



WELWORTH
Purnam
— COMPLETE LIFE —

CP PRESENTATION





PUNE'S LEADING DEVELOPER WITH 3 DECADES OF EXCELLENCE!

- On Time Project Delivery
- 1.5 Mil. Sq. Ft. Delivered
- Building Welcoming Communities
- 11+ Strategic Location



PROJECT SNAPSHOT

Location

- Hinjawadi Phase II
- 2 Acre Plot
- Single Tower 21 Storey
(Residential Plus Commercial)

Total Units

- 164 - 2 BHK
- 84 - 3 BHK

Total Inventory

- 248



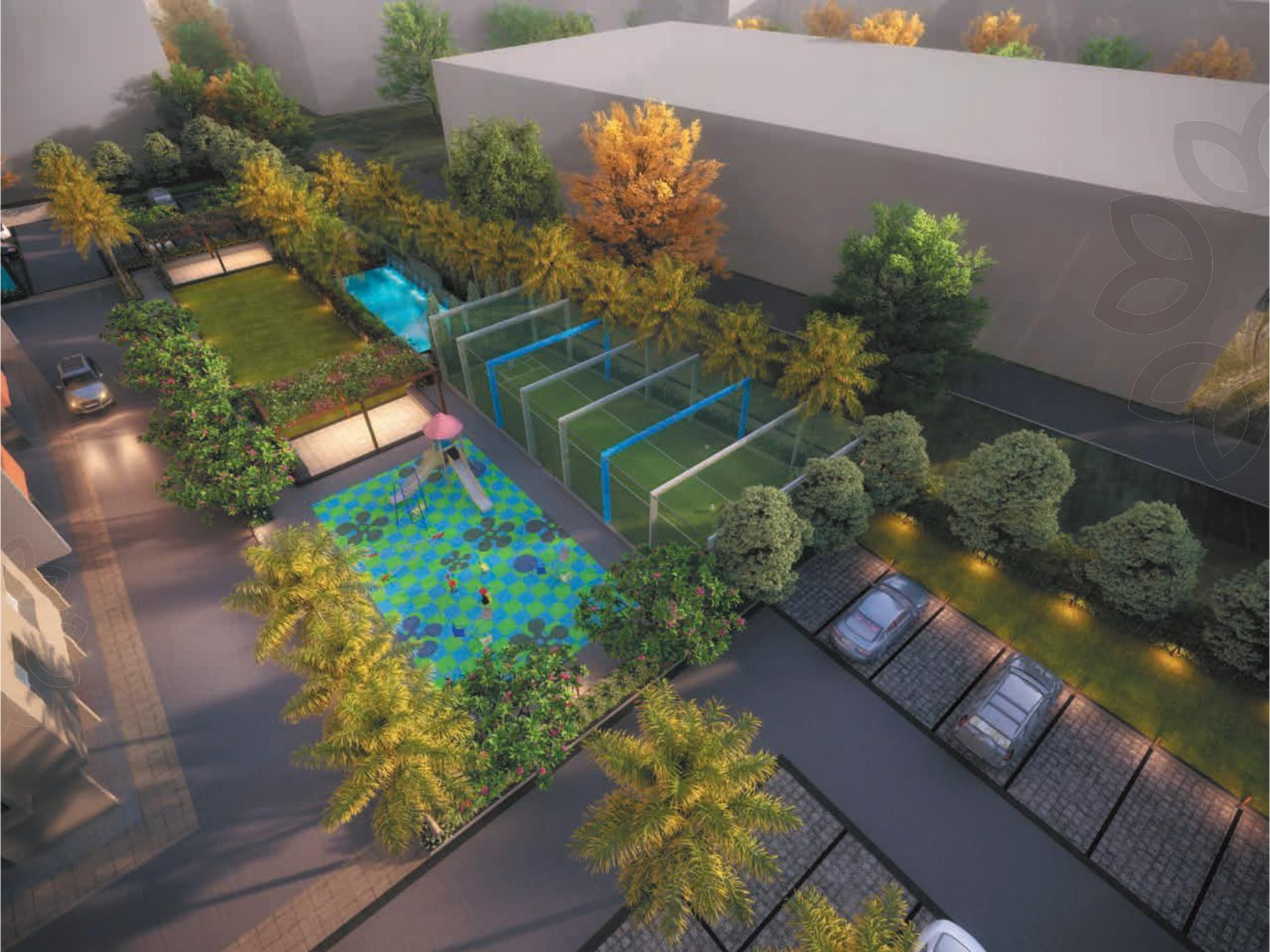




Purnam











HUMAN INSIGHTS POST COVID



- People are seriously looking at their homes from a point of view of the new work-from home norm in terms of space & utility.



- They prefer to be well connected to essential social infrastructure.



- Fitness, Wellness, Health are not pursuits but a mandate.



- Space in the home, open spaces around the home & lifestyle amenities in aspirational list



- People in short are willing to upgrade their lives and invest in themselves



HINJAWADI PHASE II USPS

- Maan adjoining Bhoirwadi is a leading area located in Hinjawadi Phase-2 & 3, Pune (Smart City)

 - It is under the jurisdiction of Hinjawadi & (PMRDA)

 - Maan is also situated beside the Pune Mahalunge Hi-Tech City

 - Presence of Multinational Companies

 - Development of high riseresidences
- These areas experience high demand for property because Return on Investment is very high here

 - It is now identified as a posh area with expensive residential high rise societies

 - Maan (Megapolis Circle-Bhoirwadi) Hinjawadi Line-3 Pune Metro Railways

 - Maan to Bhoirwadi has been connected with Metro Railway through Megapolis Circle Station

 - Air Condition Bus services are provided for the commuters of Hinjawadi - Maan-Bhoirwadi (Hinjawadi Phase-II & III)



THE TARGET AUDIENCE

- Millennials from IT & Media, Age 25+

- Fintech Start-up Owners, First Generation Entrepreneurs

- Professionals (Doctors/CAs/Lawyers/ Gig Economy Consultants)

- GEOGRAPHY: HINJAWADI/ BALEWADI/WAKAD/ MAHALUNGE



THE HUMAN INSIGHT



THE HUMAN INSIGHT

- 2020-21 has been a year of revelation where 'INTROSPECTION' in ones life and lifestyle happened as for the first time Millennials and others got the time to do that thanks to the lockdown.
- The importance of 'Gratification', 'Enjoying Everyday Moments', 'Being Together' was amplified more than ever as people came to terms with the fact that material possessions mean nothing
- A large populous actually started to discover new ways of living and finding pursuits that would complete their life
- "Completion" is the key word for 2021



WHAT IS “COMPLETION”

- To be at ease and peace with your being (Self Esteem)

- To have long lasting relationships (Social Affiliation)

- To be and protected at all times (Security)

- To be healthy, wise & happy within (Self Actualisation)



COMPLETE LIFE



COMPLETE LIFE

- A powerful idea that connects to the real lives of people at this moment
- An opportunity to create intangible value for our life space both in terms of creation and in terms of positioning
- A storytelling opportunity like no other
- Actual Value addition - 'Walk the Talk'
- Create a place in the hearts of people



- Means 'Complete' and in essence connotes 'Fulfillment'
- The identity created from 6 petal circle represents the 'The Circle of Life'
- Unveils the 6 Hierarchical Needs of Human (Physical Needs, Security, Social Affiliation, Status, Self Esteem & Self Actualisation)
- The tag line 'love of life' describes our creation that is a life space born out of love for life Compassion & Care for people and our love for nature.
- It gives us a life philosophy which we can own, curate and propagate



THE COMMUNICATION



THE SIX STAGES OF COMMUNICATION





PROBE



PROBE & ENGAGE

- Digital / OOH / Radio campaign that invites people to share their views on
 - How complete is their life?
 - What are their biggest concerns?
 - What completes their being?
 - What makes them happy from within

- People who engage are given the opportunity to be a part of a life altering 'The Complete Life' seminar where they will receive valuable wisdom that would help complete their life.

