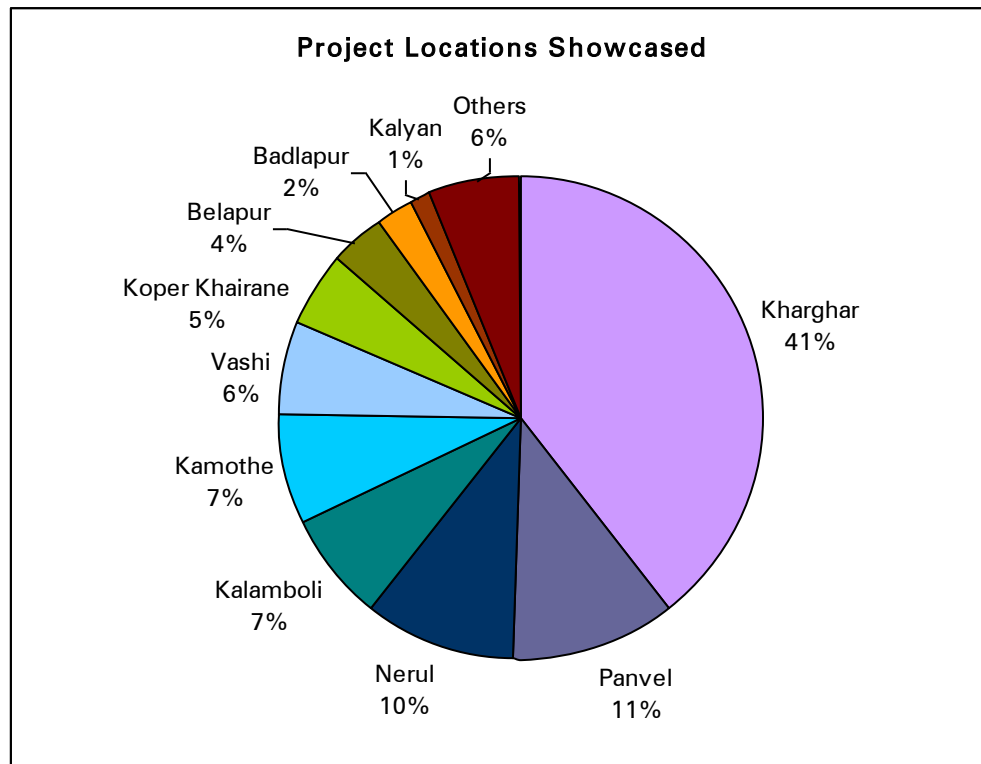


**BANM 10<sup>th</sup> Mega Property Expo**  
**Venue: Sector 13, Plot 7 & 8, Moraj Circle, Palm Beach Road, Sanpada**  
**Period: 8 January, 2010 - 11 January, 2010**

We visited the BANM (Builders Association of Navi Mumbai) Mega Property Exhibition held at Moraj Circle, Palm Beach Road, Sanpada from January 8 to 11, 2010. Overall, the exhibition received an overwhelming response. Developers from various categories across Navi Mumbai & Panvel had showcased their projects. Some of the prime developers participated in the expo included Akshar, Arihant, Armstrong, Gahlot Construction, Mahavir Universal, Shah Group & others.

Our observations based on our visit to the exhibition are as below-

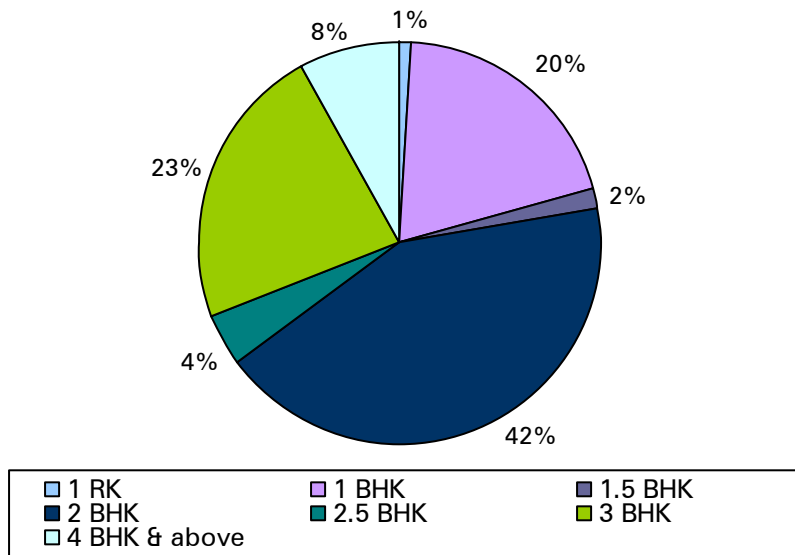
**Preferred Location:** One of the highlights of the exhibition was that over 90% of the projects showcased were from Navi Mumbai, which reflects the focused effort by the BANM.



