

lion VISION!

Industry blueprint reveals how real estate will drive nearly 20% of India's GDP, transform into a \$5-10 trillion powerhouse by 2047!

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Managing Director of E-Square, Shares His Vision for Hinjawadi's Most Awaited Entertainment Upgrade

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Palladio LaViento:
Explore the next version of Palladio Living at Baner-Mahalunge.

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Shubham Bhavatu – The VJ Way of Delivering Dreams, On Time, Every Time.

Possession time is always special, a moment filled with pride, emotion, and accomplishment. At VJ, it's much more than just handing over keys; it's about fulfilling dreams, completing promises, and welcoming families into the ever-growing VJ Parivaar. True to our philosophy of People First, every milestone we achieve begins with trust and ends with happiness. With every home we deliver, we reaffirm our commitment to being a brand that keeps its word – **“On Time. Every Time.”**

The possession journey at VJ is crafted to be as smooth and memorable as the home itself. From careful planning and clear communication to thoughtful on-site arrangements and personal assistance, every step ensures that our homeowners experience ease, joy, and pride. Our engineering precision, proactive customer service, and attention to detail reflect our promise of excellence, because we believe a home is not built with walls and beams alone, but with emotions and dreams.

As the day of possession arrives, the atmosphere comes alive with celebration, the VJ way. The warmth of greetings, the blessed words ‘Shubham Bhavatu,’ and the smiles of happy families create moments that stay etched forever. It's not just a key handover; it's the beginning of a beautiful new



chapter. By delivering thousands of homes before schedule, we have turned commitment into culture, and punctuality into pride. Our track record speaks for itself – families across Pune have experienced the joy of receiving their dream homes exactly when promised. Each possession ceremony becomes a celebration of fulfilled promises and realized dreams.



The ‘Shubham Bhavatu’ blessing resonates deeply with Indian families, marking auspicious new beginnings. When we say these words, we're blessing a family's future and welcoming them into our extended family.

As we continue this journey, we are all set to welcome many more families into the VJ Parivaar in the coming days, each one beginning

their story with ‘Shubham Bhavatu,’ the VJ way. Every possession reinforces our promise that at VJ, dreams come true on time, every time

WE'♥WHAT WE DO™

VJ

THE TIME TO INVEST IS NOW

Have you ever wondered, “What if my investment could start earning from day one?” this is your answer.

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One-Hour Initiative Transforms Community Well-being

VJ's dedicated World Mental Health Day webinar with Heena Vaze delivers practical wellness tools to the entire VJ Parivaar in a focused 60-minute session.

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VJ's Comprehensive Strategy for Managing Stray Dog Challenges in Residential Societies

Proactive measures and community collaboration can transform society premises into safe havens while addressing humanitarian concerns responsibly.

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Yashwin Orizzonte A Wing Powers Ahead saving ₹70-₹80 thousands per month

VJ's upgraded Palladio living brings wind-inspired luxury to Baner-Mahalunge's most coveted address with thoughtfully designed 3 BHK homes.

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Solutions at Their Doorstep Yashwin Supernova Residents Meet Hon. Rahul Kalate at His Office!

Yashwin SuperNova goes directly to leadership, every concern finds immediate action and results.

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Bharati Mishra's Death Sparks Mass Uprising as Hinjawadi Residents Demand End to Infrastructure Negligence

Over 200 residents unite in peaceful demonstration demanding PMRDA accountability after mixer truck claims another life.

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City emerges as India's third-largest software export hub while driving massive commercial real estate growth and GCC expansion.

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Mr. Hemant Panchamiya, Managing Director of E-Square,
Shares His Vision for Hinjawadi’s Most Awaited Entertainment Upgrade

25-year industry veteran discusses collaboration with VJ and bringing cutting-edge entertainment to VJ Happiness Street

A Quarter-Century Journey in cinema hall Excellence

With exactly 25 years in the cinema industry, Mr. Hemant’s journey began in Pune after migrating from Mumbai, where his background in film production and distribution laid the foundation for his cinema expertise. “I was a film producer and distributor in Mumbai, but I have always loved Pune. My family also liked the city, so we moved here,” Mr. Hemant explains, reflecting on his decision to make Pune his business home. “E-Square was one of the first multiplexes introduced to Pune in 2003.” E-Square holds a special distinction in Pune’s entertainment landscape, being one of the three pioneers who simultaneously opened multiplexes in the city. “The first multiplex we actually started building in Pune was this one. Then, simultaneously the same year, INOX opened and City Pride also opened,” Mr. Hemant recalls, emphasizing how Pune became a trailblazer in the multiplex revolution.

Pune: The Multiplex Pioneer City

What many don’t realize is Pune’s remarkable achievement in cinema infrastructure development. “Pune was the pioneer in multiplexes across India. The city had more multiplexes than any other city in the country - even Delhi couldn’t match the number of cinema complexes.” Mr. Hemant reveals, emphasizing the city’s unique position in India’s entertainment landscape. This pioneering spirit continues to drive E-Square’s expansion strategy, though evolving market



Mr. Hemant Panchamiya, Managing Director of E-Square cinema hall, recently shared insights about an exciting collaboration between E-Square and VJ at VJ Happiness Street, bringing world-class cinema hall experience to one of Pune’s most dynamic neighbourhood.

conditions have shaped their approach to growth. “When we first established E-Square, we owned the property outright. However, as we recognized the tremendous success of cinema entertainment in Pune, real estate prices increased dramatically - by three to four times,” Mr. Hemant explains. “This market reality led us to adopt a more strategic approach through partnerships and joint ventures, which allows us to continue expanding while managing investment risks effectively.”

Why VJ: A Partnership Built on Trust

The partnership with VJ is rooted in shared principles and mutual respect. “I know they are builders with strong integrity and an excellent reputation. I only collaborate with people when I believe the relationship can be sustainable and long-lasting,” Mr. Hemant emphasizes, explaining his approach to partner selection. Beyond professional reputation, personal connections strengthened the partnership. VJ is a well-known brand in Pune, and our families have maintained close relationships over the years, adding a personal dimension to our business collaboration.

The VJ Happiness Street Advantages

The decision to establish E-Square at VJ Happiness Street wasn’t arbitrary but based on careful analysis of multiple strategic factors. “We chose this location because VJ Happiness Street is strategically positioned in Hinjawadi Phase II, offering excellent connectivity and accessibility,” Mr. Hemant explains. “The project is located on a prime stretch with direct access to the Mumbai-Bangalore Highway, making it easily reachable for customers from across Pune and surrounding areas.” The location’s proximity to major IT hubs proved particularly attractive. With Infosys Phase 2 just 2.2 kilometers away, Cognizant at 2.5 kilometers, and Wipro within 3 kilometers, the cinema would serve thousands of working professionals in the area. Additionally, the

presence of established retail brands, restaurants, and essential services in the vicinity created a thriving commercial ecosystem that would naturally complement the cinema experience. The accessibility factor played an equally crucial role in location selection. “From parking to the ease of getting into the cinema is really good here. You just come, enter, and go just one floor up to reach the cinema. Most other malls require you to travel a lot - third floor, fourth floor - and then you reach the cinema,” Mr. Hemant emphasizes. This convenience factor addresses a common consumer pain point that many moviegoers face. “Today many times we go to a mall, we lose so much time parking and going up to the cinema. This complex is very well designed, and as a consumer, I would love to go somewhere where there is ease of parking and ease of getting into a cinema,” he adds, highlighting how the thoughtful design prioritizes customer convenience and time efficiency.

Understanding Hinjawadi’s Demographics

Mr. Hemant’s confidence in Hinjawadi stems from proven market data and demographic understanding. “We were already in Hinjawadi, we were the first people to come there. We always thought Hinjawadi was a consumer-driven market. There is a young crowd living there which is an outgoing crowd.” The area’s performance validates this assessment

despite significant competition. “In spite of having 10 screens, we have competition from established players like PVR Grand Highstreet Mall with their 6-screen multiplex featuring P[XL] format, plus other cinema halls in the surrounding Wakad-Aundh corridor within 5 km radius, but still we do very well. There is scope for more.”

Technology and Experience: The E-Square Difference

The new VJ Happiness Street location promises cutting-edge technology. “We will be having the largest screen in Pune and it is known as the Epic Screens. It is a format which is way above IMAX and P[XL], and it has fantastic sound - the best sound that you can ever hear in a cinema hall.” This technology focus addresses changing consumer expectations. “Today people want to pay higher prices for a premium large format screen. The key highlight is that you go out to a cinema hall mainly for your experience of the movie.”

Future Vision and Community Impact

Mr. Hemant’s enthusiasm for the project extends beyond business metrics. “You can say the most happy cinema hall is coming to you,” he suggests as a tagline, reflecting the joy and entertainment the venue will bring to Hinjawadi residents.

The Winning Formula

As Hinjawadi continues its transformation the E-Square collaboration with VJ represents a strategic milestone that extends far beyond a traditional cinema hall opening.

The collaboration reflects a shared commitment to elevating Pune’s entertainment infrastructure while addressing the specific needs of Hinjawadi’s young, professional community.

“This partnership represents the perfect alignment of our respective strengths,” Mr. Hemant reflects on the collaboration. “We’re confident that this venture will deliver exceptional value to both organizations while creating a premier entertainment destination that serves the Hinjawadi community for years to come.”

The E-Square at VJ Happiness Street stands as a testament to how strategic partnerships can transform local entertainment landscapes, combining accessibility, advanced technology, and community engagement to create destinations that truly enhance quality of life for residents and visitors alike.

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TO KNOW WHAT E-SQUARE BRINGS TO VJ HAPPINESS STREET

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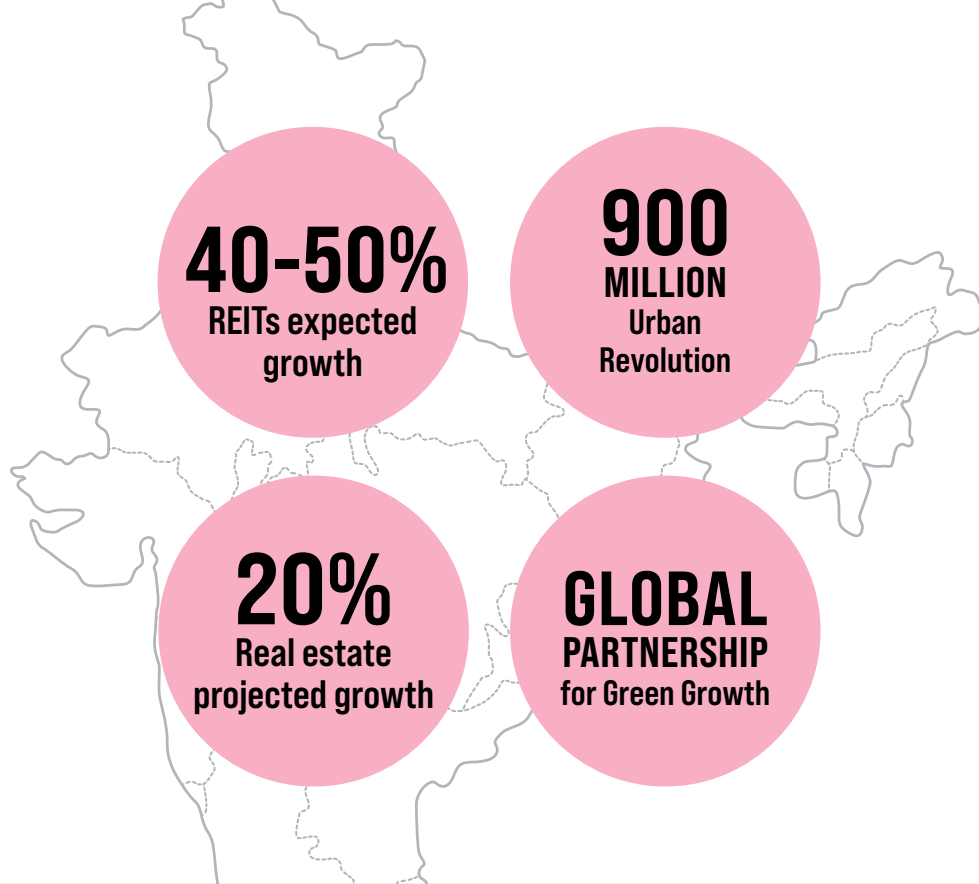
OPENING SOON IN HINJAWADI AT

VJ

HAPPINESS STREET

How Real Estate, Will Power India’s Journey to \$30 Trillion Economy

Industry blueprint reveals how real estate will drive nearly 20% of India’s GDP, transform into a \$5-10 trillion powerhouse by 2047



CREDAI has unveiled a revolutionary roadmap positioning real estate as the cornerstone of India’s ambitious \$30 trillion economy by 2047, with the sector projected to contribute nearly one-fifth of the nation’s GDP.



Real estate is no longer just about buying and selling homes - it’s becoming the backbone that will drive India towards a \$30 trillion economy by 2047. This transformative vision took center stage at CREDAI’s 23rd NATCON conference in Singapore, where over 1,100 industry leaders including VJ gathered to chart the future of India’s building sector.

The numbers tell an incredible story. Today, real estate contributes about 6-8% to India’s GDP, but by 2047, this could jump to nearly 20%, transforming the sector into a \$5-10 trillion industry. This represents a complete change in how Indians will live, work, and prosper over the next two decades.

CREDAI President Shekhar Patel captured this vision perfectly when he explained that “by 2047, Indian real estate will not just be measured in square feet or asset values, it will be defined by the quality of life we create for millions of citizens.” This means the focus shifts from just constructing buildings to creating better communities, cleaner cities, and more affordable homes for families across different income levels.

The most dramatic change coming to India is urbanization on an unprecedented scale. By 2050, 900 million Indians will live in cities - that’s more than half the population compared to just 37% today. This massive shift means India needs to build the equivalent of multiple new cities every year, and it’s not just about major metros like Delhi and Mumbai anymore. Smaller cities like Pune, Nagpur, and hundreds

of others will become major urban centers requiring completely new infrastructure.

One of the most exciting developments for ordinary Indians is the growth of REITs or Real Estate Investment Trusts. Think of these as mutual funds for real estate where middle-class families can invest small amounts and own shares in large commercial buildings or office complexes. Currently REITs make up only 10% of real estate investments, but this could explode to 40-50% by 2047. This democratizes real estate investment, allowing people to benefit from property appreciation and rental income without needing crores to buy commercial property outright.

Technology is revolutionizing how buildings are designed and constructed. At the conference, companies demonstrated how artificial intelligence can optimize construction designs in just 45 days while reducing costs by 23%. For homebuyers, this translates to potentially lower prices and faster project completion. The conference highlighted how VJ and other forward-thinking developers are already adopting these innovations to deliver better value to customers.

The 2047 vision emphasizes sustainable construction and green buildings. CREDAI’s partnership with Singapore demonstrates the industry’s commitment to learning from global best practices in environmentally friendly construction. Future homes and offices will consume less energy, generate less waste, and provide healthier living environments.

This benefits not just the planet but also translates to lower electricity bills and maintenance costs for residents.

Real estate’s expansion creates massive employment opportunities across skill levels. From architects and engineers to construction workers and facility managers, the sector already employs millions and could create jobs for tens of millions more Indians. The ripple effect extends beyond construction - when new residential areas develop, they need schools, hospitals, shops, and restaurants, creating opportunities for teachers, doctors, entrepreneurs, and service providers.

Achieving this vision requires collaboration between builders, government, and financial institutions. The roadmap is ambitious but practical, focusing on better urban planning, innovative financing options, technology adoption, and environmental responsibility. By 2047, when India celebrates 100 years of independence, the real estate sector will have transformed from a traditional industry into the foundation of India’s developed economy dreams.

Source: <https://businessnewsthisweek.com/business/credai-outlines-real-estates-role-in-driving-indias-thirty-trillion-dollar-economy-by-two-thousand-forty-seven/>

The Smartest Investment You Can Make with VJ This Festive Season

Ready Commercial Spaces. Thriving Locations. Assured Rentals. Proven Growth.

What if your next real estate investment could start performing from day one? At Vilas Javdekar Developers, that’s exactly what’s on offer - commercial spaces that are ready, reliable, and revenue-generating from the very first month.

For decades, VJ has been at the heart of Pune’s most progressive locations - Hinjawadi and Wakad. Having shaped their skylines with landmark residential and mixed-use developments, VJ has witnessed these areas evolve from emerging suburbs into vibrant, self-sustained neighbourhoods that define modern urban living.

This experience gives VJ a unique edge: the ability to create not just buildings, but thriving ecosystems where homes, offices, retail, and community life come together seamlessly. The brand has always believed that while happy communities are its foundation, thriving neighbourhoods - where businesses prosper and lifestyles flourish - are the natural outcome of thoughtful development.

Today, that belief takes an investment-ready form through VJ’s ready-possession commercial spaces - designed to perform from day one and deliver assured rental returns with long-term growth potential.

