



HARMONY LIFESTYLE STRUCTURES LIMITED

WWW.HARMONYLIFESTYLES.COM

HARMONY[®] Since 1974

LIFESTYLE STRUCTURES LIMITED
BUILDING HOLISTIC ENVIRONMENTS

RESIDENTIAL | COMMERCIAL | RETAIL | REDEVELOPMENT | HOSPITALITY

Over
52
years of
Experience



Harmony LOGO

HARMONY - A simple word that can mean so many things.

The upward rising square blocks designed like arrows represent growth and development.

A creatively designed combination of the two symbolise architectural spaces that are at the pinnacle of comfort and happiness.

Building Holistic Environments **SINCE 1974**

Incorporating ESG across Harmony Lifestyle Structures Limited, Harmony Ventures and Harmony Lifestyle Foundation.

Real Estate

With more than four decades of excellence in real estate, Harmony Lifestyle Structures Limited has transformed over one and a half million sq.ft. till date across renowned localities in Mumbai and Thane, with more projects always in the pipeline.

Investments

Harmony Ventures, the investment office of Harmony Lifestyle Structures Limited, provides capital to early-stage startups, PE/VC funds, and public-oriented opportunities in India.

Philanthropy

Giving back to society has always been one of the core objectives at Harmony Lifestyle Structures Limited. The Harmony Lifestyle Foundation believes in extending its ecosystem of services towards the betterment of mankind across Health, Education & Environment focus areas.



What you leave behind is not engraved in stone monuments, but what is woven into the lives of others

Pericles

495 – 429 BCE

Greek Politician, General, and Philosopher



**Legacy that touches lives and
empowers lifestyles!**

OUR TIMELINE |



ORGANISATION STRUCTURE |

Harmony Lifestyle Structures Limited believes in a lean organisational structure as it offers several benefits that suit the real estate industry. A lean organisation structure results in improved efficiency, and helps in in-depth analytics and evaluation of the company's work. It has helped Harmony Lifestyle Structures Limited achieve better quality control while reducing waste when it comes to resources. Additionally, it ensures a more personal approach that leads to better relationships with clients. It also enables stronger future prospects as the responsibility is divided amongst a key group of dedicated individuals. Come partner with us to experience the advantages of our approach.





VISION

To establish HARMONY LIFESTYLE STRUCTURES LIMITED as one of MMR region's most respected & leading real estate development brands by 2029.

MISSION

To deliver high quality & innovative living spaces as per our commitments, by employing renowned global practices, with the prime objective of providing a superior lifestyle & a positive experience to our customers, so that we effectively contribute towards building a better world.

Our Four Pillars of Philosophy |

Integrity

Integrity at our organisation is driven by total transparency and adherence to compliance mandates as well as laws & regulations of the land, effectively resulting in exceptional quality and unmatched customer satisfaction.

Innovation

Innovation helps us drive customer delight through contemporary features and comforts that lead to the creation of future-ready living and working spaces.

Professionalism

Professionalism lies at the core of everything we do, enabling stringent operating procedures that follow delivery commitment.

Sustainability

Sustainable development across all our business verticals to support the long-term ecological balance of the environment.

OUR LEADERS |



Mr. Rajendra Jain

Group Advisor

A veteran in the industry, Mr. Rajendra Jain is extremely respected across the real estate spectrum for his simple demeanour and sharp business acumen. Mr. Rajendra Jain is the pioneer behind Rajgir Builders, and his approach to streamlined development has inspired the disciplined practices of excellence that are still stringently followed at Harmony Lifestyle Structures Limited. His leadership was directly responsible for more than 30 residential and commercial projects between 1974 and 2004 in some of the most prime areas of Mumbai. Several of these projects included the redevelopment of old chawls and dilapidated buildings, as he believes in empowering everyone with access to contemporary lifestyles.

A graduate in Agriculture from the 1960s, he has served as the former chairman of SAJ Hotels & Resorts, one of the largest recreational resorts in scenic Mahabaleshwar. He was instrumental in setting up a 100 bed hospital in Udaipur, which was inaugurated by the former President of India, Smt. Pratibha Patil.

