

VASUPUJYA CORPORATION

BUILDING HOMES
WITH AMPLE OPEN
SPACES & RIGHT SET
OF AMENITIES



Though the real estate projects are launched at a rapid pace, with the sea of information available in the internet, customers today scrutinize even the last detail of every project before investing into one. A couple of major aspects that make a project alluring and tempting are its open space that enhances property value and the right set of amenities that are strictly useful to the customers. However, these specific needs are ignored by several builders while designing living spaces, as their primary objective is to reduce cost.

Vasupujya Corporation, a close-knit family managed developer (passion for creation) has put the focus on building homes with ample of open spaces & right set of amenities while boosting social infrastructure & improving the lifestyles of the residents. With its existing/upcoming (further phases) project Neco SkyPark, the company has set new benchmark in terms of quality, luxury and strictly useful amenities. "We don't believe in providing namesake amenities, which would be difficult to maintain, our offerings are practical and focused on customer's ease of use. We are real estate developers with a civil engineering background that helps us design better projects with a consumer centric approach," professes Rahul Ajmera, Partner, Vasupujya Corporation. Till date, Vasupujya has completed more than 1000 homes at 20+ projects across Pune & Mumbai, spanning over 10,00,000 sq. ft.

Knowing Vasupujya Corporation

The company was founded by Suresh Ajmera, a stalwart in the plumbing industry, who started real estate development in 1980. Today, Vasupujya is among the leading property developers in Pune, with a growing reputation for building innovative/functional spaces, providing high quality experiences and value for its customers. The firm's homes resonate with adjectives such as world class design, socially responsible (reducing released carbon footprint by using fly ash during construction being an example), eco-friendly architecture (includes solar water heaters/LED lights/wet waste composting unit/sewage water treatment plant, and much more), customer centric approach and uncompromised business ethics.

To further enhance customers' experience, the company uses top quality fittings from top-notch brands and grants additional safety door to all flats whilst augmenting the safety of owners, along with after sales service. All these qualities have certainly made Vasupujyaa brand that is sought after. With a legacy of over two decades, the company keeps balancing between project viability and product quality.



Rahul Ajmera, Partner

This civil engineer from IIT Bombay actively involves in real estate development & data analytics and is currently looking into Vasupujya's projects developing across Pune, Mumbai and Vadodara.

Dhanesh Ajmera, Partner

A seasoned civil engineer who manages all vital domains of business such as legal, finance and project design, required for project success.

Siddharth Ajmera, Partner

As a creative and dynamic civil engineer, Siddharth ensures that all projects keep up to the contemporary standards in all aspects, be it design/amenities.

Total Build-up Area: 10,00,000 sq.ft.

Current Project: Neco SkyPark

Office: Pune

Built on a unique design for elegant spacious living, Neco SkyPark – one of Vasupujya's recent projects, consists of 270 apartments in six towers located at Pimple Nilakh, Pune – surrounded by the Mula River and 400 acres of open defence lands. The project, which includes 1, 2 & 3 BHK apartments, stands a strong testament to the spaciousness with internal flat areas of 650 sq.ft., 850 sq.ft. and 1030 sq.ft. respectively. The longstanding balcony outside the bedrooms provides further light and ample ventilation. Every amenity at Neco SkyPark is thoughtfully designed for the full utilization by the residents. For instance, its basketball court was recently converted into a fully covered box cricket arena on residents' request. Additionally its football ground with floodlights is used as multi-purpose desk for conducting various cultural events.

Not only this, the property also poses an infinity-shaped swimming pool and a fully functional gymnasium with rubber flooring at club house, thereby guaranteeing privacy to swimmers from passersby and aiding residents to spend quality time with their loved ones. Further, 300 fully grown trees planted around the periphery of the project create a protective envelope. "We are very receptive to our buyers needs, and thus offer 30 percent more spacious apartments with separate power backup (inverter) facility to each flat," avers Rahul.

Unique Sky Garden

Another thing that sets Neco SkyPark apart from others is its uniquely fabricated walking sky garden – 'SkyPark' that is built over common rooftop terrace (inspired by

the design of Marina Bay Sand Hotel in Singapore). This terrace garden not only acts as a sanctuary for residents, sparrows and butterflies alike, but also makes the project 'oxygen positive' and provides environment that enriches native's mental/physical health. The garden is full of fruits/vegetables plants such as pomegranate, chikoo, lemon, tomato, and lemon grass to name a few, and hundreds of large potted trees/flowering bushes creating charm for all residents without affecting the water-proofing/building structure. Besides this, the garden comprises of circulated rubber walking track of 250 metres in one round, thereby providing an amazing walking experience especially to the senior citizens.

In a scenario where many developers involve them on several projects at a time, Vasupujya concentrates only on one large project at a time, built on its self-owned lands (no JVs or JDs). This enables the management team to give their entire bandwidth to the project, thus ensuring a superlative customer experience. Long before it was made

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mandatory by RERA, this Pune-based firm has facilitated the formation of the co-operative housing society in order to take care of the entire project maintenance. "We are easily approachable at the project office or company office, in case our customers want to reach-out to us for any assistance. Most of our customers are first time home buyers and we want their experience to be as delightful as possible," adds Rahul.

