



Representative image

# THE WORLD OF AFFORDABLE HOUSING

## THE FACTORS THAT HAVE SEEN A RISE IN THE DEMAND FOR AFFORDABLE HOUSING PROJECTS IN RECENT TIMES.



### INCREASED URBAN MIGRATION

INCREASING HOUSING NEEDS



### HOUSING FOR ALL MISSION BY 2022

BY THE CENTRAL GOVERNMENT



### PRADHAN MANTRI AAWAS YOJANA SUBSIDY

BY THE CENTRAL GOVERNMENT



### PUBLIC-PRIVATE PARTNERSHIP

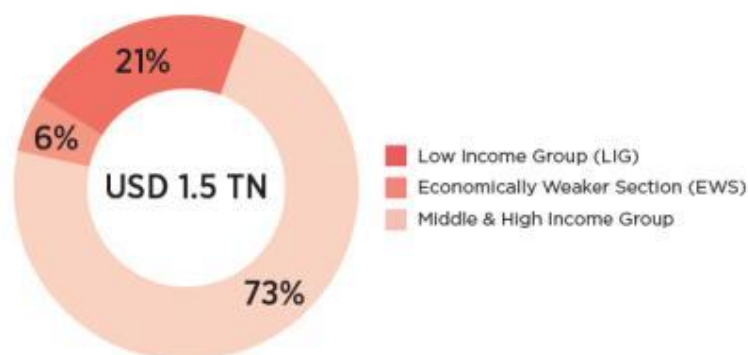
FOR AFFORDABLE HOUSING



### NEW REAL ESTATE DEVELOPERS

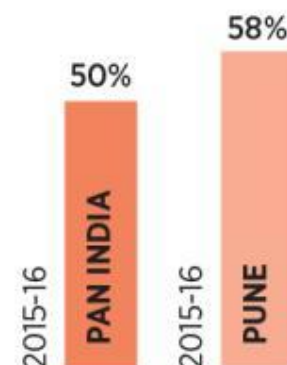
EMERGING IN THE SEGMENT

## SOME KEY TRENDS IN AFFORDABLE HOUSING



- 27% of total demand for homes in India comes from LIG (low income group) and EWS (economically weaker sections)

Source: PropEquity



- Absorption of homes in affordable housing rose by 58% in Pune and Mumbai Metropolitan Region, the highest in India.





\*Representative image

# ABOUT THE MAKERS

- VASCON ENGINEERS -

## VASCON ENGINEERS

- The name behind some of Pune's and India's most premium residential and commercial landmarks is now venturing into a new era of affordable housing.
- Vascon Engineers, an ISO 9001:2015 and ISO 14001:2015 Company OHSAS 18001:2007



200+  
COMPLETED  
PROJECTS



PROJECTS  
ACROSS  
30+ CITIES



50+ MILLION  
SQUARE FEET  
DELIVERED



18,000+  
HAPPY  
FAMILIES



5 LUXURY HOTELS  
IN PUNE

# LANDMARKS BY VASCON

VASCON GOODLIFE



WINDERMERE, KOREGAON PARK



FOREST COUNTY, KHARADI



WILLOWS, BANER



MARIGOLD, KALYANI NAGAR



ZIRCON, VIMAN NAGAR





**VASCON GOODLIFE**

- VALUE HOMES -



## A NEW ERA IN VALUE HOUSING

- With a strong expertise in delivering high-quality lifestyle in premium residential projects, Vascon is now entering the affordable housing segment with a new promise – not just affordable but **value homes**.
- This promise is set to be realised with the first-ever value homes project at Katvi, Talegaon.



# PROJECT HIGHLIGHTS

VASCON GOODLIFE

- Spread across 10\* acres at Katvi, Talegaon
- A secure and well-planned gated community
- Studio Apts, 1 BHK & 2 BHK value homes
- Amenities for all age groups



\*Including future development



\*Representative image

# KATVI TALEGAON

- THE LOCATION -

## ENVIRONMENT & CLIMATE

- Surrounded by nature, green spaces and the hills.
- Air quality better than Pune city due to lesser pollution.



