



A WORLD OF THOUGHTFULNESS



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

Pune's #1 Real Estate Brand

CONSISTENTLY 5 YEARS IN A ROW
AND 6TH YEAR RUNNING TOO.*

AMONGST TOP
10
IN NUMBER OF UNITS SOLD ANNUALLY AND
TOTAL SQ.FT. CONSTRUCTION DONE, IN INDIA.

AMONGST TOP
10
IN ANNUAL
SALES IN INDIA*



*Sales revenue **Number of units sold.

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

Despite being a single city
developer, as of now.

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

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.

REAL REWARDS



HAPPY CUSTOMERS IN **JUST A FEW YEARS**
AND **ADDING MORE RAPIDLY.**

IT'S GREAT TO BE RECOGNIZED **BY THE MOST RECOGNIZED**



NO. 1 BRAND ALWAYS RECOGNIZED BY LEADERS



**DEVELOPER
OF THE YEAR**

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



**CEO
OF THE YEAR
MR. SACHIN
BHANDARI**

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



**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

LEGACY IS REDEFINED BY LEADERSHIP:

INDUSTRY RECORD HOLDERS
IN SALES & NOW SETTING
HIGHEST BENCHMARKS
IN PROJECT DELIVERY TOO.

#LeadershipIsTheNewLegacyNow





CURRENTLY DEVELOPING 30 MILLION SQ.FT. SIMULTANEOUSLY

The only developer with such massive strength.
Peraphs, highest in the country.



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

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

Highest in the city.

We will shatter our own,
as well as that of the industry
in delivery records this year.

**5 MILLION SQ.FT.
DELIVERY IN
FY 2023-24.**





1.10 CRORE SQ.FT.

**LIFETIME TOTAL DELIVERY
WILL BE DONE BY MARCH 2024.**

PERHAPS, A FEAT ACHIEVED IN THE SHORTEST
TIME PERIOD IN THE INDUSTRY.

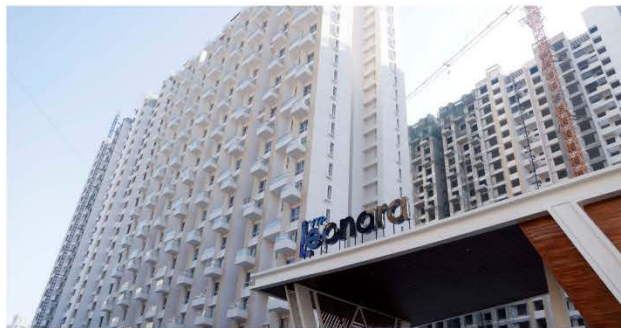
RECENT DELIVERED PROJECTS



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

PREVIOUSLY DELIVERED PROJECTS

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 - A, B & C - 2 & 3 bed residences - Baner

VTP PURVANCHAL - PH 1 & PH2

- 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



VTP ALPINE LOBBY



VTP SOLITAIRE



VTP SOLITAIRE LOBBY



URBAN SPACE



VTP PURVANCHAL



VTP CELESTA



VTP CELESTA LOBBY



VTP URBAN NEST



PREVIOUSLY DELIVERED PROJECTS

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



**We turned Mahalunge and
Manjri into real estate goldmines!**

**We paved the way for other developers to
launch projects in these buzzing locations.**

**We are proud to claim the turnaround
of these locations!**

**And thus have contributed to the growth of the
other developers & channel partners.**

TRAINING MATERIAL FOR INTERNAL
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7000+

CUSTOMERS

HIGHEST EVER SEEN BEFORE!

