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Marvel Realtors to build high end luxury project in Pune

Urban Palaces consists of six projects, which are located in the posh upscale locality of Koregaon Park in the heart of the city

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Marvel Realtors and Developers, the Pune-based luxury real estate company, has launched new highend luxury residential project called Urban Palaces in Pune.

Urban Palaces is an exclusive collection of Marvel residences which the company describes as lavish, and plush. Amongst the six projects under the Urban Palaces project, Marvel Simrose and Marvel Aurum are located in the posh upscale locality of Koregaon Park in the heart of the city.

Marvel Aurum, an eleven-storey building comprises a total of 23 apartments, each ranging from 4,462 to 15,000 sq ft area. With a price tag of Rs 18,000 per sq ft, these 4.5 BHK apartments cost approximately Rs 10 crore each for the buyers. This project offers residents automation with superior quality specification and amenities. With private swimming pools on each terrace, personal gym, movie



Independent view

Koregaon Park, located in the southern part of the city, is one of the most prestigious localities in Pune. It is an upmarket area that offers the best high-end luxurious apartments and bungalows, and predominantly appeals to the city's affluent. The area has witnessed significant development, with numerous high-rise apartments, commercial establishments, retail stores and entertainment avenues now dotting Koregaon Park. Supply on both the commercial and residential real estate fronts was extremely limited until recently, with a number of new projects now augmenting the pipeline.

—Sanjay Bajaj, managing director — Pune, JLL India

theatre and concierge service, the company boasts of transform these "palaces into superlative luxury" experience. With the work in full swing, these apartments would be ready for possession by September 2015.

Marvel Simrose is a stand-alone building claiming to offer the highest standards of luxury and amenities. Available in 4.5 BHK apartments of 6,500 sq ft area size, the project offers 11 floors of sheer opulence, with one apartment per floor, making it one of the most sought-after

Historysheet

Last project launched: Marvel Pizzozzo in Pune
Launch price: ₹7,500 per sq ft
Price at present: ₹8,000 per sq ft
Project launched in: 2015
Expected completion date: December 2017

residential projects in Pune. The company boasts of offering residents at Simrose, a pristine environment in the most cosmopolitan neighbourhood. Priced at Rs 20,000 per sq ft, each apartment would cost the buyer about Rs 12 crore each. This project is targetted to be ready by December 2015.

In both the projects, the green that surrounds every building is designed by international landscapers using local sensitivity to bring the best; wedding greenery into every aspect of the project, the company said in a statement. The landscape is a brilliant display of creativity and an escape from the cumbersome life led by most people, it claimed.

"Palaces are built with a lot of finesse, a fine sense of detailing, extensive planning and flawless execution where every inch of the establishment is awe inspiring, from the floor to ceilings to the landscaped gardens." Vishwajeet Jhavar, CEO at Marvel Realtors and Developers told *Financial Chronicle*. ■

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