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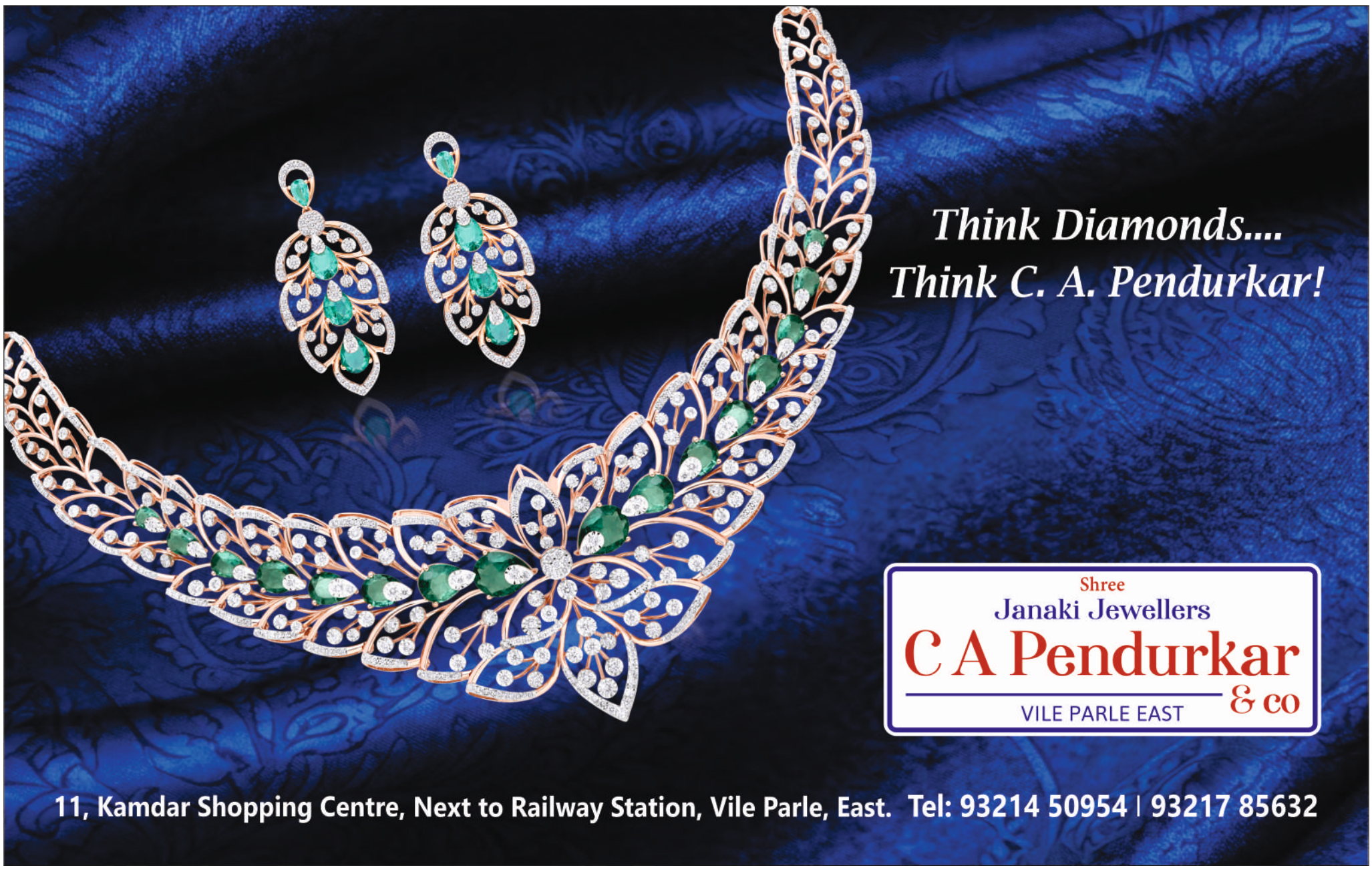


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Editorial



Every neighbourhood has its own character. It is shaped by its people, traditions, familiar shops, trusted professionals and the everyday connections that make a community special.

Vile Parle is one such neighbourhood. With its rich heritage, established businesses, emerging ventures and close-knit community, it has always had a distinctive identity.

We all have our favourite local stores and businesses – places we return to not just for what they offer, but for the trust, familiarity and personal connections we share with them.

But in today's changing marketplace, being good at what you do is not enough. People also need to discover you, connect with you and remember you.

That is where **Parle Business Connect**, an initiative by **ParleBazaar.com**, comes in. While ParleBazaar.com provides local businesses with a digital presence, this special print edition extends that reach, bringing businesses and professionals across multiple sectors closer to the community.

Our idea is simple: make local businesses easier to discover and give people more reasons to look closer to home.

