

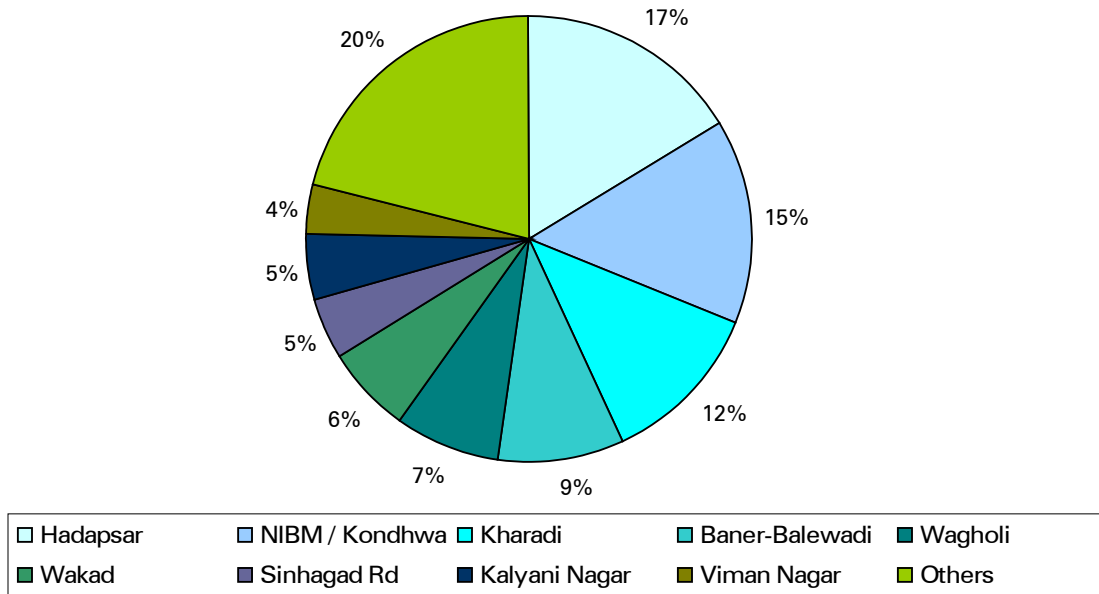
**Property Show '09**  
**Venue: Wakefield IT Park, Pune-Nagar Road, Pune**  
**Period: June 5, 2009 – June 7, 2009**

The Confederation of Real Estate Developers Association of India, Pune (i.e. CREDAI, formerly known as PBAP) had organised Property Show 2009 from June 5 – June 7 at Wakefield IT Park, Pune. The exhibition had a specific focus on properties in Eastern Pune. Overall the exhibition received an average response. PSG Research & Consultancy team visited the exhibition and has following comments to offer.

**Location** – The exhibition was focused on the projects located in the Eastern region of Pune and the same reflected in the projects on display. Hadapsar accounted for 17% of the total projects showcased, followed by NIBM-Kondhwa at 15% and Kharadi at 12%. 9% of the properties exhibited were from Baner-Balewadi and another 7% from Wagholi. Below pie chart reflects the location spread of projects showcased in the exhibition.

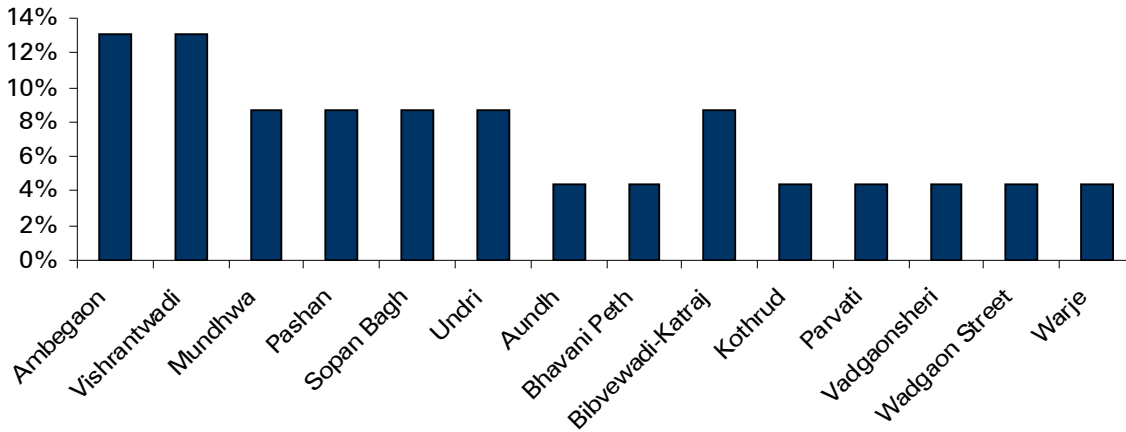
Prime developers like Sobha Developers, Kolte Patil, Rohan Group, Marvel Realtors, Nyati, Amanora, DSK, Magarpatta and others had their projects on display.

