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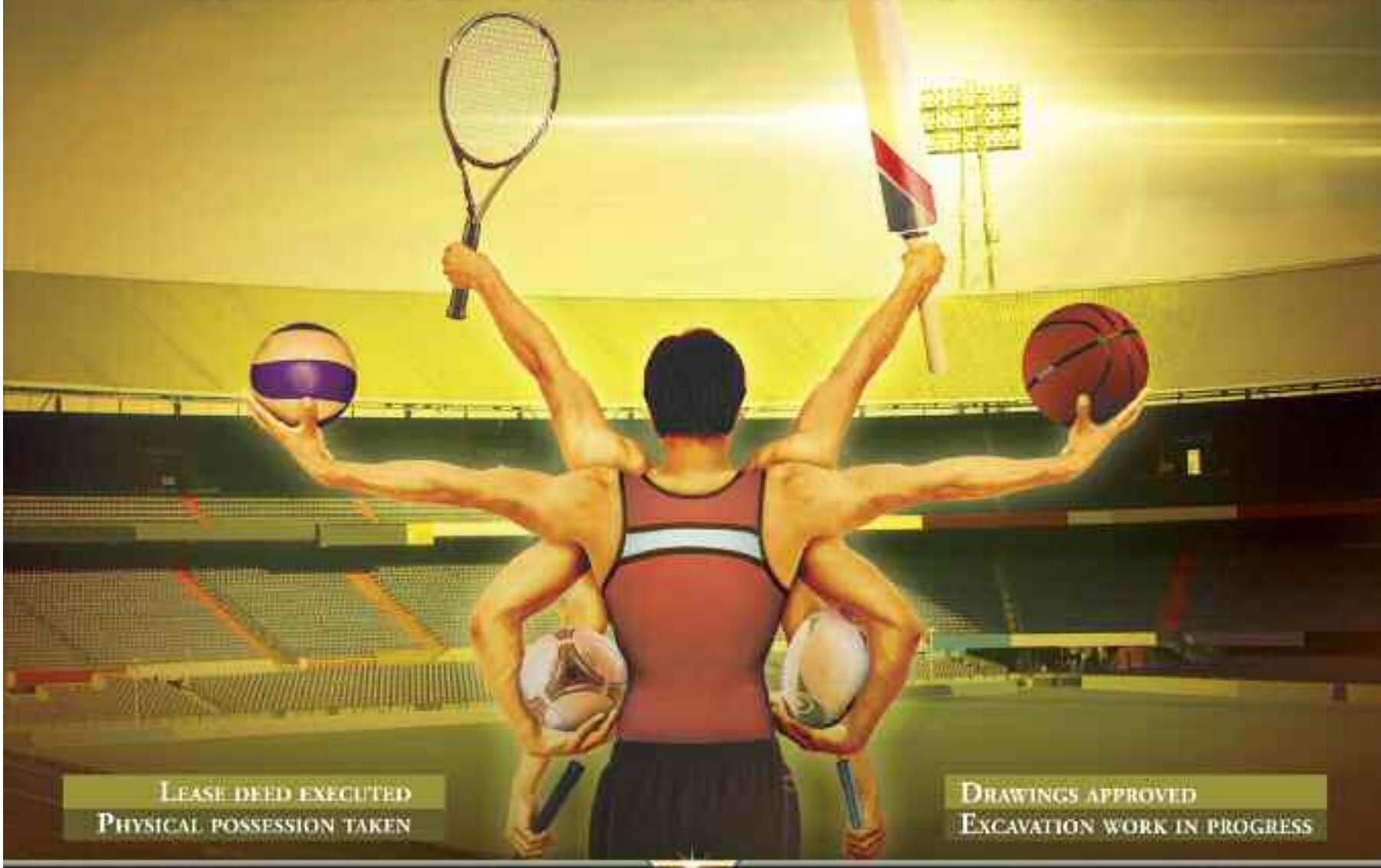

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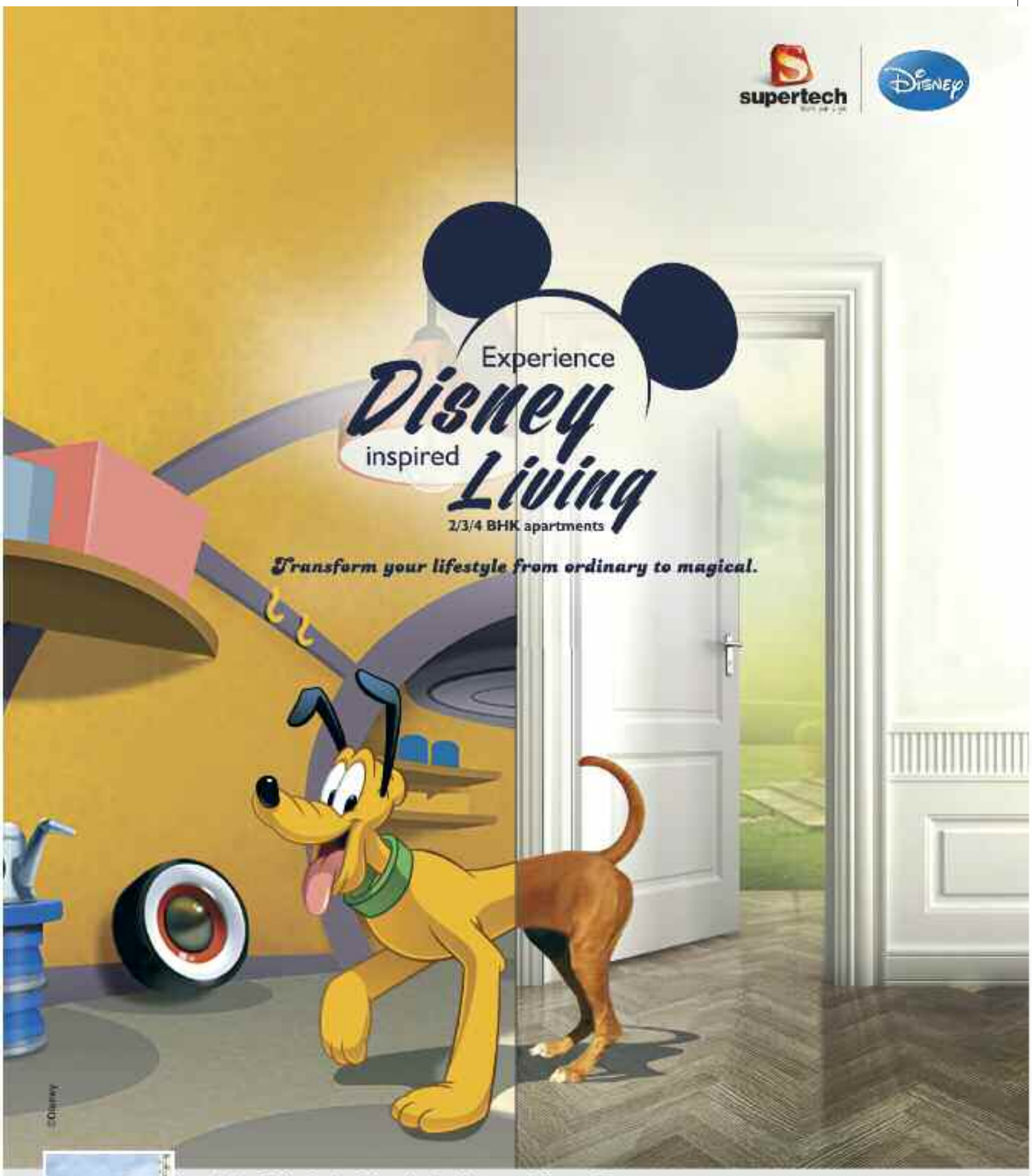
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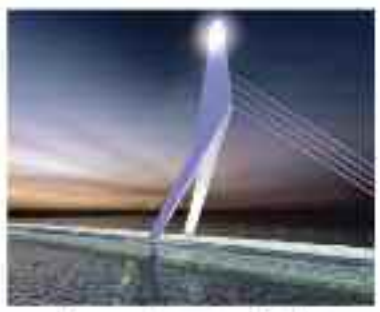

Proposed Signature Bridge



Proposed Yamnotri Express Highway

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Time to Shed Pessimism

Of late, it has become a fashion to look at the other way around when the best way is to look from the within. Every economic crisis precedes the phase of policy indecision and foresightedness by ruling dispensation. It is only when the situation worsens and goes out of control, they look for any solution. With a weak rupee continuing to hammer despite some policy initiative, the Reserve Bank of India (RBI) at its monetary policy review meet on July 30 decided to keep all key interest rates unchanged. Accordingly, the repo rate or the rate at which RBI lends to the system, has been retained at 7.25% and the cash reserve ratio(CRR), the amount of deposits banks park with RBI, has been kept unchanged at 4%.However, it asked the government to take urgent steps to rein in the high current account deficit(CAD).The central bank has also lowered the GDP growth projection for the current fiscal to 5.5% from 5.7%, citing the external sector is the "biggest threat" to economic stability. It also said that the recent liquidity tightening measures will be rolled back in a calibrated manner. "The policy stance is guided by the need for continuous vigil and preparedness to pro-actively respond to risks to the economy from external developments, especially those stemming from global financial markets," Governor D. Subbarao said.

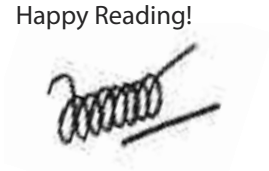
This could be seen in the backdrop of quantum of investment. Total investments in new projects in India slumped to Rs 77,463.4 crore in April-June quarter as compared to Rs 222,659.8 crore recorded during the corresponding quarter of the last year. On the much-touted success of reforms in the Foreign Direct Investment (FDI), the global investors' response has been lukewarm. FDI inflows slumped by 38 per cent in fiscal 2012-13 as compared to the previous year.

So, it is to the Government rather than the central bank to push economic activity and growth. With a comprehensive liberalisation and reforms and proactive policies, market sentiments could be made to be conducive for investors. The growth momentum of past years can be repeated with pro-business policies. Few can deny that there is massive growth potential waiting to be tapped. With stepped-up allocation of resources and improved governance standards, both social and infrastructural development will spearhead the growth across the sector including real estate. It is eminently possible to ramp up the investment rate with the return of investor confidence. The same will spur productivity and shore up the growth trend. Amidst lacklustre prospects for economic growth there comes a report that says that over $2 billion PE investment has been raised for real estate in India. Of course, spiraling inflation rate is eating into buyers' financial capability and hence the RBI is moving cautiously.

It is a challenging time, no doubt, but things will get to improve. We should hope for a better second half this fiscal.

With a comprehensive liberalisation and reforms and proactive policies, market sentiments could be made to be conducive for investors.

Happy Reading!



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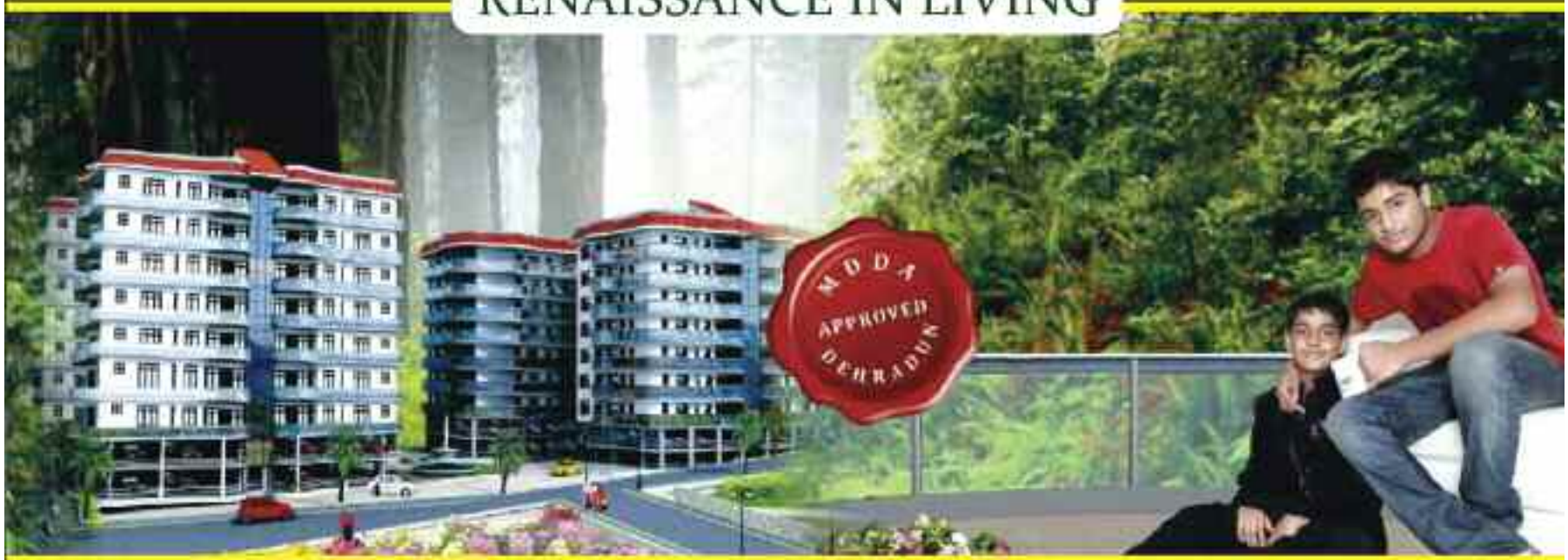

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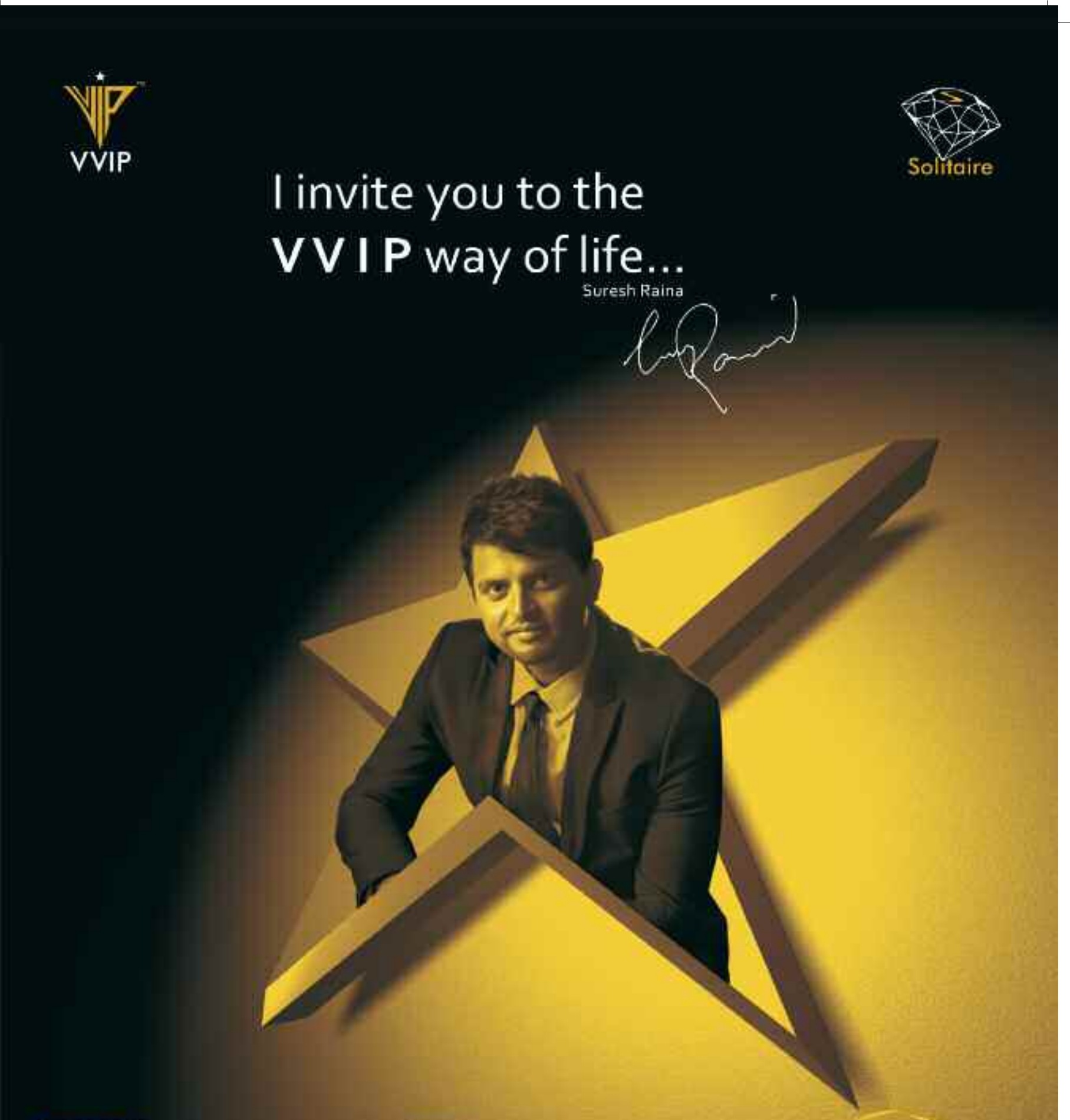

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OPINION

The Changing Reality Of The Indian Realty Market

The Real Estate market has moved to a completely new arena today as we can see the realty in and around Delhi-NCR selling like hot cakes. Looking at the early years of the nineties, the liberalisation policy was still in the process of gaining power. Since then, a lot of changes have occurred in the economy. Many of them have been fruitful to the developers, while others may not have been so. Following are the trends that have been witnessed in the realty market.

Realty market today

Today, the face of realty market has totally changed. Almost 5 per cent of the GDP share belongs to the Real Estate sector. The market we witness today has gone from unorganized to semi-organized state. Long time back, people faced a crisis of good financing options. Buying a house was as good as a dream in the early 2000's. But today, we can witness a tremendous boom in the realty sector all over India as even locations which could never be thought of being developed are already sold out and are being known as 'posh areas'.

