

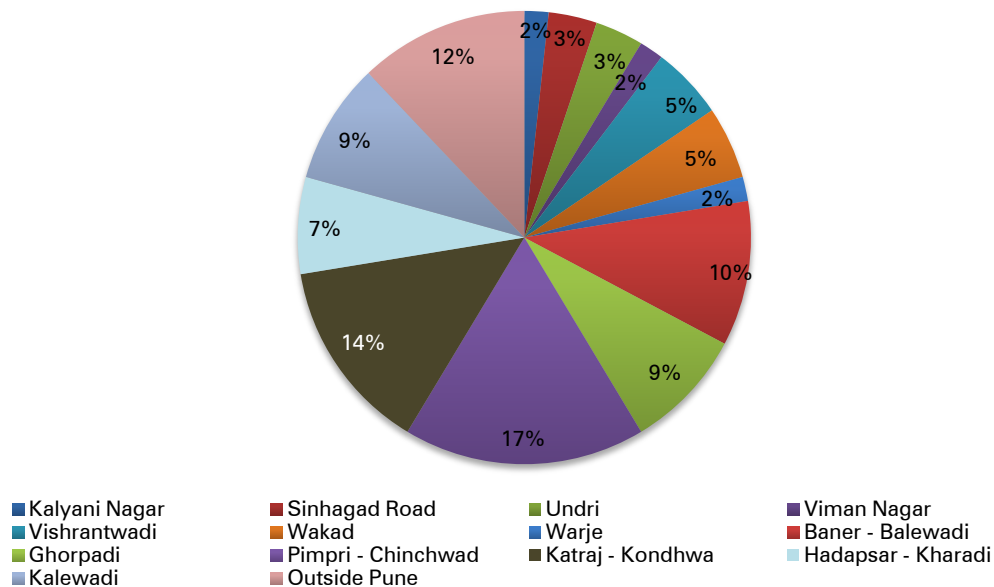
CREDAI Property Show' 09 - Pune
Period: August 07 - 09, 2009

CREDAI (formerly known as PBAP) – Pune recently held property exhibitions themed as ‘Best of North and South Pune’ at three places simultaneously viz., Chinchwad MIDC, Pushpak Mangal Karyalya, Singhad Road and Aditya Business Court, Kondhwa. All the three exhibitions were held between Aug 07 to Aug 09.

The exhibitions received a moderate response mainly due to the outbreak of ‘swine flu’. PSG Research & Consultancy team visited all the three sites and has following observations to share.

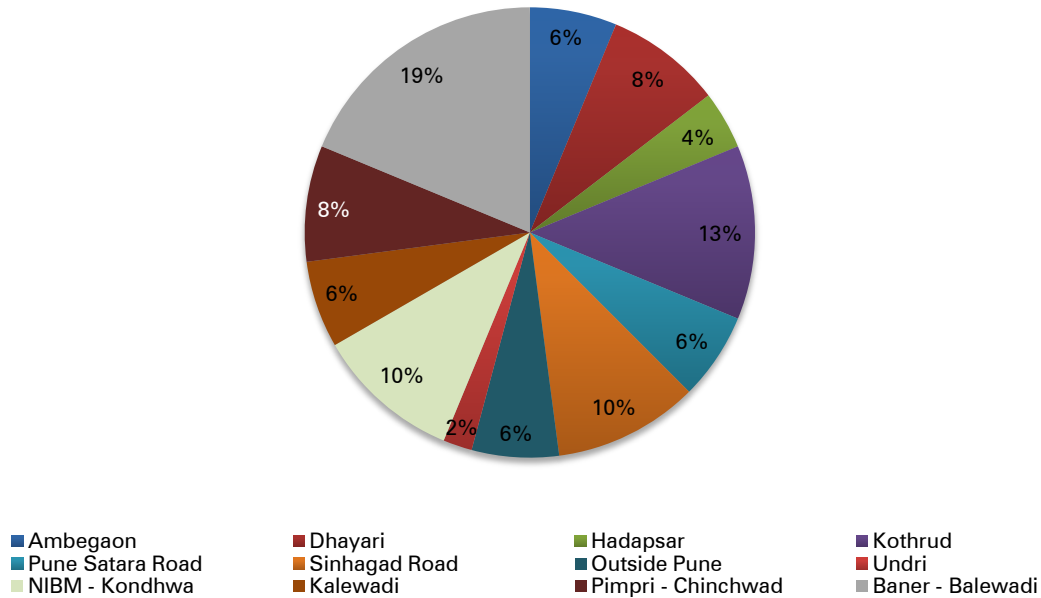
- Projects showcased at Chinchwad:** The exhibition showcased the projects of close to 20 developers including some of the prime developers from Pune. Though the name of the project was Best of North Pune, properties were displayed across Pune. Projects in outskirts of Pune Like Talegaon, Chakan were also on display contributing to nearly 12% of the total projects exhibited. Developers like G. K. Builders, Sagar Properties, Mittal Brothers etc. participated in the exhibition.

