



# 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	A	Indian Express Hindustan Times Times Property, PTI
Supreme court ban in Maharashtra, Uttakarakhand 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	· · · · · · · · · · · · · · · · · · ·	BTVi CNBC TV 18





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A Newsletter

NEW DELHI: Poddar

Pune to develop an

affordable housing project. In a filing to the

that its subsidiary

has "executed an

land admeasuring

BSE, the company said

Poddar Habitat Pvt Ltd.

agreement to acquire a

ox 102.5 acres" at

Development has agreed to buy 102.5 acres land in

Housing and

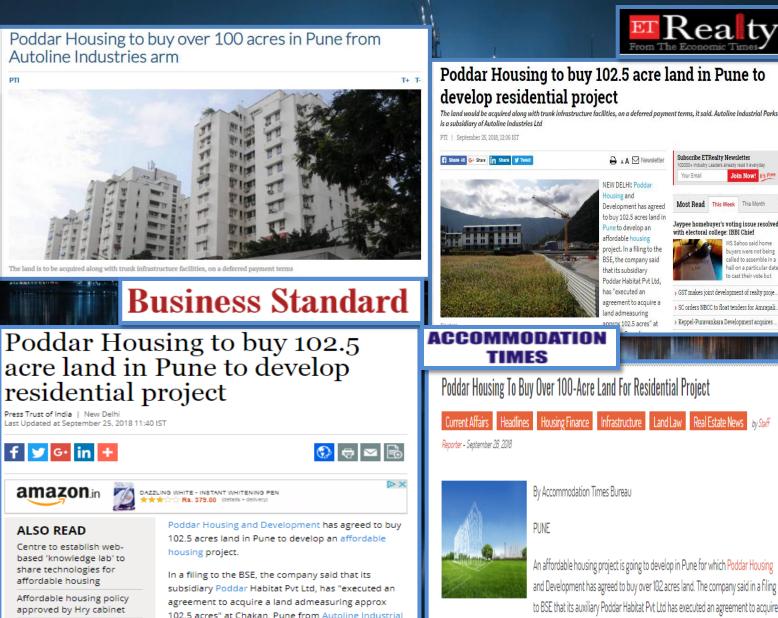
# BusinessLine

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.

Maharashtra mulls PPP

model to acquire land fo

Parks Ltd.



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

### 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 @moneycontrolcom

#### 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.



### Poddar Housing to buy land in rune for anormatic housing project

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

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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 ar affordable housing project. According to the company in a filing to BSE, the subsidiary Poddar Habitat Pvt Ltd has "executed ar 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 potenti 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 i Mumbai, the capital of Maharashtra state.

### Pay 9Lacs" and Poddar Housing's arm to acquire 102.50 acres at Chakan, Pune

Mulund@Atmo Posted On: 2018-09-25 08:03:36

Wadhwa Group

Devdiscourse

**rediffrealtime news** 

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.

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

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

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.



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#### ales 📾 PODDAR HOUSING AND DEVELOPMENT LTD AN AFFORDABLE HOUSING HUB FROM THE INDUSTRIAL HUB? ouds of Mumbai suburbs have witnessed major changes in the past few years in terms infrastructure and residential spaces. A decade back places like Ambernath, Badlapur were only known for

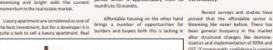
the rapid presence of small and medium industries and now with the advent of industries, the city has been witnessing a plethora of job spurt. The changing scenario has resulted in the conversion of suburban's image from an industrial hub to residential hub. With the growing infrastructure, builders and levelopers 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 investor to invest as well as the buyer to buy. For instance, people migrating to Mumbai for a job and higher education hoose to live in suburbs, since gwning a ouse anywhere in the western stretch is arfetched idea for a person of medium to high income. Hence a solution to this it okine out for residential spaces that are no only affordable but convenient.

