



**BIRLA ESTATES**

# ADITYA BIRLA GROUP



US\$ 66\*  
Billion  
conglomerate\*

As on 30<sup>th</sup> September,  
2024



Across  
06 Continent &  
40 Countries



187,000+  
Employees of  
over 100  
nationalities



Consolidated  
market cap of  
US\$ 111#  
Bn #As on August, 2024



180  
State-of-the-  
heart  
manufacturing  
units globally

















300M+  
Loyal customer base



# ADITYA BIRLA GROUP PORTFOLIO



Diversified Interests			
 Carbon Black	 Cement	 Chemicals	 Textiles
 Real Estate	 Entertainment	 Paints	 Jewellery
 Insulators	 Mining	 Renewables	 Telecom
 Financial Service	 Pulp & Fibre	 Trading	 Experience
 Metals	 Fashion & Retail	 Digital Platform	 Dining

Well Established Brands Interests					
					
					
					
					
					

Businesses		
 Cement	 VSF, Chemicals & Paints	 Aluminium & Copper
 Pulp ,paper & Real estate	 Branded Apparel Retail	 Financial Services
	 Telecom	

# GLOBALLY, ADITYA BIRLA GROUP IS



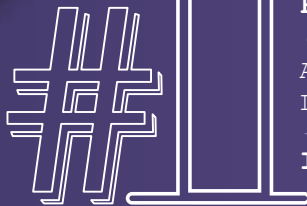
#1 In Aluminium Rolling  
 Recycler of Aluminium

#2 In Viscose Staple Fiber  
 In Carbon Black  
 (based on installed production capacity)

#3 In Cement (Excluding China)  
 In Insulators



The largest single-location copper smelter in the work



## IN INDIA The Group is a leader in various sectors



One of the largest Financial Services providers in India

In Grey Cement & Concrete

Fashion (Branded Apparel) & Lifestyle Player

In Copper

Indias leading Telephone Company

Our Fabrics are used by top fashion brands

- Largest Chlor-Alkali Player
- Largest Linen Player
- Among the leading Telecom Players
- Largest Manufacturers of Insulators
- Leading Player in Lie Insurance & Asset Management



# BIRLA ESTATES

Forayed into real  
estate business in  
2016



Birla Estates Private  
Limited is the real  
estate venture of the  
Aditya Birla Group.



Strong management  
team with  
experienced  
industry  
professionals



One of the most  
trusted brands in  
the country



Diversified  
portfolio of  
residential,  
commercial & mixed-  
use properties



Portfolio with a  
developable  
potential in excess  
of 24 Mn SFT



Established  
commercial real  
estate portfolio  
located in Worli,  
Mumbai with ~6 lakh  
SFT of leasable area



