

Mamurdi Town Center

Product Training Deck





Agenda

Pune/PCMC Commerical Market

Godrej Mamurdi Township

Godrej town Center



**Drives 13% of
Maharashtra's
GDP**

Pune has led the state in SEZ's, number of industrial units, and number of IT hubs

**Ranked 6th in
Per Capita Income**

Pune ranks 6th in the country amongst the Indian cities in terms of Income per Capita

why Pune?

**A Manufacturing, IT
and Start Up Hub**

400+ Manufacturing plants

Major IT Hub after Bangalore & Hyderabad

Ranked no.5 in the start-up ecosystem

**Rs.650 billion
investment over
the next 7 to 8
years**

Includes construction of a Metro Link, a new airport terminal and a Ring Road

Why PCMC – Mamurdi?

PCMC is set to be the next emerging hub

Considerable Rent Earning Potential and Appreciation

Land shall be allocated in Chakan-Talegaon belt. The companies include, Mitsubishi Electric, Nextra etc

Excellent Infra Growth in Next 5 Years- Metro/Outer Ring Rord

PCMC recorded a population decadal growth rate of 55% against 21% of Pune

PCMC is one of the richest township in Asia.





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Presenting

*The Mini Township
Godrej Mamurdi*

Spread across 60 acres

Godrej Mamurdi – Our Journey so far



Park Greens
300cr+ launch, till date 450 cr+ sold

Nurture
Till date 350cr+ sold

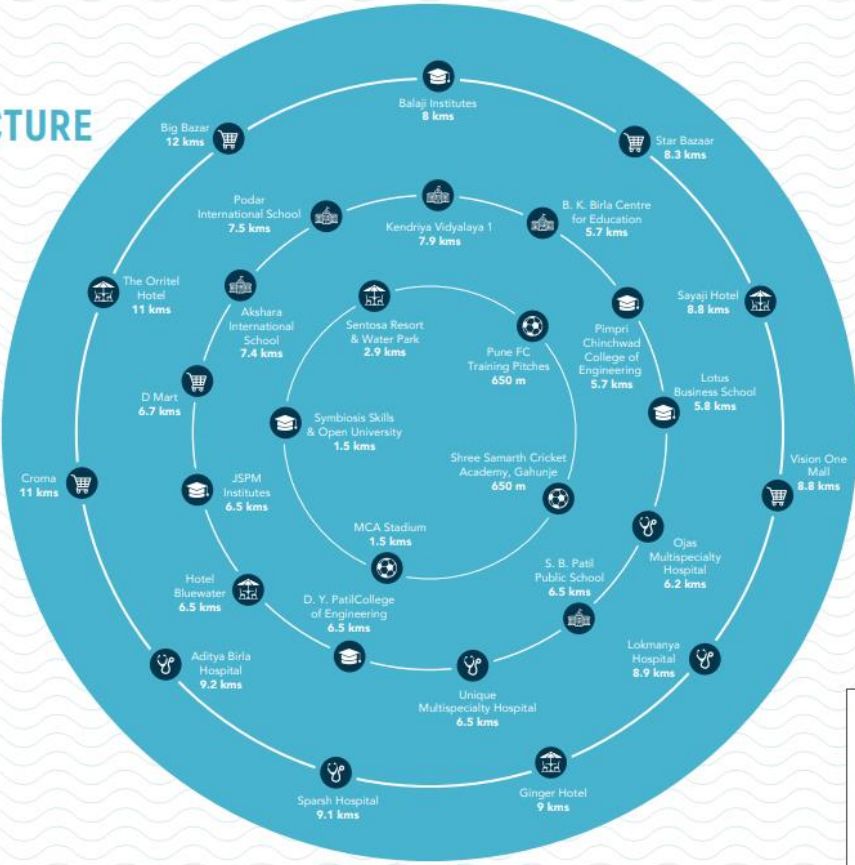
Forest Grove
Till date 250 cr+ sold

Wood Park
Till date 140 cr+, 3 Day Sold Out

Upcoming Launch – Town centre

Godrej Mamurdi– Nearby Social Infrastructure

SOCIAL INFRASTRUCTURE



	Schools
	Retail Stores
	Colleges
	Sports
	Hotels
	Hospitals

Outer Ring Road
6 km, 10-15 min

Hinjewadi IT Park
15 km, 25 min

Pune Railway Station
26 km, 50 min

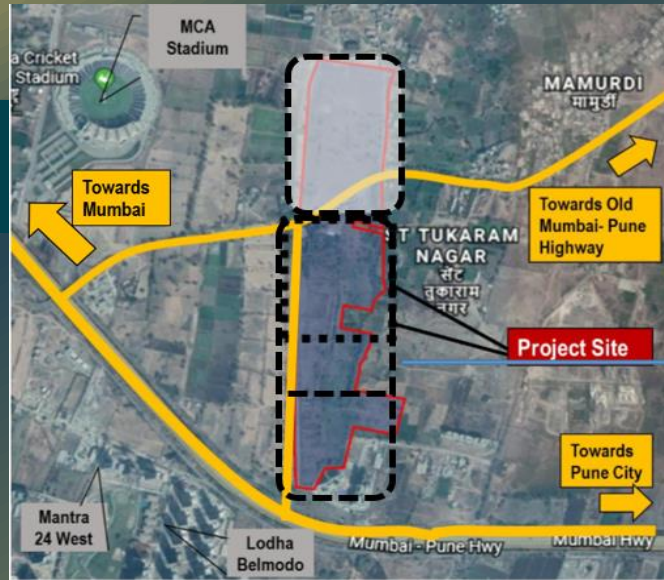
Pune Airport
31 km, 60 min

Panvel Airport
97 km, 80 min

Approximate distances as per Google Maps.

