

Exclusive Coverage - Shriram Properties Unveils Pune's First Downtown in Undri, Transforming Real Estate.

Publication	realty.economictimes.indiatimes.com
Date	13 June 2025
Link	https://realty.economictimes.indiatimes.com/news/brand-connect-initiative/shriram-properties-unveils-punes-first-downtown-in-undri-transforming-real-estate/121803905

Shriram Properties Unveils Pune's First Downtown in Undri, Transforming Real Estate.



Tucked away in the green expanse of South Pune Undri is rapidly emerging as one of the city's most promising real estate destinations. With improving connectivity, robust social infrastructure, and major developments underway, this once-quiet suburb is being reimagined as Pune's next residential hotspot. Its charm lies in the ability to offer a peaceful lifestyle without disconnecting from the city's vibrancy.

A wave of thoughtfully designed residential communities is quietly reshaping Undri's identity. Among them is a 14-acre development by Shriram Properties, envisioned as a mixed-use community that integrates expansive homes with curated retail and lifestyle spaces. Recognising Undri's potential as Pune's next key growth corridor, the project reflects a balanced approach where modern living, everyday convenience, and a sense of community come together naturally.

To truly appreciate Undri's rise, it helps to understand how Pune's real estate landscape has evolved. In the early 2000s, areas like Koregaon Park, Kalyani Nagar, and Deccan led the charge in upscale development. However, as these central pockets became saturated, attention gradually shifted to Pune's peripheral corridors Hinjewadi in the west, and Magarpatta and Kharadi in the east fueled by Pune's IT boom. These areas witnessed soaring demand and rapid appreciation, thanks to their proximity to tech hubs and business centres.

Now, with central and eastern Pune becoming increasingly dense and expensive, the spotlight has naturally turned to emerging suburbs like Undri where affordability, accessibility, and future potential intersect.

Strategically located near established areas like Hadapsar, NIBM Road, and the Central Business District (CBD), Undri offers a quiet, green environment while staying connected to key city zones. It is especially appealing to professionals working in Magarpatta City or SP Infocity, who seek a more tranquil lifestyle away from the city's hustle.

Reputed educational institutions such as The Bishop's School, Delhi Public School, and Vibgyor High are already well-established. Access to healthcare facilities like Ruby Hall Clinic, alongside shopping centres, fitness studios, cafés, and parks, makes Undri a well-rounded residential destination for families and investors alike.

Further enhancing Undri's connectivity, Maha-Metro has proposed key extensions to the Pune Metro network. These include a 3 km spur from Ramwadi to Pune Airport, and a 20 km corridor from Civil Court to Yewalewadi, with proposed links to Kondhwa, NIBM, and Undri. Once implemented, these transit lines are expected to ease traffic congestion and improve last-mile access strengthening Undri's position as a well-connected, future-ready destination.

Undri's potential is set to grow even further with the upcoming Purandar International Airport a transformative infrastructure project for South Pune. Enhanced air connectivity is expected to boost tourism, attract new businesses, and trigger a surge in demand for quality housing in nearby areas. With shorter travel times and expanding job opportunities, Undri is well-positioned to benefit from steady appreciation in property values.

For many families, homeownership is not just about a physical space it's about achieving a lifestyle marked by comfort, security, and growth. Undri checks all the right boxes. It offers modern living in a fast-developing, well-connected neighbourhood, but without the steep price tags of Pune's older, saturated zones.

Much like Baner, Wakad, and Kharadi once were, Undri stands at a pivotal moment. Early buyers in those areas witnessed not just rising property values but also significant lifestyle upgrades. Today, Undri offers a similar promise supported by trusted developers and timely infrastructure.

Part of a \$37 billion conglomerate and backed by a legacy of 25 years, Shriram Properties Ltd. (SPL) is one of South India's most respected real estate developers. With a sharp focus on mid-market and premium housing, SPL has also made significant strides in plotted developments. Its primary markets Bengaluru, Chennai, and Kolkata account for nearly 85% of its portfolio, with Pune now emerging as the next major destination.

Driven by innovation and a commitment to quality, SPL has earned the trust of over 31,000 homeowners through thoughtfully designed spaces that reflect both value and vision. With 48 completed projects and over 25 million square feet of saleable area delivered, the company continues to shape India's urban landscape.

The recent launch of its 14-acre mixed-use community in Undri marks an exciting new chapter bringing Shriram's hallmark approach of smart planning and lifestyle integration to one of Pune's most promising corridors. This project in joint development with Kool Homes (Brand Connect Initiative)