

Shapoorji Pallonji strengthens its presence in Pune, launches Sensorium in Hinjawadi

Pune, December 1, 2020: The Shapoorji Pallonji Group, one of India's most trusted real estate brands, has announced the launch of a new residential project in Hinjawadi, West Pune. This is the sixth project of brand Joyville in India. Joyville is a USD 200 million platform by Shapoorji Pallonji, ADB, IFC and Actis to develop aspirational housing projects in India.

The name of the newly launched residential project is Sensorium which is the third project of 'Joyville' in Pune followed by Joyville Hadapsar Annexe and Joyville Hinjawadi.

The company has sold over 800 apartments at the launch of Joyville Hadapsar Annexe in East Pune, recently. Joyville Hinjawadi was launched in 2018 and almost sold out.

Surrounded by the serenity of the hills, the expansive greens and the Mula River, and located in close proximity to major infrastructure developments of Hinjawadi, Sensorium is set to offer a premium living experience to its residents. Spread across over 10 acres of land, this project will have over 1100 premium 2 BHK and 3 BHK apartments on completion. These flats are available at all inclusive price of Rs 64.4 lakh onwards.

Speaking at the launch, Mr. Venkatesh Gopalkrishnan (CEO, Shapoorji Pallonji Real Estate) said, "Pune is an important market for us with a demand for quality homes by trusted brands. This project addition fits well with our strategy of strengthening our presence across the country's leading real estate markets. We are confident that our newly launched project will meet customers' expectations of premium living."

The thoughtfully designed project will have over 75% of open space with greeneries, 1.8 km walking boulevard, 2.8 acres of multi-level sunken garden, Vehicle-free podium, Electric vehicle charging station and River front clubhouse (approx. 27,000 sq. ft). The project is registered with EDGE (an IFC innovation) for green building certification.

This development is at a prime location within Hinjawadi IT Park with excellent connectivity to the Mumbai-Pune Expressway and offers proximity to various social infrastructure like airport, railway station, schools, malls, hospitals etc. The upcoming infrastructure projects like Mahalunge-Hinjawadi Bridge, 110 meters wide ring road and elevated Metro Line III, connecting Hinjawadi to various parts of Pune, will ensure seamless mobility solutions to the residents of Sensorium.

Despite COVID-19, the company has already started the handover process of Phase 1 at Joyville Howrah (near Kolkata) as per the timeline and planning to start the handover process of Phase 1 at Joyville Virar (near Mumbai) before time, again. Similarly, the construction works are on at Joyville Hinjawadi (West Pune) and Joyville Gurugram (Sector 102) and expected to be completed as per the timeline.

Shapoorji Pallonji Real Estate has a development pipeline of over 80 million sq. ft and is looking to double its top line in the next 2 to 3 years. It is one of the top five real estate developers in India by sale. The real estate arm is planning to launch new projects and new phases in its existing projects in MMR, Pune, Gurugram, Bangalore and Kolkata by this fiscal year.

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 150-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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