

TRAINING MATERIAL FOR INTERNAL
COMMUNICATION AND TRAINING
PURPOSE ONLY, NOT FOR CIRCULATION.



A WORLD OF THOUGHTFULNESS



VTP GROUP

- A conglomerate with **38 years of experience in construction industry.**
- The group also has a core construction materials company, which grew to **become #1 in Maharashtra** with most of the real estate brands in Pune as their customers.
- Armed with strength in contracting and material sourcing, **the group further leveraged it's footprint in Real Estate development. Crafting branded residential and commercial developments under the brand VTP REALTY.**

VTP REALTY

- **Backward integrated company** incorporated in the year 2009
- With the intention to revolutionize the real estate industry with branded residential & commercial projects **with a strong professional ethics framework.**
- Immense **strength in developing large projects** across the city simultaneously.
- Scientific approach to **spacial design with MLA.**
- Achieved exponential growth in the last 8 years, **beating all old / legacy brands in the city** and growing the gap every year.

**PUNE'S
UNDISPUTED #**



**REAL ESTATE
BRAND FOR THE PAST
5 YEARS CONSECUTIVELY***

**RANKED 5TH IN INDIA in terms of total units sold
for FY-2021-22.****

*Based on sales revenue in Pune

**Source: PropEquity Analytics Report - www.propequity.in

**TODAY, VTP'S
THOUGHT LEADERSHIP
IS RECOGNIZED
ACROSS THE COUNTRY.**

Despite being a single city
developer, as of now.

**VTP REALTY
IS A PRODUCT
COMPANY WITH THE
MINDSET OF THE
SERVICE INDUSTRY.**

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OUR PHILOSOPHY THAT IS REDEFINING INDIA'S REAL ESTATE



BETTER DESIGN

Layouts that maximize the potential of each room offering more usable space inside a home, upgraded premium specifications, amenities for every family member and better value for money.



BETTER BUILD

- Use of latest construction technology, despite higher construction costs to achieve highest quality & finishes
- Highest build quality with multiple stringent quality checks during the construction timeline
- Quality audit during construction by our internal team as well as 3rd party external auditors
- Before possession final inspection by renowned industry experts
- Backward integration that allows easy access to the best construction materials

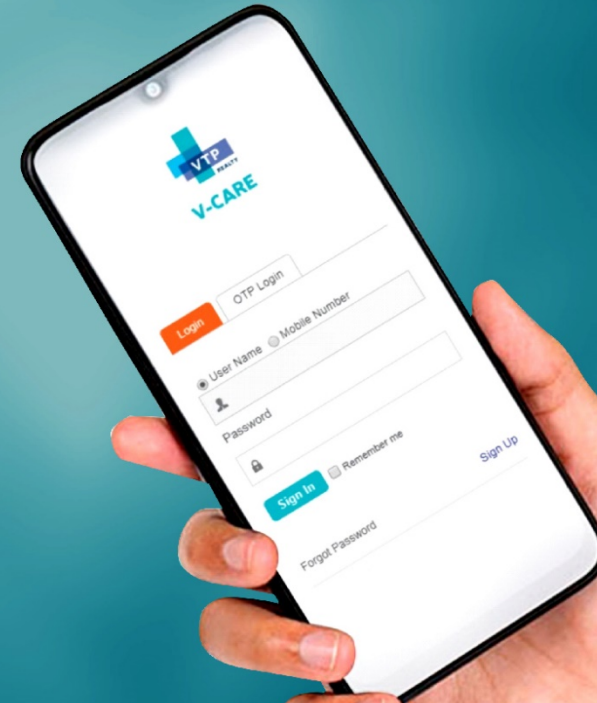


BETTER CARE

- Fixed pricing, no hidden costs & transparent transactions
- No transfer fee on resale
- Highly rewarding referral & loyalty benefits
- Advantage of SIMPLEASE - Dedicated team for leasing commercial units to source top retail, FMCG, supermarket, F&B/QSR brands
- Community Building programs after possession
- V-Care Customer Portal for single window communication with customers

TAKING OUR RELATIONSHIP TO THE NEXT LEVEL THROUGH OUR V-CARE CUSTOMER PORTAL

- Easy access to your property details
- Details of the project and its progress report
- Full details of the payments and documents
- Details of all VTP Realty projects & special offers
- Raise your complaints and track turn around time
- Referral schemes & benefits



VTP BRAND PROMISE



MLA ADVANTAGE OF BIGGER ROOMS

Intelligent plan with zero wastage. Maximum usable spaces. Bigger room dimensions in same carpet area.



HIGH BUILD QUALITY

Uncompromising approach towards quality and durability. Multi-level quality audits both by internal & 3rd-party teams.



RIGHT PRICED PRODUCTS

Value creation at any price point. Our product justifies the price they command.



CUSTOMER CENTRIC APPROACH

Our customers are central to our product design and service processes. We aim for customer delight in every aspect.



POST SALES & POST POSSESSION SUPPORT

Hand-holding customers till they move in, and even beyond.



TRANSPARENT TRANSACTION

Fixed & fair price policy. Same price for all channels. No hidden costs.



HIGHER RETURN ON INVESTMENTS AND BETTER RENTALS

Strategic locations, futuristic features and specifications, grand amenities ensure greater ROI. Maximum end users living make sure our projects also get higher rentals.

LEGACY IS REDEFINED

BY LEADERSHIP:

INDUSTRY RECORD HOLDERS

IN SALES & **NOW SETTING**

HIGHEST BENCHMARKS

IN DELIVERY TOO.

#LeadershipIsTheNewLegacyNow



A hand holding a white house model and another hand holding keys with a house-shaped tag.

**CURRENTLY DEVELOPING
30 MILLION SQ.FT.
SIMULTANEOUSLY.**

And setting new benchmarks in the real estate industry with a stellar delivery.

**3 MILLION SQ.FT.
DELIVERED IN
FY 2022-23.**

The only developer with such massive strength.

RECENT DELIVERED PROJECTS



VTP BEL AIR - PHASE 1
1, 2 & 3 bedroom homes, Mahalunge



VTP CYGNUS - PHASE 1
1, 2 & 3 bedroom homes, New Kharadi



VTP LEONARA - PHASE 1
1, 2 & 3 bedroom homes, Mahalunge



VTP BEAUMONDE - PHASE 1
2 & 3 bedroom homes, New Kharadi



HILIFE - PHASE 1
2 & 3 bedroom homes, Wakad

RESIDENTIAL

VTP CELESTA - 3 bed residences - NIBM

URBAN SPACE - 3.5 & 4.5 bed residences - NIBM

URBAN BALANCE -

- 3 bed residences - Magarpatta Road

VTP ALPINE - 2, 3 & 4 bed residences - Mahalunge

VTP SOLITAIRE - PH 1 - 2 & 3 bed residences - Baner

VTP PURVANCHAL - PH 1

- 1, 2 & 3 bed residences - Wagholi

VTP URBAN RISE - 1.5 & 2 bed residences - Pisoli

VTP URBAN SOUL - 2 bed residences - Kharadi

VTP URBAN NIRVANA

- 2 & 3 bed residences - Kharadi

VTP LANDMARK - 1 & 2 bed residences - Undri

VTP ONE - 1 bed residences - Kharadi

VTP ALPINE



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VTP ALPINE LOBBY



VTP SOLITAIRE



VTP SOLITAIRE LOBBY



URBAN SPACE



VTP PURVANCHAL



VTP CELESTA LOBBY



VTP CELESTA



VTP URBAN NEST

COMMERCIAL

KP SQUARE - Showrooms & Offices, Chinchwad

TRADE PARK -

Showrooms, Offices & Restaurants, Undri

THE MARKETPLACE - Retail & Offices, Undri

VTP HOUSE - Corporate HO, Viman Nagar

LANDMARK - Retail & Offices, Undri

Hotel Cypress - Kalyani Nagar

SCHOOLS

VIBGYOR ROOTS & RISE SCHOOL - Chinchwad

VIBGYOR ROOTS & RISE SCHOOL - Wagholi

EDEN INTERNATIONAL SCHOOL - Talegaon





18,000+

**HAPPY CUSTOMERS &
ADDING MORE EVERY MONTH**

IT'S GREAT TO BE RECOGNIZED BY THE MOST RECOGNIZED



Realty+ नवभारत



THE ECONOMIC TIMES




ASIA PACIFIC PROPERTY AWARDS
in association with



AWARD WINNER

APARTMENT CONDOMINIUM DEVELOPMENT

VTP Bellissimo by VTP Realty

2023-2024



ASIA PACIFIC PROPERTY AWARDS
in association with




AWARD WINNER


MARKETING CAMPAIGN

Khushhiyoon Ki Hogi Phir Subah - VTP Euphoria

2023-2024



ASIA PACIFIC PROPERTY AWARDS
in association with



AWARD WINNER

RESIDENTIAL DEVELOPMENT

Velvet Villa by VTP Luxe

2023-2024



40 Under 40 Realty Plus Awards - 2021
Asia One - 2020



ET NOW Real Estate Awards - 2020

Innovative leadership that builds a strong foundation.



The Economic Times Real Estate Awards - 2022
13th Realty+ Excellence Awards - 2022
Maharashtra State Best Employer - 2022
CIA World Construction & Infra Annual - 2022
ET NOW - Stellar Record Awards - 2022
Times Realty Icons - 2022



14th Realty+ Excellence Awards - 2023
The Economic Times Real Estate - 2022
13th Realty+ Excellence Awards - 2022
ET NOW National Feather Awards - 2022
CIA World Construction & Infra - 2022
Times Realty Icons - 2022

Earned the moniker “turnaround” specialists of the industry.



Realty Plus Excellence Awards - 2022
Zee Business Excellence Awards - 2021



Realty Plus Excellence
Awards - 2022



Realty Plus Excellence Awards - 2022
Economic Times Leadership Awards - 2021



Realty Plus Excellence
Awards - 2022



14th Realty+ Excellence
Awards - 2023

Select awards of the recent years.
For more, visit
www.vtprealty.in/awards



**WELCOME TO
THOUGHTFULLY DESIGNED HOMES,
WHERE GREEN SERENITY MEETS
URBAN CONVENIENCE...**

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CODENAME

NatureScape

WEST BAVDHAN

PREMIUM 2, 3 & 4 BED RESIDENCES

COMING SOON

- **A home amidst verdant greenery, yet close to all the creature comforts of a modern lifestyle is exactly what you ever wanted!**
- **Breathe fresher and cooler air as the climate in Bavdhan West is at least a couple of Celsius degrees lower than Kothrud.**

CODENAME
NatureScape
COMING SOON

- **Surrounded amidst forest cover on 3 sides, Codename Naturescape not only enjoys beautiful views but also enjoys a quietly tucked away location**
- **Minutes away from the bustling hub of Chandani Chowk, the projects enjoys a quiet luxury that easily blurs the din and allows you to hear the peacocks call**

CODENAME
NatureScape
COMING SOON

- **Located in the shadows of the NDA hills, Brand VTP presents Codename Naturescape. Armed with the trust and leadership legacy of the brand, the premium project offers large living spaces which are designed to perfection!**
- **Dotted with amenities to cater to every age group, Codename Naturescape is your best option in Bavdhan West!**