\*Representative image



# THE SURROUNDINGS

VASCON GOODLIFE

- Located close to the Old Mumbai-Pune Highway and easily accessible from the Mumbai-Pune Expressway.
- Close to established & upcoming industrial destinations and IT parks.
- Proximity to Lonavala, ensures easy weekend getaways.
- Katvi offers an opportunity to own a lifestyle, which is full of returns.



\*Representative image



\*Representative image

# MORE ABOUT KATVI

- THE NEIGHBOURHOOD -

## EASE OF TRANSPORT

- Proposed Ring Road through Talegaon-Chakan
- Well-connected to the Old Mumbai-Pune Highway and Mumbai-Pune Expressway
- Talegaon-Dabhade Railway Station is just 5 mins\*\*



\*Representative images

\*\*Once the RP Road is completed



## PROXIMITY TO IT, ITES AND INDUSTRIAL HUBS

- 4 MIDCs - Bhosari, Talegaon, Moshi & Chakan are within a 25 km radius.
- Tathawade IT Park - 25 mins, Hinjawadi IT Park - 35 minutes, and Pradhikaran Industrial Zone - 30 mins away.



\*Representative image

# LIFESTYLE & CONVENIENCES

VASCON GOODLIFE

## HOSPITALS

- General Hospital
- Pawana Central Hospital
- Pioneer Multispecialty Hospital
- Sevadham Multispecialty Hospital
- Atharva Hospital

## EDUCATION

- Eden International School
- Poddar International
- Dr. D Y Patil Technical Campus
- Kendriya Vidyalaya
- Heritage School
- Huthchings High School
- Indrayani College
- Tolani Maritime Institute
- MIMER Medical College



