

ALTITUDE **כפ** **ע**




WHAT ARE GOALS BUT JUST **DREAMS WITH A PLAN!**



The world admires those who dare to dream. But there is one major difference between those who dream and those who succeed, they have a plan. They work on it tirelessly, till they tear the threshold and move past it. We are talking to such a rare breed. We are talking to -

#TheAimChanger





THERE ARE THOSE
WHO AIM AFAR,
AND THEN THERE ARE
THOSE WHO **AIM FOR
THE STARS.**

It's time for
#TheAimChanger

ALTITUDE

GRADE-A
COMMERCIAL EDIFICE

STYLISH
SHOWROOMS
PREMIUM
OFFICES

DANGE CHOWK,
WAKAD

- › 14 storey Grade - A commercial edifice
- › Aesthetically designed by renowned Ar. Reza Kabul
- › Stunning tinted glass facade with DGU glass
- › Italian marble, grand double height entrance lobby with waiting area and a café
- › Rooftop amenities like amphitheater, landscaped break-out zones, al-fresco solar-powered workstations, indoor games room for pool, table tennis & a crèche
- › Over 400 feet of landscaped frontage & visitors parking





YOUR BUSINESS ACUMEN.
ALTITUDE'S SUPERIOR AESTHETICS.

SURELY, A DREAM TEAM IN
THE MAKING.



Altitude, with its superior aesthetics and well-planned architecture, is truly a testament to what a business empire looks like when it reaches the epitome of glory. With your business acumen and foresightedness, this is a dream team to take on any challenges that the world may put forth.

Designed especially for signature commercial establishments whether offices, showrooms or more; Altitude is also #TheAimChanger in every sense of the word because of its prime location. It is close to the Pune-Mumbai Expressway, 10-15-minute drive from prominent locations like Hinjawadi, Pimpri, Chinchwad, Ravet, Aundh, Pimple Saudagar, Baner, Pashan, University Circle etc.

The project that challenges the status quo and stands out from the rest of the commercial projects around. And the only project that is giving the much deserved makeover to Wakad :
Altitude.

