



DEEPAK BUILDERS  
& DEVELOPERS

Presents

# NAREDCO NASHIK PROPERTY EXPO 2022

LIVE. INVEST. GROW.

22 23 24 25  
DECEMBER 2022



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

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# FUTURE IS NOW FUTURE IS NASHIK



Venue: Dongre Vasti Gruh Ground, Gangapur Road, Nashik



# **N**NAREDCO NASHIK PROPERTY EXPO 2022

**LIVE. INVEST. GROW.**

**BUILDING  
THE FUTURE  
ONE BRICK  
AT A TIME!**

We at NAREDCO believe in having a futuristic approach while creating and sustaining an environment conducive to the growth of real estate industries in India and partnering industry and government alike through advisory and consultative processes.

# EXPLORE NAREDCO

National Real Estate Development Council (NAREDCO) came into force as an autonomous self-regulatory body in 1998 under the aegis of Ministry of Housing and Urban Poverty Alleviation, Government of India.

The Indian housing and real estate sectors and the allied industries hailed the establishment of NAREDCO as the apex national body for the real estate industry and visualized it as a single platform where government, industry and public would discuss various problems and opportunities face to face to facilitate speedy resolution of issues. It was formed with an intention to induce transparency and ethics in real estate business and transform the unorganized Indian real estate sector into a matured and globally competitive business sector.

The National Real Estate Development Council aims to be the collective force influencing and shaping the real estate industry. It seeks to be the leading advocate of developing standards for efficient, effective, and ethical real estate business practices, which is not only valued by all stakeholders of real estate sector but also viewed as a crucial element to their success.







**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 NAREDCO NASHIK PROPERTY EXPO 2022 A MEGA Property Expo from 22nd to 25th December 2022 bringing great opportunities for all to look forward to and hope to spread our wings further in the real estate sector.



**Jayesh Thakker**  
**Convener,**  
**NAREDCO Nashik Property Expo 2022**

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.

NAREDCO NASHIK PROPERTY EXPO 2022 A MEGA Property Expo starting from from 22nd to 25nd December 2022 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, Nashik 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, Nashik 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 Nashik 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. It's 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.

NAREDCO NASHIK PROPERTY EXPO 2022 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 4-day extravaganza to meet all your housing and real estate requirements.



**Deepak Chande**  
**Chairman and MD,**  
**Title Sponsor**  
**Deepak Builders and Developers**

Respected All,

Nashik has emerged as one of the fastest developing cities in Maharashtra. A liveable, sustainable city, Nashik has a thriving economy, offering multiple opportunities to its people to pursue their diverse interests and hence best place to invest and settle.

Deepak Builders & Developers, a renowned and trusted Real Estate Development firm in Nashik, are the pioneers of innovative and sustainable commercial and residential spaces. We have earned a reputation by building both contemporary and modern homes and commercial complexes that are thoughtfully designed, meticulously executed and nested in prime locations around Nashik City.

Among the ongoing projects Deepak Builders & Developers in collaboration with Tata's Taj group is coming up with "VIVANTA" a star hotel in Nashik on spacious 2.5 acres land space. Also in collaboration with ChaturbhujNarsee School we are starting a Nashik Campus of Grand International School & High Skills university on 16 acres at Pathardi.

Thus I would strongly urge all the banks, financial institutes, building material suppliers and vendors to make the most of this opportunity and participate in Naredco Nashik property expo 2022 and witness the massive gathering of the whole city.



# IN ALL ITS GLORY

The glorious and flourishing city is known for its abundant greenery, rich culture, supreme connectivity and infrastructure. It is home to the world renowned vineyards, IT services & agriculture hub, knowledge center & education destination. Located at the foothills of the lush western ghats in the north western region of Maharashtra.

Nashik is one of the state's fastest-growing tier II cities. The city is also known as Maharashtra's 'Spiritual capital' and 'The Wine Capital. With large-scale industrialization and the presence of agro-based industries, Nashik has transformed from a traditional pilgrimage destination to a modern, vibrant city in the past two decades.

Nashik's proximity to Mumbai and Pune has greatly boosted real estate development in the city. Today Nashik's rapid development and rising urbanization are dynamically reshaping the fabric of the progressive city. It's evolving landscape beholds immense business potential for various sectors in the light of policies and initiatives by the Government of Maharashtra thereby making it an attractive investment destination.

