

Purva Home Fest 2024 to begin from Navratri in Mumbai and Pune



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Puravankara, one of India's leading real estate developers, is thrilled to announce the Purva Home Fest 2024 in Mumbai and Pune. This month-long event, from 3rd October to 3rd November 2024, will cover key projects across the two cities, offering an exciting array of benefits to homebuyers looking to invest in premium and mid-segment housing this festive season.

On display at the fest will be seven of the most sought-after residential projects: Purva Clermont in Chembur; Provident Palm Vista in Shilphata; Purva Aspire in Bavdhan Pune; Provident Kenvista in Kondhwa Pune; and Purva Silversands, Purva Emerald Bay, Purva Codename Hello Nature - all in Mundhwa, Pune. These projects have locational advantages, robust infrastructure, and increasing demand among homebuyers.

With the real estate market witnessing an upswing, particularly in Western India, Puravankara aims to cater to the growing appetite for premium and affordable homes. Recent market data reveals that Mumbai and Pune collectively accounted for 45% of Maharashtra's real estate sales in the second quarter of 2024. With a steady increase in registrations and property prices remaining competitive, these regions have become prime hubs for real estate investment.

During the Purva Home Fest 2024, homebuyers will enjoy exclusive offers, including zero stamp duty, zero floor rise, and gold coins, providing substantial savings on purchases. Additional benefits include spot booking incentives, gifts such as iPads or iPhones, Purva Streaks (Interiors) vouchers, and home furnishing packages to enhance the home-buying experience.

*Speaking on the same, **Rajat Rastogi, CEO – West & Commercial Assets – Pan India**, said, "We are excited to launch the Purva Home Fest 2024 in Mumbai and Pune, two of the most vibrant real estate markets in India. The residential segment in these cities has witnessed a 12% year-on-year growth, underscoring the sustained demand for quality housing. Our carefully curated projects,*

backed by exclusive festive offers, are designed to meet the aspirations of today's homebuyers. With the right location, amenities, and competitive pricing, we are confident this campaign will attract significant interest."

Puravankara continues to increase its presence in the Mumbai market. It has recently announced the acquisition of several marquee redevelopment projects in Andheri Lokhandwala, Breach Candy, and Pali Hill, as well as a new project in Thane to be launched in the festive season, showcasing its commitment to quality, transparency, and customer satisfaction. The Purva Home Fest 2024 is another step toward making homeownership more accessible and rewarding during this auspicious festive period.

About Puravankara Group

The Puravankara Group is one of India's realty majors, headquartered in Bengaluru and having a presence in 9 cities. In the last 49 years, the company has established three distinct and successful residential brands – Purva, Provident Housing Limited (PHL) and Purva Land, catering to the entire spectrum of housing and plotted development needs. Besides these residential brands, Starworth Infrastructure and Construction Limited (SICL) is a wholly-owned subsidiary of Puravankara - focused on technology-enabled construction solutions. The group has also forayed into developing Grade-A commercial real estate with a presence of ~3 million square feet and is expanding its footprint rapidly. The interior design arm - Purva Streaks, caters to customers looking for an integrated interior design solution.

As of March 31, 2024, Puravankara has completed 86 residential and commercial projects measuring ~50 million sq ft across nine cities - Bengaluru, Chennai, Hyderabad, Coimbatore, Mangaluru, Kochi, Mumbai, Pune, and Goa. The company's total land bank is ~36 msft, and ongoing projects add up to ~32 msft.

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