



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

VJ

CENTRAL  
AVENUE



Artist's impression

## 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.

**VJ** **IndiLife**

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

**S.U.R.E**

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

**SOHO** IndiLife

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

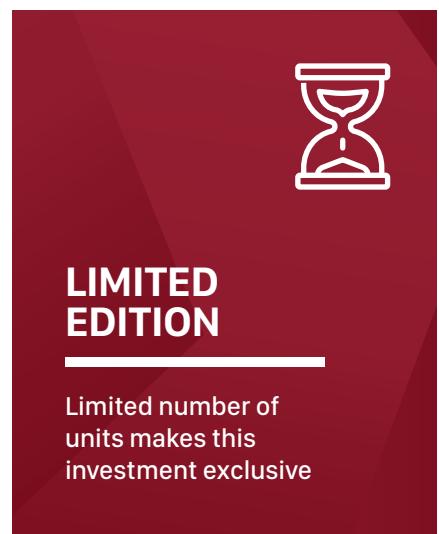
# 10 REASONS WHY CENTRAL AVENUE IS THE BEST CHOICE



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.

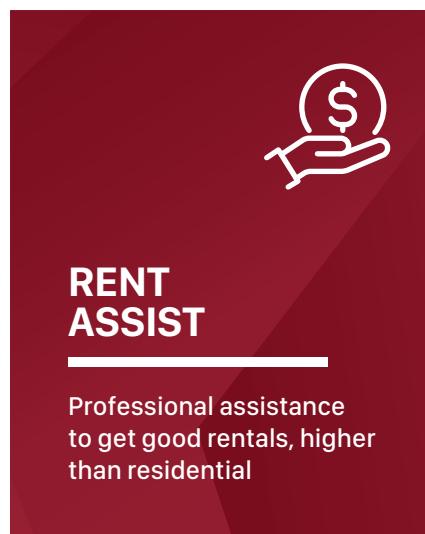
At VJ Central Avenue, you get access to multi-utility studios (IndiLife), Super Utility Real Estate (S.U.R.E) and Small Office Home Office (SOHO), which are high on utility for the end users and high on returns for the investors.

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.