CODENAME
NatureScape
COMING SOON



LOCATION ADVANTAGES

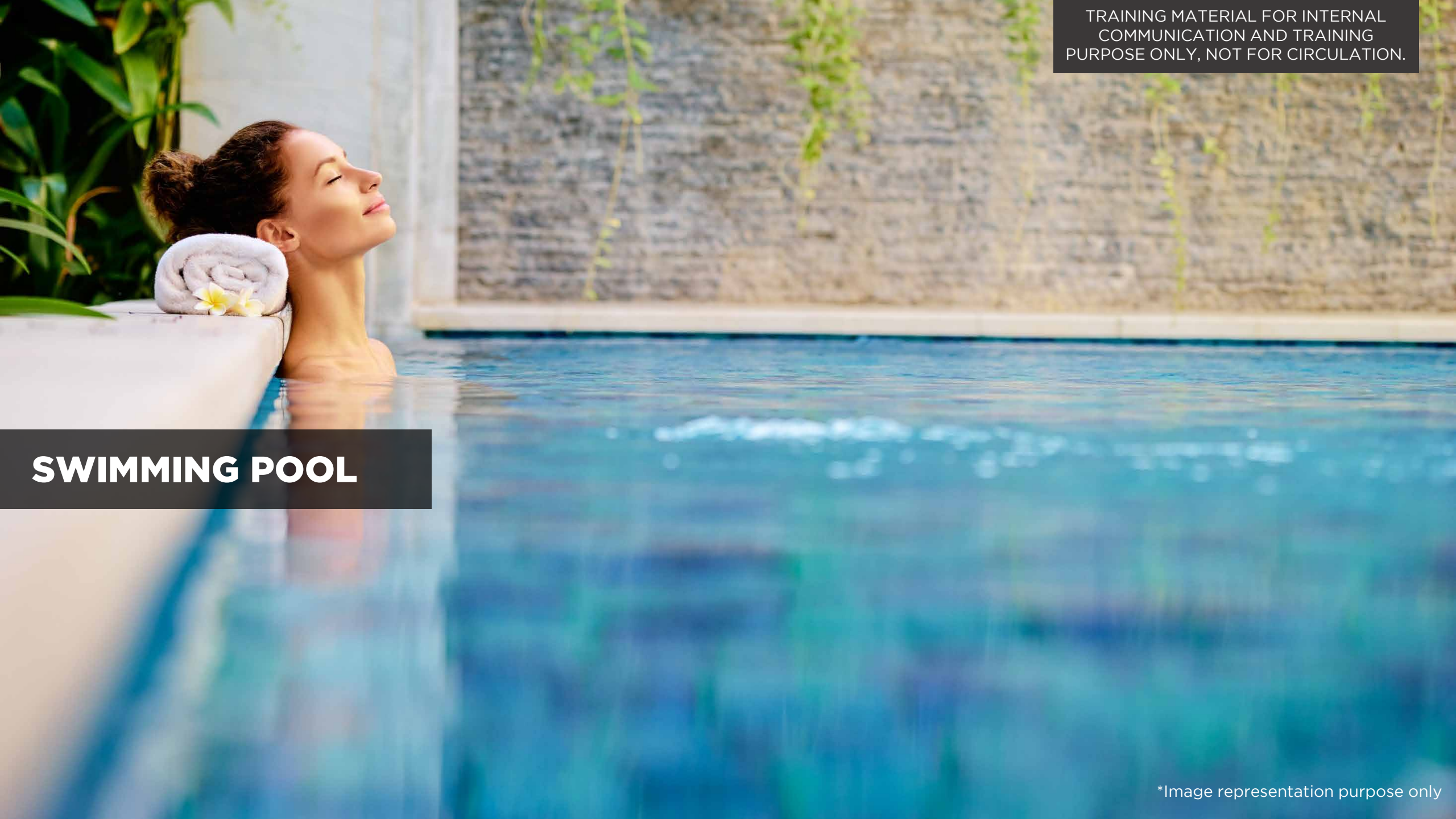
- Access Bawdhan East or **Kothrud within a few minutes drive** (2.5 kms distance) from the project.
- The Mumbai-Pune-Bangalore Highway (NH 48) is just 5 mins. away and offers easy access to all parts of Pune city especially **along the highway like - Bawdhan East, Kothrud, Baner, Pashan, Aundh, Sus, Warje, Wakad etc.**
- The **proposed Pune Ring Road being planned by the PMRDA will connect Bawdhan** to many industrial locations/MIDCs like Chakan, Ranjangaon etc.
- **Hinjewadi IT Park, Lohia - Jain IT Park, Oracle, Calsoft, Fundtech, Prabhavatech Park, Nano Space IT Park, and Pune IT Park** are some of the SEZs easily accessible from Codename Naturescape.
- The entire corporate hub of **Baner-Balewadi is buzzing with new development and job opportunities** and is quickly accessible from Bawdhan.
- The newly opened **Phoenix Millennium Mall at Wakad** is located at a quick drive distance from Bawdhan.
- The **metro will connect Chandani Chowk in the West to Ramwadi in East** and connect Bawdhan to prominent locations not only in the West but also in the East like Pune Station, Kalyani Nagar and Viman Nagar.

- **3 TOWERS OF 22 STORIES EACH**
- **GRAND ENTRANCE GATE**
- **SHOWROOMS AND RETAIL
HIGH-STREET ON THE GROUND LEVEL**

CODENAME
NatureScape
COMING SOON

- CLUBHOUSE
- GYMNASIUM
- PARTY HALL
- INDOOR GAMES ROOM

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SWIMMING POOL

*Image representation purpose only

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KIDS POOL



*Image representation purpose only



PARTY LAWN

**AMENITIES ON THE VEHICLE &
POLLUTION-FREE PODIUM**

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JOGGING TRACK



CYCLING TRACK

*Image representation purpose only



SENIOR CITIZEN SIT-OUT



AMENITIES ON THE VEHICLE & POLLUTION-FREE PODIUM

CHILDREN'S PLAY AREA

HALF BASKET BALL COURT



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NET CRICKET PITCH

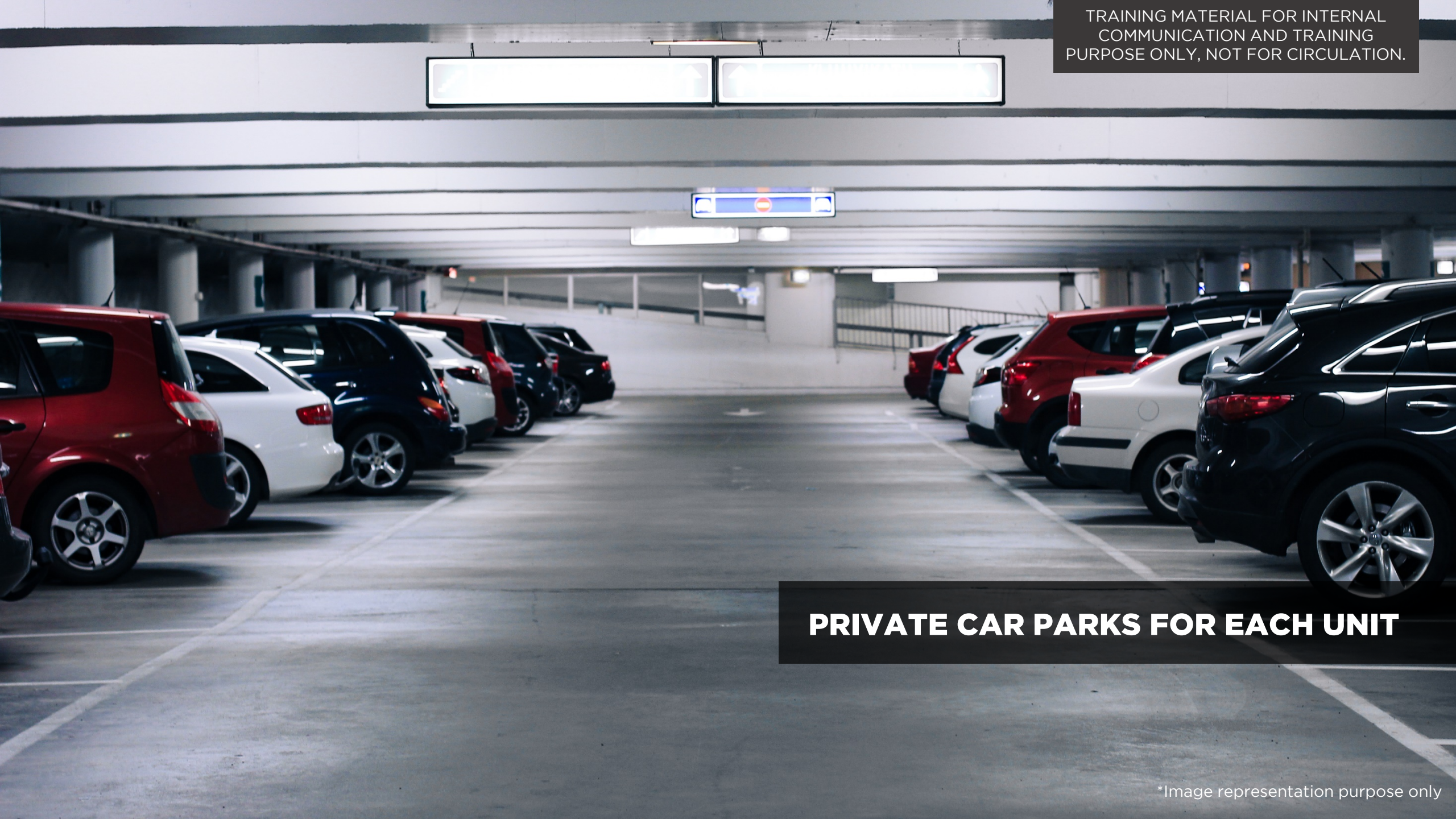


MULTIPURPOSE COURT



*Image representation purpose only

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PRIVATE CAR PARKS FOR EACH UNIT

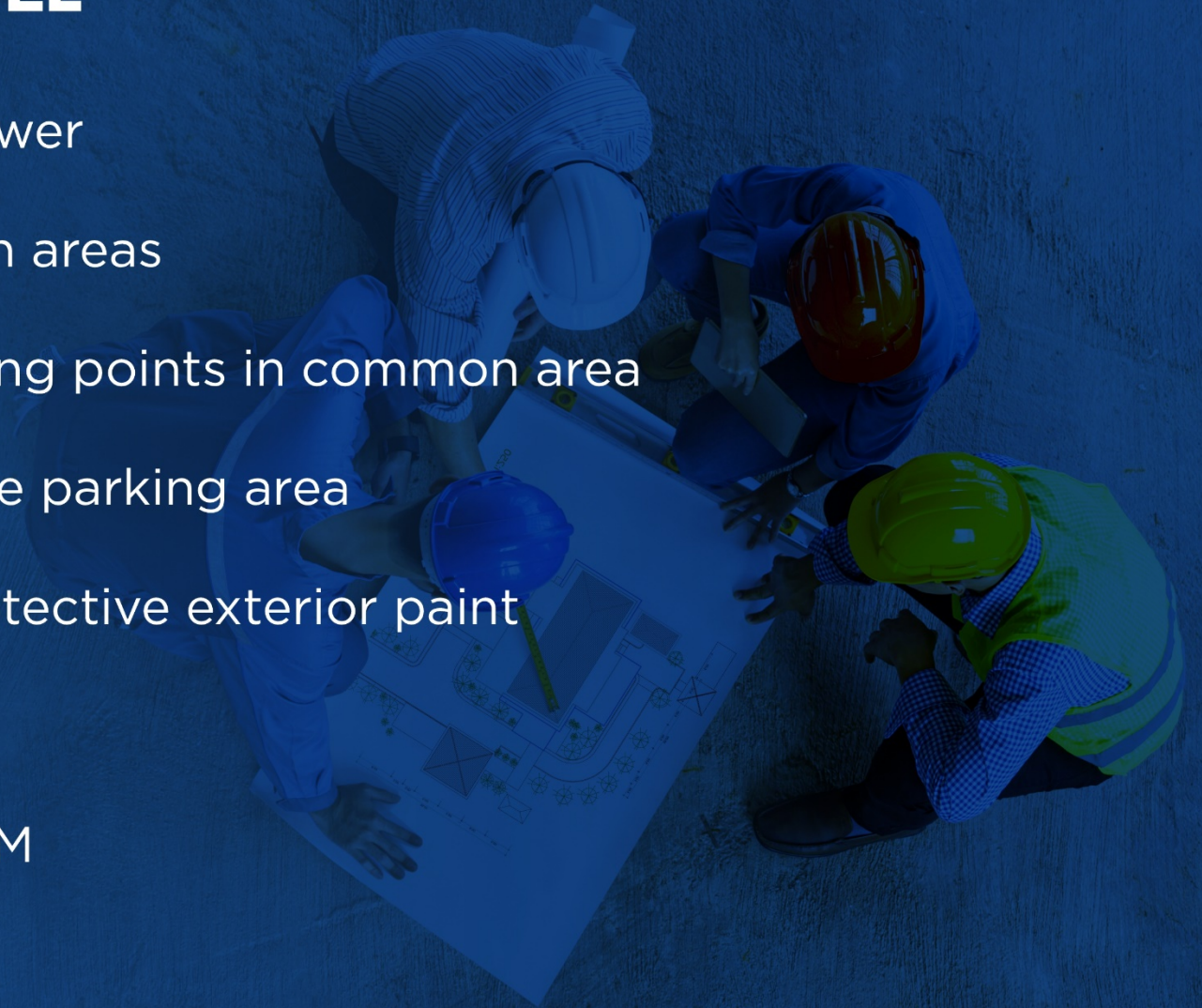
*Image representation purpose only

**BALCONY WITH TOUGHENED
GLASS WITH S.S. RAILINGS &
MASONRY WALL FOR UTMOST
SAFETY & AESTHETICS.**

*Image representation purpose only

FINER DETAILS - PROJECT LEVEL

- Stylish entrance lobbies for every tower
- 100% DG back-up for lifts & common areas
- Provision for electric vehicles charging points in common area
- Common washroom for drivers in the parking area
- Superior quality apex / texture / protective exterior paint
- Earthquake resistant RCC structure
- Construction Technology - ALUFORM
- Project will have a STP and WTP



