



150 DREAMS, ONE ADDRESS: YASHWIN ORIZZONTE E BUILDING LIGHTS UP WITH LOVE AND LAUGHTER

VJ Welcomes 150 families to their cosy “HOME SWEET HOME”. May it be the heaven of comfort and love.

Page No. 8

SHUBHAM BHAVATU



BEHIND EVERY GREAT PROFESSIONAL IS A FAMILY WHO BELIEVES IN THEM!

There’s something magical about seeing your workplace through your family’s eyes. At VJ, we understand that the people who love us most—our parents who raised us, our partners who support us, our children who inspire us—they’re all part of our story. That’s exactly why Parivaar Connect exists. It’s our way of saying, “Come, see where your loved one will spend their days. Meet the people who will become their work family. Feel the warmth of the place that will help them grow.”

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MONSOON SAFETY DRIVE: VJ SOCIETIES ACROSS PUNE GEAR UP WITH PUMP TRAINING, LIGHTNING PROTECTION & DRAINAGE CARE

With the monsoon season approaching, our Facility Management Team has stepped up to keep everyone safe and comfortable. By working together with **Society Members** and taking precautionary measures, we can all enjoy the rains without any worry.

Let’s do our part to keep our community rain-ready!



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VJ CELEBRATES ‘GRATITUDE WEEK’ ON THE OCCASION OF INTERNATIONAL LABOUR DAY WITH SINCERE TRIBUTE TO OUR WORKFORCE

To appreciate the hard work and dedication of our construction workers, VJ celebrated ‘Gratitude Week’ On The Occasion Of International Labour Day from 1 to 7 May 2025. VJ’s Gratitude was a heartfelt way to say “**Dhanyawaad**” to the construction workers, though their names may not be on the buildings, their hard work is the real foundation of every structure.



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STILL HAVEN’T EXPERIENCED OUR BRAND VJ INDUCTION? HERE’S WHY YOU NEED TO BE THERE...

At VJ, we know that our Channel Partners are the driving force behind every family that finds their perfect home. That’s why our Brand VJ Induction at the VJ Centre of Engineering & Excellence wasn’t just an introduction—it was a comprehensive empowerment program designed to set you up for outstanding success.



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BUILDING COMMUNITIES, NOT JUST PROJECTS: HOW YUC RETAIL TRANSFORMS WAKAD

VJ’s approach to neighbourhood development, at Yashwin Urbo Centro, the vision is to create a complete ecosystem where 1000+ families don’t just find homes—they discover a lifestyle. The recently launched retail shops aren’t standalone commercial spaces; they’re carefully planned and designed to serve daily needs while creating vibrant social hubs.



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MOTHER: A PEACE. A BELIEF. AN ACT OF NEVER GIVING UP

We believe that mothers are not just our first teachers but our constant source of strength, peace, comfort, and endless love. At VJ, celebrated not just a day, but the heart of every home, OUR MOMS. From DIY cards to the “**Mom-Made: Aaichya Hatcha**” recipe swap, we honoured the women who give everything and ask for nothing.



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70+ FAMILIES, ONE PERFECT DAY: VJ'S RECIPE FOR DREAM HOME SUCCESS

From the moment families arrived until they left with their dreams fulfilled, every aspect of the day was crafted to remove stress and build confidence. This thoughtful approach allows families to focus on what truly matters: finding the home where they’ll create lasting memories. VJ addresses this head-on by ensuring complete transparency throughout the process.



Page No. 5

We are Monsoon Ready!

Monsoon Safety Drive: VJ Societies Across Pune Gear Up with Pump Training, Lightning Protection & Drainage Care



With the monsoon season approaching, our Facility Management has stepped up to keep everyone safe and comfortable. Thanks to VJ's leadership, we've put several important measures in place to prepare our community for the rains.

Keeping Water Out: Pump Maintenance

Our subsoil and sump pumps are the first line of defense against flooding. These pumps prevent water from collecting in basements and common areas, keeping our spaces dry even during heavy downpours.

During today's demonstration, we explained the importance and functionality of these pumps to both residents and our facility team. We also provided detailed information about the plumbing layout and highlighted a critical point: the pumps must be kept in auto mode. If they're not in auto mode, we may not be able to manage emergency situations effectively during critical conditions.

This hands-on training ensures our pumps will work reliably and automatically throughout the monsoon season.

Storm Protection: Lightning Safety
We've installed lightning arresters to protect our buildings from electrical surges during thunderstorms. This safety upgrade shields both residents and appliances from dangerous power spikes, creating a more secure environment for everyone.

Drainage Cleaning & Checks
Clear pathways for rainwater are crucial to avoid waterlogging or overflow situations. We've planned regular cleaning schedules to ensure smooth water flow and prevent blockages throughout the monsoon season.

What We Can Do as Residents
We've got the equipment and training covered, but the real power comes from everyone pitching in. Here's how you can help keep our community safe and dry.

Keep Drains Clear

- Our drainage system needs regular cleaning to prevent blockages
- Clear pathways for rainwater are essential to avoid flooding
- We've scheduled regular cleaning to maintain smooth water flow

Be a Good Neighbour

- Don't throw waste near drains
- Report any signs of blockages or leaks right away
- Small problems can become big ones if we ignore them

Working Together

These preparations show our society's commitment to creating a safe, comfortable home during monsoon season. By working together and staying alert, we can all enjoy the rains without worry.

Let's do our part to keep our community rain-ready!

When storms gather, communities unite. VJ's Monsoon Safety Drive is transforming Pune societies into rain-ready fortresses. Through expert-led workshops, cutting-edge lightning protection, and community-powered drainage care, we're not just preparing for the monsoon—we're mastering it. Every pump trained, every drain cleared, every resident informed makes us stronger together.

Pune's Real Estate & Infrastructure

The 700km Highway That Will Connect India's Tech Cities

The Big Picture: What's Coming
The Pune-Bengaluru Expressway is one of India's most ambitious infrastructure projects under Bharatmala Pariyojana Phase II. This 700-kilometer superhighway will completely reshape how we think about distance between two of India's biggest tech hubs.

THE NUMBERS THAT MATTER

- **CURRENT JOURNEY**
15 hours of long travel
- **NEW JOURNEY**
Just 7 hours on a smooth expressway
- **SPEED LIMIT**
Up to 120 km/h
- **COMPLETION**
Expected by 2028
- **EXPANSE**
8-lane corridor with room for future expansion

The Route: Connecting Opportunities

Starting from Bommanal in Karnataka's Athani Taluk, this expressway will slice through key districts that are about to see major transformation. Belagavi, Bagalkot, and Jamakhandi, Sangli, Satara, and Pune (connecting to the proposed Pune Ring Road). Each of these districts has great potential that's about to grow with development.

Real Estate Revolution: Why Property Prices Are Set to Rise
This expressway isn't just about faster travel—it's about to create one of the biggest real estate opportunities in recent years. Here's

why smart investors are already paying attention:

The Connectivity Factor

When you can live in Satara and work in Pune, or own a weekend home in Kolhapur while based in Bengaluru, the entire definition of "location" changes. Areas that were once too remote are suddenly within commuting distance of major job centers.

Investment Hotspots Emerging

Several cities are already showing signs of transformation. Kolhapur is seeing increased demand for both residential and commercial properties, while Satara is emerging as a preferred location for weekend homes and retirement communities. Bagalkot is transforming from a rural district to a potential suburban hub, and Sangli is positioned to become a major logistics and commercial center.

The Multiplier Effect

Infrastructure projects like this create a domino effect where improved accessibility leads to increased land values, better connectivity attracts businesses and industries, job creation drives housing demand, and urban development follows transportation corridors.

Economic Impact: Beyond Real Estate

Trade and Commerce Growth
The expressway will boost trade between Mumbai, Pune, and Bengaluru—three of India's most important business centers. Logistics hubs will spring up along the route, manufacturing units will

relocate for better connectivity, and service industries will expand to serve growing populations.

Employment Opportunities

Construction alone will create thousands of jobs, but the long-term impact is even bigger with new businesses setting up along the corridor, tourism industry growth in previously inaccessible areas, and agriculture and food processing benefiting from faster market access.

The Bottom Line

The Pune-Bengaluru Expressway represents more than just improved travel time—it's a catalyst for regional transformation. For real estate investors, it's a once-in-a-decade opportunity to get in before the big growth.

As this engineering marvel takes shape, entire districts are poised to evolve from rural backwaters to thriving suburban centers. The question isn't whether property values will rise along this corridor—it's how much and how fast.

Wise investors are already moving. The question is: will you be part of this transformation?

Game-changer alert: The Pune-Bengaluru Expressway isn't just cutting travel time in half—it's about to transform the real estate landscape across Maharashtra and Karnataka. When a 15-hour journey becomes a comfortable 7-hour drive, entire regions suddenly become prime investment hotspots.

Pune-Bengaluru Expressway: Fueling Connectivity, Economic Growth, and Rise of Real Estate!



Nurturing Pune's Musical Culture

सुरांची त्रिवेणी, पुण्यातला सांगीतिक सोहळा!

ज्ञानदेव संगीत महोत्सव: पुण्याच्या सांस्कृतिक आकाशात नवा तारा

पुण्यात अलीकडेच पार पडलेल्या ज्ञानदेव संगीत महोत्सवाने संगीतप्रेमींना एक अविस्मरणीय अनुभव दिला. व्हायोलिन, गायन आणि तबलावादनच्या त्रिवेणी संगमामने रसिकांना मंत्रमुग्ध केले. या महोत्सवात व्हायोलिनवादन, शास्त्रीय गायन आणि तबलावादनच्या उत्कृष्ट सादरीकरणांनी रसिकांची मने जिंकली. संगीतप्रेमींनी या कार्यक्रमाला मोठ्या संख्येने उपस्थिती देऊन कलाकारांच्या सादरीकरणाचा खऱ्या अर्थाने आनंद घेतला.

त्रिवेणी संगमाचे अनेक आकर्षण

या महोत्सवाची सर्वात मोठी वैशिष्ट्ये म्हणजे तीन प्रमुख संगीत शाखांचे एकत्रित प्रस्तुतीकरण होते. व्हायोलिनाच्या मधुर तारांनी सुरवात झाली, त्यानंतर शास्त्रीय गायनाने रसिकांच्या हृदयात आवेशाची लाट निर्माण केली, आणि तबलावादनाने संपूर्ण वातावरणात लयबद्धतेची जादू साकारली.