Aims to be amongst  
the top 5 real  
estate companies  
in India

# BIRLA ESTATES OVERVIEW



TO ENRICH LIVES, BY  
BUILDING HAPPY COMMUNITIES  
THAT ARE ROOTED IN TRUST



**Mumbai**  
Metropolitan  
Region



**Delhi NCR**



**Pune**



**Bengaluru**



# • PRESENTING BIRLA PUNYA •



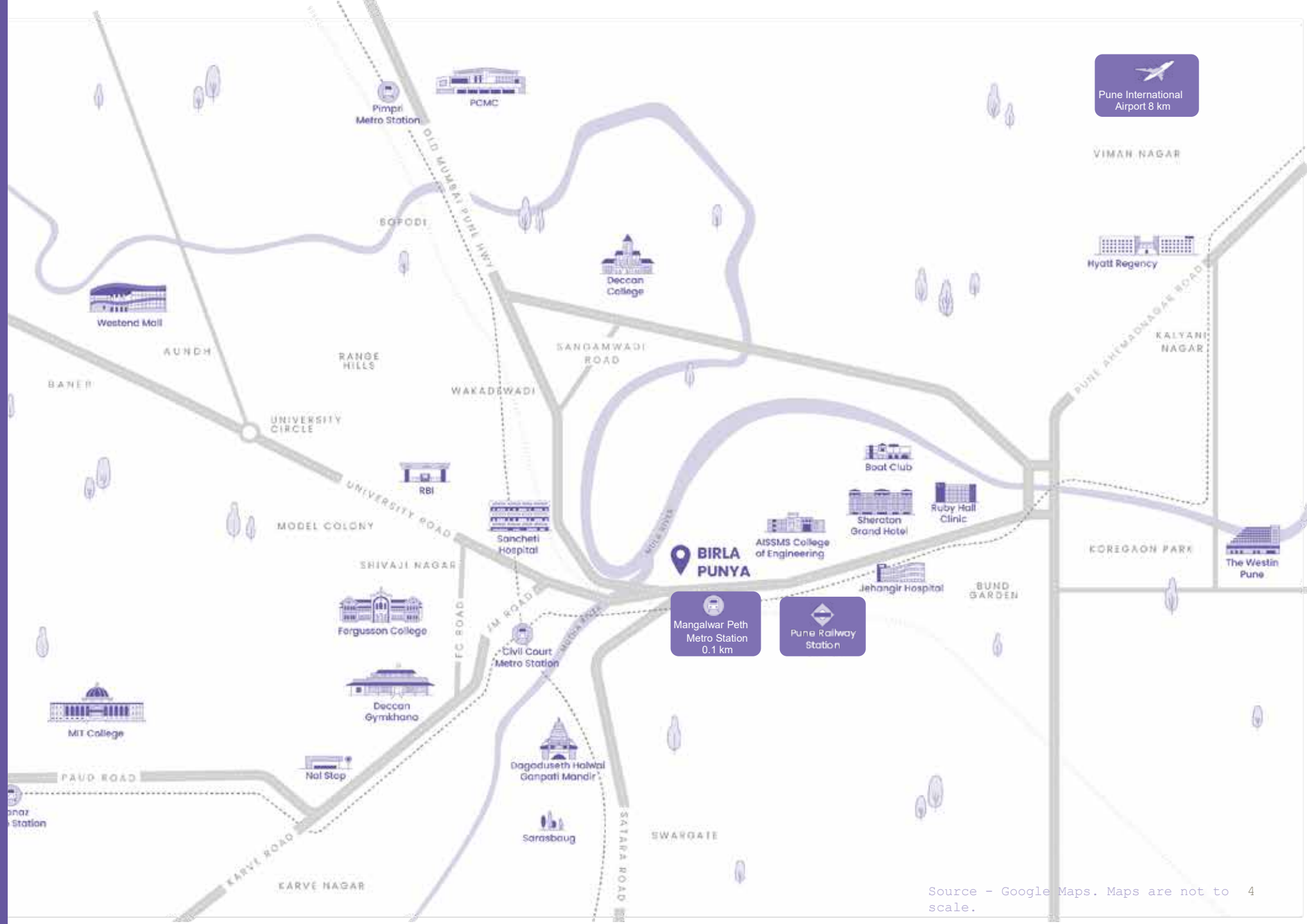


# PROJECT LOCATION MAP

0.1 km  
Mangalwar Peth  
Metro station

1.9 km  
Pune Railway  
Station

8 km  
Pune  
International  
Airport





# PROJECT LOCATION

A Blissful  
5+  
(Approx. 23,316 sq. m)  
Acres of Land  
the biggest land  
parcel at the  
prime location  
of Central Pune

The name Pune was  
derived from the word

'Punya'

which means the  
confluence of two  
rivers as it is  
situated on the  
banks of river  
Muthi and river  
Mula.



# BIODIVERSITY



Shot at Site



Shot at Site



Shot at Site



Shot at Site

# BIODIVERSITY



Shot at Site



Shot at Site



Shot at Site



Shot at Site



# SOCIAL INFRASTRUCTURE



## Hospitals

Ruby Hall  
Clinic

Jehangir  
Hospital

Sancheti  
Hospital

## Hotels

Sheraton, Bund  
Garden Road

Hyatt, Kalyani  
Nagar

Westin,  
Koregoan Park

Conrad

JW Marriot

## Malls

Phoenix  
Kalyani Nagar

Pavilion

SGS Mall

Kopa Mall

## School

AISSMS  
Institute  
of Information  
Technology

St Felix

St. Helena

St. Mira's  
College  
Ferguson  
College

Bishop's Co-  
ed School

## Commercial Centre's

Commerzone  
IT Park

Yerwada,  
Cerebrum IT  
Park

Poonawala  
Fincorp,  
Koregaon Park

ICC Tech Park,  
SB Road

## Entertainmen t Hubs

Koregoan Park

Shivaji Nagar

Kayani Nagar

Mills



# PROJECT MASTER PLAN

## THE PARK

- 1 Forest Viewing Deck\*
- 2 Hammock Deck\*
- 3 Multi-Purpose Lawn\*
- 4 Stage\*
- 5 Pickle Ball Court\*
- 6 Siddha Walk\*
- 7 Net Cricket\*

