



For Immediate Release

THE GUARDIANS REAL ESTATE ADVISORY AND ELEVA BY HIRANANDANI GROUP UNITE FOR A TRANSFORMATIVE LAUNCH IN MUMBAI'S WESTERN SUBURBS

Mumbai, 29th December 2023: The Guardians, a leading Indian real estate advisory firm, proudly announces a pioneering collaboration with Eleva, the recently unveiled development management arm of the renowned Hiranandani Group, for its inaugural project. This strategic alliance signifies a bold initiative to reshape the Indian real estate sector, infusing innovation and expertise to energize projects with untapped potential.

Eleva by Hiranandani Group, drawing upon the vast experience of the Hiranandani legacy, is committed to breathing new life into high-potential real estate projects. The partnership with The Guardians for their inaugural project marks a significant step toward revitalizing the sector, offering creative solutions promising positive transformations.

In this groundbreaking collaboration, The Guardians and Eleva, a key entity within the prestigious Hiranandani Group spearheaded by visionary Niranjan Hiranandani, will seamlessly amalgamate their efforts to unveil an unparalleled array of services. This comprehensive range extends beyond traditional boundaries, including orchestrated execution of future launches, cutting-edge marketing campaigns, and highly strategic sales distribution activities. The collaboration aims to leverage the strengths of both entities, fostering a positive impact on the real estate landscape and contributing to the overall growth of the industry.

Ram Naik, Director of The Guardians Real Estate Advisory, said, "We are honoured to embark on this strategic alliance with Eleva by Hiranandani Group for its inaugural project. Our collaboration is fuelled by a common goal – to revolutionize the Indian real estate sector. By combining our expertise, we aim to address industry challenges, revitalize projects, and contribute significantly to the growth and development of the real estate landscape in India."

Eleva by Hiranandani Group's foray into development management underscores its ambition to achieve 0.5 million sq. ft. of development in the first year alone. The group is open to both brownfield and greenfield projects, with a keen interest in forming alliances for at least five projects within the initial year. The operationalization of the first project in Oshiwara suburb and discussions about upcoming projects in Andheri's Versova, Bandra's Carter Road end, and Chembur showcase the rapid progress of this new business venture.

Naik further commented on the collaboration's significance, stating, "By providing strategic and operational advisories, we aim to broaden our geographical footprint and strengthen our market reach. This venture is not just about business; it's about creating quality living spaces and contributing to the growth momentum of India's real estate sector."

As an illustration of the partnership's success, The Guardians has already formed its first alliance through this new business vertical. The Andheri West project, spanning 3.33 lakh sq. ft., comprises three towers of 33 storeys each, offering 2 and 3-bedroom apartments. With



RERA approvals secured, the project is set to be delivered in December 2028, aligning with RERA timelines.

The collaboration between the two entities is a testament to the optimism in the housing market, attracting investments and driving new ventures despite challenges such as higher mortgage rates and property prices. This alliance is positioned to reshape the future of the real estate sector in India, creating a positive impact that extends beyond business transactions.