



# HUBTOWN – THE TIMES OF INDIA CHANNEL PARTNER AWARDS 2025

Circulated with The Times of India, Mumbai

Powered by **BombayTimes**

Wednesday, 10 December 2025

AWARDS 2025

An Advertorial and Real Estate Promotional Feature

An Optimal Media Solutions Initiative, A division of Times Internet Limited

# Luxury real estate with the touch of Bollywood Aesthetic

An evening on luxury living saw Bollywood stars up close with key players of Mumbai's luxury and some premium channel partners.

Stars of Bollywood joined the who's who of Mumbai's fine and luxury real estate sector to celebrate an evening of city's some of the premium residential market. Hubtown - The Times of India Channel Partner Awards 2025 emerged as a memorable panorama at an opulent venue befitting the glittering event.

The evening envisioned by prominent luxury realtor Hubtown with OMS - A Division of Times Internet Limited, the Times of India saw in depth discussions and celebration of the present and future of luxury real estate sector.

**Reimagination of luxury living**  
OMS which has consistently built platforms spotlighting the vision and masterminds behind them, turned the limelight onto leaders and channel partners in the luxury real estate sector.

This is the second edition of the Hubtown - The Times of India Channel Partner Awards 2025. This was conceptualised and implemented with an aim to reward and recognise unique talents who played an important part in the growth of luxury housing market.

Mumbai has always welcomed luxury living with open arms, and there has been a consistent and considerable growth in the luxury real estate sector. This city of dreams has consistently witnessed dreams come true with luxurious living. Some of the premium quotient have been mostly sought by international living standards, fine aesthetics, modern sensibilities – all easily available in signature residences.

Channel partners remain an integral part of fulfilling value to luxury

seeking customers and providing cues necessary to developers. They act as the vital link connecting visionary developers with value-seeking elite buyers. They are instrumental in leading the buyers to prestigious and exclusive facilities within prominent locations in Mumbai city and its prime suburbs. Operating as vital conduits, the channel partners are particularly influential in Mumbai's luxury segment, where a significant majority of transactions rely on their expertise and connections.

As part of the thoughtfully designed selection process, a third-party research agency, Primus Partners, was appointed to scrutinise the deserving nominations and the awardees. The process was done through a scientific and transparent procedure, based entirely on merit. This was done to ensure a fair and transparent selection of awardees. The scrutiny was done after the channel partners met the specified parameters. Leading channel partners operating across

some of Mumbai's most prime locations enthusiastically submitted their nominations and participated in the Hubtown - The Times of India Channel Partner Awards 2025 event.

The chosen nominations were notified and subsequently invited to a presentation ceremony.

The second edition of The Times of India Channel Partner Awards 2025 was held on November 29, 2025 at Hubtown's premium real estate development, 25 South at Prabhadevi, Mumbai. It was supported by leading channel partners' associations like SMART, AREA and MERA.

Chairman & Co-Founder of Hubtown, Hemant M Shah, shared insights on the significance of channel partners and their crucial role in facilitating transactions in the luxury residential segment of Mumbai high-end real estate.

The evening also witnessed the presence of Bollywood celebrities which included acclaimed actors Karishma Kapoor and Chitrangada Singh and Miss Universe 2021 and Actor Harnaaz Sandhu. The celebrities gave away the awards and thus adding a glamorous touch to the evening. Channel Partners were also regarded by the insights of leaders



Rushank Shah, Promoter, Hubtown with Actor Chitrangada Singh



Model and actor Harnaaz Sandhu

such as Sanjeev Jaiswal, VP and CEO, MHADA. Jaiswal, who graced the event as the chief guest, inspired the audience with a keynote on the evolution of luxury living in Mumbai.

Knowledge sessions at The Times of India Channel Partner Awards 2025

included a thought-provoking panel discussion on luxury living. The insightful views, deliberations, and suggestions by the panelists are expected to help in shaping the future of the sprawling luxury landscape of Mumbai's real estate market going forward.