## THE URBAN TERRACE

- 8 Main Gateway
- 9 Retail Arrival Plaza<sup>^</sup>
- 10 Retail Avenue<sup>^</sup>
- 11 Marketplace<sup>^</sup>
- 12 Event Plaza<sup>^</sup>

## THE COURTS

- 13 Event Lawn\*
- 14 Lounge Deck\*
- 15 Semi Olympic Pool\*
- 16 Lounge Pool\*
- 17 Sunken Lawn\*
- 18 Sun Deck\*
- 19 BBQ Deck\*
- 20 Kids Pool\*
- 21 Kid's Play Area\*



A  
Blissful

5.75

Acres  
(Approx. 23,316  
sq.m.)

Total  
Towers

4

Launch  
Tower

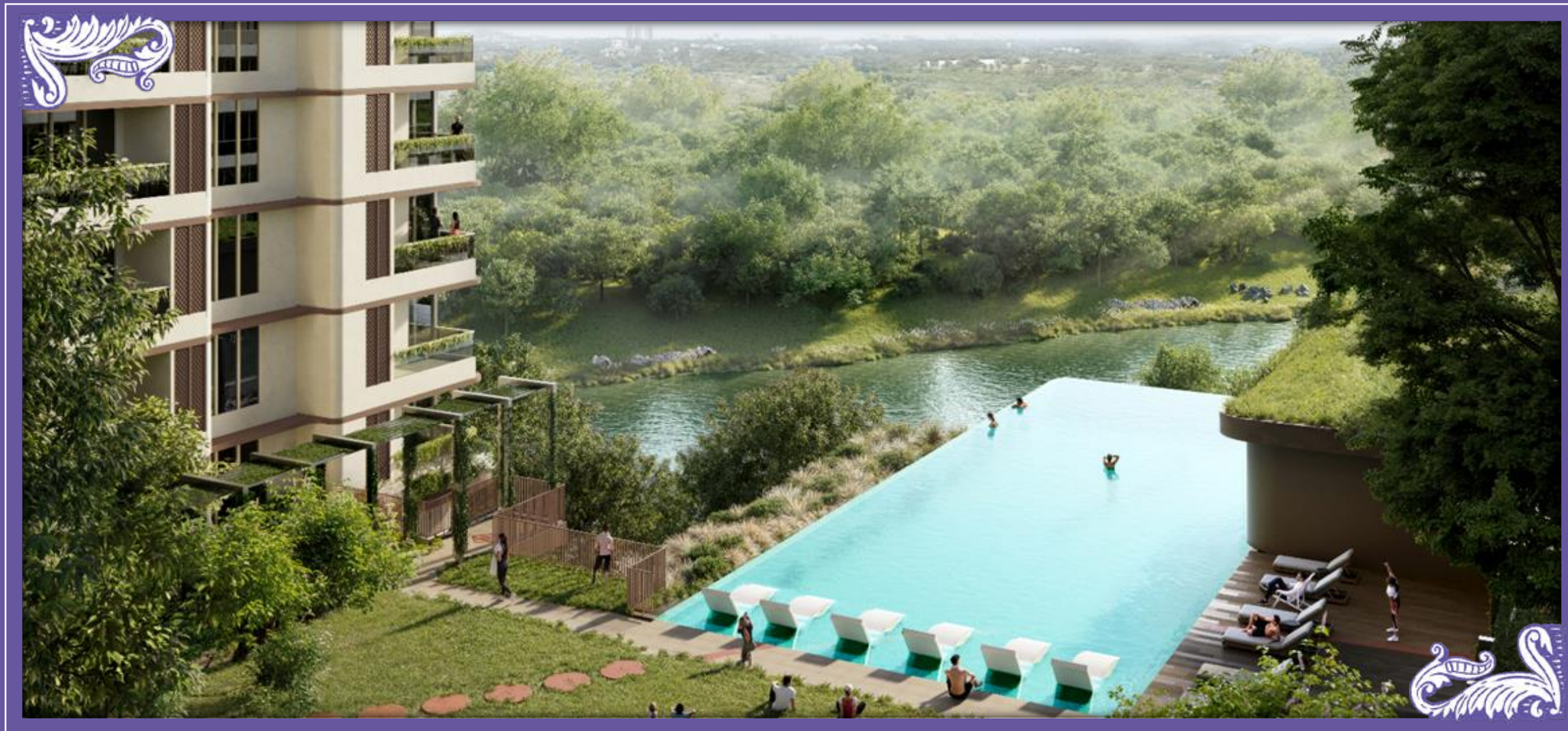
2

Total  
Launched  
Floor

G + 24  
floors



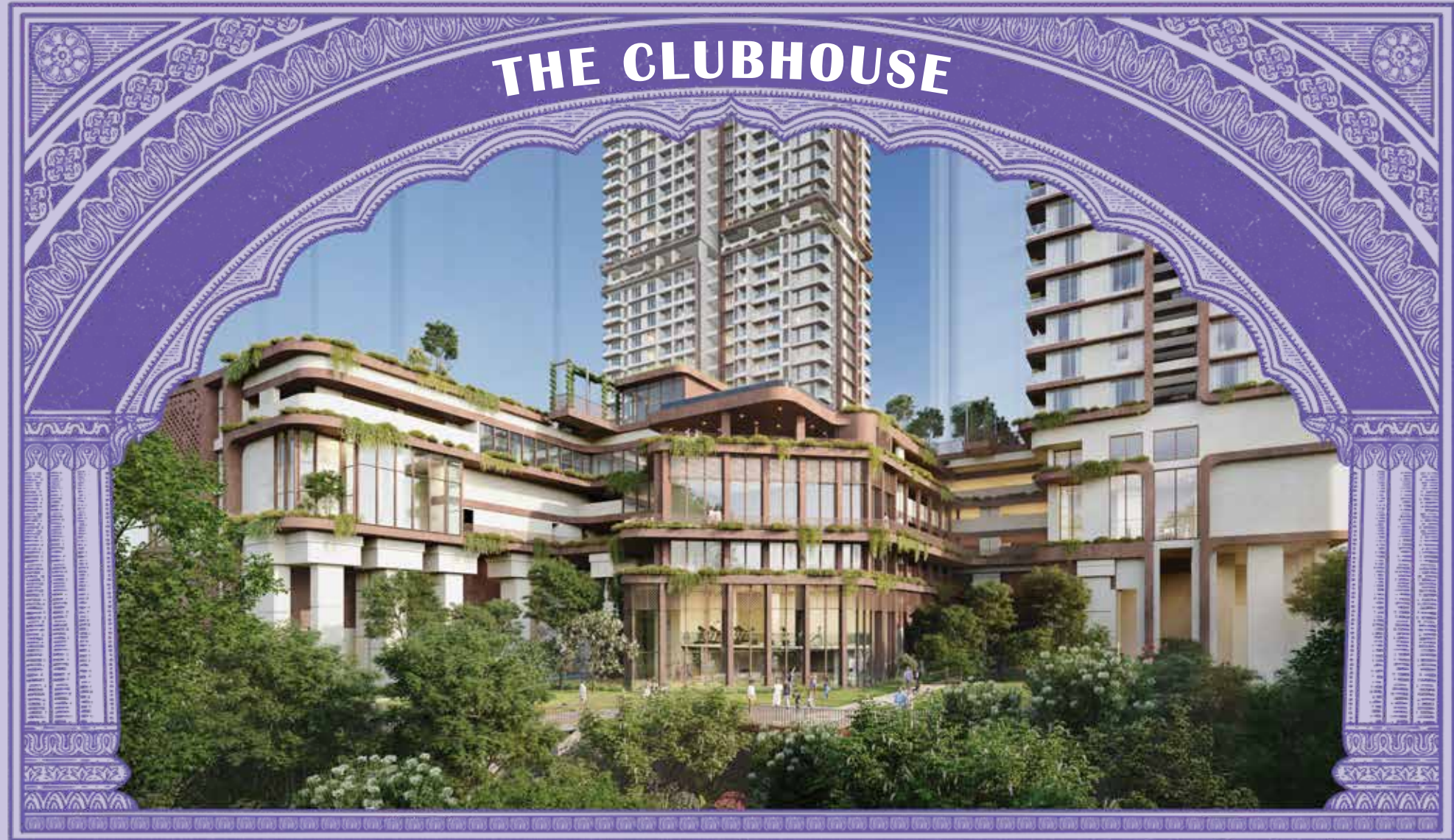




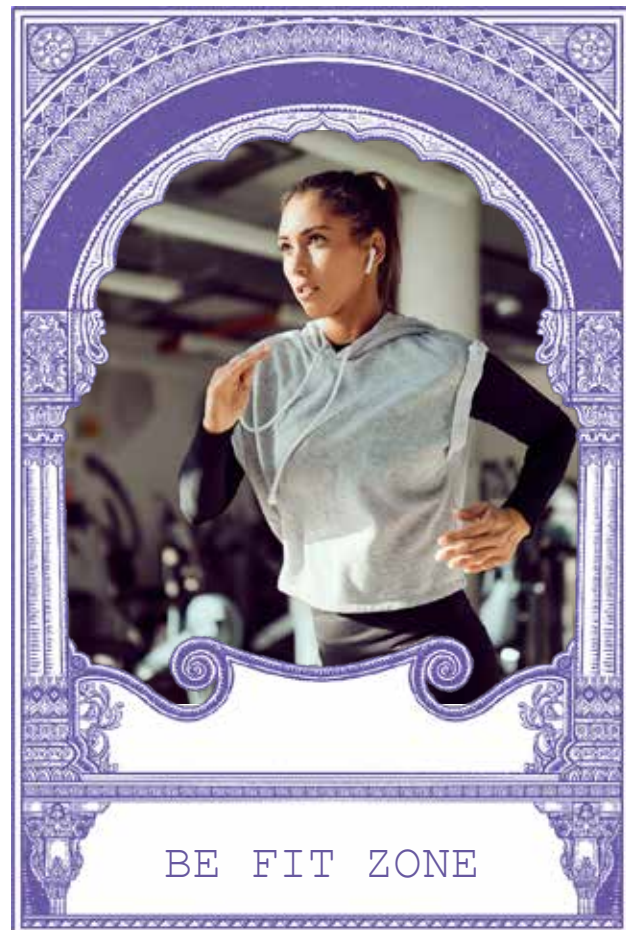












BE FIT ZONE

Image for representational purpose only



