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FROM THE MD'S DESK



Dear Readers,

It is my pleasure to present the 14th edition of Joy Connect. I hope this newsletter finds you in great spirits.

While the global economy faced a lot of disruptions on account of the COVID-19 pandemic and geopolitical dislocations in the recent past, the general market sentiment in 2022, however, had been of positivity, especially in India. In 2023, it is hoped that this positive outlook gets converted into actual investments on the ground.

As India remains relatively well-positioned to withstand global headwinds compared to other emerging nations—a fact that's been suitably acknowledged by the World Bank recently—this buoyed market sentiment should provide sufficient fuel for the engines of economic growth to continue running unhindered.

To add to it, India's G20 presidency is a matter of great pride for everyone. This will allow us to showcase our country to the world in a new light.

With India expecting growth of close to 7% in the financial year 2023 and as infrastructure continues to be an area of core focus for the government, these factors are bound to have a spillover effect in terms of the rise of other sectors as well, including real estate.

Despite the gradual surge in property prices and home loan interest rates in 2022, it has been a relatively optimistic year for residential real estate. A recent report by an international property consultant indicates that housing sales in the top seven cities, that is, the Mumbai Metropolitan Region (MMR), the National Capital Region (NCR), Pune, Bengaluru, Hyderabad, Kolkata, and Chennai, have created a new peak in 2022, breaching the previous high of 2014. Across the top seven cities, approximately 3.64,900 units were sold in 2022, compared to 2.36,500 units in 2021—a 54% increase year on year (YoY). The last peak was in 2014, when 3.43 lakh units were sold across the top seven cities.

A generic trend that is being observed is that property purchase, which was a sign of wealth quotient before the Covid-19 pandemic, has turned into a necessity now across all age groups. Millennials, who favoured rentals as an option, have realised the importance of owning a home due to higher affordability on account of the reduced gap between loans to rent. Also, people see the true value of staying in gated communities. The preference for larger homes has witnessed a surge, too.

I am pleased to share that our company registered several important accomplishments. Shapoorji Pallonji Real Estate, in its recent collaboration with HDFC Capital Advisors, the success of six of our projects. This collaboration will skyrocket the investment in the company to the next level.

Shapoorji Pallonji Real Estate and Asia-Pacific-focused investment company PAC have intervened to revive a super-luxury residential project. The Minerva, India's tallest residential building, in south Mumbai's Mahalaxmi locality, by extending their brand and financing support, respectively.

I am happy to announce that after the successful launch of the Joyville Hadapsar Annex, we have another feather in our hat at East Pune: Sky-Luxe Edition Duplexes and Penthouses.

At Joyville, we are not just expanding but also focusing heavily on the quality of our projects. To give you a better understanding of our journey, we have created 'Studio Nirmiti'—an experiential journey and immersive experience that allows you to explore the art and science behind creating Joyville homes. I am pleased to invite you to visit the unique gallery at the Joyville Sales Gallery, close to Hadapsar along the Pune-Solapur Highway.

At Shapoorji Pallonji Real Estate, we remain committed, along with other stakeholders, to the overall growth of our country.

