



AT KHARADI CENTRAL

REAL ESTATE NEW-AGE
MULTI-UTILITY OFFICES
WELL-PLANNED PARTY
CONSULTANCY HOBBY
CONNECTIVITY INVEST
POSSIBILITIES ACCESS
COMMUNITY NEXT-GEN
OPPORTUNITIES ASSET
S.U.R.E CONVENIENCE

GOOD RENTALS
STUDIOS RETURNS
WFH SOHO SMART
WEEKEND BETTER
CUSTOMISE BUSINESS
MAXIMISE GROW
AMENITIES INFRA
FUTURE INDILIFE
KHARADI CENTRAL



THE DESTINATION OF AMBITIONS

Work and hobbies... Our urban life is built on these beliefs. And one thing that is common to both of them is ambition. Welcome to VJ Central Avenue at Kharadi Central that has space for both these beliefs and the ambitions that accompany them.



Multi-utility studios that cater to a diverse set of needs, both professional and personal, in urban scenarios.



A pre-leased real estate asset that offers assured returns on utility spaces for multiple profiles.



A private home office that is ideal for consultants and small business owners, who need a compact professional setup.

10 REASONS WHY CENTRAL AVENUE IS THE BEST CHOICE



In a skyline full of traditional real estate spaces, VJ Central Avenue at Kharadi Central brings together 3 new-age real estate assets, just for you.

At VJ Central Avenue, you get access to multi-utility studios (IndiLife), Super Utility Real Estate (S.U.R.E) and Small Office Home Office (SOHO), which are high on utility for the end users and high on returns for the investors.

Add to this, 10 signature VJ reasons that make any space at VJ Central Avenue, a great choice for those who want to be the trendsetters in Pune's real estate.



LIMITED EDITION

Limited number of units makes this investment exclusive



RENT ASSIST

Professional assistance to get good rentals, higher than residential



POSSESSION GUARANTEE

Record of on-time delivery with a guaranteed date of possession



DESTINATION FOR ALL

Home to students, young professionals, adults & digital nomads



A FULL FLEDGED ECOSYSTEM

Close to reputed schools, offices, healthcare & much more



HIGH ROI

Significantly higher ROI on rentals as compared to residential investments



CURATED AMENITIES

Special amenities curated for VJ buyers



LOW TICKET PRICE

A thoughtful pocket friendly investment



DOWNTOWN LIFESTYLE

Easy access to daily essentials & quick connectivity to Metro



MOST TRUSTED DEVELOPER

Built by one of Pune's most trusted developers, it makes resale / renting easier



INVEST

In an urban scenario where people demand spaces with mixed usage, IndiLife offers multi-utility studios that let individuals choose how to use them.

VJ IndiLife

A new-age real estate asset, Super Utility Real Estate reimagines investment and utility with its compact unit offerings.

SURE

ENJOY



WORK

Your passion for work might not need an elaborate commercial space, but it deserves a private home office.

SOHO

AMBITIONS MADE BLISSFUL

Spaces that go beyond the idea of a home to fulfill a wide range of utilities, need a sense of peace, even in the most chaotic of routines. At VJ Central Avenue, the landscaping adds this dimension to spaces full of ambitions.

It offers a zone of relaxation for the eyes and for the mind to ensure that the world around a S.U.R.E, SOHO or IndiLife unit feels enjoyable, when someone needs a quick break or is intentionally seeking a change in the routine.



The architecture is made with a clear purpose of serving ambitions, while also bringing a sense of rejuvenation.

