



Product brief

- Total towers – 4
- Total units – 601
- Configuration – 2, 3 & 4 BHKs
- Size – 2BHK 835 to 840 sq. ft, 3BHK – 1100 to 1300 sq. ft.
- Price – Starting Rs 1.05 Cr++
- Location – Near Bavdhan, Pune
- Possession – NA
- Offer – EOI Benefits

USP– One of India’s top ranking golf courses in the vicinity (158 acres), 350+ acres of open space in the township, easy connectivity to major IT hubs, over 400 species of flora and fauna in project

TG profiling

- They fall into the upper-middle class to affluent class,
- Mostly end users looking to upgrade their homes and lifestyle within Pune. Some would even consider it as a second home.
- 65% of the TG belongs to the service sector, rest are self-employed.
- They belong to the age group of 35 to 60
- Looking for spacious apartments, homes surrounded by nature, modern lifestyle amenities.

Below TG has been analysed from ~2k booked clients of VANAHA

Age Group	Count	%
20 to 25	19	1%
26 to 35	350	18%
36 to 45	609	31%
46 to 55	595	30%
56 to 65	290	15%
66 to 75	68	3%
76 +	21	1%

Targeting Age group – Although the majority of the client are from the age group of 36 to 55 we can target the age groups between 26 to 65 years.

Residence Status	Count	%
RI	1804	93%
NRI	144	7%

Country targeting - Target only domestic market

Ethnicity Targeting

Ethnicity targeting – Target Maharashtrian, North / South Indian Hindu, Gujarati, Marwari/Marwadis and Gujarati speaking and dominating communities.

Country	Count	%
INDIA	1911	97.0%
USA	15	0.8%
UAE	14	0.7%
AUSTRALIA	5	0.3%
DUBAI	3	0.2%
England	3	0.2%
SINGAPORE	3	0.2%
UK	3	0.2%
Germany	2	0.1%
Ireland	2	0.1%
Qatar	2	0.1%
Sweden	2	0.1%
DUBAI	1	0.1%
Europe	1	0.1%
Japan	1	0.1%
Kuwait	1	0.1%
MAURITIUS	1	0.1%
Saudi Arabia	1	0.1%

City	Count	%
PUNE	1258	64%
MUMBAI	191	10%
THANE	61	3%
Navi Mumbai	39	2%
Kolhapur	30	2%
SANGLI	19	1%
NAGPUR	18	1%
PIMPRI		
CHINCHWAD	15	1%
AHMEDNAGAR	14	1%
NASHIK	13	1%
AURANGABAD	11	1%

Area	Count	%
KOTHRUD	179	10%
BAVDHAN	126	7%
BANER	76	4%
Pashan	59	3%
WARJE	45	3%
AUNDH	43	2%
Wakad	43	2%
Sinhgad Road	36	2%
SINHAGAD ROAD	27	2%
HADAPSAR	24	1%
PIMPRI	19	1%
THANE	19	1%
CHINCHWAD	18	1%
AMBEGAON	17	1%
ERANDWANE	17	1%
KONDHWA	16	1%
Pimple Saudagar	15	1%
KARVE NAGAR	14	1%
KarveNagar	14	1%
BALEWADI	13	1%
Mumbai, ANDHERI	13	1%
DHAYARI	12	1%
SHIVAJI NAGAR	12	1%
CHEMBUR	10	1%
HINJEWADI	10	1%
NIGDI	10	1%

Pune	Count	%
411021	178	14%
411038	154	12%
411045	71	6%
411041	62	5%
411057	54	4%
411007	42	3%
411004	40	3%
411027	39	3%
411058	36	3%
411046	25	2%
411052	25	2%
411038	23	2%
411051	22	2%
411014	21	2%
411030	21	2%
411021	19	2%
411028	17	1.4%
411016	16	1.3%
411020	15	1.2%
411048	15	1.2%
411008	13	1.0%
411018	13	1.0%
411060	13	1.0%
411045	13	1.0%
411037	12	1.0%
411017	11	0.9%
411023	11	0.9%
412115	11	0.9%
411009	10	0.8%

Location targeting –

- Maximum bookings are from Pune (64%) location BAVDHAN, Kothrud, Baner, Pashan, Warje, Aundh, Wakad.
- We will only target Pune and only the pincodes shown in the table.

Buyer Persona

Occupation –

- The TG occupation predominantly from the **Service sector** and also secondly are **Self employed / business owners**
- Target primarily people working in **IT parks, Infocity, Health sector, Real Estate, Banking, Defence, Education, Pharma,** etc
- Also for **Self employed / professionals** target Small business owners, SME owners, Proprietors, Doctors, CA, Lawyers etc
- Target all designations showed in the table and also CEO, CXO, CFO etc

Occupation	Count	%
Service	1160	60%
BUSINESS	315	16%
HOME MAKER	124	6%
PROFESSIONAL	95	5%
Retired	67	3%
NM	54	3%
SELF EMPLOYED	24	1%
Doctor	13	1%
Housewife	12	1%
ENGINEER	10	1%
STUDENT	10	1%
IT PROFFESIONAL	5	0.3%
ARCHITECT	4	0.2%
CA	3	0.2%
CONSULTANT	3	0.2%
LAWYER	3	0.2%
PROFESSOR	3	0.2%
ADVOCATE	2	0.1%
House Maker	2	0.1%
Politician	2	0.1%
TEACHER	2	0.1%
ACCOUNTS AND TAX CONSULTANT	1	0.1%
ARTIST	1	0.1%
BANKER	1	0.1%
BUILDER AND DEVELOPER	1	0.1%
GOVT.SERVANT	1	0.1%
PRINCIPAL	1	0.1%
SALES DIRECTOR	1	0.1%
SAP MANAGER	1	0.1%
VISITION LECTURER	1	0.1%

Sector
IT
Health
Real Estate
Banking
Defence
Education
Logistics
Pharma
Private
Consultant
Chemical
Automoblie
CA
Distribution
Fin. Services
Govt Of India
Manufacture
Maritime
Shipping
Stock market
Veterinarian

Designation
Director
Proprietor
Manager
Engineer
Software Engineer
Colonel
Owner
VP
CA
Designer
Deputy Manager
AGM
Chief. Officer
DGM
Executive Director
General Manager
Managing Director
MD
MD&CEO
MS GYN Obst
Pathalogist
PrincipalDeveloper
Professor
Senior Associate
Senior Lead SE
Senior Manger
Sr Manager
Sr. Mgr.
Sr. Solution Manager
Teacher
Team Lead