



## **Kolte-Patil's 'ZABURDUS' campaign receives remarkable response – 500 apartments sold at Life Republic**

**Pune, December 17, 2019:** Kolte-Patil Developers Limited (BSE: 532924, NSE: KOLTEPATIL), a leading Pune based real estate developer, has received a remarkable response from home buyers based on its 'ZABARDUS' promotional campaign at Life Republic. The 'ZABARDUS' campaign, which was launched on 7<sup>th</sup> of November and ran till the 15<sup>th</sup> of December, witnessed sales of 500 units with booking value of Rs. 205 crore.

Life Republic, spread across 390 acres, is one of the most aspirational townships located in the vicinity of Hinjawadi, Pune's prime IT hub and one of the fastest growing areas in the city. Life Republic brings several world-class lifestyle choices and amenities to customers.

Life Republic, being the company's flagship project, is expected to continue to drive Kolte-Patil's revenue, profits, cash flows and return ratios in a significant manner over next decade-and-a-half. At present, ~ 4.2 million square feet has already been delivered in the project, making Life Republic an established destination for Pune home buyers and currently home to 10,000 residents. The project has 4 million square feet of pre-approved development space by MAHARERA, and is expected to add another 10,000 residents within three years. In FY19, sales of almost 0.9 million square feet were achieved at Life Republic and recent new launches/festive promotions continue to drive strong demand visibility among buyers. The total saleable area at Life Republic is ~20 million square feet, based on FSI of 1.0, which is currently incorporated in the project design plans. However, the total FSI potential of the project is 1.7 based on the integrated township norms.

**Commenting on the response, Mr. Gopal Sarda, Group CEO, Kolte-Patil Developers said,** *"We are very pleased with the response of home buyers to the 'ZABARDUS' campaign, having sold 500 units with a booking value of Rs. 205 crore at Life Republic in just 38 days. We are thrilled to achieve such numbers in the sustenance phase of a project that too in a single location. It indicates our leadership position and brand equity in the Pune market and the value proposition that we deliver across the spectrum of demand. We believe the strong demand also reaffirms our confidence that resulted in the decision to buyout our private equity partner's share in Life Republic and expand Kolte-Patil's ownership in the project to 95%. We now have visibility to deliver consistently over the next many years, as sales volumes get executed through time-bound construction and translate into revenues and cash flows, creating long-term value for our shareholders based on the happy experiences of our rapidly expanding Life Republic community."*

## **About Kolte-Patil Developers Limited**

*Kolte-Patil Developers Ltd. (BSE: 532924, NSE: KOLTEPATIL), incorporated in 1991, is a leading real estate company with dominant presence in the Pune residential market. The Company is guided by the simple, yet profound, philosophy of 'Creation, not construction'. Kolte-Patil is a trusted name with a reputation for high quality standards, design uniqueness, transparency and for delivery of projects in a timely manner. The company has been creating landmarks for over 28 years and has developed and constructed over 50 projects including residential complexes, commercial complexes and IT Parks covering a saleable area of ~20 million square feet across Pune, Mumbai and Bengaluru.*

*Kolte-Patil markets its projects under two brands: 'Kolte-Patil' (addressing the mid-income segment) and '24K' (addressing the premium luxury segment). The Company has executed projects in multiple segments – standalone residential buildings and integrated townships. Several of the company's projects have been certified by the Indian Green Building Council (IGBC).*

*Consolidating its leadership position in Pune, the company forayed into the Mumbai market in 2013 focusing on low capital intensive society re-development projects. The company has already signed 12 projects till date at prime locations across the city.*

*The Company's long-term bank debt and non-convertible debentures have been rated 'A+ / Positive' by CRISIL, the highest rating accorded by CRISIL to any publicly listed residential real estate player in India.*

*For more details on Kolte-Patil Developers Ltd., visit [www.koltepatil.com](http://www.koltepatil.com).*

### **For further information, please contact:**

#### **Girish Zingade / Vikram Rajput**

Kolte-Patil Developers Ltd.,  
501, The Capital, BKC, Bandra (E), Mumbai  
Tel: +91 777 001 7399 / +91 960 799 6930  
Email: girish.zingade@koltepatil.com  
vikram.rajput@koltepatil.com

#### **Shiv Muttoo / Shruti Joshi**

CDR India  
Tel: +91 983 355 7572/ +91 750 656 7349  
Email: shiv@cdr-india.com  
shruti@cdr-india.com