In the early 1990's, a huge number of MNC's were seeking their way into the Indian market. So it started with Mumbai, the Indian financial capital, and just like that, its property rates went soaring high. By the end of 1997, the real estate was so expensive that the companies started to look for cost-effective regions and thus emerged the new and wide market for other business districts in India including Delhi-NCR.

Now, the realty scenario is not the same anymore. While the prices in the metro cities have already reached at an all time high, peripheral cities are now realizing the scope of improvement and development. In fact, these areas hold the ability to become one of the most prime areas for overall growth. This is well evident from the fact that areas like Gurgaon, Noida and New Delhi are today's leading Trade centres. The infrastructure required by these places need ace class commercial, retail and integrated township projects which offer excellent amenities. Other than that, industrial areas are also inviting development leading to splendid infrastructural projects being held up in such regions.

Changing trends

Although real estate in the metro cities continue to be the most demanded, Tier II and Tier III are not far behind. Owing to their commercial and strategic viability, these cities are climbing up the real estate market ladder. One of the major reasons owing to this change was the liberalization policy.

The demand for the housing sector has increased a lot over the past few years. This boom in appreciation rates in the Indian property market primarily happened as a result of reduced interest rates by Government in 2001. Even the middle income group was more keen on buying residential places where it was only limited to the rich during the earlier times. As a result, the quality and rates of real estate swelled up after 2003. The market started its journey to an all time high during and after 2005.Technology has brought in many positive changes in this sector. The concept of townships has come up making all amenities available at the doorstep which resulted in a great transformation in the lifestyle of people. This includes shopping centres, health centres, schools, amphitheatres, clubs, and gyms within the township boundaries.

Competition too is an encouraging source. The Indian developers actively seek the services of international pioneers of the infrastructure industry.

Even though the realty sector has come a long way, it still has a wide scope of improvement where reforms are concerned. Due to the massive increase in urbanization, materials and infrastructure have also made a steady progress in the quality.



Mr. Sumit Bharana, Director, Era Landmarks Ltd

The New Regulatory bill is yet to bring some strong changes in the sector. It has removed the scope of single window clearance for project approvals, which results in cost escalation. In the process, the buyer gets the estate at a very high price. At this stage, it is very important that the Proposed Land Acquisition bill comes in, which will incredibly improve the conditions of the economic infrastructure in the realty market. This bill would be extremely helpful in overcoming obstructions and avoiding litigations. It will be highly beneficial to the developers which will finally accrue to the end user.

Since infrastructure has been given an industry status, real estate too should be regarded at the same level. Doing this will help the industry avail credit at cheap rates, which currently is a huge problem. Thus better policies are the need of the hour in order to keep the real estate sector and the economy developing.■

(Writer is a Director at Era Landmark)



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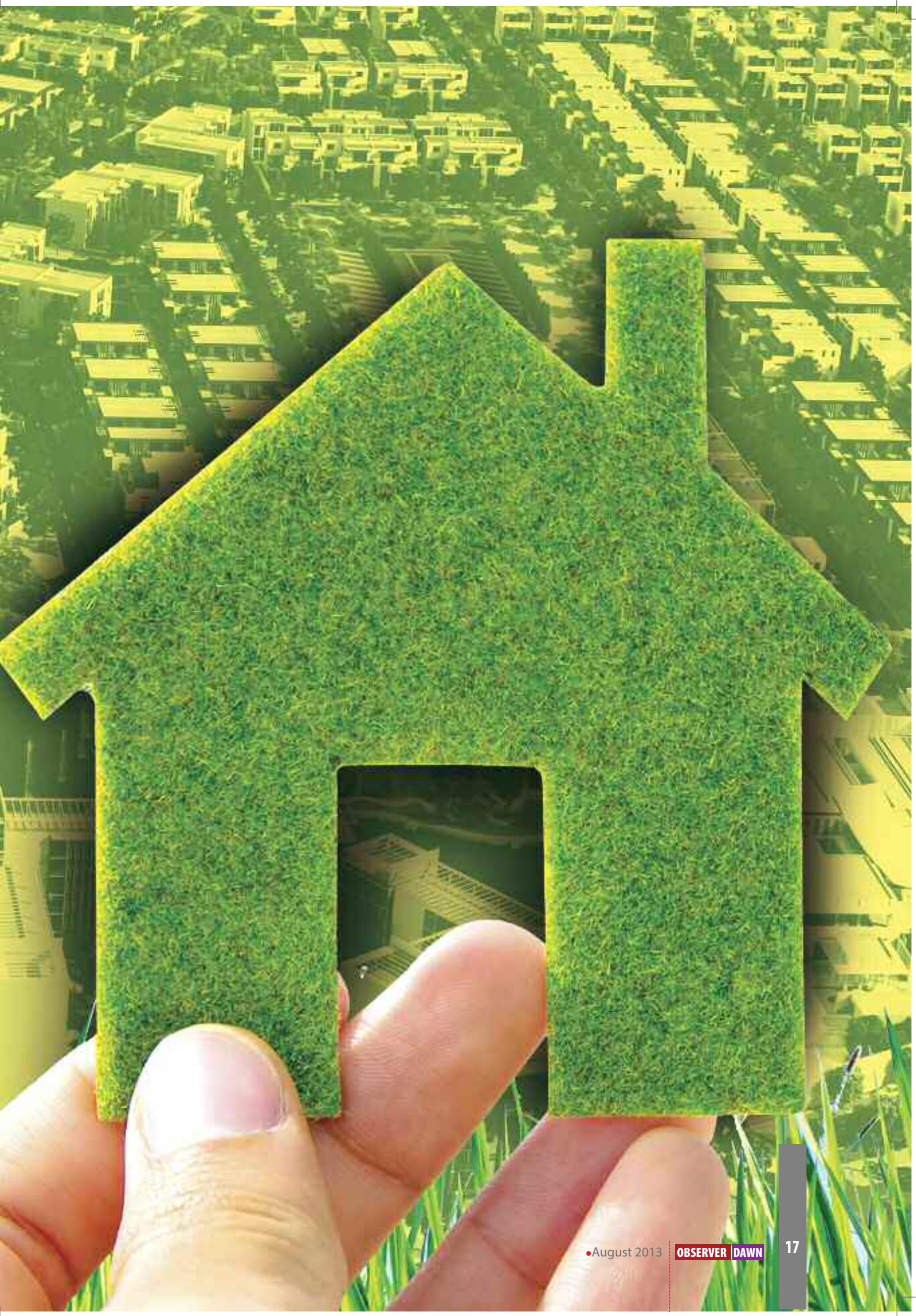
Green Homes and Greener Way of Living

Among the three basic needs that we human beings have i.e. food, clothes and housing, the last one has attracted massive attention in the wake of real estate's convergence on creating green building in both residential and commercial segment. A time came when going-green became a catchword as home-buyers, conscious about benefits of living in eco-friendly atmosphere, looked for projects built on sustainable development paradigm. Though put in practice globally in 70s, it took a while to reach in Indian psyche and India's real estate sector.

A building affects the environment in many ways. Structure, materials used to make it, and its surroundings, have undoubtedly big impact on the ecology we live in. According to an estimate, a third of carbon dioxide emissions come from buildings. Needless to say, process of construction plays a significant role. We all know building a building requires piles of energy. The manufacturing, transport and storage of all building materials comprising concrete and metal is energy-intensive. Thus buildings consume energy both in their making stage and when they are fully structured. These and their habitats who live and work here determine the quantity of energy to be consumed. Thanks to the rising awareness of energy conservation, topics like green housing, sustainable construction and eco-friendly houses have received a lot of attention. Technological innovations supported by both government and independent agencies have made the whole process relatively doable in India and more and more developers are bringing in green homes/commercial complexes for their buyers and investors. Still there are few questions like how green has the construction sector become? Do the prevailing standards for measuring green buildings work? What challenges developers and home-buyers still face?

In this issue under the section of Special Story, we interacted with several real estate companies which are doing commendable work on green building. We put forward 7-8 questions to senior executives/promoters to get their views on the issue.



Q —Ananta Raghuvanshi, Director, DLF Limited

The concept of green or environment-friendly homes as they are popularly known is fast catching on in India. What are the main reasons behind the rising enthusiasm about it?

Green buildings are not just environment-friendly but also cost effective and durable in the long run. Also, the insulation from adverse weather conditions as well as greater degree of energy efficiency makes them all the more sensible living space.



What are the fundamental differences between a green building and a conventional building?

Conventional buildings are structures made purely as living and working spaces, whereas green buildings go a step ahead in ensuring that features such as waste water recycling, minimal electricity consumption, solar energy, usage of natural lighting, all weather insulation and composite material are incorporated in building design and construction.

Mumbai and Delhi-NCR remain the top epi-centres of both residential and commercial real estate activities, but when it comes to bringing in green measures, Hyder-



abad (the CII-Sohrabji Godrej Green Business Centre is the first green building in India) and Kolkata (Technopolis is the country's first green building for IT) were the early birds. Why did the region lag behind?

The above statement may not entirely hold good. Developers in Delhi-NCR had introduced the concept of green buildings in residential as well as IT space. However, the higher land prices and increased cost of construction in Mumbai and Delhi do come across as challenges, vis-à-vis Hyderabad and Kolkata, where land rates and costing is much lower.

There is a common perception that the green building measure has had greater acceptance in the commercial segment than in the residential space. Your comment!

Green Buildings are more efficient in terms of factors such as power consumption, thus making the operating costs lower for commercial processes and adding to the savings.

Notwithstanding its long-term benefit, some buyers say that most real estate developers only make tall claim to construct green buildings as they can then charge a higher rate for such buildings. Do you agree?

There are well laid specifications for the green buildings that are to be adhered to, as specified by the Indian Green Building Council. A LEED(Leadership in Energy & Environmental Design) certification for a building project ensures that the standards are being met, be it Silver, Gold or Platinum rated. This would help buyers on verifying the authenticity of a claim.

Green measures reduce energy and water consumption substantially, utilize renewable resources, and in recent times, some developers are really serious about constructing green homes. However, there is still a scarcity of green building materials and equipment in India. When do you thing this scenario will change?

As awareness about benefits of green buildings spreads to both, the buyer and developer community, the demand for green building material and equipment is likely to grow manifold in the times to come. Also, preference for MNCs to lease out green buildings will help build the momentum in procuring tools and technologies used in advanced economies such as Japan & South Korea.

Are the governments (both State and Centre) and their agencies doing enough to encourage developers to construct affordable and green homes for buyers?

The Ministry of Environment as well as Ministry of Urban Development have taken cognizance of the necessity of green development and are keen on encouraging developers having an intent of building green structures. Indian Green Building Council (IGBC), Energy Conservation Building Codes (ECBC), Green Rating for Integrated Habitat Assessment (GRIHA) and Bureau of Energy Efficiency (BEE) are some of the Initiatives taken by the Governments so far.



Q —-Mr. Pankaj Bansal, Director, M3M

The concept of green or environment-friendly homes as they are popularly known is fast catching on in India. What are the main reasons behind the rising enthusiasm about it?

The increased awareness about the operational savings, the reduced overall ownership cost over the entire lifecycle and the

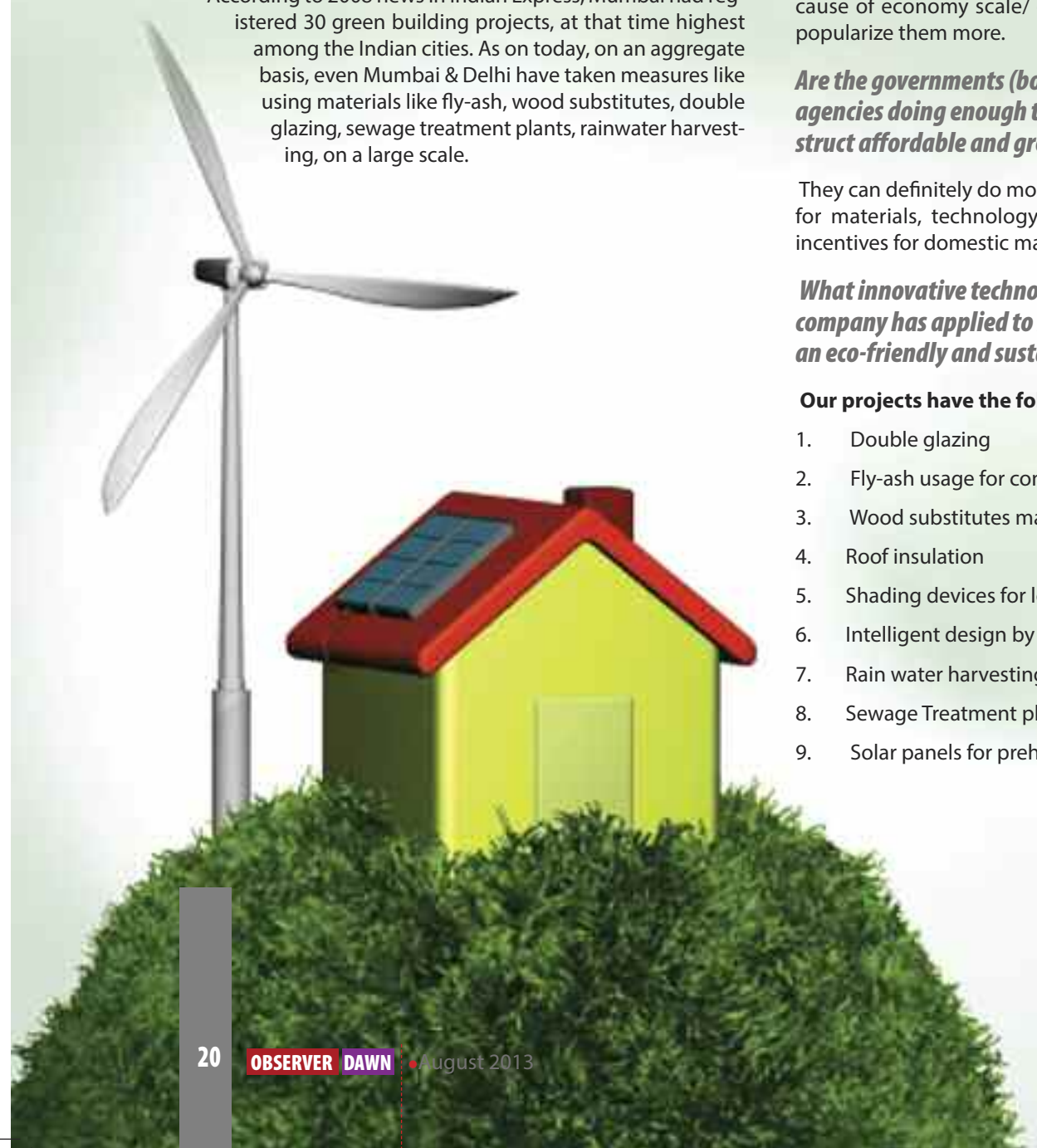
regulatory compliances encourage the green building concept. Various studies prove that the productivity of the people inhabiting the green building is 12-15% higher.

What are the fundamental differences between a green building and a conventional building?

Green Buildings are just one step above conventional methods of building that are environmentally responsible and resource-efficient throughout a building's life-cycle. It encompasses factors such as site selection, design, building orientation, natural shading , construction, operation & maintenance, renovation & deconstruction. It efficiently uses energy, water & other resources. Carbon footprint goes down in a green building & has lower energy consumption. The treatment & disposal of waste is in a sustainable fashion.

Mumbai and Delhi-NCR remain the top epi-centres of both residential and commercial real estate activities, but when it comes to bringing in green measures, Hyderabad (the CII-Sohrabji Godrej Green Business Centre is the first green building in India) and Kolkata (Technopolis is the country's first green building for IT) were the early birds. Why did the region lag behind?

According to 2008 news in Indian Express, Mumbai had registered 30 green building projects, at that time highest among the Indian cities. As on today, on an aggregate basis, even Mumbai & Delhi have taken measures like using materials like fly-ash, wood substitutes, double glazing, sewage treatment plants, rainwater harvesting, on a large scale.



There is a common perception that the green building measure has had greater acceptance in the commercial segment than in the residential space. Your comment!

We agree, for lease buildings, the energy efficiency & saving in operating costs is of greater importance.

Not withstanding its long-term benefit, some buyers say that most real estate developers only make tall claim to construct green buildings as they can then charge a higher rate for such buildings. Do you agree?

We don't agree with the statement, as developers are migrating to green buildings since the rules are mandatory & also people perceive green buildings as better product & not necessarily at higher rate & not because of pricing advantage.

Green measures reduce energy and water consumption substantially, utilize renewable resources, and in recent times, some developers are really serious about constructing green homes. However, there is still a scarcity of green building materials and equipment in India. When do you thing this scenario will change?

With green building & equipment becoming affordable because of economy scale/ govt. subsidy & taxation, will help popularize them more.

Are the governments (both State and Centre) and their agencies doing enough to encourage developers to construct affordable and green homes for buyers?

They can definitely do more by encouraging duty free import for materials, technology & equipment and by giving tax incentives for domestic manufacturers.

What innovative technologies and green measures your company has applied to make your project a model for an eco-friendly and sustainable development?

Our projects have the following major features:

1. Double glazing
2. Fly-ash usage for concrete
3. Wood substitutes materials for glazing
4. Roof insulation
5. Shading devices for lower energy consumption
6. Intelligent design by way of building orientation
7. Rain water harvesting
8. Sewage Treatment plants
9. Solar panels for preheating the water & street lighting



Q—Mr. Kumar Bharat, Director, BCC Infrastructures

The concept of green or environment-friendly homes as they are popularly known is fast catching on in India. What are the main reasons behind the rising enthusiasm about it?

