

Shapoorji Pallonji beats NCR market trends, sells 400 units in Joyville Gurugram project

- One of the most successful residential project launches in Delhi-NCR market in recent times

Gurugram, February 05, 2019: The Shapoorji Pallonji Group, one of India's most trusted and oldest real estate brands has sold over 400 flats at the launch of its Joyville Gurugram project. The developer has witnessed high traction from home buyers during the launch period and received around 750 Expression of Interests (EOI). It not only proves the trust of home buyers on the credible real estate players but also brings back confidence to NCR's real estate market which has faced a slowdown in the recent past.

Shapoorji Pallonji has entered the National Capital Region (NCR) with the launch of its first residential project under the aspirational housing brand 'Joyville' in Gurugram (Sector 102), recently. The project which is spread over 18 acres of land would be home to over 516 families (under phase 1). This is the fourth project under Joyville brand following Kolkata, Virar and Pune, respectively.

Joyville is USD 200 million platform by Shapoorji Pallonji, ADB, IFC and Actis to develop aspirational housing projects in India.

Speaking on the success, **Mr. Sriram Mahadevan (MD, Joyville Shapoorji Housing)** said, "We are delighted with the exciting response to our first residential project in Gurugram which is one of the leading real estate markets in 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 aspirational home buyers in this micro market. We are happy to partner with them in their quest to own a home they desire."

"We have witnessed a huge demand for quality aspirational homes delivered on time by trusted brands in NCR market and this is the space which Shapoorji Pallonji Group with its vast experience in construction and real estate development wants to seize," Mr Mahadevan added.

The development offers different unit configurations of 2 BHK to 3 BHK flats. The project boasts of 75 % open space with more than 31 playful activities which would lend itself very well to lots of fun and fulfilling experience for one and all residents. With spacious homes in a gated community, the project will have more than three acres of central greens, outdoor air pollution controllers, coloured floral courts, pocket amenity spaces under each tower, contemporary club house, swimming pool, gym, sports-facilities, recreation areas, parks, cafeteria and shopping plaza to just name a few.

At Joyville Gurugram, residents will experience **Colour Inspired Living**. This is a unique concept based on colours of nature that will lift residents' spirits and calm their soul. The project adds a dash of colour to your life with its Sapphire, Topaz and Coral parks which spreads across 3 acres.

Keeping the pollution level of the region in mind, **Outdoor Air Pollution Controllers** will be installed in Children's Play Areas, Common Walkways, Garden Areas, Club House and similar outdoor locations within the project. These units will ensure that residents can also breathe fresh air in open areas all the time.

Joyville Gurugram will be the first residential project in India to offer high-tech **Future Ready Smart Home solutions** powered by high-tech **Jio GigaFiber** network.

Brand Joyville

Joyville endeavours to be the gold standard for the mid-segment housing segment in India, through homes that empower the customer with the best of everything and offer the maximum value per square foot.

At Joyville, we build homes that empower aspirational Indian buyers to step up towards their dreams. Our resourceful thinking, innovative mindset, value-driven approach and unparalleled experience garnered over 150 years enable us to maximize the value that we create for our customers at every step of the way.

True to our roots, we inspire trust by adhering to uncompromisingly high standards in everything that we do, from the quality of construction, to the level of customer service, to the array of building amenities, and beyond. For our customers, this translates into peace of mind, genuine happiness and a deep sense of fulfilment. After all, a home is a reflection of one's desires and achievements – the badge of honour that one wears with pride and joy.

Shapoorji Pallonji Real Estate

Shapoorji Pallonji Real Estate is a name to reckon with in the real estate sector. 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. Under the exceptional leadership of the core team, Shapoorji Pallonji Real Estate is all set to innovate and adapt to the ever-evolving market. The company endeavours to create architectural icons that compliment and elevate their brand reputation.

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