

MAUVE

**WINTER
IS
COMING
TO RAIPUR**

THE *Ballet* OF
LUXURY

**WE
INDIANS
ARE
RUNNING
TOWARDS
LUXURY
LIVING**



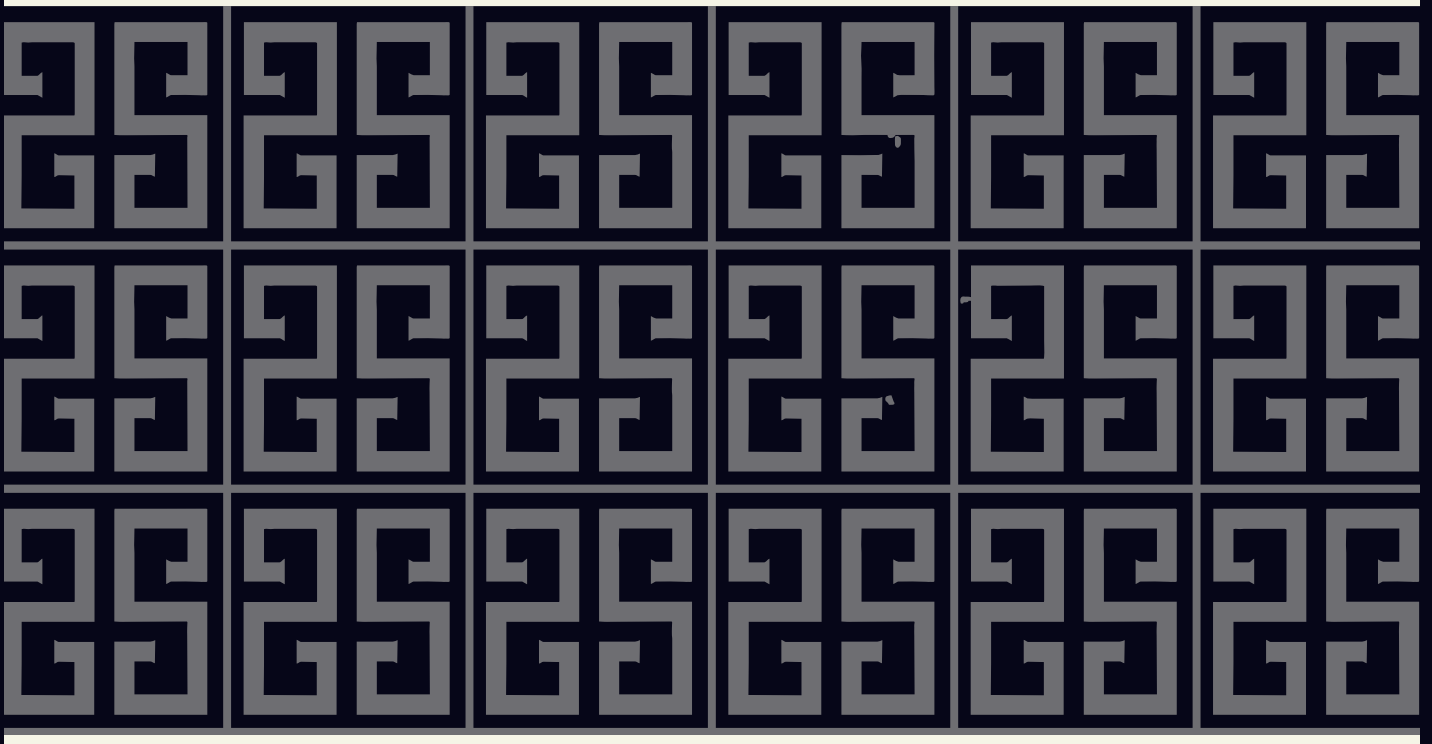
LUXURY IS IN THE DETAILS

GRUPP AUTOGRAF

RAIPUR'S ONLY LUXURY REAL ESTATE DEVELOPER
SINGHANIA & SHERWANI GROUP VENTURE

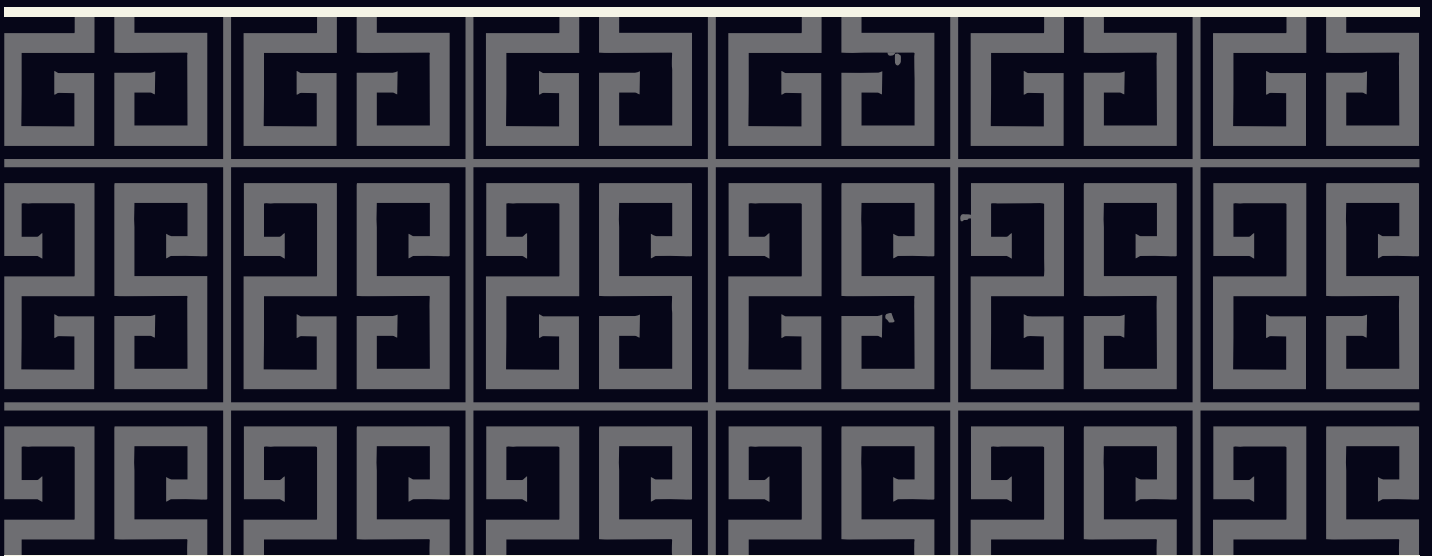
RNI REG: 1398869
OCTOBER 2024 EDITION
24/MAUVE/5TH EDITION

THEMAUVE.IN



KINGS LANDING

FOR GRUPP AUTOGRAF





WINTER IS COMING TO RAIPUR

The cold winds have begun their journey towards us, signaling the arrival of winter in India—a season of festivity, joy, and unity. It is a time when people come together to celebrate our unique traditions. Just as trees shed their old leaves, preparing the earth for the renewal of spring, winter offers us a moment to cast off the past and begin anew. And now, winter is indeed coming to Raipur, bringing with it the promise of new beginnings.

There comes a time when a city begins to redefine itself, and Raipur is at that point of transformation. The future belongs to those who believe in the beauty of their dreams* and our bustling city is not short on such dreamers seeking an upgrade. Our land has a rich cultural past; it is where Lord Rama spent a significant part of his 14-year exile. The city, named after Brahmadeo Rai of the Ratnapur Dynasty, is embracing urbanisation while remaining rooted in nature. The kings no longer erect forts; instead, they construct calm houses, magnificent farms, gleaming skyscrapers, and cooperative societies.

The rapid growth that Raipur is experiencing has sparked a sense of purpose among its people, fueling their aspirations to elevate the city's standards and make it a vibrant place to live. As the city's exposure to new opportunities expands, so does the demand for a variety of lifestyle products and services. This has created an environment where innovation thrives, and the residents are committed to building a future that reflects their vision for a modern, yet culturally rooted, Raipur.



