



TIME TO TAKE A SHOT OF HEALTH!



The second wave of the COVID-19 pandemic has ravaged the country and reinforced the importance of getting vaccinated. It's a way to not only protect individuals, but entire communities. Vaccinations can reduce the incidents of severe illness and hospitalization. However, the scarcity of vaccination slots and doses had been hampering the progress of the inoculation drive. That's why JP Infra stepped up to the plate, to facilitate a special vaccination drive for all employees along with their families and channel partners at JP Infra's Mumbai Head Office.

The drive was conducted by JP Infra, in collaboration with Surana Group of Hospitals. Registered doctors and nurses from our medical partner ensured all social distancing and safety protocols were maintained at the vaccination site. People were requested to follow proper covid safety protocols and were assigned specific vaccination slots, to avoid confusion and crowding. During the vaccination drive, we managed to administer doses to 550 individuals - an important contribution in securing our communities against COVID-19. It's all part of JP Infra's proactive approach towards solving problems and concerns that effect out communities, a quality that has especially come to the fore since the outbreak of the pandemic and the suffering it has caused



SCAN TO KNOW MORE



NORTHERN LIGHT

PRESENTING

HOFFS

HOME WITH DEDICATED WORK FROM HOME SPACES

North
Barcelona
MIRA-ROAD (E)

SCAN TO KNOW MORE

Dedicated Work From Home spaces in select apartments only. The image, statements and expressions are for representation purpose only.



A YEAR WITH TWICE THE HAPPINESS

We, at JP Infra, believe in making the world a better place and we do that by providing better housing. The past year has been better, but not delightful. The time has finally come to say goodbye and a time to say hello. A time to bid farewell and a time to look forward. A time to let go and a time to begin things, that is what happens when the New Year rings in and the doors to new opportunities open up.



Image for representation purpose only



OUR VIRTUAL GROWTH

One of the few positive takeaways from the pandemic has been the technological breakthroughs that have risen as solutions to everyone facing myriad challenges.

While smart & intuitive technology was always a feature of our business process, it was designed to enhance our in-person sales and customer support.

But when the pandemic hit and made personal interactions impossible, we quickly instituted new channels to reach out to our customers, both new and existing, Thus began our great virtual journey. "Codename Now or Never" was our first online and offline launch during the pandemic. Donald Joshi the mascot for "Codename Now or Never" was very popular among customers, with the help of the mascot, we were able to curb the feelings of doubt and insecurity of common men regarding the virtual process of buying a home. The response was overwhelming and we worked twice as hard to respond to the barrage of concerns.

With the creation of an online booking platform and online virtual site visit platform enabled by the wonders of modern technology, we were able to give homeowners and their families a personalized service, even at a distance. Customers felt comfortable and assured enough to send us their queries and their expression of interest on our digital channels. Our digital forays did not only just benefit our customers, but also our channel partners. We extended our online support program to address their questions and concerns.



SCAN TO KNOW MORE



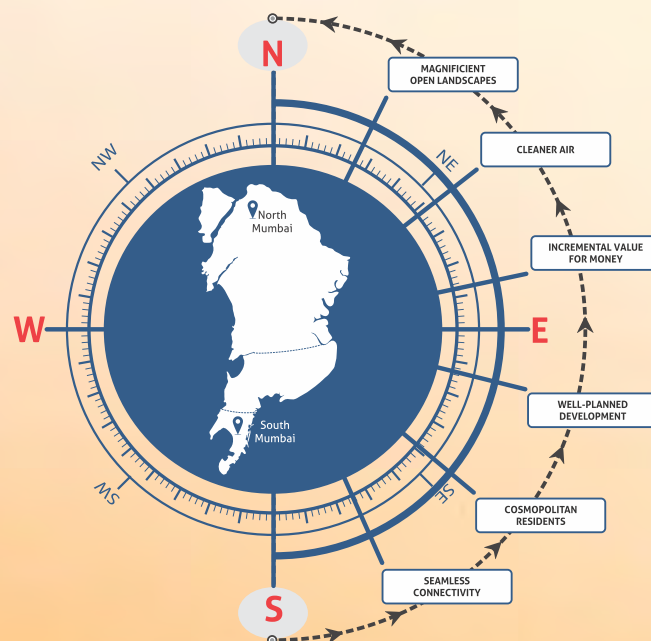


IT'S A NEW & IMPROVED MIRA ROAD

South Mumbai has always been known as the poshest location in the city. After years spent on the fringes of the city's geography and consciousness, Mira Road has emerged as one of the 21st century's most spectacular urban success stories. Today, the city has remarkably transformed. Rising exponentially as a preferred residential hub for aspiring Mumbaikars.

