



# SHAPING DREAMS, LANDSCAPES & LIFESTYLES.

At NAREDCO, our vision goes beyond the present. As architects of the future, we are meticulously crafting the dreams, landscapes, and lifestyles that will define India's property horizon. Our dual-mission approach not only emphasizes fostering a growth-centric environment for the industry but also acts as a pivotal bridge, channeling synergies between the government and the industry. Through comprehensive consultations, we are ensuring that every stakeholder is aligned, paving the way for the next era of Indian real estate.



# INTRODUCING **NAREDCO** A GOLD STANDARD IN REAL ESTATE

Established in 1998 under the guidance of India's Ministry of Housing and Urban Poverty Alleviation, the National Real Estate Development Council (NAREDCO) stands as a pivotal self-regulating authority. Celebrated by the housing, real estate, and allied industries, NAREDCO represents the apex of collaboration – a unique nexus where government, industry, and the public converge for transparent dialogue, addressing challenges and unlocking opportunities. Born from a vision to infuse transparency, integrity, and structure into India's then-fragmented real estate landscape, NAREDCO aspires to transform this sector, elevating it to global standards. At its core, the council's ambition is clear: to be the driving force sculpting the real estate industry, championing efficient, effective, and ethical practices that are both respected and considered essential by all industry stakeholders.





**ABHAY TATED**  
PRESIDENT,  
NAREDCO NASHIK

Respected All,

Nashik has always been an integral part of India's tourism circuit whether it is for religious reasons or for leisurely purpose experiencing great climate with scrumptious food and wine. It has evolved to become an important industrial centre and is continuing to grow more.

It is one of the fastest growing cities and is a favourable destination for many real estate consumers due to the city's rapid infrastructure development, air connectivity, proximity to Mumbai and Pune and new infrastructure projects making it a sought-after destination for investment. The city has a close proximity to Mumbai and the property prices are very attractive in comparison to Mumbai or Pune's realty market.

Besides this it has become a second home option for people from Mumbai and other cities specially in the last couple of years, owing to its phenomenal climate, less pollution and a much high quality life quotient.

Since its Inception, NAREDCO NASHIK has been representing the sentiments of the real estate industries and the consumers alike, through interacting with various government departments, raising the issue of rising cost of materials impacting the cost of property, establishing consumer grievance cell amongst the other initiatives.

It's with this sentiment that we bring to you HOMETHON PROPERTY EXPO 2023 A MEGA Property Expo from 21<sup>st</sup> To 25<sup>th</sup> December 2023, bringing great opportunities for all to look forward to and hope to spread our wings further in the real estate sector.



**JAYESH THAKKER**  
Convener,  
HOMETHON PROPERTY EXPO

Respected All,

NAREDCO NASHIK as an association representing the organized real estate developers in the city is really glad to announce its maiden MEGA EVENT - Nashik Property Expo 2022 showcasing the changing skyline of Nashik. All our NAREDCO NASHIK members are committed to a code of conduct through which we ensure commitment and transparency as our shared values for our consumers. Representing the organized Real Estate sector of Nashik, we realize our commitment towards the growth of the city and help it reach its potential while ensuring that we also stay focused at our duty towards safeguarding the environment.

HOMETHON PROPERTY EXPO 2023, a MEGA Property Expo starting from from 21<sup>st</sup> To 25<sup>th</sup> December 2023, has in store some great opportunities for everyone. As we enter a new era of developing Nashik, the city portrays itself in the new dimension of grand opportunities and immense possibilities that are not just lucrative economically but is also enriching and empowering.

This MEGA Property will be bringing together a dynamic bunch of real estate developers, financial institutions, sponsors, partners, allied industries and all other associations of Nashik under one roof. Real estate developers get an opportunity to display their projects and an opportunity to engage with a large number of potential buyers. This expo will facilitate better supply of building materials, interior products and more resources which not only will prove helpful for the home buyers but also the developers to explore more opportunities.



**SUNIL GAWADE**  
Hon. Secretary,  
NAREDCO Nashik

Respected All,

Today, Nasik is in a transition period that has seen a massive growth in cultural, industrial and economical activities. The city has ranked 3rd amongst top 10 tier-2 cities across India. Over the years, Nasik has seen an increasing number of new launches and is growing at a much faster pace consequently making it a preferred destination for the investors as well as end users.

Which is why we are confident that Nashik is the engine driving growth in North Maharashtra and emerging as the best bet for the FUTURE. Real Estate, being an important pillar of work, lifestyle and necessity aspects; it takes the leadership to encompass all in Nasik and to build NASHIK as a BRAND. The four-day event provides an opportunity for the real estate developers to connect with investors as well as end users.

