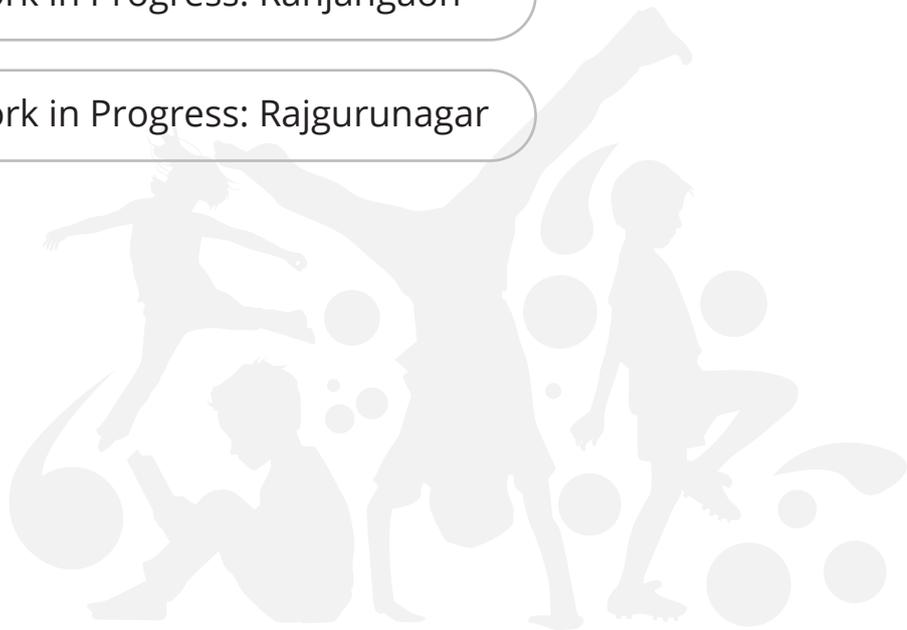




an incredible first year

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From the CEO'S desk



In keeping with our philosophy to create personalized and boundless spaces, we launched Playtor in Pune exactly a year ago. To execute this, we emphasized the inclusion of child-friendly spaces in all our projects. However, our mission was to go beyond making just a few children happy. We priced our homes at Rs.10 lakh and above, to make this dream possible for those who yearn to own a home, and others who grow up suffocated by the extreme urban density and long for open, green spaces.

The competition was fierce, the market situation was volatile and reaching out to the customers was more difficult than ever. But we had faith in two things: Our honest offering and faith in our clean and transparent dealings.

And today, after a year, we can proudly say that we have succeeded in achieving what we set out to achieve. I congratulate everyone at Playtor for working as a team and ensuring that we end the year on a high note. We never would have been able to achieve this success without the support of our customers. I thank each and every customer of ours for trusting us with their hard earned money. We have, and we shall continue to live up to the trust bestowed on us.

