OBSERVER
DAWN
Power of Thoughts
Price: ₹100, Year-2, Issue: April 2013



Will RBI Cut in
Lending Rate Offer Any Relief ?

India Among Top 20
Global Real Estate Invest Market

THE REAL GAME CHANGER

TARUN SHIENH

Transforming Realty on Trust and Transparency

PREMIA PROJECTS LTD.

SHRI GROUP
PROSPERITY FOR ALL

3Aworld

CHERISHED LIFESTYLE IN GREATER NOIDA WEST

THAT'S PLUSH ON THE INSIDE

LUSH ON THE OUTSIDE





A niche project exclusively designed by Architect **Hafeez Contractor**, Shri Radha SkyGardens in Greater Noida West is a blend of spacious 2/3/4 Bedroom apartments complemented with huge bay windows, spacious balconies, natural lighting and ventilation apart from spectacular club living.

Shri Radha SkyGardens, Greater Noida West.
It's where the world looks up to you.


An Artistic Impression

Shri Radha SkyGardens
Greater Noida West

2/3/4 BEDROOM SPACIOUS APARTMENTS

FACILITIES:

CLUB HOUSE: Badminton Courts, Squash Court, Pool Table, Indoor Games, Table Tennis, Chess; Library, well equipped Gym with dedicated indoor and outdoor spaces for Yoga and Aerobics, Health Club, Multi Purpose Hall, Battery Car for disabled and senior citizens.

SPECTACULAR LANDSCAPE AREA WITH INNOVATIVE FEATURES: Landscaped Club House, Swimming/Water Pool, Jogging Track, Cycling Track, Numerous Water Bodies, Landscaped Arrival Plazas, Kids Play Zone, Professional Schools, Offices and Shops for daily convenience, School, Primary Health Care/Nursing Home, Saloon, Beauty Parlor, Branded Departmental Stores, Internet Cafe, Coffee Shop etc.

SALIENT FEATURES:

All Services designed by Renowned Consultants, Seismic Resistant Design Structure, Paved Internal Roads, Impressive Entrance, Lobbies and Access, Covered Car Parking, Separate Visitors Parking, Round the Clock Water Supply, Fire Fighting System, Rain Water Harvesting, Sewage Water Treatment Plant, Drip and Sprinkler Irrigation System for Landscape, Dedicated Passenger and Services Lift in each Tower, Power Backup for Common Services, 24x7 Security.

STEEPED IN LUXURY

LARGE BALCONIES FOR EVERY ROOMS

MOST SPACIOUS APARTMENT IN THE VICINITY

Inaugural Discount
₹ 100/- sq.ft
for a limited period

BOOK NOW

Corporate Office: A-133, Sector - 63, Noida-201301
Site Office: GH-05, Sector -16B, Greater Noida (W)
www.shrigroup.net

Exclusively Marketed By:
3Aworld Infracon Pvt. Ltd., G-27, Sector-18, Noida-201301
P: +91 120 4323333 | **E:** info@3Aworld.in | **W:** www.3Aworld.in

Call: +91 **99905 19000**

MOST TRUSTED GROUP OF MATHURA REGION SINCE 1931

The legendry name renowned for its world-class real estate development, SHRI Group had began its journey way back in 1931. Guided by the philosophy of collective growth, SHRI Group has been shaping landscapes and lives in Mathura region by not just building homes, but by developing value-added, master-planned communities.

Some of the glorious real estate projects by the Group include residential projects, shopping malls, luxurious cottages, farm houses, ultra modern retail destinations, high-end concept townships, highway plazas and many more.

Today, SHRI Group is charting a new course of growth through a two-pronged strategy of geographical expansion and diversification. Replicating its success in Mathura, the Group is extending its expertise in creating high-end communities in the NCR as well.

The journey is endless as the final destination is prosperity for all.

SHRI GROUP
PROSPERITY FOR ALL

OUR SUCCESSFUL PROJECTS



SHRI RADHA BRIJ VASUNDHARA



SHRI RADHA VALLEY



SHRI RADHAPURAM



SHRI RADHA TOWN



SHRI RADHA NRI GREENS



SHRI RADHA CITY



SHRI RADHA GOLF



SHRI RADHA ORCHID



SHRI RADHAPURAM ESTATE



SHRI JAMUNA DHAM



HIGHWAY PLAZA



SHRI RADHA FLORENCE



SHRI RADHA VINTAGE

www.sepiaadvertising.co.in/4/13

shubhkamna advert
GOOD WISHES. GOOD HOMES.

srb
SRB Promoters Pvt. Ltd.

shubhkamna VALLEY

A BLOOMING HABITAT

YAMUNA EXPRESSWAY

PLOTS • APARTMENTS • VILLAS • COMMERCIAL • ENTERTAINMENT • AMUSEMENT

100 ACRE INTEGRATED TOWNSHIP • A MIXED USE DEVELOPMENT PROJECT

5 MIN. DRIVE FROM F1 TRACK • EXPANSIVE BOTANICAL GARDEN

WITH RAREST FLOWERS FROM THE WORLD OVER





"After considering all options in NCR, I decided to buy a villa at Shubhkamna Valley coz of its picturesque location, unmatched features coupled with value for money"

Jeev Milkha Singh
(Legendary Indian Golfer)

A Township With Infinite Possibilities

BOOK YOUR PLOTS AT

TOLL FREE NO.: 1800-200-1415

M: 8800791144 • 8800793399

Shubhkamna Advert Buildtech Pvt. Ltd.

A-102, 1st Floor, Star House, Sector-4, Noida-201301 • Ph: +91-0120-4531111

info@shubhkamnaadvert.com • www.shubhkamnaadvert.com

BRYS

VVIP

Solitaire

I invite you to the **VVIP** way of life...