Ar. Girish Brahme, Pune
Principal Architect
VOUSSOIRS Architects, Designers & Planners



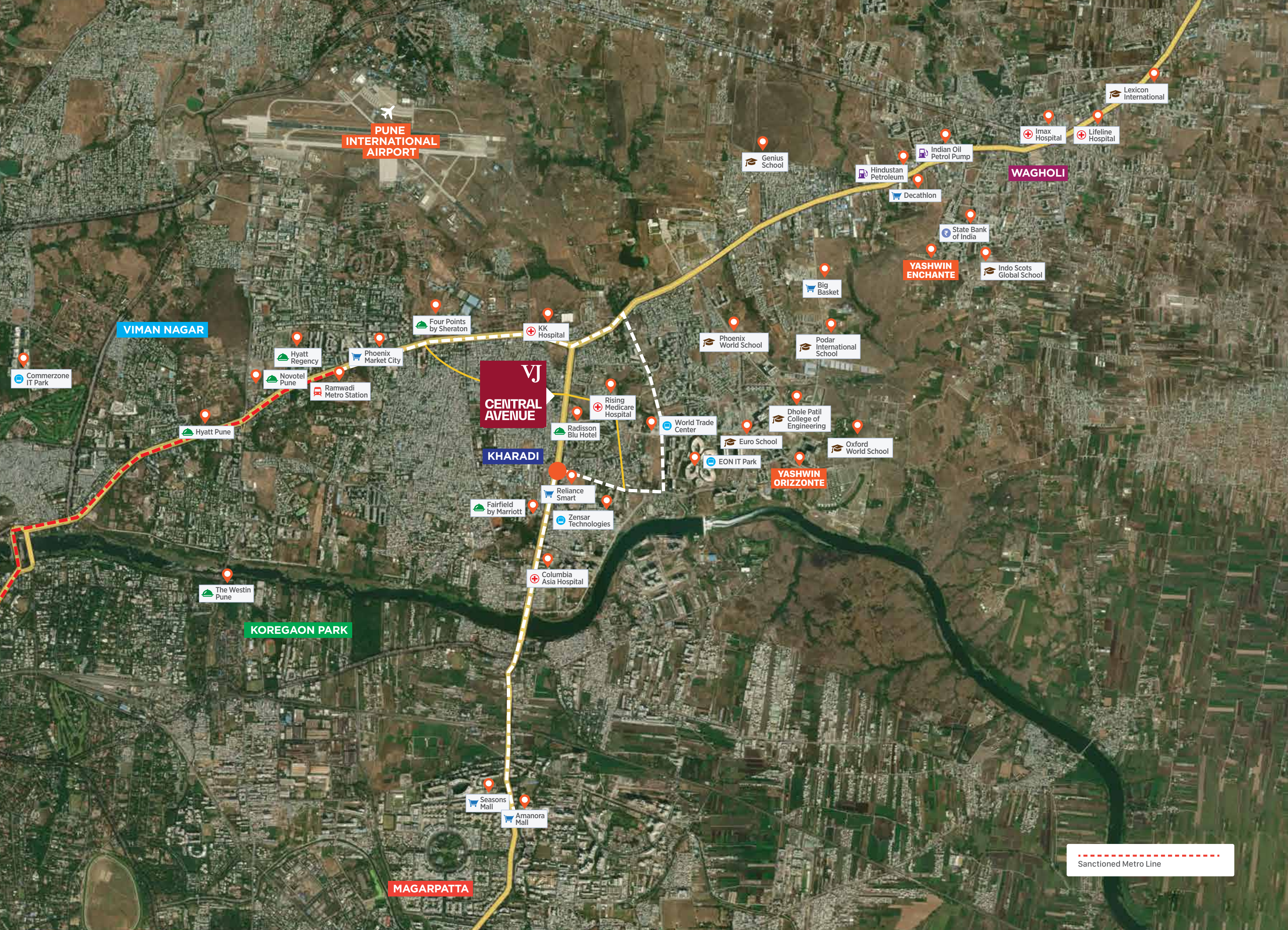
As ambitions go global, the exposure to avenues that the world chooses to relax, is growing. We brought this sense of the world to the new-age urban ambitions here.

Ann Teo
Landscape Architect
COEN Design Team, Singapore



The landscaping aligns itself with the new-age utility that the spaces provide. It offers spaces that are soothing to the eyes, mind and heart.

