

# PODDAR HOUSING & DEVELOPMENT LTD DOSSIER FOR APRIL 2018 BY WHITE MARQUE SOLUTIONS (WMS)

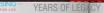


April 30 Day Plan (Poddar Housing)					
Objective	Messaging	Approach	Frequency	Achieved	Appeared
Thought Leadership	Authored articles	E-mail/ Telephonic Interactions/ Authored Articles	1 to 2	1	BTVi
	Interviews/Live Chats	One-on-one/Telephonic/Q & A			
Relationship Building	About the upcoming/on-going projects, growth plans, etc	Face-to-face/Telephonic	2 to 3	4	Times Property, Mumbai Mirror and Magicbricks, cnbc 18
Share of voice in Industry Stories	Government Initiatives, Affordable housing in India, Industry Trends, RERA effect - year end story	Dial-a-quote	8 to 10	10	Property House magazine, Magicbricks.com, DNA, Pudhari, Loksatta, nyoooz.com, Zeebiz.com, 99 acres.com, TheNational, The Hindu
Innovation	Real Estate Dialogue (RED) on "Is Affordable Housing a viable option for the private sector?"	Face-to-face/ panel discussion	1	1	Magicbrick.com
Project Profiling	PODDAR SPRAHA DIAMOND IN CHEMBUR	E-mail Interaction	Real time basis	1	Construction and Architecture Update











# **PORTAL: MAGICBRICKS**



# **EXPOSURES FOR THE MONTH**

# **THOUGHT LEADERSHIP**

# AUTHORED ARTICLES, INTERVIEWS, LIVE CHATS









# **CHANNEL: BTVi**





# **SHARE OF VOICE**





# Builders happy with push for affordable homes

See it as game-changer for city's real estate market

SPECIAL CORRESPONDENT MUMBAL

YEARS OF LEGACY

Developers have welcomed the boost to affordable housing in the DP 2034. The State government has made a provision for construction of 10 lakh affordable homes on 2,400 hectares of land in Special Development Zones in the Mumbai Metropolitan Region. The land bank comprises 2,100 hectares in No Development Zones (NDZs) and 300 hectares of salt pan land.

While up to 5 lakh houses will be constructed in Greater Mumbai, the remaining will come up in the outer areas of the city, government officials said. With this, the government hopes for a major correction in real estate prices.

Anshuman Magazine, Chairman, India and South East Asia, CBRE, said, "It

#### The new DP is an effort to ensure that affordable homes get constructed within a reasonably short time

MIRANJAN HIRANANDANI National President, NAREDCO

will prove to be a game changer for the Mumbai real estate market. With significant part of the land earmarked for affordable housdevelopment, this ing segment will witness increased activity."

The DP, he said, will stimulate the residential as well as commercial real estate market. "Real estate developers as well as investors who were sitting on the fence will now look at developing projects, as the Plan lifts curbs on FSI in the city." Niranjan Hiranandani,

national President, NARED-CO, said the DP 2034 is "a serious effort to ensure that affordable homes get constructed within a reasonably short time by opening up various categories of land on which such construction was earlier not allowed."

Rohit Poddar, Managing Director, Poddar Housing and Development Ltd, said, "This is a much-awaited initiative which had been in the pipeline since last year. The DP 2034 has addressed the biggest challenge in Mumbai, which is to provide enough land. With a firm focus on affordable housing it proposes to unlock public and privatelyowned lands, currently tagged as no development zones, to push low-cost housing and augment social amenities."

गेल्या वर्धात रिजाल इस्टेंट क्षेत्राने जनेक वद-उतार पाहिले , कारी ताव्यांच्या मले. गेल्या कारी महिन्दायासन धराच्या किसती रिवर अव्हेत, यात फार सदावनार आगोले नाहीत. नवीन बांधकाम तसेव रिसेल धरांनाही अक्षयांचा चांगला प्रतिसाद अजुनही अहे. असम्प्रकृतियेख मुहतं हा सहितिन मुहतविकी एक मानला जातो.

