



ISPRAVA

{luxury homes in India}



Poolside, Villa Branco



Façade, Villa Cecelia



THE STORY

{It takes insight to create the inimitable}

Dining area, Villa Branco

At Isprava, we wanted to do things differently. Change the game. Create an impact. Leave an impression. Build and rent dream luxury homes that inspire the great life. But more importantly, we wanted to simplify the process, break the barriers and make buying, owning and renting out a luxury home an effortless experience.

Isprava launched in 2013 with the singular aim of becoming a global leader in the luxury home segment. Built on the pillars of exclusivity, comfort and integrity, we at Isprava believe we can accomplish this goal by staying true to these defining principles. But we also realise it takes more than pillars and principles to make an impactful difference. It takes great relationships. **That is why when you become a part of the Isprava story, you become a part of the family.**

MEET OUR BOARD OF DIRECTORS

{Nibhrant Shah}

Co-founder & CEO, Isprava

Prior to Isprava, Nibhrant founded Themis, an accounting, taxation and human resource management firm. He also invested in start-ups like Snackible, a leading healthy snacking company and StyleCracker, India's largest styling platform. He has worked as an investment banker for HSBC in New York and London, and holds a Bachelor's degree in Economics from Northwestern University.

{Nadir Godrej}

Managing Director, Godrej Industries

A stalwart from one of India's oldest and most respected business conglomerates, Nadir is the Managing Director of the Godrej Group. He holds an MBA from Harvard Business School, and a Master's degree in Chemical Engineering from Stanford University.

{Darshan Shah}

Director, Isprava

He has promoted several companies in the IT, Education and Engineering spaces which include karROX, Safehouse, Ronuk and Eyeglobal amongst others. Darshan now offers guidance on construction, project management and sourcing.

{Dhimaan Shah}

Co-founder & COO, Isprava

Dhimaan holds a Bachelor's degree in Economics from Northwestern University. He previously worked as an Investment Banker with HSBC in New York. Prior to Isprava, Dhimaan co-founded an AI driven personal styling platform - StyleCracker.

{Rohan Lamba}

Former Executive Director, Nomura, HK

His career in investment banking has been significant with experience at reputable global investment banks like Merrill Lynch, Lehman Brothers and most recently, Nomura. With 13 years of experience working in international geographies like Singapore, Hong Kong and Mumbai, his understanding of the global investment environment is indelible. As an active investor and board member of Isprava, Rohan is an imperative figure in the strategic decision making and planning processes of the company.



MEET OUR MANAGEMENT

{Nibhrant Shah}

Co-Founder & CEO

Nibhrant holds a Bachelor's degree in Economics from Northwestern University. He previously worked as an Investment Banker with companies such as HSBC. He founded Themis, an accounting, taxation and human resource management firm and has also invested in startups like Snackible, a healthy snacking company and StyleCracker, India's largest styling platform.

{Dhimaan Shah}

Co-founder & COO

Dhimaan holds a Bachelor's degree in Economics from Northwestern University. He previously worked as an Investment Banker with HSBC in New York. Prior to Isprava, Dhimaan co-founded an AI driven personal styling platform - StyleCracker.

{Kshitiz Bilala}

Head of Finance & Commercial

Kshitiz holds a Chartered Accountant degree from The Institute of Chartered Accountants of India and has cleared Level 2 from CFA Institute, USA. He has 14+ years of experience in Corporate Finance and Transaction Advisory. He previously worked as a CFO of Bombay Stock Exchange Listed Company, has led acquisitions & integrations in Europe & America and has worked as a consultant with Ernst & Young. He has expertise in areas such as Financial Management, Internal Audit, Treasury, Financial Planning and analysis.

{Nidhi Trehan}

Chief of Staff

Nidhi has an MBA in Finance, Strategy and Leadership from the Indian School of Business, Hyderabad. An engineer by education, she has previously worked with Infosys and Neuberger Berman - the asset management firm of Lehman Brother. In her last role, she was instrumental in turning around a loss making manufacturing unit in the alcohol sector.

{Kaiyan K Mistree}

Head Operations & New Business

Kaiyan spearheads the Operations and New Business divisions at Isprava. He supports all operational aspects of the company, from land acquisition to home delivery. He is responsible for design and construction as well as management and institutionalizing of effective systems and strategies that help Isprava further scale its business, projects and execution capabilities. Kaiyan brings more than 10 years of experience to Isprava. Having started his career with Architect Hafeez Contractor and subsequently as part of the first design management team at Radius Developers, Kaiyan continues to play a pivotal role in developing and delivering luxury homes and driving the company's growth.

{Soham Kapadia}

*Head Customer Relations
West and International*

Soham holds a Bachelor's degree in Business Management Studies from H.R College of Commerce. He started his career as an associate at Deloitte, following which he worked at Tranzmute Capital, a Private Equity & Consulting firm for four years before he went on to become the founder of shopequinox. in, an e-commerce website for high-quality apparel. At present, he leads the Customer Relations department at Isprava. His enthusiasm and attention to detail are what make him an invaluable asset to the team.

