

HOMES WITH YOUR CHILDREN IN MIND



PLAYTOR

A GREAT PLACE TO GROW UP



PLAYTOR CHILDSPACES

THE BRAND PHILOSOPHY

The word 'Playtor' comes from the words "play" and "liberator". True to its meaning, Playtor Childscapes aims at creating child-centric communities in the outskirts of major metropolitan cities of India.

We at Playtor Childspaces believe that each development we undertake should enrich a community and provide the best environment for social growth. We are dedicated to developing happy, sustainable communities, promoting learning and safety for children and advancing affordable housing.

All homes at Playtor Childspaces will be walking distance from a school and landscaped with child-friendly hubs like gardens and sport zones, ensuring a safe environment that fosters growth and freedom. Playtor will provide a great place for children to live, play and grow.

OUR VISION

- To bridge the gap between social housing and sustainable lifestyle for families across India.
- To provide affordable and child-centric homes for every family in our nation at ₹10 to 20 lakhs.
- To construct and deliver 50,000 homes by 2022.



PLAYTOR HISTORY & ACHIEVEMENTS

Previously known as Sangam Group, Playtor has been a pioneer in the construction business for more than a decade and has executed large projects throughout India. Founded by Chairman Santosh Bhansali and run by his son Sujit Bhansali, the Sangam Group has developed projects in Bangalore, Chennai and Kolkata.

The group has gained recognition due to the landmark construction standards it has set. This includes the use of formwork technology, in which concrete is poured into a mold. Renowned across the world, formwork is instrumental in building properties faster, cheaper and greener. These world-class standards have led Sangam Group to construct 1.9 million square feet across India.

All Sangam Group projects are characterised by excellent social amenities, derived from the company belief that developing homes is synonymous with developing lifelong relationships with its customers. Sangam Group has been devoted to transforming local landscapes with global lifestyles by making living experiences refreshing and authentic while creating a positive impact on the society in which we live.

Ultimately, Sangam Group's objective is to provide housing that meets high quality construction standards and ensures speedy completion and delivery at low cost. These objectives are best met through the application of contemporary building technology, computer-aided design methods, lean manufacturing and the adoption of ingenious industrial engineering processes. The company's commitment to technology while retaining strong family values is the cornerstone of Sangam Group, and to what it owes its success.

COMPLETED PROJECTS



SANGAM GARDEN
RESIDENTIAL
3,00,000 SQ.FT.
RAJGURUNAGAR



SANGAM CLASSIC
RESIDENTIAL/
COMMERCIAL
2,00,000 SQ.FT.
RAJGURUNAGAR



GREEN PARK
RESIDENTIAL
2,00,000 SQ.FT.
RAJGURUNAGAR



GARDEN CITY
RESIDENTIAL
1,00,000 SQ.FT.
RAJGURUNAGAR



PADMAJA PARK
RESIDENTIAL
1,50,000 SQ.FT.
PUNE



EIFFEL CITY
RESIDENTIAL
10,00,000 SQ.FT.
CHAKAN

ONGOING PROJECTS



EIFFEL CITY PHASE II
RESIDENTIAL
5,00,000 SQ.FT.
CHAKAN



SANGAM PLAZA
COMMERCIAL
50,000 SQ.FT.
CHAKAN



SANGAM CITY
RESIDENTIAL
2,50,000 SQ.FT.
RAJGURUNAGAR

WHAT IS SOCIAL HOUSING?



KIRTI TIMMANAGODAR
HEAD, SOCIAL HOUSING, BRICK EAGLE

“With more than 90% of the housing shortage coming from the EWS and LIG segments, Brick Eagle was very keen to provide homes below ₹10 lakhs to this underserved segment. I am very excited that Playtor has taken up the challenge of addressing this pressing social need. With an experienced and hands on management, I am confident that Playtor will be one of the top 5 affordable housing players in India within 5 years.”

Social housing in India is more than roofs over our customers' heads. These homes are building blocks towards a slum-free India. They are, for most of our customers, their very first appreciable asset - allowing for easier loans and the entry of millions of new consumers into the financial market. They are clean environments that encourage education, health, and the safety of women and children. They are springboards to the middle class, for an investment of ₹15 lakh or less.