A Portfolio That Performs for You
With a 3-year rental guarantee ranging from ₹70,000 to ₹7,30,000* per month, investors can enjoy steady income and peace of mind. Spaces range from 634 sq. ft. to 6,041 sq. ft., starting at ₹1.27* Cr, making them ideal for both first-time and seasoned investors.

Each address in this portfolio has been carefully chosen for its visibility, connectivity, and growth momentum. Together, they represent the next phase of Pune’s commercial transformation - a landscape built on trust, community, and long-term performance.

VJ Happiness Street, Hinjawadi
Located in the heart of Phase 2, this lively destination already hosts leading brands such as McDonald’s, KFC, Domino’s, Subway, and soon, an E-Square Multiplex. It’s a vibrant retail hub that ensures stability and sustained returns for investors.



VJ One Avenue, Hinjawadi
At the entrance of Phase 1, this development enjoys unmatched connectivity to the Mumbai-Pune Highway and Wakad Junction. Its mix of cafés, clinics, and boutique retail ensures daily engagement and steady business.



Yashwin NuovoCentro, Wakad
Strategically located off the Wakad-Baner Link Road, near Phoenix Mall of the Millennium, this address combines lifestyle and retail perfectly - surrounded by premium residences and strong consumer demand.



VJ Town Centre, Wakad
Set on the Mumbai-Bengaluru Expressway, this development connects Wakad, Tathawade, and Hinjawadi - an active growth belt teeming with families and professionals. Ideal for F&B, healthcare, or convenience retail, it guarantees consistent occupancy and footfall.



Built on VJ’s Vision for Sustainable Growth
Each of these destinations is more than a commercial address - it’s a part of VJ’s vision to build self-sustained ecosystems where every stakeholder thrives. With the brand’s deep

understanding of customer behavior and community growth, these spaces are designed to create constant movement, visibility, and value.

Whether it’s the footfall from VJ’s residential townships, the presence of reputed tenants, or the convenience-driven design, every factor contributes to a long-term, performance-driven investment.

This festive season, step into Pune’s most rewarding commercial opportunity with Vilas Javdekar Developers - a brand that builds trust, value, and vibrant communities that never stop growing.

Own high-performing commercial assets at Pune's fastest-growing business corridors - with guaranteed rental income from day one.



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The Future of the Society Clubhouse

From event hall to everyday space

In Indian housing, the traditional society clubhouse has long stood as a symbol of aspiration; a gleaming, glass-fronted building beside the pool, meant to impress by signalling modern living and community prestige. But step into most of them on an ordinary weekday, and you'll find a different story: locked doors, echoing halls, and stacked chairs. Designed for the annual festival, party, or meeting, they seldom reflect how people actually live.

As our cities grow denser and homes more compact, the next chapter of housing design must address a simple need - spaces that help people live together, not just side by side. The clubhouse holds immense potential here, not as an "event hall" reserved for special occasions, but as an everyday infrastructure for collective life. It can become the soul and anchor of residential life - a place that grounds people in familiarity while opening space for connection. One that supports well-being, culture, learning, and connection in daily rhythms. At VJ, we see the clubhouse of the future

as the familiar heart of a neighbourhood - a space that feels as though the homes grew around it, not after it.

Affordances: the subtle language of space

In environmental psychology, we often turn to James Gibson's theory of affordances; the idea that environments offer cues and possibilities for action. A step invites sitting, a ledge invites leaning, a window invites looking. Good design builds on these subtle invitations to shape behaviour and experience. In housing, such social affordances can encourage people to meet, pause, or share space, not through instruction, but through the quiet language of form and atmosphere. A well-designed clubhouse, then, is more than an amenity; it is an environment that affords belonging.

Designing for multiple rhythms

The clubhouse of tomorrow could be imagined as modular, adaptable, and alive to daily change. One large, acoustically sealed hall no longer fits how people live. Instead, flexible partitions, layered seating, and lightweight furniture

can enable simultaneous activities - a yoga class in one corner, a reading circle in another, children's art on the terrace. Flexibility also means designing social affordances into the physical form, such as alcoves that invite quiet reading, steps that double as gathering edges, and verandahs that host unplanned conversations. When architecture anticipates multiplicity, the clubhouse becomes less a static structure and more a stage for evolving community life. It offers both a change of pace and a change of space - a place where you might bring your family for dinner, or sit with a neighbour instead of sitting at home.

Extending reach and relevance

Technology, when used thoughtfully, can extend the clubhouse beyond its walls. Integrated AV setups can bring residents together for film nights, talks, or hybrid meetings that include those working from home. Society apps or digital noticeboards host schedules, polls, and forums for residents to co-create activities. These are not merely functional tools but digital-social affordances - ways for

residents to encounter one another, share updates, and stay connected across rhythms of life. The goal is to enable ease, inclusion, and connection - helping residents see this as their space, every day, in both the physical and digital sense.

Designing through relationships

Where the clubhouse sits within the master plan matters as much as what's inside it, because it shapes how people meet. A clubhouse that opens onto green courts, play zones, or shaded pedestrian walkways naturally invites flow. Parents watching children play can drop into events, and elders strolling through the garden can pause for tea. These in-between moments, the casual crossings, are what turn a structure into a living social hub. Such spatial relationships act as social affordances - edges, paths, and sightlines that encourage encounters rather than isolation. The best clubhouses are porous: they blur the line between designed use and spontaneous occupation, letting the life of the community spill in and out freely.

Lowering thresholds for participation

The success of a clubhouse is rarely about its size, it's about how it feels to enter. Spaces that seem overly formal or exclusive deter casual use. Soft edges, warm lighting, visible activity, open sightlines, and familiar materials can make a person feel welcome without invitation. These are the psychological affordances of space - subtle cues that say you belong here. When residents perceive the clubhouse as an extension of their home, rather than a booked facility, it becomes a quiet yet powerful anchor of belonging.

A familiar heart for housing societies

The challenge is not in

building new clubhouses, but in reimagining the traditional ones. At VJ, we see this shift as essential to designing housing that sustains not just individuals, but families and friends. The clubhouse of tomorrow will not be an addition to life; it will be its gentle pulse, a space that holds the soul of a housing society. When designed as an anchor rather than an afterthought, it offers both continuity and change: a familiar heart around which daily life unfolds.

Because belonging is built not only in moments of celebration, but in the quiet familiarity of shared routines - where neighbours meet, families gather, and the spirit of home extends beyond its walls.



Design Forward

Explores how architectural and landscape design shapes our built environments.



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

City emerges as India's third-largest software export hub while driving massive commercial real estate growth and GCC expansion.

Pune's transformation into India's most balanced growth engine is nothing short of extraordinary. According to the comprehensive JLL-NAREDCO report "Pune through the real estate lens: Calibrating for growth," the city has emerged as a formidable force in India's technology landscape, with IT exports more than doubling from ₹50,000 crore to ₹1.05 lakh crore over five years.

This phenomenal growth has positioned Pune as the country's third-largest software export hub, trailing only Bengaluru and Hyderabad, while simultaneously driving the city's GDP growth to an impressive 8.3%. The IT sector now contributes 23% to Pune's GDP, creating a robust foundation for sustained economic expansion and making it one of India's most resilient metropolitan economies.

The success has translated directly into massive commercial real estate opportunities. Pune now captures 13% of India's 'Grade A' office stock supply pipeline, with a projected 223 million square feet expected to be unlocked by the end of 2028. Currently, the city operates 89.2 million square feet of Grade A office stock, establishing itself as a commercial real estate hotspot with tremendous growth potential.

What makes Pune particularly attractive is its cost advantage. Grade A office spaces command rents averaging ₹82.3 per square foot per month - a compelling 14% discount to the national average. This competitive pricing, combined with lower traffic congestion and superior connectivity through expanding road networks and metro lines, creates an irresistible value

Pune has achieved a remarkable milestone, doubling its IT exports to ₹1.05 lakh crore in just five years, cementing its position as India's third-largest software export hub and creating unprecedented opportunities.

proposition for enterprises optimizing their real estate portfolios.

The city's strength lies in its diversified economic foundation. Unlike other tech-heavy markets that depend primarily on one sector, Pune hosts over 360 operational Global Capability Centres spread across banking (30%), manufacturing (26%), and technology (21%) sectors. This diversification has made the city resilient to sector-specific downturns while creating

sustained demand across critical research, development, and innovation functions.

Manufacturing continues to flourish across MIDC industrial clusters, reinforcing Pune's position as a balanced growth market where technology and traditional industries complement each other. This dual-engine approach has driven population growth of 33.3% over the past decade - three times higher than the national average, reflecting the city's strong job creation capabilities and attractiveness to skilled professionals.

Infrastructure expansion is further enhancing Pune's appeal as comprehensive road networks and metro connectivity seamlessly link residential, commercial, and industrial zones. These connectivity improvements are making the urban experience more efficient, essential for sustaining workforce growth and meeting increasing real estate demand from both commercial and residential segments.

The anticipated addition of 0.4 million new employees over the next five years is creating ripple effects across all real estate sectors. Residential demand is surging as tech professionals and GCC employees seek quality housing options, while commercial leasing maintains momentum driven by continued corporate expansion and new company establishments.



The Unstoppable Force: A Decade of Transforming Real Estate Through Values and Vision

A Team proving that authentic values and people-first thinking create extraordinary results

Sometimes the most profound journeys begin with the most unexpected entries. For VJ’s senior leader, **Mr. Nilesh Gore, VP Sales** where he started as an **“accidental entry”** into the organization has evolved into a decade-long promise to how perfectly aligned values can create extraordinary results. *“The values I was born with and what VJ cherishes are similar,”* he reflects, explaining why he has spent the longest tenure of his career over 10 years - at VJ, and why it has never felt like traditional work.

This alignment runs deeper than professional satisfaction. In an industry where sales is often perceived as aggressive hustling and relentless pushing, VJ has pioneered a revolutionary approach that transforms salespeople into facilitators, counselors, and trusted advisors. *“We try to train them into being facilitators of the transaction rather than pushing an apartment down someone’s throat,”* he explains, capturing the essence of VJ’s customer-centric philosophy. The numbers tell an extraordinary story of transformation. When he began at the SUS location, the team was selling 5, 10, maybe 15 units per month. Today, that same operation moves 250 units monthly



NILESH GORE
Vice President, Sales

- a staggering 1,500% increase that reflects not just market growth, but a fundamental shift in how real estate sales can operate when built on trust, transparency, and genuine customer care. This is about redefining what real estate excellence means. The leader emphasizes that at VJ, the sales process recognizes two critical responsibilities: respecting that customers are investing their life savings, often their total accumulated wealth, and honouring their aspirations for homeownership.

“We are taking care of his aspirations, and the journey doesn’t stop when we finish the sale,” he notes, highlighting how VJ’s commitment extends far beyond transaction completion. The proof lies in VJ’s referral - a powerful certification that what the company delivers aligns with what it promises. *“You don’t find dissatisfied VJ Parivaar. There could be one or two, but out of those so many units that we have sold, very few stay dissatisfied over a long period of time.”* This track record stems from VJ’s post-sales responsiveness, ongoing customer care, and unwavering commitment to maintaining relationships long after keys are handed over. Perhaps most revolutionary is VJ’s transparent, fixed-price policy - an approach that initially seemed impossible in real estate. *“When we started and insisted that we have a very transparent policy, we had a fixed price policy. At first it was like people thought that this is not possible, how can there be a fixed price in real estate.”* Today, this transparency has become VJ’s competitive advantage, empowering customers with complete pricing knowledge and eliminating the fear that others received better deals through superior negotiating skills.

The leader’s team reflects this commitment to excellence through extraordinary retention rates. *“I have spent almost 10 and a half years now and the people who have spent similar time with me... there are people who have spent 6-7 years which generally doesn’t happen in sales.”* This stability creates deep institutional knowledge, stronger customer relationships, and consistent service quality that compounds over time. When tested during a significant escalation where agitated customers assembled at VJ’s offices, this leader’s response revealed the depth of his confidence in the organization’s integrity. *“Nowhere, not even for a second did I have a doubt that we could not have done this. We will not be wrong anyway. With that confidence I met almost 30-40 of those customers... I was confident that VJ had not done anything wrong.”* This unwavering faith in VJ’s ethical standards enabled him to defend the company’s position with complete conviction. His leadership philosophy extends beyond defending VJ to actively protecting customers from potentially poor decisions. *“It has been often that customers come to me and I tell them that this may not be the unit that you should buy. Probably you should look*

at other projects... if it is not possible then it is not possible.” This rare honesty in sales demonstrates how genuine customer care can coexist with business success. Looking forward, despite market challenges, he remains confident in VJ. *“There will be consolidation and all customers will move towards brands which have delivered, which are known, which have huge credibility in the market.”* VJ’s position as a leading brand stems not from marketing proclamations, but from consistent delivery on time every time. This is the story of how one leader’s accidental entry became a transformational journey: not just for himself, but for an entire organization and industry. Through unwavering commitment to customer aspirations, transparent business practices, and team development that prioritizes longevity over turnover, he has helped build something rare in real estate: a sales organization that customers trust, team members cherish, and competitors respect. The result on how authentic leadership, aligned values, and people-first thinking can create **unstoppable** momentum that benefits everyone involved in the real estate journey.

Behind every successful project and satisfied customer at VJ stands a team of exceptional leaders whose diverse backgrounds, unwavering commitment, and deep expertise have transformed them into the driving force behind Pune’s most trusted real estate brand.



RAJ KEWLANI
ASSISTANT
VICE PRESIDENT

Raj Kewlani’s decade-long journey with VJ stands as a testament to what’s possible when talent meets opportunity within an organization that truly values its people. Starting as a Sales Manager ten years ago, Raj’s consistent hard work, deep understanding of customer needs, and unwavering belief in VJ’s vision propelled him to his current position as Assistant Vice President - a remarkable trajectory that reflects both individual excellence and organizational support for growth. Raj’s commitment to excellence, customer satisfaction, and teamwork has helped these developments achieve remarkable milestones. His description of himself as “a lifelong student of sales and real estate” captures the growth mindset that has fueled his success and continues to drive his pursuit of new trends, technologies, and market insights. Raj’s personal philosophy extends beyond professional achievement to encompass work-life balance and family values. His dedication to fitness through his home gym, continuous learning through podcasts, and quality time with loved ones demonstrates the well-rounded approach that makes him not just a successful leader but a role model for aspiring real estate professionals.



SHREYAS KULKARNI
ASSISTANT
VICE PRESIDENT

Shreyas Kulkarni represents the perfect blend of local expertise and long-term organizational commitment. Originally from Pune’s Kothrud area and with VJ for 8.5 years, Shreyas has grown into his current role as AVP through deep understanding of Pune’s residential market dynamics and unwavering dedication to VJ’s core philosophy of trust and transparency. His passion for building strong sales teams and creating customer-centric experiences directly supports VJ’s continued market leadership. Shreyas focuses on driving sales performance while ensuring customer delight through every interaction. His commitment to continuous learning, relationship-building, and exploring innovative ways to enhance project visibility and customer engagement makes him an invaluable asset to VJ’s residential success.



SACHIN PAWAR
GENERAL MANAGER

Sachin Pawar embodies the essence of authentic leadership through his journey from Sangli, Maharashtra, to becoming General Manager - Sales at VJ. With over 12 years of comprehensive sales experience, including 8 dedicated years in real estate, Sachin has cultivated a leadership philosophy rooted in people-first principles and calm confidence that resonates throughout his team of 15+ professionals. What distinguishes Sachin is his unwavering belief that true success emerges from teamwork, trust, and continuous learning. His four-year journey with VJ has been marked by steady growth and self-belief, transforming him into a leader who inspires excellence while maintaining the grounded approach that defines exceptional real estate professionals. His balanced leadership style seamlessly blends empathy with discipline, strategic thinking with genuine care for individual development. Sachin’s approach extends beyond achieving targets to nurturing a culture of growth and positivity within his team.



VRUSHALI CHAUDHARI
DEPUTY GENERAL
MANAGER

With over 12.5 years of rich professional experience, including 9 dedicated to the real estate sector, Vrushali Chaudhari brings a profound depth of expertise to her role as Deputy General Manager of Sales at VJ. Her career began in the telecom industry, where she honed her client-facing skills before discovering her true passion in real estate. For the past 7 years, she has been an integral part of the VJ Parivaar. Vrushali’s professional philosophy is built on the fundamental belief that trust and transparency are the cornerstones of not just successful sales, but of building lasting relationships that extend far beyond any single transaction. Her commitment to VJ is both professional and deeply personal. As a proud VJ homeowner herself, she possesses an authentic, firsthand understanding of the client journey, which allows her to guide others with genuine empathy and insight. What sets Vrushali apart is her dual focus on leadership excellence and client satisfaction. Her drive for professional growth is balanced by personal pursuits that fuel her energy and creativity. A passion for exploring new places broadens her perspective and enhances her ability to understand diverse client needs, while the steadfast support of loved ones provides the grounding that enables her to maintain excellence under pressure.