The Times of India Channel Partner Awards 2025 not only provided well-deserved recognition to high-performing partners, but also served as a motivational tool to luxury realtors, inspiring the sector to tap the vast potential of the property market in Mumbai.



Hemant M. Shah, Chairman & Co-founder, Hubtown

**I**t is said that every successful luxury project has a visionary architect and a promoter with a mind of steel, but in the words of Hemant M. Shah, channel partners are the unsung stars of luxury and premium abodes.

Addressing Bollywood stars and channel partners at the Hubtown - The Times of India Channel Partner Awards 2025, Hemant M. Shah, Chairman & Co-founder of Hubtown, described channel partners as the unsung heroes and silent architects crucial to any and every successful transaction within luxury and premium real estate market. They are people who bridge dreams with reality to countless families and businesses.

In an atmosphere brimming with camaraderie and celebration, Shah's earnest

## Concrete Insights from visionary leaders

**In the words of Hemant M. Shah, Chairman & Co-Founder, Hubtown** channel partners are unsung stars of the luxury and premium realty segment.

and heartfelt address at the Hubtown - The Times of India Channel Partner Awards 2025, struck an emotional chord with channel partners. Shah emphasized the importance of recognizing the hard work, resilience, and commitment put forth by channel partners noting that acknowledgment such as the Hubtown - The Times of India Channel Partner Awards 2025 motivated professionals

and was crucial in driving the industry to achieve newer milestones.

He noted that channel partners were a "genuinely over-looked" entity in the luxury real estate market and thereby expressed gratitude to everyone involved in the sector's achievements. He congratulated award recipients and reaffirmed the industry's commitment to quality and innovation

while extending best wishes to all participants, reinforcing appreciation for the key stakeholders who continue to shape Mumbai's dynamic real estate landscape.

Expressing his happiness at the occasion, Shah warmly welcomed a distinguished gathering of guests, Bollywood celebrities, and the partners at the event. He extended a warm recognition to Sanjeev Jaiswal, IAS, VP & CEO, MHADA.

Identifying the contributions of award winners, Shah applauded their achievements while encouraging those who received the honours to channel their efforts with renewed vigour. "Your hard work and dedication are the cornerstones of success," he remarked, striking a chord of inspiration among the audience. Shah also expressed profound thanks to all present, cementing his reputation as a gracious and visionary leader.



**Reimagining Luxury, Rethinking Luxury Quotient**

Rushank Shah, Promoter, Hubtown

Great luxury is always in the detail, said Rushank Shah as he extended his gratitude while presenting the Hubtown - The Times of India Channel Partner Awards 2025 in style. Delivering a heartfelt note of 25 South Hubtown and partners associated with the project, he expressed gratitude to actors Karishma Kapoor, Chitrangada Singh, and Harnaaz Sandhu for their presence and applauded their unwavering dedication to social causes.

Explaining Hubtown's landmark project, 25 South as a decade-long endeavour and a testament to "blood, sweat, and tears," Shah drew an analogy to Sir Edmund Hillary's Everest expedition, he likened the project's completion to reaching the summit of a great mountain, emphasising the invaluable role of channel partners in making it possible. "Without

their guidance and support, none of this would have been possible," he remarked, inviting resounding applause for those gathered.

"Luxury is all about value and not the category itself," said Rushank as he shared his opinions on what epitomises luxury living. He shared the example of popular luxury collections such as a Philip Patek watch, a Rolex, and a Hermes Bag. Comparing premium real-estate to iconic products, he emphasised on the enduring brand value stating, "Buying a luxury home isn't just about money or market trends anymore. It's an investment in enriching your life, your best years, your children, and the company you keep."

Rushank also shared his eloquent responses on a wide-array of questions at a discussion at The Times of India Channel Partner Awards 2025.



