



CONNECT

OCTOBER - DECEMBER 2018

Dear All,

Happy New Year!

Teamwork is the ability to work together towards a common vision. Although, sometimes we get so caught up in our individual goals that we lose sight of the common vision and often forget the main objective. Therefore, let's make 2019 a year of teamwork, a year where we all work towards a common goal, and that is the basis of interaction with each other and not our individual goals.

I would like to take you all through some of the highlights of 2018, in terms of growth, structure and achievements:

The year gone by was testing but an important year for all of us, more importantly, it was a year of growth — we began the year with 3 live projects with a total area of 3 million sq ft and ended with 8 live projects with a total area of 6 million sq ft, the construction of these projects is in full swing and according to plan.

As an organisation, we saw several changes being implemented that helps us in achieving our end objective more efficiently. Today, we have a project management department to smoothen out the day to day functioning as well as a separate QS (Quantity Surveyor) department, that is absolutely crucial considering the flat margins in the industry and the need to cut down on costs. We have fully transitioned into ERP; hence the complaints are marginally lower and is an important part of becoming institutional. We have also made headlines with our inward capital and exits. In total, we have raised approximately 900 crores, most of which is while exiting existing investments and restructuring old transactions.

Furthermore, Assetz now has a stronger brand recognition than it did when the year began because of the slew of launches and the various campaigns that rolled out this year.

As we transition into the new year, in the coming quarter, we look forward to the launch of Sun & Sanctum in TC Palya, a modern, exclusive community project that will stand out for its design and architecture. The quarter will also set a trend for the highest revenue achievement target coupled with the handover of Marq phase 1 and working towards the handover of phase 1 of 63° East in mid-2019. We also have 3 more new launches lined up in Begur, Jakkur and Shettigere with a total area of 4 million sq ft, and 4 more projects in the pipeline that will add another 3.8 million sq ft to our residential portfolio.

This goes to show that the brand is constantly growing with a higher efficiency rate because of which, I truly believe that as a team we're ready to battle the challenges of 2019 and grab every opportunity that comes our way. In fact, our homes are now being recognised for their design and style and we only hope to solidify the true essence and identity of Assetz. Our goal is to maintain the same momentum and to be among the bigger and better developers of the city.

Some of the key goals we will be setting for 2019:

- Approximately 1.5 million sq ft of delivery 805 homes
- Acquisition of 4 new projects targeting approximately 4 million sq ft
- To have at least 12 projects live including the existing 8, with around 4 projects in the pipeline
- Target 50% revenue growth from 2018
- Complete the set milestones of all under construction projects

In line with our plans for the year, I would urge you all to uplift each other in achieving the overall goals of the company and focus on intelligent, efficient planning with regular meetings in order to clearly understand the objectives.

In closing I would like to extend my best wishes to you and your families. Wishing you all the best in achieving this year's goals. Let's all look forward to a successful year ahead.

- Akshay Dewani

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

- Vince Lombardi





The model flat and sales lounge work has been completed.







The internal finishes & common area finishes for all the apartments across the towers is nearing completion.















The second phase of the 22-acre township was launched in the beginning of December. The model flat and sales lounge work has been completed and the mass excavation work is in progress.





MARQ 2.0













PHASE 3 - ROAD WORK

Formation level excavation and subgrade — 1st layer work has been completed. Storm water, cross drain, catch basin construction and subgrade — 2nd layer work is in progress.





PHASE 4 - ROAD WORK

The excavation, levelling, subgrade, kerb laying, manhole construction, sewage pipe connection and concrete work has been completed. Groove cutting work is in progress.





EARTH & ESSENCE IN PROGRESS





BUILDING 6 — 5 BHK (9 units)

- · Unit 601 to unit 609 ground floor column concrete work has been completed.
- · Unit 601 to unit 603 1st floor slab concrete work has been completed.
- · Unit 601 to unit 603 1st floor 17 column concrete work has been completed.
- · Unit 604 & unit 605 1st floor slab reinforcement work has been completed and unit 606 1st floor slab reinforcement work is in progress.