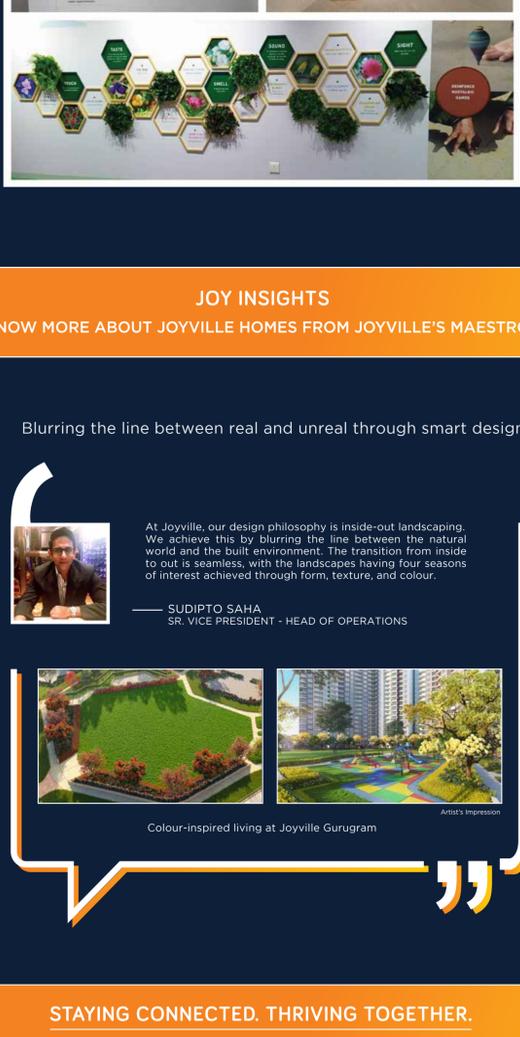
India is a vibrant country renowned for its culture and festivities. Each of these festivals brings joy, happiness and clarity. The best part is that as one festival concludes, another is just around the corner, creating a beautiful and continuous cycle of joy. This time, we can enjoy it with more passion since many of the restrictions due to the COVID-19 pandemic have been eased.

On that positive note, here's wishing everyone a year full of abundant joy, enormous success, and renewed hope! May each day bring you closer to achieving your dreams and realising your true potential.

Warm Regards,
Sriram Mahadevan
Managing Director,
Joyville Shapoorji Homes

STUDIO NIRMITI AN EXPERIENCE CENTRE BY SHAPOORJI PALLONJI

The Sanskrit word Nirmiti means preparation through careful planning, design, and formulation. It provides an introduction to the art and science of building holistic homes at Joyville projects. By using the Nirmiti philosophy, our architects and engineers at each of our Joyville projects ensure that every project is created with intent and purpose, resulting in the most comfortable residential spaces that are tailored to the needs of the people living in our offerings.



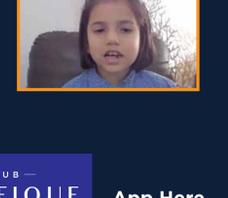
JOY INSIGHTS KNOW MORE ABOUT JOYVILLE HOMES FROM JOYVILLE'S MAESTROS

Blurring the line between real and unreal through smart designs



At Joyville, our design philosophy is inside-out landscaping. We achieve this by blurring the line between the natural world and the built environment. The transition from inside to out is seamless, with the landscapes having four seasons of interest achieved through form, texture, and colour.

— SUDIPTO SAHA
SR. VICE PRESIDENT - HEAD OF OPERATIONS



Colour-inspired living at Joyville Gurugram

Artist's Impression

STAYING CONNECTED. THRIVING TOGETHER. FUN-FILLED ACTIVITIES WITH CLUB BENEFIQUE

A workshop on Coffee Painting and Resin Art brought in enough excitement for every creative soul to boost their creativity.



Fun-filled garba activity where all participants were seen dancing to the tunes of Navratri.



Engaging activities for kids with child expert and educator Archita Sodha at the Virtual Christmas Party left kids delighted.



DOWNLOAD **BENEFIQUE** App Here

— CLUB —
BENEFIQUE
A Shapoorji Pallonji Real Estate Initiative

JOYVILLE TALES EXPLORE A WORLD OF FINE LIVING!

This is what the homeowners have to say about Joyville Virar.

▶ Watch the Video Story here



'We never got to spend enough time together. Now we are living up to the moments we lost in the past fifty years.'

Images clicked on site



After we bought a house at Joyville, my brother and sister also invested in this property. So, that way I am the luckiest person.

Images clicked on site



Whenever I come back, I go and sit in the garden first, relax for half an hour or so and then go home.

Images clicked on site

INDEPENDENCE DAY

As the entire country celebrated India's 75th Independence Day on the 15th of August 2022, the Joyville community came together to hoist the national flag with patriotic fervour.