## Elevate Luxury: Blend of Oomph & Sophistication!

**S**tunning Bollywood actress and style maven celebrated the masterminds behind India's most coveted luxury address.

Actor Chitrangada Singh brought sophistication and sparkle to the Hubtown - The Times of India Channel Partner Awards 2025 - an electrifying celebration of innovation in the luxury real estate sector. "Tonight is about celebrating the extraordinary people who turn aspirations into stunning addresses!" Singh said with palpable excitement.

The acclaimed actor, whose appreciation for art, architecture, and fine living is well-known, connected instantly with the channel partners who have redefined premium living standards.

Singh's admiration for the honourees was evident as she spoke about their innovation and perseverance. "You're not just selling properties – you're curating lifestyles, building communities, and shaping the future of how we live," she noted, drawing enthusiastic applause from a distinguished gathering of luxury channel partners.

The evening shimmered with success stories and celebrations, with Singh's graceful presence elevating every moment. As she wrapped up her address, she congratulated the channel partners and expressed gratitude to the organisers.

## Luxurious: The grace of timeless elegance

**B**ollywood's timeless style icon brought glamour and grace to an unforgettable evening that highlighted luxury real estate industry.

Actor and style icon Karishma Kapoor graced the Hubtown - The Times of India Channel Partner Awards 2025 event with her timeless elegance and warm presence. Speaking with the warmth and authenticity that has defined her decades-long career, Kapoor reflected on her enduring relationship with Bollywood, luxury, and real estate.

Delivering a short address, Kapoor extended heartfelt thanks to the OMS - A Division of Times Internet Limited, The Times of India team and acknowledged the spirit of collaboration that made the evening memorable.

"Being associated with The Times of



Chitrangada Singh



**Honouring Unsung Stars of Luxury Realty**

**K**hiln Shah, Promoter, Hubtown, expressed immense confidence in channel partners in the real estate industry and how they have transitioned from being negotiators to credible and trusted advisors. He emphasised the need for platforms such as The Times of India Channel Partner Awards 2025 which actively motivate successful entrepreneurs navigating their firms through ever-changing and competitive landscapes.

He cited examples of many awardees and channel partners who had evolved into market experts, digital marketing dynamos, and even social media influencers, showcasing the sector's remarkable adaptability and entrepreneurial spirit.

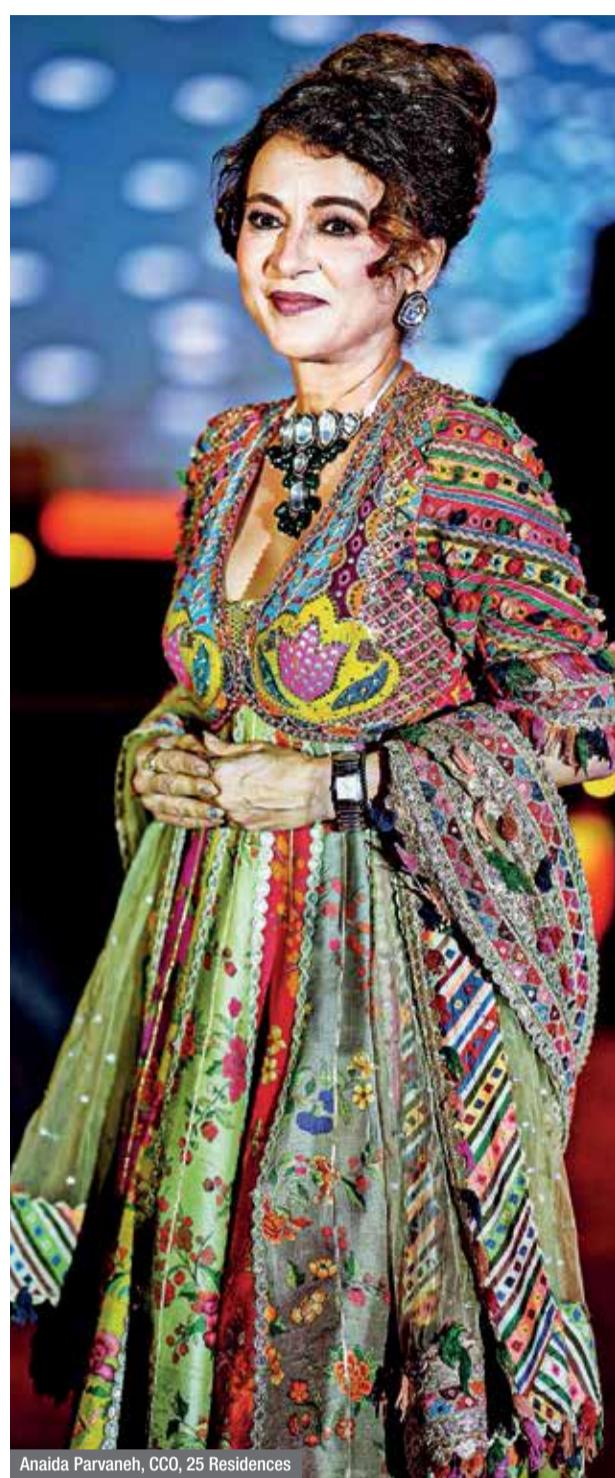
Shah lauded the awards as a transformative initiative, expressing confidence that such recognition would inspire channel partners to