BUILDING 7A — 4 BHK (2 units)

- · Unit 703 to unit 705 low level & upper level ground floor column concrete work has been completed.
- · Unit 703 to unit 705 low level 1st floor slab shuttering work has been completed and reinforcement work is in progress.
- · Unit 703 to unit 705 upper level 1st floor beam bottom shuttering work is in progress.



BUILDING 7B — 4 BHK (7 units)

- · Unit 706 to unit 712 upto plinth level reinforcement work has been completed.
- · Unit 706 to unit 709 upto plinth level concrete work has been completed.
- · Backfilling work is in progress.



BUILDING 3 — 3 BHK (17 units)

- · Unit 301 to unit 317 excavation work has been completed.
- · Unit 301 to unit 312 PCC work has been completed.
- · Unit 301 to unit 308 footing concrete work has been completed.
- · Unit 301 to unit 307 pedestal concrete work has been completed.
- · Unit 301 to unit 311 footing reinforcement work has been completed.









After the completion of podium slab work, tower D typical floor work started at a brisk segment in each block. During the period from October-December 2018, the following activities were carried out in tower D — Typical RCC 5th floor slab in D1 & D3 was 100% completed and D2 is under progress. The structure work of STP, adjoining to tower D, which supplies the requirement of water for the entire development was completed.







LEAVES & LIVES

IN PROGRESS



The work for phase 1A area, which comprises of 35 row houses (Total 79 units in phase 1 & 2), was started on November 1, 2018. Foundation work is being carried out for building 03. The substructure work for building 03 is scheduled to be completed in March 2019. Marking work of building 05 is also in progress.







We have received the 3 BHK one-unit full set of indigenous aluminium form work material. Block 3 & 4 footing work has been completed, and plinth beam work has also started. In the common area, the UG sump raft work has been completed, and RC wall work is in progress.

HERE & NOW

IN PROGRESS

Tower 2 has reached 8th floor and internal water proofing and plumbing work is in progress. The fire driveway, RCC planter box and water proofing work has started. The central quadrangle area planter box & water body work is also in progress.

In basement phase 1 area, grade slab work has been completed with basement drainage and STP structural work. Backfilling on east and south side is in progress, as a subsequent activity, the compound wall base preparatory work is also in progress.

We have received the first lot of Spain tiles which will be used for tower 1 up to 6 floors and we will receive the additional aluminium form work material from Korea in January, 2019.

CORPORATE OFFICE

IN PROGRESS





During the second quarter i.e. from July-September 2018, Assetz witnessed an auspicious ceremony on September 14, i.e. the Bhoomi Pooja of the corporate office on Crescent Road.

Our proposed corporate office has three floors with one basement. The RCC framed super structure will be built with a combination of conventional beam & slab system as well as PT slab system.

We have obtained the BBMP approval and M/s. United Developer has been finalised as civil vendor. The excavation work is in progress and subsequently, soil nailing will also begin.

Safety practices: 63° East



LED lights for avoiding fire hazards and to reduce power consumption



Periphery safety net and veridical safety net – Tower D



Safety motivational program



Environmental Health and Safety (EHS) at the Assetz projects has high prominence which can be substantiated by the following initiatives: –

· Awareness programme for workers on H1N1

In continuation to our labour healthcare initiatives, Dr. Raghunath (DCMO) from department of health & family welfare, Karnataka, conducted an awareness programme on H1N1 for workers and staff at Assetz 63° East on October 22, 2018. During this programme, about 230 workers & 13 staff were explained the preventive measures for H1N1.

· Health check-up programme

The programme was conducted by Simplex at Assetz 63° East on October 16, 2018 for all the staff and labourers. This programme was organised in collaboration with the Primary Health Centre, Kodathi. A team of doctors from Primary Health Centre, Kodathi, addressed the camp by explaining simple measures to prevent and tackle general diseases.

