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## Shriram Properties Enters Pune Market With ₹750 Crore Mixed-Use Project In Undri



Shriram Properties Enters Pune Market With ₹750 Crore Mixed-Use Project In Undri | Sourced Shriram Properties Limited (SPL), one of the leading residential real estate developers in South India, has signed a Joint Development Agreement (JDA) for a six-acre prime land parcel located in the emerging micro-market of Undri in Pune.

The company is planning a mixed-use development consisting of over 650 apartments and retail/commercial spaces, with an aggregate saleable area exceeding one million square feet (MSF). This project, to be developed over the next four years, has an estimated revenue potential of approximately ₹700 - ₹750 crore. SPL is targeting to launch this project in the second half of FY25. The company envisions creating a landmark residential development in this growing micro-market, offering convenient access to IT/ITeS hubs, retail centres, premium educational institutions and key parts of the city.

Additionally, the project includes an option to develop an additional eight acres, predominantly for retail and commercial purposes. SPL is in the final stages of securing development rights for this land, with completion expected shortly.

SPL has strategically entered the Pune market, recognising it as the second-largest residential market in India, which has seen strong growth in recent years. Pune's mid-market focus aligns with SPL's core markets in Bengaluru and Chennai, benefiting from similar customer demographics, diverse economic activity and increasing infrastructure investments.

This project acquisition is part of SPL's strategy for accelerated growth while remaining asset-light in the coming years. It will strengthen the company's project pipeline and support its growth momentum. As of June 30, SPL has a robust pipeline of 42 projects, with 42 MSF of saleable area, including 26 ongoing projects with 24.3 MSF of saleable area. Nearly 75% of

the ongoing projects have already been sold, and the company holds zero inventory in completed projects.

#### Read Also Pune Police Launch Crackdown On Unlicensed Firecracker Shops, Register Five Cases

Commenting on the development, Murali Malayappan, Chairman & Managing Director of SPL, said, "This investment aligns with our asset-light strategy for accelerated growth. Pune is a promising market, and we see significant potential for large, established brands like Shriram. Owing to its proximity to IT/ITeS hubs, Undri has emerged as a key micro-market experiencing significant demand in recent years. We look forward to launching the project this quarter and are committed to delivering top-quality projects swiftly while ensuring the highest level of customer satisfaction."

Publication	constructionworld.in
Date	05 November 2024
Link	<a href="https://www.constructionworld.in/latest-construction-news/real-estate-news/shriram-properties-to-jointly-develop-pune-land/64389">https://www.constructionworld.in/latest-construction-news/real-estate-news/shriram-properties-to-jointly-develop-pune-land/64389</a>

## Shriram Properties to jointly develop Pune land



Shriram Properties has entered into a joint development agreement to develop a six-acre land parcel in Pune, expanding its footprint in one of India's burgeoning real estate markets. The collaboration aims to leverage both parties' expertise to create a residential project that will cater to the region's rising demand for housing. This strategic move aligns with Shriram Properties' commitment to tapping into high-potential real estate markets outside of its traditional stronghold in the southern states, where the developer already has a significant presence.

The project, set to launch in phases, will focus on creating high-quality living spaces that incorporate sustainable practices and modern amenities. Pune's growing economic base and infrastructural developments have made it a prime location for real estate investment, especially in the residential sector. By entering this market through a joint venture, Shriram Properties plans to mitigate risks while benefiting from local market insights, enhancing project success and customer appeal.

Shriram Properties is also eyeing similar partnerships to expand its land holdings and project portfolio, aiming to strengthen its brand and market share in key urban centers. The Pune development aligns with broader trends of developers seeking partnerships to optimize resources and cater to the increasing housing demand in India's rapidly urbanizing cities.

Publication	nrinews24x7.com
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## Shriram Properties Signs JDA for a prime 6-acre land parcel in Pune



**PUNE:** Shriram Properties Limited (“SPL”), one of the leading residential real estate developers in South India, has signed a Joint Development Agreement for a 6-acre prime land, **nestled in the upcoming micro markets of Undri in Pune.**

The Company is embarking on mixed-use development, comprising 650+ apartments and some retail/commercial spaces with an aggregate saleable area of over 1.0 msf, to be developed over the next 4 years. The project has an aggregate revenue potential of approx. ₹700 – ₹750 crores. The Company is targeting to launch this project during H2-FY25. SPL envisions crafting a landmark residential project in this upcoming micro market of Pune. The project promises effortless access to IT/ITeS spaces, retail, premium educational institutions, and central parts of the city.