प्रत्येक कलाकाराच्या सादरीकरणामध्ये वर्षानुवर्षांच्या साधनेचे फळ दिसले. व्हायोलिनवादकांनी वाद्याच्या प्रत्येक तारेतून भावना व्यक्त केल्या, तर गायकांनी त्यांच्या स्वरांनी रसिक प्रेक्षकांना भावविभोर केले. तबलावादकांनी लयीच्या जादुने संपूर्ण सभागृह गुंजवून सोडले.

रसिकांच्या उत्स्फूर्त प्रतिसाद

महोत्सवाच्या दरम्यान रसिकांचा उत्स्फूर्त प्रतिसाद पाहायला मिळाला. प्रत्येक तालावर हलाली ठेका, प्रत्येक सुरावर डोक्याचे हलवणे, आणि कलाकारांना मिळणारी कौतुकाची टाळ्या या सगळ्यामुळे संपूर्ण कार्यक्रमाला एक वेगळेच आकर्षण प्राप्त झाले. काही जुने रसिक तर डोक्यात अश्रू घेऊन संगीताचा आनंद घेत होते.



पुण्याची संगीत परंपरा आणि सांस्कृतिक वारसा

पुणे हे भारतीय शास्त्रीय संगीताचे एक महत्त्वाचे केंद्र मानले जाते. या शहराची संगीताशी असलेली नाळ शतकांनुशतकांपासून आहे. इथल्या संगीत धराण्यांनी देशभरात नाव कमावले आहे. सर्वाई गंधर्व भीमसेन महोत्सव आणि वसंतोत्सव यांसारख्या प्रतिष्ठित संगीत महोत्सवांनी पुण्याच्या सांस्कृतिक वारशात

अमूल्य भर घातली आहे. हे महोत्सव दशकांपासून संगीतप्रेमींना उच्चदर्जाचे संगीत अनुभवण्याची संधी देत आहेत. ज्ञानदेव संगीत महोत्सवही आता या गौरवशाली परंपरेत आपले स्थान निर्माण करत आहे.

या महोत्सवांमुळे पुण्याला 'संगीत नगरी' म्हणून ओळख मिळाली आहे. देशभरातील आणि परदेशातील संगीतकार पुण्यातील

रसिकांच्या संगीत समजुतीची प्रशंसा करतात.

या महोत्सवाच्या आयोजनामुळे नवोदित कलाकारांना एक महत्त्वाचे व्यासपीठ मिळाले आहे. तरुण प्रतिभावंतांना त्यांच्या कलेचे प्रदर्शन करण्याची संधी मिळाल्याने त्यांच्या आत्मविश्वासात वाढ होत आहे. अनुभवी कलाकारांसोबत एकाच व्यासपीठावर सादरीकरण करण्याचा

Building for People First

Comma - A Look at Touch through Public Seating

Public Seating. What do You Picture When You Hear These Words?



At VJ Happiness Street, seating isn't just functional, it's an expression of thought. The uniquely designed Commas redefined a pause in a public space, relaxation and feel at ease. Blending design with empathy, they create safe, inclusive, comfort, connection and emotionally mindful zones for everyone. Because at VJ, everything is curated thoughtfully.

A standard metal bench, chipped at the edges and with paint peeling in layers. An armrest that hangs on by one bolt, while the other is too hot to touch under the sun. Rust collects along its joints and dust settles in its corners. All in all, not a welcome-surface to sit unless there is no choice.

While this may be the case for a large part of our urban city, a designed commercial road-touch landscape in Hinjewadi is quietly shifting the standard idea of a 'bench' and the experience that comes with it.

At Vilas Javdekar Happiness Street (VJHS), unique comma-

shaped seating elements, called Commas, reimagine what it means to sit in a public-access plaza. The inner and outer curves of each Comma, naturally shape distance, closeness, and touch, without saying a word. Thus, they offer more than just a place to sit, they reframe how we engage with our surroundings, with each other, and even with ourselves.

The Commas are more than a place to sit. They offer opportunities that support a wide range of wants and needs; they address lives that are often overlooked in public space conversations, i.e., couples, children, young adults, women, and Indie dogs. Unlike conventional

benches that only offer a linear space, the shape of the Commas

- Empower women's agency and safety in a public environment.
- Give Indie dogs an area of refuge, steering them away from bad touch.
- Offer people to sit in pairs, enabling them to engage in their choice of intimacy.
- Allow individuals to pause and emotionally regulate themselves.
- Successfully create a shared environment of co-existence.

This subtle choreography of closeness and distance allows users to navigate touch, signal boundaries, share intimacy, or opt for privacy, all on their own terms - much like de Certeau's 'ballet of the sidewalk'. This is because the Commas, unlike conventional benches, don't dictate or restrict behaviour; instead, they gently nudge people to experience the space and intuitively allow for social connections as desired by them.

To better understand how these designed seating elements are being used, we conducted a Post Occupancy Evaluation (POE), a method of observing real-life use of a built environment. Over 36 observation time slots and more than 1,400 data points

later, we found that these curves don't just hold people and animals, but they hold emotion, agency, and choice.

In a time where cities are filled with standard benches that do little to adapt to the life of their users, the Commas remind us that public seating can and should do more.

CLICK HERE

to read the full essay and to know how a simple curve can create and hold space for a more caring city,



Sruthi Atmakur-Javdekar, PhD
Architect, Landscape Architect & Environmental Psychologist
GRIT: by VJ

Taking The Legacy Forward

VJ Nurtures Pune’s Rich Cultural Heritage Through ChandanSwar

Honouring a Musical Legend The ChandanSwar evening was dedicated to the memory of **Manik Varma, one of Pune’s most beloved classical vocalists**. Known for her soul-stirring renditions of traditional Marathi abhang and classical ragas, Manik Varma spent decades nurturing young talent and preserving the rich musical heritage of Maharashtra. Her melodious voice and deep devotion to classical music made her a cherished figure in Pune’s cultural circles. Through her teachings and performances, she touched countless hearts and kept the flame of traditional music burning bright.

A Night of Cultural Celebration

ChandanSwar, organized by Loksatta in partnership with VJ, was a beautiful tribute to Manik Varma’s legacy. The evening featured mesmerizing performances by renowned artists **Shaila Datar, Mughda Vaishampayan, Manjusha Kulkarni, and Mrunmai Phatak**.

Residents Gathered for an Unforgettable Evening Filled with:

- Soulful classical music by accomplished vocalists honouring traditional heritage
- Melodious renditions that brought Manik Varma’s musical spirit alive
- Community bonding through shared appreciation of timeless artistry
- Cultural preservation keeping Pune’s artistic traditions vibrant for future generations

VJ’s Commitment to Cultural Heritage

This partnership with Loksatta reflects VJ’s deep commitment to preserving Pune’s cultural soul. By hosting events like ChandanSwar in memory of cultural icons like Manik Varma, VJ ensures that our residential communities remain connected to the rich heritage that makes Pune special.



Preserving Pune’s Cultural Legacy While Building Modern Communities

VJ’s partnership with Loksatta for the ‘ChandanSwar’ program beautifully demonstrates our commitment to preserving and nurturing Pune’s rich cultural heritage. This special cultural evening, held in memory of renowned classical singer Manik Varma, brought together residents for an unforgettable celebration of music, poetry, and tradition.



A New Landmark Begins

A Day to Remember: PKC II E2 Tower Launch

When 70+ Families Found Home in a Single Day

From the moment families arrived until they left with their dreams fulfilled, every aspect of the day was crafted to remove stress and build confidence. This thoughtful approach allows families to focus on what truly matters: finding the home where they’ll create lasting memories.

One of the biggest anxieties families face during home-buying is uncertainty. VJ addresses this head-on by ensuring complete transparency throughout the process. When families have all the information they need, when they understand their options clearly, and when they’re given time to make informed decisions, the entire experience transforms from overwhelming to empowering.

What sets VJ apart is understanding that buying a home deserves celebration. This isn’t just a business transaction—it’s a family’s new beginning, their dreams taking shape, their future being secured. When this perspective guides the entire experience, families don’t just buy a home, they celebrate finding their perfect home.

By the end of the PKC II E2 Tower launch, 70+ families had found

their perfect homes. But more importantly, they had experienced home-buying the way it should be: filled with support, transparency, joy, and celebration. Each family left not just with a property purchase, but with confidence in their decision, excitement about their future, and beautiful memories of the day they found their dream home.

To everyone who joined us for this memorable launch, THANK YOU.

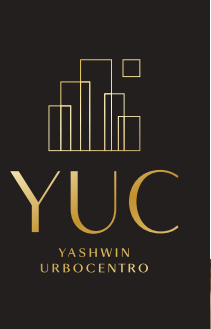


On May 17th, 2025, the PKC II E2 Tower launch proved that finding your perfect home doesn’t have to be stressful. With 70+ families successfully choosing their dream homes in a single day, VJ demonstrated how the right approach transforms what many consider a daunting process into a joyful, memorable experience.

Growth. Potential. Opportunities.

YUC Retail Launch: Where Business Dreams Take Flight

The Yashwin Urbo Centro Commercial Retail Shops Launch that Changed Everything in Wakad’s Booming Landscape.



VJ’s approach to neighbourhood development goes far beyond constructing residential buildings. At Yashwin Urbo Centro, the vision is to create a complete ecosystem where 1000+ families don’t just find homes—they discover a lifestyle. The recently launched retail shops aren’t standalone commercial spaces; they’re carefully planned and designed to serve daily needs while creating vibrant social hubs.

From morning coffee runs to weekend family outings, these retail spaces will make YUC a truly

self-contained community where residents can live, work, and thrive without venturing far from home.

The overwhelming response to the YUC Commercial launch reflects growing confidence in Wakad’s transformation. VJ’s role in this evolution is significant—by creating integrated developments where residential and commercial spaces complement each other, VJ contributes to Wakad’s growth from a developing area to a holistic urban destination.

Neighbourhood retail plays a crucial role in community building. The YUC commercial spaces will serve as natural gathering points where residents meet, interact, and build relationships. For families calling YUC home, having quality retail options within their community means enhanced convenience, stronger community bonds, better investment value, and safer neighborhoods through active foot traffic.



The YUC Commercial Retail Shops launch event saw a huge turnout and enthusiastic participation from potential buyers. Held at the project’s sales office in Wakad, the event offered a smooth booking process, engaging activities, and cultural celebrations. With over 200 attendees and strong booking interest, the event showcased Wakad’s rising potential as a prime location for commercial investment.



