

The Assetz logo features the word "Assetz" in a white, sans-serif font. Above the letter "z" is a white, curved line that arches over the top of the letter, resembling a stylized "A" or a protective shield.

Assetz

# CONNECT

JANUARY - MARCH 2019

Dear All,

As we roll into the new quarter and another financial year, I would like to thank each of you for a job well done in 2018-'19. Let's carry this enthusiasm forward as we encounter any challenge that may come our way, and I am sure we will continue to strive to conquer them as a team, as we have done so far. Like Helen Keller said, 'Alone we can do little, together we can do so much.' Keeping that in mind, let us try to achieve our goals with a sense of togetherness, rather than individualism.

It gives me pleasure to let you know that we have seen twice the growth since the last financial year. Apart from the launches of our row houses and 38 & Banyan, we successfully launched Marq 2 which was received well. In terms of deliveries, we have already started the handover process for Marq 1. The first set of residents are now ready to move in to the 22-acre township, they call home.

Keeping the success and progress of last year in mind, we have planned a rather aggressive road map ahead for ourselves. We are ready to launch a new tower (Tower B) at 63° East and will be going live with four projects this year, located in TC Palya, Shettigere, Begur and Jakkur, all so uniquely different from one another. Also, this year we will be handing over 336 units of apartments in 63° East.

As we did last year, this year's growth rate is also set at 100%. This can be achieved by keeping our vision statement in mind i.e. **'To build a large\* business ecosystem that delivers the best designed spaces, timely and qualitatively to enhance living experiences of our customers.'** *\*Large at Assetz means an annual sales of more than 2000 crores by 2024.*

We as a team must collectively picture this vision for the organisation and work towards it. In addition to which, every department will now have its own mission statement which will act as guiding factors to achieve departmental goals. Now that it's been defined, the reality is not too far away. As long as we all pull together, we're sure to make it happen.

In closing, I would like to encourage you all to support and motivate one another in any hurdle we come across, as teamsmanship is and will always be the glue that holds us together.

~Akshay Dewani



**Great things in business are never done by one person. They're done by a team of people. ”**

**- Steve Jobs**

## PROJECT UPDATE

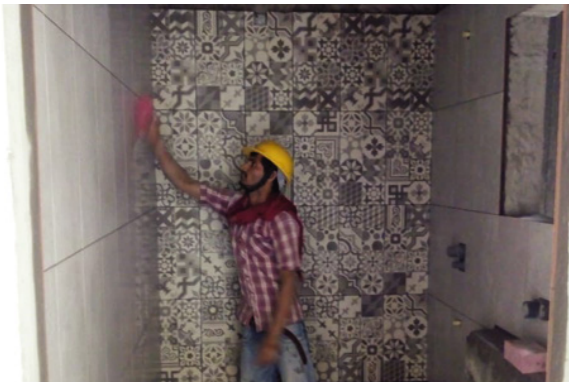
### HERE & NOW

IN PROGRESS

We have received the modified 3 BHK layout sanction from BBMP and the commencement certificate. Tower 2 has reached the 12th floor and internal finishing work such as tiling and painting has started. The internal electrical and plumbing work are also in progress.

Backfilling on the West, East and South sides has been completed up to the compound wall raft and structural work of the compound wall is still in progress.

We have received the additional aluminium formwork material for Tower-1, from Korea. The Phase 2 area excavation work has begun and is in progress.



### SOUL & SOIL

IN PROGRESS

We have received the entire quantity of 4 BHK aluminium formwork material and ground floor material of 3 BHK, and the 3 BHK 1st floor material will be received in a week.

The block 3 substructure work has been completed, and super structure work in unit 1, ground and first floor, has been completed. Unit 2 ground floor has been completed and subsequent work is in progress.

The block 4A substructure work has been completed. Furthermore, super structure work in unit 1 ground floor has been completed and subsequent work is in progress.

UG sump structural work has been completed and staircase head room work is in progress.

STP excavation and PCC work have been completed as well.



## 38 & BANYAN

IN PROGRESS

The basement roof slab has been completed. Inspection for commencement certification has been done and we are now awaiting certification. Retaining wall and 1st lift membrane type water proofing work is under progress. UG sump/ STP civil work, such as wall rebar, is in progress.

**In part 1-** The backfilling work is in progress around the part 1 retaining wall areas. First floor slab on South side curve shuttering and rebars have been completed. Slab pour date is on 26/03/2019. Shuttering work on the East side curve on the first floor is in progress.

**In part 2-** Ground floor to first floor column work is in progress. First floor slab shuttering work has been initiated. Ground floor, floor slab will be constructed by 17/03/2019.



**SUN AND SANCTUM**

IN PROGRESS

Experience centre and sales lounge are now operational and the main project statutory approvals are in progress. The pathway to the entrance of experience centre lounge has been completed. The parking area of experience centre has also been completed. Furthermore, the furnished living area, furnished bed room, living and dining area of experience centre are also complete.



**MARQ LOT - I PROJECT**

IN PROGRESS

External finish work of all towers has been completed.

Occupancy certificate obtained for the project and the customer inspection for handing over of flats are in progress.



# PROJECT UPDATE

**MARQ 2**

IN PROGRESS

Building 2 and school foundation work is in progress.



63° EAST

TOWER - C

IN PROGRESS

Tower- C under went a complete transformation after completion of structure work. During the last quarter i.e. from January-March 2019, following finishing work such as tiling in common area & apartments , external & internal painting, uPVC windows & ventilator fixing, basement VDF work along with MEP services were in progress on different floors. The lift work in C1, C2 & C3 section is in progress and we are anticipating the commissioning of lifts in the first week of April 2019. The club house lower basement roof slab & ground floor slab work have been completed.

Furthermore, the first floor slab work is currently under progress.



Tower C - C1 section lift cladding work mock-up



Tower C - West side filling work is in progress.



Tower C - C1 & C2 section external painting work is in progress.



Tower - C Podium waterproofing work is in progress.



Tower C - C1 & C2 section upvc work is under progress.



