



MAR - APR 2019

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Editors Note

“ A man without a smiling face must not open a shop”. This Chinese proverb reminds us of the basics of customer service.

Customer Happiness is becoming a common place in the rhetoric of business leaders as Customer Experience or Customer Service.

To know what makes customers happy, it must be possible to define their core ‘needs and wants’.

A customer NEED is something that is very important (rather than just desirable) and that is a necessity and what customers WANT, represents the touch points in the customer journey that are likely to ‘exceed expectation’ – the ‘sprinkling of fairy dust’.

In VJD we consistently endeavor to create a sense of happiness to the customer, leaving the customer a feeling, as though their basic requirements – their WANTS & NEEDS – are being met.

Satisfied customer is the best source of advertisement. Our customers are not our competitors. We compete for them, not with them. They are the one who will continue to buy from you, seldom shop around, refer other customers and in general be a superstar advocate for our business. This is because the thing a customer is most likely to remember about their experience is ‘the way the experience made them feel’.

Staying focused on building a business that provides customers with the best experience possible will empower us to handle whatever challenges may come up along the way. Creating a strong emotional connection with the customers and acting on their concerns, will very likely enable us to achieve a long future of sustainable growth

Puja Angre
A VJ Team Member

When home buyers said Why Not!



Hinjawadi has grown into not just Pune's, but western India's biggest IT hubs. And with it, it has become a preferred residential destination for the ever-growing IT workforce. Yet, the home buyers don't seem to get the lifestyle, the space or even the cost combination to their liking. We at VJ, decided to change this.

The launch of YashONE at Hinjawadi was the change we presented to the home buyers in Hinjawadi. Homes with our thoughtful design features, with addition of VJ's Signature Services and a rewarding community living experience was launched at a strategic location in Hinjawadi. The project made the home buyers answer every 'why' of home buying with a 'why not', and fulfil all their expectations of buying a home at YashONE.

On 3rd March 2019, an elaborate product launch was held at the project site, where the prospective home buyers were taken through the project details and offerings.



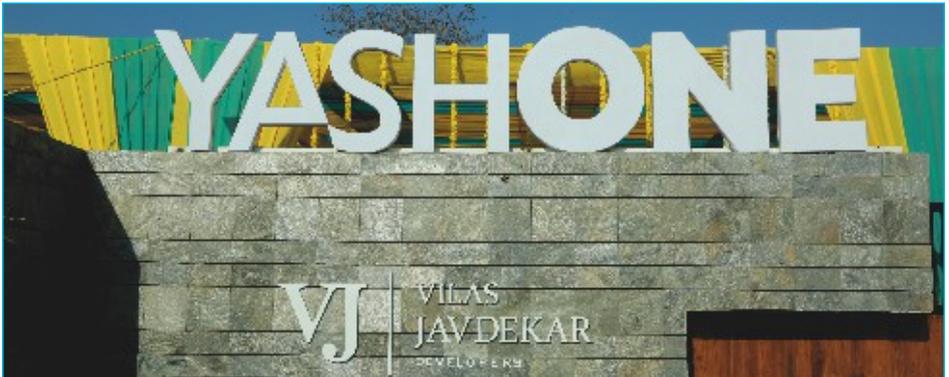
There was a sense of optimism and it showed in the smiling faces of the audience. To ensure that the home buying doesn't become a tedious and hectic day out, we ensured special services like food court, dedicated kids' play area, valet parking, and much more. We could witness a community shaping right in front of our eyes.

Every individual who was there at the launch had only one thing to say- Why Not! This was our biggest delight, as not only the homes and project resonated with them, but they happily embraced VJ's philosophy.

The sight of dreams coming true and we being a facilitator for them was a rewarding experience for each and every member of the VJ family. It is such moments that make us look at next challenge and say, Why Not!



Why Not!



Finest appreciation for VJ's construction



At VJ, every construction of ours stays true to our strong legacy of design and trust.

While we have complete faith in our skills and execution, it feels great when homes built by us receive industry appreciation.

Known for impartial ratings, CRISIL, a national level organisation, has certified projects by Vilas Javdekar Developers. The ratings from CRISIL are granted after consideration of aspects like consistent performance, increasing response from customers, transparency in legal procedures, the speed of construction, quality with novelty, financial stability and various others.

Two of our ongoing projects in the west of Pune, Yashwin Hinjawadi and YashONE Pirangut, had been certified by CRISIL, based on the various parameters. Having received a CRISIL 5-star rating, Yashwin Hinjawadi (2017) and YashONE Pirangut (2018) have earned the love and trust of customers.

It is with great pleasure that we announce, both these projects have now earned an upgrade to a 6-star rating from CRISIL!