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COMING SOON
HINJAWADI PHASE - 2
CLOSE TO INFOSYS

— CODENAME —
Complete  Life


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WHAT
MAKES
YOU
HAPPY?



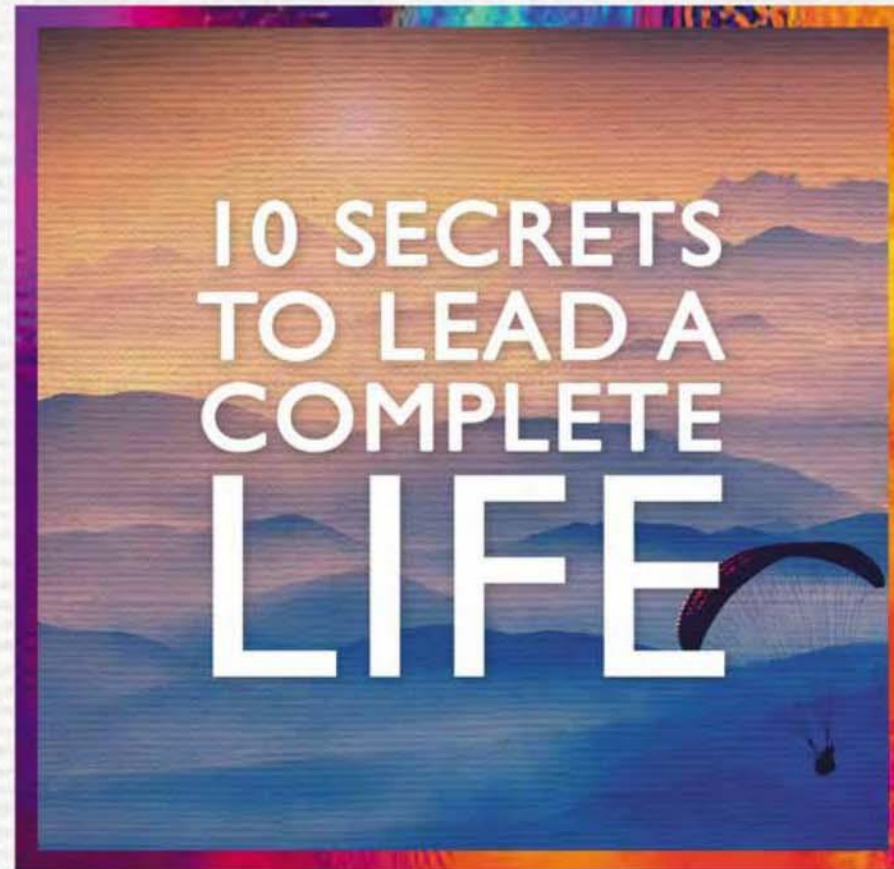
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COMING SOON TO HINJAWADI

WHAT IS POISON?



ANYTHING THAT IS MORE THAN
OUR NECESSITY IS POISON.
IT MAY BE POWER, WEALTH, HUNGER,
EGO, GREED, LAZINESS, LOVE, AMBITION,
HATE OR ANYTHING ELSE.

HAVING ONLY
WHAT YOU NEED IS THE
TRUE ESSENCE OF LIFE.

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WHAT IS FEAR?



NON ACCEPTANCE OF
UNCERTAINTY IS FEAR.

IF WE LEARN TO
ACCEPT THAT UNCERTAINTY
FEAR WILL BE REPLACED BY
ADVENTURE.

— CODENAME —
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WHAT IS ENVY?

NON ACCEPTANCE OF GOOD IN OTHERS IS ENVY. IF WE LEARN TO ACCEPT THAT GOOD ENVY WILL TURN TO INSPIRATION.

BE INSPIRED BY THE GOOD IN OTHERS.

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WHY IS ANGRY?

NON ACCEPTANCE OF THINGS WHICH ARE BEYOND OUR CONTROL IS ANGER. IF WE LEARN TO ACCEPT IT BECOMES TOLERANCE.

**MORE TOLERANT IS
LESS ANGRY.**

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WHAT IS HATRED?