Sruthi Atmakur Javdekar, Pune
Landscape Designer
GRIT: Environmental Design + Research Studio



**PUNE
INTERNATIONAL
AIRPORT**

VIMAN NAGAR

WAGHOLI

**YASHWIN
ENCHANTE**

**VJ
CENTRAL
AVENUE**

KHARADI

**YASHWIN
ORIZZONTE**

KOREGAON PARK

MAGARPATTA

Sanctioned Metro Line

Lexicon International

Imax Hospital

Lifeline Hospital

Indian Oil Petrol Pump

Hindustan Petroleum

Decathlon

State Bank of India

Indo Scots Global School

Big Basket

Phoenix World School

Podar International School

Phoenix World School

Euro School

Oxford World School

Dhole Patil College of Engineering

World Trade Center

EON IT Park

Rising Medicare Hospital

Radisson Blu Hotel

Reliance Smart

Zensar Technologies

Fairfield by Marriott

Columbia Asia Hospital

Seasons Mall

Amanora Mall

Phoenix Market City

Ramwadi Metro Station

Hyatt Regency

Novotel Pune

Hyatt Pune

The Westin Pune

Commerzone IT Park

PUNE INTERNATIONAL AIRPORT

DESTINATIONS AROUND YOUR AMBITIONS

WORKPLACES

- Zensar: 1.5 km
- WTC: 2.1 km
- EON IT Park: 2.8 km
- Barclays: 3.1 km

HOSPITALITY

- Radisson Blu: 550 metres
- Fairfield by Marriott: 1.4 km
- Hyatt: 4.8 km
- Novotel: 5.6 km

IMPORTANT SUBURBS

- Viman Nagar: 3.9 km
- Magarpatta: 5.6 km
- Pune International Airport: 5.9 km
- Koregaon Park: 7.3 km

ENTERTAINMENT

- Reliance Smart: 950 metres
- Phoenix Marketcity: 2.8 km
- Seasons Mall: 4.4 km
- Amanora Mall: 4.5 km

HOSPITALS

- Rising Medicare: 650 metres
- Medipoint Hospital: 1.1 km
- Motherhood Hospital: 1.3 km
- Columbia Asia: 2.0 km
- Kalyani Nagar: 3 km



SOHO

SURE
VJ IndiLife

TOWARDS NAGAR ROAD

KHARADI
CENTRAL
CHOWK

TOWARDS MAGARPATTA



SOHO

URBAN SPACES. ULTIMATE GROWTH.

**WORK-LIFE
AMBITIONS?
CHOOSE SOHO AT
VJ CENTRAL AVENUE.**

11
STOREY TOWER

200+
SOHO UNITS

20
SHOPS

02
LEVEL PARKING



IMPRESS YOUR CLIENTS WITH A GRAND ENTRANCE

• WELL-PLANNED ENTRANCE LOBBY

• DEDICATED SPACE FOR NAME DIRECTORY

• DROP-OFF POINT





FIND YOUR RELAXATION AT THE COMMUNITY ZONE

- COMMUNITY KITCHEN
- OPEN-AIR CAFETERIA
- SERVING COUNTER
- LANDSCAPED TERRACE

ENJOY WORK-LIFE BALANCE AT THE SOCIAL ZONE

- AL FRESCO DINING DECK
- CORPORATE GET-TOGETHER DECK

- LANDSCAPED TERRACE
- BREAKOUT ZONE



AMBITIONS
MADE SUCCESSFUL





SPECIFICATIONS

**TILING AND NATURAL STONE
(X AND Y AXES, TILE SPACERS, GROUTING)**
600 x 600 MM tiles with matching 3-inch
skirting in the entire unit

**WALL FINISHES
(GYPSUM, PLASTER, PAINT)**
Water-based acrylic emulsion paint
to all inside walls

TOILETS
Dado tiles & floor tiles
600 x 600 MM

DOORS
Main door of 40 MM with
laminate on both sides

TOILET DOOR
35 MM wide with
laminate on both sides

WINDOWS
Aluminum windows with
3-track & mosquito mesh

ELECTRICAL
Fire-retardant copper wiring
with RCCB, MCBs up to the DB

Electrical modular switches

**PLUMBING
(PIPES & ACCESSORIES)**
Single stack HDPE / PP piping for
drainage & UPVC / CPVC for water
supply with premium CP & sanitary ware