\*Representative images

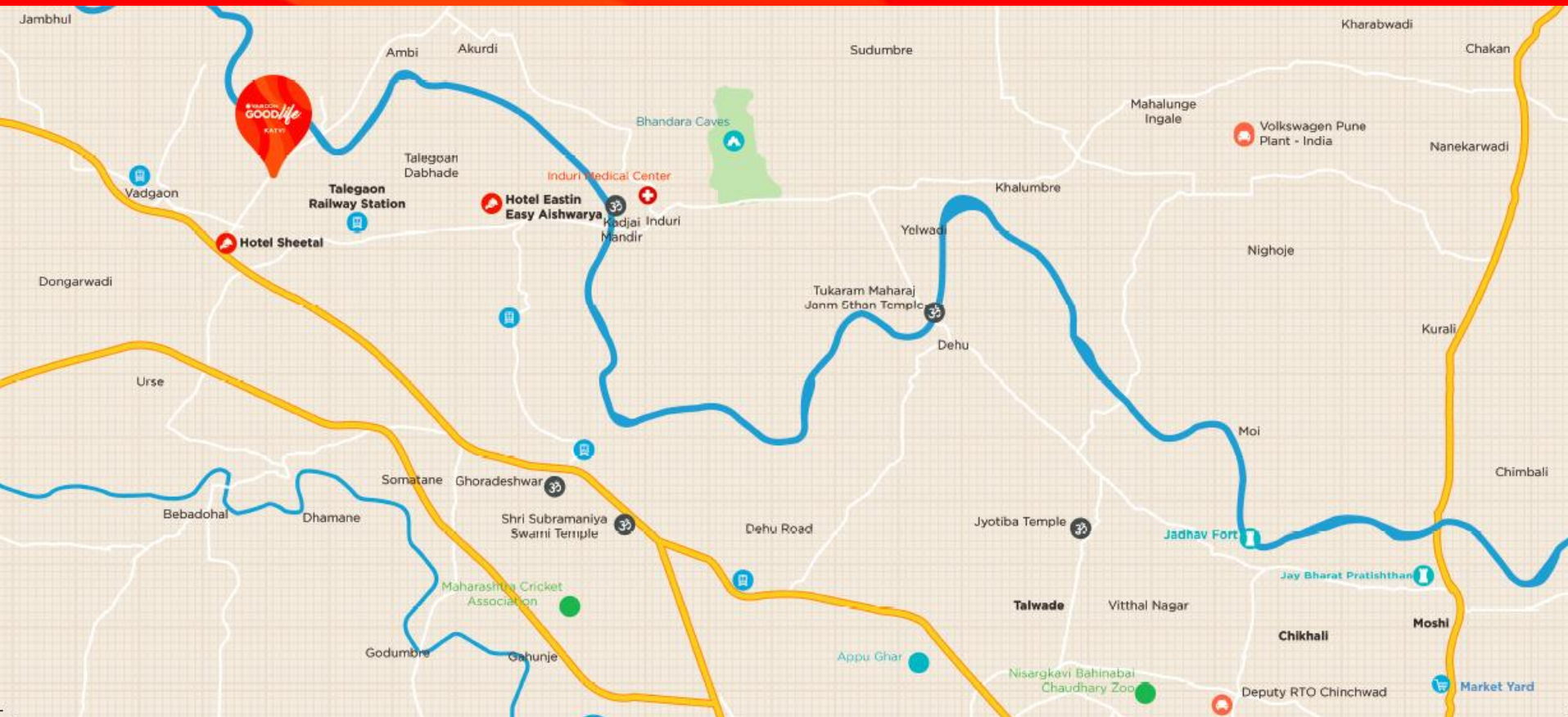




## KEY DISTANCES

- Mumbai - 120 km.
- Lonavala - 30 km.
- Hinjawadi IT Park - 26 km.
- Chakan MIDC - 19 km.
- Talegaon MIDC - 3 km.

\*Map not to scale



LOCATION AV





\*Representative image

# NURTURING LEARNING & GROWTH

THESE VALUE HOMES COME WITH AMENITIES  
THAT AIM TO EMPOWER LEARNING

## FIRST-OF-ITS-KIND LEARNING INFRASTRUCTURE IN A RESIDENTIAL PROJECT

### EDUCATION

- Library in which 500 books will be replaced every month
- Study Rooms In Each Tower
- Online Education Room with Computers
- Coaching by renowned sports academy



\*Representative images





\*Representative image

# MORE VALUE FOR A GOOD LIFE

BY UTILISING TECHNOLOGY & EXPERTISE THE PROJECT  
OFFERS A UNIQUE VALUE ADDITION FOR EVERYONE



## A SET OF THOUGHTFUL FEATURES THAT ADD VALUE TO EVERY DAY LIVING

### UNIQUE FEATURES

- Day care centre
- WiFi in common areas
- Video door phone with smartphone integration
- Basic Home Automation



\*Representative images



Representative image

# FEATURES AND AMENITIES



# AMENITIES FOR COMFORT

VASCON GOODLIFE

## HEALTH & FITNESS

- Open Gym
- Walking Plaza
- Meditation Pavilion
- Yoga Centre

## LEISURE

- Reading Garden
- Relaxation Enclave
- Stargazing Deck
- Chit Chat Corner
- Gazebo
- Senior citizen enclave



\*Representative images



# AMENITIES FOR ALL AGES

VASCON GOODLIFE

## AGE-GROUP SPECIFIC

- Senior Citizen Enclave For The Elderly
- Toddlers' Play Area
- Children's Play Area
- Life Size Snakes & Ladder

## SPORTS & GAMES

- Table Tennis
- Carrom
- Chess & Ludo
- Snakes & Ladder
- Kabaddi/Kho-Kho Court\*
- Multi Activity Court
- Cricket Pitch

## COMMUNITY HANGOUTS

- Temple
- Clubhouse
- Party Lawn
- Community Room

\* Future developement



\*Representative images

# AMENINTIES FOR CONVENIENCE

VASCON GOODLIFE

## INFRASTRUCTURE

- Street Lights
- 12m Wide Internal Road
- Entrance Lobby
- Power Backup For Common Areas
- 24x7 Security
- Elevators
- Earthquake-resistant Construction
- Fire fighting System



