



An artistic impression.

THE OPPORTUNITY TO SUCCEED

Business success is largely about spotting and seizing the right opportunities. Magnolia Business Centre is one of them. It's the ideal location to set up your retail outlet or office, and offers you the perfect platform from which you can take your business to greater heights.

Nothing is more expensive than a missed opportunity, so you just can't afford to let this one go!

ALTERNATE LAYOUT FOR FULL FLOOR PLATE



*NOTE: Furniture representation is used to simply convey the essence of suggested layout of the office.

3RD FLOOR PLAN



AREA STATEMENT IN SQ. FT.

Office No.	Carpet Area
301	41.53
302	39.09
303	38.85
304	39.09
305	39.09
306	39.09
307	39.09
308	38.47
309	39.09
310	32.22
311	36.71

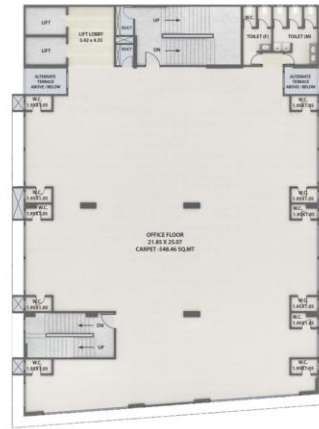
FACTORS OF CONVERSION:
FROM SQ. FT. TO SQ. M. x 0.0929

*NOTE: "Carpet Area" means the net usable floor area of an apartment, including the area covered by the external walls, areas under service shafts, exclusive balconies or verandahs and exclusive open terrace area, but includes the area covered by the internal partition walls of the apartment, internal columns / doors, walls embedded in a part of internal partition walls are included in carpet area.

4TH FLOOR OFFICE PLAN

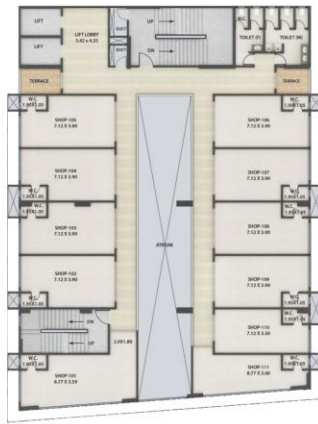
Alternate layout for full floor plate

Optional / Alternate layout



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1ST FLOOR PLAN



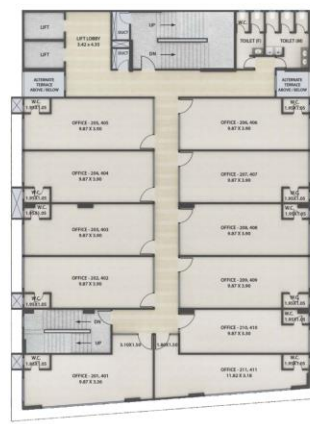
AREA STATEMENT IN SQ. FT.

Shop No.	Carpet Area
101	36.59
102	28.37
103	28.11
104	28.37
105	28.37
106	28.37
107	28.37
108	28.11
109	28.37
110	23.66
111	25.09

FACTORS OF CONVERSION:
FROM SQ. FT. TO SQ. M. x 0.0929

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2ND & 4TH FLOOR PLAN



AREA STATEMENT IN SQ. FT.

Office No.	Carpet Area
201, 401	41.53
202, 402	39.09
203, 403	38.85
204, 404	39.09
205, 405	39.09
206, 406	39.09
207, 407	39.09
208, 408	38.47
209, 409	39.09
210, 410	32.22
211, 411	36.71

FACTORS OF CONVERSION:
FROM SQ. FT. TO SQ. M. x 0.0929

*NOTE: "Carpet Area" means the net usable floor area of an apartment, including the area covered by the external walls, areas under service shafts, exclusive balconies or verandahs and exclusive open terrace area, but includes the area covered by the internal partition walls of the apartment, internal columns / doors, walls embedded in a part of internal partition walls are included in carpet area.

MASTER LAYOUT



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GROUND FLOOR PLAN



Shop No.	Carpet Area
1	36.18
2	34.81
3	34.56
4	34.81
5	34.81
6	35.81
7	34.81
8	34.51
9	34.81
10	29.15
11	24.39

STRUCTURE CORNER FROM POINT TO POINT IS 16.5m

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Disclaimer: Pictorial representation is used to simply convey the essence of suggested lifestyle.

AN IDEAL OFFICE SPACE FOR YOU

Magnolia is designed for great office spaces as well!

For enterprising self-employed professionals, we have three exclusive floors (2nd to 4th) for you, with individual offices of 350 sq. ft. to 450 sq. ft.

Magnolia also holds ample space for full-fledged organizations which require larger premises.



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SPACE FOR EVERY RETAIL VENTURE

No matter what your retail venture, Magnolia has the perfect solution for you.

The ground & first floor have been dedicated to retail. Each floor can have up to 11 outlets of 300 - 400 sq. ft. each... a size suitable for even a small shop. And if you are looking for a larger premises, that can be arranged too, by simply combining more than one unit.

