

Project Brief - Ace Almighty (Phase 2) by Jhamtani Group





Introduction - Jhamtani Group

Jhamtani Group has more than 35 years of experience, conceiving, developing, constructing and managing varied projects. It has a presence across multiple sectors including residential, commercial, malls, hospitality and community welfare centers.

Area Completed in Sq. Ft. - 4.65 Lacs

Projects Across Pune - 10+

35

Lacs Sq. Ft.

Completed Area

12

Total Projects

6

Years of Experience



Project Intro :

- 2 Bhk apartments
- 5 towers of which two are being launched now
- 100 flats
- Project area 3.32 Acres
- Carpet area 694.28 - 716 Sq. Ft
- Starting from 61.5 Lacs to 63.3 Lacs (All inc.)
- Possession Date - Dec 2022
- Suitable for those looking for budget flats with close proximity to Mumbai Highway, hinjewadi, Wakad area without missing on any amenities



Project Specifications

STRUCTURE

- Earthquake Resistant RCC Structure
- Aesthetically Designed Elevation Inspired by Gaudi Architecture

WALL FINISH

Masonry:

- Sand Plastered Internal Walls with POP / Gypsum Finish
- 5" Thick AAC Internal & External Walls
- Sand Plaster with External Acrylic Texture Finish

Paint:

- Internally Acrylic Emulsion Paint Finish
- Externally Weather-Shield Acrylic Paint
- False Ceiling:



Project Objectives

100 Apartments to be sold in next 3 months

1200 visits to be conducted in 4 months

SWOT ANALYSIS

INTERNAL

STRENGTHS

- Competitive Pricing starting from 61.5 Lacs all inclusive
- Commercial within proximity of the project
- Proximity to western express highway
- Minutes away from Hinjewadi IT hub
- Unique Elevation
- Developed Social Infrastructure
- Strategic Location
- Award winning Project
- Well Known brand in West Pune

EXTERNAL

OPPORTUNITIES

- Metro connectivity in the coming years
- Phoenix Marketcity coming up within 1.5 km of the project
- Ring road connectivity
- Additional service lane right in front of the project upcoming
- More and more cosmopolitan crowd inbound to this area
- Excellent opportunity for a nuclear family
- Great attraction for investors from Mumbai and around
- Appreciating property prices in the area

WEAKNESSES

- Lack of financial offers
- Gap between the launch of Phase 1 and Phase 2 (5+ years)
- Negative sentiment of the residents due to delay in the current project
- No awareness and marketing activity of the project
- Dip in price trends of the existing property

THREATS

- Ample inventory supply in the market
- Competition flats available in the same price range
- Big launches coming up in the same vicinity by renowned builders

Buyer's Persona



Segmentation -

1. Geographical Targeting -

Primary :

- Hinjewadi
- Pcmc (Upgrade / New Buyers)
- People migrated from North with high paying jobs

Secondary :

- Baner, Bavdhan, Mahalunge , Wakad
- Investors from Mumbai
- Highway belt



2. Demographic Targeting

- Age - 28 +
- Yearly Income - 8 LPA
- Newly married couples with 1 child
- IT professionals
- People upgrading from rentals



3. Behavioural Targeting -

- Aspiring Homeowners
- Tech Savvy
- Explorers, Foodies, enthusiasts
- Attracted towards social infrastructure
- TOI and Economic times, sakal readers
- Inclined towards health and wellness
- Users of high - end devices (Iphones, Ipads and other flagship devices)
- People Upgrading from rentals
- Want proximity to work and look for the perfect work-life balance

Micro Market Study

1. Social Infrastructure :

Schools :-

- Podar International school (1.8 Km)
- Hello Kids Pre school (260 m)
- Indus Champs School (2 km)
- The Good Samaritan High School (1.3 Km)

Hospitals :-

- Golden Care (1.8 Km)
- Life Point (2.0 Km)
- Aditya Birla Memorial (2.0 Km)
- MediPlus Speciality (2.0 Km)

