

Smart Strategies!

The Law of the Vital Few' serves a decisive insight into segmentation. India, with its diversity as well as vastness of its consumer markets, offers a sea of opportunities for all businesses, including real estate. The rapid economic growth witnessed over the last two decades in India has resulted in an ever expanding pool of achievers. These are discerning customers, with wide exposure to the best of international lifestyles. They expect living with superior design and amenities, conveniences and comforts, at par with the world's best, at their homes in India.

At Peninsula Land, they form the core of our target customers. Getting the segmentation right is our first critical differentiator and the same helps us in playing to our strengths. Our business strategy is created keeping in mind their expectations at every stage of development and delivering accordingly. From land acquisition being in locations suitable for premium developments, design development employing renowned architects and designers, execution by reputed contractors, construction quality control, to having a dedicated handover cell for customer possession and a post-possession customer support setup at our sites.

We leave no stone unturned. We deploy contemporary architecture and spacious designs to deliver a fulfilling living experience.

We believe that a home should be part of a vibrant community that brings opportunities and comforts at the doorstep - for children to play and make friends, for families to meet, bring leisure and entertainment to everyone to unwind and facilities to stay fit. Our endeavor is to provide best in class amenities with play areas, ample open spaces coupled with club houses, coffee shops and recreation centers that creates a sense of belongingness.



We also strive to provide a host of additional services for our customers and give them a wholesome Peninsula Land experience. For instance, Venitas, our interior decor service offers tasteful design and furnishing options to complete the home. Sourced from a wide global network, these products are offered at competitive prices to our customers.

Similarly, Peninsula Facility takes over the responsibility of keeping the customers environs safe, secure and clean. Or for that matter, customers can call on the concierge from the Serviens desk for completing daily chores, booking tickets, making restaurant reservations or planning for vacations. Not to forget, pay the bills and file in the taxes.

At Peninsula Land, we know what our customers want and we ensure that they get it. We approach our business as one that provides lifestyle solutions. Having delivered many landmark projects in Mumbai based on these principles, we have expanded our footprints in western and southern India to deliver the same.

Smartly, focusing on our strengths and accelerating business growth.