LOKESH GUPTA
DEPUTY GENERAL
MANAGER

Lokesh Gupta exemplifies the perfect fusion of experience and innovation in luxury residential real estate. Originally from Rajasthan and now proudly calling Pune home, Lokesh brings over 12.5 years of exclusive real estate expertise. His journey from Rajasthan to becoming a luxury residential specialist in one of Pune’s most promising destinations reflects both personal growth and professional excellence. What sets Lokesh apart is his holistic approach to leadership. Known for being committed, persistent, focused, hardworking, and calm, he embodies the qualities that make exceptional real estate professionals. His passion for personal growth through discipline and observation, combined with his belief in maintaining peace of mind and composure under pressure, creates the foundation for building genuine, long-term relationships with clients and team members alike.



NAVNEET RANA
DEPUTY GENERAL
MANAGER

Navneet Rana brings a unique perspective shaped by his defense background and comprehensive educational foundation. Originally from Himachal Pradesh but raised in Pune, Navneet’s journey through Army School education, Bachelor’s degree in Computer Applications, and MBA in Marketing from Pune University created a diverse skill set that serves him exceptionally well in real estate leadership. With over 12 years of professional experience, including 7 years specifically focused on sales, Navneet has developed expertise in problem-solving and driving sales growth that directly benefits VJ’s continued expansion. His passion for strategizing ways to meet customer needs, overcoming challenges, and motivating teams reflects the leadership qualities. Navneet’s commitment to work-life balance through traveling and family time demonstrates the personal values that complement his professional dedication. His understanding that exploring new places broadens perspective while family time provides grounding creates the balanced approach that enhances his effectiveness as a leader and team motivator.

Yashwin Orizzonte A Wing Powers ahead saving ₹70-₹80 thousands per month

When the community came together for the 50KW solar initiative, it slashed electricity costs while lighting the path for sustainable living across Pune

The story began with a familiar challenge that resonates with housing societies everywhere: ever-increasing electricity bills that were steadily eating into household budgets. But instead of accepting this as an inevitable burden, the residents of Yashwin Orizzonte A Wing in Kharadi decided to take control of their energy destiny through sustainable solutions.

The transformation started on June 20, 2025, when the ambitious project officially kicked off after extensive discussions that aligned all A Wing residents around a common vision. What followed was a masterclass in community collaboration, technical excellence, and environmental responsibility that would culminate in one of Pune’s most successful residential solar installations.

The meticulous planning process began with a comprehensive structural audit conducted alongside VJ engineers to ensure full compliance with safety and technical standards. Blueprint approvals followed, setting the foundation for what would become a seamlessly executed end-to-end project that combined technical expertise with community spirit.

Within just three months, the impressive 50KW solar installation was completed - a remarkable achievement that showcased both the residents’ commitment and the efficiency of proper project management. The innovative funding model combined 10KW provided by VJ with an additional 40KW funded and implemented by the A Wing residents themselves,



When electricity bills started spiraling out of control, Yashwin Orizzonte A Wing residents revolutionized their entire energy approach, creating a model that other housing societies across Pune are now eager to replicate.

demonstrating how developer-resident collaboration can achieve extraordinary results.

The financial impact has been nothing short of revolutionary. The society now anticipates an **85-90% reduction in electricity bills** - a massive saving that will benefit every household while contributing to environmental sustainability.

With a total project cost of approximately ₹22 lakhs and a government subsidy of ₹7.20 lakhs already received, the return on investment timeline makes this initiative a financial success story as much as an environmental one.

The project’s credibility received significant validation when the inauguration ceremony was

graced by **Hon. MLA Mr. Bapusaheb Pathare** and **Mr. Aditya Javdekar**. Their presence brought recognition and encouragement to this green initiative, while their support for sustainable community development was deeply appreciated by all residents and highlighted the broader policy implications of such grassroots environmental action.

The leadership behind this success story deserves special recognition. Project leaders **Mr. Pratik Kurjekar** (Chairman), **Mr. Rohan Birla** (Treasurer), and **Mr. Vivek Srivastava** (Committee Member) spearheaded the initiative with unwavering dedication. The comprehensive support from committee members **Mr. Sandeep Kharat**, **Mr. Mandeep Negi**, **Mr. Tushar Mohite**, **Mr. Mayank Shrivastava**, **Mr. Darshan Mandhane**, **Mrs. Richa Jain**, **Mrs. Pallavi Gupta**, and **Mr. Karan Singh** ensured that every aspect of the project received proper attention and community backing.

“This initiative is about taking responsibility for our planet,” reflects the community’s broader philosophy. The project represents a fundamental shift from passive consumption to active environmental stewardship, proving that individual societies can make meaningful contributions to climate action while achieving significant economic benefits.

Yashwin Orizzonte A Wing now sets an inspiring example for other housing societies across Pune and Maharashtra, demonstrating



that sustainable energy solutions are both feasible and financially advantageous when communities unite around shared goals.

The residents have committed to continuous optimization and exploring additional green initiatives, showing that this solar project was just the beginning of their sustainability journey rather than its conclusion.

This achievement represents the perfect convergence of environmental consciousness, community collaboration, technical excellence, and financial wisdom. By combining VJ’s support with resident initiative, government incentives with private funding, and environmental goals with economic benefits, Yashwin Orizzonte A Wing has created a replicable model for sustainable community development.

The society’s motto - “Proud to be part of the solution, not the pollution!” - captures the transformational mindset that made this project possible. As other housing societies face similar electricity cost challenges, Yashwin Orizzonte A Wing has proven that communities have the power

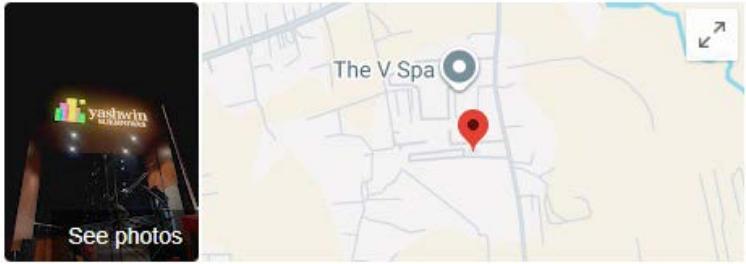
to create their own sustainable, cost-effective solutions.

With the project now operational and delivering on its promises of massive cost savings and environmental benefits, this success story stands as testament to what’s possible when vision meets action, and when communities decide to power their own future rather than simply paying for it.



VJ Parivaar Stays Together in Harmony





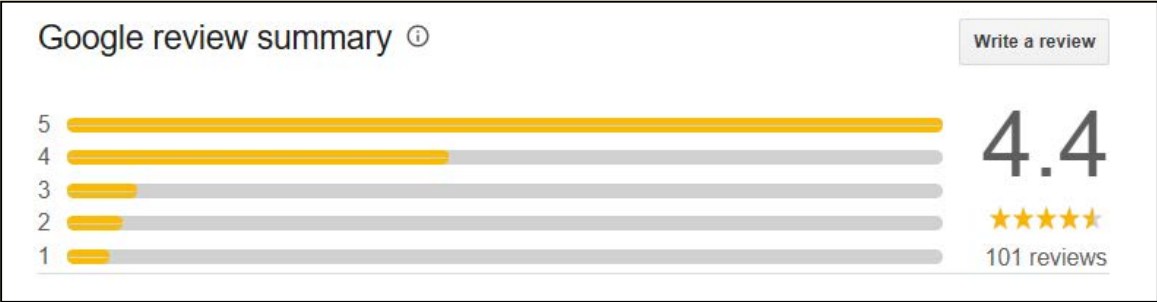
See photos

Yashwin Sukhniwas Maan

4.4 ★★★★★ 101 Google reviews

Here’s what one of our happy customers at Yashwin Sukhniwas, has to say:
“Living here is truly peaceful, with serene views of farms, sunrise and sunset on one side, and a beautiful cityscape on the other. The society has 4 wings, ample open space for walks, cycling, and games, along with a children’s play area and a clubhouse. Spacious apartments with quality construction, 24/7 security at the gate and wings, and solar-powered hot water make life comfortable and secure. Overall, it’s a calm and well-maintained community that ensures both peace of mind and convenience.”

- Proud homeowner at Yashwin Sukhniwas by VJ.





shubham surve

Local Guide · 51 reviews · 534 photos

★★★★★

I am currently staying in this wonderful residential society, and I must say it's a very peaceful and quiet place. There is minimal noise, which makes it an ideal place for relaxation. The view from my apartment is amazing - on one side, you can enjoy a beautiful farm view, with both sunrise and sunset visible from the south-facing balcony. On the other side, you get a lovely city view.

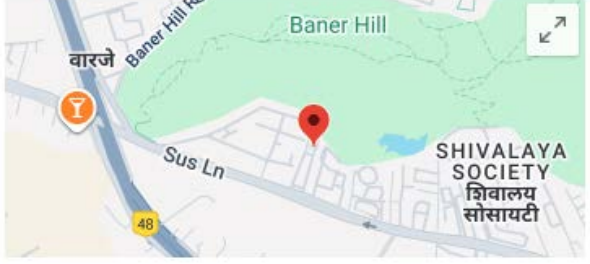
The society consists of 4 wings and has a spacious compound, perfect for walks, cycling, or playing games. There is also a dedicated children's playground and an attached clubhouse with gym amenities.

Security is excellent, with 24/7 guards at the main gate as well as at each individual wing. Additionally, the society offers solar-powered hot water 24/7. The apartments are spacious with great construction quality.

Overall, I highly recommend this peaceful society for anyone looking for a calm and secure place to live.

YOUR OPINION MATTERS!
CLICK HERE
TO REVIEW





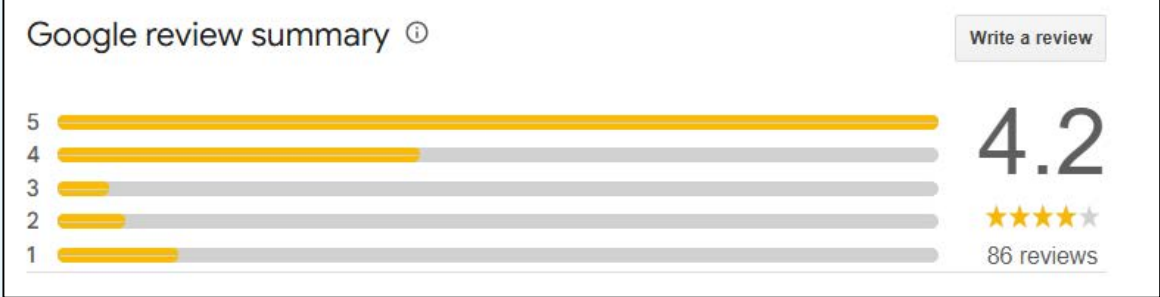
See photos

VJ Indilife Pashan

4.2 ★★★★★ 86 Google reviews

Here’s what one of our happy customers at VJ Indilife, Pashan has to say:
“VJ Indilife is a thoughtfully designed studio apartment project that beautifully combines modern living with the serene charm of Pashan Hill. The lush greenery around creates a peaceful retreat, while its strategic location ensures easy access to marketplaces, daily essentials, and public transport. The project offers smartly planned studio apartments that are compact yet spacious, with stylish interiors and clever use of light and space. With modern amenities like a fitness center and conference rooms, these studios are perfect for singles, young professionals, or even as flexible office spaces. Overall, VJ Indilife strikes the perfect balance between convenience, comfort, and nature making it a highly recommended choice in West Pune.”

- Proud homeowner at VJ Indilife by VJ





Abhijit Makone

4 reviews · 15 photos

★★★★★

I recently had the opportunity to explore VJ Indilife, a studio apartment project in Pashan, Pune, and I must say, it left a lasting impression. Nestled amidst the serene surroundings of Pashan Hill, this project offers a perfect blend of nature and modern living.

The location is undoubtedly one of the standout features. Being surrounded by the lush greenery of Pashan Hill provides a peaceful and refreshing environment, making it a perfect retreat from the hustle and bustle of the city. Yet, the project does not compromise on convenience. It is strategically located with easy access to all essential facilities. The marketplace is just a stone's throw away, ensuring that daily needs are met without any hassle. Public transport is also highly accessible, with a bus stop nearby that connects you to various parts of Pune.

The project itself is equipped with all the modern amenities one could ask for. From a well-equipped fitness center to conference rooms for business meetings, every aspect has been thoughtfully designed to cater to the needs of contemporary living. The studio apartments are compact yet spacious, with smart design elements that maximize space and light. The interiors are stylishly done. These studios can be used as office spaces as well.

Overall, VJ Indilife is an excellent choice for those looking for a harmonious blend of nature and modern living. With its superb location, thoughtful amenities, and the serene backdrop of Pashan Hill, it offers an ideal living space for singles, young professionals, or it can be even use for business purpose. Highly recommended!

YOUR OPINION MATTERS!
CLICK HERE
TO REVIEW

VJ’s Transparent Site Visits Build Trust and Address Homeowner Expectations

Comprehensive pre-possession site visits across YNC and Yashwin Enchanté reveal strong customer satisfaction.

Recent pre-possession site visits, where over 1,600 homeowners and family members across multiple projects experienced firsthand the quality and progress of their future homes.

Between late September and early October 2025, VJ conducted comprehensive pre-possession site visits across two major projects - YNC A Wing and Yashwin Enchanté Phase 1 - demonstrating the company’s unwavering commitment to keeping homeowners informed and engaged throughout their journey to possession.

The impressive turnout across all sites reflected the strong trust and anticipation within the VJ community. YNC A Wing welcomed 580 total visitors on September 27th. The overwhelming response demonstrated homeowners’ eagerness to witness their investment taking shape.

Yashwin Enchanté Phase 1 hosted even larger gatherings across three buildings on October 4th and 5th. Building

A1A2 saw exceptional participation with 619 total visitors, while Buildings B1B2 and F1F2 combined welcomed over 1,000 total visitors. These numbers reflect the scale and success of VJ’s community-building approach.

Outstanding Customer Experience Highlights

The site visits consistently delivered positive experiences that reinforced VJ’s reputation for quality and service. Homeowners expressed genuine excitement and happiness with construction quality, particularly praising well-designed common spaces, impressive lobbies, and thoughtfully planned open areas. The GT Homes concept received strong appreciation, showcasing VJ’s innovative approach to residential design.

VJ’s professional service approach shone throughout these visits. The seamless check-in processes, effective team coordination, and responsive staff created smooth, well-organized experiences that left lasting positive impressions. Many homeowners were successfully onboarded to VJ’s Customer Portal with complete guidance

on features and login assistance, enhancing their ongoing connection with the company.

The hospitality elements - quality refreshments and snack arrangements - received consistent positive feedback, demonstrating VJ’s attention to creating memorable experiences beyond just property inspection. These touches reinforced the company’s commitment to treating homeowners as valued family members rather than mere customers.

Valuable Feedback Drives Continuous Improvement

While overall satisfaction was high, the site visits revealed important areas for attention that demonstrate VJ’s commitment to addressing every homeowner concern. Common themes emerged across projects, providing clear direction for final preparations before possession.

Infrastructure and connectivity questions frequently arose, with homeowners seeking information about MNGL pipeline availability, corporation water supply, and access road completion schedules. The desire for clarity on daily needs shops

availability post-possession showed homeowners’ practical approach to evaluating their new neighbourhood ecosystem.

The overwhelmingly positive response, combined with constructive feedback that drives continuous improvement, demonstrates how transparency and genuine customer care create win-win scenarios. Homeowners feel heard, valued, and confident in their investment decisions, while VJ gains valuable insights that enhance final delivery quality.

As these projects approach possession, the success of these site visits reinforces VJ’s position as a developer that prioritizes customer satisfaction, maintains transparent communication, and consistently delivers on promises made. The strong attendance and positive feedback validate VJ’s approach of treating homeowners as partners in creating exceptional residential communities.



YashONE Infinitee Unveils Cutting-Edge Building Systems

Comprehensive demonstrations showcase staircase pressurization technology and solar power solutions that enhance resident safety and environmental responsibility.



The comprehensive demonstration session provided society members with detailed insights into how these sophisticated systems enhance both safety and sustainability within their residential community. The presentation highlighted VJ’s proactive approach to implementing cutting-edge technology that directly benefits residents’ daily lives while ensuring long-term environmental responsibility.



This pressurization technology represents a critical safety advancement, particularly valuable in high-rise residential buildings where stairwells serve as primary evacuation routes. The system automatically activates during fire emergencies, using specialized fans to maintain optimal pressure differentials that keep escape routes clear and breathable, significantly reducing risks associated with smoke inhalation during evacuations.

The PV Solar System demonstration showcased YashONE Infinitee’s commitment to environmental sustainability and economic efficiency. Society members discovered how this renewable energy solution contributes substantially to energy efficiency, environmental responsibility, and meaningful power cost savings for the community. The system harnesses solar energy to reduce dependence on conventional power sources, translating into lower electricity bills while supporting broader environmental conservation goals.

The solar installation demonstrates how modern residential communities can embrace clean energy technology without compromising comfort or convenience, creating a sustainable living environment that benefits both residents and the broader ecosystem.

