

A blue-tinted photograph of a business meeting. In the foreground, a man in a suit is pointing at a tablet held by a woman. In the background, several other people in business attire are walking through a modern office space. The overall mood is professional and collaborative.

SUBURBAN MUMBAI'S MOST  
**BULLISH**  
REAL ESTATE OPPORTUNITY

## BULLISH LEGACY WITH GREAT SUCCESS



Founded in the year 1990, Veena Developers has become a name synonymous with honesty, integrity, transparency, and trust. With 31 years of experience, Veena Developers has come a long way in delivering projects spread across approximately 47,50,000 sq. ft into residential, commercial and industrial developments. 5300+ happy customers and 30+ completed projects are a part of our success.

Our projects are at strategic locations and span across key residential & commercial development such as: Kandivali (E), Kandivali (W), Andheri (W), Juhu, Chembur, Vasai (E), Vasai (W) & Palghar.

**Upcoming Projects:** Borivali (E), Kandivali (W), Malad (W), Andheri (E) & Santacruz (W).

Since its foundation in 1993, Bhoomi Group has been creating values in people's lives by delivering happiness at their doorstep. With over 30 years of propelling experience in the construction industry, we have created our own benchmarks with the upgrading times in terms of creating the ideal blend of innovation and experience, making us one of the leading builders today.

At BHOOMI, we believe in continuously innovating both our ideas and technology. We use cutting-edge technology to deliver unparalleled housing services and stay current with the times. Real estate is a service business, and commitment is the key. At BHOOMI, we are committed to not only keeping our promises, but also saving the environment by using only eco-friendly materials. Understanding our stakeholders' viewpoints has been our constant success pillar. We know what you need because client satisfaction is our main goal. So we plan and execute for you. We at BHOOMI believe that homes can create value in people's lives. While raising our bar, we believe in maintaining our integrity by being transparent and maintaining trust. Perfecting a home requires meticulous planning. At BHOOMI, we take pride in delivering the perfect home you've always wanted. BHOOMI believes in providing a magnificent housing experience with enhanced creativity and commitment.



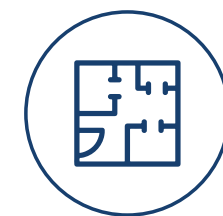
**30+**  
Years of  
Experience



**30+**  
Projects  
Delivered



**5,300+**  
Happy  
Families



**4.7M+ sq.ft.**  
Area Built



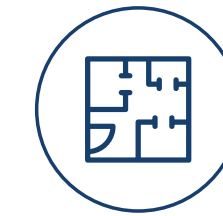
**30+**  
Years of  
Experience



**50+**  
Projects  
Delivered



**12,000+**  
Happy  
Families



**10M+Sq.ft**  
Area Built

## WHY ONE SHOULD INVEST IN A **COMMERCIAL PROPERTY ?**



Commercial spaces offer excellent opportunities for capital appreciation and high rental yield, making it an attractive investment proposition.



High Rental Yields



High Capital  
Appreciation



Positive  
Demand



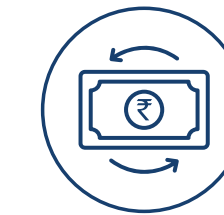
Low Vacancy  
Rate



Longer Lease  
Period



Growing  
Economy



Continuous  
Cash Flow



Great ROI

**BULLISH ASSET**

**BULLISH INVESTMENT**

**BULLISH LOCATION**

A DREAM HARBOUR FOR  
**S**ELF **M**ADE **E**NTREPRENEURS



Lawyers



Consultants



HR Consultants



Creative Agencies



Chartered Accountants



Tech Startups



Doctors



Logistics Firms



Architects

AND MORE...



## BOUTIQUE OFFICES A BULLISH ASSET

### **Smart-size boutique offices are bullish real estate opportunity.**

India is seeing a steady growth in SMEs and ambitious young businesses that attract massive investments not only from leading corporate houses but also from powerful international companies. This has proven to be the biggest factor driving the demand for Grade-A, smart-size boutique office spaces across key metros of India.

### **The average capital appreciation of office spaces is usually higher than that of residential offerings in the city.**

Capital values in the residential sector have been growing much more sluggishly than their commercial counterparts – leading to a highly positive outlook for office spaces.

The total returns for an office space investment include the gains attributed to capital appreciation, plus the secure income generated by monthly rentals.

### **Growing demand for quality smart-size offices.**

Both rental yields as well as capital appreciation will see higher growth in this category compared to the sector itself.

- (1) “Rental returns in case of Residential Real Estate are around 1-2% while in Commercial Real Estate it is 8-12%. With rising demand for commercial spaces the demand for CREs is expected to pick up momentum in Tier-II cities as well.”
- (2) “Net office absorption stood at 5.85 million sq. ft in Q3 2021 (July-September), a jump of 48% when compared to the previous quarter and an 8% Year-on-Year (YoY) growth in major cities.”