Social housing and homeownership can speed India's development in leaps and bounds. The time to construct these homes and provide this future is now.



S. SRIDHAR
FORMER CHAIRMAN AND M.D,
NATIONAL HOUSING BANK

“India must follow the example of countries like Singapore, which used social housing in order to transform the lives of its citizens. When Singapore attained self-government in 1959, only 9% of Singaporeans resided in public housing. Most of the population was living in squatter colonies and city slums in unhygienic and potentially hazardous conditions. Today home ownership in Singapore is more than 90%, and the share of rental housing is very low. This has led to extraordinary leaps in Singaporean society. Despite the lack of socioeconomic data on Singaporean poverty, virtually no one lives on the streets. Everyone has the opportunity to own a home, and it reflects in personal income. After adjusting for inflation, the average household income of Singaporeans is S\$2653 today, compared with S\$1558 in 1980.”



WHY IS SOCIAL HOUSING THE NEED OF OUR NATION?

India has a housing shortage in urban areas of 19 million homes, according to the latest data from the government - a deficit that grows by 5 million each year. 96% of this shortage affects customers in the Economically Weaker Sections (EWS) and the Lower Income Group (LIG) of the economy.

URBANISATION

This deficit is caused by exponential growth in urban areas. Rural dwellers come to cities to seek employment opportunities for themselves and their families, with often adverse effects. The new arrivals are stuffed into slums in the inner cities, with unsanitary and dangerous living conditions - particularly for women. For their part, the cities suffer from overburdened transportation, dysfunctional school systems, and sharply worsening quality of life.

From this perspective, housing plays an integral role in the development and modernisation of Indian cities. However, investment in social housing is also investment in India's human capital, a woefully underappreciated asset in the growth of the nation. Owning a home is owning an asset that opens all sorts of financial doors for recipients - from loans to credit - and brings them into the formal economy. Standardized and modern housing also encourages the growth and stability of the family by providing luxuries like privacy and sanitation. In this way, social housing is both a pressing issue and the key to strong and inclusive urban development in India.

KEY FACTS

270 million net increase in working-age population

91 million urban households will be middle class, up from 22 million today

590 million people will live in cities, nearly twice the population of the United States today

900 million square meters of commercial and residential space need to be built, equal to a new Chicago every year

NATIONAL HOUSING MISSION

In order to execute its lofty goals, the Indian government is planning on introducing a mission to bring its projects within reach of potential consumers. The mission subsidizes interest rates for prospective customers of amounts up to ₹5 lakh in order to bring them closer to their ideal house. It is this mission that Playtor customers can avail in order to change their lives.

KEY FACTS OF NATIONAL HOUSING MISSION

○ Home Price: 10,00,000

FEATURES OF NATIONAL HOUSING MISSION

PURPOSE

The National Housing Mission provides home loans with an interest subsidy to EWS and LIG customers for the acquisition of a Playtor house. Beneficiaries who own land in any urban area but do not have a house in their name, in their spouse's name, or that of their dependent child will also be covered under the scheme.

SELECTION OF BENEFICIARIES

Playtor Childspaces has collaborated with Ashoka to identify the true beneficiaries of our housing scheme. Through their vast network of social entrepreneurs, they will maximize availability of our homes to end users from the EWS & LIG economic segments of India.



THE IMPACT

Currently more than 90% of the Indian urban labor force is composed of informal sector workers and micro entrepreneurs. To meet the large housing demands of our time and achieve genuine impact, we need to build millions of homes which are affordable, habitable and accessible to low-income customers.

If India can deploy effective social housing in order to meet this demand, it will create satisfied, effective workers who can fulfill their promise. This will create tremendous GDP growth and power India's development. It will also have the by-product of decongesting overfull Indian cities - making them more productive, decreasing the pressure on their infrastructure, and making them greener and safer places to live.

In order to seize this opportunity, India must dramatically expand its social housing offerings in order to bring workers safely and cheaply to growth centres - and to elevate itself among the most powerful nations in the world.