Home owners, associates, employees... At VJ, we feel delighted that irrespective of their role, their story finds something special with us. And a chance to be a part of thousands of such life-changing stories, makes us feel that we have built something truly meaningful.

“

VJ trusted me to design a crucial project for them.

While working with them, I witnessed their commitment to values & design. So, I decided to make this project, my home.

Arch. Shruti Vaidya, YashONE Infinite

“

I wanted a home that cared for my family in every way.

A home that gave access to a more than just a healthy lifestyle. And VJ made sure that I even serve them organic food every day for good health.

Tripti Jain, Yashwin Hinawadi

“

My mom waited for almost 65 years.

Her desire to have a home of her own remained a dream. Finally, we found the perfect home with VJ that made her dream a reality.

Snehiata Singh, Yashwin Supernova

“

I asked for some improvements in my home at a VJ project.

Instead of questioning me, they implemented my suggestions. And then, they made me a partner in enriching their future projects.

Sumit Pathak, YashONE Hinjawadi

HENCE, WE ALL RECOMMEND VJ

As we celebrate their stories, it makes us proud to be their trusted choice.

A 2 BHK THAT FEELS LIKE A 3 BHK MINUS THE EXTRA COST



LAUNCHING NEW TOWER! BOOKINGS NOW OPEN.

ACTUAL SAMPLE FLAT IMAGES OF 2BHK



ENTRANCE LOBBY



LIVING ROOM



BALCONY



MASTER BEDROOM



KIDS' BEDROOM



KITCHEN

FOR EXCLUSIVE SAMPLE FLAT VISIT, CALL 77679 26260

Pat on Back

Recognizing Commitment, Innovation, and Enthusiasm.

Companies dream of hiring employees like you. Thank you for all your hard work.

VJ believes that our greatest power isn't in the projects we build or the technology we use but it's in the incredibleness of the people who make everything possible. Every month, we come together to honour this truth through VJ Shabbaski, a full hearted celebration of the individuals who bring life and passion to our organization. VJ Shabbaski isn't just a recognition program, it's a moment to acknowledge the heart and soul of our team.

It's a time to celebrate everyone. Your dedication to the little things that make our office run smoothly is admirable. Your attentiveness shines through in everything you do, whether it's double-checking details in reports or offering a helping hand, thank you for making our shared spaces more enjoyable for everyone. It's deeply appreciated.

At VJ, every contribution matters. VJ Shabbaski is our way of saying, "Thank you." It's a simple pat on the back for the people who transform individual efforts into collective inspiration, building not just homes, but a stronger, more connected VJ Parivaar.. We don't just recognize achievements; we celebrate the

amazing people who make it all happen. By giving recognition, we show every team member that their efforts are noticed and appreciated. It's a reminder that each person's work is an important part of our success, and that their dedication truly matters.

Our commitment extends far beyond monthly celebrations. We're cultivating a culture where: Every individual is truly valued. Both teamwork and individual excellence are celebrated and honoured equally. Recognition is more than just boosting morale; it's about honouring the human spirit that fuels innovation and turns possibilities into reality.

Let's celebrate our Heroes whose proactive approach and

problem-solving skills have had a significant impact on our projects. Here's to our VJ Parivaar. Thank you for your exceptional performance.

WE'♥
WHAT
WE DO



NAMRATA SHARMA, COEE
leading the Parivaar Connect initiative well, giving the program both structure and visibility with management.



SWATI BHAMRE, BDLL
For her exceptional ownership of the Pratik Nagar Project, handling agreements & compliance independently, & seamlessly coordinating with clients abroad to ensure trust & clarity across borders.



SUDHIR MOHIRE, CRM
Transformation from Admin to CRM backend. Now, he is doing fantastic and in a learning phase. Sincere dedication shows by him always.



SATISH VAIRAT, FMM
For his endless efforts at YashONE Infinite, Punawale, especially during late-night issues. His dedication in resolving complicated customer concerns keeps giving them a sense of satisfaction.



AMIT MORE, FMM
For skillfully managing the challenges at VJ IndLife, Pashan. He proactively planned the tough situations and transformed all customer concerns into customer delights.



AACHAL PARDESHI, Prop Tech
For UI/UX development of Labour app, Sales MIS Dashboard, VJ OP Dashboard and Planning tool.



GAUTAMI KUNDAN, Brand Exp
Successfully led and executed 3 end-to-end primary research studies across key micro-markets in Pune, generating actionable insights that influenced strategies of upcoming VJ projects.



DEEPAK PATIL, FMM
For his outstanding support during society handovers and Annual General Meetings. He led the FMM team with poise, a composed mindset, and an ever-present smile, ensuring every interaction was seamless and uplifting.

Divine Connection

Mandir Sthapana in 3 VJ Societies Bring Auspicious Blessings Across VJ Communities

Celebrating Faith, Culture, and Community - Mandir Sthapana Ceremonies at VJ Projects Unite Residents in Shared Spirituality and Joy!



At VJ, we believe that a home is not just a physical structure, it is an ecosystem of values, culture, togetherness, and spiritual well-being. As a part of our core design philosophy, we ensure that every VJ project includes a dedicated temple space. This sacred space is meant to bring residents together to worship, celebrate festivals, seek blessings, and build deeper human connections. It reflects our commitment to cultural roots and community-first living.

In May 2025, we celebrated the Mandir Sthapana ceremony at three of our vibrant projects VJ Grand Central (IHP) in Wakad, Yashwant Punawale, and VJ Yashwin Orizzonte (Buildings A, B, C, D & E) in Kharadi. This auspicious event marked the formal installation of the idols in each of the respective temple spaces and brought together the residents in a heartfelt celebration of faith and togetherness.

At each project, three couples from the resident communities were invited to perform the Sthapana rituals. With Vedic chants echoing in the air, these couples conducted the pooja ceremonies, accompanied by traditional offerings and sacred rituals. Residents of these communities

gathered to witness the divine moment, participate in the ceremonial aarti, and immerse themselves in a truly spiritual experience.

Following the rituals, all attendees were offered tirtha prasad, and the atmosphere was filled with warmth, devotion, and collective joy. Children watched with curiosity, elders shared blessings, and neighbours bonded over shared faith transforming the Society Mandir into a true nucleus of community life.

The Mandir Sthapana Ceremony was more than just a religious function, it was a celebration of the deeper philosophy that guides our work. At VJ, we don't just build homes; we create spaces that honour tradition while encouraging modern community living. The temple is a quiet yet powerful symbol of this belief, a space that will continue to inspire devotion, harmony, and connection for years to come.

As these three projects now have their temple spaces consecrated and active, we look forward to many more such moments where the VJ Parivaar comes together in prayer, celebration, and unity.

In May 2025, VJ organised Mandir Sthapana across three of its landmark projects - VJ Grand Central in Wakad, Yashwant in Punawale, and Yashwin Orizzonte in Kharadi, bringing residents together in a spiritual celebration of unity and tradition. With sacred rituals performed by resident couples and the air filled with Vedic chants and joy, these temple inaugurations reflected VJ's commitment to building not just homes, but communities rooted in cultural values and collective well-being.

"We extend our heartfelt thanks to the VJ Parivaar for graciously organizing the beautiful and soulful temple inauguration ceremony. We are grateful to Mrs. Javdekar Ma'am for taking the time to grace the occasion with her presence. Such moments of unity and devotion strengthen our bonds and remind us of the values we cherish as a community."

-Richa Jain (VJ Resident)



CELEBRATING OUR MILESTONES, TOGETHER!

Building Happy Communities

150 New Neighbours, 1 Amazing Day: 7 Highlights from Yashwin Orizzonte E Building's Gruha Pravesh

From Keys to Connection: A Gruha Pravesh Filled with Soul

1 Nature Joined the Celebrations with Surprise Rain Blessings

It started with the most magical surprise! Even though it was peak summer, gentle raindrops began falling just as families arrived. It felt like nature itself wanted to bless this special day. The soft rain brought such beautiful, calm energy—like the universe was saying "Welcome home!" to all these wonderful families who had waited so patiently for this moment.

at the entrance, filling the space with positive energy. The sweet smell of incense, gentle temple bells, and our team's biggest smiles made it clear—this wasn't just another handover day. This was pure celebration! You could see the excitement building in every family's eyes.

3 Dhol-Tasha Beats That Made Hearts Dance

Then came the moment that made everyone's hearts skip a beat—the dhol-tasha started playing! The rhythm was absolutely infectious. Children clapped along, grandparents swayed with joy, and parents couldn't stop smiling. It wasn't just music; it was the sound

2 Traditional Welcome That Touched Every Heart

Walking into the possession lounge was like entering a warm, spiritual embrace. A beautifully decorated Ganpati murti greeted everyone



of dreams coming true. Watching families dance together, laugh, and share these precious moments that's what pure happiness looks like!

4 The Nameplate Moment That Brought Happy Tears

This was hands-down the most emotional moment of the day! Picture families standing in front of their very own door, seeing their family name beautifully displayed for the first time. The looks on their faces were absolutely priceless. Some were buying their first home ever, others had saved for years to make this dream come true. But everyone felt the same overwhelming pride and joy. There wasn't a dry eye anywhere—these were the best kind of tears!

5 Sacred Blessings in Every Single Home

Something truly special happened inside each flat. Guruji personally

performed puja in every single home, filling each space with sacred chants and positive energy. Families stood together, hands folded, hearts full of gratitude, as their new homes received their first blessings. The gentle sound of prayers echoed through the corridors, creating this amazing atmosphere of peace and happiness throughout the entire building.

6 Surprise Cards That Made Everyone Smile

Here's what melted our hearts: VJ had placed thoughtful welcome cards in every room with sweet, personal messages. These weren't just generic notes—they were warm words that made homeowners beam with joy! It felt like the home itself was talking to them, saying "Welcome! Get ready for the countless happy memories within these walls." These little surprises showed the incredible care that went into making every family feel truly special.

SHUBHAM BHAVATU



A Vibrant Community with 1000+ Happy Families



Pure magic in the air! On May 24th, 2025, 150 families turned their keys and opened the doors to their dream homes at Yashwin Orizzonte E Building. What started as a simple handover became an unforgettable celebration filled with rain blessings, dhol-tasha beats, happy tears, and heartwarming moments. This incredible day also marked VJ's amazing milestone—delivering nearly 1,000 homes in Pune East! Here are the 7 most beautiful moments that made this Gruha Pravesh absolutely unforgettable.