During this campaign, about 154 labourers and 14 staff were screened for blood pressure A height-phobia test, height/weight checking, and eye test was carried out during the camp.





· Safety net load drop testing at tower D:

The drop test consists of a sand bag weighing 65 kgs, dropped from a height of 7.5 meters onto the safety net to check its stability. The safety net absorbed the fall perfectly. This test was conducted in presence of all labourers to explain to them the functioning and the stability of the safety net.





Temporary doors for the lift provided at tower C

Safety practices: Earth & Essence

Various training programmes are conducted at site to improve the safety knowledge among the team like, use of safety harness, scaffolding tag system, safety induction tool box talk, mock drills, etc.

Mock drill

The contractor (United Developers) prepared an emergency response plan as required under Rule 36 of BOCW Rule, 1999. To ensure the effectiveness of the emergency plan, United Developers conducted an onsite emergency mock drill. This drill will be conducted every month for all workers to train and to ensure an adequate response to emergency situations.

Safety motivational program

At Earth & Essence, we initiated a safety motivational program on November 27, 2018. During this event, United Developers & Assetz selected the right persons (laborers) and presented an appreciation award for the most contribution to maintain safe practices at Earth & Essence project site.



Corporate social responsibility activities

Assetz has assumed the responsibility of executing certain CSR activities in the vicinity of our project areas, with a view of giving back to the society. We have identified thematic areas in the catchment area of the Assetz 63° East project for providing services such as, treated drinking water, various forms of assistance in the fields of health care, school enhancement programmes and supplying educational aids to poor villages, etc.

Leprosy colony

For the past 3 years, in collaboration with Pacemakers 86 Trust, we have conducted several health camps at the leprosy colony in Chicknayakanahalli. With the help of a field survey, we identified 44 individuals affected by leprosy in the village. With regard to this, we conducted a health camp on November 12, 2018. In this programme a medical follow-up was done with patients to ensure regularity of treatment. We also provided treatment of ulcers, dressing of open wounds, distribution of required medicines and physiotherapy for those affected by leprosy. In addition to the regular health check-up, and on occasion of Deepavali Festival, we distributed new clothes and basic ration kits to the occupants in the colony. Each ration kit consisted of 5 kgs of rice, 1 kg of jaggery, dal, and oil.

'Children's Day' - Sneha Care Home

In our many endeavours to participate in various social initiatives, Assetz and Pacemakers 86 Trust have partnered together in the various camps held at Sneha Care Home and Gunjur health camp. On the eve of 'Children's Day' - November 14, the Assetz CSR team interacted with the children of Sneha Care Home and distributed sweets to the children of an orphanage in Kodathi, India.



Monthly health camp

We organised a mental health camp for about 200+ mentally ill patients from all over South India at the Gunjur Government Hospital, Bangalore East. The patients were suffering from drug addiction, schizophrenia and epilepsy. During the camp, they were provided with treatment and also served with meals & refreshments.



MARKETING

Last quarter, the marketing team left no stone unturned to increase the visibility of the brand. In total, there have been 7770 enquiries generated through the different marketing mediums including print, digital, outdoor, etc. We also had a radio ad for Soul & Soil and the launch of Marq 2.0.