Suresh Raina



VVIP Addresses
RAJ NAGAR EXTENSION
GHAZIABAD

The VVIP Way of Life...
CLUB • STADIUM • GREENERY • LUXURY

VVIP Homes
GREATER NOIDA WEST
(NOIDA EXTENSION)

The VVIP way of life...
CLUB GREENERY LUXURY COMFORT

VVIP Style
RAJ NAGAR EXTENSION
GHAZIABAD

• Shops • Cinema • Hyper Market • Offices
• Food Court • Restaurant • Banquet and more...

Corporate Off.: VVIP Addresses Rajnagar Extn., NH-58, Ghaziabad.
Sales Relationship Manager Call : +91-8826-52-3030,
Email : info@vvipspaces.com, Website : www.vvipspaces.com

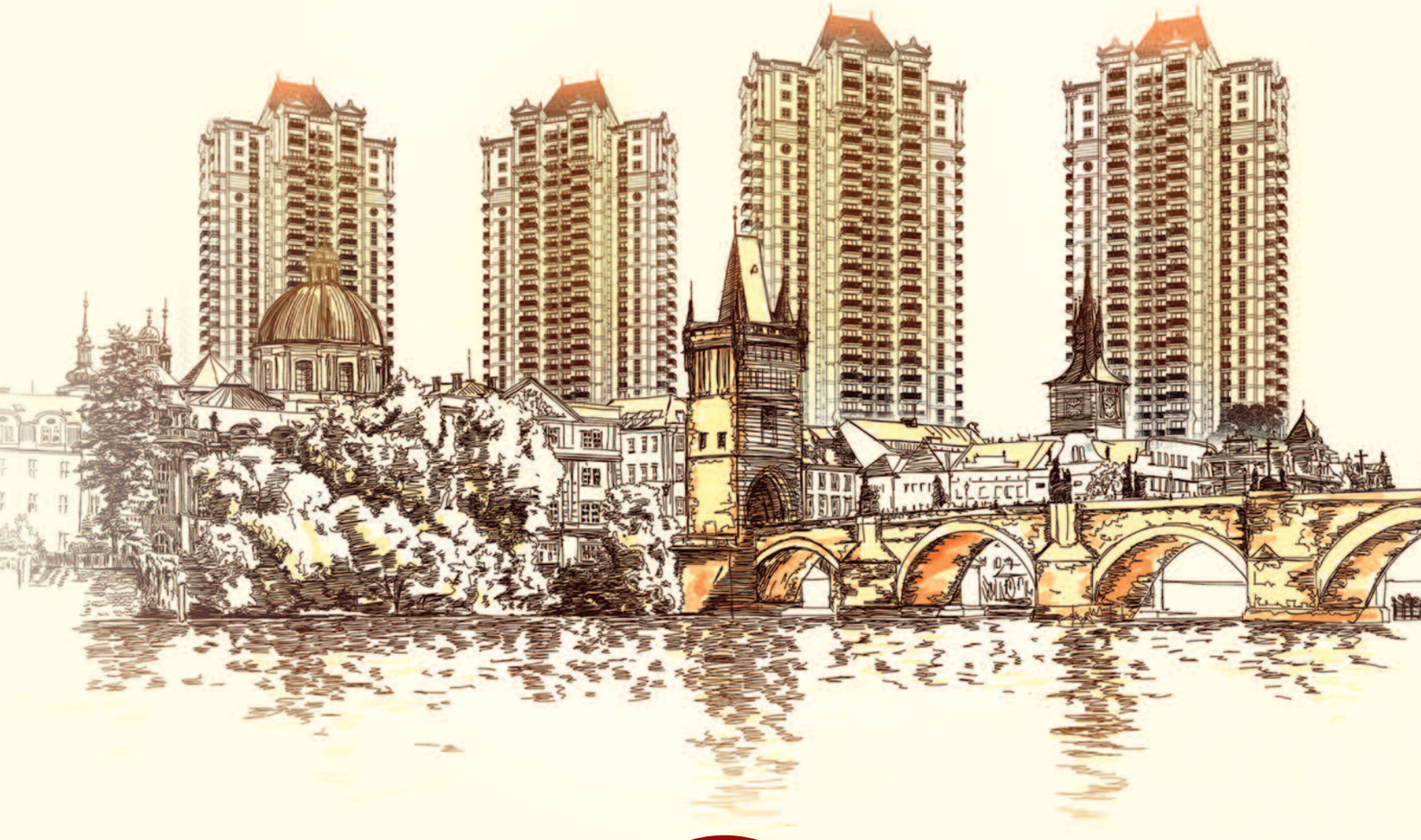
Member of CREDAI
SMS 'VVIP' to 53030
find us on

CAPITAL ATHENA

2/3/4 BHK APARTMENTS

G.NOIDA(WEST)

Inspired by the past. Eyes on the future.



First project from Noida & FNG Expressway

3 side open campus & all 3 side open units

Facing world class Sports City

0 Km. from Noida

Automatic car wash plant

Near Proposed metro station

70% open area with zero traffic jogging tracks

CALL 9560895511 TO 18 | SMS CA TO 53030

A masterpiece by

Architect Hafeez Contractor

Capital Athena, designed by the world renowned architect, Hafeez Contractor is all set to become an architectural marvel and a landmark. A fine amalgam of ancient regal lifestyle and demands of the modern life, it leads itself beautifully with contemporary needs and expectations.





CAPITAL
INFRATECHOMES PVT. LTD.

