



ashray  
real estate developers

CRAFTING TIMELESS LUXURY, ROOTED IN GOA.

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# The World of Ashray





## Founders’ Letter

Dear Friends and Future Homeowners,

We stand at a pivotal moment in the journey of Ashray Developers—a moment that not only reflects our past successes but also shines a light on the exciting future we are building together. Just as Goa has grown into a symbol of serenity, culture, and luxury, Ashray Developers has matured into a beacon of excellence in the luxury real estate market, driven by a vision that transcends mere construction. Our story is one of passion, dedication, and an unwavering commitment to quality. We began with a dream to craft homes that are more than just living spaces—they are sanctuaries where life’s most cherished moments unfold.

Every home we create is a testament to the meticulous attention to detail, sophisticated designs, and luxurious experiences that have become synonymous with our name. We draw inspiration from the timeless beauty of Goa and the evolving needs of our discerning clientele. Our mission is to stay ahead of the curve, embracing innovation while maintaining the high standards of quality and integrity that you have come to expect from us.

In a world where change is the only constant, we see endless opportunities to enhance the way we build, to innovate in ways that add value, and to create homes that stand the test of time. Our goal is not just to meet expectations, but to exceed them—to create spaces that inspire, delight, and bring a profound sense of peace and belonging. We are poised to expand our horizons, to bring the Ashray promise of excellence to new markets, and to continue building a legacy that will be admired for generations to come. As we look to the future, we are more committed than ever to pushing the boundaries of what luxury real estate can achieve.

Thank you for being a part of this incredible journey. Together, we will continue to create homes that are as unique and remarkable as the lives you lead.

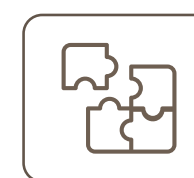
**With heartfelt gratitude and anticipation for the future,**  
**Girish - Managing Partner**  
**Ashwini - Managing Partner and Principal Architect**



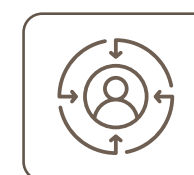
## Our Philosophy

To offer luxury homes—cocooned in Goa’s nature-filled landscapes—that are a blend of architectural artistry and uncompromising quality while creating a legacy of excellence in every project.

## Our Values



Transparency  
and integrity



Customer-centricity



Trust and  
respect



Commitment to  
excellence





## Our USPs



Robust property  
portfolio



Timeless aesthetics  
catering to a diverse  
clientele



Design styles that  
evolve with every  
project



One of the first few  
luxury real estate  
players in Goa







# Signature Living





# SERENITY



A luxury gated community of fully furnished  
Balinese-style 4 BHK villas in Anjuna.







# AQUARELLA



A fully furnished, premium 4 BHK standalone villa crafted for comfort and tranquility in Saipem.







# ESTELLIAA



Bespoke 4/5 BHK unfurnished villas in Arpora, overlooking a beautiful valley, synonymous with tranquility and sophistication.







# CHRYSALIS PHASE 1



Contemporary 3/4 BHK unfurnished  
premium apartments nestled in the heart  
of Nerul.







# CHRYSLIS PHASE 2



Overlooking paddy fields, this is a gated community project of unfurnished contemporary 4 BHK apartments and 3/4 BHK villas in the heart of Nerul.







# MAYBERRY PHASE 2



Fully furnished 4 BHK villas crafted for the select few who seek Anjuna's charm.







# Let DESIGN do the TALKING

With Ashwini Ragha

Great design is a balance of functionality, aesthetics, and context. At Ashray, the approach is rooted in creating spaces that are not only visually appealing but also proportionate, flexible, and deeply connected to their surroundings.

This philosophy aligns with an innate style of quiet luxury—where subtle yet impactful details define the experience. The brand's design language can be summed up as subtle, modern, and timeless, ensuring that every project remains relevant and sophisticated over time.

