





Raviraj Group - ISO 9001 2000 Certified Company

Residential – Commercial – IT – Hospitality – Township – SRA – Infrastructure

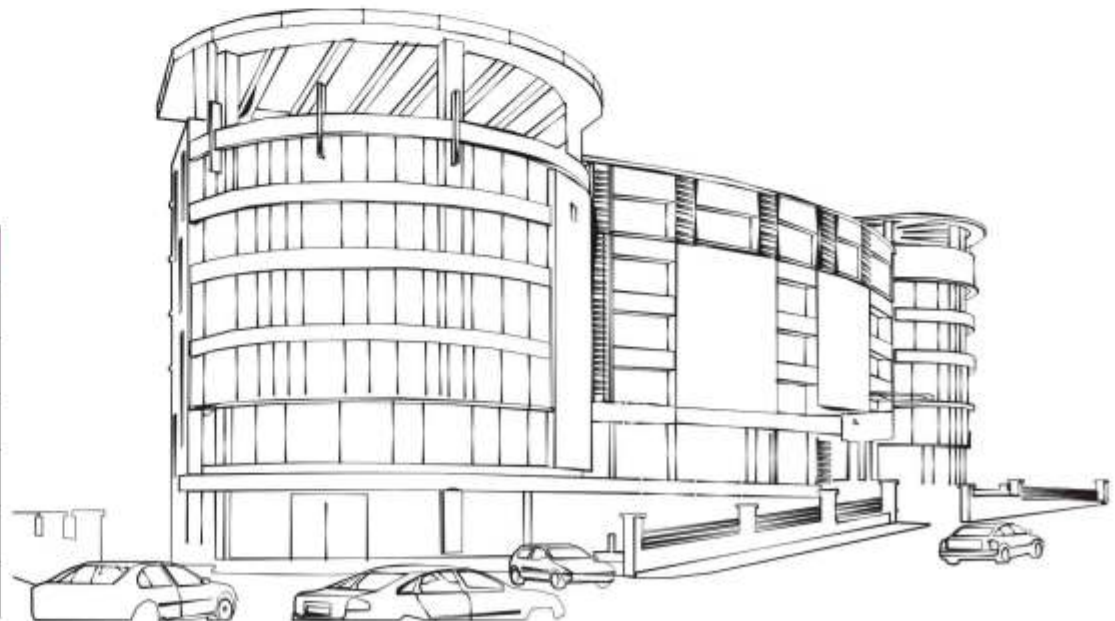
- Established in 1993, Raviraj Group has successfully completed 50 projects in Pune.
- These projects are in the most prime locations having best quality of construction. Stretching from **Aundh to Pimple Saudagar** and across **Baner, Kalyani Nagar, Kharadi, BT Kawde Road, Sopan Baug** and all the way to **Wagholi**; these projects are landmarks in the city.
- We attribute this rapid success to our **futuristic vision** and ability to market space solutions according to **customer requirements and at reasonable prices.**
- Being a **value based enterprise** we believe in one motto: '**Providing a value for money proposition across all customer segments.**' This not only guides the pricing of projects but also ensures that all projects have latest amenities, comforts, convenience and are always completed on time.
- Observing the fast growth of the city and the way it promotes commerce across sectors like IT & ITES, BPO, Manufacturing, Engineering and Biotechnology, we are launching many large projects on the commercial front across prime locations in Pune.

About CRU

New Address of Business.

- **Inculcated facade system** consisting of dry clad laminates, toughened glass, curtain wall, and ACP (Aluminium Composite Panels).
- **Energy conserving** work environment resulting in low operation costs.
- The Architecture incorporates **large floor plates ranging from 9500 sq.ft to 10000 sq.ft** with wide column spans and high floor-to-floor clearance for optimal space utilisation.
- **Luxurious** lobby and **furnished** designer restrooms for state of the art comfort .