BEHOLD THE REAL
GRADE-A EDIFICE.
#TheAimChanger

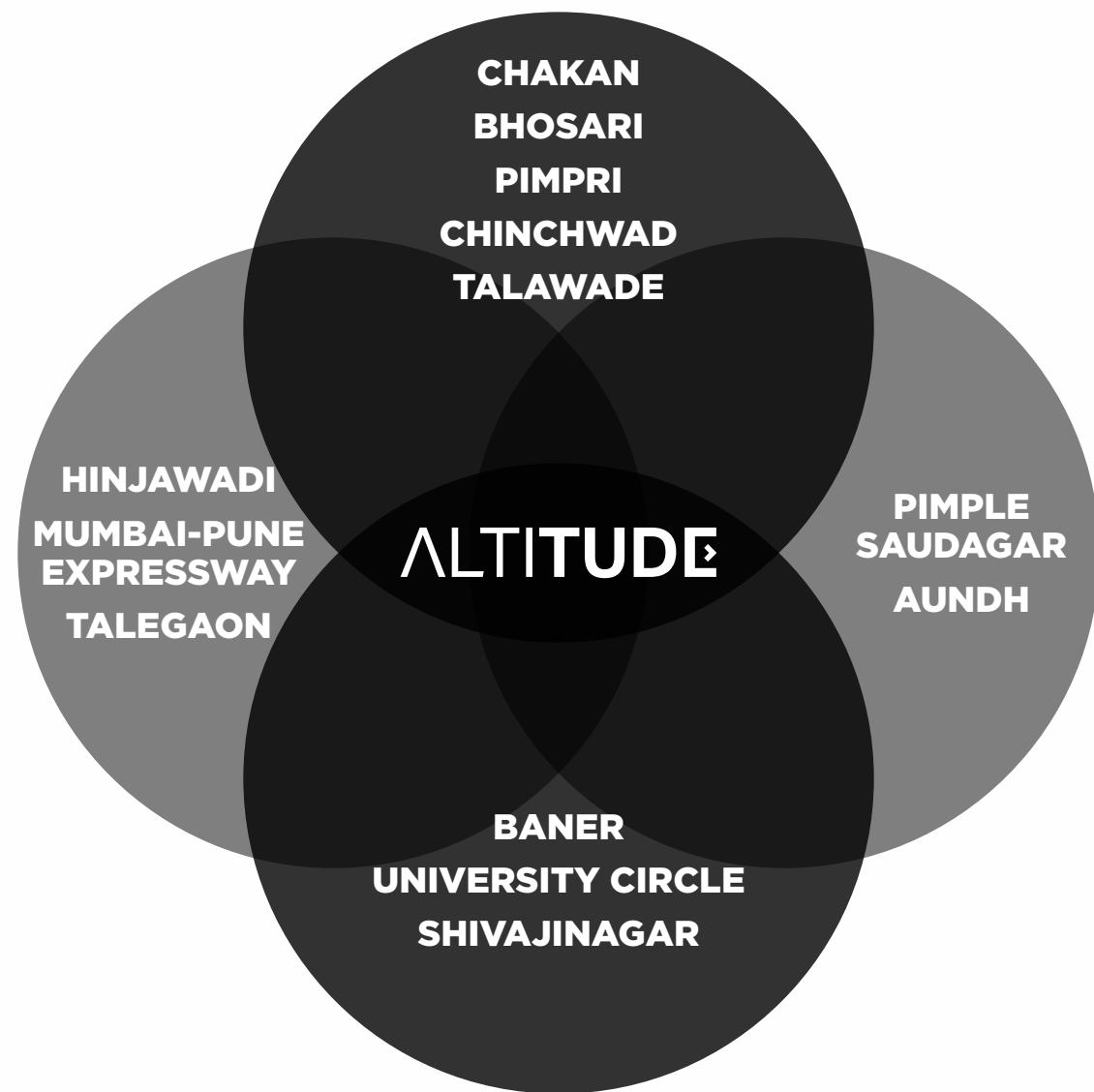


Artistic impression of the project

AT A LOCATION THAT'S **#TheAimChanger**
IN EVERY SENSE - DOWNTOWN WAKAD



The location works in the favour of the project naturally. Altitude is a centrally located landmark, perched premiumly between PCMC and PMC, at downtown Wakad.



NATURAL 360°
CONNECTIVITY TO ALL
SURROUNDING LOCATIONS



PREMIUM RESIDENTIAL
CATCHMENT IN THE
NEIGHBORHOOD



MINIMUM SIGNALS AND
MAXIMUM FLYOVERS FOR
FASTER TRAFFIC MOVEMENT



BLESSING IN DISGUISE -
NO ONGOING METRO WORK
IN THE PERIPHERY OF THE PROJECT



EXCELLENT INFRASTRUCTURE
WITH WIDE ROAD NETWORK
AROUND

INHERENT CONNECTIVITY
ON ALL SIDES OF ALTITUDE



PCMC

Last two decades Pimpri Chinchwad is the third fastest growing city in the country. The development rate is around 70% and it is well known for its automotive, IT and manufacturing industry.

CHAKAN / BHOSARI / TALEGAON / TALAWADE

Central to the entire auto-manufacturing belt to the North. Excellent existing road connectivity allowing for easy access to factories / warehouses.

HINJAWADI

One of the biggest IT Park in India.
Be close to the IT nerve center, reach Hinjawadi in 10-15 mins. with excellent connectivity.

AUNDH

The Most Elite Neighbourhood of Pune West.
A perfect mix of IT, recreation, sports & shopping & these areas have grown extensively in the last 4 years.
Aundh is home to some of the most affluent families and its just 15 mins. drive from Altitude.