DELIGHTFUL FINER DETAILS - INSIDE YOUR HOME

INTERNAL WALL FINISHES

- Plastic emulsion paint for internal walls

INTERNAL FLOORING

- Living, Dining, Kitchen, Bedrooms - Marble Finish Glazed Vitrified Tiles (1200mm x 600mm)
- Anti-skid ceramic tiles - Dry Balcony & Terraces/Balcony

DOORS

- Veneer finish main entrance door with digital lock
- Bedrooms & bathrooms - Laminated flush doors
- Cylindrical lock for all washrooms and bedrooms

WINDOWS

- Powder coated aluminum sliding windows with mosquito net

KITCHEN

- Premium kitchen platform with S.S. sink
- Ceramic/glazed tiles above kitchen platform of 2 feet
- Provision for water purifier

BATHROOMS

- Granite door frames
- Designer CP & sanitary fittings - Jaquar / CERA / Kohler / Hindware / American Standard or equivalent
- Flooring - Antiskid tiles
- Designer decorative dado tiles up-to 7 feet
- Solar water connection in master toilet
- Geyser point in all toilets

TERRACE / BALCONY

- Railing with partial masonry wall and toughened glass

PLUMBING

- Concealed anti-corrosive plumbing

ELECTRICAL

- Switches - Anchor / Legrand / Schneider / L&T or equivalent
- Concealed copper wiring with M.C.B.
- AC points in all rooms except kitchen

POWER

- 100% DG back-up for lifts & common area
- Provision for inverter

AUTOMATION

- Intercom facility through video door phone

SECURITY

- 3-tier security

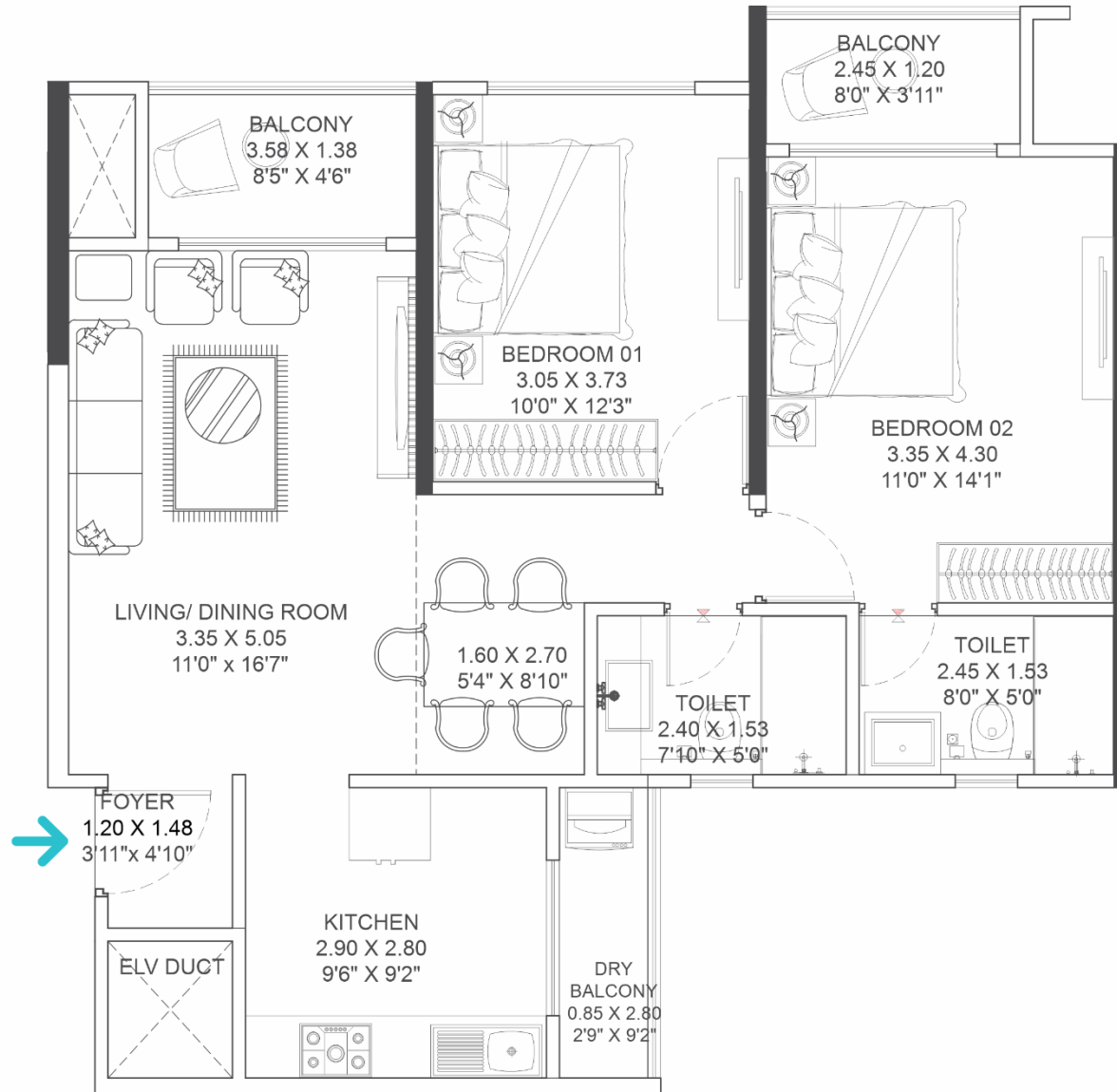


VENEER FINISH MAIN DOOR WITH DIGITAL LOCK

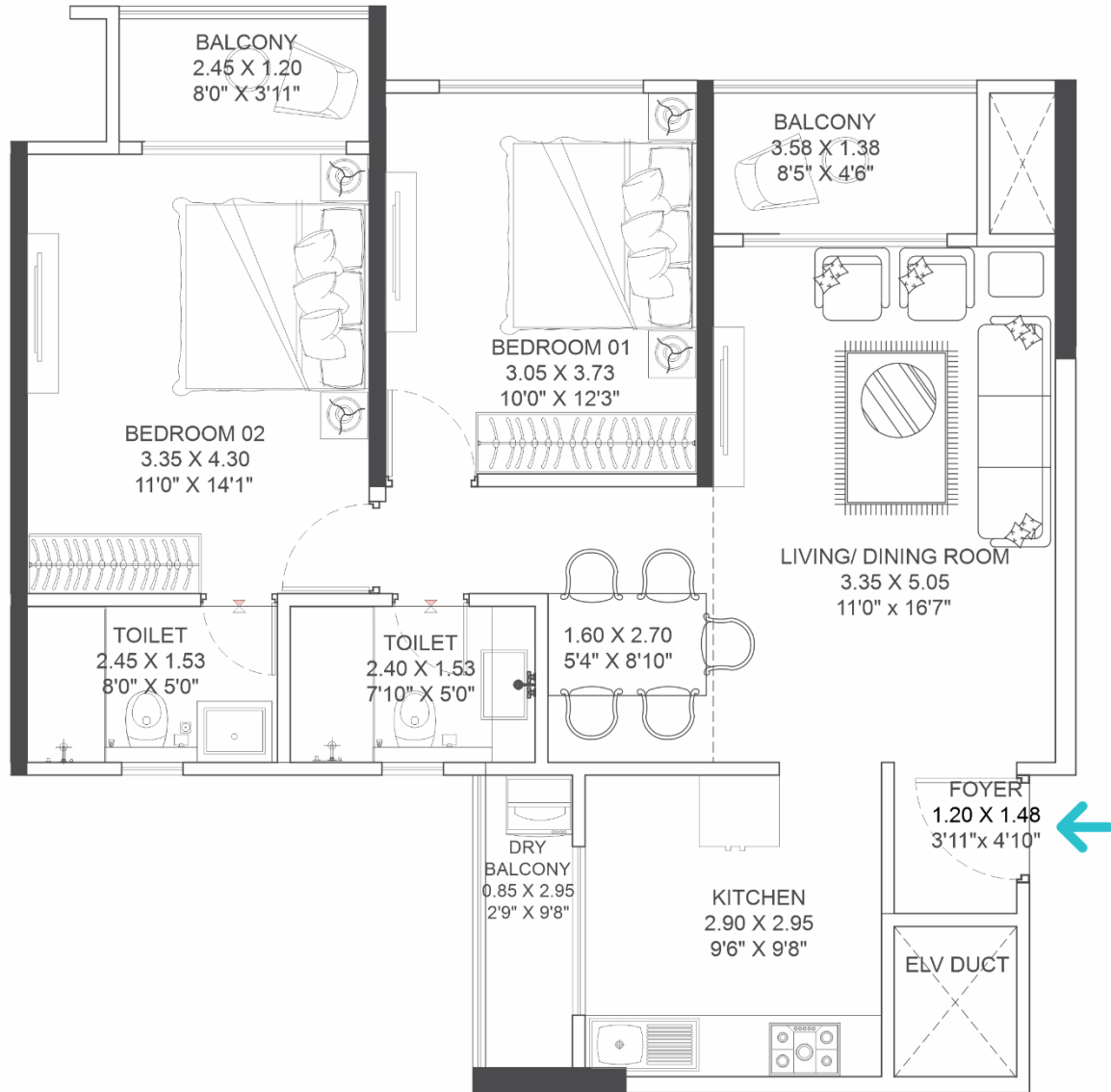
- The premium appeal of your home begins even before you enter
- Durable and long life

B - BUILDING
2BHK
UNIT PLANS

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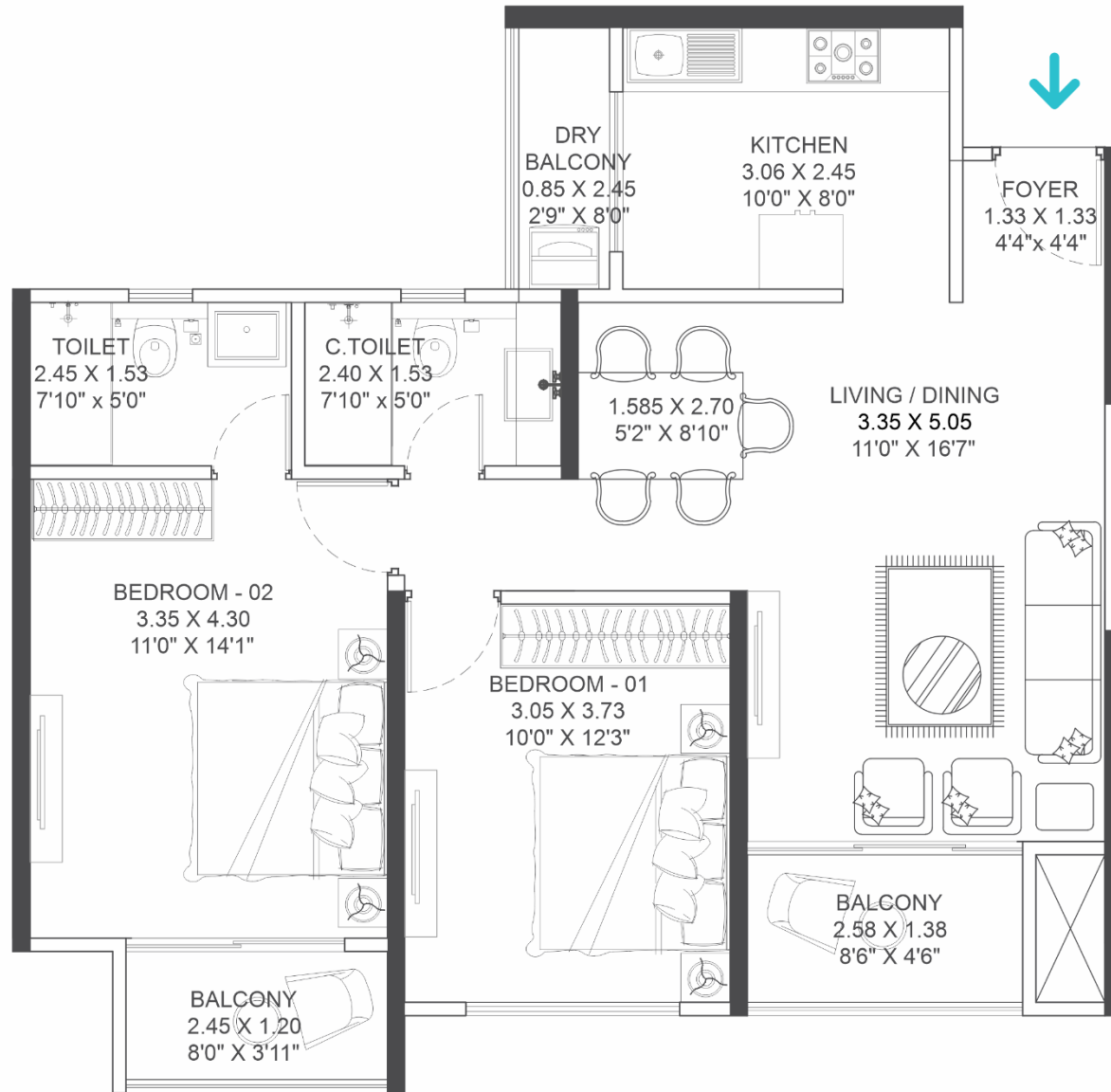