FLOORS	CARPET AREA (Sq.Ft.)
Lower Ground Floor	7174
Ground Floor	10883
Upper Ground Floor	9342
First Floor	10136
Second Floor	10136
Third Floor	10136



CRU Exclusivity

- CRU has the strategic advantage of being located amongst one of the **richest catchment** of Pune.
- To add more opportunity, CRU happens to be the **only commercial shopping project in the vicinity**.
Absence of brands in this part of Pune, make CRU a perfect destination to pioneer such an initiative.
- Its **community centric planning** model maximizes the acceptance level among the community.
- CRU has **specially designed ramps and toilet** for the physically challenged.
- **It hosts theme based roof top restaurant**.
- Having a **superior look and finish**, the property has a one of a kind appearance.
- Units range from **300 sq.ft to 10,000 sq.ft.** area.
- It's **200 ft of frontage** and **100 ft of road** ensures high visibility.
- The internal layout and planning ensures **visibility** of every unit.
- The project has **well planned spaces** for **shops, showrooms, offices, hypermarket, bank, departmental store & rooftop restaurant**.
- The **flow of customers** is carefully planned to **maximize footfalls**.



What makes CRU stand apart ?

CRU Amenities

- 100% DG power backup for the complete project.
- 4 escalators, 2 passenger elevators and 1 service elevator.
 - Provision for fire detector and smoke detector.
 - AC provision for all units.

Dated: - 21 July 2010.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that IMRB International, Retail, Mumbai, had conducted a research study for Raviraj Creative Infrastructure Limited, Pune for profiling the catchment area for the upcoming CRU Mall in Pune.

The objectives of the study were:-

- To profile the Primary Catchment around their proposed retail destination in Pune city in order to understand the shopper, their attitude towards shopping and to different brands, their current shopping destinations, their leisure activities & food habits, etc.

Thanks and Regards,



Sandipan Sen
Group Business Director

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Mumbai 400 028



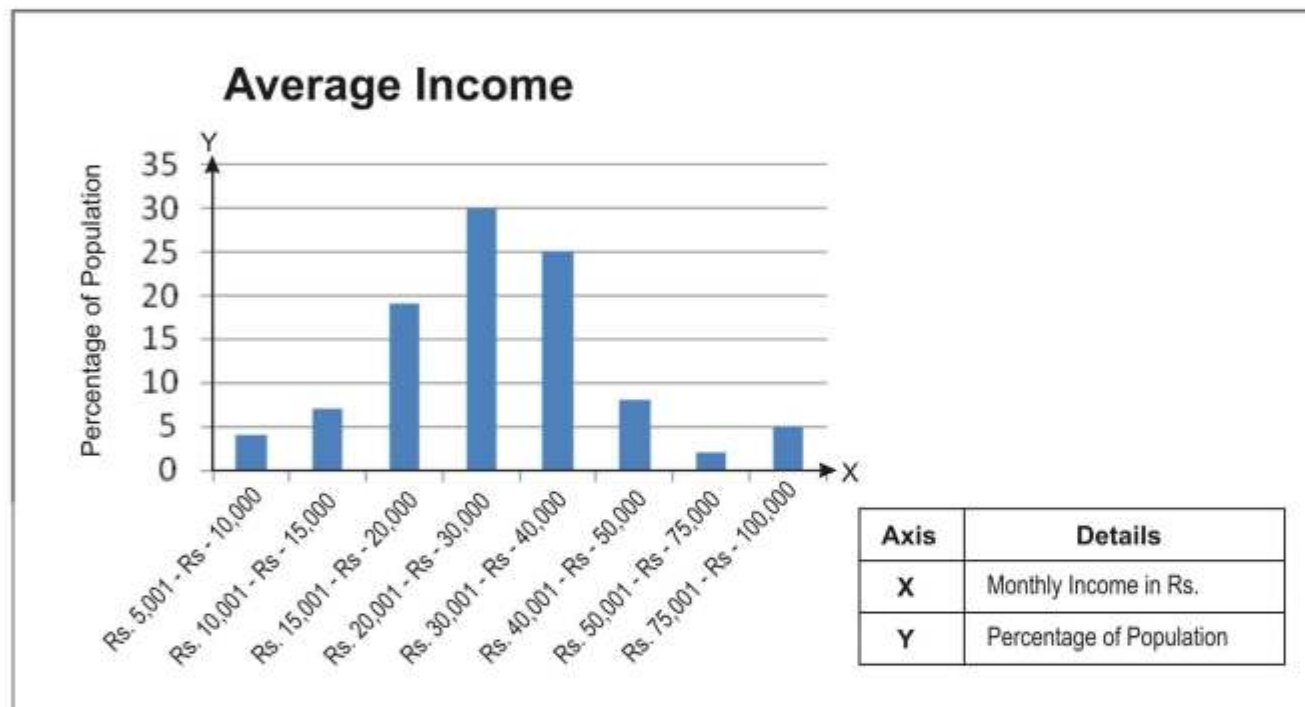
MARKET RESEARCH



- Projected population of the catchment.