THE LONG NIGHT IS OVER

Raipur's environment is all set to evolve with the debut of Grupp Autograf, a luxury real estate venture developed through a powerful collaboration by The Singhanian Group and The Sherwani Group, two of the city's most prestigious business families. Luxury finds its way into every part of Grupp Autograf's design and execution, from strong intent and complex design to flawless execution of concepts and deep regard for the environment. Each project would combine the grandeur of Indian heritage with the precision of German engineering, resulting in not only homes but lasting legacies. This is more than simply real estate; it is a dedication to an enhanced lifestyle in which even the tiniest aspects are meticulously designed, establishing a new standard of luxury in Raipur.

With a strong history of guiding Raipur's evolution, these business heavyweights have joined forces to build an iconic real estate company founded on the ethos of true luxury. Drawing inspiration from Hubert de Givenchy's immortal wisdom, "Luxury is in the details," Grupp Autograf aims to reinvent the standards of great living in Raipur by prioritising craftsmanship, precision, and the excellence that distinguishes luxury at every point in time.

A SONG OF FIRE & ICE

Aditi Singhania's youthful leadership is charting new courses for the Singhania Group in the Real Estate space. As one of India's major foundry and casting companies, the group's influence extends far beyond Raipur and Bhilai, to global and national clients in industries as diverse as automotive, agriculture, railways, and public utilities. Aditi's skill in management, finance, and economics, tuned at top universities such as UCL, the University of Westminster, and Warwick, is propelling the business to new heights. The Singhania Group not only commands respect in industry, but also has one of Raipur's largest land holdings, demonstrating its long-standing influence on the city's development and economy.

Vicky and Bhavesh Sherwani, the scions of The Sherwani Group, continue a tradition of excellence in real estate and building

supplies. As one of Raipur's most recognised land-holding & land-trading families, they have established a reputation for involvement in high-end developments ranging from hospitality to luxury residences that create Raipur's cityscape. Vicky's finance skills acquired at St Vincent Pallotti College Raipur and Bhavesh's degree in business & finance management at Jai Hind College in Mumbai, helps create and establish a stable and solid new venture in the Luxury Real Estate development space.

The 2 Groups have joined forces to introduce a new age of luxury to Raipur, handpicking the best expertise from the Indian real estate business to realise their shared ambition of constructing landmarks that exemplify true richness.



THE MAESTERS

Grupp Autograf is backed by a stellar Advisory Board featuring some of the finest minds from India's premier business schools. Anurag Singhvi, an alumnus of SRCC Delhi and IIM Bangalore, brings his vast experience as the ex-CFO of Lodha Group Mumbai and founder of Xanadu Realty. Specializing in finance and management, his strategic insight drives the financial backbone of the company. Ajay Kapoor, a Jamnalal Bajaj Mumbai alumnus and ex-CEO of Adhiraj Constructions, provides expertise in project development and construction, having shaped some of Mumbai's iconic real estate ventures. Lastly, Venkatramana Raju, an alumnus of SRCC Delhi and IIM Bangalore, leverages his entrepreneurship experience at CloverMark Bangalore and

leading marketing & sales experience at Aliens Developers to push the company's vision forward.

Adding international finesse to the team are renowned partners like Malik Architecture, known for bespoke designs for India's elite Industrial Houses and for 5 Star Hospitality, AO Design from New Zealand, recognized for their landscape work with Hilton and Marriott and International Leisure Consultants (ILC) from Hong Kong who bring world-class club consulting experience, having worked with global names like Mandarin Oriental. Together, they form a powerhouse of expertise, creativity, and execution, ensuring that Grupp Autograf redefines Luxury Living in Raipur.

VALAR MORGHULIS VALAR DOHAERIS

The team at Grupp Autograf exemplifies both professionalism and humanity, bringing together experts in project planning, property development, construction, finance, sales, marketing, and people management. Every member of the team has been carefully selected and rigorously trained to uphold the highest industry standards, ensuring that their approach to real estate reflects excellence in both process and culture. With this collective strength, Grupp Autograf is not just building luxury homes but crafting an experience that redefines modern living in Raipur. At the heart of their journey lies a commitment to integrity, precision, and the pursuit of true luxury in every detail.