Following the comprehensive demonstrations, complete system documentation for both installations was formally handed over to respective building Society members for thorough review. This documentation includes technical specifications, operational guidelines, maintenance protocols, and warranty information essential for proper system management and long-term performance optimization.

The Society members will provide their signatures on the official handover letter upon completion of their detailed review process, ensuring proper documentation and formal acceptance of these valuable building enhancements that elevate YashONE Infinitee’s safety standards and sustainability profile.

Safety First: Comprehensive Fire Training at Yashwin Orizzonte



Safety is a commitment that goes to every resident who will call our projects home. The comprehensive fire safety training session at Yashwin Orizzonte on Saturday, 4 October 2025, demonstrated this dedication through extensive hands-on training that covered every critical aspect of the building’s fire protection systems.

The training began with an in-depth exploration of the main fire pump room setup and operation, where team members learned the intricate workings of the heart of the building’s fire protection system. Understanding pump operations, water pressure management, and emergency protocols ensures that the fire team can respond effectively during critical situations while maintaining optimal system performance.

Fire extinguisher usage and demonstration formed a crucial component of the training, providing practical experience with different types of extinguishers and their appropriate applications. The hands-on approach ensured that each team member gained confidence in selecting the right

extinguisher type for various fire scenarios, from electrical fires to combustible materials. The session extensively covered hydrant points location and accessibility, ensuring that every team member knows the exact location of each hydrant throughout the building and can access them quickly during emergencies. This knowledge is vital for effective fire response, as accessibility can make the difference between contained incidents and major emergencies.

Sprinkler system overview provided comprehensive understanding of the automated fire suppression network that protects residents 24/7. Team members learned about system activation, coverage areas, water flow patterns, and maintenance requirements that keep this critical safety feature functioning optimally.

Practical training on floor hydrant, hose reel drum, and nozzle operation equipped the team with hands-on skills for manual fire suppression efforts. Understanding proper hose deployment, water pressure control, and nozzle techniques ensures effective fire-fighting

capabilities when automated systems need support.

The fire alarm system segment covered detection methods, alert protocols, and system monitoring procedures that provide early warning to residents and emergency responders. This training ensures seamless coordination between detection and response activities.

Finally, refuge area protocols were thoroughly explained, covering safe zones, evacuation procedures, and emergency communication systems that protect residents during fire incidents.

This comprehensive training ensures that Yashwin Orizzonte residents will enjoy not just beautiful homes, but homes protected by a thoroughly trained, well-equipped fire safety team committed to their protection.



Yashwin Orizzonte witnessed a crucial step toward ensuring resident safety as comprehensive fire mechanical system and fire alarm system training was successfully conducted.

Bharati Mishra’s Death Sparks Mass Uprising as Hinjawadi Residents Demand End to Infrastructure Negligence

Over 200 residents unite in peaceful demonstration demanding PMRDA accountability after mixer truck claims another life!

The peaceful protest outside Streets of Europe Mall on October 11, 2025, was years of frustration exploding into collective action after 34-year-old Bharati Mishra lost her life to a mixer truck in Pandav Nagar on October 10th.

The Catalyst That Broke Community Silence
Bharati’s death represents systemic failure claiming multiple lives in recent months. The circumstances mirror a disturbing pattern: mixer trucks operating during restricted hours, poor road conditions compromising safety, and inadequate enforcement of regulations existing only on paper. The accident occurred during peak hours when heavy vehicles are supposedly banned, highlighting the gap between policy and implementation that residents have protested for months. For families in Hinjawadi, Maan, and Marunji, Bharati’s death wasn’t isolated but a predictable outcome of sustained negligence.

Voices of Anguish Demanding Answers
Over 200 residents - families, senior citizens, children - gathered with placards and candles, demanding accountability from authorities entrusted with their safety. Their questions reveal institutional failure depths that have transformed India’s

premier IT destination into a danger zone. Sachin Londhe, representing the ‘Unclog Hinjawadi IT Park’ campaign, articulated community demands: “We gathered to demand accountability from PMRDA, MIDC, and the Maharashtra government. Bharati Mishra’s tragic death reflects years of negligence and apathy. Our demand is simple - safe, motorable roads and stricter enforcement.”

In Pune’s premier IT corridor, where glass towers symbolize progress, a harsh reality exists at ground level - pothole-ridden roads, unregulated heavy vehicles, and a mounting death toll that has finally pushed residents beyond their breaking point.

Critical questions emerged:

- Why do heavy vehicles continue operating during peak hours despite official bans?
- How can authorities justify deteriorating road conditions in a major IT hub?
- What concrete actions will follow beyond symbolic political visits?

A Mother’s Grief Becomes Community Activism
The most poignant voice belonged to Vaishali Borate, whose 11-year-old daughter Pratyusha was killed in a similar mixer truck accident in August 2025. Her presence transformed the demonstration from general protest into deeply personal appeal for justice. “Despite the ban, heavy vehicles continue to ply during peak hours. When we approach the police, they dismiss us. We want justice, not excuses,” Vaishali said, her words carrying a mother’s loss and determination. Her allegations of police corruption struck at enforcement failures enabling these tragedies. “Hinjawadi Police told us, ‘Go away, come back again.’ Despite ban timings, why do heavy vehicles still run?” She voiced frustration of families abandoned by systems meant to protect them. Vaishali’s presence represented grief transforming into community activism, showing how individual tragedy becomes a collective action catalyst when institutions fail.

The Response Vacuum and Systemic Breakdown
Despite multiple visits by Maharashtra Deputy CM Ajit Pawar and Baramati MP Supriya Sule, residents report no tangible improvements. This disconnect between high-



level attention and ground-level implementation reflects broader governance challenges extending beyond individual officials to systemic issues. PMRDA and civic bodies face direct criticism for ignoring repeated complaints about road conditions and traffic chaos. Residents question how authorities prioritize development projects while neglecting basic safety infrastructure preventing preventable deaths.

IT Hub or Safety Hazard: The Fundamental Contradiction
Hinjawadi’s economic prosperity exposes supporting infrastructure inadequacy. The area hosts thousands of IT professionals contributing significantly to Pune’s economy, yet they navigate daily hazards that shouldn’t exist in planned development zones. This reveals a fundamental contradiction: how can Hinjawadi position itself as a world-class IT destination while

residents face Third World infrastructure challenges? This resonates beyond local politics to India’s broader development model, where economic growth outpaces infrastructure development and safety considerations.

Building Momentum Beyond Protest
The October 11th demonstration began sustained community action. Organizers announced follow-up protests at Megapolis Circle, with larger demonstrations planned after Diwali if authorities fail to address concerns. The #UnclogHinjawadiITPark campaign evolved from an online petition into a comprehensive movement combining digital activism with street demonstrations. Multi-generational participation demonstrates how infrastructure failures affect entire communities.

When Citizens Reclaim Their Voice
The Hinjawadi protests represent more than local activism - they embody citizen empowerment facing institutional failure. Bharati Mishra’s death sparked community-wide action, demonstrating how individual tragedies catalyze collective awakening when people decide unacceptable conditions must change. Their persistence shows that when institutions fail citizens, citizens must reclaim power through organized action. The protests continue, questions remain unanswered, and pressure builds because regarding basic safety and dignity, compromise isn’t an option.

The message is clear: communities won’t accept preventable deaths as progress’s price, and silence facing systemic failure is no longer acceptable.

VJ’s Comprehensive Strategy for Managing Stray Dog Challenges in Residential Societies

Proactive measures and community collaboration can transform society premises into safe havens while addressing humanitarian concerns responsibly.

The incident that occurred at 9:15 PM near Yashwin Supernova’s main gate serves as a stark reminder that the stray dog menace in residential areas like Tathawade and Wakad junction has reached critical levels requiring immediate, systematic intervention. When a resident simply crossing the road to enter society premises faces an unprovoked attack by three aggressive strays, resulting in painful injuries to wrist and back, it becomes clear that reactive measures are insufficient - proactive, comprehensive solutions are essential.

Understanding the Escalating Challenge
In areas like Tathawade and Wakad, rapid urbanization has disrupted traditional habitat patterns while inadequate waste management and unregulated feeding practices have created conditions that encourage stray populations to establish territories near residential complexes. The unprovoked nature of the recent attack - where the victim neither ran, shouted, nor attempted to shoo the dogs away - highlights how territorial behavior and pack mentality can create dangerous situations for residents, particularly during evening hours when visibility is reduced and fewer people are present to intervene.

VJ’s Multi-Layered Safety Protocol Framework

A Immediate Security Enhancement Measures
Security personnel should receive specialized training to recognize aggressive behavior

patterns and respond effectively during incidents. This includes maintaining emergency contact numbers for local animal control services, veterinary clinics, and municipal authorities. Security teams should conduct regular perimeter surveys during evening hours when stray activity typically increases, maintaining vigilance near garbage collection areas, parking zones, and entrance gates where territorial disputes commonly occur.

B Controlled Access and Perimeter Management
Society management should implement strict protocols preventing stray animals from entering residential premises while ensuring that any animals already inside are managed through proper channels rather than forceful removal, which can increase aggressive behavior. Main gates should be monitored continuously, with security personnel trained to redirect stray animals away from entrance areas using humane deterrent methods.

C Community Education and Awareness Programs
Educational sessions should cover legal frameworks governing animal welfare, ensuring that safety measures comply with Animal Birth Control Rules 2001 and Prevention of Cruelty to Animals Act 1960, which provide specific guidelines for humane management of stray populations while protecting community safety.

D Systematic Long-term Solutions

1. Waste Management and Feeding Control
Residents who wish to support animal welfare should be encouraged to work with recognized animal welfare organizations rather than engaging in individual feeding practices that can create territorial behavior and increase local stray populations without addressing underlying health and safety concerns.

2. Collaborative Municipal Engagement
This includes requesting regular sterilization and vaccination programs, coordinating with Animal Birth Control initiatives, and ensuring that any intervention measures comply with legal requirements while prioritizing resident safety.

3. Professional Animal Behavior Assessment
Societies should engage qualified animal behavior specialists to assess local stray populations and recommend appropriate intervention strategies. This professional approach ensures that safety measures are both effective and humane, while providing legal protection for society management committees implementing necessary protective measures.

E Emergency Response and Medical Preparedness

1. Immediate Incident Response Protocol
VJ recommends that all societies establish clear emergency response protocols for animal-related incidents. This includes immediate medical attention

procedures, documentation requirements for insurance and legal purposes, and communication protocols for informing residents about safety concerns.

2. Medical Support Infrastructure
Societies should maintain updated emergency contact lists including nearby hospitals, veterinary clinics specializing in bite treatment, and animal control services. First aid kits should include specific supplies for treating animal-related injuries, and at least one security team member should receive certified first aid training.

F Legal Compliance and Liability Management

1. Understanding Legal Framework
Society management must understand that while residents have legitimate safety concerns, any intervention measures must comply with existing animal welfare laws. The Prevention of Cruelty to Animals Act 1960 and Animal Birth Control Rules 2001 provide clear guidelines for humane population management while protecting community safety interests. Society bylaws should incorporate clear policies addressing animal-related concerns while ensuring compliance with constitutional provisions under Article 51A(g), which establishes citizen responsibility for compassionate treatment of living creatures.

2. Documentation and Reporting Systems
All animal-related incidents should be properly documented, including photographic evidence, witness statements, and medical reports when injuries occur. This documentation serves multiple purposes: supporting insurance claims, providing evidence for municipal intervention requests, and protecting society management from potential legal challenges.

G Building Community Consensus for Effective Solutions

1. Resident Engagement and Communication
Society management should facilitate open discussions about balancing safety concerns with humanitarian responsibilities, ensuring that all residents understand both the challenges and the legal obligations involved in addressing stray animal populations.

Regular community meetings should address ongoing concerns, share updates about intervention measures, and provide platforms for residents to contribute constructive suggestions for improving safety while maintaining compliance with animal welfare regulations.



Solutions at Their Doorstep: Yashwin Supernova Residents Meet Hon. Rahul Kalate at His Office!

Yashwin SuperNova goes directly to leadership, every concern finds immediate action and results



Instead of waiting for solutions to trickle down, they took the proactive step of visiting Hon. Rahul Kalate, corporator, at his office. Armed with a clear agenda and the trust of their community, the delegation arrived ready to turn pressing concerns into concrete action plans.

The corporator’s office became a hub of problem-solving as each issue was discussed with the urgency it deserved. Hon. Rahul Kalate listened intently, took immediate action, and provided a clear timeline transforming what could have been a routine meeting into a masterclass in responsive governance.

1. Water Crisis: From Expensive Tankers to Affordable Taps

Residents’ Concern: “Our society’s dependence on costly water tankers is financially draining families. We urgently

Yashwin SuperNova residents took their concerns straight to the source Hon. Rahul Kalate’s corporator office. Community issues met decisive leadership, proving that when residents reach out, responsive governance delivers.

need additional PCMC water tap connections.”

Hon. Rahul Kalate’s Immediate Action: Without delay, he contacted PCMC Water Department officials directly from his office, instructing them to visit the society immediately to initiate the additional water connection process. He also asked to

check the existing water connection. The corporator’s personal intervention meant bureaucratic delays would no longer stand between residents and their water needs.

2. Gas Connection Deadlock: Breaking the Approval Bottleneck

Residents’ Concern: “Our MNGL gas connection is stalled because PCMC approval for road digging remains pending. How can we move this forward?”

Hon. Rahul Kalate’s Strategic Response: He collected all necessary society letters right there in his office and personally instructed his assistant to prioritize this matter during his upcoming PCMC office visits. His hands-on approach meant the gas connection would no longer be stuck in administrative limbo.

3. Safety Priority: Addressing the Stray Dog Challenge

Residents’ Concern: “Stray dogs in and around our society pose safety concerns for families, especially children and elderly residents.”

Hon. Rahul Kalate’s Commitment: He assured the delegation that PCMC would conduct systematic vaccination drives for stray dogs as mandated by court directives. Community safety became his immediate priority with a clear implementation timeline.

4. Community Comfort: Garden Seating Solution

Residents’ Request: “We need seating benches in our garden area to encourage community bonding and provide comfort for families.”

Hon. Rahul Kalate’s Instant Promise: His response was immediate and concrete, four benches would be delivered to the society the very next day. Sometimes the best leadership is about swift, practical solutions that make everyday life better.

5. Festival Fellowship: Ganpati Bappa Aarti Invitation

Society Committee’s Invitation: “Hon. Rahul Kalate, we would be honoured if you could join us for one day during our Ganpati Bappa Aarti celebrations.”

His Gracious Acceptance:

The corporator accepted the invitation warmly and confirmed his presence during the festivities. This gesture reinforced that great leaders celebrate community milestones together.

This office visit exemplified the Yashwin SuperNova residents approach to community engagement: when challenges arise, residents don’t wait, they act. When they reached out to Hon. Rahul Kalate’s office, they found a leader ready to listen, respond, and deliver concrete solutions with clear timelines.

The delegation returned to their society with immediate action items, personal phone calls made on their behalf, and a corporator who had proven that responsive governance is about rolling up sleeves and making things happen.

At VJ, this is how communities thrive: through direct

engagement, proactive leadership, and the understanding that when residents take initiative, results follow. Hon. Rahul Kalate’s office had become a solutions center where every concern found its champion.



One-Hour Initiative Transforms Community Well-being



VJ’s dedicated World Mental Health Day webinar with Heena Vaze delivers practical wellness tools to VJ Parivaar in a focused 60-minute session.

Recognizing that mental health support transcends organizational boundaries, VJ designed this inclusive one-hour webinar initiative to reach entire VJ Parivaar. This invitation extended throughout the VJ Parivaar community, including residential society members, business partners, channel associates, and their families, creating a truly comprehensive wellness outreach program.

The one-hour format proved ideal for the diverse VJ Parivaar audience, allowing busy professionals, homeowners, business partners, and family members to gain substantial wellness knowledge without overwhelming their varied schedules. VJ’s leadership understood that effective mental health support must be accessible to everyone in the VJ ecosystem, making this condensed yet comprehensive approach perfect for serving the entire community.

Heena Vaze, with over 5 years of specialized experience in Yoga & Lifestyle Expert, brought her expertise in holistic healing directly to VJ Parivaar through this focused initiative. Her reputation as a dedicated wellness enthusiast who believes in healthy and happy living made her the perfect partner for VJ’s inaugural community-wide mental health webinar program.

The initiative’s success was immediately evident through overwhelmingly positive feedback from participants across all segments of VJ Parivaar - employees appreciated the workplace stress management techniques, residents valued the home-based wellness strategies, and partners found the holistic

approach beneficial for their professional and personal lives. The interactive Q&A session within this one-hour framework revealed diverse wellness concerns across the entire VJ Parivaar community. Participants from different backgrounds raised thoughtful questions about incorporating healthy foods into daily diets, managing work-life balance, implementing instant breathing practices for stress relief, overcoming anxiety at home, measuring mental health progress, and improving digestive health.

Heena’s demonstration of 3-4 calming asanas was demonstrated to be universally applicable across the VJ Parivaar. These carefully selected yoga poses worked equally well for office workers dealing with desk stress, residents seeking home-based wellness routines, and business partners managing professional pressures - creating shared wellness tools that could unite the entire community.