2 BHK TYPE 1 B - BUILDING

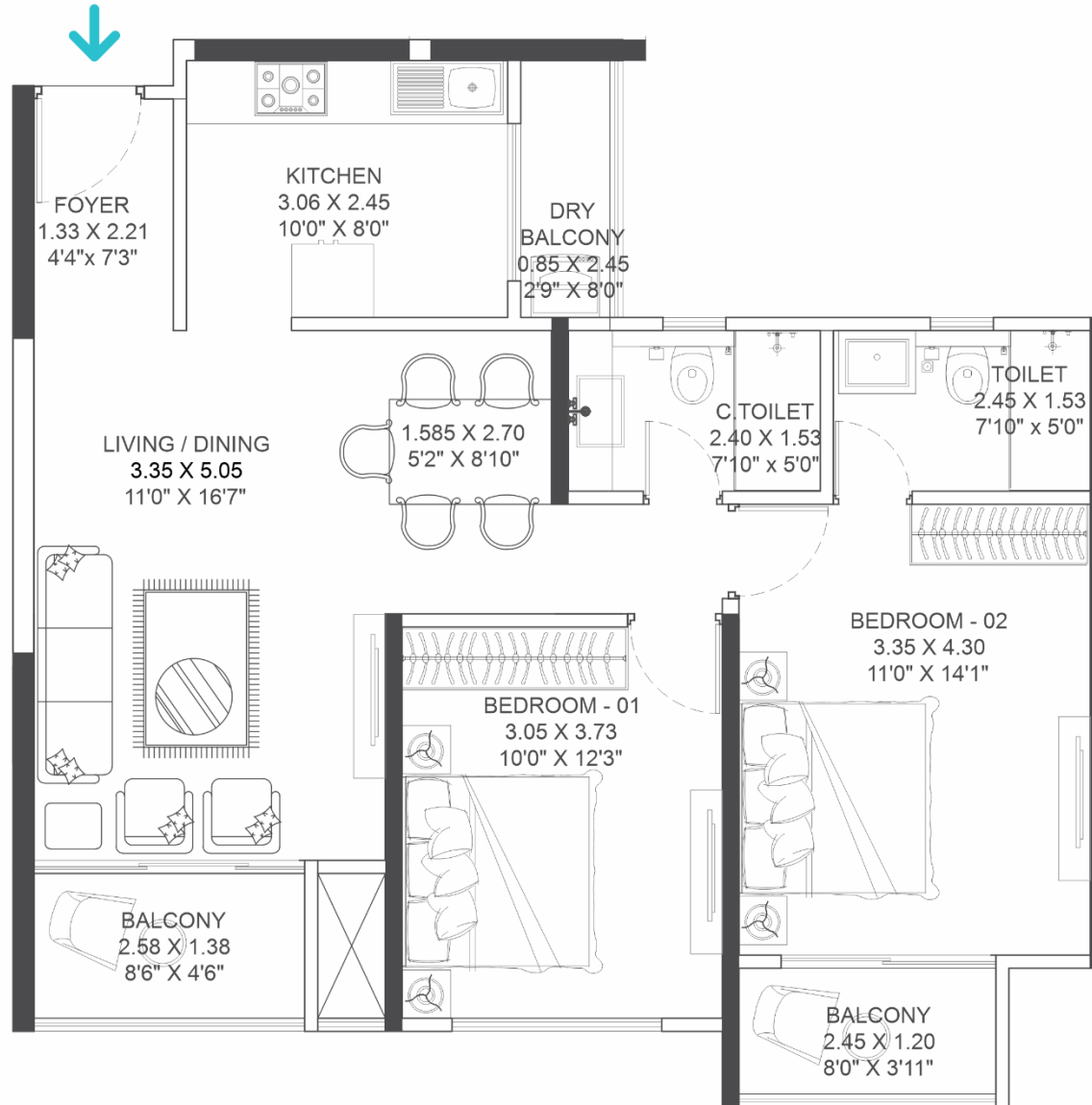


2 BHK TYPE 2 B - BUILDING





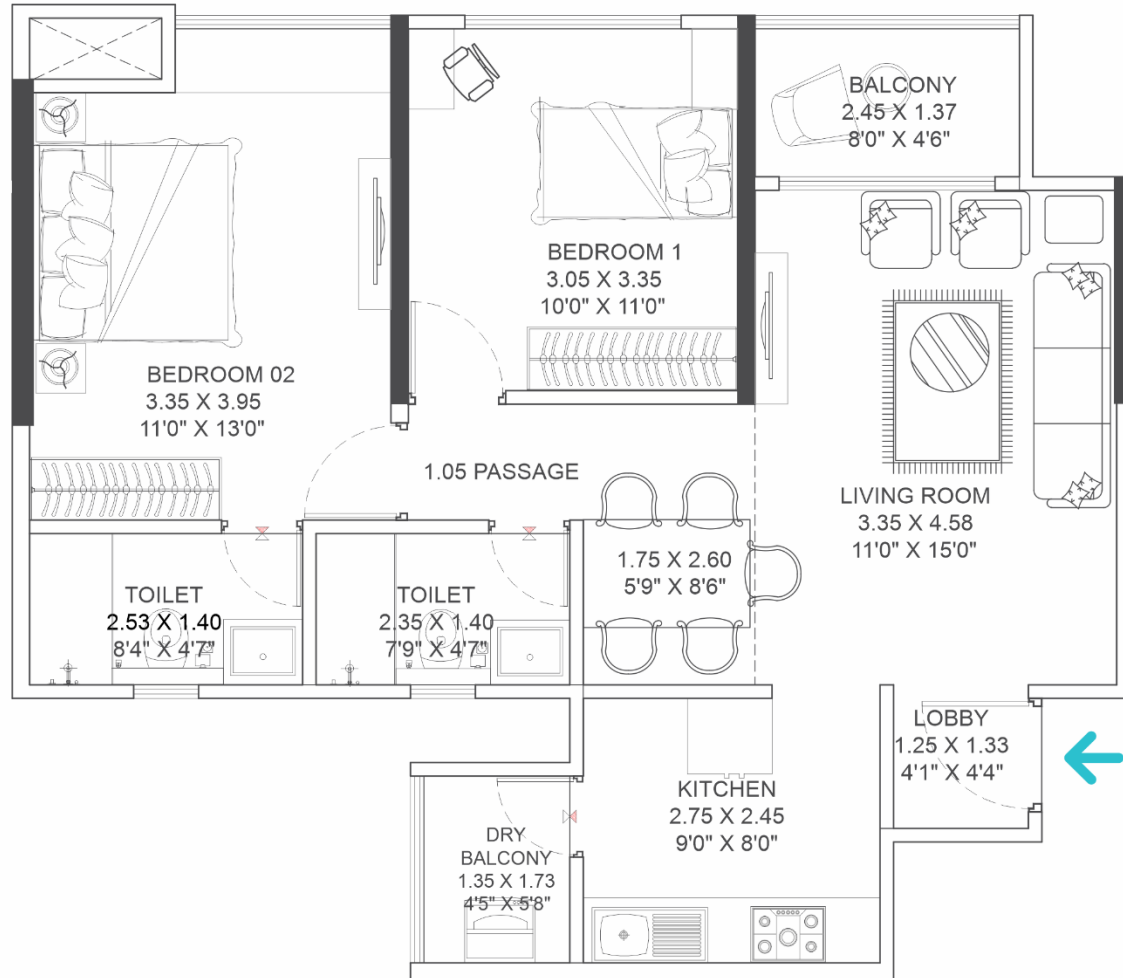
2 BHK TYPE 3 B - BUILDING



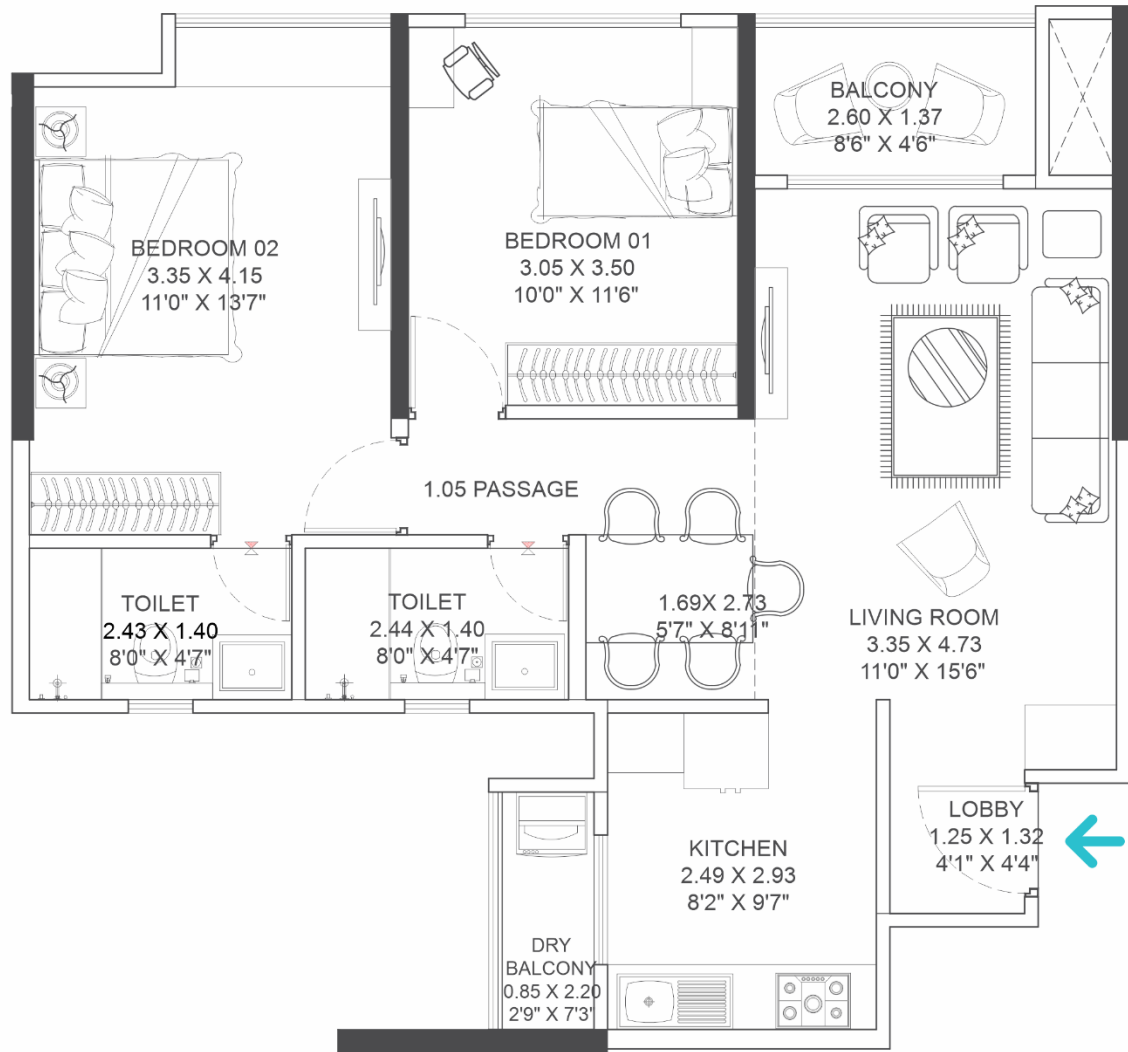