A pioneering concept that Ashray introduced—and continues to embrace—is the fully furnished villa, offering a seamless, move-in-ready experience.

This innovative approach enhances both convenience and livability, reinforcing the brand's commitment. Great design goes beyond form and function—it creates an emotional connection that resonates with those who experience it.





# MAYBERRY PHASE 1



A luxury gated community of fully furnished 4/5 BHK villas in Anjuna.







# MAYBERRY PHASE 3



Nine fully-furnished 3BHK villas with modern designs and in perfect sync with nature.







# Let's talk REAL ESTATE

With Girish Ragha

The luxury real estate market has evolved significantly, with a growing emphasis on expansive outdoor spaces. Beyond exceptional design, today's buyers seek larger garden areas and swimming pools, reflecting a shift toward private, resort-like living. However, true luxury extends beyond architecture—it lies in the attention to detail, ensuring that each property is not only aesthetically stunning but also built to the highest standards of durability and elegance. As Ashray Developers expands its footprint in North Goa, we aim to dial up the luxury quotient, crafting ultra-luxurious, exclusive properties for our esteemed clients.

Moreover, in an industry driven by exclusivity and fast-paced decision-making, Ashray builds long-term relationships through unwavering commitment to customer-centricity and by simplifying second-home ownership. From handling repairs and maintenance to offering full-scale rental management, we ensure a seamless experience for clients. Customer experience is at the heart of our approach, beginning from the first inquiry to post-sale villa management. As the brand looks to expand, Sindhudurg, Ooty, and Phuket stand out as prime locations, offering the perfect blend of natural beauty and luxury living.





# CASA FELICIDA



A standalone villa, synonymous with grandeur, tucked away in the vibrant heart of Assagao.