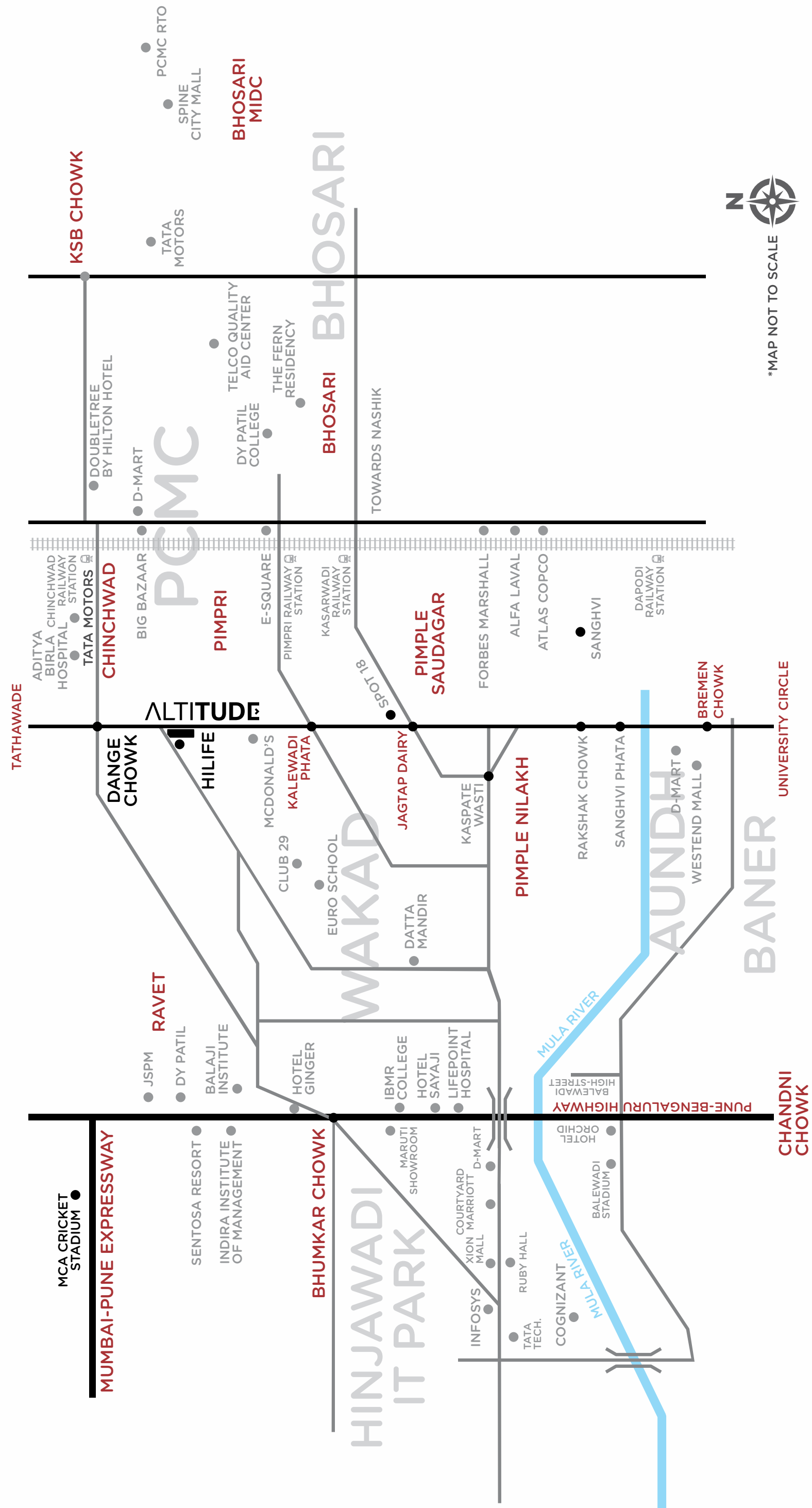


No other location can boast of such connectivity on all sides. Not only is the road network excellent but the location perhaps enjoys the widest and best quality roads, this ensuring faster movement of traffic.

INFRA CONNECTIVITY
AROUND ALL SIDES OF ALTITUDE



MUMBAI-PUNE EXPRESSWAY	2 access routes with 5 flyovers/bridge
AUNDH • BANER	8 flyovers/bridge
PCMC with Empire Estate, Chapekar Chowk	2 flyovers
BHOSARI / CHAKAN & TALEGAON	5 flyovers/underground bridge / 3 flyovers
INDUSTRIAL BELT.....	5 flyovers
HINJAWADI	1 flyover



A LOCATION THAT CARRIES WEIGHT.
AND AN ATTITUDE TOO.



IT & BUSINESS HUBS

Hinjawadi IT Park	3.9 Kms.
Prabhavate Techpark	6.0 Kms.
Balewadi High-street	7 Kms.
PCMC MIDC	7 Kms.
Embassy TechZone	7.6 Kms.
Nano Space	9.9 Kms.
Bhosari	12 Kms.
Talawade IT Park	13 Kms.
Chakan Industrial Park	24 Kms.

HOTELS

Ginger Hotel	2.5 Kms.
Sayaji Hotel	2.5 Kms.
The Gateway	4.0 Km.
Courtyard Marriott	5 Kms.