Mumbaikars had discovered the best place with the natural greenery, wide-open spaces, studded with good infrastructure and development, cleaner air, and seamless connectivity at Mira Road. Developers with a vision, like JP Infra, have further built on the innate advantages of this haven of well-being, to build homes that allow residents to enjoy Mira Road's special features.

Improving infrastructure has got investors excited, as can be seen as a result of improved infrastructure. It is also a great investment option for those seeking a modern lifestyle and unmatched development. The improving transport links have also made Mira Road an attractive destination for businesses and big institutions. Some of the prominent establishments in the area include Singapore International School, N.L. Podar International School, Dalmia Institute of Management Studies & Research, Education, reputed hospitals such as Wockhardt Hospital, Seven-Eleven Hospital. All these set-ups contribute to the overall development of Mira Road, starting a cycle of happier residents and better facilities.



MIRA ROAD



CELEBRATING NEW LIFESTYLE AT CLUB NORTH

Mega launch of Club North, North Garden City is tailored to cater to the highest standards with amazing lifestyle amenities for you to enjoy at your leisure. Club North is a one-of-kind clubhouse that Mira Road has never experienced before. JP Infra has introduced a wide range of amenities specially curated for the spacious land parcel that will leave you mesmerized. With brands and amenities like Salon, Podar International School, little Millennium, Barista, and many more, we let visitors get a glimpse into features and indulgences that given them the relaxation and rejuvenation they crave. Here we hope that generations will be able to enhance their lives with hobbies and passions.



This is an actual image of the North Garden City's Clubhouse



WHEN GREEN GETS GREENER

We, at JP Infra, believe that building a home is not just about investing in property but providing a healthy and luxurious lifestyle for residents. We believe in saving our environment and have ensured we follow what we believe in. Last year, we took a proactive step to enhance the green cover at North Garden City, by planting a special urban forest with the "Miyawaki technique". This is the first time a real estate developer has implemented such an advanced afforestation technique within a residential project in Mira Road. Going beyond the conventional ways of tree plantation, Miyawaki is a unique technique to raise dense forest in a short period, creating a better place to live. The approach is supposed to ensure that plant growth is 10 times faster and the resulting plantation is 30 times denser than usual. It's benefits include lowering the temperature, healthier soil, supporting local wildlife, and sequestration of carbon. It is more biodiverse, reduces noise pollution and dust, 30 times better carbon dioxide absorption and is organic. The forest at North Garden City will become a refuge of calm and tranquillity, besides having positive effects on the entire ecosystem.



Shot on Dec, 20



Shot on Dec, 21



BREAKING THE GLASS CEILING

Among JP Infra's many firsts, the launch of the tallest towers in Mira Road certainly has its place of pride. It rounded off perfectly the variety of homes on offer at North Garden City, by appealing to every urban dweller's dream to soar above ground level, and get a bird's eye view of their city. Here, of course, those simple joys are further enhanced by the vista of green that is part of the panorama. North Garden City is set to bring the magic of the vast horizon and open skies into open airy spaces that add an extra layer of brilliance to everything you do.



Artist's Impression

2 & 3 BHK HOMES STARTING ₹89.99 L*

MahaRERA NO - JP North Euphoria P51700016290 | Visit <https://maharera.mahaonline.gov.in>
This is a rendered image prepared by the architect based on the current planning. Final colour and clarification may vary. *The prices mentioned are the starting prices of JP North Euphoria 2 and 3 BHK homes, excluding other charges and government taxes/charges. T&C apply.



AN INTERNATIONAL LIFESTYLE COMES TO MIRA ROAD

It's a new paradigm of open living in Mira Road, that thrives in lush open spaces and makes life a process of growth and evolution. Presenting North Barcelona, an innovative concept that's never been seen before in Mumbai's real estate. This project offers a sense of liberation from the constraints of space and offers serenity and security to you and your loved ones. Avail the opportunity to own an apartment in this iconic and unique project. With amazing project USPs like superblocks, car-free space, pollution-free zones it truly is an offer you cannot miss.

← North →
Barcelona
MIRA-ROAD (E)



SCAN TO KNOW MORE



Artist's impression

This rendered image is prepared by the architect based on current planning. Final color and specification may vary.



Artist's impression

This rendered image is prepared by the architect based on current planning. Final color and specification may vary.



This rendered image is prepared by the architect based on current planning. Final color and specification may vary.

