

PROJECT BY



RIGHT CHANNEL

Redefining Lifestyles Since 1990




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 The project is registered as Tower 28 - C and F with the regulatory authority vide project registration certificate bearing No. P51800028777 of Shiv Shakti Builders & Developers. *T&C Apply.

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Maha-RERA No: P51800028777

LIVING *Right*, RISING ABOVE.

PASSCODE

RIGHT CHOICE

NEW GOVIND NAGAR, MALAD (E).



WHERE EVERY *Right* CHOICE IS
A STEP TOWARDS GREATNESS.

Life is a collection of choices, and the right ones shape not just our present, but our future. Welcome to a world where every detail is meticulously crafted to align with your aspirations and vision of an extraordinary life.

From thoughtful design to world-class amenities, every element is a reflection of precision and purpose – setting you apart in a world that values distinction. Here, your choices create a life of comfort, refinement, and lasting impact.



DESIGN THAT MAKES
EVERY MOMENT *Right.*

True design transcends aesthetics – it defines the way you live, feel, and experience the world around you.

At 'Passcode Right Choice', every space is curated to harmonize with your aspirations, elevating both function and emotion. Every line, every finish, every material is chosen with intent, ensuring that your environment isn't just beautiful – it's an extension of your lifestyle.





Right

CHOICE IS KNOWING
YOU'RE A CLASS APART
WITHOUT NEEDING TO SAY IT.



Representative Image



MALAD EAST

A LIFESTYLE
POSITIONED AMIDST
THE BEST OF

City Living.



Representative Image

Representative Image

AT THE CENTRE OF ACCESS, EASE, AND ADVANTAGES.

Malad East is designed for effortless connectivity, keeping you at the pulse of the city. Well-integrated road networks, metro connectivity, and upcoming infrastructure advancements ensure that every journey is smooth, swift, and convenient.

EXISTING INFRASTRUCTURE

- Malad Station – 4 min
- WEH – 5 min
- Metro Line 2A and 7 – 7 min
- JVLR – 8 min

UPCOMING INFRASTRUCTURE

- Coastal Road – 20 min
- GMLR – 25 min via WEH



Representative Image



*MAP NOT TO SCALE

AT THE HEART OF CONNECTIVITY, CONVENIENCE & GROWTH.

Malad is more than a location – it's a thriving ecosystem of opportunity. With renowned educational institutions, leading healthcare facilities, verdant green spaces, and vibrant retail and entertainment hubs, everything you need is seamlessly within reach.



Representative Image



SCHOOLS & COLLEGES

Seth Juggilal Poddar	02 Mins
Orchids Intl. School	04 Mins
Witty International	09 Mins
VIBGYOR High School	12 Mins
Atharva College	18 Mins



Representative Image



HOSPITALS

Suchak Hospital	04 Min
Sanjeevani Hospital	04 Min
Shah Lifeline Hospital	05 Min
Cloudnine	07 Min



Representative Image

MALLS



Oberoi Mall	08 Min
Hub Mall	09 Min
Infiniti Mall	10 Min
Inorbit Mall	11 Min



Representative Image

SPIRITUAL HUBS



Devchand Nagar Jain Derasar	02 Mins
Gurudwara Sri Guru Nanak Satsang Sabha	04 Mins
Mangal Sai Dham Temple	07 Mins
Shri Chintamani Parshwanath Jain Derasar	13 Mins