TOWER - C SOUTH ELEVATION



TOWER - C NORTH ELEVATION



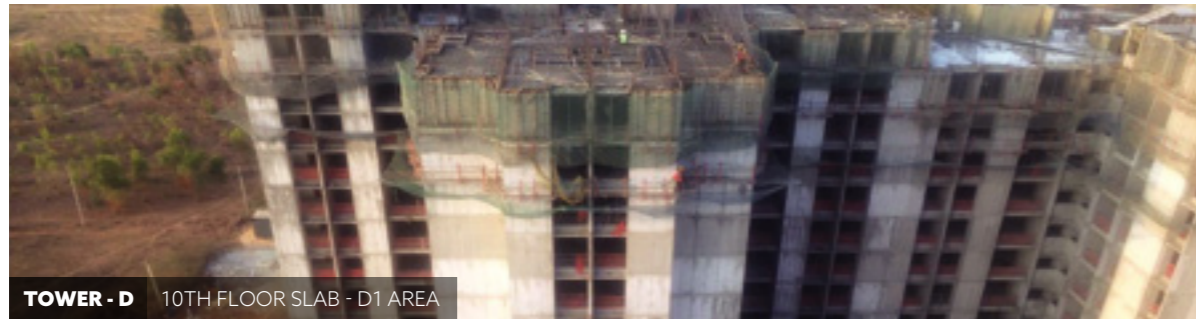
## PROJECT UPDATE

**63° EAST**

**TOWER - D**

**IN PROGRESS**

During the period (January - March 2019) following activities were carried out in Tower D - Typical RCC 9th floor slab work in D1 & D2 were completed and 10th floor slab work in D3 was also completed.



**TOWER - B**

**LAUNCHING**

The structure and finishing work of 3 BHK model unit of Tower B has been completed and external landscape work has been completed. Interior work is currently under progress and will be ready to launch soon.



Interior work of the Tower B mock up unit is under progress.

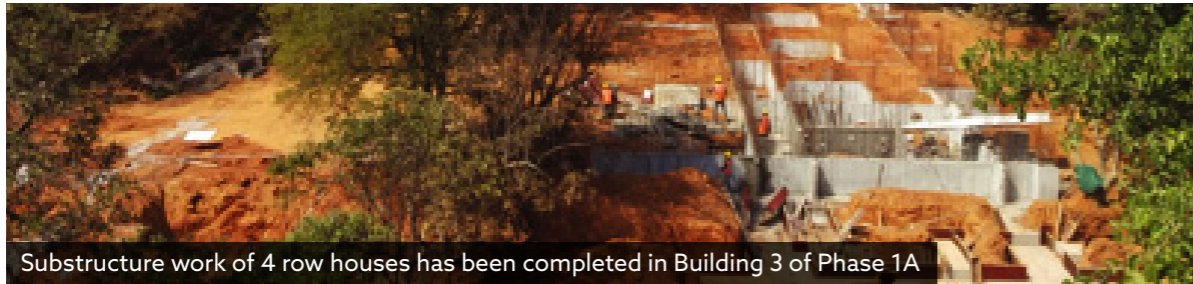
## LEAVES & LIVES

IN PROGRESS

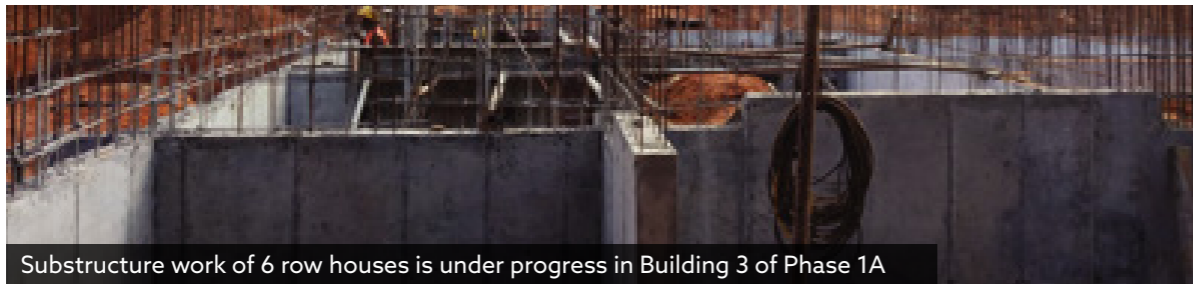
The work for Phase 1A area, which comprises of 35 row houses is currently under progress and the substructure work is being carried out in buildings 3 and 5.

**Building 3** - The substructure work is scheduled to be completed in May 2019. Substructure work of 4 row houses has been completed and substructure work of 6 row houses is under progress.

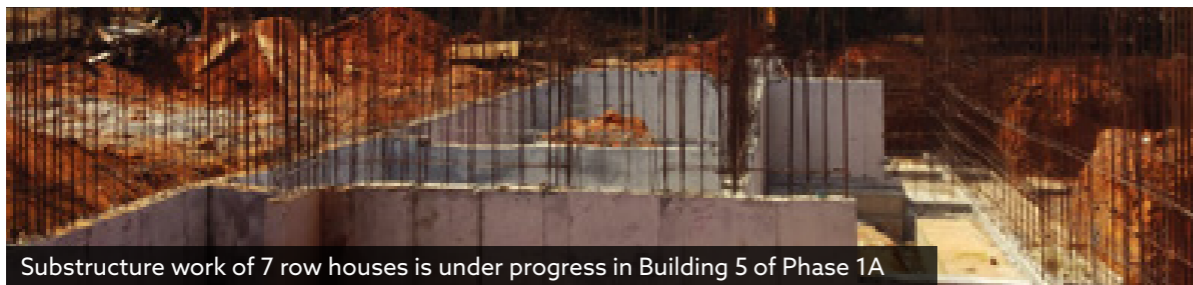
**Building 5** - The substructure work of 7 row houses is under progress.



Substructure work of 4 row houses has been completed in Building 3 of Phase 1A



Substructure work of 6 row houses is under progress in Building 3 of Phase 1A



Substructure work of 7 row houses is under progress in Building 5 of Phase 1A

## EARTH & ESSENCE

IN PROGRESS

We have received the entire quantity of 4 BHK aluminium formwork material and ground floor material of 3 BHK. The 3 BHK 1st floor material will be received in a week.