SOCIAL ZONE

Image for representational purpose only



CREATIVE ZONE

Image for representational purpose only

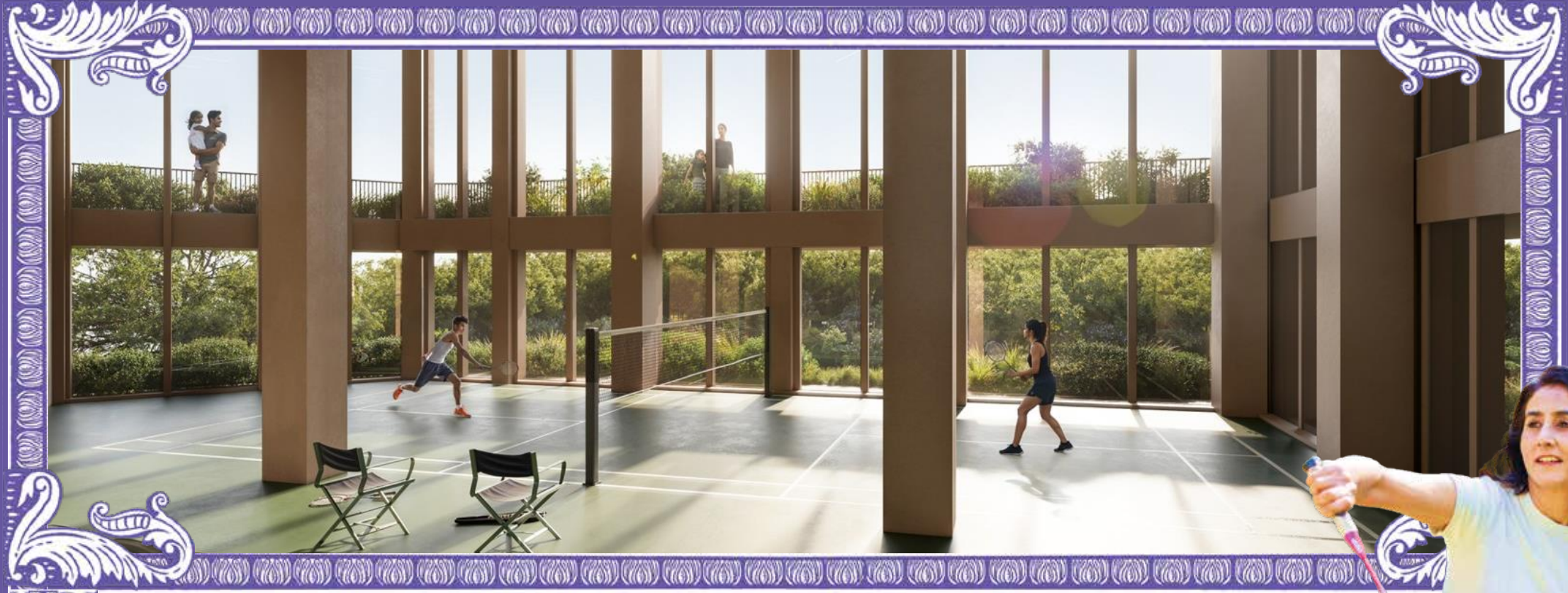


# CLUB AMENITIES - BE FIT ZONE





# CLUB AMENITIES - BE FIT ZONE



BADMINTON COURT





# CLUB AMENITIES - BE FIT ZONE



AEROBICS AND ZUMBA STUDIO\*

Image for representational purpose  
only

\*Future Development.

Copyright © 2025 Birla Estates





# CLUB AMENITIES - BE FIT ZONE



SPA



Image for representational purpose  
only

\*Future Development.

Copyright © 2025 Birla Estates



# CLUB AMENITIES - SOCIAL ZONE



Image for representational purpose  
only

\*Future Development.

Copyright © 2025 Birla Estates