Representative Image



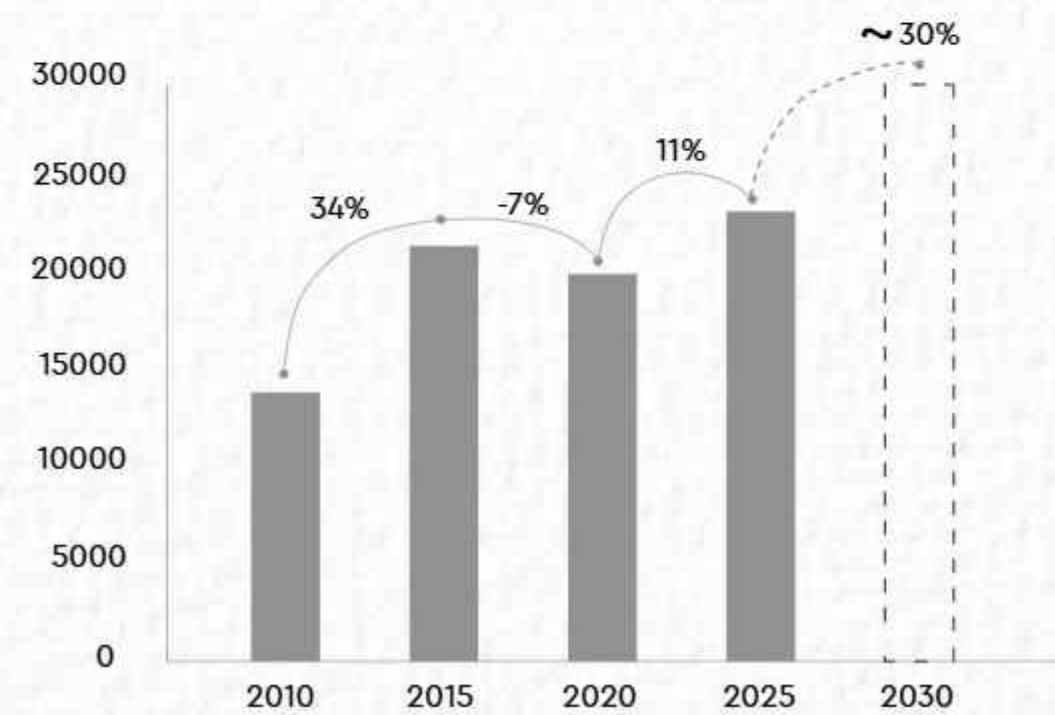
BUSINESS PARKS

Techniplex	04 Min
International Business Park	08 Min
Mindspace	10 Min
Nirlon Knowledge Park	10 Min

A HOTSPOT FOR CAPITAL APPRECIATION, RETURNS, AND REFINED LIVING.

Malad East stands as one of Mumbai's most promising micro-markets, poised for significant capital appreciation and robust rental yields. With its exceptional connectivity, expanding social infrastructure, and ongoing development projects, it presents an unparalleled investment opportunity.

For investors, Malad East offers long-term growth potential, ensuring consistent value appreciation in one of the city's fastest-growing neighborhoods. The rising demand for premium residences cements its position as a high-yield investment destination.



Source: Liasis Foras
Disclaimer: The estimated growth and development projections are based on current government infrastructure development plans.



Actual View



A SANCTUARY OF DISTINCTION, CRAFTED FOR

A Life Beyond Compare.






2 & 3 BED LIFESTYLE RESIDENCES
WITH PRIVATE DECK



A MASTERPIECE OF OPULENCE, *Rightfully* YOURS.

Step into a world where grandeur meets grace, where open spaces offer serenity, and where amenities elevate every moment. Thoughtfully designed to balance luxury with comfort, exclusivity with community, 'Passcode Righth Choice' is more than a residence - it's a statement. This is where an extraordinary life unfolds, exactly as it should.

PROJECT HIGHLIGHTS

-  44-Storey Landmark
-  Spacious Homes with Sky Deck
-  Panoramic Aarey Colony & SGNP Views
-  11,500 Sq.Ft. Open to Sky Rooftop Amenities
-  10,000 Sq.Ft. Open to Sky Podium Amenities
-  5,000 Sq.Ft. Indoor Amenities
-  Multi-Level Parking



Edge Preliminary Certification
by IFC - The World Bank

26% Energy Savings
52% Water Savings
52% Less Embodied Carbon

Disclaimer: Specifications are for C & F wing and common podium only.



