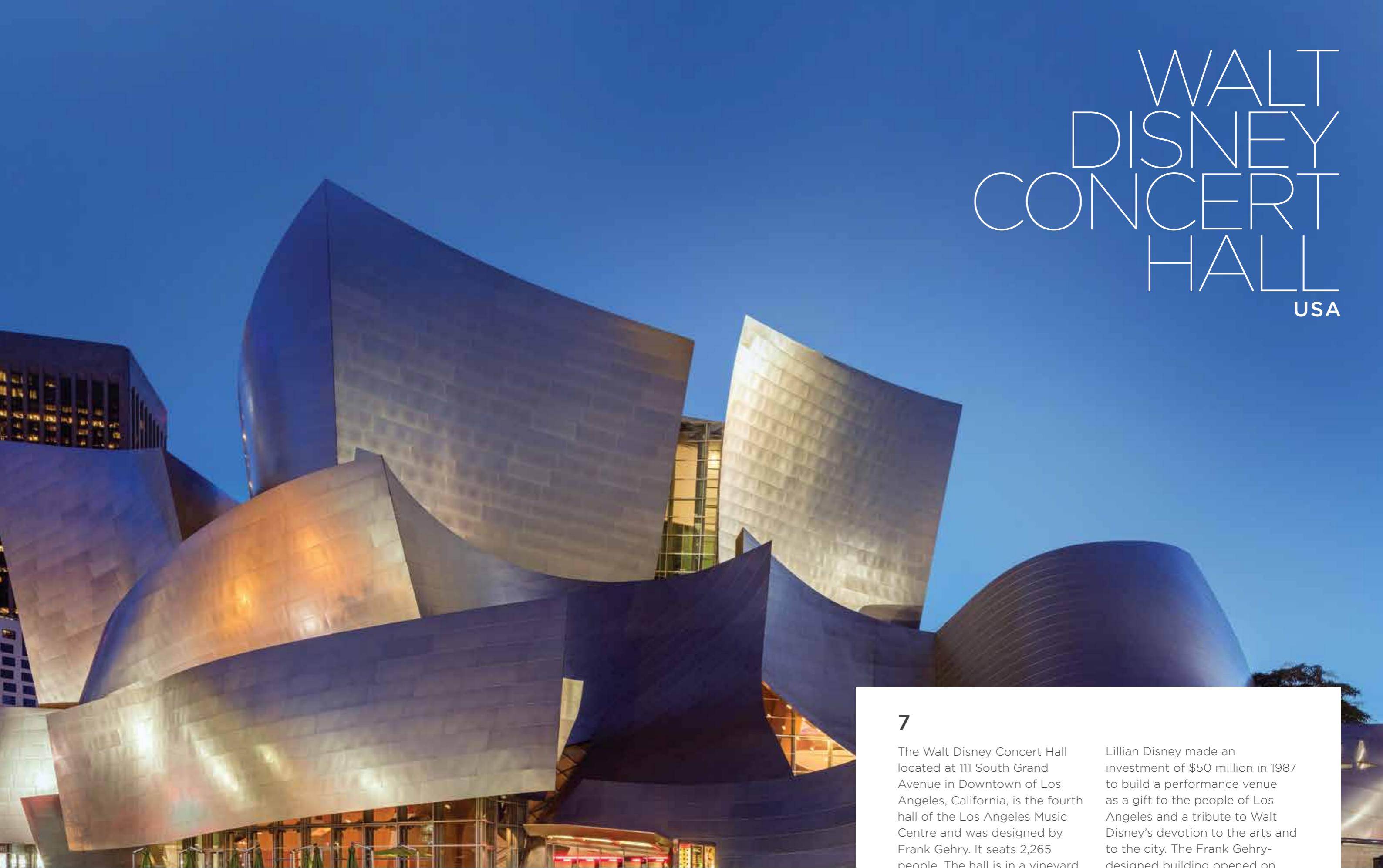
The construction of below-ground utility relocations, footings, and foundations for

the new building began in April 2006. The final component of the skyscraper's spire was installed on May 10<sup>th</sup> 2013, making the building reach a total height of 1,776 feet (541 m).

The construction of the World Trade Center was spearheaded by David Rockefeller and the building's architect was David Childs. The tower complex will eventually include five high-rise office buildings as well as the National September 11 Memorial & Museum.



