



Godrej | PROPERTIES

A HUNDRED THOUSAND

Reasons to call Kharadi your home

Edition 1: Evolution of Kharadi

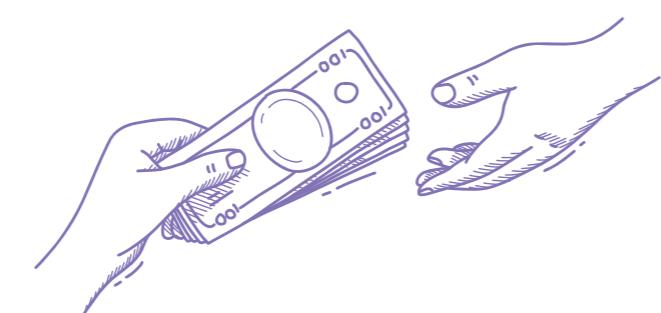
Home Buyer's
Playbook

Evolution of Kharadi –
from fringe to future

CONTENTS

02 HOME BUYER'S PLAYBOOK

Your 6-Step Homebuying Playbook



06 EVOLUTION OF KHARADI

Story of how a vision, timing and tenacity reshaped Pune's eastern edge.



10 KHARADI

25 Years of transformation.



12

FROM FIELDS TO THE FUTURE

A glimpse of the land that evolved as a landmark.

18 THE EASTWARD MOMENTUM

The story of how Kharadi distinguished itself as a new hotspot for product technologies.



18

26 THE DATA STORY

Numbers that prove the transformation.



30

MAP

Kharadi Today



Home buyer's playbook

Your 6-Step Homebuying Playbook

01

Fundamentals

Know the Market
with Real Estate 101



02

02

Wishlist

Know your own
lifestyle fit



03

Location

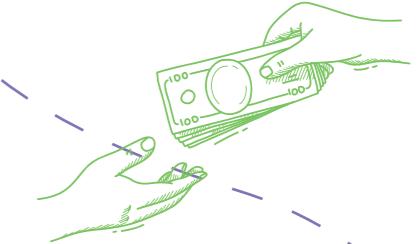
Know the Neighbourhood
& Livability



04

Finance

Know your Budget &
Home Loan Essentials



05

Shortlist

Know the Options
of Developers & Projects



06

Final Move

Know the Final Steps
in Site Visit & Booking



01 | Fundamentals

Your quick glossary for Indian Real Estate

Before you choose a home, it's important to understand the language of real estate. These essential terms offer clarity on space, cost, legalities, and construction—so every decision you make is informed and precise.



AREA TERMS

Carpet Area

The net usable floor area of an apartment, excluding external walls, service shafts, exclusive balcony/verandah areas, and exclusive open terrace areas, but including internal partition walls.

Built-Up Area

Carpet area plus internal walls and balcony space.

Super Built-Up Area

Built-up area plus a proportionate share of common areas like lobby and clubhouse.

Loading Factor

The percentage difference between carpet and super built-up area.

FSI (Floor Space Index)

The maximum buildable area allowed on a plot of land.

PAYMENT & FINANCIAL SCHEMES



Bank Subvention Scheme

A Bank Subvention Plan is a bank-approved home loan arrangement in which the buyer's EMIs are deferred for a specified period, usually during construction, while the loan is disbursed to the developer in stages linked to construction progress. The interest accrued during the deferment period is ultimately borne by the customer, as defined in the loan agreement.

10:90 / 20:80 Plans

Buyer pays 10-20% upfront and the rest closer to possession or other conditions laid by the developer.

Construction-Linked Plan (CLP)

Payment schedule tied to construction milestones.

Pre-EMI

Interest-only payments made before full loan disbursement.

Loan-to-Value Ratio (LTV)

The percentage of property value that the bank will finance.



PRICE TERMS

Base Price

The cost per sq ft set by the developer before adding additional charges.

All-Inclusive Price

Total payable amount including base price, taxes, stamp duty, registration, and extras.

