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THE VOICE OF REAL ESTATE

THE H20 PROMISE

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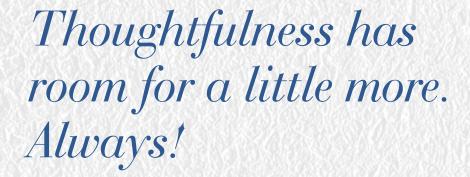
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The world is changing every moment. True joy lies in driving the change, with thoughtfulness. In identifying, understanding, feeling and then creating. In adding that little thoughtful touch that's so responsive. In creating spaces that are full of emotions. With amenities that are created thinking about every functional aspect. In being reborn every day and remaining inspired with values that are timeless. By creating integrated architectural marvels every time, we create. In triggering a disruption that sparks numerous positive disruptions. Be loved for that.

Thoughtfulness in design means crafting living spaces for families to endear and enjoy. Consciously anticipating our customers every need and ironing out their pain points. After all our products are designed to last a lifetime! In fact go beyond and become heirlooms.

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By creating integrated architectural marvels opportunities to embark upon new journeys. Think new geographies, new scale, new challenges and new changes.

Because being thoughtful is our second nature.

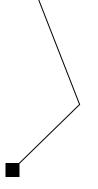
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PANORAMA

by ANNURAG BATRA

Editor-in-Chief

WE SHALL OVERCOME

he mood is somber across the country. The deadly virus is taking its toll and the gravity of the situation is increasing day by day. Our thoughts and prayers for those going through health crisis and to those who have lost their loved ones to this deadly virus.

The second wave of pandemic is not only an alarming crisis of health but also for the economy of the country, which was till recently witnessing green shoots of recovery. The growth projections of Indian GDP have already been downgraded due to the escalating infections leading up to the lockdowns, business disruptions and lower consumer demand.

Indian real estate considered the backbone of the economy is feeling the heat too. With the pace of construction getting impacted due to labor migration and disrupted raw material supply, the sector is looking at more project delays, NPAs and loan defaults.

While the situation is grim, there is always a hope that guides us towards light. The individuals and corporate have come together to help the fellow citizens, from conducting vaccination drives to supplying oxygen and necessary medicines, as also setting up hospital beds. Realty+ hails such humanitarian gestures.

Our upcoming products in line with spreading positivity, intend to acknowledge the power of leadership, the zest of the young generation and the ingenuity of those who despite the tough times are helping keep the businesses afloat. Realty+ 'Super CXOs' Coffee Table Book, '40 Under 40' and 'The Marketing Minds' initiatives are set to be the source of inspiration for the real estate sector.

We may not be able to solve the world's problems but each one of us can be a ray of hope for others. Courage and determination is contagious and thoughts of positivity can take a life of their own, lighting up someone else's life.

The times are difficult but we shall overcome.

Stay Safe, Stay Healthy



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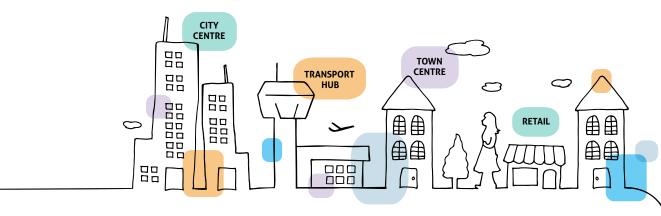
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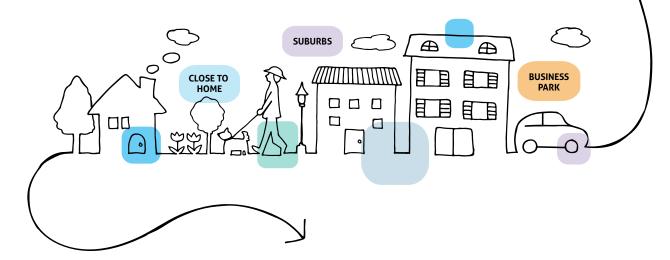
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of companies anticipate remote working being the new norm

PWC, Future of Remote Working









FROM THE EDITOR'S DESK



Enough has been said and written in media about the failure of the government and policy paralysis that has led to the rising Covid cases and deaths in India's capital and other states. On the financial front, the pressure on the economy is rising and RBIs step towards restructuring of loans of small borrowers and MSMEs doesn't seem to be enough. Mid and large borrowers of sectors heavily impacted by the pandemic too should have been provided relief.

Without doubt, the COVID-19 pandemic's human and economic toll have been devastating. The role for all of us now is to find those silver linings that can keep us moving ahead and help create the light at the end of the tunnel.

At Realty+ we wish best of health to all our fellow citizens.

Sapna Srivastava

sapna.srivastava@exchange4media.com

You can access the web edition of Realty+ at www.realtyplusmag.com and also subscribe for the Daily Newsletter. You can send your letter to us at realtyplus@exchange4media.com mentioning the sections name in the subject line.

IN BOX



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Realty+ has done a great service to the real estate industry in these pandemic times by organizing some of the best online conferences and knowledge sharing sessions among various stakeholders to scale up for the next big move in realty market. Realty+ is now undisputed leader in covering real estate sector both in print as well as online. Wishing Realty+ a great success.

Anuranjan Mohnot
Managing Director & CEO, Lumos
Alternate Investment Advisors

Realty+ initiative is remarkable and very informative and fills time with value in these vacuum times

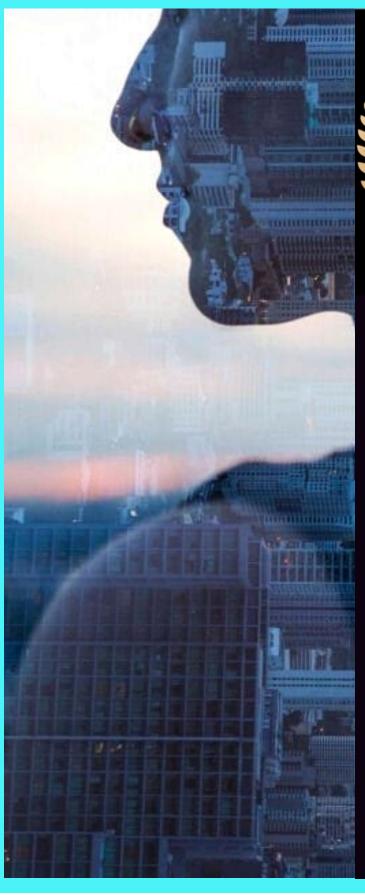
Prof. K.JaisimJaisim-Fountainhead

Real estate is the foundation of any economy - be the commercial offices, industrial sites or data centers. India has witnessed a re-organization of the sector in recent years, and Reality+ brings a 360 degrees perspective of the industry and its participants. I find Realty+ keeping up with the trends in incorporating new technologies, regulations and the market forces. I continue to look forward to the next issue.

Amitabh Satyam Chairman - Smart Transformations

Realty+ magazine has made the realty world cohesive in these terrible times. It has brought the community closer through various programs by explaining as to what is happening and projecting the future of the world of Realty. Congrats, well done.

Daksha Bharadwaj, Architect & Partner, Bharadwaj Bharadwaj and Associates LLP





BORN TO LEAD



Realty+
is listing 40 emerging
real estate leaders who
are under 40 years of
age and have achieved
an impressive
body of work

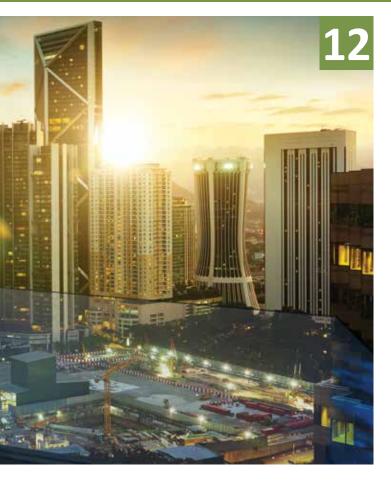
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MAY 2021



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LEADING BY EXAMPLE MOTHER'S INSPIRING FUTURE BUSINESS LEADERS

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COVID-19 HEALTH INFRASTRUCTURE AS CSR ACTIVITY

ompanies using their CSR funds to create health infrastructure for Covid-19 is an "eligible activity", said the government. Companies, including stateowned, can work on Covid-19 healthcare either themselves or in collaboration with others. Spending funds on setting up makeshift Covid-19 hospitals, temporary care facilities, on awareness campaigns and public outreach programmes to promote vaccination are eligible CSR activities.

Resources to establish medical oxygen generation and storage plants and manufacturing and supply of oxygen concentrators, ventilators, cylinders and other medical equipment for Covid-19 will be regarded as CSR activities, said the **Corporate Affairs** Ministry.

MID-SIZED EPC FIRMS TO SEE 15% REVENUE

GROWTH

trong order books and better operational preparedness will swell the top line for over 600 CRISIL-rated mid-sized enterprises in the engineering, procurement, and construction (EPC) sector by 15 per cent this fiscal, the rating agency said. However, the performance of these EPC companies is likely to be curbed in the first quarter of the current fiscal year as the country fights the second Covid wave along with challenges of slowdown in project execution and labour migration.

The expected growth will be up from around 10 per cent fall last fiscal. The aggregate revenue of 600 companies (with revenue less than Rs 1,000 crore in the previous FY) was estimated to be **Rs 70,000 crore for** the last fiscal year

SNIPPETS

GLOBAL ECONOMY 5.4% GROWTH IN 2021

Raising its projection from 4.7% growth, U.N. pointed to the rapid vaccine rollout in a few large economies led by the U.S. & China and an increase in global trade that has already reached its prepandemic level.

INDIA'S FIRST 3D-PRINTED HOME

The 56 sqm single-storey home was built in just five days by Tvasta Manufacturing Solutions in Chennai, in collaboration with Habitat for Humanity's Terwilliger Center for Innovation in Shelter.

AFFORDABLE HOUSING **KEEPS INDIAN REALTY AFLOAT**

Nearly half of the total housing demand in primary residential market across eight major Indian cities, Jan -Mar 2021 was for apartments costing up to Rs 45 lakh.

WORLD'S LARGEST MARIAN STATUE IN PHILIPPINES

Philippines will soon inaugurate the tallest statue of the Blessed Mother in the world. Known as "Mother of All Asia," or simply as the "Tower of Peace," it stands at 315 feet.

GOOGLE'S 20% EMPLOYEES TO WFH

Employees will be offered opportunities to permanently work remotely, or to transfer to other offices, based on their role and team needs.



TOP LISTED REALTY FIRMS PERFORM WELL **DESPITE SECOND WAVE**

espite the challenging environment, the top listed companies performed well on the sales front. According to the rating agency ICRA, the top 10 listed companies in real estate witnessed 61 percent growth in the December quarter, though the overall market was 24 percent lower than the pre-COVID-19 level.

Small and weaker players are finding it difficult to receive funding. Few of those who are able to secure it, get it at an interest rate of 13 percent or more. Listed

The sales by top 10 listed players rose from 17.28 msf in FY17 to 28.07 msf in 9M FY21. The market share of sales of top 10 listed realty developers has almost doubled from 11 percent of sales in FY20 to 19 percent in FY21.

developers are getting bank funding at 8-9 percent. They are also able to raise money through IPOs.

BAD BANK TO BECOME REALITY SOON

■he government is yet to announce the specific contours of the National Asset Reconstruction Company (NARC). It is only willing to provide some sovereign guarantee to help the platform. Financial industry stakeholders are being reached out to gauge their interest and one of the entities will take the lead once the potential shareholders are in place.

The lead bank or financier will have a stake of over 100 per cent, and apply to the RBI for licence to operate as an ARC. The bad bank will operate on the prevalent 15:85 structure, where 15 per cent will be paid as cash and the rest would be security receipts. This model will ensure that the fund's initial fund requirements are not very high.

"State-run lenders will take a lead in creation of the bad bank. but the sick asset resolution platform needs the support of private banks and other lenders to be successful,"

Swaminathan J. Managing Director, State Bank of India



@MoHUA_India

All strength to the shoulders of the hardworking labourers and workers on #LabourDay2021

@1sthyderabad

LafargeHolcim Innovation Centre (LHIC), to collaborate with @ IITHyderabad for #SmartBuilding solutions

@anandmahindra

Oxygen on Wheels by @ MahindraLog_MLL now delivers more than 1,000 O2 cylinders every day & manages the reverse logistics of empty cylinders too.

@Joebiden

Nearly 90% of the infrastructure jobs created in the American Jobs Plan don't require a College degree. It's a blue-collar blueprint to build America.

@elonmusk

Make humanity a multiplanet species!

@WRICitiesIndia

If the past decade was about the rapid growth of solar, the next 10 years should be about increasing the country's green hydrogen demand & supply.

@USGBC

Art Gensler leaves a legacy of incredible accomplishment, inspiration, and aspiration that will continue to guide us for decades to come.

HEALTH AND SAFETY: WORKER'S FUNDAMENTAL RIGHT

INTERNATIONAL WORKERS' DAY, ALSO KNOWN AS LABOUR DAY IN MOST COUNTRIES AND OFTEN REFERRED TO AS MAY DAY IS A CELEBRATION OF THE WORKING CLASSES. THIS YEAR, THE DAY FINDS GREATER SIGNIFICANCE UNDER THE SHADOW OF THE PANDEMIC THAT IS ENDANGERING THE LIVES OF MANY A LABOURERS AND ESSENTIAL WORKERS.

By: Sapna Srivastava

n the occasion of Labour Day on May 01, this year the International Labour Organization (ILO) while highlighting the workplace dangers faced by key workers who need greater protection to do their jobs safely, has underlined the need to minimize the risks for everyone in the workplace and put strong and resilient safety systems in place.

The workers are facing increased workloads and longer working hours during the crisis in all sectors with dire consequences on both physical and mental well-being. Such a scenario calls for implementation of international labour standards (ILS) on occupational safety and health, working arrangements, non-discrimination and social and employment security for the labourers of all sectors and business segments.

TAKING CARE OF ITS OWN

Many a real estate developers have initiated programs for the welfare of the construction workers from free



In its report, "Anticipate, prepare, and respond to crisis Invest now in resilient (OSH) Occupational Safety and Health systems" ILO has said that Covid-19 is not only a health emergency, but has also profoundly impacted on nearly every aspect of the world of work - from the closure of businesses, widespread job losses, global supply chain disruption and restrictions on mobility.

vaccination drives to providing meals and residential facilities at construction sites. Precautionary measure of testing and restricted access to sites have been put in place for health safeguards. The workers are being provided rations, drinking water and milk for children as well as toiletries for personal hygiene. The businesses are taking extra steps for fumigation and sanitization of buildings for safety of essential workers and conducting awareness programs for safe conduct and to reduce the stress amongst the workers.

WHAT MORE CAN BE DONE

Central and State Governments implemented decisive measures to protect workers by issuing guidelines for workplace safety, but a more ground approach of reaching to the bottom of the pyramid workers and supporting the establishments with necessary provisions to enable workers safety at work would help create far reaching impact. While, we combat the spread of the disease, ameliorating its effect on the economy and labour market remains a concern.

IN FOCUS

FREEDOM OF PRESS IN DEMOCRACY

THIS YEAR'S WORLD PRESS FREEDOM DAY THEME
"INFORMATION AS A PUBLIC GOOD" SERVES AS A CALL TO
ADVANCE TRANSPARENCY AND EMPOWERMENT WHILE
LEAVING NO ONE BEHIND.

By: Sapna Srivastava

he role of press in sharing factual information is essential to all members of society, from exposing corruption, debunking disinformation or alerting to occurrences of public importance. However, the press is not always allowed to play its role of a watchdog of the people and as an unbiased medium to provide information for public good. Therefore, the Press Freedom Day is a day of support for media which is a target of restraint and suppression across the globe.