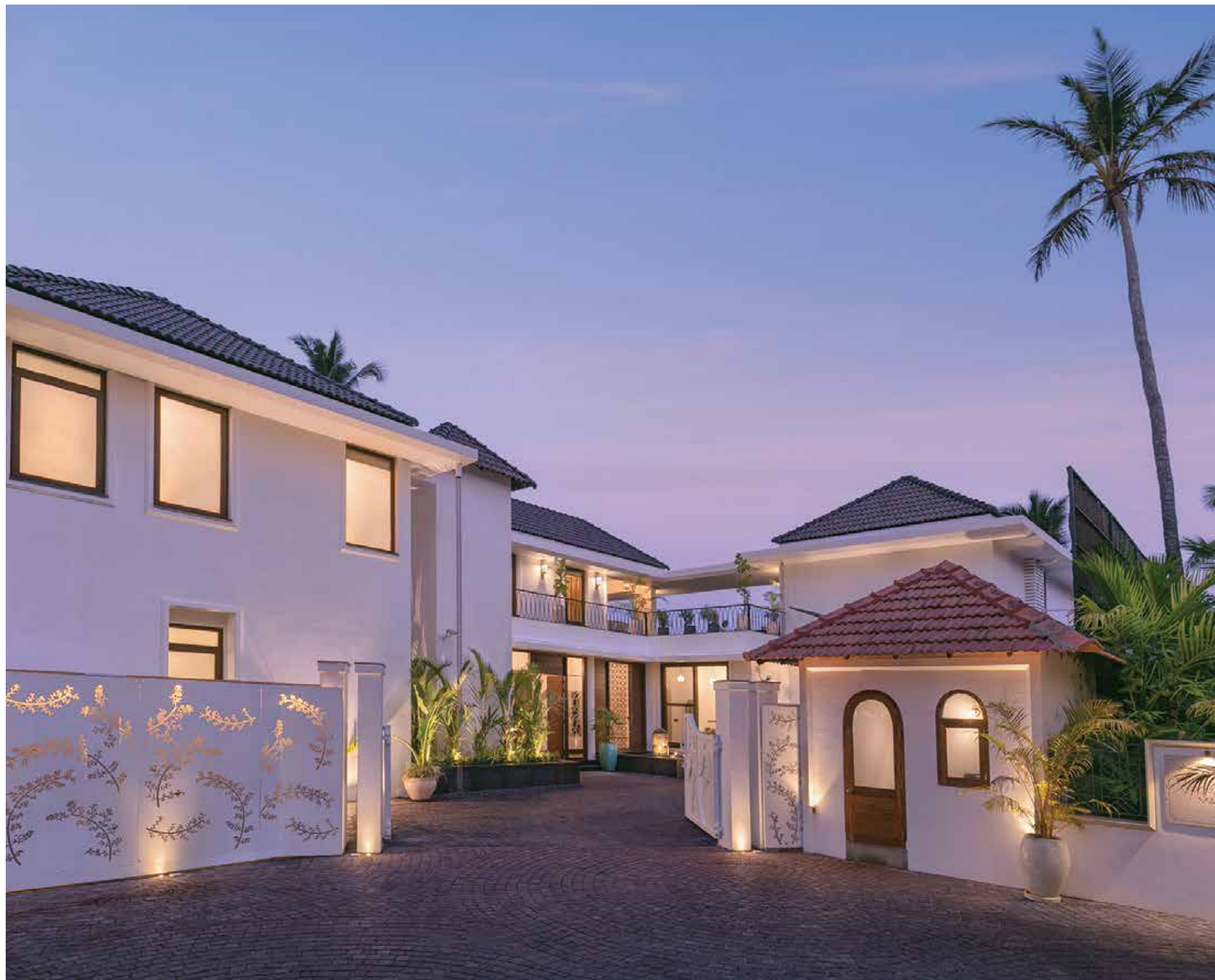
# ALLURRE



Luxurious 3 BHK villas in the cocoon of lush greenery and the quaint Assagao village.







# CAMPO MANOR



A contemporary standalone 5BHK nestled in vibrant Anjuna.