This upgrade is a testimony to our commitment for continuously improving and upgrading our standards, to raise the bar for the industry and deliver greater delight and confidence for our customers



Ensuring safety through awareness

Construction sites are often faced with negligence towards worker's safety.

At VJ, we believe that ensuring 100% worker safety is our biggest objective at any site. While one can still not rule out any mishaps, by staying committed to all the modern safety standards and creating awareness among the workers about them, these mishaps and the damages can surely be minimised.

Recently, we conducted a Safety Week at all the project sites of VJ. The main purpose was to revisit all the safety measures that have been implemented for the safety of the construction workers across all sites and also educate them about the importance of following and executing these rules.

The interactions with the site workers made sure that they understood how concerned we are about their safety. The safety gears were checked for their usability and all the standard protocols related to site safety were discussed and rehearsed.



It was a proud moment for us, when our workers said that they felt safe working at our sites with all the quality trainings and safety gears provided. Their understanding of following the safety protocols and their commitment to being proactive about the safety of their fellow workers was indeed commendable.

At VJ, we will continue to conduct such workshops and checks to maintain the highest safety standards. At the same time, the engagement with site workers will continue to be our area of focus, since they are the main stakeholders in this mission.

GudiPadwa and new home comings!



Festivals celebrated at home create some of the most magical memories for every member of the family. Imagine the joy of buying a home on GudiPadwa- an auspicious occasion that marks the beginning of a new year!

On 6th April 2019, we at VJ got an opportunity to witness this joy. We celebrated GudiPadwa with the launch of Yashwin Encore – Phase 2, at Wakad. While the festive day already had a special warm feel to it, the people who walked in to own a home added to the celebrations that were going to unfold over the next few hours.

The first phase of Yashwin Encore was a big success, and the launch of the second phase, went a step ahead. People seemed to have made up their mind about what they wanted, and in a matter of a few hours from its launch at 10.30 am, every home at Yashwin Encore Phase 2 had a proud owner.

Staying true to our promise of making things special and comfortable for our home buyers, the launch event had a carnival like feel to it. The site had dedicated space for activities like photo booth, dedicated kids' play area, food court, design expo's, and much more. The simple yet thoughtful additions at the site, made the people happier.

The homes at Yashwin Encore were chosen so quickly that the sumptuous lunch felt sweeter for every home buyer. We added a sense of festive celebrations to the menu, to delight the home buyers even more.

At VJ, our philosophy of 'We love what we do' is reflected in the endeavour of creating something invaluable for the home buyers, every single time. The launch of Yashwin Encore Phase 2, and its grand success assured us that our efforts are honest and people trust us with their dreams.



It's awards time at VJ!

YASHWIN ENCORE AT WAKAD

Awarded Architectural Design of the Year - Residential by Realty Plus in 2019

YASHONE HINJAWADI

Awarded Most Environment Friendly Residential Space by Realty Plus in 2019

The joy and satisfaction of our customers is the biggest award for us at VJ. And the love we get from our home buyers is something that cannot be matched by anything else.

At the same time, the industry has repeatedly recognised the efforts and excellence we display in our projects, on a consistent basis. Recently, two of our latest creations won some prestigious awards at a national level.

Realty Plus, one of real estate segment's most credible organisations, annually bestows the Realty Plus Excellence Awards. At VJ, we felt proud two have won, not one but two awards in 2019.



Yashwin Encore, our project at Wakad and YashONE Hinjawadi, won big at the Realty Plus Excellence Awards. While Yashwin Encore won the “Architectural Design of the Year 2019” for Residential category, YashONEHinjawadi was awarded the “Most Environment Friendly Residential Space for the Year 2019”.

These awards drive us to build more and achieve more. Obviously, the pride in the hearts of the home owners of these projects is priceless for us.

Celebrating the spirit of Women's Day!

International Women's Day has become a global celebration of womanhood and the importance of women to this world and society. At VJ, we celebrate this spirit of womanhood, not only on 8th of March every year, but every day. It also reflects in the equality of opportunity and zero tolerance to gender discrimination that we strictly follow, across the board.

On 8th March 2019, the women workforce at VJ, celebrated the occasion with lot of joy, enthusiasm and thoughtfulness. Having fulfilled their workplace commitments like every day, they headed for a cosy lunch to mark this special day. Post this, they did something truly heart warming to make the day memorable.



They decided to visit the Door Step School at the project site of Yashwin Sus. Door Step School is essentially a school cum day care centre run by VJ for the children of the labours onsite, to ensure their safety and education. The children were extremely excited to welcome these surprise guests to their school. The kids enjoyed some delicious snacks which was followed by a delightful session of singing nursery rhymes, playing games and dancing.



