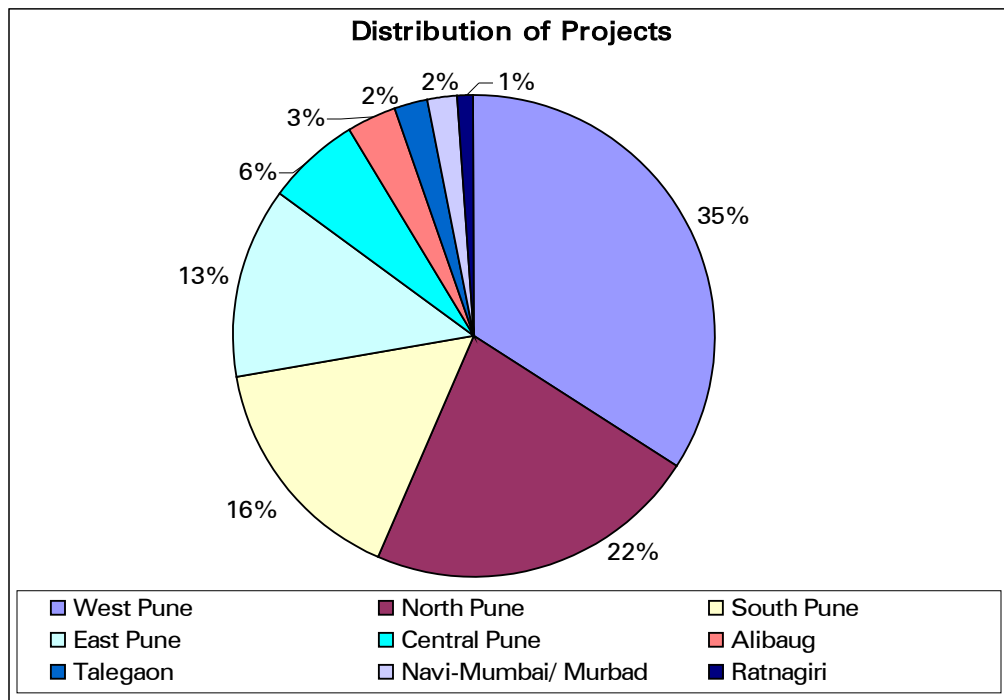


**The Times Property Showcase 2009**  
**Venue: Nehru Centre, Worli, Mumbai**  
**Period: 17 April, 2009 - 19 April, 2009**

Times Property had organised a property exhibition “Times Property Showcase 2009” at Nehru Centre, Worli, Mumbai from 17 April, 2009 to 19 April, 2009, the theme being showcasing properties from all over Maharashtra. Overall the exhibition received a subdued response. PSG Research & Consultancy team visited the exhibition and has following comments to offer.

**Location** – Over 90% of the properties exhibited were from Pune city with West Pune representing 35% of the total projects showcased as is apparent from the pie chart below. Prime developers like Sobha Developers, Kolte Patil, Rohan Group, Marvel Realtors, Nyati, Amanora, Paranjpe and other local developers had their projects on display.



**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, skating rink, jogging track, amphitheatre, video door phone, broadband with wi-fi system, etc.

**Special Offers** – Only one local developer was seen offering free MSEB charges along-with waiver of society formation charges and one year maintenance. However overall not many developers were running special schemes on their projects; rather the discounts were built in their pricing. Upon probing further in few projects, it appeared that the rates could be further negotiated upon a visible intent from the home buyer and subsequent site visits to the project.

**Pricing** – The average price range of the projects exhibited was around Rs 3300-3500 per sq ft. and the minimum capital value for an apartment in Pune was around Rs. 24 lacs and on the higher side it was over Rs. 2.5 crores for bungalow 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. 58000 per month and above.

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 the properties are presently rightly priced only for the elite class and as such the households in the Middle Income Group (MIG) and Lower Income Group (LIG) would have to wait further for an appropriate product being directed towards them.