Artist's impression



A WORLD ENVIRONMENT DAY PROMISE



At JP Infra, we've always been committed to building a better, more sustainable world for future generations. It shows in our construction practices, the efficient innovations we've incorporated in our homes, and by helping residents partake and savour the beauty of the natural world around them. There's still work to be done, since it's not just about preserving what we have, but also creating a new, healthy, and harmonious ecosystem. That's why on the occasion of World Environment Day, we took that enduring love of natural beauty and commitment to building a better world a step further with a very special initiative.

Our volunteers conducted a tree plantation drive, in cooperation with the Maharashtra Forest Department, Thane. During this activity, conducted at SGNP Forest, Upanyan, Near Gawand Bag, Gawand Lawn, Thane, over 500 trees were planted. Not only will these saplings infuse vitality and verdure to their surroundings, but they will also represent a heritage of sustainability and eco-consciousness that JP Infra hopes to instil in the hearts and minds of all its stakeholders and once that's accomplished, we know that we have rendered our greatest service to Mother Nature.





LIFE AT NORTH



SCAN TO KNOW MORE

JP Infra believes in community living with a thoughtful lifestyle for its residents to enjoy an ultramodern, healthy lifestyle. To encourage this, we had introduced an initiative called 'Life At North' to build a bond with residents. Events and programs were planned in such a manner that all age groups can participate and enjoy.



1. REPUBLIC DAY

The patriot in us had to celebrate Republic day with aplomb! It was a festival of tricolor-based fashion and good wishes, as we look forward to the year ahead.

2. DIVINE NAVRATRI CELEBRATION

On the auspicious festival of Navratri, we at JP Infra celebrated the festivities in a safe & vibrant way.



3. NGC FUN FIESTA

The fun Fiesta was a great opportunity for residents to meet and interact with each other, showcase their talents and win fun prizes!



LET THE KIDS SHINE

JP Infra has given all kids the opportunity to showcase creativity and express their feelings about life at North Garden City.

The winners have won some amazing prizes too!

KIDS AT NORTH



SCAN TO KNOW MORE



NGC CELEBRATES INDEPENDENCE DAY IN STYLE

Independence Day at JP North Garden City is always an exuberant and colourful affair. It's a day when we celebrate our unity in diversity, through a range of Independence Day themed activities. It brings elements of competition, fashion, and festive fervour to the occasion, all designed to reinforce our love for India. In 2021, the need to express our collective joy was stronger than ever, considering the past year of difficulties the country had to endure. And our celebrations did complete justice to our collective need to rejoice and share our happiness.

Both the JP North Garden City head office and site office were decked out for the event. And all participants in our Independence Day celebrations were asked to follow a traditional dress code, which might see them win prizes in the 'Best Dressed Competition'. But first and foremost, was the hoisting of the flag. Watching the tricolour unfurled filled every heart with pride, and added several decibels to our hearty renditions of the national anthem. It was the perfect stepping stone to the day's festivities and served to remind everyone of the invaluable gift of freedom. Snacks and drinks were served before proceedings moved on to the fun activities planned for the day.

The much-awaited Best Dressed awards were handed to a male and a female winner. The criteria for judging was the aesthetic appeal of the traditional dress in question, and efforts made to incorporate India's ethnic styles into one's fashion. Apart from that, we conducted an impromptu quiz. Participants were tested on their knowledge of trivia in India. It was fun for everyone participating, and the competition was fierce. The winners of the quiz walked away with great prizes, besides earning a badge of honour for patriotism and general awareness.



NORTH CHA RAJA MAKES HIS PRESENCE FELT

For six years now, North Cha Raja has been a cherished guest at JP North Garden City. His presence has cast an air of benevolence over the entire JP North family, embedding our annual Ganesh Chaturthi celebrations with added joy and contentment. North Cha Raja's arrival also mobilizes all stakeholders to make sure we leave no stone unturned to venerate our Divine Guest. Over the past years, the installation of an eco-friendly North Cha Raja has brought an element of sustainability to our celebrations too.

This year was no different. In fact, with restrictions on physical worship being relaxed, there was even greater excitement to welcome North Cha Raja to the society. He arrived as always beautifully bedecked in sparkling colours and the finest jewels and garments. Being made entirely from recyclable materials made little difference to the innate magnificence of North Cha Raja. Devotees gathered in droves, to glimpse the beautiful idol and pay their obeisance to the ultimate remover of obstacles. Aartis were conducted twice daily, which stoked the divine fervour and passion of those who participated. When it was finally time to bid North Cha Raja farewell, a sizable number of volunteers showed up to accompany our beloved deity on his final journey.

North Cha Raja was a full-fledged initiative planned by JP Infra to bring positivity and hope to the life of NGC residents. The team made sure the residents are fully aware of all the events by circulating collaterals with timely follow-up. Even for the Visarjan, special arrangements were made, to make sure that those who wished for it got the chance to soak in North Cha Raja's divine presence.