### **Thinking of Investment (Residential vs Commercial)? Commercial real estate is the right choice.**

With escalating residential prices, low capital appreciation, low rental yields, delayed delivery with increased risk, a home no longer remains an attractive investment option.

Smart-size boutique offices have already started a new wave in real estate investment, owing to higher returns, better appreciation potential and lower associated risks.

The average rental yield (annual income as a percentage of the property's value) of a Grade-A commercial property falls in the range of 6% to 10%, whereas the rental yield of a residential property is currently in the range of 1.5% to 3.5%.

(1) Source - <https://www.financialexpress.com/> Dec 2021

(2) Source - JLL India, Dec 2021

# BULLISH INVESTMENT

## MANDATORY TO HAVE IN EVERY PORTFOLIO

Most real estate investors are unaware of the exponentially higher ROI offered by a commercial asset as against a corporate residential asset. Here's the case study that proves commercial real estate is the bullish opportunity.



### Residential Asset

POOR ROI  
4.5% TO 6.5%

=

CAPITAL APPRECIATION  
3% Y-O-Y

+ RENTAL YIELDS  
1.5% TO 3.5%

### Commercial Asset

EXCELLENT ROI  
12% TO 16%

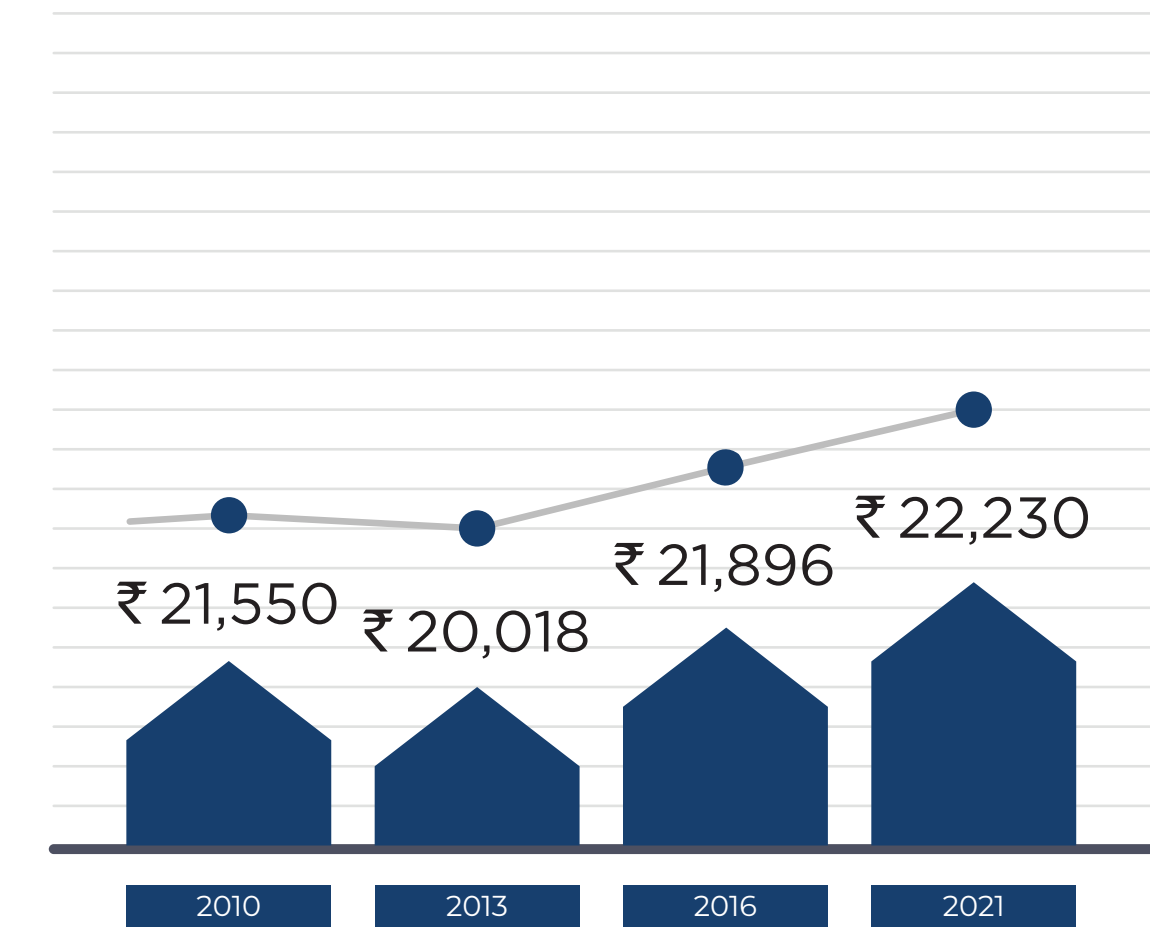
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CAPITAL APPRECIATION  
6% Y-O-Y

