



**MANTRA**  
**∞CONNECT**

**CODENAME KINGDOM**  
**Product Presentation**

# **BALEWADI**

**Preferred premium residential destination in Western Pune**

# 5 Reasons on WHY BALEWADI

1. A premium - up-market residential area
2. Balewadi is one of the fastest developing micro-market in Pune
3. Well-established commercial, entertainment and residential offerings
4. Increasing IT & Non IT workspaces creates surge in demand for residential dwellings
5. Increasing Economic, Social and Physical infrastructure

# How people perceive BALEWADI

- Baner - Balewadi is dubbed as the BKC of Pune
- New KP
- Restaurants & Pubs
- Wide Roads
- Shopping & Entertainment
- Aundh – Baner – Balewadi Smart City initiative
- Mula – Mutha Riverfront Development Plan
- Pune Metro Rail in the vicinity

# CONNECTIVITY:

Proximity to Hinjawadi IT park

Proximity to workplaces in Hinjawadi, Balewadi, Baner, Aundh, and SB Road.

5 metro stations are planned within a 3 Km radius – Balewadi Stadium | NICMAR | Ram Nagar | Laxmi Nagar | Balewadi Phata

Healthcare, Education, Entertainment & all the important things one needs in life are just minutes away

# The Aundh – Baner – Balewadi Smart City initiative

A model neighbourhood of liveability and sustainability matching global standards in Aundh-Baner-Balewadi area. Deploying all 24 smart city features in a future-ready manner.

**Mobility:** take public transportation percentage to 50% through 100% e-buses, 26km BRT route, 54 bus stops overhaul & 100 e-rickshaws. 27Km bicycle tracks and 60 km footpath redesign and placemaking.

100% differently abled pathways, express airport service, 100% smart bulk, commercial and domestic metering, cleaning of the 3.4km river stretch, rainwater harvesting, 10% waste water recycling, zero waste, centralized command and control centre with camera feed from critical areas, 5 emergency SWAT vehicles.

**Liveability:** Increase open spaces from 4% to 10% of total area through 13 parks and 3.4Km world-class riverfront development

Create 45,000 jobs in the start-up hub for mixed use and walk-to-work, create an interconnected ABB with a suite of citizen services / e-governance on top of it. (ABB card, e-ABB customer services, 911 emergency, pan-area Wi-Fi connectivity, 76 additional public toilets on global standards, smart parking for 750 cars, 100% underground wiring, vehicle free roads, socially inclusive growth, sustainable living with smart street lights and pollution sensors, panic buttons, pedestrian friendly signals and many such initiatives.

# Mula – Mutha Riverfront Development Plan

River rejuvenation project aims in transforming Mula, Mutha and Mula-Mutha rivers making them an valuable asset for the city.

Pune River Rejuvenation Project incorporates the rivers' cultural importance and its potential to add to the green recreational spaces to the city. Proposes a resilient river edge to mitigate the threat of flooding.

The Master Plan is phased prioritizing cleaning of the river, curbing outfalls and carrying out flood mitigation measures.

A comprehensive, imaginable, legible and resilient river edge enriched with pedestrian trails, visitor facilities, spaces designated and designed for congregation, festivals and performances.

The riverfront is proposed to be developed as a green and recreational space that can transform the existing neglected waterfront into a centre for social, cultural and recreational activities in the city. It also includes footpaths and walkways for walking, cycling, boating facility and setting up eateries.

This plan envisages improvement of river banks on both sides of the 44-km stretch passing through the city, including 22.2 km of Mula, 10.4 km of Mutha and 11.8 km stretch of Mula-Mutha river.