ATMs :-

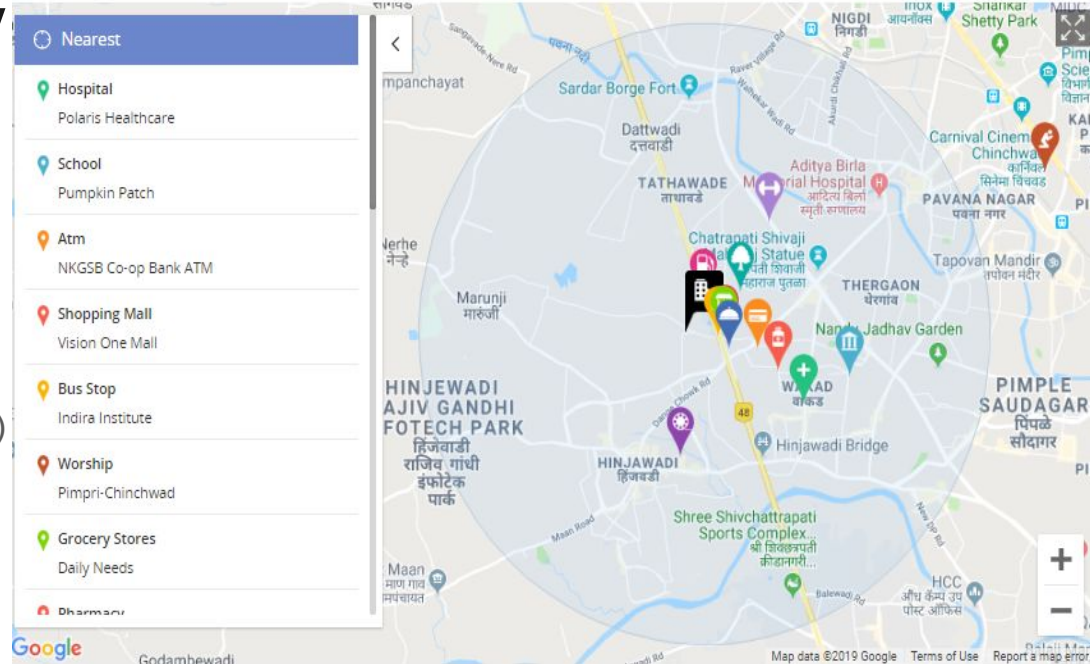
- 9 ATMs within 2 Km

Malls :-

- 3.5 Km from Xion

Hotels :-

- Sayaji (1.8 Km)
- Ginger Hotel (850m)
- Vivanta (3.5 km)
- The Orchid (6.5 km)



2. Reviews and Perception of people towards the builder

Ace Almighty

3.6 ★★★★★ 39 reviews

Sort by: Most relevant



Sajal Gupta

10 reviews · 6 photos

★★★★★ a month ago

Very nice apartment to live

Like



Mahesh Kuber

1 review

★☆☆☆☆ 10 months ago

Its worth 0 star.HUGE disappointment. At the time of booking builder had sells team had shown us nice brochure with 5 towers, amenities, swimming pool and main entrance gate on highway side. We have been asking builder about remaindering ... [More](#)

3



Amal Pervez

Local Guide · 17 reviews · 42 photos

★★★★☆ 4 months ago

Don't allow bachelors. Absolutely Worthless.

Like



Abhishek Gadhavi

Local Guide · 461 reviews · 1,556 photos

★★★★★ a year ago

Very nice apartment to live. Superb security. Parking space is not enough though. Apartments are spacious and mind blowing.

3



Hemang Bhavasar

Ace Almighty

Write a review

3.6 ★★★★★ 39 reviews

Sort by: Most relevant

Like



Abhishek Gadhavi

Local Guide · 461 reviews · 1,556 photos

★★★★★ a year ago

Very nice apartment to live. Superb security. Parking space is not enough though. Apartments are spacious and mind blowing.

3



Hemang Bhavasar

3 reviews

★☆☆☆☆ a year ago

Maintenance and security is not good. If you made a complaint no one is their to listen. Security is just for namesake. ... [More](#)

3



Ruchi Salde

1 review

★★★★★ a year ago

I have flat in Jhamtani Impressions in Pimpri. The builder is rude. Worst construction by Jhamtani Group. He not even clearing pending issues before or after possession.

1



Satish Shilimkar

1 review

★☆☆☆☆ 6 months ago

Not good for family stay. No basic facilities nearby. no market, no doctor, no hospital. Builder is very greedy and pathetically maintained society. [More](#)

3



Sumit Nathwani reviewed Jhamtani Group — 5★

December 19, 2017 · 🌐

I'm resident of beta tower in Ace Almighty. Developer stands on all his commitments and delivers the promised amenities. Post sales team is also very cooperative and closes all of the issues within no time if any. I would recommend this developer to my family and friends.

👍 1

7 Comments



Like



Comment



Share

View 3 more comments



Satya Sangem Salde



Like · Reply · 1y



Satya Sangem Salde



Like · Reply · 1y



Satya Sangem Salde What's your opinion on this sir? This is from Jhamtani Impressions.