ECONOMIC IMPACT OF 2 MILLION AFFORDABLE HOMES

EMPLOYMENT

- Direct employment for 3 million people
- Indirect employment for 24 million people leading to an income increase of \$25 billion (equivalent to ~2% nominal GDP)

CEMENT

- Demand of 16 million tons (9% over current demand)

STEEL

- Demand of 6 million tons (10% of current demand)

MISCELLANEOUS GOODS AND SERVICES

- Plumbing demand of \$1.1 billion
- Electrical equipment demand of \$0.7 billion
- Paint demand of \$0.5 billion
- Wood demand of \$0.2 billion



PLAYTOR CHILDSPACES OUR PROJECTS



RAJGURUNAGAR

The 5 acres of Rajgurunagar is a beautiful oasis in India's affordable housing industry. The 450 one and two BHK units feature child-centric amenities. The Rajgurunagar International Airport in Pune and the Chakan-Talegaon Growth Corridor nearby provide the area with high employment potential. The Chakan-Talegaon Growth Corridor is an automotive hub of South Asia, with companies such as Bajaj, Daimler-Benz, General Motors, and Mahindra and Mahindra. Rajgurunagar lives up to Playtor's vision to build homes for the entire family.

RANJANGAON

The 1600 one BHKs of Ranjangaon are designed to be close to the MIDC in Karegaon, Asia's largest industrial area. This MIDC houses companies like LG, Fiat, and Whirlpool. However, residents can also relax on the property with a trampoline and landscaped gardens. Best of all, it is only 0.5 kilometres from the MIDC, meaning that all Playtor residents can experience a healthy and convenient walk-to-work lifestyle. With its proximity to the MIDC and great amenities, residents will experience an immediate boost to their quality of life.



PAUD

Paud is in the heart of the eponymous bustling suburb of Pune, and provides a vibrant atmosphere, backdropped by the hills of Maharashtra. Paud features excellent educational infrastructure, with Mahindra United College and Riverdale International Residential School conveniently located. It is close to the Mumbai-Pune Expressway, and is also close to Lavasa City. It is a township comprised of 500 one BHKs. It is also close to the innovative Rajiv Gandhi IT park at Hinjewadi, an economic powerhouse of Maharashtra with companies such as Infosys, Wipro, Tata Consultancy Services, Barclays and many more.

OUR UPCOMING PROJECTS

KALAMB, NERAL

Spread across 16.5 acres of land, it is hilly terrain with scenic surroundings. Conveniently accessible by the Pune-Nashik Highway, Playtor Kalamb is 52 kilometers from Pune Airport and 36 kilometers from Chakan. This is truly a dream home with a healthy environment for children.

KHARDI, SHAHAPUR

Spread across 50 acres, Playtor Khardi is a residential township centered around family fun. The project is accessible via the 4 lane Mumbai-Nashik highway and is well connected to the railway network through Khardi railway station. The township will supply units priced as low as ₹7 lakh.

HINJEWADI ANNEX

The property is conveniently located near the Rajiv Gandhi Hinjewadi IT Park, one of the fastest-growing areas in Pune.

SUS ANNEX

Sus Annex is 8-10 km from Hinjewadi, a fast-emerging IT hub and one of the country's top centers for innovation.

CHAKAN

The Chakan-Talegaon growth corridor, a high-efficiency automotive hub in Maharashtra, is situated near this property.



PLAYTOR CHILDSPACES OUR PARTNERS



SANTOSH AND SUJIT BHANSALI
M.D. AND C.E.O., PLAYTOR CHILDSPACES

Santosh Bhansali is the Chairman of Playtor. He began his career in his family's cloth store, and left to become an entrepreneur and developer. In addition to his several infrastructure projects in Delhi worth ₹300 crore, he has also spearheaded several projects for Sangam Group in Kolkata, Bangalore, and Chennai. Sujit Bhansali is the Managing Director of Playtor. He began his career in real estate from the age of 22, and since has brought in modern technological practices to the business.