**PRESENTING**  
**A PREMIUM LIFE**  
**AT A PERFECT LOCATION**

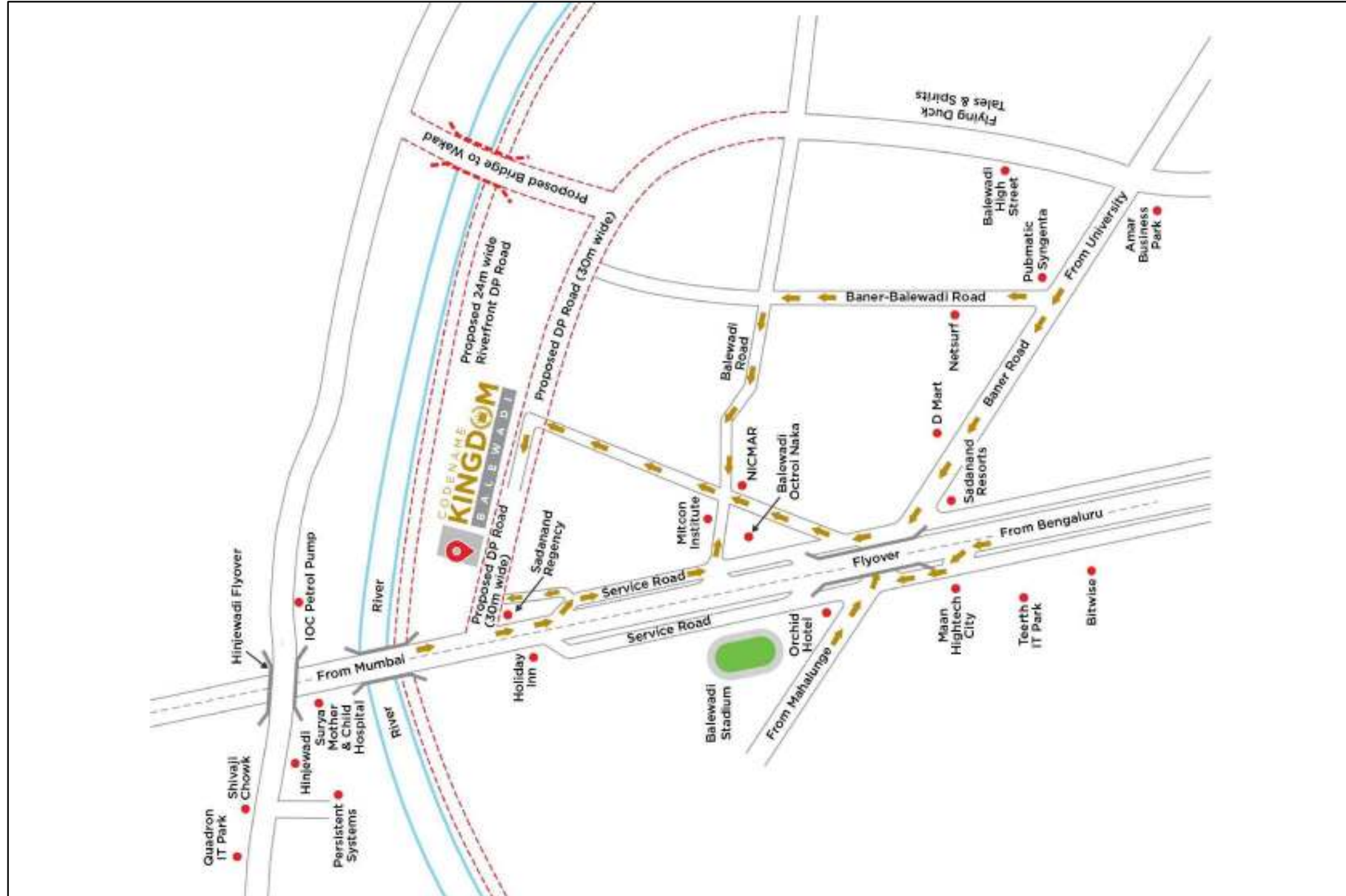
# PRE-LAUNCHING

CODENAME  
**KINGDOM**  **M**  
BALEWADI  
2 & 3 BHK APARTMENTS

Discover the perfect life just for you...