Altitude is a magnificent structure and will command every passerby's attention. Invoking envy with it's design & build quality. The edifice has ample parking space with beautiful landscaping enhancing the frontage of the premises and inarguably uplifting the location.





Artistic impression of the grand edifice



Standing tall at 14 storeys this premium commercial space is designed by the renowned **Ar. Reza Kabul**, an A-lister himself with several awards to his name.

Reza's signature design, coupled with VTP Realty's vision has created a design that is expressive and impressive in every sense of the word.



2 FLOORS BASEMENT +
3 LEVELS PODIUM PARKING



STYLISH SHOWROOMS ON GROUND FLOOR
(14' HEIGHT) & FIRST FLOOR (12' HEIGHT)



9 FLOORS OF HIGH-END OFFICE SPACES
2nd to 4th floor - Carpet area less than 2000 sq.ft.
5th to 7th floor - Carpet area 2000 sq.ft. onwards
8th to 10th floor - Entire / partial floor plates available



BUILDING MANAGEMENT SYSTEM (BMS)
FOR BETTER MONITORING AND OPERATIONAL
EFFICIENCY OF THE PROJECT



PROJECT IS LEED CERTIFIED HENCE MORE
EFFICIENT USE OF NATURAL SUNLIGHT, WATER
AND ENERGY RESOURCES

THE ENTRANCE OF YOUR WORKSPACE
SHOULD BE JUST LIKE YOUR STANDARDS:
EXTREMELY HIGH.

TIME FOR **#TheAimChanger.**



Artistic impression of the grand entrance lobby

Your stature meets the symbol of its choice at the Altitude.

Perhaps, the only thing more impressive than our glass facade and the marble-clad double-height entrance lobby, would be your ATTITUDE.

And welcoming you thereon, is the 400 ft. wide frontage, a grand reception area, waiting lounge and a cafe in the main lobby.



Artistic impression of the grand entrance lobby

SOMETIMES THE BIGGEST BUSINESS LESSON COMES FROM A PLACE OF LEISURE.

Even **#TheAimChangers** need some time to cool off, but it's for them to understand the intangibles from leisurely pursuits. In an ecosystem such as this, they'll have an amenity floor that they can use for business and personal meetings as well as to give their mind some rest. An unmatched office address that will be an enviable world-class work space employing the newer generation task-force, which will truly appreciate the zen zones. **We present to you, future-ready business spaces!**

♥ Al-fresco Solar Powered Work Stations and Landscaped Garden with seating area



♥ Indoor Games Room: Table Tennis, Pool Table & Foosball



- 1. AMPHITHEATRE
- 2. LANDSCAPED GARDEN WITH SEATING
- 3. TABLE TENNIS
- 4. FOOSBALL & POOL TABLE
- 5. DE-STRESS ZONE & LEISURE SEATING
- 6. AL-FRESCO SOLAR POWERED WORK STATIONS
- 7. ACTIVITY LAWN

♥ Garden Area



♥ De-stress Zone



♥ Activity Lawn

CHANGING THE AIM BY REDUCING THE CARBON FOOTPRINT

LEED rating system is a globally recognized symbol of sustainability, achievement and leadership. It emphasizes on sustainable building design by the means of **innovative** methods applied while designing the project, use of maximum natural light and ventilation, improving indoor environment quality, efficient waste management and sourcing sustainable materials, water & energy conservation. LEED spaces use fewer energy and water resources, save money for businesses and taxpayers; reduce carbon emissions; and prioritize environmental and human health.

34% lower CO2 emissions*

25% less energy consumed*

11% less water consumed*

*www.usgbc.org



TOP 5 REASONS HOW THE LEED-CERTIFIED ALTITUDE, DIRECTLY IMPACTS YOUR BUSINESS.



A HEALTHIER ENVIRONMENT

Allergy-friendly filters where air quality-related illnesses are reduced by as much as 50%.



LOWER UTILITY COSTS

LEED-certified buildings are designed to consume less water and electricity. Reduced utility use will have a positive impact on your bottom line.



ENHANCED RENTAL VALUE

LEED-certified buildings command the highest rents, and vacancy rates for green buildings are an estimated 4% lower than non-green properties, globally.



IMPROVED RECRUITMENT AND RETENTION

Millennials have been shown to place a high value on working for employers that are green minded.



