

Joyville Shapoorji Housing eyes INR 1000+ crore revenue from its new project in Pune

~ the 'Sky-Luxe Edition' comprises duplexes and penthouses with exclusive terrace and podium amenities ~

Mumbai, January 4, 2023: Joyville Shapoorji Housing, the aspirational housing platform by Shapoorji Pallonji, ADB, IFC, and Actis, today announced the launch of its new residential project near Hadapsar, Pune. The first phase comprises the 'Sky-Luxe Edition' of duplexes and penthouses. The towers will have 168 duplexes and penthouses with carpet areas ranging from 1,220 square feet (~113 sq.m.) to 1,326 square feet (~123 sq.m.). The company expects a sales revenue of INR 1000+ crore from its newly launched project.

Part of a ~9-acre (~36,594 sq.m.) development, the two towers consist of 3-BHK duplexes and penthouses with a saleable area of about 2.8 lakh square feet (~26,000 sq.m.), with exclusive terrace and podium amenities. Sky-Luxe Edition is a luxurious architectural marvel that is meticulously planned, offering stunning views of its vicinity with utmost privacy. Joyville homes are always built around greenery, and Sky-Luxe Edition residences are no exception. Apart from the duplex towers, the development comprises 75% open spaces with abundant fresh air, making the homebuyers feel on top of the world. The duplexes start from Rs. 1.45 crore onwards.

Located on the Pune-Solapur Highway, near Hadapsar, Sky Luxe Edition is well-linked to the neighbouring localities such as Kalyani Nagar and Koregaon Park and even to major transit hubs like the Pune Railway Station, Pune International Airport, SP Infocity, and Magarpatta IT Park. Two major state highways, the Pune-Solapur Highway and the Pune-Ahmednagar Highway, pass through this region, proving to be one of the major reasons for development in Hadapsar. Another upcoming infrastructure development closer to the project is the 30 m R.P. Road connecting Saswad Road and Ring Road, which further connects Nagar Road and the Solapur Highway.

Speaking on the launch, Mr Sriram Mahadevan, Managing Director of Joyville Shapoorji Housing, said, *"We are excited to announce the launch of our new residential project comprising duplexes and penthouses near Hadapsar, Pune. While doing our research, we found a growing demand for duplexes in the region. Joyville strives to meet the needs of upwardly mobile customers, whether they are upgrading to gated communities or, in this case, aspirational-fueled duplexes and penthouses. The Sky-Luxe Edition offers duplexes and penthouses in towers with best-in-class amenities, safety, and security within a gated community. We are confident that the new project will provide a holistic living environment that meets the aspirations of a perfect home."*

He added, "We are happy to add this project to our growing portfolio and strengthen our presence in the Pune market. Rapid infrastructure development has increased residential demand in Hadapsar. Given the location's gradual transformation, we are optimistic that Hadapsar will promote a future that will change the way people live."

Sky-Luxe Edition residences are crafted for sustainable living. They are built with energy-saving features such as energy-efficient walls, low-flow water fixtures, and rainwater harvesting, leading to lower energy utility bills.

The two duplex towers include exclusive terrace amenities such as a walking/jogging path, a senior citizen's plaza, a yoga and meditation zone, a barbeque zone, an observatory zone, and pergola seating. Other exclusive amenities such as a plunge pool, spa, steam room, gym, café, kids' play area, indoor gaming zone, work-from-home area, screening room, and guest rooms will help the homebuyers live a luxurious life, offering a perfect blend along with the goodness of nature.

About Joyville:

Joyville is a USD 200 million platform by Shapoorji Pallonji, ADB, IFC and Actis to develop aspirational housing projects in India. It has already launched Joyville Howrah (near Kolkata), Joyville Virar (near Mumbai), Joyville Hinjewadi (near Pune), Joyville Gurugram, Joyville Hadapsar Annexe, Joyville Sensorium (Pune) and Joyville Sky Luxe (near Hadapsar) is a new addition to the Joyville bouquet of projects.

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