7 Instant Community Magic Happened Right Before Our Eyes

The most beautiful part? Watching neighbours meet for the first time, families introducing themselves with huge smiles, and children already becoming best friends in the corridors. Before the day was even over, Yashwin Orizzonte E Building felt like a real community. People weren't just moving into homes—they were becoming part of something bigger, finding their place where they truly belong.

The Amazing Milestone That Made It Even More Special

Here's the incredible cherry on the top: with these 150 happy families moving in, VJ reached an

amazing milestone—nearly 1,000 homes delivered in the Pune East cluster! One thousand homes. One thousand families. One thousand dreams fulfilled. This isn't just about impressive numbers—it's proof of VJ's unwavering commitment to building homes with heart and keeping promises to families who trust us with their biggest dreams.

The Perfect Beginning

As the sun set on this incredible day, there was this magical feeling in the air. This wasn't an ending—it was the most beautiful beginning! 150 families had found their home, nearly 1,000 dreams had come true in Pune East, and VJ had created one of the most heartfelt Gruha Pravesh celebrations ever.



Real Stories From Our Customers

The most beautiful part of this event? Hearing directly from the VJ Parivaar about what this experience meant to them.



"I was curious how they'd manage so many possessions at once, but once I got here, everything was super organized and the team was really helpful. Overall, a great experience!"

"I really enjoyed the event. It was a great experience with fun games for kids, a well-organized Gruha Pravesh pooja, and possession given before the promised date. Overall, such positive vibes!"

"Been waiting to step into our home for so long, and we finally did! So happy and excited for this new journey"



Click This Icon To Watch the film

The Proud Homeowners at Yashwin Orizzonte E Building

VJ COMMUNITY CELEBRATION

Mother: A peace. A belief. An act of Never Giving Up.

Because One Day is Never Enough to Thank her for a Lifetime of Everything.

We believe that mothers are not just our first teachers but our constant source of strength, peace, comfort, and endless love. This Mother's Day, we didn't just celebrate a day, we celebrated emotions, memories, and the irreplaceable comfort only a mother can give. To make this occasion truly special, our team came together with heartfelt creativity and a deep sense of regard. One of the highlights of the day was the DIY Greeting Card activity where each of us took out time out to make

something special and personal for the one who's always been there. No fancy designs, just pure love poured into every brush, sketch, and word. It wasn't about being perfect, but the feelings behind each effort that made the moment priceless. Adding even more flavour to the day, we introduced a unique activity called "Mom-Made: Aaichya Hatcha," In this, our employees shared those cherished recipes made by their moms. From traditional sweets to simple comfort meals, each post

carried not just ingredients, but stories and memories. It was our way of honouring not just the person, but also the love that is served daily from a mother's kitchen. This celebration reminded us that a mother's love is a very small gesture packed in lunch, or a worried call, or even a quiet smile. And while no one day can truly capture her value, we're grateful we could take a moment to say **THANK YOU, Mom. For everything.**

At VJ, we celebrated more than just a date on the calendar, we celebrated the heart of every home. From DIY greeting cards to a delightful recipe sharing activity called "Mom-Made: Aaichya Hatcha," our team came together to honour the woman who've given us everything and asked for nothing in return.



At VJ, this Mother's Day wasn't about big events. It was about big hearts and the incredible women, who have shape them.

CABBAGE KHEER

Ingredients:
1 lt Milk, 1 cup Grated Cabbage (Patta Gobi), ½ cup Milkmaid, 15-20 Raisins (Kismis)
Instructions:
Boil the milk on medium flame and keep stirring until it thickens like rabri. In a separate pressure cooker, add the grated cabbage and cook it for 8-10 whistles. Once the cooker cools down, strain the cabbage using a sieve and wash it thoroughly with clean water. Squeeze out all the water from the cabbage. Add the cabbage to the thickened milk (rabri). Add the raisins too. Cook on low flame and let it simmer. When the mixture thickens slightly, add the milkmaid, mix well, cover it, and turn off the gas. Your Cabbage Kheer is ready to serve!



By Namrata Vishwakarma
Pratibha Sharma's Mummy

SURALI VADI

Ingredients:
1 cup water, 1 cup curd (well beaten), 1 cup gram flour (besan), ½ teaspoon turmeric powder, Salt to taste, ½ teaspoon ginger-green chili paste, Freshly grated coconut for garnish, Finely chopped coriander for garnish, 1 tablespoon oil (for tempering), Mustard seeds, Cumin seeds, A pinch of hing
Instructions:
In a mixing bowl, take 1 cup water and add 1 cup curd. Whisk it well until smooth. Add gram flour, turmeric, salt, and ginger-green chili paste. Mix well until no lumps remain. Cook on medium flame, stirring continuously. Keep stirring for 8-10 minutes until the mixture becomes thick and glossy. Spread the cooked mixture on the pan using a spoon. Let it cool for a minute. Cut it into long strips. Sprinkle grated coconut and chopped coriander over the strips. Gently roll each strip to form small rolls. For the tempering, heat 1 tablespoon oil in a small pan. Add mustard seeds, cumin seeds, and a pinch of hing. Garnish with more coconut and coriander.

Your Surali Vadi is ready!



By Sandhya Rajendra Shinde's
Prachi Pasalkar's Aai

DAHI WADA (DAHI BHALLA)

Ingredients:
1 cup urad dal, Salt to taste, Oil for deep frying, 2 cups curd (yogurt) chilled, 1 2 tsp sugar (optional), Roasted cumin powder for garnish, Red chili powder for garnish, Chaat masala for garnish, Tamarind chutney for drizzling
Instructions:
Soak urad dal for 4-5 hours, then drain and grind into a thick, fluffy batter using minimal water. Add a pinch of salt and mix well. Heat oil in a deep pan and drop small spoonfuls of the batter, frying on medium flame until golden and crisp. Transfer the hot wadas into warm water and soak for 10-15 minutes to soften. Meanwhile, whisk chilled curd with a little salt and sugar until smooth. Gently squeeze excess water from the soaked wadas and place them in a serving dish. Pour the curd over generously and garnish with roasted cumin powder, red chili powder, chaat masala, and tamarind chutney.

Serve chilled and enjoy!



By Archana Shilledar's
Harshita Shilledar's Mummy



DAL BAATHI

For Batti:
Ingredients:
Whole wheat flour, Ghee, ajwain, Salt, Water as needed
For Dal (Lentil Curry):
Ingredients:
Mixed dal (toor, mog, chana) soaked for 2 hours, Salt, Oil or ghee 2 tbsp, Cumin seeds 1 tsp, Hing, Ginger & garlic finely chopped, Green chili chopped, Onion chopped, Tomato chopped, Red chili powder 1 tsp, Turmeric ½ tsp, Coriander powder 1 tsp, Kasuri methi 1 tsp, Fresh coriander chopped, Water as needed
Instructions:
Mix wheat flour, salt, ghee, and ajwain; add water gradually to knead a stiff dough. Rest for 30 minutes, then divide into balls (baatis) and bake at 180°C for 20-25 minutes, turning midway. Lightly press and dip the baatis in melted ghee. For dal, pressure cook soaked dal with salt for 3-4 whistles. In a pan, heat oil/ghee, add cumin, hing, ginger, garlic, and green chili; sauté till light brown. Add onions and salt; cook until soft. Add tomatoes, cook till mushy, then add red chili, turmeric, and coriander powder; cook for a minute. Mix in the cooked dal with water, simmer for 10 minutes, finish with kasuri methi and coriander, adjust salt and water, and boil briefly. Serve hot baati dipped in ghee with dal. Enjoy!



By Chaya Gugale's
Sheetal Gawali's Mummy

VEGETABLE THALIPEETH (HEALTHY MULTIGRAIN FLATBREAD)

Ingredients:
1 bottle gourd (lauki) peeled & grated, 2 cucumbers peeled & grated, 2 cups mixed lentil flour (besan/chana dal flour, moong dal flour, etc.), 1 cup jowar (sorghum) flour, ½ cup rice flour, 1 tsp ginger-garlic paste, 2 green chilies finely chopped, ½ tsp cumin seeds, ¼ tsp ajwain (carom seeds), ¼ tsp turmeric powder, ½ tsp coriander powder, 2 tsp sesame seeds, 2 tsp fresh coriander chopped, Salt to taste, Approx. 1 cup water for kneading, Oil for roasting
Instructions:
Mix lentil, jowar, and rice flours with spices, ginger-garlic, green chilies, sesame seeds, coriander, and salt. Add grated bottle gourd and cucumber. Slowly add water and knead into a soft, non-sticky dough. Take a small dough ball, pat into a thin round on a greased plastic sheet. Heat a pan, flip the thalipeeth onto it, remove the sheet, and drizzle oil around edges. Cook both sides until golden and crisp.

Serve hot with curd, butter, or pickle.



By Dr. Rajeshree Jaybhaye's
Sonal Mundhe's Mummy

People & Culture

Behind Every Great Professional is a Family Who Believes in Them!

There's something magical about seeing your workplace through your family's eyes. At VJ, we understand that the people who love us most our parents who raised us, our partners who support us, our children who inspire us they're all part of our story. That's exactly why Parivaar Connect exists. It's our way of saying, "Come, see where your loved one will spend their days. Meet the people who will become their work family. Feel the warmth of the place that will help them grow."

14 Hearts, Countless Smiles
The day our newest team members brought their families to the office was pure joy. You could see it in their faces the pride radiating from parents as they walked through our doors, the excitement of spouses discovering their partner's new world,

the curiosity in children's eyes as they explored. Cameras came out, precious photos were taken, and every corner of our office became a backdrop for memories that families will treasure forever. But more than the pictures, it was the feeling in the air a sense of belonging, of being welcomed not just as visitors, but as extended family.

Conversations That Touch the Heart
What made this day truly special were the genuine conversations that flowed naturally throughout the office. Parents sat with our leaders, sharing their hopes and dreams for their children. They asked the questions that mattered most: "Will my child be happy here? Will they be treated with respect? Will they have room to grow?" And in those honest, heartfelt exchanges, something beautiful

happened. Walls came down, formalities melted away, and real connections were formed. Parents left not just with answers, but with the deep comfort that comes from knowing their loved ones are in caring hands.

More Than Just a Job
At VJ, we believe work should be about more than just earning a living it should be about building a life filled with passion, purpose, pride, and meaningful relationships. When families understand and feel connected to this vision, everything changes. Suddenly, it's not just "going to work" it's being part of something bigger. It's knowing that the company your loved one joined doesn't just value their skills, but celebrates the entire person they are, including the family that made them who they are.