# WALT DISNEY CONCERT HALL USA



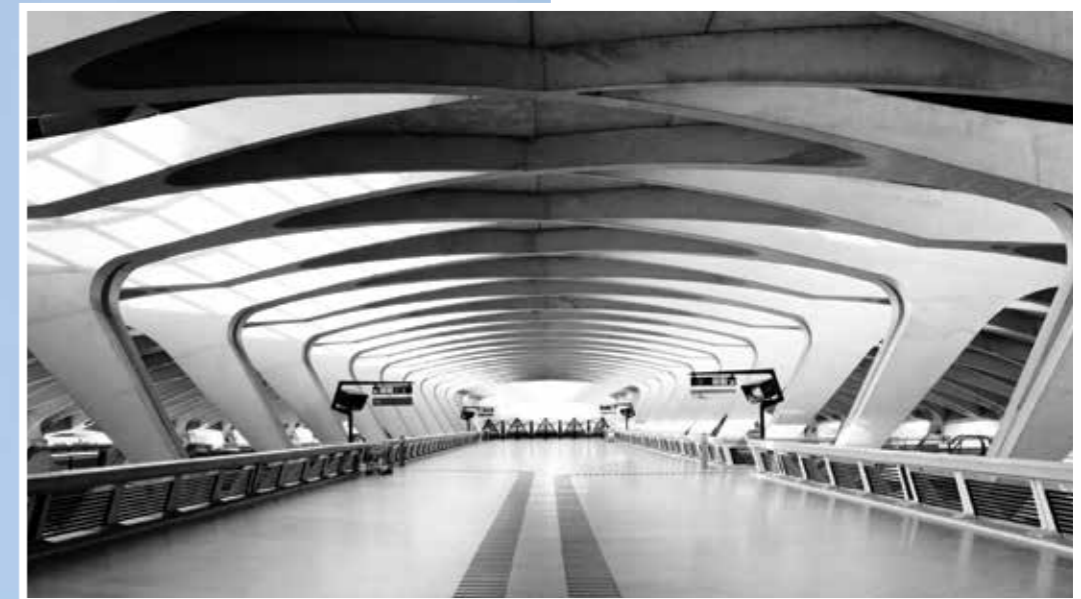
## 7

The Walt Disney Concert Hall located at 111 South Grand Avenue in Downtown of Los Angeles, California, is the fourth hall of the Los Angeles Music Centre and was designed by Frank Gehry. It seats 2,265 people. The hall is in a vineyard seating configuration, similar to the Berliner Philharmonie by Hans Scharoun.

Lillian Disney made an investment of \$50 million in 1987 to build a performance venue as a gift to the people of Los Angeles and a tribute to Walt Disney's devotion to the arts and to the city. The Frank Gehry-designed building opened on October 24th 2003.

# GARE DE LYON SAINT-EXUPÉRY

FRANCE



## 8

Gare de Saint-Exupéry TGV is a railway station near Lyon, France, directly attached to Lyon-Saint Exupéry airport. This airport is historically the first to be served by a high speed station. Saint-Exupéry station was designed by Santiago Calatrava, cost 750 million Francs and opened on 3<sup>rd</sup> July 1994.

The stunning building is mostly a combination of concrete and steel. The station has six tracks laid in a cutting. The two central tracks are isolated to permit trains to traverse the station at full speed (300 km/h). Both sets of tracks have platforms 500 m long. To the west, a small piece of land has been put aside for future expansion. Above the tracks, a 300 m long passenger concourse gives easy access to the platforms and is equipped with several travelators.

# THE INTERLACE

SINGAPORE



## 9

The Interlace is one of the largest and most ambitious residential developments in Singapore. Designed by Ole Scheeren, partner of the Office for Metropolitan Architecture (OMA), The Interlace breaks away from Singapore's standard typology of isolated, vertical apartment towers and instead

explores a dramatically different approach to tropical living. An expansive interconnected network of living and communal spaces integrated with the natural environment. The Interlace covers 170,000 m of gross floor area and will house 1,040 apartment units of varying size.

The design capitalizes on the generous size of the site and further maximizes the presence of nature by introducing extensive roof gardens, landscaped sky terraces and cascading balconies. Above-ground vehicular circulation is minimized, liberating large green areas within the development.

The Interlace incorporates sustainability features through careful environmental analysis of sun, wind, and micro-climate conditions on site and the integration of low-impact passive energy strategies.

# CCTV TOWER

CHINA

10

The CCTV Headquarters is a 234 m (768 ft.), 44-story skyscraper in the Beijing Central Business District (CBD). The tower serves as headquarters for China Central Television (CCTV).