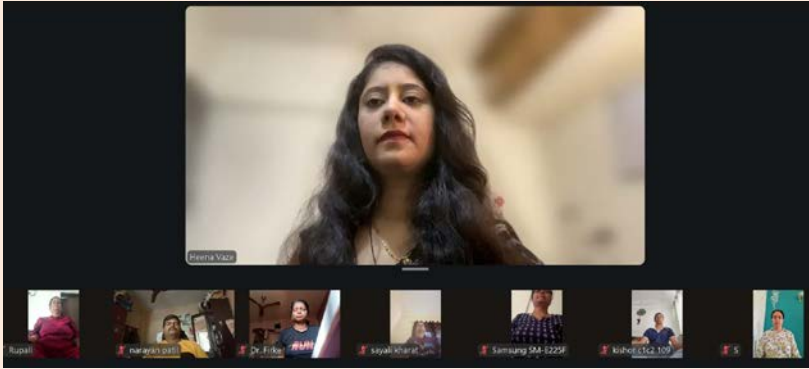
The comprehensive scope of topics covered addressed the varied needs of VJ Parivaar’s diverse membership. Nutrition guidance supported families planning healthy meals, stress management strategies helped professionals across all sectors, and anxiety relief techniques provided valuable tools for anyone facing modern life challenges.

VJ’s wide initiative reflects VJ Parivaar’s understanding that wellness extends beyond traditional employee benefits to encompass the entire ecosystem of relationships that make the VJ community strong. By investing in a dedicated one-hour mental health webinar for all

VJ Parivaar members, the organization demonstrated that comprehensive wellness support creates stronger communities across all touchpoints.

The webinar’s inclusive success creates a foundation for future community-wide wellness initiatives,

establishing VJ as a holistic organization that prioritizes mental health across its entire ecosystem - employees, residents, partners, and families - through practical, accessible programming that respects everyone’s time while delivering meaningful support to the complete VJ Parivaar.



Testimonials

- pooja 11:01

Thanks for the wonderful session appreciated VJ group and Heena mam ! ❤️ grateful to be a part of this community !
- Dr. Firke 11:02

Thanks you for wonderful session VJ gp and Heena madam
- Gopal 11:06

Thanks for the great session
- narayan patil 11:07

thanks for great session !
- Mahendra Satpute 11:07

Very good session. Thanks
- Mukesh.Upadhyay 11:09

Thank you so much Heena Ji and VJ Group.

Type your message

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Dasara and Navratri Celebrations Unite Communities Across Societies

From Maha Ashtami Jagrata to Ravan Dahan, VJ societies showcase diverse traditions while celebrating the triumph of good over evil

The festival season brought out the very best of VJ Parivaar's community spirit as different societies celebrated Dasara and Navratri with their own unique cultural expressions, proving that diversity in celebration only strengthens the bonds of unity and shared values.

Across VJ's vibrant community network, Dasara and Navratri celebrations met modern community spirit, creating unforgettable moments of devotion, unity, and joy.



Yashwin 2.0, set the gold standard for comprehensive Dasara celebrations, organizing a spectacular array of traditional programs that captivated residents from children to elders. The festivities began with Shastrapooja, where women participated in traditional attire, honouring dharma, valor, and justice. The highlight was the enchanting Ramayan performance by children and teenagers, featuring the epic Ram-Ravan battle, Sita's abduction, and Lanka's destruction, which completely mesmerized the audience.

The society's crowning jewel was the soul-stirring dance drama performed to "Durge Durgati Nashini", where women united in energy and harmony to embody the divine feminine power. The celebration culminated with the traditional Ravan Dahan, symbolically reinforcing the eternal victory of good over evil. Residents noted that such celebrations preserve cultural heritage, with children learning important stories from Indian history through engaging performances.



YashONE Wakad Central embraced both devotional traditions with their Ramayan performances and Mata ki Chowki, creating an atmosphere where spiritual devotion met cultural entertainment. These celebrations allowed residents to connect with ancient stories while building

Yashwin Hinjawadi focused on the powerful symbolism of Ravan Dahan, creating a dramatic finale to the Dasara celebrations. The community gathered to witness the burning of the demon king's effigy, a moment that resonated deeply with families as they

reflected on the triumph of righteousness over darkness. The celebration also included the Navratri Purnnahuti Yajna, completing the nine-day spiritual journey with sacred rituals.



Yashwin Orizzonte created magic during their Maha Ashtami Jagrata, where residents came together for a night of soulful devotion filled with bhajans and the vibrant spirit of community worship. With the divine blessings of Mata Rani, the evening transformed into a spiritual celebration that brought neighbours together in shared devotion and cultural appreciation.

From planning to execution, community members across all age groups contributed their time, talents, and energy, creating inspiring experiences of unity, harmony, and cultural awareness. The diversity of celebrations from elaborate theatrical performances to intimate devotional gatherings

demonstrated how VJ societies honour tradition while adapting to their unique community preferences.

The success of these varied celebrations reflects VJ Parivaar's understanding that community building happens through meaningful shared experiences. These festivals proved that when communities celebrate together, traditions become stronger, bonds deepen, and the values of righteousness, devotion, and unity are passed naturally to future generations, ensuring that the cultural fabric of VJ Parivaar continues to thrive and evolve while staying rooted in timeless principles.

VJ Navratri 2025: Celebrations Honour 511 Young Goddesses and 42 Educators

Kanya Pujan and Saraswati Samman create unforgettable moments of devotion, community spirit, and cultural reverence across VJ Parivaar.

The tradition of honouring the divine feminine reached beautiful heights during VJ's Navratri 2025 celebrations, where ancient rituals met modern community spirit in the most touching way possible. What unfolded across VJ societies was a proof of how traditional values can strengthen community bonds while creating lasting memories for families.

Kanya Pujan: 511 Little Goddesses Celebrated
The response to VJ's community-wide Kanya Pujan was nothing short of extraordinary. With 511 young girls participating in this ritual, the enthusiasm across VJ societies reflected the deep appreciation families have for celebrating traditions collectively rather than in isolation. Homeowners expressed genuine appreciation for VJ's initiative to bring Kanya Pujan to the society level. This approach gave the festival greater significance, transforming individual rituals into community-wide celebrations where neighbours became family and little girls became the center of joyful reverence. Every participating girl received special gifts and prasad from VJ, ensuring that each young goddess felt truly honoured and celebrated.

Saraswati Samman: Honouring 42 Educational Champions
Alongside the Kanya Pujan, VJ's Saraswati Samman ceremony honoured 42 women teachers from the community, recognizing the invaluable role educators play in shaping young minds and building our collective future. This beautiful parallel celebration highlighted both divine feminine energy and the practical wisdom that guides our children daily. The timing was perfect: honouring teachers during the same celebrations where young girls were revered as goddesses created a beautiful connection between learning and devotion, between education and spirituality. Homeowners stepped forward voluntarily to contribute and support the Kanya Pujan, demonstrating the organic community spirit that makes VJ Parivaar special. Their enthusiasm was matched by practical requests for future educational and engagement activities for children showing how successful celebrations inspire ideas for continued community building. The success of these celebrations reflects VJ's understanding that community building happens through shared meaningful experiences. When families come together to honour young girls as divine



Prime Panache, Baner.

Garba Night winners.

- Best dressed Male- Abhijeet Paralikar
- Best dressed Female - Sanyogita
- Best Garba Performer - Arun Iyer and Arun Patil. (Tie)

YashONE Wakad Central

- Best Dancer - Mrs. Varsha Kshirsagar
- Best Dressed Female - Mrs. Niketa Shrivastava
- Best Dressed Male - Mr. Divyang Gheewala

representations, and when educators receive recognition for their dedication, something beautiful happens, individual households become part of something larger and more significant. The children's happiness was visible throughout the celebrations, as girls enjoyed participating with their friends in rituals that made them feel special and valued. These are the moments that become cherished childhood memories and strengthen cultural connections across generations.

When neighbours celebrate together, traditions become stronger, children feel more connected to their heritage, and communities develop the kind of bonds that transform housing societies into extended families. These Navratri celebrations proved that when community spirit meets tradition, the result is something truly magical memories that last lifetimes and connections that strengthen with each shared celebration.

DON'T MISS VJ'S NEW INITIATIVE

[CLICK HERE](#)

TO KNOW
MORE ABOUT
KANYAPOOJAN

[CLICK HERE](#)

TO KNOW MORE
ABOUT SARASWATI
SANMAAN



VJ's Diwali 2025 Celebrates Tradition Across All Generations

From workshops at societies to office celebrations, VJ's comprehensive Diwali initiative showcases the power of preserving culture while building stronger communities

In an era where festivals often become mere holidays, VJ has chosen a different path - one where Diwali becomes a canvas for community building, cultural preservation, and collective joy.

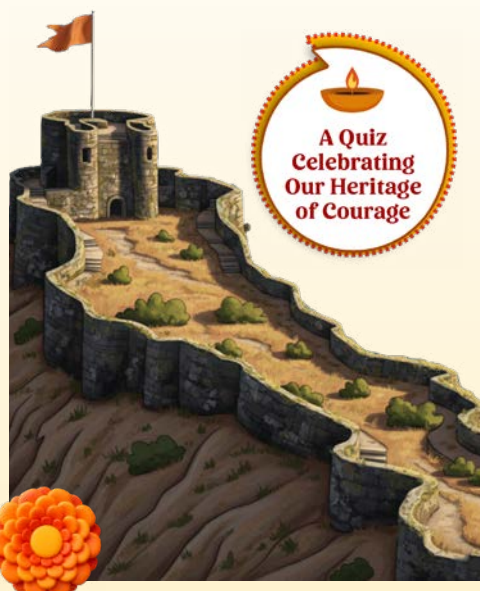
The comprehensive VJ Parivaar Diwali 2025 initiative represents something extraordinary : a celebration that touches every member of the VJ Parivaar, from homeowners in societies to employees across offices and construction sites.

The scale is breathtaking. Across dozens of VJ societies, families are coming together for Killa Making & Diya Decoration Workshops - hands-on, family-friendly sessions designed to create, decorate, and celebrate together. These aren't just craft activities; they're cultural bridges connecting generations, where grandparents share stories while children learn the art of traditional fort-making that celebrates Maharashtra's rich heritage.

The workshops have become community gathering points where neighbours who might otherwise only exchange polite greetings transform into collaborative artists, working side by side to create miniature forts that represent the valor and architectural brilliance of Maharashtra's historic fortresses. Children's eyes light up as they learn about Shivaji Maharaj's strategic genius while their hands work with clay, paint, and decorative materials to bring these historical marvels to life in miniature form.

CULTURAL EDUCATION THROUGH CELEBRATION

The Forts of Maharashtra Quiz successfully added an educational dimension that transformed entertainment into enlightenment during VJ's Diwali 2025 celebration. By celebrating the state's heritage and pride through engaging quizzes, VJ ensured that cultural knowledge passed naturally from one generation to the next, making learning a joyful community experience. With an overwhelming response of more than 950 participants, these quiz sessions became competitive yet friendly gatherings where families tested their knowledge of Maharashtra's rich history.

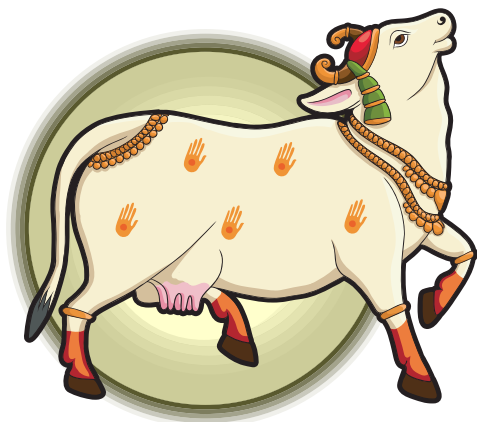


A Quiz Celebrating Our Heritage of Courage

The quiz format encouraged research and preparation, with families spending quality time together exploring Maharashtra's historical treasures before attending the community sessions. The event proved to be a tremendous success, with around 300 winners receiving special gift coupons while all 967 participants were honoured with participation gift vouchers as a token of appreciation for their enthusiastic involvement.

Congratulations to all the winners and participants who made this cultural celebration truly memorable by embracing Maharashtra's glorious heritage!

TRADITIONS MEET COMMUNITY SPIRIT: THE ISKCON COLLABORATION



Vasu Baras with ISKCON brings profound spiritual depth to the celebrations, representing one of VJ's most meaningful cultural initiatives. Vasu Baras, also known as Govatsa Dwadashi, is a sacred Hindu festival that marks the very beginning of Diwali celebrations, observed primarily in Maharashtra and western Indian states. The word "Vasu" translates to both "cow" and "wealth" in Sanskrit, while "Baras" refers to the twelfth day (Dwadashi Tithi) of Krishna Paksha in the Kartik month, making this festival a celebration of prosperity through reverence for the sacred cow.

This ancient festival holds deep significance as it honours Gau Mata (Mother Cow), who is revered in Hindu culture as a symbol of prosperity, abundance, sustenance, and motherhood. Cows are considered divine manifestations who provide nutrition, milk, and support to human civilization, earning them the status of sacred mothers in Hindu tradition. The festival emphasizes the agricultural roots of Indian culture, where cows have been integral to rural economy and spiritual practices for millennia.

The celebration of Vasu Baras traditionally involves devotees waking early to perform elaborate rituals honouring cows. Homes and community spaces are decorated with rangoli patterns, flowers, and mango leaves. Cows are bathed, adorned with beautiful garlands, vermilion marks, and bright clothing, transforming them into divine beings worthy of worship. Devotees offer prayers, flowers, incense, consecrated rice, gram, sprouted moong, and traditional sweets to seek blessings for prosperity, fertility, and long life for their children.

Married women observe fasts on this auspicious day, abstaining from food and drink during daylight hours as they pray for their children's health and longevity. Many devotees also refrain from consuming cow's milk, curd, and ghee on this day as a gesture of respect and gratitude toward the very animals they're honouring. The collaboration with ISKCON has created a unique fusion of community engagement and spiritual education that resonates deeply with participants across all age groups.

The ISKCON team conducted beautiful kirtans that filled the celebration spaces with devotional music, creating an atmosphere of spiritual serenity amidst the festive excitement. These melodious chants, accompanied by traditional

instruments, transported participants to a realm of devotional bliss while maintaining the celebratory spirit that defines Diwali festivities.

The educational component proved particularly enriching as ISKCON conducted fun activities specifically designed for children to impart knowledge about Vasu Baras. Through interactive storytelling, visual presentations, and engaging discussions, children learned about this sacred day that honours cows and celebrates the divine bond between humans and these revered animals in Hindu tradition. The activities were crafted to be both educational and entertaining, ensuring that young minds absorbed the spiritual significance while remaining thoroughly engaged.

ISKCON devotees explained the deeper meaning of Vasu Baras and why this tradition holds such importance in Hindu culture. They shared how this day represents gratitude toward Gau Mata (Mother Cow), who is considered sacred for her selfless service to humanity through milk, which nourishes life. The explanations covered the agricultural heritage of India, where cows have been integral to rural economy and spiritual practices for millennia.

The ceremonial aspect reached its pinnacle when ISKCON devotees placed Gau Mata's photograph in the community mandir, creating a focal point for devotional activities. The ceremony included the lighting of diyas before the photograph, followed by traditional pooja rituals that honoured the divine presence. This ritual created deeply moving moments as families participated in the sacred ceremony, offering prayers for prosperity, health, and spiritual growth.

The presence of Gau Mata's photograph transformed the community spaces into temples where residents could connect with their spiritual roots while celebrating alongside neighbours. The ceremony included offerings of flowers, incense, and traditional sweets, creating a complete spiritual experience that complemented the festive celebrations perfectly.