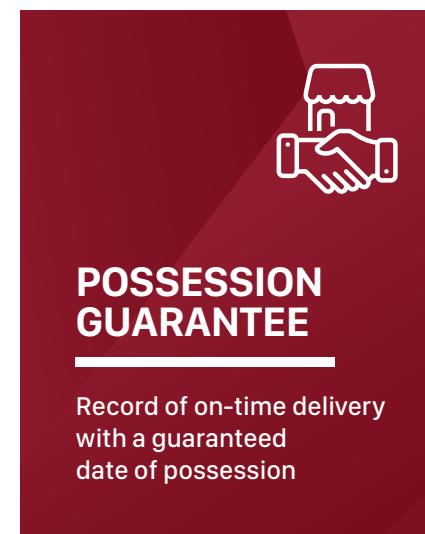
## LIMITED EDITION

Limited number of units makes this investment exclusive



## RENT ASSIST

Professional assistance to get good rentals, higher than residential



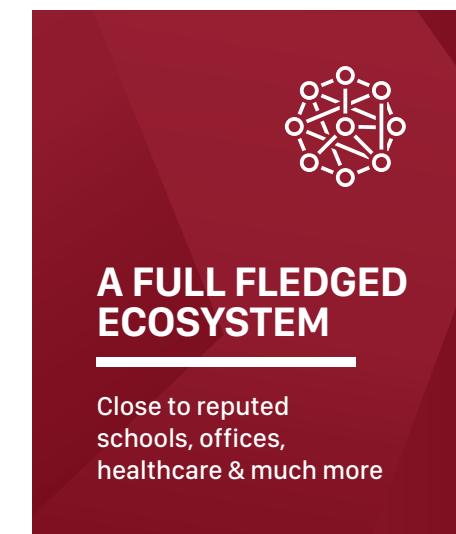
## POSSESSION GUARANTEE

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



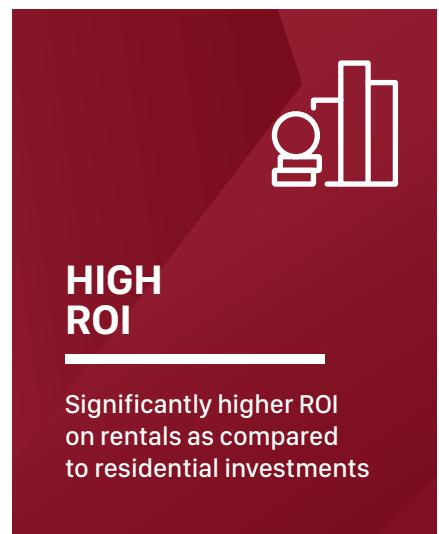
## DESTINATION FOR ALL

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



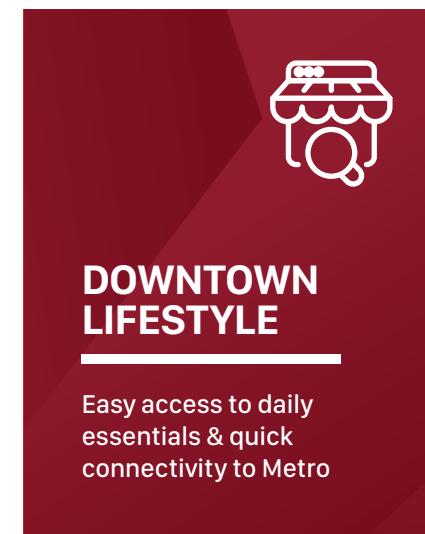
## CURATED AMENITIES

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



ENJOY

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

S.U.R.E



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



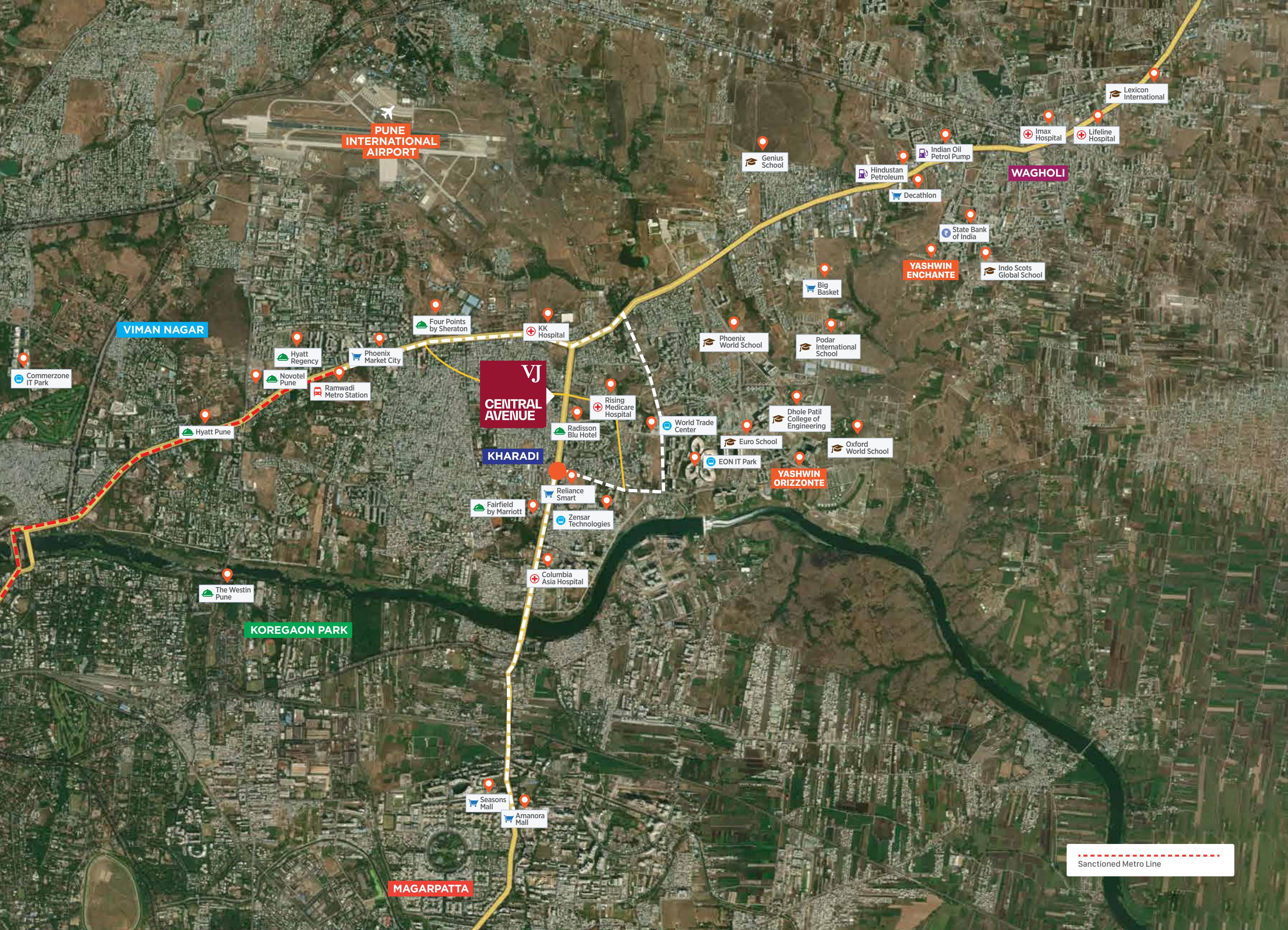
As ambitions go global, the exposure to avenues that the world chooses to relax, is growing. We brought this sense of the world to the new-age urban ambitions here.

