


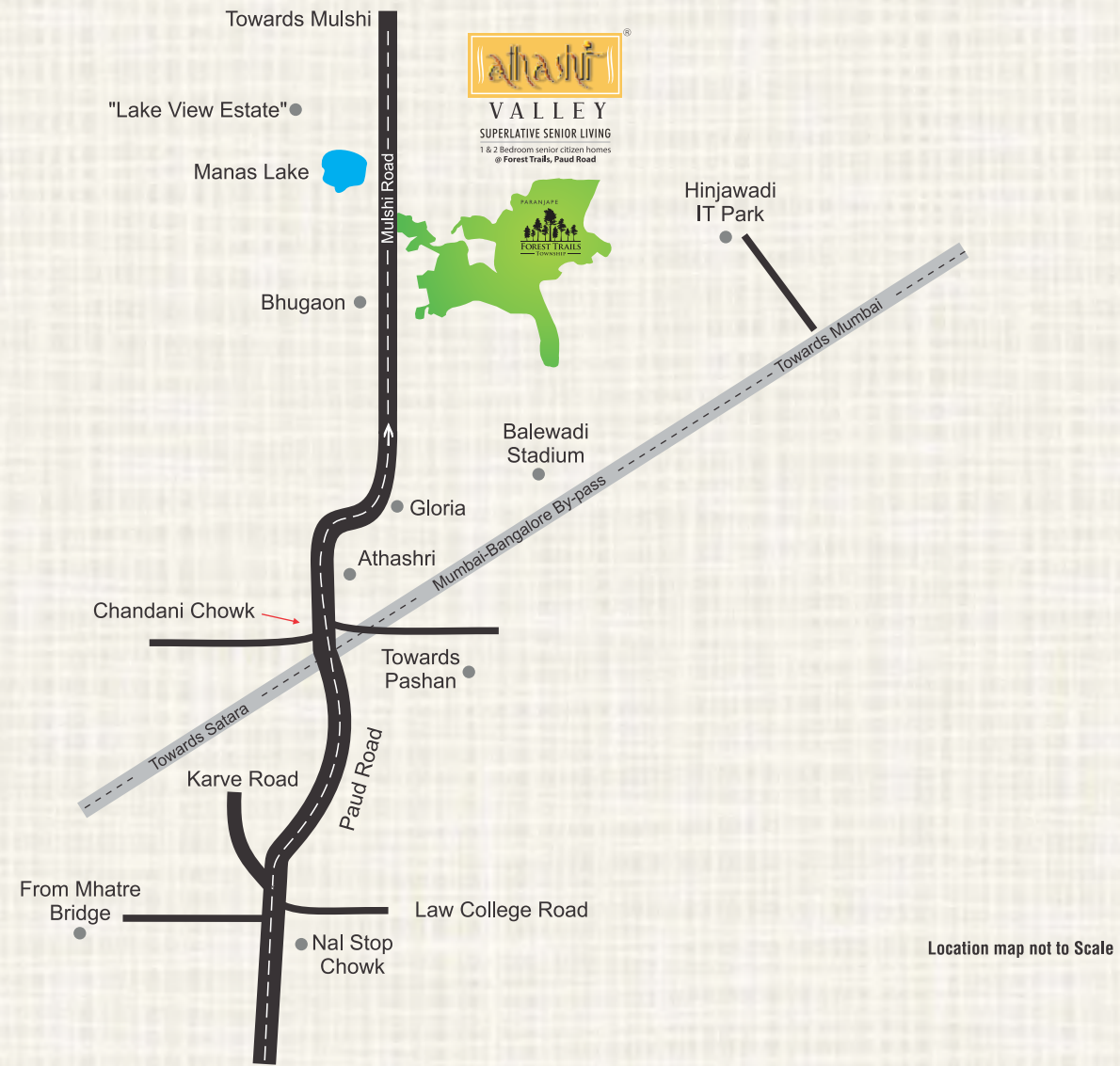


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The Spirit Of New India
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After 55, Stop ducking, start living!




VALLEY
SUPERLATIVE SENIOR LIVING
1 & 2 Bedroom senior citizen homes
@ Forest Trails, Paud Road

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Throughout my cricketing career I disciplined myself considering the responsibility on my shoulders. I tried to play in 'V'. Cut the risky shots out. Ducked under the bouncers. And left the balls outside my off stump, well alone. Towards the end of my career however, younger players put their hands up and started shouldering responsibility. This allowed me to play without a care in the world and enjoy my batting. Now when Malcom Marshall bowled a bouncer, I hooked. And smiled at his bewildered expression!