A member of CREDAI

H-1, A/1, Level-2, Sector-63, Noida, India - 201301
Ph.: +91-120-4533030, 4533000 • Fax: +91-120-4533018 | info@capitalathena.com • www.capitalathena.com
Site Office : Plot No. G.H. 12A-2, Sector - 1, G. Noida (West)

EDITOR
Hariom Tyagi

MANAGING EDITOR
Achyut Nath Jha

CONSULTING EDITORS
Rakesh Purohit
Manoj Chaturvedi

LEGAL EDITOR
Makrand Pratap Singh

CORRESPONDENTS
Rajkumar Chaudhry
Amit Agarwal

SUB EDITOR
Manish Kashyap

SALES & MARKETING
Ajeet Tyagi
Shailender Chaudhry

ART DIRECTOR
Anwarul Haque

GRAPHIC DESIGNER
Umang Goel

VIDEO AND PHOTOGRAPHER
Hariom Sharma

ADMIN.
Jagat Kumar

OFFICE
Observer Dawn Pvt. Ltd.
S-507A, School Block, Shakarpur
New Delhi-110092
Contact-011-42334982

Observer Dawn, a monthly magazine is published and printed by Mr. Hariom Tyagi C-6C, Block-C, New Slum Qutrs, Pachim Puri, New Delhi – 110063.

© All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, electronic, mechanical or otherwise without prior permission. All disputes are subject to the jurisdiction of competent court in Delhi / New Delhi only. Printed at
Aravali Printers & Publishers Pvt.Ltd.,
W-30, Okhla Industrial Area, Phase-II, New Delhi-110020.



Briefing

10
Interview
Gulshan Homz Projects
Marked as a Quintessence for Quality

18
Technology
Precast Techonlogy
Bringing in a Hindrance-Free Construction

24
Cover Story
Turning the Realty on Trust and Transparency
With more than 17 year of experience in Finance, Investment...

42
In Focus
Will RBI Cut in Lending Rate Offer Any Relief ?
I have been following the Reserve Bank of India (RBI) more keenly...

46
City Scan
Monaco: A country Of Gamble
If it was not for its size, Monaco might someday evolve into a Goliath...

56
Detours
Rabindranath Tagore and His historic...
It is always a pleasurable thing to read and know the interesting and mesmerizing...

62
Event
Empowering Delhi Police Force

AJNARA
PEACE OF MIND



live grand

because you live only once

GRAND AJNARA HERITAGE

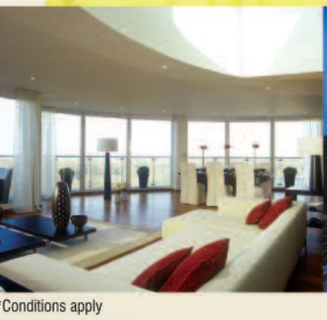
Ajnara Group brings forth a first of its kind luxurious project under the name Grand Ajnara Heritage at Sector 74, Noida. Grand Ajnara Heritage is a truly grand project with all the luxuries combined to take the shape of the homes here. These luxuriously comfortable and soul pampering homes offer a range of hi-end lifestyle abodes like penthouses, villas and apartments.

Apart from this the location also adds to the value of the project in terms of serenity and peace. Once you live here you will be addicted to the sophisticated lifestyle that these homes offer. So, get ready and indulge yourself at a place where you would love to spend the rest of your life.

Luxury at a glance • 7 kms from Sector-18, Noida • Provisions for rainwater harvesting • Assured timely possession with penalty clause as per allotment • Grand/featured entrance gate • Club house 'Blue Orchid' • Banquet/party hall • Lavish theme garden • Solar lighting for common areas • Provision for natural gas pipeline in kitchen* • Business centre along with Wi-Fi • Future ready digital homes equipped with fiber optic network* • Golf cart for visitors

Nearing possession

Call: 9582006063/69






*Conditions apply

Ajnara India Ltd.

Regd. Office: 502, Sachdeva Corporate Tower, 17 - Karkardooma Community Centre, Delhi-110 092 • Tel: +91-11-43014555 • Fax: +91-11-43014558

Corporate Office: D-247/26, Sector-63, Noida • Tel.: +91-120-4166777 • Fax: +91-120-4193953

Site Office: GH01/B, Sector-74, Noida • email: ajnara@ajnara.com • www.ajnara.com • **SMS 'AJ' to 53030**

TOWNSHIPS • GROUP HOUSING • COMMERCIAL • IT PARKS • HOSPITALITY

The Maken Measures for Realty

Maken's ministry recently made announcement that Centre is planning to set up a system of single-window clearances for developers.



Rarely do real estate developers appreciate steps, taken by the government of the day, to bring in policy initiatives which could revive construction activities and spearhead the growth. But they are not only to be blamed as in the past, budget proposals and central bank's rate cut in repo rate had largely failed to push the property market both for buyers and investors, let alone the developers. Naturally, amid these not-so-rosy scenarios, some announcements from Ajay Maken, Union Minister for Housing & Urban Poverty Alleviation (HUPA), have attracted enthusiastic response from real estate sector.

Providing a major fillip to the construction sector, Maken's ministry recently made announcement that Centre is planning to set up a system of single-window clearances for developers. The first positive result of this policy will be: It will bring down the approval time for real estate projects in the country. "The committee on streamlining approval procedures for real estate projects has recommended setting up of a nodal agency to coordinate real estate projects, bringing down average approval time from 196 days to 45-60 days," Maken said while addressing the National Editors' Conference. The HUPA had set up a committee under the chairmanship of Dhanendra Kumar for Streamlining Approval Procedures for Real Estate Projects and the committee had since submitted its report. The process involves the submission of a single composite application form (CAF), which would ensure simultaneous clearance from the municipal corporations, state governments and the Central agencies.