Actual Images

JANMASHTAMI CELEBRATIONS

The joyous festival of Janmashtami was celebrated with great enthusiasm. The festive mood was set right by kids dressed as little Krishna and Gopis, and elders in their best traditional attire, at Joyville Hinjawadi. The festivities continued with the infectious craze and energy of Dahi Handi.



Actual Images

GANESH CHATURTHI

Every heart was filled with joy and gratitude when we welcomed Lord Ganesha to our homes during Ganesh Mahotsav. It was the time when Joyville Virar was filled with the sound of joy and celebrations.

Actual Images

DIWALI

On the auspicious occasion of Diwali, everyone came together and celebrated the festival of lights with a lot of sweets and laughter. Joyville was surrounded by bright lights, happiness and everything festive!

Actual Images

CHRISTMAS

Covered in red and white, families at Joyville celebrated Christmas with happiness and delight. With surprises and laughter, it was a magical season for all of us.

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Festive Dhamaka at Joyville Howrah

Festive Dhamaka organized in Joyville Howrah's Clubhouse was enjoyed by kids and adults alike. While fun activities like musical tambola and other party games kept the crowd entertained, a food truck kept scrumptious refreshments ready for them to enjoy.

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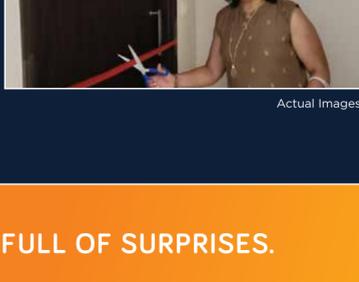
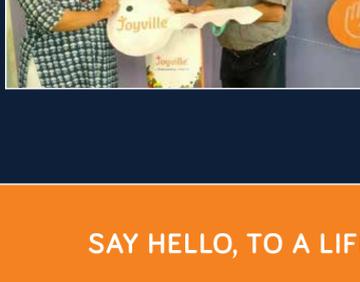
Cricket Tournament at Joyville Howrah

Joyville Howrah's cricket enthusiasts organized a cricket tournament, the Joyville Premier League. The three days tournament had seven teams, Horsepower, Knight Warriors, Golden Eagle, Gladiators, Royal Strikers, Team Happiness, and the Facilities Management Team, with a total of 77 participants who battled to be the best between 13th to 15th August 2022.

The final match was played between Horsepower and Knight Warriors, and the trophy was claimed by team Horsepower. Deep Neogi became the star of the tournament and bagged the titles of Man of the Series, Man of the match, and Best Batsman. The Best Bowler trophy was awarded to Rakesh Das from team 'Horsepower'.

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TURNING DREAMS INTO REALITY! HAPPY CUSTOMERS OF JOYVILLE HINJAWADI



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SAY HELLO, TO A LIFE FULL OF SURPRISES.

Watch the Video Story here

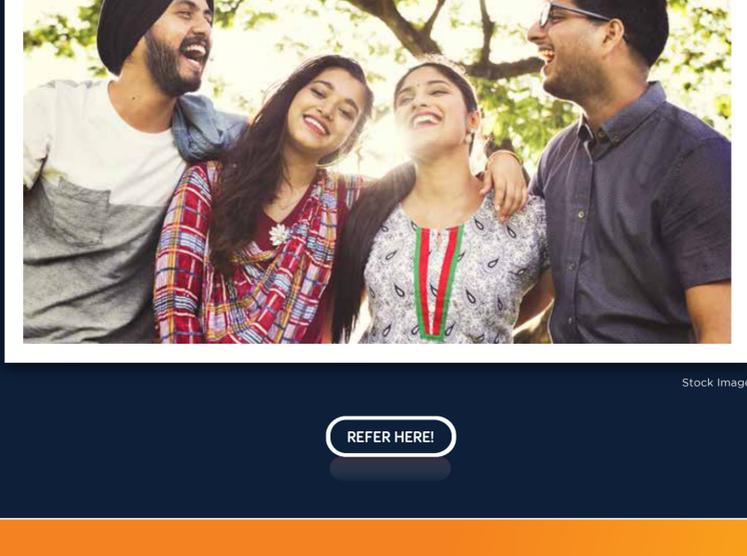


INTRODUCTIONS ARE REWARDING

CLUB BENEFIQUE

A Shapoorji Pallonji Real Estate Initiative
Managed by Loydile

Skip traffic on the weekends. Bring your tribe closer by introducing them to Joyville and get rewarded for it. Life is a party when your favorite people live next door.