consistently elevate their performance and redefine benchmarks of the channel partner-developer relationship.

Khiln Shah said, "Luxury real estate has evolved dramatically, and staying ahead requires agility, market intelligence, and unwavering commitment – qualities our partners exemplify daily."

He added, "Tonight's awards ceremony, supported magnificently by the Times of India, isn't just a formality; it's our heartfelt acknowledgment of exceptional performance. To every honouree, your achievements inspire us to reach higher, build better, and innovate constantly. Your success stories fuel our motivation to create even more remarkable living spaces that set new benchmarks in quality, design, and customer satisfaction. Here's to continued innovation."





Anaida Parvaneh, CCO, 25 Residences

## From Concept to Creation

Providing perspectives on the unique aspects of Mumbai's high-end real estate and the rationale behind her conceptualising The Times of India Channel Partner Awards 2025, Anaida Parvaneh, CCO, 25 Residences, shared, "Projects like 25 South at Prabhadevi have set new benchmarks for luxury residential real estate in Mumbai. At Hubtown, we've always believed that a great real estate experience is shaped not just by buildings, but by the people who make them come alive. And our channel partners are an essential part of that journey."

Channel partners have been integral to scripting the remarkable story of 25 South. Recognising their exceptional efforts and highlighting their role as value creators in the luxury housing segment was a natural progression for us."

"A truly good channel partner doesn't just facilitate a transaction — they add ease, clarity, and a sense of care that makes the experience better for everyone involved. So we had a vision: to honour that contribution, and with OMS-A Division of Times Internet Limited, The Times of India, we brought that vision to

life again tonight," said CCO. The Times of India Channel Partner Awards 2025 is a dedicated platform, that aims to acknowledge and celebrate channel partners who have demonstrated remarkable business achievements and unwavering customer dedication in Mumbai's luxury property market.

Seen here, Anaida wearing an ensemble by Azuli by Nikki — an outfit distinguished by its refined silhouette and enriched with colours that beautifully reflect the spirit of our nation.

## Event highlights



Hair & Make-up Partner: Lakmé Academy powered by Aptech

## Decoding where Maximum City's Luxury Market is Headed

In an era where access to technology has democratised luxury, a panel of industry leaders helped decode the luxury market and chart out the sector's future in a city where space itself is elevated.



(L-R) Panel discussion moderator Raj Singh, Sr Executive Director, Anarock with panelists Rushank Shah, Promoter, Hubtown; Mak Kotwal, Managing Director, Mak Kotwal Realty; Amit Gala, Owner, Value Properties; Ajay Kapur, Founder & CEO, 360 Degrees

Mumbai's luxury real estate market is entering a transformational phase driven by lifestyle, technology, and elevated expectations. This shift was the focus of a panel discussion at The Times Channel Partner Awards 2025 featuring leading developers and industry strategists who played key roles in shaping the city's high-end property landscape.