A BOOST IN YOUR PUBLIC IMAGE

Communities tend to welcome and promote LEED-certified buildings. The structures are often well known even in large cities. As a result, having your business housed in one can benefit your brand image. Plus, occupying environmentally friendly office space shows that your company is green-minded, which can be a differentiator between your organization and the competition.

WHERE NOTHING IS LEFT TO CHANCE. BUILDING MANAGEMENT SYSTEM IS **#TheAimChanger.**

- › Complete monitoring of Genset Operation, Lifts and Common Area Lighting
- › Maintaining and managing the operation of Plumbing and Firefighting Systems
- › Special focus on Energy Conservation measures

Together with the LEED parameters, the BMS saves a considerable amount of energy, leading to noticeable savings for the businesses.





WHAT DOES IT TAKE TO BE **#TheAimChanger**



WHY SHOULD YOU CHOOSE **ALTITUDE** OVER ANY OTHER BUSINESS SPACE -

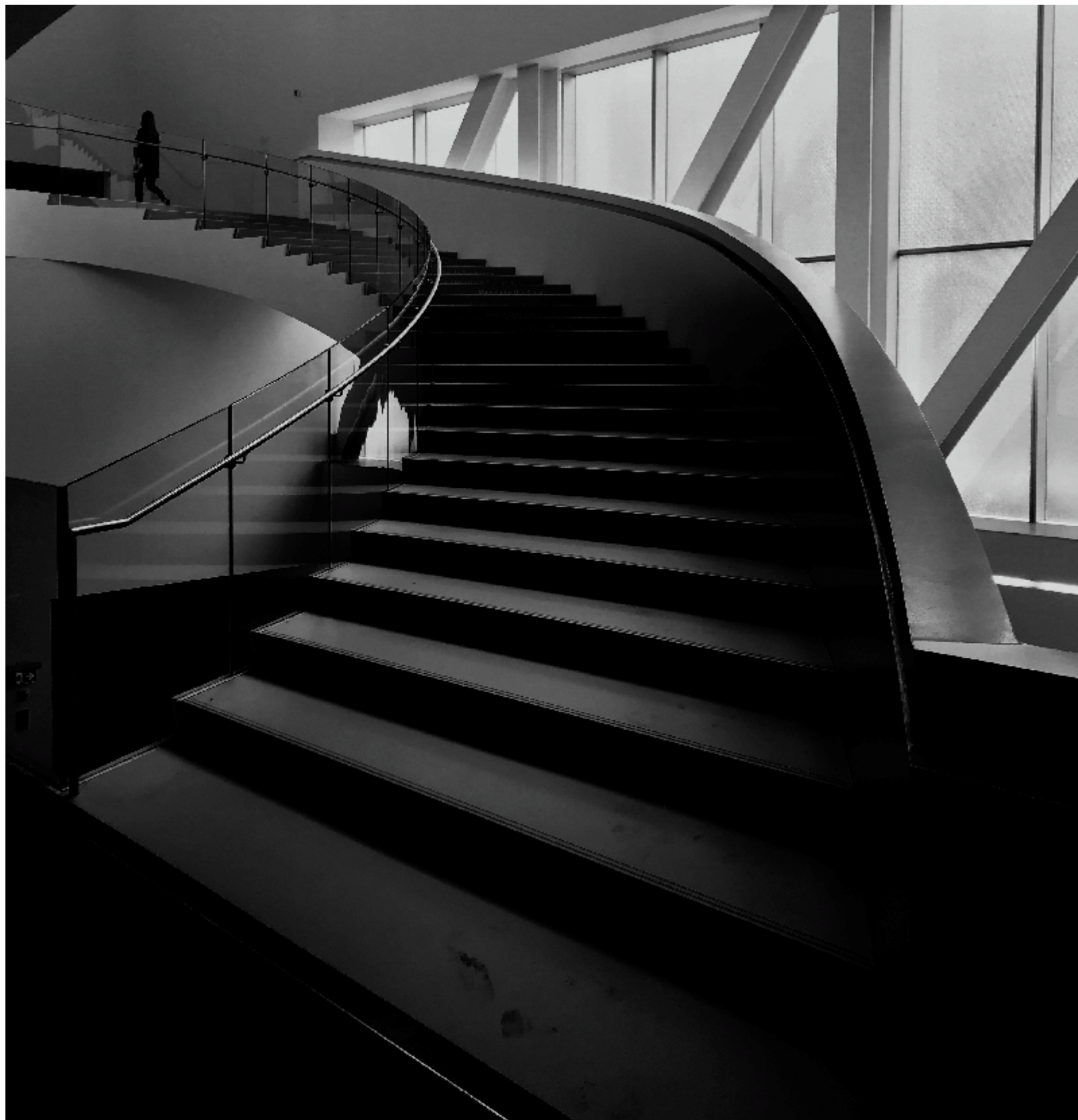


THE VTP REALTY ADVANTAGE

- ▶ With proven leadership in the residential real estate, the brand brings a stunning business spaces project that is destined to disrupt the commercial marketplace.
- ▶ Never to cut corners, the hallmark of Altitude is the awe inspiring elevation and use of tinted glass for the entire façade.
- ▶ A minimal column structure deliberately designed to maximize floor space for larger offices.
- ▶ Thoughtful attention to detail in the internal layout design, choice of specifications and appointment of features is again a testimony to the legacy of VTP Realty. Grandeur in all aspects.
- ▶ Very few commercial and business office towers can boast of an entire top terrace floor dedicated to exclusive amenities for all the occupants. Amenities like landscaped seating, al-fresco solar powered workstations, leisure seating, lawn with amphitheatre for gatherings and de-stress zones and indoor gaming room with pool table, table tennis and foosball.
- ▶ The building is LEED certified for its high energy efficiency and low carbon footprint.
- ▶ And lastly, but most importantly, VTP Realty leaves no stone unturned to create all its commercial projects into high decibel and footfall zones by cherry picking the top-notch brands as tenants for our retail and business spaces. The leasing, sourcing and transaction assistance is provided as a value added service.

DESIGN AND FUNCTIONALITY

- The project is designed by the award winning architect Ar. Reza Kabul.
- The stunning monolith structure enjoys over 400 feet of main road frontage for prime visibility.