Green buildings are resource efficient and environment friendly in many ways all throughout their life cycle from designing and construction to day-to-day operation, maintenance and eventually demolition. The environment today is facing a lot of threats from issues such as deforestation, global warming and pollution. The problem on planet is created by us and therefore it is our moral duty to fix the problem rather than waiting for huge damage to environment. People from all across the globe including in India are beginning to realize their duties towards the environment and doing their best to reduce their carbon footprint on the environment.

What are the fundamental differences between a green building and a conventional building?

Indian Green Building Council (IGBC) defines green building as "A green building is one which uses less water, optimises energy efficiency, conserves natural resources, generates less waste and provides healthier spaces for occupants, as compared to a conventional building." A green building has many advantages over the conventional buildings apart from conserving natural resources it also provides healthier and more comfortable accommodation for its occupants. Using creativity and ingenuity in building design and utilising renewable natural resources in terms of building materials, tools, and fuels a long lasting and environment friendly green building can be constructed at a much lower price.

Mumbai and Delhi-NCR remain the top epicenters of both residential and commercial real estate activities, but when it comes to bringing in green measures, Hyderabad (the CII-Sohrabji Godrej Green Business Centre is the first green building in India) and Kolkata (Technopolis is the country's first green building for IT) were the early birds. Why did the region lag behind?

As per IGBC, Chennai with 42 green buildings leads the cities with such buildings. Mumbai with 29 green buildings and the Delhi & NCR with 28 are in the second and third place. IGBC has awarded Leadership in Energy and Environmental Design (LEED) certification to these cities. There is a need for such facilitating institutions to create interactive forums to bridge the gap between people's needs and government policies and evolve models of participatory development.

There is a common perception that the green building measure has had greater acceptance in the commercial segment than in the residential space. Your comment!

In India the concept of green building is prevalent from long. The only difference is that the concept is used in commercial (Government) works rather than residential purpose. Scenario has started changing already. In commercial buildings, the companies are ready to invest in such projects as they are mostly aware about the commercial benefits of saving energy consumption as well as earn carbon credits for their businesses. Specially the big MNC companies are leading in this sector. The case is slightly different with residential buildings. There is lack of awareness,knowledge and confidence among people and developer regarding this concept. Most people think these buildings will be much heavier in their pockets than conventional buildings while developers suspect investing in these buildings will put a dent on their profit margins.

Notwithstanding its long-term benefit, some buyers say that most real estate developers only make tall claim to construct green buildings as they can then charge a higher rate for such buildings. Do you agree?

The primary problem developers' face when decided to construct green building is finding systems and materials that actually sustainable, environment friendly. In India to gain commercial benefits most products tout the environmental norms. While purchasing materials builders and developers

should see that the products meet the following criteria:

- Recycled & Refurbished Products
- Natural, Plentiful Or Renewable Materials
- Resource Efficient Manufacturing Process
- Locally Available
- Reusable Or Recyclable Product And Packaging
- Durable And Sustainable

Buyers too should properly check the certifications of the builder and the facilities provide by them in the property should meet various green building norms. Apart from LEED, another green building rating systems followed in India is Green Rating for Integrated Habitat Assessment (GRIHA) by The Energy and Resources Institute (TERI).

Green measures reduce energy and water consumption substantially, utilize renewable resources, and in recent times, some developers are really serious about constructing green homes. However, there is still a scarcity of green building materials and equipment in India. When do you thing this scenario will change?

The green buildings are the concept of the future if we want to give our people a clean and green home and world. Modern trends show that land availability and abundant natural resources have made the real estate developers to start greener building projects in rural areas. The emphasis is also on building more transparency in procedures to create confidence in the market. A number of new financial instruments will be derived for making profits through green buildings. Real Estate developers are seeing these benefits and improved financial gains by constructing eco-friendly and sustainable green buildings.

Are the governments (both State and Centre) and their agencies doing enough to encourage developers to construct affordable and green homes for buyers?

Government, Industry Bodies and Institutions are giving a constant support through funding and other benefits towards development of green buildings. In Tamil Nadu, Government is planning to build solar powered green houses for rural poor and has allotted Rs.1,080 Crore for construction of 60,000 houses. The CII-IGBC has come up with a Rs. 4 billion green fund to support the development of green buildings.

Interest benefits on loan by banks for green projects, more incentives and regulations are likely to push the acceptance of green buildings in India. Bureau of Energy Efficiency (BEE) is introducing an energy performance index for the rating of buildings. The parameter for ratings will be energy consumption in



kilo watt per hour per square meter per year. Ratings will vary for different climatic conditions.

What innovative technologies and green measures your company has applied to make your project a model for an eco-friendly and sustainable development?

We are using precast (prefabricated) construction technology which has already been used in Europe and the Middle East. So far this technology has been used in constructing large projects like bridges, metro rail and commercial buildings. But its various benefits have prompted some major names in the real estate industry to embrace this technology in housing sector as well. It's estimated that the industry will grow 10 times in next 5 years from the current level of around Rs. 2000 crore. Though precast construction industry is still at its nascent stage in India, it's rapidly coming to the forefront of the construction industry. Precast components are fabricated or assembled off-site, transported to the project site, and installed on a prepared foundation.

Apart from the low cost and timely delivery, buildings constructed using this technology are more robust than traditional brick and mortar constructions. As the construction is done in a controlled factory environment the delays and issues caused by environmental factors like bad weather are also eliminated. Fire typically destroys a building's roof. When a structure is built on grade, the collapsing roof often pulls the walls down into a building. To avoid this problem, continuous panels – unlike masonry or concrete block walls – are firmly anchored into the ground. As a result, they will not break apart. On the safety front too these buildings are at much more advantageous position. The precast wall panels extend into a building's footings, which helps these buildings cope with interior fire, water damage and accidental impact.

Wave Estate: Gold rating by IGBC

Wave Estate is the luxury project under Wave Infratech. An integrated modern township, spread over in approx. 300 acres of land, Wave Estate is a haven of luxury with its ultra-fine collection of modern contemporary villas, plots, charming floors, plush condominiums, club houses, star hotel, multiplex, shop cum office (SCOs) along with the provision for eco-friendly and sustainable developments under one roof. It is one of India's few projects to get Gold ratings by Indian Green Building Council(IGBC).

Inspired by Spanish and Mediterranean designs, the architecture at Wave Estate sums itself up in its line-up of fabulous villas. Each of these luxury villas is a perfect combination of lavish space and exquisite style. Designed to accomplish the perfect poise of contemporary living with the traditional forms and details of Indian homes, each has a private landscaped courtyard at its centre and an ample roof terrace. With the concept of thoughtful space combined with splendor, the villas at Wave Estate would take luxury living to newer heights of class and elegance.



With the objective of satisfying the latent needs of the occupants, Wave Estate has been structured with the three tier security concept- gated security, electronic surveillance and manual security.

Located in Sector 85 & 99 in Mohali, a part of the Tri-City, Wave Estate would be a perfect blend of residential, commercial, retail and community/recreational spaces, providing the perfect option to live in and conduct business. Owing to high per-capita income, the Tricity region in Chandigarh is witnessing a trajectory in terms of the real estate sector as its infrastructure is shaping up. In order to match the demand in the luxury segment, Wave Estate has chosen Mohali as a lucrative investment destination luring local, national and international markets and end-users.

Key highlights of the project:

- Created by renowned architectural firm, Studio DRA, the UK
- Connected by 200 Ft. and 150 Ft. wide sector roads, providing it fast access to the other parts of the city
- Providing more than 60% open spaces such as green areas, parks, walkways and streets
- Providing choicest education, healthcare and sports facilities within the premises
- Spaces for cricket, yoga, jogging, tennis, and swimming along with open-event spaces for community functions like weddings and festivals
- Backed by an uninterrupted power supply through bridging power-cuts with stand-by power
- Property to be maintained and monitored by Wave even after allotting it to the end-users. ■



Q —Mr.Getamber Anand, CMD and Promoter, ATS Group

The concept of green or environment-friendly homes as they are popularly known is fast catching on in India. What are the main reasons behind the rising enthusiasm about it?

Green building (also known as green construction or sustainable building) refers to a structure and using process that is environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation and demolition. Buildings have an enormous impact on the environment, human health, and the economy. The successful adoption of green building strategies can maximize both the economic and environmental performance of buildings. This is the main reason behind this concept's fast growing popularity. Research continues to identify and clarify all of these benefits and costs of green building, and of how to achieve the greatest benefits at the lowest costs.

What are the fundamental differences between a green building and a conventional building?

Perhaps surprisingly, good green buildings often cost only a few percentage points or no more to build than conventional designs. Integrated design processes that identify the most efficient, holistic approaches to building green can reduce these initial costs. For example, in some cases, when buildings are carefully designed to be energy efficient, heating/ ventilation/ air conditioning (HVAC) equipment can be downsized for significant savings. There are also many green products and materials that cost the same or even less than conventional ones.

Natural Building/Conventional Building describes any method of building that encompasses sustainable building practices using natural materials, typically from the build site or as local as possible. Salvaged materials play an important role in natural building as it feeds the need to use existing materials and avoiding as much as possible the use of new materials. It's about using what is here over bringing in new materials, now there are instances where the availability of new is the only option and this is an accepted method if those materials are sourced from sustainable practices such as forestry stewardship or small local mills and lumber yards. This is the absolute best home building practice there is and the impacts the natural building movement is making will no doubt bring the past into the future and greatly influence all facets of living.

Whereas Green Building describes the method of using new materials innovatively to "ensure" energy efficiency; this method of building is new to the scene of conventional building. You will hear words and phrases such as "environmentally responsible" and "resource efficient" in the green building movement. In my opinion "green" building is just a step above the conventional methods of building which has a great amount of practices that can be made better and are ultimately money based, there needs to be a great emphasis on reducing the use of new materials and a great focus on reusing existing materials to achieve the same result, this



Mr. Getamber Anand is also the President of the CREDAI

method has the capacity to be better but in its current form is lacking while only slightly relieving the pressure of an extremely under pressure world.

Mumbai and Delhi-NCR remain the top epi-centres of both residential and commercial real estate activities, but when it comes to bringing in green measures, Hyderabad (the CII-Sohrabji Godrej Green Business Centre is the first green building in India) and Kolkata (Technopolis is the country's first green building for IT) were the early birds. Why did the region lag behind?

We do not think the region lags behind. There are a rising number of green buildings in Delhi/NCR.

From office space to malls to residential units is becoming eco-friendly with different kind of measures being applied. Offices are



being more energy efficient, so have the malls along with introducing environment-friendly shopping bags and almost all players are applying eco-friendly paints on walls.

Experts say incremental cost in constructing a green building is a one-time investment while the savings on operating costs and other benefits are recurring, month-on-month, year-on-year, for the rest of the life of the building. The IT hub of the city has most of the green buildings that are there in the city and there are many more in the pipeline to come up in the near future.

Notwithstanding its long-term benefit, some buyers say that most real estate developers only make tall claim to construct green buildings as they can then charge a higher rate for such buildings. Do you agree?

No comments about the industry in general, we can only vouch for the brand ATS. Our very mission is reining in new levels of professionalism, integrity, customer focus, and an uncompromising approach to quality. We have a deep-rooted commitment to quality and creativity. ATS pride on perfecting the residential real estate product to such a degree that it always end up delivering beyond what it promises—qualities that transcend through all the projects. However, what truly sets ATS apart is the quality of life that it provides for customers through the boutique homes, a fact which has helped the Group carve a place for ourselves in the hearts of thousands.

The customers count on the Group not just for their splendid homes, but also for the pleasant experience of dealing, as they are compassionate about their customers.

Green measures reduce energy and water consumption substantially, utilize renewable resources, and in recent times, some developers are really serious about constructing green homes. However, there is still a scarcity of green building materials and equipment in India. When do you thing this scenario will change?

There is a substantial amount of shortage of conventional and traditional building materials in India. The cost of construction using these conventional options is registering an increase, which is in the order of 15 to 18 percent. These building materials are high in energy consumption and with the increasing cost of energy. The relevance of energy efficient buildings has assumed greater significance in the light of fast depleting energy resources, energy scarcity and environmental pollution. This scenario creates the demand for eco-sensitive building or 'green building', which uses the resources judiciously, minimizes emissions and has efficient waste management system.

The scenario is changing with easy adaptability to foreign technology and the entry of foreign companies in the construction sector. These have changed the mindset of the developers and manufacturers of building materials. Many pioneering firms like ours' are looking for innovative and environment friendly building materials and solutions. We are also working with local R&D institutions to develop new building materials and components, suitable to local conditions.

Composites are being used for prefabricated, portable and modular buildings as well as for exterior cladding panels. With the scarcity of wood for building products, the alternative, which merits attention, is to promote the manufacturing of low cost FRP building materials to meet the demands of the housing & building sectors. In this context, certain developments concerning glass fiber reinforced polymer composites, natural fiber composites; industrial waste based composites have assumed importance.

Open prefab systems based on an appropriate production level and small, easy to handle elements with rationalized production methods have attracted the attention of Indian housing experts as an important option for arresting the rapidly rising escalation in the costs of material and labor. Cellular Lightweight Concrete (CLC) has been used in over 40 countries over the past 25 years to produce over hundred thousand houses and apartments, apart from schools, hospitals, industrial and commercial buildings. It is especially suitable in India for low-rise load bearing constructions and for partitioning work in high-rise buildings.

What innovative technologies and green measures your company has applied to make your project a model for an eco-friendly and sustainable development?

Upcoming ATS projects have adopted rain-water harvesting, water re-cycling and sewage treatment plant inherent feature of the construction. Minimum 40% green area is allocated in every project which allows space for recreation for the residents. Some projects also use solar lighting as an alternative. ■



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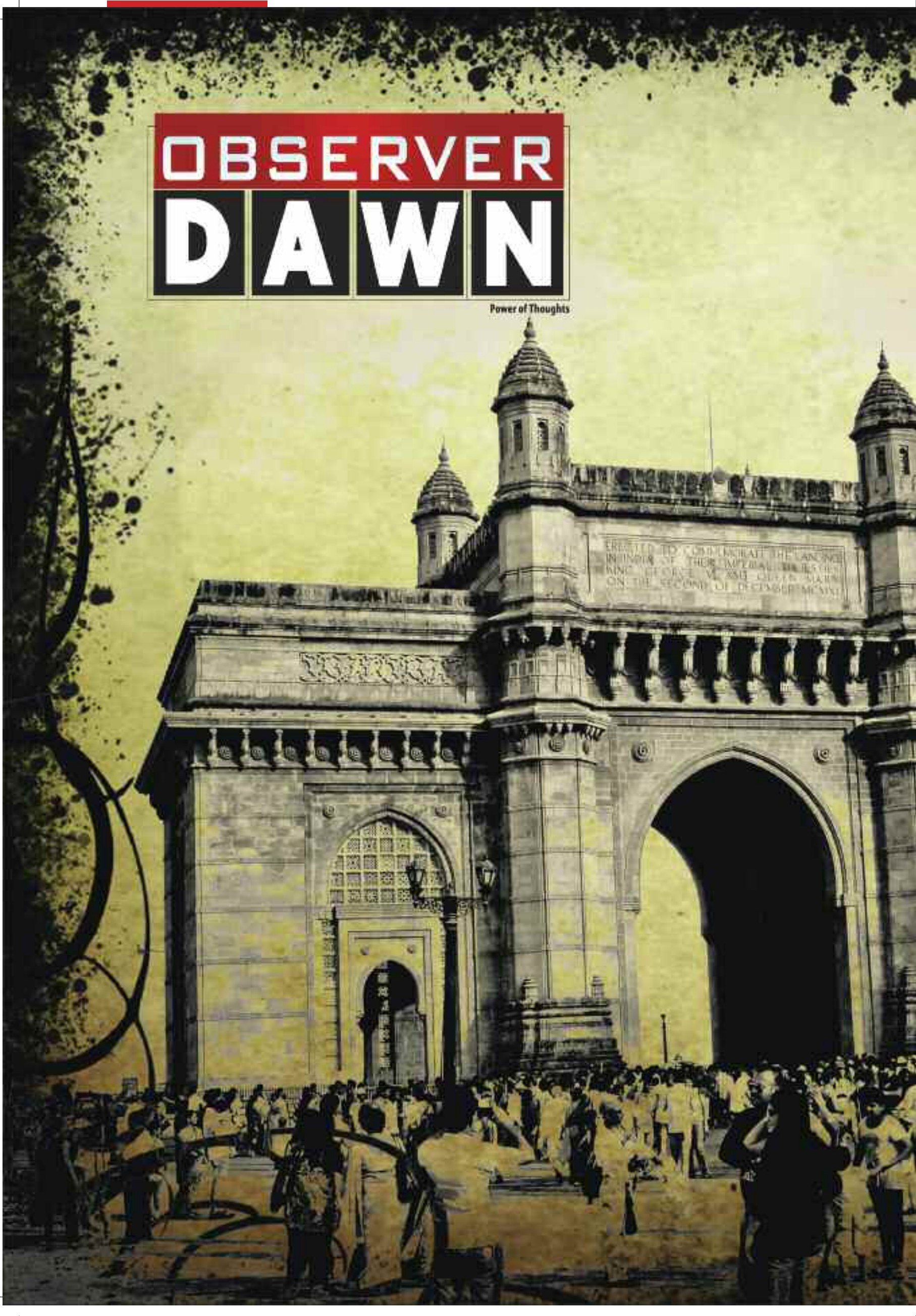