Like · Reply · 1y



Satya Sangem Salde replied · 2 Replies



Ashish Rane reviewed Jhamtani Group — 1★

February 8, 2018 · 🌐

Pathetic service. Lots of issues which do not get proper attention. They drag the issues to the limit. Residents are tired of following-up. Way of communication and replying back is also not desirable multiple times. Prospects are advised to get genuine feedback from MULTIPLE residents face 2 face.

👍 3

1 Comment



Like



Comment



Share



Jhamtani Group Happy that u have shared your experience .. pls let us know how can we make this better for u .. U can call on 9850782222 and Mr. PIYUSH Who is the sales amd marketing head of Jhamtani Group will assist you personally ..

Like · Reply · 1y



Inferences -

1. Questions are being raised on the quality of the project, promoting on the same factors in future might backfire.
2. Negative sentiments due to delay in the launch of the remaining two towers is evident amongst comments

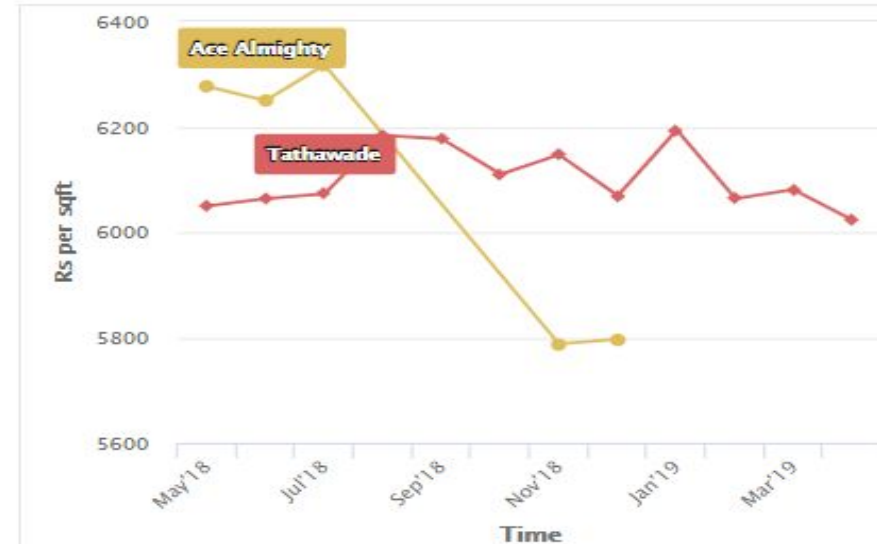
3. Appreciation value

Prices in Locality - Apr'19

| Project Name | Avg Rate per sqft | Rental Yield |
|-------------------------|-----------------------------|--------------|
| This Project | - | - |
| Locality Average | ₹ 6023 | 3.18 % |
| Ganga Amber | ₹ 5798 | - |
| Rohan Ananta | ₹ 5372 Lowest | - |
| Ganga Cypress Tathawade | ₹ 6852 | - |
| Azure | ₹ 6854 Highest | - |

Price History

For This Project +1



Inference -

Between July 2018 resale prices for Ace Almighty's flats have dipped by Rs. 530/Sq. Ft whereas no such major shift has been observed for Tathawade as a whole.

| No. | Developer | Project | Location | Total area | Configuration | Carpet Area Sqft | Price | Possession Date (Rera) | Amenities | | Offers |
|-----|-----------------------|---------------------------------|----------|------------|---------------|---|--|------------------------|--|--|--|
| 1 | Shree Sonigara | Signature Park | Wakad | 1.72 Acres | 2 & 3 BHK | 688.133 - 743.03 for 2 BHK , 1022 for 3 BHK | 718 Sqft ₹ 55.25 - 55.91 Lac 745 Sqft ₹ 57.33 - 58.01 Lac | 04/2023 | Multipurpose Hall Kids Play Area Events Space & Amphitheatre Gymnasium Prayer Area | Swimming Pool Fire Fighting Equipment Senior Citizens corner Amphitheatre Youth zone | Fixed EMI till possession – Rs.15000 for 2 bhk Rs. 23000 for 3 bhk Book by paying 5% + taxes Save upto Rs.5 Lacs |
| 2 | Pride Realty | Signum | Wakad | 0.91 Acres | 1 & 2 BHK | 389 - 603 Sq-ft for 2Bhk | 619.35 Sqft ₹ 59.92 Lac onwards | 30/06/2021 | Club House Rentable Community Space Vaastu Compliant | Kids Play Area Reserved Parking Security Visitor Parking Power Backup | NA |
| 3 | PYRAMID/ Anshul Group | Pyramid Atlante | Wakad | 3.01 Acres | 2BHK | 667 Sq-ft - 710 Sq-ft (Carpet Area) | 667 Sqft ₹ 63.65 - 63.69 Lac 682 Sqft ₹ 65.08 Lac 685 Sqft ₹ 65.37 Lac | 12/2020 | Multipurpose Hall Club House Indoor Games Children's Play Area Swimming Pool attached with | ECO FRIENDLY Features - Solar water heater Rain water harvesting STP OWC Garbage chute Baby Pool Lush Green Party Lawn Yoga / Aerobiccs Area Open Air Apmhitheatre Sitting Pavillion | ASSURED SAVINGS UPTO 2 LAKH |