From thoughtfully designed spaces to amenities in a perfect location

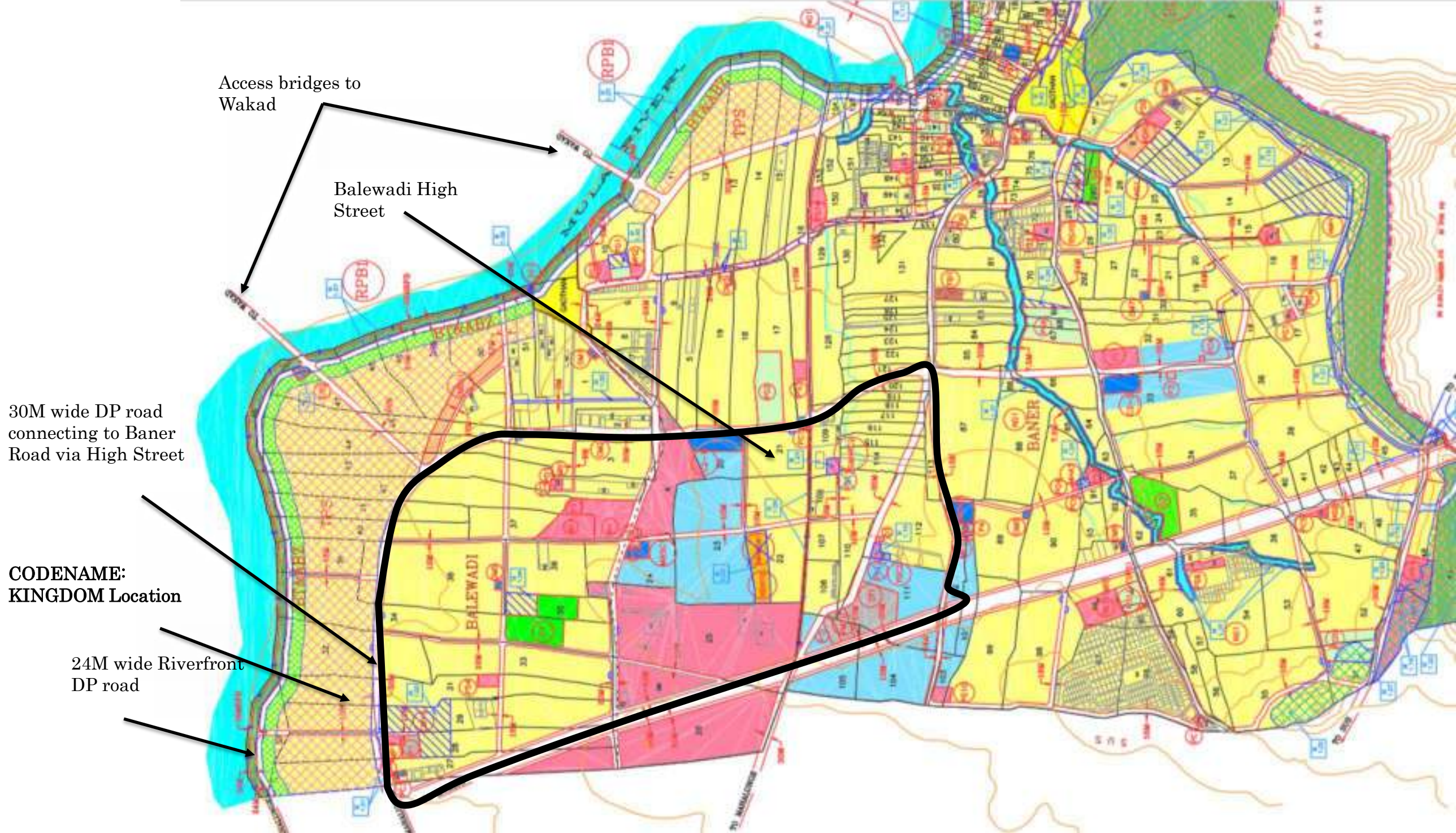
# LOCATION



# LOCATION HIGHLIGHTS

1. Access to Hinjawadi faster with 30m DP road connecting the project to the Mumbai – Bangalore Highway. Highway connectivity is less than a minute
2. 30M DP road annexing the project connects the Highway to Baner Road via Balewadi High Street.
3. Connectivity to Wakad road via the 2 proposed bridges over the Mula – Mutha river
4. 24M Riverfront DP road to connect seamlessly to Aundh-Baner-Balewadi DP road
5. Amazing mix of connectivity and nature with the Mula – Mutha river flowing behind the project site