BUSINESS OF JOURNALISM IN INDIA

In India, the travesty is that we have a press whose freedom of speech is diminishing day by day. On one end, the print media is owned and controlled by corporate conglomerates and TV channels are besotted with TRPs. Then there are digital platforms that have made it easier to misuse one's right to freedom of expression.

On the other end, there has been a steep rise in the attacks on press and weakening in regulations protecting freedom of expression. There have been media freedom violations, including restrictions on access to information

Conventionally, the four estates or pillars of democracy have been the Legislative, Executive, Judiciary and the Press. There is now a fifth estate that is the Social Media comprising bloggers and journalists of nonmainstream media outlets.



and online vehemence in the form of verbal attacks and threats of physical violence.

INDIA'S PRESS FREEDOM RANKING

The 2021 World Press Freedom Index produced by Reporters Without Borders (RSF), a French NGO, has placed India at 142nd rank out of 180 countries. In 2016, India's rank was 133 which dropped to 136 in 2017 and has steadily climbed down to 142 in 2020.

The lack of safety for journalists, offline and online attacks, harassment by the authorities and religious outfits with impunity and self- censorship by many journalists for fear of nationalist radicals are some of the reasons for India's dismal performance.

Fact-based journalism is an essential part of information as a public good. In India urgent measures are required to counter the forces that are weakening independent news media. We need to ponder on solutions to bolster media viability, greater transparency, safety of journalists and support for independent media.

PERSPECTIVE

H20 PROMISE FOR SMART & GREEN BATH SPACES

WATERTEC'S JOURNEY BEGAN IN 1997 WITH A VISION- TO REVOLUTIONISE BATH SPACES. TODAY, IT IS ONE OF INDIA'S **FASTEST-GROWING END-TO-END BATHROOM SOLUTIONS** COMPANIES. RAMESH BALIGA, CEO, WATERTEC (INDIA) PVT. **LIMITED SPEAKS ABOUT THE** COMPANY'S STRATEGIES IN THE TIMES OF COVID.

oimbatore based Watertec is an ISO 9001-2015 certified company with all its units and functions duly certified. A market leader in India and South East Asia, Watertec has recently launched an amazing range of products and notable tie ups with brands across the globe. It has revolutionized the bath space segment by replacing low-quality metal fittings & accessories with Superior Virgin Grade Engineering Polymer Products.

HOW IS THE COMPANY WORKING **TOWARDS HEALTH FOCUSED** PRODUCTS?

In the current COVID scenario there is an all-important stress and focus on touch-free & self-cleaning and AI controlled, IoT connected products. Being pandemic proof is not just the privilege of the HNI customer. As a brand, we are catering to all segments from luxury to the affordable luxury without compromising on the quality of innovation.

Our latest innovative products are hygiene focused, conceptualised from the raw material we use. Also, the



"OUR PRIME FOCUS FOR 2021 IS 'H2O PROMISE' THAT STANDS FOR HEALTH, HYGIENE AND ORIGINAL PRODUCTS. INNOVATIVE AND AI ENABLED PRODUCTS WITH LATEST TECHNOLOGY ARE BEING INTRODUCED BY US IN THE MARKET EXTENSIVELY."

Al enabled system enhances lifestyle and provides a comfortable, hygienic experience to the user. Our Intelligent Bathrooms include a wide range of sensor faucets that run on solar energy, Cisterns with inbuilt air purifier, Beaulet closets with Al features, Waterless urinals, Sensor driven Flush plates, Cisterns that are anti-bacterial, anti-fungal & anti-odour and knobs that are treated with special coating to enhance hygiene in the bathroom.

Our approach in terms of pre sales and post sales with company trained technicians is to boost the confidence of our 19000 channel and business partners. This is giving us the required edge over the competitors. We have a single call line number and the service team reaches in max 48 hours in any part of the country.

WHAT HAS BEEN THE ROLE OF TECHNOLOGY?

It's no doubt that technology is the driver of success for modern businesses. From production, marketing, security, sales, everything has gone digital. Getting the staff up to date with emerging trends not only boosts productivity, but it also has an immense bearing on our bottom-line. For external communication we are using new technologies to advertise and break into new markets. We keep track of customer and market data too. Technology in form of business relevant software facilitates error free reporting. Our CRM management system helps discover what our customer base wants and we are able to target the right customer at the right time. Our industry 4.0 plants are helping us in terms of productivity, quality products and keeping the product manufacturing cost affordable.

WHAT HAVE BEEN THE COMPANY'S BUSINESS STRATEGIES DURING PANDEMIC?

We are seeing a huge opportunity in replacement markets as people are not spending on new residential /commercial spaces, but are focussing more on renovating the existing properties. The products like showers, health faucets, seat covers, cisterns & shut off,

LATEST PRODUCTS

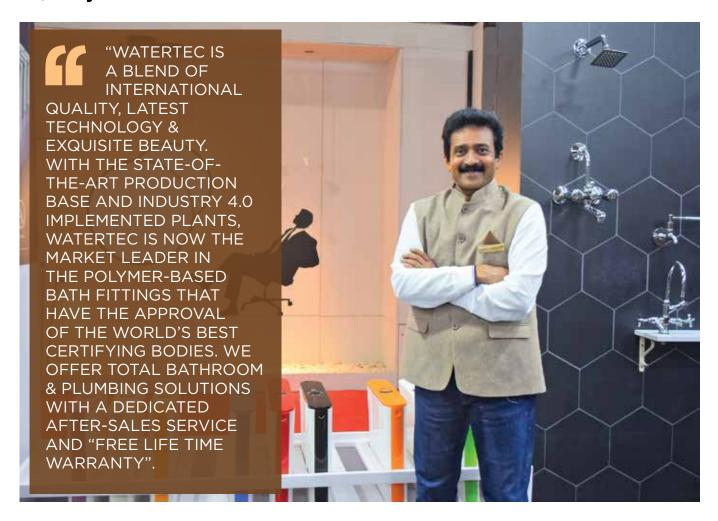
Aqceto - Put together by an elite panel of world-class designers, architects and engineers, Aqceto faucets product range, comes with stunning chrome & PVD finishes, which are both eye catching and utility based.

Conti+ - The Conti+ Washroom & Shower solutions offer exceptional sensory qualities in attractive shapes, combined with technically sophisticated functions. The Conti+ product portfolio comprises a wide range of sanitary fittings such as single and multi-wash basins, wash basin faucets, mirrors, accessories, odor traps and angle valves. They are environment-friendly & watersaving with touch-free operations and hygiene functions.

Touchless Cisterns By Oli – It uses active infrared technology, pneumatic flush technology & wireless communication for automatic flushing. These water efficient cisterns can activate half flush or full flush by programming through a remote control or by the wave of a hand. These are made of high quality anti-fungal, anti-bacteria resin which ensures hygiene.

Touchless Toilets & Seat Covers from Japan - Beaulet are AI enabled toilets & seat covers that open & close on their own and also heat the seats with UV rays. This makes the seat more hygienic and safe for the next user. It is a JV between Watertec and Japanese company ARCA.

Urimat - These waterless urinals use liquid sealers and rely on density differential between the sealant and the liquid waste.



which occupy major part of the bath rooms are our core manufactured products while, we are working on other products for diversification.

On the pipes and fittings front, we are shortly investing in plants in western and eastern markets. This would enable us to reduce the present logistic cost and availability at faster pace. More importantly, our CPVC and UPVC pipes and fittings are NSF approved and have been certified by IAPMO. Markets are developing due to investment from government in north east India. We feel there is a big opportunity for affordable housing and our products are apt for this segment.

The biggest challenge faced in the production today is following of protocols for health safety and social distancing of manpower in the plants. We have been enhancing our units in terms of construction, machineries and mostly by automating the units. Second challenge is to create a business opportunity in markets which are opening partially as per different lock downs. We have a human capital power available in the field for sales but, the channel partners are not able to open their stores. We have expanded our network during this time and this is helping us grow.

WHAT ARE THE COMPANY'S BUSINESS **CONTINUITY AND GROWTH PLANS?**

From delivering more than 30 Mn bath fittings annually, to inventing and patenting super seal technology that is capable of withstanding 200,000 cycles with minimum life of 6 years, Watertec has achieved several milestones. The company is further planning to invest in the development of three more plants in the year 2021-2022 in Gujarat, Odisha & Coimbatore. We also have plans to invest in our own twenty-four showrooms that will focus on educating the customers about the company's product offerings rather than just product promotions.

Watertec will also provide skill training to students, plumbers & technicians to increase the awareness of various new products, installation & servicing. The markets now are slowly developing into hygiene focused, easy to use, maintenance free, touch free bath rooms in the smart homes. We are focusing on our product ranges with innovation and also expanding our reach to every corner of the country. This is the building up of our growth story. The industry should be able to grow about 13-15% in coming years and we would be matching that growth rate for our company too.





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THE GATEWAY TO GUJARAT REALTY

JULY 2021

India's defining real estate knowledge sharing and awards event once again comes to Gujarat.

Nominations are now open!

Nominate Now

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COVER STORY

MARVELS OFREAL ESTATE

ith the changing times, the real estate developers are taking the lead in using planning and development tools to realign their work in sync with the transformations around us. In response, the year 2020 witnessed record residential sales and undeterred investors' confidence in Indian office space market. Indeed, COVID-19 has caused real estate developers to re-evaluate and re-design their projects for a world that will never be quite the same, whether it is our home, office. mall or a public place. The good news is the developers are rising to the challenge and accounting the new normal in the upcoming projects.

RESIDENTIAL REALTY ACCLIMATIZING TO CHANGE

Homes have got a new meaning. They are the safe haven, they are multi-functional and they are now our workplace. Nature positive spaces are becoming a preference and there is a new interest in adaptable layouts.

In terms of sales, residential sales across tier 1 cities increased by 9% compared to last year when the sales were 63,995 units. Sales witnessed maximum recovery in Bengaluru by 72%, followed by NCR (46%), Chennai (40%), Hyderabad (33%), Pune (30%), MMR (20%), and Kolkata

(16%), according to the Residential Real Estate Market Report Q4 FY 2020-21 by Liases Foras.

If the analysts are to be believed, tier-2 cities will be the hotbed for future growth of residential real estate for the factors of affordability, low cost of living and better work & life balance. Additionally, the price difference between completed apartments and under-construction flats has narrowed down to 3-5 per cent as prospective homebuyers' preference has shifted towards ready-to-move-in units, as per Anarock.

What's more, according to a report by Investment banker Morgan Stanley, millennial population is now a force to reckon with in India's financial success and economic growth. In real estate millennials are now beginning to be recognised as one of the most influential consumer groups. In fact, HDFC Chairman Deepak Parekh had stated that in his 44 years of working in the housing sector, the strong demand that one has seen for housing in the recent period has certainly surprised on the upside. The need for larger homes in alternate locations due to the shift to work from-home and the PMAY for mid-income housing have been among the major drivers. He believes that the demand for housing is structural and here to stay.



CHANGING FUTURE OF COMMERCIAL SPACES

The designs of office and retail buildings and public spaces are already shifting to account for social distancing, handwashing and sanitization. The rise of E-commerce during pandemic also signals that commercial builds in the future could be, more warehouses than shopping malls. As per JLL report, investors are actively scouting for warehousing assets at present and deals are likely to be concluded in the coming quarters. While, commercial office assets dominated deals with \$864 million transacted, translating into 94 per cent of the total value in the first guarter. Indeed, the unexpected challenges posed by the second wave of Covid-19 in the country are adversely impacting expansion plans of the corporates who are withholding their office space leasing decisions. While, this trends threatens to disrupt the commercial real estate (CRE)

markets, the momentum will depend on how long it will take for the cases to go down and pace of vaccination.

The retail segment, the worst sufferer in the present scenario is bringing about new development models such as high street shopping centres for low maintenance and easy public approach and neighbourhood malls in key locations to leverage on existing demands. A value-driven product mix, ease of access and convenience shopping are the new key factors for developers, designing retail developments.

In all these new ways of construction in real estate, technology has emerged as the de facto tool for collaboration at all levels. Technology's ability to drive co-operation from design & planning and construction to project management and maintenance level has become a winning stroke for all real estate stakeholders.



URBAN SQUARE

SUKHER, UDAIPUR By BHUMIKA REALTY

THE COMPETITIVE ADVANTAGE

The curated mix of international & local retail, along with one of India's largest Foodcourts, Entertainment & Sports Zones, combined with Hotel, Serviced Apartments & Offices.

Scientific Mall planning channelizes the flow of footfalls, commerce & energy and makes it a perfect retail destination.

800 Ft frontage with road access from all four side makes it a unique development in Udaipur.

Unique Location bang on National Highway 8 (Delhi-Jaipur-Udaipur-Ahmedabad-Mumbai Highway) India's busiest highway. Urban Square is very strategically located due to which it caters not just to Udaipur city, but to the entire South Rajasthan and travelling population from Gujarat going to Udaipur and to Nathdwara (India's Second Richest Temple).

Large Parking Infrastructure for over 1500 cars.

The indications are that prices are expected to appreciate once the mall becomes operational. Therefore, making investment at Urban Square is likely to yield promising returns in the future.

BUYER BENEFITS

No other project of such magnitude in Udaipur and in the entire Rajasthan.

Carefully curated mix of international retail with a local 'Haat Bazaar' & one of India's largest foodcourts, with over 40 counters having zones for international, national and local cuisine.

Comprises Business Hotel, Serviced Apartments called Urban Suites, offices and a variety of food and entertainment options, thus making it a perfect environment to shop, eat, play, relax & conduct business.

Most of India's best brands like Shoppers Stop, Marks & Spencer, Trends, Westside, Inox and many more have booked their space

Multiple investment options, for investors looking at rental income, end users for their own retail business and for people looking for A Grade Serviced Offices.

Limited inventory and nearing possession makes it one of the preferred choice to invest.

FINANCING OPTIONS

Available with ICICI Bank, HDFC and AU Bank



Uddhav Poddar

MD, Bhumika Realty

"Urban Square spread across 1.8 Million Sq. Ft. is one of India's largest Retail & Hospitality Centric Mixed Use development in Udaipur that includes the entire gamut of real estate verticals being, Commercial, **Shopping Mall, Five Star Hotel** and Serviced Apartments all under one roof, with a theme of "After Here No Where". The project has been conceived as an iconic development, a catalyst to enhance commerce, infrastructure and living standards of the northern part of the historic lake city."

Bentel Associates

"The project vision and design intent was to choreograph the most "Magical and Memorable Experiences" for shoppers and visitors alike. Based on the concept of Human Interaction, the project is set to establish it's place as a must-visit landmark in the city, drawing visitors from near and far. Once operational, Urban Square envisages to be the pre-eminent environment for convergence of multi-cultural society that is Udaipur. In a nutshell, it is one of the most awaited retail oriented mixed use project in the whole of India."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable:

No. of units
Percent sold

Targeted audience

Date of sales launch

Price per sq. ft at the time of sales launch

Area of the project Project timeline

Tiles:

RERA Registration number

Mixed Use Development

700 Plus

9000

70% Leased and 85% inventory sold National and International Brands

& Investors October 2017

1.8 Million Sq Ft, (Phase I – 1 Million Sq Ft) Phase 1 – Possession being offered

in May 2021 RAJ/P/2017/048

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: Wonder Cement & JK Cement

BMS (Business Management Solutions): JLL
Elevators: Kone India
Escalators: Schindler India

Escalators: Schindler India
Flooring: Tiles & Marble
Lighting: Panasonic, Philips, Qlite

Paints: Berger Paints
Windows/doors: Sukruti doors 8

rs: Sukruti doors & hardware and Iclean Hollow metal system AGL, Kajaria & Pavit

Bathroom fittings: Kohler

CONSULTANTS & CONTRACTORS

Principal Architect:

PMC:

Colliers International
Lighting Consultant:

AIMS Illumination

Civil Contractor: Skyline Engineering Contracts (I) Pvt. Ltd.

Landscape: Green Space Alliance

Structural: BMSF Design Consultants

MEP: BMSF Design Consultants

C to C Services Consultants Pvt. Ltd.