# Interiors and Exteriors



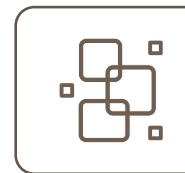






## Architecture

### X Nature



Designs that seamlessly integrate the outdoors with closed spaces



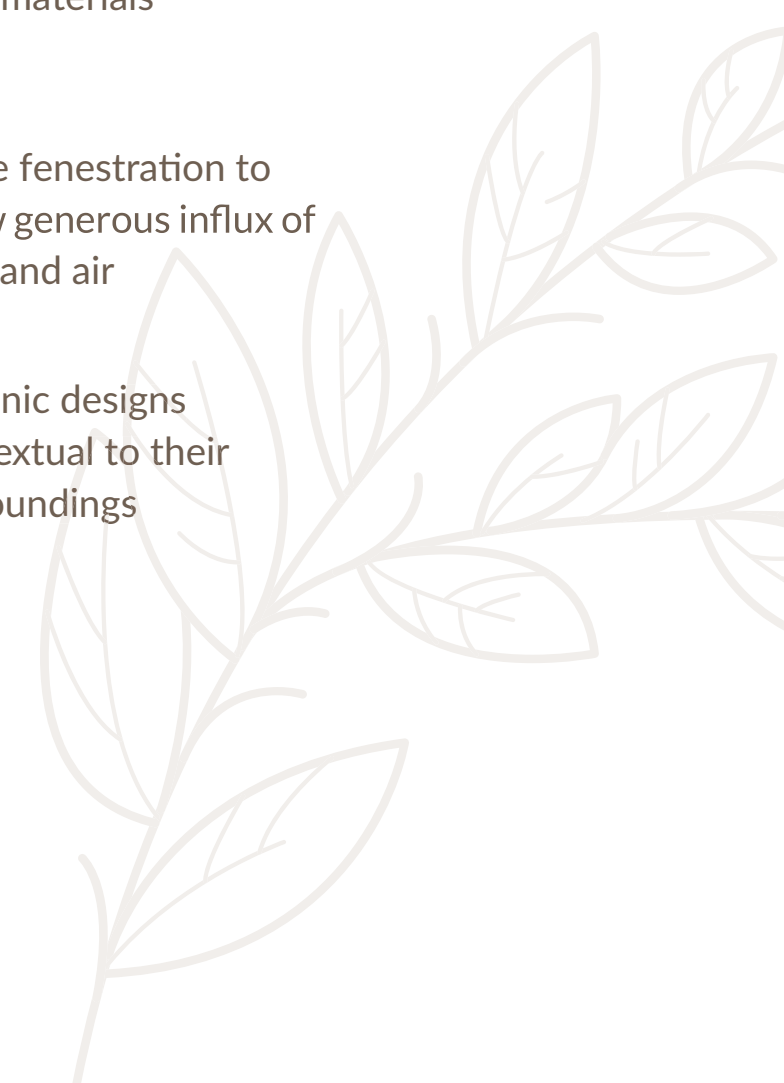
Use of natural and local materials



Large fenestration to allow generous influx of light and air



Organic designs contextual to their surroundings



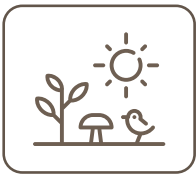




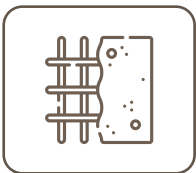
# Landscaping



Every outdoor area that's habitable to breathe with plants



Abundant flora for better natural cooling



Toning down concrete and adding variation to break the monotony



Simple and balanced for a zen vibe







Client Delight





**Pankaj Agrawal**  
Mayberry Phase 3 Villa Owner

## I always dreamed of having a home in Goa, since I love the place.

I was looking for a property in Goa and it took me around three years to find a house that I really liked. I did thorough research on several market players and that's when I came across Ashray Developers.

The extensive range of projects, the attention to detail and the impeccable quality are some of the many factors that helped me decide upon Ashray as my final choice.

My overall purchase experience was absolutely seamless, as the team was extremely supportive and professional. I would highly recommend Ashray to anyone looking for a luxury home in Goa.



## Guneet Kaur Paintal

Mayberry Phase 3 Villa Owner

## I love coming to Goa for my Mayberry villa.

Be it the aesthetics and designs or the attention to detail with regards to the interiors, everything here is remarkable. Even the extended services of property management are wholesome, and not to forget the warm and friendly nature of the founders.

What I love most about our villa is its prime location and proximity to various other places, and as soon as I enter I can feel Goan vibes—plenty of sunlight, lush green, and welcoming. About Ashray, I love how they raise the bar with every project, and I would highly recommend it to anyone planning to buy a luxury home in Goa.