# BALEWADI DEVELOPMENT PLAN



# MINIMISE TRAVEL, MAXIMIZE LIFE...

HOSPITALS		
Surya Mother And Child Care Superspeciality Hospital	3.4 Kms	8 Mins
Jupiter Hospital	4.2 Kms	10 Mins
Medipoint Hospital	6.2 Kms	17 Mins
Ruby Hall Clinic	8.4 Kms	20 Mins
Aditya Birla Memorial Hospital	10.8 Kms	25 Mins
HOTELS		
The Orchid Hotel	2.6 Kms	6 Mins
Holiday Inn	3.5 kms	8 mins
Sayaji Hotel	5.6 Kms	14 Mins
Courtyard by Marriott	6.5 Kms	16 Mins
Vivanta Pune	7 Kms	18 Mins
SHOPPING & RESTAURANTS		
DMart	2.4 Kms	6 mins
Balewadi High Street	2.7 Kms	7 Mins
Proposed Phoenix Market City	6.2 Kms	14 Mins
Star Bazaar	6.5 Kms	15 Mins
Xion Mall	6.9 Kms	16 Mins
The Westend Mall	7.3 Kms	18 Mins
Reliance SMART	7.5 Kms	18 Mins
Natures Basket	7.4 Kms	18 Mins
Spot 18	8.9 Kms	22 Mins
The Pavillion Mall	11.1 Kms	26 Mins
TRAVEL		
Shivajinagar Railway Station	12.4 Kms	25 Mins
Balewadi Bus Station	1.4 Kms	5 Mins
Pune Airport	23.5 Kms	45 Mins
NICMAR - Metro Station		3 Mins
Ram Nagar - Metro Station		5 Mins
Laxmi Nagar - Metro Station		6 Mins
Balewadi Phata - Metro Station		8 Mins

EDUCATION		
NICMAR	1.3 Kms	5 Mins
MITCON	1.3 Kms	5 Mins
Rabindranath Tagore School of Excellence	1.9 Kms	6 Mins
CM International School	2.0 Kms	6 Mins
Vibgyor High School	3.9 Kms	12 Mins
The Orchid School	4.1 Kms	14 Mins
Symbiosis	11.7 Kms	24 Mins
IT		
Amar Business Park	2.1 Kms	4 Mins
Syngenta	2.6 Kms	5 Mins
T Systems	2.6 Kms	5 Mins
Cummins India	2.7 kms	7 Mins
Siemens	2.7 Kms	7 Mins
Teerth Technospace	3.4 Kms	10 Mins
VERITAS	5.9 Kms	14 mins
Tata Technologies	7.6 Kms	15 Mins
Infosys	7.6 Kms	15 Mins
Wipro	7.8 Kms	16 Mins
IBM	11.1 Kms	20 Mins
Honeywell	12.9 Kms	22 Mins
TCS	13.6 Kms	24 Mins
Quadron Business Park	13.9 Kms	25 Mins