Nashik is also known as the "Kitchen of India" because of its strong agro base. It's an Agro city with booming trade in Onions, Grapes, Tomatoes, Pomegranate and Flowers. Good quality supply of fruits and vegetables makes it a flourishing and a renowned name in the agriculture sector.

The upcoming Kumbhmela to be happening in 2027 is the most awaited event which garners a lot of attention from tourists worldwide. With funding raised from State to Central Government, it also facilitates infrastructural changes and developments along the way.

Right from drainage systems to the roads, everything gets a revamp along with improved air connectivity to major cities which encourages more tourism and better travel experience.



## WHY NASHIK IS THE FUTURE!

- A Dynamic Smart City
- Upcoming NEO Metro Service
- Well-connected city with Airport having connecting flights to multiple cities daily
- Connectivity of 6 Lane Highway to Samruddhi Mahamarg
- 4 Lane Expressway to Mumbai & Pune
- Mumbai - Nagpur Bullet Train
- Nashik - Pune High-Speed Railway
- One of the Greenest Cities of Maharashtra
- Lucrative Real Estate with attractive investment opportunity in Residential, Commercial, Retail and Agricultural
- Surat- Chennai Expressway to be a part of the Upcoming Golden Quadrilateral project
- The State's 2<sup>nd</sup>-longest flyover & India's second longest tunnel







Located 200 km from Mumbai, Pune, Jalgaon & Surat. Nashik is a part of the 'Golden Triangle' making it one of the fastest-growing industrial corridors of India which includes Pune, Mumbai and Nashik along with access to Samruddhi Mahanagar, Central Railway & Airlines.

Nestled amidst the Sahyadri range of mountains and benefiting from salubrious year-round climate, Nashik is well-served by great social infrastructural facilities. The city is becoming the epicentre of world-class education & the cynosure of high-grade healthcare facilities surrounded with natural landscapes, lakes, forts and trekking destinations.



Nashik is renowned for the Maha Kumbh Mela hosted every 12 years, which is considered as one of the world's largest religious gatherings. Nashik is popular for experiential tours of the wineries and the wine festivals. This city is also a destination for all adventure sports including motor racing, trekking, aero sports, water sports and mountain sports.

Nashik has a huge potential to become an IT-ITeS destination by virtue of its strategic location and growing economic activity. In addition, Nashik is also emerging as the latest hub for tech start-ups, as evidenced by the arrival of ESDS Software Solutions, Winjit Technologies and the Digital Impact Square (DISQ) innovation hub, etc.



Nashik is a major destination for textile, auto, electric, engineering, food processing, agriculture, defence, public sectors & biotechnology industries. Ambad, Satpur, Gonde, Igatpuri and Sinnar are the five existing industrial zones developed by Maharashtra Industrial Development Corporation (MIDC).

Nashik is becoming a growing hub for educational institutes with an intention of attracting more youngsters and increasing employment opportunities like other major cities like Mumbai and Pune. From international schools to engineering and medical colleges and universities, there has been a rapid influx of lakhs of students from across the globe in Nashik. Owing to Nashik's improved infrastructure, major technological and industrial advancements besides its strategic location and pleasant climate, this city definitely has a huge potential of emerging as a booming educational hub.



Around 15 food-processing units are being set up at the Food Processing Park at Nashik region, at a cost of T950 Crore. Around 5,400 jobs will be generated from the food processing units. Apart from the large units, small-scale food processing units are also being set up in the park with an investment requirement between T2 - 5 Crore.



The city is churning out engineers and IT professionals from its educational institutions, and witnessing a growth in the innovative tech start-ups. To further boost this, emerging ecosystem are being organised with the increasing inflow of funds from prospective investors. Start-ups in Nashik hold great investment potential and growth prospects.

Increasing housing demand in Nashik due to abundant availability of properties at competitive prices catering to various buyer types — end-user, first-time homebuyers, senior citizens and second/weekend home seekers, as well as investors. The city is attracting a huge number of home buyers owing to the growth of its physical and social infrastructure.



Nashik being the wine capital of India holds 80% market share of the country. There are close to 50 wineries in the state. Its favourable climate for growing grapes attracts many wine entrepreneurs.