This Diwali, VJ Parivaar is orchestrating a magnificent celebration that spans across societies and workplaces, proving that when tradition meets community spirit, the result is pure magic that illuminates thousands of lives simultaneously.



watch the celebration with VJ Parivaar

CLICK HERE

Killa making

CLICK HERE

Vasubaras



Sri Prabhupada's
ISKCON

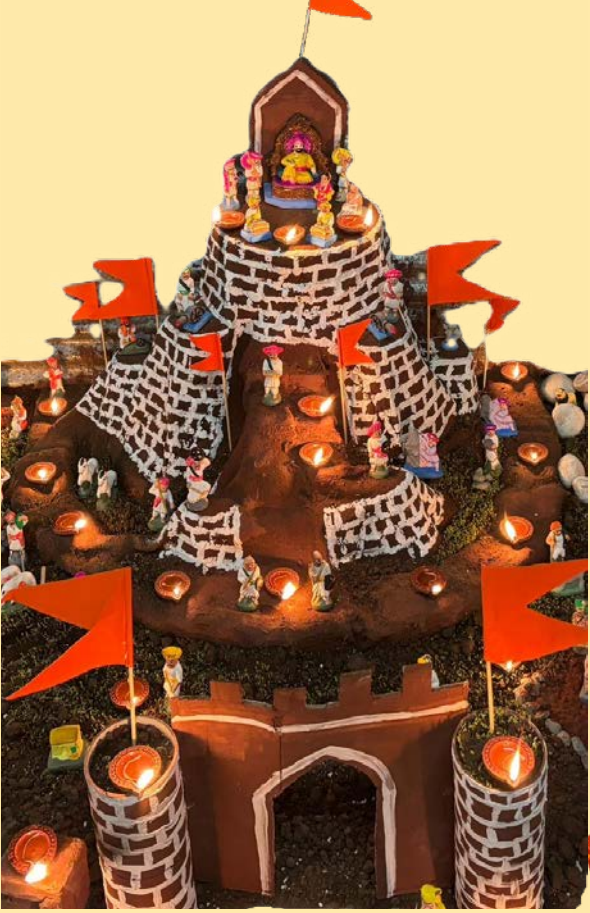


BEYOND SOCIETIES:
THE EMPLOYEE CELEBRATION
REVOLUTION



Parallel to the society celebrations, VJ's employee Diwali initiative captures something equally beautiful - the power of shared childhood memories in building adult connections. The invitation to "step back into our childhood" resonates deeply with VJ's team members across offices and construction sites, creating moments where professional colleagues become fellow celebrants of tradition. "Remember the thrill of building forts (Killa), lighting diyas, and celebrating with friends and siblings full of creativity, laughter, and joy?" This heartfelt message from Team

HR encapsulates VJ's approach to workplace culture - one where work doesn't diminish the human spirit but enhances it through shared celebration and cultural connection. The systematic RSVP approach for employee celebrations demonstrates VJ's commitment to inclusive planning, ensuring that every team member - from office staff to site workers - feels valued and included in the festive preparations. This attention to detail reflects the same quality consciousness that VJ brings to construction projects, where every element is carefully planned and executed to perfection. Employee workshops have become spaces where hierarchical boundaries dissolve as senior executives work alongside junior staff members, all united in the joy of creating traditional crafts. The sight of project managers carefully painting diyas while site supervisors share childhood memories of Diwali celebrations creates an atmosphere of equality and shared humanity that strengthens workplace relationships far beyond the festival season.



The testimonial from society participants -

"Heartfelt thanks to VJ Parivaar for the fantastic Diya painting and Killa Making session! Your team's dedication to providing materials and expert instructors made it a truly memorable experience for our kids" - reveals the depth of VJ's commitment. Providing materials, expert instructors, and complete organizational support shows that this isn't superficial event management but genuine investment in community enrichment.



THE ORGANIZATIONAL
EXCELLENCE BEHIND THE MAGIC

Coordinating celebrations across multiple societies while simultaneously organizing workplace festivities requires exceptional organizational capabilities. VJ's systematic approach - from RSVP management to material provision to expert instructor coordination - demonstrates the same project management excellence that delivers quality homes on schedule.

The logistical complexity involves coordinating with dozens of societies, each with unique preferences and requirements, while ensuring consistent quality standards across all celebrations. Material procurement alone requires careful planning to ensure adequate supplies of clay, paints, decorative elements, and traditional sweets reach every celebration venue without shortages or delays.

CULTURAL PRESERVATION
THROUGH LIVING TRADITIONS

VJ's approach to Diwali celebrations reflects a deeper understanding: traditions aren't preserved in museums but in living communities where they create bonds, teach values, and generate joy. By facilitating Killa making workshops, VJ ensures that children learn traditional crafts not as school assignments but as joyful family activities that create lasting memories and skills. The multi-generational appeal of these celebrations - from quiz competitions that engage curious minds to devotional sessions that satisfy spiritual seekers - creates inclusive environments where every family member finds meaningful participation opportunities. Grandparents become repositories of historical knowledge, parents serve as facilitators of learning experiences, and children absorb cultural wisdom through hands-on activities that make abstract concepts tangible and memorable. The craft workshops serve multiple purposes beyond entertainment. They preserve traditional artistic techniques that might otherwise be lost in our increasingly digital world. Children who learn to shape clay forts and paint diyas develop fine motor skills, artistic appreciation, and cultural identity simultaneously. These skills often inspire ongoing interest in traditional arts, with many participants continuing craft activities throughout the year.



Expert instructor coordination represents another layer of organizational excellence, with VJ ensuring that each society receives qualified facilitators who can guide participants through traditional craft techniques while sharing cultural knowledge. These instructors undergo orientation sessions to understand VJ's celebration philosophy and maintain consistency in messaging across all venues.



COMMUNITY IMPACT AND
LONG-TERM VISION

These Diwali celebrations represent VJ's understanding that real estate development extends far beyond construction. When homeowners participate in traditional craft workshops together, when employees rediscover childhood joy through shared activities, and when families create memories through cultural engagement, the result is stronger communities that enhance everyone's quality of life. The year as relationships formed during Diwali celebrations strengthen community bonds during other occasions. Neighbours who collaborated on fort-making projects often maintain friendships that enhance daily living experiences. Workplace colleagues who share childhood memories during employee celebrations develop stronger professional relationships built on personal connections.



MEASURING SUCCESS THROUGH
COMMUNITY RESPONSE

The overwhelming positive response across all VJ societies and offices demonstrates that these celebrations address genuine community needs for cultural connection and shared experiences. Employee retention rates often improve following such meaningful workplace celebrations, while society communities report enhanced neighbour relationships and increased participation in other community activities.

The documentation process through photography and testimonial collection creates valuable records that inspire

future celebrations while providing feedback for continuous improvement. Each year's learnings inform the next year's planning, ensuring that celebrations evolve while maintaining their authentic cultural core.



The volunteer involvement from society residents and employees creates ownership rather than passive consumption of entertainment. When community members contribute time, energy, and creativity to celebration planning and execution, they develop deeper investment in outcomes and stronger connections to the broader VJ Parivaar community.

BUILDING TOMORROW ON
CULTURAL FOUNDATIONS

As families across VJ societies light diyas they've decorated together, as employees share laughter while building traditional forts, and as communities come together in celebration, the true strength of VJ Parivaar becomes visible - not just in impressive construction projects, but in the cultural bonds and community connections that make houses truly feel like homes.



This Diwali, VJ is celebrating the power of tradition to unite people, strengthen communities, and create lasting happiness that illuminates lives long after the diyas have been extinguished. The initiative proves that when cultural preservation meets community building, the result is something far more valuable than entertainment - it's the foundation for thriving communities where traditions live, grow, and inspire future generations.

The legacy of VJ Parivaar Diwali 2025 will be measured not just in the number of participants or workshops conducted, but in the cultural knowledge preserved, relationships strengthened, and community bonds forged through shared celebration of our rich heritage. These celebrations remind us that in our rush toward modernity, we must never forget the traditions that define our identity and the community connections that enrich our lives.



When Gratitude Builds Bridges at Yashwin Enchanté Shramaseva

When homeowners serve those who build their dreams, beautiful connections are born.

A simple meal becomes extraordinary when served with gratitude. At Yashwin Enchanté, VJ परिवार श्रमसेवा transformed an ordinary afternoon into a celebration of appreciation, respect, and genuine human connection.

There's something profoundly transformative that happens when people come together with open hearts and genuine appreciation. At Yashwin Enchanté, this transformation came alive during VJ Parivaar Shramaseva - a heartfelt initiative where traditional roles reversed, barriers dissolved, and a simple meal became the foundation for extraordinary human connections.

The event began with meticulous preparation that reflected VJ's commitment to creating meaningful experiences. The Yashwin Enchanté team transformed the construction site area into a warm, welcoming venue where every detail was thoughtfully arranged to ensure construction workers felt valued and respected. From decorations to seating arrangements, every element communicated a simple but powerful message: the hands that build our dreams deserve our deepest gratitude.

Customers were delighted to serve and donate to the construction workers - the hands behind building their dream homes. Many actively participated, joyfully serving meals and sharing lunch with the workers, while several contributed groceries generously for the event. The genuine enthusiasm was palpable as homeowners realized they were not just feeding bodies but nourishing relationships that would last beyond project completion.

COMMUNITY SPIRIT IN ACTION

From the moment the first plate was served, the atmosphere buzzed with genuine connection between homeowners and the skilled craftsmen creating their dream homes. Homeowner families stepped forward with joy and purpose, personally serving the very people who work tirelessly under challenging conditions to bring architectural dreams to life. This wasn't just about providing a meal; it was about recognizing the dedication, skill, and artistry that goes into every brick laid and every beam placed.



Satish Joshi, a homeowner, captured the essence perfectly: "My name is Satish Joshi. It is very nice to come here. We have served food to many people. It is a very nice experience." His simple yet profound words reflected the innocent joy that comes from giving without expecting anything in return.

The usual barriers between "homeowners" and "workers" dissolved as faces met faces, smiles were exchanged, and heartfelt thank-yous flowed naturally. Construction workers, who often go unrecognized for their crucial contributions despite being the backbone of every project, beamed with pride as they were served with respect and genuine gratitude.

Channel partners joined enthusiastically to serve construction workers, demonstrating that the VJ Parivaar philosophy extends beyond direct homeowner relationships to encompass the entire ecosystem of professionals who contribute to successful projects. The engineering team ensured smooth coordination throughout the event, while excellent on-ground arrangements created an atmosphere where everyone could focus on connection rather than logistics.



The impact of Shramaseva resonated deeply with participants, creating moments of genuine connection that transcended the typical construction site dynamics. Surjit Gurlidhar Thora, another homeowner, expressed the collective sentiment with heartfelt emotion: "Namaskar, my name is Surjit Gurlidhar Thora. Today, we have come to meet you all. We are very happy to be here. It was a great experience. We are very happy to be here. We are very proud of VJ. We have seen something like this for the first time. We really appreciate the VJ. Thank you so much for this wonderful experience."

These testimonials capture what made this event extraordinary - it was genuine amazement at witnessing a construction company that values human connections as much as construction excellence. For many workers, it was a transformative moment of acknowledgment - recognition that their work matters beyond the physical structure they're creating. They understood that they're not just building houses; they're crafting homes where families will celebrate birthdays, share dinners, raise children, and create memories that will last for generations.

The impact extended far beyond the lunch hour. Workers returned to their tasks with renewed energy and pride, while homeowners gained a deeper appreciation for the skilled craftsmanship going into their future homes. Many homeowners expressed their desire to participate in future Shramaseva events, wanting to make this gesture of gratitude a regular part of the community culture.

BUILDING MORE THAN STRUCTURES

VJ Parivaar Shramaseva represents something deeper than a community meal or corporate social responsibility initiative. It embodies a revolutionary philosophy that true excellence in construction includes building relationships, not just structures. When homeowners take time to personally thank those who are crafting their future homes, it creates bonds that enhance every aspect of the building experience.

At Yashwin Enchanté, every interaction during Shramaseva reinforced a fundamental truth: behind every quality home is a team of dedicated individuals who deserve recognition, respect, and appreciation. This understanding transforms construction from a transactional relationship into a collaborative journey where everyone involved takes pride in creating something meaningful together.

This initiative proves that when gratitude becomes action, it creates positive ripple effects that benefit everyone involved. Workers feel valued and motivated, homeowners develop deeper appreciation for craftsmanship, and the entire community witnesses what's possible when people choose connection over separation. The success of Shramaseva also demonstrates VJ's unique position in the real estate industry - a company that understands that homes are built by hands, hearts, and human connections, not just by machinery and materials.

VJ Parivaar Shramaseva continues to demonstrate that when appreciation becomes a way of life, every gesture becomes meaningful, every interaction becomes valuable, and every community becomes stronger. The hands that build our homes deserve nothing less than the hearts that honour their dedication. Events like these ensure that gratitude remains at the foundation of everything VJ builds together even in relationships, respect, and shared humanity. At Yashwin Enchanté, Shramaseva proved that the most powerful construction tool is the simple act of saying "thank you" with genuine appreciation and heartfelt action.



CLICK HERE

to be part of future VJ परिवार श्रमसेवा events!

We'd love to have you join using celebrating the people whomake our community unique.

EVENT HIGHLIGHTS

1175
Workers Served

70+
Customers, Employees,
Channel Partners, prepared
and served

350kg +
Total Grains &
Groceries Donated



ELEVATE: Transforms Construction Excellence Through Strategic Technical Education

How Sankalp Contracts’ flagship program is building future-ready workforce with hands-on expertise and innovative problem-solving capabilities.



ELEVATE (Engineering Learnings & Experiences Via Advanced Technical Education), this vision transforms into reality as site teams gain practical, hands-on technical knowledge that empowers them to work confidently, efficiently, and innovatively.

In an industry where technical expertise often makes the difference between project success and failure, Sankalp Contracts has launched a revolutionary approach to workforce development. ELEVATE represents more than traditional training, it’s a comprehensive skill development ecosystem designed to bridge the critical gap between theoretical knowledge and practical application, creating a workforce that sets new benchmarks in quality, safety, and performance.

Comprehensive Learning Architecture for Every Level
ELEVATE’s strength lies in its inclusivity and specificity. Rather than adopting a one-size-fits-all approach, the program

is meticulously designed to cater to all on-site levels, from Site Supervisors and Engineers to Senior Engineers, Site Incharges, and Building Incharges. This hierarchical approach ensures that every team member receives training appropriate to their role while contributing to overall project excellence.

Bridging Theory and Practice Through Interactive Learning
What distinguishes ELEVATE from conventional training programs is its emphasis on immediate applicability. Participants don’t just learn concepts - they master techniques that can be implemented immediately on-site. The program provides a deep, technical understanding of every construction activity, from RCC to finishing sequences, Aluform shuttering, and strategic material utilization.

Participants gain practical insights into specialized areas including rainwater harvesting implementation, comprehensive water testing procedures, concrete application techniques, and advanced steel utilization methods. These aren’t abstract concepts but practical skills that directly impact project quality and efficiency.

The program also focuses on developing problem-solving

techniques for common site challenges, addressing real-world issues like concreting difficulties and waterproofing variations observed across different sites. This practical problem-solving approach ensures that participants don’t just follow procedures but understand the reasoning behind best practices.

Measurable Impact and Real-World Results
Since its launch, ELEVATE has delivered impressive quantifiable results that demonstrate its effectiveness. With 11 sessions completed and 194 site team members trained, the program has created a substantial impact across Sankalp’s operations. These numbers represent more than statistics - they reflect a systematic transformation of the company’s technical capabilities.

Participant feedback reveals the program’s transformational impact on professional confidence and competence. Team members consistently report enhanced confidence to guide juniors, make independent decisions, and improve teamwork and coordination. This leadership development aspect ensures that ELEVATE’s benefits multiply as trained professionals mentor others and elevate overall team performance.

The practical translation of learning into on-site improvements has resulted in measurable quality execution improvements and significant reduction in rework requirements. When employees understand not just what to do but why specific procedures are followed, they make better decisions that prevent costly corrections and delays.



Testimonials Reflect Transformational Change

“We now have a deep understanding of each construction activity and material usage,” reflects the comprehensive nature of the learning experience. “Rainwater harvesting, Aluform techniques, and concrete applications are clearer than ever,” demonstrates how the program addresses both traditional construction methods

and modern sustainable practices. Perhaps most significantly, participants report, “We feel confident guiding juniors and making on-site decisions independently.” This confidence transformation represents ELEVATE’s ultimate success - creating leaders, who can adapt to challenges rather than simply executing predetermined procedures.

PROGRAM HIGHLIGHTS

CONFIDENCE ELEVATED

Employees guiding juniors and making independent decisions with assurance

11 SESSIONS COMPLETED

Practical knowledge delivered for measurable, real-world impact

HANDS-ON SKILL DEVELOPMENT

Bridging theory and practice through interactive, real-world training

TECHNICAL MASTERY ENHANCED

Comprehensive coverage of RCC, finishing, Aluform, waterproofing, concrete, and steel applications

194 SITE TEAM MEMBERS TRAINED

Hands-on learning implemented across multiple construction sites

Through ELEVATE, Sankalp Contracts proves that investing in people creates returns that extend far beyond individual projects, building a legacy of excellence that defines industry leadership.

VJ’s Pioneering Approach to Architectural Education

Industry-academia collaboration creates future-ready professionals through hands-on learning



In an era where the construction industry demands professionals who can bridge design concepts with execution excellence, VJ’s partnership with Bricks School of Architecture (BSOA) demonstrates how academic institutions and industry leaders can collaborate to shape tomorrow’s architects.

A historic milestone was achieved when Ar. Suraj Avinash Bhunje, Professor at BSOA, conducted VJ’s first-ever external faculty-led training session. This specialized workshop on “Reading and Interpretation of Drawings in AutoCAD” brought together 31 Building In-charges from Sankalp Contracts Pvt. Ltd., marking a revolutionary approach to professional development.

The session addressed critical technical areas including understanding electrical conduits and their precise placement on-site, footing reinforcement detailing with emphasis on bar placement accuracy, advanced techniques for water retention in footings, and comprehensive solutions for bar bending challenges in slabs, beams, and columns.