Known in the corridor of power as a minister who takes pro-active and pro-development approach, Maken also announced the formulation of 'Housing Start Up Index' (HSUI) in collaboration with RBI. Only six countries namely Canada, United States, Japan, France, Australia and New Zealand are compiling data related to building permits/housing starts on a regular basis. The HSUI will serve as a tool/measure to reflect the change in housing sector and related industries vis-a-vis the entire economy. The number of housing starts during a given period reflects the institutional response to the existing number of building permits, besides the current demand for houses. Maken said that it was felt necessary to develop the Index which can be used as a tool to monitor the movements in housing and related sectors of the Indian economy on a regular basis.

The HUPA also intends to table the Real Estate (Regulation and Development) Bill in parliament. The proposed regulator will make it mandatory for developers to launch projects only after acquiring all required permissions. The Bill also has provision which says, before starting construction the developer will have to submit all relevant clearances to the regulator as well as put up on the company's website. It has provision to deter builders from putting out misleading advertisements related to the projects and carries penalty clause. Earlier, too, Maken has asked for granting 'infrastructure project' status to affordable housing projects in big cities like Mumbai and Delhi. Analysts, then, said that the move will boost the real estate.

It is only hoped that measures announced by the ministry take the logical course and the looming cynicism makes way for a vibrant real estate.



Hariom Tyagi

Editor, *Observer Dawn*

Connect with Hariom Tyagi

@harityagi2003

@harityagi2003

@harityagi2003

@harityagi2003

supertech
Yours for Life

SPEED OF JOY

AN APARTMENT COMPLEX BUILT AROUND FORMULA 1 LIFESTYLE



Actual site view



Enjoying Formula 1 is the privilege of the few and the chosen. Imagine then, living in that lifestyle.

Remarkable Formula 1 centric 1/2/3 BHK and Studio apartments available.The exclusivity of owning your home next to a destination that commands speed.

Features:
Located right at the starting of Yamuna Expressway overlooking the Motor Racing Track • Part of Supertech Upcountry, 100 acre grand civilization • Residences with wide choice of spaces • World-class amenities and recreational facilities like man-made lakes, lush-green landscaping, luxury club house, overlooking the night safari and much more • Education, medical, sports, hospitality facilities, corporate offices and a lot more within the township • All legal and governments approvals are in place for the project • Construction in full swing

GRAND CIRCUIT

GRAND CIRCUIT
OPPOSITE F1 RACING TRACK
YAMUNA EXPRESSWAY

Site Address: Plot No. TS - 01, Sector-17 A, Yamuna Expressway, Greater Noida | **Supertech Limited:** Supertech House, B 28-29, Sector 58, Noida-201307.
Toll Free: 1800 103 7676 | www.supertechlimited.com

Allotment letter details: 384/YEA/2010. Dated: 14.06.2010 of YEIDA | Sanction No.: Letter No. 160/PLG/11. Dated: 20.10.2011

*Conditions apply. All buildings, information, specification, etc. are tentative and subject to variation and modification by the company or the competent authorities sanctioning such plans. Images are for representative purpose only. *1 sq. mtr. is equal to 1.196 sq. yds. Note: The details of approvals may be seen in our office.

AMR

DISCOVERING-SPACE



INDIA'S BIGGEST ADVENTURE MALL

Brands Already Signed ...



AMR Group, a leading real estate company, is known for adding new dimensions to life and lifestyle. The Great Adventure Mall is the classiest example. This world-class shopping, office, entertainment and multi-activity commercial district is one of its kind that provides a huge choice of sports for adventure lovers. 25 acres of dedicated space and the top quality equipments are meant to thrill you with a variety of awe-inspiring sports. So, why roam around the world when you can have the exciting experience of adventure sports right in your neighbourhood!

12%

Assured Return with Lease Guarantee

Toll Free No. 1800 102 5560

SMS 'AMR' to 53030 www.amrinfrastructures.com



Mr. Gulshan Nagpal
Founder and MD, Gulshan Homz

Gulshan Homz Projects

Marked as a Quintessence for Quality



Observer Dawn closely follows the ongoing projects and highlights steps taken by some of the prominent developers. We spoke to Mr. Gulshan Nagpal on several issues including those related to Gulshan Homz projects

Excerpts

Q. When did you start your real estate journey?

The journey that started two decades ago by building independent houses in east Delhi has today taken the shape of Multiple Housing Project in Delhi-NCR. Now, we are redefining the market with the exclusive levels of luxury lifestyle.

Q. While selecting the area mentioned here, what did you keep your mind — logistics, infrastructure or demand?

We have selected the Noida Expressway as our location for this project. Noida Expressway, due to its easy accessibility from Delhi and other regions of NCR has become the favourite place for all. It is a major hub of MNCs and developers as well. Though, Noida as a whole is a good place to live in, yet there are certain areas which are mostly sought after by all. Amongst such areas, Sec-137 is the best place to live in. Away from the hustle bustle of city, Sec.137 is located on Noida Expressway, surrounded by greens. In terms of connectivity, the place is well connected to other places through FNG and Expressway. Proposed metro station will add charm to the city. Also the logistics and infrastructure are much easier to receive there only.

Q. The projects your company has started… and when will these be completed?

Currently we are having 3 ongoing projects:

Gulshan Vivante – expected date of delivery – December 2013

Homes 121 – expected date of delivery – December 2014

Gulshan Ikebana – expected date of delivery – 2016

Q. Real estate outlook is not as rosy as it was and there has been a lot of assessment about its debt and liquidity crunch. How the funding for projects will be arranged?

We have our internal accruals, financial institutions and a strong database of satisfied clients. Because of our company's credibility, they are always eager to be a part of our project and ready for funding the same.