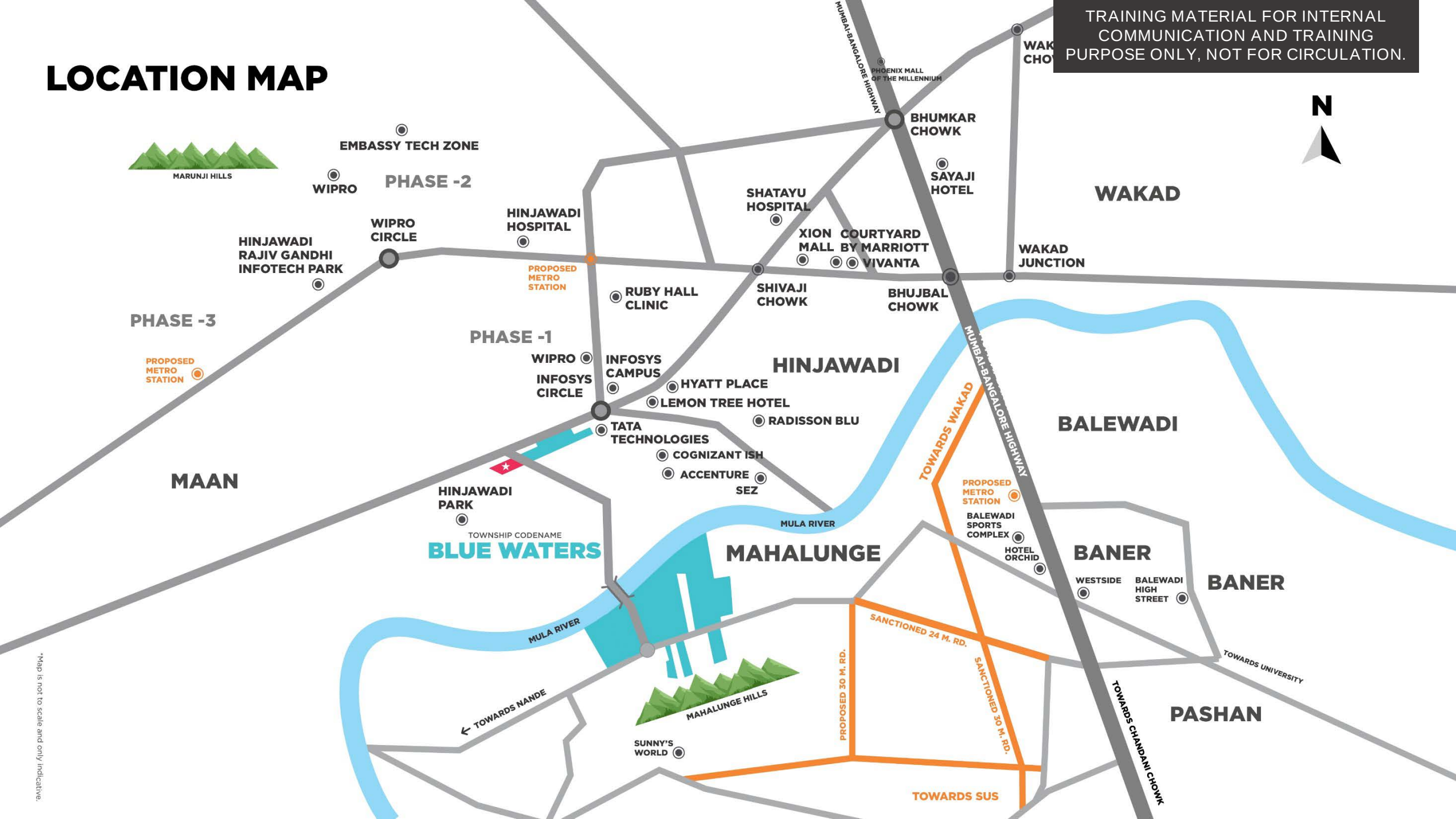
TOWNSHIP CODENAME
BLUE WATERS

**After the hugely successful launch of VTP Bellissimo
we are coming again in Hinjawadi Phase 1.**



LOCATION MAP

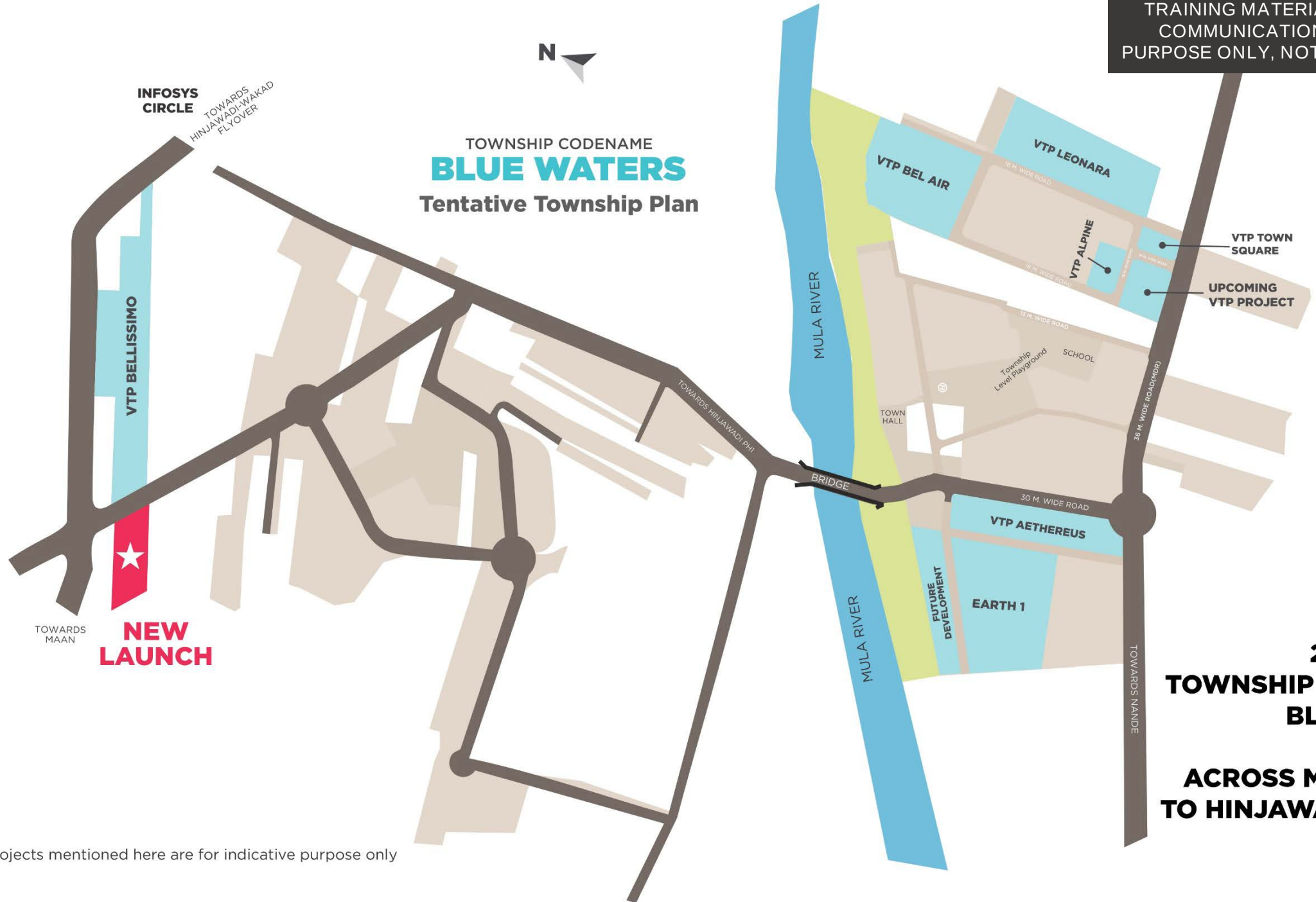
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*Map is not to scale and only indicative



TOWNSHIP CODENAME
BLUE WATERS
Tentative Township Plan



200+ ACRES
TOWNSHIP CODENAME
BLUE WATERS
SPANNING
ACROSS MAHALUNGE
TO HINJAWADI PHASE1.

*All projects mentioned here are for indicative purpose only

Access to Proposed Shivaji Chowk Metro Station in 6 mins →

← Access to Hinjawadi Phase 2 & 3
in 8-10 mins

← From Wakad via the bridge in 14 mins
← From the Pune-Bangalore Highway in 10 mins

Infosys Circle, Wipro, Cognizant in 2 mins →

**UPCOMING
LAUNCH**

Near Infosys Circle,
Hinjawadi Phase 1



→ VTP Aethereus Circle & High-Street in 4 mins
→ VTP Sales Lounge in 6 mins
→ From Chandani Chowk via Mahalunge access in 20 mins
→ Proposed faster access via Sus Coming Soon

ACCESSIBILITY

Welcome to 200+ acres of world-class living at TOWNSHIP CODENAME BLUE WATERS





HOSPITAL



FIRE STATION



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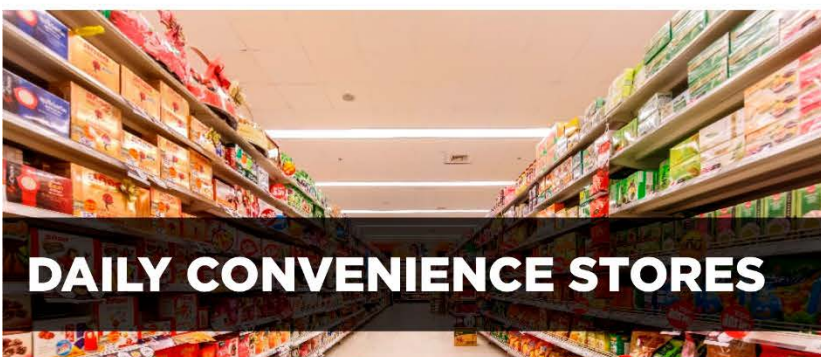
**WELL DEVELOPED
ROADS.
ROUNABOUT FOUNTAIN
& SELFIE POINT.
LANDSCAPED PARKS.**