Nashik's favourable climate and attractive tourist locations makes it a lucrative market for the hospitality industry. There are many wellness retreats that have emerged in Nashik for rejuvenation and lifestyle improvement. IHCL, India's largest hospitality company also announced the signing of Vivanta hotel in Nashik, strategically located near the Nashik Freeway. These developments are set to redefine the hospitality landscape in Nashik.



Healthcare facilities have seen an increase in its popularity in Nashik with its improving infrastructure, well facilitated health care system and growth in government, private and specialized clinics. This has also boosted medical tourism in Nashik owing to the masses travelling from North Maharashtra and places like Thane, Kalyan, New Bombay to seek treatment for various illnesses in Nashik.

Greater Nashik NEO Metro is a proposed rapid transit system to provide direct connectivity & intercity connectivity. To be implemented by Maharashtra Metro Rail Corporation Limited (MAHA-METRO), the metro rail network will connect various suburbs. This project will be implemented and operated by Maharashtra Metro Rail Corporation Limited.

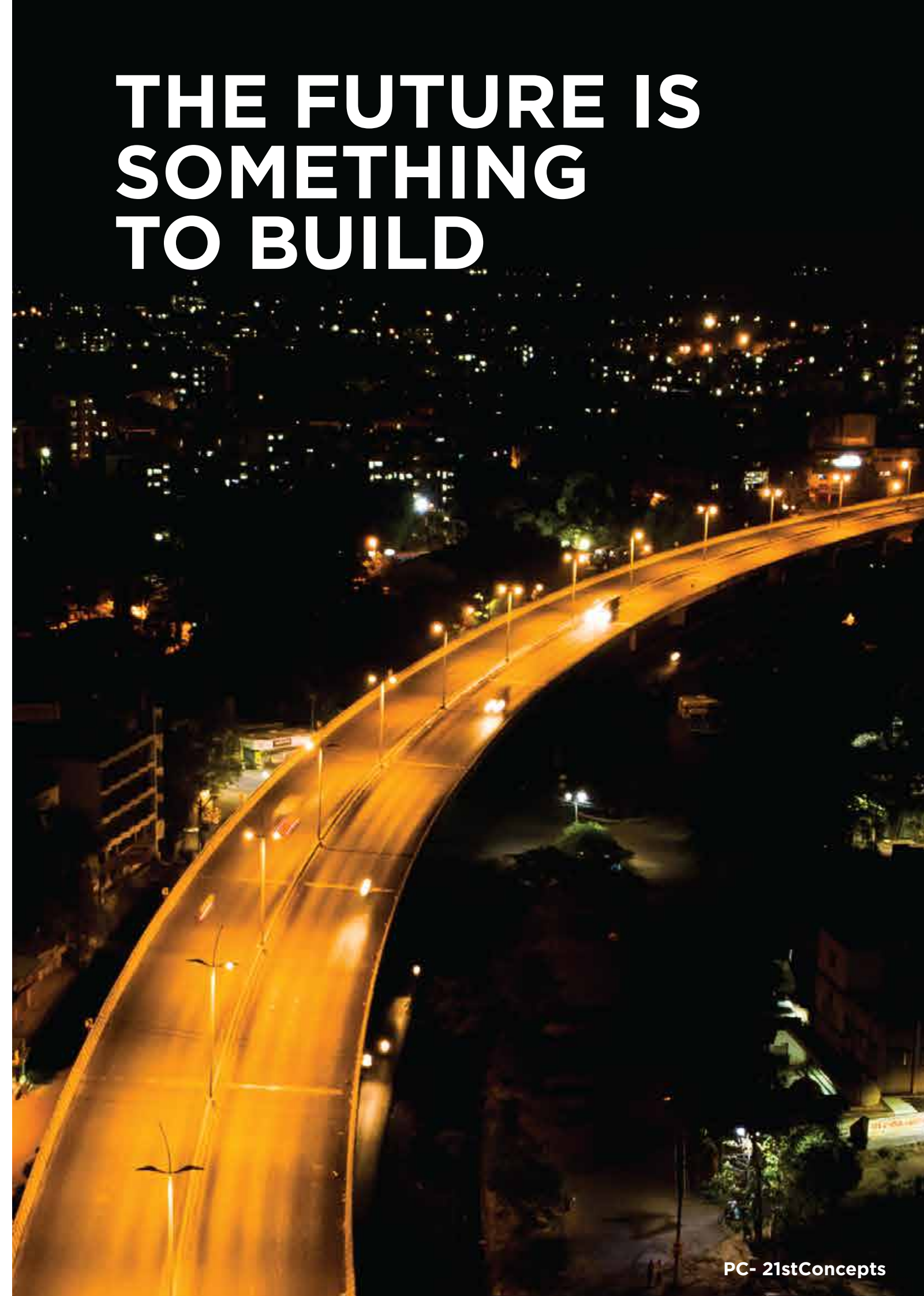


# THE FUTURE IS NOT SOMETHING TO PREDICT

The ultimate goal of NAREDCO NASHIK PROPERTY EXPO 2022 is to promote Nashik as the City of Opportunities and to explore its true potential. This exhibition intends to bring the fraternity members together for meaningful exchanges and activities. This exquisite expo intends to portray the constructive strength of the real estate industry in Nashik and build a promising image of NAREDCO NASHIK.

- To promote excellence and high standards of operations based on equitable principles in transactions relating to various operations of real estate business
- To follow Code of Ethics for observance by all real estate developers, builders and marketing operators
- Establishment of data bank to collect and circulate information on all matters related to the real estate sector.
- Participation in the formulation of national policies and agenda for real estate development and fiscal reforms.
- To organize meetings, symposia, workshops, seminars and conferences on issues relating to real estate, building construction and allied activities.