Nashik's proximity to Mumbai and Pune has greatly boosted real estate development in the city. Its evolving landscape beholds immense business potential for various sectors in the light of policies and initiatives by the Government of Maharashtra which makes it an attractive investment destination.

HOMETHON PROPERTY EXPO 2023 is a sincere effort to capture the immense potential of Nashik and showcase it in a nutshell with the help of technology. I hereby invite all the homebuyers, investors, second home buyers to look no further and take advantage of this 5-day extravaganza to meet all your housing and real estate requirements.



**SHANTANU DESHPANDE**  
Co-Convener,  
HOMETHON Property Expo

Respected All,

The growth trajectory of Nashik is nothing short of inspiring. From its spiritual roots to its emergence as an industrial powerhouse, the city has always showcased resilience and adaptability. Today, as we stand at the cusp of a real estate revolution, Nashik promises a blend of tradition and modernity, making it an ideal choice for both investors and end-users.

NAREDCO NASHIK, with its core values of transparency, commitment, and innovation, has been instrumental in shaping the city's real estate landscape. Our upcoming HOMETHON PROPERTY EXPO 2023, from 21<sup>st</sup> To 25<sup>th</sup> December 2023, is a golden opportunity for all stakeholders to come together and envision a brighter future for Nashik. This expo aims to bridge the gap between aspirations and reality, offering a plethora of choices for every discerning buyer. Join us in this journey and be a part of Nashik's success story.



**BHUSHAN MAHAJAN**  
Co-Convener  
HOMETHON Property Expo

Respected All,

Nashik, often referred to as the 'Wine Capital of India', has much more to its credit than just vineyards. Its strategic location, rapidly growing industries, and cultural significance make it a melting pot of opportunities. As we witness the city's transformation, it's evident that Nashik is poised to be the next big thing in Maharashtra's real estate sector.

NAREDCO NASHIK has always been a catalyst in this transformation, advocating for sustainable growth and fostering a sense of community. Our HOMETHON PROPERTY EXPO 2023, from 21<sup>st</sup> To 25<sup>th</sup> December 2023, is a reflection of our commitment to the city and its people. This expo is a movement towards a brighter, prosperous future for Nashik. I invite everyone to be a part of this landmark event and witness the dawn of a new era in Nashik's real estate sector.



#### OUR ESTEEMED SPONSOR

**DEEPAK CHANDE**  
Chairman and MD,  
Deepak Builders and Developers



#### OUR ESTEEMED SPONSOR

**LALIT ROONGTA**  
Chairman & MD,  
Lalit Roongta Group

Respected All,

It is with immense pride and gratitude that I address you today, commemorating a journey that spans over three and a half decades in the realm of real estate. From humble beginnings to the present day, it has been a remarkable journey filled with milestones, challenges, and, most importantly, the privilege of serving this vibrant community.

As I reflect upon the years gone by, I am humbled by the trust and support you, the residents of this remarkable town, have bestowed upon our enterprise. Your unwavering belief in our vision has been the cornerstone of our success. It is you who have transformed mere structures into homes, and neighbourhoods into thriving communities.

Our commitment to excellence in real estate has always been rooted in a vision that extends far beyond bricks and mortar. Over the years, we have witnessed the landscape of Nashik evolve, and it fills us with pride to have played a part in this transformation.

Investing in Nashik stands towards a testament to the convergence of tradition, innovation, and economic prosperity. Nashik has earned its reputation on the global stage for its flourishing wine industry, echoing the success stories of renowned wine cities around the world. Beyond viticulture, Nashik boasts a diversified economic landscape. It is home to a wide range of industries, including manufacturing, IT, and agriculture. Situated in close proximity to major cities like Mumbai and Pune, Nashik enjoys strategic connectivity. The city's accessibility makes it an attractive hub for businesses looking to tap into both local and global markets. The next Kumbh Mela in 2027 will be a testimony to the rich spiritual and cultural heritage of India.

The presence of established industrial zones, such as the Ambad and Satpur MIDCs, further solidifies Nashik's position as a magnet for industrial investment. Ongoing projects like the Nashik Metro, Nashik-Surat-Ahmedabad Highway – a vital transportation corridor, Nashik-Pune Expressway, Mumbai-Nagpur Expressway (Samruddhi Mahamarg), Wadivarhe Irrigation project, etc. opens up new opportunities for trade, commerce, and development in Nashik.

As we step into the future, we are guided by the same ethos that has defined our journey thus far: a commitment to quality, a passion for innovation, and an unwavering dedication to our residents. We are excited to embark on new projects that will not only redefine the skyline but also contribute to the cultural and economic tapestry of this town we hold so dear. Towards this end, our firm is also expanding into the hospitality sector and this is a significant step for us.