This maiden edition is just the beginning. A heartfelt thank you to every advertiser, entrepreneur and well-wisher who has believed in this vision.

Because a thriving neighbourhood is built not just on buildings and roads, but on its people, businesses and the connections between them.

When local businesses thrive, the whole neighbourhood celebrates!

Chanda Mantri
CEO
www.parlebazaar.com

Vile Parle Real Estate Trends : What's Driving Demand?

An Architect's Perspective on the Neighbourhood, Its Evolving Scenario *and the Value of Calling Parle Home*

By Ar. Rashmi Phulkar | Practicing Architect, Vile Parle East

A Neighbourhood That Has It All

Vile Parle is an eminent buzzing locality with a rich blend of culture, education, entertainment and redevelopment. Apart from its significant educational institutes, its close proximity to the domestic as well as international airport has elevated its importance, making it a valued and most sought-after neighbourhood. It also holds an easy and strong connectivity to Parle West, Irla and Juhu area, making the linkage between east and west the quickest and uncomplicated.

Vile Parle has an active cosmopolitan community bond which can be seen amongst its residents and visitors during cultural activities and festive seasons.

The overall populace is mixed folklore in all age groups, ranging from school and college students to the older generations. Thus, education, mores and values make it a perfect locus space for home buyers.

Vile Parle also boasts of being a peaceful and amicable expanse, with good infrastructure in addition to being a well-devised neighbourhood. Thus, in these recent years, it has evolved as a prime hub for residential and commercial development.

A Changing Scenario. : The Rise of Redevelopment

Here in recent years, there is progressive development in the real estate market. Construction and redevelopment are giving way to newer ones. There is development going around every nook and corner of Vile Parle. This is a statement in itself which affirms that many are opting for living a life in this neighbourhood.

The real estate scene is bustling with great projects happening all over Vile Parle. The utility, sale and product strategy of any realty to be sold in Vile Parle is driven by Vile Parle the brand. The understatement here is that the developers have offered an unperturbed and comfortable living with just about adequate amenities.

Understanding the Challenges of Building in Vile Parle

The stimulation that has led to this kind of development in Vile Parle is the watertight situation for any realty to be delivered, keeping the constraints of monetary benefits after all expenses in creating a reality.

The civil aviation due to airport vicinity has led to restrictions in height of the buildings, thus making it a catalyst in having more spacious ground coverage. The land rate is more compared to other localities, which has led to a surge in municipal charges and overhead expenses. This directly has a rebound effect on the sales of any realty, hence making it pricier than any other suburb. Subsequently, the project statistics are affected, which may disallow the buyers to reap any additional benefits to upscale the projects.

Though this is a very pragmatic approach, it is a firm reason as to why Vile Parle is not dominated by any particular corporate builder group. It further challenges young versatile builders to showcase their business acumen to woo its buyers.

Homes for Different Generations and Aspirations

The main category of residential development reflects the buyer's attitude. From 1BHK to 4-5BHK is the range of buyers. The configuration is such that it allows the developer to dispense the property single or as a combined large space.

The buyers here are of an age group of young adults, who either belong to Parle since their formative years or are seeking education here for their younger ones. The size and price of any property varies from road to road, area to area and from developer to developer. By and large, it depends on its relevance to any commercial area, temple, school or quiet neighbourhood, or the luxury amenities a developer has to offer.

An Architect's Perspective: What Makes a Good Home?

A good home is not defined merely by its size, price or the number of amenities offered. It is equally about the quality of planning, natural light, ventilation, functional layouts, privacy and the efficient use of available space.

For someone planning to buy a home in Vile Parle today, my advice would be to look beyond the sample flat and attractive brochures. Understand the actual carpet area, room dimensions, building layout, orientation, ventilation, construction quality and the practical usability of the space. Also consider the developer's track record, approvals, construction status and the long-term maintenance requirements of the building.

Beyond the Advertised Price: Calculate the Real Cost

An advertised property price is only the starting point of the financial commitment. Buyers should compare properties on their total acquisition cost rather than just the quoted rate per square foot.

Stamp duty, registration charges, GST wherever applicable, parking charges, floor-rise premiums, infrastructure or development charges, legal expenses, maintenance deposits and other applicable costs should be clearly understood before making a decision.

It is important to ask for a detailed cost sheet from the developer and compare the final payable amount with the actual carpet area being offered. A seemingly attractive base price may not necessarily translate into a more economical purchase once all additional expenses are included.

The Parlekar Feeling: More Than Just an Address

Vile Parle offers comfort with luxury along with liberal views on community living. The typical gatherings around chai tapris, the Katta Culture, the community bonding during festivals all add to the essence of being a Parlekar.

So, with the booming real estate industry, the citizenry of Vile Parle is ever becoming big, broader and wider. It is here we can say that people want to live and do not wish to leave.

