



Panchshil Realty cashes in big with yoopune at the Asia Pacific Property Awards 2011

May 31st 2011, Shanghai, China: **yoopune by Philippe Starck**, one of its kind luxury apartments in India was honored with 6 awards at the prestigious Asia Pacific Property Awards 2011 that was held at The Longemont Hotel in Shanghai.

Panchshil Realty, Pune's leading real estate developer collaborated with world-renowned interior designer Philippe Starck to create yoopune, a one-of-its kind project in India. Panchshil Realty received a series of award in the following categories:

- Best Development: yoopune by Philippe Starck for India.
- Best High-rise Development: yoopune by Philippe Starck for India.
- Best Residential Interior Design: yoopune by Philippe Starck for India.
- Best High-rise Architecture: yoopune by Philippe Starck for India.
- Best Development Marketing: yoopune by Philippe Starck for India
- Best Developer website: www.yoopune.com for India.

The event is part of the long established International Property Awards and its award winners' logo is recognised as a symbol of excellence throughout the global industry. Attaining one of these coveted awards is indisputable evidence that yoopune is capable of beating some exceedingly strong contenders within the highly competitive Asia Pacific property arena. Panchshil has once again proved that it is capable of delivering world class projects in India & the award further strengthens Panchshil's commitment to quality & delivery of nothing but the best. With yoopune, Panchshil Realty has set a new benchmark in quality, aesthetics, design and luxury and has truly redefined the way India looks at living. A project of this scale has never been done in India.

Speaking on the occasion, Mr. Sagar Chordia, Director, Panchshil Realty said, *"Today is a very proud moment for us at Panchshil Realty. Winning in six categories of the most coveted Asia Pacific Awards is a validation of our efforts and our drive to create something exceptional and spectacular in real estate in India. We will continue to push the boundaries of design, aesthetics and innovation in the years to come."*

'yoopune by Philippe Starck' is a completely designer project - in terms of layout, interiors, fittings, amenities, services etc. The attention to detail is remarkable. From creative genius, Starck to award-winning landscape architect, Bill Bensley to amenities like the Six Senses Spa— the talent joining hands to create yoopune is world-class. The project is upscale and is meant for a select few. It is the first exclusive designer project in India which is 'by invitation only'. Panchshil Realty is taking personal interest in ensuring that the property is offered to individuals with similar profiles.

ABOUT PANCHSHIL REALTY

Panchshil Realty is Pune's premium construction, real estate development and project management company. With a GDV of USD \$2.5 billion under construction, they are known for creating stylish spaces that are intuitive, unique and in a league of their own.

The company has been developing world-class properties for residential, commercial and hospitality purposes. In sync with the latest international trends and standards in design and construction, the company is well on its way to building for tomorrow's Pune. Panchshil has created world-class concepts in the city with over 9 million sq. feet already developed and 23 million sq. feet being developed across multiple asset classes. Panchshil already has to its credit the the construction & development of some of the key landmarks of tomorrow's Pune, such as the International Convention Center, IT & IT-ES specific Special Economic Zone project, multi location IT and Software Parks, Serviced residences, 5 star Business hotels, Retail and Shopping Malls, mix-use development and the finest, top of the line condominium projects. Some of the important projects are:

- Oakwood Premier
- Oakwood Residence
- Waterfront
- Silver Wood
- One North
- JW Mariott
- EON Free Zone
- ICC Tech Park
- ICC Tech Tower
- Tech Park One