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





## 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

URBAN SPACES. ULTIMATE GROWTH.

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

**11**  
STOREY TOWER

**200+**  
SOHO UNITS

**20**  
SHOPS

**02**  
LEVEL PARKING



## CHOOSE YOUR UTILITY

The perfect choice for people with different professions.



## IMPRESS YOUR CLIENTS WITH A GRAND ENTRANCE

- WELL-PLANNED ENTRANCE LOBBY
- DEDICATED SPACE FOR NAME DIRECTORY
- DROP-OFF POINT





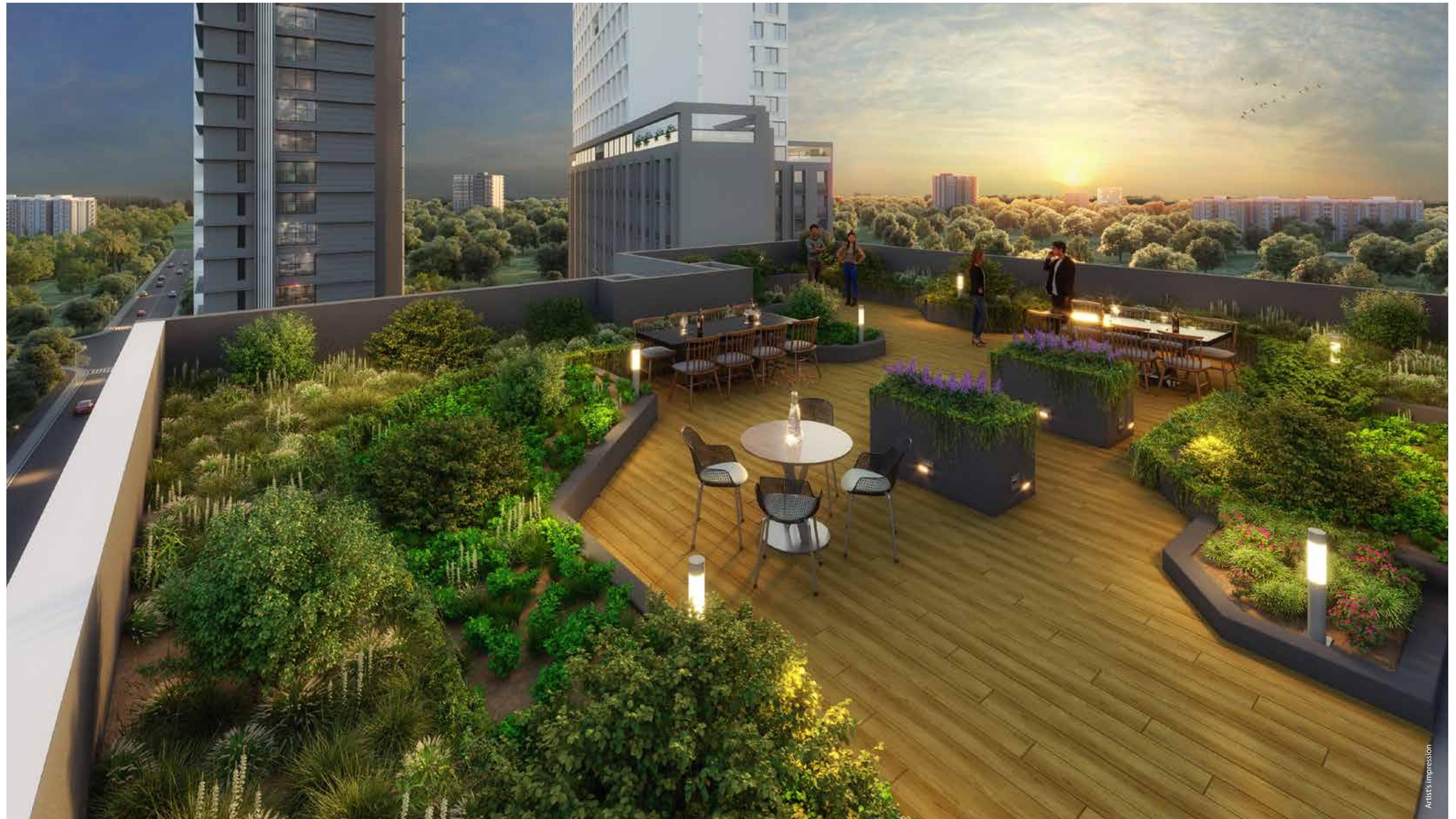
## FIND YOUR RELAXATION AT THE COMMUNITY ZONE