{Moyukh Basu}

*Head Customer Relations
North, South and International*

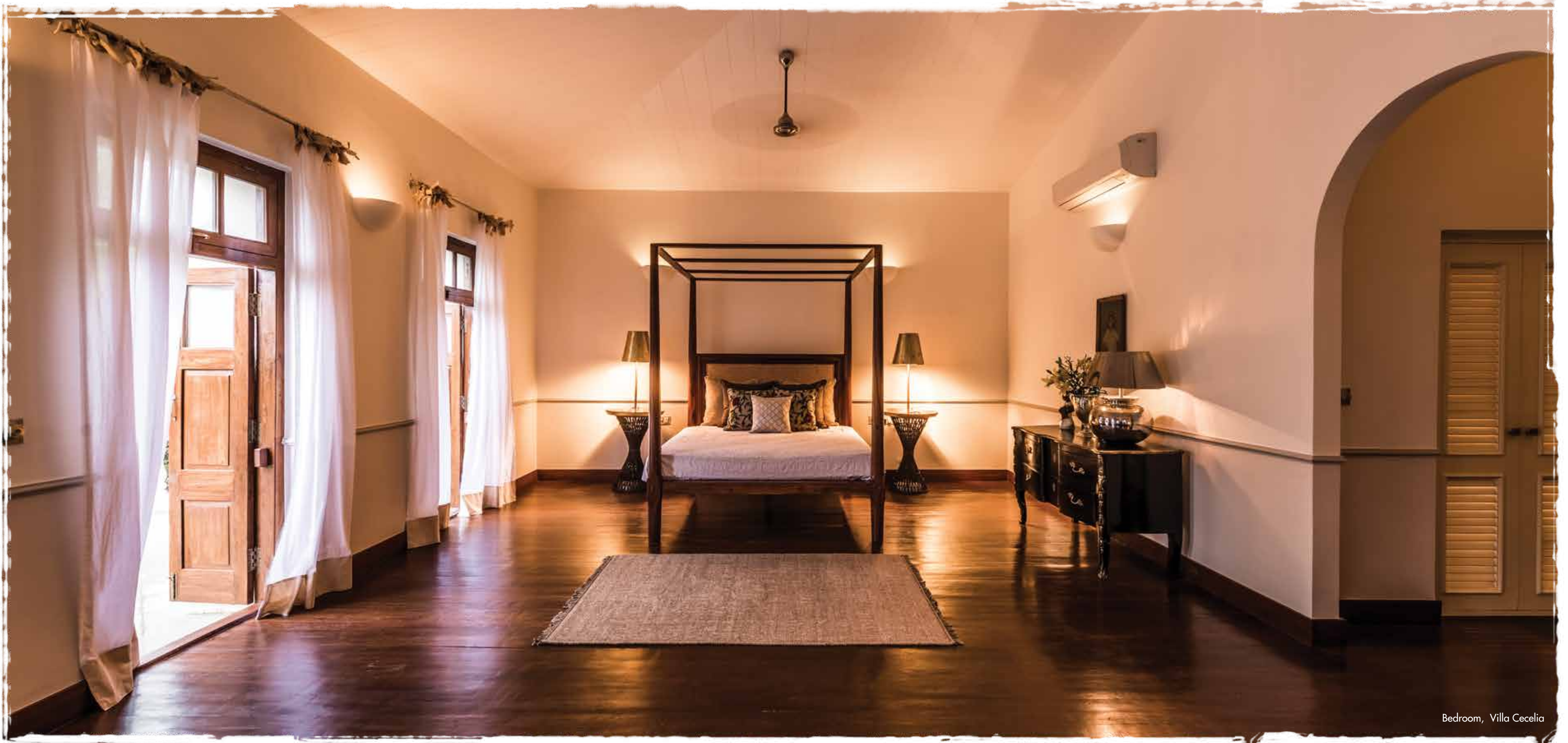
Moyukh holds a Master's Degree in International Hotel Management from Oxford University. He previously worked with TFS (India's largest F&B retail company) as their DGM, Alliances and Growth. He has also worked with Lodha as the GM, Hospitality at The World Towers. His experience ranges across various industries from hotels, hospitality, tourism, aviation to real estate.

{Chetan Dalvi}

Senior Manager - Procurement

Chetan is a qualified Chemical Engineer with an MBA degree in Supply Chain Management & Certification in Strategic & Operational Procurement from ADR-ISM, USA. He has over 11 years work experience with Prism Johnson Limited, Ambuja Cements Limited and Value Chain Solutions. He has expertise in areas such as E2E Supply Chain which includes Procurement, Logistics, Project Management pertaining to Operation and Business Excellence.





Bedroom, Villa Cecelia



THE DIFFERENCE

*{It takes challenging the ordinary
to create something extraordinary}*

At Isprava, we understand that buying a home involves many considerations. Whether it is a retirement retreat, a holiday escape or a home away from home, it needs to be an exclusive, unique and secure purchase. A valued investment that is equipped with the best-in-class facilities, amenities and services. Cushioned with heartfelt hospitality. Timeless and bespoke in style and aesthetic. A place you can call your own. **At Isprava, we strive to embrace the highest benchmarks to deliver all this and more...**

*{signature
aesthetics}*

We don't just build beautiful houses. We craft homes that redefine luxury. Ones that are luxurious yet efficient. Comfortable yet elegant. Ones that showcase traditional techniques with a contemporary outlook. At Isprava, each home is different from the other. **Each home has its own unique story to tell.**

Water Spout, Villa Verde

{furnishing, facilities & amenities}

We don't just handover a space for you to call a holiday home. We deliver a promise of exclusivity, comfort and integrity. Where every element is detailed to rival the most discerning standards. And everything has been intuitively arranged for you. **At Isprava, all you have to do is arrive.**

Each Isprava home includes:

- A unique blend of taste, style, scale and comfort
- A layout offering abundant natural light, great views, high ceilings, maximum ventilation and liveable space
- Plush, verdant and manicured lawns and a private pool*
- Complete furnishing: from modern pieces to antique furniture and artefacts
- Bespoke soft furnishings: handpicked linens, curtains and upholstery
- Custom-designed artisanal tiles and natural flooring using laterite wood and grey stone
- Amenities also include air conditioning, television, full load diesel generator set, and other white goods

**Only in Goa and Alibaug*



{the isprava concierge}

We don't just respond to requests. We anticipate them and surpass all expectations. Whether you want to surprise your partner with a candlelit dinner. Or make sure there are enough pool toys for the kids. Whether it's arranging for a yacht or indulgent massage, yoga services or even a personal chef, we will oblige. Isprava's dedicated guest relationship teams will ensure you're never left in need. They will give you unlimited access to exclusive privileges. **And make your holiday home experience one to remember.**



{seamless purchase experience}

We don't just sell you a home we provide you with a seamless experience. We have designed a fool-proof and transparent purchasing process. One that entails:

- Up-to-date paperwork and documentation
- On-time completion of projects
- Fully approved land clearances
- The most stringent adherence to all guidelines

Isprava's commitment to its clients is inherent and the purchase experience unlike any other.

{convenient renting out protocol}

We don't just make homes for your holidays. We create great investment opportunities as well. A smart source of secondary income. At Isprava, we appreciate the potential in renting out our properties. We cater to make this possible in a convenient manner. By identifying your needs and assisting you with all the relevant resources. By competitively marketing the property for you and renting out the home without complicated procedures. **At Isprava, you are always assured the finest assistance.**



{property management services}

We don't just give you a luxury property. We extend complimentary property management services*.

Our entourage is at your service:

- Property Manager
- Guest Relations Manager
- Permanent Cleaning Staff
- Electrician
- Plumber
- Gardener
- Pool Maintenance Team
- Security Guard
- Car and Driver**
- Monthly Report

**For your first year*

***At an additional cost*



{social awareness & action}

We don't just strive to make a difference in your life. We also want to make a difference in the world.

By undertaking socially responsible initiatives like:

- We have incorporated rainwater harvesting in the homes and an irrigation system. Rainwater harvesting reduces the demand for groundwater and mains water use by 80% while irrigation system saves approximately 30% to 40% of water.
- Isprava is committed to keeping the locales we work in – clean. We have incorporated a waste management program by installing standardized color-coded German bins that have clear signage and are odor proof with wheels for easy transportation to segregate waste. The compost from dry waste is used for gardening while the waste from each home is turned into organic manure and deposited into the home composter kit.
- Isprava has gone an extra mile to inculcate sustainability in the flooring at all homes. Old Burma teak sourced from retired ships adorn most of the floors, in addition to handmade cement tiles and stone that add to the diversity in design. Refurbished wood from heritage buildings across India is used as doors and windows in our homes.

**Actual photographs of villas*



Bedroom, Villa Azul

THE DESTINATIONS

*{It takes breathtaking locales to make
the most extravagant homes feel richer}*

At Isprava, we seek destinations that will give our homes a unique personality. Destinations that are diverse and vibrant. Destinations that form attractive, long-term investments. From the most popular spots to the best kept secrets. Whether that takes us to the sun, seas and sands of **Goa**, to the beaches of **Alibaug**, or transports us to the tranquil hills of **The Nilgiris**. We handpick destinations that will fulfill every home owner's desire—from the sea-loving to those who prefer peaceful mountainscapes, and beyond.

We have the perfect destination for you and your home-to-be.

{isprava's goa}

It's not just the Goa you know. It's more than beautiful beaches and cookie cutter resorts. It's Isprava's first home. Isprava has created elegant homes surrounded by greenery, as well as sea and sand. We have explored Goa's rich history and heritage, and brought it into our homes. We have positioned ourselves near the best in food, culture and scenery. And introduced to Goa our discreet style amidst its subtle charm. **Isprava's Goa is a place you will be enticed to visit 365 days a year.**



View from Villa Capela

{isprava's nilgiris}

It's not just any ordinary destination. It's a destination of hills that will lure you in. For its untouched beauty, its rich culture and abundant nature. For its extensive peaks, peace-loving people and National Geographic ranking it as the second best climate in the world. For its private tea plantations, regal British manors and expansive golf courses. It compelled us to make our Isprava mark on its terrains. A short 2-hour panoramic drive from Coimbatore International Airport will bring you to this destination. Equestrian enthusiasts, nature lovers and golf fanatics... This place has been chosen just for you. **Isprava's Nilgiris is a place to desire, for more reasons than one.**



Lush Greenery of The Nilgiris

{isprava's alibaug}

It's not just the 'mini-Goa' of Maharashtra. Alibaug is a destination having pristine views, windy beaches, and lush greenery. For its ancient forts, temples, forest areas, multiple beaches, and great weather all-year-round. And its connectivity, through road as well as water, makes it an easy getaway for everyone. **Isprava's Alibaug is a place to escape and stay amidst nature.**

{isprava's future}

At Isprava we have so far been enchanted by India's Goa, Coonoor and Alibaug, but we are always looking for more. From the golf courses of Bangalore, all the way to the sandy shores of Sri Lanka. We are embarking on new adventures and embracing the most picturesque locales. **Isprava's world is full of wonder, just waiting to be discovered.**



Courtyard and Pool, Casa Brava

THE HOSPITALITY

{It takes superlative service and kindness to transform an experience and make it truly luxurious}

Outdoor Dining, Igreha Vaddo

When you set off on your vacation, there are two things you most definitely look for – quality service and great comfort. At Isprava, you will find all of that and more. Renting an Isprava home means promising yourself the best that luxury living has to offer. Be it a quick escape from the chaos at work or a much-needed getaway with your better half, we at Isprava ensure that all our properties exceed your expectations in every way.