Fact Sheet

Company Name	:	**Gulshan Homz**
Project Name	:	**Gulshan Vivante**
Area of Projects	:	**6.5 acres**
No of units to be built	:	**778 units**
Type of Unit	:	**6**
Area Of units	:	**1080 sq. ft.** **1175 sq. ft.** **1395 sq. ft.** **1560 sq. ft.** **2190 sq. ft.,** **2645 sq. ft.**
Basic Price	:	**5000 per sq. ft.**
Approximate Date of possession	:	**December 2013**

We are constructing approx. 7.5 million sq. ft. which will be delivered in next 3 years to come.

Q. Do you agree that the area has potential and requisite infrastructure to emerge as yet another epicenter for real estate activity in NCR?

Yes, for sure. It has already emerged as an epicenter for real estate activities.

Q. How do you differentiate your projects from others?

Gulshan Homz is an institution well forward of others in terms of quality, strategies and designs. With the pro-active approach Gulshan Homz is consistently contributing to the development of good-natured living spaces with full transparency and passion. We have a distinguished reputation of bringing-in projects on time. Our projects have marked a place for themselves as a quintessence for quality construction and luxury apartments with modern amenities. We have not only focused upon the apartments but it is the surroundings and other amenities which have been focused upon equally.■

shubhkamna advert
GOOD WISHES. GOOD HOMES.

"Gold Souk Group is aggressive with its plan for expansion in the coming years"

—**Mr. Ashish Gupta,** *Vice Chairman & JMD, Gold Souk Group*

Q. The young brigade is now scripting a new story for success in India and as a young Turk how do you explain this phenomenon?

Every phase is always marked by changes and these changes are normally brought by young and creative minds that bring in newer ideas. These ideas are the result of their exposure to the ever developing world. But everything is incomplete without the experience and guidance of the people who have been into it for decades.

Q. From an MBA from a prestigious institution to VC and JMD of Gold Souk, that too, in a brief span. Mr. Gupta, how has the journey been so far?

The Journey has been quite satisfying as we have seen our efforts being well paid. Today the company boasts of projects pan-India. We have our presence in states like Kerala, Punjab, Haryana, Rajasthan and will very soon be covering more areas including the NCR region.

As for me, it is years of experience of my grandfather and my father which has helped me grow professionally. I have seen my father working hard and have learned the tricks of running business from him. Today we are on a platform where we can think of expanding to newer horizons.

Q. What's your take on Gold Souks's overall business strategy? Will the company be able to maintain its eminent position in the market?

Gold Souk is a four decade old company. This business was started by my grandfather and carried forward by my father. We have witnessed every phase of running a business. Today the group stands strong with its pan-India presence with several residential and commercial projects and the very famous speciality mall by the name Gold Souk Mall in Gurgaon. The group today is a diversified group with multiple business interest. We are into Gold Loans and very soon will be expanding our Gold Loan Division to all the parts of the country.



Mr. Ashish Gupta
Vice Chairman & JMD, Gold Souk Group

Apart from that we are planning to invest Rs 1000 crores in NCR realty and will very soon be launching multiple residential projects in the NCR region. With such business plans we can surely state that the group will easily maintain its eminent position.

Q. Kindly share with us the most recent projects launched by Gold Souk.

As one of the pioneers of the real estate industry, Gold Souk Group is exploring new avenues. Currently, the Group is developing:

India International Habitat Centre at Ludhiana (Punjab) -Spread across 1.5 Million sq ft, India International Habitat Centre (IIHC) encompasses Hotel, Serviced Twin Plug-in offices, Serviced Apartments, Exhibition, Convention & Ceremony Centre and Branded Retail.

Habit@ IT/ITES SEZ at Gurgaon (Haryana) - Spread over 30 acres, Gold Souk habit@ is a notified Integrated IT SEZ, it embodies a perfect blend of high quality business space with an amenity center, residential apartments, retail, hospitality spaces and an international business lifestyle second to none.

Gold Souk Connaught Place at Hisar (Haryana) - Spread over 5,00,000 sq.ft., Connaught Place is all set to become the major landmark in the steel city of Haryana. It encompassesExpandable ready to move in offices, Ramada Hotel, Retail Arcade/Shopping Complex, Food Court, Multi-screen Multiplex, Banquet Hall and Amphitheatre.

Golden Tulip Apartments at Ajmer (Rajasthan) - Spread over an area of more than 12,00,000 sq. ft with 1600 Apartments, Golden Tulip Apartments is an affordable residential project.

shubhkamna advert
GOOD WISHES. GOOD HOMES.

Gold Souk City Kochi (Kerala) - Spread across 33 acres, the Gold Souk City is an integrated residential, commercial, Hotel & Retail development. Gold Souk Grande at Chennai- Spread over an area of 8,00,000 sq. ft., Gold Souk Grande mall encompasses a brand retail mix of Hypermarket, Anchor, Multiplex, Ramada Hotel, Food Court, QSR, Vanilla brands. Chain of 5 Star Hotels in Kochi, Chennai, Ludhiana and Hisar Gold Souk Group has also launched its financial services in the name of Gold Souk Finance that offers loan against Gold at very nominal prices.

Q. What has been customers' response for Gold Souk Grande launched in some prominent cities like Ludhiana, Chennai, Kochi and others?

The customer response has been fabulous with us selling out most of the projects before the planned duration. Today people are always on the lookout to enhance their lifestyle with better houses or with better commercial places. We at Gold Souk Group have provided the people with both the things. Modern technology, better infrastructure, better amenities and facilities dominates the demand in realty sector.

Q. Are Gold Souk specialty malls in Gurgaon and Jaipur creating a wind fall for company, customers and other stake-holders?

