

Shapoorji Pallonji Real Estate unveils its ambitious 200+ acres urban development project, SP Kingstown, in Pune

Anticipates close to Rs.1500 crores of revenue from the launch of its two projects, Wildernest and Joyville Celestia

Pune, November 1, 2023: Shapoorji Pallonji Real Estate (SPRE), one of India's most trusted real estate developers, proudly announces the launch of its ambitious urban development project, SP Kingstown, in Pune's Hadapsar Annexe. SP Kingstown spans over 200 acres (~8,09,371 square metres) of land and aims to redefine modern living with its perfect blend of proposed residential, commercial, educational, healthcare, and retail spaces. As part of this landmark development, Shapoorji Pallonji Real Estate introduces 'Wildernest' and 'Joyville Celestia', two unique residential offerings catering to diverse lifestyles and preferences. With a development potential of over 1.7 million square feet (~1.6 lac square metres), SPRE reaffirms its dedication to Pune's real estate market with these two projects.

As part of SP Kingstown, Shapoorji Pallonji Real Estate has added its first low-density luxury residential project, 'Wildernest', which sets a new standard for exquisite living. With a focus on biophilic design principles, Wildernest, in its current offering, is introducing 3 and 4 BHK luxurious residences across two towers, carefully crafted to provide a pleasant and rare living experience. The project boasts generous sun decks, a lush mango orchard, and an array of amenities, including a clubhouse, swimming pool, gardens, green spaces, and more.

Nestled within the serene ambience of SP Kingstown, the aspirational housing brand Joyville introduces 'Joyville Celestia', a new residential project prioritising the holistic well-being of its residents. Currently, the brand has launched two towers that offer 2 and 3 BHK configurations. Joyville Celestia offers more than 40 wellness amenities, reflecting a perfect amalgamation of modern comforts and the tranquillity of nature. Earlier this year, as a part of Joyville Celestia, the company introduced two towers featuring the Sky-Luxe Edition, offering 3 BHK duplexes and penthouses. Joyville Celestia will stand as a testament to SPRE's dedication to creating a harmonious environment that fosters physical health, mental peace and emotional well-being. Previously, Joyville had introduced Joyville Hadapsar Annexe, comprising 1, 2, and 3 BHKs, a part of this massive 200 acres (~8,09,371 square metres) urban development.

Speaking on the launch, Mr Venkatesh Gopalakrishnan, Director, Group Promoter's Office, MD & CEO of Shapoorji Pallonji Real Estate (SPRE), said, "We are thrilled to unveil SP Kingstown, a monumental urban development project that epitomises our commitment to redefining modern living. With the launch of Wildernest and Joyville Celestia, we aim to provide residents with a unique and enchanting living experience that provides them with various options, from

aspirational to luxury. SP Kingstown represents our enduring dedication to Pune's real estate landscape, and we anticipate a remarkable revenue potential close to Rs. 1500 crore from these endeavours."

Mr Sriram Mahadevan, Managing Director of Joyville Shapoorji Housing, added, *"We are excited to launch Joyville Celestia at SP Kingstown. This is our second aspirational project in this massive urban development.*

We believe your home should be a sanctuary where wellness and serenity thrive. Joyville Celestia is not just a residential project; it's a lifestyle choice that offers a harmonious blend of modern living and the tranquillity of nature. With over 40 wellness-inspired amenities for Joyville Celestia, we aim to nurture every facet of your life, ensuring your well-being is our top priority. We are excited to introduce this unique concept to the Pune real estate market, and we look forward to welcoming residents to experience the pure living that SP Kingstown has to offer."

With breathtaking views of the Sahyadri Mountains, SP Kingstown is strategically situated along the Pune-Solapur Highway. The project enjoys seamless connectivity to prominent areas like Hadapsar, Magarpatta IT Park, Amanora Park, and SP Infocity. Educational institutes, hospitals, malls, and commercial hubs are in close proximity to the project. Additionally, proposed infrastructural developments, including a four-tier double-decker flyover, a ring road, and a metro line, are set to elevate the region's accessibility and desirability. The upcoming Chhatrapati Sambhaji Raje International Airport near Saswad further emphasises the promising growth potential of the area.

About Shapoorji Pallonji Real Estate (SPRE)

Shapoorji Pallonji Real Estate is a well-regarded, reputed player in the Indian real estate sector owing to its 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 more than 157 years of legacy that bridges the earliest celebrated structures of India and the modern marvels. With a development potential of over 142 million square feet, SPRE has made inroads into most Indian cities—Mumbai, Pune, Bangalore, Gurugram, and Kolkata—with a variety of developments, from luxury apartments and opulent residences to aspirational homes for mid-income homebuyers as well as one of the largest mass housing projects in India.

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 Edition (near Hadapsar) is a recent addition to the Joyville bouquet of projects.

Link to the website: <https://shapoorjirealestate.com/>

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