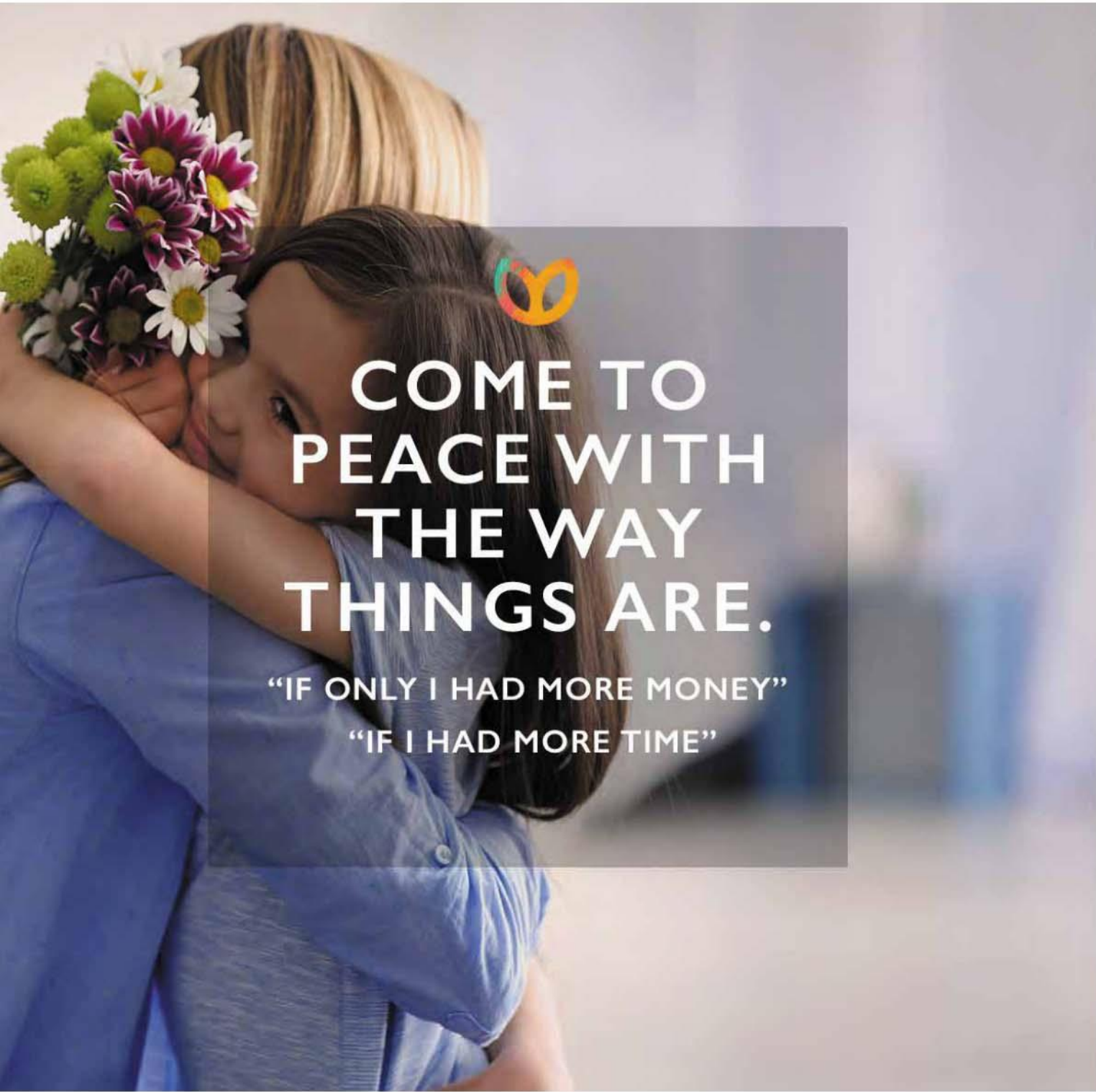
NON ACCEPTANCE OF A PERSON
AS HE OR SHE IS RESULTS IN HATRED.
IF WE LEARN TO ACCEPT PEOPLE
UNCONDITIONALLY THEN HATRED
WILL BECOME LOVE.

LOVE ALL.

— CODENAME —
Complete  Life



THE 10 STEPS TO
COMPLETE LIFE



COME TO
PEACE WITH
THE WAY
THINGS ARE.

“IF ONLY I HAD MORE MONEY”

“IF I HAD MORE TIME”

PEOPLE ARE SO OBSESSED WITH WHAT THEY DON'T HAVE
THAT THEY NEVER ALLOW THEMSELVES TO BE SATISFIED WITH
WHAT THEY DO HAVE IN LIFE. EMBRACE ACCEPTANCE AND
WATCH YOUR STRESS LEVELS GO DOWN.

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COMING SOON TO HINJAWADI



TAKE TIMEOUTS IN LIFE FREQUENTLY.

EVERY SO OFTEN, IT'S GOOD TO
HIT THE PAUSE BUTTON ON LIFE
AND SOAK IN THE MOMENT.

TAKE TIME OUT OF YOUR BUSY DAY AND SMELL THE ROSES.

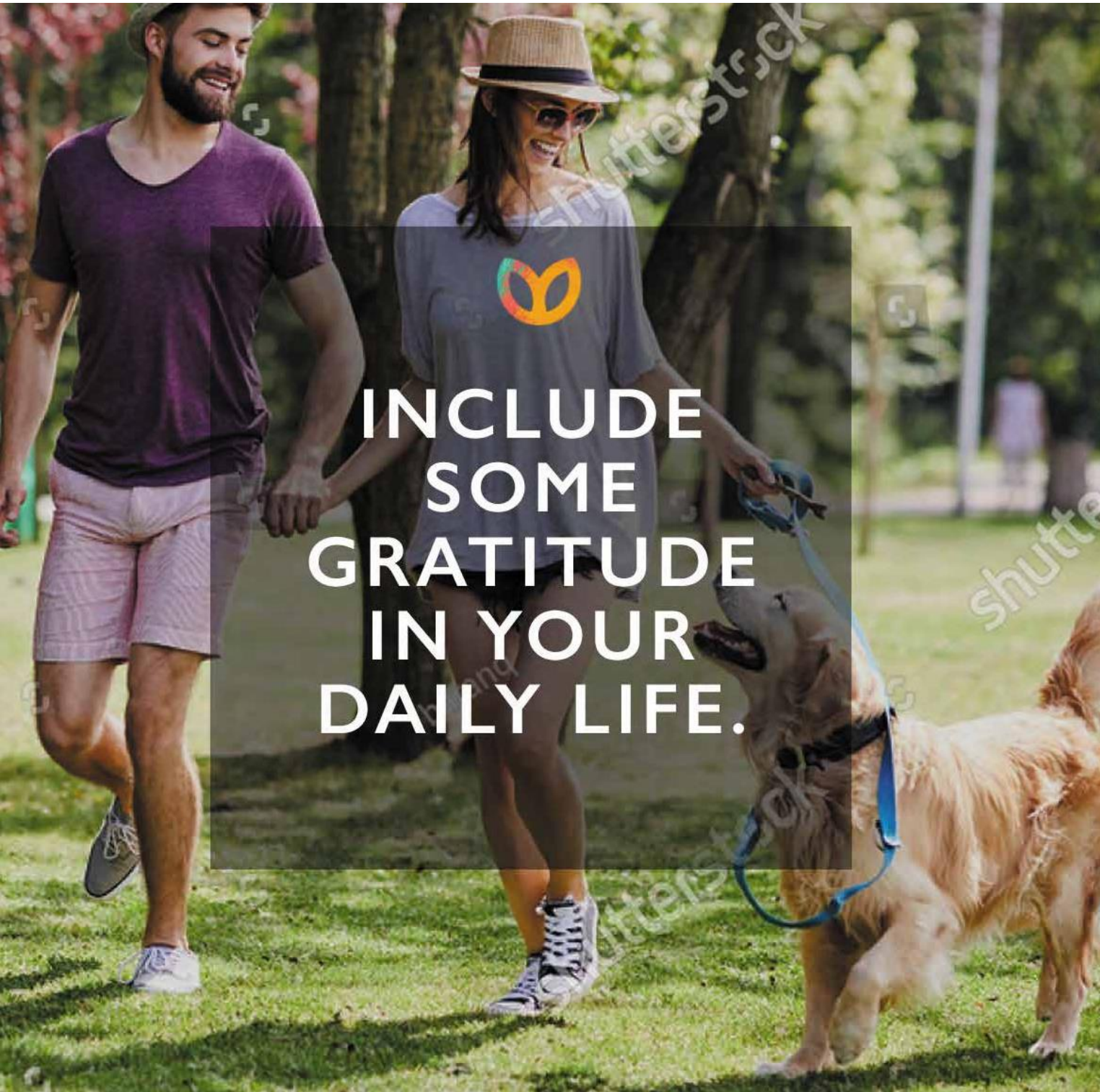
FINDING THE BEAUTY AND JOY IN THE EVERYDAY MUNDANE WILL NOT

ONLY BROADEN YOUR HORIZONS, BUT MAKE YOU GRATEFUL FOR

ALL THE THINGS THAT ARE OVERLOOKED ON A DAY-TO-DAY BASIS.

