

# Viceroy Properties Celebrates the Cultural Soul of Mumbai's Iconic Coastal Neighbourhood – Versova – with a Coffee Table Book

Category: Business

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[Viceroy Properties](#) has unveiled Versova, Once Upon A Shoreline, a thoughtfully curated coffee table book that documents the layered history, lived-in culture and creative spirit of Versova, one of Mumbai's most evocative coastal neighbourhoods.



**From L to R Mr. Noel D'souza, Mr. Rajhans Tapke, Mr. Samrat Mukherji, Mr Bhagwan Bhanji, Ms. Maria Goretti, Mr. Sunhil Sippy & Mr. Cyrus Mody**

More than a geographical chronicle, the book captures Versova as a living cultural ecosystem shaped by its fishing communities, heritage homes, artists, filmmakers, cuisines and everyday rhythms that have defined the area for generations.

Conceptualised as an act of cultural documentation rather than a brand exercise, the book brings together photographers, filmmakers, writers and long-time residents to preserve stories that often remain undocumented, even as the city around them rapidly transforms.

Speaking about the intent behind the book, **Cyrus Mody, Founder and Chief Executive Officer, Viceroy Properties**, said, “As a real estate developer, Viceroy’s role is not just that of building structures. Our ambition is to become a part of each neighbourhood we operate in and that means understanding and respecting what came before us.

*Versova is more than a micro-market. It is a living, breathing cultural ecosystem shaped by generations of artists, filmmakers, fishing communities and families with stories that often go undocumented. Before adding a new silhouette to Versova’s skyline, we felt it was important to understand and honour these chapters. This book is dedicated to them.*

*For us, this is not about marketing a project. It is about being a responsible, respectful participant in the fabric of the city. By documenting Versova’s storytellers and spaces, we hope to contribute something meaningful to this unique community.”*

The visual language of the book is anchored by renowned photographer **Sunhil Sippy**, whose images capture Versova beyond the postcard view. “Versova reveals itself in moments. The early mornings at the Koliwada, the quiet lanes behind the beach, the homes that carry decades of memories. This book allowed us to slow down and observe Versova as it truly exists, intimate, layered and deeply human.”

TV presenter, Chef and Author **Maria Goretti**, who has long shared a personal connection with Versova, reflected on the

emotional resonance of the project. *"Versova has always had a soul that quietly draws people in. Being part of this book felt like revisiting memories and sharing stories that deserve to be remembered. It is a love letter to a neighbourhood that has given so much to the city's creative and cultural life."*

Filmmaker and owner of Filmalaya, **Samrat Mukherji**, added, *"Versova has played a silent yet significant role in shaping Mumbai's independent cinema and artistic communities. Collaborating with Viceroy Properties to document its stories is important because places like this influence creative thought in ways that are not always visible. This book captures that influence beautifully."*

Singer and member of India's first boy band, **Sherrin Varghese** highlighted the importance of preserving lived narratives. *"While I am a resident of Madh, few people realise the deep historical relationship it shares with Versova, from shared communities and coastal traditions to even the same pin code. The book brings this overlooked connection to the forefront, offering a fuller understanding of Versova beyond its familiar image. Documenting these layered relationships was important, and it is what made this initiative by Viceroy meaningful enough for me to be a part of."*

The book was unveiled at an intimate gathering at **Kino's Cottage, Versova**, a space deeply embedded in the neighbourhood's cultural and cinematic history. The event brought together contributors, members of the local community, artists and creative voices who have shaped Versova over the years. Set against the backdrop of Versova beach, the evening served as a meaningful culmination of the collaborative journey behind the book, celebrating shared memories,

conversations and the spirit of the neighbourhood that inspired it.

The unveiling also marked one of the initiatives under **The Good Neighbour**, Viceroy Properties' ongoing commitment to engaging thoughtfully with the communities and cultural ecosystems of the neighbourhoods it operates in, beyond the act of building alone.

Versova, Once Upon A Shoreline stands as a cultural archive and a tribute to a neighbourhood at the intersection of memory and modernity. Through stories and visuals, the book seeks to preserve Versova's identity at a time when urban change often outpaces remembrance.

### **About Viceroy Properties**

Viceroy Properties was founded in 2017 to redefine Luxury Real Estate Development in the Mumbai Metropolitan Region. With a strong focus on Meticulous Planning, Aesthetic Design and Impeccable Craftsmanship, the firm's first two projects have won 13 International Awards across Design, Construction and Sustainability. As of mid-2024, Viceroy Properties has delivered over 1.2 mm sq. ft. in Thakur Village, Kandivali (E) with another 3.3 mm sq. ft. under various stages of planning/development.

### **About 'The Good Neighbour' – An Initiative by Viceroy Properties**

The Good Neighbour is a long-term initiative by Viceroy Properties that seeks to engage meaningfully with the neighbourhoods it operates in, beyond the act of development. Rooted in the belief that responsible building begins with

understanding place, people and history, the initiative focuses on celebrating local culture, preserving lived narratives and fostering community participation. Its first initiative was a curated heritage walk through Versova, designed to highlight the area's lesser-known histories, cultural intersections and everyday stories that have shaped the neighbourhood over generations. Through projects such as the heritage walk and the coffee table book Versova, Once Upon A Shoreline, The Good Neighbour reflects Viceroy's commitment to being a thoughtful, respectful presence within the urban fabric of the city.

