

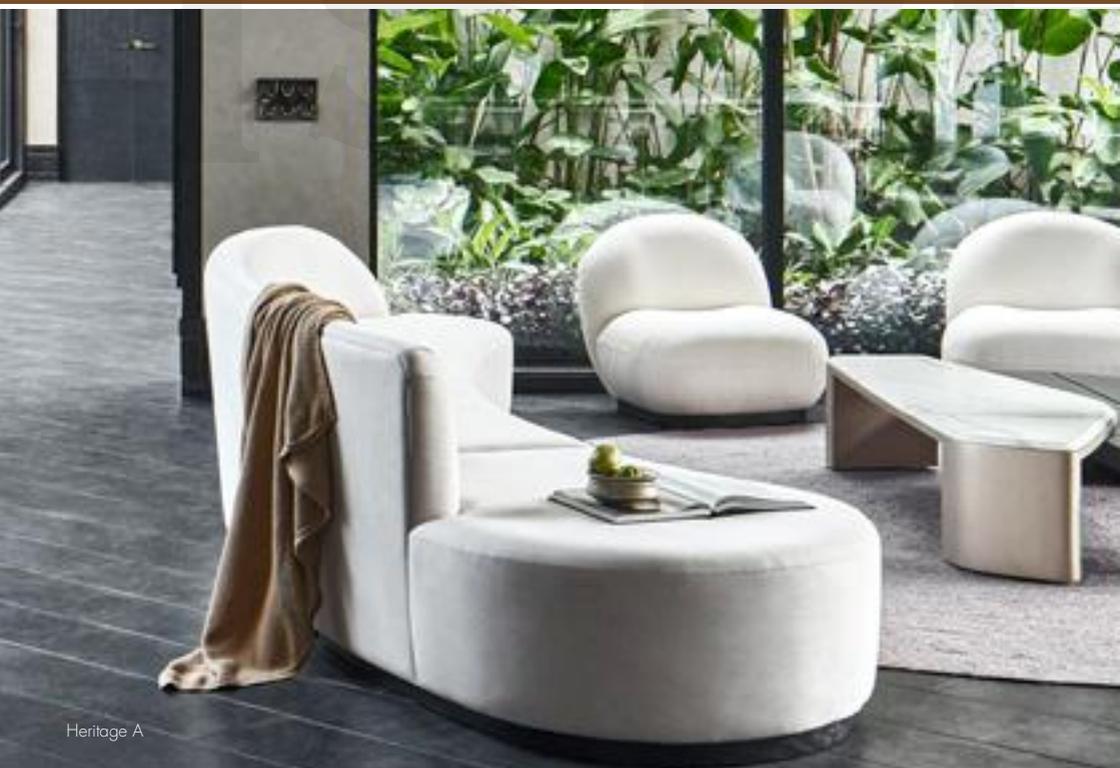


BEYOND
the
WEEKEND

ALIBAUG'S RISE AS A PRIMARY ADDRESS



ICDF



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1. AN INTRODUCTION TO ISPRAVA

Over the past 9+ years, Isprava has grown exponentially by creating some of India's most sought-after luxury homes in non-urban locations.

The company has over 220+ projects across Goa, Alibaug, Kasauli and the Nilgiris. Isprava specialises in designing and building luxury homes and providing end-to-end services that include identifying the best

locations, crafting bespoke spaces and ensuring seamless delivery of fully furnished homes. Focused on providing only the finest to their customers, Isprava's defining principles - exclusivity, comfort, and integrity - have propelled them to become an acknowledged connoisseur of crafting one-of-a-kind lifestyle experiences through distinctly unique residences.



220+
Homes Delivered



9+
Years of Excellence



4
Premium Destinations

3. ALIBAUG'S GROWTH STORY

Alibaug has benefitted from key completed infrastructure projects that have dramatically improved accessibility. These enhancements have reduced travel times, boosted tourism, and made it easier for people to consider Alibaug as a primary home destination. Sea and road routes now offer more frequent, comfortable, and faster options, turning Alibaug into a year-round destination rather than just a weekend escape.