Corpus / Sinking Fund

A maintenance reserve collected for future repairs and building upkeep.

Stamp Duty

Government tax paid during property registration.

Registration Fee

The official fee charged for registering the property in your name.



LEGAL TERMS

RERA

Regulatory authority ensuring transparency, accountability, and timely delivery in real estate.



Sale Deed

The legal document transferring ownership from seller to buyer.

Agreement for Sale

A contract outlining terms and conditions before the final sale deed.

Completion Certificate (CC)

Proof that a building is constructed as per approved plans and regulations.

Occupation Certificate (OC)

Permission certifying the building is safe and ready for occupation.

TYPES OF PROJECTS

Under Construction

A project where construction is ongoing and possession is in the future.



Ready-to-Move

A completed property where immediate possession is possible.

Freehold Property

Property owned outright with no land lease obligations.

Leasehold Property

Property built on land leased for a fixed period (e.g., 30-99 years).

Redevelopment Project

Reconstruction of an existing building into a new structure with modern standards.



CONSTRUCTION & BUILD QUALITY TERMS

RCC

A strong structural system using steel and concrete for durability.

MIVAN

MIVAN is an aluminium formwork technology developed by Mivan Company Ltd., Malaysia, widely used in mass housing. It uses pre-engineered, lightweight aluminium formwork to deliver rapid, uniform, monolithic (single-pour) concrete construction for walls and slabs.

Green Building / IGBC

Certification ensuring sustainability, energy efficiency, and eco-friendly design.

STP (Sewage Treatment Plant)

System that treats wastewater for safe reuse or disposal.

WTP (Water Treatment Plant)

System that purifies water for daily household consumption.

EVOLUTION OF KHARADI

From Fringe to Future



Stock image used for representational purposes only.

1990s
KHARADI

When Pune's first IT hub, began to strain under its success — long commutes, land scarcity, and limited residential catchments — the city needed a new frontier. Kharadi, with its flat terrain, airport proximity, and access to Nagar Road, offered what planners called "***opportunity without congestion.***" The government's policies toward the early 2000s catalysed zoning changes, enabling large-scale commercial and residential projects.

From there, the momentum became unstoppable. By the time the EON IT Park and the World Trade Center Pune rose above the riverbank, Kharadi had already become a magnet for talent and capital. In less than two decades, the area evolved from village to vertical — a seamlessly functioning micro-city where commerce, culture, and community thrives.



Kharadi represents The new face of Pune – Global in outlook, local in energy

"For every resident, planner, and builder who bet on the east, the transformation feels both personal and civic. It's a case study in how geography can become destiny when ambition leads."

KHARADI

25 Years Of Transformation

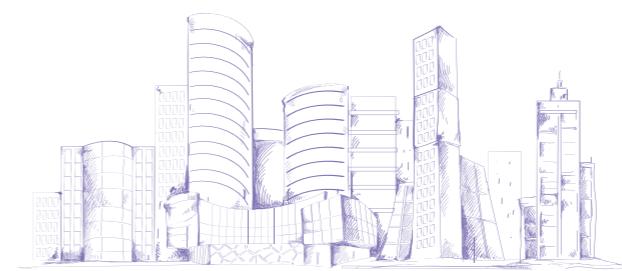
Agricultural land
& light industry zone

1998



EON IT Park
announced

2006



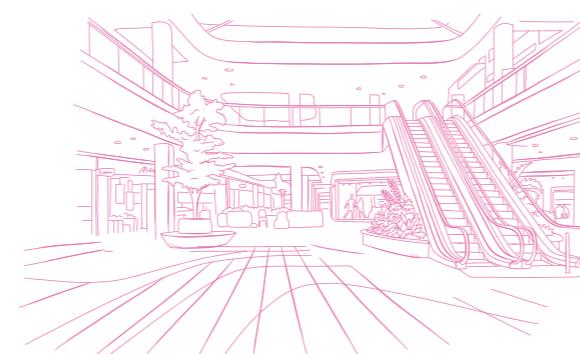
Proposed development of Metro
extension & new Riverfront developments

2025



Zoning reforms
enable IT development

2004



World Trade Center
Pune inaugurated

2013



FROM FIELDS TO THE FUTURE



A glimpse of the land that became a city.