- To identify and strengthen industry's role in the economic development of the country.
- To act as a catalyst in bringing about the growth and development of Indian Real Estate Industry.
- To create awareness and support industry efforts on quality, environment and consumer protection.
- City branding & business generation.

# THE FUTURE IS SOMETHING TO BUILD





# INTENDED ACCOMPLISHMENTS



- To showcase how Nashik is transforming and to inspire confidence in Nashik's real estate capabilities amongst potential partners in and out of India, business community, and among people at large.
- To provide an impetus and energy to interrelated industry, businesses and professions in Nashik
- To build an opportunity for better interaction with government, semi-government and other agencies
- To provide a good networking opportunity with adjoining regions of Nashik
- To provide a wide choice to the consumers under one roof

- To help grow the economy of Nashik
- To showcase the improved quality of life in Nashik along with the city's cultural repertoire
- To enthuse a more professional work culture in the city
- To Promote Positivity and Enthusiasm among the members of the fraternity and also allied sectors like banks, financial institutes and material manufacturers

# RESIDENTIAL REAL ESTATE LANDSCAPE IN INDIA

## Prominent cities for Region Wise Supply Vs Absorption for Tier 2 cities FY 2017-18 to FY 2021-22

**North** Amritsar, Mohali, Chandigarh, Panipat, Dehradun, Bhiwadi, Sonapat, Jaipur, Agro, Lucknow, Bhopal and Indore.

**South** - Vishakapatnam, Vijaywada, Guntur, Goa, Mangaluru, Mysore, Coimbatore, Kochi, Trivandrum

**East** -Raipur, Bhubaneshwar

**West**-Ahmedabad, Gandhi Nagar, Vadodara, Surat, Nashik Nagpur

# RANKING HIGH!

With its ever expanding Industrial belts, Educational Institutes and healthcare facilities along with being a huge catchment for Tourism, Nashik has always shown amazing Growth in Real Estate uptake which is proven by Nashik securing the 3rd Rank amongst all Tier-2 cities of India just behind Ahmedabad and Vadodara.

## TOP 5 PERFORMING TIER 2 CITIES: FY 2020-21 OVERVIEW

AHMEDABAD		2020-2021
Rank	Supply	Absorption
1	39,195	39,046

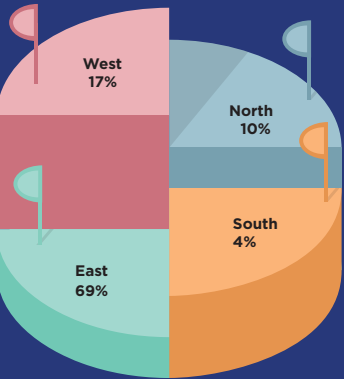
VADODARA		2020-2021
Rank	Supply	Absorption
2	15,046	17,285