Moderated by Raj Kumar Singh, Sr Executive Director, Anarock, panelists Rushank Shah, Promoter, Hubtown; Mak Kotwal, Managing Director, Mak Kotwal Realty; Amit Gala, Owner, Value Properties; Ajay Kapur, Founder & CEO, 360 Degrees, were posed with a number of questions on the core aspects surrounding luxury market in Maximum City Mumbai.

Singh highlighted access to technology has democratised luxury. This meant project developers ought to find strategies to differentiate luxury from others. Opening the conversation, it was noted that the meaning of luxury had evolved dramatically over the past decade.

The panelists collectively pointed out that today luxury includes curated ecosystems, some premium services, privacy, and even the social experience of living alongside a like-minded community. It was pointed out that branded residences and personalised service models were now moving from concept to emerging as a mainstream demand.

The panel also discussed that government-driven infrastructure has also been a major catalyst for this evolution.

The impact of projects such as the Navi Mumbai International Airport and the Mumbai Trans Harbour Link were deliberated upon, further discussing that improved connectivity was responsible for unveiling of new micro-market, which also increased buyer confidence.

It was noted that post-RERA, there had been a marked improvement in trust, transparency, and ambition. Buyers today are more informed and ready for larger, long-term luxury investments.

Customisation is fast emerging as a defining hallmark of elevated real estate. The panelists discussed that customer-centric development was no longer a burden but had become an essential competitive advantage. It was identified that this was exhibited in projects led by Hubtown.

The panelists also emphasised that developers need to experience spaces the way buyers would. "If the customer doesn't love it, it doesn't belong in a luxury project," was how a panelist summed it up.

Another standout trend discussed was the market shift toward larger residences. Where a 1,500-2,000 sq. ft. layout once signified luxury, it was agreed that the new benchmark now begins at higher - approximately 3,000 sq. ft. and even upwards.

There is ample demand, according to panelists for areas measuring over 4,000-5,500 sq. ft. and is consistently rising. This mirrored global luxury preferences reflected upon the booming wealth creation across India.

The panel noted that when it comes to luxury, location does remain integral—but its meaning was expanding. Traditional luxury hubs such as Bandra, Juhu, and South Mumbai retained the heritage appeal, but newer corridors were emerging thanks to infrastructure and planned development.

Panelists also deliberated on preferences in the luxury market and their relevance to the market. They cited floor-to-ceiling height, parking layouts, privacy elements, and even vastu compliance as deal-makers or deal-breakers. Buyers now expect seamless design logic alongside emotional and cultural alignment.

Looking ahead, the next three years are projected to bring accelerated growth. With rising NRI investments, expanding luxury supply, and a maturing buyer mindset, the segment is expected to sustain momentum—not as a phase, but as a long-term economic force.

Mumbai is no longer catching up to global luxury markets—it is confidently entering its own distinctive future.

## Anarock scores a hat-trick!



Anarock Property Consultants receiving Legendary Corporate Partner Award for Worli, Lower Parel, Prabhadevi & Walkeshwar



Rajkumar Singh receiving Jury Choice Award



Fatima Saidi of Anarock Property Consultants receiving the Woman Icon of the Year Award

## Housing Mumbai: Balancing Luxury and Urban Growth

As Mumbai prepares for redevelopment and infrastructure expansion, policymakers must confront a defining question: how will the city balance luxury ambition with liveable affordability?



framework, MHADA has been accelerating approval cycles and enabling large-scale cluster redevelopment. Recent clearances—including Motilal Nagar, Abhyudaya Nagar, Bandra Reclamation, Adarsh Nagar, SVP Nagar, Kamathipura clusters and others—signal the opening of nearly 36,000 sq. mtr. of land for potential redevelopment.