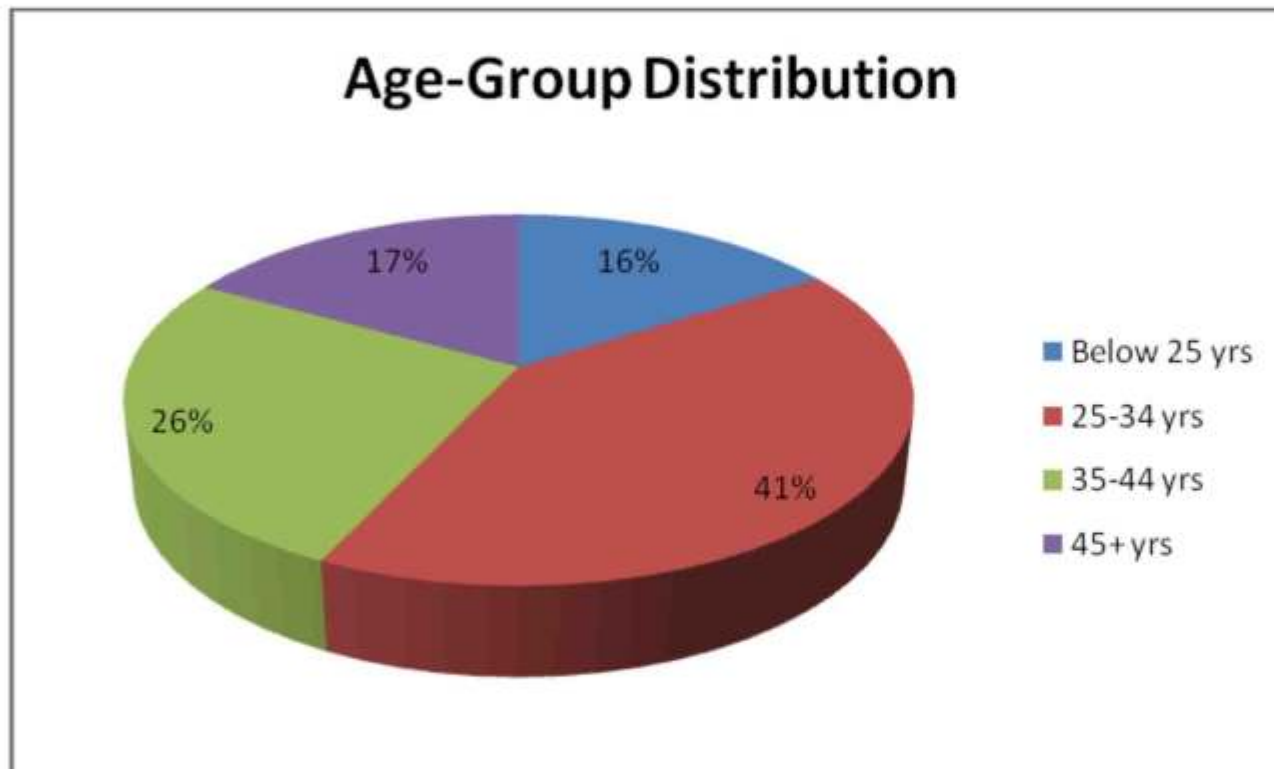
Primary : 3.02 lakhs (1.5 lakh AB1 SEC)

Secondary : 4.7 lakhs (2.3 lakh AB1 SEC)



1. **Residents are largely corporate executives or businessmen.**
2. Majority are in the growing income group of Rs. 20001 – Rs. 30000 p.m. representing **junior executives and shop owners.**
3. Increasing number of people are in the income group of Rs. 30001 – Rs. 40000 p.m. which represents the **Business class as well as middle level executives.**
4. A significant population is in the income group of Rs. 40001 – Rs. 100000 p.m. which represents **Industrialists, Businessmen and Senior Level Managers.**