NASHIK		2020-2021
Rank	Supply	Absorption
3	13,037	10,806

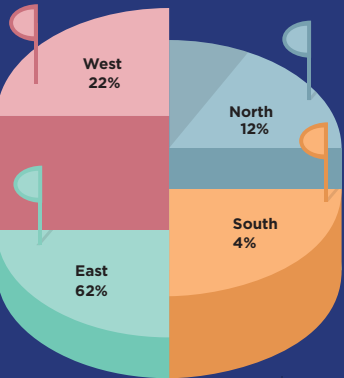
JAIPUR		2020-2021
Rank	Supply	Absorption
4	7,022	7,676

GANDHI NAGAR		2020-2021
Rank	Supply	Absorption
5	6,361	7,650

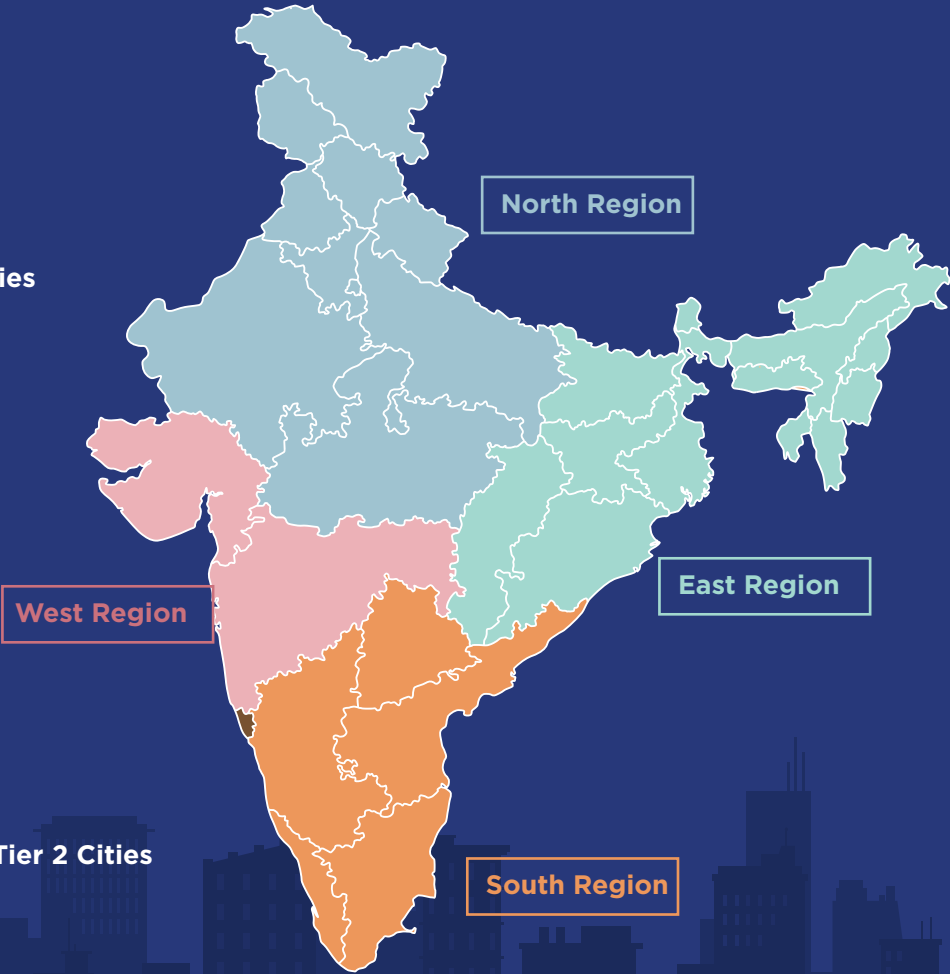
## CITIES SELECTED



Region Wise SUPPLY-Tier 2 Cities (FY 2017-18 to FY 2021-22)



Region Wise ABSORPTION - Tier 2 Cities (FY 2017-18 to FY 2021-22)