Long before cranes pierced its skyline and cafés filled its streets, Kharadi was a place where the day began with the sound of ox carts and ended under kerosene lamps. The Mula-Mutha river curved gently through the landscape, its banks lined with sugarcane, banana plantations, and the occasional brick kiln.

In the 1990s,

This was not a suburb — it was the outskirts. Families worked their farms, traders supplied the city's wholesale markets, and children cycled to schools in Yerwada or Viman Nagar. The only sign of urban proximity was the faint silhouette of airplanes descending toward the Lohegaon airstrip. For most Punekars, Kharadi was little more than a name glimpsed on a road sign, a reminder of how far the city still stretched.



CHANGE CAME QUIETLY

2011



2014



2017



2024

When new development plans marked Kharadi as a potential IT corridor, few believed it would ever rival the west. Land prices were modest; public transport was sparse. But beneath its sleepy rhythm, the groundwork for transformation had begun.

The arrival of wide arterial roads, power infrastructure and EON IT Park as its nucleus, a gravitational pull formed — drawing engineers, entrepreneurs, and investors eastward. Within a decade, fields became the foundations to optimised workspaces.



Source: Google Earth

**“From a neighbourhood lost
on the map, today,
Kharadi has become a
destination.”**

*This story isn't just about growth.
It's about faith. The belief that tomorrow can be
built from the ground up — and that here, there
are always a Hundred Thousand Reasons to Believe.*

THE EASTWARD MOMENTUM

Where vision built the new centre

**The story of how Kharadi
distinguished itself as a new
hotspot for product technologies.**



Stock image used for representational purposes only.

When Pune's tech skyline first rose, Hinjawadi emerged as the city's core business zone which was quick to bring dense campuses and high-employment hubs. All major IT companies established data centres and CBD's at Hinjawadi. But the next phase demanded more than volume; it needed scale, access and liveability. That's where Kharadi stepped in.

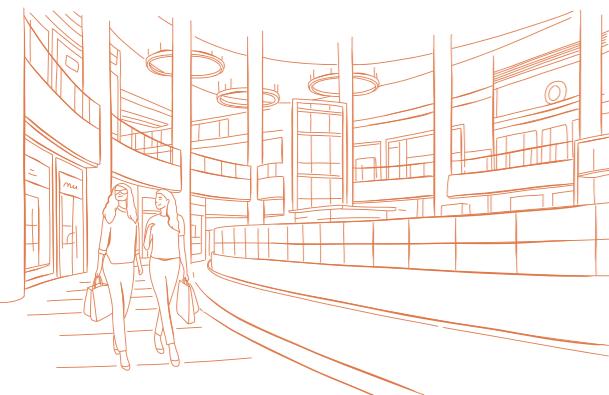
With large land banks, multi-directional road access, and fewer constraints on campus-style offices, Kharadi offered something Hinjawadi could not: A hub for product technology for global leaders footprints along with service centres. Analysts describe Kharadi as "Pune's fastest-growing hub for commercial real estate".

THE DIFFERENCE MATTERS

for investors and occupiers alike

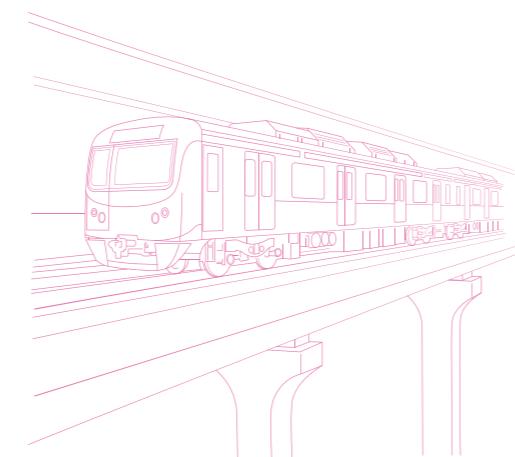
Space & Campus

Larger plots in Kharadi allowed sophisticated Multi-use campuses.