- Syed Kamil



NAVY BLUE

#041934



#A8997C

#ECDDBE

#F3EBE5

#A5B9D2

#D4931F

#CA4554



THE *Ballet* OF
LUXURY

#D35715

AUTUMN



(adj.) beautiful or creative; divinely inspired; peaceful and perfect

MY CHOO

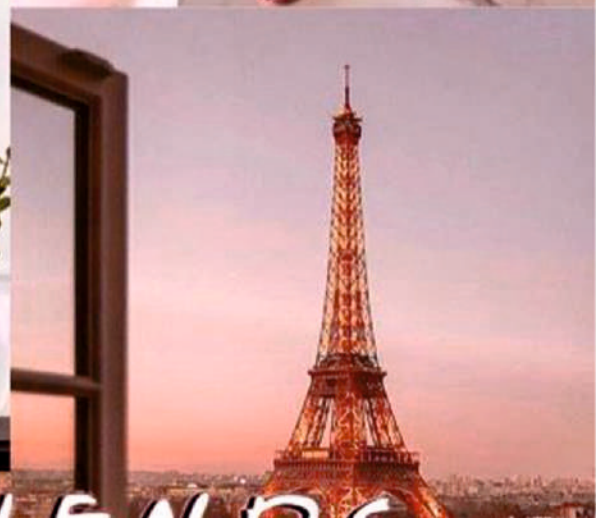
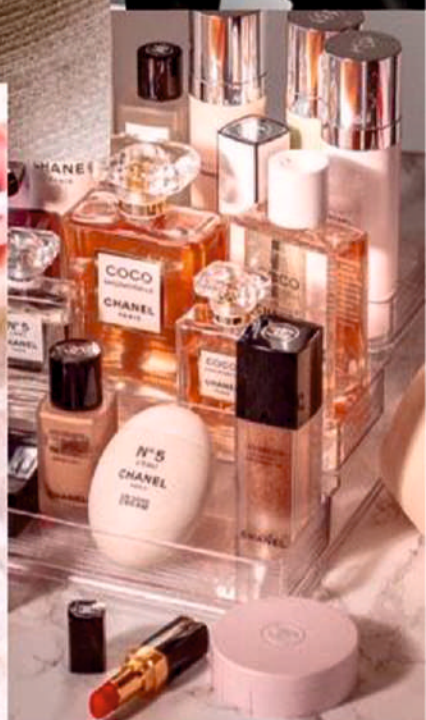
CHANEL
N°5
RUE CAMBON - PARIS

Chic



CUTE LIL PEACH
7.27.11

**YOUR
LIFE
ISN'T
YOURS
IF YOU
ALWAYS
CARE
WHAT
OTHERS
THINK**



BE FRIENDS

THE *Ballet* OF LUXURY

We see our magazine reaching out to Hautes in town, here and after not even an hour of juggling with thoughts, we knew what this edition would be. Nonetheless, the time is all about festivals and longevity, but we with the Mauve Scope, have merged these festivities into the Luxury Market. The time is of when everyone is undergoing extremity of purchasing a new fashion piece, a new car, or a new home, let's appreciate the Haute Culture move our feet, and flow in the music of luxury and that's how the Ballet of luxury comes into existence.

The connection between luxury and ballet traces back to the early 20th century when both art forms embodied elegance, sophistication, and meticulous craftsmanship. Luxury, much like ballet, isn't just about possession—it's about experience. Both evoke emotions that transcend the tangible. When someone buys a luxury item, it becomes an emotional indulgence, offering a sense of fulfillment akin to witnessing a flawless ballet performance. Research has even shown that purchasing luxury goods can trigger euphoria, with heightened brain activity in areas linked to pleasure and reward.

As we move through life, each step we

take, each choice we make, is a part of a larger choreography. This year, Mauve celebrates how haute culture has made its mark, influencing how we navigate the world of luxury. Our edition, The Ballet of Luxury, captures this graceful dance between elegance and indulgence, exploring how luxury has evolved to become not just an expression of wealth but an embodiment of beauty, emotion, and art.

Let us flow with the music of luxury and be moved by its grace, as we appreciate the haute culture's role in shaping a world of refined living.

