

147 Green a New Benchmark in Sustainable Urban Living

Indian homebuyers are increasingly looking beyond location and amenities. Construction quality, sustainability, comfort, energy performance and long-term value are becoming equally important in shaping residential decisions. Developments such as 147 Green reflect how these changing expectations are influencing the future of urban living.

For decades, residential real estate in India was guided by familiar priorities. Location defined desirability. Amenities created aspiration. Appreciation justified investment. Those factors continue to matter, but expectations have evolved.

Today's buyers are paying closer attention to how buildings are designed, constructed and experienced over time. Questions around ventilation, construction quality, energy performance, environmental responsibility, maintenance and long-term comfort are becoming part of everyday decision-making.

A home is increasingly being viewed not only as a financial asset, but as a space that supports lifestyle, wellbeing and quality of life for years to come. This shift is beginning to reshape residential development across urban India.



A NEW DEFINITION OF LOCATION AND LIVEABILITY

Location remains one of the strongest influences in residential choice, but increasingly its value is being measured differently.

Buyers are looking for neighbourhoods that offer not only connectivity but also convenience, accessibility and a better everyday living experience.

Situated within CIDCO's expanding urban landscape, 147 Green benefits from being positioned in an area supported by planned development and improving infrastructure. The location offers access to educational institutions, healthcare facilities, commercial destinations and lifestyle infrastructure while retaining the advantages of a residential environment designed for long-term growth.

This balance between connectivity and liveability is becoming increasingly relevant for urban homebuyers.

BUILDING QUALITY THAT EXTENDS BEYOND APPEARANCE

Across premium housing, quality is increasingly being judged by performance rather than finishes alone.

How well a home ages, how comfortable it remains over time and how thoughtfully materials have been selected are becoming stronger indicators of value.

147 Green has been developed with this broader understanding of quality.

Designed as a premium G+12 residential tower, the project places equal importance on durability, comfort, safety and environmental responsibility.

One of the strongest examples of this approach is reflected in the project's focus on safety and material selection. The residences feature branded green-certified entrance doors designed to provide up to two hours of fire and smoke resistance while supporting long-term durability.

Security and convenience have been integrated into everyday living through Godrej digital locks on the main doors, offering fingerprint access, RFID-enabled entry, passcode access and conventional locking functionality.

Attention to detail continues across internal specifications through Godrej fittings and hinges, together with branded recycled wooden doors selected to combine durability with more responsible material use.

Granite detailing across selected

areas, including kitchen countertops and stairway finishes, reinforces a focus on longevity and lasting quality.

Together, these decisions reflect an approach where quality is intended to be experienced long after possession.

HOMES DESIGNED TO FEEL BETTER EVERY DAY

The best homes often reveal their quality gradually. Not through dramatic gestures, but through quieter details that improve everyday living.

Natural light, better airflow, comfortable temperatures and reduced outside noise are becoming central to residential expectations.

At 147 Green, comfort appears to have been approached as a performance outcome.

The residences incorporate granite-framed UPVC window systems fitted with specialised glazing designed to reduce UV exposure and control heat gain. Beyond supporting energy efficiency, these systems also contribute towards quieter interiors and improved indoor comfort.

Excellent ventilation has been prioritised to encourage natural airflow and reduce dependence on artificial cooling wherever possible. Temperature moderation is further supported through the use of high-reflective, green-certified paints designed to absorb less heat while improving long-term exterior performance. Their anti-fungal properties also contribute towards healthier and more durable living environments.

Interior spaces incorporate premium branded sanitaryware and bath fittings selected for functionality and reliability. These fittings also support water conservation through low-flow systems designed to minimise wastage without affecting everyday usability.

Together, these elements create homes designed not simply to look premium but to remain comfortable over time.



Where nature meets lifestyle. Indian Green Building Pre Certified Gold- in Navi Mumbai"

SUSTAINABILITY THAT SUPPORTS EVERYDAY LIVING

Sustainability is increasingly becoming less about visible features and more

about how efficiently buildings operate.

The strongest sustainable developments are often the ones where residents experience the benefits naturally.

At 147 Green, environmental responsibility has been integrated into everyday infrastructure.

Solar panels support renewable energy generation, and common area lighting has been planned to operate through solar energy, helping reduce long-

ECO-FRIENDLY LIVING IN NAVI MUMBAI

The Sustainable Home Advantage

Balancing comfort, environment, and cost efficiency in your next spacious flat.

Measurable Benefits

- Lower Utility Bills**
Reduced electricity and water consumption 4 long-term savings.
- Healthier Living**
Cleaner indoor air, better ventilation, and more green spaces
- Water Security**
Harvesting systems ensure supply even during summer shortages.
- Higher Resale Value**
Green certifications (IGBC) boost property value and buyer appeal.
- Community Impact**
Cleaner surroundings and reduced environmental footprint.

Core Features

- Energy Efficiency**
Solar panels, LED lighting, smart ventilation for reduced reliance on the grid.
- Water Conservation**
Rainwater harvesting, greywater recycling, and low-flow fixtures.
- Waste Management**
In-house segregation systems, composting pits, and recycling solutions.
- Green Spaces**
Landscaped gardens, rooftop plantations, and open play areas built into the project.
- Materials**
Use of fly ash bricks, recycled wood, and non-toxic (low-VOC) paints.



term energy consumption. Water conservation has also been prioritised through rainwater harvesting systems and efficient fixtures designed to support responsible usage.

Landscape integration and environmentally conscious planning contribute to a healthier and more balanced living environment.

These decisions reflect a wider shift in Indian real estate where sustainability is increasingly becoming part of how homes are expected to function.

WHY CERTIFICATION MATTERS

As sustainability becomes more visible across residential development, independent validation is becoming increasingly important.

147 Green is recognised as an IGBC Green Homes Gold Pre-Certified development.

Certification evaluates projects against measurable parameters including energy performance, water conservation, indoor environmental quality, materials and responsible construction practices.

The value of such certification lies not only in recognition but also in accountability.

The project has undergone evaluation across development stages to support consistency in implementation.

For buyers, this provides confidence that sustainability commitments are supported through structured standards.

LUXURY IS BEING REDEFINED

Luxury in residential real estate is changing.

Premium living today is increasingly associated with thoughtfulness rather than excess.

Lower heat gain. Better ventilation. Efficient energy use. Cleaner indoor environments. Reduced maintenance concerns. Materials chosen for durability. These are becoming stronger indicators of modern residential quality.

At 147 Green, this broad-

er understanding of value extends into landscaped spaces, rooftop experiences, accessibility provisions, efficient parking systems and infrastructure intended to support contemporary urban lifestyles.

The focus is not on spectacle. It is about creating a more thoughtful and comfortable living experience.

BUILDING TRUST THROUGH LONG-TERM THINKING

Behind 147 Green is ARVI Realty and promoters who bring more than three decades of leadership experience across the chemical trading and manufacturing industries. Those sectors are built on process discipline, consistency and quality standards.

That philosophy appears to shape the project's approach towards construction, planning and delivery.

The broader vision remains centred on creating homes that combine sustainability, quality materials and long-term reliability. Because for most buyers, purchasing a home remains one of life's most meaningful decisions.

THE HOMES THAT WILL DEFINE TOMORROW

Indian real estate is entering a phase where success may increasingly be measured not by how much is built, but by how responsibly it is built.

The homes that stand apart in the years ahead are likely to be those that perform better, adapt better and create more meaningful living experiences.

147 GREEN REFLECTS THAT DIRECTION.

Sustainability is no longer an addition. It is becoming an essential part of better housing.

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