# LAYOUT PLAN



Sr. No.	Category	Size	Area	Stall No	Rate (INR)
	SPONSORS				
1	TITLE SPONSOR	27 X 12	324	POS1	5000000
2	POWERED BY SPONSOR	17 X 12	256	POS2	3500000
3	CO- POWERED BY SPONSOR	20 X 10/ 20 X 9	200	OS	2500000
4	EXCLUSIVE BANKING PARTNER	20 X 9	180	OS	2500000
5	EXCLUSIVE MATERIAL PARTNER	14 X 12	168	OS	2500000
DOME A : DEVELOPERS DOME					
1	PREMIUM FRONT	8X7	56	1, 12	700000
2	PREMIUM CORNER	8X12	96	6, 7	1000000
3	PREMIUM	8X7	56	2 TO 5 8 TO 11	600000
DOME B : DEVELOPERS DOME					
1	PREMIUM FRONT	6X5	30	1, 16, 17, 32	500000
2	PREMIUM CORNER	6X10	60	8, 9, 24, 25	700000
3	SEMI-PREMIUM	6X5	30	2 TO 7, 10 TO 15, 18 TO 23, 26 TO 31	400000
DOME C: DEVELOPERS DOME					
1	PREMIUM STALL	5X5	25	1, 12, 13, 24	350000
2	SEMI-PREMIUM STALL	5X5	25	2 TO 11, 14 TO 23	250000
DOME D: FINANCE AND BUILDING MATERIAL SUPPLIERS					
1	PREMIUM STALL	8X4	32	1, 18, 19, 36	350000
2	SEMI-PREMIUM STALL	4X4	16	2 TO 17, 20 TO 35	125000
OPEN SPACE					
1	OPEN SPACE STALL				1000000
CAR DISPLAY					
1	CAR SECTION				700000

GST 18% AS APPLICABLE

# OUR PARTNERS IN PROGRESS THE SPONSORS

Sr. No.	Category	Quantity	Amount (INR)
1	Presenting Sponsor	1	50 Lacs
2	Powered by Sponsor	1	35 Lacs
3	Co Powered by Sponsor	3	25 Lacs
4	Exclusive Banking Partner	1	25 Lacs
5	Material Partner	3	25 Lacs





# SPONSORSHIP MATRIX

Deliverables	Title Sponsor	Powered By Sponsor	Co Powered By Sponsor	Exclusive Banking Partner	Exclusive Material Partner
No. of Stall	1	1	3	1	3
Cost of Stall	50 Lacs	35 Lacs	25 Lacs	25 Lacs	25 Lacs
Size of Stall	324 Sq Mtr	220 Sq Mtr	200/180 Sq Mtr	180 Sq Mtr	168 Sq Mtr
Pre-Event Benefits					
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	-	-	-
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	Yes	Yes	Yes
Logo Presence in Invitation Cards	Yes	Yes	Yes	Yes	Yes
Logo Presence in Branding At Mall Activity Promotion	Yes	Yes	Yes	Yes	Yes
Logo Presence in Multiplex Screen Ad	Yes	Yes	Yes	Yes	Yes
Logo Presence in Curtain Raiser	Yes	Yes	Yes	Yes	Yes
Logo Presence On Entrance Gate	Yes	Yes	Yes	Yes	Yes
Logo Presence In Press Conference	Yes	Yes	Yes	Yes	Yes
On-Site Benefits					
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 / All Onsite Events	Yes	Yes	-	-	-
Post Event Benefits					
Visitors Database	Yes	Yes	Yes	Yes	Yes
Logo on the Thank You Email	Yes	Yes	Yes	Yes	Yes

# MEDIA MIX

TOTAL MEDIA SPENDING OF ₹ 1.5CR+!!!

## NEWSPAPER

Advertising In Leading Newspapers On Prime Position In Nashik, North Maharashtra, Mumbai, Thane And Navi Mumbai.

## HOARDING

Extensive outdoor campaign with 100+ locations in Nashik, North Maharashtra, Thane.

## RADIO

Ads on all leading radio channels in Nashik and North Maharashtra for 2 weeks with substantial frequency

## DIGITAL

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



# NAREDCO NASHIK PROPERTY EXPO 2022

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22 23 24 25  
DECEMBER 2022

## Venue

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  
Mandar Rajendra

### Committee Members:

Gopal Atal  
Sujoy Gupta  
Vasudev Lalwani  
Bhushan Mahajan  
Harshal Dande

### Invitee Members:

Prashant Patil  
Rushikesh Samanvar  
Shyam Dhedia  
Uday Gughe

### Advisory Committee:

Rajan Daryani  
Jayesh Thakker  
Avinash Shirode  
Sunil Bhaybhang

### NextGen Committee:

Bhavik Thakker  
Shashank Deshpande  
Purshottam Deshpande  
Rahul Bhaybhang  
Mohit Khivsara