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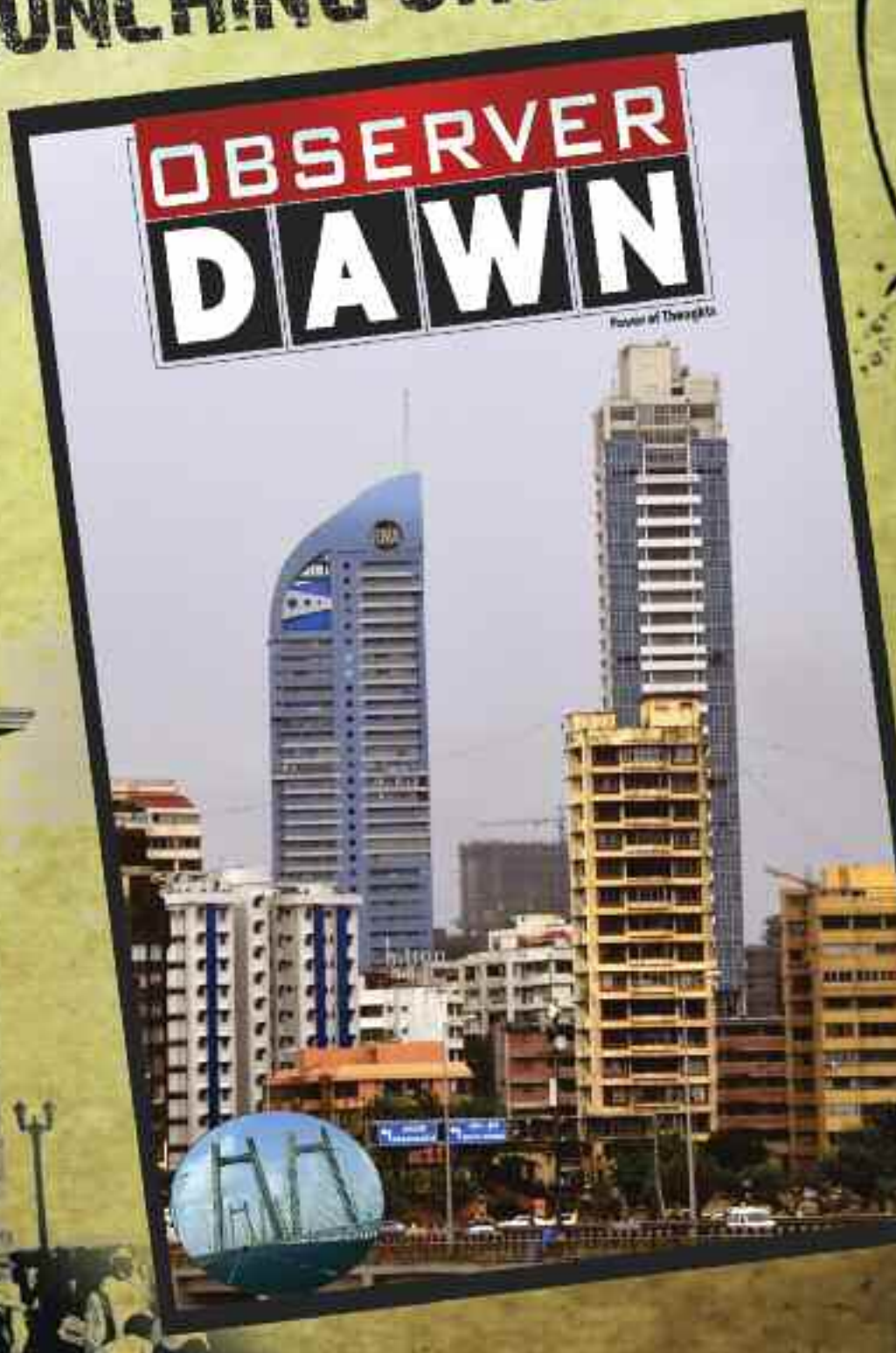
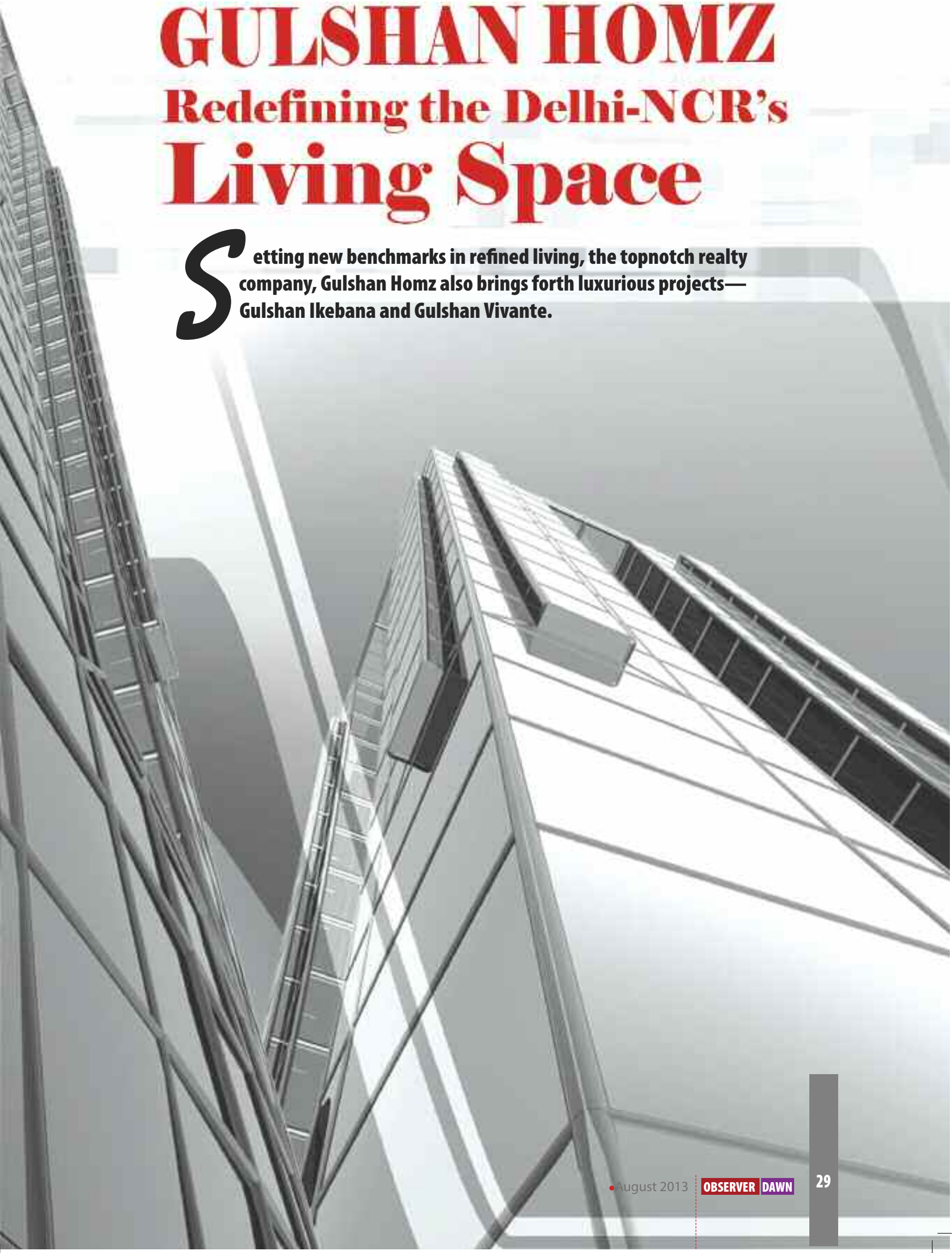




Mr. Gulshan Nagpal
Founder & MD, Gulshan Homz

GULSHAN HOMZ
Redefining the Delhi-NCR's Living Space

Setting new benchmarks in refined living, the topnotch realty company, Gulshan Homz also brings forth luxurious projects—Gulshan Ikebana and Gulshan Vivante.



Gulshan Homz will Continue to Deliver Landmark Buildings

—Mr. Gulshan Nagpal, Founder & MD, Gulshan Homz

At a time when developers are facing increasing difficulties in projects' execution and timely delivery, Mr. Gulshan Nagpal, founder and managing director of Gulshan Homz, is focusing on building landmark projects which are exclusively intended to complete satisfaction to buyers and customers. He tells *Observer Dawn* what makes his vision compatible with the prevailing demand for the luxurious residential living in Delhi-NCR.

Excerpts

Tell us about your vision behind Gulshan Homz. Where is it headquartered?

Our mission is to excel through Quality, Product Innovation, Modern Technology and Up-gradation. And our eternal creed is our commitment to customers and their continual satisfaction. We visualized ourselves to be the leader in its product line and provide unparalleled real estate services to the community. It is being headquartered in Dayanand Vihar, Delhi.

Why did you choose to enter the realty industry?

The inspiration of starting a real estate firm came about 25 years ago when I was building my own house. The journey started when I sold my old house, and saw a good profit margin which propelled me to set the grounds for my venture into realty sector.

You have taken Delhi-NCR realty sector to the next level, virtually changing the face of East Delhi. What has been the biggest challenge for you?

Building trust of customers who are paying for your product is the biggest challenge

in initial stages but we successfully won it and have maintained it intact. And this challenge has now become the success mantra of our company.

Gulshan Homz has been known for its exposure to niche segments in residential and commercial landscape. What will be the strategy for this year?

Where necessity ends and luxury starts, our segment starts right from there. That is, we are mainly focusing upon upper middle class and high end users. The strategy will remain same throughout the year.

With developers/real estate companies in India increasing their product portfolio, do you see increased competition from them? How do you plan to overtake them?

It is always good to have a smart competition. Increased competition gives you an opportunity to showcase your hard work and great achievements. We are not here to overtake anyone or see them as a competitors as we have already built-up a relationship of trust with our channel partners and customers which in turn doesn't affect the company's growth.

How many new areas do you plan to enter and by when? Will you focus on expanding your presence further to create a pan-India presence?

Yes, for sure we would like to create a pan-India presence but till the right time comes we would love to make our position strong in NCR belt. We have strong intent in Noida and we like to continue to keep our hold in this belt. Apart from this, in the coming 5 years we would like to expand ourselves to the other parts of NCR as well like Gurgaon, Dwarka Expressway.

A slew of realty majors are going global. Are you planning an international expansion as well?

Our focus of expansion is India only as our economy has shown tremendous potential towards this industry so, we would like to stay and operate in India for ext coming years.

Gulshan Homz' projects are applying novel and innovative technologies to extend towards customers to capture the market. Kindly share with us some details about these novel services.

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 also it surroundings and other amenities which have been focused upon equally to provide unparalleled comfort to the customers. Also, it is the excellent after sales service to the customers which we follow on top priority.

How much time have you given yourself to replicate the benchmarks set by you and your company?

We need not to replicate our benchmarks. We are creating new milestones that will set a new image of their own.

Do you need to add capacity as you are looking at launching some new projects in coming years?

Yes, definitely and when required we will add more stalwarts in our team.

Are you happy with where Gulshan Homz and several of its projects are today?

Yes, I am happy with all the projects undertaken by my company but I feel happier when I see the appreciation for my work is coming from other side.

Where do you see Gulshan Homz a few years down the line?

Few years down the line Gulshan Homz will be continuing

delivering landmark buildings in this way of affordable luxury. This will enhance the lifestyle of population who has developed faith in us over the years.

What would be your advice to the new generation of developers?

Keep your passion alive towards your work, share and utilize your resources to the fullest as you are shaping it now to shape your future in next few years to come. Also give quality time to your family as they are your biggest influencer and critic as well.

Gulshan Homz projects have booked profits for FY13. What is your outlook for FY14?

We at Gulshan Homz, works towards the customer satisfaction which in turn help us to book profit, we did in FY13 and will continue to do in FY14 as well.

What's your take on sustainable and eco-friendly development in India? How much does your company contribute towards the Corporate Social Responsibility (CSR)?

In our projects we make sure that our buildings are earthquake-resistant and do not harm the nature as we adopt nature-friendly processes.

Our Initiatives

Our company has set in place an institutional framework to carry out the social service activities in areas such as women empowerment, education and healthcare.

WOW India - Women Welfare (2012-2013)

The company actively participates with WOW India (an NGO for women) for the welfare of women.

Employee's Children Education Welfare Policy

Gulshan Homz has also initiated Gulshan Homz Employee's Children Education Welfare Policy. Under this, the company pays the educational fee of children till 10th class.

Labours and their Families Support

The CSR arm has been extended to labours and their families as well. The company provides medical facility to all labours. Crèche has been created at all sites to take care of the labour's children. Along with this, basic education has been provided to all the labour's children.

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 also it surroundings and other amenities which have been focused upon equally to provide unparalleled comfort to the customers. Also, it is the excellent after sales service to the customers which we follow on top priority.





The journey that started two decades back by building independent houses in east Delhi has today taken the shape of Multiple Housing Project in Delhi-NCR. Mr. Gulshan Nagpal, Founder and Managing Director, Gulshan Homz, has come a long way from constructing luxurious bungalows in East Delhi, to creating living landmarks in the Group Housing Sector.

It is his vision and foresightedness that has helped the company envision and improvise its skills. Its transformation and growth is visible in its luxurious living spaces.

Projects Undertaken

Gulshan Homz has successfully delivered three luxurious residential projects namely, Grand, Centrum and Emerald Heights. The projects Grandstreet and Shopick are the auxiliary services given with the residential housings Grand and Centrum respectively. Presently, it has 3 projects which are in its construction phase namely, Gulshan Ikebana at Sec.143, Noida Expressway, Gulshan Vivante at Sec.137, Noida Expressway and Homes 121 at Sec-121, Noida. The projects are offered one of the best conveniences and newest technological innovation and it will provide awesome existing experience.

Gulshan Ikebana, Sec-143, Noida

With Gulshan Ikebana, Noida is about to witness a new bench¬mark in refined living. The property offers three bedroom choices in four sizes i.e 1340 sq. ft., 1495 sq. ft., 1695 sq. ft., and 1995 sq. ft. The location of sector 143 offers pristine locales and easy accessibility. But the highlights of the property are the amenities and finer detail in common areas. The Club at Gulshan Ikebana hosts number of recreational facilities such as swimming pool besides the restaurant, A.C. gym, spa, indoor games and luxurious sprawling welcome lounge. This Club with its manicured lawns promises to be a perfect spot for rejuvenation.

Gulshan Vivante

Gulshan Homz brings forth another luxury project Gulshan Vivante in Sec-137, Noida with affordable pricing. The same has been launched with a desire to provide 'my kind of home'. The project is an exclusive gated, secured, well planned apartment on Noida Expressway. With an option of 2, 3 & 4 BHK apartments, with ultra modern facilities & a wonderful landscaping gives you a life set in luxury and a quality of living that equals the very best. This luxuriously comfortable and soul pampering Gulshan Vivante is nestled in the heart of Noida Expressway at sector 137, one of the most posh sectors of Noida. The project is designed keeping in mind the needs of the customers. With the selection of the best quality material to build and selecting luxurious finishing, the company has made every effort to make this project, a perfect destination for all. ■

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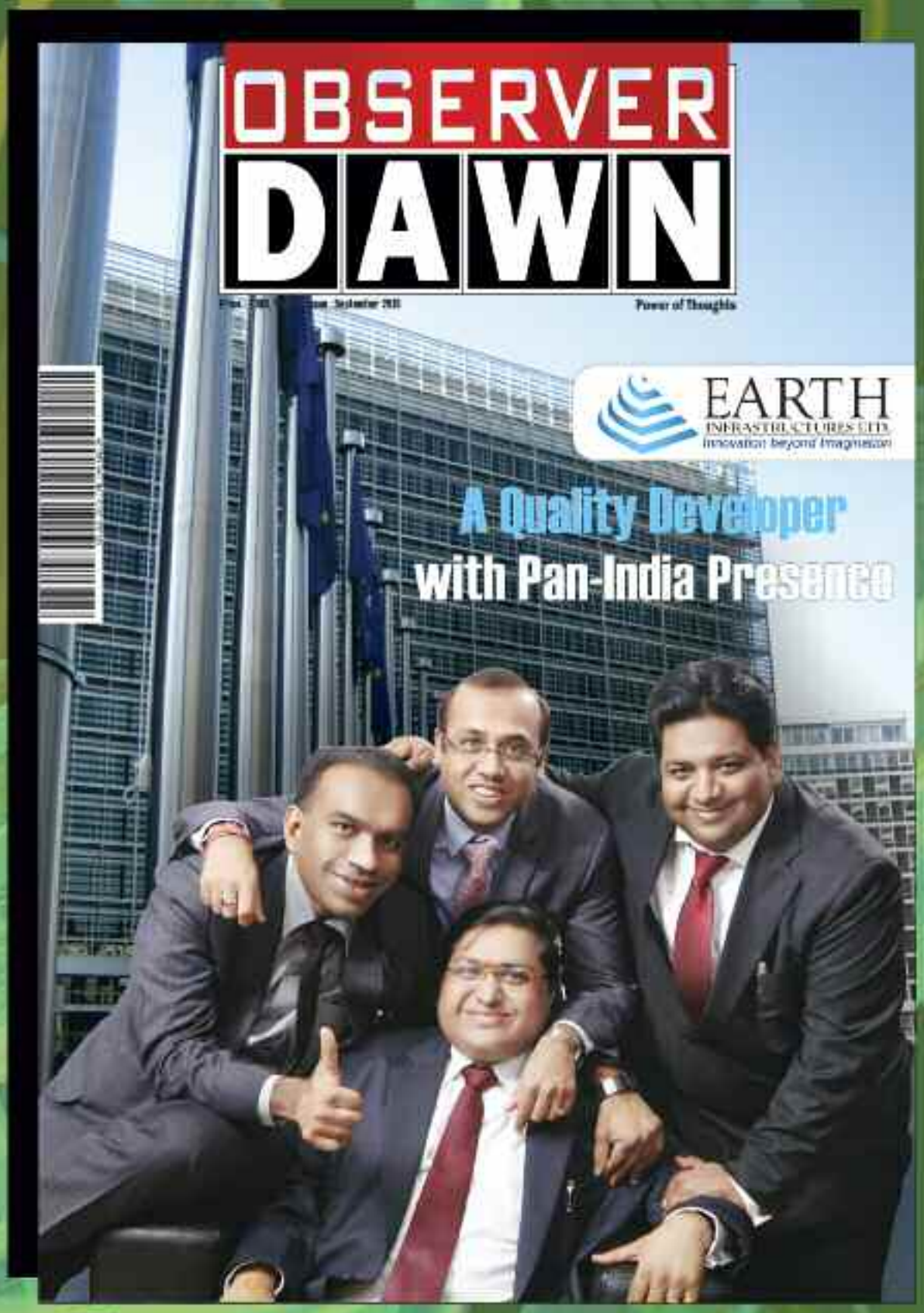
- 'Innovation beyond imagination' is the underlying essence of the company
- In addition to some landmark projects, EIL has extensive future plans
- The Big Four Who Made the Core Team of the Company and Built a Strong Network: Mr. Avdesh Goel, Mr. Atul Gupta, Mr. Rajnish Mittal and Mr. Vikas Gupta (All JMDs)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COMING SOON



Will New Areas in The NCR Decongest Delhi?

