

PLAYTOR CHILDSPACES PVT. LTD.

CORPORATE OFFICE

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SALES OFFICE

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HOMES WITH YOUR CHILDREN IN MIND

THE BRAND PHILOSOPHY



The Word 'Playtor' comes from the words 'Play' and 'Liberator'. True to its meaning, Playtor Childspaces aims to creating child-centric communities in the outskirts of major metropolitan cities of India.

We at Playtor Childspaces believe that each development we undertake should enrich a community and provide the best environment for social growth. We are dedicated to development happy, sustainable, communities, communities, promoting, learning and safety for children and advancing affordable housing.

All homes at Playtor Childspaces will be walking distance from a school and landscaped with child-friendly hubs like gardens and sport zones, ensuring a safe environment that fosters growth and freedom. Playtor will provide a great place for children to live, play and grow.



PLAYTOR PROMISE

WE PROMISE THE PERFECT BALANCE OF AFFORDABLE QUALITY HOMES, INTELLIGENT PLANNING, CUSTOMER CENTRIC APPROACH, ON-TIME DELIVERY



Cutting waste instead of corners, we promise the perfect balance of Affordable Quality Homes, Intelligent Planning, Customer Centric Approach, On-time Delivery. This balance is arrived at by listening to our customer's needs and challenges and then providing solutions tailored specifically to their needs. The result is homes that make sense in the long run inspiring people to demand more from the places they live.



Santosh Bhansali is the Chairman of Playtor. He began his career in his family's cloth store, and left to become an entrepreneur and developer. In addition to his several infrastructure projects in Delhi worth Rs.300 crore, he has also spearheaded several projects for Sangam group in Kolkata, Bengaluru, and Chennai. Sujit Bhansali is the Managing Director of Playtor. He began his career in real estate from the age of 22, and since has brought in modern technological practices to the business.

Even with this management team, Playtor could not have achieved this enterprise without illustrious partners. Each Playtor partner is a specialist in its field, and this talented team is poised to transform India's social housing landscape. With Brick Eagle in the social enterprise sphere, renowned Architect Hafeez Contractor for architectural design, and Ashoka for due diligence and transparency, we bring together formidable allies in pursuit of one goal: To Provide Affordable Housing For Our Countrymen

OUR VISION

- To bridge the gap between social housing and sustainable lifestyle for families across India.
- To provide affordable and child-centric homes for every family in our nation at Rs 10 to 20 lakhs.

OUR MISSION

- To construct and deliver 50,000 homes by 2022.

COMPLETED PROJECTS



SANGAM GARDEN

RESIDENTIAL
3, 00,000 SQ.FT
RAJGURUNAGAR



SANGAM CLASSIC

RESIDENTIAL/ COMMERCIAL
2,00,000 SQ. FT
RAJGURUNAGAR



GREEN PARK

RESIDENTIAL
2.00,000 SQ.FT.
RAJGURUNAGAR



GARDEN CITY

RESIDENTIAL
1, 00,000 SQ.FT.
RAJGURUNAGAR



PADMAJA PARK

RESIDENTIAL
1, 50,000 SQ.FT.
PUNE



EIFFEL CITY

RESIDENTIAL
1, 00,000 SQ.FT.
CHAKAN



EIFFEL CITY PAHSE II

RESIDENTIAL
5, 00,000 SQ.FT.
CHAKAN



SANGAM PLAZA

COMMERCIAL
50,000 SQ.FT.
CHAKAN



SANGAM CITY

RESIDENTIAL
2, 50,000 SQ.FT.
RAJGURUNAGAR

ONGOING PROJECTS



RAJGURUNAGAR

The 5 acres of Rajgurunagar is a beautiful oasis in India's affordable housing industry. The 450 one and two BHK units features child centric amenities. The Pune International Airport and the Chakan-Talegaon growth corridor nearby provide the area with high employment potential. The Chakan-Talegaon growth corridor is an automotive hub of South Asia, with companies such as Bajaj, Daimler-Benz, General Motors, and Mahindra and Mahindra. Rajgurunagar lives upto Playtor's vision to build homes for entire family.