CONTRIBUTING TO PROGRESS WITH CONSTRUCTIVE LEADERSHIP



Mr. Deepak Jain

Chairman & Managing Director

Deepak Jain's vision and values have shaped "Harmony Lifestyle Structures Limited" growth and success, making it one of the most recognized and trusted real estate brands in the MMR region. Spearheading the group since 2005, Deepak Jain serves as its Managing Director & CEO, with over 20 years of hands-on experience in all aspects of the real estate industry. Deepak Jain was instrumental in steering the organisation through one of the most difficult periods in the Indian real estate scenario, while helping the company maintain a debt free status and spearheading approximately 1M sq. feet of development thus far.

Deepak Jain holds an MBA (Marketing) degree from NMIMS and a B.Com degree from Sydenham College of Commerce and Economics. His leadership has been recognised through various awards, and Harmony Lifestyle Structures Limited was awarded as India's No. 1 Brand in the Real Estate Category by IBC International, USA under his leadership.

Supported by a team of experienced professionals including finance & accounting, legal, liaison, and marketing heads for over 5 decades

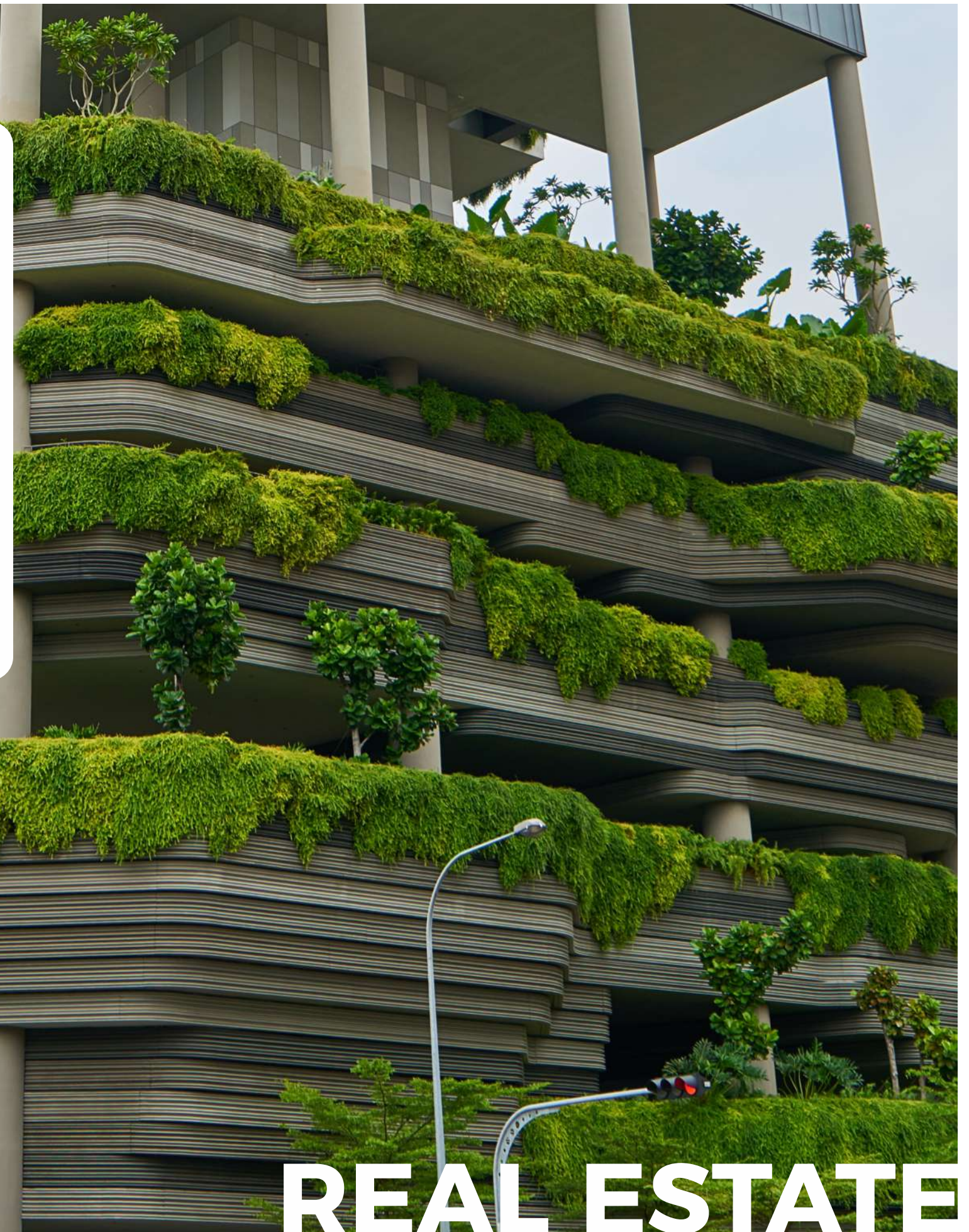


LIFESTYLE STRUCTURES LIMITED
BUILDING HOLISTIC ENVIRONMENTS

RESIDENTIAL | COMMERCIAL | RETAIL | REDEVELOPMENT | HOSPITALITY

From its humble beginnings in 1974 as Rajgir Builders, Harmony Lifestyle Structures Limited has today emerged into an real estate brand that has carved a niche for itself through innumerable satisfied customers that depend on us for a wide range of high quality real estate offerings.