+ RENTAL YIELDS  
6% TO 10%

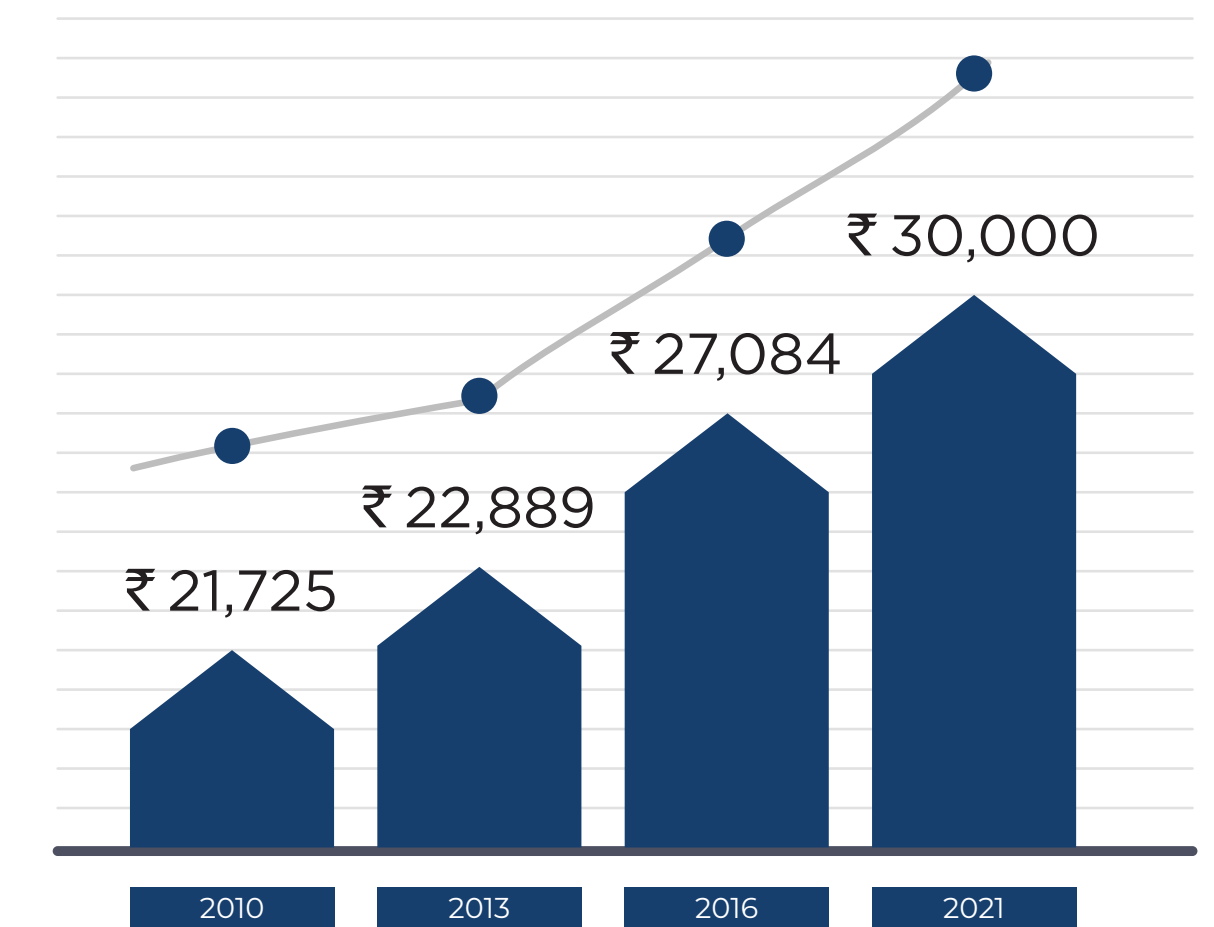
## MALAD WEST

### RESIDENTIAL



1.5% TO 3.5%  
RENTAL YIELDS

### COMMERCIAL



6% TO 10%  
RENTAL YIELDS

# BULLISH LOCATION

SITUATED AT THE PREMIUM COMMERCIAL HUB OF MALAD



Malad has transformed into a vibrant residential, commercial and IT hub owing to the various developments, especially since the turn of the millennium.