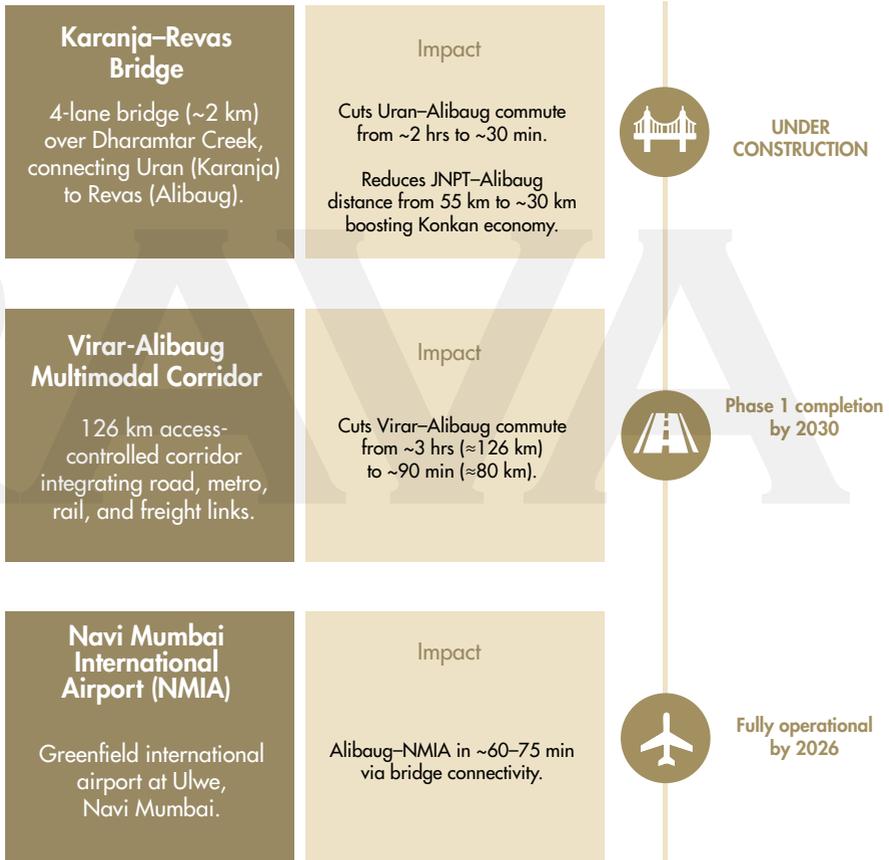
COMPLETED INFRASTRUCTURE PROJECTS:

| Project | Time/Connectivity Impact | Strategic Value |
|---------------------|--|--|
| Atal Setu (MTHL) | Reduces South Mumbai to Navi Mumbai commute by ~45 mins; Alibaug now ~60–70 mins via MTHL + internal roads | Connects city center to Konkan region, enables daily commuting |
| RoRo Ferry (M2M) | 90 mins between Gateway and Mandwa with vehicle access | Allows weekend travel with personal cars, comfortable & reliable |
| Private Speed Boats | 20 mins sea travel between Mumbai and Alibaug | Premium, fast, exclusive travel for HNIs |



PROPOSED INFRASTRUCTURE PROJECTS

The upcoming wave of infrastructure is set to revolutionize travel even further, making Alibaug as connected as a Mumbai suburb. These projects will compress long-distance travel, bring global accessibility, and unlock appreciation in real estate value.



Source:

- * [1] India Today, PM inaugurates MTHL Atal Setu, Jan 12, 2024.
- * [2] The Metrorail Guy, Virar-Alibaug Multimodal Corridor.
- * [3] Economic Times 2024, the Marina project is proposed under MMRDA's revised draft development plan.

4. THE NEXT DISTINGUISHED PRIMARY ADDRESS

For decades, South Bombay has symbolised success. But with rising pollution, plateaued growth, and a shift toward wellness, many are rethinking where they live, not just how. Once a weekend escape, Alibaug is now a smarter choice for full-time living.

With more space, cleaner air, and stronger returns, Alibaug offers a primary home that gives more, costs less, and lives better.