What's true of cricket is true of our life too. All your life you've thought of nothing but your duties and responsibilities. You've pushed your hobbies and passions into some forgotten corner of an old trunk. You've ducked and weaved under the testing bouncers thrown at you by life.

At 55, now's the time to take a fresh guard and take life head on!

Having fulfilled all your duties and passed on the baton to the new generation, its time for you to live life for yourself, on your terms, just the way YOU like it.

To set you free to do just that, is a unique concept in Senior Citizen Living, Athashri.

Launched in the year 2001, six Athashri projects at Pune and Bengaluru are home to more than 1500 senior families who lead a dignified, independent, convenient, carefree and vibrant life. And now, taking it to an all new level is Athashri Valley at Pune.

- Sunil Gavaskar



Athashri[®]
SUPERLATIVE SENIOR LIVING



“Life at Athashri reminds me of our dressing room atmosphere!”

“After retiring from playing cricket, what I missed the most was the atmosphere in the players’ dressing room. That humour, laughter, leg pulling and camaraderie! It was great to rediscover all of this at Athashri. The same vibrancy and joie-de-vivre”

Pictorial representation is used to simply convey the essence of suggested lifestyle.



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At Athashri, you don't even realize when your neighbours become friends and friends become family! In the company of these like minded, same age-group friends, you can have the time of your life!

Celebrate festivals together, go on picnics, enjoy celebrity visits and much more... Life here is a perpetual celebration! Amenities like a clubhouse with indoor games, community hall and swimming pool add to this celebratory ambience.

Celebrations, magnified!

Remember your college Annual Day? Every heart filled with euphoria. Stage performances, lip smacking snacks, an opportunity to showcase talent. Those were the moments of great joy enjoyed together with your friends.

You have the opportunity to relive those golden moments in the form of 'AnandGhan', an inter-Athashri cultural program that is organised and celebrated by Athashrians. Right from planning to successful execution, they carry it off smoothly. It's Athashrians' very own stage, where they zestfully participate in music, dance and drama competitions, and of course have a gala time.



“Living in Athashri is like playing on home pitches.”

“Every country makes pitches that suit the home team. It was a great joy to watch players like Chappel brothers, Llyod and Richards dance to the tunes of our spinners on Indian wickets!

Similarly, in Athashri, senior citizens are in their element because the design and construction of homes perfectly fit their specific requirements.”

Actual image



Senior-friendly construction

To enable ease of movement and accommodate wheel chairs, passages and doors are kept wide enough. There will be separate elevators for stretchers. Toilets are equipped with grab bars and panic switches for senior citizens' convenience. The premises are disabled friendly and accessible for all.

At Athashri, the design not only takes into account your present needs but is robust enough to accommodate your future needs too.



Pictorial / images are simply for representation of type of services planned to be provided.



Actual image



“Athashri reminds me of our unsung heroes – support staff!”

“It’s the people who take care of minute details like timetables, reservations, commute and engagements that leave the players free to focus on their game. Something that I rediscovered at Athashri.”

Pictorial / images are simply for representation of type of services planned to be provided.



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Safety and Convenience

Athashri's very own shuttle bus makes it convenient for you to travel around town or run errands.

The Food Court here serves delicious food cooked in hygienic conditions. All in all, a completely managed life that seniors deserve.

To ensure a safe and secure environment, CCTV cameras are installed and trained security personnel are deployed at various places, so Athashrians enjoy complete peace of mind.

Various utility services provided here make life truly convenient. A well trained maintenance team comprising of plumbers, electricians, etc. is available.

House keeping staff is available for carrying out domestic chores efficiently.



Actual image



“This generation of cricketers is fortunate... So are Athashrians!”

"International cricket is extremely demanding. That's why, I feel today's cricketers are really lucky to have top class services of physios and sports psychologists. Something that is replicated in Athashri so that seniors can truly enjoy the vibrant atmosphere!"



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Physical well-being

We have a specially designed gymnasium for you to maintain your health and fitness. Physiotherapists are also available on call. There are yoga and meditation areas. The swimming pool is equipped with railings and benches.