This incoming supply, Jaiswal argued, will eventually stabilise pricing and create a more equitable spectrum of housing. He suggested that the developers planning projects over the next five years must consider mixed inventory strategies—balancing luxury with affordable and rental housing—to maintain resilience in a globally uncertain economic climate.

Jaiswal also spoke about macroeconomic risks that could affect investor behaviour: shifts in Japanese financial policy, global inflationary pressures, and the volatility surrounding AI-driven valuation spikes.

While these may not derail India's growth, they should serve as cautionary signals encouraging risk diversification. He said that Mumbai is progressing toward seamless regional connectivity through the Mumbai Coastal Road, Alt Setu, metro lines, NMIA, and logistics expansions. As a result, the definition of "Mumbai living" will expand beyond traditional city boundaries, eventually repositioning the MMR as a integrated zone.

However, Jaiswal stressed that Mumbai's next phase must also include growth in supporting pillars—hospitality, healthcare, education, and commercial ecosystems. Residential development cannot succeed in isolation.

Closing on an optimistic but pragmatic note, he encouraged the industry to approach the coming years with responsibility, long-term thinking, and adaptability. Mumbai, he said, is growing—not just outward, but forward.

### PRIMUS PARTNERS Ensuring integrity and fairness of the awards process

Primus Partners is an Indian management consulting firm established by seasoned industry leaders with vast industry experience and comprising of a team of over 350 consultants and advisors with international acclaim. With six offices strategically located across India and three international offices, the firm enjoys global footprint and has successfully executed projects in over five countries.

Present survey has been exclusively conducted by an independent Research Agency named Primus Partners using stated methodology for arriving at

given results. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/ liable for the said results. Readers are advised to take an informed decision before acting upon the survey results.

They have played a pivotal role in ensuring the integrity and fairness of the awards process of the Times Channel Partner Awards. They meticulously drafted the evaluation framework, developed comprehensive nomination forms, and rigorously assessed all nominations received. They also conceptualized award categories adhering to strict procedures.

# 25 Residences: Landmarks Offering the Ultimate in Upper Crust Living



## 25 South

Located in the heart of the city of Prabhadevi, 25 South captures the pinnacle of bespoke living. The 3 towers, each rising 57 storeys high, comprise ultra-luxurious residences, designed by luminaries Hafeez Contractor and Bobby Mukherjee & Associates, reflecting a seamless blend of grandeur and tranquillity. Spread across 5.3 acres of the largest freehold land in the micro market, this development has expansive seafront views, private sun decks, and a range of over 40 state-of-the-art amenities. With the twin advantages of luxury and prime location, along with an iconic landmark like Siddhivinayak temple just around the corner, the property has ample open space. It is a sanctuary for those who cherish luxury and privacy. Every element, from the architecture to the smallest design detail, exudes sophistication.

The 35-meter heated pool, one of the largest private pools in South Mumbai,

is complemented by several smaller private pools, ensuring every resident has access to aquatic indulgence. Fitness enthusiasts are drawn to the aqua gym, complete with water treadmills and cycling stations, ideal for all age groups. The jogging tracks, yoga rooms, and cycling trails inspire a balanced, health-focused lifestyle. Meanwhile, children and families revel in amenities such as a rock-climbing wall, water slides, and sand pits, creating an environment where every member of the family finds joy.

Community living is also celebrated at 25 South. The exclusive private cinema, capable of hosting 26 guests, is perfect for intimate screenings or community events, fostering bonds among residents. Events organized by the concierge, such as live cricket match screenings, further enhance the sense of belonging within this luxury enclave.

**Redefining lavish lifestyles and recreating preferred addresses, these signature projects at coveted locations are truly in a class of their own, standing tall with plush amenities for an enviable living experience**

The 25 Residences brand represents the epitome in fine living, curated and crafted for the elite seeking the ultimate in comfort and elegance. Blending choice locations with upscale standards of luxurious experiences, this series of opulent real estate developments reflects the highest benchmarks of innovation.