RANJANGAON

The 1600 one BHKs of Ranjangaon are designed to be close to the MIDC in Karegaon, Asia's largest industrial area. This MIDC houses companies like LG, Fiat Chrysler, Tata Motors and Whirlpool. However, residents can also relax on the property with a trampoline and landscaped gardens. Best of all, it is only 0.5 kilometres from the MIDC, meaning that all Playtor residents can experience a healthy and convenient walk-to-work lifestyle. The project is a mere 40 mins drive from current and proposed International Airports. With its proximity to the MIDC and great amenities, residents will experience an immediate boost to their quality of life.



PAUD

Paud is in the heart of the eponymous bustling suburb of Pune, and provides a vibrant atmosphere, backdropped by the hills of Maharashtra. Paud features excellent educational infrastructure, with Mahindra United College and Riverdale International Residential School conveniently located. It is close to the Mumbai-Pune Expressway, and is also close to Lavasa City. It is a township comprised of 500 one BHKs. It is also close to the innovative Rajiv Gandhi IT park at Hinjewadi, an economic-power house of Maharashtra with companies such as Infosys, Wipro, Tata Consultancy Services, Barclays and many more.

OUR UPCOMING PROJECTS

BANER

Baner is a developed suburb of Pune. Baner is mostly a residential and commercial hub of Pune and large portions are occupied by various IT companies. Baner road serves as the main approach road for the bypass which in-turn connects to the Mumbai Pune Expressway

KESHAV NAGAR

Keshav Nagar in Pune, is a rapidly developing location. It benefits from proximity and easy accessibility with established destinations such as Koregaon Park, Kharadi and Hadapsar. Proximity to IT/ ITeS hubs at Kharadi, Kalyaninagar and Magarpatta and quick driving time have helped in Keshav Nagar emerging as a preferred destination for IT/ITeS employees.

HINJEWADI ANNEX

The property is conveniently located the Rajiv Gandhi Hinjewadi IT Park , one of the fastest-growing areas in pune.

SUS ANNEX

Sus Annex is 8 - 10 km from Hinjewadi, a fast - emerging IT hub and one of the country's top centres or innovation.



CHAKAN MIDC

Playtor Chakan MIDC is situated in Sawardari Village opposite to Chakan MIDC Phase 2. Chakan MIDC Phase 2 has companies like Bridgestone, Hyundai, Alfa Laval, Philips, Tetra Pak, Dell'Orto, ZF India & Schindler. Schools like Podar International and Hotel Marriott are in close proximity. The location also has an excellent connectivity and is just a 10 mins drive to IT Talawade Park.

CHAKAN ANNEX

The Chakan - Talegaon Corridor has come to be recognized as a high Efficiency automotive hub in Maharashtra. This is owing to the establishment of manufacturing units of reputed names like General Motors, Daimler Chrysler, Volkswagen, Bajaj Auto, in and around Chakan. It is also an important strategic town on the Pune-Nasik Highway Which is undergoing expansion rapidly.



BRICK EAGLE AN AFFORDABLE HOUSING PLATFORM



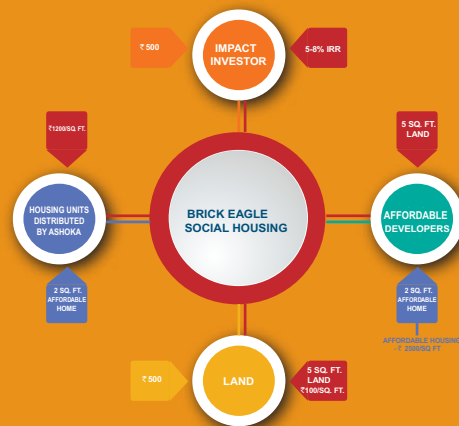
RAJESH KRISHNAN
FOUNDER AND CEO, BRICK EAGLE
INVESTOR IN PLAYTOR

Brick Eagle is a dedicated affordable housing provider that seeks to deliver thousands of units across India. Brick Eagle began reaching out to startups and entrepreneurs to create outsourced companies that could focus on each step of the homebuying process, thus creating an affordable housing ecosystem to bring homes to millions of Indians.

Developers Xrbia, Sheltrex, and Playtor convert the raw lands into high-quality affordable housing projects. Construction company Technik Project Consultants carries out the project management, while Klickbrick handles sales. Xeco Advertising brands the developments, centering them in an aspirational world. Brick Eagle is even branching out into interiors, with online modular furniture portal Renderlogy.