CCTV defies the skyscraper's typical quest for ultimate height. Rising from a common platform, two towers lean towards each other and eventually merge in a perpendicular, 75-metre cantilever. The design combines the entire process of TV-making – formerly scattered in various locations across the city – into a loop of interconnected activities. The structure of the CCTV Headquarters, and the forces at work within it, is visible on its façade: a web of diagonals that becomes dense in areas of greater stress, looser and more open in areas requiring less support. The façade itself becomes a visual manifestation of the building's structure.





# CAYAN TOWER

DUBAI

## 11

Cayan Tower, is a 306 metres (1,004 ft.), 73 story skyscraper in Dubai, United Arab Emirates. The tower is designed by Skidmore, Owings and Merrill (SOM) architects, who also did the concept design for the Burj Khalifa.



Cayan Tower is a pure expression of the idea that a building's form should directly follow its structural framework. While the skyscraper's 73 floorplates are all identical, each is slightly rotated against the story below it, resulting in a full 90-degree twist over the course of the tower's 307 meter rise. The benefits of this unique form, besides the aesthetic ones, are manifold. Wind load and solar heat gain are reduced compared to a rectilinear building of the same height, and a greater number of tenants are afforded desirable views of the nearby Marina and Gulf.



# ABSOLUTE WORLD TOWER

CANADA

12

Absolute World is a residential condominium twin tower in the Absolute City Centre development in Mississauga, Ontario, Canada. Standing at 170 and 150 metres, the Absolute Towers contain apartments on each of their oval-shaped floors, but every storey is incrementally rotated to give both buildings a curved and twisted outline.



These curvaceous twisted skyscrapers have been designed by Chinese firm MAD. MAD won a competition to design the buildings in 2006, which were initially dubbed “the Marilyn Monroe towers” by local residents in reference to their shapely bodies. Apartments in both towers

boast panoramic views of the city skyline from continuous balconies that wrap around the recessed glass façades.

The towers have won the Emporis Skyscraper Award, the most renowned award in the field of Skyscraper Architecture.



# PETRONAS TOWERS

KUALA LUMPUR

## 13

Petronas Towers, popularly known as the Petronas Twin Towers are twin skyscrapers in Kuala Lumpur, Malaysia. The buildings are a landmark of Kuala Lumpur and remain the tallest twin towers in the world. The towers were designed by Argentine - South American architect César Pelli. They chose a distinctive postmodern style to create a 21<sup>st</sup>-century icon for Kuala Lumpur.

The interior motifs are a reflection of local handicrafts and weaving patterns, while stainless steel and glass combine beautifully as Islamic patterns. The design of each tower's floor plate is based on simple Islamic geometric forms of two interlocking squares, creating a shape of eight-pointed stars. The towers are 'intelligent' structures, built with a system that seamlessly coordinates telecommunications, environment control, power supply, lighting, fire and smoke control, and building security.



# YAS VICEROY HOTEL

ABU DHABI

14

Yas Viceroy Abu Dhabi Hotel is one of the most iconic properties in Abu Dhabi, owing to its futuristic design. Located within the Yas Marina Circuit, it is the first hotel in the world to be built over an F1 race circuit.

The Hotel, designed by Hani Rashid and Lise Anne Couture, comprises two twelve storey hotel towers, one set within the race circuit and another placed in the Marina itself, linked together by a monocoque steel and glass bridge and Grid Shell structure that both cross above

and over the Yas Marina Circuit F1 race track.

The main feature of the hotel's design is a 217 meter expanse of sweeping, curvilinear glass and steel covering known as the Grid Shell. It features an LED lighting system incorporating video feeds that are transmitted over the 5,389 pivoting diamond-shaped colour changing LED panes. This Grid Shell component is a key aspect of the overall architectural design and significance of the project by producing an atmosphere like veil visible from miles away.



# TECHNO LUXURY

## FAD OR NEED?

Unless you are a “Bond, James Bond” aficionado, chances are that when you think of luxury, technology probably isn't what first comes to mind. However, it is this very proclivity of dissociating functionality from exclusivity that is rapidly changing in recent times. Fading fast is the definition of traditional luxury. A category that was thus far broadly dominated by high-quality, low-utility goods that pandered to the seeker of comfort and rarity, is being redefined by a generation that has more than just exclusivity on their priorities. Today's luxury consumer also aspires for connectivity, fitness, and technological advancement.