Even with this management team, Playtor could not have achieved this enterprise without our illustrious partners. Each Playtor partner is a specialist in its field, and this talented team is poised to transform India's social housing landscape. With Brick Eagle in the social enterprise sphere, renowned Architect Hafeez Contractor for architectural design, and Ashoka for due diligence and transparency, we bring together formidable allies in pursuit of one goal: to provide affordable homes for our countrymen.



BRICK EAGLE

Playtor is a project invested in by Brick Eagle, a private equity fund headquartered in Hong Kong. With a scalable model for promoting affordable housing, Brick Eagle has over 12 million square feet of affordable housing projects under management. They are supported by eminent advisors and investors who share their expertise. Brick Eagle has projects in Mumbai, Pune, Mysore, Bangalore and Chennai.



ASHOKA

Ashoka is lending knowledge and experience in the social housing sector to Playtor, enabling them to identify the most deserving end-buyers and facilitate access of these affordable housing projects to them. They will proceed by mentoring prospective end-buyers, connecting them with housing finance providers, and helping them secure loans from the private and public sectors.

Architect Hafeez Contractor

ARCHITECT HAFEEZ CONTRACTOR

Architect Hafeez Contractor is a world-class architect, with over 70 domestic and international awards to his name. Some of his signature projects include the Infosys campus in Pune, the Imperial Tower in Mumbai, and a host of complexes in Gurgaon and Bangalore. He completed his graduate diploma in architecture from the University of Mumbai, and did post-graduate work at the prestigious Columbia University in New York.

BRICK EAGLE

A SOCIAL HOUSING PLATFORM



RAJESH KRISHNAN
FOUNDER AND CEO, BRICK EAGLE

Brick Eagle is a dedicated affordable housing provider that seeks to deliver thousands of units across India. Brick Eagle began reaching out to startups and entrepreneurs to create outsourced companies that could focus on each step of the homebuying process, thus creating an affordable housing ecosystem to bring homes to millions of Indians.

Developers Xrbia, Sheltrex, and Playtor convert the raw lands into high-quality affordable housing projects. Construction company Technik Project Consultants carries out the project management, while Klickbrick handles sales. Xeco Advertising brands the developments, centering them in an aspirational world. Brick Eagle is even branching out into interiors, with online modular furniture portal Renderlogy.

Presently, Brick Eagle operates through four verticals: Lands, which acquires ground for development, Advisory, the developers with whom Brick Eagle partners, Ventures, the Brick Eagle-incubated companies that complete the

affordable housing ecosystem, and Social Housing, which ensures that units can be purchased for as little as ₹3 lakh.

THE SOCIAL HOUSING MODEL WILL MAKE THIS GOAL A REALITY.

Our social housing model relies on impact investors and partners to create houses priced at less than ₹10 lakh distributed by Ashoka exclusively to selected beneficiaries. Through social impact investors, Brick Eagle raises funds and invests in land suitable for social housing. Brick Eagle then partners with a developer who does not pay Brick Eagle for the land, but rather agrees to set aside 20% of constructed housing stock in exchange for the land. The remaining 80% of the land is developed at an affordable housing price point and sold commercially by the developer. We can mark up the sale price of social housing units based on investor expectations. To illustrate, in the chart, with the help of impact investors with expected IRR of 5-8%, we can deliver housing at ₹1200/sq. ft., about half of commercial rates.



ASHOKA

A GLOBAL NETWORK OF CHANGEMAKERS



VISHNU SWAMINATHAN
COUNTRY HEAD, INDIA

Ashoka is proud to partner with Playtor to facilitate access of its housing schemes to deserving end-buyers. Over Ashoka's 30-plus years of empowering social entrepreneurs, it is clear that homelessness is one of India's most pernicious obstacles towards sustainable development. Ashoka is excited to begin this landmark partnership, and to change the lives of thousands of Indians.

This program falls under the Ashoka "Housing for All" initiative, in which market-based models provide home improvement and new home services at affordable prices. To better foster affordable housing, HFA India has conducted a consumer-based study to thoroughly understand India's housing landscape in terms of demand and consumer behavior patterns.

