



CONNECT

APRIL - JUNE 2019

“Don't judge each day
by the harvest you
reap but by the seeds
that you plant.”

– *Robert Louis Stevenson*

Dear All,

The end of the first quarter is the beginning of a new and exciting one. The last quarter had its own share of challenges and we have successfully navigated through owing to the dedication shown by all the teams. The goals that we have achieved, lay the foundation to aim higher in the next 3 months.

Part of this growth has seen better brand recall in the market, and we are on a steady path to becoming synonymous with innovation, quality & design, which can be observed through the increased number of site visits (last quarter there was a total of 1616 site visits) across various projects as well as increased closures. Nevertheless, the Real Estate industry is going through a phase of consolidation. With the industry being stretched from all sides it is crucial for us to stay at the top of our game. In addition, this quarter we are looking to add another 3 million SQ FT to our portfolio spread across 2 projects.

Furthermore, now as a well-oiled organization we are all set for the 3 upcoming launches this quarter at Begur, Shettigere and TC Palya. All the concerned teams are working continuously to make these launches an absolute success and also establish a renewed proposition for the brand. In fact, as a company we have consciously made a decision to implement the best practices while constructing these projects with an effort to reduce the carbon footprint of all the communities. We have always made sustainability our prime focus; however, with these launches we will be taking it a notch higher.

Lastly, I am grateful to the efforts of every individual in the Assetz family. I hope we continue the same momentum and focus towards our common goal. I strongly believe that with the kind of team work and enthusiasm we have at the moment, it's not long before we establish ourselves as the go-to developer for a dream home.

On that note, I wish all of you the very best of luck and let's make this quarter another remarkable chapter.

– AKSHAY DEWANI

Outlook

THE NEWS SCROLL

01 JULY 2019 Last Updated at 4:30 PM | SOURCE: PTI

BIZ-FUNDING-ASSETZPROPERTY



Assetz Property Group to raise up to \$250 mn in Q1 FY21

Mumbai, Jul 1 Singapore-headquartered property developer, Assetz Property Group plans to raise up to USD 250 million by the first quarter of next fiscal with a focus on mid-segment residential portfolio, a top company official said.

Last year, Assetz had raised Rs 900 crore from financial institutions including Altico Capital, HDFC Bank and Aditya Birla Finance to expand its residential portfolio in Bengaluru.

In the last three years, the firm has successfully raised money from investors like Equis Funds Group, Apollo Global Management, JLL Segregated Funds group and Avenue Venture Partners.

"The company is also exploring emerging asset classes like co-living spaces, data centres and proptech, although it is still in the phase of identifying the right business model and partnerships," Assetz Property's CEO and Co-Founder Ben Salmon told over an email interaction.

"After establishing ourselves as a leading player in Bengaluru with a portfolio of large-scale, mixed-use residential townships, luxury apartment developments and eco-designed row houses, our next stage of growth will be through an equity venture focused on mid-segment residential for sale to scale the platform. We are targeting a USD 200-250 million capital raise by first quarter next year," he said.

Salmon further said the company is well placed to take advantage of the stress being witnessed in the debt market.

"As we consolidate our position in the market, we will continue to focus on Bengaluru, which accounts for 18-20 per cent of the residential absorption in India every year," he said.

Assetz Property currently has a portfolio of 12 million sq ft, which is already funded and tied-up and has identified another 5 million sqft of projects, which are under various stages of acquisition.

"In the next two years, our residential portfolio will increase to 17 million sqft," he said.

"We will continue to partner with high quality institutional capital in select sectors while expanding and improving our delivery quality within our core sectors of residential, including a focused programme of specific built co-living, and warehousing," Salmon said.

He said the company has also embarked on the warehousing expansion plans across five key markets with a development pipeline of over 10 million sqft.

In August 2017, Sydney-headquartered LOGOS Group raised USD 400 million and entered into a partnership with Assetz to launch its operations in India and raise a new fund. The two partners set up, LOGOS India, a standalone platform to develop assets worth USD 1 billion.

