

## **Shapoorji Pallonji strengthens its presence in Pune, launches 'Joyville' in East Pune**

- More than 80% open space within the project
  - 60+ amenities
- PMAY benefit up to of Rs. 2.67 lacs under the CLSS scheme

**Pune, October 5, 2020:** The Shapoorji Pallonji Group, one of India's most trusted real estate brands, has announced the launch of a new residential project under the aspirational housing brand 'Joyville' in Shewalewadi, East Pune. The name of the project is 'Joyville Hadapsar Annexe'. It is the second residential project under 'Joyville' brand in Pune followed by Joyville Hinjawadi which was launched in 2018 and almost sold out.

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

'Joyville Hadapsar Annexe', spans 21 acres, consists of 21 towers of 22 floors each which surround a vast Central Amenity space. The entire projects will be developed in phases. As per the initial plans more than 600 apartments (1 BHK, 2 BHK and 3 BHK) have been launched, recently.

The eligible homebuyers can also avail the PMAY benefit up to of Rs. 2.67 lacs under the Credit Linked Subsidy Scheme (CLSS) on selected apartments.

The project is thoughtfully designed to offer around 80 % open space with greeneries to its residents. It will also have over 8 acres of vehicular free central amenity space and 60+ amenities, where children can play sports, learn and discover things that capture their imaginations. There will be a master clubhouse in addition to four mini clubhouses.

Commenting on the launch, Mr. Sriram Mahadevan (MD, Joyville Shapoorji Housing) said, "Pune is a very important market for us with a demand for quality aspirational homes by trusted brands. After success of our project in Hinjawadi (West Pune), now we have launched our new project in East Pune wherein we realise that there exists a demand for the same which Shapoorji Pallonji Group with its vast experience in real estate development wants to seize."

"Home buying in India is an emotional decision which requires a number of site visits with family members. However, in last couple of months we have witnessed a behavioural change in home buying experience which prompted us to launch 'Virturo' an online platform to provide a seamless home buying experience to the home buyers during this project launch," Mr Mahadevan added.

The project is well connected with the Pune-Solapur highway which connects to the Mumbai-Pune Highway. It also enjoys proximity to Pune's biggest landmarks, like SP Infocity, Magarpatta IT Park and EON IT Park. The location has excellent connectivity with various social infrastructure like airport, railway station, schools, malls, hospitals etc.

The project is registered with EDGE (an IFC innovation) for green building certification.

**About Joyville:**

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