An Isprava home also signifies the epitome of fine hospitality. Need the pool cleaned before you take a quick dip? Our dedicated caretakers will see to that. Want to reserve a table for two at that wonderful restaurant everyone's been raving about? Let our efficient travel desk help you out. Believe us when we say that we can get you what you desire at the drop of a hat. All you need to do is sit back, relax and make the most of your vacation.

{unique homes}

Each Isprava property is breathtaking in its beauty. Designed to perfection, every home is different, drawing inspiration from its destination. Step into any of our fully-furnished homes across the country and prepare to be swept away by the quiet charm. You will always find the most luxurious decor, coupled with home-style comforts and interspersed with antiques, offering excellent amenities that will make you want to stay put for eternity.

{serviced luxury living}

We strive to make sure that when you rent out an Isprava home, you make memories for a lifetime. And that happens only when you have an impeccable stay. Our housekeeping team helps you achieve just that. Be it fishing out the pool toys

or whipping you up a scrumptious meal after your swim, our team does it with ease. As you prepare to head out for the day, take the time to sit down and relish a scrumptious, home-cooked complimentary breakfast prepared by our experienced, in-house staff. From renting you a car to booking you an appointment with the best masseuse, we have a team that does it all. They can organize yoga classes if you're so inclined, have chefs whip you up Continental specials and more. You need, only ask.

{guest relationship services}

Think of the Guest Relations Manager as your new best friend. Holidaying in a new land comes with its own set of worries but with Isprava, put your problems on the back burner. Our on-ground specialists are superheroes without the cape who will cater to your every need and even curate bespoke experiences for you, should the mood arise. Your Guest Relations Manager can help you with a number of different things. You may be looking for a specific car to cruise along in for the course of your stay. Or, you may want to reserve a table for your group at one of the best restaurants around town. Let our travel desk work their magic and make it happen. At Isprava, there is nothing that cannot be arranged in order to make your vacation an excellent one.

The signature Isprava luxury and hospitality experience has sure come a long way. What started off as a single home offering four rooms on rent is soon set to become massive chains of hundreds of elegant rooms, all of which are up for rent. In the near future, we at Isprava intend to take things up a notch by establishing beautifully designed Isprava-esque homes across the globe. We are striving to bring you our top-notch services and inimitable experiences, no matter which corner of the world you are at, and that we believe, is the mark of great hospitality.



Door to Garden, Villa Verde

THE HOMES

{It takes more than design and style to make a house a home, it takes passion and soul}

{estates}

Luxury living has found a new address with Isprava’s lavish estates. With a palatial home sprawling across a huge plot of land, Isprava promises distinction in design, style and luxury. Each estate offers stunning, unobstructed views of the serene landscape surrounding the home.

{villas}

Charming in style and luxe in detail, Isprava villas offer a perfect balance of exclusivity, luxury, and privacy without any compromise. Each villa is designed to make you feel completely at home, while offering you the luxuries of a seven star hotel.

{vaddos and hamlets}

Isprava’s Vaddo (in Goa and Alibaug) and Hamlet (in Coonoor) epitomize community style living where each home has a unique aesthetic and private pool*, defying the usual cookie cutter gated villas. Our Vaddos and Hamlets are designed to offer you all the luxuries and privacy of an independent villa while being surrounded among like minded neighbors.

**Only in Goa and Alibaug*

	Estates Palatial Living	Villas Family Living	Vaddos and Hamlets Community living
Private Pool*	●	●	●
Private Garden	●	●	●
International Design	●	●	●
Ownership of Land	●	●	●
Type of Ownership	Freehold	Freehold	Society
Fully Furnished with Antiques	●	●	●
Custom Designed Flooring	●	●	●
Diesel Generator Set	●	●	●
White Goods	●	●	●
TV Set Top Box	●	●	●
Wi-Fi	●	●	●
Well	●	●	●
Water Connection	●	●	●
Property Management Services	FOC 1st year	FOC 1st year	FOC 1st year
Guest Relations Services	FOC	FOC	FOC
Optional Rental Management	●	●	●
Water Harvesting	●	●	●
Irrigation System	●	●	●

**Only in Goa and Alibaug*



Balcony, Igreja Vaddo

THE INVESTORS

*{It takes great minds together
to create the strongest foundations}*

Living Room, Villa Azul

{Nadir Godrej}

Managing Director, Godrej Industries

"When you think luxury homes, the first thing that comes to mind is Isprava. It stands apart and instantly provokes interest. Not only for their unique homes and indistinguishable style, but also for their transparent and seamless process and heartfelt community service. It is the company's perpetual passion that has propelled them to become market leaders in such a short span of time. Their recent round of funding is a bold acknowledgement of not only what Isprava has achieved so far, but also the potential of the new heights the company will reach."

{Kavi Gupta}

Managing Director, Global head of Rates Trading, BAML

"Isprava epitomises true luxury. Whether it's their construction or décor, their service or style—it is subtle, understated and elegant with serious attention to detail. The homes are aesthetically as gorgeous as any I've seen in the world. Their corporate governance, solid management, attention to detail and aesthetic beauty of the homes is what convinced me to invest in Isprava."

{Piyush Vora}

Ex CFO, Lodha

"As an investor always in search of the most attractive avenues, Isprava enticed me for its impeccable execution, innovation and organisation. The business team, its track record, the product and competitive advantage are things I always study before funding. Isprava ticked all the boxes, and held a persuasive position in terms of its current value and the growth potential it has for the future."