Ar. Rashmi Phulkar
Phulkar & Phulkar Architects
(Practising Architect, Vile Parle East)

ParleBazaar.com – Vile Parle's Own Business Platform

Vile Parle, Now Just a Click Away! *Discover. Connect. Explore. All on ParleBazaar.com.*

From finding a trusted professional and discovering a new food destination to exploring holiday packages, property projects and local offers, **ParleBazaar.com brings Vile Parle's business community closer to its residents.**

Created by *Aamhi Parlekar - Parlekar.com* and *TownParle.in*, ParleBazaar.com is a digital platform that brings local businesses, professionals, products, services and opportunities together under one roof.

More Than Just a Business Directory

ParleBazaar.com goes beyond conventional business listings. It is a neighbourhood discovery platform where residents can explore businesses across multiple categories, discover special offers, upcoming tours, real estate projects, events, exhibitions and informative articles by experts.

Whether you are looking for a neighbourhood restaurant, a healthcare professional, a home-buying opportunity or your next holiday destination, the platform makes local discovery simpler and more convenient.

A Digital Opportunity for Every Business

In today's competitive marketplace, having a digital presence is no longer optional. From established businesses and professionals to small shops and home-based entrepreneurs, ParleBazaar.com offers opportunities to showcase their offerings and reach potential customers.

Businesses can create listings, develop dedicated business microsites, showcase products and services, promote special offers and advertise through banners and customised marketing packages.

The platform also welcomes property owners, event organisers and professionals who wish to promote their offerings, share achievements, announce new launches or contribute informative articles.

Connecting Local Businesses with Local Customers

The idea is simple: help residents discover more of what their neighbourhood has to offer while giving local businesses the visibility they deserve.

With a combination of business listings, promotional opportunities, property updates, events and local information, ParleBazaar.com aims to become a useful digital destination for the Vile Parle community.

A neighbourhood grows when its people discover, support and connect with one another. ParleBazaar.com is a step towards making these connections easier and more meaningful. Whether you are a resident looking for something local or a business looking to reach more people, there is a place for you here.

Discover local. Connect with your neighbourhood. Grow together.

Visit www.parlebazaar.com and be a part of Vile Parle's growing digital business community.

For Businesses & Professionals

Get discovered with a **FREE Basic Business Listing!**

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For Property Owners

Looking to buy, sell or rent a property? List your property on ParleBazaar.com and connect with potential buyers, sellers and tenants.

For Event Organisers

Organising an exhibition, festival, workshop or show? Promote your event on ParleBazaar.com and reach the Vile Parle community.

For Businesses & Professionals – Share Your Story!

Launching a product, receiving an award, celebrating a milestone or sharing expert insights? Parle Business Connect and ParleBazaar.com invite businesses and professionals to share their news, achievements and informative articles.

FOR RESIDENTS

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contd. on pg. 4

Diwali Then & Now: From Chakli Dabbas to Curated Hampers!

Same festival. Different generation. And a whole new business of celebration!

Remember the Diwalis when the biggest crisis in the house was whether the chaklis would turn out crisp enough, or whether the karanjis would open up while frying? The kitchen was a battlefield, the dining table was a faral factory, and mothers were the unquestioned CEOs of the entire operation.

There were no fancy hampers, no artisanal labels and certainly no Instagram-worthy packaging. Just steel dabbas filled with homemade chakli, chivda, laddoos and shankarpali. These travelled from one home to another, often returning with a different dabba and a generous helping of someone else's faral. Nobody counted calories. Nobody checked ingredients on an app. You ate, complimented the cook and asked for the recipe – even if you had absolutely no intention of making it!

Diwali shopping was equally dramatic. A family outing to the market meant tired fathers carrying bags, mothers negotiating prices with Olympic-level determination and children developing sudden, expensive preferences. The shopkeeper was often a familiar face. He knew your family, your budget and sometimes your taste better than you did.

And the crackers? That was an entirely different economy. Children negotiated their budgets, compared purchases and guarded their collections like valuable investments. A packet of phuljhadis could produce more excitement than an expensive smartphone does today.

Welcome to Diwali 2.0!

Fast-forward to today. The chakli may still be homemade, but the faral hamper has a designer ribbon, a personalised tag and a price that could make the original cook reconsider her career choices!

Shopping has become wonderfully convenient. Why battle traffic when an outfit can arrive at your doorstep? Why visit five gift shops when an entire catalogue is available on your phone? A few swipes, a discount code, a digital payment and your Diwali shopping is almost done.

Almost. Because there is always one more person to gift, one more party to attend and one more outfit that looks absolutely essential.

The business of Diwali has also grown up. Sweet shops have become gifting brands. Home bakers are creating impressive festive collections. Boutiques are competing for attention through reels, influencers and WhatsApp broadcasts. Decorators, florists, event planners and small entrepreneurs are all finding their own place in the festive marketplace.