# CLUB AMENITIES - SOCIAL ZONE



MINI THEATRE\*

Image for representational purpose  
only

\*Future Development.

Copyright © 2025 Birla Estates



# CLUB AMENITIES - SOCIAL ZONE



BUSINESS CENTRE & CO-WORKING SPACE\*

Image for representational purpose  
only

\*Future Development.

Copyright © 2025 Birla Estates



# CLUB AMENITIES - SOCIAL ZONE



CAFÉ WITH PANTRY\*

Image for representational purpose  
only

\*Future and Proposed Development.  
Copyright © 2025 Birla Estates



# CLUB AMENITIES - SOCIAL ZONE



CLINIC\*



Image for representational purpose  
only  
\*Future and Proposed  
Development.  
Copyright © 2025 Birla Estates

# CLUB AMENITIES - CREATIVE KIDS ZONE



KIDS ZONE

Image for representational purpose  
only

\*Future and Proposed Development.  
Copyright © 2025 Birla Estates





# CLUB AMENITIES - CREATIVE KIDS ZONE



CREATIVE SECTION







# THE COURTS



SEMI OLYMPIC POOL & TODDLER POOL

Image for representational purpose only

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates

Artist's  
Impression.



# THE COURTS



EVENT LAWN\*

Image for representational purpose only

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates

Artist's  
Impression.



# THE COURTS



KID'S PLAY AREA\*

Image for representational purpose only

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates

Artist's  
Impression.



