

CREDAI-PUNE METRO PRESENTS

2011

# PROFEST TIMES



Dignitaries present at the inaugural function of Profest East (from L to R) Amit Parmar, Bharat Agarwal, P.V. Naik (Air Chief Retd.), Satish Magar, Mukesh Karwa, Shравan Agarwal and Annuj Goel.

## MEGA PROPERTY FAIR

### CREDAI presents 'Profest' West property expo

CREDAI, the apex body of realtors and developers, recently had a property expo in the East side of Pune. Retd. Air Chief Marshall P V Naik PVSM VSM inaugurated the Profest East expo.

There were almost 40 builders who participated in this expo which made the entire event a successful one. The exhibition showcased a range of properties from renowned builders who have projects in and around Koregaon Park, Kalyani Nagar, Hadapsar, Magarpatta, Wagholi, Nagar Road, Dhanori, Vishranthwadi, Viman Nagar, NIBM, Kondhwa, Undri,

Lullanagar, Wanowrie and Mohamadwadi.

With the overwhelming response by the audience, Profest is all set to come up in the western zone as the area is more developed than its counterpart. It will be held at VITS Hotel, Balewadi adjacent Shivaji Sports Complex, Pune from October 21 to 23, 2011. Profest West will exhibit an array of properties from renowned builders who have projects in and around Hinjewadi, Wakad, Kothrud, Warje, Bavdhan, Pashan, Balewadi, Baner, Aundh, Pimpri, Chinchwad, Moshi, Talegaon and

Tathawade.

Profest East and Profest West has been initiated and conceptualised to create a location focused showcase of in-demand properties exclusively in the Eastern and Western Zones of Pune. Renowned builders from Pune with projects on offer in these zones will feature in these exhibitions, informed Shравan Agarwal, chairman, exhibition committee, CREDAI Pune.

With festivity in air, prospective property buyers can take advantage of this expo and can buy dream house with less efforts, added Agarwal.

## FAS

Taking big strides on path to progress, Pune is all set to join the league of metropolitan cities as far as growth and development. The city is surging ahead in every arena be it real estate, hospitality or education. Progressing by leaps and bounds, the west side of the city scores over in the educational field, thanks to available land there.

Pune is the sixth largest metropolitan economy and the prominent growth was via the automotive manufacturing and auto component manufacturing. There is maximum concentration of four-wheeler ownership in the west as the infrastructure in this area is developed to handle the needs of test driving.

On the hospitality sector, the west is fast catching up with the east. Even though the city is known for its eateries, the development is happening and in the west side of the city, one has to travel distances for food.

West's proximity to the city has led to an influx of things and opportunities from other cities. It has a potential for growth and that would be witnessing a steady increase in real estate value in future.

The east-west divide sometimes gets blurred by the geography of Pune, a city which is not strictly divided into zones. Those living in the west had more time to spare with a lower concentration of dependant families. In the west, though, the story was different especially with IT and other technology-based sectors based here.

The demography of the west side in an area creates a demand, which, in turn, gets supplied. The working class on the west side prefers independent family hotels than the packed crowd in the east, which