#### म्वानी चिक्रणे-छिक्ले

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# Maharashtra RERA: Making every square foot count

The real estate regulatory authority has taken significant steps and actions while hearing property cases since a year of its inception on May 1, 2017

#### **DNA Correspondent** orrespondent@dnaindia.ne

YEARS OF LEGACY

aharashtra Real Estate Regulatory Authority was the first of its kind vigilance authority launched by the state to regulate real estate. Come 1 May, the authority will complete a ear. In this time span, Maha-RERA made headlines as it heard thousands of cases — of which many were amicably ettled. However, certain acons taken by the authority ve turned many heads. One uch decision was to not hear enants in the case of redevel nment of building as it con idered them co-promoters.

Another important action has been that of forming two oodies under itself to hear ases respectively. A concilia ion forum was formed earlier his vear wherein home buver and developers could approach in order to reconcile, however f either party still had grievances, they could approach MahaRERA. Further, they could file a case in the appellate tribunal. In one such case earlier this month, the tribu nal asked MahaRERA secre ary, Vasant Prabhu to initiat ction against an architect too DNA spoke to home buyers

and experts from the real estate sector in the state in order o reflect MahaRERA's overall erformance



Image for representational nurposes only

There are so many problems but we can't expect that all of them to be solved by one authority. Under the ambit of MahaRERA, almost 80-90% things have come and in a way it is a good thing. It was harsh nsistence for developers as well as for buyers. It was not just developer who has

to suffer but everyone had come under the ambit of MahaRERA. We believe it should be rationalised and not one sided(sic). -Dhaval Ajmera, Director, Ajmera Realty,



**PUBLICATION: DNA** 

a major concern(sic) as most buildings in Mumbai are being redeveloped, this will keep a lot

many projects out of its reach. MahaRERA should re-think on this and decide suitably. -Argam Shaikh, Owner, ARC Associates.

MahaRERA has been the biggest success across India - Maharashtra has the largest number of projects registered. The authority is doing its work

such that it sets an example for other states. In terms of MahaRERA's performance, the prognosis so far is good. MahaRERA has brought in transparency and accountability for home buyers, which has enhanced trust and confidence in them.

-Dr Niranjan Hiranandani, National President, NAREDCO

> With RERA implementation, the previously unorganised real estate sector is slowly getting organised. It has brought a lot of transparency and structural process in the sector

as every project now needs to be registered and share their construction status on the RERA website every quarter. Home buyers are protected by the regulator in terms of timeliness, possession, no extra cost and charges only as per the carpet area. MahaRERA has brought an overall potential growth in the sector by enhancing professionalism and standardisation. -Rohit Poddar, Managing Director of Poddar Housing and Development.

> MahaRERA has increased not only developers' the confidence but also of the end buyers. The real estate market has shown positive signs of revival as various aspects of MahaRERA law

in the sector at large. With the overall market moving towards ease of doing business, we are expecting that buyers will relook at the market for investment opportunities as the market is picking

top most concern appears to promot the real estate sector. -Shirish Deshpande, Chairman, Mun un. Since the market is consumer bai Grahak Panchavat

The Real Estate Regulation & D velopment Ac (RERA) is a landmark legislation poised to catapul the sector into it next phase o growth, laid on the foundation of be ing transparent competitive, hassle-free and consume

centric, which certainly benefits corpo rate developers like us. -Amit Ruparel, Managing Director, Ru parel Realty.

friendly, buyers can invest in luxur

and affordable housing segment owing

to great options at prices and good investment returns with time bound pos-

-Farshid Cooper, Managing Director

session

Spenta Corporation.

Implementation o MahaRERA has helped in bringing transparency and providing a un fied legal regime for purchase o residential apart ments It ha helped in reba ancing the rela

tionship between the builder and buy ers. All information regarding the project, layout plans, land status, govern ment approvals, delivery timelines amenities, details of necessary approals and more is available under a common platform.

-Ms Manju Yagnik, Vice-Chairperson Nahar Group

> MahaRERA lead ership is trying t be more pragmati while regulatin the real estate se tor, so much s that many a time: it is being pe ceived as too sof towards promot ers. MahaRERA's



### JGILI



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करण्याचा प्रयत्न करतात. मात्र याहकांनी या