Adding international finesse to the team are renowned partners like Malik Architecture, known for bespoke designs for India's elite, and AO Design from New Zealand, recognized for their landscape work with Hilton and Marriott. International Leisure Consultants (ILC) from Hong Kong brings world-class club consulting experience, having worked with global names like Mandarin Oriental. Together, they form a powerhouse of expertise, creativity, and execution, ensuring that Grupp Autograf redefines luxury living in Raipur.

EVERYWHERE I GO I SEE LUXURY!

Everywhere I go, I see his face; that's how rapidly the fire's moving.' Almost everyone on the planet is talking about and moving towards Luxury Living. Our profound love towards a luxurious life has upgraded the dynamics of our brain towards a never give up mentality and hence giving rise to a competitive environment, resulting in the birth of the clean and shiny modern world. But what exactly is luxury living? Real luxury is recognizing true quality and allowing yourself the time to savor it. The epitome of a lifestyle where each second is carefully planned and executed is luxury living. Luxury living is waking up in a sunlit room with floor-to-ceiling windows offering breathtaking views, stepping onto heated

marble floors, and enjoying a gourmet breakfast prepared in a state-of-the-art kitchen. It's spending afternoons by an infinity pool that merges with the horizon, relaxing in a private spa, and ending the day in a custom-designed home theater. Every element, from custom furnishings to hand-picked pieces of art, oozes unmatched comfort and elegance, creating an environment of subtle extravagance.

A luxury home is more than just a structure; it's a meticulously crafted vision that begins in the mind before it takes form in reality. Luxury living is stepping into an entrance that feels like a grand welcome, where every detail—like a sweeping staircase adorned with intricate designs and soft, custom lighting—has been thoughtfully planned. Everyone dreams of large windows framing breathtaking views of nature or cityscapes, filling rooms with natural light that dances on sleek marble floors and also a kitchen that's both high-tech and inviting, with top-of-the-line appliances and elegant, custom-made cabinets. Each room tells a story of luxury and comfort, blending architectural

brilliance with personal style, creating not just a home, but a sanctuary of beauty and refinement. Is it a lot to ask for? It feels like a need nowadays. The modern world is really obsessed with luxury.

The captivating and delightful nuances are what define luxury and it is not all about you home. Consider watches as an example. Picture yourself with a Rolex or a Patek Philippe in your hand. Experience the silky sheen of the sapphire crystal back, marvel at the fine movement visible through it, and take note of the meticulous hand-finishing of each and every small part. The fine craftsmanship turns an ordinary watch into a work of art. Now consider high-end vehicles such as Rolls-Royce or Bentley. Imagine slipping into the plush, hand-stitched leather seats, stroking the beautifully finished wood veneers, and enjoying the incredibly smooth, whisper-quiet ride. These well-considered additions enhance the experience and let you understand that the most delicate details often contain the most true luxury.



WE INDIANS ARE RUNNING TOWARDS LUXURY LIVING

India's market for luxury real estate is booming due to the country's rising high-net-worth population and affluent population. Although tier-two towns like Raipur are becoming the next big destinations for luxury real estate, traditionally, cities like Mumbai, Delhi, and Bangalore have led this market. There is an increasing need for exceptional building quality, creative designs, and high-end amenities. Developers are eager to profit from this movement. The first quarter of 2023 experienced a 151% year-over-year growth in sales for the luxury residential sector, according to CBRE India's "India Market Monitor Q1 2023" report. Sales of luxury apartments increased by 216% in Delhi-NCR alone, and by almost 800% in Hyderabad. Exposure to international real estate trends and architectural designs has driven the growth of luxury real estate in India.

THE SCENE AT RAIPUR IS LUXURIOUS TOO !

Life in Raipur, a city impacted by the world, is changing dramatically. The inhabitants, motivated by worldwide fashions and recently acquired prospects, long for residences that provide coziness and sophisticated sophistication. Our city is gradually experiencing a growth in the crowded avenues where dreams of lavish living flourish, each home a fashionable escape from the outside world. Everywhere you look, from serene gardens to sun-kissed roofs, you can hear tales of dreams come true in a city welcoming a new era of beauty and grace.