The Gold Souk mall has been an innovative idea which has been really liked by everyone. Buying Gold is always a part of special festivals in our country and mostly it's the women of the family who does it. For women it has always been difficult to try out new shops in different locations for better pricing and designs. With our Gold Souk Mall, for the 1st time a series of branded gold selling retail outlets have been brought under one roof. Today in our speciality malls, like the Gold Souk Mall in Gurgaon, which only sells gold, people come in huge numbers as they not just buy gold at good prices but also have an option of trying out different shops all under one roof.

Q. How much emphasis do you place on architectural excellence, innovative technologies and design in Gold Souk projects?



Architectural excellence, innovative technologies, designs, modern facilities and amenities have always been the priorities in all our construction. With Real estate in India evolving on a very fast pace, these factors can actually make a project stand out.

At Gold Souk we have dedicated teams which conduct their own R&D to search for better and newer technology which can be used in enhancing the quality of all our constructions. In all our projects pan-India, we have stressed in getting better designs and technology. For instance, our India International habitat centre at Ludhiana, Punjab will be one of the tallest tower built in Punjab.

Q. With a pan-India presence in retail, residential, commercial, township and SEZ projects, is Gold Souk going for further expansion and diversification? Or is it time to consolidate?

Gold Souk Group is aggressive with its plan for expansion in the coming years. Within real estate sector, the group in next 5 years would be focusing on Delhi/NCR region besides carrying on/completing its projects in other states like Haryana, Punjab, Rajasthan, Kerala, Tamil Nadu and Madhya Pradesh. Most of the company's projects in these states will be completed within 2 years. With existing under construction projects on schedule, the Group will now aggressively make feel its presence in NCR market with existing good amount of land bank and in addition to new land purchases that they have lined up to launch residential & township projects of world class standards.

Another major area of Growth for the Group is in the financial services sector, wherein their Gold Souk Finance business shall spread its financial services throughout India. At present they offer Gold Loan services in Delhi/NCR region.

The Company in next 3 years plans to invest around INR 1000 crores in developing residential projects in the NCR region. The company plans to launch multiple projects depending upon the location and the demand in those areas. ■

shubhkamna advert
GOOD WISHES. GOOD HOMES.

"We need to make in roads into the retail market"

—Mr. Mansukhani

In a formal conversation with *Observer Dawn*, Mr. Mansukhani share's his company's strategy to expand its presence in Indian market.

Could you elaborate on the company's plans for the Indian market?

Indian Economy has been witnessing a phenomenal growth since the last decade. The country is still holding ground despite global economic meltdown.

Due to the phenomenal economic growth India is witnessing an individual economic boom. The new group of individual millionaires with an exclusive taste are the target audience, unfortunately this segment remains untapped in as far as Hardwood Flooring Sales is concerned. This is mainly due to the lack of awareness about Hardwood Flooring in the upcoming millionaire segment. Junckers therefore is launching a special drive to make this segment aware about the good and rich qualities of Hardwood Flooring.

How is the company looking at maintain brand visibility in the Indian market? How is looking at placing its position considering the intense competition from various floor tiles brands in the Indian market?

Junckers currently does not have any competition! We do not have competition to Laminated Wooden Flooring nor do we have any competition relating to Engineered Wooden Flooring. Both these varieties of wooden flooring cater to different segments. In the Hardwood Flooring we do not see any branded flooring with which Junckers can compete or has competition with. Moreover the unique process by which Junckers is produced is hard to get from any branded or unbranded product the world over. We are proud of the fact that Junckers has created a unique identity of its own whereby it is the most acceptable wooden flooring throughout the world. Once a Junckers user always a Junckers user!



Mr. Mansukhani

What is the investment and marketing strategy that the company is looking at adopting in the Indian market?

As already conveyed in the conversation above we are trying to make the potential buyers aware about the good qualities of Hardwood Flooring versus the other products available in the market.

There was a vacuum for over 5 years with respect to the market awareness of Hardwood Flooring during which time Engineered Flooring grabbed the market share by posing as an alternate to Hardwood Flooring. Junckers is thinking about a long term Sales Policy in India and not a Short lived policy. Our first and foremost task is to educate potential buyers about the quality and aesthetics of Hardwood Flooring.

Junckers may shortly establish their own set up in Delhi. The plans are on the way.

Could you highlight the new trends dominating in the flooring segment in the Indian market as well as globally?

The World market on Flooring had realized the utility and aesthetic values of Wooden Flooring over 20 years back.

shubhkamna advert
GOOD WISHES. GOOD HOMES.



In India the changing trends have already started showing results. The tiles / marble and granite are now being set aside due to the heavy weight / pricing / and the messiness of installing the same. In its place is now seen either the Laminated Wooden Flooring / Engineered Wooden Flooring / Hardwood Flooring depending upon the budget and requirements of the buyer.

At one time about 8-10 years back when wooden flooring made its presence felt in the Indian market the competition to wooden flooring was considered to be Granite / Marble / Tiles. How true it was Marble / Granite and Tiles are now facing the heat from the Wooden Flooring market.

Any upcoming projects in the Realty Sector in India?

Yes Junckers is now tied up with a few brands in the Realty Segments both in Delhi and Mumbai. The high end Luxury Apartments by leading groups are already in talks with Junckers and we expect a huge order from a few projects, just like we bagged the JW Marriott – Mumbai and Bangalore Orders to the tune of around 20000 Square Meters-2,00,000 Square feet and have just completed the despatches to both the hotels .

What are the company's growth plans for the future?

Major Growth plans are that we need to make inroads into the retail market by making the potential buyers aware about our products which would be through wide spread publicity on the print and electronic media.







We would make our specifier base strong for which we need to educate them on the good qualities of the product both aesthetically and technically. We would also like to make inroads into the Hospitality Industry too though we are quite thorough in that segment but new players are getting into the field and we need to cater to their demands as well.