2 BHK TYPE 4 B - BUILDING

C - BUILDING
2BHK
UNIT PLANS

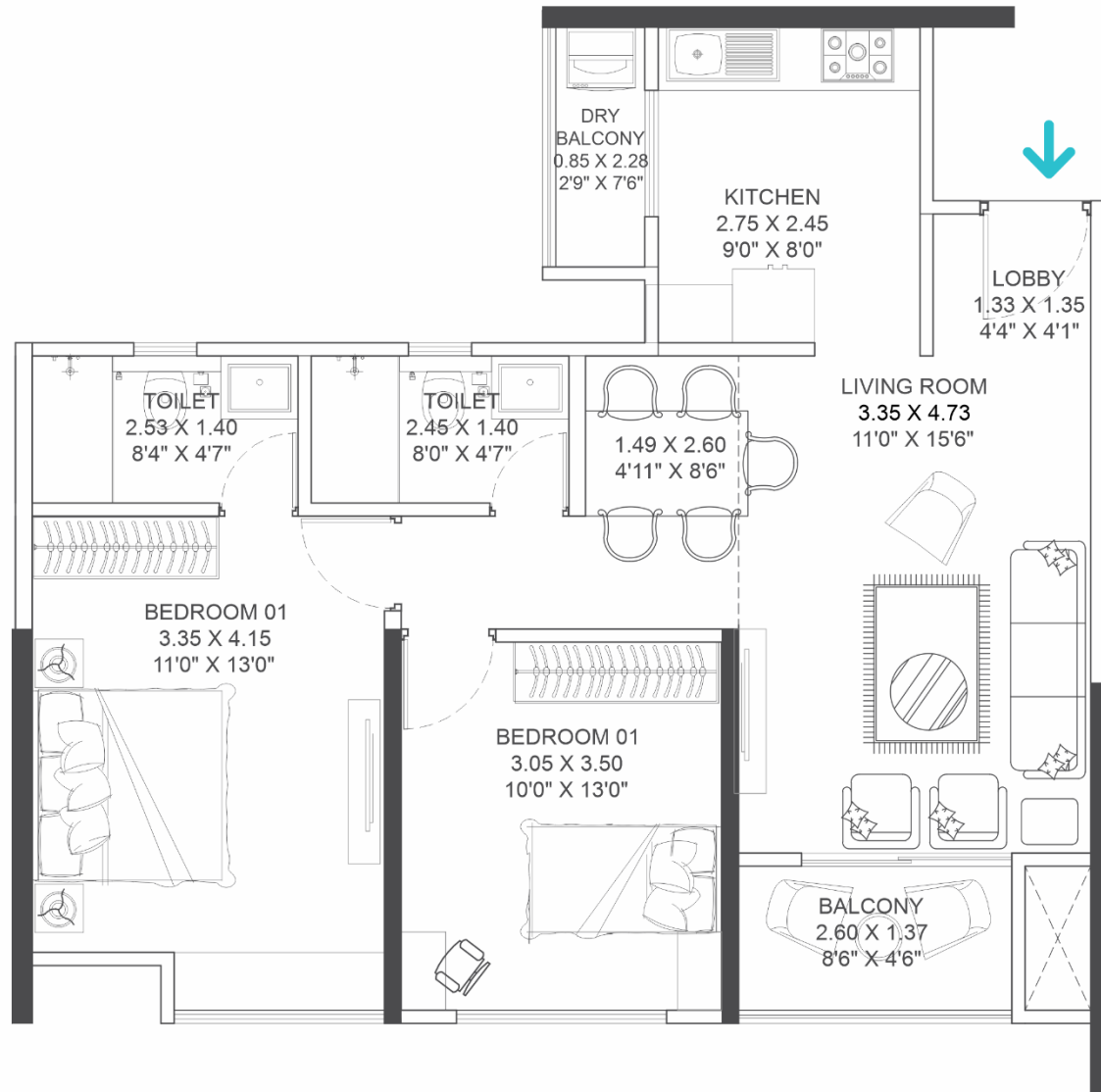
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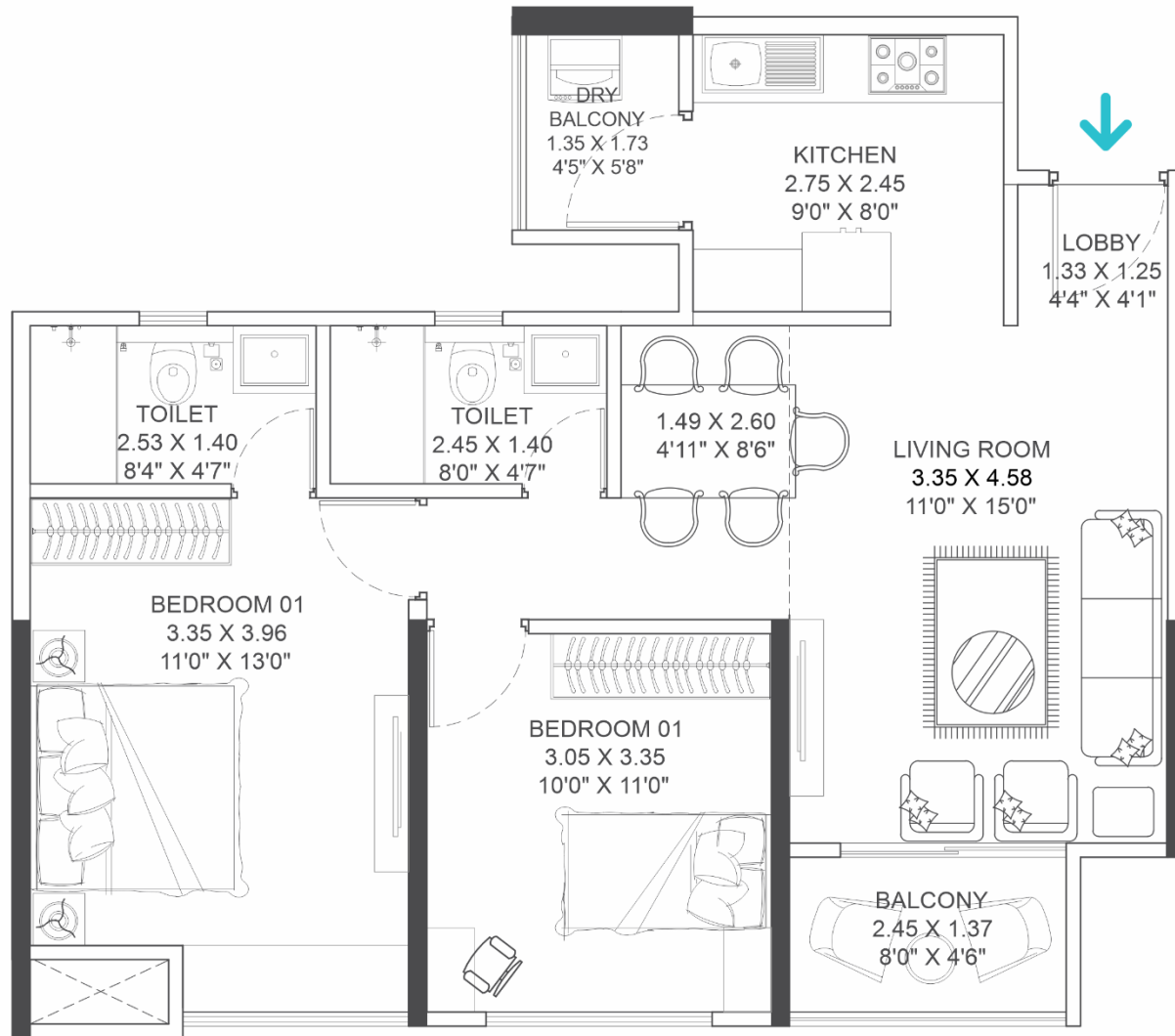
2 BHK TYPE 1 C - BUILDING