# KEY FEATURES

Land Parcel is 3 Acre

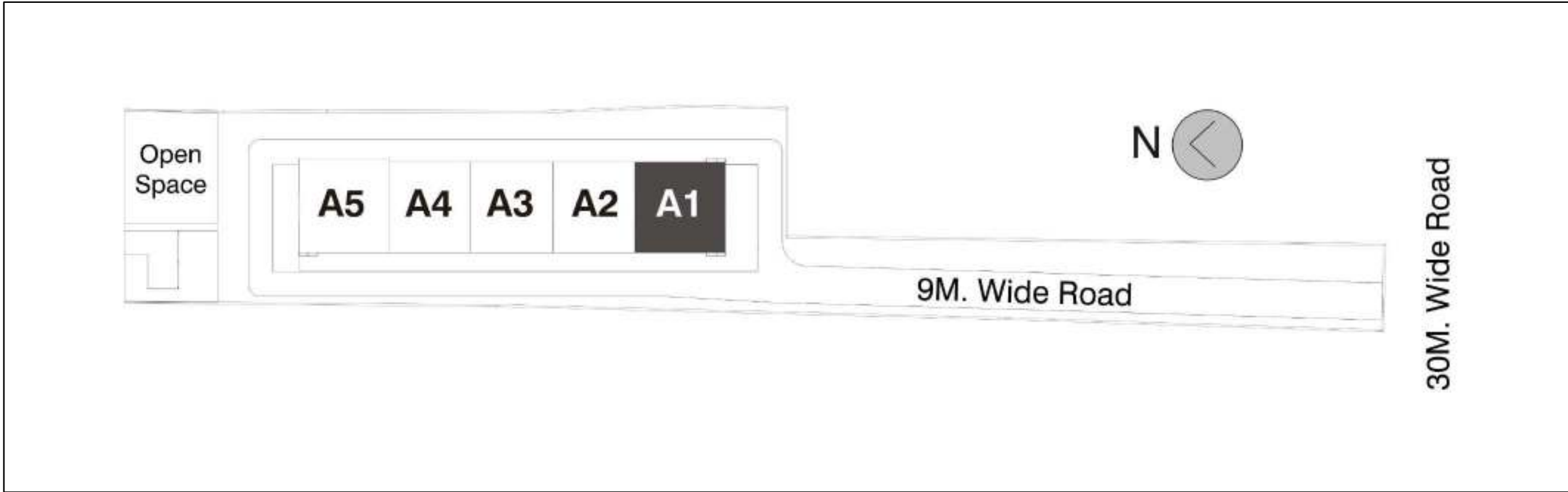
5 Apartment Towers

Proposed structure is Lower Basement +Upper Basement + Stilt + 18 floors

All apartments are 2 & 3 RHK

Amenities on Ground & Podium levels

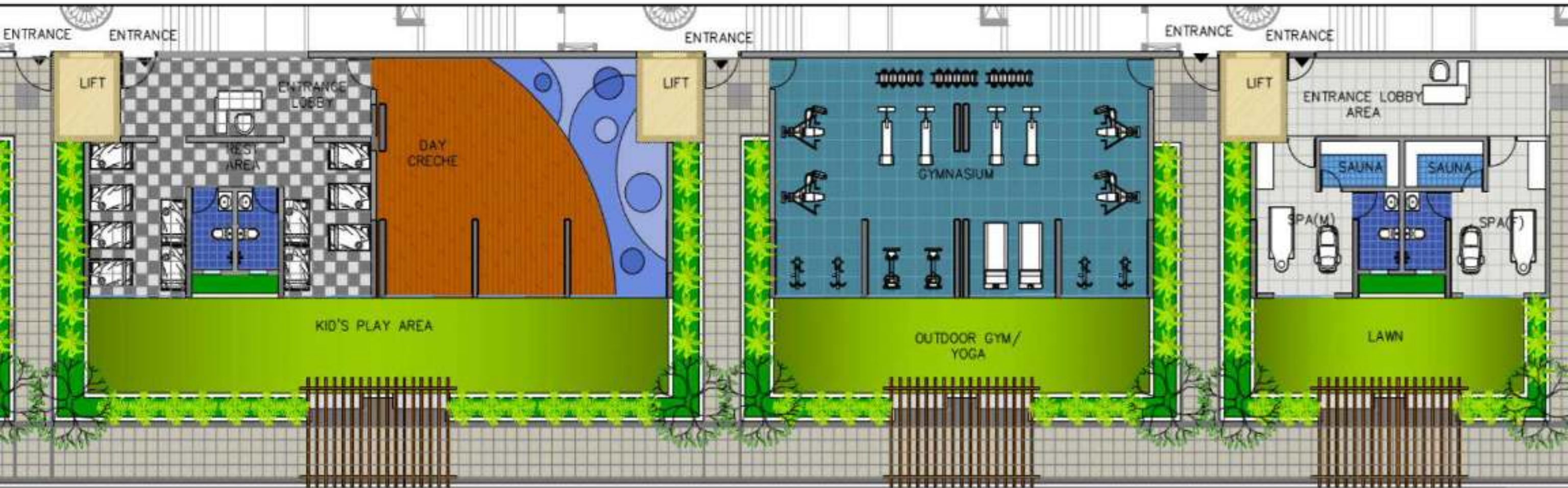
Just 4 apartment units per floor



# MASTER PLAN

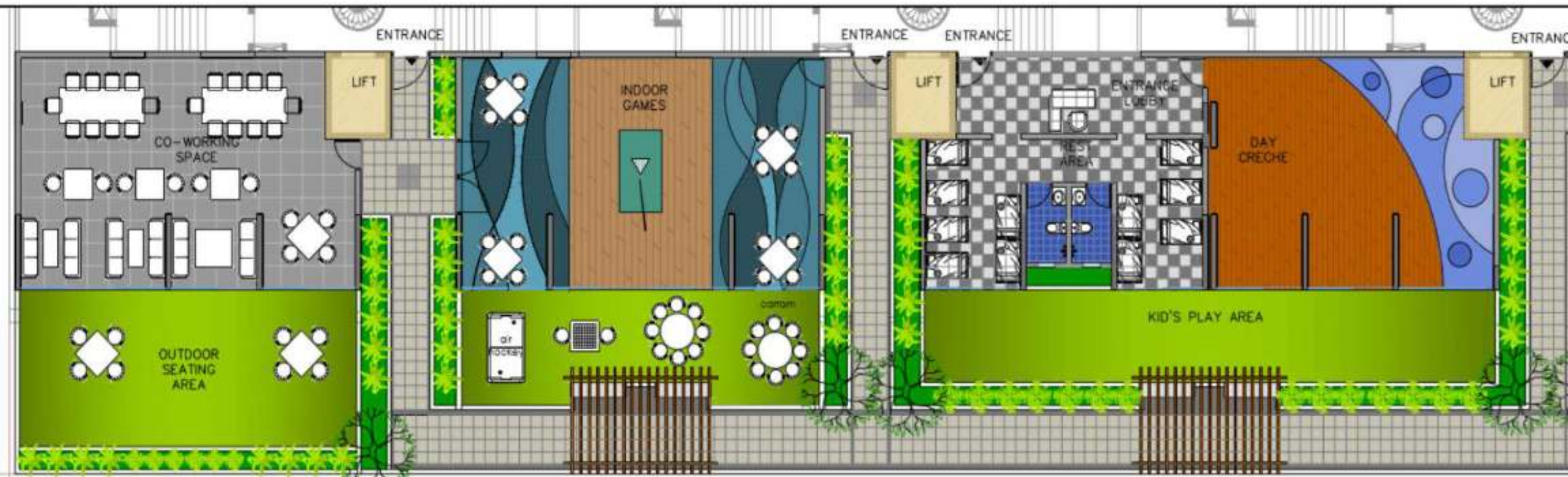
# POOL & DECK



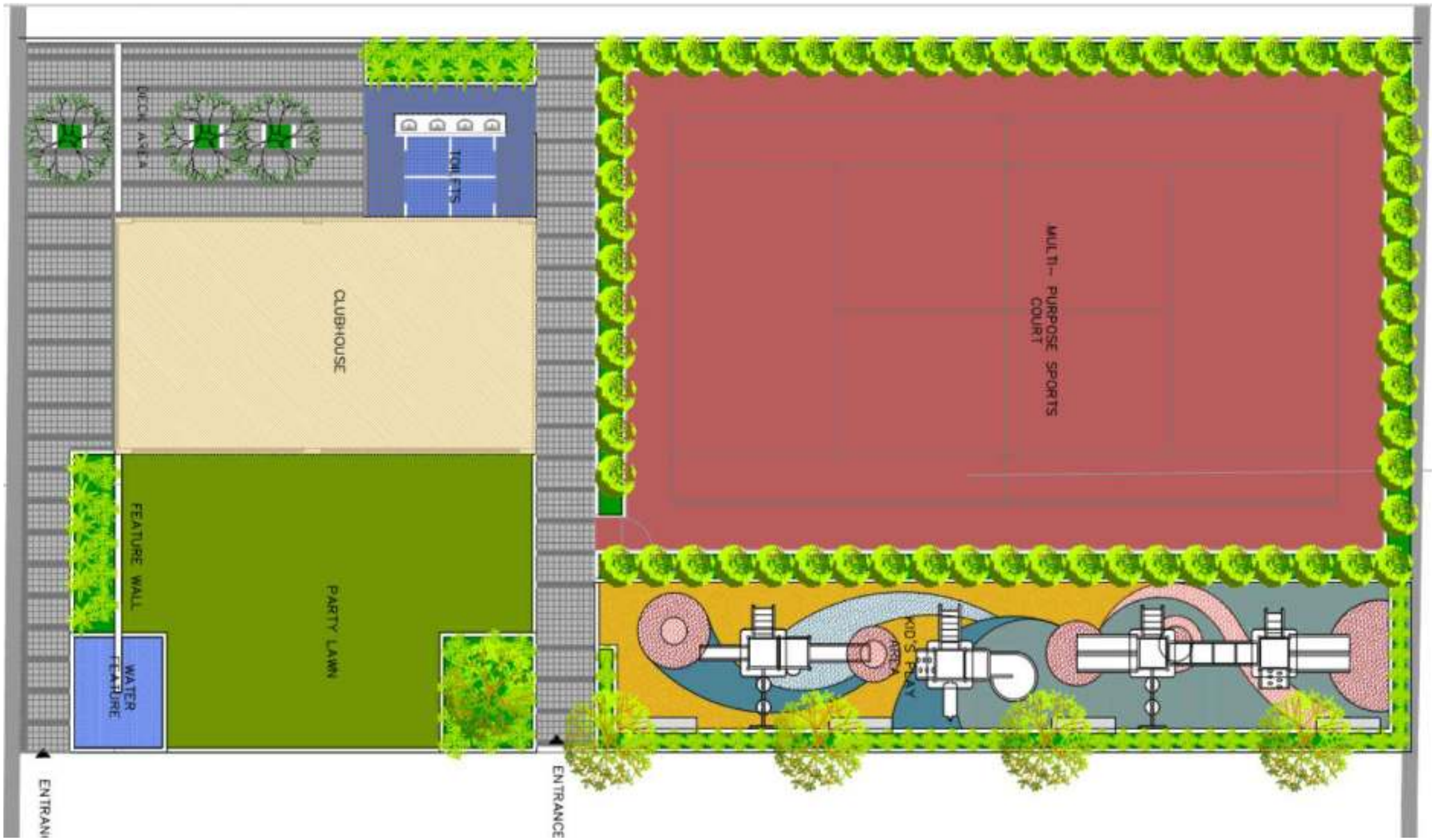


## AMENITIES – PART 1

ARTISTIC IMPRESSION\*



## AMENITIES – PART 2



## AMENITIES – PART 3

ARTISTIC IMPRESSION\*



PREMIUM ELEVATION WITH A GRAND ENTRANCE

ARTISTIC IMPRESSION\*





## PREMIUM ELEVATION

ARTISTIC IMPRESSION\*



BIRDS EYE VIEW

ARTISTIC IMPRESSION\*





## AMENITIES

ARTISTIC IMPRESSION\*



## INFINITY EDGE SWIMMING POOL

ARTISTIC IMPRESSION\*

**A GATED COMMUNITY YOU  
WHICH ECHOES OUR PLANNING  
EXPERTISE**

# AMENITIES

Infinity Edge Swimming Pool

Kids Pool

Club house

Gymnasium

Yoga / Meditation Areas

