



BEYOND
the
WEEKEND

ALIBAUG'S RISE AS A PRIMARY ADDRESS





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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 worth about USD 360 million spread 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 to homeowners. 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

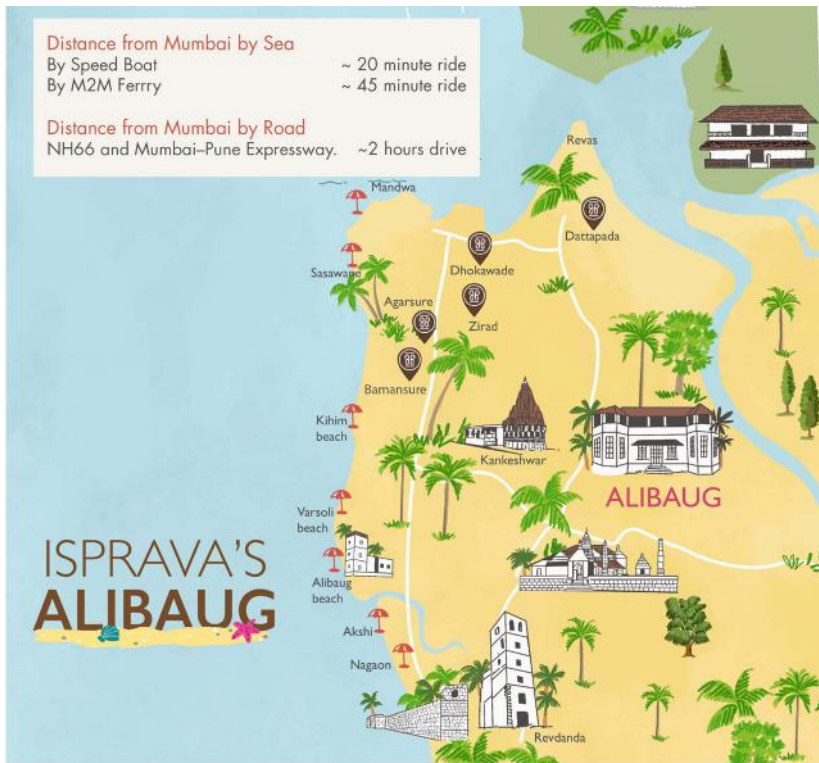


4
Premium Destinations

2. ALIBAUG BECKONS

THE QUIET COUNTERPART TO BOMBAY'S PULSE

Once a quiet beach town, Alibaug is now where India's top buyers are investing in luxury villas. Limited supply, clean air, and growing demand for space and privacy have made it a serious choice—not just for weekends, but for life.



With seamless connectivity—by sea and road—Alibaug emerges as a luxurious yet accessible extension of Mumbai, making it not just a weekend escape but a long-term, legacy-grade investment blending lifestyle, convenience, and capital appreciation.

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:

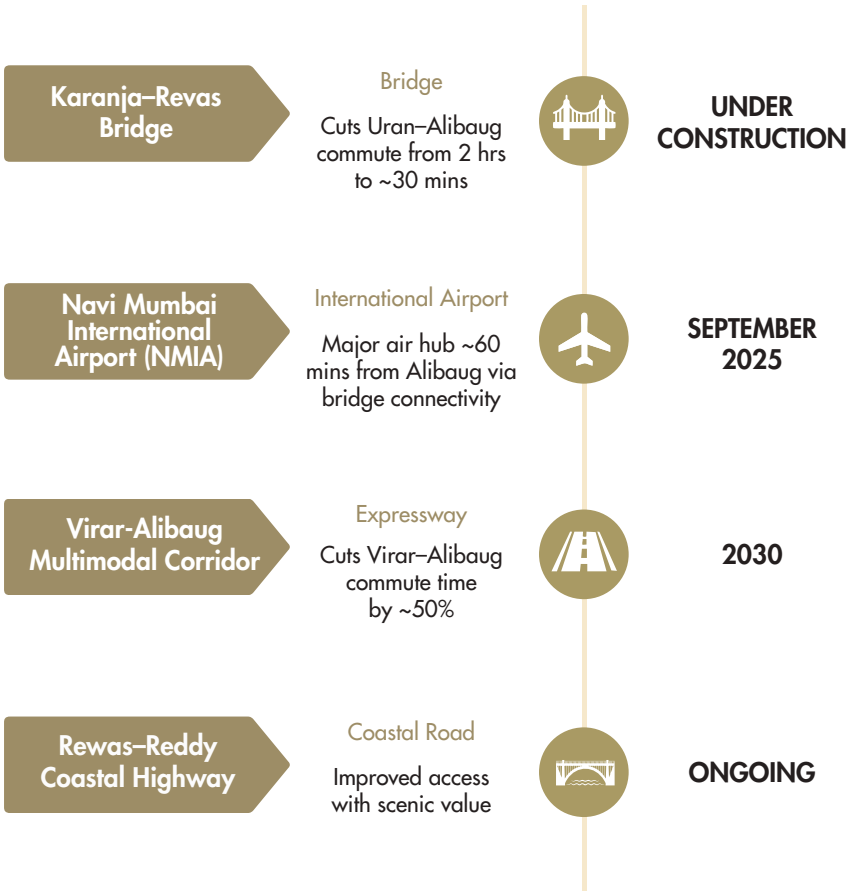
Project	Time/Connectivity Impact	Strategic Value
Atal Setu (MTHL)	Reduces South Mumbai to Navi Mumbai commute by ~45 mins; Alibaug now ~60–70 mins via MTHL + internal roads	Connects city center to Konkan region, enables daily commuting
RoRo Ferry (M2M)	90 mins between Gateway and Mandwa with vehicle 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



* Actual image

UPCOMING 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] www.navimumbaihouses.com * [3] Reddit, NMIA set to begin operations May 2025, Feb 27, 2025.
* [4] The Metrolink Guy, Virar-Alibaug Multimodal Corridor. * Housing.com, Virar-Alibaug Multimodal Corridor: Fact guide, Apr 22, 2024.
* [5] 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)

20,482/km ² (Worli) 25,000+/km ² (Juhu)	 Population Density	~425/km ² (Alibaug Taluka)
180-220 (Poor to Very Poor)	 Air Quality Index (AQI)	40-60 (Good to Moderate)
~75-85 dB	 Noise Pollution	~40-50 dB
₹ 1.2-1.5 lakh/sq.ft (luxury flats)	 Property Rates	₹ 20K-30K/sq.ft (premium villa projects)
₹ 100-120 Cr in top pockets	 Land Cost (per acre)	₹ 10-15 Cr in Alibaug luxury belts
~4-6% CAGR (Juhu/Worli luxury)	 Capital Appreciation	~12-18% CAGR (Alibaug sea-belt)
<13% (Mumbai avg)	 Green Cover	>50% (Raigad coastal taluka)
>60 mins intra-city + inconsistent traffic	 Commute to SoBo	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
<5% (urban flats)	 Open Space Per Home	~80% (villas with land ownership)
Urban Heat Island; ~35-38°C peaks	 Weather Comfort Index	Coastal breeze; ~30-32°C average

Source:

- Population Density: GeoIQ, Worli Pincode 400018, 2020. Census India 2011, Alibaug Taluka Demographics.
- Air Quality Index (AQI): AQICN, Worli AQI Reading - July 2025. IQAir, Alibaug Air Quality Report - July 2025.
- Noise Pollution: LinkedIn Article on Mumbai Noise Pollution - Savitha Rao, 2017.
- Property Rates: 99acres.com, Worli Property Listings - 2024-25. Indian Express, India's costliest apartment sold in Worli - May 2025. 99acres.com, Alibaug Land Listings - 2024-25.
- Capital Appreciation: Times of India, Mumbai Housing Market Insights - March 2024. Times Property, Alibaug Investment Growth - 2023.
- Green Cover: Mumbai Mirror via Wikipedia, Mumbai Green Cover - 2020. CityPopulation.de, Alibaug (Raigad) Area and Environment - 2023.
- Commute & Connectivity: M2M Ferries Schedule (RoRo), 2024-25. Mumbai Trans Harbour Link (MTHL) Project Updates - 2024.
- Weather & WFH Comfort: Weather Underground, Alibaug - July 2025. IQAir Real-Time Weather & Pollution Data - 2025.