## UPCOMING INFRASTRUCTURE:

**Metro**  
Planned Metro Line 2  
Connecting from Mankhurd to Dahisar

**Coastal Road**  
Rapid Transit Corridor  
Linking Kandivali To Princess Street

**GMLR**  
Connecting the Arterial  
Western and Eastern  
Express Highway

**Shopping & Entertainment**  
Inorbit Mall - 1.1 km  
Infiniti Mall - 1.1 km  
Hypercity - 1.3 km  
Cinemax PVR Cinemas - 1.4 km

**Networking & Recreation**  
Goregaon Sports Club - 750 m  
Sarovar Grand Homotel - 450 m

**Healthcare**  
Diamond Hospital - 1.7 km  
Evershine Nursing Home - 2.2 km  
Zenith Multispeciality Hospital - 2.1 km



\*Map not to scale



Artist's Impression

# MUMBAI SUBURBAN'S FINEST ENTREPRENEURIAL DESTINATION

PRESENTING

## PASSCODE **BULL RUN** MINDSPACE, MALAD (W)

Passcode Bull Run is Mumbai's most prestigious and luxurious entrepreneurial destination, providing an edge to your business, in today's highly competitive world. It comes with top-of-the-line amenities enhancing quality of life, along with breathtaking, evergreen vistas, providing a stress-free environment, in one of the most sought-after locations.

|                          |                                 |
|--------------------------|---------------------------------|
| <b>Commercial Tower:</b> | G + 1 Podium + 20 Office Floors |
| <b>Basement:</b>         | 2                               |
| <b>Podium:</b>           | 1 level                         |

