

# VASHU BHAGNANI INDUSTRIES LIMITED

(Formerly known as Pooja Entertainment and Films Limited)

**Date: 14<sup>th</sup> June, 2024**

To,  
The Manager (Listing)  
BSE Limited  
P.J. Towers, Dalal Street  
Mumbai – 400 001

**Scrip ID: POOJAENT**

**Scrip Code: 532011**

**ISIN: INE147C01017**

**Sub: Press Release**

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed herewith the press release by the Company titled “**Vashu Bhagnani Industries Limited to join hands with Pooja Leisure and Lifestyle**”.

The above information will also be made available on the Company’s website.

You are requested to take the same on the record.

Thanking You,

Yours Sincerely,

**For Vashu Bhagnani Industries Limited  
(Formerly known as Pooja Entertainment and Films Limited)**

**Shweta Ramesh Soni  
Company Secretary & Compliance Officer  
Membership No: A65292**

**Encl: as above.**

CIN: L68100MH1986PLC040559

Regd. Off. : Flat No 1 Coelho House No 2 Juhu Vasant Baha CHS LTD Juhu Tara Road, Juhu, Near Sea Princes Hotel, Mumbai 400049

Email: [cs@poojaentertainment.in](mailto:cs@poojaentertainment.in) | Tel. No.: 022-2612 1613/14 | Fax: 2663 1275

Website: [poojaentertainmentandfilms.com](http://poojaentertainmentandfilms.com)

# VASHU BHAGNANI INDUSTRIES LIMITED

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## Vashu Bhagnani Industries Limited to join hands with Pooja Leisure and Lifestyle

June 14, 2024

**Vashu Bhagnani Industries Limited** (Formerly known as Pooja Entertainment and Films Limited), a prominent entity listed on the stock exchange with a strong foothold in the entertainment industry, is proud to announce its collaboration with **Pooja Leisure and Lifestyle**, a renowned name in construction, renovation, and real estate development. This partnership marks a significant milestone as both entities join forces to embark on an ambitious venture - the transformation of an existing commercial building into a luxurious residential haven in the heart of Juhu.



With a mission to redefine urban living and elevate the skyline of Mumbai, Vashu Bhagnani Industries Limited and Pooja Leisure and Lifestyle have pooled their expertise and resources to undertake the development of a spectacular 16-storey residential project naming “**POOJA LUMINAIRE**” situated in the prestigious locality of Juhu, known for its opulence and vibrant lifestyle, this project is poised to set new benchmarks in luxury living. Pooja Leisure and Lifestyle brings to the table a wealth of experience and expertise in construction and real estate development.

Mr. Vashu Bhagnani, Director of Vashu Bhagnani Industries Limited, expressed his enthusiasm about this collaboration, stating, "We are thrilled to be a partner with Pooja Leisure and Lifestyle for this iconic project. With our collective vision and unwavering commitment to excellence, we aim to create a masterpiece that seamlessly blends luxury, comfort, and sophistication."

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Mr. Vashu Bhagnani, Promoter and Director of the company popularly known as producer amongst the public have also marked his excellence in the field of construction under the brand name “Pooja Constructions”. Till the date the world has only reviewed and praised his “Entertainment and film Production Business” and recorded many blockbuster films to the list.

Mr. Vashu Bhagnani believes that a movie when made in India has to be made in such a way that both a 5-year kid and an 85-year old grandfather should enjoy it. It has to have a great story, touching performances, lovely music, breathtaking locations, great dance steps and of course bags full of comedy. Some of the notable projects produced by entertainment brand “POOJA ENTERTAINMENT” include:



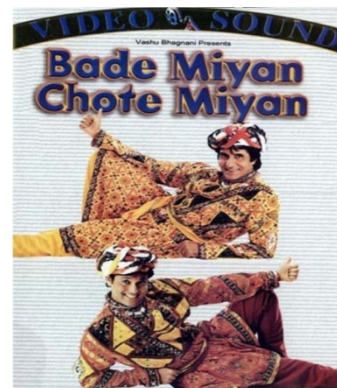
Coolie No. 1 (1995)



Hero No. 1 (1997)



Pyaar Kiya To Darna Kya (1998)



Bade Miyan Chote Miyan (1998)