Experts are very clear that merely adding these areas to NCR will not serve the purpose unless infrastructure is developed with a rapid pace.

■ **Vivek Shukla**

After the toothless National Capital Region Planning Board(NCRPB) giving a nod to the inclusion of three more districts —two from Haryana (Bhiwani and Mahendragarh) and one from Rajasthan (Bharatpur) to National Capital Region(NCR) recently, raging debate is on as to how it will benefit capital? Will people of Delhi move to new areas when they would be fully developed? Experts are very clear that merely adding these areas to NCR will not serve the purpose unless infrastructure is developed with a rapid pace. The decision should be followed up with preparation and implementation of master plan as soon as possible otherwise builders will start accumulating land, leading to speculative price rise. "People of Delhi will start thinking of buying land and flats there when they would be sure that commuting would not be a problem. In the absence of good transport facility, people would not move to new areas, "says Sanjay Khanna, director of realty firm Kailash Nath Projects Pvt. Ltd.

Meanwhile, analysts also point out the fact that a lot of vacant land is still available in other areas of NCR such as Noida, Greater Noida, Faridabad, Gurgaon, Manesar, Bhiwadi, Kundli and other areas. "As of now people are yet to move into these places. A lot of investors have invested in these regions but the actual buyer has not come in. For example some of the newer areas in Gurgaon have a lot of investors and speculation has led to high prices being quoted, and as a result the end user is not coming forth to buy property here. The investors, too, have a limited holding power and this price bubble is sure to burst sometime soon," says Alimuddin Rafi Ahmed, MD of ILD Developers.

There are also fears that the announcement of the inclusion of these three districts might lead to a price bubble there too, which may not be a good sign for the real estate market on the whole. "The point is when end-user is not going to the existing areas that have seen some development already, why will they go to newer areas recently added to the NCR map," says Gaurav Mittal, CEO of CHD Developers.

Inclusion in the NCR means funding for infra projects for these districts at rates as less as 7 to 8 per cent from NCRPB, which should ideally give a boost to development projects. But a look at the infrastructural development in areas like Bulandshahar, Hapur, Bhagpat and even Merrut in spite of being on the NCR map for several years is nothing much to be elated about. Bhiwani and Mahendragarh are not among the developed districts of Haryana and it will be a long haul for these areas to be at par with Gurgaon. With Mahendragarh and Bhiwani, Haryana now has almost 10 districts out of 20 as NCR sub regions. These two districts might see more hectic activity in realty sector as they fall in the Delhi-Mumbai Industrial Corridor. Bharatpur, on the other hand may see an influx of holiday homes as it is a tourist attraction.

" I strongly feel that in order to maintain an equal growth momentum all over NCR there is urgent need to connect various areas of NCR through multiple mode of transport, including Regional Rapid Transit System," Devinder Gupta, managing di-





rector of realty advisory Centure21 DGS. Meanwhile, town planners say that the latest move of NCRPB will ease the burden on the existing infrastructure in NCR besides opening up more avenues for affordable housing. "Expanding the boundaries of NCR is definitely a welcome step and if right infrastructure is developed, it could be a push in the right direction. However, the required infrastructure is yet to be developed in the existing areas of NCR as a result of which there are regular traffic jams, pollution, pressure on utilities, flood in the rainy season, and unplanned development. At present metros and their satellite towns are facing scarcity of space with high property prices therefore the development of new areas will help in de-congestion," says Deepak Mehta, an eminent Delhi-based town planner.

As per the latest figures, Delhi-NCR houses 21 million people. In 2025, says the UN State of The World's Cities report, the number will grow to 28.6 million. Further, as per a study, NCR is expected to witness the highest demand across mid and high-end segments at 381,000 units during 2012 - 2016. With land in short supply, the Government of India with the active support of concerned states has taken a futuristic step to fill in the gap in demand and supply of land in the region for housing and other needs.

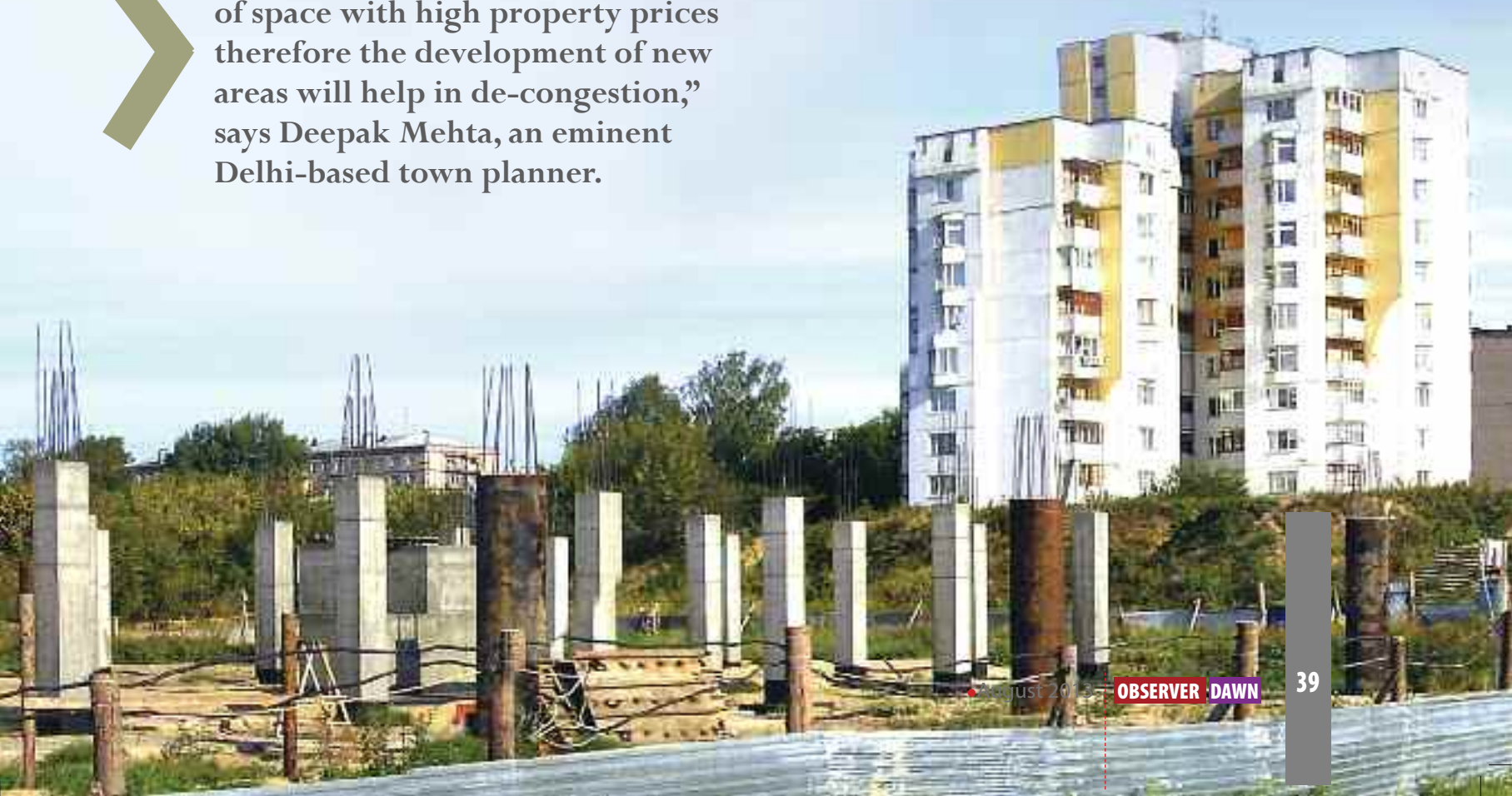
Aroon Kumar, author of *Affordable Housing*, says that Government must earmark enough land for affordable housing purpose before it would be too late. He cautioned that if the authorities did not come up with a master plan immediately and check land trading, it will give rise to speculative buying, pushing up property prices artificially.

" I feel that now master plan should be prepared and implemented as soon as possible otherwise builders will start accumulating land, leading to speculative price rise, says Nikhil Jain, CEO of Ramprastha Developers," adding, " That adding some more areas to NCR will not serve the purpose unless infrastructure is developed."

Town planners strongly feel that the goal of National Capital Region will only be achieved if we develop strong connectivity. Then, these areas could help decongest Delhi and its satellite cities.

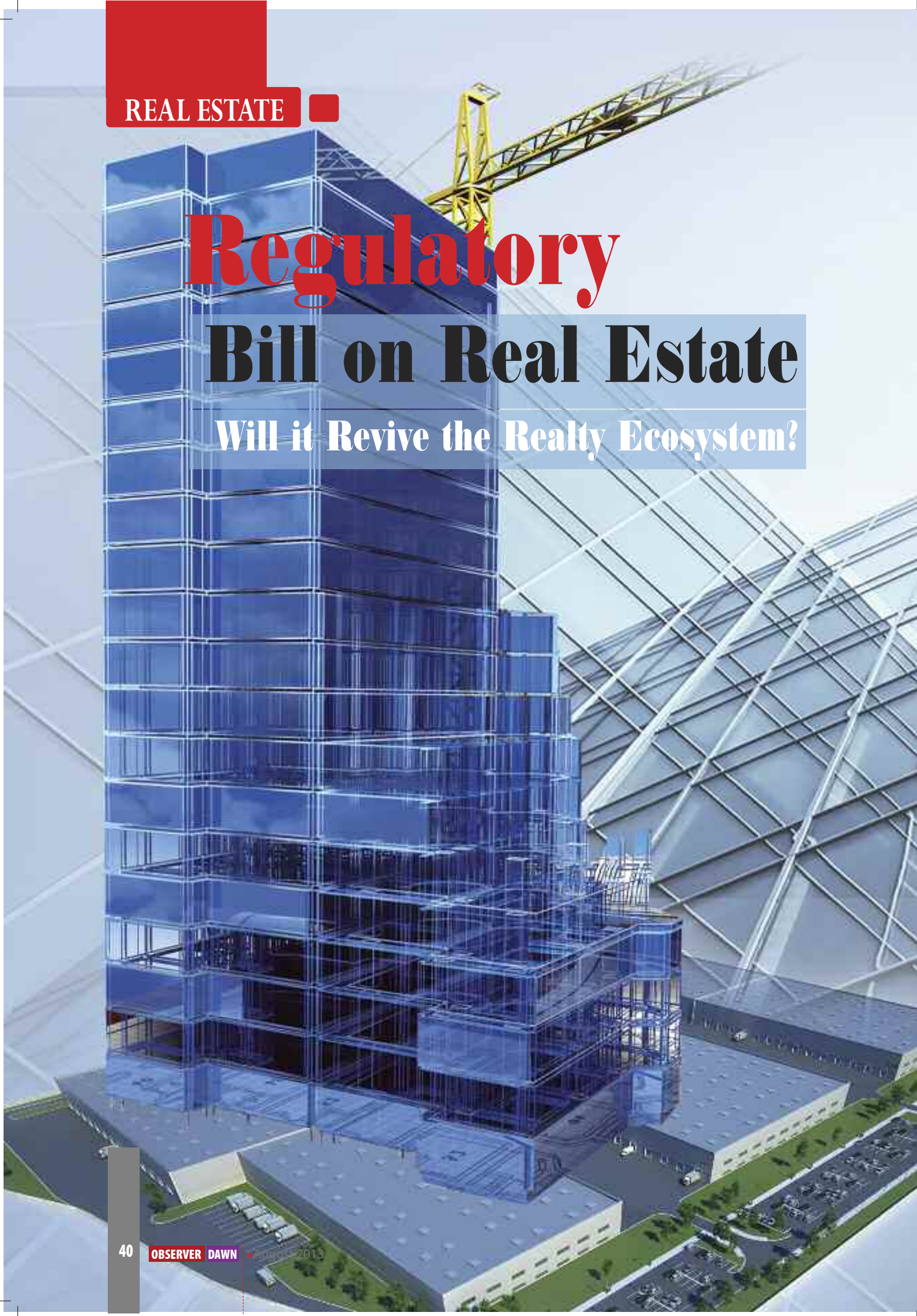
"While it is a welcome move as new areas will receive the much needed infrastructural aid from the government, I don't think we're looking at any immediate impact. It will take a good 10-15 years to see the impact such a move could have on the housing sector. Look at Gurgaon, it took a good 30-40 years to reach where it is today," says Anshuman Magazine, Chairman of CB Richard Ellis (CBRE), a real estate consultancy. ■

At present metros and their satellite towns are facing scarcity of space with high property prices therefore the development of new areas will help in de-congestion," says Deepak Mehta, an eminent Delhi-based town planner.



Regulatory Bill on Real Estate

Will it Revive the Realty Ecosystem?



Real Estate is a global phenomenon & had been recognized as an Industry in various developed nations almost a century ago and the industry status is in talk from a long time in India. The generally accepted terminology cites a sector as a broad classification and an industry as a more specific one. The difference between a sector and an industry is majorly about defining the scope and being governed by a set of specific rules and regulations. RESPA Act governing real estate was passed in the year 1974 in U.S though Real Estate existed since 18th century. Law of Property Act 1925 is in vogue in U.K and previous to that there were many Acts dating back to 18th century like Real Property Act 1845 and Settled Estate Act 1856. In our country too at the current times, a regulatory bill defining the standards will be the step towards getting an industry status in the near future.

If we analyze the scope of real estate development, it is clear that the trend of apartment construction, shopping malls, multiplexes etc has caught up hugely. Estimates portray that this will go all across India soon. If we talk of the current demand for housing options in metropolitan cities, it is only the multi storied apartments that can stand as a solution. Bigger markets of Mumbai Metropolitan Region and National Capital Region (NCR) saw absorption of 15,501 and 26,798 residential units respectively in the first quarter of 2013.

The youth of current generation prefer group housing options for several reasons like good security, hassle free maintenance, club facilities & other common facilities like pool, green area, play-station for kids etc. This is all just one side of the real estate scenario and where as the other side is not a rosy picture. The buyers express their disgust to the gullible practices of many developers. The need for a regulation has caught fire about five years ago to regulate the practices. The government has been mulling over it and at last thankfully giving it a shape now. We in India generally focus on the teething problems instead of attending them at a budding stage. This is very true of the Regulatory Bill on Real Estate. After having under stood the potential of real estate in nation building, it would have been apt to frame up the guide lines with in which the sector should function. Because, real estate is not about the business of construction but of building the dreams of mil-



The need for a regulation has caught fire about five years ago to regulate the practices. The government has been mulling over it and at last thankfully giving it a shape now.

lions of our fellow Indians. Next to the cheque bounce cases are the cases related to property disputes in our courts. Cases pile up in the court of Law due to lack of basic regulatory mechanism. In one of the research reports of NSDC India, it is stated that "There are over 3 million construction entities (including housing contractors) existed, of which only around 28,000 were registered indicating the highly fragmented state of the sector due to less regulation". This itself will highlight the need for stringent regulation without which it will be a mess. In most of the cases, investors sacrifice their life time savings to buy a house & it will be so painful, if they are cheated in this regard.

Our Indian Consumers Act is protective of the buyers as against the malpractices of sellers. But in the case of real estate, the product is not yet in existence & so needs a special enactment. The investor pays for the future product whose specifications are vague and the faults in the product can only be known once the product exists. Hence, the interests of the investors have to be safeguarded. At the same time, the developer should not be left suppressed because the odds against him are already so many & so huge. In general, there are numerous provisions which he has to comply in carrying on with his business & many of which are just a formality without any significance. The provisions in the new Act should be of significant nature supporting the genuine real estate developers & discouraging the fraudulent practices. It should not be another hindrance in the sector.

The major factor for delay of the construction project is diversion of funds by the developer on one side and the unreasonable delay in sanctioning the approvals by the government on the other hand. The new Act is heard to restrict this is a very welcome move. As per the new regulations, a separate bank account is to be maintained for every project. Why not a specific time frame be set for sanctioning approvals by the government authorities? A single window system of approvals would be a solution to many of the problems clogging timely possession.

There is a practice existing among many developers of advertising the project much before obtaining the necessary licenses & the developers generally collect money from the investors without any specific assurance as to the date of possession. This ends up into many complications and tussles between the developer and investors. As the new Act is going to restrict such malpractices would be a welcome move. It is the huge advertisement campaigns by cash rich developers that create the monopoly in the market resulting in the increase in prices. The small & medium developers can't with stand to such expensive branding exercises. A curb on the marketing expenses of the developers is another welcome step. Making it compulsory to register every project before selling in the market is yet another milestone accomplishment of the new Act.