HVAC (AC) DETAILS
Electrical & civil provision for
fixing individual AC units

POWER BACKUP
DG backup (excluding power points)

WATERPROOFING
Chemical coat waterproofing with
protective screed & plaster



Artist's impression

S.U.R.E

SUPER UTILITY REAL ESTATE

**THE MOST SURE
INVESTMENT IN
AMBITIONS
AND RETURNS**

340+
UNITS

01-12
FLOORS

03
LEVEL PARKING



YOUNG PROFESSIONALS
Working professionals staying away from family



DIGITAL NOMADS
The technology savvy new-age travellers



INDIVIDUALS
People with specific needs for space



STUDENTS
Migrant students in Pune for higher education



FREELANCERS
Professionals who work on project basis in different cities



SINGLE WOMEN
Women professionals/ students seeking a safe habitat

S.U.R.E

Made for everyone

The perfect choice for people from different profiles and age groups.

The multiple space benefits and investment delights, make S.U.R.E a real estate destination that has something for anyone who seeks to own a new-age asset.

S.U.R.E

SUPER UTILITY REAL ESTATE

THE NEXT IN AMBITIONS

Thoughtfully designed to cater to the usage by various age groups and profiles, S.U.R.E is an asset in both short-term and long-term.

With evolving urban lifestyles, the need of livable spaces is changing and so is the requirement of the people. At VJ Central Avenue, S.U.R.E units focus on offering optimised spaces, in terms of area, usage and pricing.