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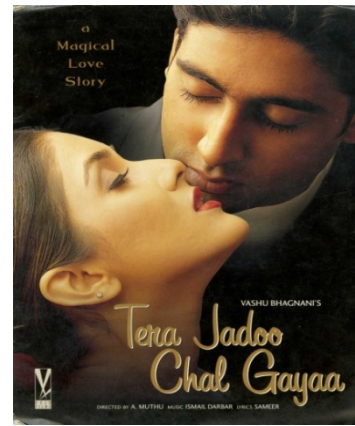
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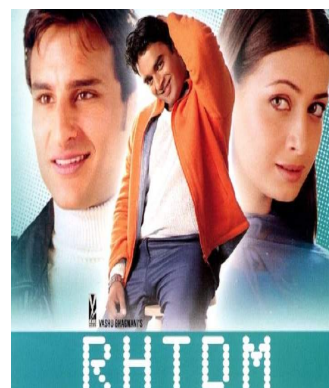
Biwi No. 1 (1999)



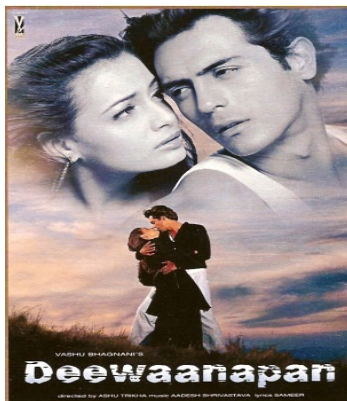
Tera Jadoo Chal Gayaa (2000)



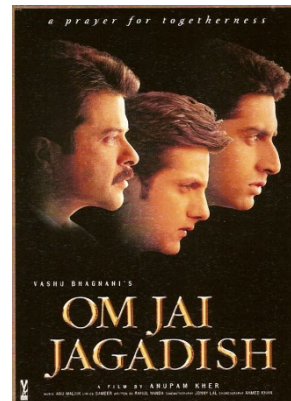
Mujhe Kucch Kehna Hai (2001)



Rehnaa Hai Terre Dil Mein (2001)



Deewaanapan (2001)



Om Jai Jagadish (2002)

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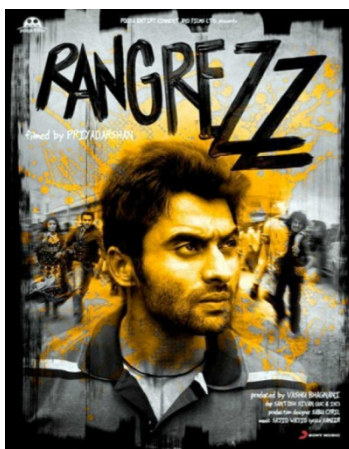
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F.A.L.T.U (2011)



Ajab Gazabb Love (2012)



Rangrezz (2013)



Himmatwala (2013)



Humshakals (2014)



Youngistaan (2014)



Welcome 2 Karachi (2015)



Kis Kisko Pyaar Karoon (2015)

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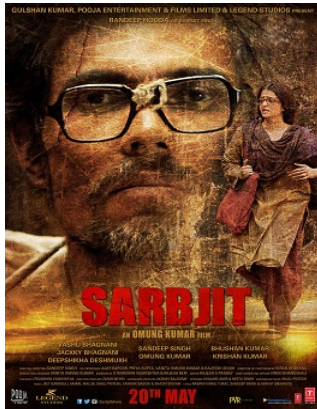
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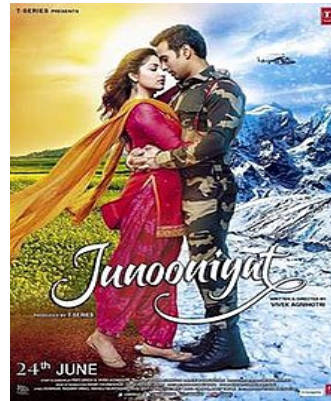
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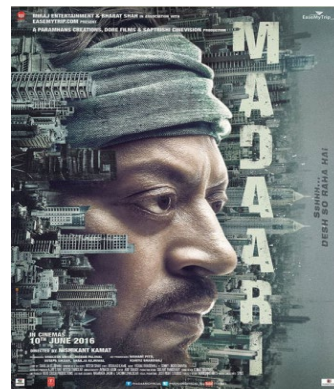
Sarbjit (2016)



Junooniyat (2016)



Beyond (2016)



Madaari (2016)



Dishoom (2016)



Freaky Ali (2016)

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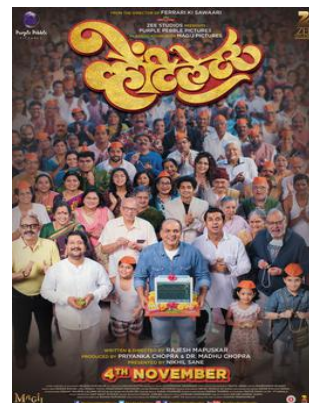
Raaz Reboot (2016)



Banjo (2016)