Through this initiative, Ashoka has compiled an impressive base of potential recipients for Playtor homes. Ashoka believes that a clean and comfortable home is the most effective way to spearhead social mobility. Ashoka will

facilitate and support the distribution partners who work towards facilitating access for end-buyers from informal sector in affordable housing projects by mentoring them, connecting them with housing finance providers and ultimately enable them to help them secure loans from banks and facilitate access to any applicable subsidies from the government.

Ashoka's vision is a world in which everyone is a Changemaker: one that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and support to address any social injustice. Ashoka is a global association of the world's leading social entrepreneurs men and women with system-changing solutions for the world's most urgent social problems. Since 1981, Ashoka has elected 3,000 social entrepreneurs in more than 70 countries as Fellows more than any other organization in the world providing them with living stipends, professional support, and access to a global network of peers. Within ten years of their election, 93% of Fellows' original ideas have been replicated by other organizations.

Ashoka began in response to the impressive growth of social entrepreneurs. In the past three decades, the global citizen sector, led by social entrepreneurs, has grown exponentially. Just as the business sector experienced a tremendous spurt in productivity over the last century, the citizen sector is experiencing a similar revolution, with the number and sophistication of citizen organizations increasing dramatically.

Rather than leaving societal needs for the government or business sectors to address, social entrepreneurs are creating innovative solutions, delivering extraordinary results, and improving the lives of millions of people. It is this insight into the power of social entrepreneurs that led Bill Drayton to found Ashoka and that continues to guide Ashoka today.

As the largest association of leading social entrepreneurs in the world, Ashoka knows how to bring about change, and it understands what individuals need to make change happen. It has been engaged in learning from and serving this historical movement across the globe for over 30 years.

Ashoka is now working collectively to ensure that social entrepreneurs and their innovations continue to inspire a new generation of local changemakers to create positive social change. It is in this spirit that Ashoka looks to partner with Playtor, and to help it realize its lofty goal of providing housing for all segments of Indian society.

ARCHITECT HAFEEZ CONTRACTOR

AFFORDABLE HOUSING PIONEER



ARCHITECT HAFEEZ CONTRACTOR
ARCHITECT AND FOUNDER, AHC

Architect Hafeez Contractor is associated with all Playtor developments, contributing masterplans and a modern design sensibility to the townships.

Architect Hafeez Contractor, the firm which is a winner of over 70 national and international awards has conceptualized, designed, and executed a wide range of architectural projects throughout the globe. Hafeez Contractor is a member of the Bombay Heritage Committee and the New Delhi Lutyens Bungalow Zone Review Committee. He is also currently empaneled and working with various housing boards of different states; including Maharashtra, Rajasthan, Bihar, Chhattisgarh, Karnataka, and Madhya Pradesh.

While AHC is famous for many luxury projects, the firm is best known for its slum rehabilitation scheme, enacted with great success in Mumbai. Enacted in the mid 1990s, the architect approached city officials with a revolutionary public-private partnership - to increase the Floor Space Index (FSI) on buildings built on slumland in return for building pukka houses for the residents.

This effectively allowed the firm to change the landscape of India's most populous city, as well as to gain access to vast swaths of land in the center of Mumbai. In order to enact this scheme, Hafeez Contractor gained the support of urban planners, developers, politicians, and community leaders - and changed the lives of the land's previous residents, with 24-hour water and electricity. Architect Hafeez Contractor has completed almost 40 projects using this revolutionary scheme. Foremost among these projects was the Imperial, India's tallest residential building. Today, it is hailed as a pioneering social housing scheme, one that paved the way for developments like Playtor.

Architect Hafeez Contractor has also advanced the construction of social housing by designing compact units - thus bringing the cost of homes down where an untapped population can avail of them. Moreover, the firm has also eliminated corners in Playtor apartments, providing more carpet area to sell homes. Furthermore, all apartments have sliding doors, eliminating dead space from behind doors and keeping rooms light and airy. Lastly, Architect Hafeez Contractor used a reduced-thickness wall in its apartments in order to maximize apartment size.

Architect Hafeez Contractor has redefined the limits of liveable space and created quality homes at accessible price points. The decorated firm is proud to partner with an ambitious developer like Playtor, who looks to change the landscape of social housing in India.



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