Last but not the least – Commercial and Office Segment which had been tapped shall also be tapped by Junckers. ■

shubhkamna advert
GOOD WISHES. GOOD HOMES.



Sandal Suite on The Trail of Shirdi Shrine

Shirdi happens to be one of the most frequently visited spiritual abode of the saint Sri Sai Baba. Sanctity exists in every nooks and corner of the land. Innumerable numbers of tourists throng the town each year to seek the blessings of Shirdi Sai Baba. A city nearly 300 km from Mumbai and approximately 180 kilometer from Nasik; it attracts tourists and devotees from all across the world to its sacred lands. It is a town located in the district of Ahmednagar in Maharashtra. This was the place where the saint Sai Baba lived till attaining Samadhi in the year 1918. There are other places of interest that devotees visit like Dwarkamani where Baba meditated and rested on alternate nights. Near Dwarkamani, in a corridor is the dhuni or eternal flame that burns day and night. Other places of importance are the Gurusthan, the Kandoba Temple, Shani Mandir, Narsimha Mandir, Changdev Maharaj Samadhi and the Sakori Ashram. Shirdi, the abode of revered Shirdi Sai Baba, provides tran-

quility to the visiting devotees, rejuvenating their soul and showering them with eternal peace and serenity.

Sandal Lands Pvt.Ltd, promoted by Mr.Neeraj Gulati (Managing Director-Assotech Realty), is a leading real estate firm having been delivered over 5 million sq.ft of projects worth $300 million; is now consolidating its foothold in the Pan-India real estate market. Pioneers in establishing the concept of 'Serviced Residences' in Delhi/NCR and having successfully experimented under its flagship banner Cabana Serviced Residences at Indirapuram NCR, the company is now on expansion drive in pan India. Plans for launching a spree of serviced residences across India, under the brand Sandal Suites, a four/five star level offering. The first phase of expansion includes Noida, Shirdi, Ahmedabad, Goa & Katra (Jammu).

Sandal Lands delves in commercial, retail, residential and hospitality sectors, under the leadership of Mr. Neeraj Gulati the managing director of the company, an astute finance professional, responsible for drawing the blueprints of the said concept and materializing it for the company which was established in the year, 2003; further he has been able to carve a niche for the company in positioning themselves as leaders in Delhi NCR in the office space realty segment, and also, has reputed residential projects under its belt developed in and around Indirapuram and Noida.

With the percentage of visiting devotees doubling every year at Shirdi, the Hospitality Industry has bolstered with most of its hotels experiencing occupancy levels as high as 90%. Moreover, encashing this opportunity several 3 star Hotels and 5 Star hotels have opened up in Shirdi. According to industrial sources, there is no prevalence of chain of 5 Star Hotels or Serviced Residences across the religious circuit of India. Today, religious destinations are one of the most attractive investment options for the Indian Real Estate sector to invest in Serviced Apartments.



Mr. Neeraj Gulati
MD, Assotech Realty

'Sandal Suites' at Shirdi would be a Luxurious, 5 star level Service Residence complex, strategically located less than a km from the main temple and in the vicinity of the existing 5 star hotel, across a sprawling 2.5 acres of land. Conceived by the thought of reckoning the needs and aspirations of the pilgrims, who spend so much time devoted to the hectic life at office, the efforts were made to meet their 'meditation, rejuvenation-aesthetical stay', requirements all under one perimeter and providing them with a holistic ambience for serene unhindered relaxation accommodation options.

All Suites comprise of a kitchenette with a dining area in addition to the living and bedroom. The suites are aesthetically designed paring with vastu based architecture which are elegantly furnished with all modern amenities. The provisions has set new standard ever since its inception, for the corporate executives seeking tranqility for the purpose of mental and religious peace of mind. The complex claims to boast 125 uber cool units with Landscaping with Foliage Patterns and Water Bodies, a yoga center, a havan and worshiping place, walking trail, library with lounge and a good collection of books from all religions, swimming pool, state of the art gymnasium, meditation center, Pure Vegetarian Multi-cuisine Restaurants, Banqueting and Conferencing Facility, Souvenir Shop for the elderly, Concierge and Travel Desk to cater to the its customers.

The company also offers lucrative investment options where there is a return on investment for the investors. In particular, it is a golden opportunity for investors who desire a recurring return on investment. As these residences, which are strategically located near the pilgrimage may give (20 – 25) % return annually. The occupancy levels are expected to remain high throughout the year and are expected to hover around 90%. In addition to the investment the investor are given a privilege of free stay for a limited period across India along with a club membership with the company and discounts on Food & Beverage.

The concept is a unique blend of hospitality and real estate creating a new pool of investor and target group of its own. Sandal lands aims at bringing one an ideal place to find solace in between hectic work schedule which is imbibed with the pristine luxury offering peace and tranquility both spiritually and aesthetically. An ideal place to seek solace and redemption, Sandal lands envisages the opportunity and dreams of delivering an International standard project to its end users.■

Sandal Suites' at Shirdi would be a Luxurious, 5 star level Service Residence complex, strategically located less than a km from the main temple and in the vicinity of the existing 5 star hotel, across a sprawling 2.5 acres of land.



Precast Technology

Bringing in a Hindrance-Free Construction











R. K. Arora, CMD
Supertech Limited

R. K. Arora, Chairman & Managing Director of Supertech Limited elucidates about this technology – why there is a need of such a technology and how does this work.

In a country that has a staggering housing shortfall of nearly 27 million houses and inherent project execution challenges including shortages in skilled manpower, the current execution capacity based on traditional brick and mortar is hugely limited. Housing as an industry is still hand crafted and heavily dependent on manual labor and on-site construction, which leads to large amount of material wastage, labor inefficiency and delay in project delivery. To overcome these problems, the precast technology is the best solution.