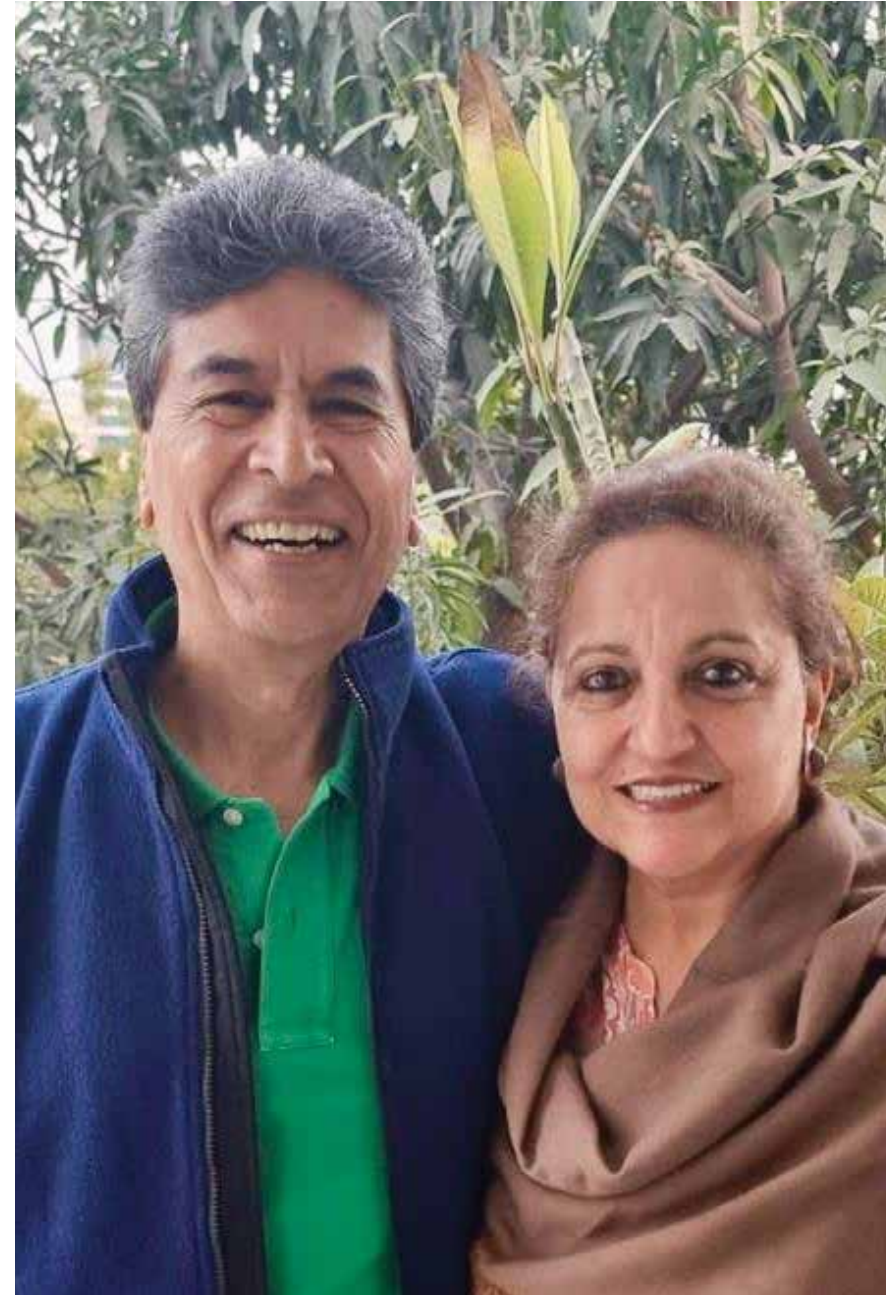


## Ramanjit Singh and Jasmeen Juneja

Camelotte, Chrysalis and Belvedere Property Owners

**It was an excellent experience and an excellent team.**

Ashray has assisted us at every step of the way and is a very co-operative team to work with. We love our new home; it is so peaceful and serene here. And the action is just a 15-minute drive away. We are away from it all, yet not too far away. We love how they have continued to maintain the complex even after completion. Girish and Ashwini are fantastic! They are friendly and professional, all rolled in one. In short, I've done several property deals and this has by far been my best experience.



## Rajiv and Savitri Kapoor,

Allurre, Camelotte and Chrysalis Property Owners

**We have always loved Goa's greenery, slow pace of life, and its lovely people.**

Like many of our expat friends, we decided to invest in Goa for a holiday home because if we ever decide to settle in India, it will be in Goa rather than the busy metros. Two very dear friends who were Ashray homeowners highly recommended them, making the decision very easy for us.

Right from the quality of construction to follow-throughs on customized requests, Ashray Developers is the epitome of professionalism.











# The Journey Ahead

Our journey ahead is about investing ourselves into deeper research and an elevated planning process, so execution is smoother and faster. Use the lessons learnt, imbibe our experiences in the next project, establish our network to renew our core, and create a more sustainable company.







## CONTACT US

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