ऑफर्सने भरळन न जाता त्यातील छप्या

बाबींची पडताळणी करून घेणे आवश्यक

आहे. मागील वर्षी रेरा लाग झाल्यामुळे

महाराष्ट्रात सणासदीच्या काळात घर घेण्याला अधिक महत्त्व दिले जाते. गढीपाडवा, अक्षय्य ततीया, दिवाळी अशा सणांना घरखेरदी करणाऱ्या साहकवर्गात मोठा उत्साह असतो. मुंबईत किंवा एखाद्या मेने शासात घर घेण्याचे स्वप्त प्रत्येक जण पाहात असतो. यातच पहिल्यांदा घर घेणाऱ्यांची संख्या सध्या मुंबईत मोठवा प्रमाणात वाढत आहे. गेल्या वर्षात रिअल इस्टेट क्षेत्राने अनेक चढउतार पाहिले. काही तज्ज्ञांच्या मते गेल्या काही महिन्यांपासून घरांच्या किंमती स्थिर आहेत. यात फार चढउतार झालेले नाहीत, नवीन बांधकाम तसेच रिसेल धरांनाही ग्राहकांचा अजनही चांगला प्रतिसाद आहे. अश्वरय ततीयेचा महत हा साहेतीन महतपिकी एक . गुढीपाडव्याप्रमाणेच या मुहतांलाही महाराष्ट्रात मोठेमहत्त्व आहे. गुढीपाडव्याच्या महर्तावरही विकासकांची आशा पल्लवित

आलेली पारदर्शकता या दोन महत्त्वाच्या गोष्टींमुळे रिअल इस्टेट क्षेत्राची यावेळीही रवाती चिकणे–पिंपळे प्रगती होईल अशी आशा नरेजकोचे

झाल्या होत्या. मात्र मुंबईत ग्राहकांचा प्रतिसाद फारसा नवहता.तथापि मुंबईबाहेर ठाणे, कल्याण, अंबरनाथ, बदलापुर या ठिकाणी चांगला प्रतिसाद दिसन आला.

घरासोबत ग्राहकांच्या जोडलेल्या असतात. नेमका याचाच फायदा घेत प्रत्येक विकसक सणासुदीच्या काळात



यांना आहे. सामान्यतः सणासदीः काळात घरखरेदीत बाढ होताना दिसते 'आकर्षक किंमती व 'रेरा'मुळे ग्राहकांना आपल्या गंतवणकीबद्दल निर्माण झालेली

विश्वासाची भावना याचा फायदा आम्हाला होत आहे',असे पोद्दार हाऊसिंगचे रोहित पोद्वार यांनी सांगितले.' रेरा, जीएसटी व MICH नोटवलीचंत्र प्रश्नल शहर शेवाला जन्मती

> My Mumbai Edition 14 Apr, 2018 Page No. Powered by : erelego.co

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आहे. 'घर घेणारा तरूण वर्ग व मध्यम वर्गीय

पाहक कमी झालेल्या घरांच्या किंमतीचा

अशी माहिती निर्मल लाईफस्टाईलचे धर्मेश जैव यांची दिली 'या व्याप्रवरीच्या लाखा ग्राहकांना विविध स्टॉबमध्ये घराची किंमत रेण्याची मविधा असल्याने विकीत वाव होण्याची चिन्हे आहेत ', असेही जैन यांनी सांगितले आपल्याकडे सणासदीच्या वेळ घेणवाला बेगळे महत्त्व आमते. त्यामळे अशावेळी घरखरेदी करताना कठेतरी ग्राहक

**PUBLICATION: PUDHARI** 





# Property in Maharashtra: How RERA is making every square foot count

Come 1 May, the authority will complete a year. In this time span, MahaRERA made headlines as it heard thousands of cases — of which many were amicably settled. However, certain actions taken by the authority have turned many heads. One such decision was to not hear tenants in the case of redevelopment of building as it considered them co-promoters



YEARS OF LEGACY



complaints against MahaRERA and its functioning. However, the decision of not entertaining the cases related to redevelopment there is a major concern(sic) as most buildings in Mumbai are being redeveloped, this will keep a lot many projects out of its reach. MahaRERA should re-think on this and decide suitably.

-Arqam Shaikh, Owner, ARC Associates.

MahaRERA has been the biggest success across India - Maharashtra has the largest number of projects registered. The authority is doing its work such that it sets an example for other states. In terms of MahaRERA's performance, the prognosis so far is good. MahaRERA has brought in transparency and accountability for home buyers, which has enhanced trust and confidence in them.