Out of the total projects showcased in the exhibition, 41% were from Kharghar, which seems to be the most popular location for residential development amongst the developers. 11% of the projects were located in Panvel which has witnessed decent real estate activity in last few years.

**Type of Apartments showcased:** 2 BHK apartments were showcased in 42% of the total projects exhibited whereas 3 BHK configurations were displayed in 23% of the projects. 1 BHK options were available in 20% of the projects.

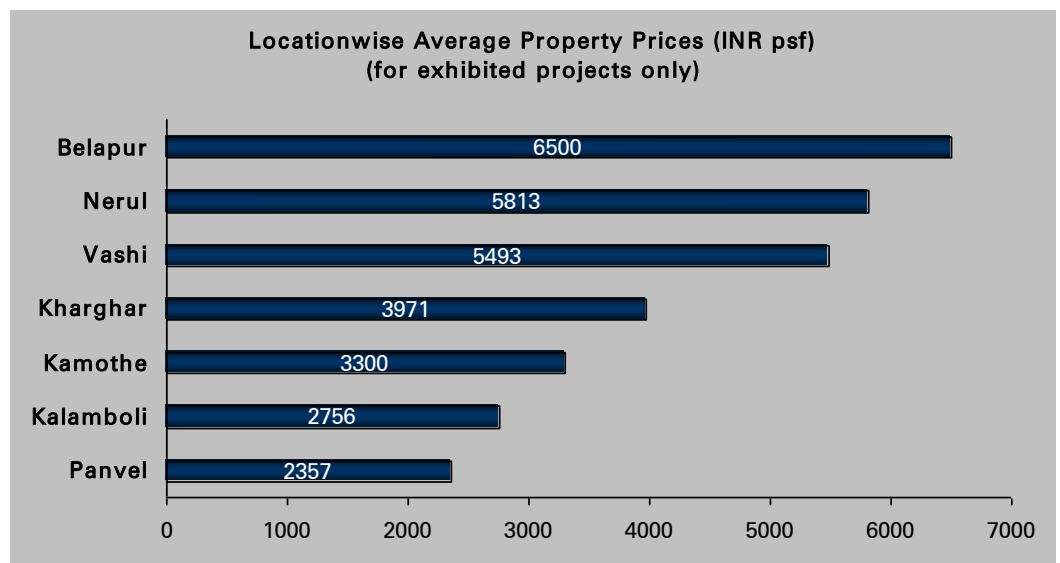
**Distribution of Apartment Type**



**Amenities:** The exhibition had a good mix of affordable as well as premium housing options. Some of the premium projects on display included high end amenities such as fully Wi-fi homes, air conditioned apartment, sound proof windows, multi-way video door phones, walk-in wardrobes in master bedroom, etc.

**Special Offers:** We observed that special offers like free registrations were offered in one of the projects displayed in the exhibition. There were a couple of developer stalls which were attracting good number of footfalls due to their unique stall layouts and arrangements like - a separate 'kids zone' where different gaming options had been provided, a theatre room guiding the visitors through a virtual tour of the project, free refreshments and ice-creams.

**Pricing:** The exhibition offered both the premium as well as affordable options to prospective home buyers. The low cost housing options were primarily available at locations like Kalamboli, Kamothe & Panvel, whereas the premium offerings were located at Vashi, Nerul & Belapur and a few projects in Kharghar. Adjacent chart depicts the property rates in prime areas of Navi Mumbai based on the data collated for the projects exhibited.