The Project also comes with an option for the development of an additional 8 acres, predominantly retail and commercial. SPL is in the final stages of securing development rights to this additional land, expected to be completed shortly.

Shriram Properties is part of the Shriram Group, a well-established Indian business group with over four decades of experience. Since its IPO in December 2021, SPL has solidified its position as a leader in the mid-market and affordable housing segments in South India.



Commenting on the development, **Murali Malayappan, Chairman & Managing Director, of SPL**, said, *“This investment is consistent with our asset-light strategy for accelerated growth. Pune is a promising market, and we see significant potential for large, established brands like Shriram. Owing to its proximity to IT/ITeS, Undri has emerged as a vital micro market witnessing significant demand in recent years. We are looking forward to the project launch during this quarter and remain committed to delivering top-notch quality swiftly and ensuring utmost satisfaction for our customers”*.

SPL has decided on an entry into the Pune market, as it is the second-largest residential market that has grown strongly in recent years. Pune is predominantly mid-market focused and benefits from customer demography that is similar to SPL’s core markets of Bangalore and Chennai. It is supported by diversified and buoyant economic activity and growing infrastructure investments.

This project acquisition is an integral part of SPL’s pursuit of accelerated growth, whilst remaining asset-light, over the next few years. The project will further fortify its strong project pipeline and support growth momentum going forward. SPL has a strong pipeline of 42 projects with 42 msf of saleable area, including 26 ongoing projects with 24.3 msf of saleable area as of June 30, 2024. Nearly 75% of ongoing projects are already sold and the Company has ‘zero inventory’ in completed projects.

Publication	maharashtralokmanch.com
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Link	<a href="https://maharashtralokmanch.com/2024/11/03/shriram-properties-signs-joint-development-agreement-for-6-acres-of-prime-plot-in-pune/">https://maharashtralokmanch.com/2024/11/03/shriram-properties-signs-joint-development-agreement-for-6-acres-of-prime-plot-in-pune/</a>

## श्रीराम प्रॉपर्टीजचा पुण्यातील ६ एकर प्राईम भूखंडासाठी संयुक्त विकास करारावर स्वाक्षरी



पुणे : दक्षिण भारतातील अग्रगण्य निवासी बांधकाम व्यावसायिक असलेल्या श्रीराम प्रॉपर्टीज लिमिटेडने (एसपीएल) पुण्यात उगवत्या मायक्रो मार्केट असलेल्या उंड्री येथे ६ एकर प्राईम भूखंडासाठी संयुक्त विकास करारावर स्वाक्षरी केली आहे.

कंपनी संमिश्र वापरासाठी विकासाची योजना आखत असून यात ६५० पेक्षा अधिक अपार्टमेंट्स आणि काही रिटेल/व्यावसायिक जागा असणार आहे. याचे एकंदर विक्रीयोग्य क्षेत्रफळ १.० एमएसएफ (दशलक्ष चौरस फूट) असून त्याचा पुढील चार वर्षांत विकास करण्यात येणार आहे. या प्रकल्पाची एकंदर महसूलाची क्षमता ₹ ७०० – ₹ ७५० कोटी रुपयांची आहे. हा प्रकल्प आर्थिक वर्ष २०२५ च्या उत्तरार्धात सादर करण्याचे कंपनीचे लक्ष्य आहे. पुण्यातील या उगवत्या मायक्रो मार्केटमध्ये ओळख ठरणारा निवासी प्रकल्प साकार करण्याची एसपीएलची योजना आहे. या प्रकल्पातून आयटी/आयटीईएस जागा, रिटेल, प्रमुख शिक्षण संस्था आणि शहराच्या मध्यवर्ती स्थळांपर्यंत सुलभपणे पोचता येईल.

या प्रकल्पामध्ये अतिरिक्त ८ एकरच्या विकासाचाही पर्याय आहे, तो मुख्यतः रिटेल आणि व्यावसायिक असेल. या अतिरिक्त जागेसाठी विकासाचे अधिकार मिळविण्याच्या अंतिम टप्प्यात एसपीएल आहे, ही प्रक्रिया लवकरच पूर्ण होण्याची अपेक्षा आहे.