Fire Alarm system: Siemens
Security Consultant: IIRIS



CONTACT DETAILS

Name: Dhiraj Kumar

Designation: Sr General Manager – Marketing & PR

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Website: www.bhumikagroup.com



EMIRUS 2.0

BANER, Pune -411045 By G.M. Kenjale Developers & Kundan Spaces

THE COMPETITIVE ADVANTAGE

G.M. Kenjale Group has a leading name in real estate for over two decades. Its state of art residential and commercial projects have won hearts of many of its clients giving them a lifetime experience of a value-added lifestyle. Over decades, the firm has stood by its principles of integrity and excellence.

Kundan Spaces has built a long-standing reputation through high-design and quality that have made a significant difference to those that inhabit these spaces. Since establishment in 1986, its innovative offerings coupled with a contemporary architecture and quality construction have helped it transform into a brand to reckon with.

BUYER BENEFITS

The project is a divine touch of aristocracy as it offers buyers a harmonious blend of the finest in design, architecture and style.

An invigorating aura of luxe, the project design features artistry of the lines and the curves.

What's more the visitors are welcomed by the vast expanse of spaces filled with good vibes and the divine touch of aristocracy and exclusivity.

The erudite selection of finishes and the flamboyant features are the biggest startling differentiators.

In all, the natural elegance which doesn't have to try too hard can be experienced at EMIRUS 2.0.



Milind Kenjale

(Director - G.M. Kenjale Group)

Dhanesh Mehta

(Director - Kundan Spaces)

Ashish Jain

(Director - Kundan Spaces)

"With a perfect blend of the finest in design, architecture, and style, located in the heart of Baner, Emirus 2.0 is not just a home, but an inspiration for the ideal state of living, which is above ordinary for the connoisseurs of the high life. The idea was to provide people with an aura of richness filled with vast spaces filled with good vibes and artistry."

PROJECT DETAILS

Type of project [Resi, Comm, Residential & Commercial / Luxury Project

Retail) / Luxury/Affordable: No. of units

Percent sold

Unit Sizes Carpet Area 3.5 BHK:

Min. 1756 Sq.ft - Max. 1874 Sq.ft

Carpet Area 4.5 BHK:

Min. 2389 Sq.ft - Max.2445 Sq.ft

85%

Price per sq. ft 10500 -11500 /Sq.ft.

Area of the project 2.5 Acers
RERA Registration number P52100005651

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: Ready Mix RCC
Cement: Birla super
Elevators: Toshiba
Flooring: Accord
Lighting: Schneider
Paints: Asian Paints
Windows/doors: Prominance

Tiles for Bathroom: IBIS

Bathroom fittings: Brizo Delta, TOTO Roofing: Unique Pergola

Conventional and chemical waterproof treatment on roof top of building

CONSULTANTS & CONTRACTORS

Building top terrace:

Project Design / Sustainability Consultants: Sanjeev Mehta

(Ethique Architect, Mumbai)

Landscape Architect: Stantec (USA) RCC Consultant: G.A.Bhilare

MEP Consultant:

AES (Architectural Energy

Solution)

Liasoning Architect: Jay Aeram

A PROJECT INITIATIVE BY



CONTACT DETAILS

Address: Sr. No. 107, Baner Road, Baner, Pune - 411045.

Telephone number: 7767068666 / 7767098000

Email address: sales@emirus.net

Website: www.emirus.net



GANGA PLATINO



THE COMPETITIVE ADVANTAGE

The Spacious and Smart design of the apartment leaves the homeowner with zero wastage, a major design flaw made by many architects.

The voluminous living and dining areas complimented by stunning views all around to the spacious, ergonomically laid out kitchen and grand bedrooms is all an ode to a luxurious urban lifestyle. The Marble flooring and French windows add more glamour to the living spaces giving a true luxurious feel.

The project amenities accommodate for premium lifestyle choices like Squash Courts, Start Trac Gym Equipments, Centralised RO water filtration systems.

BUYER BENEFITS

Ganga Platino is already coveted for the lifestyle it offers, the status it confers, and the appreciation it promises. Every aspect of Ganga Platino is crafted to meet the highest levels of construction excellence. The quality of the flooring, the branded fittings throughout the apartment, the security measures, all attest to the thoroughness of planning and execution that have gone into making each home. Located in one of Pune's most aspirational areas, Kharadi- the Platino Commercial zone promises a rewarding future for one's business investment.

FINANCING OPTIONS

Home Loans are easily available due to a tie up with all the banking institutions



Subhash Goel

Director, Goel Ganga Developments

"Luxurious living is a combination of many elements, including space, layout, facilities and location. Spread across six landscaped acres in the heart of Kharadi, Ganga Platino brings all these aspects together in elegant unity to create a landmark residential address. Ganga Platino presents the rare luxury of walking to work. Platino homes are an invitation to exuberant living with extra care taken to handpick every fitting, finish and embellishment."



Raju Chacko Phillips

DWP Interics

"Ganga Platino is a mixed used complex comprising residential and commercial units built on six acres of land. The beauty of the project is that the buildings are designed around the green spaces and one side of the plot is completely allocated for recreational amenities with no vehicular movement- a vehicle free zone."

PROJECT DETAILS

Type of project (Resi, Comm,

Retail) / Luxury/Affordable No of units

Percent sold

80%

Targeted audience CAs, Doctors, IT Senior Associates, CEOs, CFOs, Bankers, Businessmen

Residential

518 apartments

Date of sales launch Phase III. May 2019 Price per sq. ft at the time of sales launch 5700 Pr Sq Ft (May 2019)

Price per sq. ft of last apartment sold 6200 Pr Sq Ft (Feb 2020)

Area of the project Kharadi Jun 2024 Project timeline

P52100015428 RERA Registration number

PRODUCT BRANDS INCORPORATED

Advance In-house RMC Plant which Concrete:

has its own technical test lab

Elevators: Otis

Imported Marble Flooring:

Schneider Lighting:

Paints: Internal Plastic Paint, External

Apex (Asian)

Windows/doors: Powder Coated Aluminum Window

> with Toughened glass Wooden Flush Door

800*800 Vitrified tiles (Tropicana series) Tiles:

Bathroom fittings: Kludi & Kerovit POP Finish Roofing:

CONSULTANTS & CONTRACTORS

Civil-DWP

Landscape: Taib Landscape Structural: DesignWorkz

MFP. M-Power & Urjal Consultants



CONTACT DETAILS

Marketing/Sales Head

Amol Mantri: +91 8605009753

Website- www.goelgangadevelopments.com



GULSHAN BOTNIA



THE COMPETITIVE **ADVANTAGE**

Unique Neo-Classical Façade of the buildings exudes a majestic look.

Central Landscaped podium in each unit allows ample sunlight & ventilation.

Presence of scientific systems, such as an organic waste composter and rainwater harvesting system, let you take a step towards sustainable living.

Multiple tier security system to keep you and your family safe.

Set amidst green locales, the Gulshan Botnia complex is bordered by a 40-metre-wide green belt and a 7.5-metre driveway.

BUYER BENEFITS

FINANCING OPTIONS



Gulshan Nagpal

"I personally believe there is no better luxury than being able to breathe and feel fresh air. Gulshan Botnia is a home that connects you to the nature. Where you live connected to the outside world yet you can feel the tranquility inside. Here life is truly made beautiful with convenience being the core of your living experience. This is why at Gulshan Botnia we have incorporated excellent amenities to deliver a lifestyle that turns beautiful moments into priceless memories."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable

No. of units

Percent sold

Date of sales launch

Price per sq. ft at the time of sales launch

Price per sq. ft of last apartment sold

Area of the project Project timeline

RERA Registration number

Residential / Luxury

764

72%

2017

4500/psf

5800/psf

5.31Acres

2021, December

UPRERAPRJ5857

PRODUCT BRANDS INCORPORATED

Concrete:

Flooring:

Lighting: Paints:

Windows/doors:

Tiles.

Bathroom fittings:

Roofing:

Ultratech Cement/ ACC/ JK

Vitrified Tile in Bed Room and Drawing and Dining, Ceramic Tile in Bath Room and Balcony, Granite in

Ground Floor Lobby, Dual Charge tile in typical lobbies.

Philips or Equivalent Asian/ Equivalent

Okotech

Somany, AGL, Orient/ Equivalent

Hindware/Equivalent

RCC/POP Ceiling/Armstrong or Equivalent ceiling tiles

CONSULTANTS & CONTRACTORS

Civil:

Landscape: Structural:

MEP:

Gulshan Homz Pvt. Ltd Singal Associates **Engineering Creations**

CESPL



CONTACT DETAILS

Contact Number- 9580508050 Email - sales@gulshanhomz.com Website - https://www.gulshanhomz.com/



GULSHAN ONE29

Sector-129, Noida Expressway, Noida, U.P- India By Gulshan Homz and Infrastructure Pvt. Ltd.

THE COMPETITIVE ADVANTAGE

Location – Strategically located on Expressway.

Catchment – More than 1.35 lacs of workforce & around 2.5 lacs residents within 10 mins radius.

Competition – No active Commercial Place/Mall is there in near vicinity. Earliest possibility in at least next 3-4 years.

USPs - Balance Mix of Retail, Food & Entertainment and Office Space in Single Project. One of the Biggest USP is the sprawling 17000Sqft Amphitheatre right at the entrance Plaza. The center of all the eventful times to come.

BUYER BENEFITS

Pure Commercial Space on the entire stretch. Strategically located on Expressway & near metro station offering best connectivity. In close vicinity of many Fortune 500 Companies like KPMG, Dell, Accenture, Sapient, Adobe etc.

Zero Year Building Life. Brand new structure with Grade-A construction. Dedicated high-speed & high-capacity lifts. LEED certified GOLD rated building.

Plethora of openness & greenery within the Complex & in surroundings. Aesthetically designed 50 ft high office entrance lobby. Almost 4m high floors to get better circulation & storage space as well as virtually column free floor plate to maximize the space.

It offers office space along with entertainment, food & boutique shopping experience under single roof. Plenty of party & hang out options within the complex along with multi-layer security & ample parking.



Gulshan Nagpal,

Managing Director, Gulshan Group "Gulshan One 29 is definitely one of the most connected business destinations of Noida, surrounded by several high-rise posh residential societies and global corporate offices. The space has dedicated precincts for global and national brands, modern office spaces, entertainment and food. Being strategically located at Noida Expressway, it is the First Commercial Landmark on the entire stretch. And with the upcoming Noida International Airport and Film City at just 25 minutes' drive. Gulshan One29 is definitely one of the best place for any business to be in, and experience a multitude of opportunities.

Gian P. Mathur & Associates Pvt. Ltd.

Architect

"It is a futuristic and international mixed use development the likes of which Noida has never witnessed before. Gulshan One29 which consist of the design concept of the arithmetic and harmonic progression of modular forms signifying different activities occurring on each progressive level and creating a superstructure that has an embracing appeal and provide people with all the facilities."

PROJECT DETAILS

Type of project (Resi, Comm, Retail Retail) / Luxury/Affordable:

Percent sold Lease Model

Targeted audience Residents and working professionals

in the nearby vicinity of 5-10 Km radius.

Date of sales launch

Price per sq. ft at the time of sales launch

Lease Model

Discontinuous de la control de la

Price per sq. ft of last apartment sold Lease Model

Area of the project Approx 4.3Lacs Leasable Area (1.85 Acres of Land)

Project Completion timeline Dec 2021

RERA Registration number UPRERA – PRJ 504752

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: NS Arcus Elevators: Schindler

Flooring: Kajaria, Italian stone, granite stone

Lighting: Halonix Paints: Asian

Windows/doors: Art and glass
Tiles: Kajaria & Nitco
Bathroom fittings: Hindware

CONSULTANTS & CONTRACTORS

Civil: GPM – Architects & Planners

Landscape: S Bose

Structural: YG consulting engineers

MEP: V Consulting



CONTACT DETAILS

Contact Number- 8010103939 Email address- leasing@gulshanhomz.com Website- www.gulshanhomz.com



ORBIT EKAM



THE COMPETITIVE ADVANTAGE

Orbit Ekam combines tranquility with convenience.

Comfortably located at a centralized location, it is well connected to all parts of the city.

It offers large sized 4 & 5 BHK apartments, well-designed interior spaces with high ceiling height and 270 degrees of panoramic view, all while maintaining utmost exclusivity.

The residents are spoilt for choice with luxurious club amenities at their disposal.

And what's more, the building is IGBC Pre-certified Gold Rated Green Building and thus, water, energy and waste efficient!

BUYER BENEFITS

Orbit is a name synonymous with luxury real estate in the city, and after delivering many successful projects, they have come up with their most exclusive project till date.

An efficient structure, abundant greenery and exceptional flat layout, are features that differentiate <u>Orbit Ekam from it's competitors</u>.

Amenities like state of the art gym, temperature controlled pool and more, combined with energy efficient aspects of IGBC gold certification, make Orbit Ekam one of the most coveted address in Kolkata.



Basant Parakh

Managing Director, Orbit Group
"Adding another feather to
our cap, with our newest
venture, Orbit Ekam. The
uniqueness begins with the
name, and continues with the
address -1 Lower Rawdon
Street. Orbit Ekam is as
exclusive as it is brilliant.
With lavish interiors,
comprehensive lifestyle
facilities and wellness
amenities, it is the finest
luxury for the fewest people."

Spectrum Design Group Architects

"We envisioned Orbit Ekam to be a rarity, as such a great location is rare to come by. We gave it the concept of a peaceful oasis in the heart of the city, giving it multiple open spaces to accentuate the natural light and ventilation, at the same time providing every luxurious feature that could be thought of. These vastu-compliant homes, have been designed to convey luxury, comfort and aspiration."

PROJECT DETAILS

Type of project (Resi, Comm,

Retail) / Luxury/Affordable No. of units

Percent sold Targeted audience

Date of sales launch

Price per sq. ft at the time of sales launch Price per sq. ft of last apartment sold

Area of the project Project timeline

RERA Registration number

Residential and commercial

30 60%

Premium and luxury segment

18.04.2018

Price on request

Price on request 9374 sqm

31.03.2022

HIRA/P/KOL/2018/000112

PRODUCT BRANDS INCORPORATED

Concrete: Ultratech
TMT Bars Jindal, Elegant

Elevators: Toshiba
Flooring: Italian Marble

Lighting: Finolex, Polycab, Copper wiring

Paints: Asian Paints

Windows/Doors: Sound reduction glass windows

by DGU Glass Schneider

Bathroom fittings: Kohler
Roofing: Insulated roof; Landscaped garden

Video door phones & CCTV by

Hikvision, Automation in common areas

CONSULTANTS & CONTRACTORS

Civil:

Landscape: Structural:

Switches

Security Features:

Sales & Marketing Consultant:

Spectrum Design Group, Mumbai

Design Accord, New Delhi S.P.A Consultants, Kolkata

Orbit In-house team





CONTACT DETAILS

Name:Riddhi Khemka

Designation – Brand and Creative Manager

Telephone number - 9903224444

Email address - marketing@orbitgroup.net

Website - www. orbitgroup.net



AAVAAS By nebula

Bachpally, Miyapur,
Hyderabad

THE COMPETITIVE ADVANTAGE

Best in class Amenities

Finest Location with respect to the social infrastructure.

Highest returns when compared between Price VS Value proposition.

Easy payment plan options

Best price in the Market with no compromise in value, Quality

BUYER BENEFITS

Nebula provides affordable lifestyle homes with best-in-class amenities in a high-rise multi storey building with spacious 1BHK & 2BHK apartments in the heart of city.

Amenities and facilities for all ages, include badminton courts, Multipurpose court, Amphi-theatre, Senior citizens sit out places, and world-class club which has a swimming pool, Gym, Shopping avenues, Yoga, Meditation zone, In-door gaming zone, Minitheatre, Community hall, jogging track and many to mention.

