

Shapoorji Pallonji strengthens its presence in Delhi-NCR Market, launches new phases at Joyville Gurugram project

- 5 % GST will be applicable for newly launched inventories
- Future Ready Smart Home solutions powered by JioGigaFiber network
- Outdoor air pollution controller - first ever installation in a residential Complex in India
 - Airconditioned Homes with Modular Kitchen

Gurugram, June 12, 2019: After the successful Phase 1 launch of Joyville Gurugram, Shapoorji Pallonji Group, one of India's most trusted developers, has announced the launch of new phases at Joyville Gurugram (Sector 102). Under the new phases the company has launched around 516 apartments with different unit configurations of 2 BHK and 3 BHK homes.

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) in January 2019 and sold more than 400 flats at the launch.

Joyville is a USD 200 million platform by Shapoorji Pallonji, ADB, IFC and Actis to develop aspirational housing projects in India. Till date four projects have been launched under this platform in Gurugram, Hinjawadi (near Pune), Virar (near Mumbai) and Howrah (near Kolkata).

Joyville Gurugram is spread over 18 acres of land and offers 75 % open space with more than 31 playful activities to its residents. All the amenities have been thoughtfully designed keeping in mind the evolving needs of home buyers. With spacious homes in a gated community, the project will have more than three acres of central greens, outdoor air pollution controllers, floral courts, parks, air purifying tree species, pocket amenity spaces under each tower, contemporary club house (around 24,000 sq. ft), swimming pool, gym, sports-facilities, recreation areas, cafeteria and shopping plaza to just name a few.

Speaking at the launch, Mr. Sriram Mahadevan (MD, Joyville Shapoorji Housing) said "We are excited to announce the launch of new phases at Joyville Gurugram. The overwhelming response from home buyers during the phase one launch has encouraged us to launch the new phases within a short span of time. This 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."

"We will remain committed to enhance our presence in the Delhi-NCR as part of our strategy to grow our business in leading end-user driven and job creating real estate markets across India," Mr. Mahadevan added.

Joyville Gurugram will be the first residential project in India to offer high-tech Future Ready Smart Home solutions powered by high-tech JioGigaFiber network. A smart device will be installed in each home of

the project to deliver a seamless, smart and secure living experience for the residents. Every apartment will be equipped with IP Series Video Door Phone, Panic Alarm Buttons and Gas Leak Detector in the kitchen.

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.

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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