Mumbai

(Worli / Juhu)

Alibaug

(Bamansure / vicinity)

| | | |
|--|-------------------------------|--|
| ~22,710 people/km ² (Worli) ~31,852 people/km ² (Juhu) | Population Density (2020) | ~490/km ² (Alibaug Taluka) |
| ~73-78 (Moderate category) | Annual AQI Average | ~38 (Good category) |
| Juhu - ₹ 52,258 per Sq-ft Worli - ₹ 65,500 / sq.ft (average Transaction Price, Q1 2025) | Property Rates | ₹ 20K-30K/sq.ft (premium villa projects) |
| ~4-6% CAGR (Juhu/Worli luxury) | Capital Appreciation | ~12-18% CAGR (Alibaug sea-belt) |
| 26.6% of total area under Urban Green Space in 2018 (includes scrub, forest, mangroves). | Green Cover | 46.9% of Raigad district's geographical area under forest cover. |
| >60 mins intra-city + inconsistent traffic | Commute to South Mumbai | 25 mins by RoRo 45-60 mins by MTHL |
| ~90-120 mins lost to traffic | Time Saved Daily | ~60-90 mins gained daily |
| Noisy, dense, distractions | Work-from-Home Ecosystem | Quiet, private, digitally connected |
| Urban Heat Island; ~35-38°C peaks | Weather Comfort Index | Coastal breeze; ~30-32°C average |

Source:

- [1] Population Density: GeoIQ, Worli Pincode 400018, 2020. Census India 2011, Alibaug Taluka Demographics.
- [2] Air Quality Index (AQI): AQICN, Worli AQI Reading - July 2025. IQAir, Alibaug Air Quality Report - July 2025.
- [3] Property Rates in Juhu Mumbai | Property Price Trends in Juhu | MagicBricks
- [4] Capital Appreciation: Times of India, Mumbai Housing Market Insights - March 2024. Times Property, Alibaug Investment Growth - 2023.
- [5] MDPI Sustainability Journal, 2020, India State of Forest Report, FSI 2021
- [6] Commute & Connectivity: M2M Ferries Schedule (RoRo), 2024-25. Mumbai Trans Harbour Link (MTHL) Project Updates - 2024.
- [7] Weather & WFH Comfort: Weather Underground, Alibaug - July 2025. IQAir Real-Time Weather & Pollution Data - 2025.

5. THE NRI SHIFT:

FROM EMOTIONAL BUYS TO SMART INVESTMENTS IN ALIBAUG

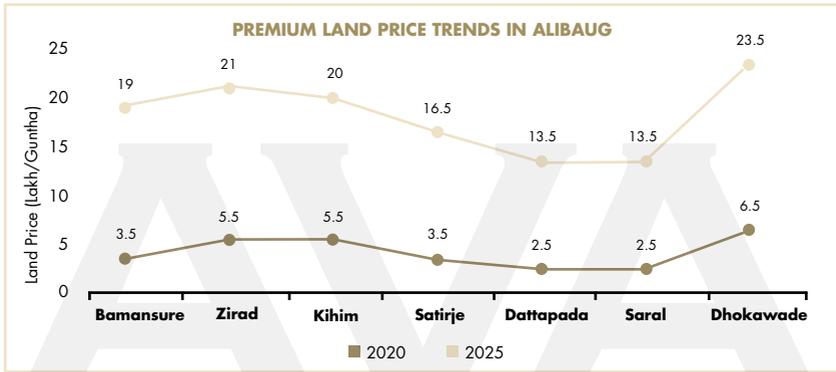
According to a recent Economic Times report (2025), NRI investments in Indian real estate reached approximately USD 3.1 billion in the first half of 2024, following a strong USD 13 billion inflow in 2023. Luxury housing sales in India have grown by nearly 28–38% year-on-year over the last two years, driven by demand in major urban and emerging cities beyond metros.

NRIs now represent 15–25% of investments in premium and luxury residential projects, attracted by transparent regulations such as RERA, investor-friendly tax policies, and simplified transaction processes. The rupee's depreciation versus global currencies has further enhanced the appeal for NRIs, increasing the value of their overseas investments in Indian real estate.