In closing, I extend an open invitation to you all to visit our latest endeavors and witness firsthand the culmination of 35 years of dedication to the art of real estate. Together, let us continue to build not just structures, but legacies that will stand the test of time.

Respected All,

Nashik's evolution from a serene pilgrimage town to a bustling hub of industry and real estate is a story of ambition, vision, and relentless effort. Its unique blend of cultural richness and modern infrastructure positions it as a city of both heritage and future promise. As Nashik continues to grow, it offers a range of opportunities, drawing attention from national and international investors alike.

At NAREDCO NASHIK, our mission has always been to channel this growth in a direction that benefits every resident, investor, and stakeholder. With HOMETHON PROPERTY EXPO 2023, taking place from 21st to 25th December 2023, we aim to spotlight the best of what Nashik's real estate has to offer. This expo is not just a showcase but a commitment to the city's potential and a promise of quality and excellence. I extend a warm invitation to all to join us in this celebration of Nashik's bright future and be a part of its unfolding success story.



## A GLOBAL CONTENDER

Nashik's progress on the global stage is undeniable. Ranking 16th in a global study of the fastest-developing cities, its potential has been recognized far and wide. The city's inclusion in the Delhi-Mumbai Industrial Corridor further solidifies its position as a prime investment region.



## AGRICULTURAL POWERHOUSE

Known as the "Kitchen of India", Nashik's agricultural prowess is unparalleled. From onions and tomatoes to pomegranates and flowers, the city's produce graces tables both domestically and internationally. This strong agro base ensures that Nashik remains a key player in India's agricultural sector.



## WINE & DINE IN THE WINE CAPITAL

Known as the Wine Capital of India, Nashik's vineyards, including the renowned Sula Wines, not only contribute significantly to the country's grape export but also add a touch of luxury to its landscape. This has given rise to a flourishing wine tourism industry, attracting connoisseurs and enthusiasts alike.



## EDUCATION AND PROSPERITY

The city's transformation into an education hub, especially for engineering, has ensured a steady flow of skilled professionals. This, combined with its religious tourism, industrial zones, and software hubs, has brought abundant prosperity to the region.



## INDUSTRIAL AND IT HUB

Nashik's industrial landscape is dotted with manufacturing units of global giants like Siemens, Samsonite, and GSK, as well as Indian powerhouses such as Mahindra & Mahindra and L&T. The city's emergence as a Business Process Outsource destination has further propelled its growth.



## REAL ESTATE BOOM

The "Bangalorization" of Nashik has had a ripple effect on its real estate market. The influx of professionals has led to a surge in demand for housing, from PG accommodations to luxury villas. This has resulted in appreciable returns for homeowners and investors. The city's proximity to Mumbai and Pune, coupled with its rapid development, has made it a hotspot for real estate investments.



## INFRASTRUCTURE AND CONNECTIVITY

The upcoming Kumbh Mela in 2027, a globally anticipated event, is set to bring about infrastructural revamps, from improved drainage systems to enhanced air connectivity. Such developments, backed by both state and central government funding, promise to elevate the city's stature further.



# WHY IS NASHIK THE FUTURE'S NEXT BIG DEAL?

## SMART CITY VISION:

Adopting modern infrastructure for sustainable urban living.

## NEO METRO SERVICE:

Enhancing public transport with efficient metro connectivity.

## AIRPORT CONNECTIVITY

Daily flights connecting multiple cities.

## 4 LANE EXPRESSWAYS

Swift connections to Mumbai & Pune.

## GREEN CREDENTIALS

Among Maharashtra's greenest cities.

## SURAT-CHENNAI EXPRESSWAY

Part of the upcoming Golden Quadrilateral project.

## INDUSTRIAL INVESTMENTS

Three major projects with Rs 1,500 crore investment.

## DIVERSE REAL ESTATE

Opportunities in Residential, Commercial, Retail, & Agricultural sectors.

## INFRASTRUCTURE FEATS

State's 2nd-longest flyover and India's second-longest tunnel.

Nashik's strategic developments & initiatives position it as a leading city for future growth and investment.

## RESIDENTIAL EXPANSION

Surge in new housing projects.  
Source

## NEW INDUSTRIAL ZONES

Five planned estates, three along the Samruddhi corridor.