**Distribution of Projects**



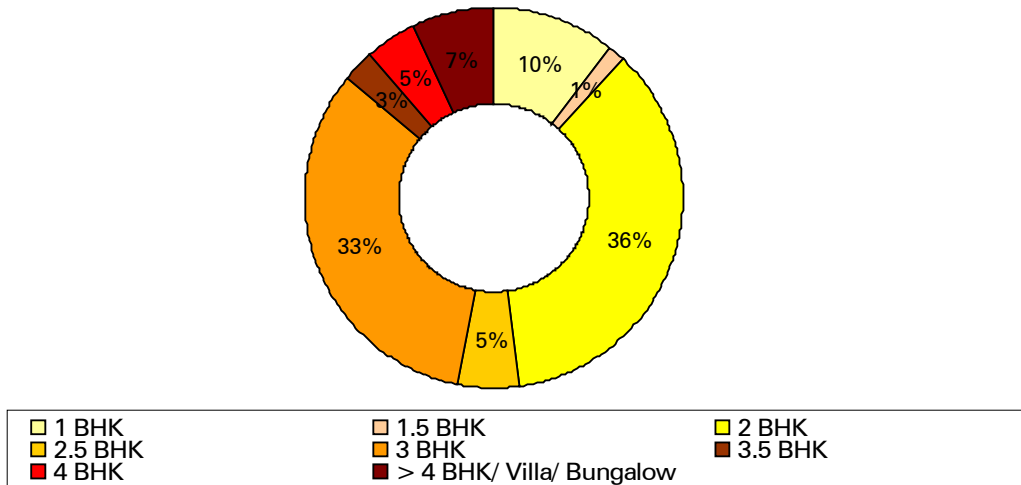
The break-up of 'others' is detailed in below bar graph.

### Break-up of Other Project Locations



**Type of units on Offer-** Most of the properties showcased were offering 2 BHK (36%) and 3 BHK (33%) apartments. The properties offering 4 BHK & above (12%) exceeded the properties that were offering 1 BHK units (10%).

### Type of Units on Offer



**Amenities –** We observed that there was more focus on providing premium amenities such as club house with swimming pools, jacuzzi, health spas, designer landscaped gardens, rainwater harvesting, skating rink, jogging track, amphitheatre, video door phone, broadband connectivity, etc.

**Special Offers –** Belvalkar Housing have come up with a subvention scheme for their project ‘Solaica’ at Wagholi, wherein the effective home loan interest rate for the customer works out to be 6.5% (approximately the developer subvents 3-4% of the interest burden). Apart from this, there were no instances of any special offering by the developers.

**Pricing –** The average price range of the projects exhibited was around Rs 3250 per sq ft. and the minimum capital value for an apartment in Pune was around Rs. 10.35 lacs and on the higher side it was over Rs. 3 crores for villa project in Pune.

## **Our View -**

The average cost for a residential apartment in Pune worked out to around Rs. 30 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 monthly income bracket of Rs. 55,000 per month and above.

Also we observed that 1 BHK apartments were offered only in 10% of the properties exhibited which indicates that still this is a very low penetration of 1 BHK apartments, as 2 BHK and above continue to dominate Pune residential realty space.

It appears that the properties on offer, especially in Pune, are directed only towards the Higher Income Group (HIG) however the demand today is clearly visible in the affordable housing segment that provide a value proposition to the home buyers. Thus we opine that there is a need for more focused attempt on part of the developers to provide the right product mix to match the demand.