2 BHK TYPE 2 C - BUILDING



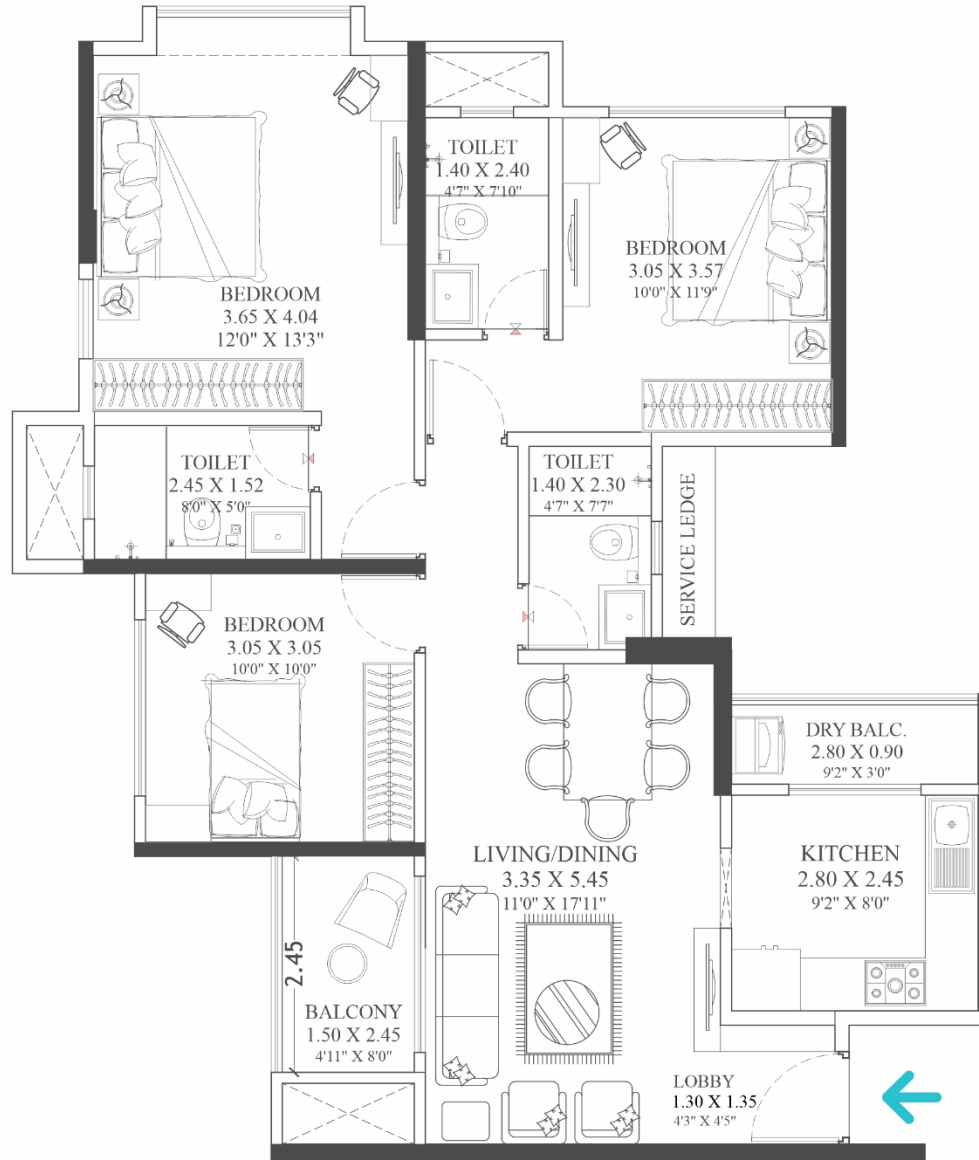
2 BHK TYPE 3 C - BUILDING



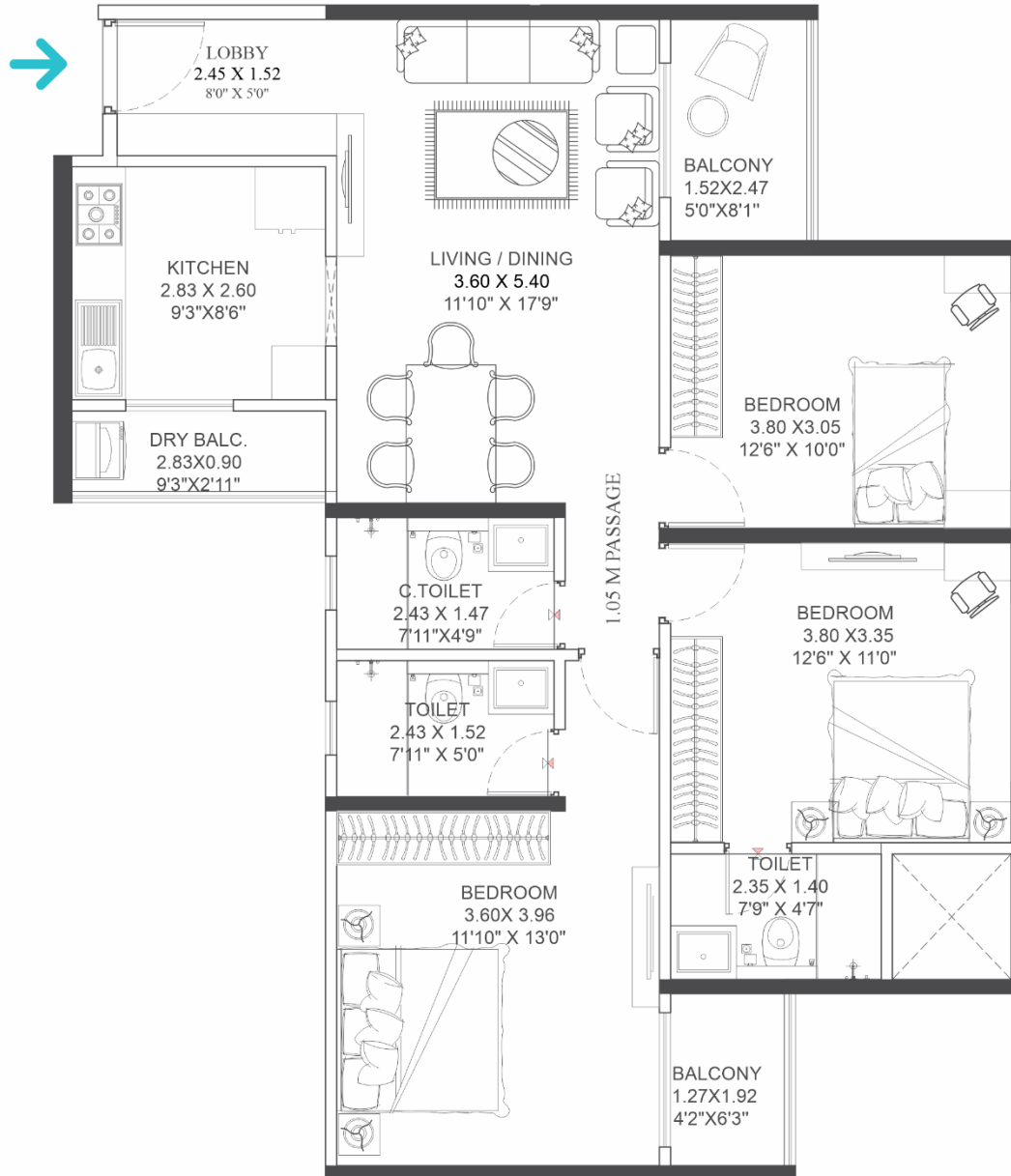
2 BHK TYPE 4 C - BUILDING

A - BUILDING
3BHK
UNIT PLANS

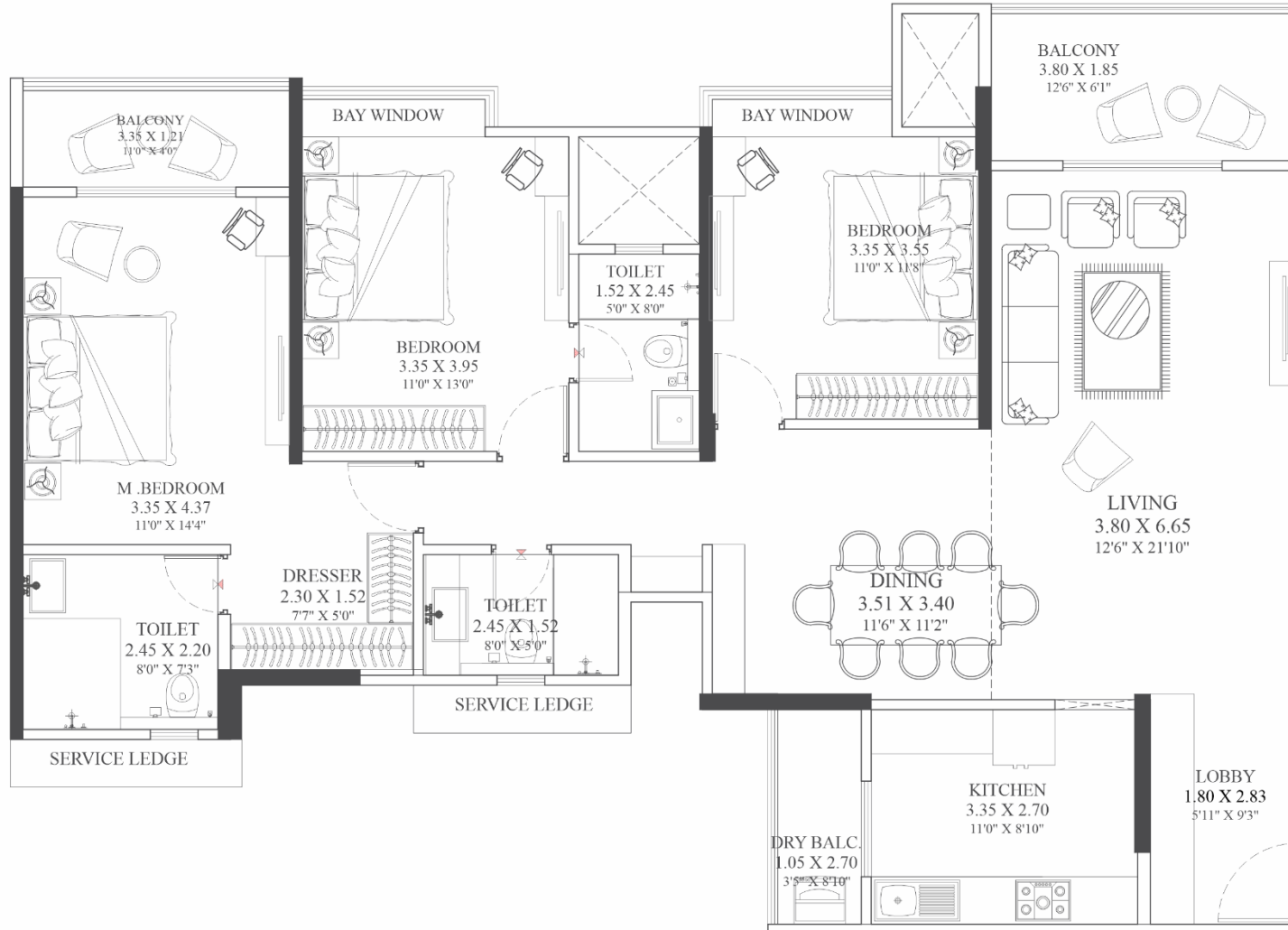
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3 BHK TYPE 1 A - BUILDING



3 BHK TYPE 2 A - BUILDING



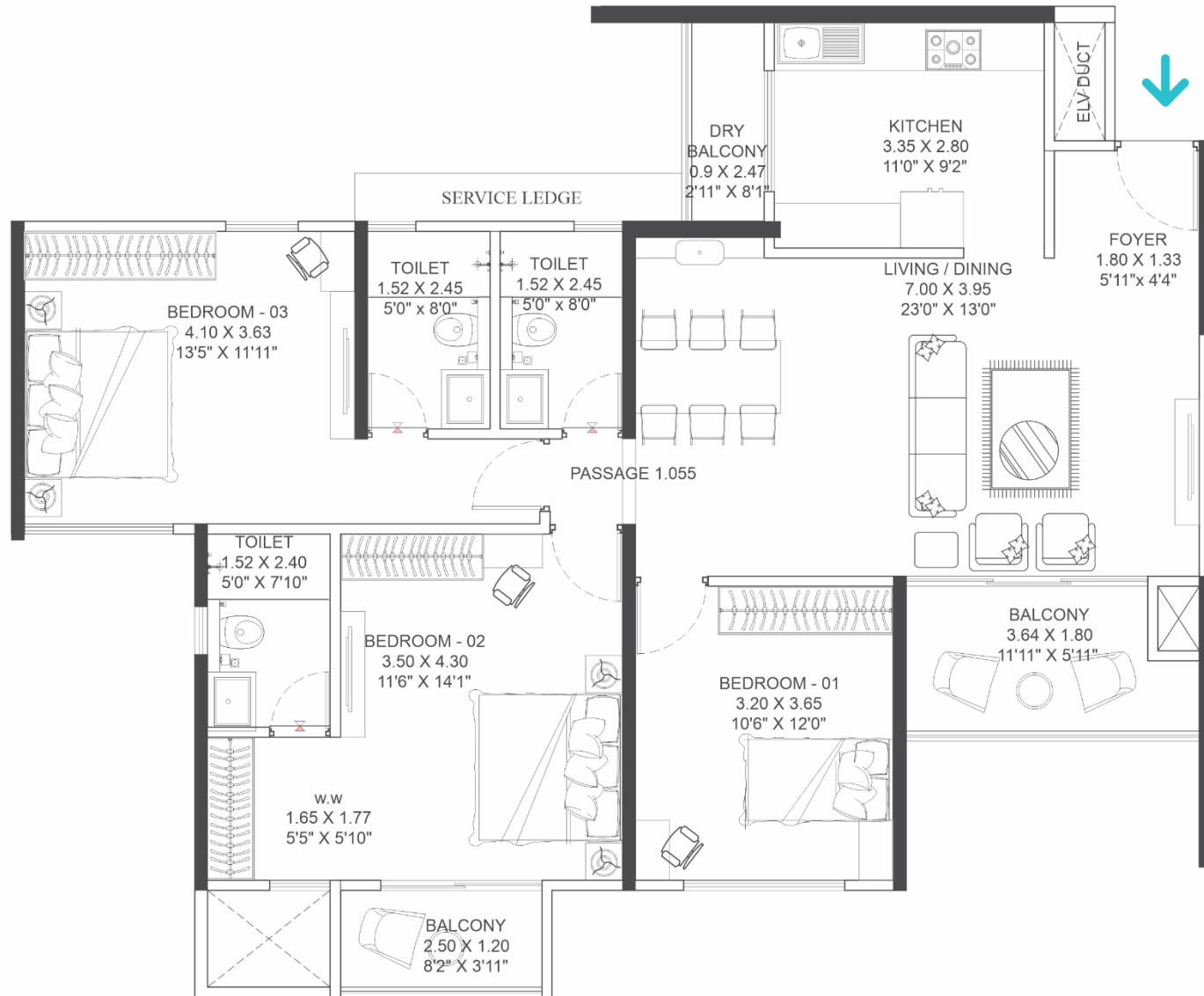
3 BHK TYPE 3 A - BUILDING



Note : There may be minor changes in the final plans with respect to RCC members of building. The unit plans and dimensions are tentative and may change.