Access

Just ~8.5 km from the airport, with arterial roads and upcoming metro links, Kharadi connects regionally.



Audience

While Hinjawadi caters to heavy employment, Kharadi blends living, working and lifestyle-making it a regional live-work hub.



Together, Kharadi and Hinjawadi form a complementary network in Pune's growth narrative. For investors, the arrival of head-offices in Kharadi means parallel demand for premium housing, amenities and social infrastructure—all drivers of appreciation.

Kharadi isn't trying to replace a downtown—it's building the next one. And here, there are Hundred Thousand Reasons to Believe.



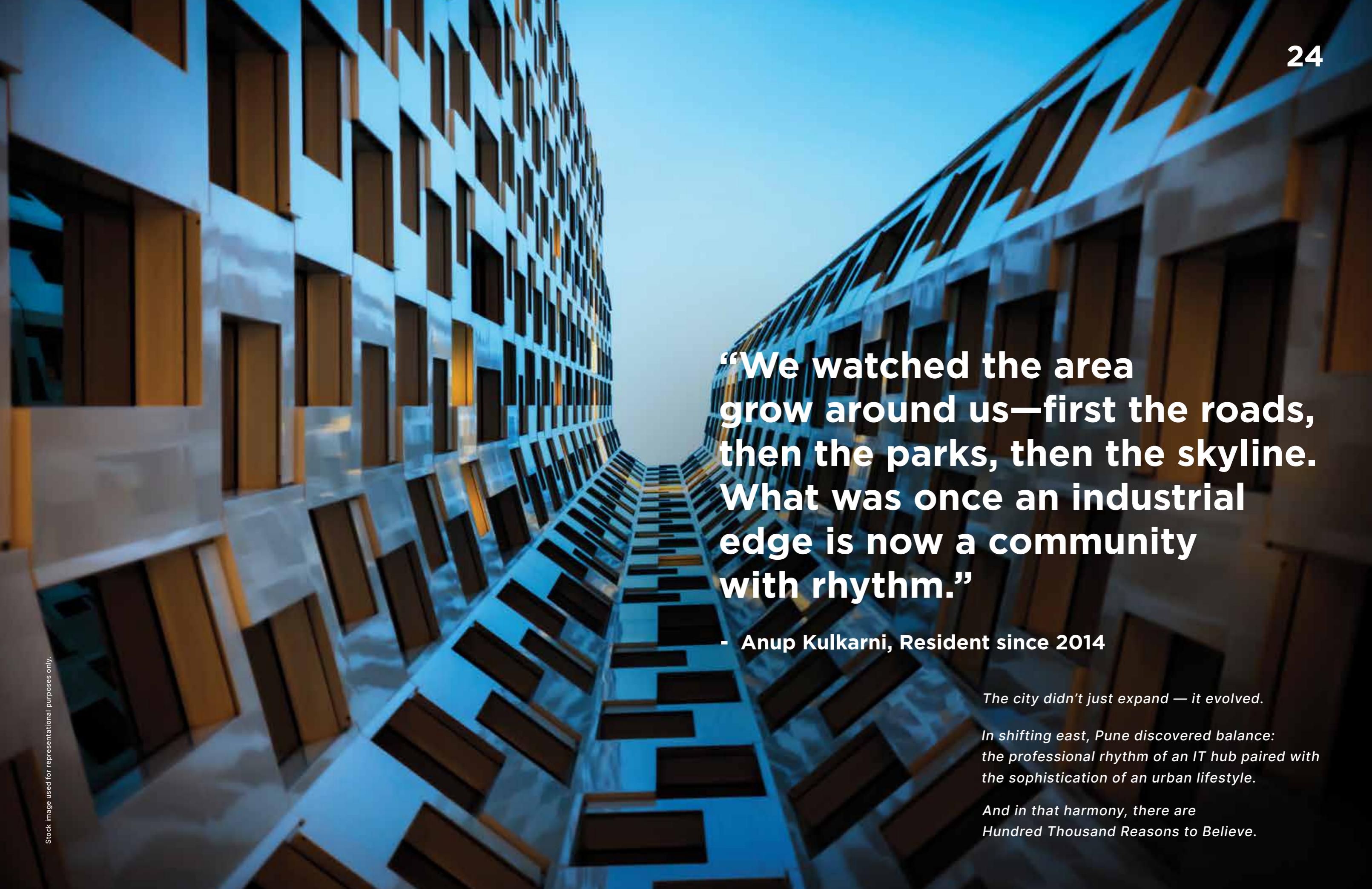
Strategically located just 8.5 km from Pune International Airport and well-linked to Nagar Road and Magarpatta, it offered something Hinjawadi couldn't — proximity, accessibility, and a blank canvas for design. Unlike the west, where urban sprawl predated planning, the east had the opportunity to plan before it was built.