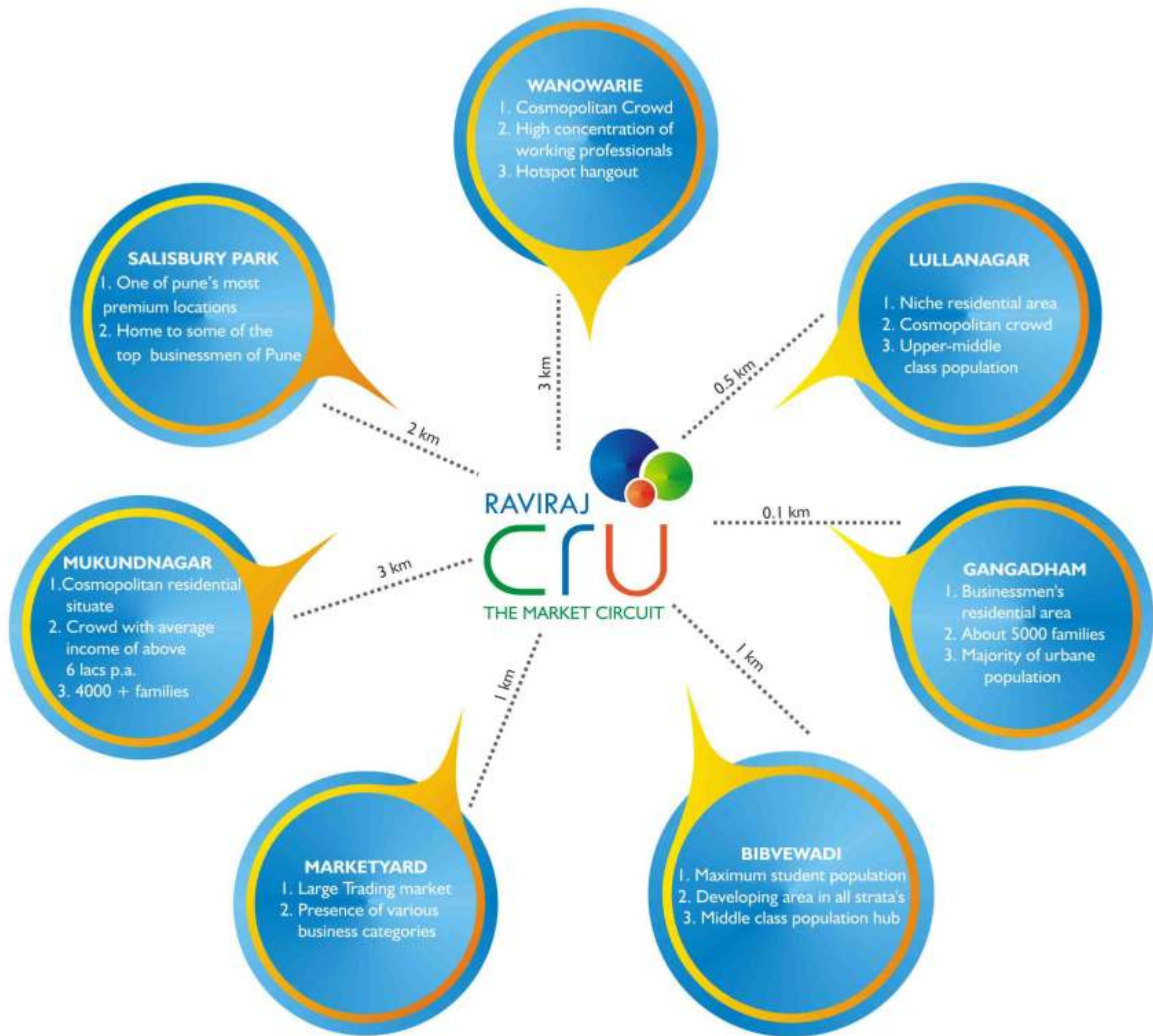
Catchment has an affluent and young profile of customers.



A shopping revolution has taken over India, wherein, a large population between the **20-34 age group** in the urban regions is boosting demand.

1. The catchment profile consists of **cosmopolitan, young and affluent people**.
2. Majority of the people are in the age group of 25 – 34 yrs which include **students, working professionals, newly married couples and families having children below the age of ten years**.
3. Also, a large portion is in the age group of 35 – 44 yrs which includes **senior executives and businessmen who are well settled and have a large disposable income**.

CRU Location Traits



- Int. Airport - 13km.
- M.G. Road - 4.5km.
- Pune Station - 5.5km.
- Kalyani Nagar - 10km.
- Koregaon Park - 9.5km.
- NH-4 - 5.8km.
- Nagar Road - 11km.
- Katraj - 5km.