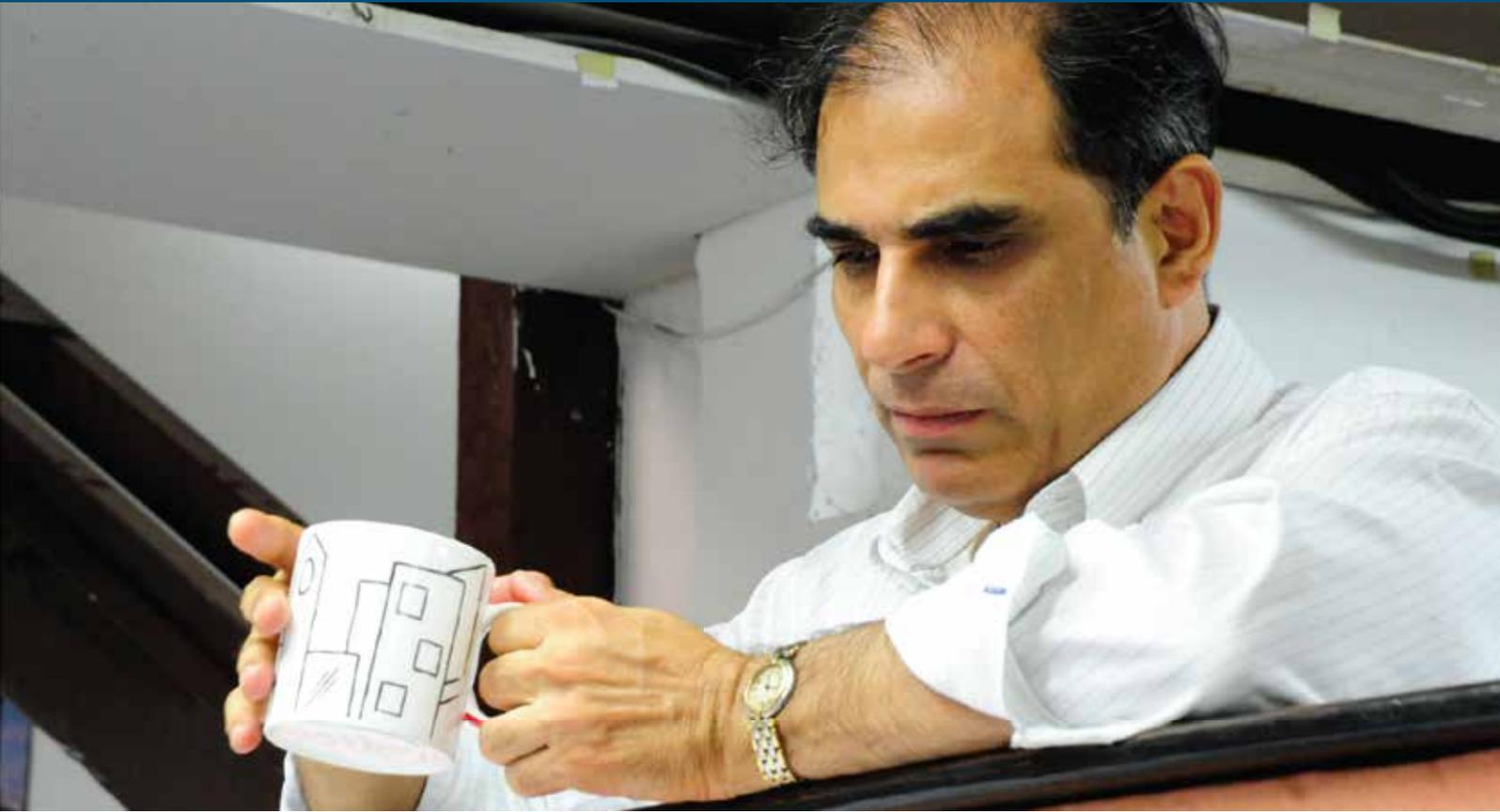
Some serious financial investments, technological upgradation like online booking and improved services is on the cards. We shall continue to deliver better performance and build value.

Our first year has been a real pleasure, full of success. Let's continue the good run...

Sujeet Bhansali

Chairman

Hafeez contractor - The brain behind the architecture



Architect Hafeez Contractor is associated with all Playtor projects, imparting modern design sensibilities to them. Mr. Contractor has redefined the limits of liveable space and created quality homes at accessible price points. His decorated firm is proud to partner with an ambitious developer like Playtor, who looks to change the landscape of social housing in India.

Our Partners



customer testimonials

It was my first time to visit a property developer. My husband had already met the Playtor team at the exhibition, and he was very impressed. when I met Mr. Vinay Nile & Mr. Ashok from Playtor, both were very polite and welcoming. Mr. Vinay's presentation was genuine and honesty, and the process of buying my new home was a first class experience. As they say, "It's that little extra that raises the ordinary to extraordinary".

I booked my home with only AED1000! Hats off to the Playtor team to make me feel like family. The deal was closed with a home-made laddoo generously offered by Mr. Vinay!!! What more could I ask for?! My husband went to Pune for the registration, and he got full support of the Playtor team there and all documentation work was done very smoothly.

We have been getting regular updates from the Playtor team.

Indeed, the best things in life happen unexpectedly!!!

Best wishes,

Arti Dhanak (Rajgurunagar TYPE - A3 - 603) Dubai

"The Ranjangaon Project has been very well designed and offers the right combination of open spaces and amenities that make it a wonderful place to stay. In my opinion, it is also a very good opportunity for those looking to invest in real estate. By virtue of its strategic location close to the MIDC, it has immense potential for growth. We have had a wonderful association with the professionally competent team of Playtor, Ranjangaon who have gone beyond their mandate to assist and address all my queries. The project offers attractive schemes to suit everyone's needs. I must compliment the company for their forthrightness and transparency in all dealings and helping us make an informed decision. I would highly recommend Playtor to everyone."

Thanks.

Rohit Mehrotra (Ranjangaon TYPE - A2 - JASPER - 202/203 and Jet 305)

"It was great to book an apartment at Playtor Paud Pune. In fact, I was supposed to book one apartment, but I ended up booking two apartments! Paud is an upcoming residential hub and will definitely give god returns in the near future. Once again I thank the Playtor team for taking efforts to explain the details of the project to me. I strongly recommend this project to anyone looking for a good home to live in or as an investment."

Thanks.