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

Sr. No.	Developer	Project Name	Location	Zone	Type-BHK	Rate Per Sq Ft / Total Cost (Rs.)	Completion Date
1	Karan Group Promoters & Builders	Karan Estrela	Navi-Mumbai	Navi-Mumbai	2/3 BHK	3600	Dec-2010
		Karan Rhea	Kharadi Rd	North Pune	1-2 BHK	2650	Aug-2010
		Karan Celistra	Baner	West Pune	2/3 BHK	3500	Ready
		Karan Sara	Baner	West Pune	2/3 BHK	3600	Dec-2010
		Karan Ira	Kalyaninagar Annex	North Pune	2/3 BHK	3500	Ready
		Karan Tej Arista	Warje	South Pune	2/3 BHK	3000	July 2009
		Madhupushpa	Wakad	West Pune	2/ 2 ½ /3 BHK	3100 – 3400	Mar-2010
		The Vitoria	Deccan Gymkhana	Central Pune	Showroom & Offices	18000 – 14000	July-2009
		Karan Tej Bonita	Ghole Rd	Central Pune	Showroom & Offices	16000	Ready
2		Nanded City Dev & Construction Co Ltd	Magarpatta City	Sinhagad Rd	South Pune	2 BHK	2750
3	Naiknavare Developers Pvt Ltd	Swaravihar	Hadapsar	East Pune	RH-3 BHK	3250	Ready
		Mystique Moods	Viman Nagar	East Pune	2/3 BHK	3450 – 3800	Ready
		Victoria Garden	Kalyani Nagar	North Pune	3 BHK	5150	Ready
		Dwarka	Chakan	West Pune	1/2/3 BHK / RH	1500 – 2000	Ready
4	Amit Emterprises Housing Ltd	Emerald Park	Balewadi	West Pune	3 BHK	36.25 Lacs	Ready
		Tresure Park	Santnagar	North Pune	2/3 BHK	5800	NA
		9 Green Park	Sahakar Nagar No. 2	Central Pune	2/3 BHK	5800	NA
		Bloomfield	Ambegaon	South Pune	2/3 BHK,		
		Sapphire Park	Balewadi	West Pune	TwinBunglows & Villas	4000	NA
		Nyati Iris	NIBM	South Pune	2/3 BHK	3600	NA
5	Nyati Group	Nyati Esplande	Bhavdhan	West Pune	2 BHK	3200	Oct-2010
		Sobha Carnation	NIBM	South Pune	2/3 BHK	3200	Dec-2010
6	Sobha Developers ltd	Park Street	Wakad	West Pune	3 / 4BHK	3555	Jun-2010
7	Pride Purple Group	Ruby Park	Wakad	West Pune	RH & Bungalow	1.05 Cr to 2.66 Cr	Ready
		Sapphire Park	Wakad	West Pune	2/3 BHK	3200	Ready
		Topaz Park	Wakad	West Pune	2/3 BHK	3200	Ready
		Shilp	Kothrud	South Pune	2/3 BHK	2900	Dec-2009
8	Saarrthi Group	Satin Hills	Bhavdhan	West Pune	Bungalow	4000	Oct-2009
		Amanora Tower	Hadapsar	East Pune	2/ 2 ½ /3 BHK	3750	Dec-2009
9	City Group	Vascon	Bund Garden Rd	North Pune		4250	Dec-2009
10	Vascon	Sunshine Hills	Undri Pisoli Rd	South Pune	1-2 BHK	2300	Dec-2010
11	Tricon Builders	Sara City	Chakan	West Pune	1 BHK	7.2 L onwards	Mar-2010
12	Sara Towers Pvt Ltd	Silver Twin Decks	Wakad	West Pune	2/3 BHK	2701	Ready
		Silver Skyscapes	Wakad	West Pune	2/3 BHK	2700	Dec-2009
		Swapnalok	Hadapsar	East Pune	1-2 BHK	2151	Dec-2010
		Silver Park	Ambegaon	South Pune	1-2 BHK	2301	Oct-2009
14	Kolte Patil Developers Ltd	Lush County	Wagholi	North Pune	2/3/4 BHK	2750	Aug-2010
		Dew Drops	Vishrantwadi	North Pune	2/3 BHK	3250	Ready
		Hills & Dales	Undri	South Pune	3 BHK	3250	Dec-2009
		Green Groves	Kharadi Annexe	North Pune	2/3/4 BHK	2300	Ready
		Rose Wood	Near NIBM, Undri	South Pune	2/3 BHK	2900	Ready
		Maple Leaves	Near Corinthian Club	East Pune	4 BHK	4500	Ready
		Aleria	Kharadi	North Pune	2 BHK	3200	Ready
		Greens	Chinchwad	West Pune	2/3 BHK	2600-2850	NA
15	G Corp Properties Pvt Ltd	Hill Side	Hadapsar	East Pune	1/2/3 BHK	2500	NA
16	Disha Direct	Bay Vista	Alibaug	Alibaug		15.48 lacs to 29.47 lacs	NA
		Palazzo	Alibaug	Alibaug	RH	44.47 lacs to 69.42 lacs	NA
		Vasant Vihar	Baner	West Pune	4/5 BHK	3200	NA
17	Paranjape Schemes					37.29 lacs to	
		Ganeesham	Aundh Annexe	West Pune	2/ 2 ½ /3 BHK	39.44 lacs	NA
18	Wadhvani Constructions	Serenade	Baner	West Pune	2/3 BHK	3250	NA
19	Shroff Group	Casa Poli	Wakad	West Pune	1-2 BHK	2600	2011
20	Kalcon Developers	Raigad Housing Development	Vrindavan Residency	Alibaug	3000 sft	750	
		Corporation					NA
21	Phinix Shelters Pvt. Ltd	Peony	Baner	West Pune	2/ 2 ½ /3 BHK	2650-2850	Jan-2010
22	Bandal Group	Oravi	Balewadi	West Pune	2-3BHK	2950	Jan-09
23	Vijaydeep Associates	Deccan Gold	Kharadi	North Pune	2-3BHK	1999	NA