एसपीएलने आता पुण्याच्या बाजारपेठांमध्ये प्रवेश करण्याचा निर्णय घेतला आहे, कारण ही दुसरी सर्वात मोठी निवासी बाजारपेठ असून अलिकडच्या वर्षांत तिची जोरदार वाढ झाली आहे. पुणे हे प्रामुख्याने मिड-मार्केट केंद्रित असून येथील एसपीएलच्या बंगळुरू आणि चेन्नई या मुख्य बाजारपेठांसारख्या ग्राहकवर्गाचा येथे लाभ मिळतो. वैविध्यपूर्ण आणि उत्साही आर्थिक घडामोडी आणि वाढत्या पायाभूत गुंतवणुकीचीही त्याला मदत मिळते.

या प्रकल्पाचे संपादन म्हणजे पुढील काही वर्षांमध्ये लाईट अॅसेट वेगवान वाढ साधण्याच्या एसपीएल च्या प्रयत्नांचा अविभाज्य भाग आहे. हा प्रकल्प तिच्या प्रकल्पांच्या सबळ ठेव्याला आणखी मजबूत करेल तसेच पुढील दिशेने गतीला मदत करेल. एसपीएलकडे ३० जून २०२४ पर्यंत ४२ एमएसएफचे विक्रीयोग्य

क्षेत्रावरील ४२ प्रकल्पांचा मजबूत साठा आहे. त्यात २४.३ एमएसएफ विक्रीयोग्य क्षेत्रफळाचे २६ चालू प्रकल्प आहेत. चालू असलेल्या प्रकल्पांपैकी जवळपास ७५ टक्के आधीच विकले गेले आहेत आणि कंपनीकडे पूर्ण झालेल्या प्रकल्पांची 'शून्य इन्व्हेंटरी' आहे.

या घडामोडीबाबत भाष्य करताना, एसपीएलचे अध्यक्ष आणि व्यवस्थापकीय संचालक श्री मुरली मलयप्पन म्हणाले, ही गुंतवणूक वेगवान वाढीसाठी आमच्या असेट लाईट धोरणाशी सुसंगत आहे. पुणे ही आशादायक बाजारपेठ आहे आणि आम्हाला श्रीरामसारख्या मोठ्या, प्रस्थापित ब्रँडच्या दृष्टीने लक्षणीय क्षमता दिसते. आयटी/आयटीईएसशी असलेल्या सान्निध्यामुळे, उंडी हे अलिकडच्या वर्षात लक्षणीय मागणी असलेले महत्त्वाचे मायक्रो मार्केट म्हणून उदयास आले आहे. या तिमाहीत प्रकल्पाचा शुभारंभ होण्याची आम्ही वाट पाहत असून झपाट्याने उच्च पातळीवरचा दर्जा पुरवून आमच्या ग्राहकांना कमाल पातळीचे हमखास समाधान देण्यासाठी आम्ही कटिबद्ध आहोत."



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Over 1 msf saleable area with ₹700-750 crores revenue potential

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The Company is embarking on mixed-use development, comprising of 650+ apartments and some retail/commercial spaces with an aggregate saleable area of over 1.0 msf, to be developed over the next 4 years.

The project has aggregate revenue potential of approx. ₹700 – ₹750 crores. The Company is targeting to launch this project during H2-FY25. SPL envisions crafting a landmark residential project in this upcoming micro market of Pune. The project promises effortless access to IT/ITeS spaces, retail, premium educational institutions, and central parts of the city.

The Project also comes with option for development of an additional 8 acres, predominantly retail and commercial. SPL is in the final stages of securing development rights to this additional land, expected to be completed shortly.

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Commenting on the development, Mr Murali Malayappan, Chairman & Managing Director, SPL, said, "This investment is consistent with our asset light strategy for accelerated growth. Pune is a promising market, and we see significant potential for large, established brands like Shriram.

Owing to its proximity to IT/ITeS, Undri emerges as a vital micro market witnessing significant demand in recent years. We are looking forward to the project launch during this quarter and remain committed to delivering top-notch quality swiftly and ensuring utmost satisfaction for our customers".

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## श्रीराम प्रॉपर्टीजचा पुण्यातील ६ एकर प्राईम भूखंडासाठी संयुक्त विकास करारावर स्वाक्षरी



दक्षिण भारतातील अग्रगण्य निवासी बांधकाम व्यावसायिक असलेल्या श्रीराम प्रॉपर्टीज लिमिटेडने (एसपीएल) पुण्यात उगवत्या मायक्रो मार्केट असलेल्या उंड्री येथे ६ एकर प्राईम भूखंडासाठी संयुक्त विकास करारावर स्वाक्षरी केली आहे.

