



**CHOICE
GROUP**

GOODWILL PROJECTS

CORPORATE PROFILE



WE ARE CHOICE GROUP

WE UNITED TO
GIVE YOU A CHOICE OF
HAPPY BEGINNING

We came together to embark on an energetic, innovative, and contemporary real estate future and since then we have been able to do justice to our philosophy. Our idea of business was to mingle traditional and familiar practices to provide advanced and innovative solutions to our valued customers.

The synergy of great ideas, innovative thinking, and brilliant dynamism resulted in the successful uptake & completion of about 32 years of service with experience spread over 39+ residential and commercial projects.



32

Years of Building Trust



39+

Residential &
Commercial Landmarks



45 L+

Sq.Ft. Construction
Completed



14 L+

Sq.Ft. Ongoing Projects



35 L+

Sq.Ft. Upcoming Projects



17000+

Happy Customers

A CHOICE OF **EXCELLENCE**

We are committed to constructing, providing, and delivering excellence in terms of our projects, customer experiences, and lifestyle amenities. Everything we do reflects excellence as our team consists of only the best and the most skilled group of engineers, architects, and designers. Our commitment to innovation and technology coupled with our approach to optimal and sustainable development has enabled us to build and develop some construction marvels that are unequaled in the industry. We pride ourselves on being the best industry name when it comes to customer service, timely delivery, and trustworthiness.





A CHOICE OF **TIMELY DELIVERY**

When you choose us, you leave behind all the stress of never-ending delivery timelines and exasperating waiting periods. We value customer service more than anything and hence stick tight to our promises. All our projects no matter how complex or small follow a roadmap of precise and accurate timelines which makes it impossible for them to miss any deadlines. Our team of professionals carries the highest degree of commitment to timely delivery and that's what us better than the rest.

A CHOICE OF **SIMPLIFIED** **HOME-BUYING**

We aspire to be your first choice when it comes to real estate buying in Pune and the only way to achieve that is through excellent customer service. An experience that's about trust, is rich in value, approached with mutual understanding, and is laid on the foundation of transparency and integrity. Together a blend of these values makes for the perfect and the most simplified home-buying experience that's worth every penny spent.





A CHOICE OF **MODERN MARVEL**

Choice Group develops residential and construction marvels that are a perfect blend of the latest developments in construction technology, architecture, premium functionality, and excellent luxury. Each of our projects is a reflection of a style so unique and a design so exotic and an experience so exclusive that makes us and you stand apart.



It's been a long yet fruitful journey for Choice Group. We began more than two decades ago with a clear aim of providing a lavish and appealing space for all.

We have come a long way after constructing more than 39 successful projects across Dhanori, Lohegaon, Vimannagar, Keshavnagar, Wadgaonsheri, Koregaon Park, Tingrenagar and PCMC areas as of today's date. This rendezvous of more than 32 years has made us a team of highly experienced construction experts

Keeping abreast with the latest technology and implementation of world-class techniques are the reasons why our structures are not just luxurious design marvels, but also a perfect specimen of 'beauty with quality'.



MISSION

At Choice Goodwill, our mission and purpose are rooted in creating thoughtfully designed, high-quality living spaces that elevate lifestyles and foster lasting relationships. With a strong commitment to innovation, trust, and excellence, we aim to redefine urban living in Pune by delivering real estate developments that combine modern comfort with enduring value—building not just homes, but vibrant communities for generations to come.

VISION

Our vision is to become the region's most recognized real estate service provider and the preferred place of employment for real estate professionals. We consistently strive to develop collaborative partnerships, based on transparency and mutual trust, which serve to build enduring client relationships. As we expand across the region, we are committed to these principles, which have served our company and clients so well through the years.



VALUES

Quality and Craftsmanship

We believe in delivering excellence in every project, ensuring top-notch quality through superior materials, meticulous attention to detail, and expert craftsmanship. Every home or space we build stands as a testament to our commitment to high standards.

Integrity and Transparency

Honesty and transparency are at the heart of everything we do. From clear communication to ethical business practices, we maintain an open relationship with our clients, partners, and stakeholders at every stage of development.

Customer-Centric Approach

Our clients are our top priority. We strive to understand their needs, exceed expectations, and provide personalized solutions. Building trust and delivering exceptional service are central to our customer relationships.