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COMING SOON TO HINJAWADI



INCLUDE
SOME
GRATITUDE
IN YOUR
DAILY LIFE.

FOCUSING ON THE NEGATIVE LEADS TO YOU

BECOMING A TOXIC INDIVIDUAL. PRACTICING GRATITUDE HAS A

MYRIAD OF BENEFITS, SUCH AS HAPPINESS, MORE OPTIMISM, AND

BETTER HEALTH. CHALLENGE YOURSELF TO PRACTICE GRATITUDE BY

WRITING OR TELLING SOMEONE ONE THING YOU'RE

THANKFUL FOR EACH DAY.

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COMING SOON TO HINJAWADI



**SPICE UP
YOUR LIFE
WITH SOME
DAILY
THRILLS.**

LIFE IS MEANT TO BE ONE BIG ADVENTURE,
SO GET TO EXPLORING. BECOME DARING AND START
SAYING YES TO THINGS YOU ALWAYS TALK YOURSELF OUT OF.
LEARN A NEW SKILL SUCH AS SALSA DANCING,
OR GO ROLLERBLADING.

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**EAT IN A WAY
THAT IS
SATISFYING
AND HEALTHY.**

EATING HEALTHY DOESN'T
ENTAIL THE DAILY CONSUMPTION
OF BORING AND BLAND MEALS,

IF FAT LOSS IS YOUR GOAL, LIVING A FULFILLING LIFE AND
EATING AWESOME, TASTY FOODS IS VERY DOABLE. EATING HEALTHY
SHOULD PLEASE YOUR PALATE AND YOUR FITNESS GOALS.

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COMING SOON TO HINJAWADI



TREAT YOURSELF LIKE ROYALTY.

DO YOU BEAT YOURSELF
UP OVER THINGS THAT HAPPENED
IN THE PAST? IF SO, THEN YOU NEED
TO STOP THAT IMMEDIATELY.

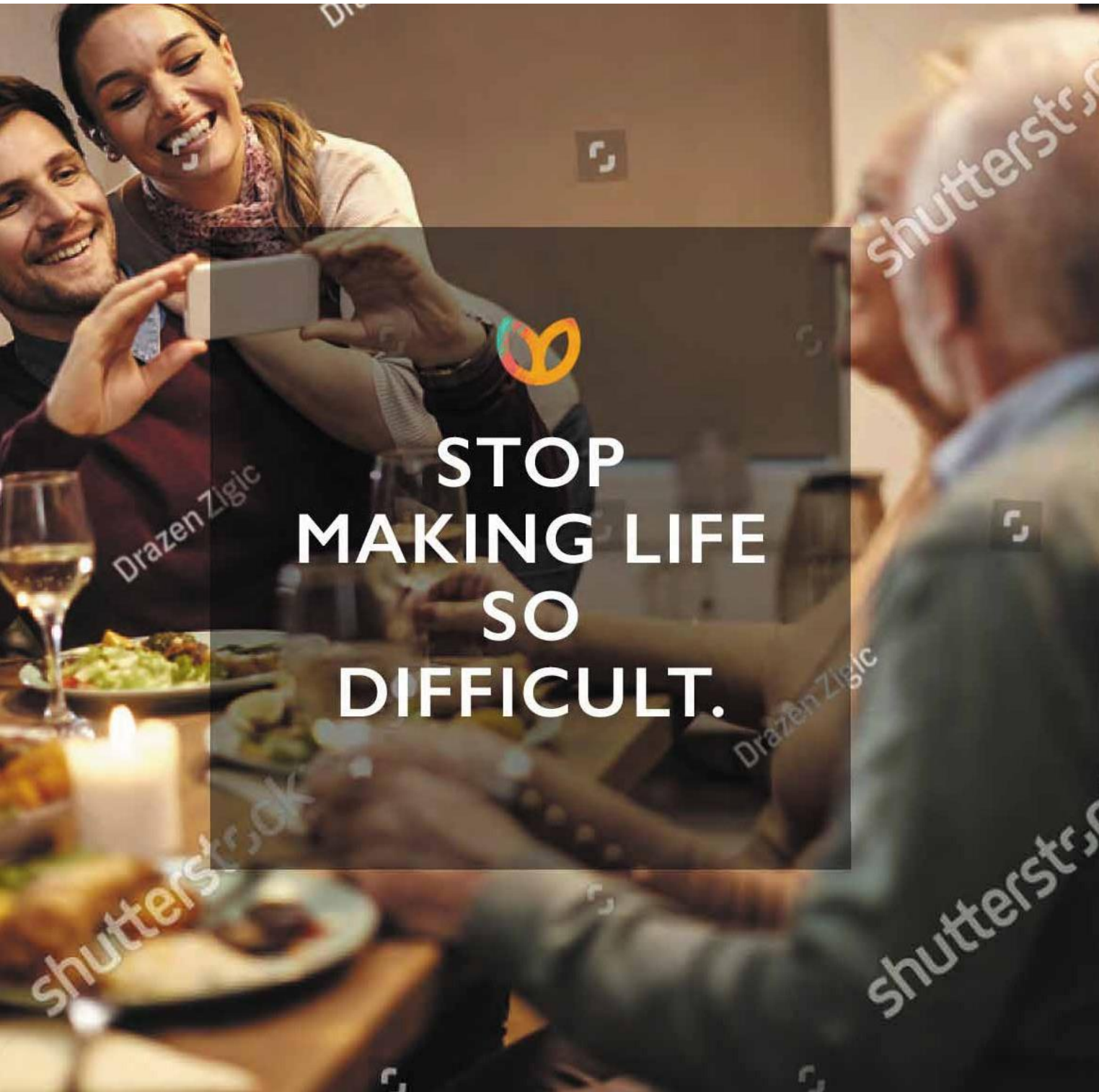
IT'S TIME TO FORGIVE YOURSELF AND STOP LIVING IN THE PAST.

IF YOU DON'T SHOW RESPECT AND KINDNESS TO YOURSELF,
THEN HOW CAN YOU EXPECT SOMEONE ELSE TO? HOW CAN SOMEONE ELSE

SEE HOW AWESOME YOU ARE IF YOU CAN'T SEE IT YOURSELF?

