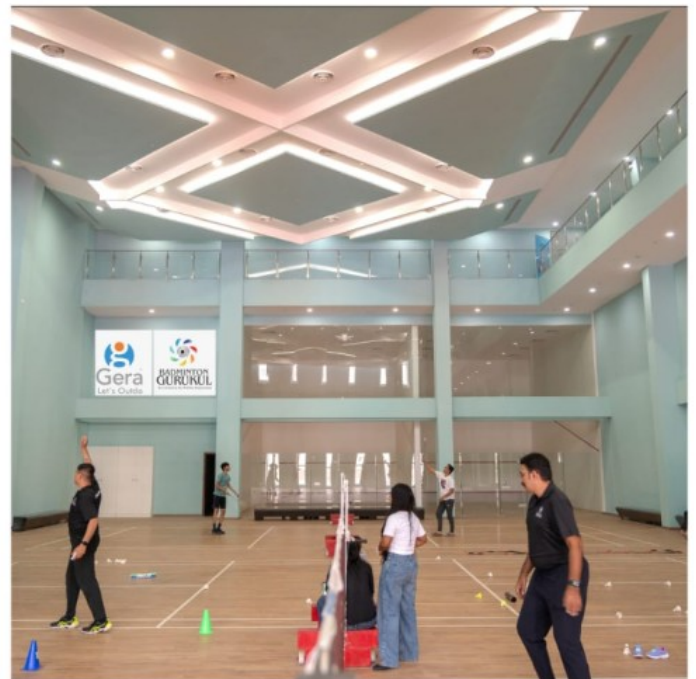


Gera Developments organizes Carnival of Joy in Pune, witnessed participation from over 750 People



Pune, Maharashtra Feb 27, 2024 ([Issuewire.com](https://www.issuewire.com)) - Gera Developments, the pioneers of real estate business, and the award-winning creators of premium residential and commercial projects in Pune, Goa, and Bengaluru has successfully conducted Carnival of Joy, held at Gera World of Joy in Wagholi, Pune, which proved to be an exhilarating experience for attendees of all ages. With over 750 people participating, the carnival featured a diverse range of thrilling activities, captivating demonstrations, and

interactive sessions across nine Child Centric academies, designed to cater to both children and their families.

The event kicked off with an enthusiastic opening, setting the stage for a day filled with excitement. Attendees had the opportunity to explore the nine celeb-led academies under the flagship offering of Gera's ChildCentric® Homes. Each of these academies are centred around the child's all-round development across the performing arts and sport, spanning talents such as vocals, dance, tennis, and badminton, led by celebrities like Michael Phelps, Anil Kumble, Mahesh Bhupathi, Shankar Mahadevan, Bhaichung Bhutia, and Shiamak Davar, amongst other prominent names. Offering unique experiences, the guests discovered new talents and interests, while encouraging children to tap into their innate potential.

Speaking about the event, Mr Rohit Gera, Managing Director, Gera Developments, said, "It is truly heartwarming to see families come together to enjoy a day filled with laughter, learning, and fun. We are grateful to all our partners, sponsors, and attendees for making this event a memorable one. The Carnival of Joy was a testament to the vibrant community spirit at Gera's World of Joy, and the dedication of CCH Academies to nurture young talent."

One of the highlights of the Carnival was the energetic dance-along session led by Shiamak Davar's Institute for Performing Arts (SDIPA), which saw enthusiastic participation from the audience. The event also featured a delightful puppet show, providing entertainment for children and families alike. Throughout the day, guests went around the various food and shopping stalls, adding to the festive atmosphere and community feel of the Carnival.

Gera's World of Joy is the ideal ChildCentric® Homes project for those seeking a premium lifestyle. Spread over 20 acres, the Project offers 2, 3, 3.5, and 4 BHK homes, fully equipped with smart home systems and best-in-class specifications. Homeowners also get access to over 3 acres of open green spaces and amenities such as a multilevel clubhouse, swimming pool, sports club, jogging track, pet-friendly spaces, gymnasium, yoga pavillion, indoor games room, and more. The residential project houses celebrity-led academies offering training in performing arts, sports, and personal development, catering to the needs of young, highly aspirational Indian families.

CCH (Child Centric Homes) targets young, aspirational Indian families aiming to provide their children with top-tier opportunities. With schools primarily emphasising on academics, parents seeking to expose their children to sports and the arts often face challenges balancing their own careers while shuttling them around. Child Centric Homes are designed around pillars of child development, safety, fun, and parental convenience. Offering best-in-class coaching at the doorstep ensures peace of mind for parents, fosters children's safety, and opens doors to diverse opportunities, all within the comfort of home.

About Gera Developments:

Gera, a reputed brand for over 50 years, is one of the pioneers of the real estate business in Pune. Recognised as the creators of premium residential and commercial projects in Pune, Goa and Bengaluru, the brand has established a global presence through developments in California, USA.

Gera prides itself on providing long-term enjoyment to customers, by having a distinct customer-first approach. The philosophy of Gera is "Let's Outdo," which rests on the trinity of Innovation, Transparency, and Enhanced Customer Experience. It is at the heart of Gera's effort to infuse innovation and transparency in Real Estate and home building, with an unwavering focus on meeting the

shifting lifestyle dynamics of their customers, while upholding the premium living experience. Accordingly, there are many 'firsts' that stand to Gera's credit.

The company introduced a 5-Year Warranty on Real Estate, consisting of Preventive Maintenance & Repairs and provision of insurance on buildings way back in 2004 for the first time in India. RERA mandated the same only in 2017. GDPL has now introduced India's first and only 7-year warranty in Real Estate. It has designed and launched a pathbreaking concept, the award-winning ChildCentric® Homes, which revolutionised the real estate sector for both, the developer and the home buyer. Other revolutionary and highly successful product lines have been Intelliplexes™, SkyVillas™, and The Imperium series. In its 50th Year, the company launched yet another first-of-its-kind industry initiative – Gera's Home Equity Power, by providing financial flexibility to customers to withdraw funds from their prior payments to meet financial emergencies.

These products are matched by the services of the GeraWorld® Mobile App, which brings speed, convenience, and transparency to the buyer, enhancing the customer experience. Gera has also recently launched the Club Outdo initiative, a tech-driven loyalty and referral program that provides multiple benefits, offers, and community engagement opportunities to existing and new customers.

The company emphasises delivering value-added experiences to customers, with projects designed around the evolving needs of their customers. Driven by trust, quality, a customer-first mindset, and innovation, the brand has won several national and international awards on both the product and service front.

GDPL also continues to be certified as 'India's Great Mid-Size Workplaces' by the Great Places to Work® (GPTW) Institute for the fifth year in a row. GDPL also ranked #18 on the list of Best Small and Medium Companies to Work for in Asia in 2021.

Gera envisions bringing out the best of Real Estate in India. As it redefines new standards of service orientation, product innovation, real estate marketing, and brand building, it is consistently generating fresh value for its stakeholders, while raising the bar for the industry.

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Source : HUNK GOLDEN AND MEDIA

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