Innovation and Vision

We stay ahead of industry trends by incorporating innovative designs, smart technologies, and sustainable practices. Our goal is to create future-ready, aesthetically pleasing spaces that enhance the quality of life for our residents and businesses.

Sustainability & Responsibility

We are committed to sustainable development and environmentally friendly practices. From energy-efficient buildings to green spaces, we integrate eco-conscious design principles that contribute to a healthier planet and better communities.

Collaboration and Teamwork

Success is a shared journey. We value collaboration and teamwork, fostering a supportive environment where our team, partners, and clients work together to bring every project to life with shared enthusiasm and vision.

OUR MANAGEMENT



Ashok Agarwal

Founder Director, Choice Group
(Goodwill Housing Projects)

Mr. Ashok Agarwal, a Civil Engineer is the founder-director of the Choice Group. To pursue his dream of doing something in the field of construction, he laid the foundation of the company in 1994 with a vision to offer people a lifestyle of their dreams. His grandfather's investment of Rs 2500 in a Tingre Nagar Plot later turned out to be Choice Group's first successful project. Despite coming from humble beginnings, nothing came in his way, and with hard work, resilience, and perseverance he helped the company evolve into a truly successful venture.

He worked tirelessly and contributed his bit in shaping the Pune construction Industry in its early stages. His thoughtful vision was to build the middle-class man a home of his dreams which is full of modern amenities, luxuries, and niceties of life. The idea was to make all the greater lifestyle avenues and features affordable and available to the middle-class man who invests a major chunk of his life's savings in the purchase of a home. He is always thriving to bring something new to the table and set new standards in terms of features, quality and service. His never-ending thrust to excel shows in all of his projects, with every latest project being an enhanced, greater, and superior version of the previous ones.

It was his deep-rooted understanding and interest in people's needs that helped him turn their dreams into reality and cater to the varied classes of people with equal zeal and passion. It was his efforts that helped Goodwill Classic bag the prestigious Award by Builders Association of India for speed, quality, and Economy and thus added a feather to the cap of Choice group. Carrying this vision forward, he wanted to ensure that those who they cater to are dealt with the utmost care, attention, and trust. His business principles relied on offering the most truthful and transparent customer service to gain customer's trust and faith in the company name.



Vijay Goyal

Co-Founder Director
(Goodwill Housing Projects)

Mr. Vijay Goyal with a degree in Civil Engineering has always had this passion for construction and building but little did he know he could use his experience in the same to transform the lives of people around him. With his prior experience of running an industry as the owner of a Steel Rolling Mill and foundry in Jalna, he stepped into this field in 1995 and used his business insight and expertise to the best of the company's interest.

He strongly believed in the concept of futuristic living and wanted to ensure that all the company's customers get to access these features of the modern lifestyle. From smart homes to exquisite lifestyle features, he ensured that the needs of all Economic classes are justly taken care of. Along with that what he brought to the table was his Sales, Purchase, and Legal acumen which further pushed the company's growth beyond the defined limits and brought it new laurels of achievement.

With his wit, knowledge, and spirit, he transformed the position of the company in a few years and took it to another level of success. His adaptability to modern ways, the spirit of customer service, and the passion to outgrow and work through challenges made him the company's true strength of pillar. With his dedicated efforts, he strongly and efficiently shouldered all the responsibilities with Mr. Ashok Agarwal and turned out to be the rolling stone pushing company's overall growth.



Vipul Agarwal

Director, Choice Group
(Goodwill Housing Projects)

Mr. Vipul Agarwal with a degree in Civil engineering and MS in Management from the UK, joined the Company with the vision to carry forward its prestigious legacy with grace. A succession of family business though is gratifying, comes with its own challenges. It was a daunting task to carry on the family legacy forward while ensuring enhanced growth, continued sustainability, and consistent expansion of the business vision and ideas.

Mr. Vipul Agarwal did a great job there and undauntedly navigated his way to Company's success while adding new laurels to the legacy. Just within a period of 4 years, he had introduced a couple of progressive ideas like the ERP (for seamless execution of projects) and the CRM (for efficient customer service) to further ease the business processes and dealings.

His understanding and learning of the construction industry trace back to his childhood, where he learned his basic lessons from his father, Mr. Ashok Agarwal, and other seniors in the office. While the construction industry in Pune was still booming, he took the stride and made the company venture into Commercial projects along with Residential.