Having developed simple homely abodes to heights of luxury, Harmony Lifestyle Structures Limited believes in empowering everyone across every spectrum of the society.



REAL ESTATE

A TESTAMENT TO MODERNITY

ONGOING PROJECTS |

With over 30 dependable projects across housing and hospitality, Rajgir Builders was ready for a transformation that empowered it to keep up with the times. Bringing a greater sense of professionalism to the homely values cultivated by Rajgir Builders, the organisation corporatised its activities under the banner of Harmony Lifestyle Structures Limited in 2004.

Harmony Lifestyle Structures Limited, as a brand, streamlined the diverse business as well as charitable interests developed over the years. Guided by the vision of Managing Director & CEO, Deepak Jain, the company transformed 1,500,000 sq.ft. through understated, yet luxurious projects in the fast-booming localities of Mumbai and Thane. These projects offered contemporary conveniences and an elevated lifestyle to discerning customers, in addition to the signature quality that had become synonymous with the company.



Harmony Sunkist

Residential (Bandra, Mumbai)

Nestled in the heart of Bandra's vibrant landscape as a part of St. Sebastian Homes, Harmony Sunkist offers the perfect blend of luxury, convenience, and seamless connectivity.

These exclusive 2 BHK boutique residences are designed for those who seek elegance with effortless access to the city's pulse.



45th Marine

Residential/Commercial (Juhu, Mumbai)

Premium 11 storey tower offers 2BHK, 3BHK and 4BHK luxury sea-facing residences in one of the Mumbai's most prestigious location in Juhu. It also offers luxury amenities with private rooftop decks.