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

Sr. No.	Developer	Project name	Location	Type -BHK	Average Price (Rs. Per.Sq. Ft)	Completion Date
1	A V Bhat & Co. & Yugal Associates	Etasha	Hadapsar	2/2.5	2650	N.A.
2	Aditya Builders	Aditya Garden City	Warje	2/3	3100	Aug-09
		Aditya Sanskruti	Katraj	2	N.A.	Ready
		Aditya's Breeze Park	Baner-Balewadi	3	3000	Ready
3	Ahura Builders	Pearl Tower	Hadapsar	2/2.5	2800	Ready
4	Ajit Construction	Blue Berry	Kharadi	2	2500	N.A.
5	Amit Enterprises	Emerald Park	Balewadi	3	2500	Ready
		Sapphire Park	Balewadi	2/3	3200	Ready
		Treasure Park	Santnagar	2/3	5800	Ready
		Green Park	Parvati	2/3	5800	Nov-09
		Bloomfield	Ambegaon	2/3/ Villas	4000	Dec-09
		Astonia	Balewadi	2	2500	Jun-10
6	B U Bhandari Landmarks	Chrrysalis	Wagholi	RH	2400	N.A.
		Accolade	Kharadi	2/3	2700	N.A.
		Promenade	Kharadi	1	N.A.	N.A.
		Kaasp County	Wakad	2/3	2600	N.A.
		Edenn	Wakad	3	2300	N.A.
		Unity Park	Kondhwa	2/3	2300	N.A.
7	Belvalkar Housing	Solacia	Wagholi	2/2.5/ RH	2450-2600	N.A.
8	Bhandari Associates	Greenfield	Hadapsar	1/2	2300	Dec-10
		Ivory	Wagholi	N.A.	1925	Dec-10
		Savannah	Wagholi	2/3	2400-2500	Dec-09
9	City Group (Amanora Park Town)	Amanora Towers	Hadapsar	2/2.5	3300	Aug-11
10	D S Kulkarni Developers Ltd	DSK Sundarban	Hadapsar	1/2/3	3300	Ready
		DSK Vishwa - Meghmalhar	Sinhagad Rd	1/2/RH	3000	Jun-10
		DSK Saptasur	Sinhagad Rd	1/2/3	3000	Ready
		DSK Sayantara	Sinhagad Rd	Plots	N.A.	N.A.
		DSK Garden Enclave	Kondhwa	2/3	3200	Ready
		DSK Gulmohar	Bhavani Peth	2/3	4300	Aug-09
		3 Carnations	Baner	3.5	3700	Jun-09
11	Eisha Properties	Eisha Loreals	Kondhwa	2/2.5/3	3500	Apr-10
		Eisha Bellavista	Kondhwa	2/3	2900	Oct-10
		Eisha Footprint	Wakad	2/3	2700	Oct-09
		Eisha Empire	Hadapsar	2/2.5/3	2800	Oct-09
12	Gera Developments Pvt Ltd	Gera's Greensville	Kharadi	3/4	N.A.	N.A.
		Gera's Emerald City	Kharadi	2/3	N.A.	N.A.
		Regent Park	Baner	3	N.A.	N.A.
13	Gini Constructions	Sanskruti	Hadapsar	2/3	2750	Dec-09
		Ganga Orchard Phase II	Koregaon	N.A.	N.A.	N.A.
14	Goel Ganga Developments	Ganga Melrose	Sopan Bagh	2.5/3/4/5	N.A.	N.A.
		Ganga Constella	Kharadi	1/2/3	N.A.	N.A.
		Atharva Ganga	Pashan	1/2	N.A.	N.A.
		Amrut Ganga	Sinhagad Rd	1/1.5/2	3250	Nov-10
		Amrut Erika	Undri	2/3/RH	N.A.	N.A.
		Hill Mist Harmony	NIBM Rd	3	N.A.	N.A.
		Swastik Ganga	Sopan Bagh	2/3	N.A.	N.A.
15	Home Realty	Urban Nirvana	Kharadi	1.5/2/2.5	2450-2550	Oct-10
16	Karan Group	Madhupushpa	Wakad	2/2.5/3	3100-3400	Mar-10
		Rhea	Kharadi	1/2	2650	Aug-10
		Sara	Baner	2/3	3600	Dec-10
		Celista	Baner-Balewadi	2/3	3000	Ready
17	Kolte Patil Developers Ltd	Lush County	Wagholi	2/3/4	2750	Jun-10
		Margosa Heights	NIBM	1/1.5/2/3	2000	N.A.
		Elburz	NIBM	3	N.A.	N.A.
		Green Groves	Kharadi	2/3/4/ Bungalow	N.A.	Oct-09