Over the next decade, the balance began to shift. The government's MIDC zoning approvals and the establishment of EON IT Park in 2006 signalled that the city's next phase of growth would be eastward. With it came global corporations, service providers, and co-working giants eager for an address that combined business access with lifestyle convenience.

Kharadi was the answer hiding in plain sight.

Today, Kharadi's ecosystem feels distinctly different from its western counterpart. Walkable streets, high-end residences, cafés, and river-view workspaces blend seamlessly. It's not just where people work — it's where they work, live & belong.





“We watched the area grow around us—first the roads, then the parks, then the skyline. What was once an industrial edge is now a community with rhythm.”

- Anup Kulkarni, Resident since 2014

The city didn't just expand — it evolved.

In shifting east, Pune discovered balance: the professional rhythm of an IT hub paired with the sophistication of an urban lifestyle.

And in that harmony, there are Hundred Thousand Reasons to Believe.

THE DATA STORY

Numbers that prove transformation.



For Kharadi, growth has never been a matter of perception - it's a matter of numbers.

Over a few decades, Kharadi has evolved from a peripheral suburb into one of Pune's most compelling investment landscapes. Residential rates, which were as modest at ₹ 2500 in the early 2000s are now averaging around ₹ 10,000+ per sq ft. Some micro-locations have recorded 30 %+ growth in the last five years alone. ^(1, 2)

Connectivity upgrades have multiplied value. The upcoming Metro Line 2 extension toward Lohegaon, and the proposed riverfront development are turning commutes into minutes and re-imagining the urban fabric.

Meanwhile, office space demand has surged. The Kharadi-centred East Secondary Business District now hosts over 14.3 mn million sq. ft. of organised Grade-A commercial space-with another 10-11 million sq ft. in the pipeline. ⁽³⁾

Built around a dense corporate ecosystem and a steady inflow of skilled professionals, the micro-market consistently delivers 4.5%-5% rental yields, positioning it among Pune's highest-performing residential destinations. ^(4, 5)

These shifts reflect more than just market statistics-they mark a structural transformation: infrastructure and connectivity in Kharadi have moved from being simply "supportive" to becoming strategic growth-drivers. And that's why the area now commands lead-market behaviour across both residential and commercial segments.

Because here, even in numbers, there are Hundred Thousand Reasons to Believe.