Sr. No.	Developer	Project Name	Location	Zone	Type-BHK	Rate Per Sq Ft / Total Cost (Rs.)	Completion Date
25	Mittal Brothers	silver crescent	Kharadi	North Pune	2 BHK	2997	
		Life Park	NIBM	South Pune	2 ½ & 3 ½	3600	
		Upper crest	NIBM	South Pune	3 ½	3600	
		Amolika	Kothrud	South Pune	3 BHK	4200	
		Treedompark	Vishrantwadi	North Pune	2,2 ½ & 3	2853	
		Parkways	Wakad	West Pune	studio, 2 & 3	3250	NA
		Crosswind	Baner	West Pune	4 ½ & 5 ½ & 6 ½	4000	
		Atria	Tingre Nagar	North Pune	1 & 2	2250	
		Feather Castle	Kalyani Nagar	North Pune	4 ½	7500	
					shop & showroom	11500 to 12500 & 15000	
26	Rohan Builders & Developers	Pratibimba	Shukrawar Peth	Central Pune	1,2 & 3 Duplex		
		Rohan Mithila	Vimannagar	North Pune	Penthouse,	3550 to 4600	Aug-10
		Rohan Leher	Baner	West Pune	2 & 3	2950 & 3050	April-10
		Rohan Tarang	Talegaon		2 & 3	2800	Ready
		Rohan Ishita	Mundawa	East Pune	2 & 3	3800 & 4000	Dec-09
		Rohan Madhuban	Bhavdhan	West Pune	Villa	6000	Ready
		Rohan Seher	Seher	West Pune	Row house	3600	Ready
27	A K Surana Developers	Sanskriti Homes	Balewadi	West Pune	1 RK,1 BHK & 2BHK	2650	NA
					1 & 2 Shops & Offices	2350	NA
		Kamaldeep Plaza	Sadashiv Peth	Central Pune	Offices	2350	NA
		Vardhaman Nagar	Kondhawa Khurd	South Pune	1 & 2	2350	NA
28	Marvel Realtors	Marvel Zephyr-Style	Kharadi	North Pune	2 & 3, 3 1/2, & 4	4500	Oct 2011
		Marvel Zephyr- Prima	Kharadi	North Pune	4 BHK	5500	Oct 2011
		Marvel-Ritz	Magarpatta Rd	East Pune	2, 3, 3 1/2, 4	4500	Jan 2010
		Marvel Matrix	Mundawa	East Pune	2 & 3	4250	Jul 2009
		Marvel Isola	NIBM	South Pune	3, 3 1/2, 4	4250	Oct 2011
		Marvel Enigma	Kharadi	North Pune	2, 3, 3 1/2	4500	Dec-09
		Marvel Diva-styla	Magarpatta Rd	East Pune	2, 3 ½	5000	Sep-09
		Marvel Diva-Prima	Magarpatta Rd	East Pune	5BHK	700	Dec-09
		Marvel Imperial	Boat club Rd	Central Pune	4 BHK	12500	Dec-09
29	Gera Developers Pvt Ltd	Gera Regent Park	Baner	West Pune	Split & Duplex	3400	NA
30	Nirmiti Developers	Larelle	Wakad	West Pune	2,2 ½ & 3	2500	NA
	Meghaswana Landmarks						
31		Bhakti Ganga	F C Rd	West Pune	1 BHK	1750	Apr-10
32	AUM Properties	Keshav Shruti	Ratnagiri	Ratnagiri	1,2 Garden	1557	NA
33	Dhaval Builders	Bhakti Regency	Talegaon	Talegaon	1 & 2	1750	Apr-10
34	Shivalik Developrs	Flori Hills	Murbad	Murbad	Plot	2000 to 7000	NA
35	B U Bhandari Landmarks	Promenade	Kharadi	North Pune	1 BHK	2400	
		Acolade	Kharadi	North Pune	2 & 3	2700	
		Kassp County	Wakad	West Pune	2 & 3	2800	NA
		Unity Park	Kondhwa	East Pune	1 & 2	2300	
		Chrryialis	Wagholi	North Pune	Row house	2400	