Multipurpose Play court

Creche / Day Care

Indoor games

Co-working area

Children Play Area

Sit-Outs

Society Office

Party Lawn

School Bus Drop-off point

Loading Trolleys

Shopping Carts

Sauna Room

Steam Room

Intercom facility

Access control lobby for increased security

Barbeque area

# INVENTORY

## Building - A1

Type	Carpet Area	No. of Floors
2 RHK	789	18
3 RHK	990	18

## Flats per floor

Type	No. of Units
2 RHK	2
3 RHK	2

## Building - A2

Type	Carpet Area	No. of Floors
2 RHK	789	18

## Flats per floor

Type	No. of Units
2 RHK	4

# FLOOR PLANS

Room	Size
Living	11 x 15
Dining	6'6" x 8
M. Bedroom	10 x 12
Kids Room	10 x 11
Kitchen	9 x 8'3"

Flat Type	**Carpet		Open Balc.		Dry Balc.		*Gross Usable Area	
	sq.m	sq.ft.	sq.m	sq.ft.	sq.m	sq.ft.	sq.m	sq.ft.
2BHK	63.63	685	7.33	79	2.31	25	73.27	789



## UNIT PLAN – 2RHK

Room	Size
Living	11 x 15
Dining	6'6" x 8
M. Bedroom	10 x 12'6"
Guestroom	12 x 10
Kids Room	10 x 11
Kitchen	9 x 8'3"



Flat Type	**Carpet		Open Balc.		Dry Balc.		*Gross Usable Area	
	sq.m	sq.ft.	sq.m	sq.ft.	sq.m	sq.ft.	sq.m	sq.ft.
3BHK	81.07	873	8.20	88	2.71	29	91.98	990

## UNIT PLAN – 3RHK

A new project in one of the most demanding locality of Pune with a good size 2BHK & 3BHK at a very good price proposition.

**AN OPPORTUNITY THAT KNOCKS YOUR DOOR**

Disclaimer: All the designs, images, specifications and other details are purely indicative in nature and the intended recipient should note that these are to be treated as purely provisional and informative and as such only. We reserve the right to modify / amend / alter any of the aforesaid in the best interest of the development and as per RERA regulations. The contents herein should not be construed as an offer / invitation to offer / contract. This printed material inter alia images, contents therein are for representative purpose only. Any party desirous / interested in the project needs to enter in to an Agreement to Sale.