THE FIRST IMPRESSION
OF REFINED *Living.*

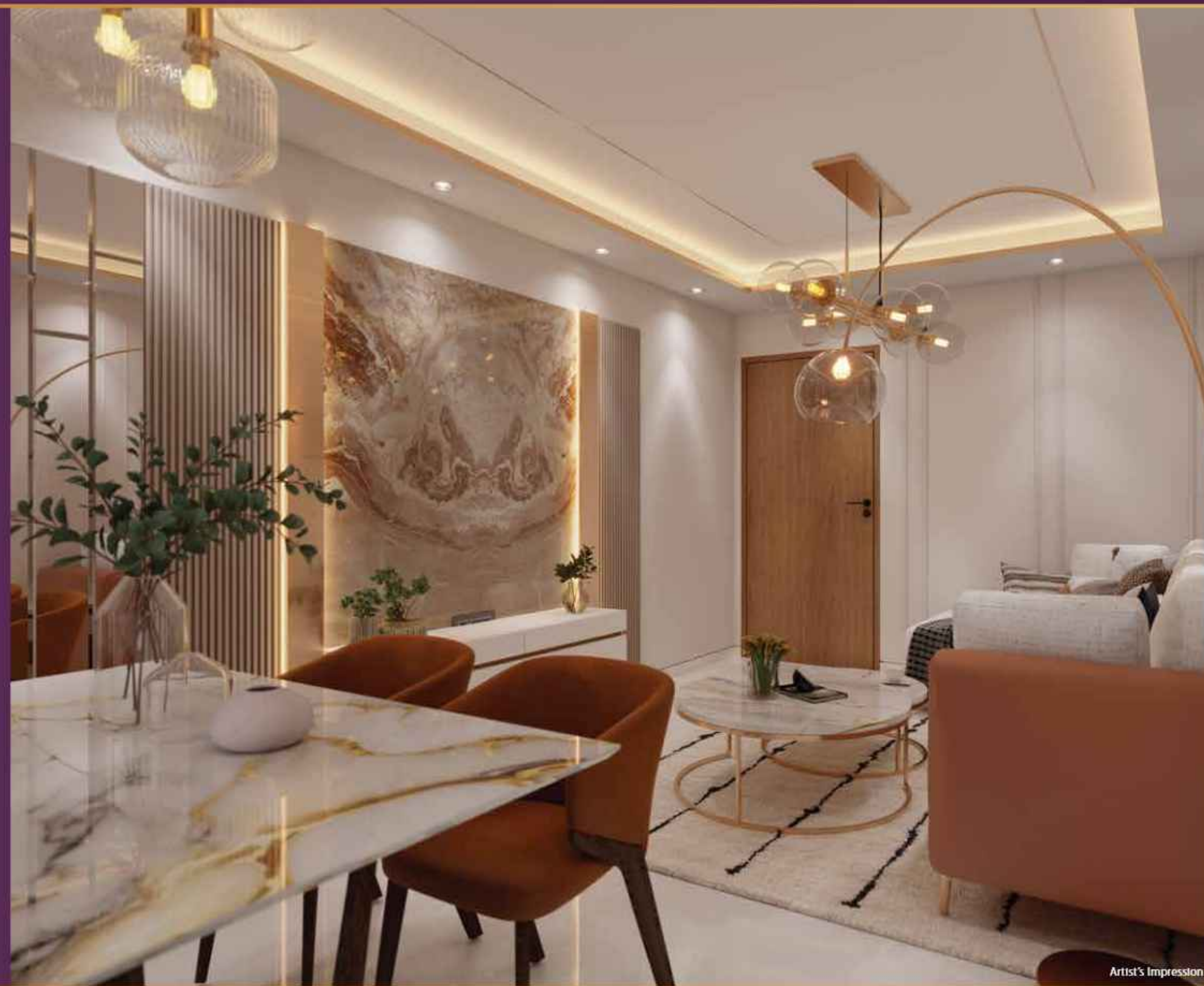


DOUBLE
HEIGHTED
DESIGNER
LOBBY

Your arrival is more than a moment—it's an experience. The grand entrance lobby is an embodiment of prestige, designed to exude sophistication and exclusivity. Paired with state-of-the-art elevators, it ensures seamless access to your elevated world of luxury.



A STATEMENT OF
Sophistication.



Artist's Impression



LIVING ROOM



A PRIVATE RETREAT
In The Skies.

