

Jacuzzi, gym, centralised AC... socs in tony areas get tower of redvpt offers

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Mumbai: Swimming pool with jacuzzi. Fully equipped fitness centre. Steam and massage room. Eco-friendly rainwater harvesting system. Security systems like intruder alarms, CCTVs, and video door phones for every flat. Centralised AC with wall units in living and bedroom. Imported marble for the washbasin ... And the intoxicating smell of new.

This is not a sales pitch for a Rs 20 crore apartment in a new luxury tower. These are incentives being dangled before middle and upper-middle-class re-

sidents living in old buildings in prime areas of Mumbai that are being redeveloped.

Across the city, in gyms and coffee shops, on promenades and in public gardens, the talking point nowadays generally revolves around what the build-



der is offering — from transit rents and compensation charges to extra square feet area, multi-crore corpus funds and a slew of luxury facilities. And Mumbai's A-lister builders are

chasing and enticing society members with the most jaw-dropping deals.

At Breach Candy in south Mumbai, Miami Apartments, a 13-storey housing society that came up in the 1970s, has signed a redevelopment deal with the developer, Rustomjee. The building will be torn down and replaced by a 40-storey luxury tower. The first habitable floor in the new building will start from the 11th floor. Each family that currently occupies about 2,000 sq ft flats will get a new flat which will have roughly 17% more area.

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