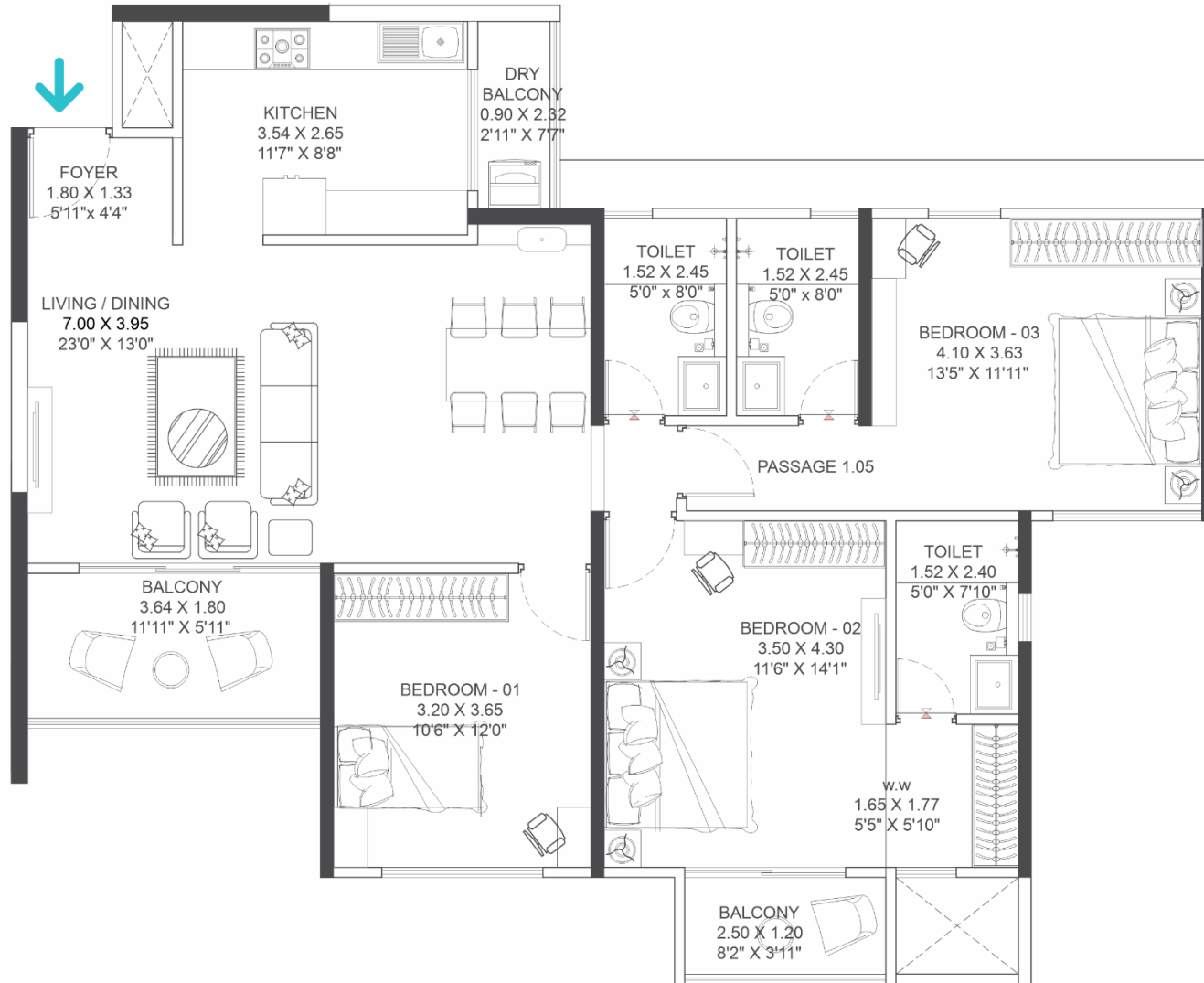
B - BUILDING
3BHK
UNIT PLANS

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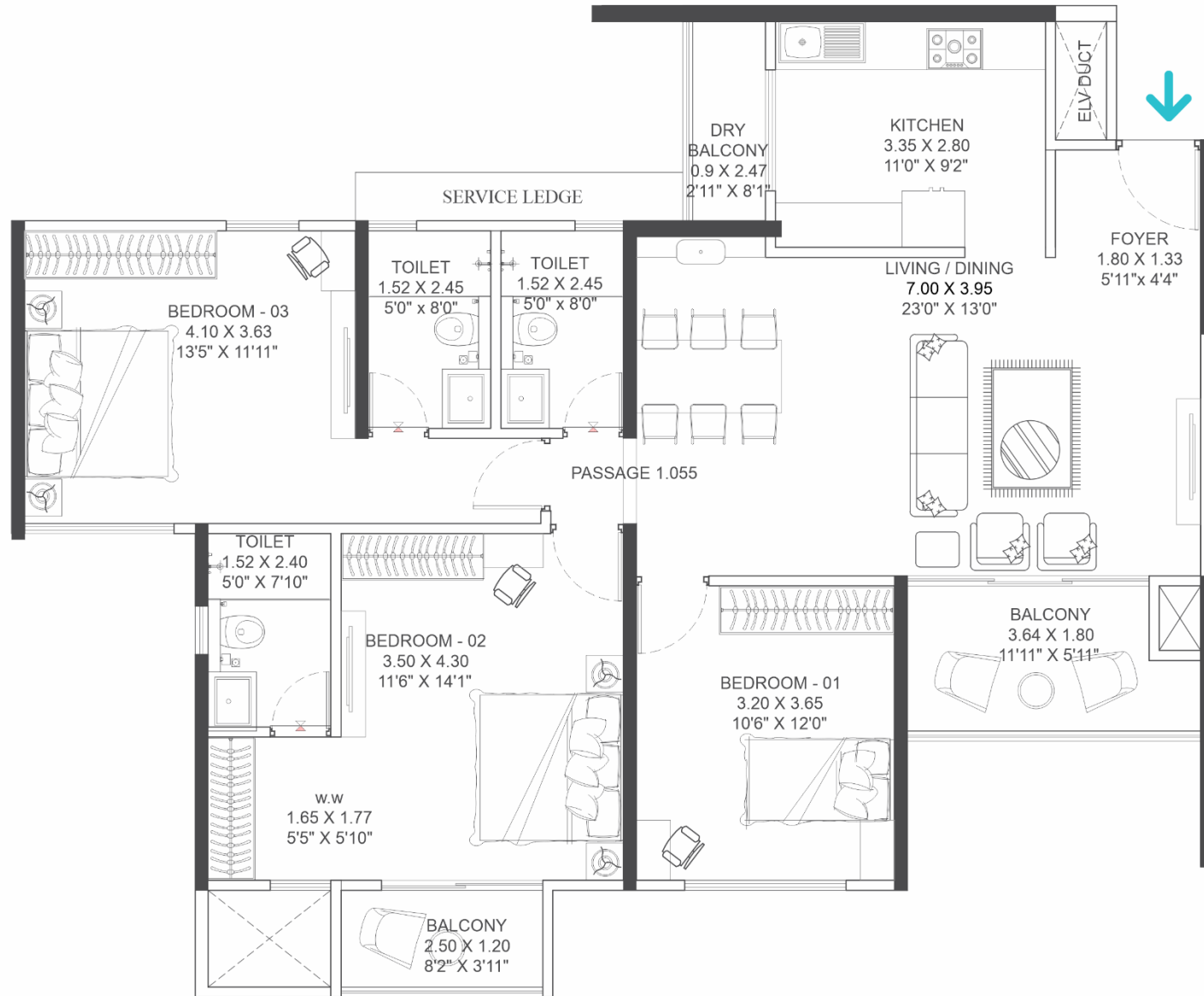




3 BHK TYPE 2 B - BUILDING



3 BHK TYPE 3 B - BUILDING

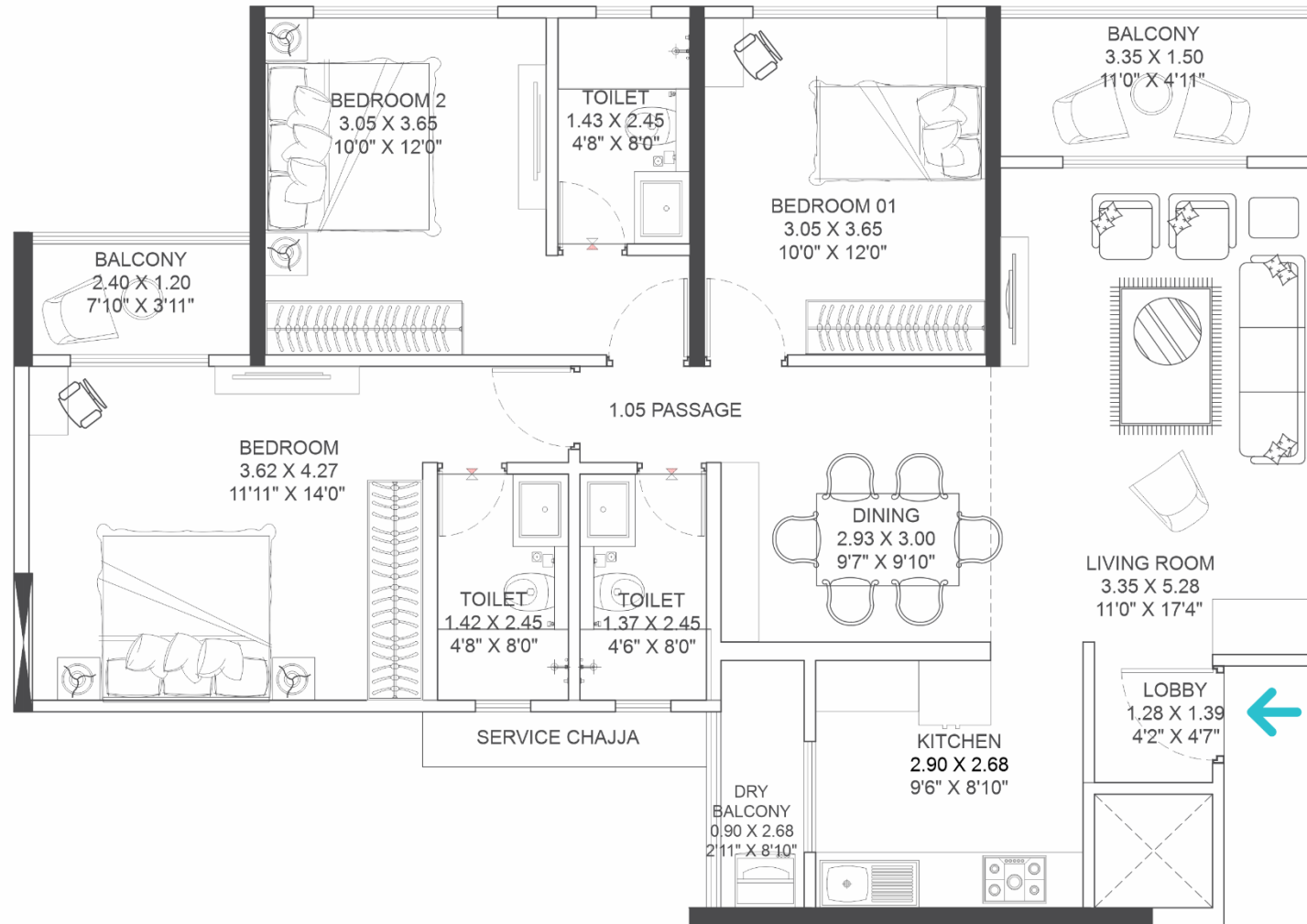


3 BHK TYPE 4 B - BUILDING

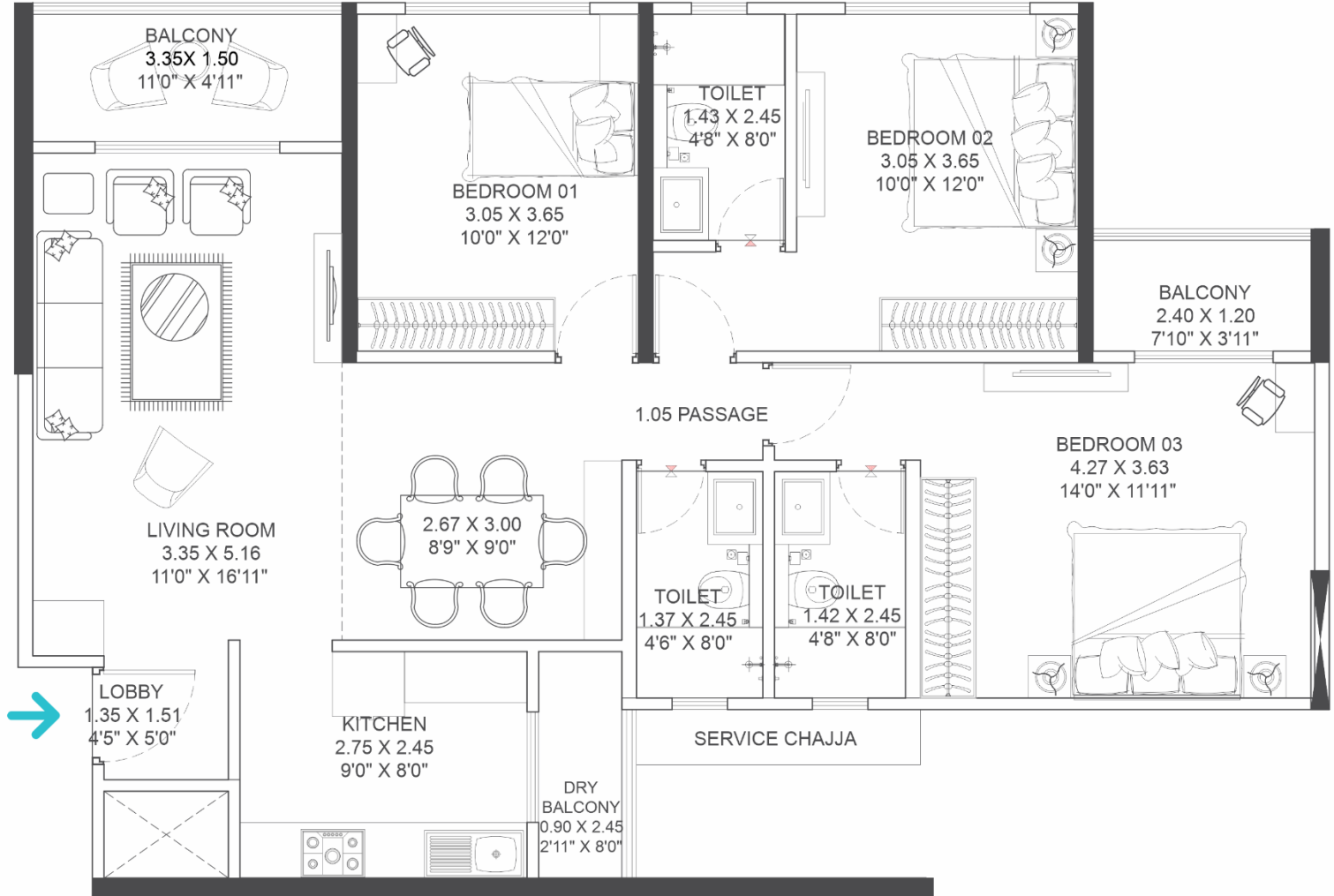
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C - BUILDING
3BHK
UNIT PLANS