# THE COURTS



SUNKEN LAWN\*

Image for representational purpose only

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates





# THE COURTS



Image for representational purpose only

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates



# THE PARK





# THE PARK



Net Cricket\*

Image for representational purpose only



Pickle Ball Court\*

Image for representational purpose only



Multi-Purpose Lawn\*

Image for representational purpose only



Multi-Purpose Deck  
& Stretching Deck\*

Image for representational purpose only



# THE PARK



Forest Viewing Deck\*

Image for representational purpose  
only



Hammock Deck\*

Image for representational purpose  
only



Sun Deck\*

Image for representational purpose  
only



Siddha Walk\*

Image for representational purpose  
only



# THE SKY DECK





# THE SKY DECK

Image for  
representational  
purpose only  
**Fitness  
Zones**



**Social  
Zones**

Image for  
representational  
purpose only



**Entertainment  
Zones**

Image for  
representational  
purpose only



Image for  
representational  
purpose only  
**Green  
Zones**



# THE SKY DECK

Social Zone



Wall games



Reading  
lounge &  
Library



Working Pods +  
Digital Zone



Mini Golf





# THE SKY DECK

Social Zone



Carrom\*



Bocceball-Mini\*



Spike Ball\*



Hopscotch/Twister\*



Art/Craft  
painting  
pottery\*



Sky Lounge +  
Landscape seating\*





# THE SKY DECK

Fitness Zone

Table  
Tennis

Pool  
Table

Walking  
Loop

Seating  
Area



Image for representational purpose only



# THE SKY DECK

Fitness Zone

Yoga Deck/  
Dance Studio

Herb  
Planter

Senior Citizen  
Fitness  
Station

Siddha  
walk



\*Future and Proposed  
Development



# THE SKY DECK

Entertainment Zone



Outdoor  
Cinema\*



Sky  
Lounge\*



Lounge/Card  
Games/Board Games\*



\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates



Image for representational purpose only



# THE SKY DECK

Entertainment Zone



Performance  
Area\*



Puneri Style  
Board Games\*



Swing  
Pods\*



Beverage  
& Food\*



\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates



Image for representational purpose only



# THE SKY DECK

Green zone



Riverview Deck\*



Terrace Garden  
(Sunrise corner) \*



Chanting Deck  
/Meditation  
Zone\*



Contemplation Corner\*



\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates



Image for representational purpose only



# THE SKY DECK

Green zone



Sit-  
Out  
Space\*



Hammocks\*



Juic  
e  
Bar\*



Fragranc  
e  
Sitout\*



Senior  
Solitude River  
View Deck\*



BIRLA  
PUNYA  
CENTRAL PUNE

\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates

Image for representational purpose only



# THE SKY DECK

Green zone



Water  
Curtain  
Sitout\*



Reflexology  
Path\*



Lantern  
Garden\*



Fragrance  
Garden\*



\*Future and Proposed  
Development  
Copyright © 2025 Birla Estates



BIRLA  
PUNYA  
CENTRAL PUNE



Image for representational purpose only



# URBAN TERRACES/GARDEN

Retail  
Arrival  
Plaza





# RIVER FRONT DEVELOPMENT ALONG WITH THE PROJECT

The riverfront development at Sangamwadi aims to transform the area into a vibrant urban hub, integrating nature and modern infrastructure. This includes landscaped promenades, cycling tracks, open green spaces, and recreational amenities along the riverbank, fostering a sustainable and community-centric lifestyle.

## Riverfront development project: PMC starts work on 4km Bund Garden to Sangamwadi bridge stretch

By Siddharth Gadkari

Apr 01, 2021 06:51 PM IST



## Pune civic body seeking funds from central govt for riverfront development project

By HT Correspondent







# APARTMENT USPS – 2 BHK



Expansive  
City Views



Wide  
lifestyle  
decks



Flexible layouts  
with minimal  
structure within  
the apartment



Selective value  
units also get  
River Views



Naturally  
ventilated lift  
lobby



Vastu units





# 2 BHK LAYOUT

**2 BHK - H**  
Total Area : 84.36 Sqm.  
908 Sqft



RERA Carpet Area - 59.44 Sqm | Exclusive Area - 24.92 ( Open Balcony - 10.40 Sqm | Enclosed Balcony - 14.52 Sqm )



# APARTMENT USPS 3 & 4 BHK



All units are  
corner units



Maximized  
river views



Cross  
ventilated  
lift lobby



Wide &  
horizontal  
living rooms



Large running  
lifestyle decks



Cross  
ventilated  
apartments



Flexible layouts  
with minimal  
structure within  
the apartment.



Vastu units





# 3 BHK LAYOUT

**3 BHK - E**  
Total Area : 134.81 Sqm  
1451 Sqft



RERA Carpet Area - 114.16 Sqm | Exclusive area - 20.65 Sqm ( Open Balcony - 20.65 Sqm )



# 4.5 BHK LAYOUT

## 4 BHK - C

Total Area : 167.65 Sqm  
1805 Sqft



RERA Carpet Area - 119.10 Sqm | Exclusive area - 48.55 Sqm ( Open Balcony - 23.52 Sqm | Enclosed Balcony - 25.03 Sqm )



# SPECIFICATION



Imported Marble  
Living & Dinning  
Area



Split Acs in All  
Bedrooms & Living  
Area AC PIC



Enclosed Shower  
Glass in Master  
Washroom & Glass  
Partician in all  
Other washrooms



