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### Pune : Hottest City for Luxury Housing

**I**n Pune there are few real estate players who only deals with luxury housing or semi luxury category. They are Marvel Realtors, Amanora, Pride Housing, ABIL Group, Panchshil etc. According to Vishwajeet Jhavar, CEO, Marvel Realtors Pune has shown tremendous growth in the last few years and has emerged as a preferred destination for many large corporates who have set up their base here. The emergence of IT and automobile hubs have created large employment opportunities that have attracted a young and eclectic mix of people from across the country. The luxury residential sector has seen a steady growth curve, unaffected by the downturn in economy. The cumulative effect of international exposure, luxury trends, urbanized influences and entry of premium brands has spurred the ever-growing demand for real estate. Pune has also emerged as a coveted location, owing to its comparatively serene and lush scenery, increasing concentration of NRIs and vibrant cosmopolitan culture. Luxury housing and projects have seen a healthy demand among the customers and a good rate of occupancy." He added, "The real estate industry is adopting the trend of constructing eco-friendly, green projects integrated with a large number of recreational and international lifestyle-oriented amenities."



THE RESIDENCES GIVE A 360-DEGREE VIEW OF CITY'S CITYSCAPE WITH THE SURROUNDING AGA KHAN PALACE AND JOGGERS PARK. THE RESIDENTS WILL ENJOY EXCLUSIVE WHITE GLOVE SERVICE BY QUINTESSENTIALLY, AN AWARD-WINNING GLOBAL PRIVATE MEMBERS CLUB WITH WORLD-CLASS 24/7 LUXURY CONCIERGE SERVICES. THE PROJECT ALSO FEATURES A FITNESS CENTRE BY ACTOR JOHN ABRAHAM.

According to Deshpande, luxury cannot be perceived in isolation like a Ferrari is useless with no good road to drive on, the location and the environment plays a major role. Basic infrastructure like road, water, electricity, traffic moment around and the approach drive to the project, landscape also are very important which most of the projects in the city lack due to poor infrastructure facility of the city. But in Amanora not only the branded residences are maintained but the entire social and physical infrastructure is provided by us and maintained by us like prepaid electricity, 24x7 water, smart card operations etc. So making it well planned and hassle free life making it an actual complete luxurious living experience.

Some international players in real estate sector has chosen Pune for the development. US based Trump Organization is tying up with city real estate developer Panchshil Realty for its first project in the country, Trump Towers Pune. The announcement was recently made by Donald Trump, chairman and president of Trump Organization on the microblogging website Twitter he has said, "Trump Organization's first project in India, Trump Towers Pune, will epitomise inspired living and timeless elegance." "A pair of sleek ultra-modern towers that redefine the Pune skyline. Trump Towers Pune marks the entry of the Trump brand of luxury and elegance in India," the company mentioned on its website. Trump Towers Pune will be a blend of modern architecture, cultural richness and an oasis of elite comfort; the twin towers will redefine Pune's skyline. They measure 23 storeys each with 46 luxurious and meticulously planned 6,100 sq ft approximately single-floor condominiums. The houses have five bedrooms with an additional home theatre room. The interiors of the project will be designed by the renowned interior designer Matteo Nunziat and will be inspired by Indian heritage. The cost of each condominium has not been announced yet. It is expected to be completed by 2015.

The residences give a 360-degree view of city's cityscape with the surrounding Aga Khan Palace and Joggers Park. The residents will enjoy exclusive white glove service by Quintessentially, an award-winning global private members' club with world-class 24/7 luxury concierge services. The project also features a fitness centre by actor John Abraham.

ABIL Group is one of the reputed names in Pune when it comes to luxury housing. The group has completed construction of Pune's tallest luxury residential tower called 'Gods Blessings' and it became a landmark project in Pune.

According to Amit Bhosale, Executive Director, ABIL, Pune When the city grows, demand for each segment grows and so was the case with luxury homes in Pune. "I think definition of luxury is very subjective. You need to have clear vision and understanding about the parameters to benchmark the luxury and I think our association with some of the best brands in hospitality like Westin and Shangri-la helped us to understand these parameters better. Secondly, when it comes to ultra-premium segment in housing, most of the times location plays a vital role. Buyers, in this segment not only look for best of the architecture, planning, amenities and construction quality but also give

equal importance to the location and I think this trend is likely to continue in the days to come. Buyers from luxury housing segment are a bit choosier and tend to systematically check all the parameters right from the public image and reputation to financial strength of the real estate developer. Buyers of this section sometimes also prefer to buy homes that are in the advanced stages of construction. Sports life style is very much preferred here and high end sports amenities in such premium projects are always desired. Demand for luxury homes would rise steadily in Pune. As India grows, we foresee a paradigm shift in the architecture and landscape of Pune. It is our core vision to create benchmarks in the luxury residential real estate domain and I can assure you that 'Gods Blessings' marks the beginning of our journey," he said. Swapnali Bhosale, Constructions (SBC), a part of the ABIL Group has developed this project. An imposing 100 meters tower with 24 floors, each floor has one flat measuring about 7500 sq ft. The floor to floor height is 3.8m which is much higher than the industry standards. Each apartment is designed in a cold shell format to enable customers to modify their interiors with 360 degree flexibility and fitness. Every luxury apartment has a private plunge pool dotted with landscape terraces, French windows, customized video security, VRF air conditioning & other luxurious amenities such as swimming pool, private party lawns, future-equipped gyms, Spa, Yoga room, Salon and billiards. Apart from the above, residents have got membership of the Westin which gives them access to its Gymnasium, Spa and other facilities. Other value added services include dedicated Concierge & 24 hours help desk apart from regular maintenance of common areas. SBC has collaborated with some of the leading interior designers and architectural consultants for 'Gods Blessings'. For their upcoming projects also they are working with some of the top International designers and consultants so as to incorporate best practices from across the globe. Currently the projects under development are around 15 million sq ft and plans are afoot to double the volume in next three years.

**Pune has a potential market for luxury homes with buyer being well travelled and well exposed to real estate offerings across globe**