**NAREDCO**  
**NASHIK**

PRESENTS

**HOMETHON**

PROPERTY EXPO 2023

## UNVEILING NASHIK'S TRUE POTENTIAL

- In the heart of Nashik, HOMETHON 2.0 , lies a singular vision: positioning Nashik as the ultimate City of Opportunities. This premier event aims to:
- Showcase Nashik's Promise: Elevate Nashik's real estate prowess, spotlighting its potential and the robust foundation NAREDCO NASHIK has laid.
- Champion Excellence: Advocate for the highest standards in real estate transactions, ensuring fairness and integrity at every turn.
- Adhere to Ethical Practices: Commit to a stringent Code of Ethics, setting the gold standard for developers, builders, and marketers alike.
- Knowledge Hub Creation: Establish a comprehensive databank, serving as a reservoir of insights and updates crucial to the real estate sector.
- Shape National Agendas: Engage proactively in crafting national policies, driving real estate development and fiscal reforms.
- Foster Industry Engagement: Host dynamic events - from workshops to conferences, fostering dialogue and collaboration on pivotal real estate topics.
- Empower Economic Growth: Recognize and amplify the real estate industry's pivotal role in India's economic ascent.
- Drive Industry Evolution: Act as the linchpin for the growth and evolution of the Indian Real Estate sector.
- Promote Quality & Awareness: Champion industry-wide efforts focused on quality, environmental sustainability, and consumer rights.
- Brand Nashik: Position Nashik as a premier business hub, catalyzing city branding and business generation.
- HOMETHON 2.0 isn't just an event; it's a movement to redefine Nashik's place on the global real estate map.



# GLIMPSE OF HOMETHON PROPERTY EXPO 2022





## TARGETED ACHIEVEMENTS

- Showcase Nashik's transformative journey, instilling confidence in its real estate potential for global partners, businesses, and the general populace.
- Drive momentum for interconnected industries and professions within Nashik.
- Foster enhanced interactions with governmental and semi-governmental entities.
- Amplify networking opportunities within Nashik's neighboring regions.
- Offer consumers a diverse array of choices under a single umbrella.
- Propel Nashik's economic growth.
- Highlight Nashik's enhanced living standards intertwined with its rich cultural tapestry.
- Instill a professional ethos within the city's work culture.
- Ignite positivity and zeal among fraternity members, including stakeholders in banking, finance, and manufacturing sectors.

# RESIDENTIAL REAL ESTATE OVERVIEW IN INDIA:

A Region-Wise Insight (FY 2017-18 to FY 2021-22)

## RISING TO THE TOP: NASHIK'S REAL ESTATE BOOM

Nashik's growth trajectory in the real estate sector is nothing short of impressive. The city's expanding industrial zones, renowned educational institutions, state-of-the-art healthcare facilities, & its allure as a major tourism hub have collectively propelled its real estate market. This momentum is evident as Nashik clinches the 3<sup>rd</sup> spot among all Tier-2 cities in India, trailing only behind powerhouses like Ahmedabad and Vadodara.

- **SOCIAL INFRASTRUCTURE:** Nashik's amenities and climate lure property seekers, notably from Pune and Mumbai.
- **URBANIZATION & INDUSTRY:** Growth in areas like Ozar & Ambad attracts migrants. Nashik ranks as the 4<sup>th</sup> fastest-growing city in India.
- **INVESTOR APPEAL:** Nashik's affordable properties and serene setting attract retirees. Property values rose 15%-25% in two years.
- **MARKET SHIFT:** While initially investor-centric, commercial and educational developments are making Nashik more end-user focused. Developers now target the middle-income segment with affordable projects.

# SPONSOR MATRIX

Cost of Participation	50 Lacs	35 Lacs	25 Lacs	25 Lacs	25 Lacs
<b>Size of OS</b>	<b>200 Sq. Mtr.</b>	<b>200 Sq. Mtr.</b>	<b>200 Sq. Mtr.</b>	<b>200 Sq. Mtr.</b>	<b>168 Sq. Mtr.</b>
<b>Pre-Event Benefits</b>					
Logo Presence on Microsite	Yes	Yes	Yes	Yes	Yes
Logo Presence in Newspaper Ad	Yes	Yes	Yes	Yes	Yes
Name Announcement in Radio Ad	Yes	Yes	No	No	No
Logo Presence in Outdoor Billboards	Yes	Yes	Yes	Yes	Yes
Logo Presence in Outdoor Hoardings	Yes	Yes	Yes	Yes	Yes
Logo Presence in Outdoor Pole Kiosk	Yes	Yes	No	No	No
Logo Presence in Invitation Cards	Yes	Yes	Yes	Yes	Yes
Logo Presence in branding at Outdoor Activity Promotion / At multiplex or Mall	Yes	Yes	Yes	Yes	Yes
Logo Presence in Curtain Raiser or any Expo Event	Yes	Yes	Yes	Yes	Yes
Logo Presence Entrance Gate	Yes	Yes	Yes	Yes	Yes
Logo Presence Press Conference	Yes	Yes	Yes	Yes	Yes
<b>On-Site Benefits</b>					
Logo as respective Sponsor Highlighted in all Onsite Branding	Yes	Yes	Yes	Yes	Yes
Mention of Sponsorship in form of loop tape at Venue LED	Yes	Yes	Yes	Yes	Yes
Invitations for onward Distribution	50	40	30	30	30
Stage sharing during Inauguration	Yes	Yes	No	No	No
<b>Post Event Benefits</b>					
Visitors Database	Yes	Yes	Yes	Yes	Yes
Logo on the Thank You Email	Yes	Yes	Yes	Yes	Yes