DIGITSOLE SMART SHOE



APPLE WATCH

The launch of the market-disrupting **Apple Watch**, for instance, is responsible for the switchover of many luxury watch buyers who had so far reserved their watch budgets for traditional jewel-adorned timepieces sold by luxury giants. The Apple smartwatch, however, is just the tip of the wearable technology iceberg.

From smart glasses such as the Google Glass - a futuristic hands-free computer, to the ultimate in footwear technology - the **Digitsole** smart shoe (the latter actually lets you adjust things like the tightness and temperature of your shoe from your smartphone!), and from biometric-controlled clothing to phone-charging jackets...wearable technology today not only consists of impressive cameras, powerful processors, rechargeable batteries and sophisticated sensors (that measure your pulse rate, body heat, perspiration, and respiration), but also comes with exotic materials and stunning styling; that too at a fraction of the price tags of classic luxury products. Take the

**Samsung Welt** (Wellness Belt). Looks like a classic leather belt, but does a lot more - everything from measuring your waist to counting the hours you were sitting in that comfy armchair of yours.

With the focus shifting from possessing flashy material goods to gaining a superior personal experience, aesthetics are increasingly being blended with applicability. While this is a welcome value addition to the discerning and tech-savvy user, it sure is ruffling feathers of exoticism at top fashion houses.

While some dismiss the inclusion of technology in luxury as mass market gimmickry masked as a faux luxury concept, others feel that the threat is very real. And unless top luxury brands step up their game and include the aspirations of the hour into their offerings, they risk making themselves redundant - mere relics of antiquity from the past. Or maybe not. After all, makers of the 007 franchise too have begun doing away with gimmicky gizmos and shredding Bond's gadgets down to their practical bare essentials. Now, whether performance will win over pedigree, is something we will all have to wait and watch!



SAMSUNG WELT

If reading this piece got your tech-pangs drooling, here's the status on the availability of these gizmos: While the Apple Watch is freely available at retail and online stores in India, you might have to wait it out for the Digitsole smart shoes and Samsung Welt; with both set to be released later in the year. [www.digitsole.com](http://www.digitsole.com) | <https://news.samsung.com/global/samsung-to-showcase-three-creative-lab-projects-for-the-first-time-at-ces-2016>



# UNWRAPPING THE HIGH LIFE OF MUMBAI

## JEHANGIR ART GALLERY

### KNOW YOUR CITY!

Situated in South Mumbai's posh locality of Kala Ghoda, Jehangir Art Gallery, is one of the most prestigious art galleries in the city. Constructed in 1952, it is one of the oldest yet one of the most modern venues for contemporary, local and upcoming artists to display their talent. The gallery also showcases the work of aspiring students, with periodic exhibitions by internationally acclaimed artists.

Owing to the exponential talent that is housed in our city, there is always a rush of artists waiting to exhibit their works in the gallery. Many an artist have waited for years on end to showcase their work here. The gallery also enjoys overwhelming media attention and coverage. As a result of which, artists often display their works on the sidewalk outside.

### HISTORY

The Jehangir Art Gallery, was constructed by the donation given by Sir Cowasji Jehangir-2<sup>nd</sup> Bart to the trustee of Prince of Wales Museum. Over the years, this area has evolved as the center of art activity in the city, a phenomenon triggered off in the 1950s with the establishment of the Jehangir Art Gallery. As a rendezvous point for artists, patrons and art lovers, the Jehangir Art Gallery complex over the years is recognized nationally and internationally as a centre of contemporary Indian art.

A mammoth institution in itself, its history is also linked with the renaissance of Indian art. It also houses Natesans, the country's oldest licensed antique dealers.

### ARCHITECTURE

The building has been designed by Durga Bajpai and is one of the early concrete structures in the city. The gallery has been turned inwards due to a combined function of an auditorium and an art gallery. Although the concept of an introvert art gallery could be questioned today, the Jehangir is an example of an early modernist notion of the inward looking art galleries in the city. The play with concrete can be easily seen with a large wavy cantilevered entrance which embraces the street. The otherwise bland façade is articulated with relief stone cladding. There are four exhibition halls to exhibit the work of art here.

Content/Information sourced from:  
<http://www.jehangirartgallery.com/about.php#.Vjg8kbcrlIU>  
Wikipedia  
<http://www.exploremumbai.in/images/artbig02.jpg>  
To know about the event calendar visit:  
<http://www.jehangirartgallery.com/eventcalendar.php>

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# WHAT'S BREWING AT RADIUS?