- The location works in the favour of the project naturally. Altitude is a centrally located landmark, perched premiumly between PCMC and PMC, at downtown Wakad. Well connected on all sides with massive flyovers & 6 lane wide roads, the project is close to the Pune- Mumbai Expressway and has good accessibility to prominent junctions like Pimpri, Chinchwad, Ravet, Aundh, Hinjawadi, Pimple Saudagar, Baner, etc.
- All showrooms have their own washroom/pantry provision.
- 50% office spaces have the washroom/pantry provision and for the rest of the offices the provisions can be made upon request, at an extra cost.



GRADE-A DISTINCTION

- The Grade-A certification commands better resale and rental yields, as they have more features than other complexes and are also better maintained.
- The glass façade uses DGU which reduces heat transmission and helps save energy for air cooling.
- A beautiful double height, marble clad grand entrance lobby with a reception desk and WiFi enabled visitors lounge alongwith a café.
- Multiple high-speed elevators for quick transit to the upper floors - 6 passenger elevators & 2 service elevators
- Wide decorative lobbies on every floor with 2.4 meter wide passage for easy movement of people
- Building Management System (BMS software) which monitors all lighting, water pump operations, lifts etc. thus reducing manpower deployment and reducing the overall operational & energy bills.
- The building is accessibility friendly which means additional ramps and easy access for the differently-abled.
- Separate access cards for washrooms to ensure good hygiene among office occupants. Separate washrooms for visitors.
- Separate smoking zone on each floor.
- 100% DG Back up and separate meter is provided for each unit to record the consumption of electricity
- Creche for the employees' children
- Integrated fire-fighting system with smoke detectors & sprinklers in each office & showroom
- Ample car parking for office occupants & additional separate parking for visitors.
- A network of security cameras and card-controlled access.

COMMON AREA & UTILITY



- High-speed transit system comprising of six-passenger elevators that are compatible for the differently-abled & two service elevators
- Complete compliance with mandatory accessibility features, safety and fire-management systems
- 100% DG backup with 60% diversity and will be charged as per usage. Separate meter is provided
- ODU space in each unit
- Sprinklers in each office and showroom
- Common washrooms with access card to ensure hygiene and cleanliness
- Specially designed washrooms for the differently-abled on every floor
- 2-meter wide staircase (mandatory 1.5 m) and 2.4 m. wide passage for easy movement of people
- Roof top solar system for powering common areas
- Separate smoking zone on each floor
- Integrated firefighting system with smoke detectors

CREATING GREATER VALUE WITH OUR LEASING SERVICES!