Away Ahead

In the coming future, Vasupujya is planning to introduce affordable housing project near NIBM, Pune, adjacent to 70 lakh sq.ft. of forest and park reservation that act as a green lung for all residents. The NIBM-Mohammadwadi- Undri area boasts of the best schools in Pune, with close proximity to IT SEZs. Meanwhile, the company is also starting a redevelopment project at Matunga, one of Mumbai's most sought-after locations due to the excellent social infrastructure and greenery around. 

CASE STUDY

MAKING PEOPLE LOVE IT TO THE EXTREME

After owning a luxury living space, searching for the second residential property (more luxurious than existing one) offering value for money is not an easy task for any buyer. Jaswinder Kaur – a Pune-based IT professional experienced a similar situation wherein she found her existing society as the best option among all other projects and bought her second home from Vasupujya Corporation in the same project - Neco SkyPark (Phase 3, this time).

Jaswinder's decision of buying second home in Neco SkyPark was not just provoked by a single factor but it banked on several factors such as property prime location, built-in quality, and the most useful amenities, and above this, the transparency & customer-friendliness of the developer. "We have seen people not being very customer-friendly, especially after paying the amount, they don't get much involved with buyers. But with Vasupujya, we really have had a very good experience in the past and even now. They take care of their customer throughout the process," she adds.

On the other hand, today, while majority of home owners across the world are concerned about cracks in the walls, Jaswinder leads an extremely peaceful life in her Neco SkyPark for the last eight years; the reason being the build-quality of her home. "Construction quality is the measure as compared to other projects that we were looking around. I just admire Vasupujya for the work they have done and the product they use for the construction - every penny worth it. This is the main reason behind choosing Vasupujya for the second time and I believe other owners also have the same opinion about the project," she explains.

From gym to swimming pool, football to cricket playground, and children play area to park for senior citizen, almost every modern amenity is available at Neco SkyPark, and most importantly, they are genuinely useful. Atop, its unique walking sky garden – SkyPark is major centre of allure for buyers like Jaswinder who love taking evening walks in the garden and connecting with nature. The terrace garden comprises of rubber

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spread tracks (offering comfortable walk to residents, especially in rainy season), lots of fruits/vegetation plants and big plantation trees that are well maintained by the developer, thereby providing an environment that enriches the resident's mental and physical health.

Location always stands as major concern while selecting the house. Neco SkyPark is placed at the prime location – Pune-Mumbai bypass surrounded by 400 acres of open land, divider road at the entrance, excellent connectivity and access to prestigious educational institutes, hospitals, super markets & malls. Impressed by the location, construction quality, customer-friendly nature of developer, Jaswinder today recommends Neco SkyPark to her friends/relatives who are looking for home in Pune, and interestingly, three of her friends have already visited the property. 

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Siliconindia Real Estate Awards Pune - 2019

After the triple blow of demonetization, RERA and GST implementation, the real estate industry is slowly recovering and getting back to the new normal. While several state developers are still struggling to finish their projects, Pune real estate segment wrapped the year 2018 with increased sales and entered 2019 with new launches and visionary plans. A recent research reveals the launch of

over 2,600 new projects in the cultural capital of Maharashtra in 2018, amongst which 53 percent were supplied under affordable housing segment, 28 percent in mid-housing segment while 19 percent of supply was dedicated to luxury housing segment. Considering this fast-faced growth in Pune real estate market, several investors and home buyers have gained confidence & clarity and are actively looking out of promising housing options.

Edification of structures from brick to building demands profound knowledge, industry experience and deep industry expertise; strategic and planned execution of which defines the success of both the real estate developers/builders and the sector as a whole. To honour such industry maestros for their excellent performance, siliconindia presents the fourth edition of 'siliconindia Real Estate Awards 2019 - Pune', aimed at applauding notable real estate panjandrums who have been influential and instrumental in transforming Pune realty dimensions into progressive space.

Post diligent research and thorough analysis, the expert panel of siliconindia along with industry experts decided the winning awardees, accessing them on the benchmarks of Quality, Design, Architecture, Environment Balancing, Amenities and Technology along with project completion and quality construction. Awarded for edifying extraordinary marvels that exemplifies luxurious living and hosts plush outlook towards sustainable development, these real estate professionals have been at the epicenter of infrastructural development across Pune and effecuated utmost excellence in structuring multiple housing projects.



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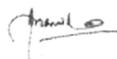
IS PROUD TO PRESENT

'NECO SKYPARK' by
Vasupujya Corporation

AS

BUYERS CHOICE: MID-RANGE APARTMENT PROJECT OF THE YEAR - 2019

an annual recognition that showcases mid-range apartment projects
in Pune that are specifically built
keeping in mind buyers' diverse requirements.



Anamika Sahu
Managing Editor