A GLIMPSE INTO THE FUTURE

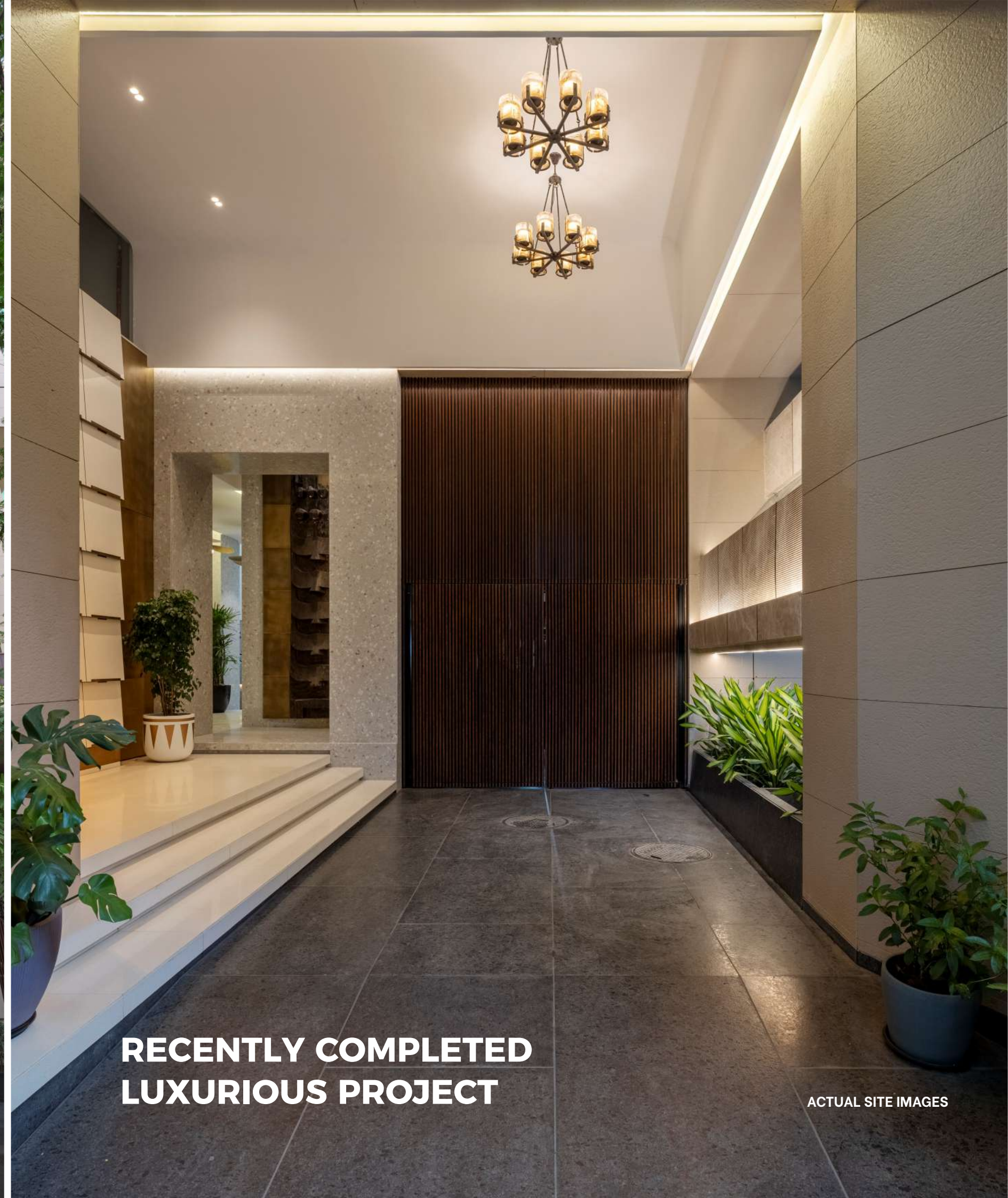
FUTURE PROJECTS |

With over 5 decades of expertise in local development & redevelopment, the lucrative residential zones of Thane and Mumbai have always been a forte for the Harmony Lifestyle Structures Limited. The upcoming projects are located in strategic areas of Ghodbunder Road, Thane city, and the posh suburb of Juhu, Mumbai. These future-ready homes will have innovation at the core of their design. The locations have been thoughtfully chosen to provide effortless access all the aspects of a fulfilling lifestyle such as entertainment, economic opportunities, ease of travel, and of course, delightful luxury that can be proudly passed on to the next generation.



**Harmony
House**
Bespoke Private Residential Project

JVPD Scheme, Juhu, Mumbai
18,000 Sq.Ft



**RECENTLY COMPLETED
LUXURIOUS PROJECT**

ACTUAL SITE IMAGES

COMPLETED PROJECTS |

Led by Shri Rajendra H. Jain, Rajgir Builders had a sincere, yet simple motto - a commitment to quality that lasts generations. That commitment still stands tall since the first project that materialised in 1974 - Jain Chambers in Bandra, which now houses the headquarters of Harmony Lifestyle Structures Limited. This dedication to customer satisfaction led to several spaces that catered to every-one's needs, shaping Mumbai's everchanging skyline slowly, but steadily.