In total there is more than 5 acres of open area.

All the necessary social infrastructure facilities are close by including metro station, TSRTC, hospitals, schools and colleges, as well as shopping areas.

FINANCING OPTIONS

ADITYA BIRLA HOME FINANCE, ANDHRA BANK, AXIS BANK, Bajaj Finance Ltd, Bank of Baroda, DHFL HOME FINANCE, HDFC BANK, ICICI BANK, ICICI Home Finance Company, IIFL HOME FINANCE, INDIA BULLS HOME FINANCE, Indusind Bank, Karur Vysya Bank, Magma Housing Finance, PNB HOUSING FINANCE, Vijaya Bank, YES BANK.



Rocky Israni,

Managing Director, Pacifica Companies

"At Nebula, we understand your dreams and have found in us the ability to crystallize them into magnificent creations. Offering a host of smart amenities and facilities for all ages, Aavaas is the dream you can come home to. To make the purchase easy we have made easy payment plans, maybe we are first in Hyderabad real estate industry to provide Android app to the customers to know the regular progress details, and to fetch the details of their payments made, as well as to know all latest updates of company".

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable No. of units Percent sold Targeted audience Date of sales launch

Price per sq. ft of last apartment sold

Price per sq. ft at the time of sales launch

Area of the project Project timeline RERA Registration number Residential / affordable

2670 80%

Low and Middle group income

21-October-2016 (1BHK) 2965/-(2BHK) 3020/-(1 BHK) 4565/-(2 BHK) 4565/-Over A-9.18Gts 31/12/2024

P02200000223

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: Elevators: Flooring: Lighting: Paints:

Windows/doors:

Tiles:

Bathroom fittings:

Own RMC Plant Certified Vitrified tiles ISI Certified Certified

ALU window panels / Flush doors

Certified Ceramic Tiles Branded bathroom fittings



CONTACT DETAILS

Name: Mallikarjun

Designation: CRM Manager Telephone Number: 9849742454 Website: www.nebulacompanies.com/



AURUM VILLAS

Padur, OMR Chennai By Pacifica Companies

THE COMPETITIVE ADVANTAGE

Pacifica Aurum - the Company's first residential project in Chennai, is an abode of precision and elegance.

It is spread across 140 acres of lush greenery

It is strategically located on OMR, close to the SIPCOT IT Park.

It's convenience in accessibility with upcoming Metro & ECR by pass

BUYER BENEFITS

- A gated secured community living
- Access to facilities like commercial complex, amenities like tennis courts, cricket ground and children's play area.
- Specially designed landscape pockets
- Multiple prototypes of villas to choose from
- Vaastu centric layouts
- Individual car parking space in each villa
- Premium brand material and finishes.



Rocky Israni. Managing Director, Pacifica Companies

Pacifica Aurum Villas is an incomparably unique, international standard project with a perfect combination of contemporary architecture to provide a comfortable living. Aurum villas is an extraordinary place to inhabit with family and the location of the project excites more than all the above mentioned which is an added value for both investing and living purposes."



Rakhi, Rupani Associate Director-Architecture, Associate Principal INI Design Studio (earlier Burt Hill -Stantec)

"A township designed especially for the migrating youth working in the IT sector in Chennai, Aurum Villas combine luxury with affordability bundled in a contemporary design with modern amenities to suit the palate of the urban youth with a concept of "living at its best". A variety of 3/4/5 BHK Vastu compliant villas with multiple unit types cater to different family types and lifestyles."

PROJECT DETAILS

Type of project (Resi, Comm,

Retail) / Luxury/Affordable:

No. of units 374 villas Percent sold 100% Targeted audience Self employeed, IT top management

Date of sales launch 2012

Rs 3995/-Price per sq. ft at the time of sales launch Rs Rs 5354/-Price per sq. ft of last apartment sold

7,05,776 sq.ft.Built up Area Area of the project

Residential

Project timeline Handed over

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: RDC BMS (Business Management Solutions): Airtel

Italian marble flooring Flooring: Lighting: Lighting technologies Paints: Jotun paints

Windows/doors: UPVC from Ecube

Tiles: Nitco

Bathroom fittings: Kohler, Jaguar China mosaic Roofing:

CONSULTANTS & CONTRACTORS

Civil: SAPI

Landscape: Stantec Consultants Structural: Buro Engineers Pvt. Ltd. MFP. Maac Infra space pvt. Ltd.



CONTACT DETAILS

Name: Rajalakshmi

Telephone Number: 9962848141

Website: www.pacificacompanies.co.in



WINDMERE

Opp. APC College, Madhyamgram, Kolkata

By Signum Group and Unimark Group

THE COMPETITIVE ADVANTAGE

Windmere is very near to the Madhyamgram Railway station, at 1.5 km. It offers the ease of connectivity with other parts of the city down the line as well.

With 2, 3 & 4 BHK Spacious apartments coming up, comprised in 6 towers, 11 Storey each, they offer the most premium amenities you can get in Kolkata.

Windmere consists of 1.5 Bigha Natural Lake & Landscape Garden.

The property is situated in a location from where popular schools, colleges, hospitals and rail stations can be effortlessly reached.

All apartments are built in a way that ensures each of them gets maximum comfort space and security.

BUYER BENEFITS

connected parts of the city, life at Windmere is The property is situated at a location from where can be effortlessly reached.

flats that are designed to offer ample space for all from open air amphitheatre to cafeteria, indoor games and convenience store to cater to the needs of the residents.

The juxtaposition of the tower is conceived to get maximum light and air flow. Furthermore, the entire complex is endowed with a blueprint that paves the way for a safe living environment and complete peace of mind.



Raj Vardhan Patodia

CMD, Signum Group

"Our satisfied customers being the sole reason for our inspiration, growth and success, we pledge to carry the same forward to not only build real estate spectacles but well-being and greater lifestyles for all."



JP Agrawal Proprietor

"The site of this project has tranquil green surrounding. We exploited the same to create lush green ambience by adding more greenery within the project. Existing water body added a flavour. In all, this project aims to provide best possible living environment to every occupier of the estate."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable:

No. of units

253 in Phase 1 & 247 in Phase 2

Unit sizes 2 Bhk (852 sq.ft to 963 sq.ft) 3 Bhk (1059 sq.ft to 1328 sq.ft) 4 BHk (1588 to 1657 sq.ft)

Units Sold : 90% of Phase I
Targeted audience Middle income group

Date of sales launch April 2017

Price per sq. ft at the time of sales launch Phase I: Rs. 2701/sq.ft

Phase II: Rs. 3175/sq.ft (Block 2)

Rs. 3225/sq.ft (Block 6)

Residential - Affordable

Total 500 -

Price per sq. ft of last apartment sold Rs 3416/sq.ft

Area of the project Project timeline 04 acres (Phase 1 & 2) Phase I: December 2022

Phase II: Block 2: September 2024

Block 6: March 2024

RERA Registration number Phase I: HIRA/P/NOR/2018/000204
Phase II: HIRA/P/NOR/2020/001009

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Elevators: OTIS/ Johnson/ Larson or equivalent

CONSULTANTS & CONTRACTORS

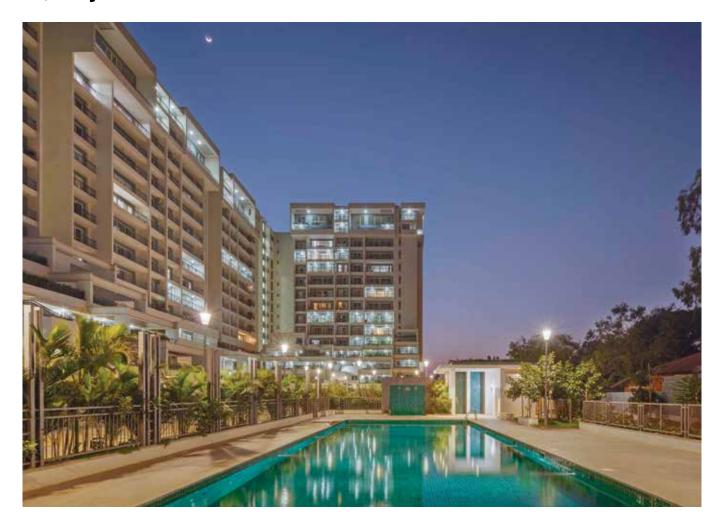
Architect: AGRAWAL AND AGRAWAL Contractor: AVN Nirman



CONTACT DETAILS

Name: Sandeep Sharma Designation: GM Marketing Phone No.: 03340818585 Mobile No.: 9836096500

Email-Id: sandeep@signumgroup.In Website: www.Signumgroup.In



SPECTRA PALMWOODS

Whitefield, Bengaluru **By Spectra Constructions** Pvt. Ltd.

THE COMPETITIVE **ADVANTAGE**

- India's First Terrace Homes in a High-Rise Residential Building
- Indoor & Outdoor Amenities Interlaced to Form a Central Social Hub
- Unique Architecture
- Maximum Usable Space in Each Unit
- Great Light & Ventilation in Living Spaces

BUYER BENEFITS

Spectra Palmwoods is the first high-rise multi-unit group housing project in India to feature stacked terrace homes with wraparound balconies integrated into the project. Located at Whitefield, Bangalore; the project exemplifies modern living while celebrating community and nature.

Spectra Palmwoods was designed to bring you closer to nature with its one-of-a-kind stacked terrace homes with open-to-sky wrap around balconies. What resulted was a lush green retreat with access to modern amenities like a well-equipped gym, a large swimming pool, indoor hall for yoga/aerobics, children's play area and games area, squash court and many more along with and other open spaces that promotes community living and togetherness.

FINANCING OPTIONS

SBI, HDFC, AXIS, ICICI



C Chandrashekar Managing Director, Spectra Constructions Pvt. Ltd.

"Spectra Palmwoods is a stunning example of pushing the limits of architecture and building design to deliver a truly world-class project. Spectra Palmwoods features uniquely stacked terrace homes in an L-shaped building, over-looking a stunning public plaza buzzing with activity. The project was envisioned as an interplay of the indoor and the outdoor, bringing its residents closer to their lush green surroundings; a getaway of sorts from the fast-paced outside world."



Prem ChandavarakarManaging Partner, CnT Architects

"The core idea was to create architecture for community wellbeing & active lifestyle by facilitating celebration of life at various levels. It incorporates the concept of vertically stacking units of different types & sizes. The project features 2 BHK, 3 BHK & 4 BHK unit typologies in three different styles of contemporary homes, namely, the Sky Home, the Garden Home and the Terrace Home."

PROJECT DETAILS

Type of project (Resi, Comm, Residential Project – Luxury Segment

Retail) / Luxury/Affordable

No. of units 209 Percent sold 100%

Targeted audience End Users (Primarily from IT & MNCs)

Date of sales launch 2014

Price per sq. ft at the time of sales launch
Price per sq. ft of last apartment sold
Rs. 4,275 per sqft
Rs. 7,500 per sqft

Area of the project 3 Acres
Project timeline 2017

RERA Registration number N/A, BBMP O.C. Received

PRODUCT BRANDS INCORPORATED IN THE PROJECT

Concrete: RMC from Various Agencies

BMS (Business Management Solutions): In-House Elevators: Schindler

Flooring: Granite and Vitrified Tiles

Lighting: Schreder
Paints: Asian Paints
Windows/doors: Fenesta
Tiles: Kajaria
Bathroom fittings: Kohler
Roofing: Tiled Roof

CONSULTANTS & CONTRACTORS

Architect: CnT Architects

Landscape: Oikos Landscape Architects

Structural: Novel Engineering

MEP: Cascade Consulting Services



CONTACT DETAILS

Mobile: +91 98450 99933

Email address: sales@spectra.co.in

Website: www.spectra.co.in / www.spectrapalmwoods.com



PANTHANIWAS DOOARS

O Dooars (North Bengal) By Sree Balaji

THE COMPETITIVE ADVANTAGE

The apartments enjoy sea breezes at Digha and Puri or enjoy the tranquility of the calm River Ganges at Raichak.

More than 550 units already successfully delivered at Shantiniketan.

Equipped with modern amenities & facilities including a 'Club House' in the name of 'Panthashala'.

Artistic landscapes at strategic locations enhance the beauty of the project.

Abides by 'Green Building Norms' starting from planning to construction.

BUYER BENEFITS

Buyers can own a slice of their favorite holiday spot as their second home. Sree Balaji projects are located in places anyone would love to travel to.

Panthaniwas launched its first project at Shantiniketan in 2010 with a vision to let the citizens of Bengal own a part of the Red Soil and stay amidst a rich cultural heritage.

Offering low-cost residential projects at unconventional destinations at pocket-friendly prices with all luxurious amenities for the mass – is what Panthaniwas strongly believes in.

FINANCING OPTIONS

SBI, BOB, IDBI, FEDRAL BANK etc.



Manab Paul

Chairman & MD, Sree Balaji

"Offering low-cost residential projects at unconventional destinations at pocket friendly prices with all the luxurious amenities available for the masses – is what Panthaniwas strongly believes in.

We have also recently launched

We have also recently launched Panthaniwas Shantiniketan Phase - IV (the first high rise tower in Bolpur _ Shantiniketan) offering luxury apartments @ 16 Lakh onwards."



ANUPAM MAITI

Principal Architect

"The scope of creating something unique doesn't come often. I got the opportunity to do so in creating Panthaniwas Dooars"

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable

RERA Registration number

Unit Sizes

Price per sq. ft

Residential / Luxury

Studio Apartments

(360 - 720 - 1080 - 1440 sq.ft.)

Luxury Apartment

(450 - 900 - 1350 - 1800 sq.ft)

Studio Apartment @ 10 Lakh onward Luxury Apartment @ 13 Lakh onward Phase – I – HIRA/P/JAL/2019/000478

Phase - II - HIRA/P/JAL/2019 / 000591

PRODUCT BRANDS INCORPORATED

TMT Cement

Elevators:

Ceramic Fittings

Lighting: CP Fittings: Electricals

Tiles:

PVC & UPVC Fittings:

ELEGANT, SHAYAM STEEL, SAIL

ULTRATECH, AMBUJA

OTIS, KONE

HINDWARE, JAQUAR

PHILIPS, LUKAR, WIPRO, SYSKA

JAQUAR, ESSCO RR CABIL, FINOLEX, LEGRAND, L&T, HAVELS KAJARIA, JONSON TILES SUPRIM, ASHIRVAD

CONSULTANTS & CONTRACTORS

SPA Consultant Madhup Majumder

(Sanjiv Parekh - Structural), (Delhi -Landscape Architect)



CONTACT DETAILS

Contact Person: Ashim Nandi Designation: Marketing Manager

Address: Jay Industrial Co Operative Building, 90 / 1 P G H Shah road (near

SOUTH CITÝ MALL) Kolkata – 700095 Contact No.: +91 33 2422 0183 / 2422 0056 Mobile No.: 90880 40082 / 98361 22294

Email-Id: marketing@sreebalaji.in / info@sreebalaji.in Website: www.panthaniwas.in / www.sreebalaji.in



SUMADHURA EDEN GARDEN

Off Sri Sai Baba Ashram Rd, Whitefield, Bangalore By Sumadhura Infracon Pvt Ltd

THE COMPETITIVE ADVANTAGE

- 80% open space
- Kids Centric homes
- Multipurpose Ground (Cricket Pitch)
- 35000 sft Club house
- Work stations

BUYER BENEFITS

It's a space for your child to enjoy a lifestyle that doesn't cut them off from the traditional form of recreations.

It helps parents to maintain the right balance between theoretical learning, outdoor traditional games and academics, which helps in the overall development of kids' growth.

It's a space where your child can explore their interests and passion, which turns them into a multi-faceted personality.

FINANCING OPTIONS

SBI. HDFC. ICICI. Axis and LIC HFL



Madhusudhan G

CMD.Sumadhura Infracon Pvt Ltd

"Sumadhura Eden Garden makes sure that the residents spend less time on the road and more at home as it is located very close to top schools, tech parks, shopping malls and hospitals. This luxury residential project is a true reflection of today's urban chic lifestyle, where each and every home is elegance and simplicity redefined."



