

SATTVA GROUP EXPANDS GOA FOOTPRINT WITH WATER'S EDGE II LAUNCH AS LUXURY REAL ESTATE SHIFTS TO DESTINATION MARKETS

~Sattva's Strategic Goa Market Expansion Following Record Property Price Surge and Infrastructure Boom~

Bengaluru/Goa, July 1, 2025: Sattva Group, a leading premium residential developer, today launched Water's Edge II, expanding its successful Goa coastal portfolio in a strategic move that reinforces the company's confidence in India's growing luxury coastal market. The second-phase development builds on the success of the original Water's Edge project, positioning Sattva as a key player in Goa's evolving high-end residential landscape.

The launch underscores a broader transformation in India's residential market, where enhanced connectivity and shifting lifestyle aspirations have turned coastal properties into primary residences for a diverse and affluent demographic, including Non-Resident Indians, senior professionals planning retirement, and high-net-worth individuals seeking curated lifestyle experiences.

Infrastructure Convergence Driving Coastal Demand

The rapid growth in Goa's aviation infrastructure, with the operational Dabolim International Airport and the new Manohar International Airport at Mopa, has significantly enhanced the region's accessibility. Water's Edge II, located just 3.5 kilometers from Dabolim, leverages this advantage at a time when remote work enables professionals to operate from any location, including coastal areas.

*"The fundamental shift we're witnessing isn't just about where affluent Indians choose to live, it's about how they're redefining the concept of home itself," said **Karishmah Siingh, President – Sales, Marketing & CRM, Sattva Group.** "When world-class infrastructure converges with evolving work patterns, we see the emergence of destination luxury, where primary residences become curated lifestyle experiences. Water's Edge II represents our belief that India's next generation of luxury developments must transcend traditional boundaries between vacation and permanent living."*

Product Strategy Reflects Market Maturation

Water's Edge II presents a thoughtfully tiered residential offering, reflecting the maturing demands of India's coastal luxury segment. Designed to accommodate a range of lifestyle preferences, the project includes:

- Five 4-BHK villas with private gyms and entertainment spaces
- Five 4-BHK villas with private pools and dedicated home offices
- A 24-unit boutique apartment building with shared amenities

Each unit is Vastu-compliant and oriented to maximize panoramic sea views. The project represents Sattva's evolution from urban high-rise development to curated coastal living,

delivering the same benchmark of construction excellence and community planning honed across millions of square feet in Bangalore's premium residential market.

"We evaluate over 40 parameters for every project across locations—from demographics to infrastructure timelines," Siingh noted. "This research allows us to anticipate buyer needs years ahead. We also future-proof our developments with technology infrastructure that can adapt as the world of technology evolves. At Sattva, meticulous planning is fundamental to creating enduring value."

Ten Signature Villas Anchor Water's Edge II

At the heart of the development are ten signature 4-BHK villas, envisioned as private sanctuaries by the sea. These homes are divided into two distinct formats that embody Sattva's commitment to creating diverse, lifestyle-driven residences.

- **Villas 1–5** offer understated luxury across three levels, the lower Ground, Ground, and Upper Ground. Ideal for those who value simplicity without compromise, these homes feature sea-facing rooms, private gym rooms, entertainment lounges, ensuite bedrooms, and expansive decks and balconies that open to coastal views.
- **Villas 6–10** cater to those seeking a more indulgent experience, with the addition of private swimming pools and dedicated home offices. While the architectural layout mirrors the first set, these villas emphasize grander outdoor connections and seamless transitions between work, leisure, and living.

Together, these residences form the cornerstone of Water's Edge II, each a serene canvas of light, air, and ocean rhythm.

Strategic Market Positioning

This expansion is a result of deliberate market strategy, not short-term opportunism. Key factors supporting the launch include:

- **Aviation infrastructure:** Two international airports offering connectivity on par with major metros
- **Professional migration:** A growing number of executives are establishing coastal primary residences
- **Investment performance:** Premium coastal properties showing stronger appreciation trends
- **Regulatory environment:** Streamlined approvals and infrastructure investments enabling long-term growth

Coastal Luxury Becomes Established Asset Class

Sattva's confidence in launching Water's Edge II is supported by exceptional market fundamentals. Goa is emerging as one of India's hottest real estate investment destinations,



with residential property prices skyrocketing by 66.3% year-on-year according to Magicbricks. This surge is cementing Goa's reputation as a go-to destination for vacation homes, retirement properties, and long-term rental investments.

The launch comes at a time when leading developers are increasingly exploring coastal regions as viable alternatives to saturated urban markets. Industry analysts note that infrastructure-led growth in these areas could redefine residential choices for India's professional class, with ripple effects on workforce movement and regional economic development.

About Sattva Group

With over 3 decades of expertise, the Sattva Group has grown into one of the most trusted builders in the country today. Headquartered in Bengaluru, India, it is also a well-known name in Hyderabad, Kolkata, Pune, Coimbatore and Goa. The Group will soon be expanding its presence in Mumbai. With 74 million sq. ft of completed space and over 75 million sq. ft under various stages of planning and development, the Group is one of the most premium builders in India today. The Group's cutting-edge marquee commercial projects include Knowledge City, Knowledge Capital, Knowledge Park and Image Tower (a PPP based model with the Telangana State Government for the AVGC industry). The Group also has to its credit world class residential projects such as Sattva Greenage which offers more than 100 amenities, Sattva Exotic, Sattva La Vita, Sattva LakeRidge, Sattva Magnus and Sattva Springs to name a few. By further expanding into various verticals such as co-working, co-living, education, hospitality, data centres and warehousing, the Group today stands tall as a frontrunner, shaping India's growth story. The Group's unwavering adherence to quality has given it the "trusted" tag among builders in the country, renowned for its "A Stable" CRISIL rating for over a decade since 2010, which was upgraded to CRISIL A+ in 2022.

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