Distribution of Projects Exhibited : Chinchwad



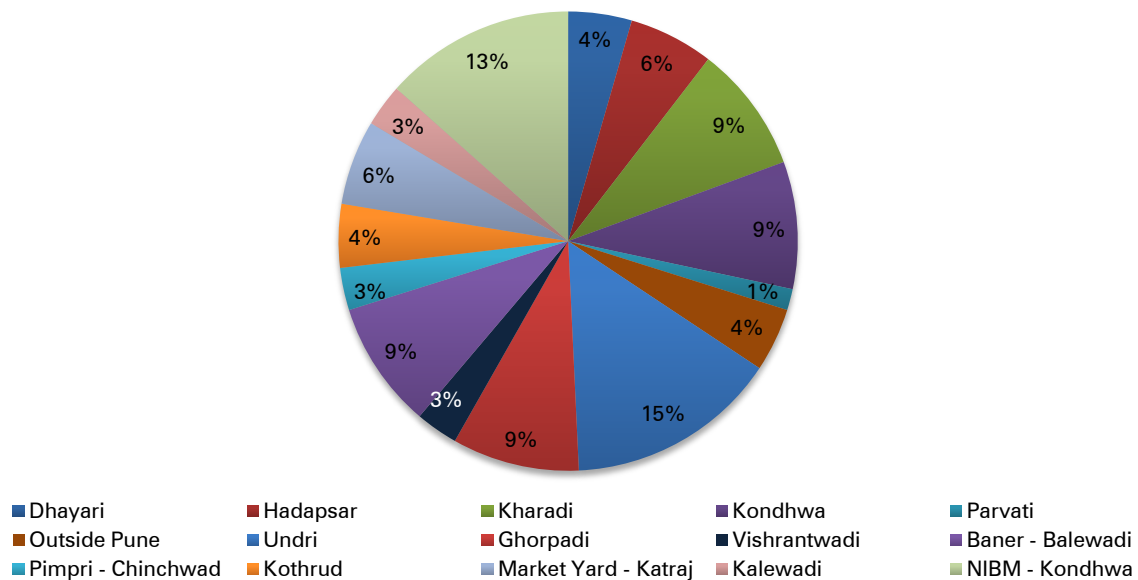
- **Projects showcased at Sinhagad Road :** Around 50 projects were on display in the exhibition. Projects in the outskirts of Pune were around 6% which mainly included properties from Talegaon and Tathwade. Developers like Amit Enterprises, Darode Jog, Magarpatta etc, had put up their stalls in the exhibition.

Distribution of Projects exhibited : Sinhagad Road



- **Projects showcased at Kondhwa:** Properties from across Pune were exhibited with major projects from south Pune. Developers like Kumar Properties, Aditya Builders, Amit Enterprises, Nyati, Kolte Patil, Runwal, Goel Ganga, etc participated in the exhibition.

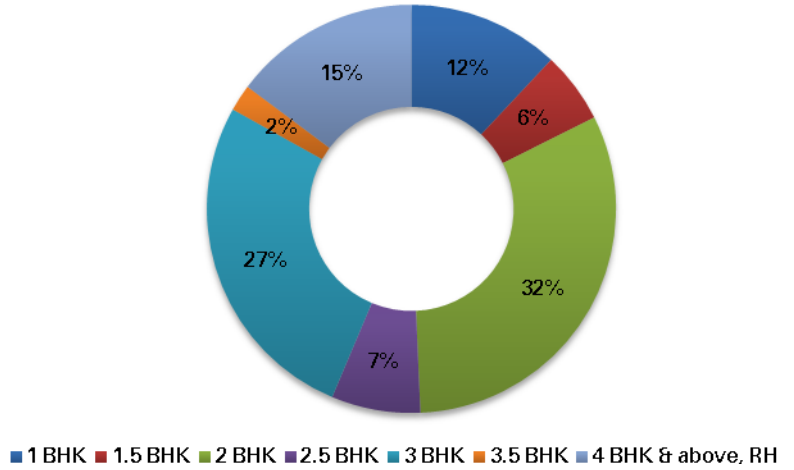
Distribution of Projects exhibited : Kondhwa