A hat-trick of prized properties — 25 South at Prabhadevi, 25 West at Bandra, and 25 Downtown in South Mumbai — with breathtaking views of the Arabian Sea, raise the bar offering unique lifestyles with a dash of panache. 25 Residences is not just about luxury; it's about crafting experiences that elevate life itself.

25 Residences is a realm where the ordinary transforms into the extraordinary, and every

moment is a celebration of life's finest pleasures. Here, timeless design meets thoughtful functionality, offering a harmonious lifestyle that's as inspiring as the skyline it graces. 25 Residences represents a philosophy of living where every detail has been meticulously curated to create an enduring legacy of elegance and luxury.

These homes are not just spaces to inhabit but stories waiting to be written, memories waiting to be created, and dreams waiting to be fulfilled. The vision behind 25 Residences is to redefine urban living by blending world-class amenities with the soul of Mumbai's vibrant culture. For those who demand some of the best, this is not just a home; it is an address that stands as a symbol of aspiration, achievement, and exclusivity.



## 25 West

In the elite Mount Mary area of Bandra, 25 West combines the rhythm of metropolitan living with the serenity of the sea. These 3 towers of 36 storeys each with luxurious 4 BHK bespoke homes having a dedicated lift for every apartment, offer residents privacy, comfort and exclusivity as well as a deck with sea view.

These residences are enduring pieces of art, meticulously crafted to offer a harmonious blend of tranquillity and vibrancy. Built on the largest land parcel available in Bandra, the project allows for spacious planning and more open areas and hence higher levels of privacy for the residents. The panoramic sea views, coupled with over 40 curated amenities, create an environment where modernity meets timeless elegance.

From hosting grand celebrations in the spacious banquet hall to enjoying

competitive games in the squash court with professional-grade flooring, residents experience luxury in every form. The private cinema and stylish karaoke lounge offer the perfect setting for social evenings filled with laughter, music, and cherished memories. These features reflect the vibrant yet peaceful spirit of Bandra, where cosmopolitan energy meets coastal charm.

Every element of 25 West has been designed to enhance community and connection. Residents can bond over shared interests, from fitness to music, or retreat into their private spaces for moments of introspection, surrounded by breathtaking views of the sea and city. The project has remarkable connectivity with quick access to certain key areas like BKC, Prabhadevi and Worli via Bandra-Worli Sea Link. It's also close to Versova and other parts of western suburbs.



In South Mumbai, 25 Downtown stands as a monument to artistry and heritage. The project is expected to be a noteworthy landmark in the area. With architecture by Hafeez Contractor and interiors by Bill Bensley, the development at

Mahalakshmi weaves ancient Indian architectural elements with contemporary design principles, including Vaastu compliance and cherished Art Deco aesthetics. The result is an address that exudes cultural richness while offering all the

conveniences of modern luxury. Five towers offer 4 & 5 BHK, duplex and penthouse apartment options overlooking the verdant expanse of the Willingdon Sports Club and the Arabian Sea. Each residence offers a unique perspective of nature, blending the

tranquillity of green landscapes with the vibrancy of South Mumbai's urban charm.

Landscaped gardens invite residents to unwind, while a series of pools, catering to adults and children alike, ensure relaxation for all.

The double-height banquet hall with its seamless indoor-outdoor design serves as an ideal venue for hosting life's most memorable celebrations. Meanwhile, the private 40-seat cinema provides an exclusive space to enjoy films and cultural events in unique comfort.



Knowledge Partner - Primus Partners & Consulting Partner The Resource 24x7 | For any queries email: shaaz.hasan@timesofindia.com

Actual view from 25 Downtown

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND REAL ESTATE PROMOTIONAL FEATURE, ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORIZED REPRESENTATIVES, TO WHICH EFFECT, PUBLICATION HOUSE/ ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.