Parivaar Connect at VJ is more than an event—it's a heartfelt celebration of the families who shape our dreams. On this beautiful day, 14 proud family members stepped into the VJ office to see where their loved ones would build their future. With warm hugs, joyful conversations, and heartfelt blessings, this special initiative created moments that will be treasured forever. Because when families feel truly connected to our journey, magic happens.

When parents leave our office with smiles on their faces and peace in their hearts, something wonderful happens at home. Dinner conversations become filled with excitement about the new job. Worries transform into enthusiasm. And our team members arrive each morning knowing they have the full support and blessing of the people who matter most to them. This is the VJ way—understanding that behind every great team member is a family that loves them, supports them, and wants to see them thrive. Parivaar Connect reminds us why we do what we do. We're not just building homes for other families we're building a workplace where our own work

family can flourish, supported by the love and blessings of those who matter most. Because at VJ, we know that when families understand that their loved ones are valued and cherished, everything becomes possible. Dreams get bigger, work becomes more meaningful, and the VJ Parivaar grows stronger with each loving heart that joins our extended family. Here's to many more moments of connection, pride, and the beautiful bonds that make us who we are. After all, the best workplaces aren't just built with great policies—they're built with love, one family at a time.

Voices from the Heart

The most beautiful part of Parivaar Connect? Hearing directly from the families themselves about what this experience meant to them.



"It was a very special moment for us to witness and inaugurate our son's very first day at work at VJ. We felt a sense of pride and joy to be part of this new beginning beside him joining a reputable organization. The moment we stepped in, we were welcomed with warmth, love, and genuine kindness by everyone in the organization. The day was a beautiful reflection of the company's inclusive and family-oriented culture, making us feel an immediate sense of belonging. It's a beautiful memory which will stay with us forever, and we're deeply grateful to the VJ Parivaar for creating such a memorable experience."

-Nishad Vichare's Parents Thoughts



"ही पहिलीच वेळ होती जेव्हा आम्हाला आमच्या मुलीच्या कंपनीत बोलावण्यात आलं, जेणेकरून ती कोणासोबत काम करते आणि कोणासोबत समन्वय ठेवते हे आम्हाला पाहता येईल. इथला अनुभव खूपच छान होता आणि कंपनीची सर्वांना सामावून घेणारी व कुटुंबावत्सल संस्कृती यामधून विसून आली. हा एक खास क्षण होता जो आम्हा सर्वांच्या आणि आमच्या मुलीच्या आठवणीत कायम राहील. हे क्षण आणखी खास बनवल्याबद्दल VJ परिवाराचे मनःपूर्वक आभार!"

-Dipali Kunde's Parents Thoughts

Building Happy Communities Since 1981

VJ Parivaar Stays Together in Harmony

yashwin ORIZZONTE

See photos

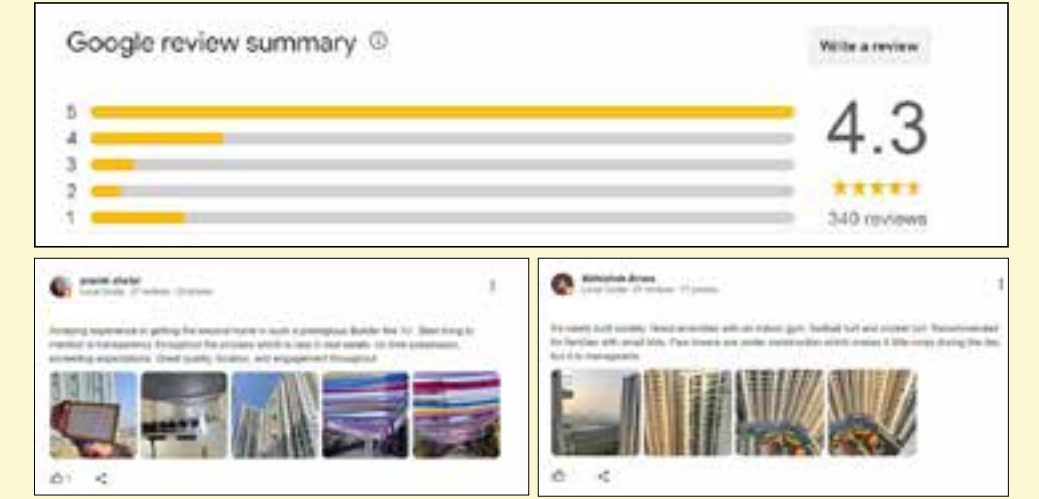
Yashwin Orizzonte by Vilas Javdekar

4.3 340 Google reviews

Here's what one of our happy customers at Yashwin Orizzonte had to say:

"We recently got our second home at Yashwin Orizzonte, and the experience has been fantastic! With a trusted builder like Vilas Javdekar, the transparency, timely possession, and excellent quality truly stood out. The society is thoughtfully designed with great amenities like an indoor gym, football and cricket turfs perfect for families with kids. Overall, we're very happy and highly recommend Yashwin Orizzonte to anyone looking for a beautiful, family-friendly home."

—The proud homeowners at Yashwin Orizzonte by VJ



YASHONEinfinitee

See photos

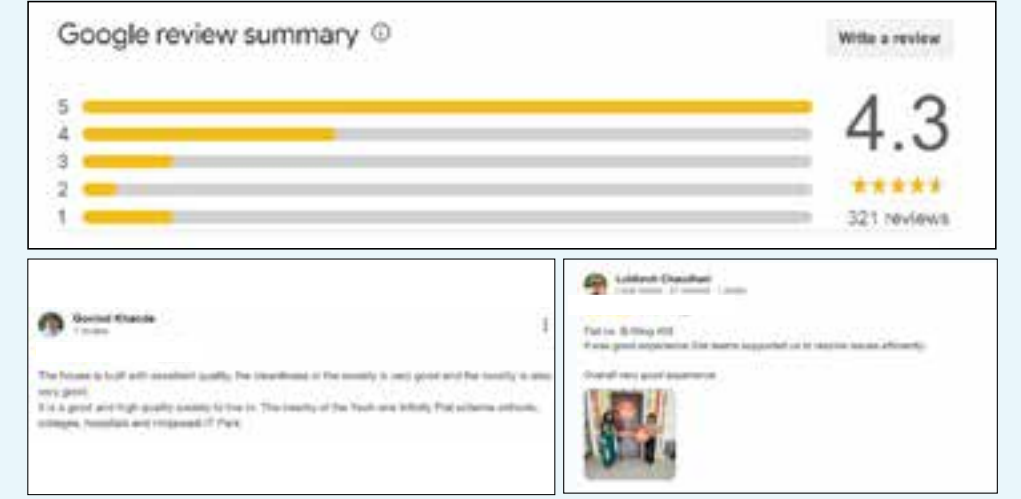
YashONE INFINITEE by Vilas Javdekar Developers

4.3 321 Google reviews

Here's what our happy homeowners from YashONE INFINITEE have to share:

"We are from Flat No. B-Wing 406, and our overall experience has been truly satisfying! The site team was very supportive and helped us resolve issues quickly and efficiently. The home is built with excellent quality, and the society is exceptionally clean and well-maintained. The overall vibe and location are great—with schools, colleges, hospitals, and even the Himjewadi IT Park close by, it's a very convenient place to live. It's a high-quality, family-friendly community that we're proud to be a part of!"

—Proud residents of YashONE INFINITEE by VJ



At VJ, this Mother's Day wasn't about big events. It was about big hearts and the incredible women, who have shape them.

VJ Celebrates ‘Gratitude Week’ On The Occasion Of International Labour Day With Sincere Tribute to Our Workforce



On the occasion of International Labour Day, VJ proudly hosted Gratitude Week from 1 to 7 May 2025, honouring the invaluable contributions of construction workers. From legal aid and health camps to banking literacy, skill development, and safety training, each day was dedicated to empowering and appreciating the labour force that builds our cities. The week concluded with the distribution of kits for them, their home and their kids, symbolizing VJ’s deep respect and ongoing commitment to construction worker’s welfare.

To appreciate the hard work and dedication of construction workers, VJ celebrated ‘Gratitude Week’ On The Occasion Of International Labour Day Week from 1 to 7 May 2025. The week was dedicated to honouring the people who help build our homes, offices, and cities with their hands and effort.

Here’s how VJ celebrated each day of the week:

1 May, Thursday
Knowing Their Rights Through BOCW

The week started with a special event to thank all construction workers. They attended a session on BOCW (Building and Other Construction Workers) registration and learned how to fill forms to protect their rights and ensure a safe workplace. The session was conducted by Legal and HR experts who simplified the process and answered queries. Construction Workers were guided step-by-step on how to get their BOCW cards, which provide access to various government benefits. This session empowered construction workers to understand their entitlements and gave them confidence to claim their rightful support from the system.

2 May, Friday
Health Check-up Camp

Doctors did general health screenings and gave consultations to make sure our workers stay healthy. The camp included tests like blood pressure, sugar levels, BMI, vision checks, and general physical assessments. Workers received personal consultations and were advised on nutrition and basic health care. Medicines for common ailments were distributed free of cost, and follow-up guidance was provided to those who needed further attention.



3 May, Saturday
Banking Awareness Workshop

Construction Workers learned how to open a bank account, use an ATM, read a passbook, save money, make a budget, and avoid frauds or debt traps. The sessions focused on financial literacy and were conducted using real-life examples. Volunteers helped our construction workers to fill out forms and some even opened their first savings account that day. The aim was to give every construction worker the knowledge to manage their earnings better and keep their hard-earned money safe.

4 May, Sunday
Safety Training

Construction workers were trained in fire safety, using scaffolding safely, and handling machinery. Experts from the safety department conducted live demonstrations. They practiced emergency evacuation drills and learned how to identify unsafe practices at work. The emphasis was on creating a culture of safety, where each worker feels responsible and confident in handling workplace hazards.

5 May, Monday
Skill Development

Construction Workers were given basic training to improve their skills and grow in their profession. Sessions were held on masonry, carpentry, plumbing, and painting. Trainers also spoke about opportunities to upgrade skills through certified courses. Construction Workers were encouraged to dream big and think of ways to grow from daily labour to skilled professionals.