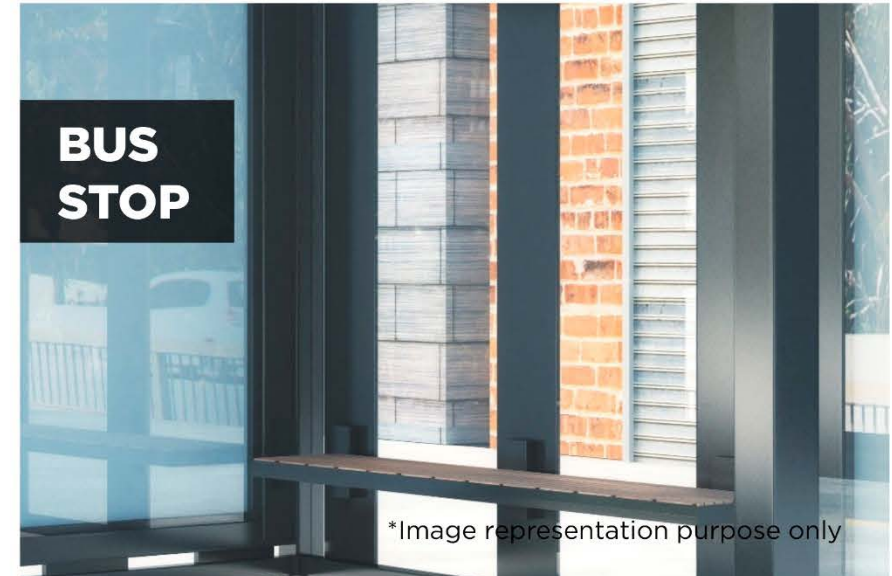
HIGHT-STREET SHOPPING



POLICE STATION



DAILY CONVENIENCE STORES



**BUS
STOP**

*Image representation purpose only

LUXURY TOWNSHIP CLUB WITH PREMIUM LODGING FACILITY FOR GUESTS*

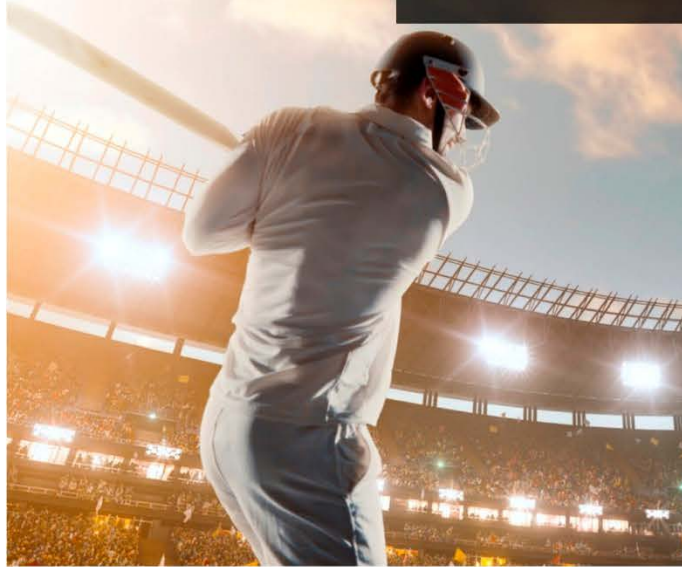


*Township club membership will be additional

*Image representation purpose only

5 professional sports-coaching academies!

CRICKET



BADMINTON



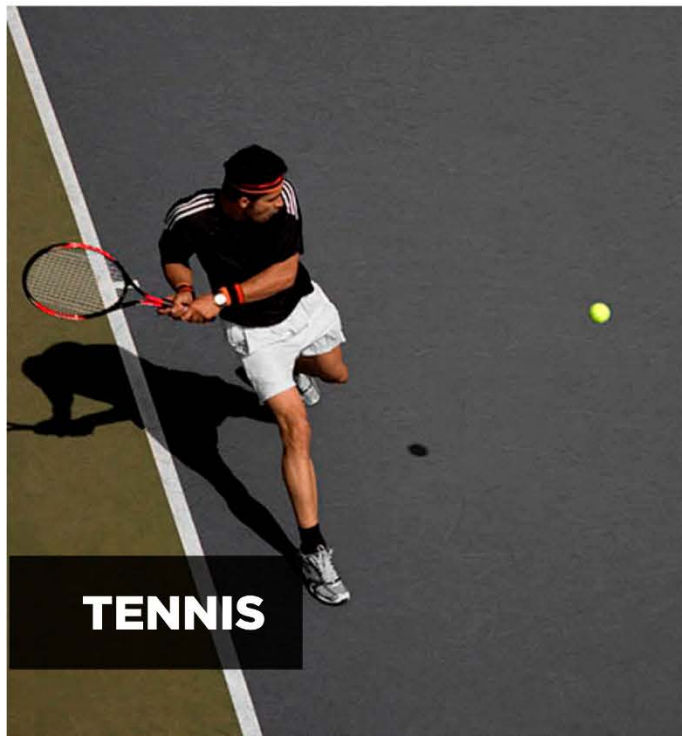
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SWIMMING



*Image representation purpose only

TENNIS



HORSE RIDING



*Township level sports academies will be chargeable

BLUE WATERS LIFESTYLE BENEFITS

Enjoy two levels of recreation & leisure amenities (township + cluster)





BLUE WATERS LIFESTYLE BENEFITS

- Lower Stamp-duty
- Concession in property tax

**VTP PROJECTS GET BETTER
RENTALS AND HIGHER
RESALE VALUE OVER THE
NEIGHBORING PROJECTS
BECAUSE OF
BETTER DESIGN,
BETTER QUALITY AND
HIGHER AESTHETIC APPEAL
OF THE ELEVATION
AND AMENITIES.**





**Presenting the first
VTP Homes project in the township.**



L I V E M A X I M U M



Welcome to a vibrant tapestry of urban
convenience and modern living...

CODENAME **ELEVATE**

“More Than Just Going Up”



"ELEVATE" is a powerful word that transcends its literal meaning of "to move something to a higher place." It means positive transformation, growth, and progress.

"ELEVATE" is also a call to action! It encourages us to strive for improvement, not just for ourselves, but for the entire family. It reminds us to always aim higher, both individually and collectively.

So, Welcome to Codename ELEVATE! It is all about living an elevated life and reaching for the best versions of ourselves and creating a better future for our family.