{Anand Piramal}

Executive Director, Piramal Group

Anand Piramal holds a BA from the University of Pennsylvania and an MBA from Harvard Business School. He has always been fascinated by the world of design and has been leading the real estate arm of the Piramal Group while being actively involved in strategy, values and organization development. He has been a part of the Isprava story almost since our inception, when after visiting one of our first properties, he connected with the brand and the values that we stand for. It was our commitment and dedication to building beautiful luxury homes in a transparent and honest manner that steered Anand to invest in Isprava.

{Ashutosh Taparia}

Joint Managing Director, Famy Care

"A brilliant idea is one thing. The tenacity, passion and enthusiasm to bring that brilliant idea to life is a whole other. It is all about the willingness to learn, adapt, create and innovate every step of the way. Isprava's desire to transform the holiday home space and its gusto to truly do something different is what inspired my interest in the company. For an investor, all things considered, passion is a big driver to invest, as those who have a will, will always find a way. Isprava has outdone itself, as I always believed it would."

*{Ritwik
Bhattacharjee}*

Blackstone RE/ Embassy

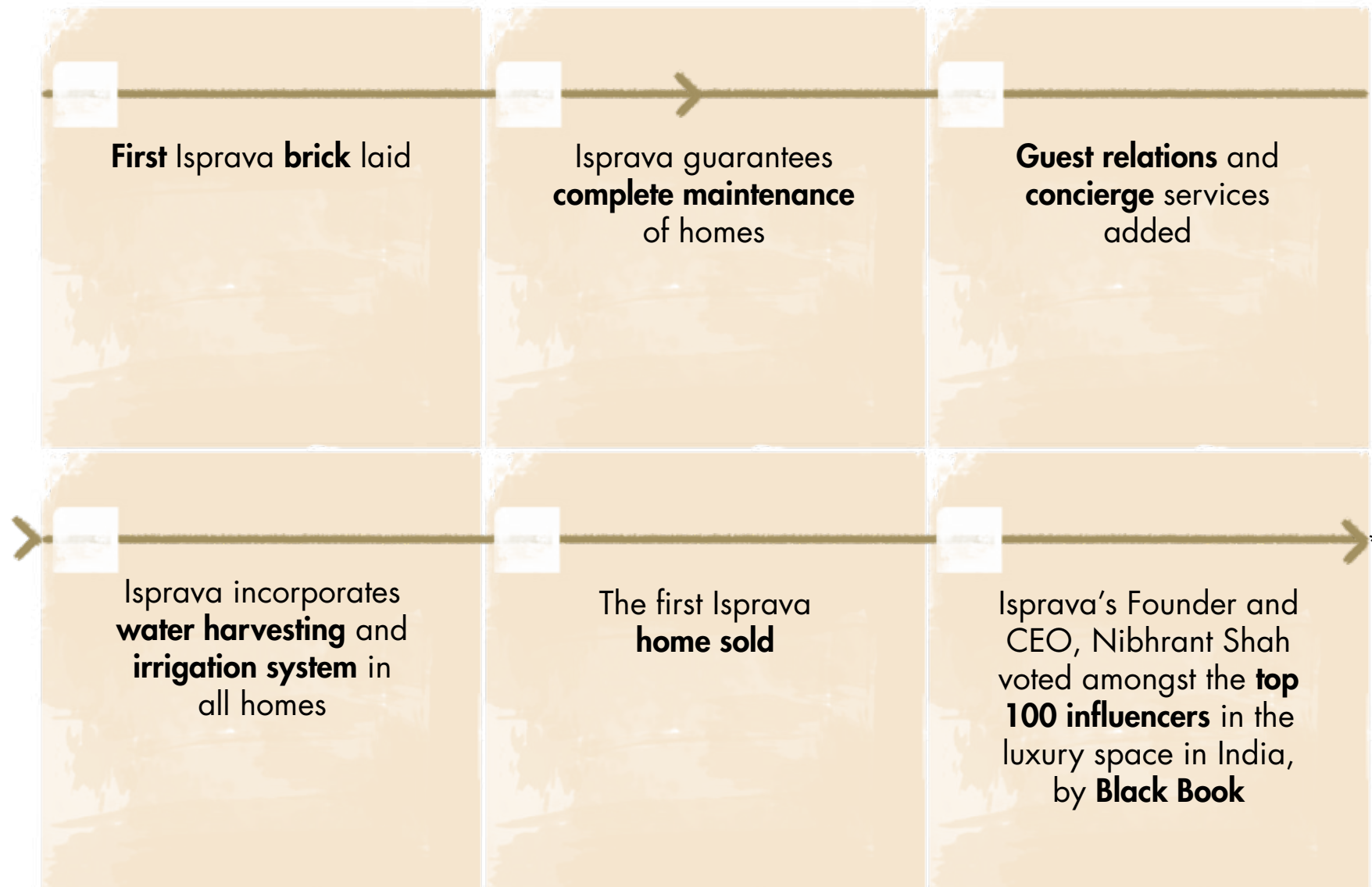
"The real estate sector can feel like a maze of copycats trying to outdo the other. Isprava is different. They have managed to find the gaps that have always existed, and fill them with their expertise and insight. For them, it's not just about selling a holiday home. It's about delivering an experience which resonates the values of honesty and transparency. They make it their prerogative to bring to attention investment fundamentals, beyond the enticement of buying a luxury home. And they succeed in exceeding the expectations of all stakeholders alike."