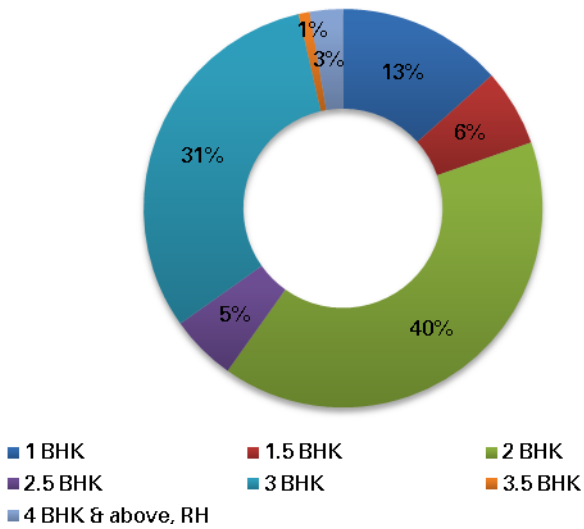
Product Mix:

2 BHK configuration was offered in 32% of the projects displayed at Chinchwad expo, followed by 3 BHK which was offered in 27% of properties. 15% of the projects were offering units with 4 BHK & above which mainly included row houses/ bungalows.

Distribution of Apartment Type : Chinchwad

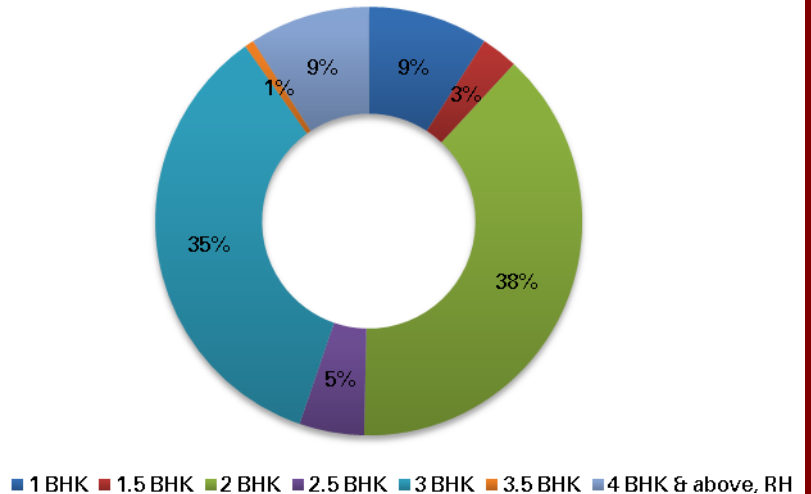


Distribution of Apartment Type : Sinhadad Road



2 BHK continues to be the most popular configuration with 40% projects in the Sinhadad expo, offering the same, followed by 3 BHK with 31%. It seems that the 1 BHK apartment type is also finding its footing as it was offered by around 13% projects in the exhibition, indicating affordable housing is slowly but surely catching up in this part of Pune.

Distribution of Apartment Type : Kondhwa



In the Kondhwa exhibition, the 3 BHK configurations (offered in 35% projects) were equally popular amongst developers as the 2 BHK (offered in 38% projects). 1 BHK was offered only by 9% of the projects.

Amenities : Projects in Pune have been primarily associated with premium amenities which was also evident in all the three exhibitions, as most of the projects offered amenities such as club house, swimming pools, designer landscaped gardens, rainwater harvesting, skating rink, jogging track, amphitheatre, video door phone, broadband connectivity, etc.

Pricing : The average price range of the projects exhibited was around Rs 3130 per sq ft. for Chinchwad expo, Rs. 3230 for Kondhwa and Rs. 3265 for Sinhagad Road.

We observed an upward revision of property rates within a range of 5% to 10% in most of the areas in the city as compared to June '09 price points.