6 May, Tuesday
Labour Welfare Schemes Awareness

Construction Workers learned about schemes like Jan Dhan Yojana, Ujjwala Scheme, and E-SHRAM card, which offer benefits like insurance, savings, and pensions. Information leaflets were distributed in local languages, and volunteers assisted our construction workers in registration. These schemes aim to bring social and financial security into the lives of construction workers, giving them the support they deserve.



7 May, Wednesday
Celebrations Through Care

Each worker received a helmet, gloves, safety shoes, and other gear to keep them safe on the job. This initiative was met with smiles and gratitude as the workers felt seen and valued. Providing them with quality safety equipment reinforced the message that their lives and well-being truly matter.



VJ’s Gratitude Week was a heartfelt way to say “Dhanyawaad” to the construction workers who are the real heroes of the real estate industry. Though their names may not be on the buildings, their hard work is the real foundation of every structure.

When Hearts Come Together: VJ Parivaar’s Beautiful Gesture of Gratitude

Sometimes the most meaningful moments happen when we simply pause to say “thank you.” On May 24th, 2025, that’s exactly what the VJ Parivaar did at Yashwin Urbo Centro—and it turned into something truly special.

A Simple Idea, A Powerful Impact
The concept is simple: serve meals to the hardworking construction workers who are literally building dreams for families every day. What started as ‘VJ परिवार श्रमसेवा’ became so much more—a celebration of the hands that build and the hearts that appreciate.

Over 1,000 construction workers joined us for this heartwarming lunch, and you could feel the genuine warmth in the air from the moment it began.

Our site team deserves a huge shoutout for making everything flow seamlessly. From planning to execution, they worked tirelessly behind the scenes to ensure every worker felt welcomed and valued. Their dedication made all the difference in creating an atmosphere of warmth and respect.

The Magic of Community Connection
What truly made this event shine was seeing homeowners from Yashwin Urbo Centro roll up their sleeves and join in. It wasn’t just about serving food—it was about connecting as human beings.

More Than Just a Meal
Here’s what makes this moment so powerful is its core belief. It is about recognition and respect. Every construction worker who builds our

homes deserves to know that their hard work matters, that their efforts are seen and appreciated.

When we sat down together—homeowners and workers, side by side—something beautiful happened. **The usual boundaries disappeared, and we were simply people sharing a meal and good conversation.**

The Heart of What We Do
‘VJ परिवार श्रमसेवा’ represents everything we believe in at VJ Parivaar. It’s about understanding that our community isn’t just the people who will eventually live in these homes—it includes everyone who has a hand in creating them.

The laughter we heard, the conversations we shared, and the connections we made remind us

An inspiring afternoon of unity, appreciation, and shared humanity as homeowners and builders came together in gratitude at VJ परिवार श्रमसेवा

that the strongest foundations aren’t made of concrete and steel. They’re built on respect, gratitude, and genuine human connection.

Looking Forward
Seeing the joy on everyone’s faces—workers and homeowners alike—we know this is something we want to do again and again. Because when a community comes together to celebrate the people who make their dreams possible, something magical happens.

Thank you to everyone who has contributed to ‘VJ परिवार श्रमसेवा’ our incredible site team, the wonderful homeowners, and most importantly, the hardworking construction workers who reminded us all what dedication looks like.

Here’s to many more moments of connection, gratitude, and community spirit. After all, the best homes are built not just with strong materials, but with strong hearts.

CLICK HERE

to be part of future VJ परिवार श्रमसेवा events! We’d love to have you join us in celebrating the people who make our community unique.

When gratitude meets action, magic happens. On May 24th, VJ Parivaar brought together homeowners and construction workers for an afternoon that touched everyone’s hearts. Over 1,000 hardworking construction workers shared meals, stories, and smiles with the families whose dreams they’re creating. This wasn’t just about serving food—it was about celebrating the beautiful truth that the strongest foundations are built on respect, connection, and shared humanity.



Rahul Patil and Pallavi Patil from B2 2102 captured everyone’s hearts when they not only served meals with genuine smiles but also sat down to eat alongside the workers. Watching them share stories and laughter over a simple meal was one of those beautiful moments that reminds you why community matters.

“We had such a wonderful time,” Pallavi shared afterward. “This is exactly the kind of event we want to be part of more often. It felt so good to give back to the people who are working so hard for all of us.”



VJ IndiLife

THE HIGHER YOU RISE, THE MORE YOU GROW.

Learning with VJ

Building Responsibly: Air & Noise Pollution Training with CPCB Norms

Cultivating Environmental Stewardship Through Regulatory Awareness and On-Site Action

VJ CENTRE of ENGINEERING & EXCELLENCE

In today's rapidly urbanizing world, sustainable development is a necessity, not an option. VJ embraces this by ensuring that every project respects its environmental footprint. **Mrs. Ketakee Devdhar, VP Design, Drawing, Sanction & Liaisoning**, led an interactive session on the Central Pollution Control Board (CPCB) guidelines concerning air and noise pollution.

This session was more than a review of regulations; it was a dialogue on how on-site activities impact the environment and community health. Our Project Managers and Assistant Project Managers revisited key compliance norms and actively contributed ideas to improve VJ's environmental practices.

The outcome was a practical compliance tracker and a real-time action plan to monitor and reduce air and noise pollution at every site. This initiative ensures that VJ projects deliver quality homes without compromising environmental integrity, aligning growth with sustainability.

Decoding Ratios: Enhancing Financial Acumen

While physical structures rely on concrete and steel, our business thrives on sound financial management. **Mr. Bhushan Kolekar** conducted an in-depth training session on Ratio Analysis for the Finance and Accounts team, an exercise in interpreting numbers as the language of business health and strategy.

Participants gained clarity on profitability ratios, cash flow management, banking norms, and loan evaluations. They learned how lenders assess VJ's financial stability through these metrics, turning abstract numbers into strategic insights. This knowledge empowers our finance team to not only manage accounts but also contribute to informed decision-making that supports VJ's long-term vision and growth.



At VJ, continuous learning powers progress. Through expert-led sessions on CPCB norms for pollution control, ratio analysis for financial health, and cutting-edge waterproofing solutions with Pidilite Dr. Fixit, our teams are being equipped to build smarter and more sustainably. These initiatives reflect our unwavering commitment to quality, environmental responsibility, and innovation ensuring every project stands strong in both performance and purpose.

Strong from the Inside Out: Advanced Waterproofing Solutions with Pidilite Dr. Fixit

Waterproofing is critical to structural durability and customer satisfaction. **The Pidilite Dr. Fixit Team** recently conducted a highly informative technical session, attended by senior leaders including **Mr. Tirtha Banerjee (Head - Learning & Development)** and **Mr. Sachin Petkar (RSM - Rest of Maharashtra)**.

The session began with an exploration of concrete waterproofing challenges, especially basement waterproofing, in line with current IS code standards. A major highlight was the launch of **Dr. Fixit Samshield XL1500 KWIK** a cutting-edge solution for retaining walls that performs exceptionally well in high-moisture environments and accelerates construction timelines compared to traditional membranes. Attendees also discussed best practices for waterproofing roofs and podiums, with the introduction of **Wonderproof 100** an innovative topcoat that bonds to over ten substrates without requiring a primer, enhancing efficiency and durability. The team reviewed commonly used

products like **Fastflex** and **Pidifin 2K** for wet areas, identifying weak points that can lead to failures and strategies to mitigate these risks. The session concluded with a Q&A addressing real-world challenges and announced a follow-up session to introduce the **Tankpro** Range for underground and overhead water tanks and sewage treatment plants.

This training underscores VJ's commitment to leveraging innovative, reliable technologies that strengthen the foundation of every project we undertake.

The VJ Promise: Learning That Leads to Excellence

Though distinct in focus, these sessions share a common purpose empowering our teams to build smarter, act responsibly, and grow sustainably. From environmental compliance and financial discipline to advanced technical know-how, VJ continues to lead through learning. Because at VJ, knowledge is more than power; it is the cornerstone of quality, trust, and excellence that shapes the homes and communities of tomorrow.



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THE LOCATION FILM!



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Training Calendar June 2025

These trainings are specially for VJ employees to be more confident, connected, and ready for what's next

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30 • Recharge & Reconnect						01
02 • Induction • Recharge & Reconnect	03 • Induction	04 • Brand VJ Induction • Stress to Flow to Greater Goals	05 • L.E.A.P - Conflict Resolution • Recharge & Reconnect	06 • Email Etiquettes	07 • Conflict Resolution	08
09 • L.E.A.P - Building high performing teams • Recharge & Reconnect	10 • Advanced Personality Development • Time Management	11 • Brand VJ Induction • L.E.A.P - Feedback Essentials • Types of Pipes, Fittings & Joining methods	12 • Recharge & Reconnect	13 • Data Hygiene for Error free dashboards/reports - By Proptech	14 • Work Ethics	15
16 • Induction • Recharge & Reconnect	17 • Induction	18 • Brand VJ Induction • Effective Communication Series	19 • Recharge & Reconnect	20 • Online : Budget session • Slab Cycle target achievement	21 • OHSAS Guidelines • Team Building Activity	22
23 • Advanced Personality Development • Recharge & Reconnect	24 • Effective Communication Series	25 • Brand VJ Induction • Adaptability and Flexibility	26 • Recharge & Reconnect • Effective Follow-Up Techniques for Sales	27 • Road and Safety	28 • Confidence Building	29

Building Trust Through Knowledge, Experience, and Collaboration

Still Haven't Experienced Our Brand VJ Induction? Here's Why You Need to Be There...

At VJ, we know that our Channel Partners are the driving force behind every family that finds their perfect home. That's why our Brand VJ Induction at the VJ Centre of Engineering and Excellence wasn't just an introduction—it was a comprehensive empowerment program designed to set you up for outstanding success. This wasn't about passive learning. This was about giving you the tools, insights, and confidence to represent VJ with authority and conviction in every conversation, every presentation, every interaction.

Gateway to Expertise
From the moment you walk through our doors, every element is designed to strengthen your position in the market. You don't just observe our processes you experience them firsthand, gaining the kind of deep understanding that transforms good salespeople into trusted advisors.

Our Partners left with something invaluable: the ability to speak with genuine expertise about every aspect of VJ homes, from foundation to finish.

Hands-On Mastery at VJ COEE
The VJ Center of Engineering & Excellence becomes your personal showcase of authority. Here, you touch, test, and truly understand everything from advanced waterproofing systems to premium fixtures and cutting-edge safety features. This wasn't just about seeing our products—it is about gaining the confidence to answer any client question with complete authority.