Tutak Tutak Tutiya (2016)



Ventilater (2016)



Sarvann (2017)



Ghost (2019)



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Welcome to Newyork (2018)

Dil Juunglee (2018)



Carbon (2018)



Pari (2018)



Kolaiyuthir Kaalam (2019)



Jawaani Jaaneman (2020)



Coolie No.1 (2020)



Bellbottom (2021)

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Cuttputlli (2022)



Ganapath (2023)



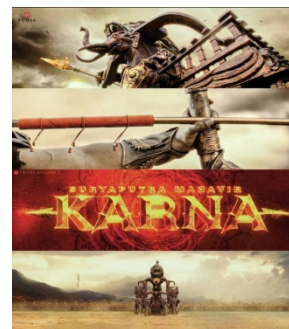
Mission Raniganj (2023)



Bade Miyan Chote Miyan (2024)



Ashwatthama (upcoming)



Karna (upcoming)

These projects demonstrate Mr. Vashu Bhagnani ability to produce entertaining and commercially successful films across different genres.

Mr. Vashu Bhagnani, aged 63 years with a working experience of 35 years, is a self made man whose body of work lies in real estate, film production, film (worldwide) distribution, music publishing and distribution. His journey of life started modestly by helping his father in his textile business. He ventured into the construction industry way back in 1990.

He successfully carried on the business of construction in Delhi the capital city. He earned a name for himself as well as a fortune by developing properties in the capital city.

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Mr. Vashu Bhagnani being intellectual and enthusiastic businessman always swam with the tide prevailing in the market. In the year 1990 to 1994 when the real estate market was on boom he was actively involved in the construction business. In the early 1990's he carried out construction activity in Shere Punjab area in Andheri and other parts of Mumbai.

In the year 1993 when the real market collapsed being the person who always moved with the wind in his life immediately started his film production house as the Indian film industry was on the path of recovery by earning profits.

He had great success in construction business as a result of his professional vision and commitment to excellence through its proprietary concern "Pooja Constructions". He enjoys very good reputations among his clients and in their business community.

The portfolio crafted by Mr. Vashu Bhagnani includes a range of individual as well as corporate clients. Its uniqueness comes from the fact that it also customizes the structures as per the unique needs of its clients. All projects are perfect example of its calibrated efforts towards tailored convenience. It has done near about 40+ projects till the date. To further strengthen its glorious and prestigious position, the company has put to use various enhancement practices. The company is constantly working towards setting higher standards and achieving excellence beyond par and customer satisfaction.

## MAJOR RESIDENTIAL PROJECTS BY MR. VASHU BHAGNANI

| SR | Project Name                                  | Particulars  |
|----|---|--|
| 1  | <b>Pinnacle Apartment, Bandra (West)</b>      | :A Premium Residential & Commercial Building of Stilt plus 7 upper floors.   |
| 2  | <b>Pinnacle D' Pride, Bandra (West)</b>       | :A Premium Residential Building of Basement + Stilt + 8 upper floors.  |
| 3  | <b>Pinnacle Tower, Khar (West)</b>            | :Premium Residential Building of Stilt plus 10 upper floors  |
| 4  | <b>Pinnacle Elegance, Bandra (West)</b>       | :Premium Residential Building of Stilt plus 13 upper floors  |
| 5  | <b>Pinnacle Gold, Bandra (West)</b>           | :Premium Residential Building of Stilt plus 12 upper floors  |
| 6  | <b>Pinnacle D'Dreams, Juhu</b>                | :Premium Residential Building of Stilt plus 7 upper floors   |
| 7  | <b>Pinnacle D'Prestige, Bandra (West)</b>     | :Premium Residential Building with Stilt and 15 upper floors in the most prestigious area ongoing of Bandra (West) |
| 8  | <b>Pinnacle D' Dreams -II, Juhu</b>           | :Ongoing Premium Residential Building in the most highly sought area in Juhu                                       |
| 9  | <b>Puja Casa I, Pali hill Bandra</b>          | :Premium residential building of Stilt plus 13 upper floors  |
| 10 | <b>Puja Casa II, at Turner Road Bandra</b>    | :Premium residential building of Stilt plus 15 upper floors  |
| 11 | <b>Pinnacle House, Khar (W)</b>               | :Building situated on a prime location with Stilt plus 7 upper floors.   |
| 12 | <b>Pinnacle Business Park, Andheri (East)</b> | :Premium Commercial Building with Stilt and 7 upper floors in Commercial area at Andheri (East).                   |
| 13 | <b>Pinnacle Corporate</b>                     | :Premium Commercial Building with Stilt and 10   |

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upper floors in a highly sought after location.