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The Radius calendar is constantly cooking. The brews of a newer and bolder skyline keeps us live and pumping. The following events will mark the Radius calendar in the upcoming months:

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PROJECT  
**CHEMBUR**  
— & —  
PROJECT  
**MAZGAON**  
BHOOMI PUJAN  
**APRIL/MAY 2016**

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# Amazon India takes up 30,000 sq ft in BKC for its first office in Mumbai

TIMES NEWS NETWORK

Mumbai: Amazon India, the e-tailing giant has taken over 30,000 sq ft on lease at OneBKC in the city's commercial hub.

This is its first entry into Mumbai and the facility will house its seller services and bring it closer to one of the largest markets in country. Market sources said the deal is for five years with average rentals around Rs 200 per sq ft per month.

Sources said Amazon is also looking to expand its footprint in warehousing around western India. It already operates out of 1 million sq ft facilities in Bangalore and Hyderabad



A view of the OneBKC building

that house its development and logistics centres.

Technology major Cisco has also expanded its offices to

approximately 50,000 sq ft in the city by moving into Radius Developer's OneBKC on a nine year lease. The monthly rent for this facility is around Rs 240 per square foot with a nine month advance deposit. Cisco will host its sales and marketing team out of this office. The company, which has been operating out of BKC for the past seven years, upgraded to this larger facility to remain close to its BFSI clientele in BKC.

Recently, Abbot Laboratories, Facebook, Brookfield Financials, Moneygram, National Bank of Abu Dhabi have settled down in BKC, which is also going to host next month's Make

In India programme.

After having operated out of Nariman Point's Express Towers for over three decades, Bank of America will also shift its India headquarters to OneBKC in the next few months. It has taken four floors at approximately Rs 230 per sq ft, with a high advance deposit of over 18 months' rent. The lease works out to around Rs 3 crore a month.

Last year, pharma giant Pfizer shifted from Jogeshwari to BKC, leasing 90,000 sq ft office space at Wadhwa Group's commercial tower, The Capital. It is believed to pay Rs 2 crore a month as lease rental.

# Amazon, Cisco to house offices at One BKC

BINDU D MENON

MUMBAI, JAN 10

E-commerce major Amazon and IT major Cisco have taken up over 30,000 sq feet and 50,000 office space, respectively, on lease at Radius Developer-owned One BKC, marking its entry into the commercial capital.

While Amazon has taken up the space for a five-year period at ₹280 per month per sq feet, Cisco will be occupying the space for a nine-year period and will pay an average rental of ₹250 per month per sq feet.

The lease agreement comes with a 15% increase in rent every three years.

Sanjay Chhabria-owned Radius Developer confirmed the development.

A company spokesperson when contacted told Business Line that Amazon will be using the space to house its seller services and also for its country heads.

Last year, the Amazon had leased 12 million sq feet in Bengaluru. It also has its development centres in Hyderabad, besides 20 fulfillment centres across India.

Experts note that Amazon which has several offices in Ben-

galuru, may be looking to consolidate its India presence with another office space.

Cisco, meanwhile, will set up its sales and marketing team out of this office.

**Other biggies**

Last year social networking service Facebook had taken up 22,000 sq feet in One BKC.

Bank of America too, had shifted its India headquarters from Nariman Point to One BKC when it took on lease 1.3 lakh sq ft (four floors) in One BKC at ₹230 per sq ft a month.

**Corporate rental**

According to a CBRE report, the demand for corporate real estate space in the top seven cities of the country saw a high annual growth of 18 per cent in 2015 - the highest till date, which translates to an annual rise of 18 per cent.

The report said that absorption of Grade-A office space across key cities in India witnessed a quarterly growth of approximately 26 per cent during the October-December period - translating to more than 12 million sq ft of leased office space.

# Business Standard

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Thu, 24 Dec-15; Business Standard - Mumbai; Size : 412 sq.cm.;

# Developers look at JV route to tap stressed projects

RAGHUVENDRA KAPATHI

MUMBAI, 23 DECEMBER

Seeing stressed opportunities in the slow property market, a new set of developers are looking at doing joint ventures (JV) or taking over the projects of developers who are starved for cash.

While established ones such as Godrej Properties and Tata Housing have been doing such JVs, it is the turn of the newcomers now.

Take Sanjay Chhabria-led Radius Developers, Chhabria, earlier the managing director of Wadhwa Group and now having set up his own firm after the separation in the family. He has signed joint ventures with four developers in the recent past.