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

Artist's impression

## 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

# 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.

# S.U.R.E

## Made for everyone

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



### SINGLE WOMEN

Women professionals/students seeking a safe habitat



### STUDENTS

Migrant students in Pune for higher education



### YOUNG PROFESSIONALS

Working professionals staying away from family



### FREELANCERS

Professionals who work on project basis in different cities



### DIGITAL NOMADS

The technology savvy new-age travellers



### INDIVIDUALS

People with specific needs for space



### 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

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.



Artist's impression

**VJ IndiLife**

MULTI-UTILITY STUDIOS

**INDILIFE: HOBBIES,  
BUSINESS & MORE**

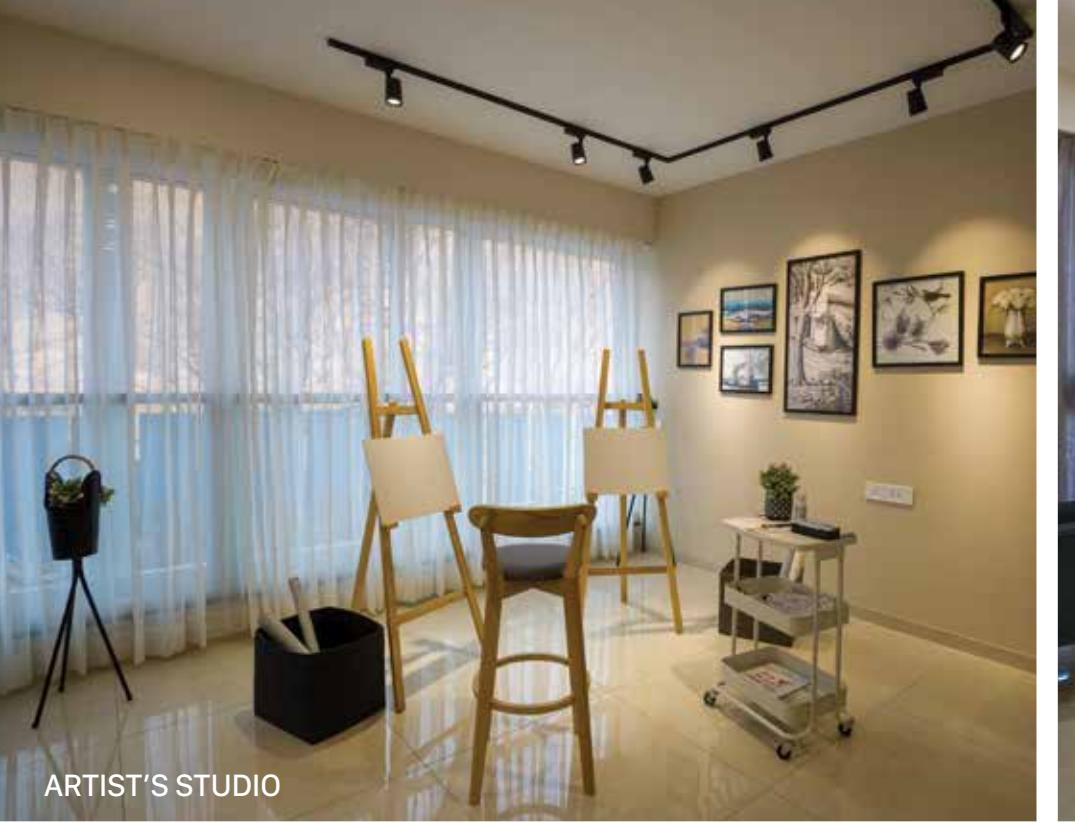
**200+**  
INDILIFE UNITS

**13-22**  
FLOORS

**03**  
LEVEL PARKING



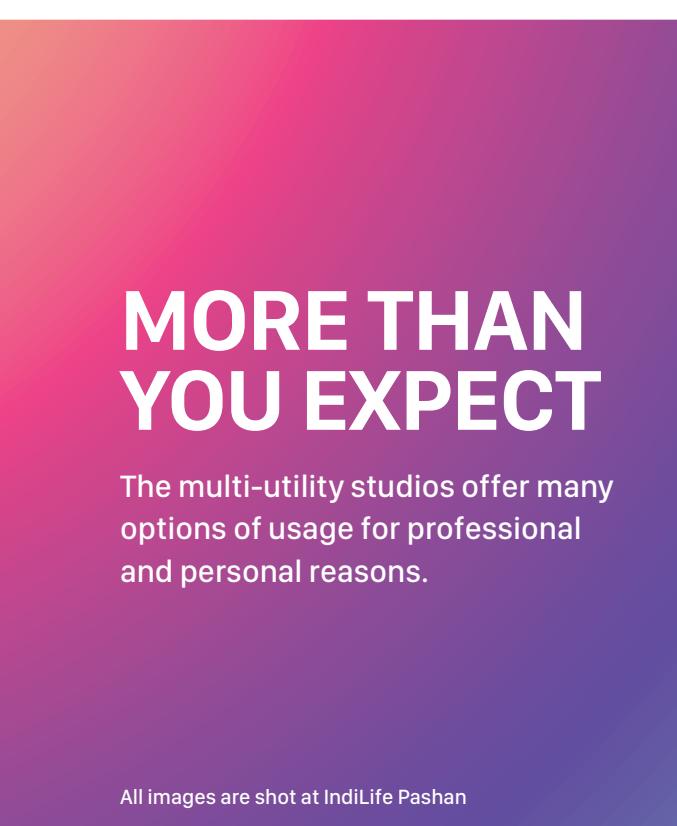
CORPORATE LONG STAY



ARTIST'S STUDIO



WRITER'S STUDIO

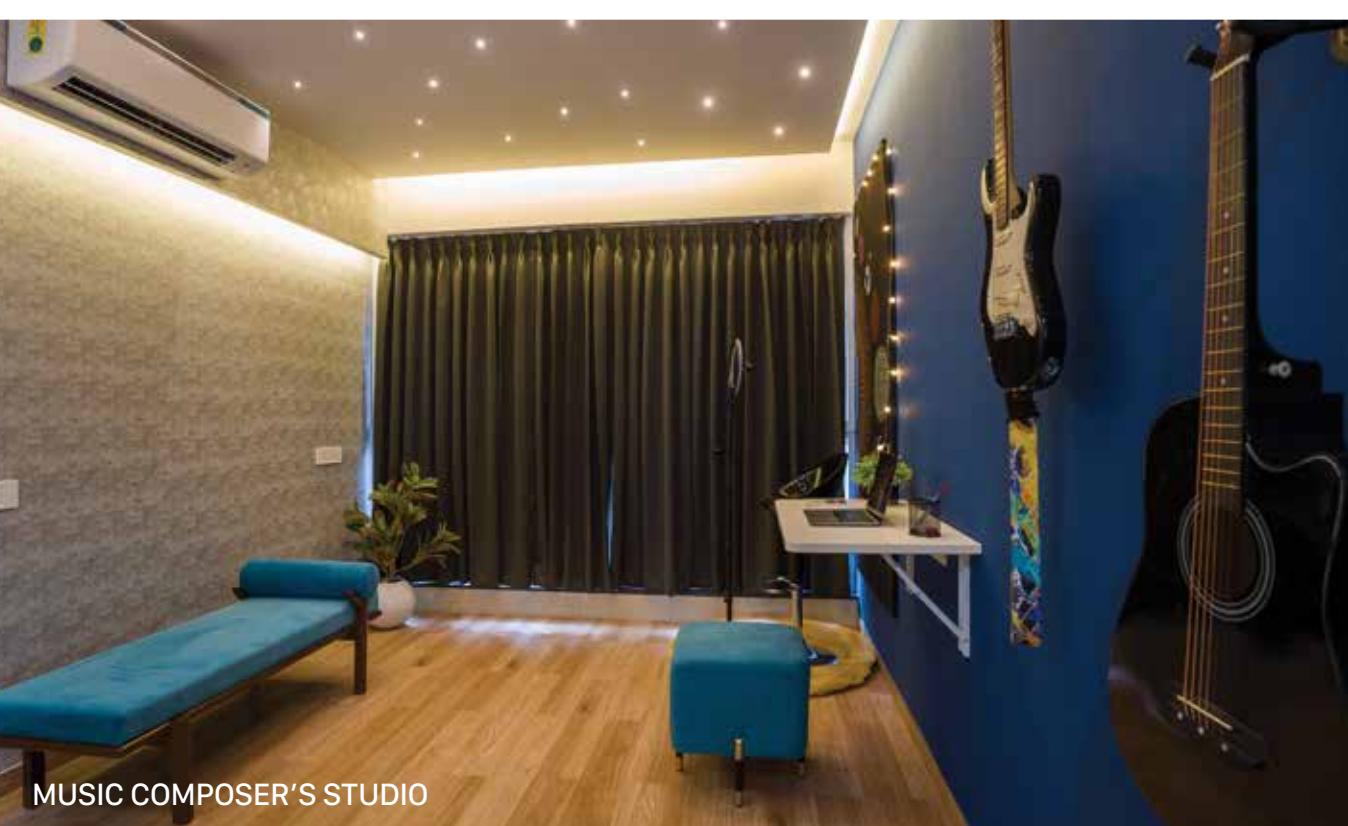


## MORE THAN YOU EXPECT

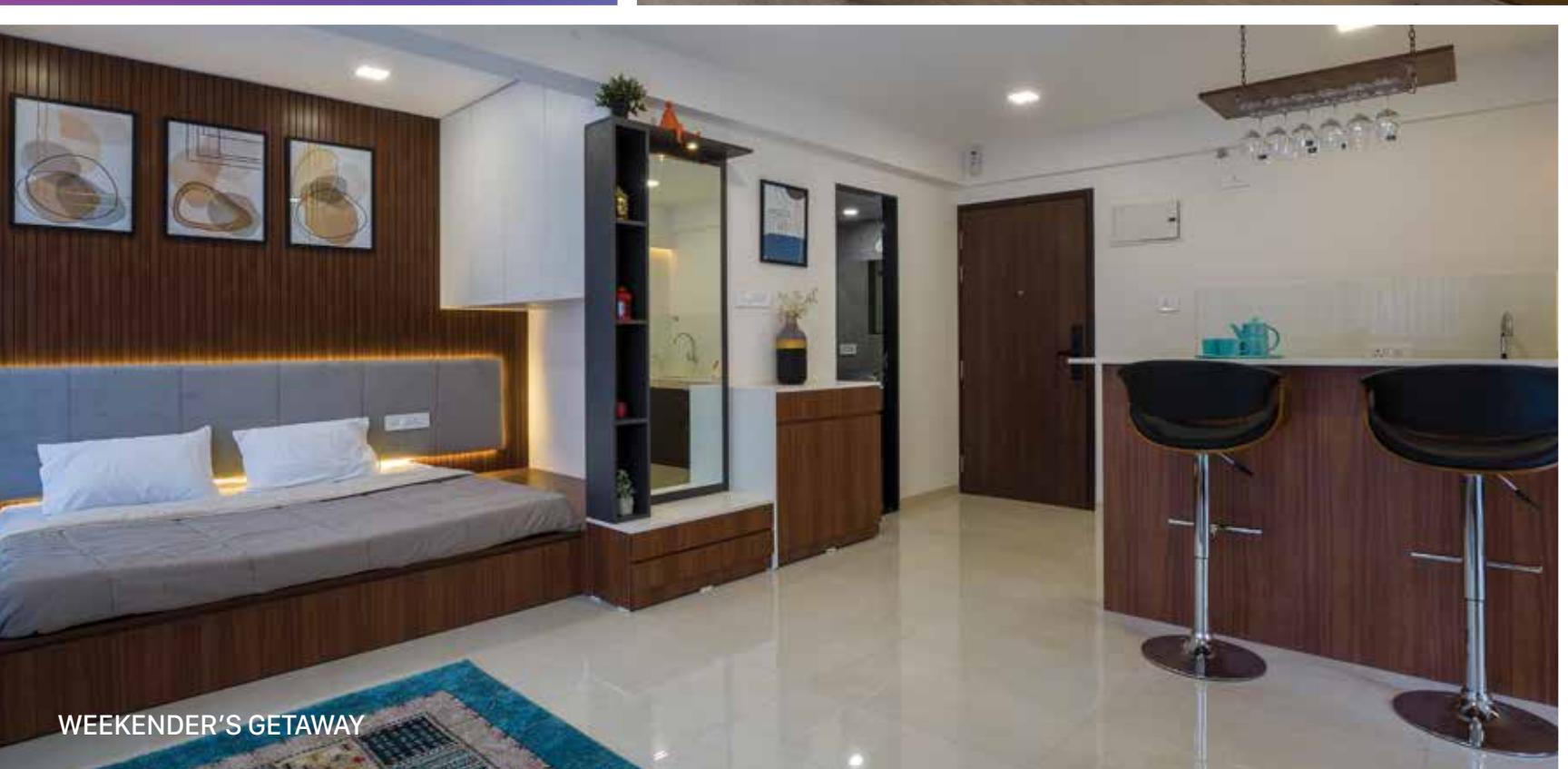
The multi-utility studios offer many options of usage for professional and personal reasons.