\*Representative images

# AMENITIES FOR CONVENIENCE

VASCON GOODLIFE

## ENVIRONMENT- FRIENDLY FEATURES

- WTP
- STP
- Solar Water Heaters
- Solar Powered Lights In Common Areas

## CONVENIENCE

- Shopping Arcade\*
- Shuttle Service

\* Future developement



\*Representative images



# GOOD FUTURE, GREATER RETURNS



**CAPITAL  
APPRECIATION**



**PMAY  
BENEFITS**



**RENTAL  
INCOME**



**TAX  
BENEFITS**



\*Representative image

# PROJECT PLANNING

The background of the image consists of several overlapping, flowing, wavy shapes in various shades of orange and red. These shapes create a sense of movement and depth, resembling stylized waves or organic forms. The colors range from a deep, vibrant red to a lighter, more saturated orange.

**GLIMPSES OF GOODLIFE**



# ELEVATION



Artist impression



# ELEVATION





# GRAND ENTRANCE GATE



Artist Impression



# PARTY LAWN



Artist impression



# CHILDREN'S PLAY AREA



Artist Impression



# MASTER LAYOUT







\*Representative image

# UNIT PLANS

# UNIT PLAN - STUDIO APTS

NET USABLE CARPET AREA - 227 SQ.FT.

VASCON GOODLIFE



[www.vascon.com](http://www.vascon.com)

Disclaimer: The picture of the proposed Residential Flat/Unit and all furniture's, fixtures, items, electronic goods, amenities, landscaping, accessories etc. specified therein are only for the purpose of show casing the Residential Flat/Unit and the Developer is not liable / required to provide any furniture, items, electronic goods amenities, accessories etc. as displayed in the pictures. Artist impression.



**VASCON**

# UNIT PLAN - 1 BHK

NET USABLE CARPET AREA - 367 SQ.FT.

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# UNIT PLAN - 2 BHK

NET USABLE CARPET AREA 473 SQ.FT.

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Disclaimer: The picture of the proposed Residential Flat/Unit and all furniture's, fixtures, items, electronic goods, amenities, landscaping, accessories etc. specified therein are only for the purpose of show casing the Residential Flat/Unit and the Developer is not liable / required to provide any furniture, items, electronic goods amenities, accessories etc. as displayed in the pictures. Artist impression.



**VASCON**

# Special Offer for Square Yards

**Semi Furnished Homes\***  
**with**

**No Pre EMI till  
Possession**

**24 Months Rent Assurance  
After Possession**

**80% Revenue Share With The Client For 5 years**

**That's not all also get Rs. 25,000/- Cashback\***  
**on booking of Studio & 1 BHK Homes**

# Offer Terms & Conditions

1. Offer valid on Studio & 1 BHK homes in tower 1, 4, 5, 7 & 8
2. Leasing partner – Space centric
3. Rent Assurance of Rs. 4000/- for studio & Rs. 6000/- for 1 BHK per month by Space Centric
4. 80% revenue share with the client post possession for 5 years apart from 24 months rent assurance
5. Agreement of 5 years with Space centric
6. Lock in period of 24 months for Space centric
7. No lock in period for client. Client can opt out with 1 month notice period.
8. Cash back only applicable for bookings done at Square Yard events for client whose registration is completed within 15 days of the bookings.
9. Semi furnished homes includes light, fan and geyser in the units.



# ARE YOU READY FOR A GOODLIFE?

Disclaimer: All art renderings, illustrations, photographs and pictures contained in this advertisement are an artist's impression only and the same should not be construed to be the final image / view of the final project. Since the project is under evolution there is a possibility that there may be certain changes in the project as represented in this advertisement. Every interested purchaser should take note of this express representation. \*Including future development. T&C apply