



BIRLA ESTATES

ADITYA BIRLA GROUP



US\$ 66*
Billion
conglomerate*
As on 30th 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	 GRASIM VSF, Chemicals & Paints	 Aluminium & Copper
 Pulp ,paper & Real estate	 FASHION & RETAIL 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

Indias leading Telephone Company

In Grey Cement & Concrete

Fashion (Branded Apparel) & Lifestyle Player

In Copper

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
Metropolita
n Region



Delhi NCR



Pune



Bengaluru

• PRESENTING BIRLA PUNYA •

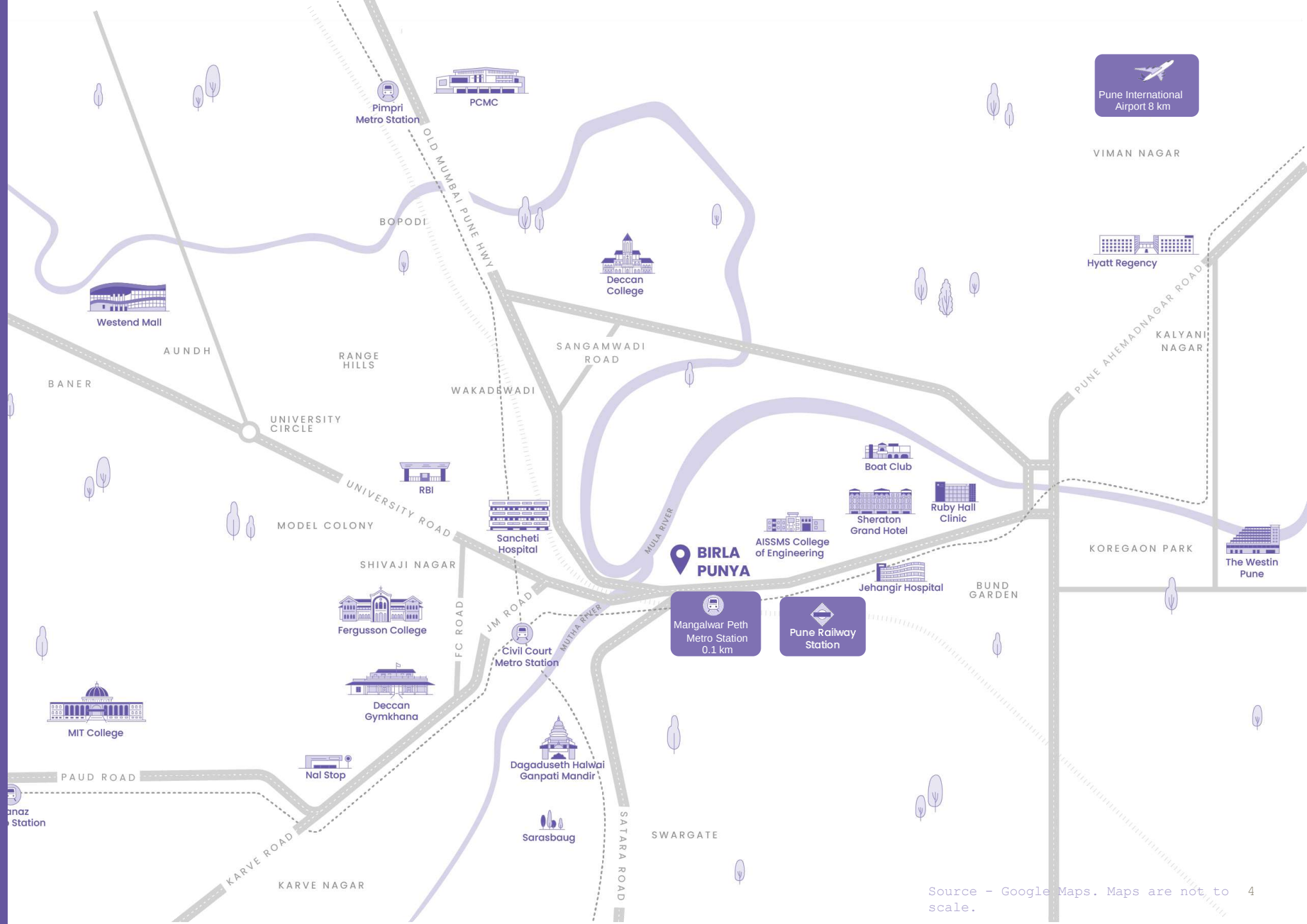


PROJECT LOCATION MAP

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**
- 10 Retail Avenue**
- 11 Marketplace**
- 12 Event Plaza**