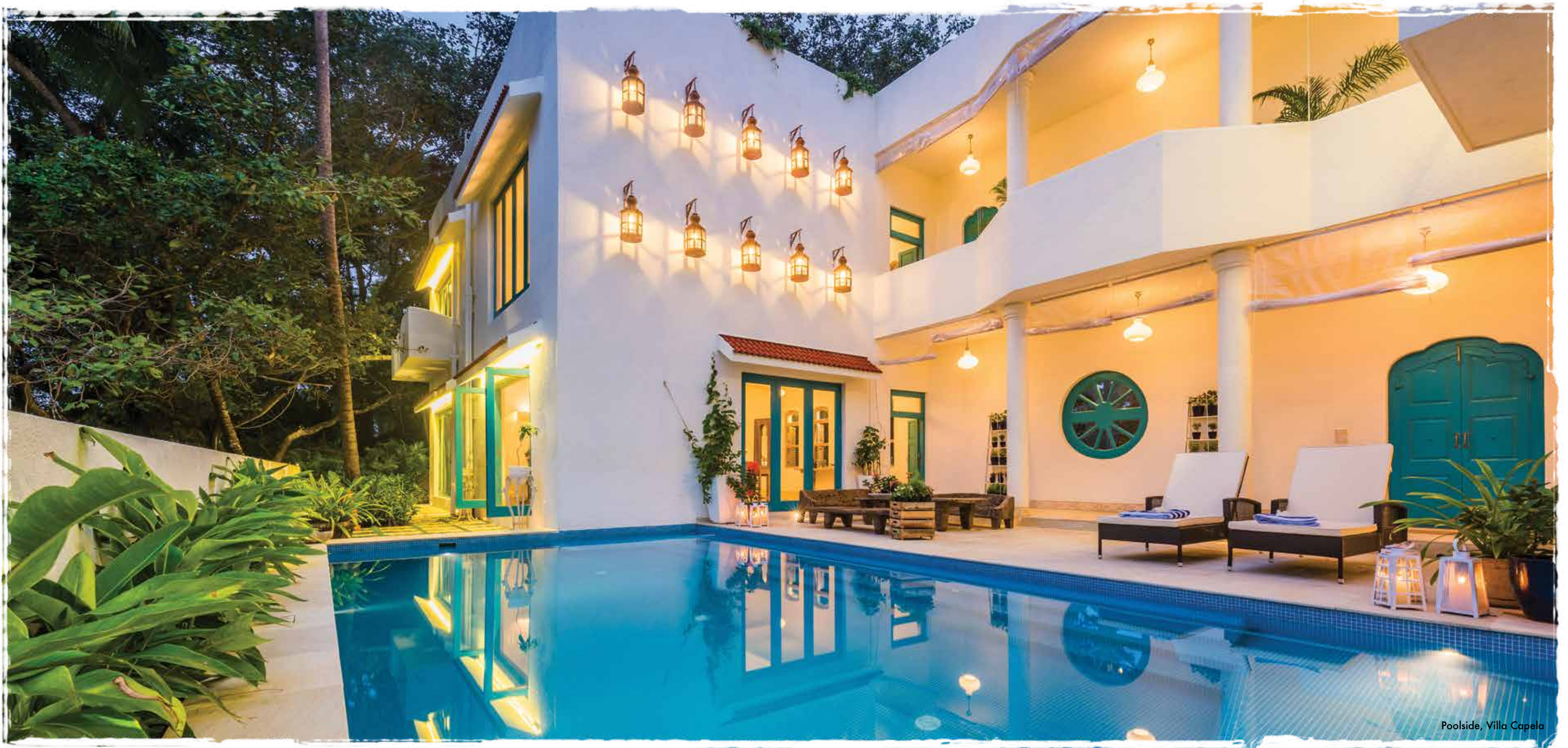


Bedroom, Villa Verde

THE MILESTONES

{It takes stepping stones to reach great achievements}





Poolside, Villa Capela

THE TESTIMONIALS

{It takes a good experience to make the best memories}

A growing family, a need for privacy and 10 years of thinking about what our dream home should be like led us to discovering Isprava. Given the ambiguity surrounding clear title of land in Goa, we wanted to make this particular aspect crystal clear. Most importantly, we wanted to achieve all this without a headache during the entire process. We met Isprava when they were a relatively new company and had just completed their first three homes. We were impressed with their vision and it ticked all our boxes. When Isprava says welcome to the family, they mean it. They hold your hand from day one and continue to do so even after they deliver the home. This sets them apart from anyone else out there. The entire process for us was seamless, where Isprava was very committed to giving us peace of mind by being engaged and responsive at all times. For a real estate buyer, there is nothing more valuable than this.

Aman Bahl

*Managing Director,
Noorjehan Exports
and proud Isprava home owner*

Berjis and I had looked at over 100 villas in Goa in the past five years. We loved the city and were keen to buy a cozy and inviting holiday home in order to spend more time in the sunny state. Unfortunately, the market was inundated with cookie cutter homes that lacked charm, privacy, personality and attention to detail. We first met Rohit from the Isprava team following which we saw some of Isprava's completed homes. We fell in love with the design sensibility, the finished product and the customer experience. The entire process is seamless and hassle-free with the highlight being the end-to-end service from clear land titles to a beautiful, furnished holiday home. What sets Isprava apart is their team, everyone we interacted with was so helpful and trustworthy that we have ended up becoming friends! Not only are we excited for our fabulously designed space but the five-star comforts that come with each home including property management and concierge services.