Pune

Pune Station

Koregaon Park

Kalyani Nagar

Swargate

Mukund Nagar

Salisbury Park

Raviraj CRU

Wanowrie

Bibvewadi

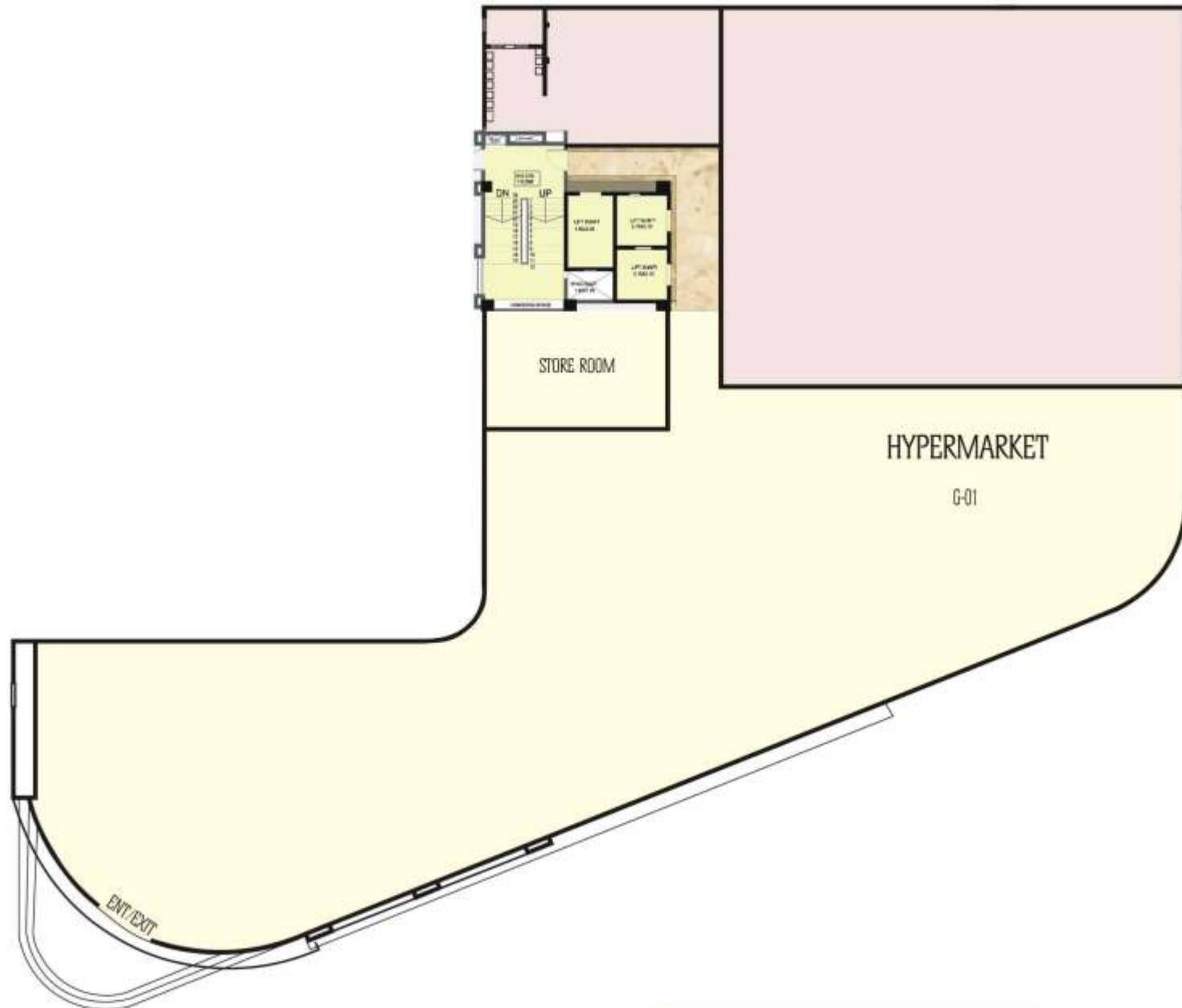
Market Yard

Lullanagar

NIBM

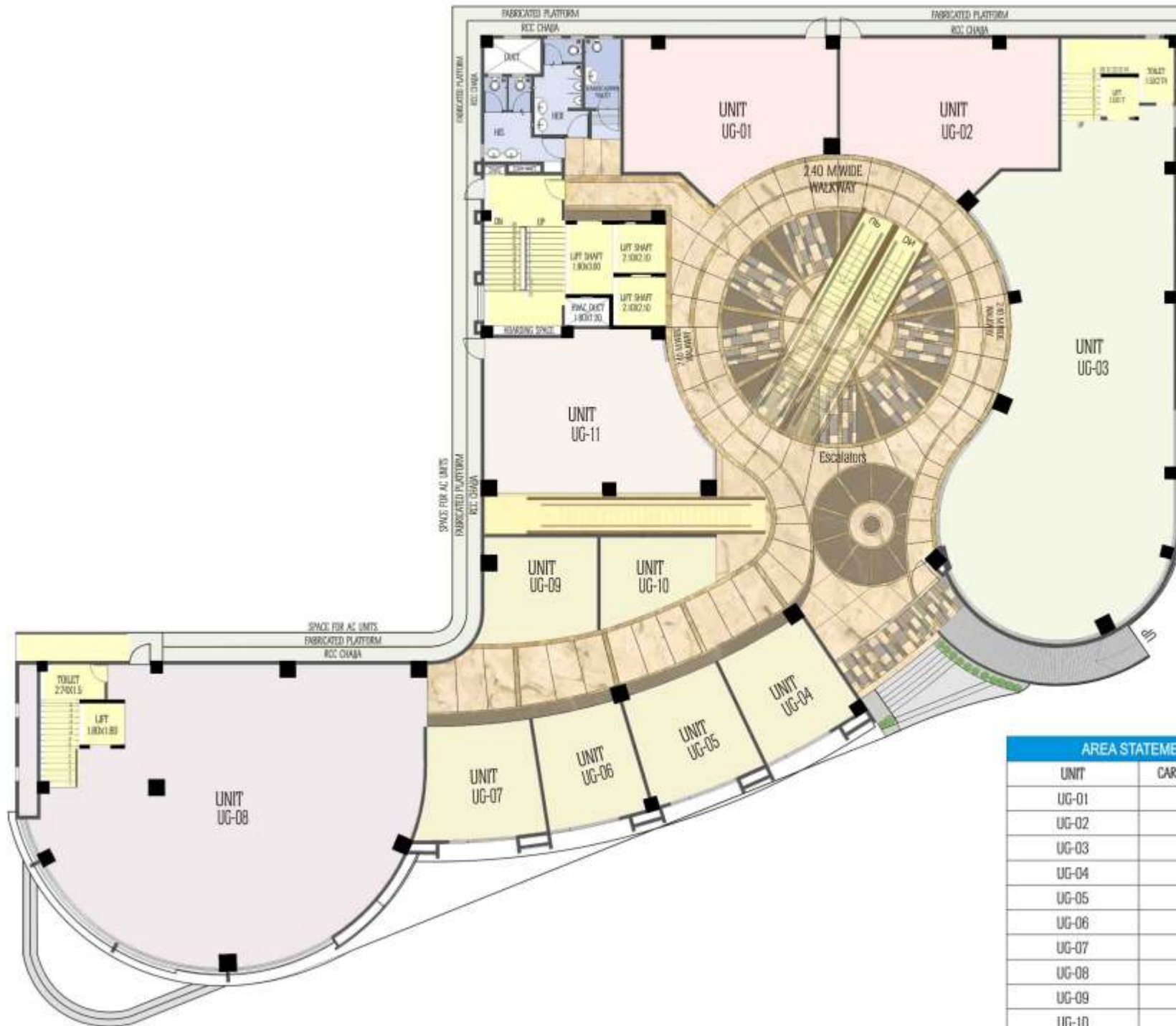
Kondhwa Annexe

* Map not to scale



AREA STATEMENT	
UNIT	CARPET AREA SQ.FT
G-01	7098

GROUND FLOOR PLAN



AREA STATEMENT	
UNIT	CARPET AREA SQ.FY
UG-01	568
UG-02	577
UG-03	2020
UG-04	230
UG-05	245
UG-06	216
UG-07	257
UG-08	2013
UG-09	230
UG-10	163
UG-11	844