Roshan – VJ's Office Assistant – had his birthday on the same day, which made it even more special. He wished to celebrate his birthday, with the kids at the school. Cake cutting and surrounded with the kids made his day and this occasion a great day to cherish, for everyone.

A first-of-its-kind launch, **YASH 101** even for the VJ family!

At VJ, we have always understood and valued the importance of connecting with home buyers through project launch events, where home buying becomes a celebration. And after many successful launches, we at VJ celebrated a first-of-its-kind; the first-ever launch of VJ's commercial projects.

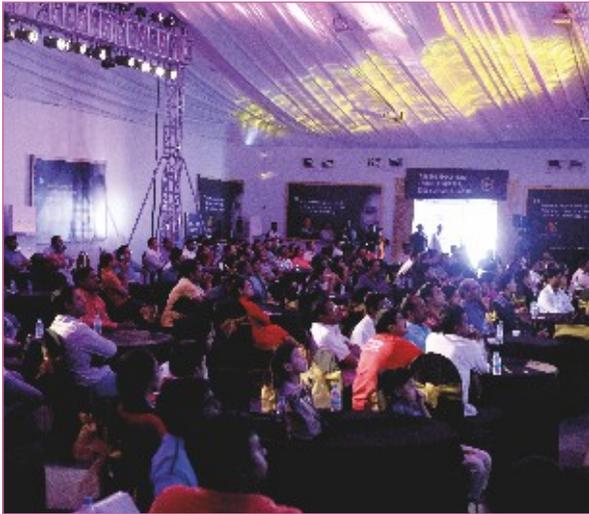
On 6th April 2019, on the auspicious occasion of GudiPadwa, we wrote a new chapter for the VJ family. With an elaborate launch event for Yash101, we, for the first time, presented our commercial projects to prospective buyers on a grand scale.

With projects located at Baner-Sus, Pirangut and Wakad, Yash101 - the commercial project brand of VJ - was launched at 4.30pm, amidst a lot of fanfare and appreciation.

Since the buyers were different from the usual residential project, the facilities and features made available at the launch event were customised to meet the specific demands. Instead of an elaborate setup, a corporate studio set-up had been created.

This first-of-its-kind launch of a commercial property was a milestone for us at VJ. In fact, with the response, both to the event and to the commercial spaces, we are sure that this will be a trendsetter in the segment.





NOW
**EVERYONE
CAN!**

YASH 101

RETAIL & OFFICE SPACES
FROM 30L TO 90L

LAUNCHING AT WAKAD,
BANER-SUS & TATHAWADE

VJ

VILAS
JAVDEKAR
DEVELOPERS

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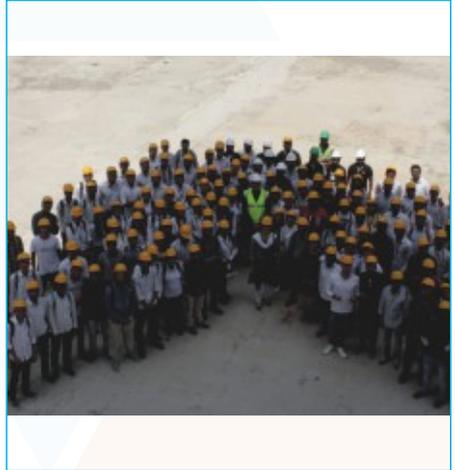
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When the classroom shifts to the project site

Everybody knows that Pune is known as the Oxford of the East. And with many great educational institutes in the city, it is natural that a lot of industry talent comes from these colleges and this city in particular. With many engineering colleges nurturing quality engineers in the city, it is a great opportunity for the industry and institutes to collaborate.

Recently, students from BE (Civil Engineering) at AISSMS College of Engineering, Pune, visited the project site of Yashwin Hinjawadi. The idea was to give quality exposure to the students about the practical scenarios related to the intensive textbook learning they have undergone, over the last 4 years.

The students were taken around the site to see and understand the construction practices and technology executed by VJ. By letting them have a look at these real-time scenarios, the students were in a better position to co-relate their learning with what they saw.



Mr. Sarvesh Javdekar, Technical Director, Vilas Javdekar Developers, also conducted a special interaction session with these students. The students shared their queries and doubts with him and got realistic solutions that were amongst the best engineering practices in the construction industry.

The students were extremely delighted to get a hands-on-experience of a live construction site and took back lot of learning's from this session of knowledge sharing with the future professionals of this industry.