PERFORMANCE THAT'S OUTPACING THE MARKET

Over the past five years, Alibaug's prime micromarkets have delivered exceptional land price appreciation, establishing the region as one of the most compelling investment corridors near Mumbai. Locations such as Bamansure and Dattapada have seen land values climb from ₹3–4 lakh per guntha to ₹18–20 lakh and ₹12–15 lakh per guntha respectively, translating into a CAGR of nearly 40%. Similarly, Zirad and Kihim, which traded at ₹5–6 lakh per guntha five years ago, are now commanding ₹18–22 lakh, sustaining a CAGR of close to 30%. This escalation underscores the structural shift in investor appetite for Alibaug.



The story extends beyond land appreciation. Alibaug represents a blend of lifestyle-driven luxury and financial performance. JLL India notes that villas in the market deliver rental yields of 3–4% annually, compared to just 1–1.5% for apartments.

On the capital appreciation front, absorption of premium inventory has been accelerating. According to Magicbricks Insights, only 13% of current listings in Alibaug are priced above ₹3 crore, down from 23% last year, indicating robust

demand in the luxury segment. Residential values appreciated 13.8% in 2024 alone, averaging ₹9,860 per sq. ft. Meanwhile, rental yields from second homes average 5–6% annually, supported by seasonal tourism and weekend traffic.

Taken together, these trends position Alibaug as both a yield-generating second home market and a high-growth capital appreciation play, outperforming several Tier-1 markets in terms of returns, absorption, and investor confidence.

Source:

- [1] www.hindustantimes.com/real-estate/alibaug-real-estate-market-6-things-to-know-before-investing-in-a-coastal-holiday-home-101757097307499.html
- [2] www.fortuneindia.com/business-news/as-metro-housing-sales-dip-alibaug-and-lonavalashine-in-luxury-realty/1215255?utm_source=chatgpt.com
- [3] www.cbre.co.in/press-releases/luxury-home-sales-surges-in-the-first-nine-months-of-2024
- [4] www.jll.co.in/en/trends-and-insights/research/india-residential-market-update-q1-2024
- [5] www.anarock.com/research/indian-residential-market-annual-report-2024
- [6] www.business-standard.com/finance/personal-finance/amid-stock-market-volatility-nis-returns-to-luxury-realty-for-stable-returns-125042201403_1.html

6. OUR OFFERINGS

OCASO VADDO

MAHARERA NO: P52000080325

Available at <https://maharera.maharashtra.gov.in/>



LUXURY LIVING *at* OCASO VADDO, ALIBAUG

15 tropical-inspired villas on a gentle slope in Bamansure,
designed for privacy and uninterrupted green views.



Disclaimer - "This image and elements used or shown are for illustration purposes only and may not be an exact representation of the product. The colours, shades of walls, landscaping, furniture, door windows etc. are for representational purposes only and will/might vary in due course of time and upon actual selection by the Architects and/or Interior Designers." Please note that the structural elements of the design (columns, beams etc) are subject to modification as the design progresses and develops.

CLUSTER CONFIGURATIONS



CLUSTER A
- 3 & 3.5 BHK

Overlooking central greens — ideal for both gatherings and solitude.



CLUSTER B
- 3 & 4 BHK

Along a private drive, flanked by paddy fields and hills.



CLUSTER C
- 3.5 & 4 BHK

Riverside homes with lush views and refined detailing.

*Artistic representation

AMENITIES

- Fully furnished
- A mix of antique and tropical modern furniture
- White goods
- Custom designed handcrafted flooring
- Complimentary property management*
- Complimentary concierge service*
- Private Pool
- Private Garden
- Wi-fi
- Sprinkler system for irrigation
- Fully loaded diesel generator set
- Staff quarters

PROPERTY MANAGEMENT SERVICES

- Guest Relationship Manager
- Permanent Cleaning staff
- Electrician
- Plumber
- Gardener
- Pool Maintenance Team
- Security Guard
- Car and Driver Service (additional cost)
- Optional Rental Management Program

*for the first year



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