

# TIMES PROPERTY

Advertorial, Property Promotional Feature

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## Privy to just a few Privie Residences

Through Privie Residences, Kumar Properties has come up with a new phase for luxury homes in Pune



QUICK BITE

WITH 4 DECADES OF REAL ESTATE EXCELLENCE, KUMAR PROPERTIES HAS MADE A MARK IN THE LUXURY SEGMENT WITH ITS BRAND PRIVIE RESIDENCES.

**S**ynonymous with trust, integrity and excellence, Kumar Properties, with its legacy of over four decades, has spearheaded a new phase for luxury homes in Pune with its brand **Privie Residences**.

Strategically located across hand-picked premium residential locales of the city, Privie Residences emphasise on a high quotient of privacy with a focus on luxurious layouts and contemporary designed homes.

"The core values that Privie Residences operate from are; a curated approach to design, high quality architecture, strong project execution and attention to details," says Rajas



Open Air Rooftop Swimming Pool at Sienna



Privie Sienna, Magarpatta Road, Hadapsar

Jain, managing director, Kumar Properties.

**Privie Sienna**, located on Magarpatta Road, Hadapsar is the first premium residential project under the Privie Residences brand. With easy accessibility and connectivity to the premium hotspots of the city, the property is perfect for someone who enjoys their privacy as much as their social life.

Privie Sienna is home to 88 luxury condominiums with a total of three towers of 11 storeys each. Lavishly

cater to every recreational aspect of your lifestyle, whilst keeping the privacy of its residents in highest regard.

At the centre of the three residential towers lies a beautifully landscaped space with water features, gazebos and sit-outs for senior citizens, jogging tracks and much more. It is a vehicle free, kids-friendly zone that caters to all ages alike. Privie Sienna is due for possession by Diwali this year.

In addition to **Privie Sienna**, Ku-



FAST FACT

CURATED APPROACH TO DESIGN, HIGH QUALITY ARCHITECTURE, STRONG PROJECT EXECUTION AND ATTENTION TO DETAILS MARK THESE RESIDENCES

designed, extravagant three and four bedroom residences, give you fabulous views of the city, ample natural light and ventilation.

Each tower is astutely designed to have its own private rooftop open air swimming pool and party deck, exclusively for the residents of each tower. The podium and rooftop amenities in total amount to 60,000 sq ft of the entertainment area and

mar Properties have **Privie Sanctum** scheduled for launch very soon. Located amidst an oasis of green, this property is the last of its kind located in the premium Ivory Estate, Baner; with a show suite ready for viewing in the month of July.

**Privie Selena** is another project at Baner-Pashan Link road that offers compact four bedroom apartments. It is the only hi-rise tower in the Baner area, which boasts a private elevator allowing you direct entry in your house. And last but not the least, **Privie Shiloh** the most premium offering by Privie Residences. Located in the prestigious Model Colony, it features four bedroom Limited Edition Villaments - elegantly designed for the upper crest of society.

For more details, visit: [www.privieworld.com](http://www.privieworld.com)

## Property Index

AVERAGE RESIDENTIAL APARTMENT PRICES: PUNE

Locality	Capital Values (₹/Sq feet)
Ambegaon	4570 to 5770
Balewadi	6210 to 7340
Baner	6590 to 8030
Baner - Pashan Link Road	6980 to 8190
Bavdhan	6180 to 7400
Chinchwad	5450 to 6790
Erandwane	11710 to 14670
Hadapsar	5180 to 6950
Hinjewadi	5200 to 6400
Kalyani Nagar	8310 to 10820
Kharadi	5760 to 7020
Koregaon Park	10390 to 13830
Magarpatta City	7060 to 8580
Mukund Nagar	12550 to 16290
Narhe	4490 to 5460
NIBM Road	5650 to 6900
Pimple Saudagar	6170 to 7190
Pirangut	3300 to 4030
Shivaji Nagar	12540 to 16450
Undri	4490 to 5580
Viman Nagar	6910 to 8450
Wagholi	4110 to 5000
Wakad	5760 to 6820
Yerawada	6310 to 8030

SOURCE: [magicbricks.com](http://magicbricks.com)

For more details please log on to [www.propertyrates.magicbricks.com](http://www.propertyrates.magicbricks.com)

## NEWSDIGEST

### COOPERATIVES UNDER SCRUTINY

For the first time, the state government will conduct a massive three-month exercise of physically verifying the cooperative societies by visiting the registered places. The process will expose fraudulent societies that were registered for the sake of getting loans or voting in cooperative bank elections. The exercise will start from July 1 and end on September 30.