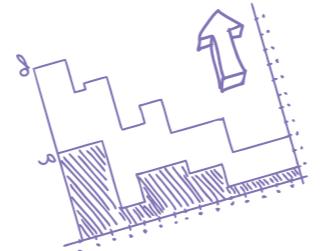
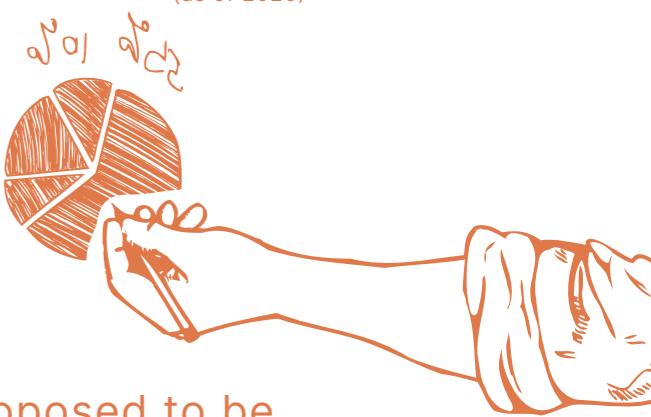
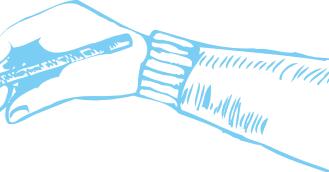
Source:

1. www.economictimes.indiatimes.com/wealth/real-estate/average-housing-prices-up-38-per-cent-in-last-decade/articleshow/76339156.cms
2. www.aurumproptech.in/pulse/tools/rates-and-trends/pune/kharadi
3. www.Cushman & Wakefield India and Pune Office Market Industry Overview Report Dated 20th April 2025
4. www.jllhomes.co.in/blogs/top-10-residential-areas-to-invest-in-2025-pune-edition
5. firstpremises.com/rental-yields-in-pune-top-locations-for-investors-in-2025



KEY DATA POINTS & SOURCES



- Avg. Residential Price (2000 → 2025)  ₹ 2000 → ₹ 9 000 – 10 000 / sq.ft. 
- Sources: Economictimes, Aurumproptech
- Commercial Supply (As of H1 2025)  14.3 million sq. ft 
- Sources: Cushman & Wakefield India 2025
- Rental Yield  4.5 – 5 % 
- Sources: Firstpremises
- Population Growth  Sources: Census of India 
- Proposed Metro Line 2 East Extension  Sources: Metro Rail Today – Pune Updates 2024 
- Median Age of Residents  Sources: Timesofindia 

Proposed Development. The proposed Metro mentioned above is proposed to be developed by the Government and other authorities and we cannot predict the timing or the actual provisioning of these facility(ies), as the same is beyond our control.



**A Hundred Thousand Reasons to call Kharadi your home:
A 6-Edition home buying guide for Kharadi**



Scan to start a free
magazine subscription



Godrej | PROPERTIES

Site address: Godrej River Crest, Kharadi-Manjari Road, Pune 412307. Godrej River Crest is part of a sanctioned Township which is spread across 40.97 Hectares (approx. 101 Acres) at Manjri Khurd, Pune. The Developer, viz, Manjari Housing Projects LLP (wherein Godrej Properties Limited is a partner) as owners and being part of said Township, is developing 23 Hectares (approx. 2.3 lakh sq. mts.) of the land in the said Township ("said Land"). The campaign name of the said Land is '#Rivercrescent'. The development by Manjari Housing Projects LLP shall have an access to 5 Hectares (approx. 50,000 sq. mts.) of public greens, Clubhouse (membership based, approx. 6500 sq. mts.), Health centre (approx. 2000 sq. mts.) and Community market (approx. 700 sq. mts.) forming part of the common amenities in the Township, along with other developers. The sale is subject to terms of application form and agreement for sale. Recipients are advised to apprise themselves of the necessary and relevant information of the project prior to making any purchase decisions. The Developer hereby declares that it has availed construction finance facility ("Facility") from ICICI Bank Limited ("Lender") and has secured the Facility by mortgaging the said Land in the favour of Lender. The Lender will provide no objection certificate for the sale of unit, as and when required. *T&C Apply. The official website of the company is www.godrejproperties.com. Please do not rely on the information provided on any other website.