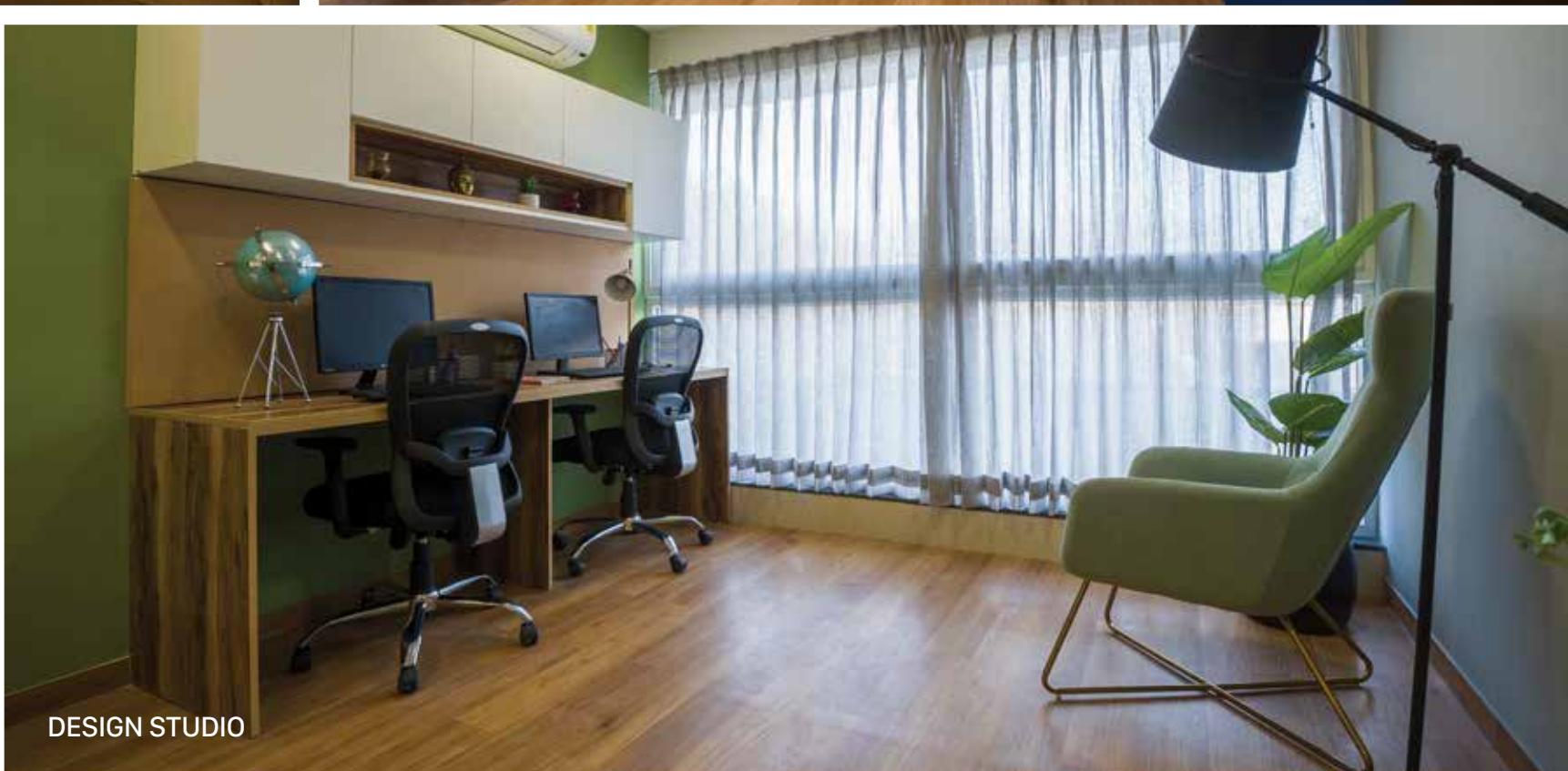
WORKING BACHELOR'S DEN



MUSIC COMPOSER'S STUDIO



WEEKENDER'S GETAWAY



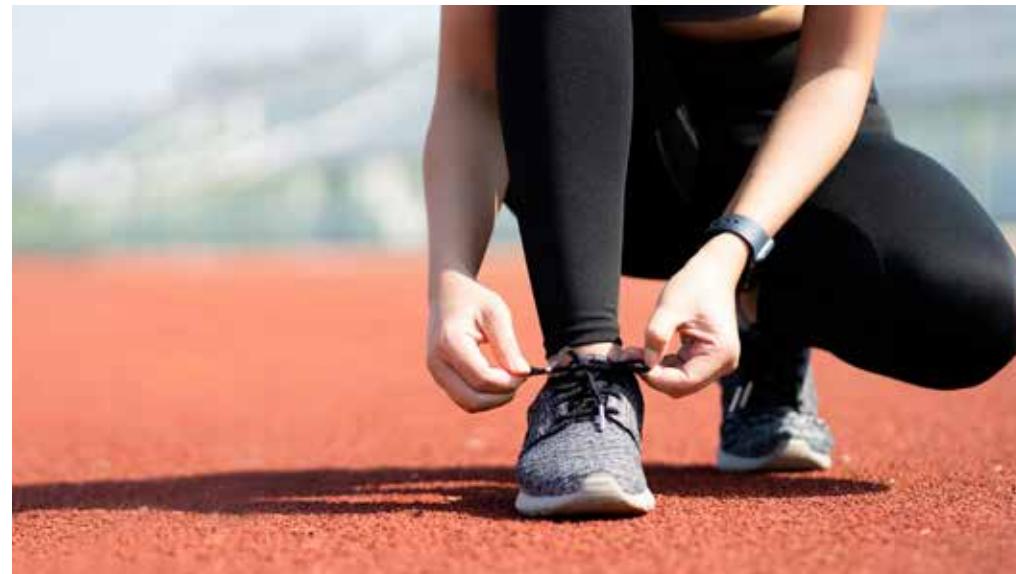
DESIGN STUDIO



# AMENITY FLOOR PLAN



# 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 paint 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



## 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



Personalising  
a house into your home



Financial services  
to simplify property buying



Single point contact  
for all your queries



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.



YASHONE  
HINJAWADI

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



VILAS  
JAVDEKAR

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



YASHWIN  
HINJAWADI

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



PORTIA

Architects, Engineers & Surveyors' Association (AES) Award



YASHONE  
HINJAWADI

Awarded Most Environment Friendly Residential Space by Realty Plus



YASHWIN  
ENCORE

Awarded Architectural Design of the Year - Residential by Realty Plus



YASHONE  
PIRANGUT

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



YASHWIN  
HINJAWADI

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



PORTIA



VILAS  
JAVDEKAR

Wins Scrolls of Honour Lifetime Achievement Award



ADITYA  
JAVDEKAR

Young Achiever of the Year



EURO  
SCHOOL

Commercial Property of the Year



VILAS JAVDEKAR  
DEVELOPERS

Emerging Developer of the Year

## CREDITS

**PRINCIPAL ARCHITECT**  
VOUSSOIRS  
ARCHITECTS DESIGNERS & PLANNERS

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

**STRUCTURAL DESIGNER**  
STRUDECOM 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**

Disclaimer : The materials contained in this brochure should not be considered an offer and are solely of an informational nature. The references, images, advertising or declarations made herein are informational only, and not to be interpreted in any other manner. The developer (Vilas Javdekar Developers and/or its affiliates and/or its subsidiaries) reserves the right to make any modifications to the materials, specifications, plans, designs and delivery of the residences advertised here without any prior notice. All of the specifications contained herein, including technical, promotional, related to images or of any other nature are the property of Vilas Javdekar Developers and/or its affiliates and/or its subsidiaries and such specifications may not be used by any person, including an individual entity without the prior written consent of Vilas Javdekar Developers and/or its affiliates and/or its subsidiaries.



**P52100050364**  
[www.maharera.mahaonline.gov.in](http://www.maharera.mahaonline.gov.in)



[WWW.JAVDEKARS.COM](http://WWW.JAVDEKARS.COM)