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











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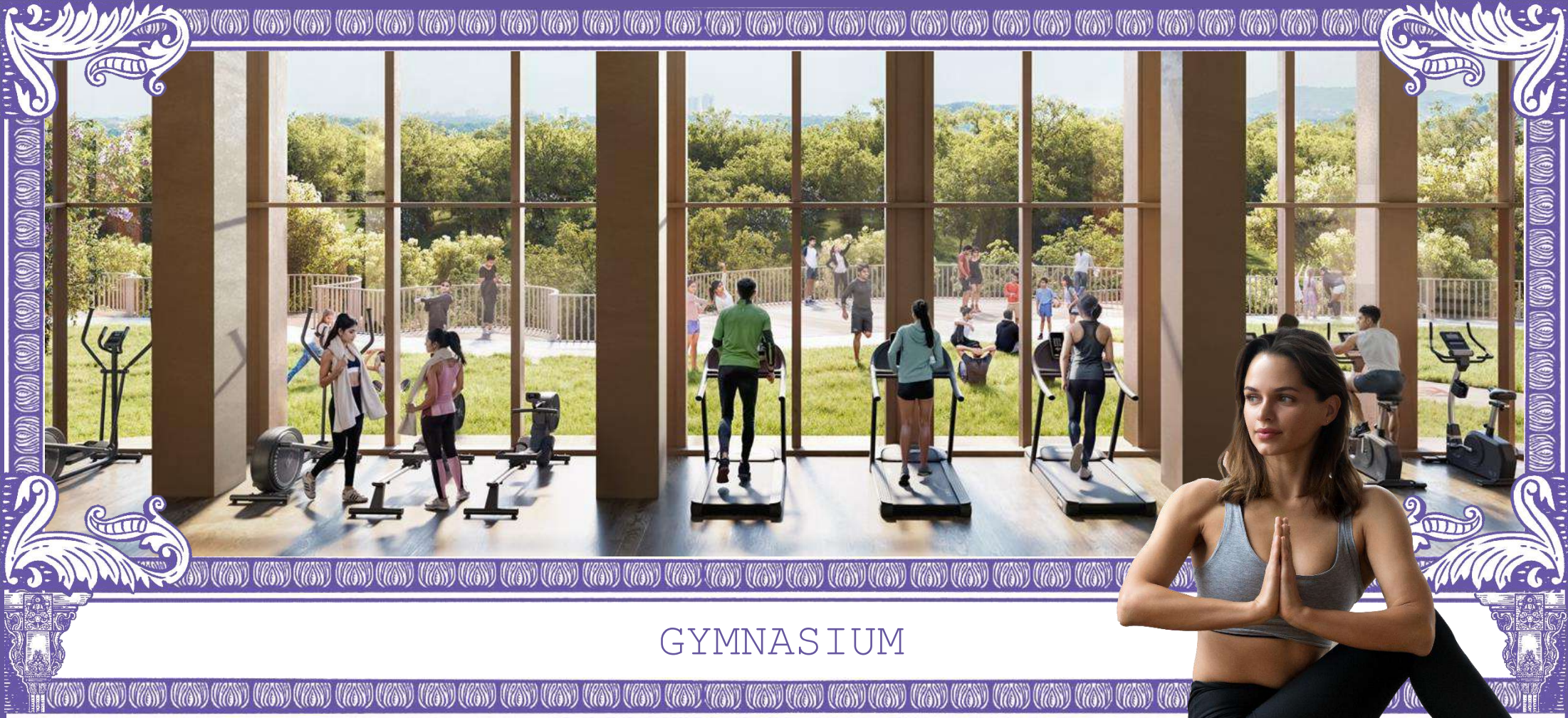


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CLUB AMENITIES - BE FIT ZONE



CLUB AMENITIES - BE FIT ZONE



BADMINTON COURT



CLUB AMENITIES - BE FIT ZONE



AEROBICS AND ZUMBA STUDIO*

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only

*Future Development.