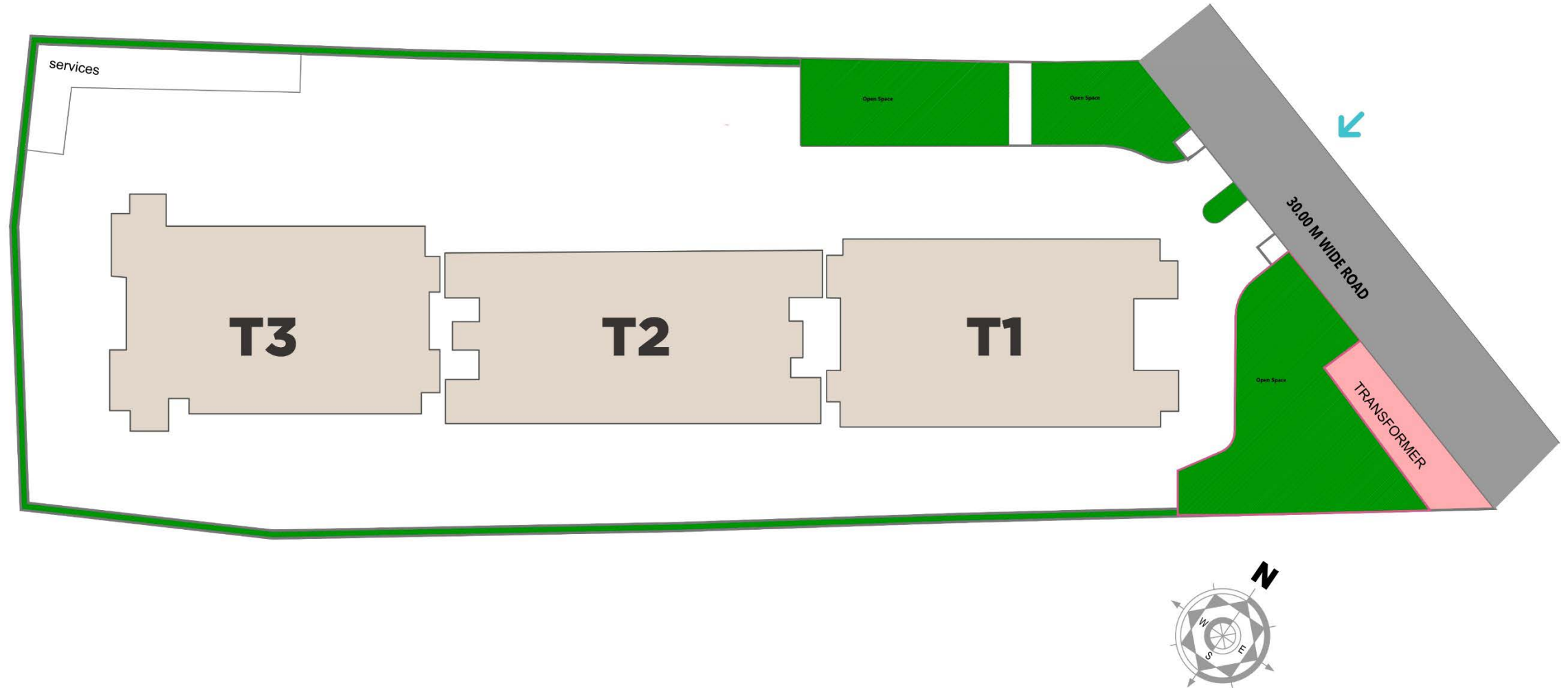


Better Designed Lifestyle Homes in the most prime location of Hinjawadi Phase 1 within Township Codename BLUE WATERS

*Image representation purpose only

Codename **ELEVATE** has a total of
~3 towers of 30 storeys each and
~800 units.

Tentative Master Plan



Codename **ELEVATE** will have a plethora of many lifestyle amenities for the entire family, spread across the project.



