



PODDAR HOUSING AND DEVELOPMENT LIMITED
EVALUATION REPORT-SEPTEMBER
2018

HIGHLIGHTS FOR SEPTEMBER

Messaging	Approach	Frequency	Achieved	Appeared
How industrial hubs are turning into residential hubs	E-mail/ Telephonic Interactions/ Authored Articles	3 to 4	19	Property House Magazine (2), 99 acres.com (2) Accomodationtimes.com (2), Magicbricks.com, Realtyplus.com Procomindia.com ,The Hindu Business Line (2), Et realty.com, Business Standard, Moneycontrol.com, Equitybulls.com, Devdiscourse.com, Rediff.com, Propertynews.com
About the upcoming/on-going projects, growth plans, vision and goals.	Face-to-face/Telephonic	2 to 3	4	Indian Express Hindustan Times Times Property, PTI
Supreme court ban in Maharashtra, Uttakaraxhand and MP New building permits: BMC awaits SC order	Dial-a-quote	5 to 6	6	The Hindu, Mumbai Mirror (2), Nyooz.com, Makaan.com, Indiatoday.com
Importance of green building in the real estate sector	Face-to-face/ panel discussion	1	2	BTVi CNBC TV 18



EXCLUSIVE STORIES

BusinessLine

Poddar Housing to buy over 100 acres in Pune from Autoline Industries arm



The land is to be acquired along with trunk infrastructure facilities, on a deferred payment terms

Poddar Habitat Private Ltd, subsidiary of Poddar Housing and Development, has executed an agreement to acquire 102.5 acres of land situated at Mahalunge, Chakan, Pune, along with trunk infrastructure facilities. The agreement is on deferred payment terms from Autoline Industrial Parks (subsidiary of Autoline Industries). The company is proposing to build an affordable housing project on the site, having a potential development of more than eight million square feet over a period of eight to 10 years. With this acquisition, the company continues to expand its geographical presence in PMRDA cities in addition to its presence in MMRDA. Shares of Poddar Housing and Development jumped 6.6 per cent at ₹647.95 on the BSE, while those of Autoline Industries surged 8.5 per cent at ₹70.55.

Poddar Housing to buy 102.5 acre land in Pune to develop residential project

Press Trust of India | New Delhi
Last Updated at September 25, 2018 11:40 IST



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Poddar Housing and Development has agreed to buy 102.5 acres land in Pune to develop an affordable housing project.
In a filing to the BSE, the company said that its subsidiary Poddar Habitat Pvt Ltd, has "executed an agreement to acquire a land admeasuring approx 102.5 acres" at Chakan, Pune from Autoline Industrial Parks Ltd.

ET Realty
From The Economic Times

Poddar Housing to buy 102.5 acre land in Pune to develop residential project

The land would be acquired along with trunk infrastructure facilities, on a deferred payment terms, it said. Autoline Industrial Parks is a subsidiary of Autoline Industries Ltd

PTI | September 25, 2018, 12:06 IST

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NEW DELHI: Poddar Housing and Development has agreed to buy 102.5 acres land in Pune to develop an affordable housing project. In a filing to the BSE, the company said that its subsidiary Poddar Habitat Pvt Ltd, has "executed an agreement to acquire a land admeasuring approx 102.5 acres" at

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ACCOMMODATION TIMES

Poddar Housing To Buy Over 100-Acre Land For Residential Project

Current Affairs | Headlines | Housing Finance | Infrastructure | Land Law | Real Estate News | by Staff

Reporter - September 26, 2018



By Accommodation Times Bureau
PUNE
An affordable housing project is going to develop in Pune for which Poddar Housing and Development has agreed to buy over 102 acres land. The company said in a filing to BSE that its auxiliary Poddar Habitat Pvt Ltd has executed an agreement to acquire a land from Autoline Industrial Parks Ltd admeasuring approx 102.5 acres at Chakan, Pune.

moneycontrol

PROPERTY NEWS INDIA

Poddar Housing to buy 102.5 acre land in Pune to develop residential project

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PTI @moneycontrol.com



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Poddar Housing

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Poddar Group To Buy 102.5 Acre Land To Develop Residential Project In Pune

September 27, 2018 Team Property News India

Poddar Housing and Development, the renowned developer of Pune city has agreed to buy 102.5 acres land in Pune to structure an affordable housing project. According to the company in a filing to BSE, the subsidiary Poddar Habitat Pvt Ltd has "executed an agreement to acquire a land measuring approx 102.5 acres" at Chakan, Pune from Autoline Industrial Parks Ltd.