10 REASONS TO INVEST IN

PASSCODE

**BULL RUN**



A+ Grade Commercial Development



Smart-size Boutique Offices



Excellent Connectivity



MNC Like Amenities



Upcoming Coastal Road,  
Metro & GMLR



High Potential Rental Yields



Higher Capital Appreciation



Continuous Cash Flow



Established Infrastructure



Great ROI

STRIKING THE RIGHT  
WORK-LIFE BALANCE WITH  
**LIFESTYLE AVENUES, POST 9-5**

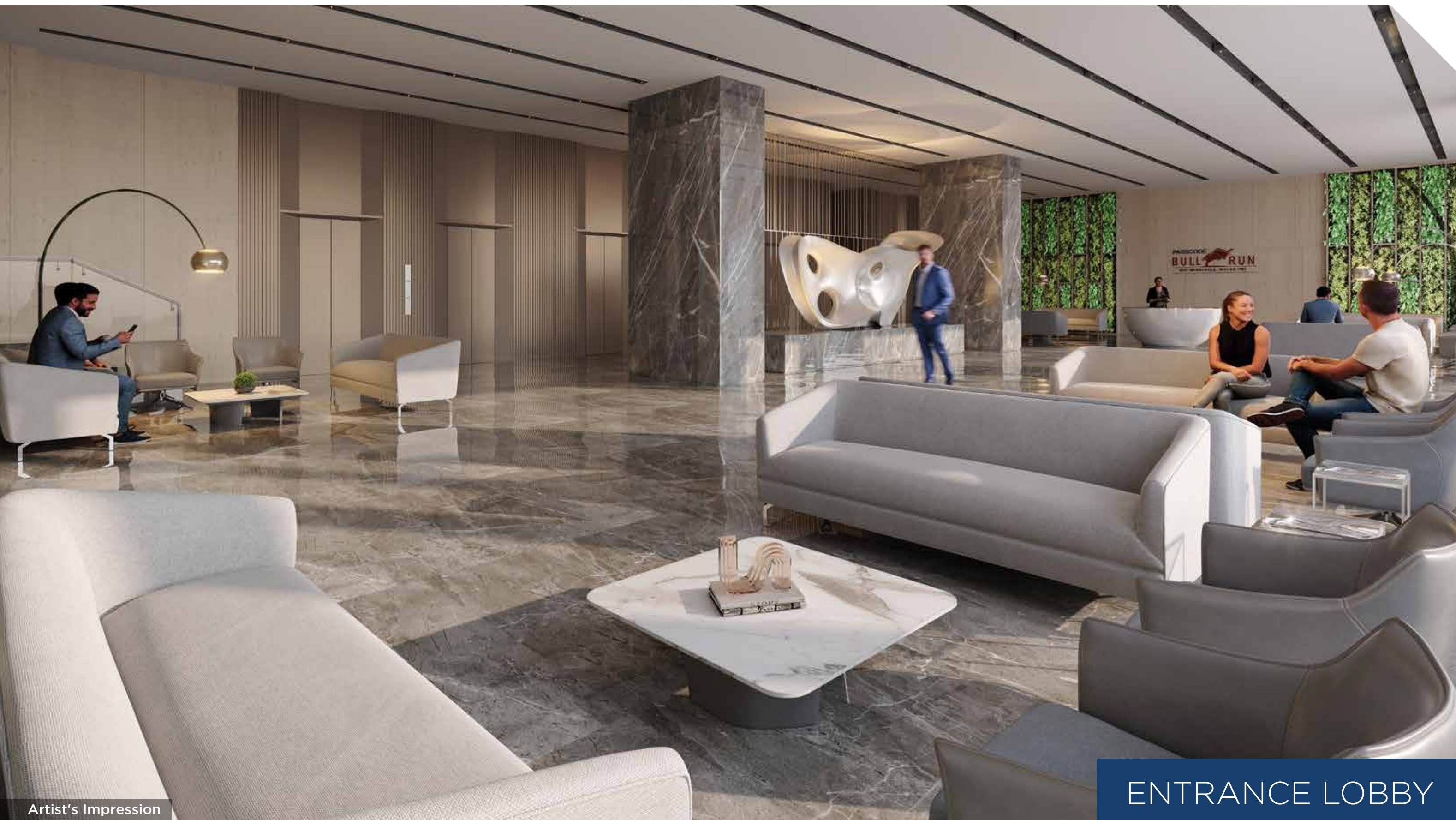


Representative Images

**CLOSE PROXIMITY TO**

- Sarovar Grand Hometel 450 m
- Rude Lounge 450 m
- Bar Stock Exchange 700 m
- Goregaon Sports Club 750 m
- The Food Studio 800 m
- Inorbit Mall 1.1 km
- Infiniti Mall 1.1 km
- Sigree Global Grill 1.2 km
- Hypercity 1.3 km
- Cinemax PVR Cinemas 1.4 km
- Persian Darbar 1.6 km