The block 3 substructure work has been completed, and super structure work in unit 1, ground and first floor, has been completed. Unit 2 ground floor has been completed and subsequent work is in progress.

The block 4A substructure work has been completed. Furthermore, super structure work in unit 1 ground floor has been completed and subsequent work is in progress.

UG sump structural work has been completed and staircase head room work is in progress.

STP excavation and PCC work have been completed as well.



Building 6

### BUILDING 6 (5 BHK - 9 Units)

- 1st & 2nd floor slab concrete work has been completed.
- Unit 601 and Unit 602 terrace floor slab reinforcement work is in progress.
- Unit 603 and Unit 604 terrace floor slab shuttering work is in progress.
- Unit 601 to Unit 608 Ground floor blockwork has been completed and Unit 609 Ground floor blockwork is in progress.
- Unit 601 and Unit 602 1st floor blockwork has been completed and Unit 603 and Unit 604 1st floor blockwork is in progress.



Building 7A

### BUILDING 7A (4 BHK - 3 Units)

- 1st & 2nd floor slab concrete work has been completed.
- Low level terrace floor slab work has been completed.
- Ground floor blockwork is in progress



Building 7B

## BUILDING 7B (4 BHK - 7 Units)

- Plinth beam concrete work has been completed.
- Backfilling work is in progress.



Building 3

## BUILDING 3 (3 BHK - 17 Units)

- Unit 301 to Unit 314 column up to plinth level concrete work has been completed.
- Unit 315 & Unit 316 column up to plinth level shuttering and concrete work is in progress.
- Unit 310 to Unit 312 plinth beam concrete work has been completed.
- Unit 308 plinth beam shuttering work has been completed.
- Unit 307 plinth beam reinforcement work is in progress.



Club house

## CLUB HOUSE

- 54 footing excavation work is a 100% complete.
- 28 footing concrete work is 46% done.

## 18 & OAK

IN PROGRESS



Phase - 3 road sub grade - 2nd layer



Phase - 3 road sub grade - 2nd layer



Phase - 3 road kerb laying work

## PHASE - 3 ROAD WORK

Formation level excavation, storm water and PHE work have been completed. Cross drain and catch basin construction work are in progress. Sub grade - layer 1 and 2 work have been completed. Kerb fixing work is in progress.



Phase - 2 road formation level work

## PHASE - 2 ROAD WORK

Formation level excavation, storm water and PHE work have been completed. Cross drain and catch basin construction work are in progress.

### ASSETZ BEGUR - SALES LOUNGE

IN PROGRESS

- Footing excavation work was started on 20th December 2018.
- Footing excavation and concrete work have been completed.
- Plinth beam and column concrete work have been completed.
- Slab concrete (Pour - 1) work has been completed.
- Balance slab and beam shuttering work are in progress.



Sales lounge pour - 1 slab concrete work has been completed



Slab and beam shuttering work are in progress at site



Phase - 2 road formation level work is in progress



Mock-up footing excavation & concrete work have been completed

### BEGUR MODEL UNIT

- Phase-1 details (Total = 3 Units): One Studio unit, one 2 BHK flat and one 3 BHK flat.
- Mock-up unit footing excavation commenced on 5th March 2019.
- Footing excavation and concrete work have been completed.
- Stub column concrete and SSM work are in progress.

## SHETTIGERE

IN PROGRESS



Sales Lounge

### SALES LOUNGE

- Footing excavation and PCC work have been completed.
- Footing concrete work has been completed.
- Concrete work of column up to plinth level has been completed.
- Concrete work of 35 plinth beams have been completed.
- Reinforcement work of 45 plinth beams have been completed.

### MOCK-UP UNIT

- Footing excavation and PCC work has been completed.
- Footing concrete work has been completed.
- Concrete work of column up to plinth level has been completed.
- PCC work below plinth has been completed.
- Plinth beam reinforcement work is in progress.



Mock up Unit

## ASSETZ CORPORATE OFFICE

IN PROGRESS

The mass exaction has been completed up to basement level and retaining wall work is in progress. Also, couple of footings have been casted. On STP location and South West corner of the basement area we have encountered both soft and hard rocks, which in turn have slowed down the basement work.

Now the STP raft work is in progress.



**CORPORATE SOCIAL RESPONSIBILITY****CORPORATE GOVERNANCE****ENVIRONMENTAL HEALTH AND SAFETY**

The importance of Environmental Health and Safety Day at Assetz projects can be validated by the following initiatives:

**THE 48TH NATIONAL SAFETY DAY/ WEEK CAMPAIGN 2019  
-ASSETZ 63° EAST**

The National Safety Day Campaign is celebrated in India on 4th March of every year (organized by the National Safety Council of India) and to commemorate this day we had decided to further enhance the safety awareness amongst our fellow team members. Various safety training programmes were conducted for our team at the project site. The other initiatives of this one-week program were:

- Safety training for the staff and labourers.
- Health check-up for all the workers.
- Safety promotional activities.

The campaign was aimed at creating an awareness among the contractors to perform their activities safely without meeting with any accidents throughout the year. The ceremony began with the safety flag hoisting by Assetz, Simplex and Synergy. The safety oath was administered by the EHS representative. The safety committee presented the initiatives and objectives that were aimed to create and strengthen EHS culture at the workplace and integrate the same into the work culture.



MOTIVATIONAL AWARDS - FOR WORK FORCE

**AWARDS AND RECOGNITION FROM GOVERNMENT OF KARNATAKA**

Department of Factories, Boilers, and Industrial Safety & Health, Karnataka, on the occasion of the 48th National Safety Day, had recommended awarding various companies for the safe practices they follow. In view of the same, Assetz 63° East had been recognised and awarded 1st place in the construction industry category in recognition for "outstanding performance in Best Safe Practices during the year 2018", by Government of Karnataka, State Safety Institute.

- The main aim and objective of this event was to protect the interest of the workmen, to ensure basic amenities were provided, to prevent accidents and occupational diseases that are likely to occur during the course of employment, and to ensure they have a conducive work place.
- To promote and enhance the implementation of safety at the construction site.