After establishing our warehousing business in India with Logos, we have completed two transactions with one each in Tamil Nadu and the NCR region, with over 2 million sqft of operating assets, and a considerable development pipeline. Our near term transactions will be focused in cities like Bengaluru and Mumbai, he added. PSK AP AP

Disclaimer :- This story has not been edited by Outlook staff and is auto-generated from news agency feeds.

Union Budget 2019: Real estate sector hopes for industry status, further push to REIT agenda

Business | FP Staff | Jul 03, 2019 15:53:02 IST



The real estate sector is hoping the Narendra Modi government's second term in office will lead to the fulfilment of promises made given that some programs were announced for the sector. Industry players weigh in:

Rajesh Jaggi, Everstone Group

This is the first full Budget after the National Democratic Alliance's (NDA's) resounding victory for a second term and we are looking forward to the Government's initiatives to boost the consumption which in turn will help the economy to grow, benefiting all sectors. As an industry, we are looking forward to some rationalisation of taxation. The input credit norms for warehouse construction and operations needs to be relooked at. Presently, there is an accumulation of input tax that leads to a high incidence of tax on warehousing services. With digitisation coming to the fore in almost every sector, warehousing and logistics is gearing up for an in-depth adoption of digital technologies. We hope the budget incentivises adoption of various technologies in the logistics sector, this would help us to keep pace with the international standards of packing, material handling, WMS, etc. and help drastically improve the efficiency and effectiveness of the sector as a whole.

Amit Gossain, MD, KONE India and Chairman, Real Estate & Building Technology, CII

The earlier housing initiatives of the government should get a boost with necessary reforms, thus enhancing the overall growth of the economy. There are many positives anticipated in the infrastructure sector; the introduction of tax-free bonds to boost investment, streamlining of the land acquisition process and increase capital outlay towards Infrastructure Sector by 12-18 percent, to name a few.

Prime Minister's Mission of Housing for All by 2022 will enter its significant second phase, which is bound to be an extremely exciting time for all industry stakeholders. The low-interest rate loans, the special interest rate for Women, Tax exemptions with specific investments, rollover capital gains, capital outlay under PMAY and other such schemes will support the Infrastructure growth. However, the building of such large number of housing, much of which is based on tenders should ensure houses and their related fixtures such as fittings, elevators and building material is of high quality with high longevity and safety factors.

The Budget is also expected to provide direction on the long-term projects being undertaken under the Smart Cities Mission, and Atal Mission for Rejuvenation and Urban Transformation (AMRUT) programme. To continue the momentum for Indian Realty and Project the next wave of the Economic Growth, the government should allow tax benefits for investments in Real Estate Investment Trusts (REITs).

Shishir Bajjal, Chairman & Managing Director, Knight Frank India, international property consultant

The Central Bank and government have taken meaningful measures to alleviate the stress in the real estate sector by executing three successive repo rate cuts and rationalising the Goods and Services Tax (GST) regime. Now is the time to look further and focus on more specific issues. Following are a series of expectations from the first Union Budget of the Modi government's second stint at the Centre:

'Industry status' to real estate: With the transformation in the way business is conducted under the reformative Real Estate (Regulation and Development) Act, 2016 (RERA) regime, it is time to recognise the role of the real estate sector as a full-fledged industry.



Ideal Homes Magazine

38 & BANYAN

IN PROGRESS

Third floor slab construction work, west side second floor curve shuttering and rebar work, east side second floor curve shuttering and rebar work, second floor transfer girders along with planted columns shuttering and rebar work, ground floor common area solid block masonry work and south west area compound wall work has been initiated, both excavation and concreting work is in progress. UG sump wall concreting has been completed.



HERE & NOW

IN PROGRESS

TOWER 2

Structure has been completed and terrace work is in progress. Internally, toilet water proofing, flooring, toilet cladding work is progressing on 6th and 7th floor as well as painting and electrical work on the 4th floor. Toilet PHE has reached upto the 8th floor. East side compound wall has been completed leaving the project office area. West side raft and preparatory work is in progress.

TOWER 1

First floor one pour has been completed and second pour work is in progress.



EARTH & ESSENCE

IN PROGRESS

Terrace slab concrete work, SHR slab concrete work has been completed and ceiling plastering work is in progress across several units in building 6.