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|-----|-------------------------|------------------|-----------|------------|-------------------|---------------------|-----------|---------------------------------|--|---|---------------------------|
| 4 | Krishnai Buildcon | Krushnai Imperio | Ravet | | 2 BHK | 678 - 764 | 60L - 68L | Jan 2020 | CONVENIENCE & SECURITY Earthquake Resistant Gated Community Power Back up Lift Security Cabin ECO FRIENDLY Garbage Disposal Landscape Garden Rain Water Harvesting | Sewage Treatment SERVICES Internal Street Lights Solar Water Heating ENTERTAINMENT & SOCIALIZING Senior Citizen Sitout | NA |
| 5 | Vilas Javdekar Dev. | Yashwin Encore | Tathawade | 4.06 | 2 BHK | 680 - 730 | 60L - 62L | June 22 | ENTERTAINMENT & SOCIALIZING Amphitheatre Banquet Hall Barbecue Card Room Community Hall Gazebo Party Lawn Senior Citizen Sitout | SERVICES Anti-termite treatment Cafeteria Internal Street Lights Library Restaurant Salon Shopping Centre Solar Water Heating And Many More | 2/3 bhk starts at 56 Lacs |
| 6 | Goel Ganga Developments | Ganga Amber | Tathawade | 4 Acres | 2 BHK | 703 - 740 | 67 - 70L | Jun 20 | SPORTS & FITNESS Basketball Court Swimming Pool ECO FRIENDLY Landscape Garden ENTERTAINMENT & SOCIALIZING Pergola | Lift(s) 24/7 Water Supply Fire Fighting Systems Car Parking Club House Children's Play Area No 24/7 Power Backup No InterCom No Gymnasium | 1 Bhk Starts at 40.39 Lac |


5. Unique Selling Propositions (USPs) - Ace Almighty :

- Band Presence (12 projects in 6 years)
- Unique Architecture
- Affordable price range
- Dense Social Infrastructure
- Multi Level RCC covered Parking structure (3 Floors)
- Elevation
- Connectivity to the highway



6. Architect's Note -

- ACE ALMIGHTY, a residential cum commercial project spread over 1,40,000 sq ft of land with 4,00,000 sq. ft construction area, situated at S. no 86(part) wakad, a habitat of 253 Residential and about 70 commercial tenements is an eye catching towering entity with one of its kind elevation, visible while passing village wakad, a part of PCMC municipal corporation on Mumbai pune expressway way.
- It's Ground + 11 storied multiple wings building with excellent utilization of space.
- The phase 1 is completed, consisting of 3 residential wings designed in an elongated land parcel with tight width. Challenge was to consume FSA, an essential vitamin for promoter, while managing the entry exits, adequate approaches and parking spaces.
- Phase 2 consists of 4 wings with 2 residential and 2 commercial wings to house convenience shopping and office space area for habitants of ACE ALMIGHTY.
- Phase 2 land parcel though squarish, is affected by acute road widening, further creating a challenge for planning.

- 
- Even though shape of land parcel was a challenge for planning, classic utilization of space by providing open spaces at appropriate location while accommodating the parking and fire tender movement, Along with perfect planning, strong aesthetics, Perfect allocation and distribution for services viz, STPs, UG tanks, OWC's and electrical transformers with backup generators, makes this habitat a unique project.
 - Unique 3 level car park under 2 wings of Residential towers in phase 2 makes arrangements for adequate car parks.
 - Unique double connectivity from 30m Dp road off the the highway and 12 mtr service road adjoining the highway makes the flow of traffic easy and more comforting the residents.
 - Amenities like Covered Swimming pool, Ac Gym, Land scape garden, state of the art children play area, indoor sports club, air conditioned Yoga room, Jacuzzi, Air conditioned lobbies with Seating and high speed Schindler lifts make Ace Almighty a successful project with high standards of Living.



7. Future developments in the vicinity :

- Ring Road
- Phoenix Marketcity within 1.5 Kms
- Metro Connectivity
- Additional Service lane from PCMC to be built right in front of the project