Naresh V Narasimhan

Principal Architect and Managing Partner, Venkataramanan Associates

"Sumadhura Eden Garden enveloped by verdant surroundings is a residential complex of 1113 well-designed apartments featuring state-of-the-art construction like Shear Wall for the structure. Divided into 12 towers and basement, in total G+14 floors, the well-ventilated living spaces is what home buyers have been looking for."

PROJECT DETAILS

Type of project (Resi, Comm, Residential / Luxury

Retail) / Luxury/Affordable

No. of units 1113
Percent sold 67%

Targeted audience End users, IT and MNCs

Date of sales launch 31-03-2017

Price per sq. ft at the time of sales launch 4299/- Sft

Price per sq. ft of last apartment sold 5710/- Sft

Area of the project 14 acres

Project timeline 2021

RERA Registration number PRM/KA/RERA/1251/446/

PR/180328/002632

PRODUCT BRANDS INCORPORATED

Concrete: In-house

Elevators: Toshiba / Schindler Flooring: Vitrified tiles Electric Fixtures: Norisys

Paints: Asian Paints
Windows/doors: Windows - Enliven Decors

Bathroom fittings: CP fitting : Grohe, Sanitary: TOTO

Roofing: Concrete structure

Electrical Wires: Havels
Glass: Saint Gobain

Hardware: YALE Steal: JSW

CONSULTANTS & CONTRACTORS

Architect: Venkataramanan Associates
Landscape: Dhruva Landscape Architects
Structural: TPC Technical Projects Pvt Ltd
MEP: Synergy Infra Consultants Pvt Ltd



CONTACT DETAILS

AGM Sales: Mr Chandru-7899916114 Website: www.sumadhuragroup.com



SUMADHURA HORIZON

Kondapur, Hyderabad By Sumadhura Infracon Pvt Ltd

THE COMPETITIVE ADVANTAGE

100% Vastu compliant

72% open Space

Football field

Work from Home Cabins

Modern Architectural elevation with highest Quality Construction & following ecofriendly building parameters

Excellent connectivity to Financial Districts, International Airport (RGIA), CBD (Central Business District) & Economic hubs(IT/ITes), ORR

BUYER BENEFITS

every single day. Impeccable quality, unmatched amenities and an exclusive residential space redefines the royalty in every possible way. Sumadhura Horizon is a redefined distinct royal character where one gets carried away by the royalty and live in the moment of luxury. An individualistic residential space which offers a lifestyle embellished with a beauty of its own. A distinct royal character dwells well into luxury, blending seamlessly and towering above the horizon of Hyderabad. Located at Kondapur, Hyderabad, Sumadhura Horizon comes with top-of-the-line specifications that include global brands and excellent

A lifestyle that dwells into a stress-free living and cherish the memories

FINANCING OPTIONS

HDFC, ICICI, LIC HFL, SBI and Axis

that is cut above the rest.



Madhusudhan G

CMD, Sumadhura Infracon Pvt Ltd
"A home filled with fun, love & laughter, a space to rejoice in happiness with luxury filled in every corner & greenery all around. As also the indoor & outdoor amenities that enrich a sport fanatic allowing you to stay energetic forever.

Strategically located in the vicinity of top education institutions, shopping centres and tech parks, Sumadhura Horizon is a kick start to happy living!"



Architect Sridhar Gopisetti

"Defining the royal character,
Sumadhura Horizon spread in 5
acres with 72% of open space, lies
in the lap of luxury consisting of
luxurious exclusive residential
apartments in four high-rise
towers with G+18 floors. The
magnificent building comprising
486 aesthetically designed 2-3BHK
units fulfil your thought of highliving. Sumadhura Horizon provides
the best of contemporary touch and
a spectacular city view."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable

No. of units 486 Percent sold 69%

Targeted audience IT & ITES Professionals, Teachers,

Bankers, Business class, Doctors, IAS Officers, Professors, Software

Professionals, etc.

03/08/2019

Residential (Luxury)

Date of sales launch

Price per sq. ft at the time of sales launch
Price per sq. ft of last apartment sold
7600/Area of the project
Project timeline
2023

RERA Registration number P02400001051

PRODUCT BRANDS INCORPORATED

Concrete: In- house

Elevators: Toshiba / Schindler
Flooring: Vitrified tiles
Electric Fixtures: Norisys

Paints: Asian Paints
Windows/doors: Windows - Enliven Decors

Bathroom fittings: CP fitting : Grohe, Sanitary: TOTO

Roofing: Concrete structure

Electrical Wires: Havels
Glass: Saint Gobain
Hardware: YALE
Steal: JSW

CONSULTANTS & CONTRACTORS

Architect: Team 01 India pvt ltd.

Landscape: Dhruva Associates

Structural: Design Tree Service Consultants Pvt ltd

MEP: Design Tree Service Consultants Pvt ltd

Clubhouse Interior Architect: Prakruthi Architects & Interior Decorators
Vertical Transport Consultant: Lavenir Consultants Pvt Ltd

Parking Consultant: Parkway Consultancy



CONTACT DETAILS

Name: Mr Sravan Designation: Sales Head

Telephone number: 7331148763 Website: www.sumadhuragroup.com



VASCON GOODLIFE

Katvi, Talegaon – Pune By Vascon Engineers Ltd.

THE COMPETITIVE **ADVANTAGE**

Learning Based Infrastructure

Dedicated Study Room in Each Tower

Online Education Rooms

Sports Coaching By Renowned Academy

Home Automation

Video Door Phone

WiFi in Common Areas

Day Care Centre

Open GYM

Senior Citizen Enclave

Temple

Party Lawn

BUYER BENEFITS

Spread across approx. 10 Acres at Katvi, Talegaon; Vascon Goodlife by Vascon Engineers offers Studio Apartments, 1 BHK and 2 BHK homes in a secure, well-planned and gated community. In the pursuit of making it a living space that is comfortable for all age-groups, the project has a multitude an upcoming destination that offers multiple opportunities for investment as well as living. The project boasts of Wifi Walking plaza, Meditation Pavilion, Yoga Centre, Party lawn, shuttle service and much more. The project is well connected expressway and is well within close proximity to IT, ITES and Industrial hubs.



Siddharth Vasudevan

MD - Vascon Engineers Ltd.

"Vascon Goodlife aims at providing not just affordable, but value homes with a strong focus on nurturing, learning and growth; making it a first-of-its kind learning based infrastructure in a residential project. This is one of the most awarded project in Talegaon.

The company focuses on creating value for the residents by optimally utilizing the spaces within the apartment as well as in the common areas. At Goodlife, special study rooms are provided in each building to enable children to focus on studies without any disturbance. That's not all, the project also has separate computer room, a library with over 500 books, keeping the overall development of children in mind. Residents here also enjoy, sports coaching by a renowned sports academy."

PROJECT DETAILS

Type of project (Resi, Comm, Residential – Affordable Segment

Retail) / Luxury/Affordable

No. of units 800+ Percent sold 50%

Date of sales launch

Price per sq. ft at the time of sales launch

Price per sq. ft of last apartment sold

Area of the project

June 2018

Package Price

Approx. 10 Acres

RERA Registration number Goodlife A - P52100016242,

Goodlife B - P52100016237, Goodlife C - P52100016293

CONSULTANTS & CONTRACTORS

Civil: Vascon Engineers Ltd.
Landscape: Vascon Engineers Ltd.
Structural: Vastech Consultants

MEP: Power Engineers & Phoenix Consultants.



CONTACT DETAILS

Marketing Head: Mr. Navin Thakur

Mobile: +91 77200 83077 Website: www.vascon.com



VTP AETHEREUS IN TOWNSHIP CODENAME BLUE WATERS

Baner Next, Mahalunge, Pune By VTP Realty

THE COMPETITIVE **ADVANTAGE**

VTP Aethereus is a marquee project in the most successful township in Pune, Blue Waters. Tall towers and 100% vastu compliant with all east-west facing apartments, with views of the Mula-Mutha river on one side and the Baner hills on the other.

Located in the heart of the Maan-Mahalunge smart city development, Aethereus stands at the junction of Hinjawadi and Baner.

the project is a luxurious mixed-use project with a huge 132*20 ft. LED at the commercial frontage providing a swanky New York Times Square look.

VTP Aethereus affords a premium lifestyle especially with the large amenity spaces like the spectacularly lit crescent shaped swimming pool, glass gymnasium and celebrations area for almost 300 quests.

The project is planned and designed on the MLA Homes design philosophy (Maximum Liveable Area) pioneered by VTP Realty.

BUYER BENEFITS

One of the tallest towers in the vicinity of 34 stories each, is a head turner at a prime location. VTP Aethereus is a futuristic skyline with stunning tinted glass. Cloud views from the top floors. 50% Westerly breeze. This cluster has a spectacular hill views neighboring to Mula River.

VTP Aethereus, a luxury 2 & 3 bed mixed-used project in the 100+ project by VTP Realty in Pune West. The project has 2 floors of high-street retail and over 2 acres of ground & podium level

VTP Realty is recognized and rewarded for being one of the fastest growing real estate firms in Pune by becoming the undisputed

FINANCING OPTIONS

All major Nationalized Banks



Sachin Bhandari, CEO, VTP Realty

"When designing VTP Aethereus, our main aim was to offer an unparalleled lifestyle to our millennial customer base. Being a preferred real estate brand in Pune, we enjoy a high affinity with the younger home buyers. Aethereus is a head-turner in Baner Annexe, with its floor to ceiling glass facade, standing tall at the junction of the fast-developing Mahalunge-Hinjawadi corridor."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable

No. of units

Percent sold

Targeted audience

Date of sales launch

Price per sq. ft at the time of sales launch

Price per sq. ft of last apartment sold

Area of the project Project timeline

RERA Registration number

Luxury Mixed-Use Development

1192

75%

SEC A/B+, IT & ITes, Professionals & SME owners

Oct 2020

Rs. 5700 - 6000

Rs. 5950 - 6200

14,34,000

Possession 2024

P52100026772

PRODUCT BRANDS INCORPORATED

Flooring:

Paints:

Windows/doors:

Tiles:

Bathroom fittings:

Facade:

4ft. large sized marble-finish glazed vitrified tiles
Premium plastic emulsion paint for internal walls

Veneer finish main door with digital lock

All baths are entirely cladded with marble finish glazed vitrified tiles.

Premium CP & sanitaryware fittings

High performance toughened glass

CONSULTANTS & CONTRACTORS

Civil·

Landscape: Structural:

MEP:

S J Contractors Vikas Bhosekar J & W Consultant

ACE Consultant / Transvn / RSK





CONTACT DETAILS

Contact: 02067082583 Website: www.vtprealty.in



ALTITUDE

O Dange Chowk, Wakad, Pune By VTP Realty (JV with Rairah Corp.)

THE COMPETITIVE **ADVANTAGE**

With Altitude, Wakad gets elevated with its finest and first Grade-A Leeds certified commercial building

With close proximity to Hinjawadi, Tathawade, Baner and PCMC, the project is located in a high visibility and high connectivity zone.

The project has been a magnet for the professional segment who want an office address to impress. With ample parking, waiting lounges, spacious marble clad lobbies on every floor, grand entrance lobby with reception and helpdesk services, it is a pleasure to visit. An office in Altitude earns our customer much pride.

VTP Realty delivers a stunning best-seller with Altitude, and extends leasing and possession support.

BUYER BENEFITS

One-of-its kind landmark in prime downtown Wakad, with premium styling and flawless function. Planned in congruence with global best practices, Altitude is a Grade - A commercial development with stylish showrooms and premium multi-format office spaces.

Designed by the world-renouned Ar. Reza Kabul, the monolithic structure has a stunning gray-blue tinted glass façade, double height grand entrance lobby with a cafe, attractive landscaping and a host of roof-top amenities like al-fresco solar powered workspaces, open air amphitheatre and presentation arena, indoor games zone and more.

Altitude is a sustainable project and is LEED certified ensuring a much lower carbon footprint. The project is monitored by a BMS which saves a considerable amount of energy leading to a noticeable amount of savings.

FINANCING OPTIONS

All major Nationalized Banks



Sachin Bhandari,

CEO, VTP Realty

"Altitude is our most prestigious Grade-A commercial offering in Wakad Pune. With its prime location, an entirely glass clad facade and a grand double-height entrance lobby, coming to work in Altitude is nothing short of glamourous. An entire floor plate of common amenity, break out zones, indoor games room and al-fresco solar-powered work places make the project an ideal workplace."

PROJECT DETAILS

Type of project (Resi, Comm, Retail) / Luxury/Affordable

No. of units

Percent sold

Targeted audience

Date of sales launch

Price per sq. ft at the time of sales launch

Price per sq. ft of last apartment sold

Area of the project

Project timeline

RERA Registration number

Luxury Grade-A Commercial (Showrooms + Offices)

56 showrooms & 378 offices

35%

Professionals, IT/ITES businesses, SME offices

Feb 2020

Rs 7000

Rs 7400

3.15 Lakhs

Dec 2024

P52100024885

CONSULTANTS & CONTRACTORS

Principal Architect:

Civil:

Landscape: Structural:

MEP:

Ar. Reza Kabul Bhate Raje Vikas Bhosekar

J & W

Unicon Engineers



CONTACT DETAILS

Contact: 02067082583 Website: www.vtprealty.in



A project by



FEATURE

TECH BREAKING REAL ESTATE BARRIERS

INDIA OBSERVES MAY 11 AS THE NATIONAL TECHNOLOGY DAY TO MARK THE ANNIVERSARY OF POKHRAN NUCLEAR TESTS OF 1998 AND INDIA'S TECHNOLOGICAL PROGRESS. REALTY+ TAKES THIS OPPORTUNITY TO ASSESS HOW INDIAN REAL ESTATE HAS ADOPTED TECHNOLOGICAL ADVANCEMENTS IN ITS SPHERE.

By: Sapna Srivastava

vidently, nothing has accelerated the adoption of technology in real estate as much as the present pandemic which forced even most conventional of realty firms to change track and bring tech support for its business. Industry experts concur that the current situation has forced the developers to rethink and rework upon the areas where the sector was lacking.

TECH FOR PROPERTY CONSUMERS

On the real estate consumer's end, the health scare has prompted digital evolution in aspects that were not even considered relevant earlier. And given their fast track acceptance these changes are here to stay.

The employees now averse to touching surfaces for fingerprint-based biometric entry, has brought contactless solution such as facial recognition system in picture in many commercial developments. Likewise, smartphone app and contactless IR sensor lift buttons are replacing traditional systems in both residential and commercial buildings.

Similarly, society management apps going beyond visitor and delivery management have integrated services such as health tracking, digital payments and online stores for delivery of goods.

TECH FOR REAL ESTATE FIRMS

Real estate players capitalising on consumer's growing inclination towards tech driven methods are using Bots, AR/ VR to reach out to potential buyers. And given the success rate, their usage will only continue to increase in coming times.

Trained in English and vernacular Indian languages, the bots help real estate brands run crucial CRM operations including service requests, payments, etc., enabling them to engage with home buyers and tenants.

AR/VR-led property tours have gained much traction due to social distancing and lockdowns. The virtual site visits via technology and using drones to give live status of the property has made the entire process not only time saving, but also much more convenient for prospective buyers. With ever new advancement being made in this segment, this trend is definitely here to stay.

NEW TECHNOLOGIES TAKING CENTRESTAGE

Real estate firms till now had been planning strategies based on a combination of intuition and retrospective data. Today, big data and analysis are helping real estate platforms by providing real-time analysis and forecasting fluctuations giving a clearer picture of a location's future risks and opportunities.