— C O D E N A M E —
Complete  **Life**

COMING SOON TO HINJAWADI



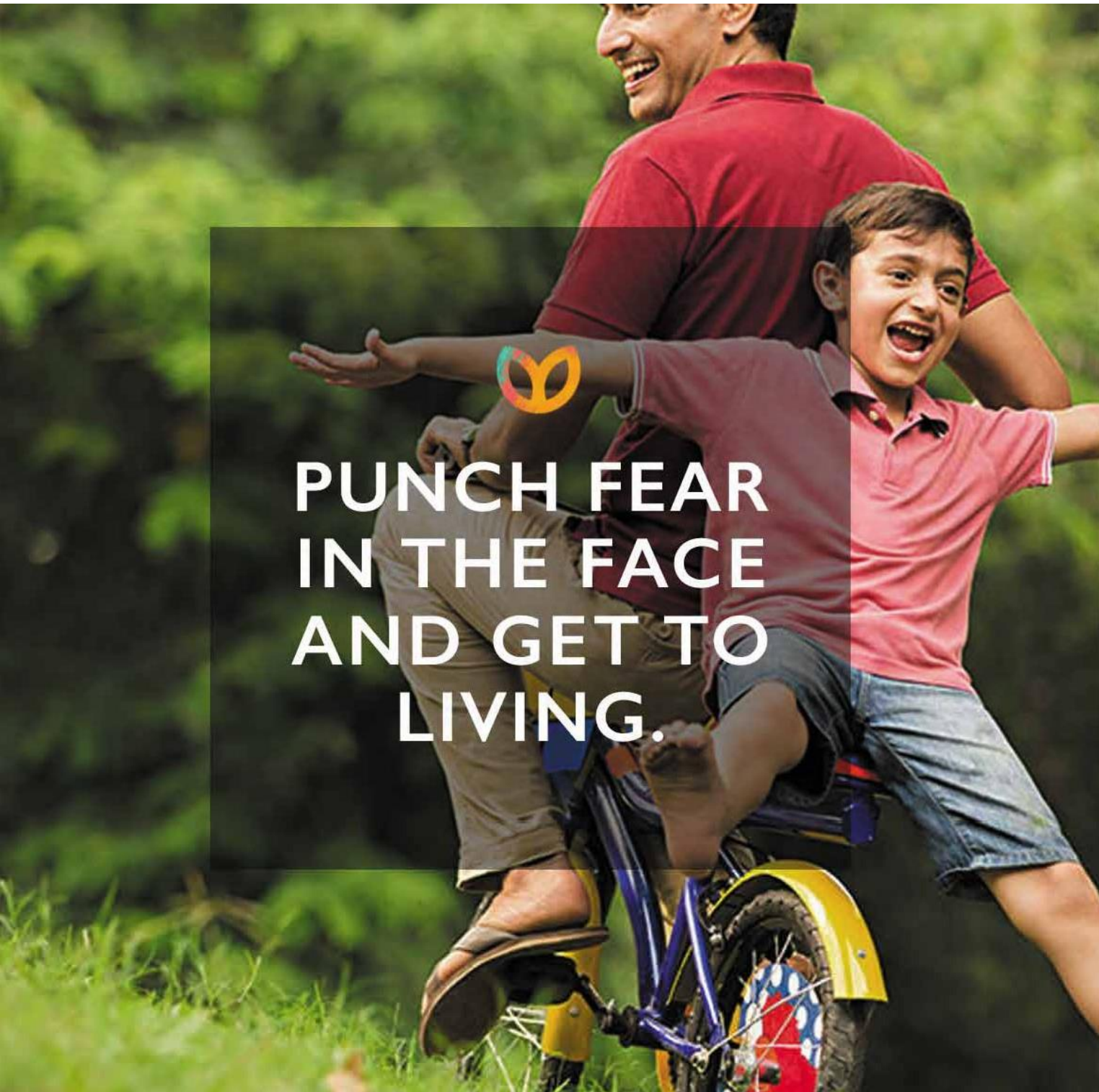

**STOP
MAKING LIFE
SO
DIFFICULT.**

SOMETIMES, LIFE IS MEANT TO BE SIMPLE. STOP OVERANALYZING EVERYTHING AND MAKING EVERY DECISION COMPLICATED AND COMPLEX.

LIFE ISN'T MEANT TO BE FILLED WITH STRESS. CHILL OUT AND TAKE A WALK THROUGH THE PARK OR GO HAVE A QUIET AND RELAXING DINNER.

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COMING SOON TO HINJAWADI



**PUNCH FEAR
IN THE FACE
AND GET TO
LIVING.**

FEAR IS A NATURAL PART OF OUR LIVES.

CONQUERING FEAR STARTS IN OUR HEADS AND THE MINDSET
THAT WE APPROACH FEAR WITH. EXPERIENCING FAILURE PROVIDES

VALUE WHEN IT COMES TO LIVING A

FULFILLING LIFE AND BEING THE BEST VERSION OF YOURSELF.

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**STOP LETTING
OTHERS
DETERMINE YOUR
SELF-WORTH.**

WHEN YOU COMPARE YOURSELF TO OTHERS,

YOU'RE DEVALUING YOURSELF. LOOKING AT SOMEONE ELSE'S LIFE
FROM THE OUTSIDE IS THE SAME AS LOOKING AT A HIGHLIGHT REEL.

WHO KNOWS HOW LONG IT TOOK THEM TO GET TO THEIR CURRENT
POSITION? DON'T COMPARE YOUR LIFE TO OTHERS.