Ashok Kulkarni (Paud C1 - 305/306)

"I found all the staff at Playtor very responsive, knowledgeable, and cooperative. They helped me with all my queries. Playtor gave me a very good deal. The project in Rajgurunagar is well located. It is intelligently designed with all modern amenities, play areas for children and efficient layout of the flats. I would highly recommend Playtor to all, be it for their own living or as an investment."

Thanks.

Amit Joshi (Rajgurunagar TYPE - A2 - 704)

Playtor has an extremely professional team that believes in delivering results. They have clearly defined processes to manage customer interactions and ensure a good experience. They have competent support staff especially in handling banking related issues who ensure hassle free processing of loans. And special thanks to Shailesh for helping me personally in the entire process.

Anup Das

I remember the day (24th Nov 2015), when I visited the Ranjangaon site. It was just a barren land and only the site office was being constructed. There I met Mr. Ayub Ujede, which was my first interaction with a Playtor sales executive. We are extremely happy with the services given to us by Mr. Ayub Ujede, who kept us updated regularly with his phone calls and mails. We get all the monthly newsletters promptly. Our special thanks to Mr. Shailesh Pise too who helped us.

Shrikant Patil

Milestones



Benett & Coleman (a part of the Times Group) books 450 units at Playtor Ranjangaon

One of the biggest validations we've received is by way of booking of 450 units by the Times Group at our Ranjangaon project. Apart from a big boost to our morale, this deal also reinstates the fact that property prices are all set to soar higher in the region in the near future.



Bigger success. Bigger rewards. Bigger office.

Since we are growing by leaps and bounds, we were bound to move from our original workplace to a bigger and better one. We started out with a team of 25, and within a year, it almost doubled to 45. Hence, the need for new space. We have also systematically classified our team into various functions like Sales, Pre-sales and back office. In the new office we have also expanded the sample flat by adding the Balcony and the Garden view area as well.



Joining hands with Outinard - A technological leap

Playtor has partnered with Outinord for construction. The innovative construction systems at Outinord allow developers to achieve superior quality and reduce completion time of projects, up to 3 times faster than traditional methods. The system not only enhances the building's seismic properties, but a strong durable form helps produce better quality wall finishes and wind resistant structures. This technology has been used in 12 million apartments worldwide.



Studio apartments on offer

Innovation is about using new technology as well as innovating with the size of the homes constructed. Keeping in mind the demand of our customers, we introduced studio apartments starting from 7.50 lac only at the Ranjangaon project. In the coming year we shall begin with the work on these studio apartments.



Low interest rates increase sales figures

In the process of booking a home, the availability of home loan is of paramount importance, but even more important is the rate at which one gets it. Even a difference of half a percent in the interest rate could translate into a difference of lakhs of rupees for the end customer. Keeping that in mind, we introduced the scheme of making home loan available at the lowest interest rate of 8.85%. This helped 25% more customers to book a home at Playtor.



Expanding our portfolio with new launches

Our first year saw the launch of some new Playtor projects. This included the C and D phases of the Paud project as well as the Chakan Annexe project. We launched these projects/phases during Navratri on 13th October, 2015. We extensively used the print and digital mediums of communication to reach our audience. These launches got an overwhelming response and generated 380 leads.



Record sales of 1200 units in a year!

Nothing boosts the morale of any organisation more than the sale of its goods/services. We started our operations on a positive and confident note, knowing that our offering is nothing less than perfect. This confidence transpired into customer response and we sold 1200 Playtor projects in the first year! Happy customers and a happy sales force is the best win-win indeed!



Setting a new benchmark with 500+ registrations

For any real estate organisation, the number of agreements done is the best measure of its success. In the first year itself, we completed an astounding 518 agreements. This is a very good number for a company that has just started its operations. The breakup of the registrations is as follows: Ranjangaon - 270, Rajgurunagar - 185 and Paud 63 agreements. We have also completed a few agreements for our overseas (Dubai) customers as well.



CRISIL rating - Another feather in our cap

CRISIL is a global analytics company that provides ratings and risk and advisory services. Playtor has been rated by CRISIL, a clear testimony of the quality that the brand stands for.



Setting up an efficient customer care team

Looking at the record number of sales in the first year and overwhelming number of enquires, it was natural for us to reinforce our back end Customer Care Team to ensure efficient resolution & response to the ever increasing customer queries and phone calls.



Making our presence felt at the expos in Singapore & Dubai

Expos are the best place to connect with our customers as well as understand the realities of the marketplace with respect to customer expectations and competitor offerings. We participated in 16 expos across the country and 2 expos overseas (Dubai and Singapore). This participation led to fruitful customer interaction, increased visibility for the brand and definite leads.



Channeling growth through channel partners

Channel partners play an important role in furthering the sales objectives of any organisation in a given region. We have always believed in partnering with the right channel partners and have built strong working partnerships with them. In Bhusawal, we arranged a Channel Partner meet. The event got an encouraging response and we got 300 enquires.