ills is now getting converted into residentia infrastructure is an important market influencer here in the years to come. While the other hand, people who have houses various part of Mumbai, look out for burbs to invest as a secondary option. The ey factors attracting the home buyers are enectivity, employment apportunity, ollution free environment and healthy festyle at a budget friendly price. Property ices are so reasonable, on an average of 15 ikhs to 30 lakhs, one can buy an apartment ith minimum configuration of 18HK - 2 romising and bright with the current nentum in the real estate market



estate developers now a day's take a step luxury housing. It is not only easier to sel back on launching new projects in the these homes since they belong to segment due to scarcity in the demand in a affordable sector but it also provides subdued property market. Generally it good returns in the longer run. Affordable takes approximately two to four years to sector is also supported by Pradhar properly execute a project depending on the Mantri Awas Yojana (PMAY) which has location. It is during this period that builders played a pivotal role for the sector. As the strive to sell most of the flats. However, infrastructure progresses and the rea South Mumbai - known for high end homes estate industry develop the finance for tell a different story altogether. This the projects, home loans etc also made with minimum configuration of 1BHK = 2 BHK. The future of Mumbai suburbs looks period which is approximately from 40 trumendously.





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BYTES - LOCATION / TECH



war, urbanization is an unstonnable rend in the Indian market. That creater demand for budget homes. So going orward affordable segment will co

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#### Mumbai suburbs emerge as an affordable housing hub from the industrial hub 😪 Share on 👔 🕥 📀

By Rohit Poddar, Managing Director, Poddar Housing and Development Ltd. September 26, 2018 @ 29

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 tech highly experienced doctors, better educa

and colleges, entertainment and hangout spots like malls, restaurants an enhancing the lifestyle of the people and their culture but it is also setting a b of living.

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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

ing scenario has resulted in the のProcom Realtors

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 The clouds of Mumbai suburbs have witnessed major changes in the past few years

Ambernath, Badlapur were only kn industries and now with the advent of industries, the city has been



TIMES

scenario has resulted in the conversion of suburban's image from



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

Editor | September 25, 2018 @ 04:56 PM

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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better education option for kids like schools and colleges, entertainment magicbricks ultiplexes. This is not only enhancing the lifestyle of benchmark for a better standard of living.

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





**Rohit Poddar** Managing Director Poddar Housing and Development Ltd.

28/09/2018 . by admin. in EXPERT ZONE

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.







HOUSING & DEVELOPMENT LTD KANDIVALLEMERGING AS A NEXT NEW HOT SPOT FOR A REAL ESTATE SECTOR

Mumbai which is often criticized for being flooded could change and transfer ent in the area is at an accelerated pace. This area has plenty of affordable homes on and infrastructure projects progressing in the region, it has made the lo andvali is primarily home to most of the salaried professionals and businessmen inities but is also populated by many Ma

inity and East Indian Catholics. Previo were very expensive for the home buy

starting from Demonization announces of of lia on 8" November 2016 to RERA coming on 1" buyers and develops the GST getting launched on 1" July 2017. It was the area as well as the Since the metro pers shall witness the change it will bring t







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### MumbaiMirror

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## New building permits: BMC awaits SC order

To file affidavit on dumping of debris, seek further directions

#### STAFF REPORTER ACCASEA1

The Brihanmumbai Municipal Corporation (BMC) will not issue new construction permits till it receives directions from the Supreme Court. The apex court had lifted a ban on new construction in the city after develop ers promised to streamline the dumping of debris for six months, and the deadline ended on September 16. Therefore, the BMC will submit a compliance report before the court and seek further directions.

In 2016, the Bombay High Court had banned any new construction in Mumbai due to tonnes of debris being illegally dumped at the city's landfills. But in March this year, the SC lifted the ban for six months, with riders. One of the main conditions was that no construction-related debris would be carried to the Deonar or Mulund dumping grounds. The other was the addition of a condition in construction permits that stated debris would be disposed of in a specified

#### **Compliance** report

manner.