**HEALTH CARE INITIATIVES - CANCER SCREENING CAMP - WORLD CANCER DAY**

As part of our labour healthcare initiatives, Assetz – 63° East conducted a health check-up and ran an awareness campaign on the 23rd of February 2019, on the eve of World Cancer Day. This programme was organised in collaboration with Primary Health Centre, Kodathi.

During the campaign, about 225 labourers in the age group of 25 to 35 were screened. The campaign consisted of a lecture that spoke about trying to abstain from tobacco and other such harmful products. All patients suffering from lesions were referred to Bowring hospital for a biopsy and further treatment.

Dr. Raghunath highlighted the need of the hour- Raising awareness of oral cancer. The program pointed out that Oral cancer could be cured completely with early diagnosis and prompt treatment.



**SPECIALISED TRAINING PROGRAM - FIRST AID AT 63° EAST**

As part of our safety week campaign, we had conducted a specialised training program for the entire staff on the importance of first aid and some basic ways to address emergencies.



**DEMONSTRATING AND TRAINING TO 'WORK AT HEIGHT'**

This training programme was conducted to help participants understand:

- What 'work at height' means.
- What they must do as a workforce.
- How to carry out 'work at height' safely.
- What kind of accessories and protective equipment should be used when working at height.



**INTERNAL ACTIVITY**

**EMPLOYEE ENGAGEMENT**

**WOMEN'S DAY CELEBRATION**

All the women of Assetz were welcomed to the office with roses and Akshay addressed all the women by delivering a powerful message on said occasion. The celebration ended with all the women coming together for lunch at BBQ'd, UB City.



**HEALTH CAMP**

As a part of our wellness initiative, Marsh conducted a health camp at our office on 25th January 2019. It was a Lifestyle disease screening camp conducted by BGS hospital.

The following activities were part of the camp:

- Examination: BMI, blood pressure and random blood sugar.
- Consultation with doctor/physician.

**BIRTHDAY CELEBRATIONS**





DEPARTMENT HEADS' COLLABORATION EVENT

A detailed discussion of department mission, strategy and measures for the FY 2019 - 2020 was presented by each of the department/functional heads on 27th March 2019. As part of the employee engagement initiative, collaborative team building sessions were organized for all the department and functional heads at Area 83 on 28th March 2019. It was a fun filled day with interesting team building activities to help department heads work together as a team.



LIVE IT UP WITH MARIAM BEGG

On the 2nd of February, we conducted a nutrition workshop hosted by Mariam Begg which also included a yoga session by Arwa Hussain. The main purpose of the workshop was to educate the audience on how to lead a healthy lifestyle. The workshop also had a variety of organic food stalls and a demonstration of healthy cooking recipes. All in all, the event was a success.



CRICKET EVENT

On the 24th of February we hosted a live screening of the India vs Australia 1st T20I match at the Lumos amphitheatre for a crowd of 70 residents. Furthermore, we had arranged for food trucks that definitely helped with the stress-eating.



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.

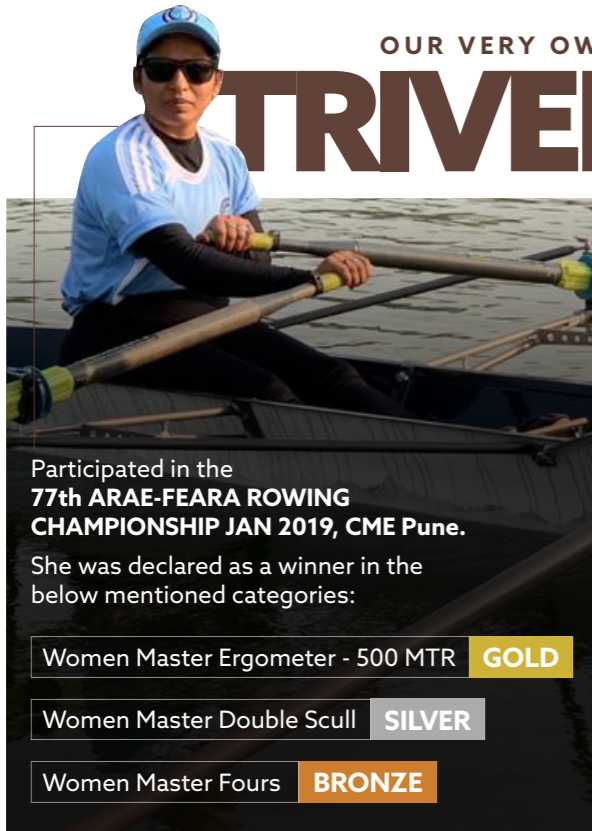
We appreciate all the help!



PERSONAL RECORDS BROKEN

OUR VERY OWN

# TRIVENI YADAV



Participated in the 77th ARAE-FEARA ROWING CHAMPIONSHIP JAN 2019, CME Pune. She was declared as a winner in the below mentioned categories:

Women Master Ergometer - 500 MTR **GOLD**

Women Master Double Scull **SILVER**

Women Master Fours **BRONZE**



MARKETING

Marketing has and always will be a medium through which a brand's identity is best recognised. This quarter, the marketing team has yet again achieved great heights through various channels such as digital, print, etc. In total, we have received 10,774 enquiries this quarter through marketing alone.

EXPOS

SBI HOME LOAN UTSAV



TIMES



MIRCHI HAPPY HOMES



CREDAI EXPO



## EMAILERS

**Assetz**

**BUILT AROUND THE CORE OF CONNECTIONS.**

2.54 CR ONWARDS

**EARTH & ESSENCE**

Off Sarjapur Road, Bengaluru

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**HERE, I KNOW**

**WE HEARD YOU.**

**NOW INTRODUCING 3 BHK HOMES!**

STARTING AT 95 L

**STUDIO, 1, 2 & 3 BHK UBER-MODERN APARTMENTS**

BEHIND MANTATA TECH PARK

**YOU ARE NOT ONLY INVESTING FOR THE NOW BUT ALSO FOR A BETTER FUTURE.**

**marq 2.0**

Whitefield-Hobart Road (Opp. MRF Hub)

3 & 4 BHK ultra-modern apartments Starting at ₹95 Lakh

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**ASSETZ**

**DID YOU KNOW?**

The Whitefield-Hobart area is expected to see gradual price appreciation in the coming years.

Factors influencing price appreciation:

- Development of IT parks
- Demand for housing
- Clear proximity to social infrastructure
- Close to the proposed metro

**YOU ARE NOT ONLY INVESTING FOR THE NOW BUT ALSO FOR A BETTER FUTURE.**

**marq 2.0**

Whitefield-Hobart Road (Opp. MRF Hub)

3 & 4 BHK ultra-modern apartments Starting at ₹95 Lakh

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**38 E BANYAN**

**Assetz**

**An Architectural Masterpiece.**

Off Old Madhav Road

3.5 Crore onwards

**3 & 4 BHK luxury homes**

Close to the heart of Indira Nagar, lies a green pocket with a 150-year-old banyan tree which will soon be surrounded by a stunning architecture designed to come perfectly aligned to nature. There will be 26 spacious and airy apartments, a reading nook that spills into green spaces outside, an infinity pool, an amphitheatre on the terrace, and more. Making sure that, for you, there's nothing average about the average day.

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**Assetz**

**63 EAST**

THE PERFECT OPPORTUNITY TO BUY A PERFECT HOME.

**NEVER BEFORE - UNMATCHED OFFERS FOR A LIMITED PERIOD ONLY!**

**GET 500M OF GOLD\***

BOOK A DEMO HOME ON 080 4611 4606 TO GET 500M OF GOLD.

**REGISTRATION FREE HOMES\***

YOUR FUTURE HOME, WE START THE COST OF REGISTRATION AND COST OF TITLE.

**RENTAL FREE HOMES\***

FOR TWO YEARS FROM REGISTRATION, WE ARE PROVIDING AN ANNUAL RENTAL.

**38 LAKH**

1 BHK OFF SARJAPUR ROAD

25+ AMENITIES

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**Assetz**

**38 E BANYAN**

Greetings from Assetz! Thank you for enquiring about 38 & Banyan.

**IN ART WE LIVE.**

C.V. RAMAN NAGAR

**3 & 4 BHK | 3.5 CR ONWARDS**

**HIGHLIGHTS**

- Residential green pocket in the city
- Exclusive community
- Built around a 150-year old banyan tree
- Home architecture
- 13 amenities for 38 units
- A reading nook that spills into green spaces outside
- Kohler (or equivalent) CP sanitary fixtures & fittings
- 2 units per floor
- Carpet area efficiency of 74%
- European make engineered wooden doors

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**LEAVES & LIVES**

**Assetz**

Republic Day is over, but the celebrations remain. THE CLOCK IS TICKING. BUY YOUR DREAM HOME WITH OUR EXCLUSIVE OFFER AND GET A MARUTI SUZUKI CIAZ HYBRID. 30 years of rich heritage and culture, we could not limit the spirit of it to one day.

**ASSETZ MEGA REPUBLIC DAY OFFERS**

3 DAYS LEFT

**THE LOCATION IS ALWAYS AN ADVANTAGE.**

3 & 4 BHK | 2.28 CR ONWARDS

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**Assetz**

**LEAVES & LIVES**

**BEST OF BOTH WORLDS**

EXPERIENCE BEING CLOSER TO NATURE AND THE CITY.

3 & 4 BHK | 2.28 CR ONWARDS

Off Sarjapur Road

**How, you ask?**

BY PROVIDING PROXIMITY TO ALL YOUR NEEDS.

SAKRA WORLD HOSPITAL  
BIG BAZAAR GROCERY STORE  
BYO BREWERY RESTAURANT  
PRAJAY PUBLIC SCHOOL  
WIPRO CAMPUS

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**63 EAST**

**Assetz**

63 East is a 28-storey diversified sustainable township with apartments in all new houses, located in rapidly growing high demand area of the city. These houses are surrounded by the goodness of nature and designed to make your present convenient, while helping you for the future.

**SPECIAL OFFERS\* AVAILABLE FOR 1 BHK**

Off Sarjapur Road

1, 2 & 3 BHK

42 LAKH ONWARDS

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**Assetz**

**EARTH & ESSENCE**

**BEST OF BOTH WORLDS**

EXPERIENCE BEING CLOSER TO NATURE AND THE CITY.

3, 4 & 5 BHK

Off Old Madhav Road

2.6 CR ONWARDS

**How, you ask?**

BY PROVIDING PROXIMITY TO ALL YOUR NEEDS.

NOV SERVICE ROAD - 4 KM  
REVA UNIVERSITY - 5 KM  
ADYAR ANANDA BHAVAN - 3 KM  
RELIANCE FRESH - 8 KM  
CYTACARE - 9 KM

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**Assetz**

**EARTH & ESSENCE**

Greetings from Assetz! Thank for enquiring about Earth & Essence.

**HOMES AND LIFESTYLES CONNECTED TO NATURE.**

Off Bangalore Intl. Airport Road

3, 4 & 5 BHK | 2.6 CR ONWARDS

**HIGHLIGHTS**

- 75 Lushy tree Plots
- 15-acre Earth Club
- Internal courtyards for natural cooling
- Gardens, backyards & other green spaces
- Skights for brighter living
- Large windows for more natural ventilation
- European make engineered wooden doors
- Kohler (or equivalent) CP sanitary fixtures & fittings

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**Assetz**

**ASSETZ MEGA REPUBLIC DAY OFFERS**

MARCH TOWARDS YOUR DREAM HOME TODAY!

Now right to know and when from the right office. This offer is available only for your dream home and grab your discount offer.

**WORTH ₹7,00,000 - ₹10,00,000**

AMAZON VOUCHERS  
BATA VOUCHERS  
RELIANCE/FURNITURE VOUCHERS

**3 & 4 BHK | 3.5 CR ONWARDS**

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## EMAILERS (Community Circle)

**COMMUNITY CIRCLE**

Intricately curated collection of furniture and décor for your home.  
#tastefulhomefurnishings&accessories

**Magari**

REWARDS **25% OFF**

SEND YOUR ENQUIRIES TO AVAIL THIS OFFER  
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**What is the Community Circle?**  
An exclusive programme created for the customers of Assetz. This gives you the opportunity to be part of a rewards programme that entitles you to local area & city-wide perks and benefits.

Refer and Earn\* 2% of the apartment value.

communitycircle@assetzproperty.com 080 4611 4677

**COMMUNITY CIRCLE**

## You're In!

Here are the perks of being a member of the Assetz Community Circle

- EXPERIENCE PRIORITY**  
- On offers and events  
- Get invited to special previews of our latest launches  
- Be a part of the rewards program
- REWARDS**  
- Get offers and deals from brands in the neighbourhood
- REFER & EARN**  
- Get 2% on the home value

**What is the Community Circle?**  
An exclusive programme created for the customers of Assetz. This program gives you the opportunity to be part of a rewards program that entitles you to local area & city-wide perks and benefits.

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## DIGITAL MEDIA

**Assetz**

soul & soil

3 & 4 BHK Row Houses

₹1.93 Cr. Onwards\*

PAY JUST 1%\* TO BOOK YOUR DREAM HOME

REERA REGISTRATION NO. PRM/KA/REERA/133/2018/PT/0001/0001/0001

\*T&C Apply

**Assetz**

marq 2.0

FLEXI DOWN PAYMENT SCHEME

PAY 1% TODAY & 19% LATER

Ultra-modern 3 & 4 BHK ₹ 88 Lakhs onwards\*

Whitefield-Hoskote Road  
Opposite MK Retail

**Assetz**

EARTH & ESSENCE

3, 4 & 5 BHK Luxury Row Houses

₹2.37 Cr. Onwards\*

PAY JUST 1%\* TO BOOK YOUR DREAM HOME

REERA REGISTRATION NO. PRM/KA/REERA/133/2018/PT/0001/0001/0001

\*T&C Apply

**Assetz**

LEAVES & LIVES

3 & 4 BHK Luxury Row Houses

₹2.29 Cr. Onwards\*

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Mr. Hanish Kumar Shetty

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Each Assetz home is crafted keeping design and innovation in mind. The result is tasteful, smart homes that exude luxurious living and new lifestyles.




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SOUL & SOIL ROW HOUSES

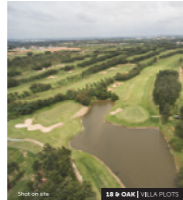
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Note: Pick up and drop available for site visit. T&C Apply





Front Elevation  
Shot on site

RERA NO : PRM/KA/RERA/1251/446/PR/180516/001716

## soul & soil

Return to happiness

Off Hennur Road

Soul & Soil is a community of luxury row houses set in 7 acres with private and social spaces for a perfect neighbourhood feel. Here, homes are designed to give you the little joys of nature and a life that is quietly rich.

BUY A HOME NOW AND GET

# ₹ 5 LAKH

WORTH OF FURNITURE ON POSSESSION\*

\* Voucher will be issued after registration and possession of unit subject to applicable withholding taxes. Valid from January 1, 2019 to February 28, 2019.

3 & 4 BHK ROW HOUSES

## 2 CR onwards

MODEL ROW HOUSE READY FOR VIEWING

- HIGHER FLOOR SPACE EFFICIENCY
- BEST IN CLASS SPECIFICATIONS
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Living  
Shot on site

Call for more details on the available offers


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Explore a return to goodness in a space that offers an organic, close-to-nature way of living.




SUSTAINABLE HOMES WITH NATURAL LIGHT & WIND PLANNING.




LARGE WINDOWS FOR MORE LUX & VENTILATION.



SKYLIGHTS FOR BRIGHTER LIVING.



GARDENS, BACKYARDS & OTHER GREEN SPACES.



COMPACT INTERNAL COURTYARDS FOR NATURAL COOLING.

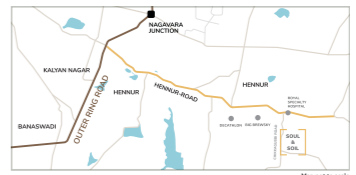
Soul & Soil offers a variety of amenities that are all created to enhance the core philosophy of the space — return to happiness.

- Half basketball court
- Beach volleyball court
- Indoor badminton court
- Aerobics & yoga (with pebble court)
- Community table & pantry facility
- Rooftop swimming pool & toddlers pool
- Gymnasium
- Party lawn and more...

We give you the options, choose your most suited offer — Pay only 2 Lakh (1%) to book a home

**Location**



Soul & Soil is located in North Bangalore (off Hennur Road), a neighbourhood that is well-planned, fast-growing, and a prime investment area.



Map not to scale

Call for more details on the available offers

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Note: Only one offer will be applicable per booking. Terms & Conditions Apply

## PR ACTIVITY

We didn't just stop with our vigorous marketing plan. We had to make sure Assetz was known and known well to everyone. With a range of PR activities across digital and mainline, we sure did make heads turn.



### Ananddeep K Chadha

Chief Financial Controller | Assetz Property Group

The real estate industry has been experiencing a slowdown across all segments, with problems of high input costs, low liquidity and high inventory plaguing the sector. Given that the real estate sector is a significant contributor to India's GDP, assistance from the Government in terms of giving this sector industry status and incentivising the home loan seekers better would strengthen the sector, and in turn the overall economy of the country. The government also needs to review the GST rates across the inputs used for construction to enable passing benefits to the end customers. We are hopeful that the Government will address these issues in the forthcoming interim budget.

**Read more:** <https://www.infrabuddy.com/budget-expectations-2019-from-infrastructure-sectors/>



### Sunil Pareek

Chief Investment Officer | Assetz Property Group

To draw a parallel, funding scenario is expected to be somewhat like the organized warehousing/commercial sectors today. After the much-expected shake-out and consolidation in the next few years, sovereign/pension funds/Large FIs are expected to align to form residential platforms (like in commercial/warehousing) with key developers. Domestic and foreign PE funds would increase equity exposure to projects at greenfield level. NBFCs/Banks are expected to increase exposure to refinancing the equity deals to release funds back to the equity players for reinvestment/distributions.

**Read more:** <https://www.infrabuddy.com/institutional-flow-of-funds-to-indian-real-estate-by-sunil-pareek/>

## MARQ 2.0 COVERAGE

## ಅಸೆಟ್ ಪ್ರಾಪರ್ಟಿಯಿಂದ 2ನೇ ಹಂತದ ಟೌನ್ ಶಿಪ್

ಬೆಂಗಳೂರು, ಫೆ.14- ನಗರದ ಅಸೆಟ್ ಪ್ರಾಪರ್ಟಿ ಗ್ರೂಪ್‌ನಿಂದ ವೈಟ್ ಫೀಲ್ಡ್‌ನಲ್ಲಿ ಸುಮಾರು 22ಎಕರೆ ಪ್ರದೇಶದಲ್ಲಿ 2ನೇ ಹಂತದ ಟೌನ್ ಶಿಪ್ ನಿರ್ಮಾಣಕ್ಕೆ ಚಾಲನೆ ನೀಡಲಾಗಿದೆ.

ಪತ್ರಿಕಾಗೋಷ್ಠಿಯಲ್ಲಿ ಮಾತನಾಡಿದ ಕಂಪನಿಯ ಸಿಇಒ ಅಕ್ಷಯ ದೇವಾನಿ ನಮ್ಮ ಸಂಸ್ಥೆಯಿಂದ ಪ್ರಮುಖ ಯೋಜನೆ ಇದಾಗಿದ್ದು ಮಾರ್ಕ್-2 ಎಂಬ ಈ ಟೌನ್ ಶಿಪ್‌ನಲ್ಲಿ 3ಮತ್ತು ನಾಲ್ಕು ಬಿಎಚ್‌ಕೆ ಆತ್ಮಾಧುನಿಕ ವಸತಿಮುಖ್ಯವಾಗಿ ನಿರ್ಮಿಸಲಾಗುತ್ತಿದ್ದು ಅರಂಭಿಕ 88ಲಕ್ಷ ರೂ. ಮೇಲ್ಪಟ್ಟ ದರವನ್ನು ನಿಗದಿಪಡಿಸಲಾಗಿದ್ದು ಇಲ್ಲಿ ಹಸಿರು ಪಾತಾಕವರಣಕ್ಕೆ ಹೆಚ್ಚು ಒತ್ತು ನೀಡುವ ಜೊತೆಗೆ ವ್ಯಾಯಾಮಶಾಲೆ ಆಧುನಿಕ ಸೌಲಭ್ಯಗಳು ಕೂಡ ಸಿಗಲಿದೆ ಎಂದು ತಿಳಿಸಿದರು.



Bengaluru based Assetz Property Group has launched the second phase of its flagship project, Marq a 22-acre integrated township. Marq 2.0 is located in the fastest growing locale, Whitefield-Hoskote Road and comprises 3 & 4 BHK ultra-modern apartments starting at 88 Lakh. Located in the better part of Whitefield it is in close proximity to the best IT parks, retail centres, restaurants, hospitals, and is 3 km away from the proposed Metro.

**Read more:**

<https://corporatenewsforu.wordpress.com/2019/02/13/assetz-property-group-launches-marq-2-0-the-second-phase-of-a-22-acre-township-in-whitefield/>





Click to watch: [http://www.bangalorenewsnetwork.com/m/video\\_detail.php?f\\_news\\_id=558](http://www.bangalorenewsnetwork.com/m/video_detail.php?f_news_id=558)

## LOGOS INDIA COVERAGE

## ₹700-CR DEAL LARGEST WAREHOUSING ASSET TRANSACTION

## LOGOS India Buys Warehousing Assets from Casagrand

Sobia.Khan@timesgroup.com

**Bengaluru:** In the largest warehousing asset transaction so far, LOGOS India, a joint venture platform with Assetz Property, has bought 2.2 million sq ft of warehousing assets in Chennai from Casagrand Distripark (CGD) in a deal valued at ₹700 crore.

The deal is the first investment in the space by LOGOS India, a ware-

housing and logistics investment platform. The transaction includes two fully-leased warehousing assets in Chennai—Sriperumbudur and Mahindra World City.

"This is a strategic acquisition for LOGOS. The parks are very well located with access to one of the country's largest ports, meaning they can efficiently service the high-volume consumption markets of the greater Chennai region and the industrial corri-

dors of Southern India," said Mehul Shah, CEO, LOGOS India.

Aventus Capital was the exclusive financial advisor to Casagrand Distripark on the transaction.

"We are witnessing interest from global investors in the Indian warehousing space in recent times with major players partnering with developers to create large platforms," Prateek Jhavar, director and head, Infrastructure & real assets at Aventus Capital, said.

CGD operates multi-product warehousing and industrial parks. The firm plans to develop multiple high-grade logistics and warehousing parks across Bengaluru, Coimbatore and Hyderabad. "This event hails our journey through the complete infrastructure lifecycle of land—acquisition, development, leasing and the final step of exiting to a marquee," said Motiram Prasad, MD, Casagrand Distripark.

## ₹700 CR DEAL SEALED FOR SALE OF 2 LOGISTICS PARKS IN CITY

EXPRESS NEWS SERVICE  
@Chennai

CASA Grande Distripark, the warehousing and industrial logistics park development arm of Casagrand Builder Pvt Ltd, has entered into agreements to sell two logistics parks in Chennai to the Asia Pacific logistics property specialist, Logos, for ₹700 crore.

The two warehousing assets — Mappedu Logistics Park and Mahindra World City — are spread over 85 acres. Logos India is an India logistics joint venture (JV) between Macquarie-backed Asia-Pacific-focused Logos Property Group and Singapore's Assetz Property Group.

The parks are very well located with access to one of the

country's largest ports, and can efficiently serve the high-volume consumption markets of the greater Chennai region and the industrial corridors of Southern India. Aventus Capital was the exclusive financial advisor to Casa Grande Distripark on the transaction.

This comes in the wake of a report by property consultant CBRE which has highlighted

that Chennai is witnessing robust leasing activity during the second half of 2018. According to CBRE, the city witnessed interest from prominent developers such as Indospace, Ascendas-Singbridge and e-Shang Redwood, to acquire land parcels (mainly in North and West Chennai) and set up logistics parks.

CGD builds and operates

multi-product warehousing and industrial parks with capabilities to provide value added services (facility management, inventory management, materials management etc) on-demand. The firm provides flexibility to its clients by combining the benefits of both, built-to-suit and ready-made models. Currently, their client base includes marquee names

across auto-components, energy, cold chain logistics and other sectors.

Logos's Indian business is a partnership between Logos and Assetz Property Group. The property has been acquired within Logos's India Logistics Venture, which has commitments from Canadian investors Ivanhoe Cambridge and QuadReal Property Group.

INDIAN EXPRESS  
Tue, 26 February 2019  
epaper.newindianexpress.com/c/37082575



## Logos India buys two city logistics parks for ₹700cr

TIMES NEWS NETWORK

**Bengaluru:** Logos India, a logistics platform set up by property developer Assetz and real-estate company Logos Group, has bought two logistics parks in Chennai from Casagrand Group for ₹700 crore. This is the company's first acquisition following the launch of its Indian business two years ago.

The parks — Mappedu Logistics Park and Mahindra World City — are in the industrial corridors of Chennai and sit on 2.2-million-sqft spread over 85 acres.

"Given Chennai's prominence as a leading industrial hub, with access to one of the country's largest ports, the parks are able to efficiently service the high-volume con-



**The parks — Mappedu Logistics Park and Mahindra World City — are in the industrial corridors of Chennai and sit on 2.2-million-sqft spread over 85 acres**

sumption markets of the greater Chennai region and the industrial corridors of southern India," Logos India chief executive Mehul Shah said. Logos India has raised about \$800 million from Ivanhoe Cambridge and Canada's QuadReal Property Group to expand into Asia in 2017 as it looks to build and manage specialised logistics and industrial parks across Mumbai, Pune, Chennai, NCR, Bengaluru, Hyderabad and Ahmedabad.

Based in Sydney, Logos

has operations across Australia, China, Singapore and Indonesia. Its major investors include Australian bank Macquarie and Ivanhoe Cambridge, a real estate unit of CDPQ, Canada's second-largest pension fund.

Demand for Grade-A warehousing has been on the rise in India for some years now. Overall, the space take-up in the logistics and warehousing sector rose 40% to cross 24 million sqft last year, showed data from real-estate consultancy firm, CBRE.

## JOINING OUR FOLD

IT GIVES US IMMENSE PLEASURE TO WELCOME THE FOLLOWING PEOPLE WHO HAVE JOINED ASSETZ GROUP IN JANUARY '19 - MARCH '19

**Prasad Nalagatla****MANAGER — SALES**

Prasad Nalagatla comes with over 10 Years of experience in the field of Sales. He holds an MBA in Marketing from IIPM. Prior to joining us, he was associated with Gina Developers Private Limited as Manager - Sales.

**Subhalekha Karthikeyan****MANAGER – PRODUCT/ DESIGN**

Subhalekha comes with over 8 Years of experience in the field of Design. She holds a Bachelor's degree in Architecture from Thiagarajar College of Engineering, Madurai. Prior to joining us, she was associated with Creo Concepts Architects as Associate - Architect.

**Sonali Sridhar****EXECUTIVE — MARKETING**

Sonali comes with over 6 months of experience in the field of Marketing. She holds a Bachelor's degree in Business Administration from Jain University. Prior to joining us, she was associated with Mad About Digital as Digital Account Manager.

**Deepa V****EXECUTIVE – EMT**

Deepa comes with over 2 years of experience in the field of Pre-sales. She's completed her Bachelor's degree in Arts from Bangalore University. Prior to joining us, she was associated with Sumadhura Infracon as Lead Management Coordinator.

**Sanjay Kumar Jha****SENIOR EXECUTIVE – SALES**

Sanjay comes with over 4 years of experience in the field of Sales & Marketing. He holds a Post Graduate Diploma in Marketing & HR from MS Ramaiah Institute of Management. Prior to joining us, he was associated with HousingMan as a Marketing Associate.

**Puneeth BS****EXECUTIVE – GUEST RELATIONS**

Puneeth comes with over 5 years of experience in the field of FOE & Accounts. He holds a Diploma in MTT from Impact Polytechnic. Prior to joining us, he was associated with Govt of Karnataka -Handloom & Textiles as Second Division Assistant.

**Nikhilkumar Lagali****EXECUTIVE – GUEST RELATIONS**

Nikhilkumar comes with over 2 years of experience in the field of Guest Relations. He holds a Bachelor's degree in Business Administration from Bundelkhand University, Jhansi. Prior to joining us, he was associated with Big Pitcher as GRE.

**Karthik Kallianpura****DGM – SALES**

Karthik comes with over 11 years of experience in the field of Sales. He holds an MBA in Finance from Sri Poorna Prajna College, Udupi. Prior to joining us, he was associated with Anarock as AVP Sales.

**JOINING OUR FOLD**

IT GIVES US IMMENSE PLEASURE TO WELCOME THE FOLLOWING PEOPLE WHO HAVE JOINED ASSETZ GROUP IN JANUARY '19 - MARCH'19



**Devara Sunki Reddy**

**SENIOR EXECUTIVE – ACCOUNTS**

Sunki comes with over 8 years of experience in the field of Accounts & Finance. He holds an MBA in Finance from SK University. Prior to joining us, he was associated with Chaithanya Pojects as Executive – Accounts & Finance.



**Anup Kumar Singh**

**ASSISTANT MANAGER – SALES**

Anup comes with over 4.5 years of experience in the field of Sales. He holds a Bachelor's degree in Technology from Amity University. Prior to joining us, he was associated with Liveup Solutions as Manager Sales.



**Vikas Jonson**

**ASSISTANT MANAGER – ACCOUNTS**

Vikas comes with over 10 years of experience in the field of Accounts & Finance. He holds a Bachelor's degree in Commerce from Kanpur University. Prior to joining us, he was associated with RBD Shelters as Assistant Manager – Accounts



**Hemavathy N**

**SENIOR EXECUTIVE – FACILITIES (ACCOUNTS)**

Hemavathy comes with over 14 years of experience in the field of Accounts. She holds a Bachelor's degree in Commerce from CV Raman University. Prior to joining us, she was associated with Prestige Properties as Admin Associate.