When you can demonstrate the superior quality of our materials and explain the engineering excellence behind every choice, you're not just selling homes—you're building trust and commanding respect.

Real Solutions for Real Success
We open up honest conversations about the challenges you face daily in the field. No sugarcoating, no corporate speak—just practical solutions and proven strategies from our experienced teams. Our Brand Experience, Engineering,



"The primary objective of our induction program for channel partners is to empower them with the right knowledge and confidence to sell better. By enlightening them with essential technical and engineering know-how, we aim to enable them to guide their customers more effectively and help them make informed, trust-based decisions while choosing a home." Thanks

Kunal Vora
General Manager (CP)
Brand Experience

VJ Invites All Channel Partners to Join Us in Wellness Activities!

At VJ, we're not just about business, we're about building a mindful, motivated community.

That's why we are conducting Yoga and Meditation Camps for our Channel Partners on 19th June 2025. These sessions help our CPs stay focused, relaxed, and energized, both personally and professionally. These sessions are designed to help our CPs:

- Relax and rejuvenate
- Improve focus and mental clarity
- Build stronger inner balance
- Foster a sense of community and connection

It's our way of saying thank you to our partners for being an integral part of the VJ family.

We invite all our Channel Partners to join us and experience the positive energy these wellness sessions bring!

Let's grow stronger together.



Immersive Training and Engineering Showcase Sets the Foundation for Trusted Partnerships

BRAND VJ INDUCTION



Knowledge is power. Experience is confidence. Together, they create success. At VJ, we believe our Brand VJ Partners deserve more than just product information they deserve the complete toolkit for success. Our recent Brand VJ Induction at the VJ Centre of Engineering and Excellence was designed to arm our partners with deep insights, hands-on expertise, and unwavering confidence. Because when our Partners succeed, families find their dream homes, and together we build something extraordinary.



Quality, and Sales experts shared insider knowledge that gives you a competitive edge. Channel Partners walked away with answers to the toughest client questions, strategies for handling objections, and the confidence that comes from having VJ's full expertise backing every conversation.

Your Complete Success Toolkit
This session equips you with a 360° understanding of our entire homebuilding process. You now understand not just what we build, but how and why we build it. This knowledge transforms you from a vendor into a consultant—someone clients trust to guide one of the biggest decisions of their lives.

You have the stories, the technical knowledge, and the passion to represent VJ with complete confidence.

Stronger Together, Unstoppable Apart
This induction was about more than information transfer it was about recognizing you as the essential contributor in our mission. You're not just representing VJ; you're carrying forward a legacy of excellence that families will cherish for generations.



Our teams understand that your success is our success, and pour their expertise into making you unstoppable in the field.

Your Success Story Starts Now
Armed with deep knowledge, backed by proven expertise, and supported by the entire VJ team, you're now positioned to achieve extraordinary results. Every client interaction, every site visit, every presentation is an opportunity to demonstrate why choosing VJ—and choosing you as their real estate advisor—is the smartest decision they'll ever make.

Here's to your success, your growth, and your ability to transform dreams into addresses. Because at VJ, we don't just build homes—we build the success stories of our Brand VJ Partners who make it all possible.

Don't miss out on the next Brand VJ Partner Induction at VJ COEE!
If you want to enroll for upcoming inductions and join the ranks of empowered Channel Partners, it's simple:

CLICK HERE

Know more

JOBS

SALES

Manager

Minimum Educational Requirement: MBA / PGDM
Experience: 3-5 years

Assistant General Manager (Closing)

Minimum Educational Requirements: MBA / PGDM
Experience: 8-10 years

CUSTOMER RELATIONSHIP MANAGEMENT

Manager

Minimum Educational Requirements: Any Graduate + Post Graduate
Experience: 3-5 years

Assistant Manager

Minimum Educational Requirements: Post Graduate
Experience: 0-3 years

BRAND EXPERIENCE

Brand Manager

Minimum Educational Requirements: Graduate MBA
Experience: 2-5 years

Assistant Manager GRE

Minimum Educational Requirements: Graduate + MBA (Preferably)
Experience: 0-3 years

Manager (Digital Marketing)

Minimum Educational Requirements: MBA- Marketing
Experience: 3-8 years

Assistant General Manager (Events)

Minimum Educational Requirements: Post Graduate
Experience: 8-10 years

Assistant Manager/ Manager(Content Writer)

Minimum Educational Requirements: Post Graduate
Experience: 2-5 years

BDLL

Assistant General Manager (Advocate)

Minimum Educational Requirements: LLB
Experience: 5-10 years



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TENDERING & CONTRACTS

Senior Manager

Minimum Educational Requirements : Engineering
Experience: 5-7 years

Assistant General Manager

Minimum Educational Requirements : Engineering
Experience: 8-10 years

PLANNING

Senior Manager

Minimum Educational Requirements : Engineering
Experience: 5-7 years

Assistant General Manager

Minimum Educational Requirements : Engineering
Experience: 8-10 years

CFC

Assistant General Manager- Corporate Finance (Lending Operations)

Minimum Educational Requirements: Post Graduate
Experience: 8-10 years

ONE PARIVAAR

Assistant General Manager (Lead Gen)

Minimum Educational Requirements: Post Graduate
Experience: 8-10 years

Senior Manager / Manager

Minimum Educational Requirements: Any Grad + Post Grad
Experience: 3-7 years

INTERNSHIP(HQI)

Intern

Minimum Educational Requirements: BE-Civil
Experience: 0-6 months

FMM

Senior Executive (MRT)

Minimum Educational Requirements: Any Diploma / Graduate
Experience: 3-5 years

Manager

Minimum Educational Requirements: Any Graduate + Post Graduate
Experience: 3-5 years

QUALITY & SAFETY

Manager

Minimum Educational Requirements: Any Graduate + Post Graduate
Experience: 3-5 years

BILLING

Senior Manager / Manager/ Assistant Manager

Minimum Educational Requirements: Any Graduate + Post Graduate
Experience: 2-7 years

STORE & SAFETY

Asst Store Incharge

Minimum Educational Requirements: Any Graduate + Post Graduate
Experience: 3-6 years



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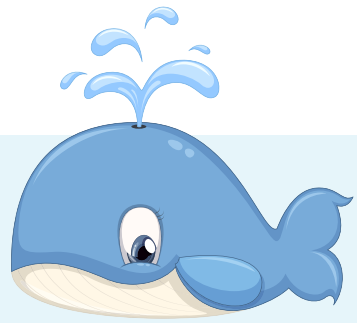
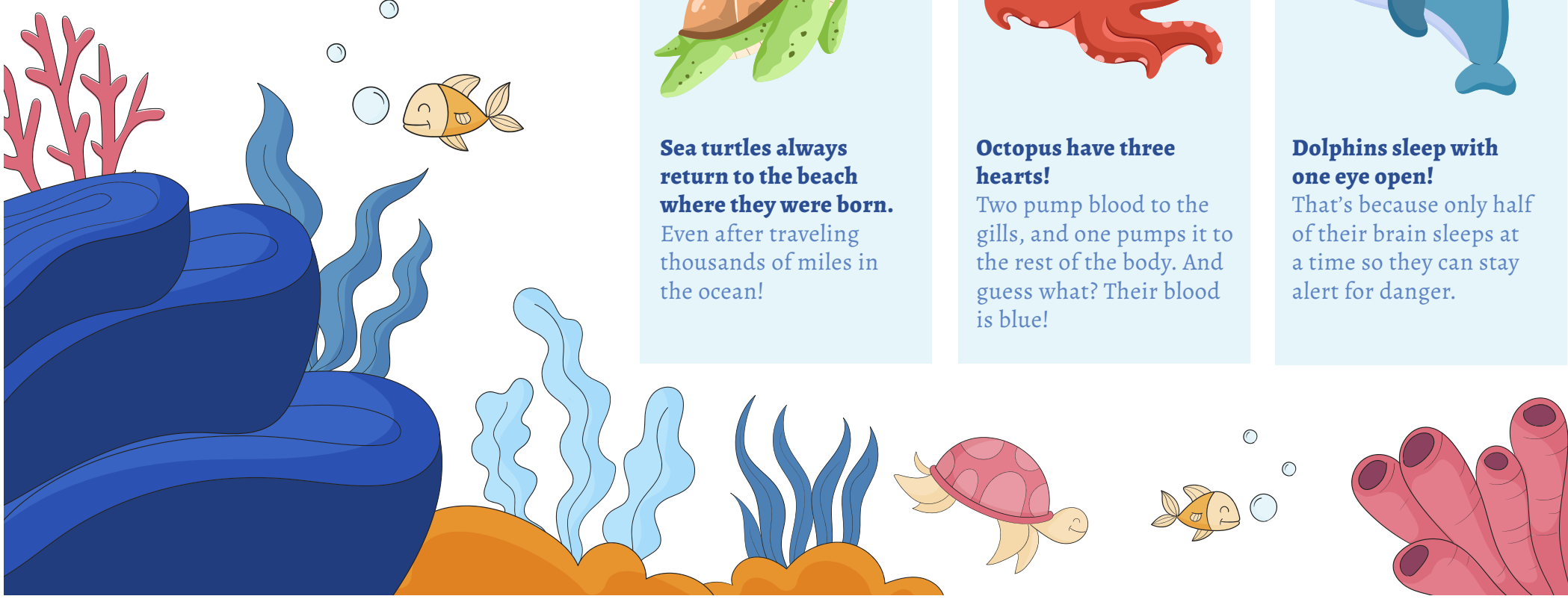
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Did You Know?

Did You Know Marine Life Can Be This Cool?

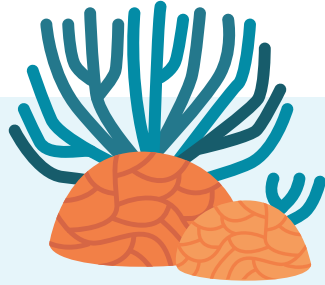
There are fish that glow like flashlights, octopus that change colors instantly, and sea creatures so weird you won't believe they're real! The ocean is packed with amazing animals that seem like they came from another planet. Let's dive in and discover the coolest underwater secrets that will make you say "No way!"

About 94% of all life on Earth lives in the ocean. From tiny plankton to giant blue whales, the ocean is packed with incredible creatures! Some live near the sunny surface, while others survive in the deep, dark depths.



Blue whales are louder than a jet engine

Their calls can be heard over 1,000 kilometers away underwater!