Artificial Intelligence (AI) can draw logical conclusions and learn on its own and Machine Learning (ML) with sophisticated algorithms can process huge amounts of inputs

Since March 2020, almost 51% homeowners have purchased at least one smart device as per a recent survey. The sign is clear, the consumer is becoming more and more tech-savy and the real estate brands that are tech ready are the ones that will ride this wave of disruption and will grow with time.

to make accurate, near-term predictions. These tech tools are already being used by real estate stakeholders and will become even more sophisticated over time to empower the buying and selling process with much lesser uncertainty.

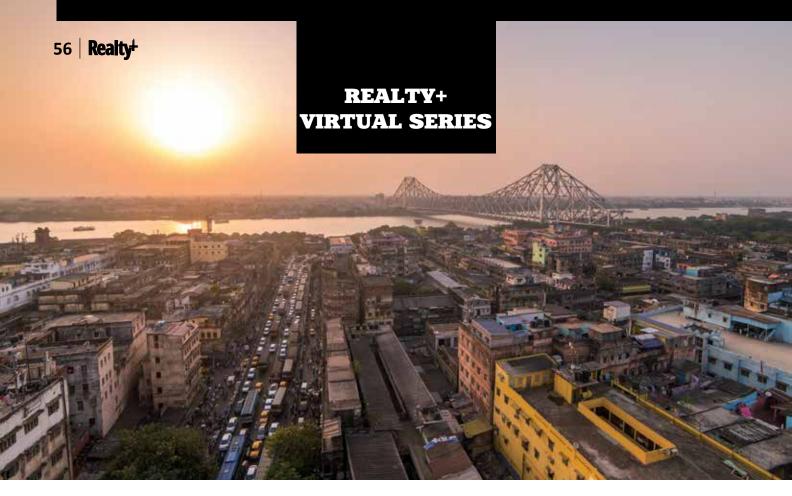
Blockchain on the other hand can be visualized as a chain of records stored in the form of blocks that aren't managed by a single authority with each transaction protected by a digital signature that verifies its authenticity. In real estate, Blockchain technology offers a solution for effectively monitoring, recording and transacting properties on a secure online platform that connects various buyers and sellers. It enables tokenizing properties in a way that real estate assets can be traded in the same manner as stocks with transparency, cost-efficiency and without intermediaries.

WHAT THE FUTURE LOOKS LIKE

The Covid-19 has been a harbinger of change in many ways. This period for real estate has been of distress as well as learning. The world has changed beyond recognition and our lifestyles and businesses have altered forever.

Consumers are already hands-on, on tech platforms from property search and visit to buying, selling and renting via secure payment gateway. According to industry reports, 95 percent of customers globally search for homes through online platforms and almost 51 percent buy homes, which they found using online platforms.

Going digital is a way forward for real estate sector. Developers can easily engage with customers through technology, reducing transaction time and cost and by using cloud platforms, the developer can reduce their IT cost as much as 30 percent. Project drone shoots, and AR-VR help customers take informed and timely decisions on real estate investments. With the use of AI/ML/Data Analytics, developers get deep understanding of customer behaviour to help deliver customized offerings and thus increase margins that are critical in the current times.



RESIDENTIAL REALTY TRANSFORMATION IN THE EAST REGION

THE 13TH REALTY+ CONCLAVE 2021 –EAST FEATURED A DISCUSSION ON TRANSFORMATIONS IN RESIDENTIAL REAL ESTATE DURING COVID PERIOD AND OVER THE YEARS.

arious surveys and reports have shown that residential sales in India's top cities have surpassed prepandemic levels in the quarter ending March. Elaborating on the reasons, Harsh Vardhan Patodia, Chairman and Managing Director, Unimark Group, National President, CREDAI expressed, "Staying at home has made people realize their needs from home minutely. They want larger multifunctional spaces, home-office, greenery and sustainable buildings with wellness facilities."

Nandu Belani, Chairman, Belani Group added, "The home loan interests are low and today, people have more confidence in investing in real estate asset rather than gold, shares, mutual funds etc." Sushil Mohta, Chairman, Merlin Group concurred. "One cannot compare home with gold or shares as we can live without these assets but we can't live without our home. Home is the best asset class and with time it has proved its importance."

Pradeep Kumar Chopra,
Chairman & Managing Director, PS

Given the second wave of the pandemic, the sector will have to tread carefully to maintain the recently gained momentum.

Group shared, "Homebuyer's now have a lot of choices as many ready to move in apartments are available in the market. And with work from home scenario, it is easier for people

to make a home buying decision and settle at one place."

Basant Kumar Parakh, Managing Director, Orbit Group stated, "With work from home facility, people are moving to their hometowns. So the trend of buying home in tier 2 cities has also been noticed among home buyers." Surekha Bihani Managing Director, Kolkata, JLL India added," Home sales in suburban locations due to affordability and Work from Home are gaining traction. Also in tier 2 cities online shopping trend has increased which is driving growth in other emerging asset classes as well."

Dr. Nitesh Kumar Gupta,
Managing Director & CEO, Emami
Realty Ltd said, "Pandemic has created
the trend of buying spacious homes
with all the facilities being at the
doorstep. We just launched a project
in Jhansi. It's a 100 acres bungalow
township. In the next 6 months we will
be able to sell our 60% of inventories.
Additionally, NRIs are eager to buy a
home in tier 2 cities."

LAND CEILING AND REGULATION ACT

Developer's long standing demand from the government has been scrapping of the Urban Land (Ceiling and Regulation) Act, 1976. As **Surekha Bihani** mentioned, it is only in Bengal and Kerela that this Act exists while, it has been abolished from all other states of India. **Nitesh Gupta** added, "Urban land Ceiling Act has been removed from certain parts of India. It should be removed from Bengal as well. We wish the best decision from the upcoming government."

Basant Parakh said, "The government should reduce their control on real estate and the conversion of land and not act as businessmen but as social reformers."

Nandu Belani spoke about the CREDAI Bengal talks with the government on the issue. "Due to the political reasons, the Act cannot be removed by the government. Therefore, we had suggested, it can instead allot lands for social housing developments."



SUREKHA BIHANI



HARSH VARDHAN PATODIA



NANDU BELANI



CHOPRA



BASANT KUMAR PARAKH



DR. NITESH KUMAR GUPTA

Luxury and other segments won't give that much volume which affordable housing is providing.

OUTLOOK FOR THE FUTURE

Nandu Belani was hopeful that after the second wave of covid residential real estate will see even better sales results than the previous year. "Residential will see major sales hike in coming months. Bengal is in a good state in terms of investment and development."

Sushil Mohta was of the view that the silver lining of this pandemic has been a phenomenal use of technology both by the developers as well as homebuyers. Pradeep Chopra agreed and added, "One of the problems which is the authenticity of land records, if that can be put on blockchain then one can be 100% sure about the title of the property."

Basant Kumar Parakh
commented, "Affordable Housing
segment will do much better in
coming months. Government and
developers should come together
and build more affordable housing
projects." Dr. Nitin Gupta expressed,
"While, luxury segment was
constantly opted by NRI customers,
during this time people were more
aligned towards affordable housing
projects."

Surekha Bihani said, "In October 2020 shopping malls saw a huge sales and footfalls as people started coming back for shopping. Most likely, shopping malls business will bounce back again once things get normal." Harsh Patodia concluded, "The recent spike in Covid-19 cases in the country must be factored in for the future. We do have Vaccine with us which will help us move ahead."

REALTY+ VIRTUAL SERIES

ALTERNATIVE ASSET CLASSES IN LIMELIGHT

THE PANEL DISCUSSION AT THE 13TH REALTY+ CONCLAVE 2021- EAST HAD EXPERTS SHARING THEIR VIEWS ABOUT ASSET CLASSES SUCH AS SENIOR LIVING, CO-WORKING, VACATION HOMES AND WAREHOUSING.

eeping in sync with the changing times is key to growth and Indian real estate sector has manifested this in the form of encompassing newer alternate asset classes.

Siddharth Goel, Director, Head - Research, India, Colliers stated, "Right now real estate market is filled with a lots of funds and investments coming from varied investors. There are plenty of opportunities available in Indian real estate sector and we need to tap them at the right

time." Kaustav Roy, Managing **Director- Business Solutions, Savills** India shared that logistics grew tremendously last year having seen 50-60 million sqft of transactions in the segment. "The demand from e-commerce is relentless and it will continue," he said,

Sanjeev Mehra, Vice President, Quest Properties India Ltd expressed, "Shopping malls, hospitality and restaurants bounced back after the first covid wave but due to second wave they are again in precarious

situation. There is a huge imbalance and uncertainty in this business, but optimism for recovery is evident among stakeholders."

Amit Sarda, Partner, Simplex Infrastructure sharing his perspective said, "Eastern India office space demand weakened due to the pandemic. Nowadays residential segment is seeing most sales, due to low home loan rates." Manab Paul, Founder, Sree Balaji added that in residential segment, second home or vacation home in a holiday



destination is becoming popular among mid-income buyers as well. "Motivated by low home loan rates, the middle class families are investing in affordable vacation homes." Varun Bagla, Managing Director, Saltee Group said, "Every crisis brings opportunity. For instance, there is now a greater realization of investing in senior citizens homes for retirement in India. Developers need to provide more of such developments to cater to this segment's needs."

Harsh Jain, Managing Director, **Arrjavv Group** shared, "We have been noticing constant surge in demand for warehouses. There has been an upsurge in e-commerce due to the pandemic induced lockdowns and it needs warehousing spaces. Many forein investors are making huge investment in warehousing space in India."

Pratiik Jalan, Director, Jalan Builders concurred, "Industrial and warehousing sector has been a centre of attraction for quite some time. It's a growing market and surge in online shopping has led to requirement of more warehousing facilities. We will see a lot of transaction and investment from varied investors in this sector."

THE FUTURE LOOKS **PROMISING**

Amit Sarda shared, "IT Parks are gaining prominence as the IT and ITeS companies need a well-developed infrastructure and more so with the background of pandemic, the structured ITPark developments are more apt to handle health and safety procedures for employees."

According to Sanjeev Mehra "Technology is bringing transparency in real estate and is helping connect all the stakeholders at remote locations However, human nature of meeting and exploring things outside their homes won't change. Shopping malls and commercial entertainment centre will be back as soon as the lockdowns are eased."

Kaustav Roy added, "With India's rapid increase in smartphone users, the digital infrastructure needs to



The reasons for the emergence of new asset classes in real estate ranges from sluggishness in the traditional asset classes to changing demographics and rising digitisation among the population.

keep pace and for that Data centres are becoming essential. During pandemic Data centre segment saw many large transactions and new investors entering this market." Varun Bagla mentioned that Co-working and flexible workspaces are also becoming an important asset class for developers. Moreover, hospitality business is now all about creating experience for the customer.

As per **Pratiik Jalan** warehousing has evolved in organized market but the biggest challenge is to build layouts with correct specifications which can cater to end users requirements and adoption of latest technologies. Harsh Jain felt that warehousing and logistics segments are becoming highly competitive with growing demand and many new players are foraying in this segment. "Those offering better pricing and speed of delivery with technology driven product will survive," he said.

Siddharth Goel summarizing the varied viewpoints concluded that technology is the way forward and creating experience will count, whether it's retail or commercial real estate. Affordable second homes or holiday homes segment has a huge pent up demand and is the new growth area. So is the senior living segment which is now finding place in many developers' portfolios. Asset classes like Industrial, Warehousing, Data centers and IT Parks are already seeing investor and developer's interest alike. While, student housing, Co-working and Coliving segments are emerging in Tier-II cities as well."



REAL ESTATE
SALES FOCUSED
DELIBERATION AT
THE 13TH REALTY+
CONCLAVE 2021
EAST HAD SPEAKERS
HIGHLIGHTING THE
CHANGING SALES
PATTERNS IN THE
NEW NORMAL.

merging technologies
and shifting homebuyer
demographics have begun
to shake up the real estate
industry. Rishi Nayar, Director,
Transactions & Head- East India,
Cushman & Wakefield India Pyt

Ltd said, "Apart from the many other changes, real estate is going through challenging times which has necessitated the need to adopt new ways of working."

Nakul Himatsingka, Managing Director, Ideal Group emphasizing the role of technology in the present times stated, "In the past one year everyone has realised the importance of digital space and technology. Earlier it was difficult to finalize a deal through e-brochure. But now everything is online from virtual site visit, 3D flat tour to online meetings and deals."

Suhel Saraf, Managing Director, Sugam Homes was of the opinion that with people spending more time at home, digital platforms have become a way to conduct business and transactions. Apurva Salarpuria, Managing Director, Salarpuria Group agreed that these days' sales and marketing of real estate assets has moved to digital platforms. "We are now collecting all the available date to use it in Al technology to enhance lead generation," he stated.

Yashaswi Shroff, Executive
Director, Alcove Realty said, "Offline
partners are functioning more
as enablers and online channel
partners are helping us increase
our leads. I don't see them as a
competition, instead it is a win-win
situation for the consumers and
developers. Developer's online
platform showcases their products
and for the customers it becomes
a one stop shop to explore all real
estate projects. In fact, even before
the pandemic we all were using
combination of online and offline

Now more than ever, real estate marketing and transactions are moving toward enhanced digital solutions. The companies that best adapt now will be the ones set up for success in the years to come.

sales mediums."

Siddharth Pansari, Managing Director, Primarc Group agreed, "The online property search platforms and social media sites like Facebook, Google, YouTube are helping in sales as the mobility of the customer is strictly restricted." Arya Sumant, Managing Director, Eden Realty added, "With the adoption of digital tools we can reach our customers effectively. Developers are using tech tools to make communication with clients strong and consistent."

OFFERS, DISCOUNTS & INCENTIVES

Offering smart automation is not necessarily a value addition for a home buyer but can be an attraction for a commercial property investor. As **Nakul Himatsingka** stated, While, commercial realty clients demand smart buildings, we provide festive offers to our home buyers, such as free car parking or air- conditioner or home automation to attract them towards our project."

Rishi Nayar added, "While office buildings and IT parks are employing latest HVAC, elevator and Lighting systems, the same is not the case with the best of the residential towers."

Siddharth Pansari explained that in residential segment each byer has his individualistic requirement. "Each



RISHI NAYAR



NAKUL HIMATSINGKA



SUHEL SARAF



APURVA SALARPURIA



YASHASWI SHROFF



SIDDHARTH PANSARI



ARYA SUMANT

unit is customized by owner as per their own requirements." Yashaswi Shroff added, "The energy and water saving systems are the preferred technologies for residential segment. Even provisions like Co-working spaces in clubhouse, theatre in housing complex & area exclusive for pets are being favoured by homebuyers." Arya Sumant added that change in mind-set is evident and green technology is being recognized as an incentive to attract buyers.

Suhel Saraf offered his perspective, "If the project is good people will have no issues in paying a premium for smart automation, as long as it makes their life convenient, especially in the present times. In addition, flexible payment plans help buyers to adjust as per their budget and suitability."

Apurva Salarpuria concurred, "In lieu of discounts and offers, we provide easy payment schedules to the customers."

ROLE OF CHANNEL PARTNERS

Arya Sumant was of the view that channels partners are a very integral part of sales strategy.

Suhel Saraf stated that as the value of flat goes higher, the importance of channel partners increases in convincing the clients. **Siddharth Pansari** concurred that channel partners are most important and in the coming time their role in sales of projects will enhance.

Nakul Himatsingka said, "Digital platforms do help in increasing leads, but channel partners are the ones converting leads to sales." Yashaswi Shroff added, "We have our own sales team that follows digital leads and it also works with the channel partners to enhance sales."

Apurva Salarpuria expressed, "With discovery of projects moving online, the channel partners role has changed to being advisor and enablers to whom buyers turn to while making decisions."

Rishi Nayar concluded that while digital and online platforms are the future of real estate transactions, channel partners are here to stay because of their negotiating skills and local market expertise.