Imported Marble  
Wash Basin Tops  
with blow cabinets



Modular Kitchen  
with Hob & Chimney  
PIC





## LAUNCH PRODUCT & PRICE



# LAUNCH PRICING

Typology	Usable Carpet Area ( in Sq.ft*.)	Launch Price Range (in Cr) Incl. GST*
1BHK	485-490	0.95-1.05
2BHK	875- 909	1.75-1.99
2BHK XL	1180	2.79- 2.89
3BHK	1451-1465	3.40- 3.65
3.5 BHK XL	1629	3.75-3.89
4.5 BHK	1805	4.25-4.50

\*SDR & Possession Charges Extra

PRE -LAUNCH OFFER



# PRE LAUNCH PRICE BENEFIT

Typology	Usable Carpet Area ( in Sq.Ft*)	Launch Price Range (in Cr) Incl. GST*	Offer Price Range (in Cr) Incl. GST*
1BHK	485-490	<del>0.95-1.01</del>	0.90- 0.94
2BHK	875- 909	<del>1.75-1.99</del>	1.67- 1.78
2BHK XL	1180	<del>2.79-2.89</del>	2.65- 2.71
3BHK	1451-1465	<del>3.40-3.65</del>	3.20- 3.32
3.5 BHK XL	1629	<del>3.75-3.89</del>	3.62- 3.71
4.5 BHK	1805	<del>4.25-4.50</del>	4.03-4.22

\*SDR & Possession Charges Extra

# LAUNCH PRODUCT & PRICE

EXCLUSIVE GARDEN UNIT



# LAUNCH PRICING

Typology	Usable Carpet Area ( in Sq.Ft.* )	Launch Price Range (in Cr) Incl. GST*
1BHK With Private Garden	647-670	1.16-1.19
2BHK with Private Garden	990-1349	1.99-2.15
3BHK with Private Garden	1719- 1907	3.64-3.76
4.5BHK with Private Garden	2082	4.49

\*SDR & Possession Charges Extra

# PRE LAUNCH PRICE BENEFIT

Typology	Usable Carpet Area ( in Sq.ft.)	Launch Price Range (in Cr) Incl. GST*	Offer Price Range (in Cr) Incl. GST*
1BHK With Private Garden	647-670	<del>1.16-1.19</del>	1.03-1.04
2BHK with Private Garden	990-1349	<del>1.99-2.15</del>	1.79-2.03
3BHK with Private Garden	1719- 1907	<del>3.64-3.76</del>	3.53-3.65
4.5 BHK with Private Garden	2082	<del>4.49</del>	4.34

\*SDR & Possession Charges Extra



# PAYMENT PLAN: 10X10



**10%**  
On Booking

**10%**  
Within 45 days of execution  
& registration of this  
agreement

**10%**  
On Completion  
of Foundation

**10%**  
On Completion  
of Pinth Slab

**10%**  
On Completion  
of Podium

**10%**  
On Completion  
of 20th Slab

**10%**  
On Completion  
of Terrace Slab

**10%**  
On Completion of walls,  
internal plaster and  
flooring of the  
apartment

**10%**  
On completion of  
External Painting

**10%**  
On Possession



# THANK YOU



The Project "Birla Punya Phase 1" ("Project") is registered with Maha RERA under Registration No. P52100079533 dated 10/03/2025 and can be viewed at : [www.maharera.gov.in](http://www.maharera.gov.in).

The Project forms part of the layout sanctioned under Intimation of Approval (IOD) dated 3rd July 2024 bearing Zone4/CC/0848/24. Commencement Certificate(CC) dated 05th March 2025 bearing no, CC/3815/24 is received upto 19 floors of Tower A and upto 19 floors of Tower C forming part of the Project. The current approvals for construction of further floors/development is conditional and subject to securing further approvals. The layout, common areas and amenities are proposed to be developed in a phase-wise manner. Accordingly, the common area/amenities and facilities as identified on the layout forming part of subsequent phases/future development is subject to securing further approvals and registrations from time to time, and the same shall not be construed as being advertised, promoted or marketed in any manner whatsoever..The information, content, images, stock images, visuals, renders, nomenclature and thoughts expressed herein are mere artistic impression/s and creative imagination only for general information and representational purpose and shall not in any manner be construed or deemed to be construed to be the actual location, quantity, dimension, booking or offer for sell and /or invitation to any person/s to purchase in any manner of any flat, apartment or building etc.

Prospective buyers are advised to verify all details on the official RERA website and consult independently before making any decisions.

Copyright © 2025 Birla Estates. The official website of the Project is [www.birlaestates.com](http://www.birlaestates.com). Please do not rely on any other source of information.