FESTIVAL OF LIGHTS

The celebration of Diwali is an ingenious method of fostering a sense of togetherness and celebration in the general population. One of the most popular festivals in India, Diwali symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance".

2021 Diwali at JP North was special to our dear residents. As our projects, North Garden City, North Imperia & North Barcelona were beautified with lights to create an experience for this Diwali like never before. Some internal events did happen at the site as well.

JP North was the highlight of Mira road this Diwali, the ornated architectural marvel attracted crowds in hundreds.



HOT CAKE 2.0 BIGGER AND BETTER

The effects of the pandemic-induced recession began to subside in 2021. As a result, homebuyers were back in the market and looking for bargain deals. JP Infra has made a habit of serving up irresistible offers to customers, especially on modern homes in Mumbai's upcoming suburbs, like Mira Road. And as we entered the final quarter of the year, the company had a fresh new surprise up its sleeve, with the high profile launch of Codename Hotcake 2.0.

The first phase of the launch of Codename Hotcake had caused waves, because of heavy discounts being offered to homebuyers. It was also a great opportunity for aspirational families to establish a home in Mira Road East, which is fast developing into an urban paradise, thanks to the efforts of developers like JP Infra. The lower prices were an instant hit and saw a lot of traction among growing families and young professionals. The time then seemed right for JP Infra to expand their inventory, and offer another round of exciting discounts.

Codename Hotcake 2.0 was therefore unveiled, comprising 160 residential units, made up of both 1 and 2 BHK homes. This new set of residences came with a starting price tag of just Rs. 61.99 Lacs, capturing the imagination of the markets. At this price, it presented a Bigger and Better opportunity for prospective buyers to claim a piece of JP Infra's expanding catalogue of great homes. Immediately after the launch, JP Infra's sales offices were inundated with inquiries from interested buyers.



SCAN TO KNOW MORE



CODENAME
HOTCAKE 2.0



**BIGGER
AND
BETTER**

1 BHK
CARPET AREA
400 SQ. FT.

@
₹61.99L*

(All inclusive)
Possession Charges Extra

MahaRERA Number: North Barcelona Wing D: P51700028384. Visit: <https://maharera.mahaonline.gov.in/>

*The price mentioned is the starting price of JP North Imperia 1BHK on select apartments only, excluding possession / other charges. The image, statements and expressions are for representation purpose only.

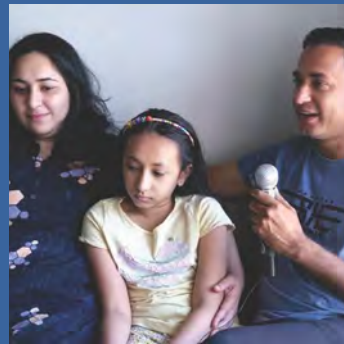


MILESTONE OF 2000 HOMES ACHIEVED!

North Garden City welcomes many more members to their family by handing over the keys to their dream homes and we couldn't be prouder!



"We are really surprised and happy with the seamless services provided during the possession. The construction of the sauna and clubhouse are perfect examples of JP Infra's high standards."



"I think this is the best society we have lived in, thus far. For me, the quality of construction is extremely superior with no issues faced. Overall, the experience is amazing. Keep up the good work & thank you for spreading the joy."



"As we stepped into the premises, we felt extremely fortunate to be the 1000 lucky customers. It certainly was an emotional and wonderful experience for me. The arrangement was indeed perfect."



"Very happy & excited to buy our dream home with JP in Mumbai, a place where we all look out for our own space. So a reputed developer & your dream location makes it a perfect combination for the family to be happy."



TEST YOUR KNOWLEDGE!