The roadside frontage, glass façade and double-height atrium beckon passersby to enter and spend time here.



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MAKING SPACE FOR OPPORTUNITY

Magnolia has ample room not just for your retail venture or office, but also for your aspirations! There are five floors in all (ground plus four), with 3500-4500 sq ft of space per floor. Great infrastructure & services support this beautiful space, so all you have to do is focus on the opportunity.



Disclaimer: Image for pictorial representation only.



Image source: www.puneametro.org. This representation and actual project is subject to vary according to the Maharashtra Metro Rail Corporation Limited (MAHAMETRO). Paraphrase Schemes is not responsible for the same.

GREAT INFRASTRUCTURE

The state gave special approval for the Baner-Balewadi Development Plan ahead of the Commonwealth Youth Games in 2008 which were hosted at the Chhatrapati Sports Complex at Balewadi; this gave a huge impetus to road & other development works.

More recently, Aundh-Baner-Balewadi, was selected by the Pune Municipal Corporation (PMC) under the Smart Cities Mission's area based development program. From infrastructure to quality of life, everything got a further impetus. The PMC will take 3-5 years to make it a 'Smart Area'.

The proposed metro will further strengthen the already great infrastructure of the area.



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A HUB OF COMMERCIAL ACTIVITY

A number of reputed companies have their offices in Baner, which means a huge floating population too.

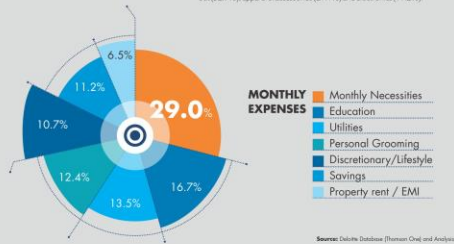
The hospitality and retail sectors have come forth to cater to the tastes of this crowd. Baner, specially Balewadi High Street, has a growing number of popular restaurants, cafes and pubs; in fact it has even overtaken Koregaon Park as a happening spot for dining out, with people from across Pune visiting it frequently.

There are also a large number of hotels in the vicinity, which means a regular flow of travelers passing through... Holiday Inn, Orchid, Sadanand, Sayaji are just a few of the well known names.

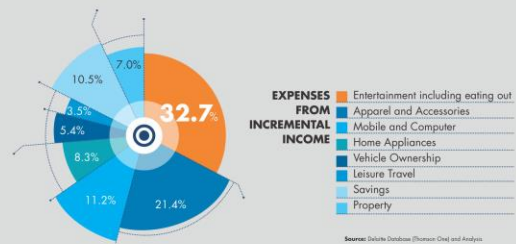
Many esteemed names in the business are present here, such as -

- Harbinger Group
- Siemens Industry Software India Pvt Ltd.
- Averaon Infotech Private Limited
- Enzigma Software Private Limited
- Veritas Technologies LLC
- Baroc Technologies Pvt. Ltd
- Kirlaskar Brothers Limited
- Mulika Infotech Pvt. Ltd

While most of the monthly income of the millennials is spent on essentials, followed by education & utilities, the incremental income is primarily spent on entertainment & eating out (32.7%), apparel & accessories (21.4%) and electronics (11.2%).



In departure from the previous generations, savings account for only 10% of both overall and incremental income of the millennials, thus providing a consumption boost.

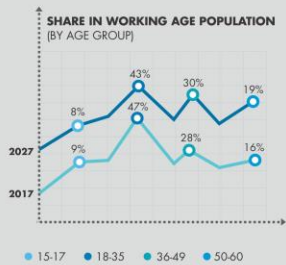


However contrary to popular belief, physical retail still remains a major shopping channel. Millennials are rather driving the shift towards an Omni-channel approach where a mix of online and offline modes are put to the best use for greater convenience and wider options. Millennial men are more likely to make all their purchases online (40%). Evolving customer needs of millennials include a greater emphasis on health & wellness categories, personalization, convenience and reliance on holistic value delivered by the brand. A greater mix of value-for-money products, an omni-channel strategy and more personalized marketing & communications, proactive focus on social media, product launches is the way forward.

TOP FIVE REASONS OF MILLENNIALS TO SHOP OFFLINE*



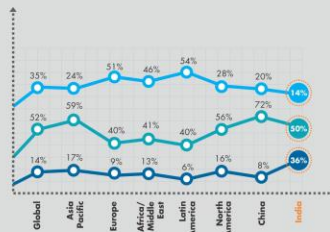
THE AREA IS TEEMING WITH MILLENNIALS WHO ARE REDEFINING INDIA'S CONSUMPTION STORY



Millennials, the population group between 18 & 35 years, also known as Generation Y, are the largest demographic group in India and globally. They constitute 34% of the total, and 47% of the working age population of India!