UPPER GROUND FLOOR PLAN



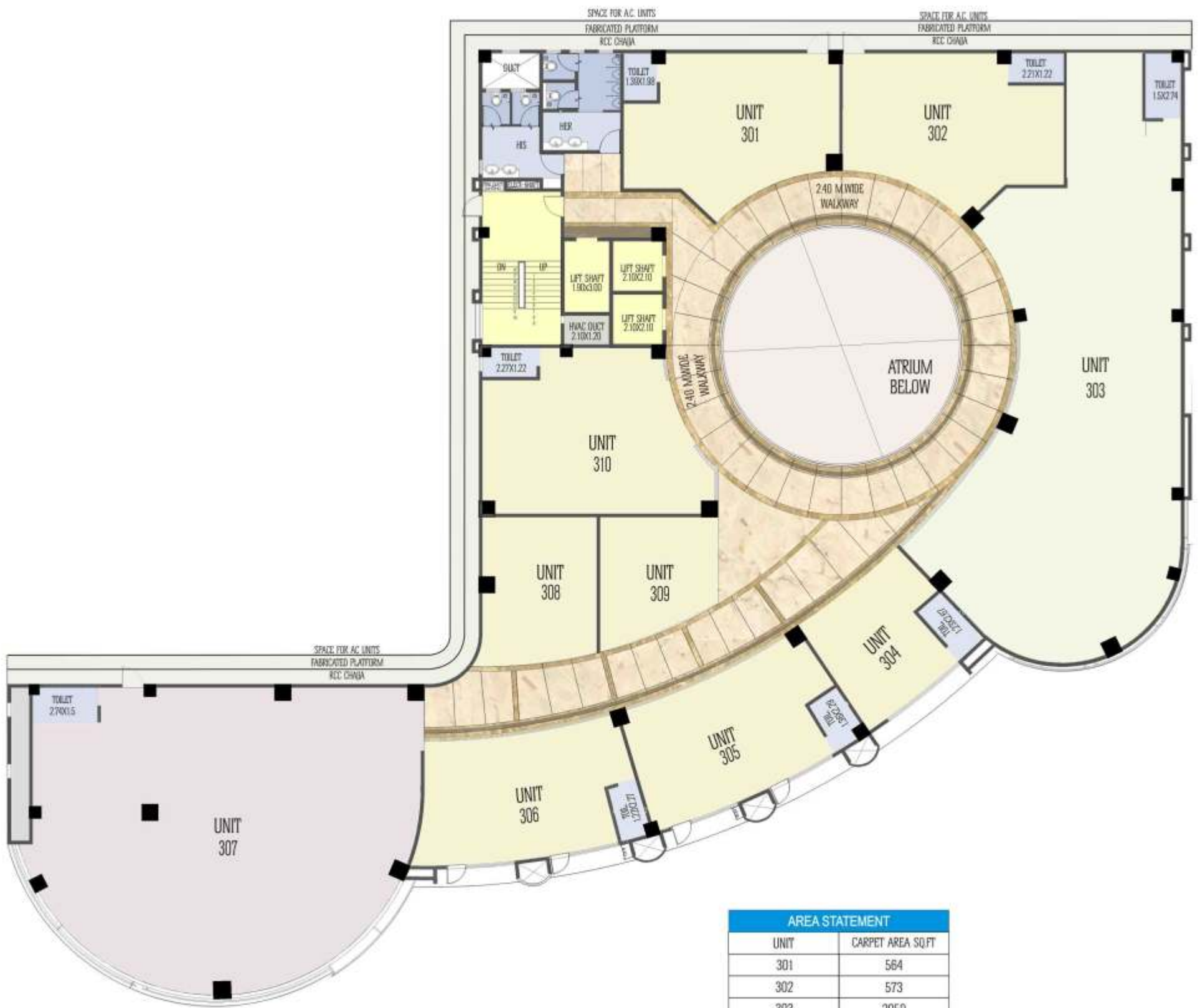
AREA STATEMENT	
UNIT	CARPET AREA SQ.FT
101	568
102	577
103	2026
104	230
105	245
106	216
107	257
108	2019
109	321
110	257
111	659