BIOLOGICAL DIVERSITY IS THE FOUNDATION OF CIVILIZATION

IF COVID 19 HAS GIVEN US ANY LESSONS IT IS THAT THE PLANET DOESN'T NEED SAVING, WE ARE SAVING OURSELVES. HUMANS ACCOUNT FOR JUST 0.01% OF BIOMASS. THIS YEAR'S INTERNATIONAL BIODIVERSITY DAY ON MAY 22 THUS GATHERS GREATER SIGNIFICANCE.

By: Sapna Srivastava

iological diversity is often understood in terms of the wide variety of plants, animals and microorganisms, but it also includes varied differentiations within each species. What's important to understand is that loss of biodiversity could expand zoonoses - diseases transmitted from animals to humans, as is being witnessed by the world today.

Regardless of mankind's technological advances, we are

completely dependent on nature for our water, food, medicines, fuel, energy, just to name a few. But, in direct proportion to higher levels of global population and prosperity, our relationship with nature continues to sour with increased resource extraction, infrastructure development, pollution and biodiversity loss.

CONSERVATION & RESTORATION

Recent global assessments indicate a rapidly narrowing window for action to reverse damage to the natural ecosystem. According to UN Environment Programme (UNEP), we're at a stage, where conservation is no longer enough. We also need to heavily invest in restoration. Ecosystem restoration can be done in two ways —

- Passive Rewilding simply means getting out of the
 way and letting nature heal itself. In a project at
 Oostvaardersplassen in the Netherlands, an area of
 reclaimed polder land has been given over to nature.
 The project at Lapland in northern Sweden and Norway
 aims to leave some 35,000 square kilometres to rewild.
 In North America, the Wildlands Network aims to link up
 protected areas in "wildways" in which animals can freely
 roam spanning Canada, the US and Mexico.
- Active Engineering of entire landscapes includes
 mass tree planting, removal of non-native species
 and damaging infrastructure such as dams, and also
 reintroductions of species. South Korea adopted an active
 reforestation policy in the 1950s and forests now cover
 two-thirds of the country. The Green Belt Movement
 founded in Kenya has planted tens of millions of trees
 across Africa, and inspired many similar projects.

ROLE OF CONSTRUCTION INDUSTRY

Construction sector is one of the most resource intensive industries impacting directly and indirectly the natural habitats, wildlife and plant species. The construction sector therefore has an important role to play in minimising damage to ecology. The long term environmental impacts of construction activity includes water table depletion, pollution

Unless biodiversity can be valued and traded as a factor of production, its conservation can become a secondary objective in policy and practice. As Elizabeth Mrema, Executive Secretary Convention for Biological Diversity says, "Every dollar spent on ecosystem restoration can accure between \$3 and \$75 in return."

"IF YOU COMPARE EARTH'S
HISTORY TO A CALENDAR YEAR,
WE HAVE USED ONE-THIRD OF ITS
NATURAL RESOURCES IN THE LAST 0.2
SECONDS. AS WE ENCROACH ON NATURE,
INCREASING NUMBERS OF SPECIES ARE AT
RISK. THAT INCLUDES HUMANITY."

UN SECRETARY, GENERAL ANTÓNIO GUTERRES

of air and water both at site and the wider geography and the extraction of construction materials like timber, gravel, sand, iron ore, rocks etc. can impact regional biodiversity. Also, the construction processes affect feeding and breeding behaviours of species in the vicinity negatively impacting their long term population levels. The use of land may also divide up land and separate habitats which can influence population dynamics especially for mobile species leading to gradual decline in populations. These effects are often not acknowledged or are poorly addressed by decision makers.

CORRECTIVE MEASURES

First and foremost, architects, planners and developers through an appropriate design can aim to minimise impacts on natural habitat, land fragmentation and species isolation. Building environment sensitive architecture can go a long way in countering the aftereffects of construction. In addition, developing local ecological networks to create new habitats, buffer areas and landscape features can help in preserving wildlife.

By managing the use of building materials, disposal of waste and recycling & repurposing companies can make a huge difference in minimizing the carbon footprint of the construction. Soft landscaping by means of trees, grass and shrubs support biodiversity, especially if it is indigenous species that are planted. Soft landscaping has the added advantage of attenuating the movement of groundwater to minimise erosion.

RECONSIDER INFRASTRUCTURE NEEDS

Infrastructure development is always linked with the building of new physical structures - railways, roads, waterways, runways, buildings, etc. But does this need to be the case? For instance -

- Education needs can be met through curricular upgrades rather than building new facilities.
- Traffic congestion can be better managed by staggering office work hours, introducing peak traffic restrictions & congestion charges and increasing public transport options than building new roads.
- New technologies from mobile telephony applications to robotics and drones can be used to reduce the need to build infrastructure.



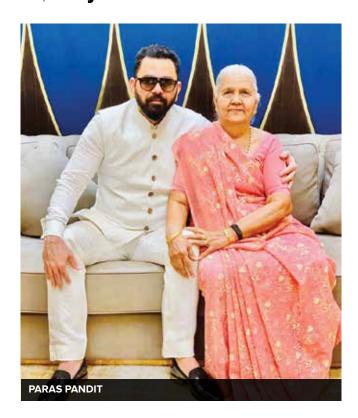
BY EXAMPLE MOTHER'S INSPIRING FUTURE BUSINESS LEADERS

A MOTHER'S INFLUENCE IS INTEGRAL IN RAISING A CHILD INTO A STRONG LEADER. ABRAHAM LINCOLN ONCE SAID, "ALL THAT I AM, OR HOPE TO BE, I OWE TO MY ANGEL MOTHER."

very year on second Sunday of May, we pay tribute to our mothers for their invaluable contributions to our lives. To mark the special occasion of Mother's Day this year on May 09, Realty+ presents the views of real estate leaders sharing their beautiful bond with their mothers. Mothers lead by example, they guide the family members and manage home and work diligently. If there's one thing we all know about mothers is that they can demonstrate a great amount of patience and maternal instinct to care and protect the young. But they are also very adept at encouraging the children to become more self-sufficient as they grow up and boost their confidence when they need it.

When asked, most of the successful leaders agree that, mothers have been the biggest influence in their lives. And it makes sense. Mothers are our first example of real leadership. The life lessons we learned as children from our moms, has helped us better understand and approach the role of leadership in our organizations.

While, we acknowledge and remember our mothers every day of the year, the Mother's day gives us an opportunity to celebrate them and their very important role in our lives. Here are the notes penned by the business leaders for their mothers, recognizing their contribution in building and shaping their character and the leadership ability.



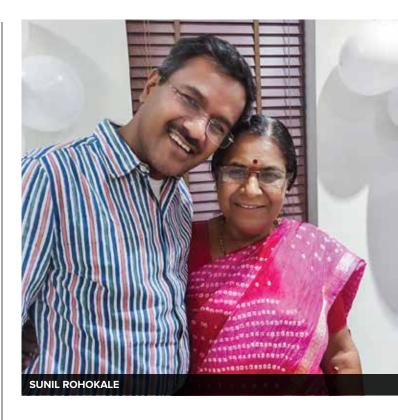
MY FRIEND, LEADER, MENTOR AND **GUIDE**

Paras Pandit, CMD, Sheetal Infra Pvt Ltd.

"Mothers are our first teacher in life. She inspired and motivated me to grow without any barriers. She taught me at a very young age to take life as a challenge and wholeheartedly seize the day every day. My mother always said, problems are part of life. She taught me how to make wise choices, even in the most uncertain situations. I have grown seeing my mother juggling various household chores to make sure we all had our dinner together no matter how busy or rough a day. She always said you work for a better life and once you have, you must live that life. Seeing my mother care selflessly for every member of the family made me realise how important relationships are in our lives. And nurturing them only enhances with time and makes it stronger.

My mother is my idol and in every sense she is my friend, leader, mentor and guide. She always taught me to be peoples leader and think from the perspective of others need and requirements and honour commitments no matter the consequences. You have to use your influence and persuasive technique rather than positional power. You have to be grounded no matter what and do your part humbly and set an example out of your action for others to follow and inspire. As a leader your job is to protect and care about your people than yourself.

I have learned from her to look at the larger picture and think outside the box. Till the issue has not been resolved don't rest and approach should always be positive



whatever the outcome may be. However, once you reach home switch off phone and no business discussion or office work load should be carried home, that's what my mom taught me from the day I started my business. After reaching home I give my 100% to family as in her own words "family comes first, rest all can wait" in life.

Another life lesson is that in relationship you have to be giver rather than just receiver. That kind of relationship without any expectations blossoms and remains intact for lifetime. By giving your time, care, sympathy you will be more than happy for yourself and others. Make a habit of playing with family, watching movie or reading together and dinner should be a must with entire family every day. I plan on giving back to society as we run 'Givingback' foundation to nurture our relationship with ourselves and others."

MOTHER'S UNIVERSITY IS VITAL TO LEARN LIFE SKILLS

Sunil Rohokale, MD & CEO ASK Group

"I grew up in a small town and my mother was a working woman. She ensured at a very early stage that I participated in elocution competitions at school and public debates. This developed my confidence and speaking skills which helped me conquer the stage fear. She always insisted that I participate in sports, cultural and social events which taught me to be a good team member.

Mother's university is the most essential and vital to learn life skills. Mothers always want the best for their kids and want to see them be successful holistically. Mothers



contribute to become worldly wise at every step of life. My mother was no inch less.

My mother always trusted and empowered me to take the responsibility of weekly and monthly vegetables, groceries and household essentials during my high school days. Before spider-man she made me aware of the fact that 'with power comes responsibility'. Ours was a joint family and my parents being the eldest, our house was the common meeting place for all our family members, friends, relatives and students as my parents were wonderful teachers .Being raised in a farmer's family helped me to remain rooted. Hence building relationships came naturally to me. This taught me a critical lesson to be a successful human being - 'building bridges is most important'.

My grandmother and my mother were very spiritual too. They modelled mindful living for me. Today on Mother's day I want to thank my mother for instilling values and beliefs which help me steer my career in the corporate world in a successful manner. I owe it all - being fearless, optimistic, life learner, mentally and physically agile, financially fit and deeply spiritual, to my mother."

FIRST TEACHER AND SCULPTORS OF MY LIFE

Madhusudan Pai, Chief Financial Officer, Century Real Estate

"There is a famous Kannada proverb "Beleyuva siri molakeyalli" that means the development of a seed can be seen in the sprout itself. Likewise a mother sees our true potential and flaws right from our childhood days and



guides us silently throughout our life. As I grew up, I learnt to lead a disciplined life, maintain my daily routine, and manage time and resources effectively from my mother. She also taught me the importance of communication, team work, sharing, caring and empathising.

Her struggles, selflessness, dedication, her unparalleled loyalty and support to the entire family inculcated the same qualities in me. Today, be it my home, my work or family it is her values that help me make the right decisions. The way she balanced the priorities of the entire family taught me a lot about balancing my own team. As a leader, I help my team members grow both personally and professionally, support them in everything they do, just like my mother did with me. I wish all the mothers around the world a very Happy Mother's Day and thank them for being our first teacher and sculptors of our life."

NO INFLUENCE IS AS POWERFUL AS THAT OF THE MOTHER

Amit Goenka, MD & CEO, Nisus Finance

"A mother is the bedrock for the child to blossom into a valuable social contributor. This entails developing skills, fortitude, a strong moral compass and value system. In constantly reminding and honing these and being always there to restore equilibrium to my tormenting mind and soul, my mother remains my largest inspiration and influence.

Through her own life example of unending toil, zeal for superlative familial joys without yearning for rewards or accolades, a quest for constant learning and

perfection and encouraging each one of us to achieve one's full potential and blossom; has helped me be a better human and leader. She remains however stern and unwavering in her commitments, to beliefs and values and unaccepting of shirkers, immoral and extreme behaviours. In demonstrating fierce loyalty to the family, limitless sacrifices and undisclosed deeds for furtherance of the family, stoic in others errors but unforgiving for self and a vision for higher quests in all aspects of life, instil leadership and entrepreneurial spirit in me.

In finding goodness in every situation, joys in each endeavour, an unwavering belief in optimal outcomes and power of Almighty, in accepting our fallacies, maintaining her tolerance, my mother helped mould a congenial disposition to problem solving, taking each problem as a challenge that can be met without fret or fear.

My mother has demonstrated the ability to engage across all aspects of life's wonderous joys. In picking up new hobbies and skills, in dividing time to stay involved in each family member's life and activities, while constantly learning and teaching without succumbing to any limitations. Creating constant mandates for presence and engagement with family and also ensuring uncompromising accountability to work has set up a system for creating a healthy work life balance as a way of life.

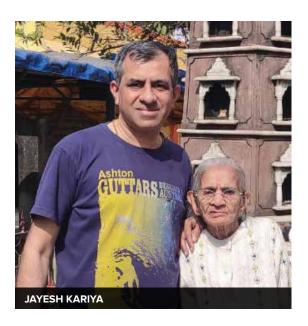
In enthusiastically celebrating occasions, successes and events, creating opportunities for people to get together and share memories, staying connected and fostering genuine empathy for people and their well-being has taught the value and method for nurturing relationships. Despite discomfort, in going out of the way to help and assist, to engage across the spectrum of family and society, being responsive to people's needs and requests has furthered value and centricity in relationships. In giving and not expecting, in selfless help, in generating deep mutual respect, delivering on mandates with full enthusiasm and sincerity has helped me build my own relationships and nurture them.

As quoted by Sarah Josepha Hale, 'No influence is as powerful as that of the mother.' Mother's Day is but a small opportunity to reflect with gratitude on the extraordinary divinity of the being called Mother."

MOTHER IS A GOD'S GIFT

Jayesh Kariya, Managing Partner - Alliances, Integrow Asset Management Pvt Ltd.

"Mother", "Maa" "Ammi Jan" "Aai", whatever we call her, is a source of inspiration for everything that surrounds us. She is a true leader in all sense as she imbibes all the qualities of the Best leader – passion, courage, protection, strength, acumen, compassion, intution, emotional intelligence, integrity, commitment, selflessness, family first, multi-tasking, problem solving, sacrifice, nurturing



relationship and many more. I have seen her closely leading from the front, from middle and from the back. She has a GOD's gift to change gears swiftly as the situation demands.

You will recollect your childhood days, the fights that you would have been having with your siblings or friends and your mother resolving the disputes using stick and carrot approach all the time. In fact, she stands up all the time as mediator to resolve any issues in the family. Why? Because she has only one motive "keep the family united and instil strong values"

In the old days also, women used to work or run businesses, but the challenges were not complex for her to manage both. With the changing times, she has adapted herself to manage complexities around home front and her business/job as expectations roared and the sensitivities have increased manifold. How is she able to do all this? Simple, her inherent qualities and all-round leadership qualities makes it happen.

Mother is a "Super Guru" in managing and nurturing relationships. Ask me why? Before becoming a mother, she has played multiple roles — a daughter, sister, lover, wife and mother. In each role, she not only developed but nurtured relationships at all stages, which has created lasting impact on people around her. Again, credit goes to her inherent qualities.

We have millions of examples around the world of a mother leading from the front – whether at business, profession, job, or country front – and at the same time managing her home front effortlessly as well as smilingly.

Mother is a GOD's gift and her value cannot be measured in manner. Her presence in our lives have to be experienced and cherished. My salute and deep respect for her."



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CELEBRATION OF EASTERN INDIA'S REALTY ACHEIVMENTS

THE 13TH EDITION OF REALTY+ CONCLAVE & EXCELLENCE AWARDS, 2021 – EAST HIGHLIGHTED EASTERN INDIA'S CONTRIBUTION TOWARDS THE GROWTH OF ITS REAL ESTATE SECTOR.

eld on April 23, the Realty+ Conclave & Excellence Awards 2021- East featured insightful discussions on topical issues of the region's real estate during the conclave while, the Awards evening was filled with a sense of celebration, positivity and enthusiasm.

The day began with the inaugural address by Dr. Annurag Batra, Editor-in-Chief & Chairman, Exchange4media Group & BusinessWorld. He wished everyone good health and advised to stay strong in the difficult times.