SUPER UTILITY FEATURES

The best-in-class design layouts



LIMITED EDITION

Limited number of units makes this investment exclusive



EXCLUSIVE SPACES

Dedicated infrastructure for S.U.R.E units



MORE CONVENIENCE

Common spaces & amenities that ensure recreation



Artist's impression



MULTI-UTILITY STUDIOS

**INDILIFE: HOBBIES,
BUSINESS & MORE**

200+
INDILIFE UNITS

13-22
FLOORS

03
LEVEL PARKING



CORPORATE LONG STAY



ARTIST'S STUDIO



WRITER'S STUDIO

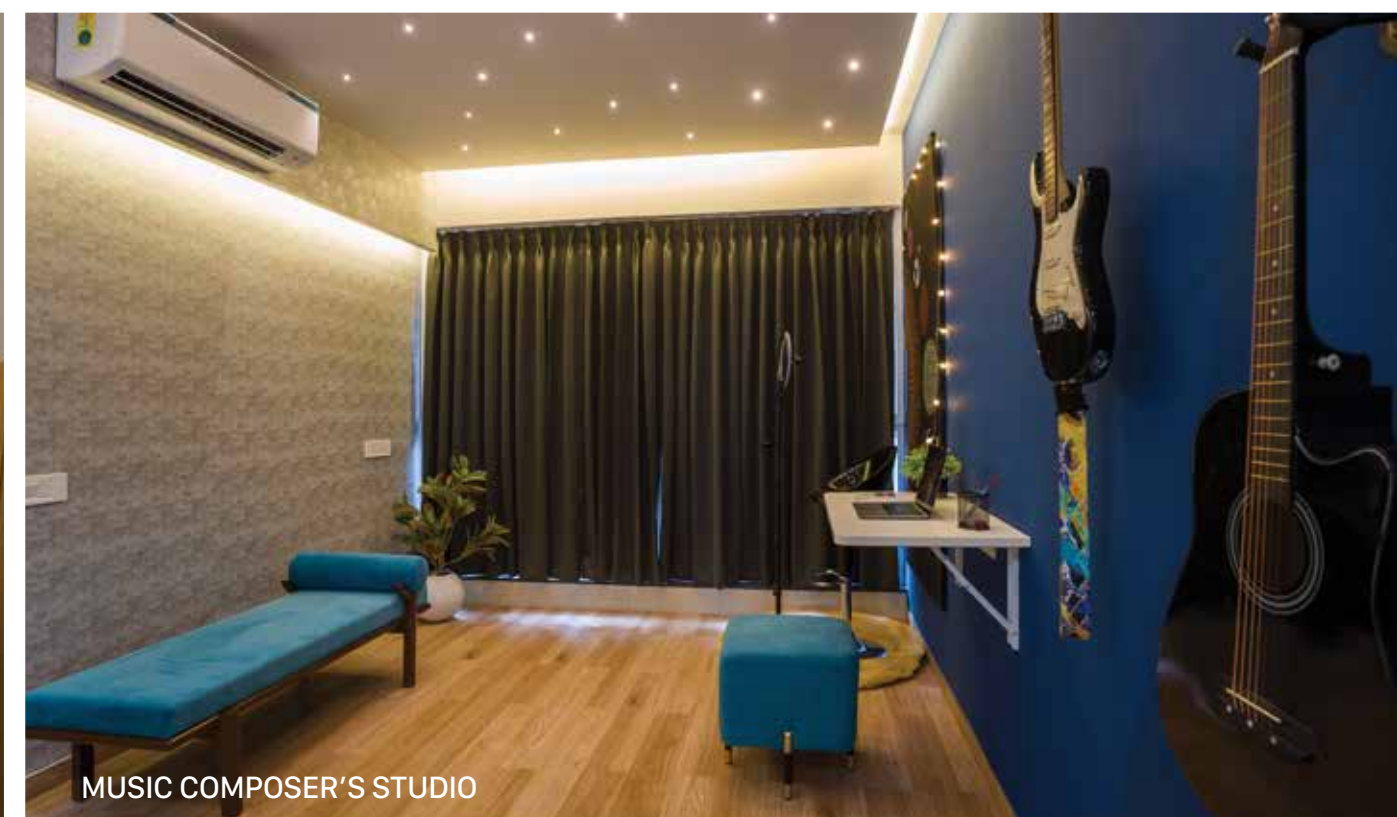
MORE THAN YOU EXPECT

The multi-utility studios offer many options of usage for professional and personal reasons.

All images are shot at IndiLife Pashan



WORKING BACHELOR'S DEN



MUSIC COMPOSER'S STUDIO



WEEKENDER'S GETAWAY



DESIGN STUDIO



AMENITY FLOOR PLAN



The layout is for representation purpose only.

FITNESS ZONE



WALKING / JOGGING TRACK

OUTDOOR GYM

YOGA DECK

CARDIO STUDIO

ZUMBA / TRAINING STUDIO



BUSINESS ZONE



- BUSINESS CENTRE
- MEETING ROOMS
- OUTDOOR DISCUSSION AREA
- OUTDOOR MEETING AREA
- CONFERENCE ROOM



LIFESTYLE ZONE



WINE & CIGAR LOUNGE

INDOOR GAMES AREA

OUTDOOR LOUNGE AREA

CAFE SITOUT

OUTDOOR KITCHEN

OUTDOOR SITOUT







SPECIFICATIONS

TILING AND NATURAL STONE
(X AND Y AXES, TILE SPACERS, GROUTING)
 800 x 800 MM tiles with
 matching 3-inch
 skirting in the entire unit

WALL FINISHES
(GYPSUM, PLASTER, PAINT)
 Water-based acrylic
 emulsion pails to all inside walls

TOILETS
 Dado tiles & floor tiles
 600 x 600 MM

DOORS
 45 MM flush door with
 laminate on both sides

TOILET DOOR
 35 MM flush door with
 both sides laminate

WINDOWS
 Aluminum windows with
 3-track & mosquito mesh

ELECTRICAL
 Fire-retardant copper wiring
 with RCCB, MCBs up to the DB

Electrical modular switches

PLUMBING
(PIPES & ACCESSORIES)
 Single stack HDPE / PP piping for
 drainage & UPVC / CPVC for water
 supply with premium CP & sanitary ware

HVAC (AC) DETAILS
 Electrical & civil provision for
 fixing individual AC units

FIRE
 Sprinklers & fully addressable
 detection system

SAFETY AND SECURITY
 Digital lock for main door

POWER BACK UP
 DG back up
 (Excluding power points)

WATERPROOFING
 Chemical coat waterproofing with
 protective screed & plaster

HOT WATER
 Geyser provision in bathroom



Representative image

MAKING LIFE EASIER FOR EVERY BUYER.