- CLUBHOUSE
- GYMNASIUM
- PARTY HALL
- INDOOR GAMES ROOM

SWIMMING POOL



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KIDS POOL

*Image representation purpose only



HALF BASKET BALL COURT

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NET CRICKET PITCH



PARTY LAWN

*Image representation purpose only

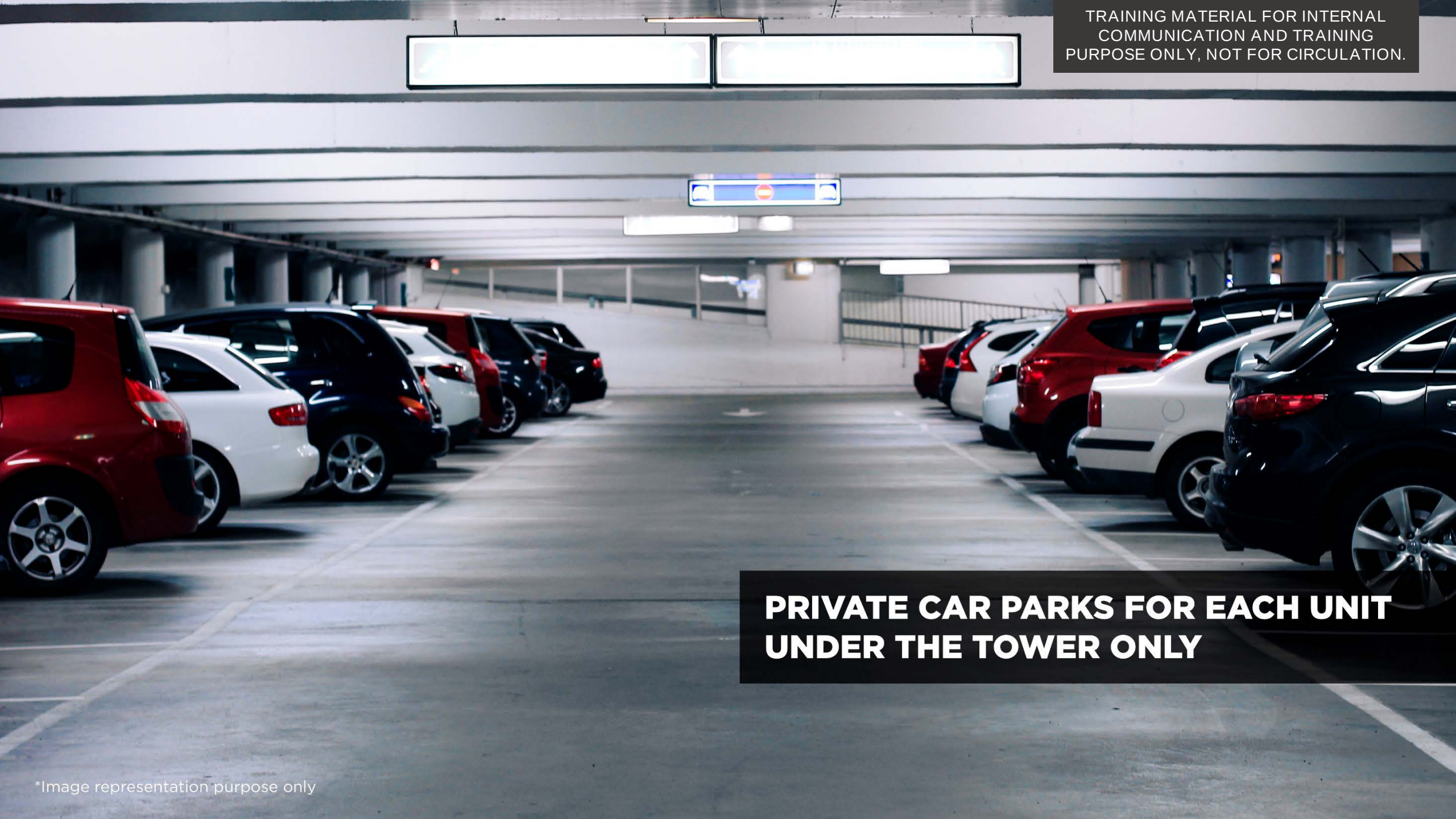


AMPHITHEATRE & BARBEQUE ZONE

SENIOR CITIZEN SIT-OUT

*Image representation purpose only

CHILDREN'S PLAY AREA

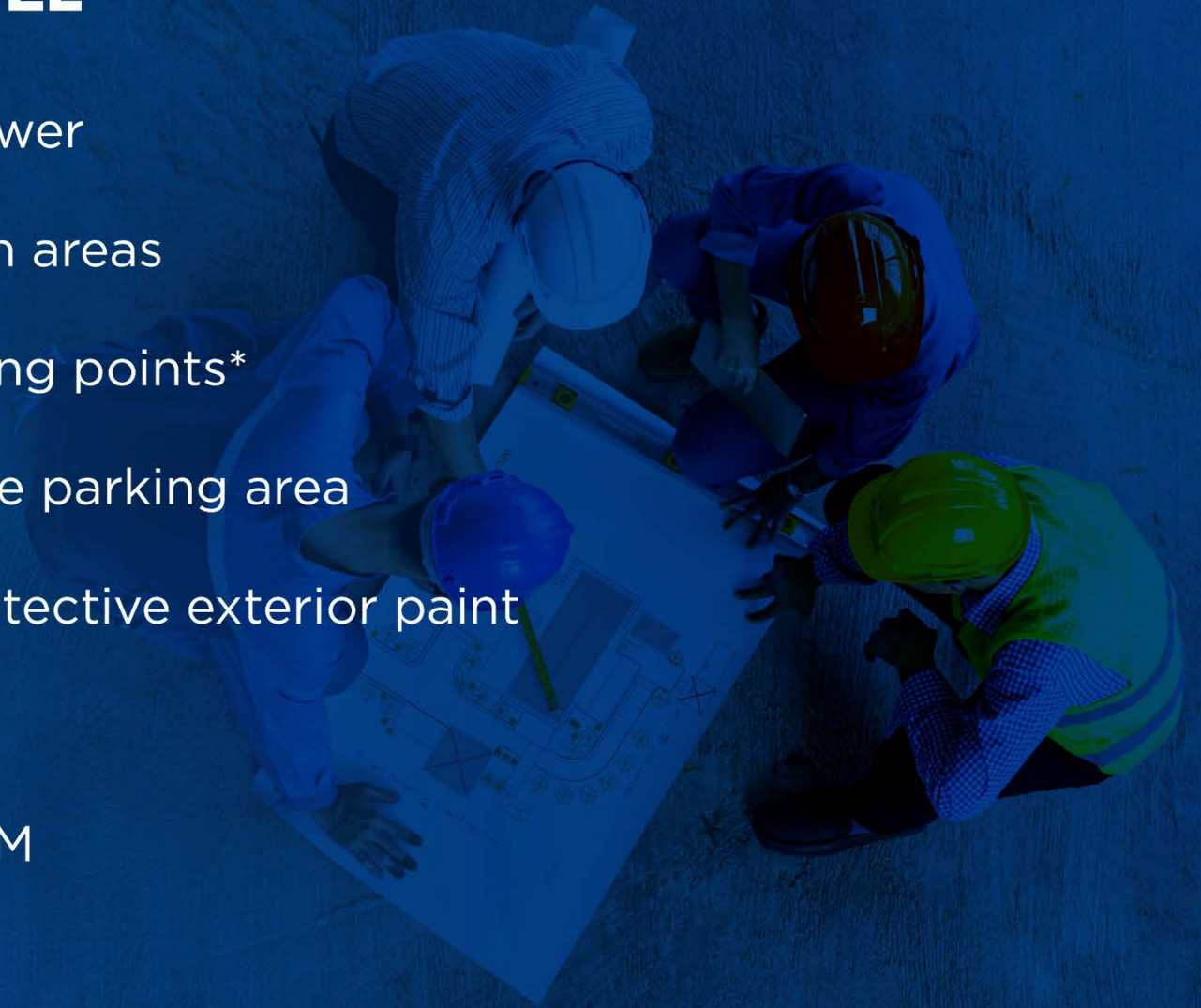


**PRIVATE CAR PARKS FOR EACH UNIT
UNDER THE TOWER ONLY**

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

FINER DETAILS - PROJECT LEVEL

- Stylish entrance lobbies for every tower
- 100% DG back-up for lifts & common areas
- Provision for electric vehicles charging points*
- 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 / OBD paint for internal wall

INTERNAL FLOORING

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

DOORS

- Decorative entrance door with laminate
- Latch - Yale & equivalent
- Bedrooms & bathrooms - Laminated flush doors
- Cylindrical lock for wall washroom and bedroom

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
or equivalent
- Flooring - Antiskid tiles
- Designer decorative dado tiles up-to 7 feet
- Solar connection in master toilet
- Geyser point in other 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

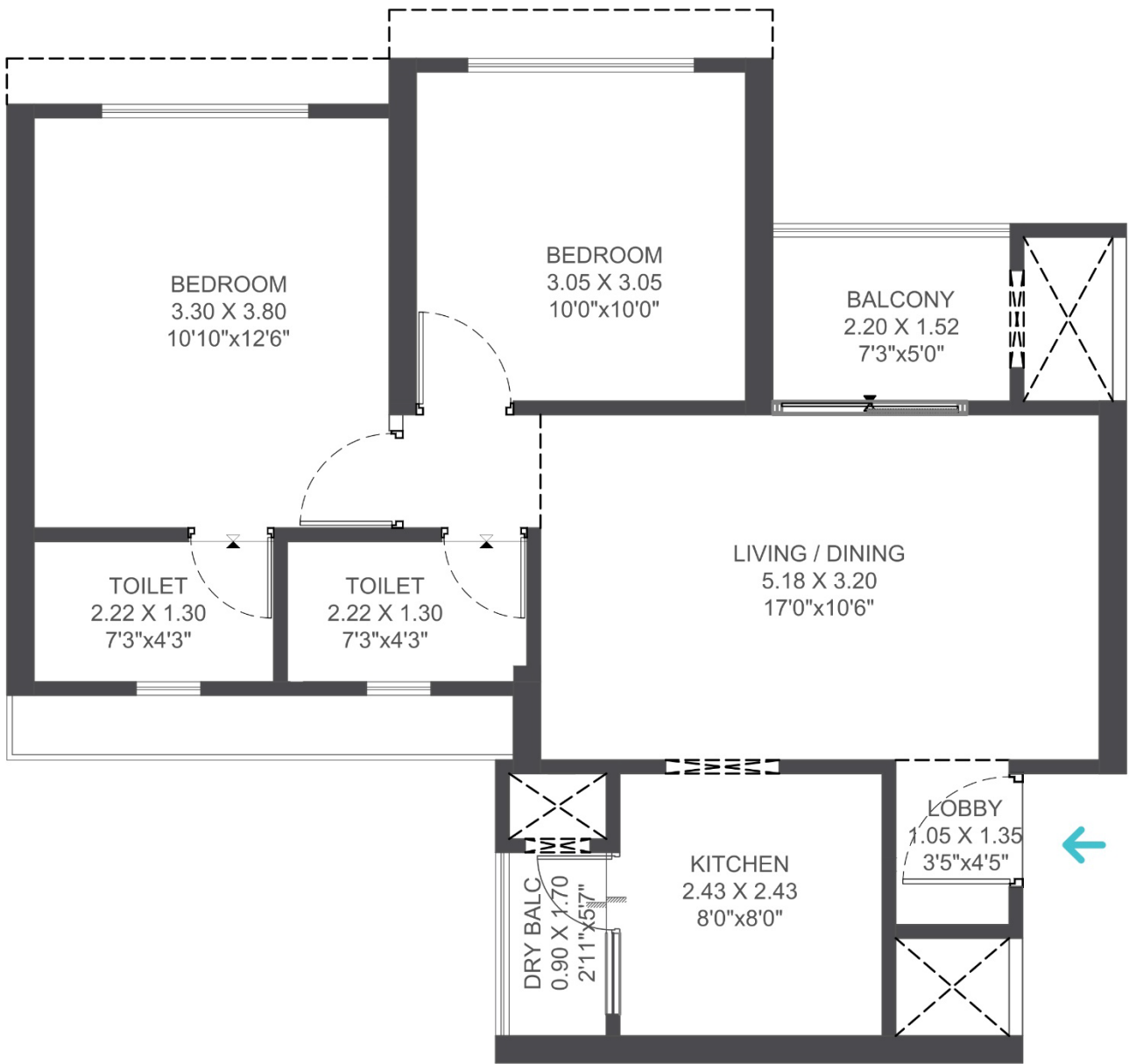
- Intercom facility through video door phone