The interactive workshop fostered an environment where theoretical knowledge met practical problem-solving. Participants actively raised site-specific challenges, receiving immediate, actionable solutions. The overwhelmingly positive feedback included requests for follow-up sessions on MEP drawing coordination, demonstrating the program’s relevance and impact.

The collaboration has witnessed two successful batches of BSOA students transforming academic foundation into professional expertise. The first batch comprised 14 students who completed their comprehensive

internship program, with two exceptional performers earning positions on VJ’s payroll to both BSOA’s education quality and VJ’s mentorship effectiveness.

The second batch of three students participated in specialized sessions by industry experts Ajit Raul on “Plumbing Techniques & Site Practices” and Sagar Raskar on “Understanding Site & Design.” These sessions provided deep insights into how architectural designs translate into construction realities, covering everything from material selection to execution methodologies.

This philosophy drives the organization’s investment in creating learning opportunities benefiting both students and experienced professionals.

The partnership creates a unique environment where seasoned Building In-charges gain exposure to academic perspectives on technical challenges, while students witness firsthand how theoretical concepts face real-world constraints and solutions.

The success of initial initiatives has paved the way for expanded collaboration opportunities. Upcoming sessions on MEP drawing coordination and advanced site practices reflect the program’s evolution based on participant feedback and industry requirements.

Together, VJ and Bricks School of Architecture continue building strong foundations for careers, collaborations, and innovations shaping the future of architectural excellence.

KEY PERFORMANCE HIGHLIGHTS

HISTORIC ACHIEVEMENT:

First external faculty-led professional development session in VJ’s history

STUDENT SUCCESS RATE:

After completing expert-led sessions, two of the fourteen first-batch students have secured internships with VJ to gain real-world experience.

COMPREHENSIVE PARTICIPATION:

31 Building In-charges from Sankalp Contracts attended specialized AutoCAD training

BIDIRECTIONAL LEARNING:

Knowledge exchange benefits both experienced professionals and student interns

TECHNICAL FOCUS AREAS:

Electrical conduit placement, reinforcement detailing, water retention techniques, and bar bending solutions

Transforming construction sites into dynamic classrooms where theoretical knowledge meets practical reality through our groundbreaking collaboration with Bricks School of Architecture.



Discovering extraordinary allies like you is truly exceptional!

The remarkable narrative behind VJ's collaborative journey and what makes partnerships truly thrive.

Within VJ's ecosystem, alliances are far more than simple business connections; they represent genuine relationships anchored in mutual respect, shared goals, and collective achievements. These partnerships go beyond merely facilitating property sales—they transform into visionary collaborations where dreams are shaped, hopes meet reality, and lasting legacies are created. Unlike ordinary transactions, VJ's allies approach every interaction as a meaningful transformation, uncovering opportunities where others see obstacles and forging enduring bonds with families that extend well beyond the moment of possession. VJ Shabbaski stands as a heartfelt celebration of those exceptional partners whose dedication embodies the core values of Vilas Javdekar Developers. These individuals demonstrate unwavering commitment, unflinching professionalism, and sincere compassion. They are not just allies but co-builders on a shared journey, working alongside the organization to pioneer new paths and collectively construct the future of Pune's real estate landscape. Such commitment ensures that the partnership is

dynamic and forward-thinking, continuously evolving to meet the aspirations of modern homebuyers. What elevates VJ's collaborative philosophy is its unwavering dedication to empowering its partners. This is achieved through a robust framework that offers ongoing education, insightful market intelligence, and steadfast support. VJ partners enjoy access to exclusive project launches, sophisticated marketing resources, and tailored guidance designed to enhance their expertise. This consistent investment in partner development not only bolsters knowledge of property specifications but also deepens understanding of the emotional dimensions tied to homeownership, allowing partners to connect authentically with clients. Beyond individual success, the VJ alliance network fosters a vibrant community based on shared learning and cooperation. Partners actively exchange proven strategies, share celebrations, and innovate sales approaches that uplift the entire network. This spirit of collaboration guarantees that every homebuying experience reflects the brand's commitment to transparency, integrity, and impeccable craftsmanship. By nurturing this

cooperative mindset, VJ ensures the customer journey is rich with trust and satisfaction. These alliances create a positive cycle of growth and impact. Satisfied customers become enthusiastic advocates, attracting more quality partners and enabling successful projects to flourish. The high standards of service elevate the overall real estate sector in Pune, contributing to a stronger, more reliable market that benefits all stakeholders. With every successful partnership, the community of Pune-kars grows stronger and more connected, enhancing the living experience across neighbourhoods. The monthly VJ Shabbaski recognition is much more than a routine ceremony; it is the embodiment of VJ's "We Love What We Do" philosophy. It unites partners at all levels to celebrate achievements, inspire one another, and reinforce the bonds that fuel success. This event is a vital platform for expressing gratitude, fostering team spirit, and reminding every member of the network that their efforts are valued and integral to VJ's vision. Through Shabbaski, VJ not only honours outstanding contributions but also cultivates an environment where collaboration,

passion, and excellence are celebrated every day. Together, VJ and its allies are not simply selling homes—they are crafting futures, shaping communities, and building a legacy of trust that transforms Pune's real estate into a model of authentic partnership and enduring success.



I walked into VJ's event with modest expectations, but left feeling truly valued and inspired. It felt like a genuine celebration of my efforts. The moment was deeply meaningful, not just ceremonial, but authentically motivating. This recognition has reignited my passion for excellence in ways I hadn't anticipated. VJ has created something special with these events, and I hope they become a cherished tradition.

Congratulations



PRAVEEN DUBEY
HIGHEST SITE VISITS AT (PKC)
Proptimes

Feeling truly grateful to VJ for recognizing my efforts with the "VJ Shabbaski" for Maximum Site Visits. It's been less than two months since I started working in Pune, and this achievement means a lot, a reflection of pure dedication, passion, and the will to make an impact. Big thanks to the leadership and my amazing team for the constant motivation and support. Looking forward to creating more milestones and setting new benchmarks together!



SHUBHAM
Highest Tokens (VJ Indiworks)
Square Yards

The recognition and motivation from VJ's event exceeded my expectations. As a Senior Sales Manager at Squareyards, I was honoured to receive the highest token award during their recent event. This recognition was incredibly motivating and reinforced my commitment to excellence in my professional work. The token-based recognition system felt meaningful and authentic, providing real motivation to perform at higher levels. I strongly believe VJ should continue organizing such events regularly.



UDDHAV TEMKAR
Highest Bookings (Enchante)
UVT REALTY

VJ's recognition event continues to influence my daily work approach. The award created a lasting impression that transcends the moment itself. This recognition system generates authentic motivation that drives sustained performance improvement. The thoughtful approach to acknowledgment demonstrates VJ's commitment to valuing individual contributions meaningfully. Regular implementation of such events would create a culture of continuous excellence and engagement.



MUKESH PARDESHI
Highest Site Visit (VJ Indiworks)
Square Space

VJ's recognition system delivers a measurable impact on professional motivation. The award I received has directly enhanced my performance drive and commitment to quality outcomes. The systematic approach to acknowledgment creates tangible motivation that translates into improved work standards. This recognition framework generates real behavioral change, not just temporary satisfaction. VJ should institutionalize these events to maintain consistent performance elevation across their organization.



PARESH MAMIDWAR
Highest Booking (PKC)
AMP Realty

VJ's event blew me away! Receiving the top token award was incredibly motivating and felt completely authentic. The recognition system really works, it's driving me to perform at higher levels every day. This wasn't just another corporate event; it was meaningful recognition that matters. VJ needs to make these events happen regularly. Pure motivation gold!



PRIYANKA LOHAR
Highest Booking (YUC)
Earth Rhythmv

Attending VJ's recognition event proved to be a transformative professional experience. Receiving the highest token award directly from VJ represented a career highlight that significantly elevated my motivation levels. The structured recognition approach demonstrated genuine appreciation for excellence, creating an authentic connection between achievement and acknowledgment. This experience has strengthened my dedication to maintaining superior performance standards.



SURAJ SINGH
HIGHEST SITE VISITS AT (PLV)
Future Spaces

The invitation to VJ's recognition event arrived at a time when I needed professional validation most. Throughout the evening, I watched colleagues receive acknowledgement for their contributions, feeling inspired by the genuine appreciation displayed. When my name was called for my achievements, the moment crystallized into pure motivation. The experience reminded me why I strive for excellence and has since fueled my commitment to even higher standards.



AJINKYA JOSHI
Highest Tokens - (PLV)
Avenue Ventures

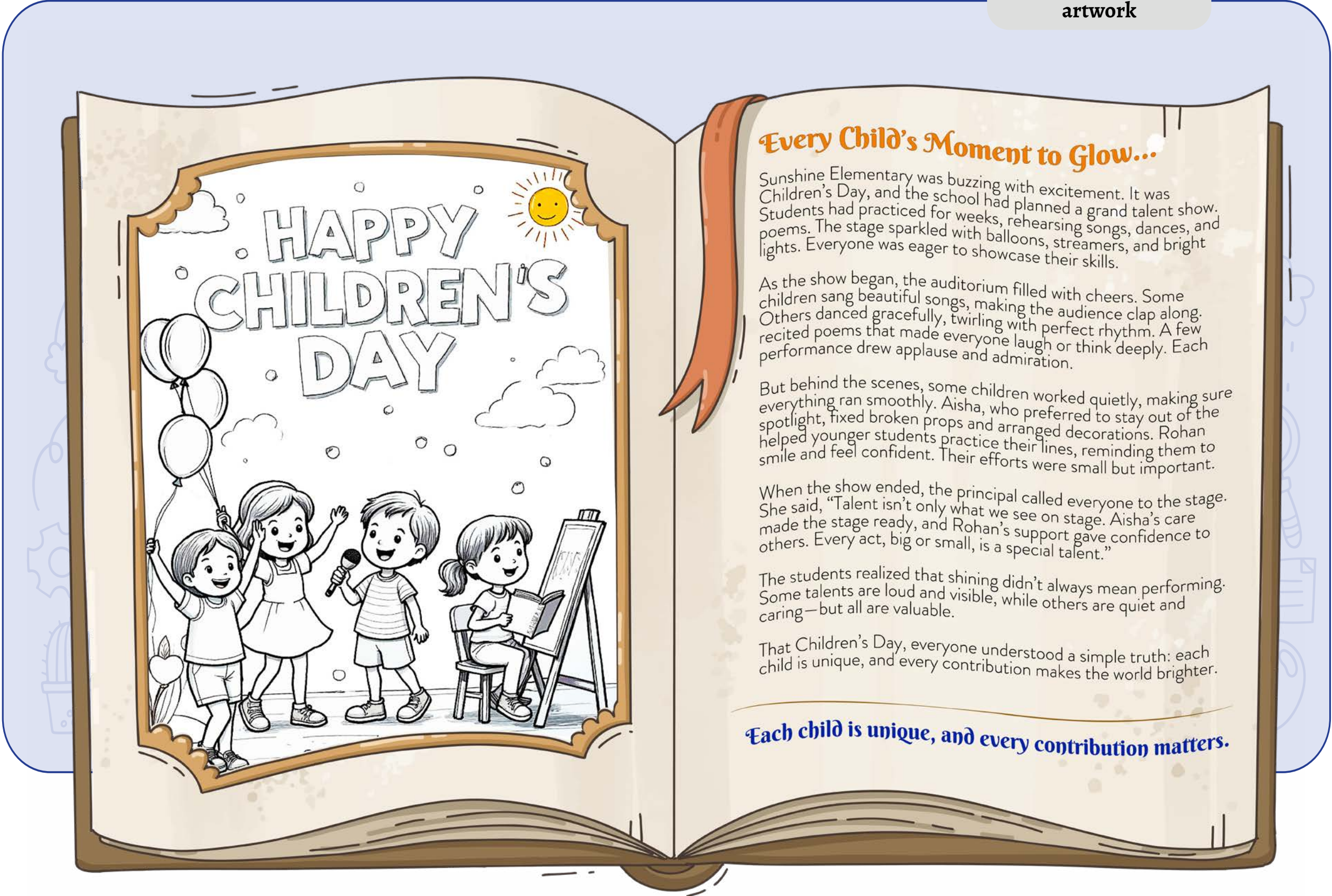
VJ's event blew me away! Receiving the top token award was incredibly motivating and felt completely authentic. The recognition system really works, it's driving me to perform at higher levels every day. This wasn't just another corporate event; it was meaningful recognition that matters. VJ needs to make these events happen regularly. Pure motivation gold!

Read. Imagine. Colour.

Bring your favourite stories to life with colours.

CLICK HERE

to upload your artwork



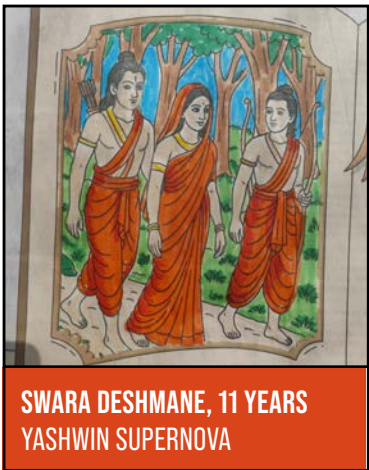
Our Little Artists

Welcome Diwali with Colors of Devotion!

The entries we received are a burst of creativity, joy, and pure imagination.



NIYATI RATHI, 6 YEARS
PALLADIO TATHWADE



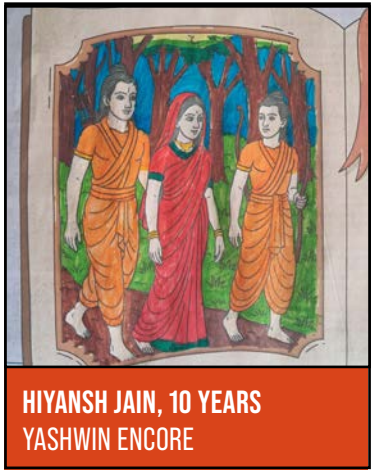
SWARA DESHMANE, 11 YEARS
YASHWIN SUPERNOVA



HETVI SHAH, 7 YEARS
YASHWIN ENCORE



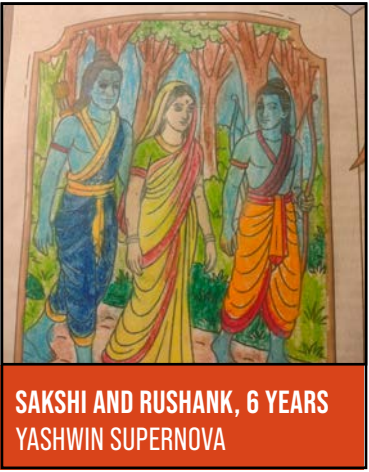
SHRIYANSH KALYANKAR, 6 YEARS
YASHWIN SUKHNIVAS



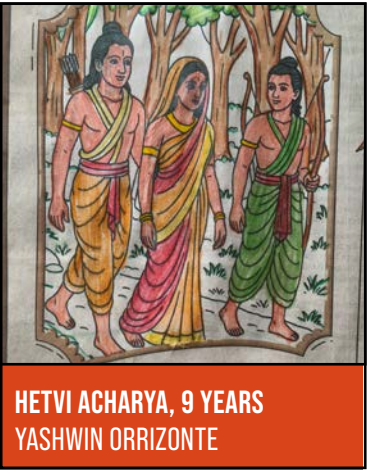
HIYANSH JAIN, 10 YEARS
YASHWIN ENCORE



KRITI BHAN, 9 YEARS
PRUDENTIA TOWERS WAKAD



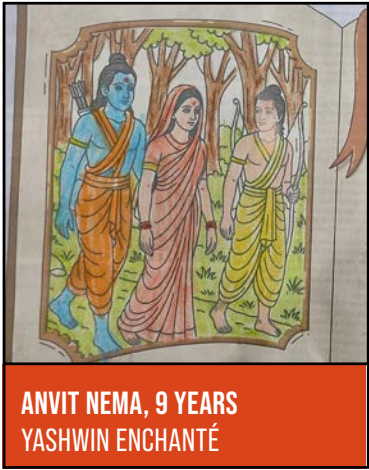
SAKSHI AND RUSHANK, 6 YEARS
YASHWIN SUPERNOVA



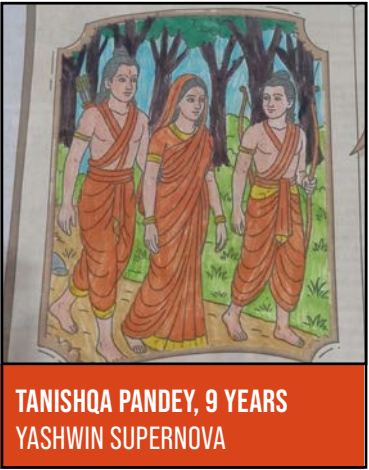
HETVI ACHARYA, 9 YEARS
YASHWIN ORRIZONTE



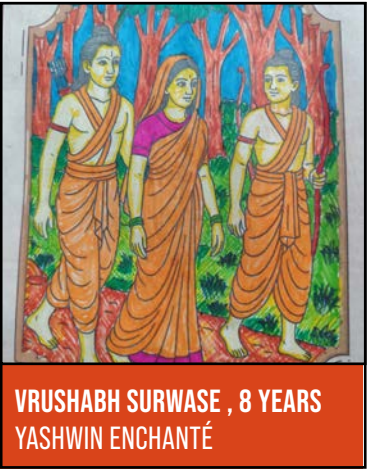
DIVISHA MATHUR, 7 YEARS
YASHWIN ORRIZONTE



ANVIT NEMA, 9 YEARS
YASHWIN ENCHANTÉ



TANISHQA PANDEY, 9 YEARS
YASHWIN SUPERNOVA



VRUSHABH SURWASE, 8 YEARS
YASHWIN ENCHANTÉ

Life Around Us

Everyday life in your society is filled with little moments, some funny, some heartwarming, and some that make you say “this happens to me too!”