### **Our Viewpoint:**

The exhibition, being primarily focused on Navi Mumbai projects, attracted good footfall which reflects the positive sentiment in the residential realty space.

This exhibition saw few developers successfully deploying some innovative crowd pulling strategies like the gaming room for kids, virtual tour for visitors, offering free refreshments & ice-creams, etc. which we see could become a new trend in property shows.

The key areas in Navi Mumbai like Vashi, Nerul & Belapur seem to have developed as the preferred residential locations for only the High Income Group, however the emergence of Kharghar, Panvel, Kamothe & Kalamboli have provided the affordable options for the Middle Income Group & the Lower Income Group.

Details of some prime projects on display have been tabulated below:

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
1	Akshar Developers	Sai Radiance	Belapur	2/3/4	6500	Ready
		Siddhi Heights	Nerul	2	5750	Nov 2010
		Valencia	Kalamboli	1/2/2.5	3250	Jan 2012
2	Arihant Superstructures Ltd	Arihant Krupa	Kharghar	2	N.A.	N.A.
		Arihant Aksh	Badlapur (W)	1/2	1875	Oct 2011
		Arihant Arham	Panvel	2	2300	Mar 2011
		Arihant Sparsh	Vashi	3.5	5500	Dec 2010
		Arihant Abhilasha	Kharghar	2	3475	2012
		Arihant Aradhana	Kharghar	2	3925	Oct 2010
3	Armstrong's	Hexworld	Kharghar	1/2	1 BHK: 18 lacs onwards	N.A.
		Hexcity	Kharghar	1/2/3	1 BHK: 16 lacs onwards	N.A.
		Hexblox	Kharghar	2	2 BHK: 56 lacs onwards	N.A.
4	Bhumi Raj	Bhumi Raj Hills	Belapur	N.A.	N.A.	pre-launch
5	Bonzer Infra	Bonzer Residency	Kharghar	2	3100	2011
		Bonzer Carnival	Kharghar	1/2	3800	2011
6	Chauhan Group	Sai Krupa	Kamothe	1 RK/ 1 BHK	N.A.	N.A.
		Sai Villa	Kamothe	1 RK/ 1 BHK	N.A.	N.A.
7	Concrete Builders	Sai Saakshaat	Kharghar	2/3/4	4300	N.A.
8	Ellora Group	Ellora Castle	Belapur	5	6500	N.A.
9	Enkay Castle	Enkay Garden	Taloja	1/2/3/4	1650	N.A.
10	E V Homes	Emerald Heights	Kalamboli	2/3	2750	Jun 2010
		Sapphire	Kalamboli	2.5	2550	Dec 2010
11	Fortune Infraproject Pvt. Ltd.	Fortune Green Heaven	Panvel	1/2	2000	N.A.
		Fortune Gardens	Panvel	1/2	2100	N.A.
12	Gahlot Construction	Gahlot Avenue	Nerul	1/2/3	5500	2011
		Gahlot Majesty	Nerul	3	6500	Ready
13	Gajra Group & GD Group	Bhoomi Gardenia	Kharghar	1/1.5/2	3105	N.A.
14	Goodwill Developers	Goodwill Mansion	Vashi	1/2	5100	N.A.
		Goodwill Paradise	Kharghar	2/3	4300	N.A.
15	Greenscape Developers	The Springs	Kharghar	2/3/4	4500	2011
16	Haware Engineers & Builders Pvt. Ltd.	Silicon Towers	Vashi	3	4870	Ready
		Green Park Phase III	Khandeshwar	2	N.A.	N.A.
17	Indu Constructions	Nivaan Heights	Kharghar	2/3	N.A.	N.A.
18	Juhi Developers	Juhi Residency	Kamothe	2/3	3000	Dec 2010
19	Kamdhenu Builders	Sai Swarna	Koper Khairane	1	4250	Apr 2010
20	Mahavir Universal	Mahavir Heritage	Kharghar	2/3	N.A.	N.A.
		Mahavir Jyoti	Kharghar	2/3	N.A.	N.A.
		Mahavir Ratan	Vashi	4	N.A.	N.A.
		Mahavir Darpan	Nerul	2/3	N.A.	N.A.
21	Man Infraprojects Ltd	Man Valley Vista	Nerul	3/4	N.A.	N.A.
22	Marvels Group	Sumukh	Kalamboli	1/2	N.A.	N.A.
23	Millennium Associates	Millennium Avani	Airoli	2/3	N.A.	N.A.
24	Nathdwara Developers	Elite Homes	Kharghar	1/2	2899	May 2011
		Elite Heights	Kharghar	2	4000	Feb 2011
25	National Builders	Sea Queen Excellency	Nerul	2/3	5500	Dec 2012
		Sea Queen Paradise	Kharghar	2	4000	Nov 2010
		National Harmony	Panvel	2/3	N.A.	New Launch
26	Neel Group	Neel Park	Panvel	2/3	3600	Ready
27	Neel Sidhi	Amarante	Kalamboli	1/2/2.5	N.A.	New Launch
		Atlantis	Nerul	2/2.5/3	N.A.	Dec 2010
		Vinayak Complex	Panvel	1/2	N.A.	N.A.