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REALISE



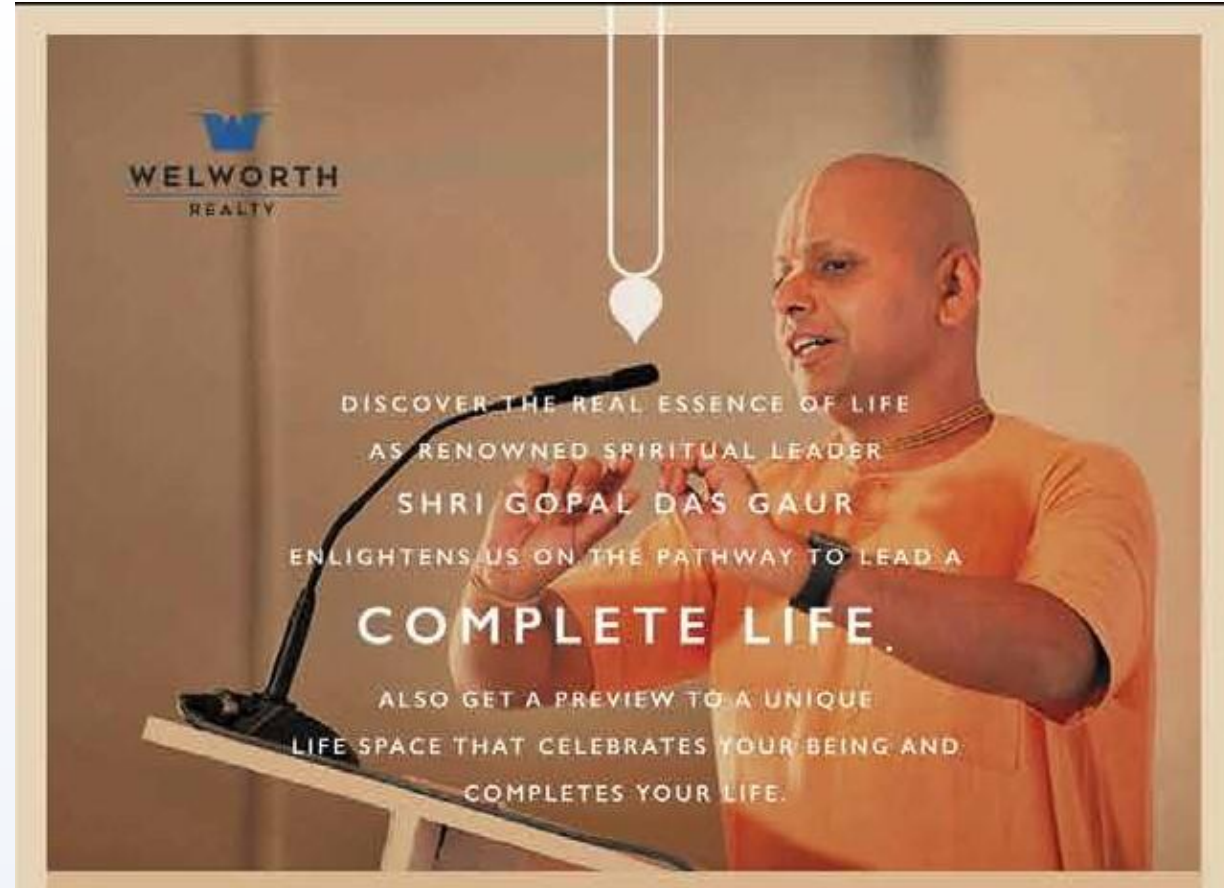
- Time for the 'Moment of Truth' where people discover what we are all about
- Lead up to event where 'Shri Gopal Das Gaur' to hold an one hour immersive seminar on 'The Complete Life'
- An event held at Hotel Orchid for all channel partners, their prospective clients, all respondents from our digital/OOH and radio campaign. Event followed by Dinner
- The event will be promoted heavily on Radio
- People in short are willing to upgrade their lives and invest in themselves



DISCOVER THE REAL ESSENCE OF LIFE
AS RENOWNED SPIRITUAL LEADER
SHRI GOPAL DAS GAUR
ENLIGHTENS US ON THE PATHWAY TO LEAD A

COMPLETE LIFE.

ALSO GET A PREVIEW TO A UNIQUE
LIFE SPACE THAT CELEBRATES YOUR BEING AND
COMPLETES YOUR LIFE.





ACTION

- Introduce people to the creation, our life space Purnam
- Relay how all the wisdom of the 10 ways to complete life can be seen, felt, experienced And lived here everyday
- Site experience needs to measure up to the promise we create. This is the place where they need to feel complete. Do what it takes to get there
- Deploy Sensory Branding effectively to create unique experiences
- Create beautiful landscapes, flower pathways, meditation pods and various breakaway zones where people can feel relaxed and enjoy their time on site



**THE CREATION
WHAT OUR LIFE SPACE OFFERS**



PAUZA-THE FLOWER GARDEN

- The flower garden is an ideal place to give yourself a well deserved break
- Here you can not only smell the roses, but see how the real blossom of life picks you up and makes you happy
- Apart from all year flowering plants you can actually create a Aroma Corner where fragrant flowers release their pleasant aroma all year long
- To see a place that is blooming is the most rejuvenating and relaxing experience





GRATITUDE PODS

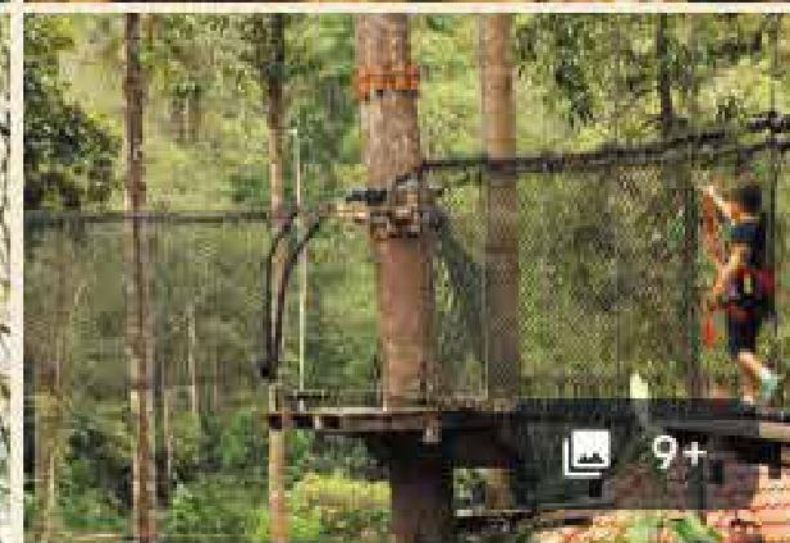
- Gratitude Pods are spaces where you can sit and engage in a prayer of everyday gratitude
- Outdoor Speakers can play all day pleasant music to invite people to come here and spend some time
- We need to create these at the quiet corners of our plot area preferably podium or even roof-top so that people find it extremely stimulating to use
- You can also accentuate natural sounds by installing large windchimes in the zone



Meditation Garden

ADVENTURE ZONE

- Rock Climbing Wall for Children
- Trampoline Area (Adults & Children)



COMMUNITY VEGETABLE GARDEN

- Hydroponics Vegetable Garden, Can be done outdoors as well as indoors
- Grow your own salad plants, herbs, seasonal vegetables
- A small Kitchen Garden can be created for every house
- It's a small thing to do but goes along creating huge value





THE BODY TEMPLE

- State-of-the-art Cardio Gym
- Outdoor Cross Fit Area
- Table Tennis/ Yoga
- Half basketball / Net Cricket / Futsal Court



do it for
friday lunch



CHILL MAADI

- Club House & WIFI
- Table Tennis
- Carrom
- Toddlers Area



THE CREATION OTHER EXPERIENCES



OTHER EXPERIENCES

- Driver's Room
- Wi-Fi enabled Lobby
- Double Height Grand Entrance Lobby
- Semi - Home Automation