'Play'ing it right in Abu Dhabi

Marathi audiences love their literature and theatre, whether in India or abroad. We sponsored an event for the Marathi Mandal in Abu Dhabi that comprised of a Marathi play. As expected, the audience enjoyed the play and we came back happy with 10 bookings!



Connecting through Cricket

Nothing catches the attention of Indians like Cricket. We recognized this and sponsored a Cricket Match played at the Symbiosis campus at Lavale in March 2015. Cricket crazy fans and players had a wonderful time and we ended up getting 80 leads on the day. That sure was a winning moment!



Swinging to the tune of Dandiya

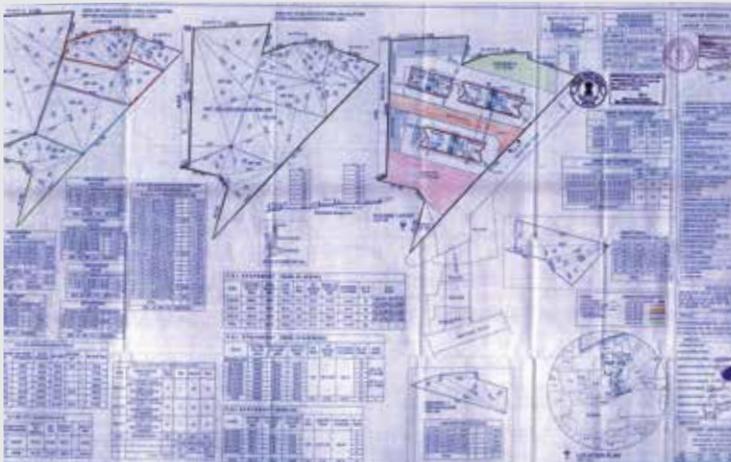
Navratri is the time for dressing up well and attending Dandiya events, swinging to the beats of the drums in unison. On 18th October 2015, we sponsored a Dandiya event that got a wonderful response. People enjoyed the 'dandiya raas' and we ended up getting an incredible 350 leads.



An evening of poetry and music

Salil Kulkarni and Sandeep Khare's show 'Ayushyavar Bolu Kaahi' is nothing less than a milestone today. It has gained a cult following and is one of the most beloved shows of every Marathi person. We organised a show of this popular show. It was a musical evening filled with claps and 'encores' and we got quite a substantial number of entries as well.

work in progress : Paud



Sanction copy of plan



A2 Bldg - Slab shuttering & reinforcement



A1 Bldg - Plinth beam casting



A2 Bldg - 1st slab shuttering & reinforcement work



A2 Bldg - Plinth beam completed & front side retaining wall work is in progress

Development around Paud

- Blackstone has announced an investment of Rs.1200 Crore in Hinjewadi.
- Tsubaki Group, Japan has raised its stake in Mahindra Conveyor Systems, located in Pirangut, to 51%.
- Paud has been proposed by the Maharashtra Government as a hub for several integrated townships to be developed in the near future.
- Paud has been included in the PMRDA (Pune Metropolitan Region Development Authority).

work in progress : Ranjangaon



Crane & batching plant installation done at site



Plinth completed , stub wall work in progress of Moonstone Building



Tunnel form assembly done, casting is in progress for Jasper



Ranjangaon 1st slab completed

Development around Ranjangaon

- Fiat Chrysler Automobiles shall be investing Rs.1768 Cr in its new Ranjangaon plant for the much anticipated Jeep model.
- Along with Fiat Chrysler Automobiles, Tata is also expanding its Indian SUV production capacity in Ranjangaon.
- Ranjangaon is now officially a part of the Pune Metropolitan Region Development Authority.
- Fragrances and Flavors maker Givaudan has announced that it shall invest Rs.368 Crore in a plant at Ranjangaon.
- Easy travel facilities to Ranjangaon MIDC

work in progress : Rajgurunagar



4th slab casting completed & block work started for building A4



A2 building footing & column work completed, ready for 1st slab



A4 Building 6th Slab completed with brick work



A5 Bldg - 5th slab completed over-head water tank & terrace work is in progress

Development around Rajgurunagar

- Mars international India has announced that it will set up a manufacturing plant in Rajgurunagar worth Rs.1005 Crore.
- The Mercedes Benz Great Overland Adventure concluded at its plant in Chakan, Pune.
- The 4200 acre Kalyani Khed City (SEZ), which will have Textile, Engineering, Electronics & IT parks.
- Rajgurunagar is home to the proposed new airport.
- Rajgurunagar is now a part of the PMRDA (Pune Metropolitan Region Development Authority).



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**Ranjangaon | Rajgurunagar
Paud | Chakan Annex**