## DISCLAIMER

This document is being communicated to you solely for the purposes of providing our views on current market trends.

This document is being communicated to you on a confidential basis and does not carry any right of publication or disclosure to any third party. By accepting delivery of this document each recipient undertakes not to reproduce or distribute this presentation in whole or in part, nor to disclose any of its contents (except to its professional advisers) without the prior written consent of ICICI HFC, who the recipient agrees has the benefit of this undertaking. The recipient and its professional advisers will keep permanently confidential information contained herein and not already in the public domain.

This document is not an offer, invitation or solicitation of any kind to buy or sell any security and is not intended to create any rights or obligations. Nothing in this document is intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any investment, or a solicitation for any product or service. The use of any information set out in this document is entirely at the recipient's own risk.

The information set out in this document has been prepared by ICICI HFC based upon projections which have been determined in good faith by ICICI HFC. There can be no assurance that such projections will prove to be accurate. ICICI HFC does not accept any responsibility for any errors whether caused by negligence or otherwise or for any loss or damage incurred by anyone in reliance on anything set out in this document. The information in this document reflects prevailing conditions and our views as of this date, all of which are subject to change. In preparing this document we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources or which was provided to us or which was otherwise reviewed by us. Past performance cannot be a guide to future performance.

No reliance may be placed for any purpose whatsoever on the information contained in this document or on its completeness. The information set out herein may be subject to updating, completion, revision, verification and amendment and such information may change materially.