Shapoorji Pallonji Real Estate launches new phase of Joyville Howrah

Kolkata, March 23, 2021: Shapoorji Pallonji Real Estate, one of India's most trusted real estate brands, has announced the launch of a new phase at Joyville Howrah near Salap.

The new phase will have around 240 efficiently designed 2 BHK and 3 BHK apartments, ranging from 621 sq. ft. to 831 sq. ft. The starting price of 2 BHK home is Rs 35.9 lakh and 3 BHK home is Rs 48.2 lakhs.

In the first phase, the company had launched over 500 apartments out of which it has already delivered around 300 apartments and planning to deliver rest of the apartments soon. The Phase 1 is almost sold out.

Joyville is a well-crafted USD 200 million housing platform by Shapoorji Pallonji, Actis, International Finance Corporation (an arm of the World Bank) and Asian Development Bank, to develop easy-to-own aspirational homes in India.

So far, six projects have been launched under the Joyville platform, of which three are in Pune and one each in Mumbai, Howrah (near Kolkata) and Gurugram. Joyville Howrah is the first project of this platform.

Commenting on the launch, Mr Sriram Mahadevan, MD Joyville Shapoorji Housing said, "We have witnessed a renewed interest of homeownership in Howrah micro-market following the massive infrastructure developments. Leveraging this shift and demand, we have planned to launch the new phase, believing this is the right time to bring best products to this micro-market."

"Also, there is a clear-cut shift of customers towards quality. The homebuyers are relying more on trusted brands for buying efficiently designed homes which match their budget," Mahadevan added.

Joyville Howrah is spread across over 30 acres of land. The thoughtfully designed project will have over 75% of open space with over 25 modern amenities. The company has already delivered state of the art club house (around 22,000 sq. ft) with Phase 1 which is operational.

The project is registered with EDGE, an IFC backed Green Building Rating system focused on making buildings more efficient in terms of resource consumption.

Joyville Howrah is strategically located close to Santragachi Railway Junction which will be a full-fledged railway terminal soon. The project enjoys easy connectivity with the International Airport and other cities via NH2, NH6 and Grand Trunk Road. Poddar International School, Bankra Market, and Lakeland Country Club are in a 5-km radius while Santragachi Bus Terminus and Howrah Station are within 10 kms from the project. It also enjoys proximity to newly opened Dakshineswar metro station. This residential development is well connected with various social infrastructure like schools, malls, hospitals and various job creating hubs in Kolkata.

Howrah's connectivity to Kolkata is set to receive a boost with the upcoming East-West Metro Line which will augment the existing connectivity and transform the way people commute. Connecting Howrah all the way up to Salt Lake City via Esplanade and Sealdah, the new metro line will give residents of Howrah unparalleled access to Kolkata.

About SPRE

Shapoorji Pallonji Real Estate is a well-regarded, reputed player in the Indian real estate sector owing to cutting-edge design innovation, construction quality and architectural excellence. It constitutes a significant segment of the Shapoorji Pallonji Group – an enormous multi-business conglomerate. The group has a 155-year legacy that bridges the earliest celebrated structures of India and the modern marvels. Shapoorji Pallonji Real Estate has made inroads into most Indian cities – Mumbai, Pune, Bangalore, Gurugram and Kolkata - with a variety of developments from luxury apartments, opulent residences to aspirational homes for mid-income homebuyers as well as one of the largest mass housing projects in India.

Link to the website: https://www.shapoorjipallonji.com/

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