Sr. No.	Developer	Project name	Location	Type -BHK	Average Price (Rs. Per.Sq. Ft)	Completion Date
18	Kumar Properties	Kumar Kruti	Kalyani Nagar Pashan Baner	2/3	5100-5300	Jun-10
		Kumar Shantiniketan	Link Rd	2/2.5/3	N.A.	N.A.
		Palmgrove	Kondhwa	2/3	3100	N.A.
		Gulmohar	Salunkhe Vihar	2/3	4000	N.A.
		Prithvi	Bibvewadi	2/3	3300	Ready
		Paradise	Hadapsar	3	3300	Ready
		Primrose	Kharadi	2/3	3000	Dec-09
		Primavera	Vadgaonsheri	2	3000	Ready
		Picasso	Hadapsar	2/3/Bungalow	3000-4500	N.A.
		Prerana	Aundh	3	5000	N.A.
19	Magarpatta Township	Laburnum Park	Hadapsar	3/4	4000 (on carpet area)	Ready
		Sylvania	Hadapsar	2/3	3250 (on carpet area)	Nov-09
		Trillium	Hadapsar	2/3	3250 (on carpet area)	Mar-10
		Zinnia	Hadapsar	1	carpet area)	2011
20	Manav Promoters	Silver Park	Ambegaon	1/2	2600	Oct-10
		Silver Skyscapes	Wakad	2/3	2700	Dec-09
		Swapnalok	Hadapsar	1/2	2151	Dec-10
21	Marvel Realtors	Marvel Zephyr	Kharadi	2/3/3.5/4	4500	Oct-11
		Marvel Isola	NIBM	3/3.5/4	4500	Oct-11
		Marvel Enigma	Kharadi	2/3/3.5	4500	Mar-10
		Marvel Ritz	Magarpatta Rd	2/3/3.5/4	4500	Mar-10
		Marvel Matrix	Mundhwa	2/3	4500	Jul-09
22	Mittal Brothers	Life Park	NIBM	2/2.5/3.5	3600	Oct-09
		Crosswind	Baner	4.5/5.5/6.5	4000	Oct-09
		Atria	Tingre Nagar	1/2	2250	Oct-10
		Feather Castle	Kalyani nagar	4.5	7500	Nov-10
		Silver Crescent	Kharadi	2	2997	Ready
		Amolika	Kothrud	3	4200	Ready
		Treedompark	Vishrantwadi	2/2.5/3	2853	Ready
23	Nagarkar Developers	Emerald Isle	Wagholi	1/2/RH	1850	Dec-10
		Sylvan Retreat	Wagholi	Bungalow	2300	N.A.
24	Naiknavare Developers	Mystic Moods	Viman Nagar	2/3	3450-3800	Mar-10
		Victoria Garden	Kalyani nagar	3	5150	Ready
25	Nyati Group	Nyati Environ	Vishrantwadi	2/3	3200	Dec-09
		Nyati Wind Chimes	Kondhwa	3/4	3800	July 11
		Nyati Exotica	Kondhwa	3	3100	Dec-09
		Nyati Ambience	Kondhwa	2/3	3000-3100	Ready
26	Ramesh Builders	Hermes Heritage	Nagar Road	1/2/3/RH	N.A.	Ready
27	Ranjeet Developers	Sankalp	Undri	1/2	2000	Mar-10
28	Rohan Builders	Rohan Mithila	Viman Nagar	1/2/3	3500-4000	Mar-11
		Rohan Leher	Baner	2/3	2950-3050	Aug-10
		Rohan Tarang	Wakad	2/3	2800	Ready
		Rohan Ishita	Mundhwa	2/3	3800-3900	Dec-09
29	Runwal Housing	Runwal Seagull	Hadapsar	2/2.5/3	2500	N.A.
30	Samrat Developers	Samrat Sovereign	Hadapsar	2	N.A.	Sep-09
		Samrat Regency	Wadgaon Street	1/2	2600	Ready
		Samrat Teerth	Ambegaon	2	N.A.	Ready
31	Shri Siddhivinayak Group	Selele Park	Hadapsar	1/2	2100	Dec-09
		Prime Square	Pimple Saudagar	N.A.	2520	Apr-10
		Amber	Dhayri	N.A.	2550	Ready
32	Sobha Developers Ltd	Sobha Carnation	Kondhwa	3/4	3600-3900	N.A.
33	Suyog Development Corp.	Suyog Lucky Homes	Wagholi	1/2/3	2000	Mar-10
		Suyog Paradise	NIBM Rd	2/3	3000	Ready
		Suyog Enclave	Viman Nagar	1/2/3	N.A.	Ready

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