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CLUB AMENITIES - BE FIT ZONE



SPA



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CLUB AMENITIES - SOCIAL ZONE



MULTI-PURPOSE HALL*



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MINI THEATRE*

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CLUB AMENITIES - SOCIAL ZONE



BUSINESS CENTRE & CO-WORKING SPACE*



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CLUB AMENITIES - SOCIAL ZONE



CAFÉ WITH PANTRY*

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CLUB AMENITIES - SOCIAL ZONE



CLINIC*

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CLUB AMENITIES - CREATIVE KIDS ZONE



KIDS ZONE

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CLUB AMENITIES - CREATIVE KIDS ZONE



CREATIVE SECTION



THE COURTS



SEMI OLYMPIC POOL & TODDLER POOL

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Development

Copyright © 2025 Birla Estates

Artist's
Impression.

THE COURTS



EVENT LAWN*

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Artist's
Impression.

THE COURTS



KID'S PLAY AREA*

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Artist's
Impression.

THE COURTS



SUNKEN LAWN*

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THE COURTS



BBQ DECK*

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*Future and Proposed

Development

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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*

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only



Hammock Deck*

Image for representational purpose
only



Sun Deck*

Image for representational purpose
only



Siddha Walk*

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only

THE SKY DECK



THE SKY DECK

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**Fitness
Zones**



**Social
Zones**

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representational
purpose only



**Entertainment
Zones**

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**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*



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Development
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THE SKY DECK