Vandana and Berjis Desai

*Former Senior Partner, JSA Law
and proud Isprava home owner*

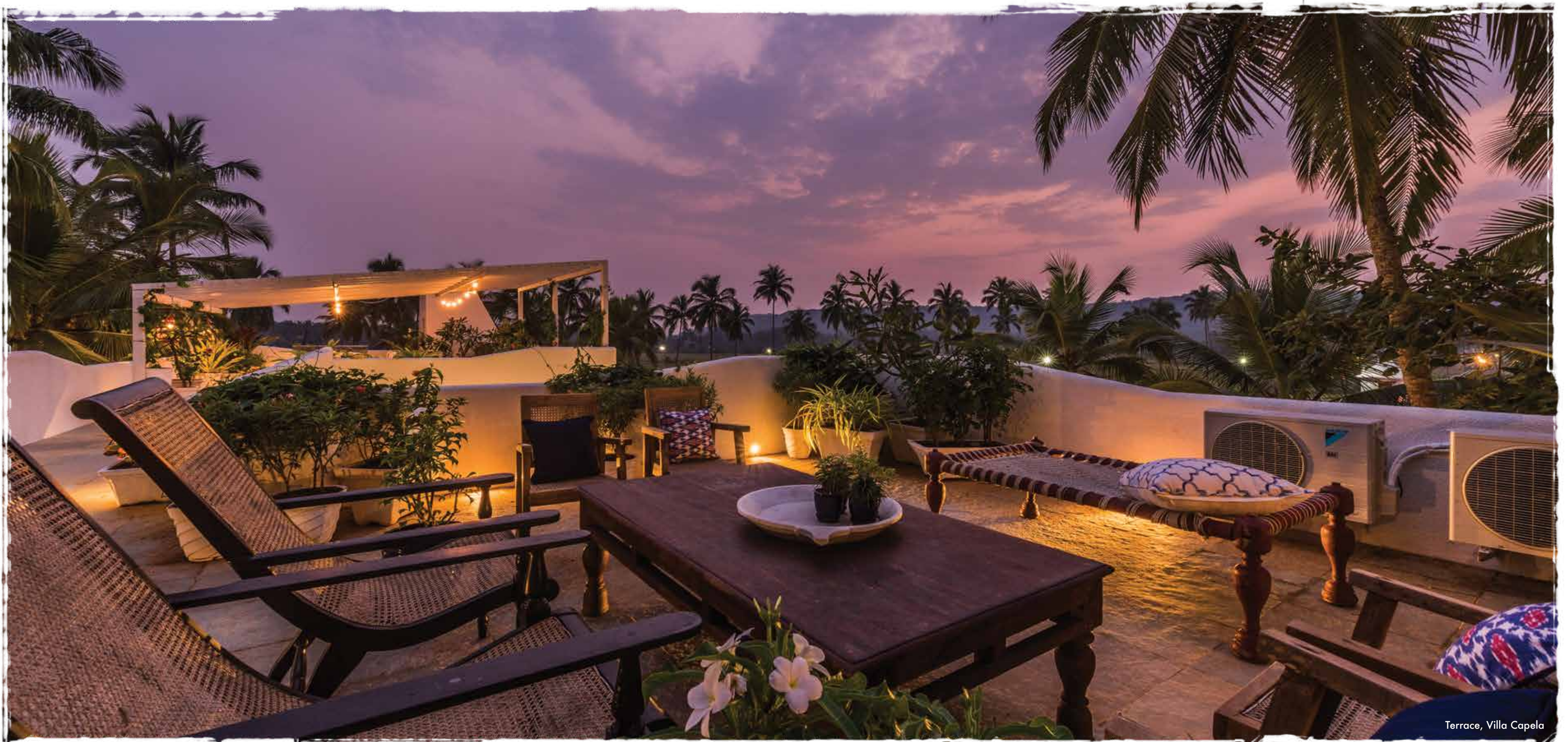
Mita and I have always dreamt of building a creative home, something which would augment our holidays and yet be away from all the fuss and chaos. From the first time we approached Isprava until today, we have always felt like a part of their family. We feel like their buddies and the help and assistance they give is surreal. They look after Villa Verde and are literally always available for anything we need with regards to our home. There isn't one aspect we can single out on; it is the whole package which makes our Isprava experience very exclusive. Our decision to buy an Isprava home was fairly easy, given the light and airy layout, the interiors and the attractive flooring – everything we love in a holiday home! Our relationship has grown even stronger after we've bought a second Isprava home for our parents.

Vinay Agrawal

*Founder and Managing Director,
Unicel Technologies
and proud Isprava home owner*



Bedroom, Igreha Vaddo



Terrace, Villa Capela

MEDIA MOMENTS

Condé Nast Traveler

Condé Nast
Traveler

ISPRAVA'S VILLA EVORA IN GOA IS ONE OF THE
10 BEAUTIFUL VILLAS TO RENT THIS MONSOON



This four-bedroom villa is located in the heart of Assagao, with a plethora of restaurants and bars within a 10-minute drive. Your days here will be spent relaxing in the courtyard, or lapping the pool. The staff will make breakfast for you (ask for the poie with eggs), with other meals available on request. You can ask for French, Lebanese or Goan cuisine. For an authentic Goan experience stop by Anand Bar, a few minutes away for a fish thali.