## PINNAACLE D' DREAMS at JUHU, MUMBAI 50000 SFT PROPERTY

Premium residential building of stilt plus 7 upper floors.

A unique building with individual car parking on each floor with all premium amenities.



## PINNAACLE BUSINESS PARK at ANDHERI (E), MUMBAI 50000 SFT PROPERTY

Premium Commercial Building with Stilt and 7 upper floors in Commercial area at Andheri (East). Located in the Prime Commercial area.

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## PINNAACLE GOLD AT BANDRA, MUMBAI

Premium Residential Building of Stilt plus 12 upper floors. Located on the 9<sup>th</sup> Road off. Almeida Park Road, Bandra (West). All premium Amenities The Building is fully occupied by the Flat Purchasers.

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## PINNAACLE TOWER at KHAR WEST, MUMBAI

Premium Residential Building of Stilt plus 10 upper floors.

Located on the 9th Road in Khar (West).

All premium Amenities.

The Building is fully occupied by the Flat Purchasers.



## PUJA CASA AT TURNER ROAD, MUMBAI 100000 SFT PROPERTY

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## PUJA CASA AT PALI HILL ROAD, MUMBAI 50000 SFT PROPERTY

Premium Residential Building of Basement + Stilt + 13 upper floors.

This building is for Self use only.

Located on the Pali Hill Road in Bandra (West). All premium Amenities.

Individual Car Parking on each floor.



## POOJA HOUSE at JUHU, MUMBAI 50000 SFT PROPERTY

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PINNAACLE CORPORATE  
PARK AT BKC, MUMBAI  
100000 SFT PROPERTY

Premium Commercial Building with Stilt and 10 upper floors in highly sought area and is looked upon as ultimate business destinations of the new generation.

## POOJA LUMINAIRE



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“**POOJA LUMINAIRE**” is a step into a realm where whispered elegance dances with the sublime, beckoning you to embark on a spellbinding odyssey through the ethereal tapestry of refined spaces. It is a seamless fusion of the organic and the man-made, this design transcends boundaries, bringing the calming beauty of nature indoors, creating a harmonious sanctuary that reconnects us with the earth. Some of the important features of the project can be defined as below:

## **1. UNDERSTATED OPULANCE:**

A place where whispers of opulence mingle with graceful restraint, unveiling a sanctuary that exudes understated grandeur.

## **2. TIMELESS ELEGANCE:**

A place enveloped in the embrace of timeless elegance, where every detail whispers tales of grace and refinement.

## **3. INTRICATE DETAILING:**

A place where craftsmanship thrives, unveiling a tapestry of exquisite detailing.

## **4. THE ARCHITECTURE:**

A testament to visionary design, the contemporary architecture defies convention, pushing boundaries and shaping a skyline that embodies the spirit of our modern era.

## **5. CONTEMPORARY DESIGN:**

A symphony of sleek lines and innovative concepts, embodying the essence of contemporary design.

## **6. NEUTRAL HUES AND TONES:**

A serene canvas painted with the soothing embrace of neutral tones, inviting tranquillity into every space.

## **7. REFINED SPACES:**

Refined spaces that emanate elegance, capturing the essence of sophistication with every meticulously curretted detail.

## **8. TEXTURED FINISHES:**

A tactile tapestry of textured finishes, adding depth and dimension to spaces, inviting touch and igniting the senses.

## **9. LAYERED APPROACH:**

A harmonious dance of layers, where textures, colours, and elements intertwine, giving birth to a captivating design that unfolds with depth and intrigue.

## **10. OPULENT COMFORT:**

Indulge in the embrace of opulent comfort, where lavishness intertwines with tranquillity, creating an exquisite sanctuary for your senses.

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The project, which involves the re-construction, will undergo a transformative journey to emerge as a perfect example of luxury living. Boasting state-of-the-art amenities, breathtaking views, and meticulous attention to detail, the residential complex will offer an unparalleled lifestyle experience to its residents.

As Vashu Bhagnani Industries Limited diversifies its portfolio to include construction activities alongside its core business in the entertainment industry, this partnership underscores the company's commitment to innovation and growth.

In this landmark collaboration, Vashu Bhagnani Industries Limited (VBIL) has joined forces with Pooja Leisure and Lifestyle (PLL) as a strategic partner for the development of the prestigious residential project in Juhu. Under the terms of the partnership agreement, the profit and loss sharing ratio of VBIL would be of 90% of the net profit and loss.

Additionally, VBIL will provide the necessary working capital for the project by making strategic investments in PLL, ensuring seamless execution and timely completion of the project objectives. This proactive approach includes the flexibility to opt for debt financing as required.

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