# HIGHLIGHTS

The best location of Pune

Part of ABB (Aundh-Baner-Balewadi) Smart City plan

Project next to Mula-Mutha River Development Plan

Pre-launching A1 & A2 (138 units)

102 Units – 2 BHK & 36 Units – 3 BHK

Size: 2 BHK – 789 Sq. Ft. & 3 BHK – 990 Sq. Ft.

30M wide road to connect Balewadi High Street & Highway

IT MNCs available in proximity

Educational institutes in the vicinity

5 Upcoming Metro Stations within 3 Kms



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**- BALEWADI -**  
Phases, Process Overview and Pricing  
strategy

# MILESTONES

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EOI PHASE

- 15<sup>th</sup> Jan – 28<sup>th</sup> Feb 2020

ALLOTMENT

- 29<sup>th</sup> Feb – 1<sup>st</sup> March 2020

# EOI APPLICATION PROCESS

## SITE VISIT

- 15<sup>th</sup> Jan – 28<sup>th</sup> Feb 2020
- Project explained and queries resolved
- EOI amount communicated – Rs.45,000 (Rupees Forty Five Thousand Only)

## CONVERT

- EOI Application Form duly filled and submitted on site.
- Token number allotted on first come – first serve basis. EOI receipt to be issued to the customer

## ALLOTMENT

- Customers invited to the allotment event – 29<sup>th</sup> Feb & 1<sup>st</sup> March 2020
- Allotment will be done as per the token order

# EOI APPLICATION PROCESS – IMPORTANT POINTS

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- EOI collection: 15<sup>th</sup> Jan 2020 – 28<sup>th</sup> Feb 2020
- Token Amount: Rs.45,000 for 2BHK & 3BHK units.
- Token Numbers will be allocated only the time of the EOI submission on site
- Token numbers will be allocated on first come first serve basis
- EOI Application has to be duly filled by the customer

# ALLOTMENT PROCESS

## ALLOTMENT EVENT

- 29<sup>th</sup> Feb – 1<sup>st</sup> March 2019
- EOI applicants will be invited for the event
- Time slot and date will be communicated in advance

## ALLOTMENT

- Token wise invitation for discussion in the given time slot
- Applicant given the choice of inventory (As per the availability)

## BOOKING

- Applicant chooses specific inventory and confirms unit
- Booking form is duly filled and CRM team to interact and complete welcome call process on site.

# ALLOTMENT PROCESS

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- In case the Applicant misses the specific time slot allotted
  - Priority will be given in the next available slot
  - Allotment of inventory is done based on what is available in the respective time slot





**MANTRA**  
**CONNECT**  
**Channel Partner Incentives**

**1 Deal**

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**2.5%**

# 2 - 9 Deals

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3%

# 10 - 19 Deals

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4%

# 20 - 29 Deals

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**5%**

**30 + Deals**

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**6%**

**Over and above this...**

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**Rs. 10,000**

Per deal, for Channel Partner Executive.

# SUMMARY

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1 Deal: 2.5%

2- 9 Deals: 3%

10 - 19 Deals: 4%

20 - 29 Deals: 5%

30 + Deals: 6%

Rs.10,000 Per deal for Channel Partner Executive

# **Terms & Conditions**

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**Contest Calculation will be done on all bookings received between 1<sup>st</sup> Jan 2020 to 31<sup>st</sup> March 2020**

**Other Mantra projects are excluded from the contest.**

**Incentives will be paid only after registration and 20% payment realization from client.**

**Incentive calculation will be calculated only on the net bookings.**

**Any cancellations of units done on the bookings made between the contest period will be excluded from incentive calculation**

**Payout will be calculated on the base cost**

**The management reserves all rights to Alter/Cancel/Modify any clause of the contest.**



# EOI price

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## 2 BHK

starting ₹ 69.90 Lakhs\* (All Incl)

\* - T & C Apply

**And...the price is**

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**3 BHK**

**starting ₹ 86.90 Lakhs\* (All Incl)**

\* - T & C Apply

# Summary of Price

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2 BHK - starting ₹ 69.90 Lakhs\* (All Incl)

3 BHK – starting 86.90 Lakhs\* (All Incl)

\* - T & C Apply

