

## Xanadu Realty, Naiknavare Developers ink marketing pact for 3 Pune projects

### Synopsis

The three ongoing projects to be covered under this strategic partnership are Naiknavare Neelaya in Talegaon, Eagle's Nest, an upscale residential project offering plots, apartments, villas, and bungalows at Wadgaon Maval and premium boutique offices at 7 Business Square on the arterial University Road opposite Agriculture College.



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**Xanadu Realty** has entered into a marketing alliance with real estate developer **Naiknavare Developers** for its three ongoing projects in Pune region.

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**residential project** offering plots, **apartments, villas**, and bungalows at Wadgaon Maval and premium boutique offices at 7 Business Square on the arterial University Road opposite Agriculture College.

“We recently entered the Pune **real estate market** and, we are positive that this tie-up will prove to be fruitful for both Xanadu and Naiknavare. With this collaboration, we aim to capitalise on the positive trend exhibited by the Pune real estate market. The demand for residential properties has seen a surge even during the pandemic. So, our focus would be to generate demand across all three projects,” said Vikas Chaturvedi, CEO, Xanadu Realty.

Xanadu has recently forayed into the Pune real estate market after establishing a foothold in Mumbai Metropolitan Region (MMR) and Bangalore regions.

“By adapting to a more collaborative business model, we are looking forward to strengthening our footprint in Pune, Goa, Mumbai and Kolhapur by adding more strategic projects to these geographies”, said Anand Naiknavare, Head of Business Process, Naiknavare Developers.

Pune is one of the most resilient markets in the country and has shown a robust demand despite the ongoing pandemic. The property market has also gained owing to the influx of working professionals from across India, thereby making it one of the most in-demand real estate markets.

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