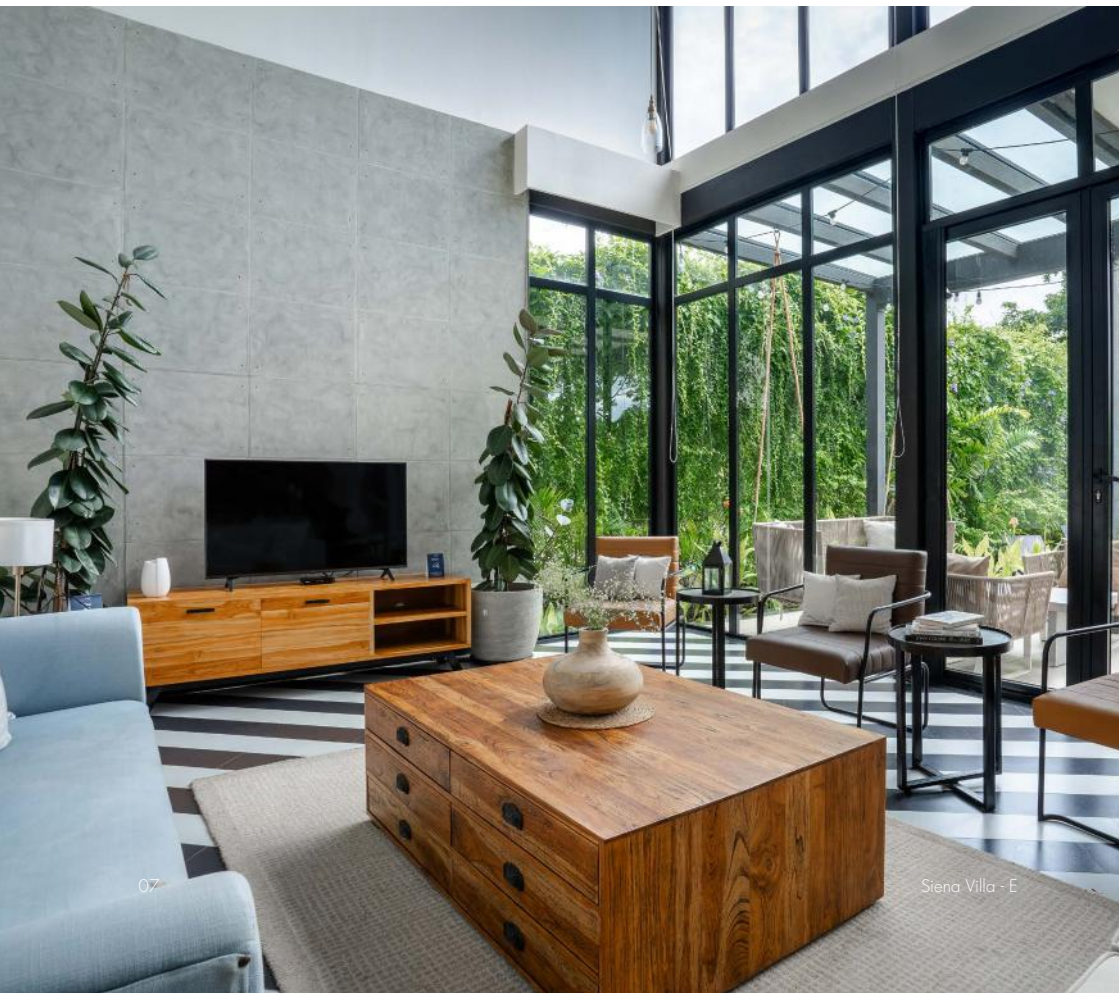
5. THE NRI SHIFT:

FROM EMOTIONAL BUYS TO SMART INVESTMENTS IN ALIBAUG

Once emotionally driven, NRI investments in Indian real estate have become sharply strategic. In 2024, NRIs invested \$14.9 billion a 20% YoY jump, with 70% directed toward residential assets⁽¹⁾.

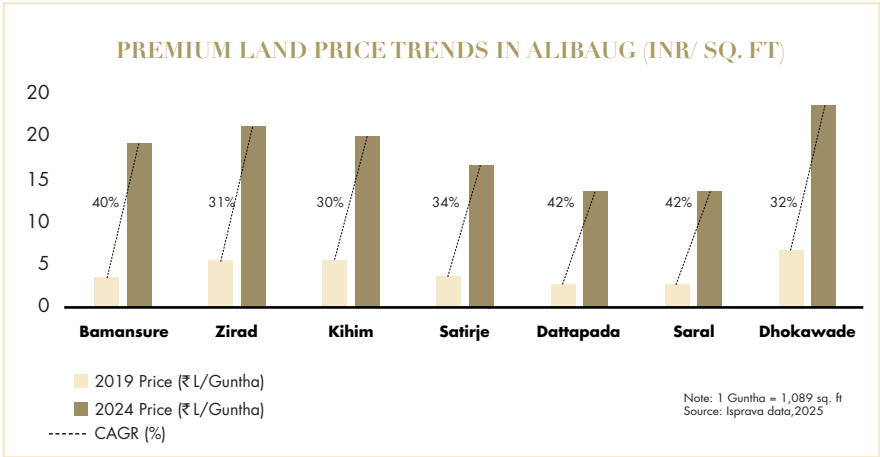
Luxury housing now forms 16% of total real estate sales, up from 6–7% pre-pandemic, driven by a

preference for lifestyle-led, high-value homes. As India's property market marches toward the \$1 trillion mark by 2030⁽¹⁾, coastal micro-markets like Alibaug are becoming prime investment hotspots.



PERFORMANCE THAT’S OUTPACING THE MARKET

The post-pandemic years have seen unprecedented appreciation in Alibaug’s key micro-markets. Land prices have more than tripled in certain pockets between 2019 and 2024. The data below reveals the consistency of this rise across locations:



Alibaug’s rise isn’t just about the land. Few micro-markets today offer the kind of balanced return profile Alibaug delivers. Rental yields from second homes are averaging 5–6% annually, thanks to strong weekend demand and seasonal tourism. Meanwhile, capital values continue to rise at a steady 12–15% per year, supported by improving infrastructure and a lifestyle shift among high-income buyers⁽²⁾. Projections estimate over 54% price growth between 2020 and 2025

alone, placing Alibaug ahead of most Tier 1 metros in terms of compounded annual returns, especially for land and plotted developments⁽³⁾.

The buyer profile is also changing. Today’s audience is not just a weekend visitor but a long-stay resident or portfolio investor, often looking at multi-generational asset building. This evolution in demand is adding further pressure on supply, driving long-term value.

Source:

[1] Construction Week, 2024. NRI Investments in Indian Real Estate. Retrieved from www.constructionweekonline.com
[2] ET News, 2024. <https://www.etnews.com/real-estate/real-estate-news/alibaug-emerges-as-new-luxury-realty-destination-near-mumbai-article-116274437>
[3] CBRE Report, 2014. <https://www.cbre.co.in/insights/reports/unravelling-the-trends-shaping-india-s-real-estate-market-in-2024>
India Post, 2024. <https://indiapost.com/alibaug-luxury-villa-market-trends-and-opportunities-for-2025>

7. 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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