Healing touch

For every senior, their health is an area of concern and it has been given utmost importance. Athashri Valley will have its own hospital/polyclinic and CCU. There will be a full fledged Memory Care Unit where, residents suffering from Alzheimers and Dementia are specially cared for. There will be an Assisted Living Centre that has a Geriatric Care Zone. Apart from that, various facilities are provided such as regular check-ups, doctor on call, well trained staff on duty and a 24x7 ambulance service. All in all, there will be reliable and timely healthcare services are available for Athashrians.

Inner wellness

Apart from physical well-being and fitness, inner wellness is equally important. To take care of that aspect, there will be amenities like a beautiful garden and a library which houses a wide range of books and magazines on a variety of subjects. A hobby centre here runs arts classes where Athashrians can pursue their passion for painting and sculpting. A reception center with lounge area, conference facility and cafeteria will make your guests feel at home.



“Living in Athashri Valley is like playing in the World Cup!”

“If any Athashri project is a match between two countries, Athashri Valley is a World Cup... in size and stature!”

WELCOME TO ATHASHRI VALLEY.

One of the largest
senior citizen community
in the country!

- Already functional CBSE school - Sri. Sri. Ravishankar Vidya Mandir
- The Cliff - An awe-inspiring 40,000 sq.ft. Clubhouse complex
- The Cove - Themed leisure area with pet zoo

After creating 6 Athashri projects, Paranjape Schemes (Construction) Ltd. proudly presents Athashri Valley. A habitat for senior citizens nestled in Forest Trails, a 170 acre integrated township at Bhugaon, Pune. Athashri Valley is a project with a difference, taking the concept of senior living to the next level.

It's a mini city created exclusively for senior citizens keeping in mind their comfort, convenience, dignity, independence, the need for community living.



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This mega project spread across 35 acres proposes 1200 apartments and offers many facilities for health, entertainment and leisure. This will help Athashrians enjoy the scenic beauty around, and get a great view of the distant low mountains.



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Leisure and Wellness

The two clubhouses will offer ample opportunities for recreation such as indoor games, community hall and swimming pool. The fully equipped health club will take care of your physical well-being. Yoga and meditation areas and library will ensure your inner wellness.

Convenience Shopping

There is no need to leave Athashri Valley for your routine shopping. The on campus shopping plaza will cater to your daily needs.

Walk-ways

Enjoy the beautiful surroundings and lovely climate of Pune. Take a long walk at the specially created walk-ways here.

Landscaped gardens

Taking the beauty of Athashri to a whole new level are our landscaped gardens-herbal garden and rose garden. The greenery and charming contours will refresh your mood in an instant.



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ATHASHRI VALLEY. OUR PHILOSOPHY EXPRESSED IN DESIGN AND PLANNING.

At Athashri Valley, we have given deep thought even to seemingly small things. The design takes into consideration physical and emotional needs of residents. Our experience of more than 25 years has helped us understand the core needs of our customers and also develop the expertise required to fulfill them. We want our seniors to lead a worry-free, healthy and enjoyable life.

We understand the life seniors lead and have planned accordingly. Should you need any assistance, it will be available to you.