FIRST FLOOR PLAN



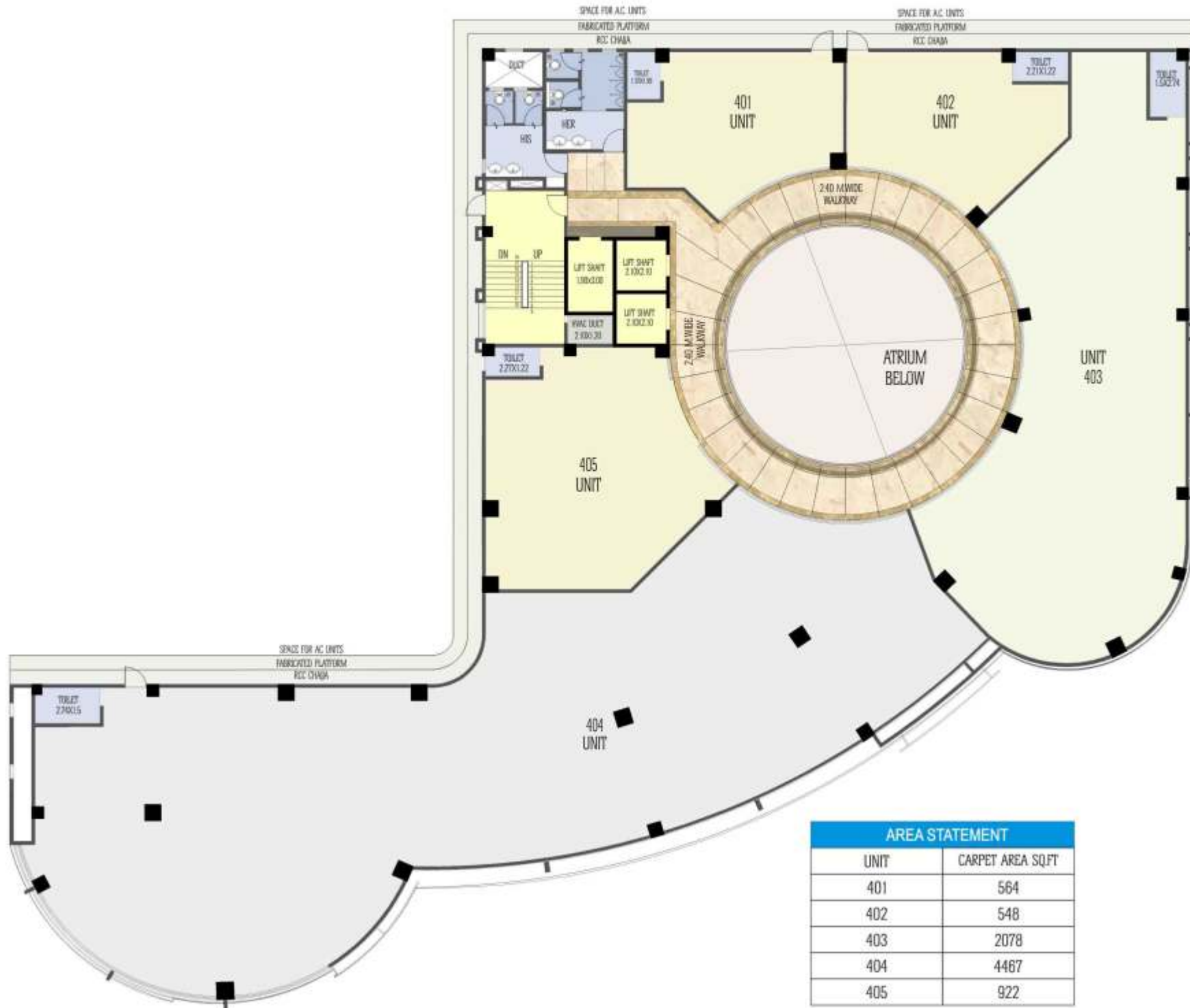
AREA STATEMENT	
UNIT	CARPET AREA SQ.FT
201	568
202	577
203	2065
204	332
205	482
206	479
207	2019
208	321
209	257
210	644

SECOND FLOOR PLAN



AREA STATEMENT	
UNIT	CARPET AREA SQ.FT
301	564
302	573
303	2059
304	326
305	513
306	513
307	2013
308	321
309	257
310	651

THIRD FLOOR PLAN



AREA STATEMENT	
UNIT	CARPET AREA SQ.FT
401	564
402	548
403	2078
404	4467
405	922

FOURTH FLOOR PLAN

A Project by



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