The Economic Times

Isprava Gets ₹21 cr in Second Round

Supraja.Srinivasan
@timesgroup.com

Mumbai: Luxury holiday home developer Isprava has raised ₹21 crore (over \$3 million), in its second institutional round of funding, led by the Godrej family office. Anand Pirmal, son of billionaire businessman Ajay Pirmal, and the Taparia family office, founders of contraceptive maker Fami Care that was sold to Mylan. With this, the total capital raised by Isprava stands at over ₹70 crore. The investment values Isprava at about ₹330 crore, a massive jump from the ₹77 crore it was valued at last year when it raised about ₹11 crore from investors. The four-year-old company bu-

ilds and develops luxury homes ranging between ₹3 and ₹30 crore across Goa and Nilgiris and is looking to expand its footprints, both in India and overseas. "We have developed about 50 homes so far and expect to scale this to 120 by the end of FY22. We are already cash flow positive owing to high margins of 25-30%," founder Nibhrant Shah told ET. Despite the realty market witnessing turbulence through the past 18 months, Isprava has been an outlier having closed FY18 with ₹180 crore in revenues, the firm claims. The capital will also be used to launch a new business line in the hospitality network offering luxury homestays and homes for travellers, similar to the Airbnb model.

Prop-Tiger



Comments on the deal: "Isprava is a well-run company with a strong track record of delivering high-quality luxury homes. The investment in Isprava is a testament to the company's growth potential and the demand for luxury holiday homes in India. We are excited to support the company's expansion plans and look forward to seeing the company's continued success in the future."

ET Luxury



LUXURY IN VERDANT LOCALES
A NEW WAVE IN THE WORLD OF HOLIDAY HOMES



"We believe the high-end holiday home market in India is poised for massive growth. India's rich and diverse heritage, coupled with its strategic location, makes it an ideal destination for luxury holiday homes. We are excited to be part of this growth and to offer our guests a truly luxurious experience."



Black Book



"Luxury is not just about the material, it's about the experience. It's about the feeling of being in a place that is truly special. We are committed to creating a unique and memorable experience for every guest who stays at Isprava."

Architectural Digest



BW 40 Under 40



BW Hotelier



21 June, 2018
by Vaishali Dar

Print this article
Font size 16

WITH ITS recent fundraise of Rs 21 Cr from Godrej family office, Anand Pirmal, Isprava is building and developing luxury homes ranging between Rs 3 and 30 crore across Goa and Nilgiris and looking to expand its footprints, both in India and overseas.

Nibhrant Shah, Founder & CEO plans to use the amount for further team development, marketing and technology, entering new markets alongside launching a new business line in the hospitality network offering luxury homestays and homes for travellers.

Mumbai Mirror



Elle Decor

ELLE DECOR



{crafting your legacy of luxury}
Isprava builds homes that go beyond the ordinary. Homes that will capture your imagination and transport you to a world of luxury, comfort and calm.

ELLE DECOR



Isprava is India's leading luxury home developer with a portfolio of over 50 homes across Goa and Nilgiris. The company is committed to creating a unique and memorable experience for every guest who stays at Isprava.

Business Standard

Godrej family office, Pirmal scion invest in luxury realty firm

RAGHAVENDRA KAMATH
Mumbai, 10 May

The Godrej family office and Anand Pirmal, executive director of Pirmal Group and son of Ajay Pirmal, have invested in a real estate firm to build high-end luxury holiday homes in Goa, and the Nilgiris in Tamil Nadu. Incidentally, both Godrej and Pirmal run real estate companies that build high-end homes, among others. Isprava, the real estate company, had raised about ₹10 crore from the investors initially. "I have known the promoters of Isprava for a long time and had a shareholding in the predecessor company. My company participated in this round of investment as well," said Godrej chairman



Godrej Agrovat Chairman Nadir Godrej (left) and Pirmal Group Executive Director Anand Pirmal have invested in Isprava

The company plans to build 40 homes in Goa and Nilgiris, including villas, vados (community home), and others, and ramp up its hospitality and rental division. It will have over 150 rooms over the next three years, said Nibhrant Shah, founder, chief executive officer and director of Isprava.

Better Interiors



Condé Nast

MOVERS & MAKERS



NIBHRANT SHAH
Founder & CEO, Isprava
Luxury Homes; Founder, Themis Consult

"After working in an investment banker in New York and London, I founded Isprava in 2012. When I returned to India, I found a gaping hole in the luxury holiday home market. There was a number of problems with the standard approach to real estate development: adherence to regulations was often lax, homes lacked authenticity and exclusivity, personal comfort wasn't a priority, and attention to the larger community was lacking. My mission became to redefine the luxury real estate industry by creating a trustworthy and world-class experience. Isprava's high standards include achieving customer satisfaction via operational excellence, high design aesthetics, convenience, transparency and honesty. We also strive to have a long-lasting association with the home owner and the community. We have luxury villas in various locations in Goa. Before Isprava, I founded a company called Themis that works with over 450

The Times Of India



Forbes



The Economic Times

OMIC TIMES

FAMILY BUSINESS ROUNDTABLE

NxtGen

WHERE INNOVATION MEETS BUSINESS



NIBHRANT SHAH
FOUNDER, ISPRAVA

Herald



Hindustan Times





CONTACT US

For more information on Isprava's homes for sale and rent, please contact us...

Email: info@isprava.com | rent@isprava.com

Telephone: +91-8080808797 or
022-40007777

Address: Impression House, 42A, GD Ambedkar Marg,
Kohinoor Mill, Wadala West, Mumbai 400031

Website: www.isprava.com

We also offer the opportunity
to rent out our exquisite luxury
homes for you to indulge in the
Isprava Experience

Living Room, Villa Cecelia

