



## **XR BIA Developers Announces City Centre Projects in Mumbai and Pune**

**Mumbai, 16th March, 2017:** XR BIA, India's leading affordable housing provider, has **unveiled plans to launch two new projects in Chembur (Mumbai) and Balewadi (Pune) on Gudi Padwa.** The two projects are the first locations to launch as part of XR BIA's new city centre strategy, which will see the company progressively expand into centrally located projects.

The arrival of XR BIA in city centres will inject affordability into notoriously expensive real-estate markets. **XR BIA Chembur will offer 1 bedroom apartment at 40 lacs, and XR BIA Balewadi will offer 1 bedroom apartment at 15 lacs.** Additionally, under the Pradhan Mantri Awas Yojna (PMAY) scheme, eligible customers will be able to benefit from a subsidy of up to 2.5 lacs. Notably, the projects are designed by architect Hafeez Contractor.

Targeted towards young professionals, XR BIA is responding to the demand for affordability and accessibility from the next generation of homeowners. Situated near the Eastern Express Highway as well as the SCLR, the Metro and the Monorail, the project is less than 30 minutes from any major office location in Mumbai. Additionally, the airport, as well as the highway to Pune, are within proximity.

XR BIA Balewadi is situated in a vibrant area of Pune, popular amongst young IT professionals for its proximity to Hinjewadi's IT parks. This IT hub employs approximately 2,00,000 individuals in companies including Infosys, TCS, KPIT Cummins Infosystems, and many others.

Typical of XR BIA's developments, these new projects will provide end-to-end infrastructure for all residents. In addition, all utilities will be delivered via renewable sources, with water, electricity and sewage recycled and controlled through customers' smartphones. Meanwhile, Internet of Things Technology will power a customer portal, access, security and billing systems. The entire system operates on the SAP ERP system, a world-leading platform for business processes. Facilities including commercial complexes, gyms, swimming pools, open green spaces and recreational facilities will be available on-site, satisfying the growing demand for convenience from the XR BIA's target market.

The two new projects will be sold exclusively via XR BIA's ecommerce portal hosted on the XR BIA website. Prospective buyers can register their interest via the booking portal and pay a booking fee on the launch day to secure their booking.

### **About XR BIA Developers Ltd:**

Using ground-breaking technology across construction, management and operations, XR BIA's vision is to build "100 future ready cities by 2030". XR BIA has already achieved a sale & build rate of 2000 houses a month, establishing itself as India's undisputed affordable housing leader. XR BIA combines the desire for onsite amenities with the need for affordability, and our townships come with community centres, swimming pools and commercial complexes as standard. With the global affordable housing shortage expected to worsen in the coming years, XR BIA is ready to change the way the world houses its people.

### **For further media queries contact ITW Consulting PR@**

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