Raipur's housing environment has changed over the last ten years, with luxurious villas and contemporary apartments replacing more traditional designs. This change reflects the people's changing goals and ways of living. You may witness slick, contemporary structures with cutting-edge features and

environmentally friendly features while strolling through neighbourhoods. Every home has unique elements that showcase the personality and interests of the owner, from flexible living areas to state-of-the-art smart home automation.

A modern villa with voice-activated assistants that anticipate all of your demands and cutting-edge security systems that guarantee your peace of mind is no more alien to our city now. Modern architecture in Raipur has produced fascinating works of art, with every little detail grabbing your eye. They abandon all sense of practicality and fully commit to an extravagant and creative style of life. From the elegant bungalows in Tagore Nagar or Samta Colony to the tall apartments and lush green societies on the outskirts, the scene at our bustling city Raipur is luxurious too.

- Syed Kamil



FINDING LUXURY

IN RAIPUR IS EASY

Luxury projects are springing up in Raipur to meet the city's expanding demand for affluent living. Among the noteworthy projects are:



MAIRA RESORT

Maira Resort's exquisite architecture and minute details serve as a tribute to grandeur. With its elaborate carvings, the magnificent gateway ushers visitors into an opulent realm. Every room has been carefully planned with luxurious furniture and chic décor. The resort's vast, exquisitely designed gardens provide tranquil vistas in all directions. Maira Resort is a true masterpiece of luxury, with exquisite design and meticulous craftsmanship evident in every area.



MAYFAIR LAKE RESORT:

Raipur's Mayfair Lake Resort is the pinnacle of elegance and grandeur. Situated in tranquil environs, the resort provides luxurious accommodations with sumptuous furnishings and contemporary conveniences. Enjoy fine cuisine at its award-winning restaurants, relax at the spa, and take leisurely strolls around the exquisitely designed gardens. A visit at Mayfair Lake Resort is an opulent experience because of the meticulous attention to detail, which extends from the magnificent building to the individualized service.

FARM HOUSE

BY AZURE INTERIORS:

A long passageway leads to the entrance of a modern farmhouse in Chhattisgarh, seamlessly blending 21st-century comforts with old-world charm. This semi-open passageway, adorned with characterful lamps, provides views of lush greenery and transitions into a foyer featuring lustrous black flooring and a cozy seating arrangement. Inside, the living room captivates with its arched doors and multiple seating options, complemented by floral upholstery and quirky elements like a chest that serves as a coffee table. Designed by interior designers Rashi Bothra and Ruchi Gehani of Azure Interiors, the farmhouse caters to a family of four and their pets, balancing proximity to the city with a serene retreat. A gazebo by the swimming pool enhances the outdoor experience, while an open gym and spa room add to the modern amenities of this luxurious residence.



LUXE REDEFINED BY GRUPP AUTOGRAF

Luxury, after all, lies in the finer points, and as we progress, our focus on these details only sharpens. From the intricate craftsmanship of a watch's movement to the precision engineering of a luxury car, the commitment to perfection reflects our ever-evolving understanding of sophistication. With the continuous advancement of technology

and design, our capacity to deliver refined and personalized experiences ensures that the essence of luxury remains dynamic, always adapting to modern aspirations.

Grupp Autograf is set to alter the luxury landscape in Raipur, giving a new perspective on grandeur in real estate. Following the Givenchy code—"luxury is in the details"—their upcoming project illustrates how painstaking attention can improve an experience beyond expectation. Every component of their work is meticulously crafted to guarantee that no detail is overlooked, so establishing a new standard for luxury living.

There is no limit to luxury, as it is constantly transforming. The fusion of innovation, sustainability, and personal comfort defines the future of luxurious living. By embracing smart technologies for efficiency, choosing eco-friendly products and processes, and designing spaces tailored to individual tastes and needs, the luxury experience will persist, evolving in tandem with human desires. Our relentless pursuit of luxurious living has led us to unprecedented heights, unimaginable to thinkers just 200 years ago—an era where Grupp Autograf now stands ready to shape the future of Raipur's luxury scene.

- Syed Kamil