Sr. No.	Developer	Project Name	Location	Type-BHK	Rate Per Sq Ft (Rs.)	Completion Date
28	Nisarg Group	Hyde Park	Kharghar	1/2/3	3400	N.A.
29	Omkar Krupa Builders	Omkar Bramha	Panvel	1/2	2150	2012
		Omkar Puram	Panvel	1/2	1950	2012
		Omkar Empire	Kharghar	2/3	3751	2011
		Avantika	Panvel	1/2	2400	2011
		Sai Moksh	Kharghar	2/3	4250	2012
30	Paradise Group	Sai Moksh	Kharghar	2/3	4250	2012
31	Pranjee Group	Garden City	Badlapur (E)	1/2/3/4.5	1894	Nov 2010
32	Reliable Builders	Balaji Amrut	Kharghar	2	4000	Apr 2010
33	Ruparel Realty	Om Shree Apartments	Ghansoli	1/2	3300	Dec 2010
34	Sai Enterprises	Rosewood Heights	Kharghar	2/3	4600	N.A.
		Riviera	Kharghar	2/3	3300	Sep 2011
		Residency	Kamothe	2/3	3700	Dec 2011
		Rosalie	Kalyan	1/2/3	N.A.	N.A.
35	Satnam Builders & Developers	Namra Heights	Kharghar	2	N.A.	Ready
36	Shah Group	Shah Heights	Kharghar	2/2.5/3/3.5/duplex	4900	Aug 2010
		Shah Alpine	Kharghar	1/2	3951	Aug 2011
		Shah Royale	Kharghar	1.5/2/2.5/3	5000	2011-12
		Shah Arcade	Kharghar	1/2/3/4	N.A.	N.A.
		Shah Kingdom	Kharghar	1.5/2/2.5/3/3.5	N.A.	N.A.
37	Shah & Chheda	Mahavir Ornate	Koper Khairane	2/3/4	N.A.	Ready
		Mahavir Whispers	Nerul	3	N.A.	New Launch
38	Shri Gami Infotech Pvt. Ltd.	Radha Krishna Complex	Kharghar	1/2	N.A.	N.A.
39	Space Realtors	Suraj Residency	Kalamboli	1/2	2475	Mar 2011
40	Swaraj	Swaraj Planet	Koper Khairane	1/2/3	4999	Aug 2010
		Swaraj Queensbay	Koper Khairane	2/3	N.A.	N.A.
		Swaraj Imperials	Kharghar	2	N.A.	N.A.
41	Tilak Builders & Developers	Shivthar Tower	Vashi	2	6500	N.A.
42	Triaxis Buildcon	Rose Gardens	Asangaon	1/2	1450	N.A.
43	Triveni Group	Bhoomi Sagar	Kamothe	1/2	3100	Dec 2010
		Bhoomi Heights	Kamothe	2/3	3400	Dec 2010

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