

# CONSTRUCTION ARCHITECTURE UPDATE

**Brotin Banerjee**  
Tata Housing

**Nirajan Hiranandani**  
Hiranandani Group

**Mohit Malhotra**  
Godrej Properties

**Ashwin Sheth**  
Sheth Corp.

**Rushank Shah**  
Hubtown Limited

**Vin K. R.**

**Nilesh Gaikwad**  
Keshavnilela Properties

**Harjith D. Bubber**  
Rivoli Park

**Brahmdev Shukla**  
DGS Group

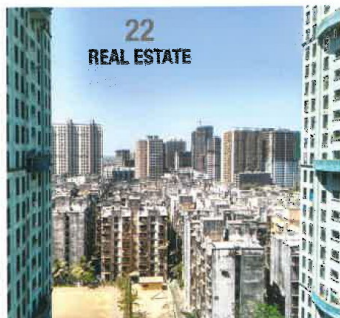
**Atul Goel**  
Goel Ganga

## Eminent Builders of *Maharashtra*

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**We consider the recent changes in fiscal and regulatory regime, in form of demonetization, RERA and GST, as a huge opportunity for us to capitalize on our brand and operational strengths.**



### **Mohit Malhotra**

Managing Director and CEO, Godrej Properties Limited

#### **What are some of your new and focus areas and strategies for 2017-18?**

We consider the recent changes in fiscal and regulatory regime, in form of demonetization, RERA and GST, as a huge opportunity for us to capitalize on our brand and operational strengths. Over the next year, we wish to channelize our strategy and energy towards gaining further market share by strengthening our project pipeline and improving our value proposition for the customers through innovative design and technology driven excellence in operations.

#### **How do you see the real estate market in Maharashtra?**

We foresee the Maharashtra RE market, especially Mumbai and Pune, to be the first ones to reap the long term benefits of transparency and regulatory control that RERA offers and shall bring more customers to market. These markets also have significant pent up demand, which coupled with declining interest rates, should lead to a healthy uptick in demand in these geographies.

#### **Godrej 24, Hinjawadi, Pune**

Godrej 24, is located in the heart of Phase 1 of Hinjawadi IT Park, Pune and has excellent connectivity to the Mumbai-Pune Expressway. Spread over 8.5 acres, the project has been designed as a modern residential development comprising of premium 2 and 3 BHK residences with customers having access to essential conveniences and amenities 24x7; amenities like a crèche, pharmacy, convenience store, laundry, gymnasium and many more will be available to residents round the clock. The project received a fabulous response with 450 apartments with an area in excess of 500,000 sq. ft. sold on the launch weekend.



### Godrej Origins, The Trees, Vikhroli

Godrej Origins is GPL's flagship project, the company's newest residential offering located at The Trees, at Vikhroli, in Mumbai. Spread over 9.2 acres, it is located in the central mixed use precinct at The Trees, which will also contain a Taj hotel, cultural buildings, landscaped areas with public art, and a high street retail court. The Trees was awarded the 'Mixed Use Development of the Year' award at the Asian Customer Engagement Forum (ACEF) Property Awards and received an Honor Award from the Boston Society of Landscape Architects. Godrej One, the first completed building within The Trees, received the 'Commercial building of the Year' award at the NDTV Property Awards 2015 and the 'Commercial Building of the Year' award at the Construction Times Awards 2016. When The Trees was first launched in 2015, 300 apartments were sold in the first week of launch. Godrej Origins built upon that success with 130 apartments worth Rs 400 crore sold in the launch week.

“  
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