The proposed Act is said to be tightening the threads from the developers end and making the developer responsibly for the delay. This is fair only in cases where the developer is at fault but not in cases like defaulting customers and delayed approvals. The new Act should take all such possibilities into view before victimizing the developer. It is often observed that to make the system effective, another new layer of approvals is imposed which may not serve the purpose but will open the window to more corruption. This should be kept in mind before making something mandatory.

The sector should be made to stand for the best customer friendly practices on its way to being a top contributor to the nation development in general and GDP in particular. The investors should be ensured to get value for their money & the developer should not be denied of the worth of his efforts. The developer should fully enjoy his freedom in coming up with world class projects taking our Indian real estate on to the global arena. For the convenience of the customers, wheat is to be separated from the husk. There is a need for rating the projects of the developers by an independent Government body.



Of all the proposals, the most negative for the developer is the one that says the builder will have to set aside 70% of the payment from the buyer to be used only for that project. This means, most of the builder's money will get blocked till the project is complete and cannot be used to buy additional land for future projects or service earlier debt. If the builder wants to invest in additional land, he will have to borrow money. The consequence of this could be fewer project launches and lesser projects in the pipeline, limiting growth. With the increase in interest cost at the hands of developers, the price of projects will rise & the burden invariably falls on the customer. Hence, it is sensible not to penalize the developer with increased burdens like compulsory deposit of 5 % cost of construction with the authority, to freeze 70% of collections from customers to the specific project, not to advertise until the sanction of approvals etc. There would be issues between the developer & customers as in every business which can be resolved & so establishing a tribunal for resolving the conflicts





Mr. Avdesh Goel, JMD, Earth Infrastructure Ltd.

saves a lot of time. Hence, it is very much welcomed.

Making the developer deposit 5% of construction cost might not work well due to the tight cash flows that need to be managed throughout the construction process. The interest element of borrowing money is substantial. Hence, this needs to be looked into. It doesn't matter what the yard stick is whether carpet area or super area as the developers adjust the sale price accordingly. However, establishing uniformity is beneficial for the customer to make an easy compulsion before taking the final decision as it increases transparency. Majority of property transactions are made through property dealers and so making it compulsory to register as a property dealer will enable the investors to choose the authorized ones.

The rationale is that the need for housing is ever green and the developer is indispensible. Whatever the extra cost loaded on the developer will get indirectly transferred to the buyer along with interest and profit element. This has to be considered while asking for 5% cash deposit by the developer. The prices are in northward movement & they go beyond the reach of common people by burdening the developer. A single window clearance system would save a lot of time and saves the money of customer itself.

Similarly, the New Act should also come out with a specific time line for clearing of the permissions, approvals and all by the Government departments. This will make the Act more balanced and worthier.

The new Act should ensure that the developer fully enjoys his freedom in coming up with world class projects taking our Indian Real Estate on to the global arena. Keeping the convenience of customers in view, wheat is to be separated from the husk without any further delay but it should not be poured on the head of the developer. The issues of real estate differ from state to state & hence customization is vital for meeting the core objective of the Act. It is a welcome move by Haryana Government to have advanced in this direction with the establishment of Haryana Real Estate Regulatory Authority and many states would soon follow the same. Above all, I wish that the new Act will play a very significant role in ensuring justice for all. May the new Act meet the demands of tomorrow without any bias.

As a conclusion of my views on RERDA, let me share my pain as a real estate developer. The proposed regulation has tried to crucify the developer for making him responsible for matters which are in the hands of Government departments. Why should not there be a fixed period for sanctioning the necessary approvals? Why not the time taken for approvals be minimized? Why should the burden of unnecessary costs fall on to the investor? The benefits of RERDA will be specifically in increasing the transparency, making it easier for the developers to get loans from banks, enabling the customers to compare an apple with an apple because of standardizing the practices and boosting up the customer confidence on the real estate sector.■

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2013

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To Be Held Shortly

Indian Realty Award(IRA) 2013: An Overview

Indian real estate brings together influential players from all property market—residential, office, retail, healthcare, sport, logistics and industrial—offering unrivalled access to a large number of development projects and sources of capital in Delhi-NCR.

IRA is all about recognition and has already set a benchmark in 2012 by organizing spectacular event, a distinction for real estate which created a history in its first year. Yet again, we are about to raise the bar with new achievements and new stories of success.

IRA is platform that provides year-round access to the best development projects, industry expert-led conferences and engaging, interactive networking events. Explore opportunities, reach out to key leaders and plan the future of your business in one place.

Now this year, **IRA** is tailored as one-stop site that helps you prepare for the event including tools and tips for arranging your travel, accommodation, meetings, marketing and much more. The new Real Estate Resource Center provides industry content to complement your **IRA** experience. As **IRA** continues to evolve, customer satisfaction remains our top priority, which is why we're pleased to offer you this year new site to help you better prepare for **IRA 2013.**

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Company logo on awards brochure and marketing campaign	✔	✔	✔	✔	✔
Company logo on invitation cards	✔	✔	X	X	✔
Mention in relevant communique - pre-event	✔	✔	✔	✔	✔
Acknowledgement of sponsorship on the welcoming letter	✔	X	X	X	X
Invitations or Entry Pass	20	10	5	5	5
On-site branding					
Networking meet with chief guest, winners, jury and VIPs	✔	✔	✔	✔	✔
Company Logo on the Event backdrop	✔	✔	✔	✔	✔
Logo on all relevant signage	✔	✔	✔	✔	✔
Table tops on all round tables	✔	X	X	X	X
Corporate brochure will be part of the Delegate kit	✔	X	X	X	X
Distribution of promotional material at all delegate tables	✔	✔	X	X	X
MD to come on stage while trophy is being presented (Professional)	3	3	X	X	X
MD to come on stage while trophy is being presented (Broker)	3	X	X	X	X
Profile Screening during the Award	180 sec	60 sec	30 sec	15 sec	60 sec
Display Standees at venue	6	2	X	X	X
Photo opportunity with all winners and dignitaries Branding	✔	✔	✔	✔	X
Opportunity for ad in the Cocktail & Dinner area	X	X	X	X	✔
Post-event branding					
Mention in all relevant communique	✔	✔	✔	✔	✔
Exclusive coverage in *Observer Dawn* Magazine	✔	✔	✔	✔	✔
Coverage in Coffee Table Book	✔	✔	✔	✔	✔
Other benefits					
Company Logo on awards website with links	✔	✔	✔	✔	✔
Award photographs in leading Newspapers	✔	✔	✔	✔	✔
Company Logo & Profile on sponsorship section of website	100 words	100 words	50 words	X	50 words
Exclusive reserved roundtable	✔	✔	✔	✔	✔
MD to come on stage and invite guests for cocktail and dinner	X	X	X	X	✔
Sponsorship amount (in ₹ Lacs)	25	15	12	5	15

Glimpses of Highlights of The 2012 Event



































































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INDIAN REALTY AWARDS 2013

THE IRA 2013: CATEGORIES

Developer Awards

Indian Realty Mogul (Only those builders will be considered who are developing more than 100 acres area)

Front Runner of Indian Realty (Only those builders will be considered who are developing more than 50 acres area)

Game Changer of Indian Realty (Only those builders will be considered who are developing more than 25 acres area)

Trusted Builder of the Year (Only those builders are considered who have delivered more than 5000 Units)-1

Emerging Developer of the Year- Residential

Emerging Developer of the Year- Retail

Emerging Developer of the Year- Commercial

Debutant of the Year

Developer of the Year-Amusment Park



THE IRA 2013: CATEGORIES

Project Awards

Project of the Year (Residential)

Project of the Year (Location)

Project of the Year (Well funded)

Project of the Year (Point of Sales)

Project of the Year (Point of Execution)

Commercial Project of the Year

Luxurious Project of the Year

Holiday Homes Project of the Year

Township of the Year

Farm House Project of the Year

Affordable Project of the Year

Hospitality Project of the Year (Hotel, Resort, Restaurant)

Innovative Project of the Year (Innovations in Land Acquisition, Funding, Design and Construction)

Real Estate Consultant Awards

- **Consultant of the Year** (Customer-Friendly)
- **Consultant of the Year** (Trusted)
- **Consultant of the Year** (Emerging)
- **Consultant of the Year** (Innovative)
- **Consultant of the Year** (Industry Choice)

Real Estate Professional Awards

- **Architect of the Year**
- **VP of the Year**
- **CEO of the Year**
- **Sales Head of the Year**
- **Media Planner of the Year**
- **Interior Designer of the Year**
- **Vaastu Consultant of the Year**



Awards : Process & Validation

Steps to be taken for the Award selection:

- Entries are invited for nominations across various categories of Awards.
- Each Contender / Nominee / company is to nominate in minimum 1 category and nomination fees is INR 10,000/ (Ten Thousand only).
- The entries would be compiled and validated.
- A shortlist of nominees across each category would be prepared by our knowledge partners, based on various judging parameters.
- The esteemed jury will meet and choose the winner from each category.
- The list of winners so chosen would be kept confidential and sealed by the judges.
- The winners would be revealed at the IRA 2013 ceremony.

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BOOK REVIEW

The Ancient Ship

The novel spans four decades of Chinese history, beginning with the creation of the People's Republic in 1949, difficult periods of land reform, as well as famine, the Cultural Revolution and the Great Leap Forward.

By Mohammad Aleem

This is a new novel which has come out a few years back from the land that is known for its enigmatic fables and strange way of life. I am talking about China, the country on the planet, which has been in the news constantly in the Indian media due to some petty squabbles and skirmishes so often erupting at our northern border. We do aptly know that China has its own plan of expansion, and its own way of establishing hegemony all over the world. It is now one of the biggest economies, and it is going to take over America, soon, as it is assumed.

But, we do not admire this vast country of varied culture and enduring strength for its economic might or growing political clout only, but, for its artists, spiritual teachers and writers also, who have produced, from time to time, the best literature, the world could ever envy. Just a few years back, it's one of the writers had won the coveted Nobel Prize for literature. It shows that this country not only has immense power to allure and influence others through its economic and technological prowess, but through its art and literature also.

I have lately gone through a wonderful novel of the very prolific, Zhang Wei, who has penned a great novel, which reminded me while going through it, the other great literary figure on the planet, Garcia Marques and his masterpiece, *Hundred Years of Solitude*.

This novel has near about the same strength and power to be equated with that great piece of literary work which the world has admired and endured since its arrival.

The wonderful thing about this novel is the way of its telling. It has no any linear plot, and the story doesn't move in one direction, but in many. And, it gives an enigmatic power to it.

"This novel is a character driven novel; the non-linear narrative highlights relationships among a cast of characters, most of who is liberated from the stereotypes of their fictional predecessor."

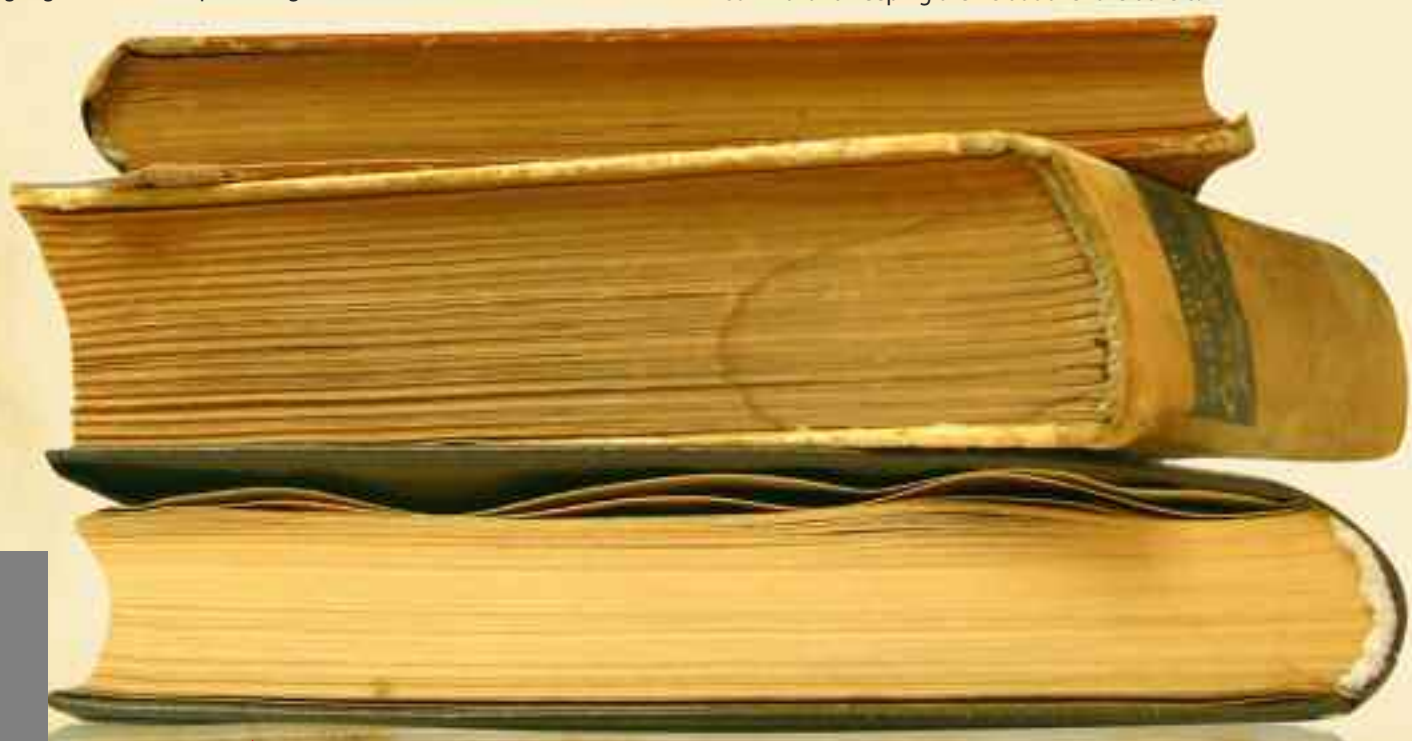
However, like every other novels, this book has also some characters, and their struggles, their failures, and finally their moments of triumphs and successes. But, in that long journey, we meet such wonderful characters, and confront theirs so strange way of livings and customs, that it leaves us in great awe, and some time, full appreciation for a long time.

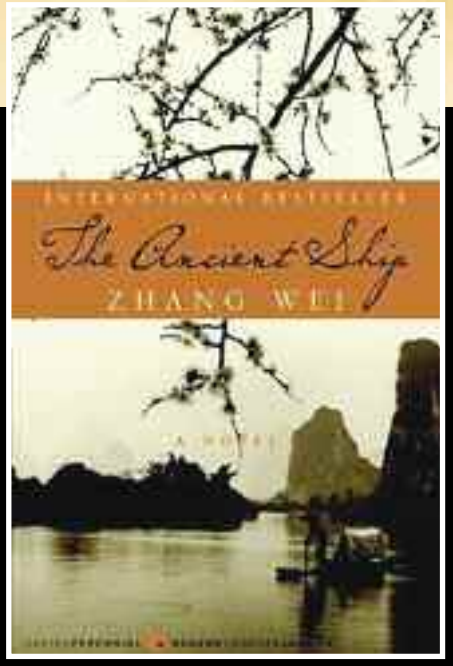
This story revolves around three great families of a fictitious town, Wali, which struggles to keep themselves alive and afloat through their own indigenous business of producing Glass noodles, and selling it not only to their indigenous markets, but all over the world. It reminds me of China's day by day growing export clout which we have been witnessing for quite a long time here also.

It is a long novel which runs into four hundred fifty pages and spans a history of almost forty years. It was published in 1987, and instantly, it became a bestseller there, but after quite a long time, appeared in English by Harper Collins. In the introductory pages of the book, it has been elaborated like this:

"The author, who began the novel when he was just twenty-eight years old, narrates the troubled early years of China's post-liberation history in the fictional northern town of Wali. Three generations of the Sui, Zhao and Li families, whose lives are closed, and often contentiously intertwined, experience the Land Reform Movement, The Great Leap Forward, the famine of 1959-1961, The Anti rights Campaign and the Cultural Revolution (1966-1967), during which it is estimated that twenty to fifty million citizens died."

Wali Town sometimes looks like a vibrant place with a different type of people, and a great work culture, and sometimes, it looks like a ghost town when we confront the ominous and ugly situations which the town's people confront so often in their long struggle of survival and keeping their clout over the others.





The Ancient Ship
Author : Zhang Wei
Published by Harper Perennial
Pages : 464

I would like to quote some passages to elaborate my viewpoints here. Sui Bazao is one of the interesting characters of the novel who comes from the famous Sui family of the town. How he confronts with the misery and death when his father died could be stunningly described in these words:

"Sui Bazao, who had been holding his brother's wrist all this time to check his pulse, let the arm drop. Loud wails burst from his throat; his frail body was wracked with spasms of grief. Baopu, who had never seen his uncle cry, was stunned. "I'm a no account a vagabond," But, you, brother, you lived an exemplary life, educated and proper, the best the Sui family had to offer, yet you bled to death out on the road. Oh, the Sui family, the old Sui family, our family……."

This long tale of epic nature is divided into three warring families about which I have mentioned above. And the bone of contention is to establish the hegemony on the Glass Noodle factory which helps them to establish their economic and social clouts over one another. At some point, this whole business comes under the control and influence of one family, and another time, it comes to others and vice versa. And it goes like this as it was intermittently chained with their fates. The town people's lives are also interlinked with it since they get not only employment there, but also it makes them busy for the rest of their lives.

This town was situated on the bank of the Luquing River, but now the river has been lost its vibrancy and power. It is being said that once, this river was a successful trade route and it would help them to connect to the outside world, but as the river dwindles to a low stream, it loses not only its importance, but also plays a major role in deciding the economic fate of the town.

" Life in Wali, to a large extent, revolves around the enterprise of producing the popular staple glass noodles on the banks of the Liquin River, once, but no longer, to a large sailing ship. The novel takes its title from the unearthed hull of an ancient ship, a metaphor for China that is mirrored in the books- The Communist Manifesto, Qu Yuan's ancient classic, Heavenly Questions, and a seafaring manual- members of the Sui clan ponder the role history has played in the evolution of the town Wali, remnants of whose city wall date back to antiquity, and fundamental changes in the society."

Through the persistent struggle of these families, come another interesting incidents and stories which entice the readers a lot. When the China fought war with Vietnam and India, how the people of that great country suffered and faced the brutality and beastliness of the war could be surmised in a few lines so beautifully and so succinctly described here:

"Late one afternoon, the first wounded members of the dagger squad were carried in. Qiuqiu could not hold a pair of scissors, not even a bandage. She shivered as she went up to look at each man carried in. Her heart sank as she checked one face after another. Finally, she bent over to clean the blood of a dead soldier with the top part of the head missing. She removed his torn, bloody uniform and emptied his pockets. These, among his meager possessions, were her own hankie…….. She screamed."

At another time, Li Zhichang turned to Technician Li and said hoarsely, "Would not it be wonderful if there were no more wars? That way people could devote themselves to the study of science."

The Technician Li shook his head, "War is inevitable. The world has never known total peace. A good time is any time people are not fighting a world war."

Such tart lines remind us that how the whole world has always been infected with wars and animosities against each other. Even, in our day to day lives, we constantly at war with each other. We have lost such as bonding and love which was once considered our great asset and it was suitably linked to our most cherished family value system. But, the influence of consumerism has reduced us to that pathetic level where every such thing which could help in bonding us humanly has totally been lost.

It is a bitter fact nowadays that there is hardly a place in the world, where not a war is going on. Either we are fighting with each other or against some foreign forces. Take the example of those nations which is at war now, and we can easily justify this claim.

China has seen many ups and down in its long history of political struggle. When this town and the whole country was struck by a devastating drought, the people of the town were forced to live like a beast and feasted on those things for their survival which would send the shudder to veins if it is being recalled. Read these lines to feel that moment of despair and destitution:

"All of Wali was now engaged in search for food. Tender weeds were quickly plucked clean, followed by leaves, and then sparrows that had starved and fallen into roadside ditches. Many people, recalling the existence of loaches, dug up the muddy riverbank. In early fall, cicadas fell from the trees, where they picked up by lucky souls and toss straight into their mouths. Starving birds and animals along the bank of the Luquin River were caught and eaten by people who were even hungrier than they. Old women loved their cats like their children, and held them in their arms for years, had no choice but to watch tearfully as their sons turned the cats into soup."

Such heart-wrenching moments come so often in this long story of the novel that it looks like a long tale of despair and destruction of human lives. Only, on a few occasions, one could find the time of happiness in their lives.

Here, a very pertinent question arises that why we human has never been a lived a life of mutual coexistence, love and trust. Why are we always fighting with each other for establishing our power and authority over one another? Why we could not ever come out of our narrow mindset? What we lack as a human in the most pressing sense?

This book, though, doesn't make a pleasure reading in terms of enjoyment and entertainment, but comes like a long saga of tragedies which have been so intertwined and fixed with each other's life of the Wali people. But, such is the fate of humans and the way of their living.

I do hope that readers would read it not only as a eulogy, but to extract some meaningful things from it, which could help in shaping their own lives and destiny. ■



New Design Hotspot For Southern Europe





Already one of the most pre-eminent centres of design and culture in the Mediterranean, Barcelona now boasts another attraction for design lovers, namely the GROHE Live! Center Barcelona. GROHE, the global brand for aesthetic sanitary products, recently opened this exceptional showroom on the prestigious Avenida Sarrià. It is a unique space for exploring the variety and depth of this premium brand.

The opening of the showroom celebrates the sanitary manufacturer's 40-year relationship with Barcelona. Architects, planners and interior designers are some of the groups who stand to benefit greatly from the new GROHE Live! Center, where the company's sophisticated water fittings can be viewed, touched and tested. In addition, this stylish showroom also provides a space for teams working jointly on new solutions for bathroom design, for the exchange of knowledge and for staging seminars in one of the professionally equipped conference rooms. Everything in the spectacular 500 square metre showroom revolves around style and design, progress and technologies, modern lifestyles and the latest trends. To provide an inspiring experience for both professionals and consumers, the exhibition booths are perfect replicas of real-life bathrooms interacting with other areas of the modern home. ■



The Mughal Rally

A Beacon Of Normalcy For Kashmiris

The Mughal Rally is a child of time and circumstance. A 30-year-old project came to fruition in 2010, at a time when militancy celebrated 20 years of existence in Kashmir. With militancy waning visibly, The Mughal Rally was proposed and executed despite curfew, bandhs and unrest surrounding it. It was a great boost for image. At last, Kashmir had something to shout about to prove a return to normalcy. The Mughal Rally is much more than a motorsport event. It is a beacon of normalcy for Kashmiris. The local tour operators use it to full impact to reassure prospective tourists. "Would The Mughal Rally run here if Kashmir was not safe?" they confidently ask the tourists. Coming to 2013, the rally has evolved along the Mughal Road. The road, now a fairly stable and smooth ribbon of tarmac, has changed the game. Nevertheless, nature prevails. The 4th Mughal Rally was made even more challenging by adverse weather conditions both days. Day One was marked by landslide and rockfall on the competitive stretch near Pir Ki Gali. On Day Two, rallyists had to put up with terrible rain and storm for almost four hours in the competitive stretches. Dense fog on the hill climb to Sinthan Pass upped the excitement. Even during the height of summer, the hill climb to Sinthan Pass is lined with walls of snow. It is open from April to September.

Vijay Parmar, the president of Himalayan Motorsport, says that come Mughal Rally 2014, highly suspended 4x4's will give way to low, wide and fast cars. "It's not about wading through streams or hurdling fallen trees anymore. It's about keeping to the racing line through the corners and sheer horsepower. Evolution 3 is around the corner," said Parmar.

The 5th Mughal Rally will be a full-fledged hill climb event. Cars will rule the roost and turbocharged engines will win. With all the technology available today, this will be the first event where new tech will meet the road. The SUVs may just be edged out. The change is already underway. Amittrajit Ghosh, winner of Rally 2012 and 2013, has shown that a well driven Lancer can win hands down.■

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Ginger launched its First hotel in Noida

Ginger Hotels, from Roots Corporation - a subsidiary of The Indian Hotels Company Limited (IHCL), recently announced the launch of its first hotel in Noida. Located at Sector 63, the hotel is easily accessible from Indira Gandhi International Airport as well as Anand Vihar and New Delhi railway stations. The 83 room Ginger Hotel named 'Ginger Hotel' in Noida Sector 63 as inaugurated by Mr. Rama Raman, Chairman & CEO, Noida Authority in the presence of Mr. P.K Mohankumar, Managing Director and Chief Executive Officer, Roots Corporation Limited. Based on the unique concept of Smart Basics, the hotel exemplifies smart and chic services, all at affordable rates. With a presence already established in Delhi and NCR, Ginger Hotel Noida Sector 63will cater to the industrial and commercial sectors. Speaking on the occasion, Mr. Mohankumar said, "We are very happy to launch our first hotel in Noida and our fifth hotel in the National Capital Region, New Delhi designed exclusively to cater to the bustling business district of Noida.







Ginger Noida is in the midst of technology, life science, IT& software hub. The city has seen a lot of growth and development in recent times."

"Ginger Hotels has been well received in North India for its immense potential in this innovative category of hotels. With the improving connectivity of metro and national highways, one will see more activity in the hospitality sector here and the new Ginger Hotel will meet the needs of travellers visiting the NCR region."he further added. Ginger Hotel Noida Sector 63 is apt for the new age business traveller with easier and hassle free access to all essential hubs of the city. Equipped with special features like a Smart space, Safe zone, self-check-in, gymnasium, the hotel ensures guests a comfortable and pleasant stay. All rooms are furnished with well-appointed amenities such as a mini-fridge, LCD TV, self-controlled air-conditioner, tea and coffee maker, and a telephone. Ginger also offers complimentary Wi-Fi to all resident guests helping the modern business traveller to stay connected. Ginger's main approach in markets they are already present in is to cater to micro-city level requirements by way of being present in all the pockets within a city, mainly for business purposes. With the fifth hotel in NCR, Ginger is targeting guests travelling towards the existing set-ups of multinational IT outsourcing firms such as IBM, Miracle, Fujitsu, TCS, WIPRO, HCL, Tech Mahindra, Adobe, Ericsson, DELL etc.

With the launch of its new hotel in Noida, Ginger now has 28 hotels across India and more in the pipeline in cities such as Jaipur, Amritsar and Chandigarh. ■





City Commemorates Shri L.R. Tiwari's 64th Birth Anniversary



Shri L.R. Tiwari, a leading builder in western suburbs of Bhayandar, is Founder Chairman of Rahul Group of Schools and College. The prestigious education foundation called 'Rahul Education' runs various Institutions in Mira road, Bhayandar, Nallasopara, Palghar and Varanasi. Rahul Education has more than 26 institutions of international repute from kindergarten to engineering in various disciplines in western suburbs of Bhayandar. Tiwari is an educationist, social worker and philanthropist.■

Antriksh Ideal Zeal Group

Launches Antriksh Golf City

Antriksh Ideal Zeal Group, one of the leading real estate developers of the country, announces the launch of Antriksh Golf city, India's first golf residency with the Green Building concept in golf course living at the bustling sector – 150, Expressway, Noida. The project is spread over a sprawling 25 acres of area which offers a blend of modern & world-class amenities with classical Indian living environment. Truly, a blend of golf, green and grandeur.

Just 50 meters away from the proposed metro station, Antriksh Golf City is built carefully to become the lowest density project in NCR and boasts of a robust 9-hole golf course for the connoisseurs of luxury. More than 80% area is dedicated to greenery which is adorned with landscaped parks, artificial lakes, fountain sculptures; segregated children's play areas, bird sanctuary & organic farming, rain harvesting & well-manicured walkways. These luxury apartments and penthouses vary between 1050 sq. ft, 1260sq. ft, 1475 sq. ft & 1665 sq. ft. and are available in options from 2, 3, 4 & 5 bedroom apartments. Homes are built in a way that allows ample natural light & ventilation in-







side apart from being Vaastu friendly. The company is investing Rs. 1500crore on this prestigious project and will be completed in 36 month's time.

Speaking on the occasion, Mr. Rakesh Yadav, Managing Director of Antriksh Group, said, "We are very ecstatic to launch yet another landmark project, which will redefine the living lifestyles of people. With dream of providing a world class architectural masterpiece, we are launching this spectacular project and for the first time in the country we are introducing "Green Building" concept in golf course living". "We will not leave any stone unturned in making it a unique ultra luxury experience with world class facilities, he adds further".

Antriksh Golf city will be a status symbol for its residents as the project boasts of all state of the art features such as a Wi-fi enabled complex, 100% power backup, hi-tech rooms, multitude of sports facilities (cricket academy, badminton, tennis courts & half basket ball court, squash & volleyball court, skating ring etc), plush swimming pool, billiards/pool table, state-of-the-art gymnasium, spa centre, guest lounge etc in Elite Club House. Safety features include Hi-tech 3 tier security through CCTV surveillance, automatic boom barriers for traffic control, modern fire fighting system as per norms and earthquake resistant buildings with RCC structure. ■





Open your eyes to a New lifestyle

It sure will sweep your feet off. It sure will delight you like never before. It sure will add prestige to your address. That's Semeion. For the connoisseurs of life who would never settle for anything less than the best, the Duplex living spaces herald entirely a new paradigm in multi-storied lifestyle. For those little tight on budget but still would not settle for nothing but the best Semeion also offers 2/3 BHK options. When Semeion was conceived the idea was to offer the best of international standard lifestyle. Being South of South Delhi, it is just few minutes drive from Delhi while at the same time offering the serenity of the countryside. Full of greenery in the upcoming Planet Surajkund Semeion provides a perfect setting for an idyllic lifestyle.

The Duplex offers boasts of double height atrium in living room. The view from the interior is fantastic.The design makes clever use of natural light and promotes the flow of fresh nat-



ural breeze inside all rooms. The architecture is inspired by classical grandeur while being futuristic at the same time. It carries contemporary elegance, aesthetic appeal and makes use of modern technologies in home automation.

Semeion takes the concept of Smart Homes or eHomes to the next level. It is not just confined to home automation, which enables you to control various functions of your home such as switching on or switching off the lights and other electrical appliances, drawing or opening the curtains etc. It also offers facilities such as high-tech 24x7 three-tier security manned by trained personnel amongst others.

For the residents Semeion has been planned to be no less than a paradise. Enabling this are luxurious swimming pool, ultra-modern gymnasium and soothing yoga venue. Other amenities include 24 hours power back-up, ample greenery, covered parking etc. It makes use of imported Italian or equivalent interior materials, lighting fixtures, best quality construction materials. Semeion also comes with an incredible peace of mind.

A venture of Meenal Group, which has over 12 years of experience in real estate both as a contractor and developer, its various projects include a group housing project at Raj Nagar Extension along with two malls in Uttar Pradesh.

What should come as good news for the readers is that Meenal Group has a track record of delivering projects on time. It has done in on many occasions in the past and will repeat its performance with Semeion as well. Its commitment to quality and adherence to timeline is something people who have interacted with the Group take for granted.

Making this happen is its dynamic Chairman, Mr. Sunil Khanna. A man who has over 12 years of experience in the field of real estate, he believes in leading from the front. His specializations include effective management and utilization of financial resource. Assisting him are three other key persons, Mr.



Anuj Mehrotra (MD), Mrs. NutanKhanna (Director) and Mr. Naveen Khanna (Director). No doubt under their visionary leadership the company is all set to scale new heights of success. The future of Semeion under them is full of optimism. While the company is planning to come up with projects in UP and Haryana, the opportunity for you is now.So go ahead and make your booking. A spectacular lifestyle awaits you at Semeion.■



Bhoomi Pujan Organised For Premia Project

Premia Projects organised the Bhoomi pujan for one of the most awaited and well planned commercial projects in Greater Noida - India's First Corporate City

Premia Group has announced the soft launch with Bhoomi Pujan which was organized on 16th July 2013 for one of the most awaited and well-planned commercial projects in Greater Noida – India's First Corporate city. Premia's well-planned corporate city in Greater Noida West... will be a project of its own kind. It is a project which would offer a complete corporate city experience that includes 5 Star Hotel, Corporate Offices, Service Studios, Retail Mall, Golf Course, an Amusement Park, Theme Based Restaurants, Cultural Food Courts, Clubs and an endless list of one of a kind facilities & services. The three side open plot gives panoramic view while travelling from the expressway. Premia Group ushers you into completely new world where the best of natural beauty meets manmade luxuries Renowned Real Estate Veteran and visionary Entrepreneur Mr. Tarun Shienh, also known as The Real Estate Guru in India, who has over 18 years of rich and diverse experience in Real estate and Financial service Industry, have planned this project, which would give excellent facilities and would be one of its kinds. This first corporate city will fulfill the entire needs of urban class consumer with new definition of luxury. The Shienh has taken extra care to plan this project which would showcase Unique features, design and architecture, that has differentiated Premia Corporate city from other projects and would set a benchmark with its classic quality and world class construction standards.

Tarun Shienh has a vision to elevate the real estate industry to the next level… by providing innovative & customized end-to-end solutions to the customers are it in Residential Projects or Commercial Space. He sets a success story through his commitments, innovative thinking and strong leadership qualities. Tarun Shienh, while talking about the Premia Corporate City says, "This is my first commercial project and I have planned this Premia Corporate City with a concept to give all facilities within that premises. As we, all know that the stress level is increasing day by day for people working in corporate or other places. But these days corporate and MNC's are also working very hard towards the benefit of their employees, to shell out the stress. So my Corporate City is planned in a way that would give all facilities like 5 Star Hotel, Retail Mall, 2 Types of Clubs (5 Star Club & Sports Club), Amusement Park (Free Entry for Residents of Villas), United Flavors of India (Free Entry for Residents of Villas), Spa Facilities, International Gym, Lawn Tennis, Badminton, Billiards, Table Tennis, Basketball Court etc., Golf Putting, Theme Based Restaurants, Bar and Lounge, Multiplex, Food Court, Banks & ATM, Banquet Hall, 24 Hour Coffee



Shop, and much more where they can just walk in and relieve stress."

He further added, "My entire team is committed and working hard to make this project a success. As per the costing is concerned we have kept in mind the budget of all classes. The starting price of the office space ranges from Rs 5 lacs and the investment goes up to crores. It would be a project of its own kind with excellent construction and facilities, which is planned, keeping in mind the requirements of the corporate, MNC's or people who come to India for work. For such category of people we have planned Corporate Studio's, with a space of 300 sq.ft. The corporate studio can be used as Office Cum Home (OCH).Office during the day time can be convertible to home during nights. It will have Director Cabin, 2 Work Stations, Business Lounge with Sofa Cum Bed, Attached Bathroom and Pantry."

Corporate city is a commercial project that has dedicated corporate towers with different category of offices as per as consumers choice and satisfaction. The space and required facilities have planned in all corporate offices and Business Centre. Star attraction of this corporate city would be, Exclusive lobby, conference room, convertible work stations, theme restaurants, banks and ATM, Coffee shop, Spa, International Gym, Bar, Multiplexes, Business Centre etc. The team believes in quality life so while designing the corporate city special care of kids have been taken, kids zone and crèche are beautifully designed keeping in mind all requirements. Premia Corporate City will also have its door open for masses as it would be a complete Corporate and Shopper's destination with unmatched range of services, facilities and amenities of world-class standards. ■

ATS Pristine: A Luxury Project in Noida

ATS Infrastructure recently launched ATS Pristine in Noida. Spread over a sprawling 18 acres, the project is located in Sector-150, Noida. It is close to major corporate, sports and educational hubs with an extraordinary eighty per cent of its site dedicated to immaculately landscaped outdoors and circulation spaces. One can enjoy living in a spacious home bathed in natural light and surrounded by the crisp freshness of lush green environs. Designed by Hafeez Contractor, 13 Towers and 14 Villas stand majestically, with facades built in the Mediterranean (period style) art décor.

Speaking on the occasion, Mr. Getamber Anand, CMD, ATS Infrastructure Ltd. said, "We are proud to announce the launch of ATS Pristine today, we have received appreciation from across for our previous projects. It will redefine luxury, art and architecture. The project has been designed keeping in mind the taste, class and the requirements of our target audience. The launch of ATS Pristine will add to the luxury quotient in the developing real estate market especially in Delhi and NCR region. We plan to add further projects across India in the coming months."■



Ashiana Housing Brings in Its Largest Township

Ashiana Housing Ltd. has announced the launch of its largest township project "Ashiana Town" in Thara, Bhiwadi. The project has got 'Non-Residential' clearance under section 90A of Rajasthan Land Revenue Act in February 2013. With a total saleable area of 39 lakh sq. ft. (approx.), Ashiana Town is spread over 51.45 acres of land.



This iconic marvel is positioned at the prime location off Alwar bypass road. Well-planned and equipped with facilities and features for a modern comfortable living, this township will house 4000 units. Present on the occasion, Mr. Vishal Gupta, MD, Ashiana Housing Ltd., said, "We are very pleased to contribute yet again in the development of Bhiwadi and announce our new township. The project is very much in line with our strategy of building quality affordable projects catering to the needs of middle income group. The project will be modeled on successful projects like Ashiana Rangol, Ashiana Angan etc., providing high quality real estate with world class infrastructure." Strategically located, it is expected to turn out to be one of the most sought after residential addresses in Bhiwadi.■

Bhartiya City Introduces New York-style Loft Apartments

After the successful launch of Nikoo Homes, Bhartiya City has introduced yet another innovative residential space in the form of New York-style loft apartments. Each loft is located in the same tower as the Black Swan club and comes with three large bedrooms. The bedroom on the lower floor can be used as a workplace while the large bedroom on the upper floor can also transform into a multi-use family lounge. All lofts have a double-height private garden alongside the living area. A variety of amenities including a rooftop pool and al fresco restaurant, and all other facilities of the Black Swan club are within easy access of these lofts. The Black Swan tower on its part houses 80,000 sq.ft of innovative club space. A gym, music studios, a library, a business centre, a spa, health and fitness studios, indoor courts, cafes, event areas, guest accommodation, the list of its features goes on. The loft apartments at the Black Swan display a sophisticated and contemporary refinement, with sleek interiors and architectural details, designed keeping in mind young achievers and people who seek a certain life style.■



Provident Comes with 'premium

Provident Housing Limited, a wholly-owned subsidiary of the premier real-estate developer Puravankara Projects Limited, is set to launch 'premium affordable' homes in Coimbatore. The innovative residential project will be located at Selvapuram, off Perur Main Road, near R. S. Puram, in the vicinity of the city center. The property named Provident 'Greenpark' is in a tribute to its verdant surrounds, endows its apartments with tranquil views amid the bustle of the city. Capitalizing on a nascent market trend, Puravankara forayed into the mid-income segment in 2008, with brand Provident. This pioneering proposition is not low-cost, but 'premium affordable' housing. Provident delivers design efficient, space optimized, cost contained homes, underpinned by a value-engineering process. The net result: best-in-class homes at affordable prices. Provident Greenpark entails 1 bedroom units of 542 sq. ft., priced Rs. 17.29 lakh onwards,■



Gaursons Announces the Winner of Rs. 1 crore

Gaursons India Ltd celebrated the successful completion of its '60 days, 60 Cars' Property Carnival. At a mega event organized at Gaur City, the winner of the Bumper Draw was announced. Mr. Ajeet Kumar Vibhuti , who has booked flat in Sanskriti Vihar, Gaur City received the prize money of Rs. 1 crore from Ms. Manju Gaur, Director, Gaursons India Ltd. During the carnival company registered a business of Rs. 300 crore. At the occasion, Ms. Manju Gaur said: "We have received tremendous response from the buyers during the carnival and this is shows that buyers are still interested in investing/buying properties in the region. Gaursons is known for its buyer-friendly policies and as a committed player of the sector which introduces and delivers affordable housing on time, we are sure that we would introduce more such kind of schemes and carnivals in the future". The '60 days, 60 cars' property carnival received a tremendous response from the investors. All the flats were available in the carnival in towers 1st Avenue, 4th Avenue, 5th Avenue, 6th Avenue, 11th Avenue, 12th Avenue, 16th Avenue and Sanskriti Vihar (residential) and City Plaza (commercial). During the carnival buyers booked 700 flats, which is a very encouraging response.■



Deadlines to Accelerate Infrastructure Investment

Project	Award Date
Mumbai Rail Corridor	31 Jan 2014
Loco Projects	30 Jan 2014
Eastern Peripheral Expressway	31 Dec 13
Delhi-Meerut Expressway	15 Mar 2014
Mumbai-Vadodara Expressway	1 Mar 2014
Durgarajapatnam Port (AP)	31 Mar 2014
Navi Mumbai Airport	31 Jan 2014
OMT Airport	31 Mar 2014
UMPPs-Cheyyar(TN) Bedabahal (Odisha)	31 Jan 2014
Eastern Region Transmission Strengthening VII	4/11/2013
Part ATS RAPP U-7 & 8	19/10/2013
Patran Transmission System 400 KV S/S	15/10/2013
Eastern Region Transmission Strengthening VI	10/11/13
Southern System Strengthening for Import of Power from Eastern Region	4/9/2013
Transmission System from Kudgi TPS (3x800 MW)	2/9/2013
Transmission System for Connectivity of NCC Power Project	7/10/2013
Baira Slul HEP-Sarna D/C line	25/11/2013

K V Developers ties up with two Big Names in Realty

KV Developers Pvt. Ltd (KVD) a Noida-based real estate developer coming up with a futuristic housing project in Tech Zone IV, Greater Noida (West) announced it has tied up with two of the biggest names in real estate development, Colliers International and C P Kukreja Associates. While Colliers International is one of the world's leading Project Management Consultants and a global leader in commercial real estate services, C P Kukreja Associates is a world-renowned, multi-disciplinary ISO-certified architecture & engineering firm. Elaborating on their collaboration with the two industry icons, Mr. Aman Agarwal, Director, K V Developers, commented: "Since we are absolutely committed to offering customers best-in-class amenities and global-quality construction, it was imperative to tie-up with two of the biggest names in their respective domains. Accordingly, we have collaborated with Colliers International for their peerless project management consultancy experience and with C P Kukreja Associates rated India's best architects in residential buildings by CRISIL and CNBC, and undoubtedly one of the top 100 architecture firms worldwide." ■



Mantri Realty Bags the Prestigious PowerBrands Award

Over 200 brands from India got together for a mega celebration of achievements, highlighting the success of Indian brands and the individuals behind them at PowerBrands Glam 2013, Las Vegas, USA. Inaugurated by former Las Vegas Mayor, Oscar Goodman, the two-day event saluted Indian brands, inspirational leaders and next-generation entrepreneurs who have shaped, and continue to shape India's destiny. PowerBrands Glam 2013 commemorated and recognized the biggest and best from the world of brands. The awards recognized many shinning stars from the field of Banking, Insurance, Real Estate, Education, Automobile, Steel etc. One such PowerBrand that left its mark on the audiences and the jury for its commendable growth map in the Real Estate sector.■



NAREDCO Backs Government's Initiative for Environment Clearances

The National Real Estate Development Council (NAREDCO) congratulated the Government of India, Ministry of Environment & Forests for setting up guidelines for speedy approvals of the projects submitted for environment clearance. The guidelines will ensure that the projects are cleared by both State Environment Impact Assessment Authority (SEIAA) and State Expert Appraisal Committee (SEAC) within 6 months of submission of all relevant documents as against 1-2 years required currently. Currently, nearly 1,000 proposals are pending for such clearances with various environment departments/committees across India.

All real estate projects over 20,000 sq.m needs environment clearance wherein the basic parameters of the stipulated guidelines are fixed for approval process. Speaking on the guidelines issued, Mr. Sunil Mantri, Vice-President NAREDCO, said "We welcome the move, as this will ensure that many projects that have been stuck due to clearance approvals will now be able to see the light of the day. With the recent Notification issued by the Govt. of India, only pertinent information will be sought while issuing clearances by both the committees and clearance of the project will be carried out in a time bound manner. Once SEAC gives its approval and recommends to SEIAA the application will be disposed off within 45 days."■

SBI Ties up with Wave City

Wave City, a 4,500 acres integrated township under the flagship of Wave Infratech, has roped in the State Bank of India(SBI) to fund its projects. The bank would be financing Wave City projects post its due diligence of customers. SBI is the seventh bank to fund Wave City projects. Currently, HDFC, ICICI, AXIS, Bank Of India, India Bulls and DHFL are providing housing loans for Wave City Projects. Wave City had recently launched its first affordable housing project 'Dream Homes' which received overwhelming response from customers. This new announcement would help in providing economical and tension- free housing loans at Wave City, NH 24, Ghaziabad. "We are extremely happy to have SBI in our panel of bankers providing housing loans to our esteemed customers at Wave City. We are sure that this tie up would be extremely beneficial to all our customers,"■



Destimoney wins 'Business Excellence for Financial Advisory' award

Destimoney Enterprises, one of India's leading mortgage solution providers won the 'Business Excellence for Financial Advisory of the year' award. The Business Leadership Awards was organized by Worldwide Achievers Pvt. Ltd. (Erstwhile Time Research Pvt. Ltd.), one of the leading marketing research companies, in New Delhi.



It was a grand event which brought the entire Business and Service provider community together.

Destimoney Enterprises was honored in the category of 'Financial Services' Advisory of the year, among the verticals like Banking Sector, Other Financial Service Provider, Real estate Companies etc. This award is an acknowledgment to Destimoney incredible ability to helps the consumer to choose the best loan provider from the leading mortgage financiers and encompassing overall business excellence. Destimoney Enterprises is committed towards development work amongst the communities it serves. Mr. Brijesh Parnami, CEO-Distribution from Destimoney Enterprises Private Ltd., had received the award on behalf of the Company. ■

Developers Seek Government Support

Union Ministry of Housing and Urban Poverty Alleviation recently organized a National Symposium on Affordable Housing, today at Vigyan Bhawan, New Delhi. Dr. (Ms) Girija Vyas, Hon'ble Minister of Housing and Urban Poverty Alleviation, was the Chief Guest at the event which also saw participation from ministers and bureaucrats from other states. Mr. Navin M Raheja, President, NAREDCO presented the developers perspective during the symposium. Addressing the gathering, Raheja said that for effective implementation of low-cost housing projects, it is imperative that the government ensures availability of land at subsidised rates, fast approvals, property tax relief, funding support, additional FSI, connectivity to suburbs and creation of special residential zones.



He demanded that Industry (Infrastructure) status should be granted to the realty sector, as this will help the sector getting government incentives, subsidies and tax benefits. This will lead to lower cost of funding and taking loans from financial institutions will become cheaper translating to more supply of affordable houses.■

The Ritz-Carlton, Bangalore to Open its Doors in September

Come September, a new address, The Ritz-Carlton, Bangalore the globally acclaimed iconic hospitality brand would open its door to the glitterati in Bangalore on September 30. The finest brand in luxury hospitality at the heart of Bangalore's Residency Road in the garden city is owned and developed by Nitesh Estates, Bangalore's luxury property developer. The property spread over 3 acres and covering half a million sq. ft., will be a symbol of pleasing aesthetics that blends environmental design philosophies and modern and contemporary décor. The hotel with several high-end luxury amenities, first of its kind will have 277 rooms, a 15,000 sq. ft. spa by ESPA, and six upscale F and B outlets.

The property will have a ballroom capacity for 1,000 people. The room tariffs will be starting from Rs. 13,500/- to 16,000/-per night. The launch of The Ritz-Carlton, Bangalore would herald the entry of Nitesh Estates into hospitality sector. Nitesh Estates has presence in the entire realty space of four asset classes from homes to offices and hotels to shopping malls.■



Puravankara Delivers Financial Savings to Buyers

Puravankara Projects Limited has set an industry benchmark with a proposition that transforms a lean period into an opportune time for purchase. The company has launched a campaign called 'Break-free', which is a novel extension of the '20-80', or pre-EMI subvention scheme. For the first time in the real-estate industry, buyers stand to benefit from an offer with the combined benefits of waived booking amount, floor rise charges and home loan processing fees, yielding savings of up to Rs. 62 lakhs on a Puravankara property purchase.

The 'Break-free' proposition is loaded with benefits: The 20-80 scheme entitles consumers to a pre-EMI holiday or interest free loan for a 15 to 30 month tenure. 'Zero' booking amount translates into savings of nearly 2% of the property base price. Dropped floor rise charges eliminate the cost premium of luxury high-rise apartments.■



Finlace is Set Up by two Visionary Professionals

Finlace, a one-of-its-kind company, is set up by two visionary professionals who aim to provide world class services to Real Estate market. The Directors Mr. Pawan Jasuja and Mr. Satyendra Tomar come from an IT background having served big global giants like CSC, Reliance and HDFC. They have bridged the gap by setting up a team of thorough professionals between developers & customers. The Company is associated with 50+ builders providing end to end solution. It is driven by a thrust for customer service, commitment, transparency and effective communication. Finlace will soon have a 24x7 helpline number for its customer to resolve queries instantly. Finlace offers dedicated customer care number for after sales support. Within a small time frame, Finlace has managed to open 17 offices within India and overseas and expects to reach 50 offices by March 2014. Through Franchise Model, the company has overseas operational offices in Melbourne (Australia) and California (USA). The company has plans to be operational soon in Dubai, Singapore, South Africa, Sydney, the UK and Qatar.■



Micromax Launches Canvas 4

Building on the tremendous success of the Canvas series, Micromax, India's leading handset manufacturer, announced the launch of its much anticipated smartphone Canvas 4. The company also announced that 11, 500 devices have already been pre-booked by the consumers in less than a week. Exemplifying sleekness and simplicity, the Canvas 4 sports full aluminum mid-housing and users can now 'blow' to 'unlock' their smartphone. Equipped with a 13MP camera with image sensor, the Canvas 4 promises the users an outstanding shooting experience with face detection, photo-solid to increase precision, Geo-tagging, touch focus, smile and face detection, four direction panorama and 1080p video recorder. Users can also enjoy additional benefits with a 5MP front camera. Designed for multitasking, one can now watch a video and at the same time can watch a preview of another video with ease, pause the video when you are not looking at the screen, or use the option of video pinning to continue surfing on the phone while the video continues to run.■



Astrum developing 12 projects

Property developer Astrum Value Homes Pvt. Ltd. is developing six housing projects. It plans to add six more by the end of the year at an estimated cost of Rs. 2,400 crore. The cost will be disbursed over the next four years for these 12 projects. Astrum aims to deliver 10,000 homes in the next four years. Earlier, it has put its target of building 32,000 homes. Because of the economic slowdown, the target has been pushed by five to six years. The first project in Panipat will be complete by the end of this year. The company plans to raise fresh equity from its existing partners as and when the need arises. In addition to its core business, Company plans to look at new initiatives like rental housing. While there won't be new integrated housing projects in the immediate future under Fire Capital, the company might enter into commercial development.■



DLF exits insurance biz

Real estate major DLF said that it has signed definitive agreements to sell its 74 per cent equity stake in its life insurance joint venture to Dewan Housing Finance Corporation (DHFL) and its group entities. The insurance JV - DLF Pramerica Life Insurance Company was between DLF and Prudential International Insurance Holdings, a subsidiary of Prudential Financial Inc (PFI), USA. However, company's statement added that the stake sale agreements would be subject to regulatory approvals. Market analysts valued the deal at about Rs 350 crore. Company sources said that this transaction was in line with its strategy to divest non-core assets.

For the record, Pramerica, which commenced business in September 2008, had a share capital of Rs 320 crore. It had earned first premium income of Rs 138.64 crore in 2012-13.■



POSCO hits India roadblock

As the $12 billion project for a steel mill in Odisha that was once hailed as a profit driver is stuck in long delay, some investors in South Korean steelmaker POSCO are starting to sour. The investment is part of a global expansion by POSCO Group Chairman and Chief Executive Chung Joon-yang. POSCO's debt burden has more than doubled over the past three years. Last week, the steelmaker said it will bow out of a $5.3 billion steel mill development in Karnataka.Significantly, the company sources confirmed that POSCO was sticking with its Odisha plan despite the fact that it would be years before the mill starts production.



POSCO is expected to show a nearly 40 percent drop in year-on-year profits. Its operating margin slumped to 7.8 percent last year. In 2005, when it first announced the Odisha investment, POSCO's operating margin was 27.2 percent.■

Ricoh Launches Digital Printing Production Systems

Guided by its core philosophy of offering comprehensive imaging solutions, tech-savvy, and eco-friendly products to meet ever changing needs of the customer, Ricoh India Limited, a subsidiary of Ricoh Company Limited, Japan, today announced its aggressive mega expansion plans through introduction of three new state of art products into the fast emerging Production Printing market in India. To this end, it has unveiled three new models of production printers; Ricoh Pro C 901/901S GA+, Ricoh Pro C5100S/ 5110S, Ricoh MP CW 2200SP. These new Ricoh Pro C 5100 series range are set to take the printing solutions offering in Indian Market to a new dimensions through High Product quality equipped with Ricoh's best after sales service. The SME/SMB segment is set to benefit from this entry level product with competitive price and low cost of operation. Ricoh Pro C 5100 have print speed of 65 A4pages per minute and 80 A4 pages per minute, with the duty cycle of 300 K A4 pages per month. ■



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