Terrace slab concrete work and SHR slab concrete work has been completed and blockwork as well as terrace floor upper level parapet wall blockwork is in progress in building 7A.

Plinth beam concrete and backfilling work has been completed in building 7B. Plinth beam concrete work and wall reinforcement has been completed and aluminium shuttering work is in progress in building 3.

CLUBHOUSE:

Footing excavation work, 54 out of 55 footing PCC work, 54 out of 55 footing concrete work, 50 out of 55 columns upto plinth level concrete work, column reinforcement work and shuttering work has been completed.



MARQ 1

IN PROGRESS

Handed over 441 units for registration to CRM & approximately 25 units are already occupied. All services are in place for operation.



MARQ 2.0

IN PROGRESS

Ground floor slab work of the second building is in progress.

SCHOOL

First floor slab work has been completed and upper level work is in progress.



SOUL & SOIL

IN PROGRESS

The complete aluminium formwork material has been received at site and all the floor work is in progress for the 3rd & 4th block. Block 4A plinth work is in progress and block 1 footing excavation work is in progress. Compound wall preparatory work is in progress. UG sump structure and water proofing work has been completed and staircase head room will be taken up with OWC structure as both are connected. STP raft concrete work has been completed and wall concrete work is in progress.



63° EAST

IN PROGRESS

TOWER C

During the last quarter, i.e. from April – June 2019, following finishing work like tiling in common area & apartments, external & internal painting, UPVC windows & ventilator fixing, basement VDF work along with MEP services are in progress at different floors. The lift work in C1, C2 & C3 section is in progress and all the lifts are in slow speed operation. External development work such as landscaping work, road formation work, hardscaping work & drain work around tower C is under progress.

TOWER D

During the last quarter, i.e. from April – June 2019, following activities such as typical RCC 12th floor slab work in D1 & D2 as well as the terrace floor slab work in D3 has been completed.



18 & OAK

IN PROGRESS

PHASE 3 ROAD WORK:

Formation level excavation, storm water and PHE work has been completed. Cross drain and catch basin construction work is in progress. RBI (subgrade work) layer 1 and 2 work has been completed and kerb fixing as well as road concrete work is in progress.

PHASE 2 ROAD WORK:

Formation level excavation, storm water and PHE work has been completed. Cross drain and catch basin construction work has been completed. RBI layer 1 work has been completed and RBI layer 2 work is in progress.



BEGUR

UPCOMING

SALES LOUNGE

- Footing excavation and concrete work has been completed.
- Plinth beam and column concrete work has been completed.
- Slab concrete and blockwork has been completed.
- Plastering, electrical and plumbing work is in progress.
- Greenwell work is in progress.

MODEL UNIT

- Phase 1 details (Total 3 units): 1- studio unit, 1- 2 BHK unit and 1- 3 BHK unit
- Footing excavation and concrete work has been completed.
 - Plinth beam and grade slab concrete work has been completed.
 - Blockwork is in progress.



SHETTIGERE

UPCOMING

SALES LOUNGE

- Footing excavation and PCC work has been completed.
- Footing concrete work has been completed.
- Column upto plinth level concrete work has been completed.
- Plinth beam concrete work has been completed.
- Ground floor roof concrete work has been completed.
- Ground floor blockwork is in progress.

MODEL UNIT

- Footing excavation and PCC work has been completed.
- Footing concrete work has been completed.
- Column upto plinth level concrete work has been completed.
- Plinth beam concrete work has been completed.
- Ground floor MS column fabrication work is in progress.



CORPORATE OFFICE

IN PROGRESS

The major portion of basement retaining wall and total footing work has been completed. Rock breaking on STP, STP structure work and UG sump area has been completed. UG sump raft work has been completed and wall concrete work is in progress. Basement ramp shuttering work has been completed and reinforcement work is in progress.



CORPORATE SOCIAL RESPONSIBILITY

ENVIRONMENTAL HEALTH AND SAFETY

The importance of Environmental Health and Safety (EHS) was demonstrated by the following initiatives at 63 degree East and Earth & Essence. During the past quarter, zero accidents were reported while tracking the EHS performance with the help of the monthly safety performance report. At 63 degree East, a significant milestone of 20,09,939 safe man hours was achieved and 1,40,056 safe man hours at Earth & Essence.