Our View:

Assuming an average apartment size of 1000 sq. ft., the average cost for a residential apartment in Pune works out to around Rs. 32 lacs. Assuming the end buyer would opt for home loan equivalent to 80% of the total property cost, the target customers would fall in the income bracket of Rs. 60,000 per month and above.

Though the supply of 1 BHK units seems to have slightly increased as compared with earlier exhibitions, 2 BHK & 3 BHK remain the popular configurations amongst the developers. Also Pune, traditionally being an investment market, the apartment size for a 2 BHK ranges between 900 sq. ft. to 1200 sq. ft. Thus, the developers may consider reducing the apartment size so as to bridge the stretch currently faced by the prospective home buyers.

Details of the projects on display have been tabulated as below:-

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
1	Aditya Builders	Garden city	Warje	2 / 3	3500	Ready
		Breeze Park	Baner - Balewadi	3	3000	Ready
		Comfort Zone	Baner - Balewadi	2 / 3	3500	Ready
		Lushwood	Talegaon	Plot	NA	Ready
2	Amit Enterprises	Treasure Park	Pune Satara Road	2 / 3	5800	Ready
		9 Green Park	Pune Satara Road	2 / 3	5800	Oct-10
		Bloomfield	Ambegaon	2 / 3	4200	Jun-10
		Emerald Park	Baner - Balewadi	3	2650	Ready
		Sapphire Park	Baner - Balewadi	2 / 3	3200	Ready
3	ARK Prem Const.	Amber Hills	Talegaon	1 / 2 / 2.5 / 3 / 3&4 BHK villas	1825 for Apts & 2300 for villas	Jul-11
		Amber Woods	Talegaon	2 / 2.5 / 3 / 3&4 BHK villas	2200 for Apts & 2500 - 2700 for villas	Jan-10 3 BHK : Aug-09 & 2 BHK Mar-10 2 & 3 BHK : Nov 09 & 1 BHK : Aug-11
4	B. U. Bhandari	Kaasp	Kalewadi	2 / 3	2600	Mar-10
		Unity Park	Kondhwa	1 / 2 / 3	2300	Aug-11
		Acolade	Kharadi	2 / 3 flats & PH	2700	Jun-10
		Chrrysalis	Kharadi	Row Houses	2400	Jan-10
		Ekta Residency	Kondhwa	1 / 2	2500	Jul-11
5	Darode Jog Properties	Kapil Vastu	Kothrud	2 / 3	NA	Dec-09
		Crossover County	Sinhagad Road	2 / 3	3099 on carpet	NA
6	Eiffel Developers	Eiffel City	Chakan	1.5 / 2 / 2.5	1851	Apr-10
7	Eisha Group	Loreal's	NIBM - Kondhwa	2 / 2.5 / 3	3500	Apr-10
		Eisha Empire	Hadapsar	2 / 3	2600	Dec-09
		Eisha Erica	Dhayari	2 / 2.5	2500	Aug-11
		Foot Print	Tathawade	2 / 2.5 / 3	2700	Dec-09
		Bella Vista	NIBM - Kondhwa	2 / 3	2900	Dec-10
8	Empire Estate	Zenith	Tathawade	2 / 3	2500	Dec-11
		Empire Estate Ph II	Pimpri - Chinchwad	2 / 3	3300	Oct-09
9	G. Corp Prop. Pvt Ltd	Green's	Pimpri - Chinchwad	2 / 3	2700	Dec-10
		Hill Side	Hadapsar - Kharadi	1 / 2 / 3	NA	upcoming
10	G. K. Developers	Lakshydeep	Kalewadi	2 / 3	3100	Sep-10
		Rose Valley	Kalewadi	2 / 3	2850	Dec-09
11	Goel Ganga Dev.	Ganga Melrose	Ghorpadi	2.5 / 3 / 4 / 5	4500	Jan-09
		Swastik Ganga	Ghorpadi	2 / 3	4500	Oct-11
		Ganga Pavillion	Ghorpadi	1 / 1.5 / 2	2700	upcoming
		Ganga Queensgate	Ghorpadi	2	NA	NA
		Ganga Orchard Ph II	Ghorpadi	2 / 3 / 4	5500	Mar-10
		Ganga Sampatti	Katraj - Kondhwa	2 / 3	3800	Aug-09
		Hari Ganga Ph II	Vishrantwadi	2 / 3	3500	Ready
		Ganga Constella	Hadapsar - Kharadi	1 / 2 / 3	2600	NA
		Atharva Ganga	Baner - Balewadi	1 / 2	2950	Dec-10
		Ganga Osian Meadows	Pimpri - Chinchwad	2 / 3	2500	Ready
		Ganga Elika	Undri	2 / 3 / Row Houses	2750	Mar-10
		Hill Mist Harmony	Katraj - Kondhwa	3	3300	NA
		Ganga Osian Park Ph II	Katraj - Kondhwa	1 / 2	upcoming	upcoming