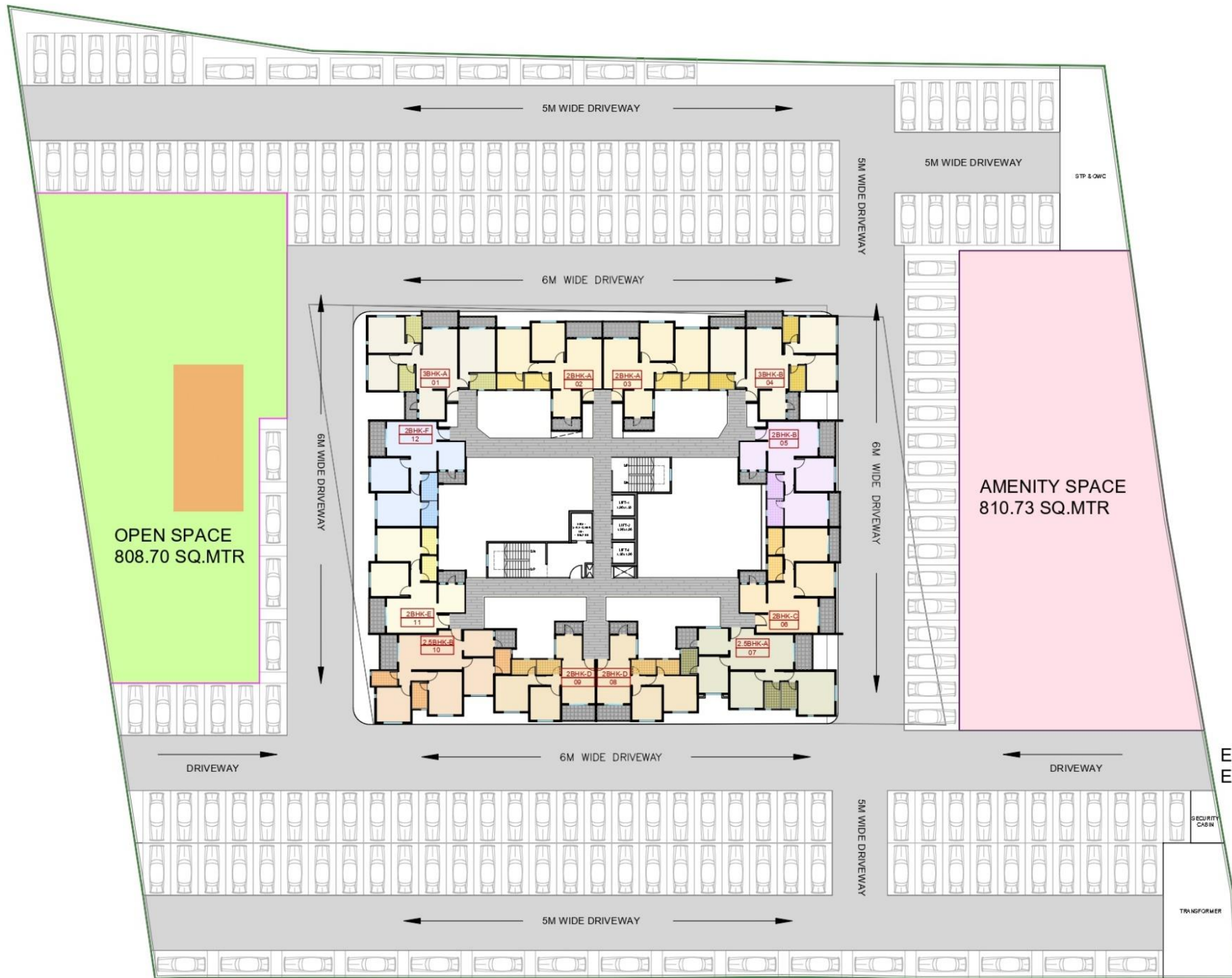


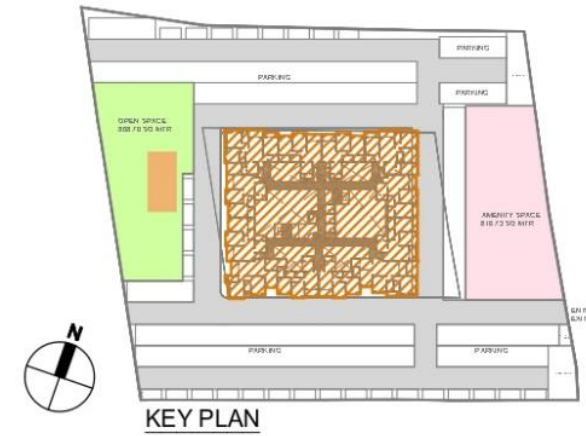
UNIT PLANS



A decorative graphic consisting of several stylized, overlapping leaf or petal shapes arranged in a circular pattern, rendered in a light blue color. It is centered on the page behind the text.

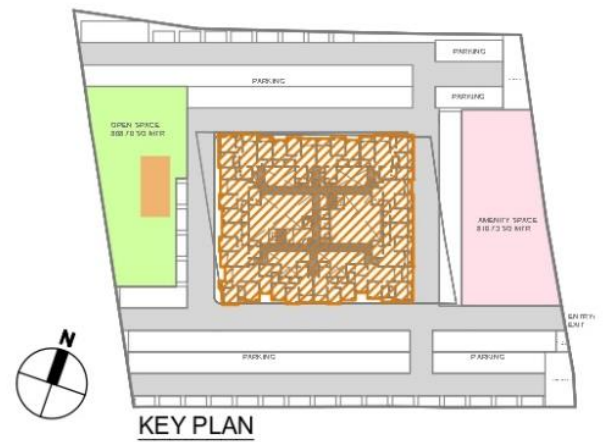
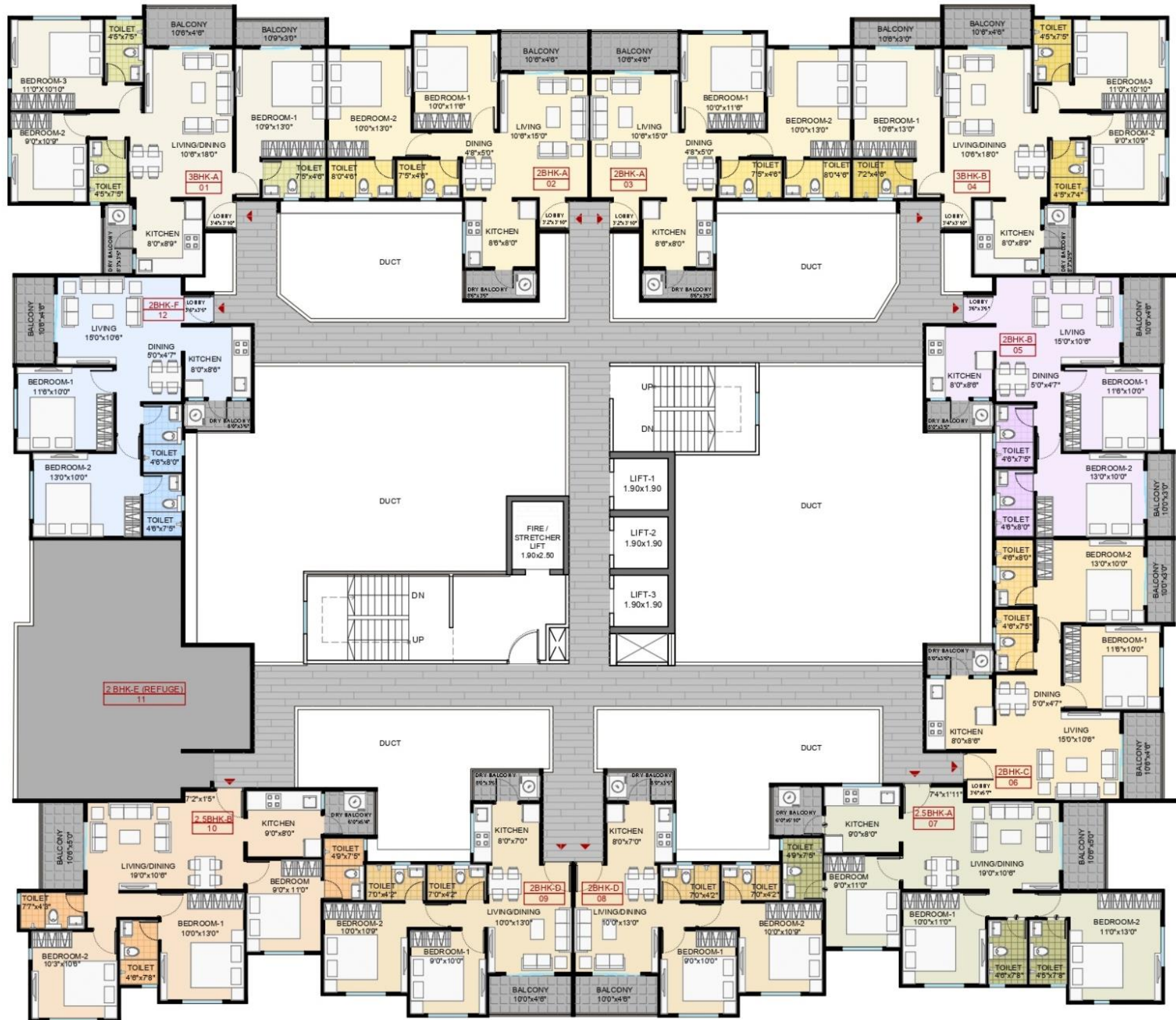
FLOOR PLANS





CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area Sqft.	Exclusive Balcony Area Sqft.	Exclusive Dry Balcony Area Sqft.	Total Balcony Area Sqft.	Total Carpet Area (Carpet + Total Balcony) Sqft.
3BHK-A	01	847.23	78.79	27.98	106.77	954.01
2BHK-A	02 - 03	643.79	47.14	29.06	76.20	720.00
3BHK-B	04	843.03	78.14	27.98	106.13	949.16
2BHK-B	05	650.68	77.07	27.34	104.41	755.09
2BHK-C	06	658.32	77.07	27.34	104.41	762.73
2.5BHK-A	07	816.77	52.31	34.44	86.75	903.53
2BHK-D	08 - 09	502.67	44.88	27.34	72.22	574.90
2.5BHK-B	10	796.96	52.31	31.75	84.06	881.03
2BHK-E	11	648.53	47.46	27.34	74.80	723.34
2BHK-F	12	645.73	47.46	27.34	74.70	720.54



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area Sqft.	Exclusive Balcony Area Sqft.	Exclusive Dry Balcony Area Sqft.	Total Balcony Area Sqft.	Total Carpet Area (Carpet + Total Balcony) Sqft.
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2BHK-E	11	648.53	47.46	27.34	74.80	723.34
2BHK-F	12	645.73	47.46	27.34	74.70	720.54

UNIT PLAN

3BHK-A



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
3BHK-A	101,201,301,401,501,601,701,801 901,1001,1101,1201,1301,1401,1501, 1601,1701,1801,1901,2001,2101,2201	847.23	78.79	27.98	106.77	954.01



UNIT PLAN

3BHK-B



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
3BHK-B	104,204,304,404,504,604,704,804,904,1004,1104,1204,1304,1404,1504,1604,1704,1804,1904,2004,2104,2204	843.03	78.14	27.98	106.13	949.16





UNIT PLAN

2.5BHK-A

CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2.5BHK-A	107,207,307,407,507,607,707,807 907,1007,1107,1207,1307,1407,1507, 1607,1707,1807,1907,2007,2107,2207	816.77	52.31	34.44	86.75	903.53





UNIT PLAN

2.5BHK-B

CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2.5BHK-B	110,210,310,410,510,610,710,810,910,1010,1110,1210,1310,1410,1510,1610,1710,1810,1910,2010,2110,2210	796.96	52.31	31.75	84.06	881.03



UNIT PLAN

2BHK-A



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-A	102,202,302,402,502,602,702,802, 902,1002,1102,1202,1302,1402,1502, 1602,1702,1802,1902,2002,2102,2202 103,203,303,403,503,603,703,803, 903,1003,1103,1203,1303,1403,1503, 1603,1703,1803,1903,2003,2103,2203	643.79	47.14	29.06	76.20	720.00



UNIT PLAN

2BHK-B



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-B	105,205,305,405,505,605,705,805 905,1005,1105,1205,1305,1405,1505, 1605,1705,1805,1905,2005,2105,2205	650.68	77.07	27.34	104.41	755.09



UNIT PLAN

2BHK-C



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-C	106,206,306,406,506,606,706,806,906,1006,1106,1306,1206,1406,1506,1606,1706,1806,1906,2006,2106,2206	658.32	77.07	27.34	104.41	762.73



UNIT PLAN

2BHK-D



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-D	108,208,308,408,508,608,708, 908,1008,1108,1208,1408,1508, 1608,1708,1908,2008,2108,2208 109,209,309,409,509,609,709,809, 909,1009,1109,1209,1309,1409,1509, 1609,1709,1809,1909,2009,2109,2209	502.67	44.88	27.34	72.22	574.90



UNIT PLAN

2BHK-E



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-E	111,211,311,411,511,611,711,911,1011,1111,1211,1411,1511,1611,1711,1911,2011,2111,2211	648.53	47.46	27.34	74.80	723.34

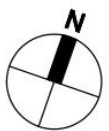


UNIT PLAN
2BHK-F



CARPET AREA STATEMENT

Flat Type	Flat No.	Carpet Area	Exclusive Balcony-1 Area	Exclusive Dry Balcony Area	Total Balcony Area	Total Carpet Area (Carpet + Total Balcony)
		Sqft.	Sqft.	Sqft.	Sqft.	Sqft.
2BHK-F	112,212,312,412,512,612,712,812,912,1012,1112,1212,1312,1412,1512,1612,1712,1812,1912,2012,2112,2212	645.73	47.46	27.34	74.70	720.54



Need to put costing slide

INCENTIVES
THAT ADD
TO YOUR
COMPLETE LIFE.



3% CP FIRM INCENTIVE	₹10,000 EMPLOYEE SPOT BONUS
-----------------------------------	--

CODENAME
Complete Life



STRATEGIC PARTNER
JUSTO
advice . create . nurture .

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JUSTO REALFINTECH PVT LTD RERA REG.
NO.: A51900020277
Website: <https://maharera.mahaonline.gov.in>

BOOKINGS OPEN FROM 1ST SEP 2021

FOR PRE SALES BOOKING

BENEFICIARY NAME:

ACCOUNT BANK NAME:

ACCOUNT NUMBER:

IFSC CODE:

TYPE OF ACCOUNT:

BRANCH:

THANK YOU