NEWSPAPER ADS



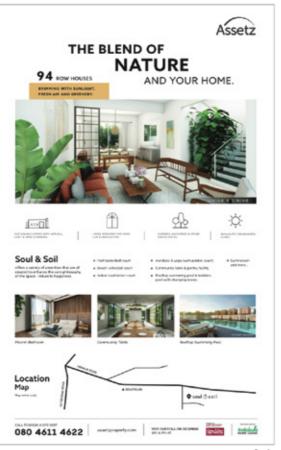






Jacket AD Front Back





Jacket AD (Anarock) Front

ECONOMIC TIMES



Click below to read more: https://bit.ly/2UCB7v0

DIGITAL MEDIA









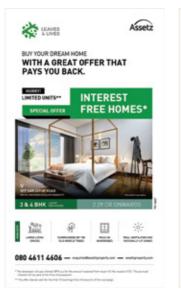
AIRPORT HOARDING





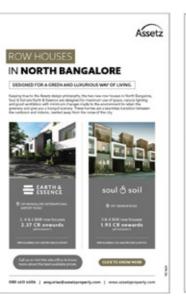
At Arrival Gate - Kempegowda International Airport, Bangalore.



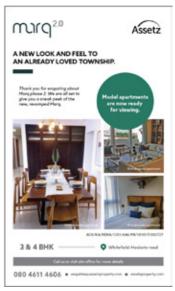


























— A S S E T Z — GALA A night adorned by the unspoken talent, the laughter of many, the diamond-like blinks of the flash and of course, the beginning of many new friendships. October 30, 2018 was truly a night to remember. Thank you for being a part of the celebration at 1Q1 and congratulations to the winners. Photos: https://bit.ly/2Vc47uA



Winners (Design Team)



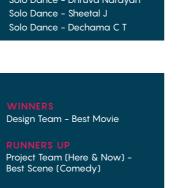
Runners Up (H&N Projects Team)

Runners Up



Duet Singing - Alan & Rahul

Solo Singing - Suneel Pareek Solo Singing & Guitar - Alan Solo Dance - Dhruva Narayan Solo Dance - Sheetal J Solo Dance - Dechama C T







Social Butterfly - Beena Dias





Runners Up

CLICK & WIN

Kavitha, Vimal & Noella (Group Selfie)

Snehalatha (Solo Selfie)

SOCIAL MEDIA AWARDS



Social Media Contest winner - Mahima Jaganath



Selfie Contest winner - Snehalatha



Mr. Fashionista - Surya Bajaj



Mr. Fitness - Sunil Pareek



Extra Mile - Anandeep K Chadha



Congeniality SUDARSHAN H V

LIVE IT UP!

WITH

MARIAM BEGG

Former model and now nutrition and wellness coach, Mariam Begg conducted a workshop on the 16th of December 2018 at our very own Earth & Essence. The workshop included a special talk by Mariam Begg on nutrition, healthy living and organic food. She also demonstrated few yummy recipes to cut down on the unhealthy eating habits. This was followed by a yoga session conducted by Arwa Hussain









EXPO



Diwali Night at Karnataka Golf Association



Times Expo



Hundred Hands Exhibition at Jai Mahal









Metro Cash & Carry



EMPLOYEE INCENTIVE PROGRAMME

The new year brings with it a chance for you to be our best brand ambassador. Earn upto 8L through our employee incentive programme.

We appreciate all the help!



CHRISTMAS CELEBRATION

As a part of the Christmas Day celebration, the bay decoration contest was organized. Below mentioned employees were declared as winners:



QS TEAM

Snehalatha, Pushpavathi, Manasa G, Satish Kumar & Noella Rhea



DESIGN TEAM

Kavitha P S, Vimal R, Suma Prashanth, Siddharth Sen & Shivanandini

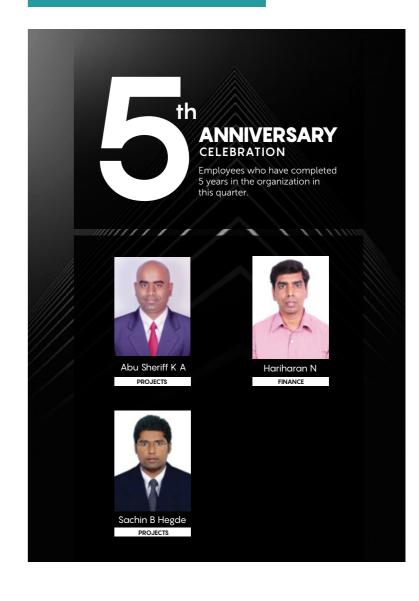
BIRTHDAY CELEBRATION







ANNIVERSARY CELEBRATION



Madhu Kumar R

SENIOR MANAGER - PROJECTS

Madhu Kumar comes with over 11 Years of experience in the field of Construction. He holds a Bachelor's of degree in Civil Engineering from Ghousia College of Engineering (VTU), Bengaluru. Prior to joining us, he was associated with Skylark Mansions Pvt. Ltd as a Senior Construction Manager.



Saneesh PV

ASSISTANT MANAGER - SALES

Saneesh comes with 6 Years of experience in the field of Sales & Marketing. He holds an MBA degree in Marketing from Bharathiyar University. Prior to joining us, he was associated with Sobha Developers as an Assistant Manager - Sales.



Manoj S

CRM - FINANCE

Manoj comes with over 7 years of experience in the field of Accounts. He holds a bachelor's degree in Commerce from Bangalore University. Prior to joining us, he was associated with Accenture Solutions Pvt. Ltd as an Analyst.



Chaitra K

EXECUTIVE - GUEST RELATIONS

Chaitra comes with over 5 Years of experience in the field of Customer Relations. She's completed her Pre-University from SJR Rajajinagar College. Prior to joining us, she was associated with Landkraft Realtor as a Front Desk Executive.



Arun Kumar K

MANAGER - MARKETING COORDINATION

Arun Kumar comes with over 16 years of experience in the field of Accounts. He holds a Bachelor's degree in Commerce from Bangalore University. Prior to joining us, he was associated with EXL Services as an Assistant Manager — Finance.



Prakash Pinto

DEPUTY MANAGER - CRM LEGAL

Prakash comes with over 18 years of experience in the field of Legal. He holds a Bachelor's degree in Law from Bangalore University. Prior to joining us, he was associated with Jerome D'souza & Associates as an Associate.



Madhusudan GC

DEPUTY MANAGER - MORTGAGES

Madhusudan comes with over 10 Years of experience in the field of Customer Relations. He holds a Bachelor's Degree in Computer Application from Gulbarga University. Prior to joining us, he was associated with Zuari Infra as an Assistant Manager — Customer Relations.



Subramani G

SENIOR EXECUTIVE - ACCOUNTS

Subramani comes with over 7 Years of experience in the field of Accounts. He holds an MBA in Finance from Venkateshwara College of Engineering JNTU. Prior to joining us, he was associated with Ocean Web Technologies as a Senior Process Associate



Shivnandini Shashidhar Gadad
SENIOR MANAGER - PRODUCT/DESIGN

Shivnandini comes with over 14 Years of experience in the field of Design. She holds a Bachelor's degree in Architecture from Goa College Of Architecture. Prior to joining us, she was associated with Mahaveer Developers as a Senior Architect.



Vasanth Babu K
MANAGER - SALES

Vasanth comes with over 8 Years of experience in the field of Sales. He holds a Bachelor's degree in Commerce from S.V.University. Prior to joining us, he was associated with Salarpuria Sattva Group as an Assistant Manager — Sales.



Mahesh Prasad

SENIOR ARCHITECT

Mahesh comes with over 14 Years of experience in the field of Design. He holds a Bachelor's degree in Architecture from B.L.D.E.A'S Engineering College, Bijapur. Prior to joining us, he was associated with Puravankara Ltd as the DGM Architecture.



Santhosh Kumar B

ASSISTANT MANAGER - QS

Santhosh comes with over 8 Years of experience in the field of QS. He holds a Bachelor's degree in Civil Engineering from Thanthai Periyar Govt Institute of Technology, Vellore. Prior to joining us, he was associated with Salarpuria SattvaLtd as a Senior Engineer - QS.



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