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
12	Goel Ganga Group	Amrut Ganga	Sinhagad Road	1 / 1.5 / 2	3275	Dec-10
		Ganga Blues	Kalewadi	1.5 / 2 / 2.5	2650 - 2900	Sep-09
		Ganga Ashiyana	Pimpri - Chinchwad	1 / 1.5 / 2 / 2.5	2625	Dec-10
		Ganga Sparsh	Undri	1 / 1.5 / 2	2600 - 2750	Jan-09
		Ganga Satellite	Katraj - Kondhwa	2 / 3	4600	NA
		Ganga Bhagyoday	Sinhagad Road	2 / 3	3650	Dec-10
		Ganga Panama	Baner - Balewadi	2 / 3	3100	Dec-10
		Ganga Skies	Pimpri - Chinchwad	2 / 3	3250	Aug-10
13	Kasturi	Apostrophe	Wakad	PH	3500	Ready
		Voyage	Pimpri - Chinchwad	2 / 3	3200	Dec-10
14	Kolte Patil Dev.	Rose wood	NIBM - Kondhwa	2 / 3	2700	Dec-09
		Elburz Hills & Dales	NIBM - Kondhwa	3 / 4 / PH	3500	Dec-09
		Margosa Heights	NIBM - Kondhwa	1 / 1.5 / 2 / 3	2650	upcoming
15	Kumar Properties	Palms	Kondhwa	2	2570	Ready
		Palmgrove	Kondhwa	2 / 3	2670	Ready
		Gulmohar	Kondhwa	2 / 3	3570	Ready
		Prithvi	Market Yard - Katraj	2 / 3	2870	Ready
		Paradise	Hadapsar	3	2870	Ready
		Primrose	Kharadi	3	3000	Ready
		Periwinkle	Kharadi	2	2470	Ready
		Primavera	Ghorpadi	2	2570	Ready
		Princetown	Undri	2 / 3	3170 - 3320	Ready
		Picasso	Hadapsar	2 / 3 / Bungalow	2570 - 4070	Ready
		Karishma	Kothrud	2 / 3	7070	Ready
					3 BHK RH & 4 BHK PH : 42 Lacs, 2 BHK : 1.5 / 2 / 3 / 4 / duplex & penthouses	
16	M. B. Associates	Celesta	Pimpri - Chinchwad		23.39 Lacs, 1.5 BHK : 19.28 Lacs	2 BHK : Jan-11 & Others are ready
		Vista	Pimpri - Chinchwad	1 / 2	17.95 Lacs onwards	NA
17	Magarpatta Dev	Nanded City	Sinhagad Road	1 / 2 / 3	2750	Aug-11
		Magarpatta City	Hadapsar	1 / 2 / 3	3250 on carpet	Phasewise
18	Mindspace Realty	Queenstown	Pimpri - Chinchwad	1 / 2 / 2.5 / 3 / 3.5	2750	Oct-10
19	Mirchandani Group	Bellagio	Undri	2 / 3	2650	Dec-09
20	Mittal Brothers	Crosswinds	Baner - Balewadi	3.5 / 4.5 / 6.5	4100	NA
		Life Park	Katraj - Kondhwa	2 / 2.5 / 3.5	3600	Jan-10
		Atria	Vishrantwadi	1 / 2	2250	Jan-11
		Upper Crest	Katraj - Kondhwa	3	4000	Ready
		Treedom Park	Vishrantwadi	2 / 2.5 / 3	2957	Jan-10
		Park wayz	Wakad	2 / 2.5 / Studio	3250	NA
21	Naiknavare Dev.	Mystique Moods	Viman Nagar	2 / 3	4500 - 4750 on carpet	Mar-10
		Victoria Garden	Kalyani Nagar	3	6438 on carpet	Ready
		Dwarka	Chakan	1 / 2 / 3 / Row House	1875 - 2500	Ready
22	Nirman Developers	Nirman Sankalpa	Dattawadi	1 / 2	4500 - 4700	NA
		Nirman Exotica B	Kothrud	2 / PH	3400 - 3500	Dec-09
		Nirman Landmark	Kothrud	1.5 / 2	2900 - 3050	Nov-09
23	Nyati Group	Nyati Esplanade	Kothrud	2 / 3	3200	Mar-11
		Nyati Iris	Undri	2 / 3	3200	Mar-11
		Nyati Environ	Vishrantwadi	2 / 3	3400	Dec-10
		Nyati Exotica	Undri	3	3200	Dec-09
		Nyati Victoria	Undri	Twin Bungalows	4500	Mar-11
		Nyati Wind Chimes	Undri	3 / 4	4200	Mar-11
24	Phinix Multicon Group	Caviana	Baner - Balewadi	2 / 3	3000	Oct-09
25	Pristine Properties	Pristine Fonata	Kothrud	2 / 3	3100 - 3200	Dec-10
26	R. B. Chaphalkar	Silver Coin	Dhayari	1 / 1.5 / 2 / 3	2500 - 2750	Dec-09