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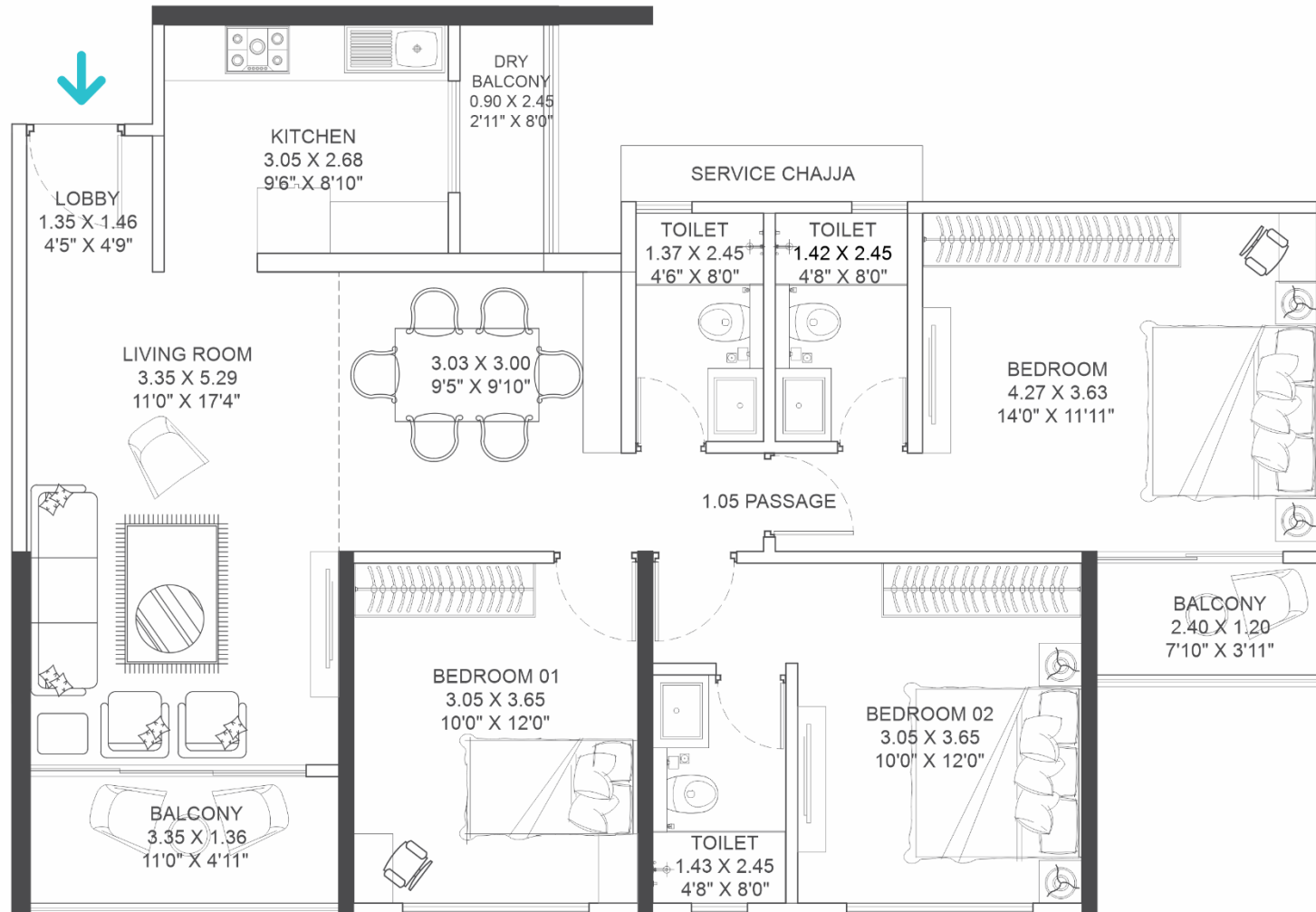


3 BHK TYPE 1 C - BUILDING

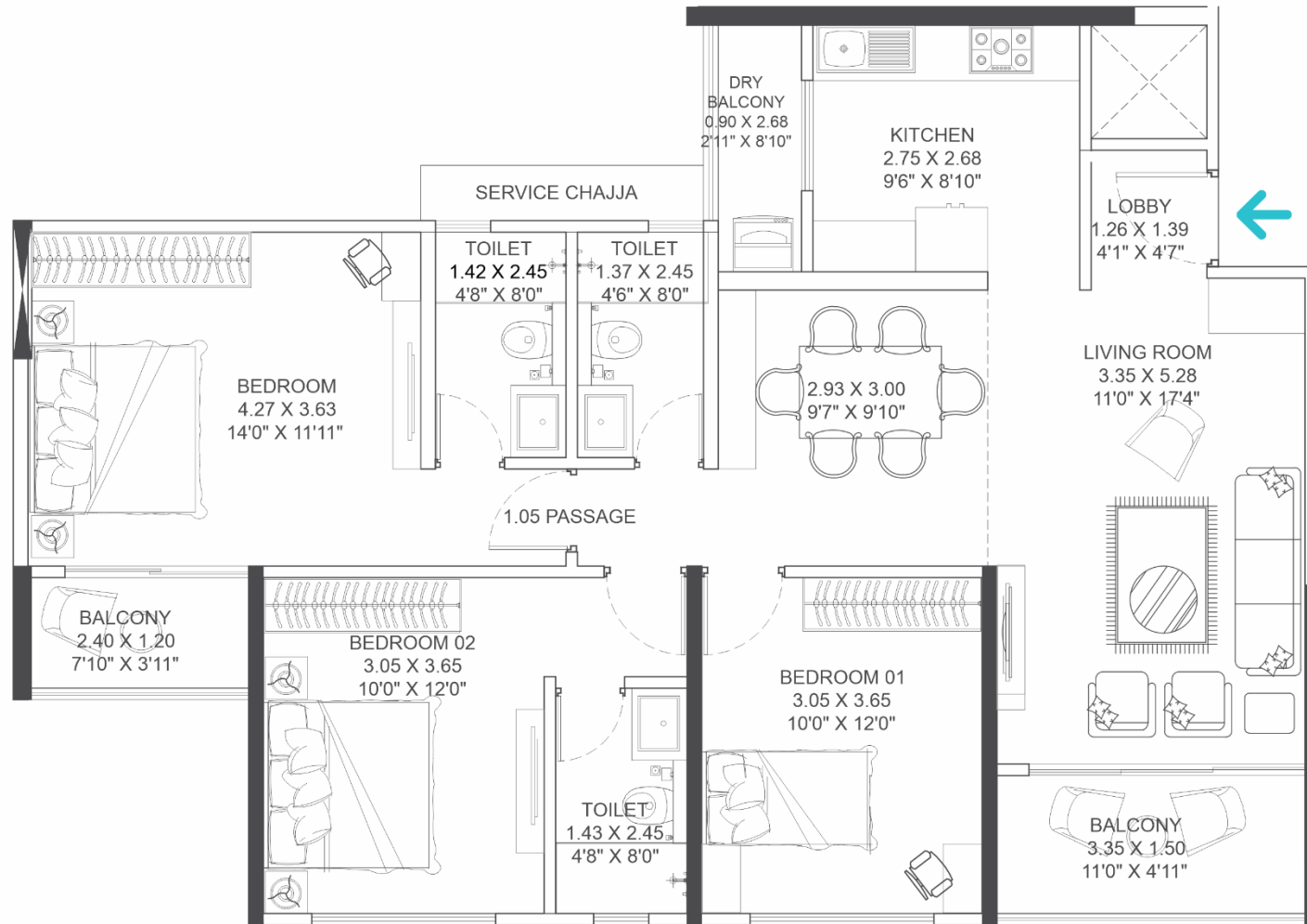


3 BHK TYPE 2 C - BUILDING

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3 BHK TYPE 3 C - BUILDING

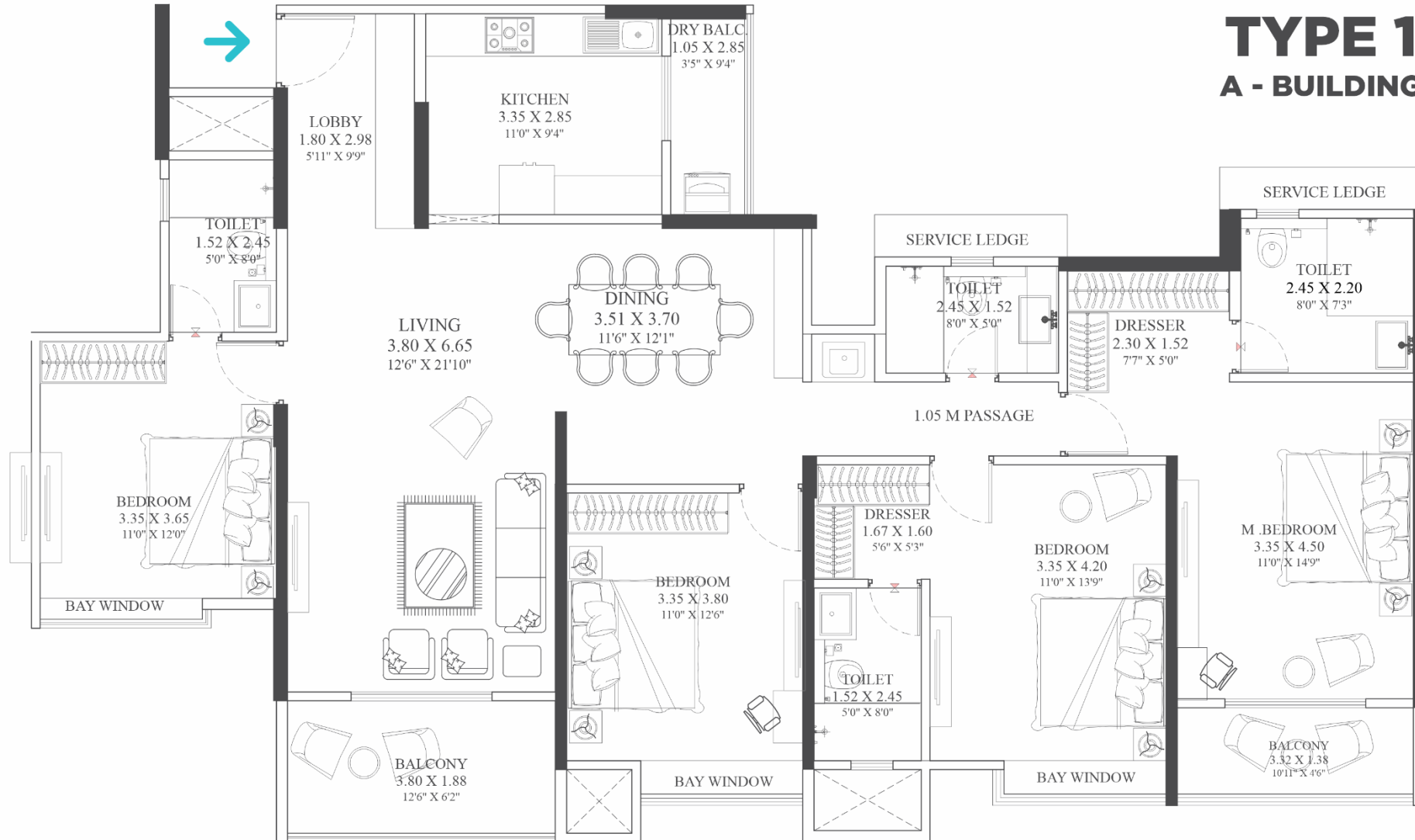


3 BHK TYPE 4 C - BUILDING

A - BUILDING
4BHK
UNIT PLANS

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4 BHK TYPE 1 A - BUILDING



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