This deep-rooted interest in construction is what shaped the entire course of his business ideology, which included his desire to build and maintain a reputation of the Choice brand. It was his initiatives that helped 'Choice Group' evolve into a renowned brand name and create a unique position for itself in the market. Taking this vision further, the company today is known for its timely delivery, quality quotient, and excellent customer relationship.



Anurag Goyal

Director, Choice Group

Mr. Anurag Goyal, a second-generation entrepreneur and Director, leads Choice Goodwill Group, a respected name in Pune's real estate market. Joining the family business in 2023, he brings fresh perspectives and a strong educational foundation with a degree in Civil Engineering and an MBA in Entrepreneur and Family Business Management from NMIMS, Mumbai.

His role encompasses exploring new projects, evaluating development opportunities, and overseeing ventures in hospitality and warehousing.

Following his father, Mr. Vijay Goyal, a civil engineer who transitioned into real estate in 1995, Anurag carries forward a legacy of visionary leadership. Anurag's leadership emphasizes innovation and operational efficiency. He actively monitors project progress to ensure alignment with the company's high standards and long-term goals. By collaborating with channel partners and stakeholders, he fosters trust and drives growth, maintaining the quality synonymous with the Choice Goodwill brand.

As the company expands into hospitality and warehousing, Anurag plays a key role in shaping these verticals. His focus on diversification and modernization positions Choice Goodwill Group for sustained success in a dynamic market. Passionate about redevelopment projects, he envisions creating spaces that enhance quality of life while driving community and business growth. Committed to innovation, excellence, and customer satisfaction, Anurag is dedicated to shaping the next chapter of success for Choice Goodwill Group, ensuring its position as a leader in the real estate industry.



Amit Agarwal

Technical Director, Choice Group
(Goodwill Housing Projects)



Chirayush Agarwal

Sales Director, Choice Group
(Goodwill Housing Projects)



Prannay Agarwal

Director, Choice Group
(Goodwill Housing Projects)



Yash Goyal

Director, Choice Group
(Goodwill Housing Projects)



AWARDS



Awarded For Speed, Quality and Economy by Builders Association of India (bai)



Sakal Achievers of Maharashtra Award



Pune Mirror Award
Top Signature Lifestyle Project, East - QUE 914 Project



The Economic Times Real Estate Award
Best Residential Project
"Goodwill Breeza" (Mid Segment)



The Economic Times Real Estate Award
Excellence in Creative Design
"Goodwill Crescent"



Pune Times Mirror
Real Estate Icons Award
Iconic Project of the Year



The Economic Times Real Estate Award
For Goodwill Verve Project



ISO Certificates

Procedo
INTERNATIONAL CERTIFICATION

CERTIFICATE

This is to certify that the Occupation Health and Safety management system of

Choice Group
Road No.7, Adarsh Colony, Tingre Nagar, Vishrantwadi, Airport Road,
Pune – 411 032, Maharashtra, India

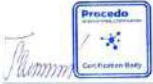
has been found in compliance with requirements of the standard

ISO 45001: 2018
for the following scope:

CONSTRUCTION OF RESIDENTIAL & COMMERCIAL COMPLEX

Certificate no.: QMS-45-009-2020 Date of issue: 28/05/2020

On condition that organisation will maintain an effective quality management system, this certificate remains valid to 27/08/2023

  
Ing. Lubica Širovanová
Head of Certification body

Procedo International Certification s.r.o., Nevěstská 18/B, 80031 Štipava, Slovakia www.procedo.sk Tel: +421 961774956;
ICO: 52372236
CEI 431-04020

Procedo
INTERNATIONAL CERTIFICATION

CERTIFICATE

This is to certify that the Quality management system of

Choice Group
Road No. 7, Adarsh Colony, Tingre Nagar, Vishrantwadi-Airport Road,
Pune – 411 032, Maharashtra, India

has been found in compliance with requirements of the standard

ISO 9001: 2015
for the following scope:

Construction of Residential & Commercial Complex.

Certificate no.: QMS-109-2020/A Date of issue: 17/05/2020
Initial certificate issue: 17/03/2017

On condition that organisation will maintain an effective quality management system, this certificate remains valid to 16/04/2023.