SKY DECK



A FINE BLEND OF
*Comfort &
Elegance.*



Artist's Impression

 BEDROOM

A CULINARY
MASTERPEICE
*Designed
for Celebrations.*



Artist's Impression

KITCHEN 



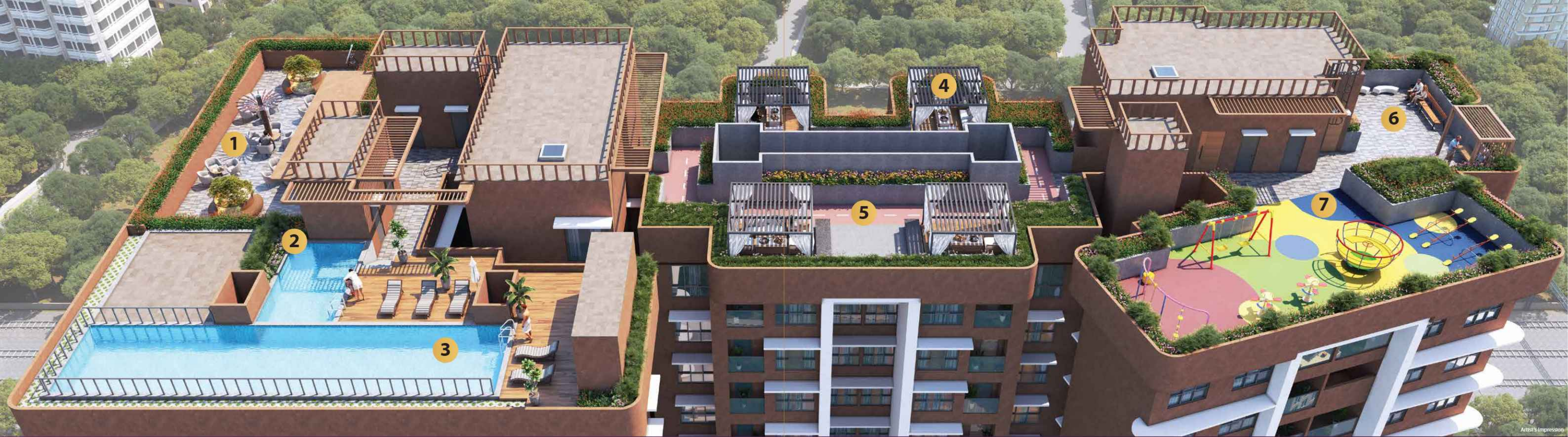
AERIAL VIEW

Artist's Impression



BIRD'S EYE VIEW

Artist's Impression



LUXURIES THAT *Whisper Exclusivity*

ROOFTOP AMENITIES OF C & F WING

1. SKY LOUNGE

2. KIDS' POOL

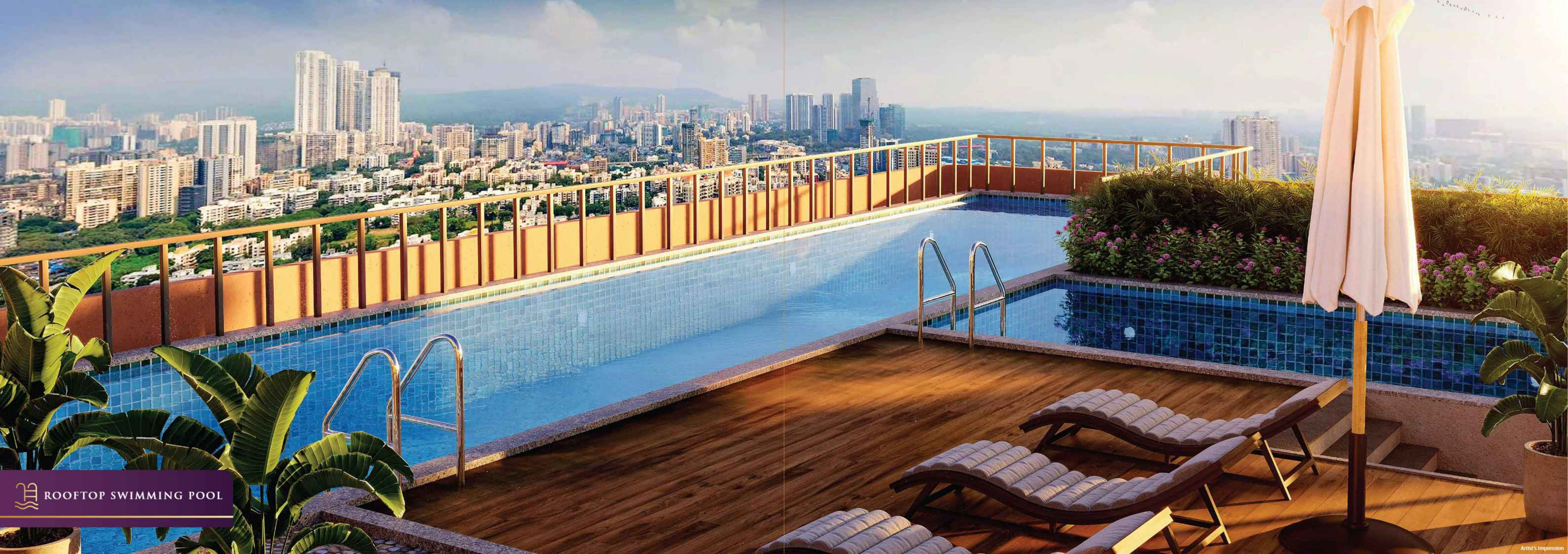
3. LAP POOL

4. CABANA

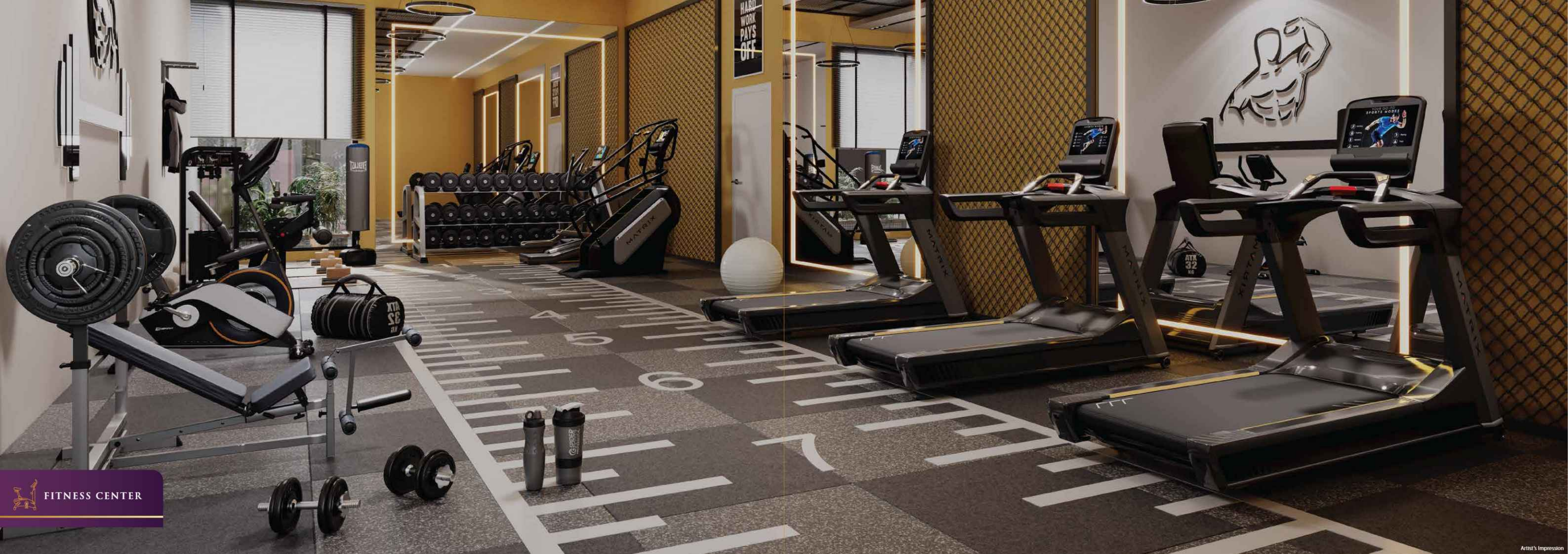
5. JOGGING TRACK

6. SENIOR CITIZEN SITTING AREA

7. KIDS' PLAY AREA



 ROOFTOP SWIMMING POOL



A VISTA TO BEGIN WITH



A RETREAT TO UNWIND WITH



A LEGACY BUILT OVER YEARS,
NURTURED *Everyday.*



RIGHT CHANNEL

Redefining Lifestyles Since 1990

With a legacy built on trust and excellence, we have redefined real estate through exceptional craftsmanship, customer-centric values, and an unwavering commitment to quality.

