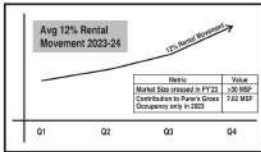


A RISING STAR ON PUNE'S COMMERCIAL REAL ESTATE HORIZON

Pune's main commercial ventures are spread across two major regions - The East and the West. In the East, the areas such as Kharadi, Korregan Park, Viman Nagar, Wagholi etc. have witnessed tremendous surge in growth in commerce. In the West, Hinjawadi, Aundh, Balewadi and Kothrud have emerged as the commercial hubs of the Western Pune. This market is collectively known as the SBD West. In this collection, there is one area which stands out in the fulcrum of business, that is Baner.



workforce. The steady appreciation of property prices has made it an enticing investment opportunity, attracting MNCs and start-ups in co-working, research consulting, BFSI, engineering and manufacturing sectors. Most recently it's observed that Baner's micro market has crossed a significant milestone of 30 MSF in Q2 of FY23. The market rents at the median rental of 92 PSF increased by 9% over the previous quarter, 2nd highest in the last 10 quarters. Pune witnessed gross occupancy of 7.62 mn. Sq.Ft. during 2023, in which Baner was a top contributor - up to 24%. There is a steady increase in upcoming supply in the next calendar year which is estimated to be 55% more compared to FY23, while keeping a steady vacancy rate of 11-12%.



Considering the demand-supply gap in the current micro-market, a need for disruption was imperative. That's when Codename Youpreneur came in. Not only it has met the needs of small-mid segments of commercial real estate consumers in the Baner-Balewadi Market, but also has paved the way for scalability in the commercial real estate category.

— Abhishek Mishra
CEO, Sellability Sales & Marketing Solutions

- EXPECTED RISE IN DEMAND
- POTENTIAL FOR GOOD RENTAL YIELDS
- FAVOURABLE FOR REAL ESTATE INVESTMENT
- PRICE STABILISATION
- STRONG & PROMISING COMMERCIAL MARKET

APPEAL TO MID - SMALL SIZED BUSINESSES

Owing to its promising features, Baner has also attracted attention of mid to small businesses looking to establish their presence in this region of the city. Their need for establishment, diversification, and appeal is the reason why several prospects have turned their attention to Baner has rapidly expanded in the past 5 years. With the many positives that the area has along with its functional appeal, there are also a few negatives which one can consider especially in the commercial real estate context, starting with the demand and supply gap.

Many of the commercial facilities are devised to cater to moderate to large corporates needs which might default with the needs of small to mid-sized companies. The potential investment required in a commercial facility at



SELLABILITY UNLOCKING GROWTH

Baner boasts proximity to Hinjawadi's renowned IT ecosystem, offers a vibrant business environment catering to varied industries. Renowned companies have established their operations in Baner, all drawn by the area's connectivity, business-friendliness and promising growth prospects. Moreover, the area is close to the Mumbai-Pune Highway and the Pune-Bengaluru Highway, thus enabling quick and easy connectivity to the commercial hubs of other major cities as well. This strategic advantage has deemed Baner a favourable destination for commercial ventures, offering great ROI (Return on Investment) and high rental yields.

THE RENTAL & APPRECIATION POTENTIAL. Baner's commercial real estate market has experienced impressive rental yields and significant appreciation over the years. The demand for office spaces in this area continues to rise due to the influx of businesses and the growing



PROJECT HIGHLIGHTS

- A GRAND ENTRANCE LOBBY
- BREAK AREAS FOR SOCIALIZATION
- 2-WHEELER EV CHARGING FACILITY
- HIGH-SPEED INTERNET INFRASTRUCTURE
- MANAGED RECEPTION & ADMINISTRATIVE SERVICES
- LOUNGE AND CONFERENCE FACILITY

Baner would cost somewhere between ₹1.5cr - ₹3cr Onwards, which a first-time investor, or a mid-sized business end-user might find too cumbersome. Hence, the need to bridge the gap between ambition and affordability was imperative.

INTRODUCING CODENAME YOUPRENEUR

Among the various commercial projects to grace the skyline of Baner, there is one project which will shine brighter amongst them all, that is Codename Youpreneur. Devised purely for upcoming businesses, start-ups, first-gen entrepreneurs, and investment-

13 STOREY TOWER
SCALABLE OFFICES
RANGING FROM
211-609+ SQ.FT.

MAGNIFICENT ROI
EARNING POTENTIAL

DIRECT MUMBAI -
PUNE HIGHWAY
ACCESS

Minded individuals, Codename Youpreneur is set to etch its presence in the commercial skyline of Pune. With scalability being at the core of its offering, it provides boutique, core, and corporate office spaces enabling its prospects to invest and utilise the right amount of space which befits their needs. Coupled with modern features which help the prospects focus more on their business and their ambition for growth, this 13-storey marvel will encompass spaces between 272 sq.ft. to 609+ sq.ft. with options to club all this at a competitive price range. As the commercial skyline of Pune evolves, Codename Youpreneur would emerge as a

symbol of solidarity, innovation, and beacon of entrepreneurship in the city.

WHY CODENAME YOUPRENEUR?

Codename Youpreneur has been specifically designed to cater to the needs of those businesses who desire the right ecosystem for growth and diversification but miss-out on it owing to the premium price. Scalability being at the core of the offering, prospects / Investors would have the option to choose the space they deem fit for their needs. The project also offers a range of amenities, which is why it is most certain that Codename Youpreneur will etch its mark on the commercial skyline of Western Pune.

MAKING A MARK ON WESTERN PUNE'S COMMERCIAL MARKET

Making its lateral entry in the micro-market in February 2024, Codename Youpreneur has appealed to investors & small-mid sizes entrepreneurs owing to its special features and an attractive pricing. Over the past few months, it has generated a phenomenal response from entrepreneurs/end-users & investors looking to make their mark in the business world. While the project is scheduled for delivery in December 2025, it being looked upon as a hotspot for Baner's top-entrepreneurs.