Presently, Brick Eagle operates through four verticals: Lands, which acquires ground for development, Advisory, the developers with whom Brick Eagle partners, Ventures, the Brick Eagle-incubated companies that complete the affordable housing ecosystem, and Affordable Housing, which ensures that units can be purchased for as little as Rs.3 lakh.

THE AFFORDABLE HOUSING MODEL



Our affordable housing model relies on impact investors and partners to create houses priced at less than Rs. 10 lakh distributed by Ashoka exclusively to selected beneficiaries. Through social impact investors, Brick Eagle raises funds and invests in land suitable for affordable housing. Brick Eagle then partners with a developer who does not pay Brick Eagle for the land, but rather agrees to set aside 20% of constructed housing stock in exchange for the land. The remaining 80% of the land is developed at an affordable housing price point and sold commercially by the developer. We can mark up the sale price of affordable housing units based on investor expectations. To illustrate, in the chart, with the help of impact investors with expected IRR of 5-8%, we can deliver housing at Rs.1200/sq. ft., about half of commercial rates.

OUR TECHNOLOGY PARTNER



America

Paris

Spain

Monaco

Algeria

TUNNELFORM TECHNOLOGY



KEY FACTS

- 270 million net increase in working-age population
- 91 million urban households will be middle class, up from 22 million today
- 590 million people will live in cities, nearly twice the population of the United States today
- 900 million square meters of commercial and residential space need to be built, equal to a new Chicago every year

ECONOMIC IMPACT OF 2 MILLION AFFORDABLE HOMES

EMPLOYMENT	CEMENT	STEEL	MISCELLANEOUS GOODS AND SERVICES
<ul style="list-style-type: none"> Direct employment for 3 million people Indirect employment for 24 million people leading to an income increase of \$25 billion (equivalent to ~2% nominal GDP)	Demand of 16 million tons (9% over current demand)	Demand of 6 million tons (10% of current demand)	<ul style="list-style-type: none"> Plumbing demand of \$1.1 billion Equipment demand of \$0.7 billion Paint demand of \$0.5 billion Wood demand of \$0.2 billion



WHY IS AFFORDABLE HOUSING THE NEED OF OUR NATION?

India has a housing shortage in urban areas of 19 million homes, according to the latest data from the government - a deficit that grows by 5 million each year. 96% of this shortage affects customers in the Economically Weaker Sections (EWS) and the Lower Income Group (LIG) of the economy.

This deficit is caused by exponential growth in urban areas. Rural dwellers come to cities to seek employment opportunities for themselves and their families, with often adverse effects. The new arrivals are stuffed into slums in the inner cities, with unsanitary and dangerous living conditions - particularly for women. For their part, the cities suffer from overburdened transportation, dysfunctional school systems, and sharply worsening quality of life.

From this perspective, housing plays an integral role in the development and modernization of Indian cities. However, investment in social housing is also investment in India's human capital, a woefully underappreciated asset in the growth of the nation. Owning a home is owning an asset that opens all sorts of financial doors for recipients ~ from loans to credit - and brings them into the formal economy. Standardized and modern housing also encourages the growth and stability of the family by providing luxuries like privacy and sanitation. In this way, social housing is both a pressing issue and the key to strong and inclusive urban development in India.

India must follow the example of Countries - tries like Singapore, which used affordable housing in order to transform the lives of its citizens. When Singapore attained self-government in 1959, only 9% of Singaporeans resided in public housing.

Most of the population was living in squatter colonies and city slums in unhygienic and potentially hazardous conditions. Today home ownership in Singapore is more than 90%, and the share of rental housing is very low. This has led to extraordinary leaps in Singaporean society.

Despite the lack of socioeconomic data on Singaporean poverty, virtually no one lives on the streets. Everyone has the opportunity to own a home, and it reflects in personal income. After adjusting for inflation, the average household income of Singaporeans is S\$2653 today, compared with S\$1558 in 1980.



S. SRIDHAR
FORMER CHAIRMAN AND M.D,
NATIONAL HOUSING BANK

THE IMPACT

Currently more than 90% of the Indian urban labor force is composed of informal sector workers and micro entrepreneurs. To meet the large housing demands of our time and achieve genuine impact, we need to build millions of homes which are affordable, habitable and accessible to low-income customers.