One of them is an upscale project with a stressed developer, Hubtown, in the Hughes Road area here. Hubtown, last week, said it delayed the redemption date for the principal payment of non-convertible debentures worth ₹100 crore, owing to a liquidity crunch.

Chhabria also inked a tripartite joint venture deal with DB Realty, whose promoters were earlier embroiled in the 2G scam, in the latter's MG colony project in the Bandra area. The project had been languishing for years.

Chhabria also said he was in talks with eight to 10 developers



Established ones such as Godrej Properties and Tata Housing have been doing such joint ventures.

for either a joint venture or taking these over.

Enquiries from stressed developers had increased 50 to 60 per cent this year compared to two-three years ago, he said. "We can buy only in adverse times. In times of boom, we cannot buy," said Chhabria, managing director at Radius Developers. He said in case of JVs, construction, marketing, selling would be taken care of by his company.

Cesar Realty, set up by Cheng Ramakrishnan, former chief executive of Essar Group's realty arm, Equinox Realty, has done JVs with Sumar Group in the Santacruz and Mazgaon areas of Mumbai.

In the past two years, we have come across many such opportunities, where developers were not able to raise finance or do a JV with other developers.

Bengaluru and Mumbai. "Such opportunities have definitely increased in the second half of this year. The stress of two years is showing now and developers want to get lighter," Ramakrishnan said. "Earlier, they were thinking, but there was mismatch in valuations. Now, the bridge is happening," he added.

Pune-based ABIL Group bought into projects in Mumbai and also done three joint ventures in the recent past. Apart from the JV with DB Realty and Radius for Bandra Project, it has done JVs with Sumar Group in the Santacruz and Mazgaon areas of Mumbai.

Real estate experts feel the slowdown has opened new avenues for these developers. "When projects get inordinately delayed, developers run out of cash. They are left with no option, but to dilute equity in projects," said Balaji Raghavan, head (real estate practice), IIFL.

In a recent interview with this paper, Raghavan said IIFL had facilitated four to five such transactions over the past year.

While the property market here has been marred by affor-

## OPPORTUNITIES FOR NEWCOMERS

- Developers say opportunities for stressed assets went up 50-60 per cent this year
- Radius has done four such joint ventures, in talks with 8-10 developers
- Cesar Realty has done one such deal in Mumbai, in talks with three-four developers
- ABIL Group has done three such deals in Mumbai
- Most are banking on internal accruals and debt to fund the joint ventures

ability issues, in Delhi, supply far outstrips demand, said Sunil Bobokale, managing director, ASK Group.

The slowdown has been particularly hard for developers because demand has dried not only from buyers but also from investors.

Investors, who typically account for half of the market, have started cashing out as they see no benefit in staying invested in a market where prices are stagnant, said D'S Tripathi, chief executive officer, Aadhar Housing Finance. Actual users are waiting for prices to come down, he added.

Home prices, which doubled between 2009 and 2012, have remained stagnant over two years. "There is a 20 per cent correction in prices in Mumbai," said Tripathi.

## START-UP EFFECT

# Rising demand for compact offices catches eye of premium developers

BY BIDYA SAPAM

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MUMBAI

Gone are the days when premium commercial buildings were meant only to house large corporates or those who wanted to rent big office spaces. Small size or compact offices are making their way into high-end office buildings because of the growing demand for such spaces from mid-sized firms and start-ups. Many of these companies want to operate out of prime commercial buildings but don't need large spaces.

According to estimates by property consultant CBRE, transactions involving small-sized office spaces (less than 5,000 sq. ft) made up about 25% of the total office space transactions this year, compared with 19.75% last year.



Trending space: Transactions involving small-sized office spaces (less than 5,000 sq. ft) made up about 25% of the total office space transactions in the country this year, compared with 19.75% last year.

consultant, said.

For instance, One BKC—a 19-floor commercial office building developed by Mumbai-based Radius Developers at the city's upcoming financial hub, Bandra Kurla Complex (BKC)—has about 108 office units of sizes less than 3,000 sq. ft. While these smaller offices accounts for just about 3% of the total built-up area of the building, almost all of them have already been sold or leased out. The property became operational in May this year.

Prices of commercial property in BKC range from ₹20,000-₹25,000 a sq. ft. Ashish N. Shah, chief operating officer of Radius Developers, said demand for smaller offices of sizes between 1,000 sq. ft and 5,000 sq. ft is increasingly from occupiers who prefer to own the asset.

"Occupying a smaller size office addresses the requirement for space with least capital exposure, especially at a prime busi-

ness centre. It also enables companies with modest revenues to have their presence in central business districts," he said.