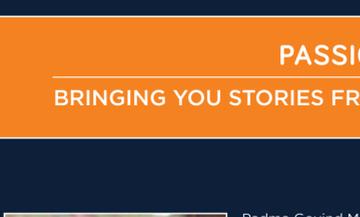


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CREATING A BRIGHTER TOMORROW

Joyville had a gratifying experience at Zilla Parishad School in Shewalwadi, Pune with its amazing kids. Our assistance in the development of infrastructure and waste management is to make the world a better place to live. We wish them all great success and a bright future ahead.



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PASSION HUB

BRINGING YOUR STORIES FROM RESIDENTS OF JOYVILLE



Padma Govind Motwani, a resident of Joyville Hinjawadi has always seen her life as a poem. She writes 'Inspired by everyday events, I pour my feelings and emotions into poems. Which is the expression of my soul.'

An award-winning writer, poet, and essayist she has been an avid reader and a writer from a young age. She continued to write during her 38-year-long banking tenure as well, sometimes for the bank's magazines and sometimes for social festivals.

Her first poetry collection 'Jazbaat', honoured by the Gujarat Government, was published in 2021 and the second collection 'Jeevan Tarang' was published in 2022.

Her other works have also been published in joint compilations by highly reputed publishers at the national level, in which articles are published regularly in Safar Suhana, Naya Bharat, Mera Bharat Mahan, Haiku collection Gurjari Pallavi and many other magazines.

Both her published works 'Jazbaat' and 'Jeevan Tarang' can be purchased online. They are also available to read at the Joyville Hinjawadi's Clubhouse Library.



LATEST IN REAL ESTATE



According to Mr. Venkatesh Gopalakrishnan, CEO Shapoorji Pallonji Real Estate, the investment in residential buying may increase by 30%.

According to experts, now is the best time for home buyers to get their dream home.



HDFC capital invests 1550 crs in SP Group's six residential projects. According to Venkatesh Gopalakrishnan, CEO Shapoorji Pallonji Real Estate, this will be propelling the company's growth.

"A solid infrastructural foundation not only stimulates economic growth but also serves as a major growth engine for India's Real Estate", says Sriram Mahadevan, MD Joyville Shapoorji Pallonji.

CONSTRUCTION UPDATE

BRINGING YOUR FUTURE HOME CLOSER TO THE PRESENT

JOYVILLE WESTERN HEIGHTS
Near Santragachi

JOYVILLE HINJAWADI
Near Phase I, Hinjawadi

JOYVILLE VIRAR
Virar West, Mumbai

JOYVILLE HADAPSAR ANNEXE
Pune-Solapur Highway, Pune

JOYVILLE GURUGRAM
Sector 102, Gurugram

JOYVILLE SENSORIUM
Near Phase I, Hinjawadi



Shapoorji Pallonji Group has developed one of the largest mass housing projects in India.



Shukhobhishi Housing, Kolkata



Joyville is a thriving community of people, living their best life in homes that are as amazing as their dreams.

www.joyvillehomes.com

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Joyville Gurugram: Phase VI - RC/REP/HARERA/GGM/434/166/2021/02 | Joyville Hadapsar Annex: Tower 6 (Phase II): P5210002831 | Joyville Howrah: Western Heights - A&B, HIRA/P/HOW/2021/00190 | Sensorium: Building D (Aurs): Joyville Virar: Palm Meadows 1: P9900001953 | Joyville Hinjawadi: P52100016786 - Meridian. All phases/towers across our projects are registered with the respective state RERA authorities, details of which can be found online.

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