Entertainment Zone



Performance
Area*



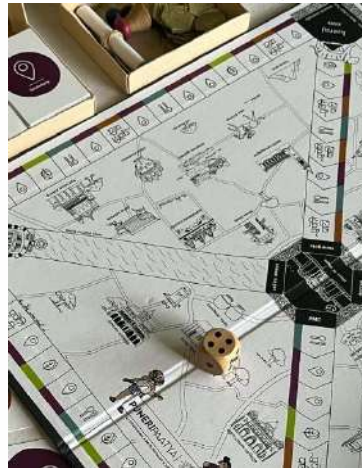
Puneri Style
Board Games*



Swing
Pods*



Beverage
& Food*



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Development
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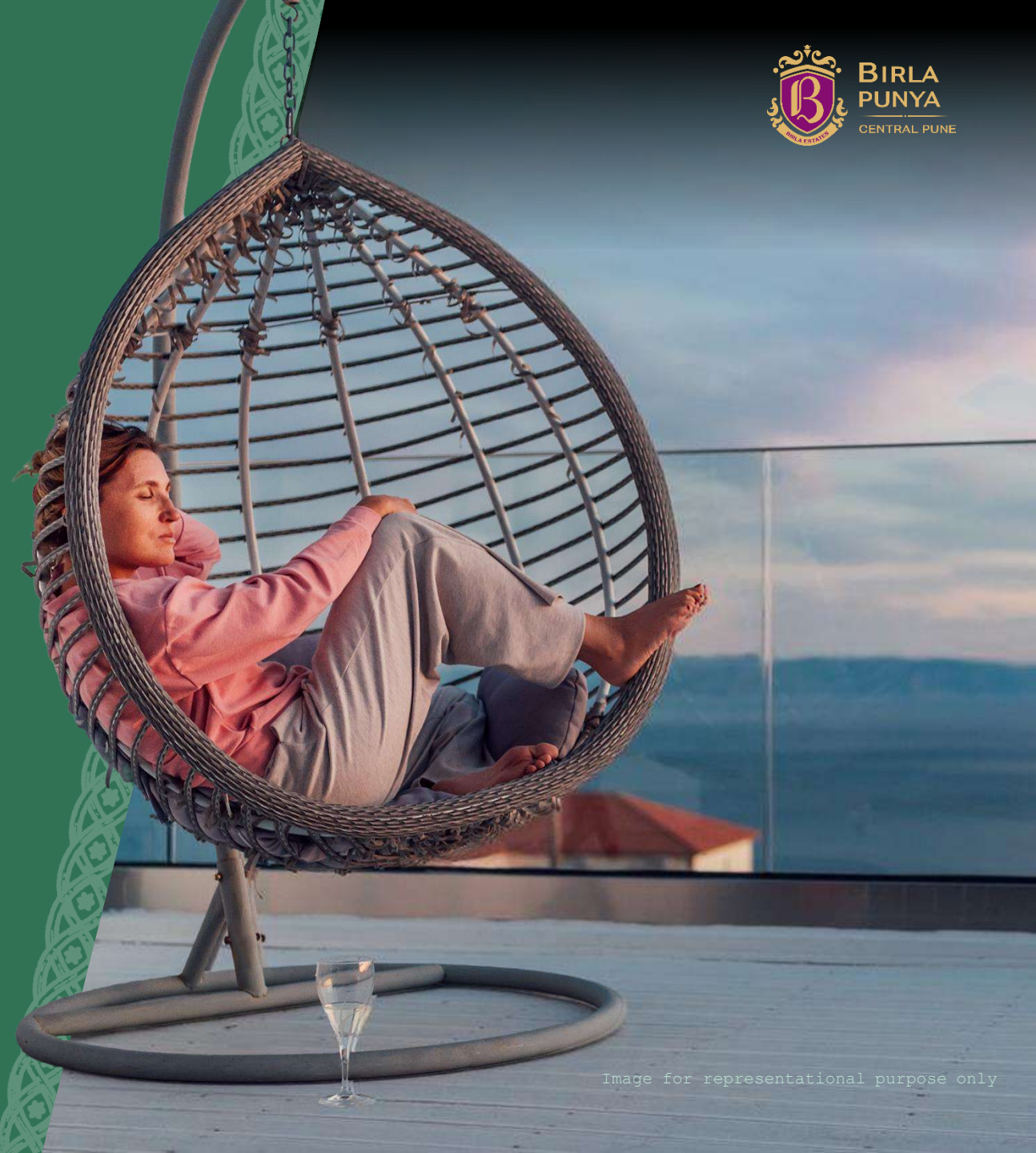


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THE SKY DECK

Green zone



Riverview Deck*



Terrace Garden
(Sunrise corner) *



Chanting Deck
/Meditation
Zone*



Contemplation Corner*



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Development
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THE SKY DECK

Green zone



Sit-
Out
Space*



Hammocks*



Juic
e
Bar*



Fragranc
e
Sitout*



Senior
Solitude River
View Deck*



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Development
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BIRLA
PUNYA
CENTRAL PUNE



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THE SKY DECK

Green zone



Water
Curtain
Sitout*



Reflexolog
y Path*



Lantern
Garden*



Fragranc
e
Garden*



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Development
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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