If India can deploy effective social housing in order to meet this demand, it will create satisfied, effective workers who can fulfill their promise. This will create tremendous GDP growth and power India's development. It will also have the by-product of decongesting overfull Indian cities - making them more productive, decreasing the pressure on their infrastructure, and making them greener and safer places to live. In order to seize this opportunity, India must dramatically expand its social housing offerings in order to bring workers safely and cheaply to growth centres - and to elevate itself among the most powerful nations in the world.

WHAT IS PMAY SCHEME?

Our Prime Minister Mr. Narendra Modi has announced his ambitious scheme Homes for All 2022 under PMAY i.e. Pradhan Mantri Awas Yojana. Under this scheme a subsidy upto 2.67 lacs will be given to the first Home buyer .

The Pradhan Mantri Awas Yojana (PMAY) will see the government spend about Rs. 3 lakh crore in the next seven years as it aims to construct 2 crore affordable houses in urban areas for slum dwellers and people from economically-weaker sections and low income groups. The Mission, in order to expand institutional credit flow to the housing needs of urban poor will implement credit linked subsidy component as a demand side intervention.

Interest subsidy will be credited upfront to the loan account of beneficiaries through Primary Lending Institutions resulting in reduced effective housing loan and Equated Monthly Instalment (EMI). The Net Present Value (NPV) of the interest subsidy will be calculated at a discount rate of 9 %.

Credit Linked Subsidy Scheme for EWS/LIG

Beneficiaries of Economically Weaker section (EWS) and Low Income Group (LIG) seeking housing loans from Banks, Housing Finance Companies and other such institutions would be eligible for an interest subsidy at the rate of 6.5% for a tenure of 20* years or during tenure of loan whichever is lower.

The credit linked subsidy will be available only for loan amounts upto Rs 6 lakhs and additional loans beyond Rs. 6 lakhs, if any, will be at non-subsidized rate. Credit linked subsidy would be available for housing loans availed for new construction and addition of rooms, kitchen, toilet etc. to existing dwellings as incremental housing. The carpet area of houses being constructed under this component of the mission should be upto 30 square metres and 60 square metres for EWS and LIG, respectively in order to avail of this credit linked subsidy. The beneficiary, at his/her discretion, can build a house of larger area but interest subvention would be limited to first Rs. 6 lakh only.

WHAT IS PMAY SCHEME?



Create homes that benefit the Economically Weaker section

Construct INR 6.8 lac homes



Eventually 2 CR houses to be constructed by 2022

95% beneficiaries from Economically Weaker Sections



OUR INDUSTRY PARTNERS



Architect Hafeez Contractor - Affordable Housing Pioneer

Architect Hafeez Contractor is associated with all Playtor developments, contributing masterplans and a modern design sensibility to the townships. Architect Hafeez Contractor, the firm which is a winner of over 70 national and international awards has conceptualized, designed, and executed a wide range of architectural projects throughout the globe.

He has also advanced the construction of social housing by designing compact units - thus bringing the cost of homes down where an untapped population can avail of them.

Architect Hafeez Contractor has redefined the limits of liveable space and created quality homes at accessible price points. The decorated firm is proud to partner with an ambitious developer like Playtor, who looks to change the landscape of social housing in India.



Phalcomm Infra Solutions Pvt Ltd

Is a Exclusive Sales, Front & Back Office Partner & Provides End To End Services to All Playtor Projects. Team at Phalcomm is very committed to achieve excellence in all departments & have been the instrumental part of "Playtor" success story since inception.



Outinord

Playtor has partnered with Outinord for construction. The innovative constructions systems at Outinord allow developers to architect superior quality and reduce completion time of projects upto 3 times faster than traditional methods. The system not only enhances the building's seismic properties, but a strong durable form helps produce better quality wall finishes and wind resistant structures. This technology has been used in 12 million apartments worldwide.



Crisil

Crisil is global analytics company that provides ratings, risks & advisory services. Playtor has been rated by Crisil, a clear testimony of the quality that the brand stands for.



300+ CUSTOMERS HAVE RECEIVED SUBSIDY OF UPTO ₹ 2.67 LAKHS