2 BHK

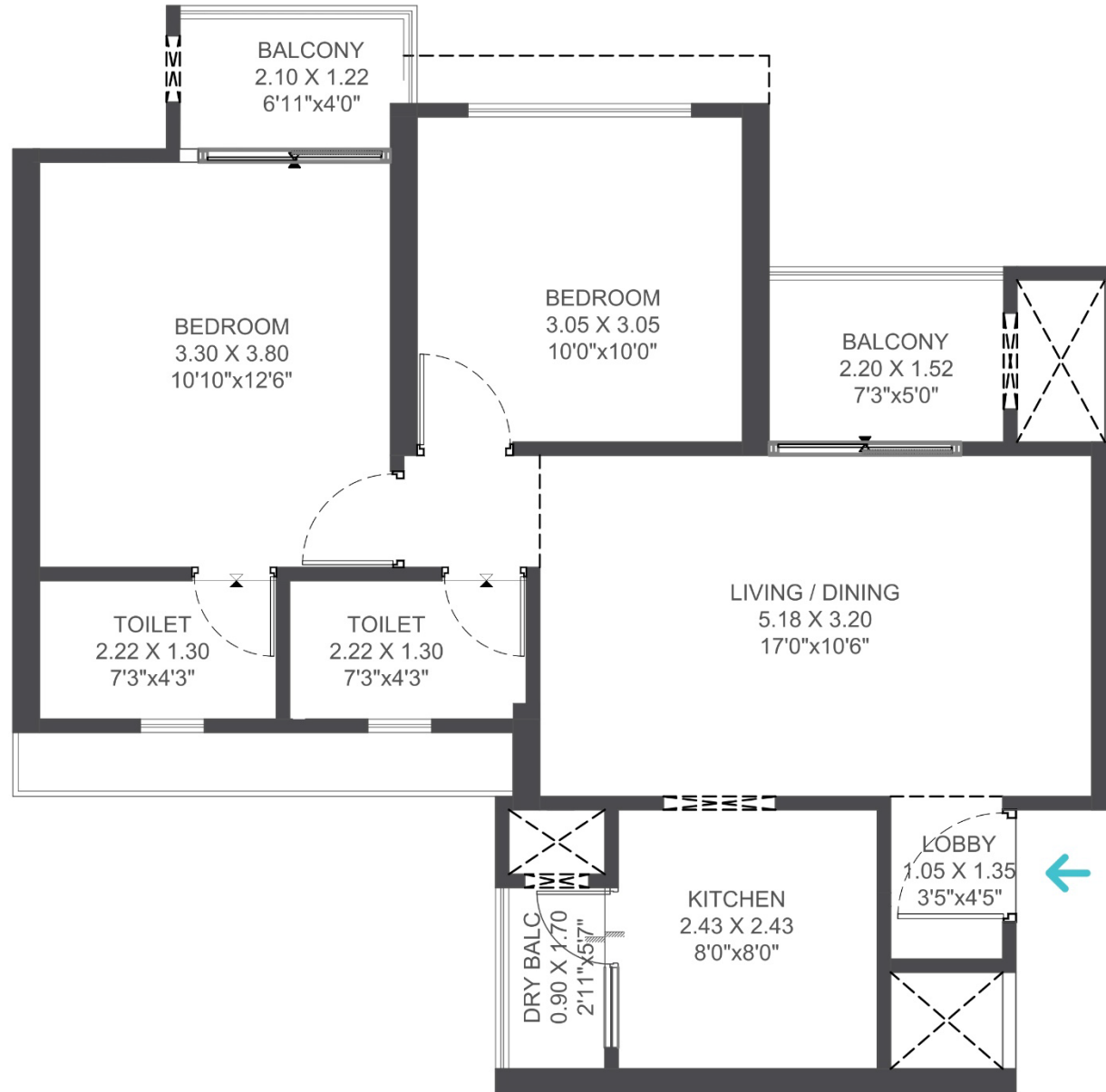
UNIT PLANS



2 BHK TYPE 1

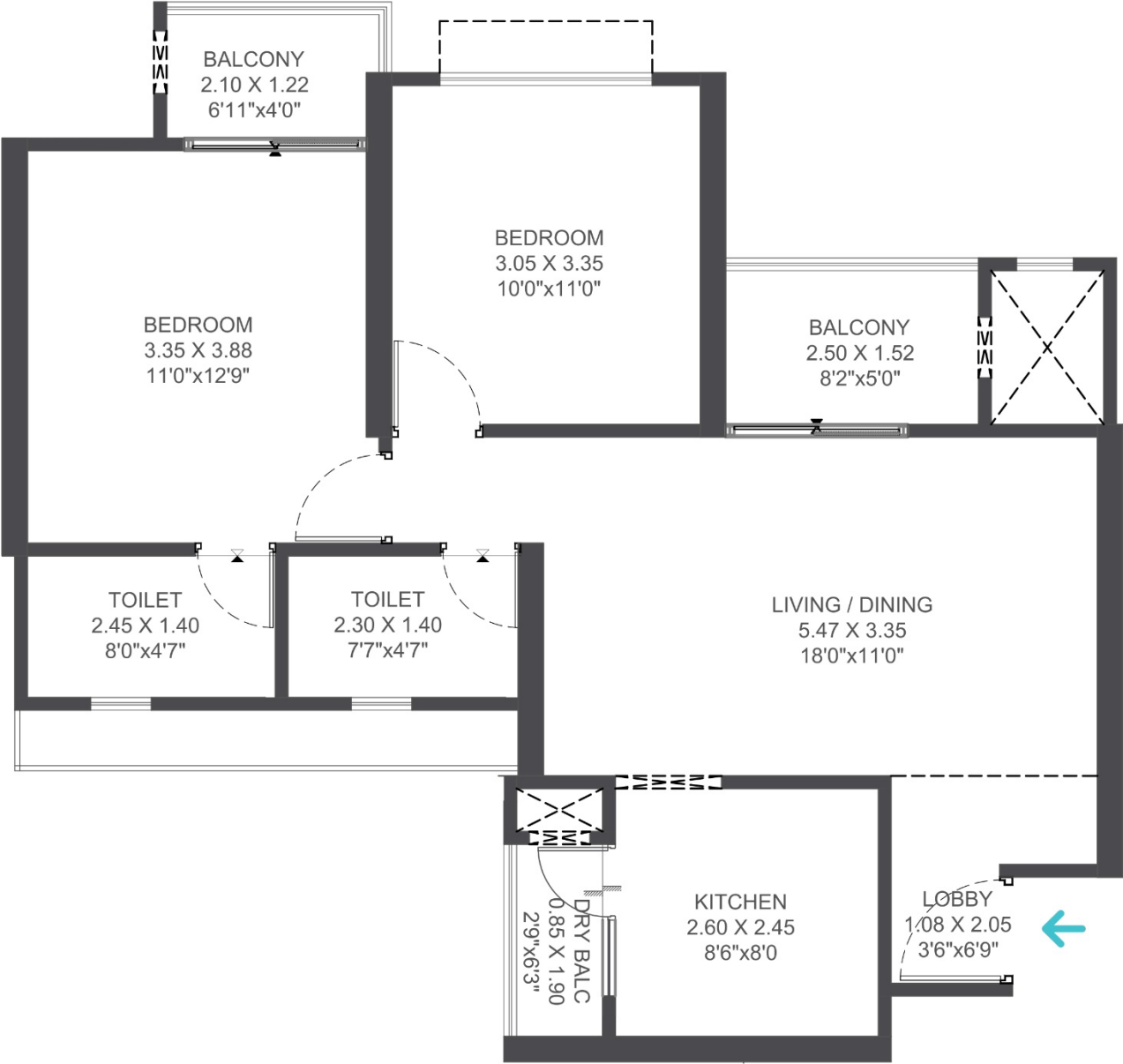


2 BHK TYPE 2



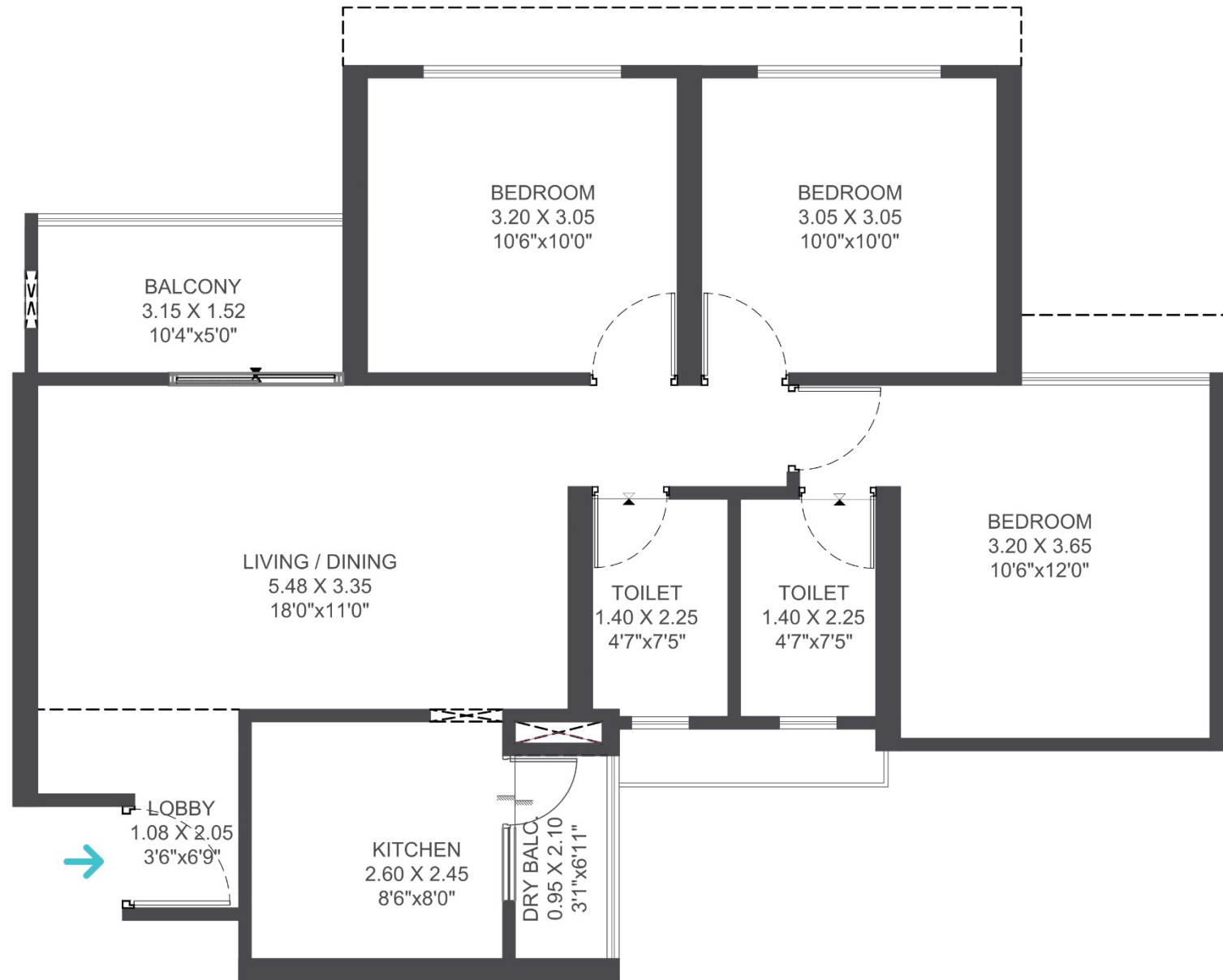
2 BHK TYPE 3

2 BHK TYPE 4



SMART 3 BHK