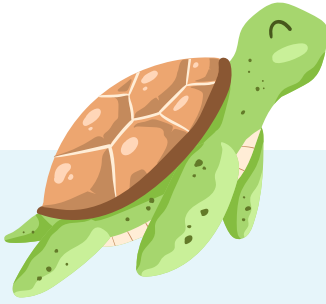
Coral reefs are alive!

They're made up of tiny animals called polyps and they're home to over 25% of all ocean species!



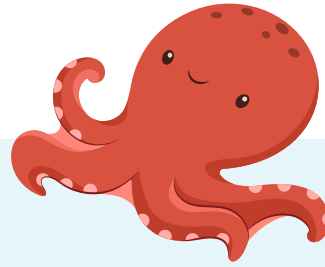
Starfish can regenerate lost arms

Some can even regrow an entire new body from a single arm!



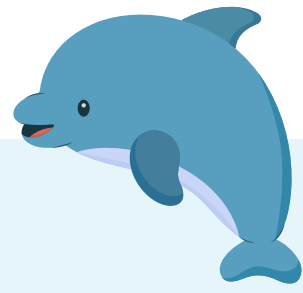
Sea turtles always return to the beach where they were born.

Even after traveling thousands of miles in the ocean!



Octopus have three hearts!

Two pump blood to the gills, and one pumps it to the rest of the body. And guess what? Their blood is blue!



Dolphins sleep with one eye open!

That's because only half of their brain sleeps at a time so they can stay alert for danger.

VJ Parivaar Kids Shine with Creativity!

Tales by Tiny Authors

Hey Young Thinkers! Here's your chance to express your imagination, emotions, and creativity! We're seeking all young members of the VJ Parivaar to take part in a special writing competition. Put your thoughts into words and tell us - what does a home mean to you?

Topic: What Does a HOME Mean to You?

To me, home is far more than just a physical space with walls and a roof. It is a feeling, an emotion, a sense of comfort and belonging that wraps around you like a warm blanket after a long day. Home is the place where I can truly be myself, free from the expectations and pressures of the outside world. It is where my story began and where countless memories are made. It's the sound of laughter echoing through the hallways, the smell of familiar food cooking in the kitchen, and the comfort of knowing that no matter how difficult the day has been, I can always return to a space that welcomes me with open arms.



My Home, My Imagination

Every home begins with a dream. Let's see yours come alive on this page.



Druhi Rath
VJ Indilife,
Kharadi

The Feeling of a Home!

A place where it all begins,
A place where it all ends,
Countless memories unfolded,
An entire life span spent.

In a place we learnt to walk,
In a place we felt revived,
A house is what we bought,
A home is what we derived.

Home is a place where we always return,
Home holds the comfort for which we yearn,
Several houses standing tall,
Yet, Our home is the mightiest of them all.

Vihaan Karmarkar
Std. 8

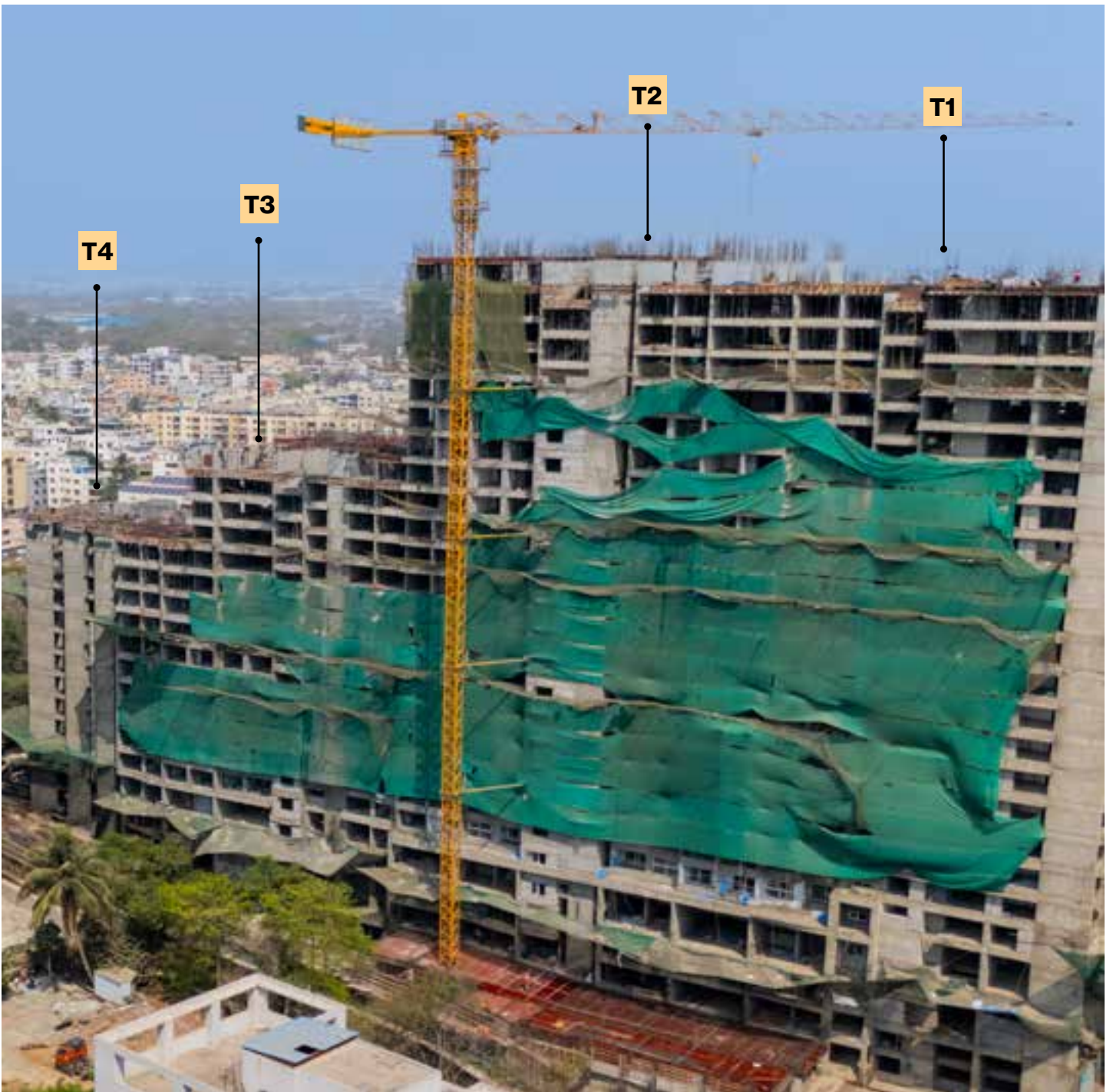
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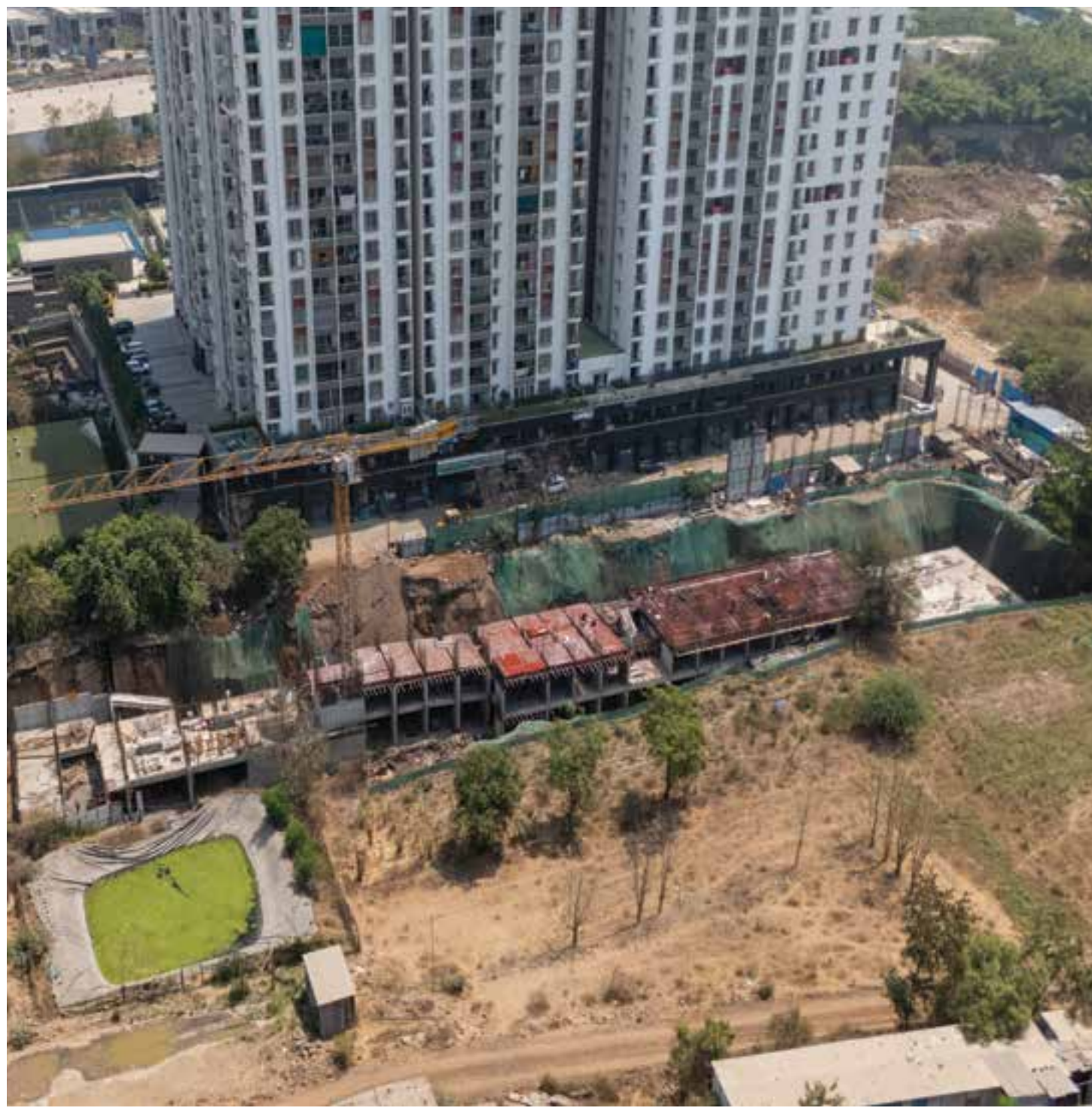


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