In his Special Address Harsh
Vardhan Patodia, National President,
CREDAI and CMD, Unimark Group
said, "Covid has changed the
world and the way we work today.
Sustainable construction is the need
of the hour and real estate sector has
adopted this change efficiently."

THE CONVERSTIONS OF THE DAY

The day started with power packed panel discussions. Firstly on the topic of "Reaching a Turning Point: Residential Realty Transformations" that was moderated by Surekha Bihani, Managing Director – Kolkata, JLL India.

Panel speakers were **Basant Kumar Parakh**, Managing Director,
Orbit Group, **Dr. Nitesh Kumar Gupta**, Managing Director & CEO,
Emami Realty Limited, **Sushil Mohta**,
Chairman – Merlin Group, **Nandu Belani**, Chairman, Belani Group, **Harsh Vardhan Patodia**, Chairman
And Managing Director, Unimark
Group and **Pradip Kumar Chopra**,
Chairman & Managing Director, PS
Group.

Panellist deliberated on the transformation of residential real estate during covid period and over the years. They also felt that Urban Land Ceiling Act in Bengal was hurting the development of the state and should be repealed for the betterment of the state."

The next session titled "Emerging Trends: Alternative Asset Classes in Limelight" was chaired by Siddhart Goel, Director & Head – Research, India. Colliers.

Eminent speakers were **Pratiik Jalan,** Director, Jalan Builders, **Harsh Jain,** Managing Director, Arrjavv

Group, **Manab Paul,** Founder, Sree

Balaji, **Varun Bagla,** Managing

Director, Saltee Group, **Amit Sarda,**Partner, Simplex Infrastructure, and **Sanjeev Mehra** Vice President, Quest

Properties India Ltd, and **Kaustav Roy,** Managing Director, Business

Solutions, Savills India.

The speakers were of the view that awareness about other asset classes such as senior living, coliving and student housing. among developers as well as consumers is still low as also technological

advancement of warehousing is necessary for growth.

The concluding discussion of the conclave was "Changing Sales Patterns: New Ways of Realty Transactions." It was moderated by Rishi Nayar, Director, Transactions & Head – East India, Cushman & Wakefield India Pvt. Ltd.

Panel speakers were Sidharth

Pansari, Managing Director, Primarc
Group, Apurva Salarpuria, Managing
Director, Salarpuria Group, Nakul
Himatsingka, Managing Director,
Ideal Group, Yashaswi Shroff,
Executive Director, Alcove Realty,
Arya Sumant, Managing Director,
Eden Realty and Suhel Saraf,
Managing Director, Sugam Homes.

Panellist agreed that channel partners remain very integral and most important part of the sales strategy of real estate industry even today along with the focus on digital platforms.

THE CELEBRATIONS OF THE DAY

The insightful and engaging discussions were followed by the Realty+ Excellence Awards 2021 East with award winners coming live on the digital platform to receive the prestigious award.

Presenting the awards were jury members N. G. Khaitan, Sr. Partner – Dispute Resolution, Real Estate, Khaitan & Co., Taha Ansari, Managing Director – Project Management (North India) Colliers and Biplab Kanti Sengupta Professor & Head Department of Architecture & Regional Planning, Indian Institute of Technology Kharagpur.

The awards winners acknowledged and cheered the achievement of the real sector stakeholders amidst most difficult times and expressed a lot of hope for the coming times.



The current situation across the country is critical and the mood is sombre but, we need to keep moving on and fulfil our duties. Indians are resilient by nature and our real estate industry has continued to perform amidst challenges and difficulties. This time too shall pass. With hope and optimism we should move ahead." DR. ANNURAG BATRA



We need to reboot ourselves. I am confident that the real estate professionals can tackle this difficult environment with their passion, determination and innovation."

HARSH VARDHAN

PATODIA



Realty+ 13th edition of Realty+ Excellence Awards honoured the real estate professionals of Eastern India in various categories. The eminent jury panel of the awards judged each participant on merit and recognized them for their excellence and value to the sector. The winners joined the live session to receive their awards with a lot of delight and excitement.

THE WINNERS OF THE 13TH REALTY+ EXCELLENCE AWARDS 2021- EAST

REAL ESTATE PROJECTS AWARDS

Affordable Housing Project of the Year **DTC Projects for DTC Southern Heights**

Affordable Housing Project of the Year - Non Metro **Embee Builders for Embee Fortune**

Commercial Project of the Year **Jalan Builders for Altitude**

Design Project of the Year **Primarc Projects Realty for Primarc Square**

Residential Complex of the Year **Southwinds Projects LLP for Southwinds**

Luxury Project of the Year – Non Metro Embee Builders & Manakamna Realty for Darpan 88°

IT Park Project of the Year SimplexInfra Technopark LLP for Imagine Techpark LLP Best Selling Project of the Year **PS Group for One 10**

Integrated Township Project of the Year Shriram Properties Ltd. For Grand City

Coveted Residential Project of the Year Orbit Group for Orbit Victoria AND Salarpuria Signum Complex LLP for Suncrest Estate

Coveted Residential Project of the Year Non Metro - Embee Builders & Manakamna Realty for Embee Delight

Most Popular Mall of the Year **Diamond Group for Diamond Plaza**

Real Estate Destination of the Year **Alcove Realty for Alcove New Kolkata**

Mid-Segment Project of the Year Primarc Projects Pvt. Ltd. for Akriti AND Ideal Real Estate for Ideal Aquaview

Industrial & Warehousing Project of the Year Arrjavv Builder for Arrjavv Industrial & Warehousing Park AND Diamond Group and Sangkaj Group for Diamond Logistics Hub

Budget Housing Project of the Year **Eden Realty Ventures Pvt. Ltd. for Solaris Joka**



Budget Housing Project of the Year – Non Metro **JSB Infrastructures for JSB Angan**

Most Popular Project of the Year **PS Group for Navyom**

Project Launch of the Year

Shreyansh Innovations Private Limited for Navyom

Iconic Project of the Year **PS Group for Anassa**

Most Environment-Friendly Residential Space **Alcove Realty for Alcove New Kolkata**

REAL ESTATE DEVELOPERS AWARDS

Developer of the Year – Residential **PS Group AND JSB Infrastructures**

Excellence in Delivery

PS Group

Excellence in Customer Service

PS Group

Emerging Developer of the Year Industrial & Warehousing - Jalan Builders

Emerging Developer of the Year – Non Metro **JSB Infrastructures**

Developer of the Year – Retail **Quest Properties India Limited for Quest Mall**

BRANDING & ADVERTISING AWARDS

Fastest Growing Realty Brand of the Year **Emami Realty**

Best Real-Estate Website of the Year Shreyansh Innovations Private Limited for Skylake

Best Integrated Brand Campaign of the Year Shreyansh Innovations Private Limited for Credai Bengal Campaign

Advertising Agency of the Year **Shreyansh Innovations Private Limited**

INDIVIDUAL ACHIEVEMENT AWARDS

Super CXO of the Year

Dr. Nitesh Kumar, Managing Director & CEO, Emami Realty

Young Achiever of the Year **Arihant Raj Parakh, Director, Orbit Group**

Most promising Marketer of the Year Shreyansh Baid, Founder & CEO, Shreyansh Innovations Private Limited

EVENT

THE EMINENT JURY APPRECIATES THE LONG TERM VISION

THE EMINENT PROFESSIONALS FROM VARIOUS FIELDS CAME TOGETHER AT THE 13TH REALTY+ EXCELLENCE AWARDS 2021- EAST TO ADJUDGE INDUSTRY PLAYERS FOR THEIR PRESTIGIOUS WORKS AND CONTRIBUTIONS TO THE SECTOR.

The jury members reviewed the nominations on the basis of their value to the consumer, the industry and the society at large. The members were unanimous that all the participants had shown some great works that made the selection most credible and prestigious.

ANUJ PURI ANAROCK PROPERTY CONSULTANTS

As always, it is an absolute delight to be part of the jury for the Realty+ Awards. Like every year these credible awards recognise consistency, delivery, customer satisfaction, quality. The jury has been very independent and have recognised the contestants that have been able to deliver on the set parameters of the judges.

DINESH ARORA PWC

It is my pleasure and honour to be part of the jury panel. This award has extreme significance for two reasons. Firstly, real estate has played an important role in resurgence of the economy. Secondly, the geographical region of these awards is one of the most prominent parts of Indian realty landscape.

AR. J.P. AGRAWAL AGRAWAL & AGRAWAL ARCHITECTS PVT. LTD.

I believe, Realty+ awards will encourage all stake holders of the industry to raise their mark and excel even more. I appreciate all the contestants for their participation and am looking forward to see everyone at the awards evening.

N.G. KHAITAN KHAITAN & CO.

I'm happy to be part of the jury panel and I wish the event good success. Realty+ is doing an excellent

is doing an excellent job in not only promoting the growth of the real estate, but they are also presenting a lot of information about real estate to the consumers and the industry players.

TAHA ANSARI COLLIERS

l'm excited to be part of the jury.
These awards celebrate the achievements of real estate in the most credible manner. I look forward to be part of the virtual awards function and seeing the winners receiving their awards.

HONOURABLE JURY MEMBERS

GOPALAKRISHNAN PADMANABHAN

MD – SE Asia & Middle East Markets, Green Business Certification Inc

RAJU DAS

Chief Conservator of Forests, C&E, CEO -Green Project Wing - West Bengal Forest Development Corporation Limited

DINESH ARORA

Partner & Leader, Deals, PwC

SHOURYA MANDAL

Partner - Kolkata & Ahmedabad, Fox Mandal Solicitors & Advocates

AR. GEORGE ARVANITIS

Director – Masterplanning & Urban Design, RMJM, Dubai

PROF. (DR.) PSN RAO

Director, School of Planning and Architecture

TAHA ANSARI

Managing Director- Project
Management (North India). Colliers

N.G. KHAITAN

Sr Partner- Dispute Resolution, Real Estate. Khaitan & Co.

AR. J.P. AGRAWAL

Principal Architect, Agrawal & Agrawal Architects Pvt. Ltd.

ANUJ PURI

Chairman, Anarock Property Consultants



EVENT

ACHIEVING THE SWEET SUCCESS

THE WINNERS OF 13TH REALTY+ EXCELLENCE AWARDS 2021- EAST EXPRESSED THEIR GRATITUDE TO THE JURY PANEL AND UNDERLINED THE TEAM EFFORT TO ACHIEVE SUCCESS IN SPITE OF HARDSHIPS.



PRATIIK JALAN
DIRECTOR, JALAN BUILDERS

I want to thank the jury members and Realty+ for the award. This award goes to all our team members, consultants who supported us during this journey. Our hard work has paid off.



ARIHANT RAJ PARAKH

DIRECTOR, ORBIT GROUP I'm delighted to receive this award. Thank you Realty+ and jury members for choosing and encouraging me.



SHREYANSH KAJARIA

DIRECTOR, DIAMOND GROUPI would like to thank Realty+ team and jury members for recognising our efforts and our project.



SHREYANSH BAID
CEO, SHREYANSH
INNOVATIONS PVT. LTD.

Thank you Realty+ and jury for felicitating us with this prestigious award and thanks to our clients as well for keeping faith in us.



ARYA SUMANT

MANAGING DIRECTOR, EDEN REALTY VENTURES PVT. LTD. Thank you Realty+ and jury members

for recognising our efforts and felicitating us for creating the affordable project for our consumers.



DR. NITESH KUMAR

MD & CEO, EMAMI REALTY

We are thankful to Realty+ team and especially the jury for appreciating our efforts and encouraging us to do even better in future.



GAURAV DUGAR DIRECTOR, PS GROUP

Thank you Realty+ for recognizing our efforts and appreciating us for excellence in customer experience.



AMIT SADDA

MANAGING PARTNER, SIMPLEXINFRA TECHNOPARK LLP

Thank you Realty+ and eminent jury for choosing us in this prime time and appreciating our work.



NIKUNJ HARLALKA

PARTNER, JSB INFRASTRUCTURES

On behalf of my team I would like to thank our esteemed customers who have trusted us. Thank you Jury for felicitating us.

LIFESTYLE

THE "INCOMPARABLE" NECKLACE

The "Incomparable" Diamond Necklace is the creation of Mouawad and at an estimated price of 55 million US Dollars is one of the most expensive jewellery in the world. The irregular and asymmetrical design looks incredible and exotic and has been declared as one of the most expensive jewellery present in the world.





BEL AIR'S GRAND COMPOUND

An impressive compound just inside the noted Bel Air East Gate and mere minutes from Beverly Hills is worth US\$49,900,000. Concealed behind private gates on a rare, flat acre, it is a guarded compound, providing the perfect environment for high-end living. Imagine, an approx. 20,000 square foot entertainment space, which includes a resort-style spa and pool, with a massage room, sauna, and steam bath. The property also boasts game rooms, a bowling alley, an expansive cinema and even a basketball and racquetball court.

24K GOLD "FAT BIKE"

The 24k Gold Extreme Mountain Bike is the most expensive bicycle in the world in 2021. It is also known as "fat bike". Price is \$1 million. It is gold-plated with pure 24k gold and It has a gold-plated water bottle. Electroplating process is used to coat the bike. There are only 13 bikes in the market. All of them customizable. Every bike bears a logo of "THSG" (The House of solid Gold). Over 600 Black Diamonds and 500 golden sapphires are used to embellish the logo of THSG.





















At Life Republic, we've created distinct environments to live and nurture your dreams safely. It's a place where citizens always feel inspired, passionate, secured, comfortable and above all, accomplished. Come, be a part of this rare experience at Pune's finest township. Belong to a like-minded community that laughs, plays and celebrates together.

UNIQUE ENVIRONS IMAGINED FOR YOUR DIVERSE DREAMS



An environment of calm



- Over 7795 Trees of 60+ Species
- Therapeutic Walk & Herb Garden
- 90,000 Shrubs and Counting
- Birds and Butterflies of 46 Species



An environment of care

- Yoga Pavilion
- Acupressure Pathway
- Senior Citizen's Area
- Dedicated Cycling Track and Walkways

An

environment

of safety



Δn environment of activity

- Cricket Pitch
- Tennis & Basketball Court
- Swimming Pool and Gym
- Adventure Sports and Many More



- Fire Station

- CCTV Cameras
- Ambulance Service
- 24/7 Security

FUTURE DEVELOPMENTS IN THE TOWNSHIP

Club | Sports | Education | Supermarket | High-street Retail | Hospital | Urban Park | Commercial





Villa Plots | Retail Spaces | 1, 2 & 3 BHK Homes starting from ₹ 35 Lacs*



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MAHARERA Registration Numbers: I Towers: P52100022154 as Life Republic Sector R7 – 7th Avenue – i Towers | 3rd Avenue: P52100016987 Arezo: P52100018539 as Life Republic sector R16 6th Avenue Arezo | ORO Avenue: P52100017116 as ORO Avenue Sector R9 16th Avenue: P52100009640 as R16 (16th Avenue) | First Avenue: P52100002646 as Life Republic R1 (OneNotchUp) | Universe: P52100027629 as Life Republic/Sector R10/10th Avenue/Universe/Phaserailable on the website https://maharera.mahaonline.gov.in under registered projects. Reward voucher will be released only after registration. Gov. Taxes Extra *T & C Apply*

Disclaimer: The above-mentioned amenities in the Environment of Care and Environment of Activity are sector-specific, please refer the individual sector brochure for more details. Amenities mentioned in Environment of Safety are township level amenities and not individual sector amenities. In Environment of Clam, some amenities mentioned are township amenities and some are sector-specific, please refer individual sector brochure for more details

THE BRILLIANT MINDS RESHAPING REALTY



Realty+ Top 50 Marketing Minds recognises outstanding contributions in the field of Marketing by Marketing Communication Professionals.

NOMINATIONS ARE NOW OPEN

FOR AWARD NOMINATIONS, CONTACT:

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