Source: PwC on up. Nielsen, December 2016

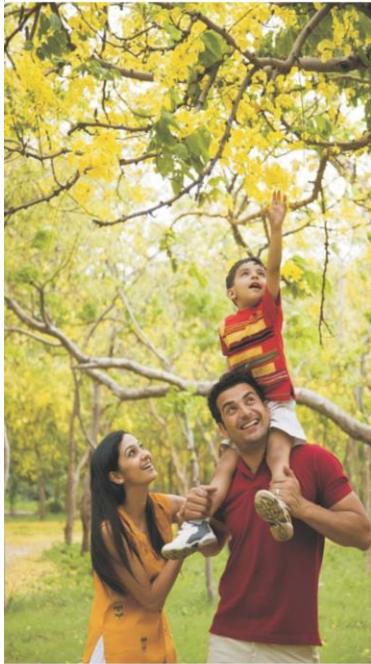
PERCEIVED FINANCIAL SPENDING ABILITY



- 1 Have money just for food, shelter and basics
- 2 Live comfortably, and able to spend basis the want
- 3 Able to spend freely

Characterized by high levels of disposable income, these digitally connected individuals are driving various consumer segments towards rapid growth and development.

Source: "Trendsetting millennials: Redefining the consumer story" report by Deloitte India and Retailers Association of India.



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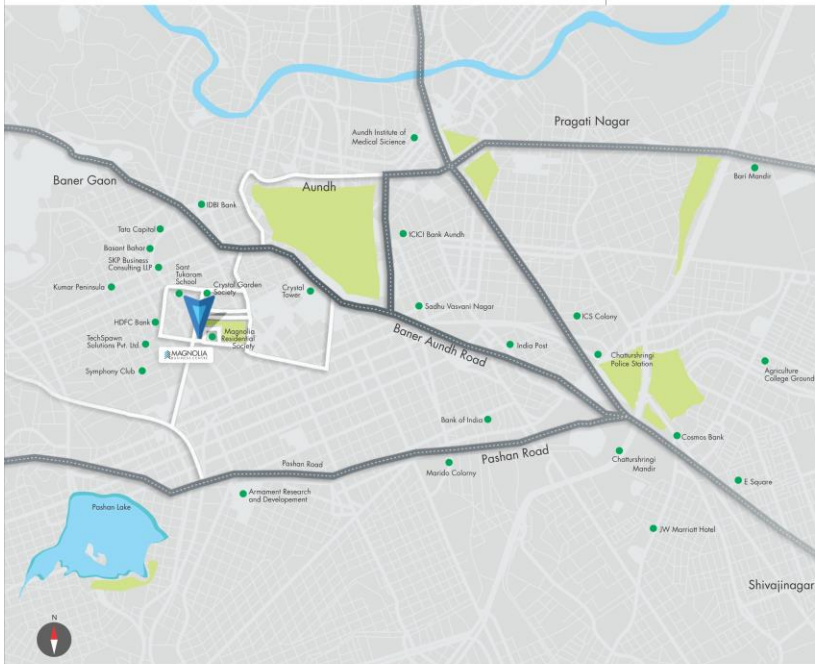


ONE OF PUNE'S MOST DENSELY POPULATED RESIDENTIAL AREAS

Thanks to its ideal location, Baner and its surrounding areas have become the most preferred place to live, specially for IT professionals.

Apart from professionals from outside Pune, people from the city are also moving to Baner.

We have witnessed the rise of many upmarket residential complexes in this area in the recent times. This bears testimony to the fact that it has become home to a young and affluent crowd, with disposable income and a global lifestyle.



*Location Map not to scale

LOCATION MAP

Magnolia Business Centre is strategically located on the Baner-Pashan link road, amidst this thriving micro market. Which means you have a ready pool of potential customers and employees, just waiting for you to open shop, or office!



*Location Map not to scale

A LOCATION RICH IN OPPORTUNITY

Baner has transformed in the last two decades to become an unparalleled hub of the uptown lifestyle and myriad opportunities!

It is centrally located from Pune city as well as the Hinjawadi IT Park & the manufacturing hub of PCMC.

It is bordered by Pashan in the South, Balewadi to the West, Aundh to the North and Pune University to the East.

The major roads which run through the area are The Pune Bypass Road, The Mumbai-Bangalore Highway, The Gopal Hari Deshmukh Marg and the Mumbai-Pune Expressway.

The area boasts of great connectivity by bus & rail, and the airport is very accessible too.

- Shivajinagar Railway Station - 10.6 Km
- Pune Railway Station - 11.8 Km
- Pune Airport - 16 Km
- Pune University - 6.4 Km
- Symbiosis International University - 9.2 Km
- Balewadi High Street - 4.9 Km
- Esquare Carnival - 6.4 Km
- Westend Mall - 5.1 Km
- Central Mall - 6.8 Km

COMMERCIAL OFFICE

Alternate furniture layout



*NOTE: Furniture representation is used to simply convey the essence of suggested layout of the office.

DOCTOR'S CLINIC

Alternate furniture layout



*NOTE: Furniture representation is used to simply convey the essence of suggested layout of the clinic.