THIS IS WHERE YOU SAY  
**"I HAVE ARRIVED"**



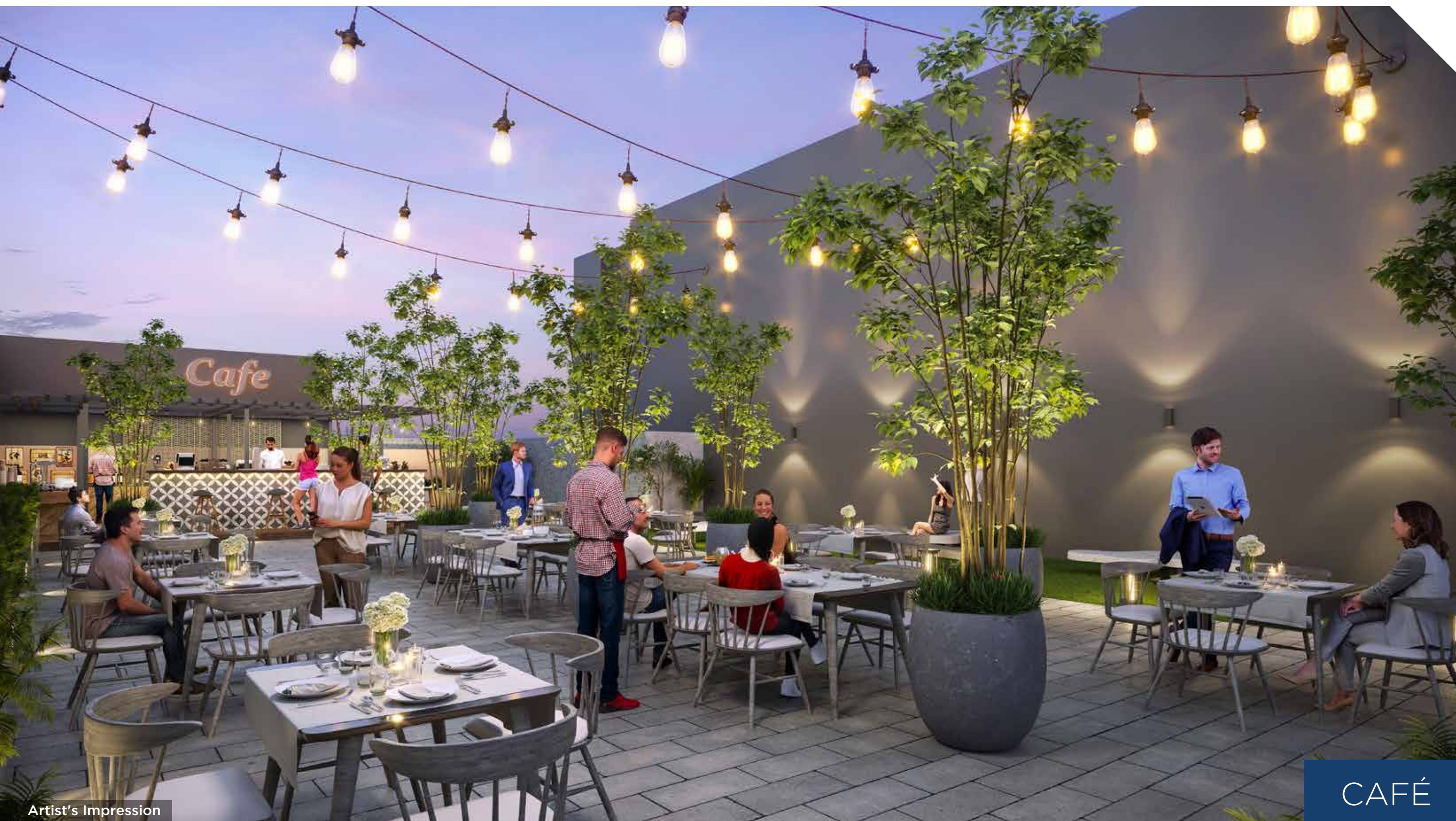
ENTRANCE LOBBY

FOR THOSE  
**WHO WALK THE TALK**



WALKING TRACK

USE THE BEST COFFEE SETTING TO INDULGE  
**YOUR MOST BRILLIANT IDEAS**



CAFÉ

MAKING LOUNGING  
**EFFORTLESSLY PRODUCTIVE**



LOUNGE AREA

WORK HARD  
**PLAY HARDER**



PLAY AREA

THE EPICENTRE OF BUSINESS  
**LUXURY AND CONVENIENCE**



ROOFTOP AMENITIES

A STUNNING VIEW OF  
**SKYLINES AND LUSH GREENERY**



A BREATHTAKING  
**PANORAMA OF SKYSCRAPERS**



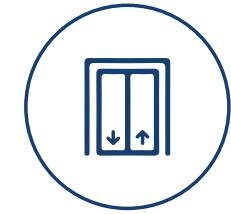
Actual View

Actual View

## PROJECT SPECIFICATIONS



Fully Wi-Fi Enabled Building



1 Lift Dedicated For Directors



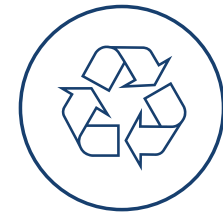
Luxury Rooftop Lounge



Dedicated Facilities Management



Intercom Facility



Self-Sustainable Offices



Electric Vehicle Charging Stations



Artist's Impression

Moon Cafe

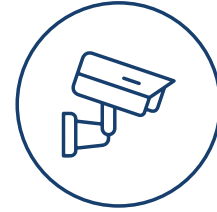
Cafe Coffee

## A REVOLUTION IN THE HIGH-END BUSINESS SPACE



### LANDSCAPE

- Plant-lined boundary
- Lighting along the boundary
- An artificial water body designed outside the lobby area with planters
- Sculptural planter holders



### MULTI-TIER SECURITY

- Boom barrier
- Security check at the main gate
- CCTVs in the common areas

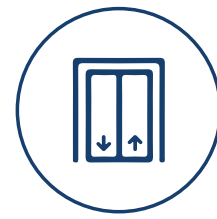


### WORLD-CLASS FAÇADE

- An imposing glass façade
- Branded glass with partial ceramic frit offering sound reduction and optimum visible light transmission
- An impressive edifice that stands on a prime corner plot area



Representative Image



## GRAND DROP-OFF



## MAJESTIC LOBBY AND RECEPTION AREA

- Magnificent entrance lobby
- Fully air-conditioned
- Front desk by facility management partner
- Concierge desk
- Waiting lounge with seating area



## DEDICATED FOOD AND BREAKOUT ZONE

- F&B - Serviced pantry by facilities management partner
- Breakout zone - Massage chairs, carrom, chess or bridge