The traditional shopkeeper now has a digital competitor, sometimes in the form of a teenager operating an Instagram business from her bedroom. Who would have imagined that a home kitchen could become a festive enterprise?

The Business of Making People Happy

For businesses, Diwali is much more than a few busy shopping days. It is an opportunity to reach new customers, showcase products, introduce festive collections and strengthen relationships with existing ones.

A thoughtful festive offer, an attractive display, a beautifully presented hamper or a personalised gift can make a business stand out in a crowded marketplace. In neighbourhoods like Vile Parle, where familiar shops and established businesses are part of everyday life, the festive season also brings opportunities for local entrepreneurs to connect with new customers.

Digital platforms have added another dimension. A local boutique can reach customers through Instagram, a sweet shop can accept WhatsApp orders, and a small home business can find buyers beyond its immediate neighbourhood. The possibilities are no longer limited by the size of the shop or the number of people walking past it.

But amidst all the new-age marketing, one thing hasn't changed: customers appreciate good products, fair prices, reliable service and the feeling of being valued.

And perhaps that is where the old and new Diwali meet. The packaging may have changed, but the intention remains the same – to make someone feel remembered.

So, Have We Lost Something Along the Way?

Perhaps a little. The spontaneous visits, the unannounced faral exchanges, the long conversations with neighbours and the excitement of discovering a handwritten greeting card in the letterbox are not quite as common.

But let's not romanticise the past too much. We also remember the traffic, the crowded markets, the endless cleaning and the mountains of utensils after Diwali parties!

Today's generation has its own pleasures. It can send gifts across cities, support a home-grown brand, discover a new local business and bring the world into its living room.

Maybe the secret is to borrow the best from both generations.

Make the chaklis if you enjoy making them. Order the hamper if you don't. Visit your favourite neighbourhood shop, but don't feel guilty about shopping online. Enjoy the festive offers, explore new brands, and perhaps give that small local business a chance. Send a WhatsApp greeting, but pick up the phone and speak to someone you haven't met in ages.

And while we are busy celebrating, let's remember the small businesses and familiar faces that make our neighbourhood festive.

Because Diwali is not just a festival of lights. It is also a festival of livelihoods, enterprise, generosity and relationships.

And this is what makes a neighbourhood special – its people, its familiar shops and the businesses that grow alongside the community. Platforms like **ParleBazaar.com** make it easier to discover local businesses, explore products and services, and connect with entrepreneurs around us. Through **Parle Business Connect**, we celebrate these businesses and the people behind them, bringing local brands closer to the community they serve.

The steel dabba may have become a designer hamper, and the handwritten card may have become a digital message. But the real luxury of Diwali remains unchanged – having people to share it with.

The People Behind the Business

The Man Behind the Journeys: Mr. Anil Gupta of Anjali Tours & Travels

Three decades of trust, countless destinations and one simple belief – every journey deserves personal attention.

For Mr. Anil, the founder of Anjali Tours & Travels, travel has never been just about booking tickets or reserving hotel rooms. It has always been about understanding people, their dreams and the experiences they hope to take back home.

When he started his journey in the travel business over three decades ago, the industry was very different. Bookings involved paperwork, endless phone calls and personal follow-ups. Yet, one thing remained central to his approach – understanding the traveller before planning the trip.

Over the years, technology has transformed the travel industry, destinations have changed and customer expectations have evolved. But Mr. Anil believes that the most important ingredient of a successful travel business remains unchanged: **trust.**

What makes his journey particularly special is the relationship he has built with customers. Families who once approached him for their honeymoon holidays now return to plan vacations with their children and even grandchildren. For him, such relationships are a greater achievement than any business milestone.

The Business: Anjali Tours & Travels

Based in Vile Parle, Anjali Tours & Travels has been helping individuals and families plan their holidays for over three decades. From domestic and international holiday packages to customised family vacations, honeymoon trips, group tours, corporate travel, hotel reservations, visa assistance, travel insurance, cruises and foreign exchange guidance, the company offers a range of travel-related services under one roof. Its approach combines destination knowledge, personalised planning and assistance throughout the travel process.

The pandemic tested the travel industry like never before, but staying connected with customers, helping them with cancellations, refunds and rebookings, remained a priority.

Today, as Anjali Tours & Travels embraces new technology and changing travel trends, Mr. Anil continues to believe in the personal touch that built the business.

His philosophy is simple: listen carefully, advise honestly and never treat a traveller as just another booking.

After all, destinations may be discovered online, but trust is built one relationship at a time.



Anil Kumar Kailash Gupta
Director

contd. from pg. 3

ParleBazaar.com – Vile Parle's Own Business Platform

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