# STALLS DETAILS

Sr. No	Category	Size	Area (Sq Mtrs)	Stalls No	Rate (INR)
<b>SPONSORS</b>					
1	Title Sponsor	20 X 12	324	POS1	5000000
2	Powered by Sponsor	17 X 12	256	POS2	3500000
3	Co- Powered by Sponsor	20 X 10	200	OS	2500000
4	Exclusive Banking Partner	20 X 10	200	OS	2500000
5	Exclusive Material Partner	14 X 12	168	OS	2500000
<b>DOME A &amp; A1: DEVELOPERS DOME</b>					
1	Premium Front	8X6	48	1, 12	800000
2	Premium Stall	8X6	48	2 to 11	700000
<b>DOME B: DEVELOPERS DOME</b>					
1	Premium Front	6X6	36	1, 16	600000
2	Premium Stall	6X6	36	2 to 15	500000
<b>DOME C: DEVELOPERS &amp; FINANCE DOME</b>					
1	Premium Front	5x5	25	1, 20	400000
2	Premium Stall	5x5	25	2 to 19	300000
<b>DOME D: FINANCE &amp; BUILDING MATERIAL SUPPLIERS</b>					
1	Premium Stall	8X4	32	1, 18, 19, 36	350000
2	Semi-Premium Stall	4X4	16	2 to 17 & 20 to 35	150000
<b>OPEN SPACE</b>					
2	Open Space Stall	-	-	OS- 1, 2, 3, 4	1000000
<b>CAR DISPLAY</b>					
1	Car Section	12 X 14	168	OS	800000

GST 18% as applicable

# LAYOUT PLAN



# MEDIA MIX

## TOTAL MEDIA SPENDING OF

### ₹ 2 CR!!!



## DIGITAL

Event Promotion on various digital platforms including Social Media / Bulk SMS/ Whatsapp / Email through different engagement strategies ensuring hype, recall and visitor registrations.

## HOARDING

Extensive outdoor campaign with **150+ LOCATIONS** in Nashik, North Maharashtra, Thane.



## PRINT

**50+ Jacket Ads** in leading newspapers in Nashik, North Maharashtra, Mumbai, Thane & Navi Mumbai.



# **NAREDCO NASHIK**

**HOMETHON™**

**DECEMBER 2023**  
**21 | 22 | 23 | 24 | 25**

DONGRE VASTI GRUH GROUND,  
GANGAPUR ROAD, NASHIK

## **MANAGING COMMITTEE**

**PRESIDENT**

ABHAY TATED

**VICE PRESIDENT**

LALIT ROONGTA  
MANOJ TIBREWALA

**SECRETARY**

SUNIL GAVADE

**TREASURER**

AMIT ROHAMARE

**JOINT SECRETARY**

SHANTANU DESHPANDE

**JOINT SECRETARY**

MANDAR RAJENDRA

**COMMITTEE MEMBERS**

GOPAL ATAL  
SUJOY GUPTA  
VASUDEV LALWANI  
BHUSHAN MAHAJAN  
HARSHAL DHANDE

**INVITEE MEMBERS**

PRASHANT PATIL  
RUSHIKESH SAMANVAR  
SHYAM DHEDIA  
UDAY GHUGHE

**NEXTGEN COMMITTEE**

BHAVIK THAKKER  
SHASHANK DESHPANDE  
PURSHOTTAM DESHPANDE  
RAHUL BHAYBHANG  
MOHIT KHIVSARA

**ADVISORY COMMITTEE**

RAJAN DARYANI  
JAYESH THAKKER  
AVINASH SHIRODE  
SUNIL BHAYBHANG



**NAREDCO**  
**NASHIK**

Anmol Nayantara, City One, Govind Nagar Link Road, Tidke Colony, Nashik

Venue: Dongre Vasti Gruh Ground, Gangapur Road, Nashik

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