A LEGACY OF COMMITMENT



Harmony 9 Rajgir

Location - Borivali, Mumbai
Area - 150,000 (Built-up Sq.ft)
Type - Commercial
Completion Year - 2026



Harmony Mahashreenathji

Location - Borivali, Mumbai
Area - 150,000 (Built-up Sq.ft)
Type - Residential
Completion Year - 2024



Harmony Signature Towers

Location - Ghodbunder Rd, Thane
Area - 150,000 (Built-up Sq.ft)
Type - Residential
Completion Year - 2018



Harmony Sky Suites

Location - Ghodbunder Rd, Thane
Area - 100,000 (Built-up Sq.ft)
Type - Residential
Completion Year - 2016



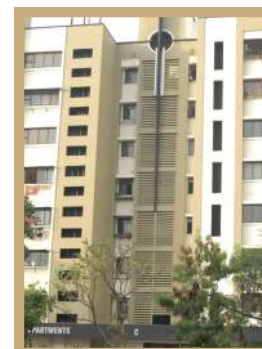
Harmony Horizons

Location - Ghodbunder Rd, Thane
Area - 250,000 (Built-up Sq.ft)
Type - Residential
Completion Year - 2016



Vaishali CHS

Location - Kandivili (W), Mumbai
Area - 50,000 (Built-up Sq.ft)
Type - Residential /
Re-development
Completion Year - 2012



Harmony Apartments

Location - Andheri (W), Mumbai
Area - 65,000 (Built-up Sq.ft)
Type - Retail / Residential
Completion Year - 2012



Rajgir Milan

Location - Andheri (W), Mumbai
Area - 50,000 (Built-up Sq.ft)
Type - Residential
Completion Year - 2004

REDEVELOPMENT INITIATIVE |



Putting best foot forward through Harmony Re-store's sincere efforts |

Harmony Lifestyle Structures Limited has been consistently endeavoring to professionalise the process of redevelopment by demolishing old dilapidated structures and reconstructing modern living spaces while following proper government mandates and development control regulations.

Key advantages of transformation or going for redevelopment |

- Larger usable area to residents.
- Larger common amenities space.
- Sustainable construction methods harmonize quality life and the environment.
- Complex equipped with safety and security features.
- Excellent valuation & appreciation of the property.

Reimagining the skylines of Mumbai and Thane!

Redeveloping old, inconvenient buildings into well planned, modern structures is an integral part of our vision in transforming the skylines of Mumbai & Thane. **Harmony Lifestyle Structures Limited** believes that these localities offer tremendous scope in development and growth, helping us revolutionize the way people work and live.

HARMONY
re:store

THE BENEFITS TO SOCIETY

Whether you are a land owner looking to transform spaces or a society aiming towards cutting-edge redevelopment, Harmony Lifestyle Structures Limited understands your needs and serves as the perfect partner in achieving your objectives.

- | | |
|---|--|
| 01 Excelling at customer satisfaction since 1974 | 02 Domain expertise in Mumbai & Thane |
| 03 Lean organisational structure for faster results | 04 ISO 9001-2008 certified real estate enterprise |
| 05 State of the art ERP software & technology | 06 Zero debt group with history of sound financial discipline |
| 07 Sustainable firm with ESG principles at its core. | 08 Higher Profitability |
| 09 Improved brand presence & visibility | 10 Financial closure |
| 11 Corporate governance | 12 No encumbrance on land |



WHAT MAKES HARMONY UNIQUE!

As a future-focused real estate innovator with domain expertise in Mumbai & Thane, Harmony Lifestyle Structures Limited is here to stay and grow. Instead of chasing short term success, we believe in long term planning that leads to overall progress for our customers, partners, and the industry in general. As such, we are always keen on inviting insightful investors that share our vision for developing a better tomorrow.

Our stringent financial processes and transparent practices follow legal mandates without any compromises. This unfaltering dedication has helped us overcome turbulent times in the city's real estate scenario and maintain a debt free status, while pioneering half a million square feet of development against all odds.