63° EAST

- Energy drink for labourers
- Safety training
- RCCB inspection
- Safety harness training
- Fire extinguisher inspection
- Tool box talk

EARTH & ESSENCE

- All the cut-outs and staircase areas are hard barricaded.
- Safety awareness training is given to all labours.
- Conducted an emergency mock drill explaining the precautions to be taken during monsoon season.

WORLD ENVIRONMENT DAY 2019

With a purpose of encouraging worldwide awareness and action to protect the environment, June 5th of every year is celebrated as World Environment Day. Since the inception of this day in 1974, it has grown to become a global platform for public outreach, celebrated in over 100 countries, annually.

Every year there is a particular theme chosen based on the many environmental issues that exist. For 2019, the theme was 'Air pollution' and the host country for the same was China.

As a brand, we strongly believe that every small step in the right direction counts and that's why this World Environment Day we celebrated by planting tree saplings in front of the Earth & Essence project office.

We hope you are doing your bit.



MARKETING

EMAILERS

EARTH & ESSENCE Assetz

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- REPAIRING THE PAST BY HOME CARE
- AN OFFER ON HOME CAPITAL CONNECTION
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- 5+ Amenities
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- 2+ Amenities

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2 BHK - 60.99 L
1 BHK - 33 L

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2 BHK - 31.1 L

30+ Amenities

- 30+ Amenities
- 30+ Amenities
- 30+ Amenities

3 BHK - 38.95 L
2 BHK - 31.1 L

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NEAR HOYS SANKRANTI

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Assetz **63 EAST**

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HOW? CUSTOMISED FINANCIAL SCHEMES

ENJOY ABOUT OFFERS FOR NEW TOWER LAUNCH

LUXURY ECO HOMES

1, 2 & 3 BHK | 43 LAKH ONWARDS

PROJECT HIGHLIGHTS

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HOW? CUSTOMISED FINANCIAL SCHEME

EASY PAYMENT SCHEME

LUXURY ECO HOMES

3, 4 & 5 BHK | 2.8 CR ONWARDS

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4 BHK 133 SQ FT - 133 SQ FT | 3.4 CR ONWARDS

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marq 2.0

WHITFIELD HOYSOTE ROAD | 89L ONWARDS

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Assetz **EARTH & ESSENCE**

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EASY PAYMENT SCHEME

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NEWSPAPER ADS

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ECO+
 Over 30% Soil retained, -71% Water saving, LED & CFL (in common areas), IGBC GOLD Rating (in common)

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25+ AMENITIES
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AIRPORT HOARDINGS

OUTDOOR HOARDINGS

EXPOS



SPONSORED EVENTS



INTERNATIONAL YOGA DAY



APARTMENT ACTIVATION



REFERRAL PROGRAMME

COMMUNITY CIRCLE :

The programme has been exclusively designed for our members. The programme has been created for the customers and employees of Assetz which gives them an opportunity to be part of a rewards programme that entitles them to local area & city-wide privileges and benefits.

As part of the Community Circle programme, we also have community-based events like workshops, cricket screenings etc. In the last quarter, we had various events in Lumos and East Point that engaged the community and also marketed our referral programme.

Referral programme: As part of the community circle, members are also given the opportunity to be part of the referral programme. The referral programme rewards customers / employees once the referee has bought a home with Assetz through gift vouchers, international trips and more.

EMAILERS

EVENTS



Science Utsav - Workshop



Airytales - Workshop



World cup screening - Lumos



INTERNAL ACTIVITY

EMPLOYEE ENGAGEMENT ACTIVITIES

BIRTHDAY CELEBRATIONS



APRIL



MAY



JUNE

INTRA OFFICE CRICKET TOURNAMENT

As a part of the employee engagement initiative, an Intra Office Cricket Tournament was organized on 11th April 2019 at the ITI cricket ground, KR Puram. Six teams (Assetz Warriors, East Warriors, Best of Assetz, Rest of Assetz, Marq Finishers, Assetz Challengers) participated in the tournament and a total of 5 matches were played. After a long intense day of battle, the Assetz Warriors were declared as winners and Badal Kumar was declared as the Man of the Match.