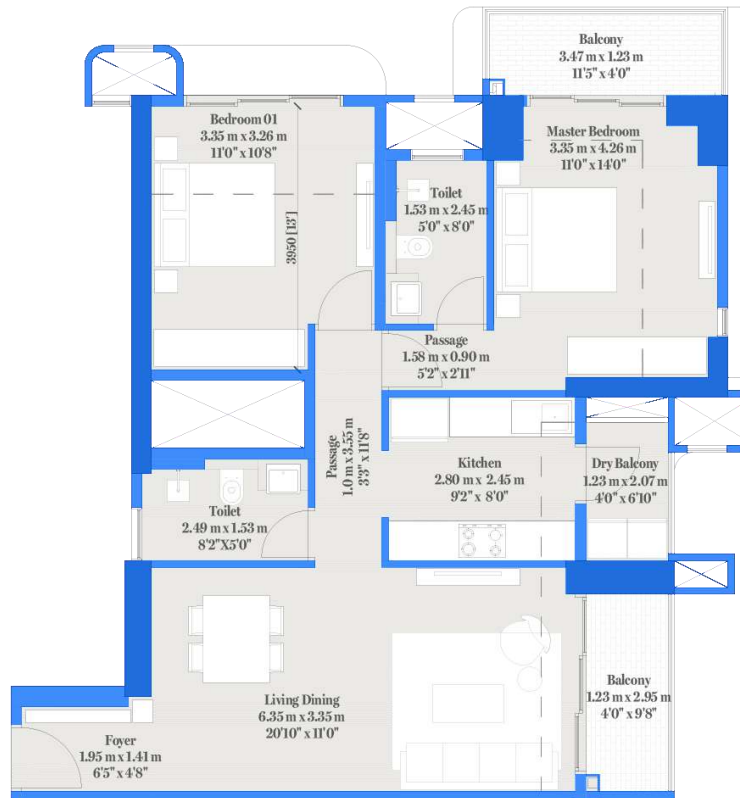
Vastu units



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.