VTP Realty leaves no stone unturned to create all its commercial projects into high decibel and footfall zones by cherry picking the top-notch brands as tenants for our retail and business spaces. Our dedicated leasing desk scouts the best brands for your property. The leasing, sourcing and transaction assistance is provided as a value added service.

Incase the lease tenant is sourced via a channel partner, the investor is liable to pay their brokerage directly. No payout, incase the tenant is generated by the VTP Leasing Team. All further planning and closure formalities will be done by VTP Realty.

Below are some brands leased at our other commercial projects:



Artistic impression of the lift lobby

ABSOLUTE LEADERSHIP IN REAL ESTATE DEVELOPMENT.



VTP Realty is backed by the VTP Group that has a legacy of over 37 years and a presence across many sectors like construction materials, infrastructure contracting, real estate development, and organic foods.

VTP Realty has earned itself the moniker of **‘The Turnaround Specialist’** in Pune’s real estate industry. Forging ahead, against the tide and accomplishing stellar business despite challenging scenarios the sector has faced. Building agility and speed in the operations has enabled the young organization to steadily grow and claim the leadership position in the real estate sector in a very short span of time. Being highly professional and built on a strong value system, the company’s ethos is to deliver beyond expectations while setting very high benchmarks across the sector.

VTP Realty has been enjoying the numero uno* position, 4 years consecutively in Pune and has achieved the distinguished 5th** rank in the list of the top real estate brands of India for FY-2021-22.

The brand is also set to shatter delivery records by simultaneously building 1.50 crore sq.ft. across Pune city.

* According to sales revenue figures

** According to number of units sold



THE LEGACY OF A **GAME CHANGER.**

Disruption is in our DNA. The prospect of changing the game gets us going. Challenging the status quo, questioning the conventions, and always attempting something new. Today, this disruptive streak runs throughout the group thanks to our inceptor Mr. Vilaskumar Thanmal Palresha. VTP.

We broke through the monopoly cartels when we debuted as a cement dealership decades ago. We added new construction materials in our portfolio year after year. We didn't just have passion, but also, foresight. Making right decisions, seizing right opportunities, turning them into game-changers, we have emerged as one of the most formidable conglomerates in the real estate sector. We are proud to have cultivated a legacy that stands unrivalled since our inception in 1985.

VTP, the man and the group, are relentless in the pursuit to be the best at whatever goal we choose. Our cement and core construction materials business, VTP Materials, is the No.1 dealership in Maharashtra and amongst the top 5 across the country. Our infra development company, Viraj Projects, is one of the India's top names for construction contracting and government infra projects. VTP Realty, our real estate development company, is currently developing over 1.50 crore square feet. It has been ranked No.1 in Pune, in sales revenue, for 4 years in a row.

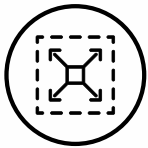
What started as a spark in a young entrepreneur's heart in Pune way back in the 80's, is today a very strong foundation of a group, that is at the forefront of the city's real estate development. We are very proud to have contributed to redefining Pune's skyline. We have set the cornerstone, quite literally, of most of the iconic structures of the city, in the last 36 years. We have contributed to the transformation of every pin code of Pune, as an end-to-end real estate group.

Never to rest on past laurels, we are most passionate about setting new benchmarks in every sector we work in. Not just to be the best, but also, be the innovators and the turnaround specialists.

We carry on the legacy that is VTP.



THE VTP **BRAND PROMISE**



MAXIMUM LIVABLE AREA (MLA) ADVANTAGE

Intelligent plan with zero wastage. Maximum usable spaces.



HIGH BUILD QUALITY

Uncompromising approach towards quality and durability.



RIGHT PRICED PRODUCTS

Value creation at any price point. Our product justifies the price they command.



TRANSPARENT TRANSACTION

Fixed & fair price policy. Same price for all channels. No hidden costs.



CUSTOMER CENTRIC APPROACH

Our customers are central to our product design and service processes. We aim for customer delight in every aspect.



POST SALES & POST POSSESSION SUPPORT

Hand-holding customers till they move in, and even beyond.



HIGHER RETURN ON INVESTMENTS AND BETTER RENTALS

Strategic locations, futuristic features and specifications, grand amenities ensure greater ROI. Maximum end users living make sure our projects also get higher rentals.

