

Capturing the story of a legend on canvas



Dilip Kumar
and Saira
Banu

Ashar Group celebrates late Dilip Kumar's journey through art on his 102nd birth anniversary

On Dilip Kumar's 102nd birth anniversary today, real estate company Ashar Group is commissioning a special art piece by renowned artist Jaideep Mehrotra. The painting will capture the late actor's remarkable journey from Peshawar to Mumbai, blending heritage and culture into a breathtaking tribute.

Talking about it, Mehrotra shared, "Capturing Yusuf *sahab* is going to be like painting the soul of Indian cinema. His story is one of timeless grace and cultural pride. His ability to bring characters to life remains unparalleled and this piece will be a testament to his enduring legacy."

The art piece will come inscribed with Dilip Kumar's poignant words, "*Hum aur aap aksar andhere mein milte hain; aaj pehli baar roshni mein aap se mulaqat ho rahi hai,*" and will eventually find its home at The Legend by Ashar upon completion of the uber-luxury project. Featuring expansive residences, column-less layouts and vertical villas with double-height living spaces, the project is located in the heart of Pali Hill, Bandra.

Ajay Ashar (Chairman and Managing Director, Ashar Group) said, "Dilip *sahab* wasn't just a star; he was an institution. We have had the privilege of sharing a close friendship with him and his family. And with The Legend by Ashar, we pay homage to his indelible contributions, which have inspired the entire nation. This tribute is a celebration of a life lived with passion, humility and brilliance. It's a fortunate collision of poetry, prose, art and more, to showcase a legend, who holds a special place in the hearts of so many."

Reflecting on the tribute, Saira Banu Khan



Jaideep
Mehrotra



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shared, "Art was always close to Dilip *sahab*'s heart and this commission, I believe, will beautifully encapsulate his journey and enduring legacy."

Ayushi Ashar (Director, Ashar Group) added, "The project recently sold a triplex apartment for Rs 170 crore. Valued at Rs 1.81 lakh per sq ft, it was one of the most expensive per sq. ft. deals in the city's real estate & took place within 15 months of its launch."



The project is located in Pali Hill