Godrej Mamurdi

Heartthrob of a Location



Project comes under PCMC

All infrastructure in place

10000+ families in 2km vicinity

20+ residential projects



Godrej Mamurdi

- 60 acres Mini Township
- Excellent infrastructure with a School and Commercial inside
- 1500+ trees in the parcel



Key Pointers

- 3000+ units sold till date
- Record breaking sales of Rs.1392 cr+
- Commanded a price appreciation of 30% from launch

GREEN LANDSCAPE



Godrej Mamurdi

Key Highlights





Now Introducing
Godrej Carnival

*The First Ever commercial Launch
of Godrej in West Pune*

Godrej Carnival – Look and Feel
A bespoke shopping experience



Fun
Food
Fashion
Pharmacies
Groceries
And more..

Confluence of
modern design and
picturesque
landscape





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Godrej Carnival

The USP

A photograph of two women walking on a city street, smiling and carrying several shopping bags. The woman on the left has red hair and is wearing a beige jacket and a blue and white striped scarf. The woman on the right has long dark hair and is wearing a brown jacket with a white fur collar and a grey turtleneck. They are walking past a building with a red and white circular sign and a white van. The background shows a city street with buildings and a shop window.

The USP Concept : A fun vibrant shopping experience

In a Premium , upscale setting

The Hero

An Exclusive Central Plaza Area



*Spread Over
0.3+ acres*



Concerts

Events

Flea Market

Kids Activities

And more....



USP Pillar

*Dedicated Food and Beverage
Space*



Restaurants

Food Chains

Food Court

Delis

And more....

*Spread Over
10000 sq.ft*



USP Pillar

Retail Frontage spread of 80mt



65 mt retail frontage from 15 mt S2 parcel road

USP Summary

Hero : An Exclusive Central Plaza space over 0.3+ acres

USP Pillars

- 1. Dedicated Food and Beverage space spread around 10000 sft*
- 2. Biggest Retail Destination in a radius of 5km*
- 3. Retail frontage of 80mt*





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Godrej Carnival

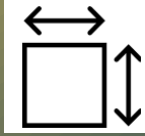
Master Layout

Master Plan Godrej Carnival

- 2 separate loading docks for service vehicles
- 80 mt retail frontage



Carnival – Project Specifications



Total Area
1.27 lkh sq.ft



Total Shops : 150
Anchor 1 : 9 shops, Anchor 2 : 6 shops,
Anchor 3 : 12 shops
FnB : 10 shops
Vanilla : 113 shops



Shop Types

- 18 mt road facing
- 15 mt S2 parcel road facing
- Indoor facing



No. of Shops

- Ground floor – 58
- First Floor – 47
- Second Floor - 45



Shop Sizes

- Shop S: Below 300 sft
- Shop M : 300 to 500 sft
- Shop L : 500 to 700 sft
- Anchors : 700 sft and above



Floor to
Ceiling
height
4.5mt



Parking:Basement

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Godrej Carnival

Highlights and Specifications

Carnival - Key Highlights



**Separate
entry/exit**



**Dedicated
Drop off
zone**



**Landscape
Sit Out**



**6 lifts and
Staircases**



**2 Escalator (G to 1st
and 1st to 2nd floor)**



**Separate Loading,
Unloading Docks**



**DG Power
Backup for
lifts & lights**



**CCTV at
entrance**



**His and Her
washroom
on each floor**

A woman with blonde hair, wearing a grey top and blue trousers, is standing in a retail store. She is looking at a rack of clothes. The store has a modern, bright interior with white walls and a polished floor. There are shelves with handbags and other clothing items in the background. A large, dark teal circular graphic is overlaid on the center of the image, containing the text.

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Godrej Carnival

Floor Plans

Carnival –Project Specifications

- Earthquake resistant RCC Framed Structure with block work partitions
- Plaster: Internal Walls in OBD and Double Coat Sand Faced External Plaster
- Polished Vitrified tiles(Stone finished) for common lobby areas
- Common Toilets in each floor with ceramic tiles and Branded CP and sanitary fittings - Jaquar/AS or equivalent
- Additional Toilets in F& B: Ceramic tile dado, Anti-skid ceramic tile flooring
- Sufficient Parking space for all shops/customers
- Concealed electrical and Plumbing services

Carnival – Services

- UG water tank
- STP
- Sprinklers for firefighting system in common areas
- Municipal Water supply or Tanker water on chargeable basis
- Stack car parking provided (36Nos out of 161Nos)
- Generator back up for common areas, Lifts and elevators

Carnival –Shop Specifications

- Distinctly identified space for Signage of each shop .
- Paint: OBD for Internal Walls
- Flooring: Vitrified tiles inside shops
- Shop frontage: Rolling Shutters
- 4.5m height - floor to floor (unfinished)
- Power supply provision with isolator for each shop.
- Provision of sleeves for Air conditioning with ODU location for each shop
- Additional for F&B: Tap-off points for water supply & drainage, Provision of dedicated shafts for exhaust.

THANK YOU