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Actual image

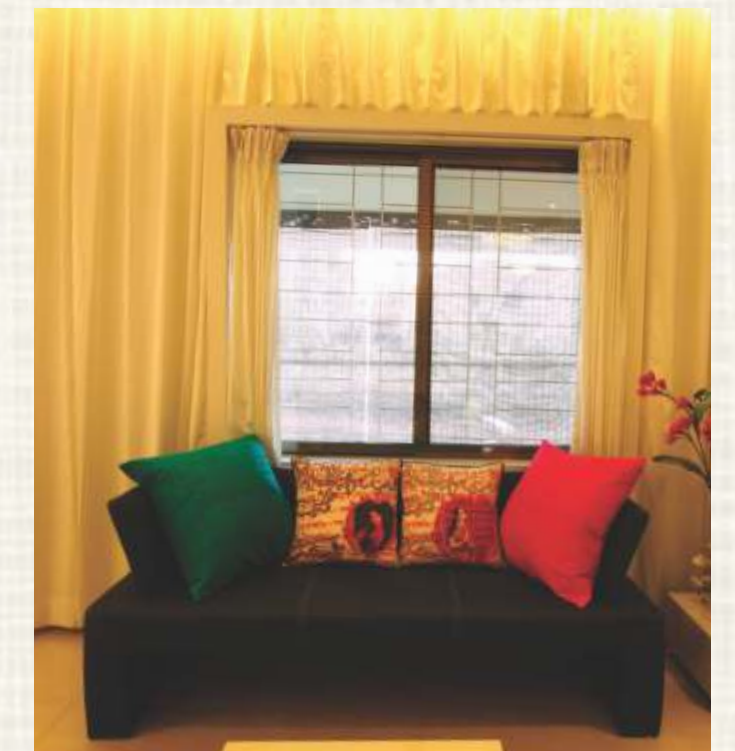


Making the most of nature's bounty!

Mother nature has bestowed its opulence at this location. We have made the most of this gift while designing landscapes.

Thinking beyond the obvious!

- Wide lobbies, spacious hallways for ease of movement
- Stretcher lifts with sound indicators
- Lighting arrangements for easy visibility
- The layout of the project allows barrier-free movement to the residents within the community
- Residences and common areas are designed to make social gatherings easy; promoting social bonding



Actual image



Ambience of a resort...

Being a part of a 170 acre township Forest Trails, you have access to its common amenities. Forest Trails is located opposite the picturesque Manas lake and is surrounded by beautiful low hills. The ambience is as magical as that of any hill station.

Convenience of a premium home...

Athashri Valley is a convenient drive from Chandani Chowk. It offers you the charm of the countryside, right here in the city. It is here that you can enjoy the beauty of nature as well as the conveniences and amenities of modern life.

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I promise you, it feels great to play freely without a care in the world. Only for YOUR enjoyment of the game. Your best chance to live this experience is Athashri Valley. Come. Make it your home.



Dear friends,

It is our firm belief that the measure of country's greatness is not just GDP but also how it treats its greying population! That is why around the turn of the millennium, we conceptualized and launched a unique concept in senior living, 'Athashri'.

It was based on a clear insight into the phenomenon of our young generation exploring uncharted waters and going to all parts of the world in search of better career opportunities on one hand and increasing life expectancy, fitness levels and affluence of senior citizens on the other.

Athashri leaves the younger generation to explore new horizons in full confidence that back home, their parents are leading a dignified, safe, convenient, healthy and joyful life.

Watching senior citizens pursue their hobbies and passion in a managed and secure environment of Athashri has been one of the biggest satisfactions of our life.

We are now launching 'Athashri Valley', that takes the concept of Athashri many notches higher in terms of size, amenities and ambience that feels like a hill resort.

We invite you all to Athashri Valley to find out for yourselves how this can usher in a phase of 'sunny days' in your life!

With warm regards,

TEAM ATHASHRI



Inspired by **YOU**

Over three decades' track record of customer care and trust has seen Paranjape Schemes Construction Limited evolve into a multi-dimensional, multi-locational real estate company that stays in tune with the changing customers' needs and aspirations.

Over 170 completed projects are home to more than 9000 happy families that form 'The Happiness Network', a happy, vibrant community where neighbors become friends and friends become family!

42 ongoing projects across 8 cities encompass a wide range of offerings including 1 to 5 bedroom apartments, bungalows, row houses, penthouses, shops, offices, malls, multiplex, hotel, schools, senior citizen homes... products that touch every aspect of human life.

Every single activity at Paranjape Schemes is guided by our core values that form an integral part of our DNA -

- Transparent • Dependable • Rooted • Progressive
- Excellence • Caring • Inclusive



When you are a part of any Paranjape project, you are welcomed into a vibrant and a lively community that truly reflects the sense of oneness. The Happiness Network, as we call it, is synonymous with the spirit of New India where diverse people come together to form one harmonious community. The core idea of the network is to spread the feeling of belongingness to all our families. Neighbors becoming friends or even family is a reality at Paranjape. Added to the spirit of oneness, is the pride of owning the Happiness Network Card. All the residents get to enjoy several benefits, privileges, discounts and offers across retail outlets, restaurants etc. In addition to all this, Paranjape Schemes also conducts several community events that include Paranjape Schemes Premier League, Ganarang, Anandghan and much more. These are only few examples to illustrate how all roads at Paranjape lead to a vibrant, happy life. Come experience the rest!