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
27	Ranjeet Developers	Sankalp	Undri	2 / 3	1 BHK : 13.50 Lacs, 2 BHK 18.50 Lacs & 20 Lacs	Phasewise from Apr-10
28	Runwal Group	Tanishque Luxuria Euphoria	Undri Kharadi NIBM - Kondhwa	1 / 2 / 3 2 / 3 1 / 1.5 / 2 / 2.5	1 BHK : 12 Lacs, 2 BHK 23 Lacs, 3 BHK 26.50 Lacs 3300 2800	Phasewise from Dec-09 Upcoming Dec-10
29	Runwal Housing	Seagull	Hadapsar	2 / 2.5 / 3	2450 -2550	Phasewise from Dec-09 Oct 09 onwards
30	Sagar Properties	Water's Edge	Kalewadi	3 / 4 condos	3350 -3650	phasewise possession
31	Sanjeevani Group	Ashtagandh Shyamal Nisargvihar I	Baner - Balewadi NIBM - Kondhwa Baner - Balewadi	1 / 2 / 3 1 / 2 / 3 RH	3200 2500 3175	Mar-10 Dec-10 Sep-09
32	Sara Builders & Dev. Shree Venkatesh Promoters & Builders	Sara City Shree Venkatesh Vrindavan	Chakan Chakan Sinahgad Road	1 / 2 / 3 1 / 2 / 3 1 / 2	2 BHK : 15.50 Lacs 2800 2600	Dec-09 Aug-10 Sep-10
33	Shree Venkatesh Venkatesh Serenity	Shree Venkatesh Venkatesh Serenity	Ambegaon Dhayari	1 / 2 2 / 3	2700	Dec-10
34	Shroff Group	S S Landmarks (Shagun) Shrushti	Pimpri - Chinchwad Baner - Balewadi	1 / 2 / 3 / Row Houses Row Houses	2300-3000 NA 651 for plot / 1700 for flats	Oct-09 Ready
35	Shubban properties Siddhivinayak	Vision county	Talegaon	Plots / flats	651 for plot / 1700 for flats	Nov-10
36	Kohinoor Ventures	S3 Lifestyle Ph III	Kalewadi	2 / 3 / 4	2502	Jul-11
37	The Construction	Shree Dutta Niwas Verve Aryabhath Akash Darshan	Ambegaon Kalewadi Pune Satara Road Kothrud	1 / 2 2 / 3 2 / 3 2 / 3	2800 2800 5100 5100	Ready Oct-10 upcoming Ready
38	Tricon Builderss	Sunshine Hills	Kondhwa	1 / 2	2300	Sep-10
39	Trimurti Group	Green Palms	Undri	1 / 2	2500	Mar-10
40	Yash Builders	Yash Rhythm Yash Platinum Yash Orchid Yash Sankul Yash Garden	NIBM - Kondhwa Dhayari Baner - Balewadi Kalewadi Pimpri - Chinchwad	2 / 3 1 / 1.5 / 2 1 / 2 / 3 2 / 3 2 / 3	3000 2700 2900 2700 NA	Ready Ready Ready Ready Ready

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