OUR TESTIMONIALS |

Our biggest award is to develop thriving communities



Simi Thapar

Head - Leasing, Corporate Finance

Harmony Management and sales team has been extremely customer-focused and responsive to the needs of investors / buyers. The construction work is progressing well and we are kept informed. I have faith in this project and opine that this location will certainly boom with more development and activity in the next 2/3 years.



Gautam Bhat

CF&AB - Strategy and Business Initiatives

"I have booked a 3 BHK Aptment at Harmony Sky Suites, Kasarvadavli, Thane primarily for investment purposes. I was a little apprehensive about the timelines but was pleasantly shocked to realize that 25 floors were completed within a span of 8 months with the construction quality being premium. The marketing team is very cooperative and endearing and I feel good and happy that my investment is in good hands.



Srikant Rao

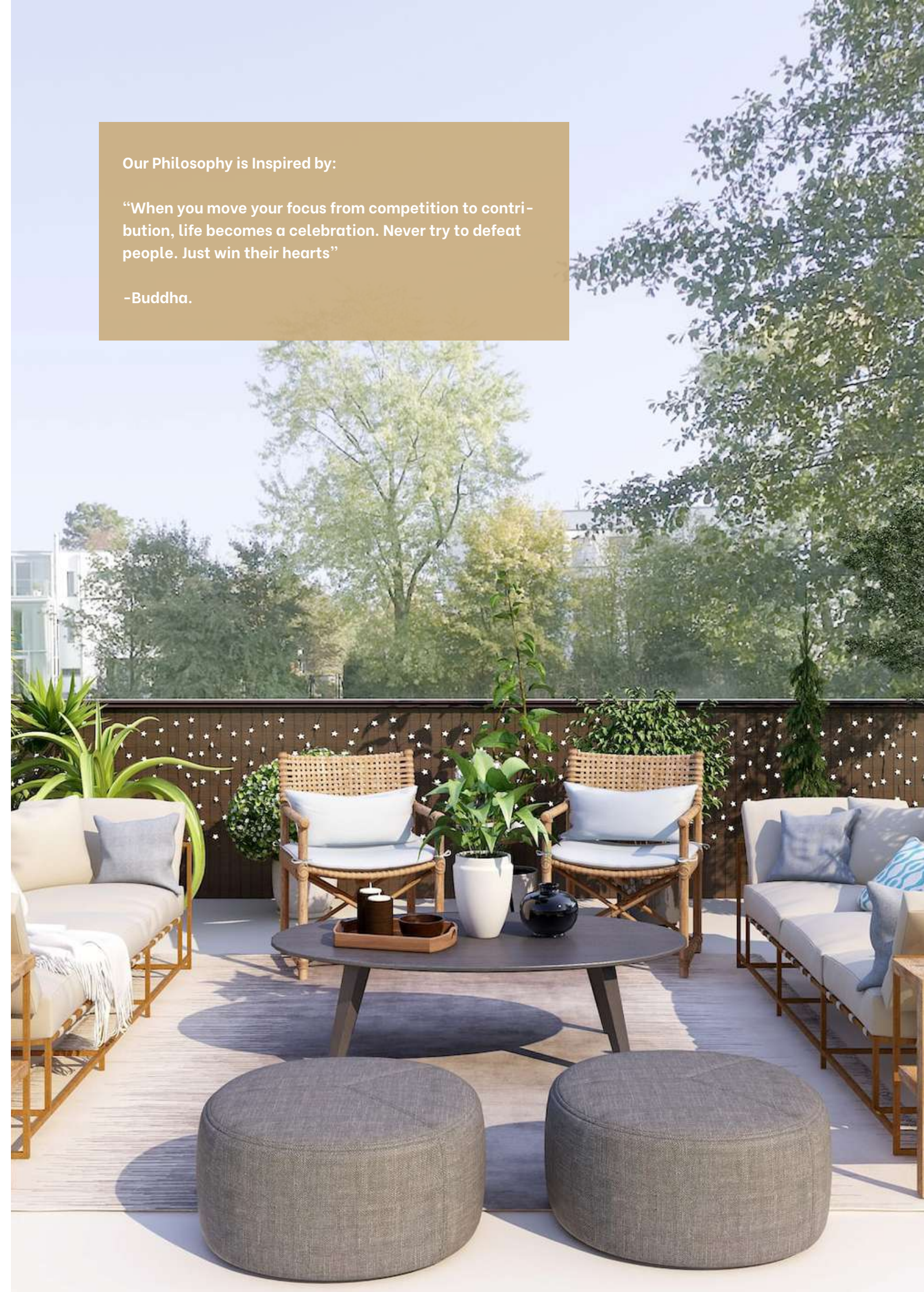
Head — Product & Retention (Mortgage Loans)

