

**PANCHSHIL REALTY TO DEVELOP THE FIRST 'yoo inspired by Starck'
RESIDENTIAL PROJECT IN INDIA - yoopune by Philippe Starck**

yoopune TO DEFINE NEW STANDARDS IN LIVING SPACES

Saturday, December 11th, Pune, India – Panchshil Realty, India's premium construction and real estate development company has appointed yoo, a company that is a collaboration between Philippe Starck, the world's most celebrated designer and John Hitchcox, a world renowned property entrepreneur to design yoopune, a one of its kind residential project in the city of Pune.

The launch of this yoo inspired by Starck design project is a first in India for Panchshil Realty and the world-leading design company, yoo. With this collaboration, the two companies hope to redefine the way India looks at living.

yoopune will offer 228 unique 'yoo inspired by Starck' designed homes spread over six towers overlooking lush, historic rainforest and trees as old as 100 years. The site for this development spans 17 acres and includes exclusive amenities like the world renowned Six Senses Spa, swimming pools, basketball and tennis courts, a tea lounge and a cigar room and recreation areas for children and families.

The multi – faceted, award winning international landscape architect, Bill Bensley will be responsible for the exotic and stunning natural environment surrounding the homes.

Scheduled for completion in 2014, the homes will offer a selection of the best European designed fixtures and finishes, including Italian marble, and Poggenpohl kitchens with Siemens appliances.

Sagar Chordia, Director, Panchshil Realty said, “We are recognised for creating world class commercial, residential, and hospitality projects in Pune. Now, with yoopune, we have set a new benchmark in quality and luxury. We are proud to be the first to present a yoo inspired by Starck residential marvel to India. I hope this will be the first of many such new boundaries.”

yoopune aspires to present a perfectly balanced lifestyle. The look of the development is understated luxury that is clean, modern and not ostentatious.

John Hitchcox, Chairman & Co-founder, yoo, said, “I am delighted that we have had the opportunity to design a wonderful development in multi-faceted Pune; a vibrant place and ideal location for a yoo project. yoopune is the embodiment of yoo inspired by Starck; which is about great design that ultimately helps people to live better.”