With such a new-age outlook towards real estate spaces, comes VJ's promise of making their ownership, customisation and maintenance easier for everyone. From residential spaces to traditional and modern commercial assets, these signature VJ services take care of specific needs of the buyers.

SERVICES BY VJ




HOUSE TO HOME

Personalising
a house into your home



Financial services
to simplify property buying



Single point contact
for all your queries



RENT & SELL
VERIFIED PROPERTIES

Rent & sell verified
properties



Security & property solutions
for every VJ community



Preferential treatment for
VJ customers



Revenue generating spaces to
lower society's maintenance cost



Third party audit of property
at the time of possession

Disclaimer: The above mentioned services are paid services by VJ. They may or may not be applicable to all the projects. Management reserves the right to change the offers, depending on the market conditions.

THE NAME BEHIND AWARD-WINNING CREATIONS

At VJ, we are immensely passionate about our design and creations. And this is reflected in the recognition we have received at the national level for our projects as well as our thought leadership in real estate. Additionally, the renowned appreciation for sustainable practices is something we cherish. The idea is to always deliver a creation that our customers will proudly own.



FEB 2023

**YASHONE
HINJAWADI**

'Well Built Structure
Award 2022' in residential
housing complex
category by BAI



MAY 2022

**VILAS
JAVDEKAR**

Lokmat 'Vishwakarma
Award' at the hands of
Mr. Nitin Gadkari



OCT 2022

**YASHWIN
HINJAWADI**

'Green Champion Award'
by IGBC under 'Developer
Leading the Green Homes
Movement in India'



JUN 2021

PORTIA

Architects, Engineers &
Surveyors' Association
(AESA) Award



FEB 2019

**YASHONE
HINJAWADI**

Awarded Most Environment
Friendly Residential Space
by Realty Plus



FEB 2019

**YASHWIN
ENCORE**

Awarded Architectural
Design of the Year - Residential
by Realty Plus



FEB 2018

**YASHONE
PIRANGUT**

Awarded as 'Affordable
Housing Project' of the Year
by Realty Plus



SEP 2017

**YASHWIN
HINJAWADI**

Awarded as 'Mid-Segment
Project (West)' of the Year
by Realty Plus



MAR 2017

PORTIA

Awarded as 'Super Luxury
Project' of the Year
by Realty Plus



FEB 2016

**VILAS
JAVDEKAR**

Wins Scrolls of Honour
Lifetime Achievement
Award



FEB 2015

**ADITYA
JAVDEKAR**

Young Achiever
of the Year



FEB 2016

**EURO
SCHOOL**

Commercial Property
of the Year



SEP 2015

**VILAS JAVDEKAR
DEVELOPERS**

Emerging Developer
of the Year

CREDITS

PRINCIPAL ARCHITECT
VOUSOIRS
ARCHITECTS DESIGNERS & PLANNERS

LANDSCAPE DESIGN
COEN DESIGN INTERNATIONAL PTE. LTD.
GRIT: ENVIRONMENTAL DESIGN + RESEARCH STUDIO

STRUCTURAL DESIGNER
STRUDCOM CONSULTANTS PVT. LTD.

BRAND CONSULTANT
SETU ADVERTISING PVT. LTD.



SITE OFFICE: VJ CENTRAL AVENUE, 38/1/A/1A/1, 38/3, 38/4/1, 38/5,
NEAR RADISSON BLU HOTEL, KHARADI, PUNE 411 014

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