कंपनी संमिश्र वापरासाठी विकासाची योजना आखत असून यात ६५० पेक्षा अधिक अपार्टमेंट्स आणि काही रिटेल/व्यावसायिक जागा असणार आहे. याचे एकंदर विक्रीयोग्य क्षेत्रफळ १.० एमएसएफ (दशलक्ष चौरस फूट) असून त्याचा पुढील चार वर्षांत विकास करण्यात येणार आहे. या प्रकल्पाची एकंदर महसूलाची क्षमता ₹ ७०० – ₹ ७५० कोटी रुपयांची आहे. हा प्रकल्प आर्थिक वर्ष २०२५ च्या उत्तरार्धात सादर करण्याचे कंपनीचे लक्ष्य आहे.

पुण्यातील या उगवत्या मायक्रो मार्केटमध्ये ओळख ठरणारा निवासी प्रकल्प साकार करण्याची एसपीएलची योजना आहे. या प्रकल्पातून आयटी/आयटीईएस जागा, रिटेल, प्रमुख शिक्षण संस्था आणि शहराच्या मध्यवर्ती स्थळांपर्यंत सुलभपणे पोचता येईल.

या प्रकल्पामध्ये अतिरिक्त ८ एकरच्या विकासाचाही पर्याय आहे, तो मुख्यतः रिटेल आणि व्यावसायिक असेल. या अतिरिक्त जागेसाठी विकासाचे अधिकार मिळविण्याच्या अंतिम टप्प्यात एसपीएल आहे, ही प्रक्रिया लवकरच पूर्ण होण्याची अपेक्षा आहे.

एसपीएलने आता पुण्याच्या बाजारपेठांमध्ये प्रवेश करण्याचा निर्णय घेतला आहे, कारण ही दुसरी सर्वात मोठी निवासी बाजारपेठ असून अलिकडच्या वर्षांत तिची जोरदार वाढ झाली आहे. पुणे हे प्रामुख्याने मिड-मार्केट केंद्रित असून येथील एसपीएलच्या बंगळुरू आणि चेन्नई या मुख्य बाजारपेठांसारख्या ग्राहकवर्गाचा येथे लाभ मिळतो. वैविध्यपूर्ण आणि उत्साही आर्थिक घडामोडी आणि वाढत्या पायाभूत गुंतवणुकीचीही त्याला मदत मिळते.

या प्रकल्पाचे संपादन म्हणजे पुढील काही वर्षांमध्ये लाईट अॅसेट वेगवान वाढ साधण्याच्या एसपीएल च्या प्रयत्नांचा अविभाज्य भाग आहे. हा प्रकल्प तिच्या प्रकल्पांच्या सबळ ठेव्याला आणखी मजबूत करेल तसेच पुढील दिशेने गतीला मदत करेल. एसपीएलकडे ३० जून २०२४ पर्यंत ४२ एमएसएफचे विक्रीयोग्य क्षेत्रावरील ४२ प्रकल्पांचा मजबूत साठा आहे.

त्यात २४.३ एमएसएफ विक्रीयोग्य क्षेत्रफळाचे २६ चालू प्रकल्प आहेत. चालू असलेल्या प्रकल्पांपैकी जवळपास ७५ टक्के आधीच विकले गेले आहेत आणि कंपनीकडे पूर्ण झालेल्या प्रकल्पांची 'शून्य इन्व्हेंटरी' आहे.

या घडामोडीबाबत भाष्य करताना, एसपीएलचे अध्यक्ष आणि व्यवस्थापकीय संचालक श्री मुरली मलयप्पन म्हणाले, ही गुंतवणूक वेगवान वाढीसाठी आमच्या अॅसेट लाईट धोरणाशी सुसंगत आहे. पुणे ही आशादायक बाजारपेठ आहे आणि आम्हाला श्रीरामसारख्या मोठ्या, प्रस्थापित ब्रँडच्या दृष्टीने लक्षणीय क्षमता दिसते.

आयटी/आयटीईएसशी असलेल्या सान्निध्यामुळे, उंड्री हे अलिकडच्या वर्षांत लक्षणीय मागणी असलेले महत्त्वाचे मायक्रो मार्केट म्हणून उदयास आले आहे. या तिमाहीत प्रकल्पाचा शुभारंभ होण्याची आम्ही वाट पाहत असून झपाट्याने उच्च पातळीवरचा दर्जा पुरवून आमच्या ग्राहकांना कमाल पातळीचे हमखास समाधान देण्यासाठी आम्ही कटिबद्ध आहोत."