Other developers are looking at building commercial properties which specialize in small office spaces.

Within the BKC area, developers such as The Wadhwa Group and Sunteck Realty have carved out a certain portion of their premium office buildings for occupiers looking for smaller size offices.

Of the total 25 commercial real estate transactions that have happened in BKC in the last six months, 17 involved smaller size offices, said a person familiar with the transaction on condition of anonymity.

At Wadhwa's commercial properties such as The Capital and Trade Centre in Mumbai, 15-25% of the buildings have been designed to fit compact offices. Navin Makhija, the company's managing director, said demand for small-size office

spaces has increased by up to 25% in the last two years. Earlier, these small spaces were taken up as an investment but now more and more firms are moving in, Makhija said.

Bengaluru-based real estate firm Brigade Enterprises is currently developing two commercial projects—Signature Towers and HRV Centre, which are specifically designed to fit smaller offices of sizes starting from around 2,500 sq. ft. Prestige Estates is also adding to its portfolio of commercial properties which are suited for smaller office spaces.

"There has always been an inherent demand for small-size offices. However, after the information technology (IT) boom, most of the good quality office space was gobbled up by many IT and IT-enabled services firms which were rapidly expanding, leaving few choices for those looking for small offices," Irfan Razack, chairman and managing director, Prestige Estates Enterprises, said.

According to property consultants and company executives, though demand for such quality spaces has risen, supply has been limited, leading to strong pricing for such spaces.

As per estimates of real estate advisory firm ILL, office space absorption in India during 2015 stood at 35 million sq. ft—the second-highest after 2011. Vacancies in premium buildings, particularly in Mumbai, New Delhi and Bengaluru, stand at around 8-9% while overall vacancies across the country are at 16%.

"Historically, developers were interested only in larger deals and leasing out with bigger firms in premium buildings as they are better managed," Ram Chandrani, managing director, Transaction Services, at CBRE South Asia Pvt. Ltd., said. However, with lot of demand for quality office coming in from small start-ups and professionals, builders are realizing that it is an opportunity to generate faster cash, he added.

# Facebook leases 22,000 sq ft at BKC for India ops

TIMES NEWS NETWORK

Mumbai: Bandra-Kurla Complex (BKC) has emerged as a prime destination among global firms for their India headquarters. Now, Facebook, the online social networking service with more than one billion users, will set up its India corporate office in this commercial business district.

It has just concluded a deal to take on lease 22,000 square feet on the seventh floor of One BKC, a commercial tower controlled by Radius Developers.

Since the past two years, Facebook India had been temporarily operating out of a business centre at BKC. It has now decided to permanently set up base here. The lease agreement is for five years with 15% increase in rent every three years. Facebook will pay an annual lease rent of around Rs 1.5 crore, it is learnt.

Both Radius and Facebook refused to comment on the deal. "Facebook India wants to leverage the brand in India and wants to reach out to business and engage with local communities," said market sources familiar with the BKC transaction. It already has a development centre in Hyderabad.

Facebook India leadership team as well as its sales and marketing team will be based in the new premises.

The online social networking service headquarters in Menlo Park, California, is the latest global giant to move into BKC. Citibank, Bank of America, Bosch and many other international firms have already set up base here.

Last year, Bank of America shifted its India headquarters from Nariman Point to BKC when it took on lease 1.3 lakh sq ft (four floors) in One BKC at Rs 250 per sq ft a month.

In 2012, Citibank had signed what was considered the biggest commercial office space deal in the country, shifting out of its 50-storey office around Chhatrapati Shivaji Maharaj Road to a 12-storey building, PFC Tower, in BKC.



One BKC, where Facebook has leased office space

**Some of the other MNCs already present in BKC**  
Bank of America, Citibank, pharma majors Pfizer and Abbott India, and global commodity trading and logistics firm Trafigura

**Marquee projects in BKC per sq ft per month**

| Building            | 2014 | 2015 |
|---------------------|------|------|
| One BKC             | ₹230 | ₹240 |
| Platina             | ₹270 | ₹275 |
| Concerto            | ₹260 | ₹265 |
| Average rent in BKC | ₹231 | ₹223 |

SOURCE: ILL, IIDA

# Smaller office space gaining traction among corporates

Real estate developers also see business opportunity in this segment

BINDU D MENON

MUMBAI, DECEMBER 23

With real estate costs increasing their overhead costs, companies are looking at smaller offices as part of their strategy to manage their real estate portfolios.