I am glad I chose "Sky Suites" as my dream abode in Thane. The location is promising by all means, may it be the speed and quality of construction, the pleasant view of the National Park, appreciation prospects in the area and as an icing on the cake.... a very courteous and friendly team which keeps you updated regularly and is ever willing to engage on all your queries and requests.

Our Philosophy is Inspired by:

"When you move your focus from competition to contribution, life becomes a celebration. Never try to defeat people. Just win their hearts"

-Buddha.





Desi Homes / SOS Nitelife

Celebrating Deepak Jain's 25 years
in Real Estate Development

2023



Accommodation Times Awards

Upcoming Developer
of the Year

2017



IBC Infomedia, USA Awards

India No.1 Brand In
Real Estate Category

2016



Real Estate Icons of India Magazine

Best Real Estate Icons

2016



Corporate Czars GEN-X Leadership Awards

CEO Excellence with emerging
global leaders

2014



Indian Achievers Awards

By former Union HRD Minister
Murli Joshi

2014



Accommodation Times Awards

Innovative Marketing Concept

2008

OUR AWARDS



Award winning excellence that Drives results

Creating exceptional value for stakeholders and homebuyers has always been a consistent activity at Harmony Lifestyle Structures Limited. Over the years, our commitment to quality has attracted the attention of several bodies that recognise and encourage excellence through awards. These awards are a testament to our standards that have only gotten better with the passage of time.



Harmony Ventures, the investment office of Harmony Lifestyle Structures Limited, provides capital to public equities, real estate, and PE/VC funds in India



Mr. Maulik Jain

Director

Maulik Jain is responsible for driving end-to-end execution for Harmony's flagship mixed-use development - Harmony One and fundraising efforts. Upon joining the firm, Maulik helped build the investment office, Harmony Ventures, sourcing and executing 20+ private and public investments.

During his tenure, he completed a 6-month secondment at private equity fund Multiples. Previously, Maulik spent ~3 years working across sales, product, and strategy roles at J.P. Morgan's office in London. He holds an MBA in Finance & Real Estate from The Wharton School and an MA (triple first class honours) in Economics from the University of Cambridge. In his spare time, Maulik enjoys travelling, following most major sports, and investing in Indian markets.



HARMONY LIFESTYLE FOUNDATION

Whether it is charity or exceptional lifestyle & business alternatives, giving back to society has always been one of the core objectives at Harmony Lifestyle Foundation, a registered charitable trust, founded in 2011 and spearheaded by Managing Trustee Pooja Jain. The foundation believes in extending its ecosystem of services towards the betterment of mankind across Health, Education, and Environment focus areas.



Mrs. Pooja Jain

Director

Pooja Jain is the founding Managing Trustee of the Harmony Lifestyle Foundation, a registered charitable trust focused on health, education, and the environment.

She has been instrumental in the firm's philanthropic efforts in the healthcare space, including setting up a 100-bed hospital in Udaipur, inaugurated by the former President of India, Smt. Pratibha Patil. Pooja has been investing actively in the Indian public markets since 2014, including equity shares, futures, and options, and brings strategic inputs to the firm's other lines of business.

Pooja has completed the Post Graduate Management Programme for Women at the S.P. Jain Institute of Management and Research. She is an active member of the Rotary Club of Elegant, first as Youth Director and most recently as Treasurer, and is a devoted practitioner of Nichiren Buddhism.



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Our Headquarters

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