In precast construction, the structures are not made of mortar and cement but of beams, columns, panels, slabs and standard concrete. Such construction does not need plastering as the surface made is very smooth and requires very less maintenance. The technology strengthens the overall solidness of the house much more than a traditional house. With the use of this technology, a hindrance-free construction can be carried out in any season saving up to 64% of time as compared to the construction time of a brick house.

At Supertech Limited we are the first real estate developer to introduce a new innovation in construction called the Precast Technology. Considering the challenges faced in traditional style of construction, Supertech team, after immense research and effort has launched this technology under the brand name of Supertech Precast Technology Private Limited. The company has set up a manufacturing unit in an area of 60,000 meters in Sector Ecotech-16, Greater Noida, Uttar Pradesh, India. This unit will have a pro-

shubhkamna advert
GOOD WISHES. GOOD HOMES.

Some Important Aspects About Precast Technology

- The use of this technology expedites the construction work
- The quality of the construction is better compare to normal method
- It is independent of weather conditions
- The precast panels helps in creating bigger carpet area
- The use of this technology does not need plastering because it makes the surface very smooth
- Precast concrete material is corrosion resistant and can be used in very aggressive environment
- Structures like sports stadiums and halls can be constructed through this technology as the material used is such which is free from noise vibration
- Customization in structures is possible – Precast structures can be molded as per convenience & utility



duction capacity of 5.0 Million sq. ft. area per annum where roofs, walls and floors of a precast house will be constructed. The Company has also set up two separate units in this factory – one for Hollow Slab and the other for Precast Wall Pannels. All machines and units required to execute the process of construction is being imported from Germany.

Supertech, being the pioneers in Precast Construction will offer the technology to other players in the industry for the construction of high rise, low rise, villas, townships and many more structures.

In India, affordable and mass housing needs an approach which is of component based off-site production with supply chain linkages to the material suppliers and backward linkages to create skill manpower. This will help houses to be manufactured rather than built. Due to this extensive demand of housing units, the real estate market needs mass production where this technology will be of greatest help. With speedy production process a large number of units will be delivered in short span of time at an affordable cost - this technology cuts down the construction cost by 10-15%. Also, as this technology doesn't need skilled manpower which has a huge shortfall in India, with less manpower and advanced production process, the technology will help the real estate sector grow in a big way consequently helping the masses of India.

The technology can be used in construction of high rise buildings which will prove beneficial to both the developers as well as the customers. Metro cities of India such as Delhi, Mumbai, Bangalore, Kolkata and Chennai are facing a lot of space crunch with more and more people migrating to the cities everyday creating further demand for housing. With this technology, construction of high rise buildings is also possible, which is an added advantage of this technology.

Precast Concrete Technology has already proved its worth in Europe, Dubai, Malaysia, Singapore and many other countries worldwide. The best part of the technology is that it not only speeds up the construction work but also enhances the quality of the final output. Also, it helps in creating bigger carpet area, which is of utmost importance to any customer. In a precast house, a defined space is left for windows, doors and all fittings such as Electrical, Plumbing, TV, Telephone, etc., which shall be laid before concreting. Everything will be controlled and monitored through computer which ultimately helps in making the structure stronger and better shaped. The technology has never being used in constructing the real estate projects in India. As of now, the technology has been used only in developing infrastructure like bridges, flyovers, stadium, halls and also the Metro Rails. ■

shubhkamna advert
GOOD WISHES. GOOD HOMES.

Aosta®
cucine



Modular Kitchen
Model : Door High-gloss Orange | Carcase White



Modular Kitchen
Model : Door Wenge | Carcase White

Aosta brings you an entirely
different look to your kitchen,
for a programme with endless surprises.

Modular Kitchen | Modular Wardrobe | Modular Accessories

Specialist in Supplying to Developers, Builders & Group Housing Projects

*** Dealership Inquiries solicited**

A quality product from ROKA BATHING LUXURY

Corporate Office: **Roma Industries Limited**

A-143, Wazirpur Industrial Area, Delhi-110052 | T : +91-11-49959999 (100 Hunting Lines) | F : +91-11-49959977
M: 9818174162, 9818174164 | Customer Care : +91-11-49959900 | E : aosta@aosta.in | W : www.aosta.in | Sms : 'AOSTA' to 52424

SHRI GROUP

PROSPERITY FOR ALL

An Innovative and Most Trusted Developer

After captivating realty's landscape in Mathura and Vrindavan with landmark projects, SHRI Group has ventured into several locations at places such as Noida, Delhi, Gurgaon, Pune, Nasik, Hyderabad, Udaipur, Jodhpur, Baroda etc.

From Mathura to Noida : More than eight decades of a successful journey

A solid foundation with value-based business model

A unique name in terms of designing, quality construction and superior specifications

Progressing steadily towards bigger goals and newer horizon

" With the spiritual values of Mr. Pradeep Kumar Agrawal, dynamic vision of Mr. Sudeep Kumar Agrawal, 30 years of extensive experience of Mr. Suresh Chand Kaushik in Public Relations and splendid marketing skills of Mr. Ram Agrawal, SHRI Group has emerged as a diversified conglomerate".



From L to R: Mr. Ram Agrawal, Director, Mr. Suresh Chand Kaushik, Director, Mr. Sudeep Kumar Agrawal, Director, Mr. Pradeep Kumar Agrawal

COMING SOON


PREMIA
PROJECTS LTD.

Turning the Realty on Trust and Transparency



With more than 17 years of experience in Finance, Investment and Real Estate Services management, Tarun Shienh, CMD, Premia Projects Ltd. is a household name. Within a brief span, Shienh successfully positioned himself as the real game changer of Indian real estate and the sojourn continues till today, capturing the attention and interests of everyone who matter and have a say on this