3-TIER **PHILOSOPHY**



BETTER DESIGN

- › Layouts that maximise potential of each space.
- › Focus on usable space versus carpet space.



BETTER BUILD

- › VTP Group has over 37 years of experience in construction material sourcing
- › Constructed close to 100 projects across the country
- › Backward integration that allows easy access to the best construction materials
- › A pioneer to have used latest construction technology in India.



BETTER CARE

- › No transfer fee
- › Dedicated leasing services provided to investors at no additional cost
- › V-Care Customer Portal for single window communication

OUR **COMMERCIAL** LANDMARKS

DELIVERED - GRADE 'B' COMMERCIAL PROJECTS

TRADE PARK

Showrooms, Offices & Restaurants - Undri

THE MARKETPLACE

Retail & Offices - Undri

NEARING POSSESSION - GRADE 'B' COMMERCIAL PROJECTS

KP SQUARE

Showrooms & Offices
- Opp. DoubleTree by Hilton, Chinchwad

VTP TOWN SQUARE

Hypermarket, Showrooms & Offices
- Baner Next, Mahalunge

DELIVERED - OTHER COMMERCIAL

VTP HOUSE

- Viman Nagar

HOTEL CYPRESS

A Luxury Hotel - Kalyani Nagar

LANDMARK

- Undri

RESIDENTIAL LANDMARKS



VTP CELESTA
3 BEDROOM HOMES,
NIBM



VTP SOLITAIRE - PH 1
2 & 3 BEDROOM HOMES,
BANER



URBAN SPACE
3.5 & 4.5 BEDROOM HOMES
NIBM



URBAN BALANCE
3 BEDROOM HOMES,
MAGARPATTA RD.



VTP URBAN NEST
1.5, 2 & 3 BEDROOM HOMES,
UNDRI



VTP URBAN RISE
1.5 & 2 BEDROOM HOMES,
PISOLI



OTHER DELIVERED PROJECTS

VTP One - 1 BHK - Kharadi
VTP Urban Soul - 2 BHK - Kharadi
VTP Urban Nirvana - 2 & 3 BHK - Kharadi



SCHOOL PROJECTS DELIVERED:

VIBGYOR Roots & Rise School - Chinchwad
VIBGYOR Roots & Rise School - Wagholi
EDEN International School - Talegaon

IT'S GREAT TO BE RECOGNIZED **BY THE MOST RECOGNIZED**



NO. 1 BRAND ALWAYS RECOGNIZED BY LEADERS



ET NOW Real Estate & Construction Award-2022
CNBC Real Estate Business Award - 2022
Pune Times Mirror Real Estate Icons - 2021
ET NOW Real Estate Grand Champions - 2021
Economic Times - Leadership Awards - 2021
Zee Business Excellence Awards - 2021



ET NOW Real Estate & Construction Award-2022
CNBC Real Estate Business Award - 2022
ET NOW Real Estate Grand Champions - 2021
Economic Times - Leadership Awards - 2021
CIA World Awards - 2021
Zee Business Excellence Awards - 2021

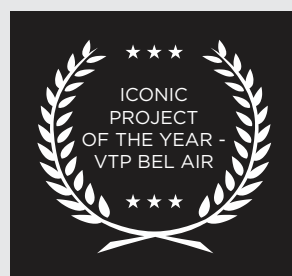
EARNED THE MONIKER “TURNAROUND” SPECIALISTS OF THE INDUSTRY



Realty Plus
Excellence Awards - 2021
Economic Times - Leadership
Awards - 2021



Realty Plus Excellence
Awards - 2021



Realty Plus Excellence
Awards - 2021



Realty Plus Excellence
Awards - 2021

Recent awards for more visit www.vtprealty.in/awards



ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE

in association with



AWARD WINNER

COMMERCIAL HIGH-RISE DEVELOPMENT

Altitude
by VTP Realty

2020-2021



ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE

in association with



AWARD WINNER

MIXED-USE DEVELOPMENT

VTP Aethereus
by VTP Realty

2020-2021



ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE

in association with



AWARD WINNER

RESIDENTIAL HIGH-RISE DEVELOPMENT

VTP Bel Air
by VTP Realty

2020-2021



ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE

in association with



AWARD WINNER

RESIDENTIAL HIGH-RISE DEVELOPMENT

VTP Beaumonde
by VTP Realty

2020-2021





A project by



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SITE LOCATION