  
Ing. Lubica Širovanová
Head of Certification body

Procedo International Certification s.r.o., Nevěstská 18/B, 80031 Štipava, Slovakia www.procedo.sk Tel: +421 961774956;
ICO: 52372236
CEI 431-04020

Tree Plantation Drive



SELECTION OF OUR PROJECTS

At Choice Group, we take pride in our commitment to delivering exceptional real estate solutions. Our ongoing projects stand as a testament to our unwavering dedication to quality, architectural excellence and modern amenities. These projects are the embodiment of a dream lifestyle.

Each project showcases our vision to create vibrant communities and provide the best in urban living.

ONGOING PROJECTS



GOODWILL
METROPOLIS
EAST

2 & 3 BHK
JOYFUL HOMES
PORWAL ROAD
Maha RERA: P52100051011



Total Units	375
Builtup Area	5,01,600 sq. ft.
Project Type	Residential



**GOODWILL
ELEMENTS**
LIFE BEYOND WALLS

**2 & 3 BHK
VIEWTIFUL HOMES,
LOHEGAON**
Maha RERA: P52100078181



Total Units	126
Builtup Area	1,87,031 sq. ft.
Project Type	Residential



**PREMIUM 2, 2.5 & 3 BHK
HOMES, CENTRAL PUNAWALE**
Maha RERA: PR1261012600298



Total Units	900
Builtup Area	13,20,000 sq. ft.
Project Type	Residential

ONGOING



QUE
— 914 —

**PREMIUM 2 & 3 BHK
HOMES, MUNDHWA**

Maha RERA: P52100022861



Total Units	571
Builtup Area	8,40,000 sq. ft.
Project Type	Residential

COMPLETED PROJECTS



GOODWILL VERVE
Keshavnagar, Mundhwa



GOODWILL CRESCENT
Keshav Nagar



GOODWILL FABIAN
Lohegaon - Dhanori Junction



GOODWILL BREEZA
Dhanori



AURETA
North Main Road, K.P.