Construction Updates



yashwin
HINJAWADI



Tower D - External painting work in progress



Entrance gate work in progress



Club House Work in Progress



Podium Work in progress



STP Work in progress

Construction Updates

YASH ONE



Top terrace water proofing work in progress



Flooring tiling work in progress



Mechanical parking work in progress



Tower B



Tower A

Construction Updates



Tower A Terrace slab completed



Commercial building 1st slab completed



Tower E 7th Floor slab work in progress

Construction Updates



Portia

portia QUINTESSENTIAL

One Pallod Farms, Baner



Top Terrace swimming pool work in progress



Portia

Construction Updates



Tower A1

Tower A2



A Building External painting Work



Internal flooring tiling work in progress

Construction Updates



PRUDENTIA TOWERS



Club House ready



Gym equipments installed



Prudentia Towers

Construction Updates



Tower A



Tower B



Tower A

DELAYS YOU'LL REGRET. DECISIONS YOU'LL CELEBRATE.

What's your choice?

YASHONE
HINJAWADI
PHASE 1



OWN A **PREMIUM VIEW FACING**
HOME TODAY.

FEW 2 BHKS REMAINING | SAMPLE FLATS READY

For more details, call : 70305 63472

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yashwin
ENCORE

2 & 3 BHK HOMES AT WAKAD



**A LIFESTYLE CHOICE AT WAKAD
BEST ENJOYED ON REPEAT MODE.**



Referral & Loyalty Program

VJ R&L program is all about giving you the best of loyalty and referral delights. We thought of making the referral program procedure simpler for you, so that you and your loved ones can make the most of it!

STEP
1

ENROLL YOURSELF FOR
THE R&L PROGRAM



STEP
2

REFER YOUR FRIENDS AND
FAMILY MEMBERS



STEP
3

ALLOW OUR TEAM TO EXPLAIN
THE PROGRAM AND ASSIST YOU



STEP
4

AVAIL A RANGE OF EXCITING BENEFITS



Ongoing and Upcoming Projects

For us, loving what we do means delivering homes and landmarks across Pune's finest locations that stay true to our promise of trust and design. In the near future, VJ is all set to shape many landmarks.

Upcoming Projects

📍 WAKAD

Residential project Nr Datta Mandir Road

📍 MAAN

Phase 2 @ YashONE Hinjawadi

Ongoing Projects

📍 TATHAWADE

Commercial Shops @ Palladio



📍 PIRANGUT

1 BHK Residential Units and Commercial Shops @ YashOne 

📍 SUS

Commercial Shops & Offices @ Yash101



📍 WAKAD

2 & 3 BHK Residential Units @ Yashwin Encore



📍 MAAN

1 & 2 BHK Residential Units @ YashOne



Passion For Perfect Execution at VJ

We are committed to ensuring the best delivery for every square foot of construction that we do. For this, we ensure that we follow the best civil engineering practices across all our sites. These practices help us deliver quality , consistency and value to product design.



Plumbing conduits in aluform work



Self leveling machine training



Use Of PR 30 - HVS for levelling



Footing and Structuring mock up



Labour Camp - Well organized & Advanced



STP for Labour camp



AAC Block Wall Chasing for Electrical conduit fixing by use of advance Machine



V Funnel test



Box Test



Training - Staging for conventional shuttering



Pull out Test conducted to Check bonding of Gypsum plaster



RMC boom placer used for concreting



Membrane Waterproofing

Transforming homes into MySpace

MySPACE
IDEAS FOR LIVEABLE SPACES



At VJ, we love what we do. And one of the things closest to our hearts is making the lives of our home buyers better and happier.

With our deep understanding of how individuals and families use indoor spaces and the challenges faced by them, we have researched and developed decor ideas that will assist our home buyers in bringing the indoor spaces alive, while maximising their utility. These ideas are great for couples, nuclear families and couples who live with their parents as well.

We call this collection of ideas MySpace. It's our way of assisting our home owners with some insights that will make their dream home better.

We presented MySpace for the first time to our home buyers at YashONE Hinjawadi, which received a great response. We hope to take this initiative forward and make it more holistic, full of useful trends and information.

#picofthemoth



Candid moment captured at YashONE hinjawadi Launch



ONE LIFE. MANY LIFESTYLES.

A fast-developing suburb, Pirangut is a great residential location with a fine balance of urban connectivity and peaceful living.

YashONE promises the best of Pirangut.



ONE HOME. MANY DELIGHTS.



Possession in just 3 months



Traffic and pollution-free zone



Sample flat ready



Well-designed homes



Located just 20 minutes from Hinjawadi Phase III



Planned spaces for maximum privacy

1 BHK HOMES FROM ₹20 L - ₹25 L
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