–Dr Niranjan Hiranandani, National President, NAREDCO

With RERA implementation, the previously unorganised real estate sector is slowly getting organised. It has brought a lot of transparency and structural process in the sector as every project now needs to be registered and share their construction status on the RERA website every quarter. Home buyers are protected by the regulator in terms of timeliness, possession, no extra cost and charges only as per the carpet area. MahaRERA has brought an overall potential growth in the sector by enhancing professionalism and standardisation.

-Rohit Poddar, Managing Director of Poddar Housing and Development.

MahaRERA has increased not only developers' the confidence but also of the end buyers. The real estate market has shown positive signs of revival as various aspects of MahaRERA law have helped build customer confidence in the sector at large. With the

# **PORTAL: ZEEBIZ.COM**







However, putting up a contrasting view, Goradia pointed out that no developer, as yet, has been benefitted by the infrastructure status of affordable housing.

Rohit Poddar, MD, Poddar Housing brought forth another key element, which is the social infrastructure and connectivity of the area where affordable houses are being constructed. "Social infrastructure and connectivity are very important to create affordable housing in a locality," he said.

Is there enough money available in the market for creating affordable houses?

Kirti Timmanagoudar, partner, Brick Eagle said, "Though money is available for affordable housing. But the ticket size of constructing such homes is very small as it lies between Rs 10- 30 cr, for this, there are not many investors in the market."

There was also a brief discussion about rental housing, which can play a big role in mission housing for all. Timmanagoudar brought forth an interesting concept where government can lease its vacant land to developers for say 30 years to build rental housing.

**PORTALS: MAGICBRICKS.COM** 

#### Home >> Mumbai

# Speak up Mumbai | MahaRERA: Making every square foot count

By DNAIndia | Monday | 16th April, 2018



## **PORTALS: NYOOZ.COM**





### Indian property market shows early signs of pickup

Developers are starting to see signs of more buyers returning to the residential property market following what has proved to to be a tumultuous period





**PORTAL: THE NATIONAL** 

### QUOTES

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# **PROPERTY HOUSE**

The Ministry of Housing and Urban Affairs (MoHUA) is working on a National Urban Rental Housing Policy (NURHP) to alleviate housing shortage in urban areas by encouraging renting of homes as millions of houses lie vacant across the country



#### Mr Rohit Poddar, Managing Director, Poddar Housing and development Ltd

Ρ "A holistic incentives rental housing policy is very important in fulfilling the housing for all PODDAR need. Everyone don't want to buy house, they may also rent the house for sometime specially those who are moving from one place to another for their job or any other purpose. It is important to create a pool of good quality residential stock in the market, at the good location and it should be available in the reasonable price for the people to rent. The schemes should be obviously cross subsidies or an incentive base scheme for the developers to consider building extra housing stock. As we all are aware that rental lease are below 3% in most part of India on residential property. So we look forward to a practical and executables rental housing policies from the hon. union Housing and Urban Affairs Minister Hardeep Singh Puri".

## **PUBLICATION: Property House**



### Developers expect a smart sales recovery this Akshaya Tritiya

By Subhadra Badauria April 18, 2018 @ 19

YEARS OF LEGACY





One of the most opportune occasions to buy properties, Akshaya Tritiya is expected to revive the housing segment this year. freebies, waivers and discounts are likely to lure customers and spur market sentiments.

The Indian real estate sector has experienced several challenges due to the implementation of reformatory policies such as demonetisation, Goods and Services Tax (GST) and Real Estate Regulatory Authority (RERA) Act 2016. These have resulted in dwindling sales and restrained market sentiment. However, the onset of the festive season has gradually turned winds in the favour, bringing buyers back in the market.

Historically, the property market has witnessed significant growth during festivals such as Gudi Padwa and Akshaya Tritiya. These festivals are considered auspicious for buying jewellery and property as there is a popular belief that anything initiated on these days, particularly Akshaya Tritiya, continues to grow and prosper. This positive sentiment often motivates people to buy properties.

Also, the festival holds equal significance for the developer fraternity, as it fosters good business. Therefore, most of the builders and developers provide discounts and special offers to entice customers. This Akshaya Tritiya too, developers have come up with array of offers and are looking forward for high sale closures.