GAME 1

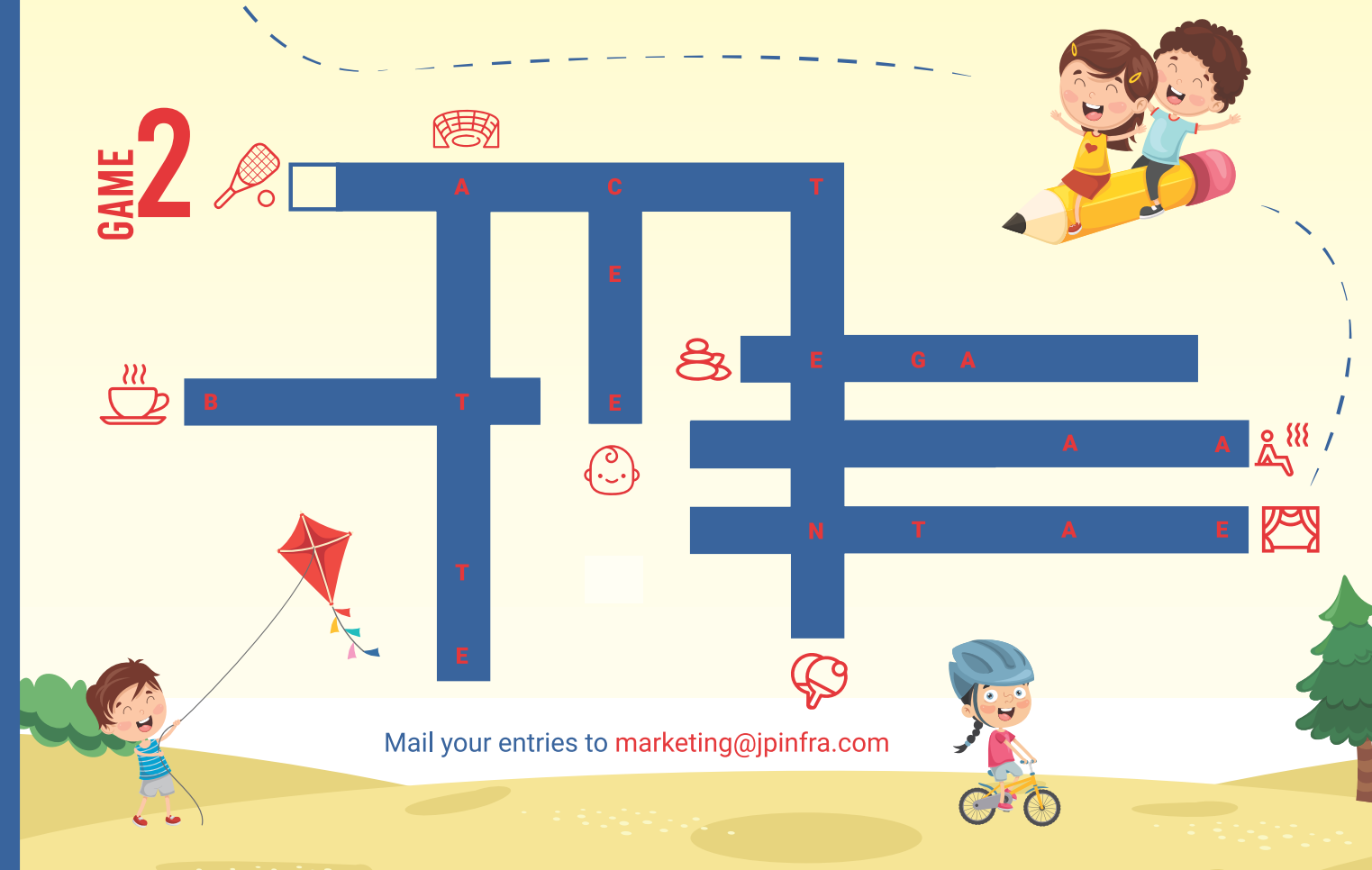
It's time to test your brainpower and email the answers to us. Who knows, you could be in line to win a fabulous Amazon gift voucher.



B	A	D	M	I	N	T	O	N	C	O	U	R	T
U	A	F	G	H	J	K	D	S	T	Y	D	I	N
T	O	N	O	P	M	B	J	D	F	L	J	J	M
T	L	S	Q	U	A	S	H	C	O	U	R	T	F
E	I	F	R	U	I	T	G	A	R	D	E	N	C
R	A	H	U	Q	E	F	G	H	M	V	C	X	L
F	T	I	E	A	S	T	F	P	O	Q	M	T	U
L	Q	E	T	Y	U	I	H	O	P	A	S	D	B
Y	E	F	G	H	S	I	J	A	K	L	P	M	H
G	Y	M	N	A	S	I	U	M	L	T	L	Y	O
A	T	L	K	J	H	G	F	S	A	L	D	U	U
R	A	M	P	H	I	T	H	E	A	T	R	E	S
D	I	C	I	P	H	T	F	G	E	U	H	O	E
E	R	T	A	E	H	T	I	N	I	M	X	Z	S
N	O	U	T	E	Q	A	D	G	J	L	M	B	C

NAMES MENTIONED
Gymnasium | Badminton Court | Squash Court | Fruit Garden | Butterfly Garden | Clubhouses
Banquet Hall | Amphitheatre | Mini Theatre

GAME 2



Mail your entries to marketing@jpinfra.com