This exercise will expose the fraudulent societies that will be scrapped immediately. During physical verification, officers will visit the place at which the society is registered and check the records to ensure that the money of the members is in safe hands. The state cooperatives department will follow the guidelines of section 89 (a) of the Maharashtra Cooperative Act. The section empowers the cooperative registrars to inspect the record and books of the societies, check whether the business is being run on sound principals and supervise whether the society is following the norms. In case of non-compliance, the department can issue closure notices to the societies and also sue the board of directors for fraudulent registration. There are 21,185 primary agriculture cooperative (PACs) societies in the state which play a key role during district credit cooperative bank elections. Executives of the PACs can vote in the election.

**INFRASTRUCTURE PROJECTS**  
The Pimpri Chinchwad Municipal Corporation is hoping to start major road, water supply and drainage works worth Rs 800 crore soon after the monsoons by completing the tendering process in the next three months. Projects such as engineering, water supply, medical and health and drainage needing individual expenditure above Rs 10 lakh and Rs 25 lakh will be taken up. The civic departments will complete inviting and opening bids, finalizing the contractor, taking approval of standing committee to allot the contract and giving work order in the monsoon months. The civic general body has approved an annual budget of 2015-16 with a total outlay of Rs 2,395 crore which includes provision of Rs 902 crore for capital expenditure.

## Eco-friendly AVENUE

Pune's property market is aggressively promoting the use of environment-friendly homes

**P**une is well known for its good environment and soothing climate. However, the pollution hazard is slowly taking its toll on city's ecological tranquillity and serenity. Appreciatively, Pune's growing property market is now aggressively promoting the use of environment-friendly homes. Green homes help in saving energy while encouraging healthier living.

"Green homes can be defined as living premises that are comfortable, healthy, cost-efficient, energy saving and environmentally sustainable. They are designed to make optimal use of building material during the construction



QUICK BITE

BENEFITS OF ENVIRONMENT-FRIENDLY HOMES INCLUDE EFFICIENT USE OF NATURAL RESOURCES, LOWERED NEGATIVE IMPACT, HEALTHY LIVING, ECOLOGICAL PRESERVATION AND REDUCTION IN THE CARBON FOOTPRINT

process, and energy and water throughout their life cycle. Their larger objective is to achieve a reduced carbon footprint. This is becoming important in a city where citizens are directly affected by the negative impact of rapid development and air pollution. Especially the younger generation of homebuyers in Pune are aware of how these trends are impacting the city and the health of their families. They seem determined to make a difference by adopting a green lifestyle", says Arvind Jain, managing director - Pride Group.

### THE BENEFITS

According to experts, green homes contribute to healthier living. Special construction material used re-

duce their inhabitants' exposure to toxins and allergens. Green homes ultimately lead to substantial reductions in energy costs. Energy-efficient homes can reduce the consumption of electricity by over 30 per cent.

Also, the targeted engineering involved leads to optimised space configuration and enhanced efficiency. Reduced water wastage in green homes is also significant. To illustrate, water and energy efficient washing machines can save more than 7,000 gallons of water every year, which would have otherwise gone to waste. If one extrapolates such savings to the how much water a green home project saves, which uses rainwater harvesting, water recycling and water-efficient appliances throughout, the magnitude of benefits to the environment - and the pocket - can be understood even better.

### STEPS TO MAKE A HOME ECO-FRIENDLY

Experts suggest that the highest benefits can only be achieved if the entire project has been designed and executed as a green project and conforms to the guidelines laid out by agencies such as GRIHA. This is because the green factor is more a question of cohesively functioning processes rather than individual features.

"If a housing project does not already include green features, individual home owners can still render their units more environmentally sustainable by using energy-efficient electric fittings such as LCD or CFL bulbs, automatic cutoff timers, appliances such as refrigerators and air-conditioners, which have the highest energy efficiency ratings and water efficient fittings in the bathrooms. Having a lot of indoor plants will ensure better air purification. Housing society members together install solar heating panels on their building," suggests Anil Pharande, chairman - Pharande Spaces

Green features do cost more, as they involve specialised technologies. This is true at a project level as well as in cases where individual owners look at incor-



FAST FACT

GREEN HOMES CAN BE DEFINED AS LIVING PREMISES THAT ARE COMFORTABLE, HEALTHY, COST-EFFICIENT, ENERGY SAVING AND ENVIRONMENTALLY SUSTAINABLE

porating green features on their own. However, the extra cost is covered up in a short time by the savings that green homes make possible gradually, experts point out.