Every project reflects our dedication to innovation and perfection, transforming not just spaces but the way people live. As pioneers in the industry, we continue to set new benchmarks, shaping a future where excellence is the standard.

35+

YEARS OF LEGACY

27

COMPLETED PROJECTS

10

ONGOING & UPCOMING PROJECTS

5500+

HAPPY FAMILIES

56 LACS+

SQ. FT. OF COMPLETED & ONGOING DEVELOPMENTS

20 LACS+

SQ. FT. OF FUTURE DEVELOPMENTS

REDEFINING SKYLINES SINCE 1990

BHAYANDAR

- AABIEL PARADISE

MIRA ROAD

- HIRA-PANNA
- GAYATRI NAGAR
- MATOSHREE NAGAR
- GRISHMA COMPLEX
- GRISHMA ENCLAVE

BORIVALI

- PRIYA
- GAYATRI
- VRINDAVAN
- 4810 HEIGHTS

KANDIVALI

- MADHAVKUNJ
- SAKHI APARTMENT
- TRISHUL HEIGHTS
- GRISHMA HEIGHTS

MALAD

- GALA COMPLEX
- SAI CHAMBERS
- KAILASHRAM KRIPA CHSL
- AABIEL AVENUE
- TOWER 28
- HILL STAR

MULUND

- SUPRIYA HEIGHTS

ANDHERI

- MAHESH TOWER
- TANDICE 69

VIKHROLI

- BLUMEN

CHEMBUR

- SINDHOO CHSL
- ABHAY CHSL
- TULSI NIWAS CHSL
- AMESH CHSL

KANDIVALI
COMING SOON

GOREGAON
COMING SOON

BANDRA
COMING SOON

WORLI
COMING SOON



*Map not to scale