The offices range anywhere between 1,400 sq feet and 3,000 sq feet, especially in key business districts.

Developers, too, are coming up with strategies to accommodate such buyers by creating infrastructure in such a manner that the offices can be strata-sold or leased to investors.

A case in point is "OneBKC" which houses some of the biggest names like Facebook and Bank of America. Developers of OneBKC are seeing a surge in demand from mid- and small-size entities wanting to pick up space in the Grade A category.

Ashish Shah, COO, Radius Developers, which owns

OneBKC, said that the company is creating infrastructure for such clientele.

"There is a market for smaller office and we are looking to tap into that opportunity. The ticket size is typically in the range of 4,000 sq ft to as low as 1,000 sq ft. In fact, we have companies in sectors like investment banking, e-commerce and even law firms which are looking for smaller office space," Shah noted.

Companies such as Motherhood Systems, Tara Jewels, Archer Angel, Sircore are among those who have taken space ranging from 1,500 to 3,000 sq feet in key office spaces in the Bandra Kurla area. Besides, OneBKC, The Capital and Concerto are witnessing small office space being taken up in the Central Business District.

The prices in BKC range anywhere between ₹30,000 and ₹40,000 per sq feet. Developers and property



consultants point out that besides managing real estate costs, companies in sunrise sectors want to have location advantage to provide visibility to their brands.

Property consultants like CBRE and JLL, too, are reported to have formed a platform for brokering compact commercial space for investors, enabling a professional set up to this market.

The platform "Investor Assist" enables investors of Grade A commercial space to leverage on the strength of two leading international property consultants for get-

ting advice, access to a global client network and also assistance in increasing their visibility.

A report by CBRE's India report, Real Estate & Workplace Strategies of Shared Services Occupiers, focuses on the growth of the outsourcing and technology industry over the last two decades and how the sector has been implementing strategies for managing their real estate portfolios.

Anshuman Magazine, CMD, CBRE South, said: "For most global corporate office occupiers setting up a shared ser-

vices platform in the country, space take up strategies are tied with their overall corporate strategies. "As such, parameters like space utilisation, efficiency and productivity play a large role in revising real estate strategies. Going forward, I believe that these larger aspects will dictate how global corporates expand their offices across key cities in the country."

CBRE notes that organisations are now under pressure to drive down costs by increasing their workplace "static density"—the space per sq. ft. per workstation.

Office space absorption rose by 17 per cent this year to 35 million sq ft in seven major cities, mainly due to demand from IT/BFSI, e-commerce companies and start-ups, according to property consultant JLL India.

Cases such as Pune, Bengaluru, Hyderabad and Chennai have a vacancy rate of just 50 per cent, prompting the need for fresh supply to meet the growing demand.

# RADIUS IN THE NEWS

In a short span of two years, Radius has time and again proved its mettle in being one of the finest real estate developers. We have been covered across various media and some of the most coveted publication houses have acknowledged our keen foresight, dedication, passion and hard work. Here is a glimpse of some of the media coverage that we have received.

# Canada to fund 3.5L cheap houses in city

Naseer.Bharucha @timesgroup.com

₹13,600CR PROJECT

- > Canadian govt pension fund may invest up to \$2B (₹13,600cr)
- > Over 3.5 lakh affordable homes to be built on slum land from Cuffe Parade to Borivli
- > Plan to sell homes at a rate of ₹5,000 to ₹6,000 a sq ft
- > Project to be developed by Radius Group & Deserve Group

Mumbai: The state government is finalizing a memorandum of understanding (MoU) with the Canadian government pension fund and two Mumbai developers to build over 3.5 lakh affordable homes here through the Slum Redevelopment Authority (SRA).

If approved, the two builders, Deserve Group and Radius Group, will be able to exploit prime slum plots from Cuffe Parade to Borivli with the help of the SRA, which will expedite permissions for them.

"The pension fund may

invest up to \$2 billion (Rs 13,600cr) in the project. We are still fine-tuning some of the clauses before finalizing it," a top government source told TOI on Friday.

"SRA's role in project, P 6

# UPCOMING PROJECTS

**PROJECT MAZGAON**  
Luxury harbour-front residences



**PROJECT CHEMBUR**  
A sprawling 42 acre township in the heart of Mumbai



**ONE AQUARIA, Borivali**  
A one-of-a-kind residence offering grand and opulent spaces



**PROJECT QUEEN'S NECKLACE**  
A signature landmark peering into the vast horizon of the Arabian Sea







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