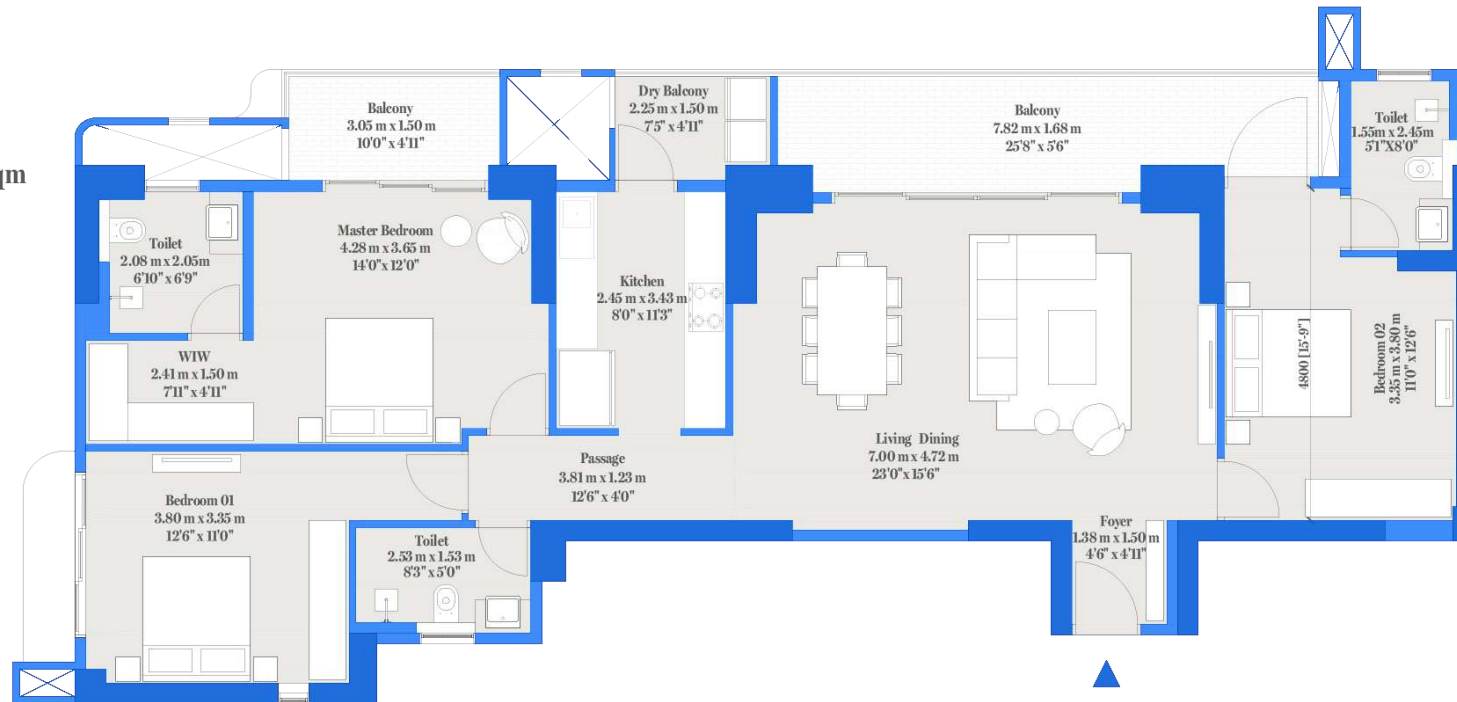


Vastu units



3 BHK LAYOUT

3 BHK - E
Total Area : 134.81 Sqm
1451 Sqft

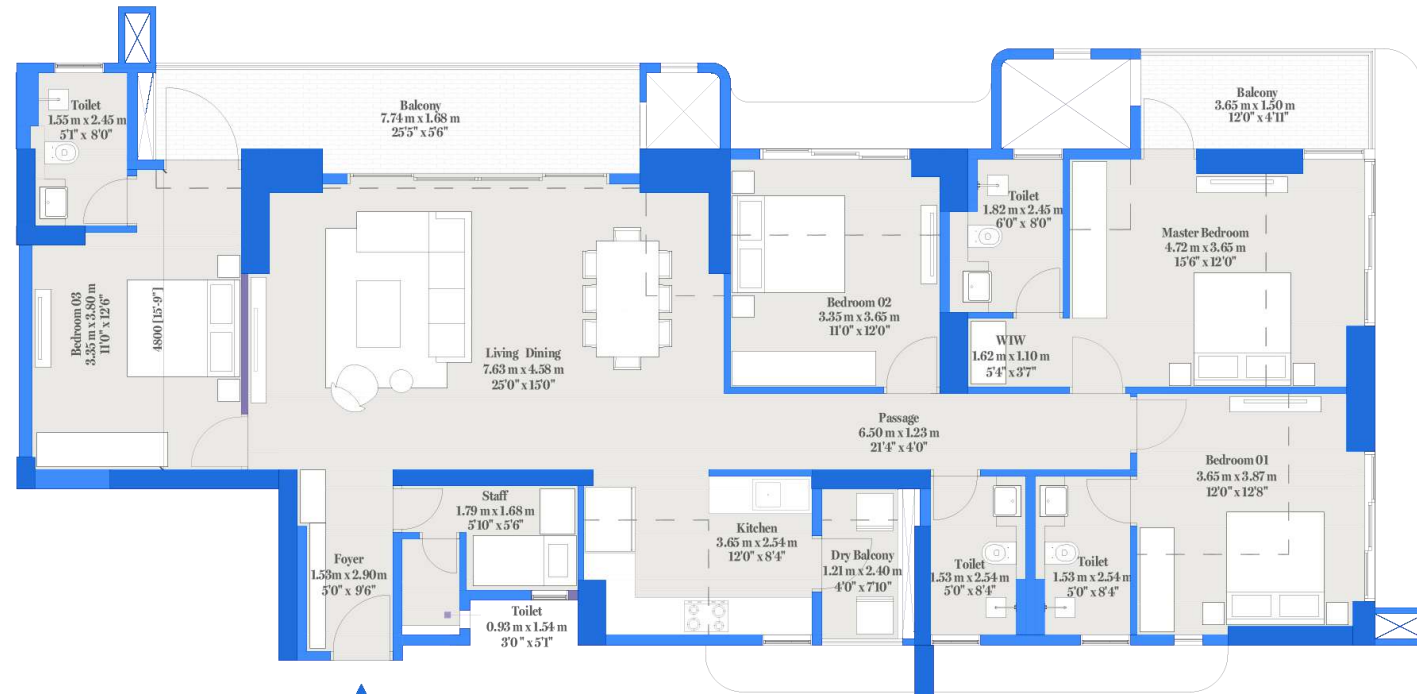


RERA Carpet Area - 114.16 Sqm | Exclusive area - 20.65 Sqm (Open Balcony - 20.65 Sqm)

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	0.95-1.01	0.90- 0.94
2BHK	875- 909	1.75-1.99	1.67- 1.78
2BHK XL	1180	2.79-2.89	2.65- 2.71
3BHK	1451-1465	3.40-3.65	3.20- 3.32
3.5 BHK XL	1629	3.75-3.89	3.62- 3.71
4.5 BHK	1805	4.25-4.50	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	1.16-1.19	1.03-1.04
2BHK with Private Garden	990-1349	1.99-2.15	1.79-2.03
3BHK with Private Garden	1719- 1907	3.64-3.76	3.53-3.65
4.5 BHK with Private Garden	2082	4.49	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.

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.

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