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SRIRAM MAHADEVAN

Executive Vice President & Business Head – Joyville at
Shapoorji Pallonji Real Estate



“The mid-income segment is the sweet spot of India’s real estate market today with a lot of demand being witnessed in this space. The emerging middle class of today aspires for a holistic living and we are happy to partner them in their quest to own a home they desire. We are delighted with the exciting response to our first project in Hinjawadi which is one of the biggest IT hubs of India. The success of the project validates the trust of our valued homebuyers in the Shapoorji Pallonji’s 153 years of legacy. It also proves the strong demand for well-designed easy to own homes for emerging middle class in this micro market. Keeping the customer at the centre of our offering we have designed the project to meet the aspirations of the homebuyers, mainly millennials, who like to stay closer to their work place.”

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The Shapoorji Pallonji Group, one of India’s most trusted and oldest real estate brands, has announced the launch of its easy to own homes under the brand – Joyville in Pune with its first project near Hinjawadi (phase 1). This is the third project under Joyville brand following Kolkata and Virar, respectively. More than 400 units have been sold during the launch period.

Joyville – Hinjawadi spread over 8 acres of land would be home to over 1000 families. The development offers different unit configurations of 1 RHK to 2 RHK apartments. The project boasts of 75 % open space with more than 25 playful activities offering fun and fulfilling experience to all its residents. Apart from the spacious residences in a gated community, the project will have modern amenities like clubhouse, swimming pool, gym, jogging and cycling tracks, sports-facilities for kids, recreation areas, gardens, multipurpose court, party lawn to just name a few.

The project is located near Hinjawadi Phase 1, the most prime location within Hinjewadi IT Park micro location with excellent connectivity to the Mumbai-Pune Expressway apart from proximity to various social infrastructure like railway station, schools, malls, hospitals etc. The ongoing / future infrastructure projects like bridge over Mula river connecting Baner and Balewadi, 110 meters wide ring road adjacent to the project and upcoming Metro connecting Hinjewadi to Shivaji Nagar would ensure seamless mobility solutions to the residents of Joyville going forward.

Joyville – Hinjawadi residents would be proud of their development being IGBC Gold Pre-certified green home. Some of the key aspects of being a green development around 40% of the total site area will be covered with greens which involve native and drought tolerant species of plants to enhance the beauty and bio-diversity of the project. Solar PV cells and solar water heaters will be installed on the site to cater to almost 72% of the total hot water requirement which will reduce energy consumption for the residents leading to lower power bills. Eco-friendly Building materials having recycled content will be used during construction. Paints which will be used in the project shall be low VOC and Health friendly paints.