Laugh, relate, and maybe even find your own story hidden in the frames!

Drop your cutest or funniest stories with us at kusum.jindal@javdekar.com



YASHWIN ENCHANTÉ

UPPER KHARADI

CLICK HERE

FOR DETAILED UPDATES
AS ON 15 OCT 2025



Actual site photos taken in Sept 2025.

A1A2 BUILDING

All work completed.

B1B2 BUILDING

RCC work completed. All lift work completed including dado & granite frame. Painting work in progress.

C1C2 BUILDING

21st floor toilet dado & 21st tile flooring work completed. 19th floor door frame work in progress.

D1D2 BUILDING

19th & 20th floor toilet dado work in progress.

2nd to 22nd floor tile flooring work completed.

E1E2 BUILDING

2nd to 22nd floor Blockwork, internal plaster, gypsum plaster & kitchen otta completed.

F1F2 BUILDING

INTERNAL PAINTING

1st to 22nd floor first coat paint completed.

2nd coat paint 21st floor work in progress.

EXTERNAL PAINTING

First coat paint 100% completed.

Second coat paint 70% completed..



KEEPING UP TO THE VJ PROMISE WITH BEFORE-TIME POSSESSION!

Yashwin Enchanté - delivered ahead of schedule, is now nearing possession and is ready to welcome many families into our wholesome VJ Parivaar.



**WITH PRICES IN UPPER KHARADI ON THE RISE, THIS FESTIVE SEASON,
VJ BRINGS YOU EXCITING OFFERS TO HELP YOU OWN YOUR DREAM HOME WITH EASE.**



VJ INDILIFE
KHARADI

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FOR DETAILED UPDATES
AS ON 15 OCT 2025



WING1
4th FLOOR SLAB
Shuttering work in progress - 85%
Slab Reinforcement - 75%

WING 2
TERRACE FLOOR
1) Shear wall casting 80% completed.
2) Slab shuttering 10% completed.
GROUND FLOOR SLAB
1) DPC - 25% completed.
2) Block work -25% completed.
3) Electric conducting work in progress.
1st FLOOR SLAB
1) DPC - 85% completed.
2) Block work - 70% completed.
3) Electric conducting work in progress.



P52100056019
www.maharera.mahaonline.gov.in

Actual site photos taken in Sept 2025.

PALLADIO BALEWADI CENTRAL
BALEWADI

[CLICK HERE](#)
FOR DETAILED UPDATES
AS ON 15 OCT 2025



Actual site photos taken in Sep 2025.

P52100056101
www.maharera.mahaonline.gov.in

TOWER 1
SHUTTERING & REINFORCEMENT
7th floor work completed.
8th floor work in progress.ing & reinforcement
work in progress.

TOWER 2
RCC Work - 16th floor slab completed. 11th
floor blockwork work in progress.10th floor
electrical work
completed, 8th floor waterproofing completed.

TOWER 3
28th floor Reinforcement and shuttering work
in progress. Other internal work in progress.

TOWER 4
31th floor RCC work in progress.
23rd & 24th blockwork, 17th & 18th gypsum,
and 23rd & 24th waterproofing works in
progress. 5th floor toilet dado work in progress.

TOWER 5
UG/MEZZANINE FLOOR slab completed.
2nd floor level slab reinforcement & shuttering
work in progress.



PALLADIO KHARADI CENTRAL

KHARADI

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AS ON 15 OCT 2025**TOWER 1**

23rd floor blockwork, electrical conducting, gypsum plaster kitchen otta, internal plaster, staircase railing work completed, 16th floor concealed plumbing work in progress.

TOWER 2

23rd floor blockwork, electrical conducting, gypsum plaster kitchen otta, internal plaster and staircase railing work completed, 15th floor internal waterproofing work in progress, 16th floor concealed plumbing work in progress.

TOWER 3

20th floor blockwork in progress, gypsum plaster 18th floor work in progress, 17th floor kitchen otta work completed.

TOWER 4

Terrace floor slab work in progress., 20th floor blockwork in progress, 18th floor gypsum plaster & 17th floor kitchen otta work completed, internal flat waterproofing work in progress, 14th floor concealed plumbing work in progress.



Actual site photos taken in Sept 2025.

PORTIA GRANDÉ

BANER

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AS ON 15 OCT 2025

Actual site photos taken in Sept 2025.

TOWER 1

RCC work completed. 27th floor plumbing work in progress, 1st to 34th floor fire fighting (pressure testing) completed. 33rd to 34th floor blockwork in progress.

TOWER 2

RCC work completed. Blockwork till 33rd floor completed. Gypsum plaster completed till 30th floor, 26th floor plumbing work in progress.



VJ CENTRAL AVENUE

KHARADI

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AS ON 15 OCT 2025

TOWER 5
11th floor blockwork completed.
10th floor gypsum work completed.

TOWER 6
13th & 15th floor blockwork in progress.
9th floor Gypsum work completed..

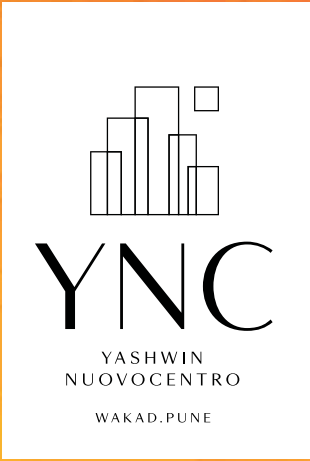


YASHWIN NUOVO CENTRO

WAKAD



SHUBHAM
BHAVATU



A & B Building,

1st to 27th Nov 2025

YASHONE ETERNITEE

HINJAWADI

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 FOR DETAILED UPDATES
AS ON 15 OCT 2025

A BUILDING

Terrace slab completed. 21st & 22nd floor blockwork, 22nd floor kitchen otta, 15th floor waterproofing, 16th floor wall plumbing work in progress.

B BUILDING

18th to 21st floor waterproofing work in progress. Terrace grinding and chipping work in progress.

C BUILDING

Plumbing downtake Testing work in progress.

D BUILDING

All Completed

E1 E2 BUILDING

18th floor reinforcement & shuttering work in progress. 13th floor blockwork, 7th to 12th waterproofing and 8th floor kitchen platform work in progress.



Actual site photos taken in Sept 2025.

YASHWIN URBO CENTRO

WAKAD

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 FOR DETAILED UPDATES
AS ON 15 OCT 2025

A1A2 BUILDING

8th floor slab work completed. 4th floor block work in progress.

B1B2 BUILDING

27th floor slab work completed. 22nd floor block work in progress.

C1C2 BUILDING

29th floor slab completed 30th floor slab work in progress.

D1D2 BUILDING

34th floor slab completed. 27th floor block work in progress.

E1E2 BUILDING

1st floor slab casting completed. 2nd floor slab, shear wall reinforcement and shuttering work in progress..

F1F2 BUILDING

Footing PCC 70% work completed. Footing 20% casting completed..

G1G2 BUILDING

Excavation work in progress.



Actual site photos taken in Sept 2025.

PALLADIO KHARADI CENTRAL - II
KHARADI

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E2 TOWER
Second floor slab pour 02 casting work in progress.
Third floor slab shuttering and reinforcement work in progress.

E3 TOWER
Ground Floor slab Shuttering and reinforcement work in progress



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WWW.MAHARERA.MAHAONLINE.GOV.IN

Actual site photos taken in Sept 2025.

VJ INDILIFE
WAKAD

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AS ON 15 OCT 2025



P52100050594
WWW.MAHARERA.MAHAONLINE.GOV.IN

Actual site photos taken in Sept 2025.



6th floor sanitary fixing work in progress.
9th floor tile grouting work in progress.
OHWT waterproofing work in progress.



Palladio LaViento

The next version of Palladio living brings wind-inspired luxury to Baner-Mahalunge's most coveted address with thoughtfully Come, and experience and exclusive community of 3 BHK homes!

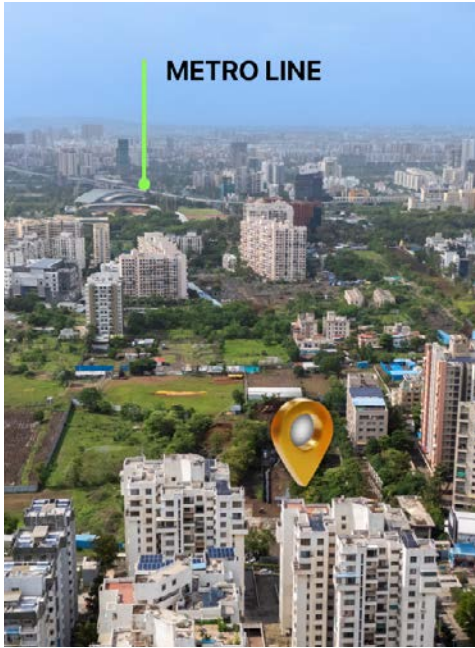


The name says it all: “LaViento” - Spanish for wind - captures the essence of this extraordinary residential project that transforms the concept of community living into a symphony of natural elements and sophisticated design. Located in the heart of Baner-Mahalunge, this upgraded version of VJ’s acclaimed Palladio series represents a lifestyle revolution with emphasis on community, relaxed pace, and experiential living.

The Baner-Mahalunge Connectivity Revolution

Palladio LaViento strategically positions itself as the ultimate connectivity hub in one of Pune’s most promising corridors. The project enjoys direct access to the 24-meter wide Vibgyor School Road, providing seamless connectivity to major destinations across Pune. The location’s proximity to NH-48 ensures residents can reach Mumbai-Pune Expressway within minutes while staying away from the noise, traffic and hassles of highway living.

The upcoming Metro Line 3 Hinjawadi-Shivajinagar corridor adds a transformative dimension to the project’s connectivity matrix. With the metro line successfully conducting its first major trial run from Mann Depot to Balewadi Stadium station on August 28, 2025, residents will soon enjoy direct metro connectivity to Pune’s central business districts.



The project benefits from being positioned within the bustling ecosystem of 2,25,000 professionals working across 175+ IT parks and offices in the immediate vicinity. Major employment hubs including Amar Tech Park, Teerth Exchange, Westport, and numerous other business centers are accessible within minutes. This

professional density creates a thriving micro-economy that supports the area’s “Livability Pro-Max” status.

Educational excellence surrounds the project with 45,000 students studying in nearby institutions including Vibgyor School (just 2 minutes away), Universal Wisdom School International, MITCON Institute, and NICMAR Institute.

Healthcare infrastructure includes 15 hospitals in the immediate area, with Jupiter Hospital, Manipal Hospital, and other multi-specialty facilities ensuring comprehensive medical care accessibility.

Architectural Excellence: Where Vision Meets Expertise

The collaborative genius behind Palladio LaViento brings together industry leaders who understand that exceptional homes require exceptional future forward vision.

Ar. Girish Bramhe, the principal architect, serves as the backbone of architectural design, creating an inspiring symphony of functional layouts with characteristic flavor that defines this project’s unique identity.

Dr. Sruthi Atmakur-Javdekar, landscape architect and environmental psychologist from the University of New York, leads the landscape design that adds unique and curated spaces reflecting perfect balance between built environment and natural harmony. Her expertise ensures that Palladio LaViento’s outdoor spaces are psychologically nurturing.

Advanced Design Upgrades: One Notch Above

Palladio LaViento represents VJ’s most sophisticated upgrade to the Palladio series, incorporating “**Future Ready Homes**” technology that makes living spaces intelligent and responsive. The enhanced specifications include **motion-sensing lights** in bathrooms, comprehensive **home automation systems**, and **Enhanced Air Quality (IAQ+)** features that ensure superior indoor environmental quality.

The design upgrades extend to premium finishes with marble installations in master bathrooms, stylized **safety doors equipped with smart locks**, and **safety systems** that provide comprehensive security solutions. Each home incorporates **curved balconies** for ultra-glamorous aesthetics, optimized space utilization, and enhanced **natural light and ventilation systems**.

The Spanish Philosophy: Community-Centered Living

Palladio LaViento’s design philosophy draws deep inspiration from Spanish lifestyle principles that prioritize community connections, relaxed living pace, and valuing experiences over possessions. This philosophical foundation manifests in every aspect of the development, from the five wind-themed courts to the comprehensive amenity program designed to foster genuine neighbourhood relationships. The wind-themed landscape story unfolds across five distinct courts, each representing different aspects of how wind interacts with human experience:



Fragrance Court serves as the welcoming arrival plaza, featuring entrance gates with canopies, security cabins, pick-up and drop-off points, and fragrance gardens with feature walls that create memorable first impressions for residents and visitors.



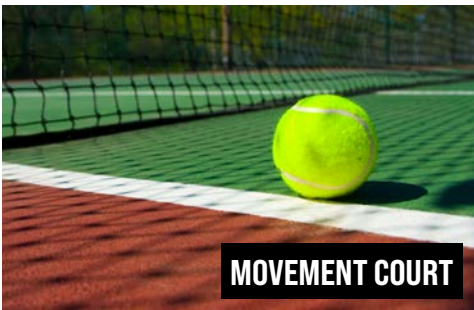
Rustle Court transforms into a wind-themed playground where children’s laughter mingles with nature’s sounds. This kids’ play area features Nana-Nani seating pods, sensory gardens with wind sculptures, toddlers’ nature-play areas, sand-pit zones, water features, sound gardens, spin-wheel gardens, hammock-swing gardens, and permaculture gardens that nurture both nature and wellbeing.



Aura Court becomes the lifestyle and leisure epicenter, featuring swing pavilions, amphi-style seating, platform stages, reflexology paths, additional kids’ play areas, box farming, jogging tracks, party lawns, deck areas, swimming pools with kids’ pools, seating nooks with wind installations, and flag hoisting poles that energize body and refresh mind.



Breath Court creates sacred spaces for spiritual connection, with avenue walks, temple gathering spaces, Tulsi Vrindavan, worship areas, Pradakshina Marg, lotus ponds, and Devrai that allow gentle breezes to flow through shaded walks and quiet nooks.



Movement Court celebrates active living through audience seating, multi-purpose courts, pickle-ball courts, open gyms, pet gyms, pet parent deck areas, pet sand-pits, and pet bath areas that create vibrant arenas where energy flows freely.

Reimagining Space, Humanizing Design

Palladio LaViento’s 3 BHK apartments meticulously designed to maximize space utilization while creating homes that adapt to evolving family needs. The layouts demonstrate VJ’s understanding

that modern families require flexible spaces that can transform based on lifestyle requirements.

Thoughtful Community Planning

Tower A1-A2 and Tower B1-B2 represent carefully planned residential compositions that ensure optimal views, privacy, and community interaction. The towers are strategically positioned within the landscaped podium to provide serene views from all homes, whether facing north toward cityscapes, east toward sunrise views, south toward city panoramas, or west toward spectacular sunset vistas.

The internal driveway network features 6-meter-wide passages that ensure smooth traffic flow while maintaining the tranquil residential atmosphere.

Club LaViento serves as the community’s Spanish Villa-inspired social hub, featuring a celebration hall on the ground floor for gatherings, birthdays, and family dinners, a personal training studio on the first floor for private fitness goals, and a great room on the second floor for alfresco dining and lounge experiences where togetherness and laughter reign.

Beyond Expectations

The Aura Court concept introduces specialized spaces including a kids’ learning center with performing arts facilities, craft areas, and coaching spaces that capture the uplifting essence of wind while fostering creativity and learning.

Guest suites provide complete comfort and privacy for extended family members and friends, ensuring that hosting becomes effortless while maintaining household privacy.

Business centers create professional environments where ideas flow as freely as wind, offering meeting rooms, collaborative spaces, and working desks for residents who need productive workspaces without leaving the community.

Palladio LaViento represents VJ’s most sophisticated interpretation of community living, where Spanish lifestyle philosophy meets Indian family values through thoughtful design, comprehensive amenities, and strategic location advantages.

In Baner-Mahalunge’s rapidly evolving landscape, Palladio LaViento stands as a proof to what’s possible when visionary design meets strategic location.

With RERA registration **PR1260002501182**, Palladio LaViento invites families to experience the future of premium community living, where every breeze carries the promise of extraordinary lifestyle experiences.