5th ANNIVERSARY CELEBRATION

Employees who have completed 5 years in the organization, this quarter.



DEEPAK SHARANAVAR

PROJECTS



NARASINHA KULKARNI

PROJECTS



AMIT TRIVEDI

SALES



SHWETHA LAVITHA

EMT

SEMINAR - FINANCIAL PLANNING

As a part of the financial wellness initiative, a seminar on financial planning which covered topics such as tax saving, child education & retirement planning was organized. The seminar was conducted by Tata AIA and was organized at the Assetz corporate office on June 26th, 2019.

JOINING OUR FOLD

IT GIVES US IMMENSE PLEASURE TO WELCOME THE FOLLOWING PEOPLE WHO HAVE
JOINED ASSETZ PROPERTY GROUP IN APRIL '19 – JUNE '19



RAMESH VS
SENIOR MANAGER - FACILITY

Ramesh comes with over 22 years of experience in the field of Facility Management. He holds a Diploma in Electrical Engineering from Carmel Polytechnic, Kerala. Prior to joining us, he was associated with India Builders Corporation as Facility Manager.



JAGAN C
MANAGER - CRM

Jagan comes with over 15 years of experience in the field of Customer Relations Management. He holds a bachelor's degree in Civil Engineering from CIT, Coimbatore. Prior to joining us, he was associated with Puravankara as Manager - CRM.



ADITI VIVEK
SENIOR EXECUTIVE - CHANNEL PARTNER SALES

Aditi comes with over 2 years of experience in the field of Sales. She holds a bachelor's degree in Computer Science from Global Academy of Technology. Prior to joining us, she was associated with Citrus Ventures as Senior Executive - Sales.



MURALI M
FACILITY MANAGER - TECHNICAL

Murali comes with over 18 years of experience in the field of Facility Management. He holds a Diploma in Electrical & Electronics Engineering from TPEVR Govt Polytechnic, Vellore. Prior to joining us, he was associated with Promag Progresses Facility Services as Facility Manager.



PRADIPTA KUMAR MISHRA
MANAGER - SALES

Pradipta comes with over 11 years of experience in the field of Sales. He holds an MBA in Marketing from ICFAI, Kolkata. Prior to joining us, he was associated with Brigade Group as Manager - Channel Sales.



VETRIVEL G
SENIOR MANAGER - PROJECTS

Vetrivel comes with over 13 years of experience in the field of Construction Management. He holds a bachelor's degree in Civil Engineering from Anna University. Prior to joining us, he was associated with Brigade Group as Deputy Manager - Projects.



SINDHUJA A

SENIOR EXECUTIVE – EMT

Sindhuja comes with over 7.5 years of experience in the field of Customer Support. She holds a bachelor's degree in Commerce from CV Raman University. Prior to joining us, she was associated with Livspace as Online Design Consultant.



JAYANTH PATAPPA

SENIOR EXECUTIVE – MARKETING REFERRAL

Jayanth comes with over 4.5 years of experience in the field of Marketing. He holds an MBA in Marketing from Sikkim Manipal University. Prior to joining us, he was associated with Sobha Ltd as Senior Executive – Marketing.



SHILPA DEWANGAN

MANAGER – PRODUCT/DESIGN

Shilpa comes with over 9.5 years of experience in the field of Design. She holds a bachelor's degree in Architecture from NIT Raipur & M.Tech/Planning from SPA Hyderabad. Prior to joining us, she was associated with Mantri Developers as Manager – Design.



SUHAS R

DGM – ACCOUNTS

Suhas comes with over 10 years of experience in the field of Accounts & Finance. He is a Chartered Accountant. Prior to joining us, he was associated with RK Group as VP Finance.



VINEET PUJARI

ASSISTANT MANAGER — CRM

Vineet Pujari comes with over 4.5 years of experience in the field of Construction & Customer Relations. He holds a Diploma in Civil Engineering from RN Shetty Polytechnic, Belgaum. Prior to joining us, he was associated with Divyashree Developers as Executive CRM.