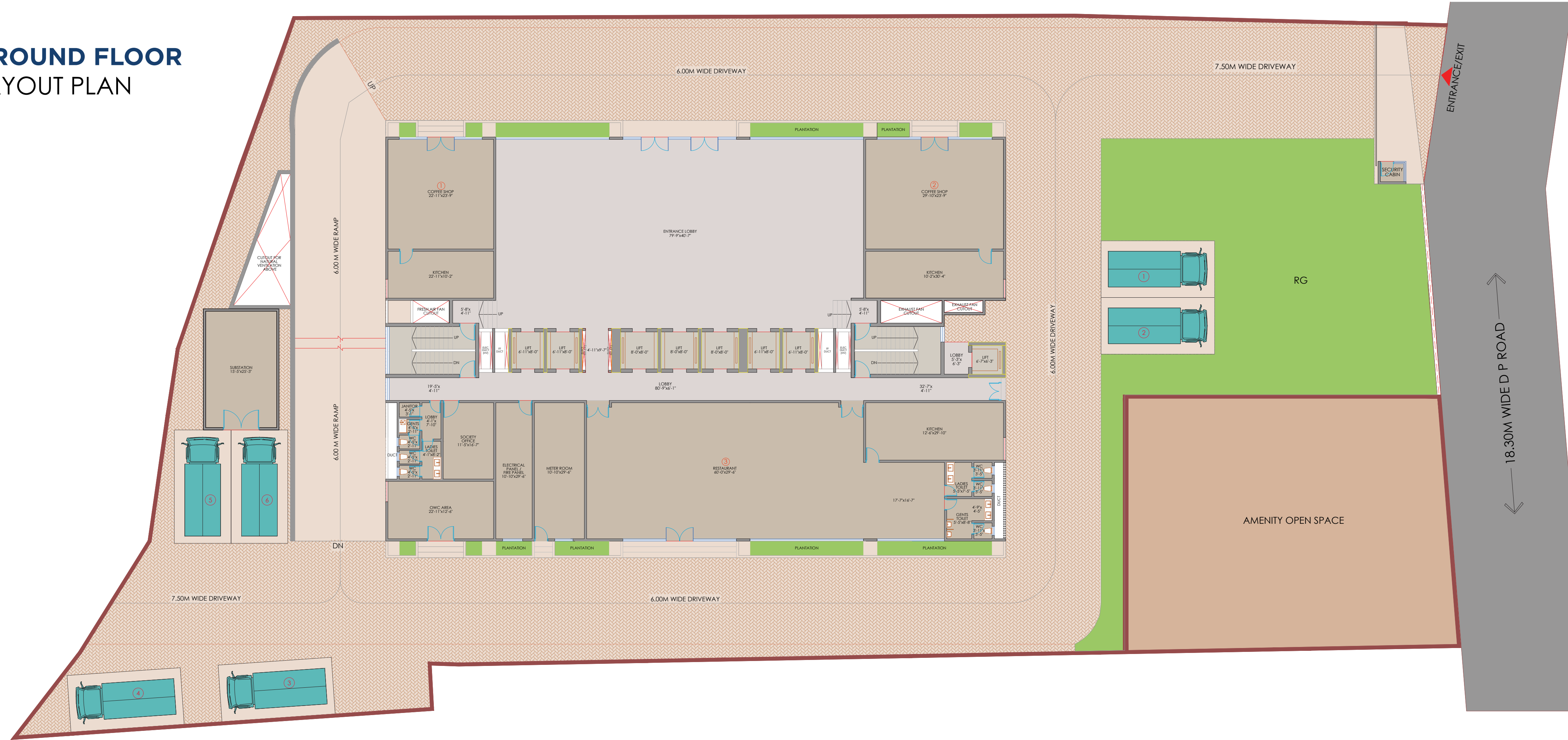
## PRIME GROUND FLOOR BUSINESS CENTRE

- Dedicated IT support
- High-speed Internet



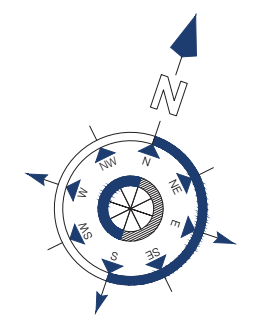
Artist's Impression

# GROUND FLOOR LAYOUT PLAN

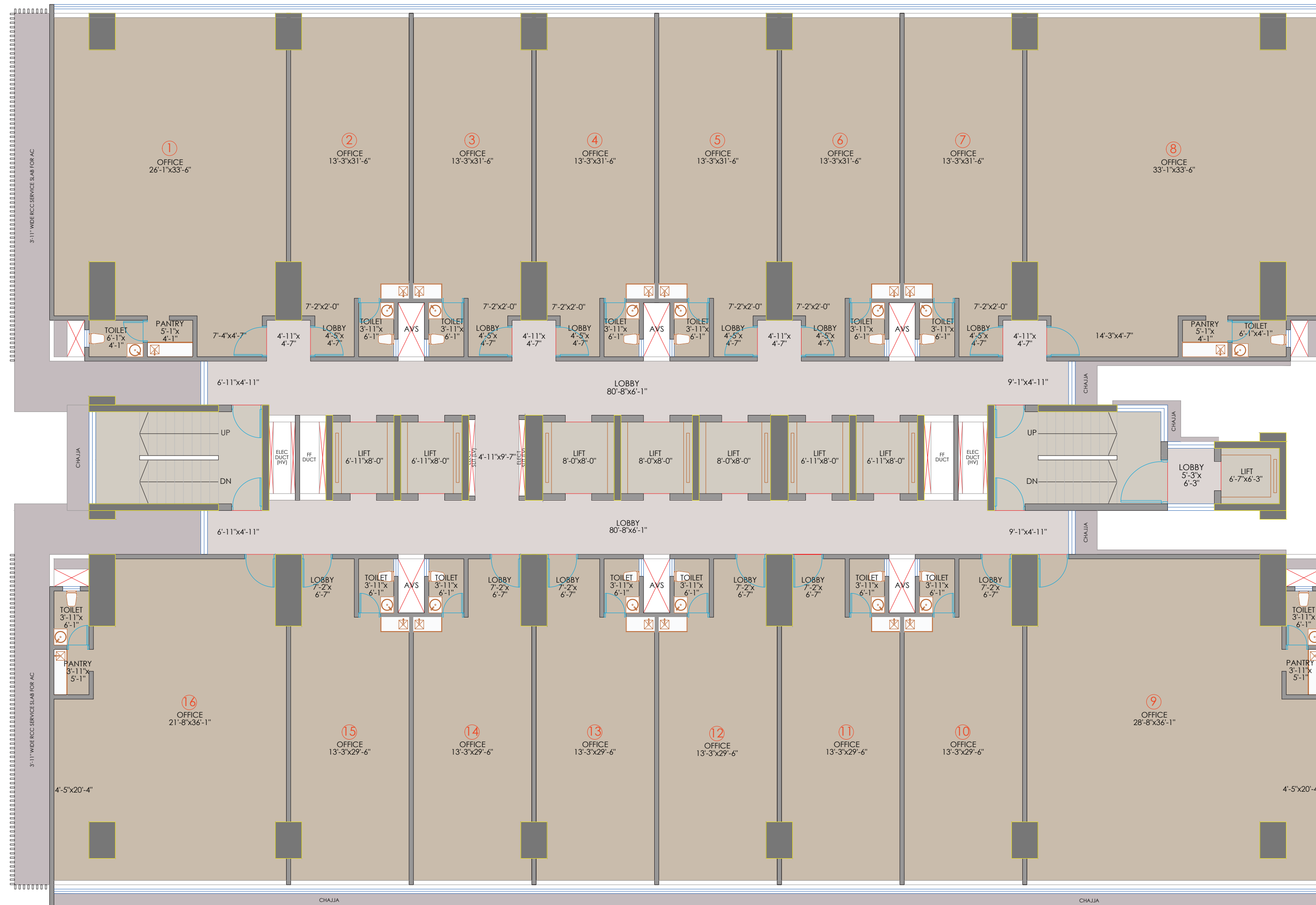


**GROUND FLOOR CARPET AREA STATEMENT**

| RESTAURANT NO. | CARPET AREA [SQ. M.] | CARPET AREA [SQ. FT.] |
|----------------|----------------------|-----------------------|
| 1              | 73.56                | 791.80                |
| 2              | 95.81                | 1031.30               |
| 3              | 244.76               | 2634.60               |
| <b>TOTAL</b>   | <b>414.13</b>        | <b>4457.70</b>        |

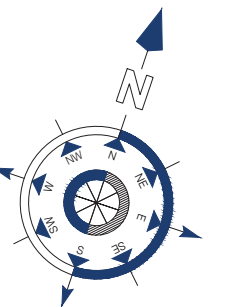


# TYPICAL FLOOR PLAN (1<sup>ST</sup>-5<sup>TH</sup>, 7<sup>TH</sup>-12<sup>TH</sup>, 14<sup>TH</sup>-20<sup>TH</sup>)



| OFFICE NO. | RERA CARPET AREA [SQ. FT.] |
|------------|----------------------------|
| 1          | 964.00                     |
| 2          | 484.00                     |
| 3          | 484.00                     |
| 4          | 484.00                     |
| 5          | 484.00                     |
| 6          | 484.00                     |
| 7          | 484.00                     |
| 8          | 1229.00                    |


| OFFICE NO. | RERA CARPET AREA [SQ. FT.] |
|------------|----------------------------|
| 9          | 1179.00                    |
| 10         | 470.00                     |
| 11         | 470.00                     |
| 12         | 470.00                     |
| 13         | 470.00                     |
| 14         | 470.00                     |
| 15         | 470.00                     |
| 16         | 928.00                     |



PROJECT BY



**Site Address: Passcode Bull Run, Off Link Road , Behind Evershine Mall, Mindspace, Malad (W), Mumbai - 400064.**  
**[www.passcodebullrun.com](http://www.passcodebullrun.com)**

 MahaRERA Registration No. P51800032829 | Website <http://maharera.mahaonline.gov.in>

Disclaimer: Passcode Bull Run is the marketing campaign name for 9, Business Bay and has been registered P51800032829 and is available at website <https://maharera.mahaonline.gov.in>  
The information provided including all pictures, visuals, perspective views of the building and amenities are as per architectural drawings and the same shall be constructed subject to approvals of competent authorities and shall be in compliance of RERA Act and Rules and Regulations. Furniture, fixtures shown in the pictures and images of the office are for representation purpose only and actual offices will be bare shell. \*T&C apply.