10 BIZ PARK
Viman Nagar

COMPLETED PROJECTS



NYATI EMPRESS
Viman Nagar



GOODWILL METROPOLIS WEST
Porwal Road



GOOWILL MEADOWS
Lohegaon



PARK VISTA
Lohegaon



GOODWILL UNIQUE ZEST COUNTY
Lohegaon



GOODWILL SQUARE
Dhanori



COMPLETED PROJECTS



GOODWILL 24
Lohegaon



GOODWILL VALENCIA
Dhanori



GOODWILL SHUBHAM
Dhanori Main Road



GOODWILL SAMRUDDHI
Dhanori Main Road



GOODWILL TERRACE I
Tingre Nagar



GOODWILL NIRMITI
Porwal road, Lohegaon

COMPLETED PROJECTS

Goodwill
Palette

Ravet

Goodwill
Galaxy

Dhanori

Goodwill
Orchid

Dhanori

Goodwill
Vrindavan

Vadgaonsheri

Celesta

PCMC

RK Puram

Tingre Nagar

Goodwill
Delight

Tingre Nagar

Goodwill
Prestige

Tingre Nagar

Goodwill
Heritage

Tingre Nagar

Goodwill
Tanishq

Tingre Nagar

Goodwill
Srishti

Gokul Nagar, Dhanori Road

Goodwill
Sundaram

Gokul Nagar, Dhanori Road

Goodwill
Shivam

Gokul Nagar, Dhanori Road

Goodwill
Satyam

Dhanori road

Goodwill
Sanskriti

Dhanori road

Goodwill
Shubham

Gokul Nagar, Dhanori Road

Goodwill
Classic

Tingre Nagar

Goodwill
Terrace II

Tingre Nagar

Goodwill
Residency

Tingre Nagar

Park View

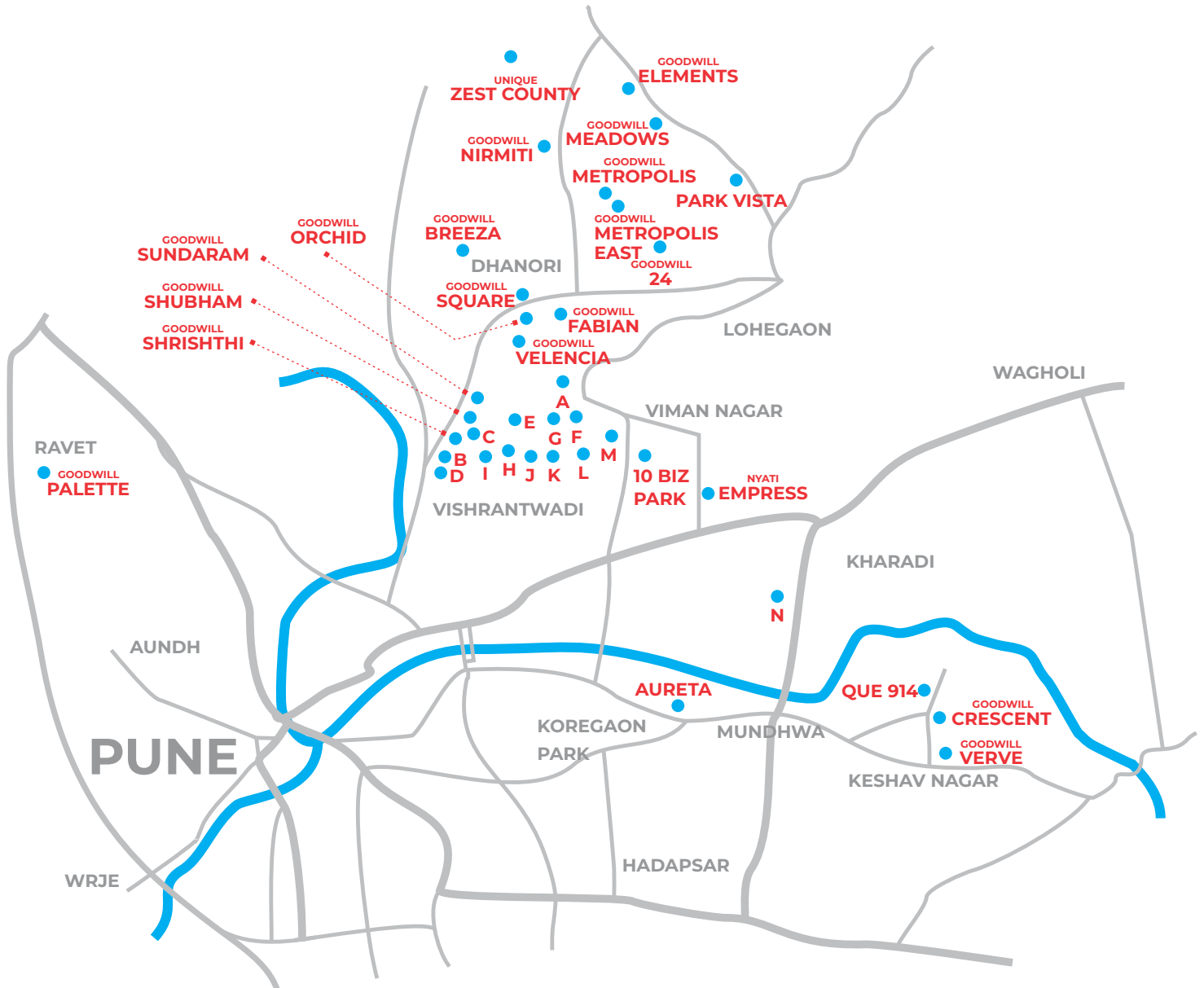
Aparments

Tingre Nagar

OUR PROJECTS

UPGRADING SKYLINES OF PUNE

ONE LANDMARK PROJECT AT A TIME



- | | | | | | |
|---|--------------------|---|---------------------|---|--------------------|
| A | R. K. PURAM | E | GOODWILL GALAXY | I | GOODWILL PRESTIGE |
| B | GOODWILL SHIVAM | F | GOODWILL HERITAGE | J | GOODWILL TANISHQ |
| C | GOODWILL SATYAM | G | GOODWILL TERRACE II | K | GOODWILL TERRACE I |
| D | GOODWILL SANSKRITI | H | GOODWILL CLASSIC | L | PARK VIEW |
| | | | | M | GOODWILL RESIDENCY |
| | | | | N | GOODWILL VRINDAVAN |

OUR PARTNERS





CHOICE GROUP

Adarsh Colony, Lane No.8, Tingrenagar,
Vishrantwadi - Airport Road,
Pune - 411032 (Maharashtra) INDIA.

+91 9009 400 404 | sales@choicegoodwill.com

www.choicegoodwill.com