The Maharashira Chamber of Housing Industry filed a Special Leave Petition against the High Court order in the SC. A Division Bench of the 5C, comprising Justices S.A. Bobde and L. Nageswara Rao, while passing the temporary relief order, had directed the BMC to submit a dumping and issued show compliance report at the end cause notices to 30 of them. of six months. The EMC sub-

mitted before the SC that 10 identified by the BMC earlier sites had been identified and got an addition of five. Of the 15, 11 are filled to capacity. inspected by the HC-appointed monitoring commit-"We will apprise the court of tee, and the corners of those all the measures taken in the



The apex court had lifted a ban on new construction in the city after developers promised to streamline the dumping of debris for six months, and the deadline ended on September 16. ·FILE PHOTO

sites had granted no objecpust six months and also say tion certificates for dumping that no debris is being debris there. The court sugdumped at our dumping gested that the BMC add this grounds. The developers' asas one of the conditions in sociation has to come up the Intimation of Disapprowith new dumping sites. val (IOD), the first construc-Right now, the existing ones tion permit. The court also seem to be sufficient," said directed the BMC to ensure Vishwas Shankarwar, Depuregular inspection of the ty Municipal Commissioner, construction and the landfill Solid Waste Management. site. Developers were sup-

posed to dump debris at the Mixed response designated spots only. mixed reactions to the BMC's In the six months follow-

ing the lifting of the ban, the decision to wait for the SC's directions. While some say BMC received 319 proposals for IOD, of which 222 have the move will help the city in been approved. It has comthe long run, others say it pleted site inspection for the, will emote uncertainty in the Occupation Certificate (OC), market. "It is up to the BMC or last construction permit, to address this issue in the for 224 out of 300 sites. It interest of development in has also issued 229 OCs in the island city. Although the the six months, indicating ban had created a lot of cuthe spurt in real estate after riosity among buyers, conthe construction ban was liftstruction workers and deveed. During this period, of the lopers, the SC's initiative is 160 construction sites that remarkable as it will not only generated debris, the BMC help enhance the standard of living but also help us live noticed irregularities in

a greener life," said Rohit Poddar, MD, Poddar Housing The 10 dumping sites and Development Ltd.

rock Property Consultants, said the BMC's refusal to give "comes at a time when there NRIs eveing real estate due to fall in rupee: NAREDCO

Mumbai Mirror | September 25, 2018

#### Satish Nandgaonkar

The National Real Estate Development Council president Niranjan Hiranandani on Friday said the depreciating rupee against the US dollar is prompting non-resident Indians (NRIs) to invest in Indian real estate sector.

"We have witnessed a lot of enquiries from the NRI investors in the last two months as the rupee gradually began depreciating. Buying property in India has turned more attractive because NRI property buyers get more square feet of space for the same amount in foreign currency," Hiranandani told Mumbai Mirror ahead of the NAREDCO's annual Real Estate Infrastructure and Investor's Summit scheduled this week in Mumbai.

Hiranandani, the Chairman and Managing Director of Hiranandani Communities and the national president of the council which works under the aegis of the Ministry of Housing and Urban Affairs (MoHUA), said Indian real estate sector witnessed a gradual slow down in the past few years due to various reasons before it was hit by "tsunamis" of demonetisation, amendments to the Benami Properties Act, the Real Estate (Regulation and Development) Act (RERA), and Goods and Services Tax.

#### 23 SEP

NRIs eveing real estate due to fall in rupee: NAREDCO Author: // Category: Real Estate Flipping

The National Real Estate De depreciating rupee against t Home Realty Flipping

counter-productive for customers and will hit the corporation's revenues." Asked about the need for new debris dumping sites, he said CREDAI-MCHI is in the pro-

cess of 'finalising plans' in

the matter. "However, if the Developers have expressed State and the corporation provide a pre-designated space for debris dumping, we shall share this information with all our developer members according to their uirements. We are posive that our members will comply with the specified ules. Our members have paid big sums as fees at vaious stages of approval and expect support from the tate and the MCGM." Dhaval Ajmera, director, Ajmera Group, is more dict. "Because of the lack of

mittee chairman, CREDAI-

Maharashtra Chamber of

Housing Industry (MCHI),

said, "We are confident of

getting relief once the BMC

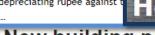
shares data with the SC. Ho-

wever, stopping all new con-

structions in the city may be

portant clearances at the MC's end, project compleion is setting delayed, Builters are losing money each ay. There is need for a tran-

sition policy to accommodate developers who are at approvals for new projects, near closure of their projects," he said.







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# **RELATIONSHIP BUILDING MEETINGS**

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The Indian **EXPRESS** 



Priyanka Sahoo Senior Correspondent



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