The land will be provided along with multiple infrastructure amenities on deferred payment terms, the company said and the Autoline Industrial Parks is a child company of Autoline Industries Ltd.

According to the filing, "The company is proposing to build a residential affordable housing project at the same, having a potential development of more than 8 million sq. ft. over a period of 8-10 years."

The company will head towards expansion through its geographical presence in Tier-II cities along with a strong presence in Mumbai, the capital of Maharashtra state.

Poddar Housing's arm to acquire 102.50 acres at Chakan, Pune

Posted On: 2018-09-25 08:03:36

Poddar Habitat Private Limited, subsidiary of Poddar Housing and Development Ltd, has executed a Agreement to acquire a land admeasuring 102.50 Acres situated at Village - Mahalunge, Taluka - Chakan, District - Pune along with trunk infrastructure facilities, on a deferred payment terms from Autoline Industrial Parks Limited (subsidiary of Autoline Industries Limited) on September 24, 2018.

Poddar Housing to buy land in Pune for affordable housing project

Devdiscourse News Desk | 25 Sep 2018, 11:37 AM | India



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Discourse on Development

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is proposing to build a residential affordable housing project at the same, having a potential development of 8 million sq. ft. over a period of 8 to 10 years. With this acquisition the Company continues to expand its presence in PMRDA cities in addition to company's presence in MMRDA.

Poddar Housing and Development Ltd was last trading in BSE at Rs.608 as compared to the previous close of Rs. 561. The total number of shares traded during the day was 561 in over 27 trades.

The stock closed at an intraday high of Rs. 657 and intraday low of 598.05. The net turnover during the day was Rs. 341732.

Poddar Housing to buy 102.5 acre land in Pune to develop residential project



The land would be acquired along with trunk infrastructure facilities, on a deferred payment terms, it said. Autoline Industrial Parks is a subsidiary of Autoline Industries Ltd.

PROPERTY HOUSE
PODDAR HOUSING AND DEVELOPMENT LTD.

HOW HAVE SUBURBS BECOME AN AFFORDABLE HOUSING HUB FROM THE INDUSTRIAL HUB?

The clouds of Mumbai suburbs have witnessed major changes in the past few years in terms of infrastructure and residential spaces. A decade back places like Ambernath, Badlapur were only known for the rapid presence of small and medium industries and now with the advent of industries, the city has been witnessing a plethora of job spurt. The changing scenario has resulted in the conversion of suburban's image from an industrial hub to residential hub. With the growing infrastructure, builders and developers are now investing more in residential space. The suburbs have been developed vastly, having amenities like technologically advanced hospitals, highly experienced doctors, better education option for kids like schools and colleges, entertainment and hangout spots like malls, restaurants and multiplexes. This is not only enhancing the lifestyle of the people and their culture but it is also setting a benchmark for a better standard of living.

If you take Mumbai, it is the best place for an investor to invest as well as the buyer to buy. For instance, people migrating to Mumbai for a job and higher education choose to live in suburbs, since owning a house anywhere in the western stretch is farfetched idea for a person of medium to high income. Hence a solution to this is looking out for residential spaces that are not only affordable but convenient.

Availability of property and redundant millage getting converted into residential infrastructure is an important market influencer here in the years to come. While on the other hand, people who have houses in various part of Mumbai, look out for the suburbs to invest as a secondary option. The key factors attracting the home buyers are connectivity, employment opportunity, pollution free environment and healthy lifestyle. Mumbai suburbs looks promising and bright with the current momentum in the real estate market.

Luxury apartment are considered as one of the best investment, but for a developer it is quite a task to sell a luxury apartment. Real estate developers now a day's take a step back on launching new projects in the segment due to scarcity in the demand in a suburban property market. Generally it takes approximately two to four years to properly execute a project depending on the location. It is during this period that builders strive to sell most of the flats. However, South Mumbai - known for high end homes sell a different story altogether. This particular region has a risen inventory period which is approximately from 40 months to 70 months.

Affordable housing on the other hand brings a number of opportunities for builders and buyers both this is lacking in Mumbai. The area is at an accelerated pace. The area has plenty of affordable homes, with under construction and infrastructure projects progressing in the region. It has made the location buyer friendly. Kandivli is primarily home to most of the salaried professionals and business men belonging to the Gujarati and Jain communities but is also populated by many Maharashtrians, North Indian community, South Indian Catholics. Premium, standard EBRE and 2BHK apartment in the regions were very expensive for the home buyers. However, due to various Government initiatives such as the Pradhan Mantri Awas Yojna (PMAY) etc. It has helped the banks to lower the interest rates making sure the increase in home buying by taking loans to purchase properties.