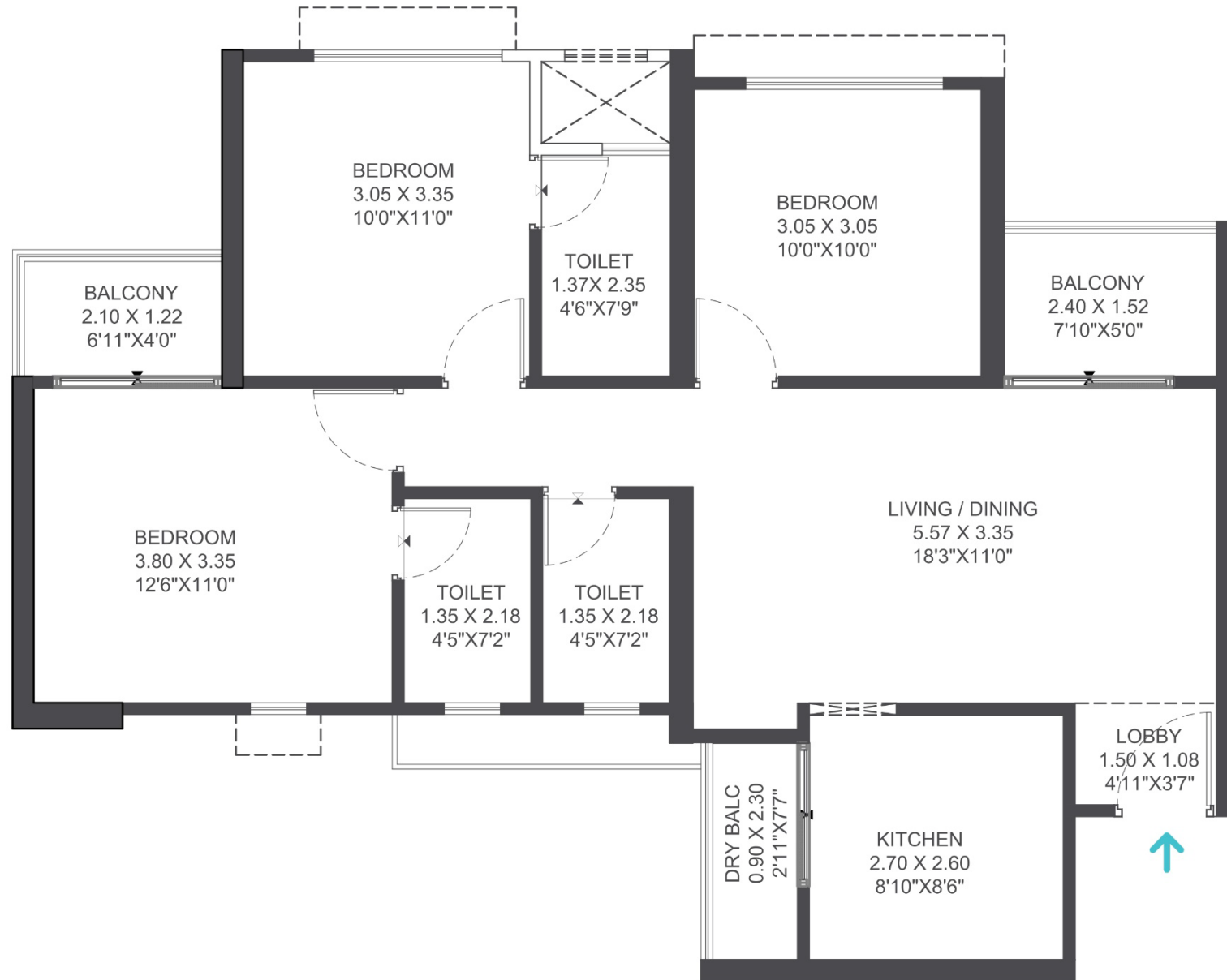
UNIT PLAN



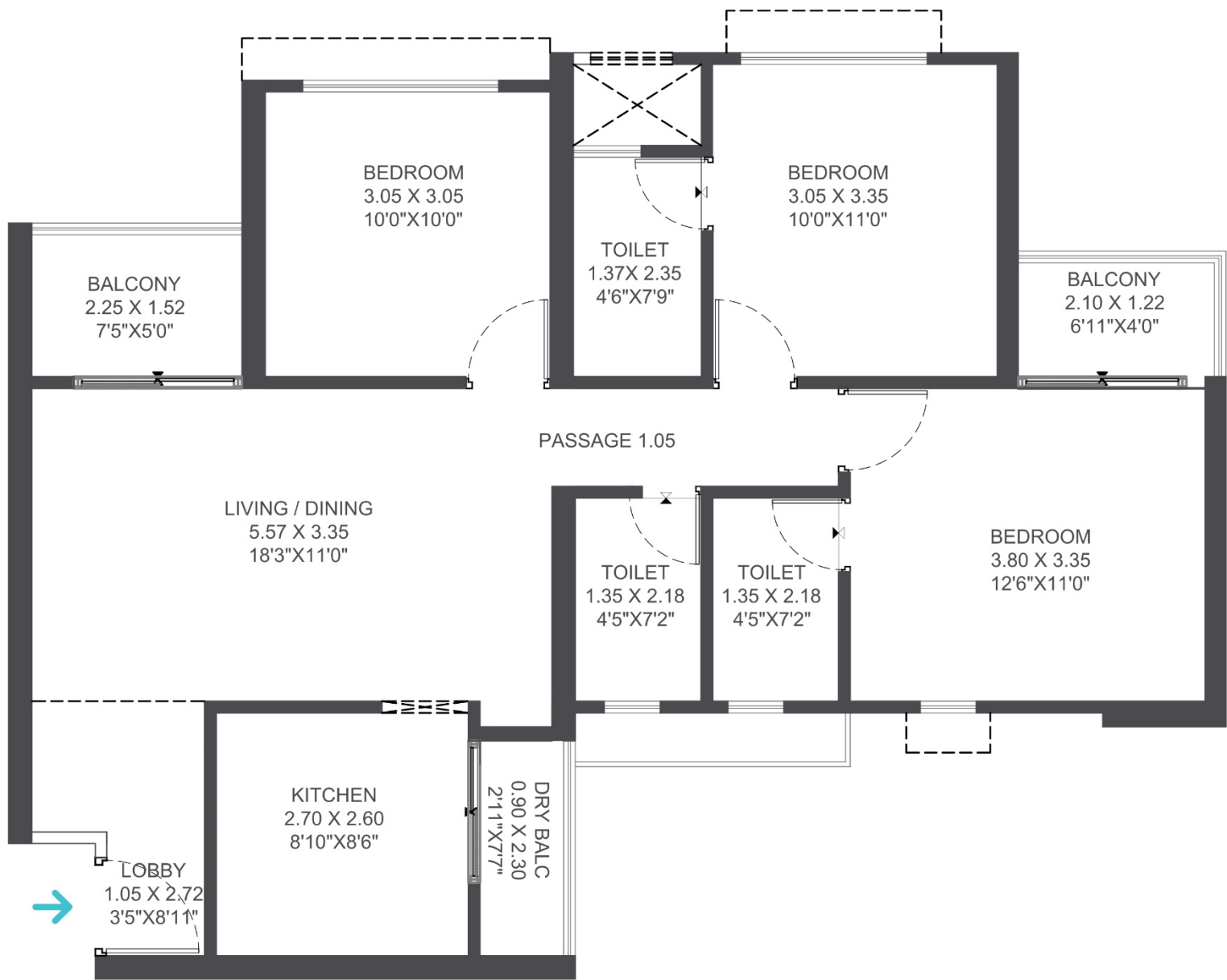
SMART 3 BHK

3 BHK

UNIT PLANS



3 BHK TYPE 1



3 BHK TYPE 2



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