



XRBIA and Crystal Group Announce Game-Changing 6000-unit Affordable Housing Project in Mumbai City Centre

Mumbai, 4th April 2017: India's leader in affordable housing, 'XRBIA' along with leading Mumbai developer 'Crystal Group' has announced a 2.5million sq.ft. city-centre project with over 6000 affordable houses in Chembur, Mumbai. The project will see affordability enter the Mumbai real estate market, with apartments starting at 40 lacs for 1 BHKs and up to 80 lacs for 2BHKs.

The project, named 'Chembur Central', is located in one of Mumbai's greenest suburb. Located ten minutes from BKC and Ghatkopar Metro Station, fifteen minutes from Navi Mumbai and twenty minutes from both CST and the International airport, the development is ideal for those who require convenient access to the city-centre. The project's location is set to become increasingly desirable in the coming years, as it will be situated just two minutes from Metro 4, one of the 7 new metro stations recently announced by the Mumbai government. The Phoenix Market City Mall and R City Mall are both located within fifteen minutes of the project.

"Chembur is seen as one of the most desirable residential locations in Mumbai, with annualized appreciation to the tune of 15-18%, Chembur remains an important investment hotspot." highlights a JLL India report.

Targeted to young professionals and millennials, the project will create compact homes designed for those who value convenience and affordability. Pioneering the trend in compact houses, XRBIA is able to satisfy this generation's desire for housing as well as society's need for greater space efficiency. XRBIA has developed compact homes that are complemented by shared infrastructure, including commercial facilities, open green spaces, sports, shared working spaces, gyms and swimming pools to ensure that compact does not mean uncomfortable.

About Crystal Developers:

Crystal Group is a fast-growing real estate developer specialised in the dynamic Mumbai market. With more than two decades of experience in the industry, the firm has built up a strong reputation as a trusted provider of luxury accommodation in the city.

About XRBIA Developers Ltd:

Using ground-breaking technology across construction, management and operations, XRBIA's vision is to build "100 future ready cities by 2030". XRBIA has already achieved a sale & build rate of 2000 houses a month, establishing itself as India's undisputed affordable housing leader. XRBIA combines the desire for onsite amenities with the need for affordability, and our townships come with community centres, swimming pools and commercial complexes as standard.

For further media queries contact ITW Consulting PR@
Namrata Aswani - 09920710261 / Sushil Panigrahi- 09930634197