"Developers are hopeful that sales will pick up from this quarter of the new financial year as housing market is forecasted to be very bullish and a lot of developers want to cash on it. Also, an increase in buyers base is anticipated backed by attractive price and RERA which has not only provided transparency to the customers but has also given assurance to the homebuyers that their money is in safe hands", shares Rohit Poddar, Managing Director, Poddar Housing & Development Ltd.

Reiterating the same. Dhawal Ajmera, Ajmera Realty, shares that

Anshuman Magazine, Chairman India & South East Asia, CBRE says, "In India, for homebuyers, Akshaya Tritiya it is considered as the most auspicious period to invest in owing to the traditional customs. Developers also launch attractive offers and schemes as well as focus on marketing activities during this time to target the potential buyer. Moreover, this year Akshaya Tritiya is at a time when the overall sentiment for the real estate ecosystem is gradually improving and the residential market is steadily witnessing a revival."

### **PORTALS: 99ACRES.COM**







YEARS OF LEGAC

# Property prices may rise as Navi Mumbai ready for Take OFF with good Infrastructure development



#### **ROHIT PODDAR** Managing Director, Poddar Housing and Development Ltd

fter the announcement of its Bhoomi Poojan by Prime Minister Narendra Modi on February 18, the Navi Mumbai International Airport (NMIA) is set to change the way Mumbai flies, but along with it, the satellite city is expected to experience a big boost in terms of overall development and shift the home-buyers' interest from other suburbs to peripheral areas such as this due to the appeal of an already wellplanned city and future infrastructure augmentations Idea: Rohit Poddar, Managing director, Poddar Housing and Developer will share his perspective on the same

Will prices go up in Navi Mumbai immediately and if yes then



Idea: Rohit Poddar, Managing director, Poddar Housing and Developer will share his perspective on the same Will prices go up in Navi Mumbai immediately and if yes then

what will be the per sqft area in Navi Mumbai places like ULWE, KHARGAR and NEW PANVEL Will home buyers change their preference from Mumbai to

Navi Mumbai in coming future due to developments and connectivity

#### Effect on real estate sector due to rise in Home loan rates

Banks led by State Bank of India (SBI) have started hiking their marginal cost of funds-based lending rate (MCLR), signalling rise in equated monthly instalments (EMIs) on retail loans. including home and car loans. According to its recent survey as many as 4, 40,000 residential units remain unsold across key cities of India at the end of 2017. The affect of RERA, GST and real estate that is raise in marginal cost of funds-based lending 📕 What will be effect on real estate sector by the announcement rates (MCLR). This means that all types of loans - ranging from personal to car to home loans - are going to cost more soon. This E Why still the unsold unites number are increasing instead of might leave real estate sector in loss for some more duration.



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on hiking the EMIs rate on home loans? RERA and other laws in placed?



Effect of National urban Rental Housing Policy (NURHP) on Real Estate

NURHP is to alleviate housing shortage in Urban houses that lie vacant across the country, RERA, GST & Demonetization which tumbled real estate sec for a lot for a very long time resulting in flats to be unsold, So because of the implementation of NURHP, builders might get some relief. Instead of keeping the flats vacant they can get some rent which make the situation stable rather than running in losses, NURHP will also affect brokers who are running their business by sucking the blood of tenants in terms of money. Their game will come to an end because Government is setting up the rent percentage separately for all the areas, so that tenant can pay according to the percentage that government has fixed for his/ her area

Inputs: Managing Director of Poddar Housing & Development Ltd will be happy to share insights on:

- What will be the effect on real estate sector on announcement of NURHP
- How this NURHP will affect the brokers and builders.

#### USP of the Poddar Spraha Diamond

- Poddar Spraha Diamond is located within a kilometre of the iconic Diamond Garden in Chembur
- Poddar Spraha Diamond is close to schools, hospitals, malls, banks multiplex restaurants and more.
- Within a radius 2-3 km lies the Chembur Monorail and the Eastern Express Highway, ensuring easy access to various parts of Mumbai
- Poddar Spraha Diamond provide facilities like CCTV surveillance. Video door phone. Gas connection, 2 level Basement car park, branded Kajaria flooring, Jaquar bathroom fittings and Hindware sanitaryware, 24x7 Security, spacious kitchen and AC Gymnasium

Demonetization is still tumbling the real estate sector even now Inputs: Managing Director of Poddar Housing & Development before getting recovered from this there is another major hit for Ltd will be happy to share insights on:

