OBSERVER DAWN

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It's Time to Shed Ambiguity

In an ordinary situation, this is the time when we look at the ways to figure out what awaits us in new fiscal. But things moved for a change in the discourse on account of general elections for the 16th Lok Sabha. Instead of a full-fledged Budget, the union government had to present interim budget as a stop-gap arrangement, leaving us guessing for real picture which could emerge after a new dispensation is formed at the centre. As a vote-on-account budget, no one was expecting it be a big booster for industry especially real estate. Still, stake-holders were hoping that Finance Minister will take into account some of pressing demands like setting up of Regulator for housing sector, pushing for single-window system, exempting certain taxes and extending income push for developers in affordable segment. Now, realty sector has no option but to wait for new government which may take some major decisions to streamline real estate projects throughout the country.

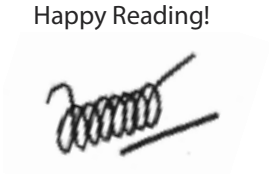
Earlier, the upward revision in repo rate by the RBI has increase pressure on the sector, which is already struggling to raise funds for construction. From the buyer's' perspective, this revision has also affected the sentiments. With dwindling sales across regions, both developers and prospective buyers have resorted to cautious approach. Investors in property are already taking longer time to decide on a particular investment.

However, amidst prevailing uncertainty and sluggish growth, we are also witnessing a bullish market and an appreciation in our currency value. Although it is difficult to say how long this phase will continue, the momentum is really a good sign for investors. Pre-election rally in market, which some analysts say is riding on the expectation of change of government after the polls, at least gives some positive signal about the strength of Indian economy.

The current issue also carries an extensive coverage of the latest and by far, the biggest auto expo which saw an overwhelming response from brand new automakers from India and abroad. A slew of new cars, bikes and SUVs were on display and buyers have enough options to choose from. The scale on which the expo was successfully organised is testimony to the fact that among the emerging markets for automobile industry, India still holds an eminent position despite all talks of distress arising out of lower GDP growth and lack of enthusiasm from foreign investors. The advent of electric vehicles and initiative of Indian Inc to begin an era of an efficient, ecological and sustainable transport system, have, no doubt, reaffirmed the process of new convergence in an energy-starved nation like us.

Market watchers, nowadays, are giving too much significance to the outcome of polls as if only business-driven or industry-friendly policies will accelerate the eco system without highlighting deficiencies which have impacted the industry including real estate. A long-term synergy between Indian corporate and government policy is needed to fill in the gap which sometimes jeopardize development and growth of nation. There should be no ambiguity about the key role each one has to play.

Happy Reading!



Hariom Tyagi
Editor, *Observer Dawn*

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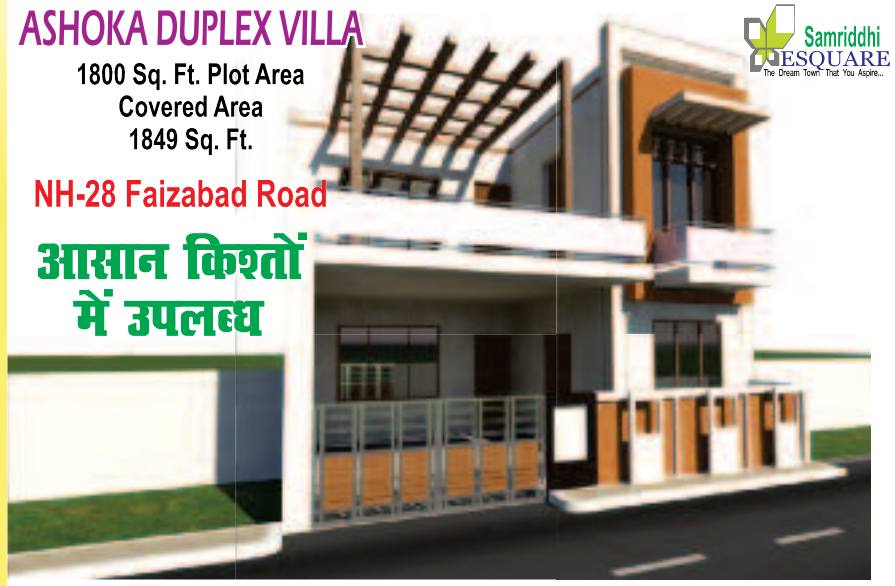

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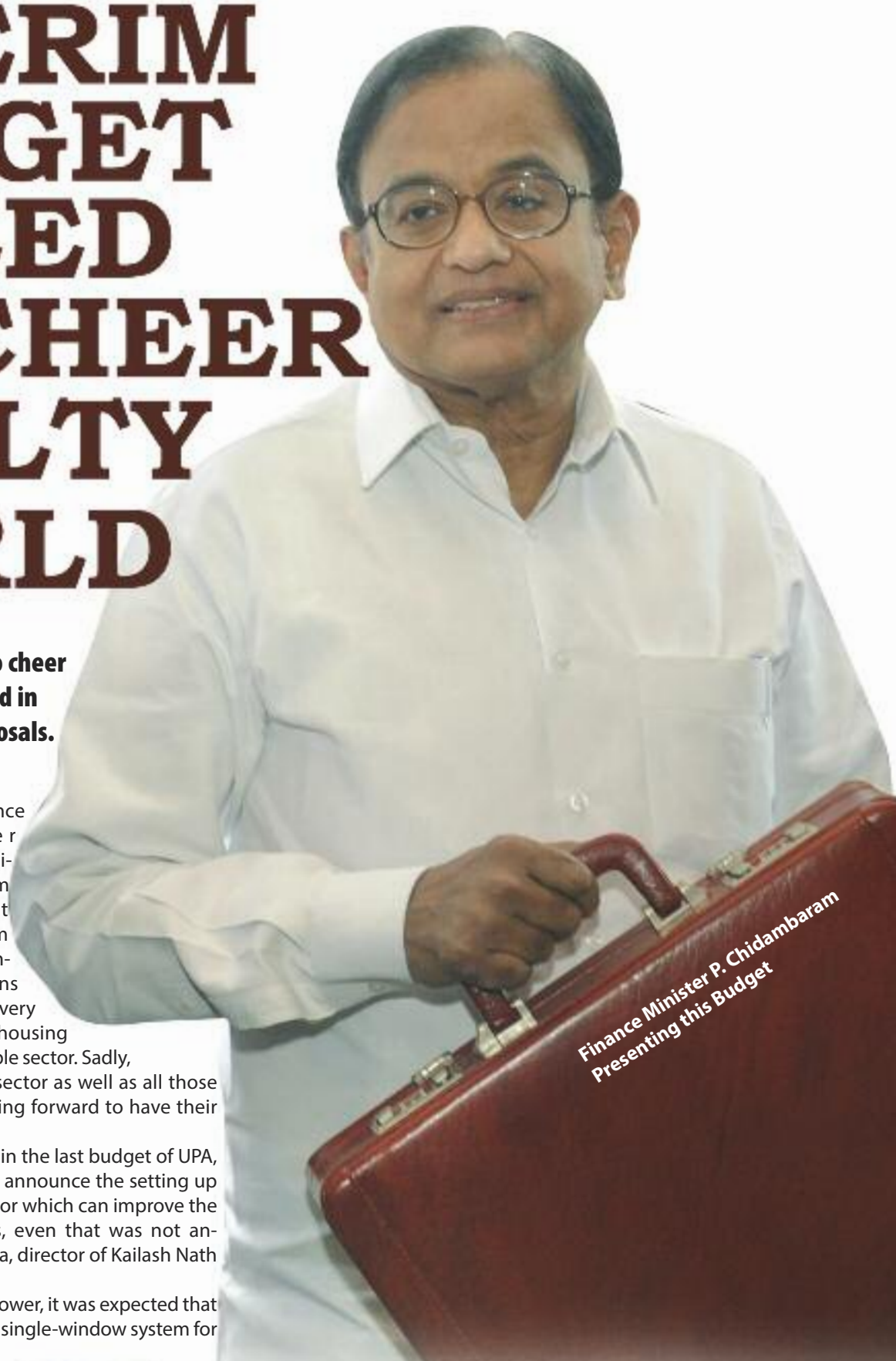
INTERIM BUDGET FAILED TO CHEER REALTY WORLD

How FM failed to cheer the realty world in interim budget proposals.



Finance Minister P. Chidambaram Presenting this Budget

When Finance Minister P. Chidambaram was about to start his speech for interim budget, there was tremendous amount of expectations all around that he would be very generous in giving sops to housing sector, especially the affordable sector. Sadly, he disappointed the entire sector as well as all those who with tight budget looking forward to have their own roof.

"We were expecting that in the last budget of UPA, the finance minister will also announce the setting up of Regulator for housing sector which can improve the working of this sector. Alas, even that was not announced," says Sanjay Khanna, director of Kailash Nath projects.

When UPA-one came to power, it was expected that the government will push for single-window system for





" I could not understand as to why FM in UPA government has not done anything significant for the sake of realty sector. Admittedly, some realty firms are not up to the mark, the rest face the brunt of archaic laws and clearances to implement their projects. In order to get clearances, realty firms have to spend lot of time and money. In fag end of their term, this government could create a single window clearance system. Unfortunately, this government failed to act before it demits the office," says Mahesh Pawar, MD of Mahaveer Hanuman Group.

the realty sector. Sadly, nothing has happened despite the fact the mandarins of this government know that the single window system will bring down the average approval time from 196 days to 45-60 days.

Nevertheless, finance minister was generous towards those planning to buy their first house. They should rush and complete the formalities by March 31 to avail of the additional tax benefit against the interest paid on a home loan. That's because an exemption available to taxpayers will lapse in the current financial year which enables them to reduce the interest paid from the taxable income. The reduction can be up to Rs 1.5 lakh under section 24 of the Income Tax Act and up to Rs 1 lakh under section 80EE against the interest paid on home loan.

Reaction : A Mixed Bag

"The interim budget 2014 is progressive on many counts. The excise duty cuts on capital goods and automobiles will invigorate domestic manufacturing sector which has been affected by a slowing economy. The impetus given to rural and urban housing through the allocation of Rs. 6000 crores and Rs. 2000 crores respectively, will definitely bring affordable housing to a large section of the society, while giving a boost in the arm of allied sectors like, steel and cement. The sentiments of the housing and construction sector will witness an improvement. However, it is quite disappointing, that the long held demands of the real estate sector, which was expecting more sops to boost domestic demand and reduce borrowing costs, have not been addressed in the current budget. We expect the hon'ble finance minister to take cognizance of the seriousness of our demands and take appropriate remedial measures".



— Mr. Vinay Jain,
CMD, AVJ Group

"The Budget 2014 being a vote on account budget instead of a full-fledged one, it is difficult to expect any concrete measures. Yet, the real estate sector is under tremendous pressure and the government should face these pressing issues immediately. However, the government has encouraged public–private partnership in the infrastructure industry. This is a good move as private players will get a chance to build solid infrastructure by teaming up with government bodies."



— Sumit Berry
MD, BDI Group

IN-FOCUS

As expected, there was no announcement on new policies and measures as this was an interim budget. So our hopes are pinned on the new government which is going to come into power in the next couple of months. The real estate regulatory bill must be activated at the earliest and so is the real estate investment trust (REIT). The realty sector needs impetus from the government to boost its confidence.



— Kaushal Jain,
MD, Arihant Group

Due to the coming elections, one cannot expect any revolutionary changes to take place in the budget. But if the government reduces the burden of various taxes on the common man, the homebuyers will be provided some succor as they can save money and plan on purchasing property. Also, a single-window clearance for project approvals must be granted to boost transparency and save time. If REIT's are given a go ahead, then it will become easier for the person with limited funds to invest in Income generating real estate. Also it will ease the liquidity of the developers.



— Gaurav Gupta
Director, SG Estates Ltd.

"We were not expecting any significant announcement to push growth in the real estate sector as interim budgets are not meant for that. A quick look at major announcement says that respite on duty for construction sector and allocation for the Urban Housing Fund are something to cheer about. We are now looking forward to budget by the next government for the clarity on the policy front."



— Mr. Ajay Aggarwal
Managing Director, Microtek Infrastructure

"The interim budget seems to have overlooked the suggestions forwarded by the real estate developers. Apart from some respite in duty for construction sector and Rs. 2000 crore for the Urban Housing Fund Allocation, the budget was silent on the issues presently being faced by the real estate sector. The respite in interest rates and taxes could have helped the FM to meet the target GDP growth as the real estate sector is one of the leading growth drivers today, however, an interim budget has its limitations."



—Dr. Anil Kumar Sharma
President, CREDAI NCR

Experts say that the benefit under section 80EE can be availed only to buy the first house of a value of Rs 40 lakh, provided the maximum loan amount is Rs 25 lakh. The second provision is due to lapse. But those who have already borrowed need not worry. The provision was introduced in the 2013-14 budget, although the benefit was available only for a year to provide a much-needed impetus to housing, which has been hit by rising interest rates and falling real income levels. In the Vote On Account presented, finance minister P Chidambaram decided not to amend any direct tax provisions, many of which are due to end on March 31, 2014. Although the next finance minister has the option to reintroduce the benefit, it may not be available for the first three-four months of 2014-15. Similarly, the benefit of income tax rebate to companies which are involved in power generation and distribution will also lapse.

" I think this is too little, too late from FM. He could make some big announcements to boost the affordable housing. It is very unfortunate that despite the fact that the real estate market in various parts of the country is in a very sorry state with developers have to face real tough time in getting clearances and a system plagued by corruption. We have seen so many innocent lives were lost when couple of unauthorized buildings near Mumbai fall. It was constructed by shady builders with the help of corrupt government officials. It goes without saying that if we would have realty sector regulator, we might not have seen Campa Cola compound episode," says Rajeev Chopra.

"I could not understand as to why no FM in UPA government has done anything significant for the sake of realty sector. Admittedly, some realty firms are not up to the mark, the rest face the brunt of archaic laws and clearances to implement their projects. In order to get clearances, realty firms have to spend lot of time and money. In fag end of their term, this government could create a single window clearance system. Unfortunately, this government failed to act before it demits the office," says Mahesh Pawar, MD, Mahaveer Hanuman Group.

"We were expecting benefits and incentives for the affordable housing segment. We have approached the government to exempt certain taxes and extend income tax benefits for developers who are into the affordable segment, and to consider reducing service tax for the segment. FM has dashed all our hopes, " feels Nikhil Jain, CEO of Ramprastha Developers.

Real-estate sector was also expecting certain rebates in terms of interest for financing the affordable housing segment, and liberalisation of finance towards real estate companies by institutions and banks.

" We were also looking forward to the sector being given an infrastructure developer status. Like me all the stake-holders of housing sector were waiting for this interim budget speech of FM as this was the last chance for the government before Lok Sabha polls to an-

nounce something worthwhile. Now, realty sector has to wait for new government at the center to take some major decisions in terms of clearance of clearance of real estate projects throughout the country following the report of a committee for streamlining approval procedures for real estate projects. It may be recalled that housing and urban poverty alleviation," says Mahipal Singh Raghav, MD of MMR Group.

"Despite the fact that realty sector is such a key sector; it hardly got any due attention from the FM. Even though we are asking for regulator for it, the government is not taking any decision. It is also not creating single-window clearance system for the sector. That speaks volumes about government's seriousness for housing sector," says Ajay Agarwal, director of Avalon Developers.

Even though many key people in government also admit that all is not well with realty sector, things are not moving. With several clearance procedures starting from the local municipality to the top, the average minimum time for approving a project is about 196 days. Naturally, at the end of day, customers are the worst suffers. The government is duty bound to clear the mess that has damaged the realty sector sooner rather than later," says Sanjay Khanna.

Meanwhile, Anil Kumar Sharma, President, CREDAI-NCR, is of the view those unnecessary and sometimes motivated delays in clearances of projects and subsequently in issuing the NOC for possession purposes are not only affecting the buyers but also negatively impacting the developers.

Now, all the stake-holders of realty sector hope that as and when new government will be anointed in Delhi post Lok Sabha elections, it will announce the regulator for the sector as well as single-window clearance system for the realty world. If it could not, posterity will never forgive it.



The government's estimates on fiscal deficit and GDP growth signify an improvement in macro economic factors. Chidambaram said that the fiscal deficit will be contained at 4.6% of GDP. He also stated that fiscal deficit must be targeted at 3% of GDP in 2016-17. GDP rate in Q2 and Q3 in FY14 is estimated at 5.2% at least.

The government's estimates on fiscal deficit and GDP growth signify an improvement in macro economic factors. Finance Minister said that the fiscal deficit will be contained at 4.6% of GDP. He also stated that fiscal deficit must be targeted at 3% of GDP in 2016-17. GDP rate in Q2 and Q3 in FY14 is estimated at 5.2% at least. These statistics are encouraging. However, the government listed food inflation and sluggish manufacturing data as laggards. He stated that fiscal consolidation, growth revival and revitalizing the manufacturing industry should take precedence and be the core focus, going forward.

While these are the right noises, the interim budget did not spell out exactly how some of these issues can be tackled. Further, the interim budget 2014 was a disappointment for the real estate sector, in that, it did not take any measures to spur depressed housing sales and ease the financial woes and liquidity crunch of the long suffering sector. There was a mention made of the need to address urban decay and ensure that cities continue to be the growth drivers of the economy; however, no specifics were given. Similarly, though the importance of the manufacturing sector on the adverse impact of its decline were focused on, in the end besides the generous tax cuts for the automobiles and mobiles, there were no positive measures announced. The speech urged the RBI to focus on price stability and growth; we keenly await RBI's response to this Intro: How FM failed to cheer the realty world in interim budget proposals.

In the next monetary policy. Post election, we expect that the new government will overhaul taxation guidelines that will directly benefit home buyers and implement specific policies that would lead to employment generation and demand creation to boost the real estate sector on the whole. —Sanjay Dutt, *Executive Managing Director, South Asia, Cushman & Wakefield,*■

— Vivek Shukla with inputs from *Observer Dawn*

NO CHEER VARIANCE FOR REALTY FROM INTERIM BUDGET

The FM's proposal to decrease the excise duty will increase the industrial outcome and later on it will have the ability to expand investors' interest in the realty sector as well.

The Union Minister for Finance, P. Chidambaram introduced the interim plan for the budgetary year 2014-15 and the proposals made will remain in force until 30 June 2014. The FM didn't treat charitably to any industry or segment, particularly, yet attempted to offer something to the majority of the divisions of the economy and in addition social order.

The most directional provision for realty sector made by the FM is a tax incentive in the affordable housing fragment. In order to reap this benefit, the developer would need to cater to the larger number investors looking for lower or mid-range options. As an impact, we may see expanding accessibility to the housings beyond the metro cities.

On the other hand, the execution of such measures is likewise an issue like many other schemes or plans due to the procedural haphazard. We will have to wait and watch till then. Addition to that, the incentive will fall under the plans of the union government like Jawaharlal Nehru National Urban Renewal Mission and Rajiv Aawas Yojana and in the meantime will execute by the concern state or urban entities.



VIKAS GUPTA, ***JMD***
EARTH GROUP OF COMPANIES

The FM didn't make any recommendation that straightforwardly addresses the meticulous issues of the Indian realty segment. The FM's proposal to decrease the excise duty will increase the industrial outcome and later on it will have the ability to expand investors' interest in the realty sector as well. Be that as it may, FM didn't make any move on an abundantly expected GST and the issues related to the new Land Acquisition Bill, which has made the land acquiring process complicated and has turned into a sort of test because of inflating prices of the lands and procedures in getting the area.

The Indian realty segment has been afflicted with interest rates since last two years now and the builders' group had wanted some reprieve in this respect, however, with the no movement of the FM has left the section in the stage for anticipating that the liquidity will inflow from the RBI.

At first glance, the interim budget 2014-14 appears to concentrate on the measures that specifically deliver to general man's requirements like a tax incentive in the affordable housing section under focal government plans. This proposal was clear in perspective of the coming union elections. Then again, here the states and urban bodies are to take important and speedy implementations. The realty segment adds five percent share to the national GDP however, it didn't get cheer variance.In examining new entrants by sector, 'luxury and business' retailers accounted for the highest portion (26%) in Asia Pacific in 2012. This was followed by 'mid-range' fashion accounting for 18%, along with 'specialist clothing' (13%), 'coffee and restaurants' (13%) and 'value and denim' (11%). In overall terms, new store openings for mid-range fashion retailers are now expanding at a faster rate compared to their luxury counterparts.

"Given Asia's young demographics and propensity to use technology to increase fashion knowledge, along with the growing buying power of its emerging middle class, we are seeing an increased demand for mid-range stylish fashion," said Sebastian Skiff, Executive Director, CBRE Retail Asia. "This represents a significant opportunity for more affordable brands across the region, especially in China."

EMEA Retailers were collectively the most active in entering new markets in 2012. At a country level, retailers from the United States led the pack with 70 new entries, almost double those of the next best placed country, France (38).Despite a lack of new prime retail supply in many established markets, new retailer openings, especially from international mid-range, value and denim retailers, are expected to continue at a steady rate across Asia Pacific for 2013. ■



The Launch of Supertech University

India's leading real estate developers is diversifying into Education, marked by the announcement to launch Supertech University, an initiative of Supertech Foundation, which is being set up in Udham Singh Nagar district of Uttarakhand.

Located at the foothills of Himalayas in Uttarakhand, on a land of 47 acre lush green campus, approximately 237 Km from Delhi, this university will be the first major milestone by Supertech into the higher education sector. Supertech University aims at creating a value-based, innovation driven, and research led world-class teaching and learning environment. The University will offer programmes in the domains of Architecture and Planning, Earth, Environment and Space Studies, Education, Engineering and Technology, Fashion and Design, Hospitality and Tourism, Languages and Communication, Law and Governance, Liberal Arts, Humanities and Social Sciences, Management Studies, Medical and Health Sciences, Natural and Applied Sciences and Public Policy.

Delighted at this new venture, Mr. R K Arora, Chairman & Managing Director, Supertech Limited said, "Supertech University will be our first venture in the education sector. Building homes to building institutions is a leap of faith inspired by motivation to touch lives of millions, bringing about transformative changes. I sincerely believe that when the student is ready, the teacher appears. Therefore, it is my proud privilege to announce for those aspiring students of the country who felt the need for a world class institution matching their ambition, here is an opportunity to give flight to their imagination and take off. Supertech with its brand value will provide the requisite wherewithal towards its fruition and growth".

Speaking on the occasion, Prof. V P S Arora, Vice Chancellor, Supertech University said, "I am immensely happy and feel honored to be part of this University from the inception and nurture it into an island of excellence as its Founding Vice Chancellor. I congratulate Mr. R K Arora and his dedicated team for showing their deep commitment towards education which is a game changer. Only a visionary will think of enduring value creation. Coming in the aftermath of one of the biggest humanitarian tragedies in Uttarakhand, such altruism couldn't be more appropriate and timely".

The entire township has been planned to overlook three big landscape parks – the lake-park, the multipurpose sports park and the urban park. Each of these parks is designed to offer different recreational opportunities for the residents of Gaur Yamuna City. The central boulevard of the township is also a major attraction of Gaur Yamuna City. Spread over acres and acres of greenery, this large recreational area is designed around a big boating lake and has exquisitely landscaped gardens. The lakeside also has a community center, with a boutique hotel, fine dining restaurant, a multi-cuisine food court, an amusement park for kids, a water play area and a play equipped park.

Apart from this, the township will have a 2, 50, 000 sq. ft. high end luxurious club that comes with huge sports facilities. There is also a well equipped air-conditioned gymnasium with yoga and aerobic training centre, sauna and steam facilities, Olympic-sized and indoor swimming pool, football field, cycle tracks, indoor badminton, squash and basketball courts, Yoga and aerobics hall, outdoor tennis and badminton courts and a large skating rink. ■

Passionate to Fulfil Customers' Need

Mr. S.K. Verma

With its remarkable work in the field of Indian Real Estate, Samriddhi has achieved legendry position. There are ample reasons for its feat. More than 5000 satisfied customers are the witness of this historic work. With impeccable record, Samriddhi makes their customers 'samriddha' (prosperous). Company fulfills the expectations of the customers and brings them prosperity and growth. As a result, it is riding on the scale of dizzying heights. The company's projects, Samriddhi Esquare and Samriddhi Gardenia, are enriched with unique architecture unleashed a proper combination of air water and meet the modern demand and flourished with upgraded and innovative technologies. Significantly, projects are available at very affordable range with good quality.



—Mr. S. K. Verma,
CEO, Samriddhi Group

We are introducing this project having garden in their homes. Its price is quite less and within the reach of everyone and with this, one have an opportunity to enjoy the lovely environment.

There is a famous line which says, "If you have passion, ambition, power of hard work, then this whole world is for you." You will achieve success by your hard work. There is no shortcut for success. A person reaches the height of his success by his incredible passionate work. A person is never known by his position or money; he is known by his great thinking. Mr. S. K. Verma, CEO, is the personality with such qualities. The burning desire towards the work with some innovative thinking helps in attaining the pinnacle. In an informal conversation with Mr. Desh Deepak Dubey, Observer Dawn's correspondent, Mr Verma talks about company's journey and his own passion in real estate. Mr. Verma gave the credit of Samriddhi Groups' success to the Director of the company, Mr. Sanjay Srivastava. Today, the Group is enriched not only in terms of words but in reality also.



Excerpts:

Tell me about yourself, how you step in, in this field?

Firstly, I was working in a liquor firm. During my working there I realised how a drunken person is treated by his family; he is treated like a curse and family members feel disheartened to see him. Not only that any association with liquor and its business is deemed as unethical and unsocial. It took me some time before I decided to quit this job and start working on something which benefits others also. Thus I joined the real estate, to make it more prosperous and enrich it with the help of Samriddhi

Kindly, give us in brief about the history of 'Company Samriddhi'

There is a famous saying: Name itself defines quality. Samriddhi has travelled a very long and tough distance from year 2004 to 2014 and now it has reached at a prestigious height, where the

Company garners the unflinching support of 5000 and more customers. Samriddhi is providing them with the return of approx. 750%. As you know, the name samriddhi explains not only about us, but also defines the quality work we do which leads to happiness and prosperity of people. This quality helps us in reaching great heights.

What is the vision of the company?

Among its peer group, Samriddhi is the biggest company. Today, in Lucknow, it is considered as a premium company and the future vision is to make it, in two years down the line(by 2016), as one of the largest companies in North India.

Share with us some details about your projects

We are coming with a very ambitious project--Samriddhi Esquare at Faizabad Road, NH-28. This project is based on the specifications of an Ultra-Modern Township. Company guarantees that customers' money will be safe and provides 100% return. The most fantastic things about this project is that it is very reasonable for normal person i.e. he/she doesn't have a burden to pay a heap of amount. In fact, we are also providing them an advantage of flexi payment system in which they have to pay in small installments.

Details of Project Esquare

- Ultra-modern township
- Three-star hotel with facilities like school, college, hospitals, etc
- Modern facilities like park, cafe, clubhouse, shopping mall, and 24hrs. water supply
- Modern security system
- Connected with upcoming Metro
- Shopping arcade

Tell us about some upcoming projects of Samriddhi

We are going to introduce our second project. It is located on one of Lucknow's best location.

Its name is ' Samriddhi Gardenia'. People are saying that if they have a garden in their homes, it looks more beautiful. So, for fulfilling their requirement, we are introducing this project having garden in their homes. Its price is quite less and within the reach of everyone and with this, one have an opportunity to enjoy the lovely environment. We will provide such living space at the rate of Rs.600 per sq. ft.

Salient features of Samriddhi Gardenia

- Providing important facilities of nursing homes, community center, school, park, 24 hrs electricity supply
- 24 hrs water supply, sewer system
- Mini super market, fitness center and spa are also there.
- Situated at one of the best location, having facilities like:
- 15 km distance from airport.
- 20 km distance from railway station
- 10 km distance from PGI hospital.
- 3 km away from Mohanlalganj to Morawa Road Samriddhi has achieved a great height in real estate world, how did you manage this?

We have a large network of dealers, due to which we attained this height.

During the purchase of property, what precautions a person must take.

He must consider three things:

- Properly analyze the background of company.
- Properly crosscheck the registry and make sure of its completion.
- Properly understand the booking, purchase & development facilities of company.

What is Samriddhi's mindset about social welfare?

Today Samriddhi reaches this grand height due to innovative thinking which is dedicated to the welfare of the society. We are in the business field which stems from our commitment to social welfare. We are not here for profit making. Our aim is to enrich, provide happiness and prosperity to poor persons, the common man of this country and to facilitate them with different technologies. It aims to enable them to meet their requirements and a feel of happiness and prosperity is unleashed. This is the reason our company is named as Samriddhi. ■

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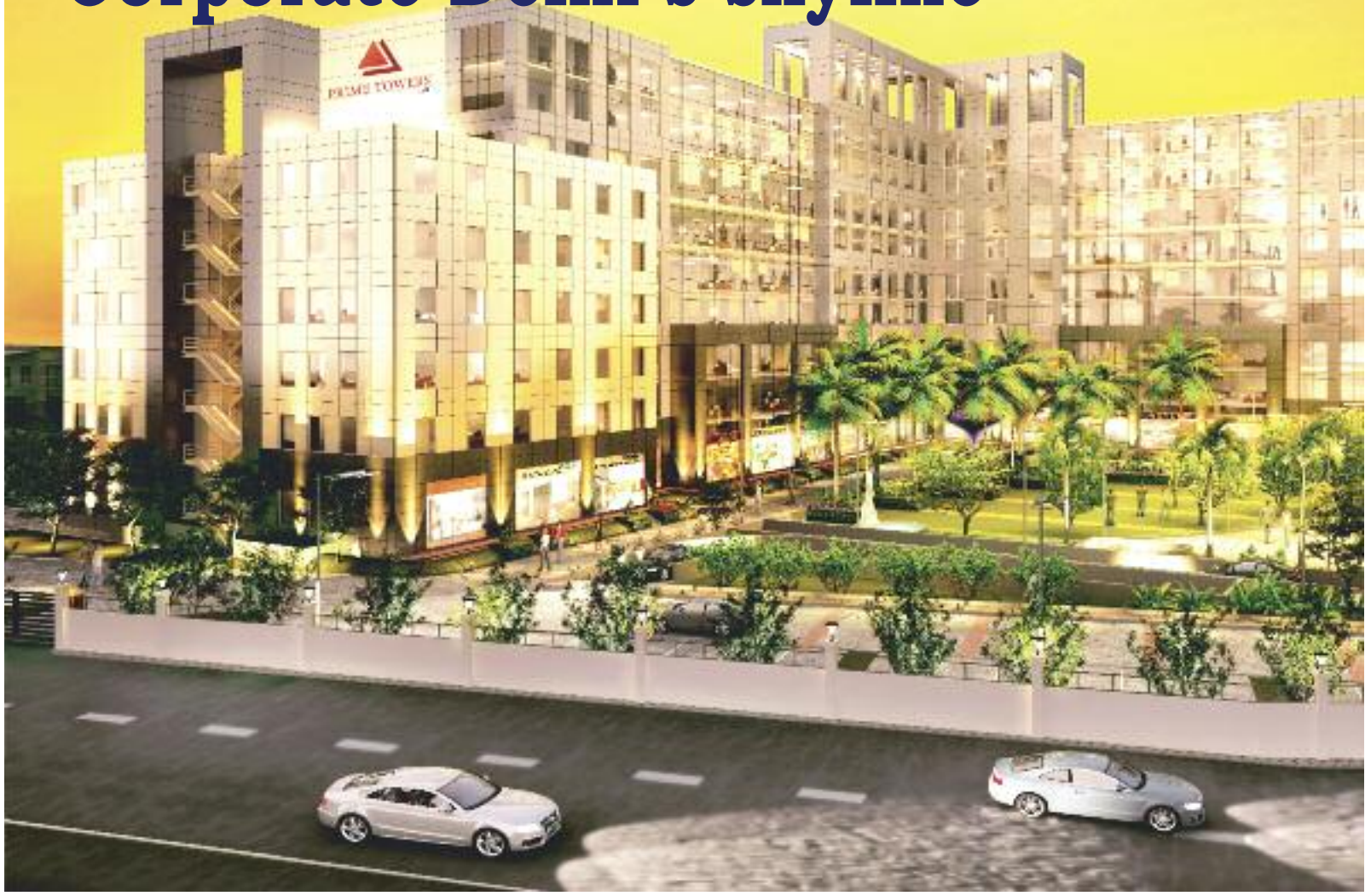
PRIME TOWERS
by dlf

DLF's 'Prime Towers'

Prime Towers is set to become one of the brightest star on Corporate Delhi's skyline



Conferring a new classification to the commercial-cum-retail space in the capital, DLF is gearing up to commence offers for its eagerly awaited project 'Prime Towers'. Located in the heart of South Delhi, Prime Towers in Okhla Phase-I is all that Commercial Centres in Delhi aspire to be.

Prime Towers' is a beautiful, centrally air-conditioned well-connected, spacious and ultra modern, 8 Floors building spread over approx 1.95 hectare which is suitable for investment and end use for Retail brands, MNC's, Franchise owners, Banks & Financial Institutions, Salons & Spas, Boutiques, Restaurants & Café. It offers a good opportunity for those who are looking at expanding or relocating their business. With its proximity to business districts like Jasola, Mohan Cooperative Industrial Estate, Nehru Place, Bhikaji Cama Place, Saket and the ones in NCR and retail hubs like Central market- Lajpat Nagar and M-block market- GK II, yet away from the usual traffic, parking and infrastructural woes, with additional benefits of Metro



Ms. Ananta Singh Raghuvanshi
Executive Director-Sales & Marketing
DLF Universal Ltd

connectivity, Prime Towers is set to become one of the brightest star on Corporate Delhi's skyline. Shop Sizes in Prime Towers: Approx 204 to 284 sq mtrs, Starting @ Rs. 1.86 Cr.Office Sizes: Approx. 70 to 774 sq mtrs, starting @ Rs. 1.58 cr.

Ananta Singh Raghuvanshi, Executive Director-Sales & Marketing, DLF Universal Ltd., said, "Commercial and retail sector, especially in Delhi has moved ahead, shedding off its traditional image and evolving into a more shopper-centric destination. It has made a paradigm shift from high street shopping culture to more confined and organised spaces for display of Brands."

She further added, "Steep hike in property prices, non availability of space and parking problem are a few major issues which have forced MNC's and other corporate offices to move out of Delhi and set up their offices in NCR. Prime Towers is the perfect solution to all these obstacles. 'Prime Towers' is an ideal fully furnished air conditioned space with facilities like24x7 Water Supply, Power Back-up as well as Multi Level Car parking. In short, Prime Towers is designed to meet the needs of the investors, looking for renting out or simply owning the shops. The construction of the project is nearing completion with possession expected in three months."

> **We are introducing this project having garden in their homes. Its price is quite less and within the reach of everyone and with this, one have an opportunity to enjoy the lovely environment.**

Other commercial-cum-retails projects

To stamp its mark in Commercial and Retail segment DLF portfolio includes 'DLF Towers-Jasola', 'The South Court-Saket', 'The Galleria'-Mayur Vihar and DLF Towers-Shivaji Marg', 'DLF Savitri-GK' and 'The City Centre-Shalimar Bagh,' and more.

Available on lease/sale

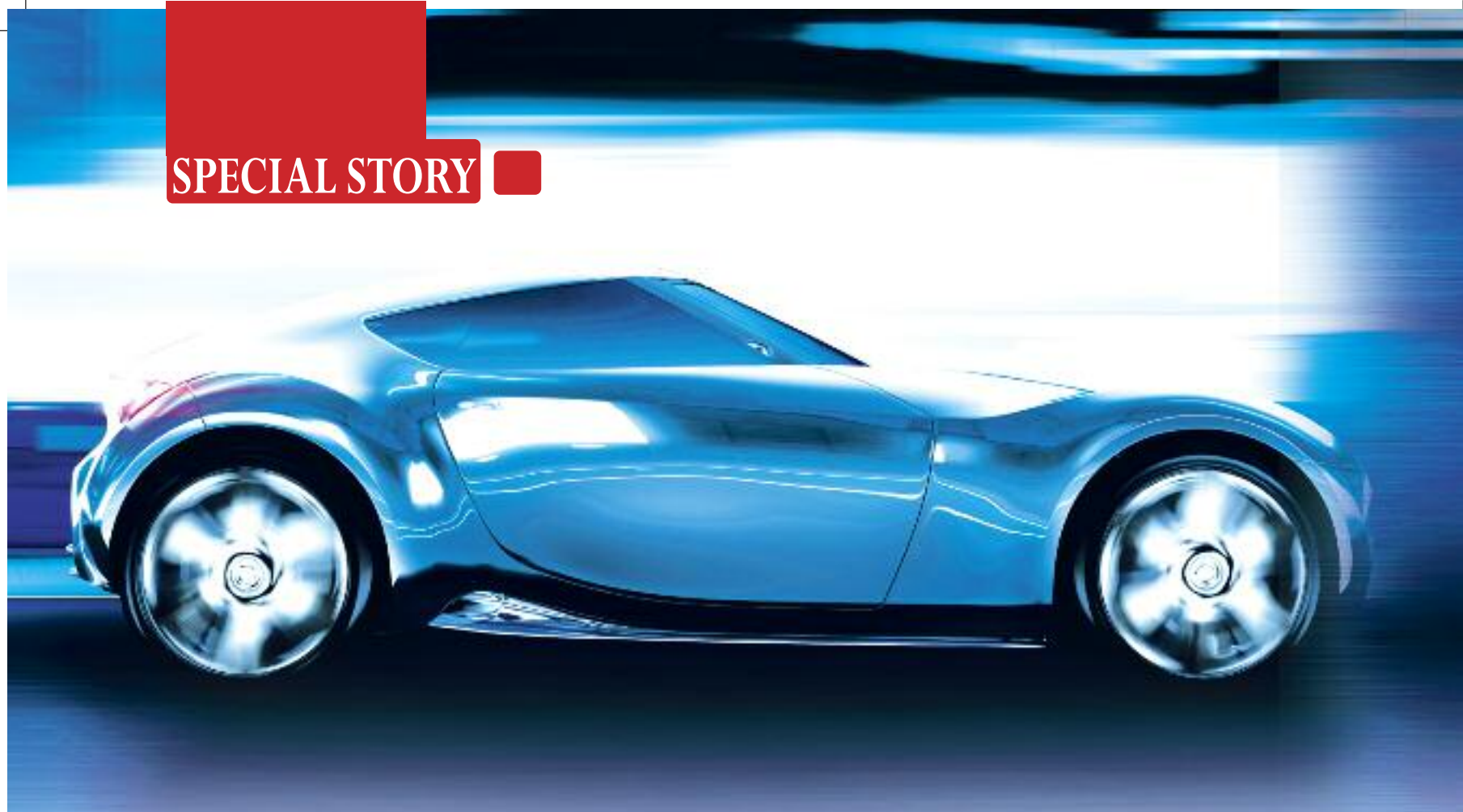
DLF Towers, Jasola - DLF Towers at Jasola is 'ready to move in' building complex with provision for offices and shops. It is a fully air-conditioned building with ground plus 12 floors.

South Court, Saket - South Court is one of city's best located office complexes with state of the art building and facilities. It comprises retail, office and a hotel block. The hotel block (Hilton Hotel) is already operational. South Court is 'ready to move in' building.

Galleria, Mayur Vihar - Galleria, Delhi enjoys fabulous connectivity both through road and metro. Located next to Hilton hotel in Mayur Vihar, the building already has numerous operational offices and stores.

DLF Towers, Shivaji Marg - DLF Towers is a 'ready to move in', centrally air-conditioned office cum retail complex. It is a freehold building spread over 2.02 Hectare with shops on the ground floor and office space on the first floor.

City Centre Shalimar Bagh - City Centre is located in North Delhi. Situated at the Community Centre, Block-A, Shalimar Bagh, the City Centre is planned as one of the most modern shopping-cum-entertainment centres in North-West Delhi.■



Ecological Means of Road Transport

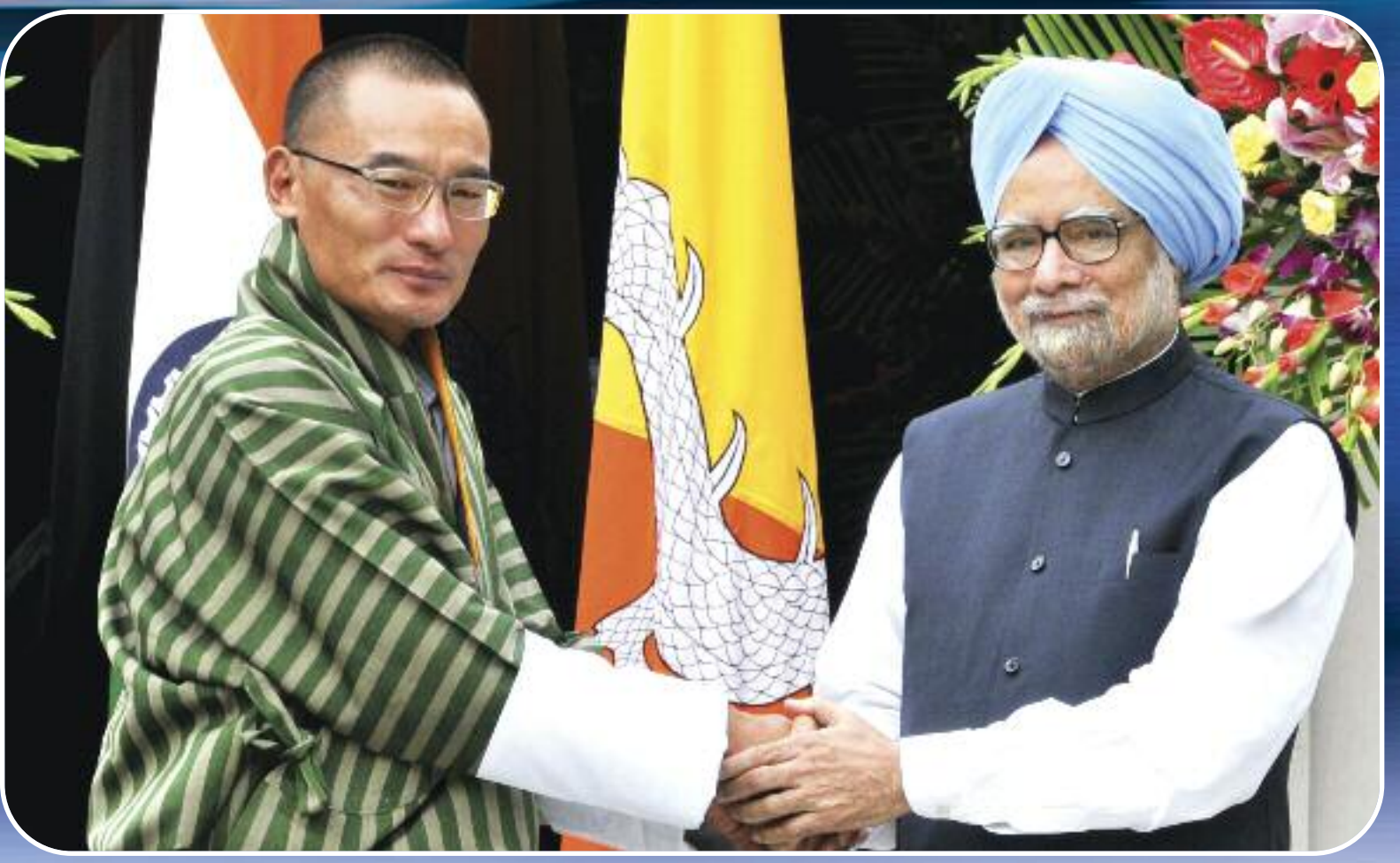
Should India Follow the Bhutan Model?

Why is India not launching the awareness scheme about these alternative vehicles which are environment-friendly, cheap and a much better alternative for the gasoline?

- By Dr.Kailash Kumar Mishra

Electric vehicles for mobility have gained importance in light of growing pollution across the globe. International Energy Agency (IEA) in its 2009 report had mentioned that fossil fuel based transportation is the second largest source of carbon dioxide emission. Gasoline is very expensive everywhere in the world. Its limited resource is reducing every day. The exorbitant price rise in the gasoline has been disturbing the budget of every nation in the world. India has been facing the cruel curse of price hike in every product and the obvious reason is high dependence on gasoline. The available data confirms that even the oil producing countries have been facing the crisis of high and in some cases highest fuel prices.

Turkey, for example, is the nation where gasoline is the most expensive, costing the equivalent of $9.98 US Dollars (USD) per gallon (3.8 liters), according to 2013 data. The average Turkish person would have to spend almost one-third of his or her daily take-home pay to purchase a gallon (3.8 liters) of gas. Turkey's fuel prices are about three times higher than the average price in the US, which is not even in the top 50 on the list of nations with the most expensive gas. Norway has the second most expensive gas, at $9.63 USD per gallon (3.8 liters) and is the only



Need For convergence: Tshering Tobgay and Manmohan Singh

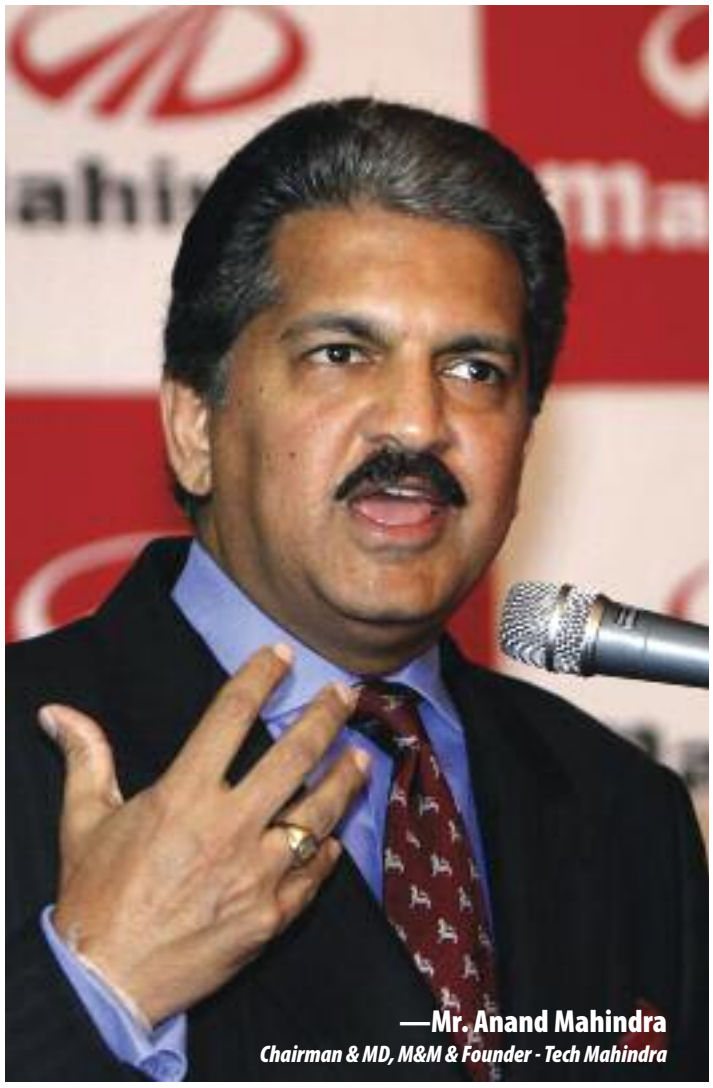
It is true that the Government of India has already launched the National Electric Mobility 2020. The Mission claims that there would be demand of 5-7 million electricity-operated vehicles, and over 50% of them would be battery electric vehicle (BEV). The report claims that sale of 6-7 million units of electric vehicles including two-wheelers, will help save 2.2-2.25 million tonne fossil fuel consumption by 2020.



oil-producing country among those with the highest fuel prices. Greeks spend the highest percentage of their income on gas, at an average of 4.8% in 2013. The US uses the most gas in the world, at 1.2 gallons (4.5 liters) of gas per person each day, making it the only country where the average gas usage is more than 1 gallon (3.8 liters) per person per day. In Pakistan, the average person would have to work for more than a day to afford 1 gallon (3.8 liters) of gas.

The situation is alarming in India also. The political parties, mainly the oppositions often allege the ruling party for price rise. But when the opposition party is given mandate to rule the country it also fails to control the price rise. The growing cities infrastructures of the cities and transport systems create pollution and several problems for the people. The economy of the country is under threat as the major chunk of the earning is used for importing the gasoline from the oil-producing countries. Hybrid vehicles mainly electric and solar vehicles, in this situation, are the best alternative solutions. Unfortunately, our leaders, planners, policy makers, researchers and also the common people do not pay much attention to this alternative mode of transport. Fortunately, Harshvardhan, leader of the Opposition party, BJP, in Delhi assembly, suggested that he was in favour of promoting the production and experimenting in hybrid vehicles and also making sincere efforts to generate electricity through solar energy in Delhi. Willingness of the government is the basic thing for initiating such changes. Awareness level of the common people of India about electric and hybrid vehicles are still not that great. This issue is not taken as the top priority. The scientific community has not been engaging itself in Research and Development (R & D) in hybrid and electric vehicles. No State Government or any Department of Central or State Government has innovated the electric or hybrid vehicles as their official vehicles. They should learn from the experiments from the small countries like Bhutan.

Though a small Himalayan country, Bhutan has initiated a big step to replace the taxis and Government vehicles with electric cars in its capital city of Thimpu. This is exciting news. The purpose, as has been rightly claimed by Tshering Tobgay, the Prime Minister of Bhutan, to make Thimpu a pollution free wonder and green city. The Government of Bhutan in its unique endeavour plans to replace 2500 taxis with electric cars and also phase out fuel powered government vehicles used by senior cabinet ministers and officials.



—Mr. Anand Mahindra
Chairman & MD, M&M & Founder - Tech Mahindra

The government has held talks with Japanese car maker Nissan and leading United States electric vehicle manufacturer Tesla. According to Tshering Tobgay:

"Everywhere in the world it has been difficult because distances are longer and price of electricity is not cheap and there is lack of political will. Here in Thimpu distances are very short, price of electricity is the cheapest in the world and political will is unto us. So we are confident that electric vehicles can take off here."

"We want all government vehicles to become electric. We want the cabinet to start driving electric vehicles. We want tourists to start using electric vehicles whether they are cars or they are buses. And then if it works here we want to become a hotspot for electric vehicles so that we attract R&D here for cars, batteries, motors and the also for transforming transport cargo trucks into electric vehicles. A whole industry opens up.

The growing cities and infrastructures of the cities, transport systems create pollution and several problems for the people. The economy of the country is under threat as the major chunk of the earning is used for importing the gasoline from the oil-producing countries.



A whole spectrum of possibilities open and it begins with being environmentally conscious and accepting that electric vehicles are good not just as an alternative but as a preferred choice," Tobgay said detailing the roadmap for the plan.

Tobgay has met Nissan CEO Carlos Gohn and a top executive from Tesla. The PM also extended an invitation to Mahindra & Mahindra chairman Anand Mahindra to partner and help Bhutan in it's ambitious bid. Tobgay praises the efforts of Mahindra in Electric Vehicles and says: "Mahindra does good business here. In India there isn't the incentive (for electric vehicles) in Bhutan there is. So, Mahindra is welcome. Tell him he has an open red carpet invitation," Tobgay said. Officials said that talks are on with Nissan for replacing some government vehicles in the first phase.

The PM of Bhutan has unwillingly tried to make a statement that why India with its vast geographical areas, second largest population of the world, and surprisingly very big numbers of vehicles is not making sincere efforts to launch Electric, Solar and hybrid vehicles in a big way? Why India is not launching the awareness scheme about these alternative vehicles which are environment friendly, cheap and a much better alternative for the gasoline? Electric vehicles have gained importance considering the road transport sector guzzles almost 80% of India's crude oil consumption. Estimates suggest that per second consumption of crude oil in India was 36 barrel in 2010 or 2,165 barrels per minute. Moreover, import of crude oil is likely to increase from 87% in 2010 to 92% in 2020 in India. It is true that the Government of India has already launched the National Electric Mobility 2020. The Mission claims that there would be demand of 5-7 million electricity-operated vehicles, and over 50% of them would be battery electric vehicle (BEV). The report claims that sale of 6-7 million units of electric vehicles, including two-wheelers, will help save 2.2-2.25 million tonne fossil fuel consumption by 2020.

India has not been promoting the concept of hybrid vehicles in the required manner. The film stars, cricket stars, public figures and all other stars should be roped in to promote the awareness level of people about the usefulness of electrical vehicles. Indians have demonstrated extraordinary receptivity in accepting the few things such as casting the vote, eradicating the polio, accepting the school and college education. It all happened because of the collective efforts of every institutions and section of people.

Government is not announcing any subsidy or leverage, not engaging its information and broadcasting section properly for the promotion of electrical vehicles. This is why we are far behind in Research and Development (R&D) also.

Many small countries in the world have been innovating many things in electrical and hybrid vehicles. For example, South Korea has developed a hi-tech 'electrified' road which can recharge moving electric vehicles as they drive over it.

Project developers claim that the 12 kilometre route is the first of its kind in the world and allows electric public buses to recharge their batteries from buried cables as they travel. The Online Electric Vehicle (OLEV) is an electric vehicle that can be charged while stationary or driving, thus removing the need to stop at a charging station, researchers said. Shaped Magnetic Field in Resonance (SMFIR) is a new technology that enables electric vehicles to transfer electricity wirelessly from the road surface while moving. Sadly, in India, we have not experimenting such innovation. It is seriously needed.

Examples from other corners of the world are also very interesting and worth mentioning. An estimated 32,800 companies in the US had solar panels — or modules that convert sunlight into electricity — installed on their roofs, as of 2013. This was a 40% increase from 2012. Walmart is the company that used the most solar power in terms of wattage, and it also had the most installations in 2013, at more than 200. Furniture retailer Ikea had solar roof panels on stores in the most US states, at 20. Ikea also was the company with the highest percentage of facilities being solar powered, at 89%. The increase in companies installing solar panels on their roofs is thought to be the result of a desire to cut electricity costs, which is often one of the top operating expenses for a business. The cost of installing solar energy systems in the US dropped substantially by about 50% from 2002 to 2012.

All the above examples can be taken by India as imbibing examples to implement and innovate similar activities in India to promote electrical vehicles and hybrid vehicles as meaningful, cheap and ecological means of road transport. ■

Shaped Magnetic Field in Resonance (SMFIR) is a new technology that enables electric vehicles to transfer electricity wirelessly from the road surface while moving. Sadly, in India, we have not experimenting such innovation. It is seriously needed.



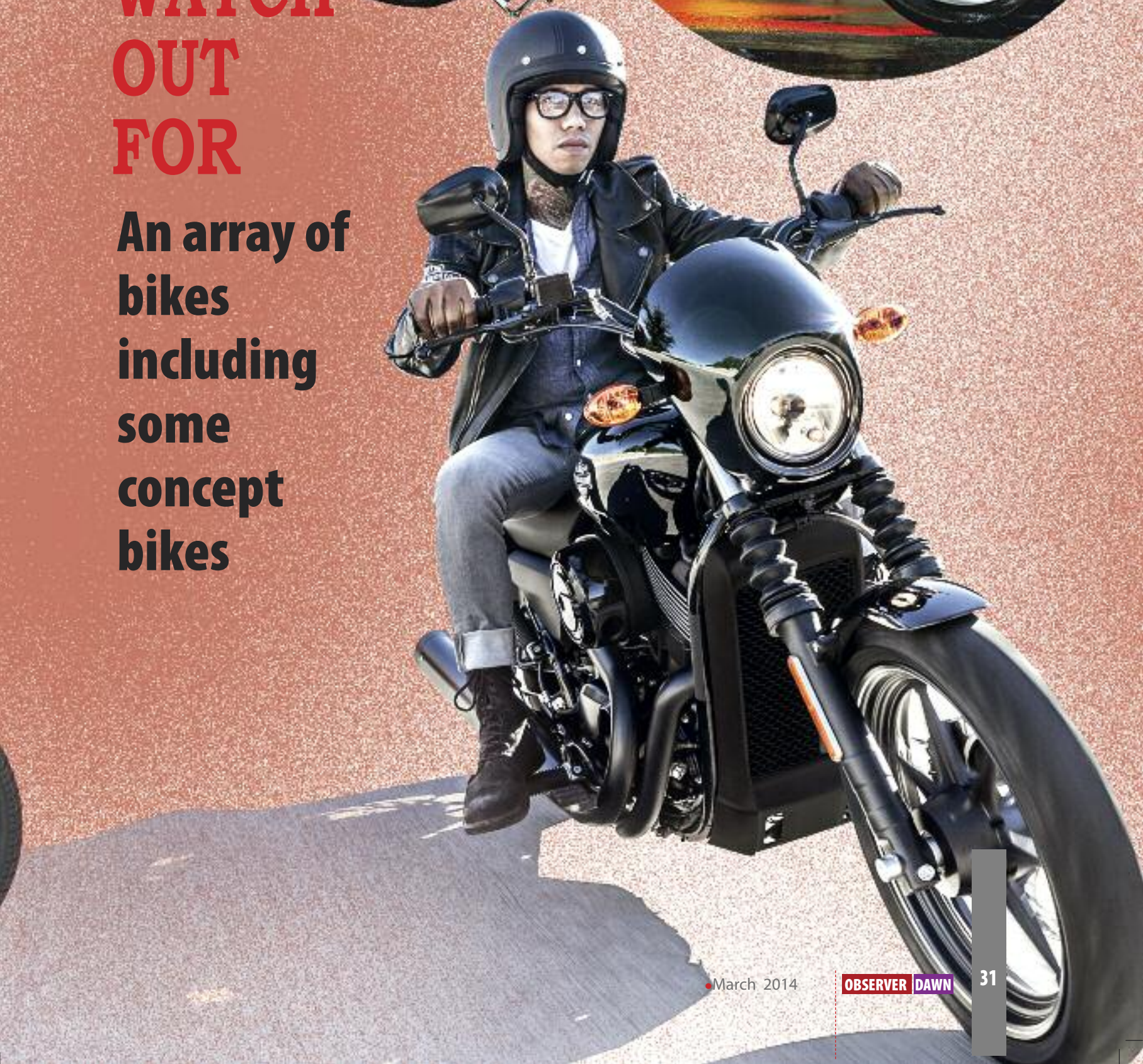
AUTO EXPO 2014

Despite the economic slowdown, the resultant sluggishness in automobile sales and lack of fizz, about several dozens of cars and bikes were launched at the Auto Expo.

BIKES TO WATCH OUT FOR

An array of bikes including some concept bikes





TOP SUVS TO WATCH OUT FOR







There are quite a few SUVs including a few exciting concepts which were showcased at the 2014 Auto Expo.

TOP CARS TO WATCH OUT FOR



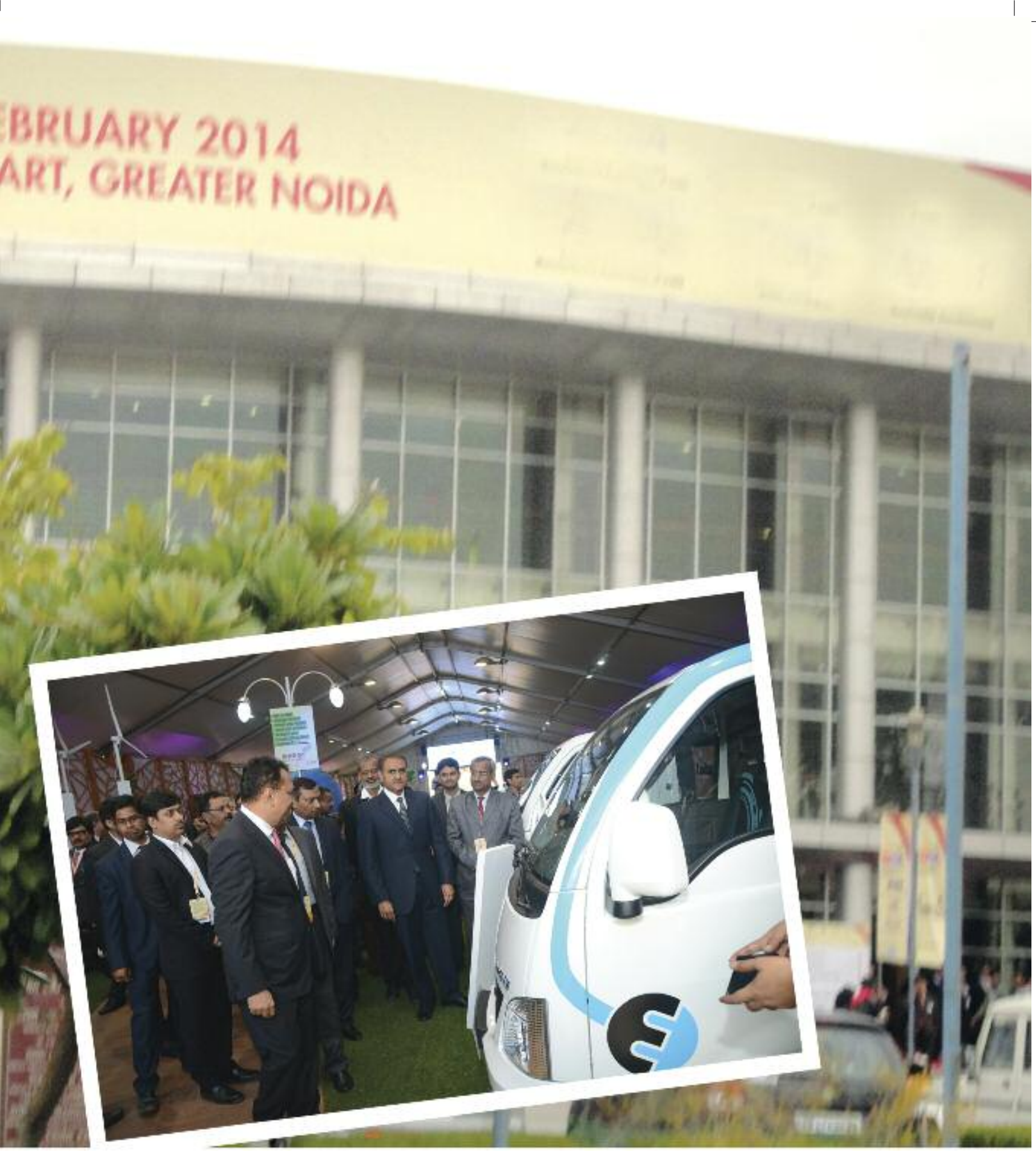
There were loads of brand new hatchbacks and saloons on display at Auto Expo 2014.

THE AUTO EXPO 2014

The overwhelming response can be gauged from the fact that the very first day at Auto Expo registered 60,000 visitors as it opened for general public.



Mr. Praful Patel, Union Minister of Heavy Industry and Public Enterprises,inaugurated the 12th Auto Expo – The Motor Show 2014, at the India Expo Mart in Greater Noida.



The 12th edition of Auto Expo-The Motor Show 2014, opened to public to an overwhelming response with more than 60,000 registered visitors. Over 35,000 tickets were sold through the day as visitors kept pouring in to experience some of the best and latest products in the Indian automobile market.The visitors were also treated to various engaging and entertaining activities at the activity area at the Auto Expo. Visitors undertook test drives at the electric and hybrid vehicles at the Electric Mobility Pavilion, experienced safe driving programmes at the stalls of some of the leading two wheeler companies where they were also educated on techniques and practices for safe driving.



The Vintage car pavilion proved to be one of the biggest crowd puller, with cars from the Golden era displaying their charm enthralling one and all at the Expo. The organisers displayed their delight at the public response of the Motor Show as more and more people came in with their families and kids.

Maruti Suzuki unveiled two global models Concept CIAZ and SX4 S-Cross

The Company expressed its preparedness for the future with two distinct offerings positioned for different segments. Both display models are designed to meet the varied requirements of discerning customers and will help Maruti Suzuki gain foothold in new segments.

The vintage red coloured Concept CIAZ (pronounced as: chi-aaz) and the imposing rugged black coloured SX4 S-Cross were jointly unveiled by Mr.Toshihiro Suzuki, Executive Vice President, Suzuki Motor Corporation, Japan and Mr. Kenichi Ayukawa, Managing Director and CEO, Marui Suzuki India Limited. The stunning models positioned on the center stage give a glimpse of Maruti Suzuki's plans to foray in new and distinct segments to retain its leadership position in the Indian market.

Unveiling the two `future ready' global offerings Mr.Toshihiro Suzuki, Vice President, Suzuki Motor Corporation, said, "India is a critical market for Suzuki Motor Corporation. Our vehicles at this Auto Expo express our confidence in the long term India story. These cars in new segments will help us retain customers in our fold as they move up in their preferences."

He added, "While the Concept CIAZ gives a hint of a sophisticated A3-segment sedan, the SX4 S-Cross is a new segment altogether for India. Suzuki Motor Corporation is happy to march with the Indian customers as they grow and prosper"

Echoing similar sentiments, Mr. Kenichi Ayukawa, Managing Director and CEO, Maruti Suzuki India Limited said, "Concept CIAZ and the SX4 S Cross are two premium segment global offerings. This rich line up will strengthen our product portfolio and prepare us for the future."

Reinforcing the Company's strong customer connect he added, "The vehicles that you see here today reflect our thought and belief. If you like them, they may be amongst you on the Indian roads, in future. As a customer, your right judgment has guided us over the past 3 decades. We promise to keep bringing exciting and relevant products, as you need them."

'Celebrate' the Great India Car Story



Maruti Suzuki, India's most trusted and loved car brand, offered visitors exciting new launches and concepts around the theme, 'Celebrate' which pairs spontaneity with spirit of unity in India. 'Celebrate' defines the Maruti Suzuki's Way of Life as connected to the auto enthusiasts' inherent preference for dynamic youthfulness, making Maruti Suzuki cars an intrinsic part of the Indian family.

To mark the Company's Japanese parentage, the theme logo and graffiti use the traditional Japanese "Origami' art form. The dancing figures symbolize Maruti Suzuki's young customers who believe in spontaneity, unplanned surprises and a party mood.

Maruti Suzuki's corporate ideals have always been in sync with the preferences and demands of its customers for advanced and innovative vehicles. The range of products and services developed by Maruti Suzuki showcases the leading car maker's expertise in not only designing cars for the masses but also its efforts to integrate customer requirements with advanced technological solutions. Maruti Suzuki fosters customer connect through unparalleled after sales support, an industry benchmark.

The cornerstone of Maruti Suzuki's 'positive leadership' approach as depicted by the new theme is customer engagement: An engagement which gradually converts into a cherished relationship for life.

Concept CIAZ : The A3 Sedan

India's car market leader Maruti Suzuki, has displayed the Concept CIAZ(pronounced as: Chi-aaz) sedan at the center of its Auto Expo 2014 pavilion. The chic and graceful Concept CIAZ occupies the prime position at the show, a clear reflection of the intent of Maruti Suzuki to strengthen its leadership position across all segments in the automobile industry. Concept CIAZ also demonstrates the Company's capability to expand into new segments and new technologies. Concept CIAZ is an aggressive yet sophisticated A3-segment sedan especially designed by Suzuki Motor Corporation for progressive markets like India and China.

The dynamic Concept CIAZis showcased in Vintage Red colour. Vintage Red evokes the imagery of luxurious time spent with someone precious, on a special day. The deep red is suggestive of mature wine while the contrasting chrome accents give enchanting expression to the display car.

While the company continues to enjoy its leadership in entry A3 segment, it's the upper A3 where the company is keen to expand its presence. The Concept CIAZ gives a sneak peek into the company's commitment to bring new models to keep its portfolio vibrant and offer choices to customers within Maruti Suzuki brand. Based on the feedback at the Auto Expo 2014, the Company would consider future course for this sedan for India.

Key design highlights

Concept CIAZ comes with a glamorous design with a strong sense of stability. Adopting a long wheelbase and a low height gives the Concept CIAZ an authentic sedan style. It also helps to achieve a dynamic body shape through sharp character lines and elegant surfaces that accentuate right below the character lines.

Smart integration of chrome-detailing on side body highlights the sporty and aerodynamic looks of the Concept CIAZ.

The combination of chic surfaces of the front hood, body

sides and trunk lid with sharp, dynamic lines gives Concept CIAZits sporty and elegant looks. The blend of real carbon and chrome plating at the fog lamps and the exhaust pipe further enhances the character of Concept CIAZ.

Sx4 S Cross signals foray into new segment

Among other marquees lined up for Auto Expo2014, it is Suzuki's Sx4 S Cross at the center stage that drew interest and gave a glimpse of the Company's strategy moving ahead.
The imposing rugged black Sx4 S Cross showcased as a reference vehicle at the show, reflects Maruti Suzuki's intent to diversify in new segments to strengthen its product portfolio. Having a highly positive customer response to the Ertiga, unveiled at Auto Expo 2012, makes it but obvious for the Company to strengthen its presence in the utility vehicle segment. Global Sx4 S Cross exhibits Suzuki Motor Corporation's (SMC) excellence to bring interesting mobility solutions across exciting segments and also diversifying in new segments like crossover, which are natural upgrades for sedan and compact car users. Global Sx4 S Cross brings forward SMC's capability to bring best of the two segments together and create a new segment for its discerning customers across global markets.
In Sx4 S Cross, Suzuki Motor Corporation combines compact-car know-how, from models such as Swift, with high performance technologies honed for sports utility vehicles.

Key highlights of Sx4 S Cross

- Distinctive crossover styling: The styling of the Sx4 S Cross combines a bold, sporty crossover shape, strong lines, a refined, distinctive character and excellent aerodynamics.
- Class-leading space for passengers and luggage: The C-segment dimensions benefit families by making the Sx4 S Cross a leader in terms of passenger space and luggage capacity.
- Epitome of styling and utility: The styling of theSx4 S Cross is to ensure great driving pleasure and versatile family usage for even more people in an even wider range of situations.
- 5-Star safety rating in Euro NCAP: The European specification Sx4 S Cross on display at the Auto Expo has received maximum 5-star Euro NCAP overall safety rating.
- Next-generation 4WD with ALLGRIP technology: The Sx4 S Cross on display for reference at the Auto Expo is equipped with a new 4WD system, four driver-selectable driving modes for better performance and safety under diverse conditions delivering Next-generation 4WD performance.
- Double sliding glass sunroof: A double sliding glass panoramic sun roof of the European specification Sx4 S Cross has one of the largest opening areas in this category.

Design board

Suzuki's engineers and designers began developing Sx4 S Cross as an upgrade for hatch back customers. However, during the design evolution, it was felt that customer expectations were higher with respect to crossovers especially in Europe and other parts of the world. They realised that they needed to "think bigger".
Crossovers are a new segment where Suzuki is vying to create its presence. The Sx4 S Cross is an outcome of this deliberation to create a new segment which is a natural upgrade for any car owner.

Design





- Key design themes: emotion, quality and aerodynamics
- Urban sophistication and SUV ruggedness
- New colours to give emphasis to the styling

The Sx4 S Cross design embodies the three key themes of emotion, quality and aerodynamics.

A characteristic and bold crossover shape, dynamic lines and several sophisticated touches, all combine to create a highly distinctive look to the Sx4 S Cross. A sharp body line, wheel arch mouldings, skid garnishes and integrated roof rails emphasise the crossover styling of the display vehicle.

Exterior

EMOTION

Emotionally appealing features on the Sx4 S Cross include modulated lines running along the sides from front bumper to rear combination lamps, plus a rounded bonnet which conveys a sense of strength and solidity.

QUALITY

Quality features on the S Cross include chrome finishing's at the front; LED headlamps; boldly contoured shoulders along the side lines; and two-part rear combination lamps.

AERODYNAMICS

Aerodynamics are expressed and achieved in every area of the design, such as the roof line which slopes downwards towards the rear; smooth contours across the side of the body; a modulated line running from front to rear; low-drag wheels and door mirrors.

INTERIOR

EMOTION

Emotionally appealing features on the Sx4 S Cross include an instrument panel that is shaped to give a sense of width and dynamism.

QUALITY

The contours of the instrument panel on the Sx4 S Cross overlap the doors and the soft padding is pleasant to touch. The seats are shaped and stitched to convey a sense of sophistication, while the silver decorations create a sporty look against the all black interiors.

Toyota Kirloskar Motor Unveils Its First Ever Crossover : The New Etios Cross

Toyota Kirloskar Motor Pvt. Ltd. (TKM) unveiled the New Etios Cross at the 12th Auto Expo in Greater Noida. The New Etios Cross was on display along with the New Corolla Altis and all other Toyota exhibits at the Toyota Booth in the Auto Expo. The New Etios Cross will further expand the Etios family along with its existing models- The Etios, the Liva & the Liva 1.5 TRD Sportivo.

The new Etios Cross has the design appeal of an SUV (rugged looks) to appeal to Youth who want to stand out. Available in a powerful 1.5 L & 1.2 L petrol engine and a 1.4L D-4D Diesel engine, the new crossover from Toyota is positioned as a youthful yet rugged offering and has the following

key features:

Key Exterior Features

- Grille Guard
- Distinctive Side Cladding
- Stylish Diamond Cut Alloys
- Sturdy & Stylish Roof Rails
- Bold Front Grille
- Dynamic Rear Cladding with Badging & Roof Spoiler
- Fog Lamps with integrated turn indicators
- ORVM with Turn Indicators
- Rear Defogger with Wiper

Key Interior Features:

- Piano Black Interiors
- Sporty Seat Fabric with White Stitch & Logo
- 2 DIN Audio with Bluetooth, USB, AUX-in & Remote
- Audio control on leather wrapped steering wheel

The New Etios Cross is available in a new sporty Inferno Orange and seven other colors- Ultramarine Blue, Classic Grey, Symphony Silver, Celestial Black, White, Vermilion Red & Harmony Beige. Along with a set of whole new exciting features, the Etios Cross also ensures the highest standards of safety with dual front SRS airbags, ABS with EBD and the globally renowned promise of Toyota's QDR (Quality, Durability & Reliability) standards.

Etios Cross is available with the following engine options

- 1.5 L Petrol (DOHC) - 66KW (90 PS) @ 5600 rpm
- 1.2 L Petrol (DOHC) – 59KW (80 PS) @ 5600 rpm and
- 1.4 L Diesel (D4D) – 50 KW (68 PS) @ 3800 rpm

The vehicle is being offered in two grades each in petrol and diesel.

Speaking on the occasion of its unveiling, Mr. Akio Nishimura, Chief Engineer, TMC said, "The Etios was introduced in India with a vision to offer the Indian market a quality Toyota vehicle at an affordable price. As this vehicle category has been increasingly growing, the needs of the customers have also diversified. Keeping this in mind, we at Toyota strived to understand the customer needs for a cross and came up with the Etios Cross which is a perfect combination of rugged styling, performance, functions, features and the promise of Toyota's global standards of QDR.

Aimed towards targeting a whole new breed of audience who seek uniqueness & individuality in everything they do, we believe the Etios Cross will further strengthen & stand a testimony to Toyota's QDR in India".

Mr. Naomi Ishii, Managing Director, TKM, said, "The Etios series is a perfect combination of Toyota's global standards of quality & safety. Inheriting the Corolla Altis's high standards of QDR, the Etios has come a long way ever since its introduction in India. It caters to a wider segment of the market with its array of quality vehicles in the series.

Launched in 2010, the Etios series has a strong base of over 2 lakh happy customers in India and to further enhance this customer delight the Etios Cross was envisaged as we wanted to give our customers something unique. Targeted as a youthful, rugged and practical crossover, the New Etios Cross is bound to win hearts of our customers all over again". The prices of the New Etios Cross will be announced in May 2014 along with the sales launch.

ISUZU D-MAX SPACE CAB: India's First Multi-Utility Pickup

Isuzu Motors, the iconic Japanese automobile maker and a recognized diesel-engine expert, today unveiled its globally successful "ISUZU D-MAX Space Cab" India's First Multi-Utility Pickup at the Delhi Motor Show.

A globally proven and successful product, the Isuzu D-MAX Space Cab is the first such product in the Indian pickup truck market. With a specially built in cabin space of 1.5 feet behind the drivers' seat, the D-MAX Space Cab offers Multi-utility capability to the pickup truck. The Space Cab is targeted to the Owner Driven customer, the largest and fastest growing segment in India.

On the occasion, Mr. Takashi Kikuchi, President and Managing Director, Isuzu Motors India, said, "In India, the pickup truck segment is one of the largest and fastest growing segments in Commercial Vehicles (CV), accounting to 35% of the total CV market. With the growth in the Indian economy and the resulting pickup truck market dynamics, we estimate India to be the world's largest 1 Tn pickup truck market by 2023. The Isuzu D-MAX is one of the world's favourite pickup truck brands, preferred world over by the Owner driven customers"

The Owner driven customer segment, businessman who drives his own pickup truck is a fast emerging segment. These customers want pickup trucks that they can drive with ownership, and also sometimes use as their multi-utility vehicles. Valuable cargo and equipment – power tools, hardware and electronics, perishable and exotic cargo can be safely carried inside the specially built in cabin space. The owner can also use this for carrying personal belongings – luggage, music system, pets etc. With loaded features like air conditioning, power windows, styling and comfort to match, the D-MAX offers a refined global experience for the first time to the Indian customers.

Powered by the world renowned 2.5 litre Isuzu diesel engine which offers a max power of 100 kW power at 3600 rpm, the D-MAX Space cab offers unmatched fuel efficiency, reliability, durability and power. Isuzu is known for building tough, durable and long lasting vehicles and the D-MAX carries this tradition in India.

Along with the unveiling of the D-MAX Space cab, Isuzu Motors also showcased the D-MAX Single Cab, India's First Global Pickup which was launched in India in 2013 as a CBU imported from Thailand, and has now been customized for the Indian market. The D-MAX range of pickup will be assembled at the Hindustan Motors Chennai car plant where Isuzu Motors also assembles its MU-7 Sports Utility Vehicle. The D-MAX Space cab will soon be launched in India at a value for money price, and will be available at Isuzu dealerships in India, including Delhi-NCR. ■



PIAGGIO GROUP SHOWCASED

Its Advanced Technological Capability

Iconic 2-wheeler brands Moto Guzzi, Aprilia and Vespa on display

At Auto Expo, the Piaggio Group, the leading European manufacturer of two-wheel motor vehicles, showcased the top models from its remarkable product ranges. Piaggio Vehicles Private Limited(PVPL) – the Piaggio Group's wholly owned Indian subsidiary –exhibited a wide range of superbikes, motorcycles, scooters and commercial vehicles to showcase its impressive technological and design capability as well as the Group's outstanding portfolio of internationally acclaimed brands.

SCOOTERS

PVPL opened up a whole new premium space in the Indian scooter category with the launch of the iconic Vespa two years ago. The Vespa – the world's first and still today most famous scooter, an extraordinary example of Italian creativity and technology – has been triumphant in meeting the aspirational needs of India's lifestyle- and brand-conscious consumers. Having created this new segment, Piaggio is now preparing to expand its operations on the Indian two-wheeler market with more offerings from the Vespa stable.

The Vespa S will be the next model to debut on the Indian market. This scooter embodies the heritage of the legendary models from the 1970s, offering a trip down memory lane. The Vespa S is the most sporty and youthful Vespa, whose clean, essential lines express a dynamic and lively character. Minimalist design is the hallmark of this 2-wheeler, to win the approval of the youngest enthusiasts. The square headlight, the more decisive design of the mudguards and the shape of the saddle are the distinguishing features of the Vespa S.

The Vespa 946 launched in 2013 is a splendid example of continuous reinvention in a process of constant evolution. This is the most luxurious, widely admired and technologically advanced model ever created. A handcrafted work of fine "Renaissance Art" on the one hand, a masterpiece built with the cutting-edge technologies of the 21st Century on the other, the Vespa 946 is the ultimate in luxury, the essence of fashion, style and design! The Vespa 946 is made to measure. For man. For the universe.

The Piaggio Liberty is one of the world's most popular scooters, a record-breaking bestseller on Western markets. The number of Piaggio Liberty scooters sold worldwide to date is



rapidly approaching one million. A large-wheel scooter available in a wide variety of models, the Liberty could open yet another revolutionary segment in the Indian scooter market. Equipped with a 125cc 3V engine and large high wheels, it offers excellent fuel efficiency and superior riding comfort in all road conditions.

SUPER BIKES

The Piaggio Group brand portfolio includes some of the most distinguished, historic and iconic names in the 2-wheeler industry.

Moto Guzzi (founded in 1921) is one of the oldest and most distinguished motorcycle brands in the world, an aristocrat among motorbikes. The Moto Guzzi brand also boasts an impressive track-record in competitive racing. Its first victory, in the prestigious Targa Florio in 1921, marked the beginning of a remarkable succession of triumphs: up until its withdrawal from motorsports in 1957, Moto Guzzi accumulated an enviable collection of accolades, including an astonishing 14 world GP championships and 11 Tourist Trophies.

The California 1400 Touring redefines the luxury bike concept, and marks a turning point in Moto Guzzi history with its innovation and style. Familiar to everyone, loved by many and literally revered by long-distance bikers, during its forty-year career the Moto Guzzi California has patrolled the American freeways, escorted monarchs and presidents, been parked in the garages of rock stars and cinema divas, establishing itself as the motorcycle gold standard. Fresh from its market debut, the California 1400 – in Touring and Custom version – is the Moto Guzzi flagship and one of the largest motorbikes ever built by a European constructor.

In May 2013, Robb Report, the American magazine regarded as the international authority in the luxury segment for almost forty years, ranked the powerful custom bike made in Italy at Mandello del Lario among its Best of the Best Luxury Portfolio for 2013. After receiving unanimous approval all over the world, the Moto Guzzi California 1400 won further important recognition from the United States in August 2013, when it took first place in the Cycle World competition's Cruiser category.

Aprilia is acknowledged globally as the most technologically advanced name in motorcycles and motorsport. After dominating the standings for the entire 2013 season, starting with the extraordinary Phillip Island event, where it took five of the six spots on the podium, Aprilia has been crowned 2013 World Superbike Manufacturer World Champion.

The Italian manufacturer from Noale has now secured five Superbike world championship victories in the last four years and expanded its extraordinary collection to 52 world titles in just over twenty years.

Aprilia was born into racing and is the most victorious of all Italian and European manufacturersactive in MotoGP racing, with 294 Grand Prix triumphs. Aprilia racing bikes have been ridden to victory by champions of the caliber of Marco Melandri, Max Biaggi, Valentino Rossi, Jorge Lorenzo, Casey Stoner and many others.

The RSV4 R ABS is the ultimate racing machine, the best a motorcyclist can aspire to in the super-sports bike segment. The RSV4 has won five Superbike world championship titles in the last four seasons. There is no bike more competitive, more advanced, more sophisticated and more effective than this.

Conceived and engineered to win, the Aprilia RSV4 imple-

ments a completely innovative design and construction approach. Its super-compact 184 HP, 999.6cc, 65° V-4 cylinder engine is designed for maximum power and uses ride-by-wire multi-map technology to open up new frontiers in engine management. The engine also sports a sophisticated electronic injection system with dual injectors per cylinder and a dynamic intake system with electronically height-adjustable ducts for superior performance.

With growing affluence, the discerning Indian motorcycle enthusiast would be the target consumer for these brands.

NT3

At Auto Expo, the Piaggio Group is also showing the prototype of an innovative vehicle, the Piaggio NT3, the symbol of the Group's R&D and design work on future product ranges delivering ideal solutions for future consumer needs. Four wheels, three seats with the driver placed in a forward central seat, the Piaggio NT3 prototype is a tangible demonstration of the advanced level of Piaggio Group R&D in light 4-wheelers, a topic of particular interest in India today. The NT3 prototype is powered by a 230 cc or 350 gasoline engine, and has also been developed in a 350cc hybrid version. All the models offer particularly interesting features for urban and metropolitan environments, with a special focus on eco-sustainability: 80 km/h, up to 33 km to the liter and up to 70 g CO2/km are benchmark values, not only in Europe but also in the heavily populated areas of India and Asia.

Hyundai launches the Powerful and Dynamic Santa Fe

- Sets new benchmark in SUV segment

Hyundai Motor India Limited (HMIL), the country's largest exporter and the second-largest car manufacturer announced the launch of 3rd Generation Powerful and Dynamic Santa Fe at the 12th Auto Expo.

Speaking at the launch, B S Seo, Managing Director& CEO, HMIL said, "The 3rdGeneration Powerful and Dynamic Santa Fe is world-class product and will set new benchmark in India's SUV segment. The new Santa Fe is one of the finest expressions of Modern Premium with high level of Performance, Power, Styling, Technology and Equipment that demonstrates Hyundai's capabilities and confirms its commitment of value beyond expectation to customers."

ENGINE & TRANSMISSION

The new Santa Fe is powered by 3rd Generation 2.2L CRDi engine equipped with e-VGT turbocharger. The advanced 3rd generation CRDi diesel is Hyundai's 'R' series engine which delivers 197PS@3,800rpm of maximum power and an impressive torque of 42.9kgm@1800-2500 rpm (MT) and 44.5kgm@1800-2500 rpm (AT) with high mileage of 14.74 kmpl (MT-ARAI certified) and 13.01kmpl (AT-ARAI certified). The Electronic Variable Geometry Turbocharger (e-VGT) is efficient and has precise control of exhaust gases for optimal power delivery across all rpms thus improving the engine performance. The CRDi engine operates at a high pressure of 1,800 bar and generates high low end torque resulting in lesser gear shifts in city driving conditions. The linear power delivery and with maximum torque over wide range of rpm's ensures instant response at any speed . Available in 6 speed - manual and automatic transmission offers higher driving pleasure with enhanced fuel efficiency and refinement with intelligent 4 Wheel Drive System.

DYNAMIC & FUTURISTIC DESIGN

The new Santa Fe embodies the 'Storm Edge design philosophy' derived from Hyundai's Fluidic design philosophy which captures the strong and dynamic images created by nature during the formation of a storm. Featuring sophisticated and refined lines which are in harmony with its bold and voluminous surfaces, the Santa Fe presents a more masculine appearance.

The new Santa Fe showcases a Dynamic and Futuristic Sporty styling. It features a distinctive new look with the stunning three-bar hexagonal front grille complemented with striking headlamps & LED daytime running lights. The headlamp cluster has many unique features like bright HID LED Lamps and fog lamps with cornering function giving optimum Safety. The sporty chrome radiator grille and dual tone skid plates give an enhanced sporty image and a premium appearance to the car.

For a sportier and impressive appearance, Santa Fe comes with segment unique 18 inch 2-tone Diamond Cut Alloy wheels. Sleek styling makes the Santa Fe aerodynamic and roof rails help define its clean side profile, while adding to SUV functionality. Wheel arch Side Garnish gives Masculine & distinctive styling and the Chrome finish Daylight Opening (DLO) offers luxurious & premium appeal.

The segment unique exterior features give unique style and futuristic looks. The unique features include LED Rear Combination lamps and Large bumper reflectors. The LED Rear Spoiler, Twin muffler & Rear Skid Plate give dynamic and premium appeal.

FUTURISTIC INTERIORS

The premium interiors with the brilliant packaging of the new Santa Fe have been further accentuated to provide a wide sense of space and high quality finesse. The new Santa Fe offers spacious cabin with optimum headroom, generous front and rear legroom along with a large luggage space of 585 ltrs. The 2-Tone beige and brown interior gives premium and luxury touch to the interiors of car. Santa Fe makes sure the driving experience comes with a pleasure by providing the multi-function steering wheel, Leather wrapped gear knob, multi-function door arm rest with ergonomically positioned center fascia controls.

Presenting the segment unique features and the effective space management, the new Santa Fe offers 3 row seven-passenger seating. The third row seat is split 50/50 and can be folded flat. The second row is 40:20:40 split. Total cargo space is generous with plenty of storage for items of different sizes. The second and third row seats can be reclined and fully folded for greater comfort and for additional cargo space hence providing a versatile seating arrangement. The 12-way Driver Power seat, rear door manual curtain and flexible seating configuration provide an added advantage on long drive and holiday trips.

SAFETY FEATURES

Hyundai has always led the way when it comes to ensuring safety and security of passengers. The new Santa Fe offers advanced cutting-edge preventive safety systems offering driving stability requiring minimum effort on the part of the driver, yet delivering



maximum safety on any road conditions. The new Santa Fe offers 6 Airbags & advanced dual seatbelt mechanism for uncompromised safety with state-of-the-art passive safety system unique to SUV segment.

The new Santa Fe offers three layers of safety with ABS (Anti-lock Braking System), ESC (Electronic Stability Control) and VSM (Vehicle Stability Management) ensuring optimum safety during panic braking at different terrains. Santa Fe comes with premium safety features Brake Assist (BA) to ensure greater driving stability. The Hillstart Assist and DownHill brake control assists the driver in maintaining the vehicular control by preventing incline roll – back and steep forward movements. Santa Fe also offers easy mounting and securing features with lock for added safety for baby on board.

SMART FEATURES

The new Santa Fe offers host of advance and hi-tech features like Cruise control, Smart key with push button Start and Stop for keyless entry/exit and ignition on/off, rear parking sensors with camera, auto folding outside mirrors which automatically opens and folds when the car is unlocked and locked. The solar glass protects the interiors against ultraviolet &Infrared rays while preserving cool cabin temperature. The tilt steering offers the most comfortable driving position while the cooled glove box keeps the beverages and food items cool & fresh. Additionally, it also offers puddle lamps, rain sensing wipers and safety power windows. The segment first feature, Flex Steer allows the driver to switch among 3 steering modes – Comfort, Normal and Sport depending on road conditions and driver preferences.

The new Santa Fe features advanced Infotainment audio system for music loving Indian customers with unmatched audio experience with 6 Speakers with Virtual Orchestra effect. The Santa Fe offers many infotainment features - 4.3" TFT LCD Touch with Rear Parking Camera display, Bluetooth, USB, MP3, CD compatibility and Aux-in connectivity along with Steering Mounted Audio Controls for unlimited music and phone access.

The new Santa Fe offers customized effective cooling of air through the Dual Zone Fully Automatic Air Conditioning, Dedicated Rear Manual AC for rear passengers which enhances the cooling effectiveness during peak Indian summer conditions. In addition to this new Santa Fe also features cluster ionizer for clean cabin air and auto defog controller for extreme winter conditions.

New Santa Fe : 1st in segment features

- Flex Steer with 3 modes - Comfort, Normal and Sport
- Advance Traction Cornering Control (ATCC)
- Fog lamps with cornering lamps
- Rear door manual curtain

New Santa Fe Highlights

- LED positioning Lamps
- 12 way power seats
- Advanced Infotainment – Touch screen audio and virtual surround system
- 6- Airbags
- Electronic Safety Control (ESC)
- Vehicle Stability Management (VSM)
- Dual Zone Fully Automatic Temperature Control
- Hillstart Assist and DownHill brake control

The new Santa Fe will be available in a range of 5 new colours.

2WD M/T	2WD A/T	4WD A/T
Rs. 2,630,000	Rs. 2,715,000	Rs. 2,925,000

*Ex-showroom price (Delhi)

'Energy! Use It or Lose It' says Electric Mobility Pavilion at Auto Expo

Honorable Minister of Heavy Industries and Public Enterprises, Mr. Praful Patel, inaugurated the Electric Mobility Pavilion at the Auto Expo 2014 – The Motor Show. The exhibits at Theme Pavilion include Maruti Suzuki Swift RE, Toyota Kirloskar Camry Hybrid, Tata Motor's Iris and Magic, TVS Motors E-Scooter and E-3Ws, Hero Eco E-Scooter, Mahindra & Mahindra E2O and Maxximo.

The pavilion also displays various concepts of Hybrid Automobiles, and will hold sessions educating visitors about the nuances of Electric Technology along with a practical experience of driving electric cars and two wheelers giving consumers a first-hand experience of the vehicles.

Speaking on the occasion, Mr. Vinod Dasari, Vice President of SIAM and Managing Director, Ashok Leyland Limited said "As a result of growing GDP, India's primary energy consumption is expected to increase by 70% in the next ten years. The gap between domestic crude oil production and consumption is widening, leading to increase in imports and consequent impact on the trade deficit. Thus, Electric Mobility Pavilion will set a milestone to create awareness amongst consumers. This has come as a part of the composite communication strategy espoused under the National Mission on Electric Mobility.

"Test drive of these electric vehicles will allow consumers to have a real life feel of these technology vehicles. This initiative shows commitment from both industry and Government of India towards sustainable mobility," he added.

This pavilion will be positioned to showcase hybrid/ electric technology and vehicles from various vehicle and component manufacturers with the objective to demonstrate the level of industry's readiness as a prelude to the roll out of NEMMP schemes.

National Mission for Electric Mobility(NMEM)

NMEM is amongst the most significant interventions of the Government that promises to transform the automotive paradigm of the future by lessening the dependence on fossil fuels, increasing energy efficiency of vehicles and by providing the means to achieve ultimate objective of cleaner transportation that is compatible with sustainable renewable energy generation. The implementation and roll out of the NEMMP 2020 will be done through various specific schemes, interventions, policies that are currently under formulation and will be considered by the Government in the near future.

Society of Indian Automobile Manufacturers (SIAM)

SIAM is the apex Industry body representing 46 leading vehicle and vehicular engine manufacturers in India. SIAM is an ISO 9001:2008 certified organisation. SIAM is an important channel of communication for the Automobile Industry with the Government, National and International organisations. The Society works closely with all the concerned stake holders and actively participates in formulation of rules, regulations and policies related to the Automobile Industry. ■





Mr. Satyendra Singh Tomar

JMD, Proplarity Group

PROPLARITY GROUP

• Residential • Retail • Business Spaces

We are Constantly Working to Give Customers The Best in Each Project

When it comes to providing quality projects with an ecological-friendly living, Proplarity Group is a name to reckon with. The real estate company achieved its growth trajectory thanks to the business entrepreneurship developed and duly applied by its promoter, Mr. Satyendra Singh Tomar. As a topnotch IT professional with distinguished years of association with growth story of some of blue-chip companies, Mr. Tomar's journey to real estate development was on expected lines. After all, what he dreamed was to offer quality, innovative and worthy lifestyle for those who cherish it.

Mr. Tomar explains, in an interview with Observer Dawn, how Proplarity is managing to perform better in Indian real estate spectrum.

Excerpts:

From a topnotch IT expert to an avant-garde real estate player, it's really what we call a 'paradigm shift' in a professional's career. How did you script this narrative?

At some point or the other, I believe every individual comes across his true passions and I am no different. What ultimately makes a remarkable difference in a person's life is whether the individual has faith in himself and his dreams or not, whether the person is ready to step out of his comfort zone to take the risk and determined to go the extra mile in order to achieve what his heart beats for. After spending almost 14 glorious years in IT industry I realized it was time for me to initiate what I had been planning for years. This is certainly not to say that I didn't find IT industry a good place to work. In fact, it is great and I have so many reasons to be thankful for the same. But, I always knew in my heart that it was not where I would like to see myself forever. Real Estate has always been my passion and I have always had entrepreneurial spirit as well. I realized it was only for the best that I amalgamated these two and set the foundation of the company I had always dreamed about.

When did you begin your association with developing infrastructure and Real Estate activities? What propelled you to promote Proplarity?

It all started during the early years of my career in IT industry only. In the beginning there was a lot of research and getting-to-know etc was involved. With passing time, this all became my second nature. One particular reason I will always be thankful to IT industry is that it taught me the value of conducting a business in a truly professional manner. I still maintain the fact that if you want to see what true professionalism is then go see how IT sales and delivery operations are executed. If you want to understand the importance of well-defined processes and how those can shape your business operations for the better then learn from IT industry. The sheer lack of professionalism among real estate developers in India is something I was never happy about. Hence, when the time came to found my own dream company in the area I have always been passionate about, I decided to be the change that I had always wished to see.

I still maintain the fact that if you want to see what true professionalism is then go see how IT sales and delivery operations are executed. And how those can shape your business operations for the better then learn from IT industry.

In real estate industry, with diverse experience of consulting top builders in Delhi-NCR you have been instrumental in the growth of organizations in residential, retail and business spaces. How did you manage to do so?

This is not difficult if you are abreast of the knowledge and true contribution of real estate industry, the shortcomings of this industry and also it's critical significance for the individual buyer as also for the overall economy. If a more conducive environment is provided for the overall growth of the industry, this sector can certainly assist in taking the national GDP growth to double digits.

What do you think was the turning point in your career? Did you think you have achieved what you had aspired?

Coming across people with the same vision! When I happened to meet other promoters of the group, I was delighted to see that we not only shared the same goals but also the same ethics and values. I knew it was time to go full throttle. As for whether we have achieved what we had aspired for, we indeed have taken rapid and successful strides in just one year of formation of our company yet I maintain that we have just begun…miles to go before I sleep (smiles).

Despite its tremendous potential, real estate business in India is still done in a largely organized way. Is it time professionals like you demand from the government to give it a full-fledged industry status?

Well, that is your view but I, and customers as well, do not see real estate business in India being operated in an organized way and getting this change in place in our capacity is exactly what Proplarity stands for. As for industry status, yes absolutely. Why not? If manufacturing, consumer goods or even Films could be given the industry status, it's high time the same accord is offered to Real Estate. But the moot question is: Would just giving it an industry status solve all the problems? No. For that each and every operator has to feel equally responsible and accountable as well.

In a brief span, you have achieved so many milestones. Share with us a few of them.

Gomti Ganj

GomtiGanj is an ultimate concept-based shopping arcade and this flagship project of the group has been positioned to emerge as the 'Next Generation Family and Shopping Destination' in Gomti Nagar Extension as it will change the way shopping happens today by catering all types of shopping extravaganza of 'City of Nawabs'. Located at Sushant Golf City, this project is offering one stop shopping place for home appliances, apparels, kids, jewellery, home & fashion and gadgets etc. Moving a step further for daily shoppers and commuters, GomtiGanj has enough space for showrooms, food

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Mr. Saurabh Pandey
JMD, Proplarity Group

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court, banks & ATMs, Multiplex and other requirements that are hardly available in any project at this point of time. Spread over 8500 sq. mt. area, GomtiGanj is offering total 2.8 lakh sq ft. furnished area that has total 300 small, medium and big units. It has got two towers -- A & B -- that gives a unique look from all sides. Setting the standard of modern requirements, it has total of 7 floors (Ground + 6). Top floor is reserved for luxurious multiplex.

Aruba

Aruba has unmatched offerings for home buyers and it is all set to create a benchmark in luxurious living. It has four elegantly designed towers containing 250 luxurious apartments encompassing 3 and 4 bedroom homes with 47 amenities. Designed in such a way that you can enjoy all the extravagance under one roof, Aruba will be the Lucknow's first and foremost project with amenities like; Spa & Pool, Gymnasium, Ramp, Meditation area, Floating cabana, Infinity pool, Lush lawn, Scented garden, Children play area, Splash pad, Jogging track, Cricket net, Outdoor bowling alley, Parking with multi-layer security etc.

The High-rise building will add a unique feel with its cutting edge architecture, modern amenities and historical charm. In association with world class architectures and developers, Proplarity is dedicated to provide you the most enduring space in Lucknow. With construction area of only 35% Aruba delivers you more of flora and fauna to make your mornings breathtaking and admirable. Aruba is also centrally located which connects you to all major parts of city within no time. So you can have a lavish lifestyle in Aruba.

Pratham

Pratham is located near 'Ameer Shaheed Path'. The project is built in modern style amidst the lush green and pollution-free atmosphere. It is surrounded by mango orchids and equipped with all modern amenities for residents. Developed on Group Housing format, it has total 7 towers that offers 2+1 and 3 BHK apartments and sizes vary from 900 sq. ft. to 1600 sq. ft. Pratham is certified by Indian Green Building Council (IGBC) for its design and energy consumption norms. Also the apartments have LPG connections, video phone door facility, special toddler play area, storm water management facility etc. "I strongly feel this green building will create an awareness for green buildings in Uttar Pradesh," feels Saurabh Pandey, JMD, Proplarity Group.

Aruba will be the Lucknow's first and foremost project with amenities like; Spa & Pool, Gymnasium, Ramp, Meditation area, Floating cabana, Infinity pool, Lush lawn, Scented garden, Children play area, Splash pad, Jogging track, Cricket net, Outdoor bowling alley, Parking with multi-layer security.

Upcoming Commercial Project, Noida

In the bustling Noida, Proplarity group is coming up with a state-of-art commercial cum semi-residential project that fulfills requirements of business and life both. Located in Sector 62, Proplarity Group is offering office spaces starting from 500 to 5000 sq. ft. in lockable, virtually, fully furnished and semi-furnished space for small and medium category of professionals along with corporate, MNCs etc. Apart from office spaces, the project proposes next door residential apartments, retail destination, recreational & food zone, theme park, cycling track, cobbled boulevard etc. "Proplarity espouses the values of a corporate citizen and has integrated eco-friendly design to the facility besides building a modern rain water harvesting and water management facility," explains Saurabh Pandey.
Situated in sector 62, the site is very well connected with from Delhi and Ghaziabad. In a short distance from the site is a proposed metro station which shall further ease the travel time for daily commuters and office goers. Adjacent to the site is a 45-meter wide road that offers easy connectivity to residential, commercial and entertainment zones.

With the real estate not faring well and the economic scenario reeling under slow growth, how will you ensure growth and viability for Proplarity?

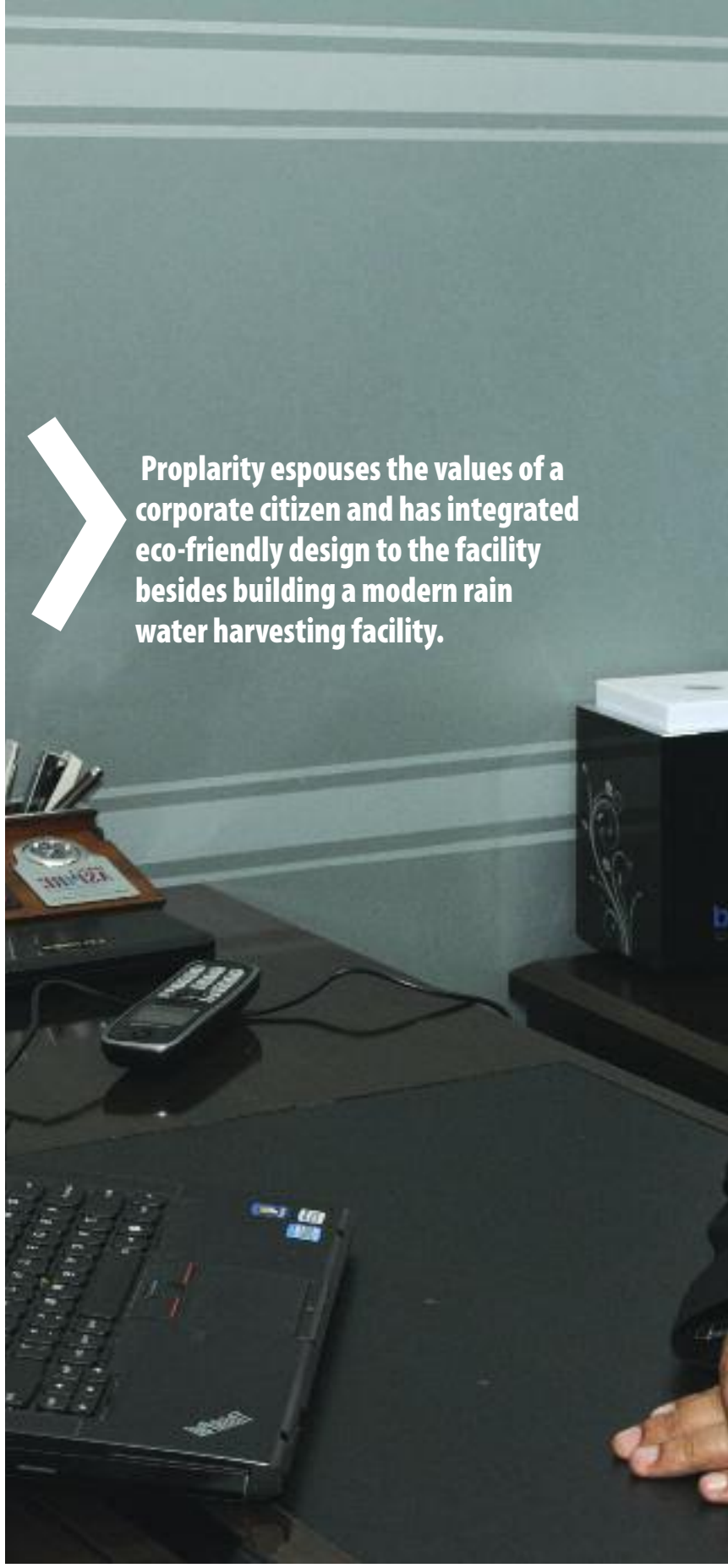
Give me an example of any business area that doesn't see ups and downs. Even mom and pop businesses face that, let alone giants. As far as real estate is concerned, it is an asset class in itself. And, like every other asset class, it undergoes cycles too. I agree there is a slump in this market these days but what makes you think it will remain so for long. Overall economy may be facing deficits but country is not into economic depression (smiles). As long as a business owner knows what he is doing there is nothing that can put him down. We know what are we here for and we know how we want to execute it. If you know when, where, and how to spot the opportunity, growth will find you. Tough times do not last, tough people do!

What are your targets and how will you meet those?

Proplarity is currently focusing in Delhi-NCR and two centers in Uttar Pradesh where we can leverage the brand equity and relationships that are constantly being built up. We plan to go expand operations once we have crossed the first phase as we have identified about 17 established and upcoming urban centers in Uttar Pradesh where we will enter in in coming 3-5 years. In NCR region, we will be coming up with multiple projects in commercial and residential segment. We want to carry on with our promise of offering global standard distinct products at competitive pricing in high potential destinations and at the same time remain very local in terms of flavor that helps connect with the customers.

Property market in Delhi-NCR is passing through a challenging phase, with a rising expectations from customers and limited avenues. On this front, what challenges will you have to face?

We are confident that real estate will recover in 2014 after a somewhat long period of lull. Macro-economic growth inhibitors like high inflation, repo rate, and current account deficit are showing positive reversal as several policy reforms have been initiated by the central government and central bank. A stable government at the center is always necessary to boost the sentiment and bring fringe investors into the market, providing the essential element of liquidity and helping to stabilize the domestic currency. Foreign investments can also aid in this regard. All this shall have a strong impact on the overall economic growth and consequently, on real estate as well. Real estate being an important cog of the economy is waiting to witness a turnaround as latent demand shall kick in the moment interest rate cycle eases and uncertain economic envi-



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Mr. Saurabh Pandey
JMD, Proplarity Group

ronment improves. But, as the prices of real estate have stickiness around their response to demand, we believe that the effect shall be slightly delayed than normal.

What should your group's primary task be? Should it merely look into providing quality infrastructure and ensure reasonable returns to buyers/investors or should there be a change in the outlook towards their overall satisfaction?

Customer Satisfaction. Customer Satisfaction and Customer Satisfaction! This was the end objective when Proplarity was founded and this is what we remind ourselves every day. I can say without an iota of doubt that if your goal is to keep your investors and customers satisfied then rest everything you mentioned will automatically fall into place. It has to be! Isn't so?

End-users especially in residential segment still rue that the market price is still more than they can afford. In such an environment, how should your company change itself to make it more relevant?

Personalized services! We have a vast array of realty products to fill the spectrum of varying customer needs without com-



promising on the quality, timely delivery, and satisfaction. I believe that we are creating a niche for ourselves as we are very sensitive towards our customers. And on this front, I can say that we have no parallels. We are duty bound towards our customers who repose their faith on us. We are offering them from farm houses, studio apartments and residential flats at very reasonable rates. We wish to establish a lifelong bond with our customers. Of course, that is only possible when we offer them best possible stuff in terms of top class architecture and construction. Having the advantage and back up of strong and widely experienced management, we are constantly working to give our customers the best in each project. Proplarity has only one target to focus and to sustain -- the trust of our customers.

The last few years have seen state and union governments announce their own policy of land acquisition and project implementation, leaving developers scurrying for lobbying for projects they have taken. How does this impact market dynamics and what should be done to ensure a level playing field?

The Land Acquisition Bill continues to remain a cause of concern for the real estate community because of issues such as inflated land cost and the complexity involved in resettlement of original inhabitants. These issues, which came to light in the version that was released in late 2013, still need to be addressed. The sector was hoping that the government would provide some respite from the stringent measures of adoption. Land and development are State subjects, but acquisition is in the Concurrent List. State governments have their own pieces of legislation to take over property, and these too are riddled with problems. Many States try to justify such special Acts and use them frequently since it allows for speedy acquisition. Land valuations are already high, and by further increasing them, land acquisition becomes even more difficult. For developers, the cost of land is going to increase significantly, impacting their project costs. The idea of the Bill was to ensure that land owners get fair and timely compensation and also resettlement options. However, it would need further tweaking to ensure that there is no potential for land owners to drive up land prices in the bargain, which, in turn, would mean that the cost of the finished products also rises.

The average annual growth rate in Indian real estate, in the last few years, has been disproportionate to huge shortage of quality spaces in residential and retail. Do you think there is a potential to push it upwards.

India's growth story is no news anymore. Years of liberalization and deregulation coupled with the quality of its manpower has made sure that India is taken seriously across the world. The air of confidence about the country is tangible and the evidence of this is the amount of money being poured into Indian markets by foreign entities. India is now regarded as a preferred investment destination. Currently, the real estate market is undersupplied in the country. Therefore, the market offers tremendous opportunity for investment — be it residential or retail. It is estimated that there will be a shortage of 90 million housing units by the year 2020 and the investment required for meeting this demand will be $890 billion. The increase in urbanization, high disposable income, growth in the trend of nuclear families are few of the factors sustaining the demand across the country, thereby providing good opportunity for investments in real estate. All a buyer needs to be careful about is that he makes an informed decision.

Considering there has been so much concern from buyers about delivery of projects and returns from their investment, will you evolve a structure of transparency to mitigate their concern?

Of course! This, in fact, is exactly what we are doing. We will ensure that each and every project of ours gets delivered as committed. Keeping customer faith intact is paramount at Proplarity. Rest everything comes later.

What are the main characteristics that keep Proplarity at par or above major real estate companies?

We are driven by a set of drivers and core values - better value for customer, concept-based products, end-user focus, ability to innovate, optimal use of technology, and high emphasis on professionalism. These enduring values guide people belonging to Proplarity in their interactions with our customers, partners, and investors. Those are not only the cornerstone of our character as a company but also are central to our Code of Business Ethics and drive our culture of compliance, ethical decision making, and accountability. It may sound cliché, but earning profit is not the philosophy of Proplarity. We are deeply committed to values of very high-order. Earning profit and counting numbers cannot be our sole motive to thrive in the industry. We believe that we have to give 100 per cent to our customers who are the bedrock of our growth. We strongly believe that keeping client satisfaction as our end objective is the best and only way to make sure that success does not elude us.

Real estate fraternity has taken the Union Finance Minister's Interim Budget proposal for real estate with a pinch of salt. What's your view?

It did not take any measures to spur depressed housing sales and ease the financial woes and liquidity crunch of the long suffering sector. There was a mention of the need to address urban decay and ensure that cities continue to be the growth drivers of the economy. However, no specifics were given. His speech urged the RBI to focus on price stability and growth; we keenly await RBI's response to this in the next monetary policy. Post election, we expect that the new government will overhaul taxation guidelines that will directly benefit home buyers and implement specific policies that would lead to employment generation and demand creation to boost the real estate sector on the whole.

Five years down the line, where do you find Proplarity in India's landscape?

We are pledged to be among the top five real estate development companies by the year 2020. ■

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YAMUNA EXPRESSWAY
A GOOD INVESTMENT



The swanky new Yamuna Expressway connecting Delhi with Agra, the city of the Taj, was inaugurated by the Uttar Pradesh Chief Minister, Akhilesh Yadav. The new expressway, which took around 47 months and Rs 13,300 crores to build, runs from Greater Noida to Agra, crossing Aligarh and Mathura with several new projects such as Jaypee's Sports City in Greater Noida and the Forumla One track and new real estate projects like Gaur Yamuna City & Ajnara Panorama f1 coming up along the way.

Realty firm Gaursons is investing Rs 5,000 crore to develop a township (Gaur Yamuna City) on the 300 acres.

Project units range from Rs 25 lakh to Rs 45 lakh. Basic selling price (BSP) has been fixed at Rs 2,095 a sq ft.

Similarly Ajnara Panorama F1 a township offered by Ajnara India Ltd. will be a perfect mixture of affordability and luxury. The project will have Studios, 2/3/4 BHK and Villas ranging from 20 lakh to 70 lakh respectively.

The expressway, in fact, has brought cheer to the area's developers with the property prices in its neighborhood touching a mark of Rs 30,000 per square yard. Real estate experts claim that the proximity to the Formula 1 track, Night Safari and world-class infrastructure are the major draws for the home buyers. The coming of Yamuna expressway would certainly fuel the real estate growth further.

On either side of the Yamuna Expressway, there are SEZ

Mr. Santosh Pratap (Director – Sales)

An MBA in Marketing from MDU University with a rich experience of 5 Years with Vodafone joined Goldmine in 2009. He has worked on various Real Estate Projects of Noida, Noida Extension and Noida Expressway region. Currently he is associated as working Director with the Group.

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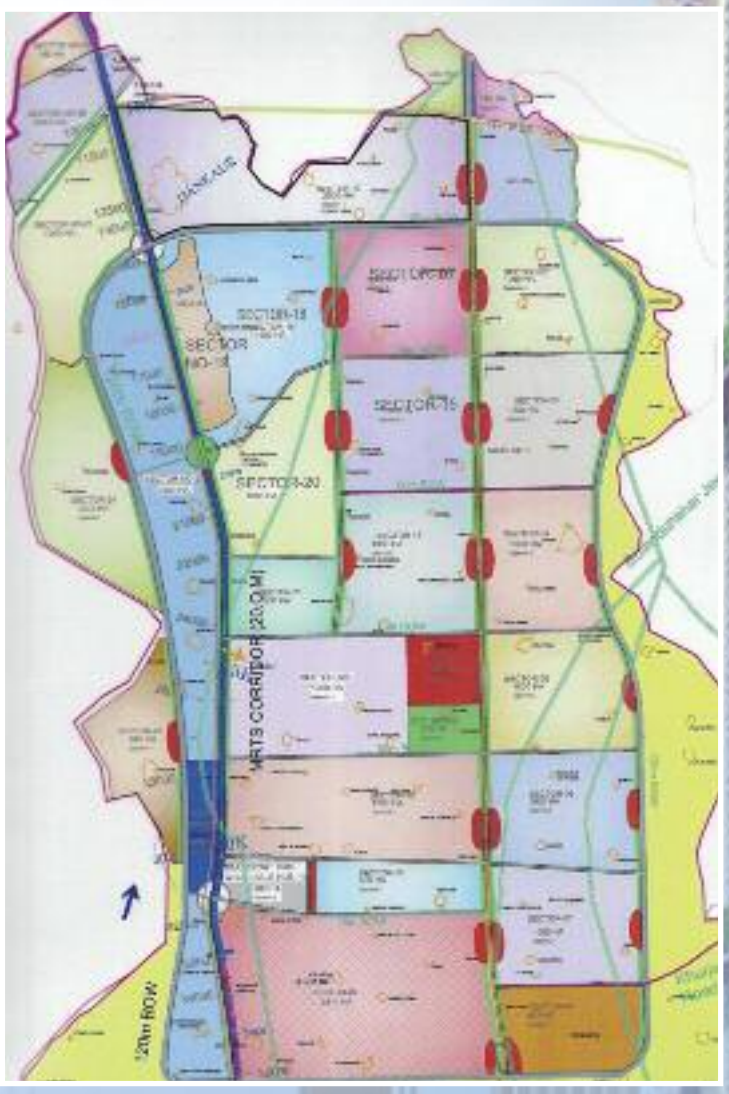
and large educational institutes like Gautam Budhha University (Asia's largest university). SEZ plots boost of huge plots taken up by Infosys, NIIT, Earth Infrastructure, and Wipro etc to build their campuses.

Invest in Yamuna Expressway for below reasons

- Good investment deals for investors in Agra
- Proximity to F1 and Taj City
- Proposed metro connectivity to Noida & Delhi
- Offers Properties including affordable to most premium ones
- Ultra-modern townships and green surroundings
- Proposed Night Safari, International Cricket Stadium and Taj International Airport
- Real estate development along Expressway expected to bring hike in prices Yamuna Expressway definitely sounds like a good investment given the fact that there is a big involvement of corporate to make this area economically viable and self sufficient. With world-class amenities like Formula 1, Hospitals, and Universities in the pipeline as well as excellent infrastructure and connectivity this area will be a cash cow investment in the long-term. ■





AFTER EFFECT OF LAND POOLING POLICY IN REALTY MARKET

Land pooling will solve problem of land scarcity for the increasing urban population but it need to be supervised because it may create issue like earlier land acquisition.



Mr Suresh Gogia
CMD- Ascent Buildtech

After a long time, Delhi Government has decided to create housing units in outskirts of Delhi. After LG's approval, DDA is all set for land pooling in 5-6 areas of city and develop it for upcoming residential hub. But DDA's land pooling policy has created a new debate in real estate sector of NCR region. Whether it will affect price and new launches of other regions, what role this decision will play in realty sector, and future impact due to such decisions in long run etc.

To begin with, let us understand the land pooling policy first! Under the new policy, DDA will develop necessary infrastructure on the available land via inviting land owners directly from various regions like; areas around NH-1, Akbarpur and Mazra in North Delhi, Rohini and Narela in North-West Delhi, Najafgarh and Dwarka in West Delhi and some areas of South Delhi that includes Masoodpur, Kishangarh, Chhatarpur etc. and hand over approximately 50-60% land to owners for further planning. In this process, land owner will not be paid any compensation but at the same time they will be eligible to sell developed land to private builders for housing projects etc. Also DDA has plans to develop low cost or mass houses for EWS category.

Industry experts are very excited after the announcement as they know that there are extreme needs of the city and home is on the top in all. Dealing with multiple developers in all regions of NCR, Mr. Pawan Jasuja of Finlace consulting appreciated the decision of land pooling plan of authority and assures about boost in realty market of capital and outskirts of Delhi. At the same time he adds that it could be a matter of 3-10 years from now. Also cost of such developed land has not been decided for housing of low or affordable etc. So it is a long dream to come in to reality and its feasibility will gauged only after that. Regions like; Noida, Ghaziabad, Gurgaon, Gr. Noida, Faridabad are regions has established and differentiated itself from Delhi already.

According to renowned market research firm; CBRE, DDA has identified almost 200 villages for land pooling and expecting to create 50,000 acre for housing and other realty related activity. According to resources, land pooling will solve problem of land scarcity for the increasing urban population but it need to be supervised because it may create issue like earlier land acquisition. Moreover 50% of area would be developed under Urban Villages and rest of the area will be converted in to development areas and this will take more time.

According to authentic reports, currently, the population of Delhi is around 17 million and is expected to reach 23 million by 2021 and in that EWS and LIG category is lagging behind than other categories. Hence the Master Plan 2021 seeks to build housing units for all Delhiites and DDA is planning mainly affordable housing units that will vary from 500- 1000 sq. ft. in size and the cost will be around at Rs 2000 per sq. ft. onwards. To promote EWS (economic weaker section) housing units, DDA will offer 15% extra FAR (floor area ratio) on a project in these area.

Taking view of an independent developer of Delhi, Mr. Shreya Sanjeev Aeren says, under the Land Pooling Policy, it has been proposed that Approx. 60000 hectares i.e. 1.5 lakh acres agricultural land to be converted into residential, commercial and institutional. The Delhi master plan has been designed to



Mr. Pawan Jasuja
Director-Finlace Consulting Pvt. Ltd.



Mr. Saurabh K. Pandey
Director-Proplarity Group



Mr. Umang Arora
Director-ABCZ Developers

accommodate an additional population on 15 million people, as well as facilitate the creation of almost 3 million dwelling units.

While a major chunk of this development would be consumed by the ever growing demand, it would definitely affect the Real Estate market in the suburbs like Gurgaon, Noida, Ghaziabad. If you realise, the very reason why these cities were developed in the first place was because Delhi wasn't available for expansion. However, these cities have gained importance and a sort of reasonable self sufficiency and which might enable them to maintain prices. But I would like to mention that appreciation of prices in these cities would drop phenomenally once things get moving under the Land Pooling Policy.

Later Shreya adds, 'I think that Delhi would be a favorable option for people who value safety and security. A lot would depend on the launch prices of the projects that would come up in Delhi and the timeline for it looks at least 7-8 years before any house is developed under the scheme.'

Coming to the realty market sentiments, there is mixed response from industry experts on effect of land pooling in real estate market of NCR region. Be it Ghaziabad, Noida, Gr. Noida, Gurgaon, Faridabad or Raj Nagar, all are matured areas and will not be affected due to land pooling. 'To provide home within Delhi, it seems a quite intelligent move of DDA but in my opinion it will not be any reason of price cuts and down in new launches in Noida, Ghaziabad, Gurgaon and other adjoining regions. First of all government will develop infrastructure here then developer will get opportunity to create any thing around it. Till the time, cost of the land could be sky high, 3-4 times from now, that will directly affect the cost of apartments or housing plan', said Mr. Umang Arora, an emerging developer having projects under ABCZ Developers in NCR region.

Due to upcoming industry, IT hubs, SEZs, manufacturing units, and others, Ghaziabad, Gr. Noida West, Noida, Expressways, Gurgaon and Faridabad have become autonomous markets that have very huge opportunity for buyers and investor both. Delhi will create market only for mainly end-users and most important thing is actual supply of dwelling units that will affect market but up to a selected category of buyers not all. Adding further Mr. Saurabh K Pandey of Proplarity Group says, 'today NCR regions are offering better infrastructure and options than Delhi and in affordable range too.'

Moreover everything will depend on upcoming supply of units in Delhi followed by cost and infrastructure. Dealing in hard core construction segment of institution, hospitality, hotel, commercial space and mall, Mr. Suresh Gogia of Ascent Buildtech says, 'surely it will improve ratio of demand and supply in NCR. After a long time DDA has come up with such innovative plan to offer houses for lower and weaker income grade people but it will be affected by high construction cost. Depending on the success of the policy, govt. can plan similar things across India and maintain supply of more small and mid size units for poor and economically weaker families of society. Still authorities have to go a long way to bring Land Pooling Policy in trend.'

Overall land pooling policy is expected to offer housing solution for many and at the same time it will present a tough competition to the emerging areas of the city.■

MARRIGE OF VIBHOR AND PRAPTI IN DELHI

We have always had this feeling that you were meant for each other. Congratulations, and we hope you remain happy for the rest of your lives.













SWAPNIL AND RITIK'S WEDDING IN NOIDA

POWER-PACKED WEDDING: Swapnil and Ritik's wedding was a star-studded affair. The venue resembled a fairyland, right from the entrance to the stage and the dining area.

FILMI ENTRY: Despite the rain, the baaraat arrived on time, and was welcomed with garlands and gifts at the entrance. The bride, Swapnil, entered the venue in filmi style, sitting in a palki. Among the guests were politicians, businessmen, industrialists and bureaucrats. Also in attendance were many Bollywood celebs. Lalu Prasad Yadav was also spotted at the gathering, greeting the crowd with a namaste.

MUSICAL AND MOVING MOMENTS: Singer Rekha Bhardwaj and music director duo Sajid-Wajid gave soulful performances. An emotional Anil Sharma (CMD, Amrapali Group), the bride's father, said, "It's a great day for me. I thank all my friends and relatives, who have made it to this occasion and joined us to celebrate the wedding of my daughter Swapnil with Ritik. As parents, we try to give the best to our children, and I believe Swapnil has found a perfect partner, and will lead a happy married life."

POLITICS KI BAATEIN: Former tennis player Rohit Rajpal was also present at the event. We asked him about his new political role, and Rohit said, "I have not decided anything yet, but whatever I do, I'll certainly let you all know about it." ■



Swapnil and Ritik Sinha, Bride and Groom



MadanMohan Sharma (CMD's Father)& C. P. Thakur (Former Union Minister and BJP Senior Leader)



CMD, Amrapali Group Dr Anil Kumar Sharma with Shatrughan Sinha



Brother of groom and Sister of Bride



Pallavi Mishra, Mother of Bride and Dolly Sinha, Mother of Groom (Left to Right)

NEOBRIX HOLDS A GRAND PROPERTY CARNIVAL IN NCR



NEOBRIX, a premium real estate consulting firm which has been setup with a vision to drive professionalism in the field of real estate brokerage. The company is driven by young dynamic IIT and IIM pass outs. The company had organized a two day property carnival at Radisson Blu Hotel in Kaushambi. The property carnival witnessed the presence of most of the top developers of NCR with an overwhelming response.

Supertech, Byrs Group, Ace Group, JM Housing, Ajnara India Ltd., Nirala, Amrapali, Rudra, Horizon group,etc were among the few top developers who had set up their property stalls. Neobrix had also set up its advisory team to help the customers get theredoubts cleared and the best deal possible. The best part about the carnival was these developers were offering the best deals by far than any other developer in the segment. There were discounts offered up to 25% on hot selling properties in the NCR region and there was no interference of any brokers involved. So the customers had a direct interaction with the companies.

Mr. Santosh Kumar Yadav, Vice chairman, GDA was supposed to come and light the lamp, but due to some personal commitment he could not make it to the event. Although he had sent a thanksgiving video message to the company for the invitation and best wishes. The event went on to be very successful as it saw bookings somewhere around more than 100 in total. The company had already planned to set up these carnivals at Lucknow and Moradabad again a two day show in the upcoming weekends consecutively.

Mr. Vipul Gupta, MD, Neobrix said, "It's been an awesome weekend this. We saw a good footfall and booking numbers. The customers were happy and satisfied as well as the developers. We are planning to hold such carnivals on a monthly basis. In this way, customers are able to solve there all queries and this further helps in generating a better deal. We hope for a better show in the upcoming events". ■









COMMENCEMENT OF A NEW ERA OF ROYAL LIVING

Bhoomi Poojan of La Palacia

After having established itself in the field of world-class building construction, Newtech Group has performed the Bhoom Poojan of its next big residential project, La Palacia on 1st of February 2014 . It was organized near Amrapali's Dream Valley at GH-09A, Tech Zone, Greater Noida (West). The event was attended by the Group's Managing Director along with other dignitaries who bestowed their good wishes for the success of this project.

La Palacia is the latest feather in the cap of Greater Noida (West) which is emerging as a hub of international lifestyle. Situated near Amrapali's Dream Valley at GH-09A, Tech Zone, Greater Noida (West) is equipped with world-class amenities and is sure to bring a sea change in the lifestyle of the people. It has been ensured in the design of the project that the owners not only get the most well-designed apartments fit for the kings but they also get to enjoy 5 star hotel and other world class amenities which are within their capacity.

To ensure that La Palacia turns up to be one of the best residential projects and provides a unique living experience services of reputed architectural and engineering firms have been taken. Since it is a gated complex security is one of the finest and state-of-the-art. Wide panoramic roads are one of the most attractive features. This apart the other facilities include green landscape, kids zone, jogging track, swimming pool, gym and cafeteria. According to the Shri Sanjeev Kumar, CMD, Newtech, "Our commitment to employ the best practices will make La Palacia one of the benchmark projects. It will not only set new standards but will also take lifestyle to new heights."

The success of La Galaxia according to the Directors of Newtech Group Shri Mukesh Kumar Rai, Shri Sanjeev Kumar, Shri Alok Vatsa and Shri Roshan Prakash is due to the Company's commitment towards customer satisfaction, which in turn leads the company to strive even harder. The Company has always relied on consumer friendly practices and has never compromised on quality. It goes to the credit of the management which has completed the project on time and thereby creating history. Says Shri Sanjeev Kumar, "Our company has ensured quality using the services of highly qualified professional team. Along with our commitment quality construction and timely delivery we have ensured a process that is transparent and works for the well-being of our customers."

From the huge success of La Galaxia we can easily say that undoubtedly La Palacia Residential Project is such a fine blend of luxury, prosperity and functional needs that will truly take your you to new heights regal lifestyle which will give a new identity to its residents and will establish new benchmarks.■





Mr. Hariom Tyagi, Editor in Chief, Observer Dawn, Tarun Shienh,CMD Premia Group & The Real Estate Guru, Ms.Muskan Panday, Maa Foundatiuon, Mr. Narender Bhati, Cabinet Minister, UP, Govt. Mr. Shivpal Singh Yadav (PWD Minister – UP Govt.), Devender Nagpal, MP & CMD, Colours Delight Group and others Inaugurating "Kailash Kher - Live In Concert" Organized by Premia Group at Noida Stadium

PREMIA GROUP ORGANIZED KAILASH KHER LIVE IN CONCERT AT NOIDA STADIUM





GAURSONS LAUNCHES 'GAUR YAMUNA CITY' WITH AN INVESTMENT OF RS 5,000 CR



Gaursons, the leading and reputed real estate developer of Delhi NCR, announced the launch of its Rs. 5,000 crore Gaur Yamuna City - one of India's largest group-housing developments, stated to come up on the Yamuna Expressway. Spread over a sprawling 300 acres of land, this gated project will have 20,000 units with per unit sizes ranging from 1000 sq. ft to 2080 sq. ft and comprising of 2 BHK, 3 BHK and 4 BHK homes, with a price point of Rs 2,095 sq. ft (BSP). The first phase of the project shall be delivered within 36 months.

This occasion also marked the unveiling of Gaursons' new logo which signifies and embodies the new brand identity for the company. The main element of the new identity is a triangle derived from the letter 'A'. The triangle repeating itself indicates growth which creates an illusion of expansion and community. The green color stands for environment and sustainability. The triangle at the centre and the small one next to it stands for home and a tree. A tree nurtures not just its leaves but also, symbolically, ideas as well as beliefs. The triangles growing towards the sky stands for hope and growth. The Five triangles represent the five basic elements of nature: earth, fire, air, water and ether. Together, the group of triangles stand for community and the entire cluster of triangles form one big triangle symbolizing Gaursons' primary core value - growth.



Commenting on the occasion, Mr. Manoj Gaur, MD, Gaursons said, "We at Gaursons have always strived to cater to our esteemed customers in the most satisfying manner. Our endeavor has always been to create world class projects that reflect the elegant and refined taste of its residents. Gaur Yamuna City is a creation built on this defining principle. We have consciously chosen Yamuna Expressway - a location which is excellently connected to the major parts of Delhi NCR and is today the most coveted



residential hub in North India."

He further added, "We are also powering ahead under a new brand identity that is focused around our core philosophy which is 'growth'. The primary emphasis of the new logo is a triangle which symbolizes solid foundation and far-reaching heights. Being an environment conscious developer, we have kept the color green. True to our character, the logo represents spiraling growth with a sustainable footprint."

The township is strategically located on one of the fastest-growing professional hubs of India and is just ahead of the Buddh International Circuit (BIC). Also located nearby is Sports City – India's only integrated sports city. Being situated on the Yamuna Expressway, the site is well connected to the heart of Greater Noida, Noida and Delhi. The expressway is a modern, well-developed highway with flyovers at major intersections leading to smooth, safe and un-interrupted flow of traffic. The proposed metro routes along the expressway will further enhance connectivity.

On this auspicious day Mr. Iqbal Singh Sodhi, Chairman, Saviour Builders Pvt. Ltd, said, " Saviour and Gaursons have already set a benchmark in Greater Noida west, by way of Gaur City, a 237 acres area utilized for group housing, commercial and various other utilities combined with all kind of facilities.

We are hopeful and confident that by the grace of God, that same trust and working quality will be delivered at Yamuna city too and it will definitely become a landmark of the Yamuna expressway. We wish to seek your best wishes."

The entire township has been planned to overlook three big landscape parks – the lake-park, the multipurpose sports park and the urban park. Each of these parks is designed to offer different recreational opportunities for the residents of Gaur Yamuna City. The central boulevard of the township is also a major attraction of Gaur Yamuna City. Spread over acres and acres of greenery, this large recreational area is designed around a big boating lake and has exquisitely landscaped gardens. The lake-side also has a community center, with a boutique hotel, fine dining restaurant, a multi-cuisine food court, an amusement park for kids, a water play area and a play equipped park.

Apart from this, the township will have a 2, 50, 000 sq. ft. high end luxurious club that comes with huge sports facilities. There is also a well equipped air-conditioned gymnasium with



yoga and aerobic training centre, sauna and steam facilities, Olympic-sized and indoor swimming pool, football field, cycle tracks, indoor badminton, squash and basketball courts, Yoga and aerobics hall, outdoor tennis and badminton courts and a large skating rink. ■





COSMIC GROUP LAUNCHES TWO NEW PROJECTS

URBAN YOUNG & COSMIC MASTERPIECE

Cosmic Structures Limited is the real estate division of the prestigious Cosmic Group. They are an emergent Real Estate Developing company in the Indian realty space with more than two decades of satisfactory deliveries. Their passion and aim is to be a respectable and trustworthy builder & developer in the competitive world of real estate in India and abroad.

With diversified functioning areas in Residential, Commercial, Retail, IT Parks, Hospitality and Education sector, the group has created a niche and has won the trust of satisfied customers, associates, alliances and investors alike. During its committed dedication, loyalty and commitment towards its clientele, the organization has certainly gained prominence. Its knowledge and profound acquaintance in the industry has facilitated the company to brain some handy commercial and residential buildings. The spotlight is in the direction to meet the mounting requirements of the customers. The organization has made an effort to make available good quality products to each customer and endlessly improve on the quality of products. It also endeavours to grant every client the structure that they

dream of and overwhelm the clients with the excellence and aesthetics of the construction. Cosmic Group is a customer centric organization and client satisfaction is of prime importance for them.

Urban Young, the new residential project from Cosmic Group on Yamuna Expressway is a unique theme based residential dwelling which along with calmness, peace and beautiful landscaping is offering youthful enjoyment, party places and lots of fun. This is the world where one can come home from office and get into a restaurant, Where where one can catch up with friends at the neighbourhood nightclub, Where where one can move and groove at the soundproof discotheque, Where where one can enjoy amazing barbeque nights, Where where one can sunbathe at the pool side humming his favourite song, Where where one can live the life that is filled with laughter, friends and enjoyment.

The project offers 2 & 3 BHK units along with beautiful penthouses and is a part of 100 acre township. Apart from the normal amenities offered in any other project Urban Young offers as many as 4 barbeque areas, 2 restaurants, a nightclub, a soundproof discotheque, a pool, a spa and everything else you'd expect all in the premises. Priced at Rs. 2815 and with approximately 360 units, the project is competitively priced and strategically located.

Another project which has been offered by the group is 'Cosmic Corporate ParkMasterpiece-154' which is located in sector-154, Noida and is one of its kind ultra-modern commercial project offering office spaces with night club, theme restaurants, swimming pool, golf course, shopping area and many other facilities which will support the thought of "work hard, party harder". Here one can work in the morning and enjoy with friends in the evening. With 24/7 service for offices and sofa cum bed being offered, one can comfortably work in all the shifts. With an area of 5 acre and open area approximately 70% the project is going to boast of open green landscaping which will add to its beauty. Another one aspect which draws attention is that the office space on offer starts from 210 sqft onwards. The basic selling price starts from Rs. 7250 sq ft. The project is strategically located on Noida-Greater Noida Expressway and is at 10 mins minutes of drive from DND Expressway.

Mr. Sushant Muttreja, MD, Cosmic Group while talking on the new projects said, "We at cosmic Cosmic believe in offering something innovative and something which can stand apart from others. We had seen people offering peace and calmness so we came out with the theme of fun and party along with peace and calmness and this is how Urban Young came into existence. We had seen people saying that office life is quite boring so we came out with ideas like golf, shopping area, night club, restaurants to make the whole experience more enjoyable. So basically we believe in innovative ideas and do not believe in just following the market or the prevailing trends."

Cosmic Group had an important news to share as they have appointed former Indian Cricket Skipper and present politician Mohammad Azharuddin as 'Council Director' in the group. On the event Azharuddin said, "It gives me immense pleasure to be a part of Cosmic family. They are a wonderfully growing name in the real estate market. What I liked about them the most was their concept behind the project 'La Gracia City Of Romance' at Uttrakhand. It's a wonderful concept and even all of their projects are concept based. I myself have travelled a lot and have seen quite a lot of real estate market, so my advice to them as an outsider might be useful. I hope and pray for the best for Cosmic Group and believe this association would be very long." ■





A Real-Estate Portal Realtypapa.com Launched

Trigonometry, an IT Solution company from Mumbai, launched its maiden social media networking portal REALTYPAPA.com at Constitutional Club in the presence of several real estate luminaries. Mr. Anil Kumar Sharma, CMD, Amrapali Group and President Credai NCR was the Chief Guest at the launch event.

Realtypapa.com is a distinctive portal for Real estate Industry for social networking and business interest where anybody and everybody from the Industry can come and interact with the real estate fraternity at one platform for all sort of real estate information, queries, developing network, business profiling, sharing experiences and chat with peer members.It is primarily a Social Networking website for the Real estate Industry which intends to connect different parties related to Real Estate Industry to share their interests, experience, profile and businesses. Mr. Anand Sarode, Director, Trigonometry Technobuild Pvt. Ltd. informed the media that Social Media since its inception has assumed several incarnations namely orkut, facebook, twitter, linkedin etc. Social Media has become an essential and indispensable part of our lives today to remain connected to our family, friends, acquaintances, colleagues and business contacts. Mr. Anand shared that Realtypapa.com is an unprecedented concept which is the brain child of the team of Trigonometry. After a lot of brain storming sessions, consultations with the like-minded people



and our respected mentors, that realtypapa.com came in to existence. He vehemently stressed thatthis will become a very strong industry to industry communication tool and will help people from all segments and structures. Even a small activity of reference check,which is otherwise a cumbersome procedure, will become very easy for the entire industry. Such a concept is the need of the times wherein different allied players of the real estate industry can chat, reach and access with each other. ■

Mahagun India Wins the "Best Developer" Award

Dhiraj Jain, Director of Mahagun India, leading real estate player was honoured with the prestigious award, "Best Developer of Delhi-NCR". Director, BCI and Singer, Ms Sujata Majumdar (Of Delhi-6 Fame) presented this award to Mr. Dhiraj Jain at the glittering award ceremony held at Hotel Ashoka, New Delhi.



Speaking on the joyous occasion, Mr. Dhiraj said, "I thank the respected members of the jury and BCI for bestowing this honor upon us. It is a privilege to receive this award, which is a testimony of our firm's vision to set a benchmark in quality construction and industry standards. Mahagun has an experience of over 40 years in the real estate sector with a focus on delivering high quality products and better architectural buildings. We will continue to give our best even in future."■

Medanta Mediclinic at DLF Cybercity

DLF Cybercity and Dr. Naresh Trehan-led Medanta have jointly collaborated to make DLF Cybercity a self-sustained workplace by launching The Medanta Mediclinic in building 10C, DLF Cybercity.

The launch of the Medanta Mediclinic facility in DLF Cybercity is in accordance with DLF's mission to deliver unmatched facilities to the massive workforce of DLF Cybercity. A multi-super speciality clinic and outpatient facility is an extension of Medanta – The Medicity in Gurgaon, which will deliver excellent healthcare facilities to every single individual in Cybercity district.

The Medanta Mediclinic was inaugurated by Dr. Naresh Trehan and Mr. Amit Grover, National Director – Offices. The clinic is located on the ground floor of building 10C and is spread across an area of 6216 sq. ft. It will provide immediate emergency care and day care facility to the Cybercity employees. The service offerings will include consultations with Medanta's expert doctors from over 30 facilities, diagnostic services, speciality clinics which will be run by leading experts to focus on specific health issues, medical emergencies and executive health checkups.



Mr. Ramesh Sanka, Managing Director, Rentco, said, "DLF Cybercity is home to many global MNC's and Fortune 500 companies, with over two lakh workforce. We felt that presence of a super-speciality healthcare center to handle any emergency and availability of experts for immediate consultancy within the business district was a necessity. We are thankful to Dr. Trehan to give impetus to the idea and for accepting our request to open The Medanta Mediclinic in DLF Cybercity."

Dr. Naresh Trehan, Chairman & Managing Director, Medanta – The Medicity, said, "Medanta Mediclinic at DLF Cybercity is an extension of our vision to provide the highest standard of medical services accessible for all. The clinic is a multi super-specialty clinic and day-care facility, set up as an extension of our flagship hospital in Gurgaon. It is the immediate emergency care and conveniently located one-step wellness destination for the urban population working at DLF Cybercity. Besides having a team for medical emergencies, the Mediclinic will also provide direct access to Medanta's world renowned doctors." ■

Silverglades and Age Ventures Announced Melia First Citizen

Silverglades announced the launch of Delhi NCR's premium Senior Living community, Melia-First Citizen. The concept behind this is the integration of a world class retirement community with the modern contemporary commune of world class quality homes for people aspiring for a rewarding lifestyle at a serene and convenient location near Gurgaon. Speaking at the Launch; Anubhav Jain, Director Silverglades said: "At Silverglades we have always tried to develop and deliver projects which are not just an address but a landmark . Moving forwards we are ecstatic to announce the First Citizen, which is Delhi NCR's First premium Senior Living Community. As a responsible developer we feel proud to be part of a vision of a community that allows you to continue living in the style you are accustomed to along with the assurance of needs of advancing age being taken care of." Arun Gupta, CEO Age Ventures also believes this is a winning combination, catering to the emotional, physical and lifestyle needs of this silver generation: "The senior citizen segment is emerging as a large market with discerning, experienced buyers. To cater to this segment, we need to be sensitive to their needs and design a product that meets their expectations. The service that will come with the discerningly designed compact apartments will be at an affordable cost and unlike a commercial service, will therefore be a unique feature in a situation of stagnant incomes." ■



Supertech Entered into Bengaluru with 'Micasa'

Supertech Limited, North India's leading real estate developer is now entering to the Southern part of India with its first project, Micasa in Bengaluru. Supertech announced its first residential project in the city which will have 'Spanish Styled apartments' at Thanisandra Road in North Bengaluru.



Spread over an area of 1.75 acres, Micasa will provide aesthetically designed apartments in 2 & 3 BHK options. The area of these units will range between 1100 sq. ft. to 1735 sq. ft. These lavishly furnished apartments are planned according to the Spanish grandeur which is spread all across the township. This spectacular project will offer around 200 residential units within the price range of Rs. 3790 per sq. ft.

Speaking on the occasion of launch of Micasa, Mr. Mohit Arora, Director, Supertech Limited said, "We are thrilled to have our first venture in Bengaluru with Supertech Micasa with its innovative features and unbeatable location. The IT hub a stone's throw away, virtually assures capital appreciation. With vibrant Spanish architectural designs, Micasa will be an epitome of opulence, luxury and elegance, with the world class luxurious modern conveniences." ■

Ajnra Ambrosia: The Gateway to Spanish Lifestyle

Ajnara India Ltd has launched its much awaited and one of the most luxurious residential project in sector-118, Noida. The new project, Ajnara Ambrosia is a theme-based project which is being designed to give it's the buyers the feel of 'Spanish luxury'. Ajnara Ambrosia is has been designed with utmost care and passion to give its buyers the very best of lifestyle with never a dull moment, the project literally soaks in the spirit of nature. Designed to be airy and planned in a manner to be naturally lit with ventilation, the pleasure of living at Ajnara Ambrosia will simply be indescribable. Life here will be a celebration, a sheer delight unmatched by anything else.

Inspired by the earthy feel of Spain, Ajnara Ambrosia introduces a 'Spanish Living'. Sprawling effervescent greens, wide open walkways, blooming flowers, complete homes with balconies and courtyards, and typically arched hallways makes this gated community a 'little Espana' in itself. Away from the noise and chaos of everyday, this tiny Spain will give peace and serenity necessary to rejuvenate. The company will be constructing 19 towers in total and will be offering 2, 2+1, 3 and 3+1 BHK apartments ranging in size from 854 sq. ft. to 1995 sq. ft. The company is also planning to come up with a few villas in the project. Being a group housing project, the company is planning to cater to mid-segment and the upper segment buyers who have a taste for good living. The project at present has been offered at a BSP of 4,400 per sq. ft.

Mr. Ashok Gupta, CMD, Ajnara India Ltd. says, "We have been delivering and developing projects in the past but with Ambrosia we have tried to go a notch higher. The project is based on Spanish designs and we are trying to create a milestone in terms of design, architecture and quality. And yet we are trying for a very competitive pricing. Our whole motive has always been to enhance the quality of living of all our buyers but at competitive prices which comes out due to a lot of careful planning and execution. We believe that with its strategic location and the amenities it offers, Ambrosia will be loved by all its buyers." ■

Ansal Buildwell Signs MoU with VKL Holdings, Al-Namal Group

Ansal Buildwell Ltd signed a Memorandum of Understanding (MoU) with Bahrain based VKL Holdings, Al-Namal Group, which operates in various business like real estate, infrastructure, hospitality, oil and gas, health, marine and manufacturing. The MoU was signed by Mr. Gopal Ansal, Chairman and Managing Director from Ansal Buildwell and Mr. Varghese Kurian, Chairman of VKL Holdings, Al-Namal Group. The MoU will provide both the companies the opportunity for joint development in the housing and infrastructure sectors in both India and Bahrain. The two companies will assist each other to understand their respective domestic markets and also to facilitate exchange of technical knowhow to both partners.

This MoU comes close on the heels of the Mou signed between India and Bahrain by H.E. Dr. Hassan A Fakhro – Minister of Industry and Commerce, Bahrain and Anand Sharma – Federal Minister of Industryand Commerce of India.

Mr. Gopal Ansal, Chairman and Managing Director, Ansal Buildwell Ltd, said, "Ansal Buildwell has delivered the best in class housing and infrastructure projects. After joining hands with VKL Holdings, we are bringing world class technology and practices in the housing sector. This MoU opens up the unexplored markets for both the companies which would help in expanding their horizon overseas".

Dr. Varghese Kurien, Chairman of VKL Holdings, Al-Namal Group, said, "Signing of this MoU showcase that both the companies have the same objective to deliver world class projects and bring best practices in the housing and infrastructure sector.

He emphasized, "This represents the only kind of MoU coming from a company deeply rooted in India and we cherish the enduring relationship between us." ■

Encraft Hogged the Limelight in Fensterbau Frontale 2014

Three day International Trade Fair on Door, Window & Façade managed to achieve a successful outcome by providing an effective learning platform, complimented with immense networking opportunities. Encraft, market leader in providing uPVC fenestration solutions for the new concept doors and windows also participated in this gala event.



Encraft launched their new range of wooden finished doors and window panels in Frontale 2014. Free from lead (Pb) and other hazardous substances, and approved for green building concept, Encraft systems are designed as per Indian tropical conditions conforming to the world's best standards.

Encraft is manufactured under the technical guidance of Robert Höllrigl, President, Marketing & Operations and a celebrated Austrian engineer. He is one of the best fenestration design experts in the world. Mr. Robert has worked as extrusion tool design expert for nearly 3 decades with world's top companies, and enjoys an enviable position in this field.

Mr. Robert says ,"We are proud of being associated with Fensterbau Frontale 2014. It's a great platform for Encraft to highlight their product range. Not only Frontale gives exhibitors an opportunity to showcase their products but also an immense opportunity to network with International Exhibitors on the same platform." ■

PROFILE

Dr. Anil Jindal

An Illustrious Entrepreneur with Towering Aims

SRS GROUP IS ONE OF THE LARGEST CONGLOMERATES IN INDIA WITH DIVERSIFIED OPERATIONS IN REAL ESTATE, RETAIL, ENTERTAINMENT, HOSPITALITY, JEWELLERY AND FOOD.

Nobody epitomizes this more than Dr. Anil Jindal, CMD, SRS Group. Since the day of his birth in village Firozpur Kalan, Faridabad, in a milkman's family, his is a story of determination, dynamism and a vision coming true. His is a sheer demonstration of what happens when a person's thinking knows no boundaries. Dr Jindal was brought up in a middle class atmosphere. Life was far from comfortable and full of tremendous challenges for him, though unfavorable and trying circumstances were hardly a match for his determination. As a young man, he fulfilled his duties by delivering milk door-to-door to his customers, and simultaneously attending college.

However, Dr Jindal's entrepreneurial spirit had started making its presence felt quite early on. While still in college, he started taking tuition classes for his classmates and juniors. His sound knowledge base and superb ability to explain things soon made him a much-sought-after tutor, resulting in a significant flow of income. The money generated from the tuition classes provided him the seed capital to fuel his next level of venture in 1985 -- a financing business that funded televisions, refrigerators, two wheelers, three wheelers etc. Buoyed by the successes of his this business, he incorporated a company called 'BTL Investments Ltd.' This was only the beginning and with entrepreneurial skills and drive, the BTL Group grew to become a renowned name across fields spanning finance, rubber products, refined oil and more. As the businesses grew, he created vertical specific companies to bring in sharper focus.

By the year 2000, his 15 years of multi-domain experience had honed his business skills and made him a maverick in identifying and leveraging new opportunities. This saw Dr Jindal diversify the group's operations in entertainment & retail sector by foraying into cinemas, retail and food court businesses. He also founded SRS Entertainment Ltd. in the year 2000, a company which came up with its flagship project 'SRS Multiplex' in the heart of Faridabad. As a result of his passionate efforts, Faridabad boasts of having its own first multiplex with world class facilities way back in the year 2004.

Under his leadership, the group's operations are at various stages of operation and completion in cities such as Faridabad, Delhi, Gurgaon, Gorakhpur, Sonepat, Ludhiana, Noida, Greater Noida, Indirapuram, Ghaziabad, Palwal, Mumbai and Kurukshetra. He has promoted SRS Real Estate Ltd. and SRS Real Infrastructure Ltd. These companies have launched residential projects named 'SRS Residency', SRS Royal Hills and SRS Pearl in Sec. 87 & 88, Faridabad and other projects in Faridabad, Palwal, Rewari, Kurukshetra, Panchkula and Karjat (Mumbai). Apart from this, they have also launched 'SRS Tower', a commercial IT project on NH-2, right next to the Delhi-Faridabad border, and are working to build an IT Tower in Ballabgrah. In addition to this, the group is also constructing a 5-Star hotel at Prithla, Faridabad, with plans to develop two motels in the vicinity as well. Recently, he buttressed the group's standing in the hospitality industry by taking over the operations of SRS Lakshya, a 4-Star premium hotel in Haridwar.

Dynamic Leadership

Today, the SRS Group has a combined turnover of Rs 3500 crores, a land bank of approximately 500 acres and several reputed brands in jewellery, cinemas, retail and f&b. When you think that all this was achieved by an ambitious young person who used to deliver milk in his student days, nothing comes out to be more inspiring. It is a testimony to the fact that nature does reward hard work, ambition, goodness and clarity of vision.

Dr Jindal is a relentlessly forward-looking person who is eager to continuously infuse new ideas and professionalism into his ventures. He was the driving force behind SRS Limited's IPO that came out in August 2011. While the overall climate was not in favour of IPOs as such, his efforts went a long way in ensuring that the IPO was a resounding success. After raising Rs 203 crores from the capital markets to fund operational and expansion programs, SRS Limited was listed on the BSE and NSE in September 2011. Apart from generating funds, one

prime motivation for him to have the companies listed is to bring about higher levels of corporate governance, transparency and professionalism into the respective corporate.

Pan-India Presence

Under his leadership, the group companies have expanded across cities to include 5 top-of-the-line jewellery retail showrooms, one domestic jewellery manufacturing facility, one jewellery EoU; 12 cinema properties with 33 screens and 8621 seats; 25-plus retail operations spread across 1,65,000 sq ft space; over 13 food courts, fine-dining restaurants and banquet; real estate operations spanning residencies, group housing, farmhouses, townships, commercial tower, hotels as well as the healthcare and financial services industries. While creating successful companies, Dr Jindal has taken care to build a world-class team by attracting experienced talent from diverse industries.

Despite his busy schedule, his zeal to learn never ended; in the year 2009, he received the highest degree in Academics, D. Litt. in International Human Resource Management (IHRM). Earlier in 2005, he was awarded with a Doctorate degree in Commerce in services marketing, with special reference to bank marketing. This is in addition to the MBA and CCA degrees that he holds as well. Dr Jindal's business acumen and knowledge saw him win numerous awards in recognition of his achievements including Arch of Excellence (Business) Award, FCCI Award, GEM of India Award, Haryana Patrakar Sangh Award, Indira Gandhi Sadbhavna Award, Rajiv Gandhi Shiromani Award, Rashtriya Udyog Gold Award and Bhartiya Nirman Shiromani Puraskar amongst many others. In addition to this, he has also been honored by several organizations such as Union Bank of India, Faridabad Chamber of Commerce and Industry, Aap Ki Aawaz channel, Haryana Urban Development Authority, Amity University and Bhartiya Vidyapeeth University.

However, for Dr Jindal, business is just a part of the real story. He is driven equally strongly by the objective of greater societal benefit and wealth creation for people as a whole. This is seen in the creation of the SRS Society for Seniors, which is busy working towards the upliftment of our elderly citizens to give them a life of security and dignity. He is associated with several organizations involved in charitable and social welfare activities such as Prayas Social Welfare Society, Rotary Club, Lions Club etc. Apart from this, the companies founded by him extend medical aid to needy patients and fund the educational expenses of a select group of deserving students.

Empowering Society

Dr Jindal's view on business transcends just profits and loss accounts. It is his belief that businesses should empower society and allow people to realize their potential. So it's no surprise when Dr Jindal explains that his proudest achievement is creating direct and indirect employment for about 5000 people, and wishes to multiply that number in the coming times.

Even in business, he blends his modern thinking with the teachings of Shreemad Bhagwat Geeta and Chanakya Neeti to bring about positive change. A perfectionist who is humble to the core, he is a source of motivation to many, both within and outside the SRS Group. Dr Jindal is a man who likes to stay in rhythm with the emerging trends and be a step ahead in his thinking. He passionately believes in giving everything his best, with the belief that Koshish karne walon ki kabhi haar nahi hoti(Those who try never fail to succeed).■



Dr. Anil Jindal,CMD, SRS GROUP

ISSUE

DOES REALTY MARKET DISCRIMINATE AFRICANS IN DELHI-NCR?

Notwithstanding recent incident involving Ugandan nationals in South Delhi, discrimination is also reported to be practised in the rental market of Delhi and NCR.

By Vivek Shukla

As the nation is going to celebrate one hundred years of Gandhi ji's return from South Africa early next year where he fought a battle against apartheid, the scourge of apartheid is very much practiced in his own country and even in realty market. Apart from the fact Africans face discrimination in Goa, Punjab and recently in capital which created a huge issue, large number of Africans studying and working here find it extremely difficult to find house on rent due colour of their skin. These Africans are either studying in various colleges in Delhi and NCR or working for big ticket MNCs, UN agencies and as diplomats. Some are doing business too.

Realty market watchers say that they have to make extra effort to find accommodation for them. Delhi has more than two dozen missions from African countries and more than 500 staffers work there. As far as student community is concerned, it is rather big. It should be close to three-four thousand easily. While, landlords happily rent out their accommodations to diplomats belonging to various nations, Africans are not welcome though they get accomodation.

Kajol Makhijani, a South Delhi-based realtor, says that situation for Africans was not that bad as recently as couple of years ago. But, the involvement of many youngsters from some African countries in drug trade in Delhi and parts of the country coupled with the disturbing incidents in Goa and Punjab have tarnished the image of whole African region and the community. She fears that after what has happened in Delhi where some women from Uganda were allegedly involved in flesh trade, things would only complicated for them.



Interestingly, America and European diplomats of African origin convince their prospective landlords that they have nothing to do with Africa. That helps their cause. But for, Africans there is absolutely no respite. Meanwhile, an Indian staffer in the Kenyan high commission at Vasant Vihar says that all landlords are not discriminating against

Landlords in posh areas like Vasant Vihar, Malcha Marg, Greater Kailash, Uday Park and others give their space on rent though it is a fact that all is not well for Africans in either Delhi or any other part of the country. " The worst part of this growing trend is that even blacks diplomats from America or European nations too do not get accommodation on rent at one go. The tag of Africa is becoming a kind of headache for them.

Africans. However, there are some who avoid them due to their life-style. "I never mind giving part of my house to Africans on rent. I feel that they are great people. Very social and they love India unlike people from Western countries." says Vimal Joshi, a resident of Lajpat Nagar. What is the solution to this vexed problem? "I feel that people should change their attitude towards blacks and government should join hands with private realty players to build hostels and decent accommodations where foreigners can live during their Indian stay," suggests Mahipal Singh, managing director of MMR group.

There is a feeling that while landlords in posh areas do not mind renting out their homes to Africans as colour of the skin is not the issue for them, things become difficult for students and small time businessmen. These Africans do not get accommodation easily. Odumbe, a young student of MBA hailing from Congo, says he is aghast that Indians are so conscious of colour of the skin. He came here for studies as he thought he would not face any problem here as this is the country of Gandhi.

Landlords in posh areas like Vasant Vihar, Malcha Marg, Greater Kailash, Uday Park and others give their space on rent though it is a fact that all is not well for Africans in either Delhi or any other part of the country. " The worst part of this growing trend is that even blacks diplomats from America or European nations too do not get accommodation on rent at one go. The tag of Africa is becoming a kind of headache for them. Once Africans from America, Caribbean and European countries convince their prospective landlords that they have nothing to do with Africa then they get the accommodation on rent," informs a realty expert.



It is also learnt that very often when real-estate agents introduce white diplomats or official of MNCs from countries like South Africa and Zimbabwe to landlords, they could not believe that whites can hail from any nation of Africa. They have to be convinced that many whites have migrated there many decades ago. On the issue that is taking very serious dimensions in the rental market,

Sanjay Khanna, director of Kailash Nath projects has a suggestion. "Indian economy is growing fast, more and more MNCs will open their shops here. With them, a large number of their employees from various nationalities too would also come here. In order to provide them the decent accommodation, government should earmark some area in Delhi or in Noida, Greater Noida, Gurgaon where nice and big flats can be made. They can be housed there."

Meanwhile, the foreigners belonging to non- African nations hardly find any difficulty in finding the house of their choice as now they have wide choice. Unlike in the past, they now settle for NCR. ■

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