PROPERTY HOUSE

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PODDAR HOUSING & DEVELOPMENT LTD

KANDIVALI EMERGING AS A NEXT HOT SPOT FOR A REAL ESTATE SECTOR

Mumbai, which is often criticized for being flooded could change and transform into one of the property hotspots in major metropolitan cities in India. The western suburbs of Mumbai has long been a hub for the middle class. The area has plenty of affordable homes, with under construction and infrastructure projects progressing in the region. It has made the location buyer friendly. Kandivli is primarily home to most of the salaried professionals and business men belonging to the Gujarati and Jain communities but is also populated by many Maharashtrians, North Indian community, South Indian Catholics. Premium, standard EBRE and 2BHK apartment in the regions were very expensive for the home buyers. However, due to various Government initiatives such as the Pradhan Mantri Awas Yojna (PMAY) etc. It has helped the banks to lower the interest rates making sure the increase in home buying by taking loans to purchase properties.

In the last couple of year the real estate sector has seen tremendous changes starting from Demolition announced by prime minister of India on 8th November 2016 to PERA coming on 1st May 2017 followed by GST entering into effect on 1st July 2017. It was during this period that the Real estate sector faced slowdown in the construction and buying in terms of residential market, but the inventory which was lying vacant made sure that the sales are not going completely zero. One of the places which saw the light in this period from both buyers and developer end was Kandivli and it still remain the prime location for the homebuyers looking to invest.

Every individual buyer chooses the location to buy his/her home considering the amenities that come with the location. Amenities such as schools, colleges, hospitals, entertainment areas, sports ground and restaurants are key things buyers look for. With the opening of the new 121, 122, 123, Sachin Tendulkar Gymkhana, the Pissar Gymkhana and many other recreation centers Kandivli is on the verge of becoming a hub for homes in near future. It is not only near to malls like Infiniti Mall, in the vicinity of the area but also close to the best schools in the region. The real estate sector will see a boost in Kandivli and the region around it in near future due to the accelerated pace of development in terms of infrastructure. It wouldn't be wrong to quote that with the

Mumbai suburbs emerge as an affordable housing hub from the industrial hub

By Rohit Poddar, Managing Director, Poddar Housing and Development Ltd.
September 26, 2018

Mumbai suburbs have witnessed major changes in the past few years in terms of infrastructure and residential spaces. With industrial and job spurt, the outskirts have not only emerged as an important employment centers but also residential markets, particularly for affordable segment.

A decade back places like Ambernath, and Badlapur were only known for the presence of small and medium industries, however, now the foray of bigger industries have massively contributed to changed realty landscape. Not only the industrial spurt resulted in exponential job growth but the changing scenario has resulted in the conversion of suburban's image from an industrial hub to residential hub.

With the growing infrastructure, builders and developers are now investing more in residential space. The suburbs have been developed vastly and comprise amenities like technologically advanced hospitals, highly experienced doctors, better education option for kids like schools and colleges, entertainment and hangout spots like malls, restaurants and multiplexes. This is not only enhancing the lifestyle of the people and their culture but it is also setting a benchmark for a better standard of living.

How have suburbs become an affordable housing hub from the industrial hub?

Posted on September 27, 2018 by procomindia in Blog

The clouds of Mumbai suburbs have witnessed major changes in the past few years in terms of infrastructure and residential spaces.

A decade back places like Ambernath, Badlapur were only known for the rapid presence of small and medium industries and now with the advent of industries, the city has been witnessing a plethora of job spurt. The changing scenario has resulted in the conversion of suburban's image from an industrial hub to residential hub.

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How Have Suburbs Become An Affordable Housing Hub From The Industrial Hub?

Current Affairs Features Headlines Infrastructure Property Rates Real Estate News by Staff
Reporter - September 25 2018

By Rohit Poddar, Managing Director of Poddar Housing and Development Ltd

MUMBAI
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ACCOMMODATION TIMES



How have suburbs become an affordable housing hub from the industrial hub?

Editor | September 25, 2018 @ 04:58 PM

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Rohit Poddar
Managing Director Poddar Housing and Development Ltd.
28/09/2018, by admin, in EXPERT ZONE

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