- Amit Sethi

## The KP Cushion

Pune's Koregaon Park has always been a lucrative investment destination

**R**achna and Pankaj Makhija needed to move to the US barely seven months after buying a 2BHK in Pune's Koregaon Park. While putting their house on lease seemed the most obvious choice, there were buyers who were looking for a similar kind of property and in fact, ready to pay more! At a time when the real estate market is reportedly picking up, the choicest of

streetlights as basic infrastructural requirements. KV John, a resident and a regular reader of Magicbricks reports says, "Way back in the 80s, Koregaon was a serene locality and the abode of the affluent. Grand bungalows were built on large land parcels. The scenario is different today. The corporation and the police should together plan and implement some projects that will limit the menace caused by excess traffic."

With average property values in the range of Rs 9,500- Rs 12,700 per sq ft, Koregaon Park joins the league of areas such as Erandwane, Boat Club Road and Prabhakar Road where some of the heavy-weight, branded projects have been unveiled. More so, the skyline boasts of high rises and unlike old times, independent houses and bungalows may be fewer. However, the area takes a front seat in terms of its popularity among expats, international travelers or NRIs who may be looking for temporary accommodation or property investment. Superior social infrastructure when compared to most other Pune localities is one of the prime reasons for the popularity of the area.

Besides the havoc that traffic plays here, the socio-physical fabric in the area is conducive which is why you can look forward to high rental returns. From Rs 15,000 per month for a 1BHK unit to lakhs for penthouses, bungalows and flats with spacious layouts, Koregaon Park or KP as it is fondly abbreviated, is a location buyers/tenants aspire to live in. Some of this tenant crowd comprises senior management of the nearby IT/ITES hubs of Kalyani Nagar and elsewhere.



FAST FACT

THE LOCALITY TAKES A FRONT SEAT IN TERMS OF POPULARITY AMONG EXPATS, INTERNATIONAL TRAVELERS OR NRIS

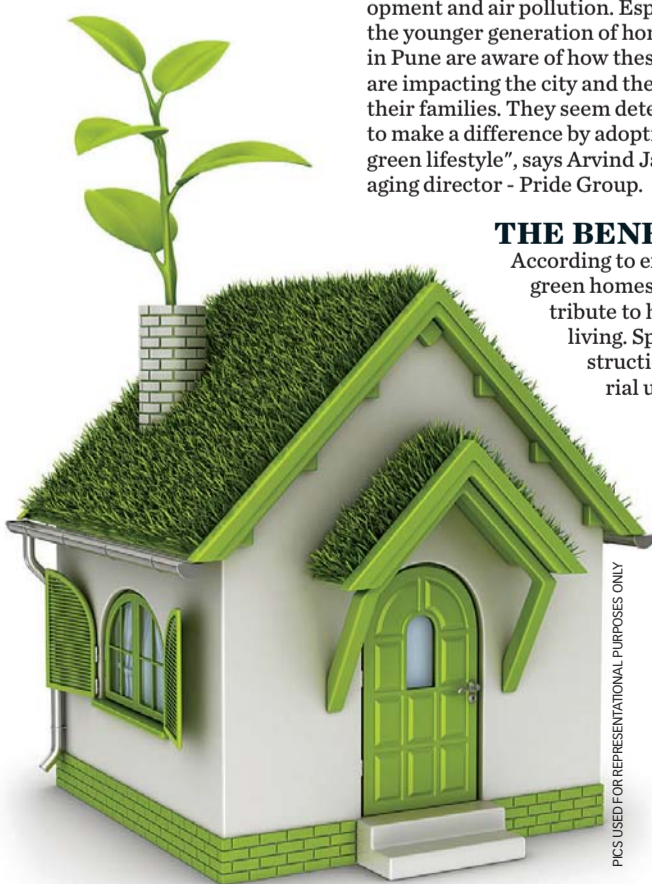
properties do have takers!

Are you an investor sitting on a pile of cash? Pune's Koregaon Park has always been a lucrative investment destination. Depending on the size of the flat, you may have to put anywhere between Rs 40 lakh to crores but investors are happy because of the money they might be making.

Koregaon Park is not just about housing, it caters to the more sociable crowd, with its pubs, hangouts and leading commercial outlets. It is a popular location among residents as well as the youngsters who frequent it for the buzz. However, even a popular place has its own set of problems. Manik Das of Charmvillas Dealers says, "With better connectivity to Mundhwa, Kharadi and Kalyani Nagar, Koregaon Park has traffic issues. While there is respite during noon, mornings and late nights witness extreme traffic."

As per sources, local residents have demanded designated parking areas, stricter patrolling at night, road-widening and

- Sneha Sharon Mammen (Magicbricks Bureau)



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