

# Impressions

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Quarterly newsletter

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## An alignment of high values TATA HOUSING TIES UP WITH RAHEJA DEVELOPERS FOR RESIDENTIAL PROJECT

We are proud to inform that Raheja Developers has joined hands with TATA Housing to develop the extremely up market residential project "Raisina Residency" on Golf Course Road Extension in Sec-59, Gurgaon. We look at it as alignment of high values with one of the world's most trusted and respected brands since over a century.

TATA has been the most respected brand in every walk of life as you can find its presence in hotels, steel, finance,

automobiles, IT and telecommunication and even in your cup of tea. Tata group is extremely sensitive to its brand and values which they have developed and earned over more than a century and it was this alignment of values which has played a vital role in this joint development. This JD will not only benefit both of the parties but will also create value addition to the prospective customers and NCR market as well. This will be a win-win situation for both the customers and us.

TATA's who were looking for a reliable, supporting and experienced partner in Northern India who is committed to achieve the same ethical standards and values for its customers. Notwithstanding the fact that wherever the TATAs have entered they have not remained part of the crowd rather have always become the leaders of that particular segment of the market. We, at Raheja Developers look at it as a long term vision and together a force to reckon within the Indian Real Estate market and to be the number one in this field.

## UPDATES ON SEZ

Readers will be glad to learn that our formally approved 257 Acres sector specific Engineering sector SEZ at Gurgaon has been viewed favourably for notification by the Haryana State Government in its review meeting on 13th November 2007. The Central Government has since been provided with all the required documents necessary as a part of their notification exercise. Meanwhile, Raheja Haryana SEZ Developers Private

Limited, the developer company of this SEZ has tied up more contiguous land in an effort to obtain further approval from Central and State Governments for land parcels of 250 acres in terms of Government of India's policy in this behalf. Investors and well reputed business houses from across the globe have expressed keen interest in associating themselves as co-developers and Investors in the SEZ. Our negotiations are

on with both Indian engineering manufacturing as well as overseas engineering companies interested in off-shoring global production. We are also glad to inform that our company has been approached by reputed International construction companies to associate for construction activities in the SEZ. In the coming months you are likely to see a new city emerging in extension of Gurgaon which will be a showcase of the new emerging India.



## यदा सत्त्वे प्रवृद्धे तु प्रलयं याति देह भृत । तदोत्तमविदो लोकनिमलान् प्रति पद्यते ॥



**Smt. Krishna Raheja**

whose principles and ideals distinguished her from those around her. Her ethics, values, words of wisdom will always encourage, inspire and guide us to tread the right path.

Shrimati. Krishna Raheja was born in "Kamalia" district Lalpur on July 9, 1927. Having completed her studies of Ratnaprabhakar (graduation) in Pakistan during partition, the family transmigrated to Delhi. She got married in 1948 in Delhi to Late Shri

When one dies in the needs of goodness, he/she attains to the pure highest planets of the great sages.

With profound grief and sorrow we inform the sad demise of Smt. Krishna Raheja, mother of Mr. Navin. M. Raheja on November 3, 2007, Navmi day as per Hindu tithi. She was a saint, a true "Karamgini" who loved all irrespective of status or religion. She was an exceptional human being

Maheshwarnath Raheja. My father was well educated but left us early in 1976 while I was still studying making my mother responsible to bring all of us up alone. Apart from being a dedicated mother she was a great guiding force and kept a strong discipline to make her children get best of education and basics in life. It was her preachings that all of us today are extremely respectable and recognized citizens of the society. Apart from her duties as a great mother, she was also involved with social activities which included like being the Vice-President and then the President of ARYA MAHILA PRATINIDHI SABHA. Having good knowledge and command over Vedas, she used to enjoy the coronation of VED VIDHUSHI YAGYA BRHAMA. Apart from this she was also involved in Gurukuls for boys and girls where poor children were given education based upon Indian Hindu religion and rituals. When she died she had lot of incompleting tasks like opening free schools and dispensaries for poor, serving the needy, the mission which we now have to carry forward. I pray the almighty to strengthen us enough to carry her incompleting mission forward.

## Words of the Managing Director



**A MEMOIR OF MY PARENTS LIFE IN MINE**

**Navin. M. Raheja**  
Managing Director

I, Navin. M. Raheja best known for developing homes and conservation of forests and wild life, have till now only drawn on my wide experience in real estate, my accomplishments and projects done by me. But this time I would like to share my feelings on the territory of love and separation that defines Mother and Son, the border between life and death, the precariously emotional place in which we are left after the death of a parent. I cannot refute or overlook the very truth that my existences, achievements, successes today are only because of my parents and their preaching. Since we share our delight and grief, pain and agony, distress and misery with whom who we feel are close to our hearts and will understand the sentiments, thus, I would also like to share the same with all of you.

"Inside a mother, each of us begins a dream," Actually, two: a mother's dream for her child, and the dream that will become a

person. My mother was a real saint who had loved her family with tyrannical passion. Only as she was losing her battle due to age and cancer, could her son begin to take the essential first step towards becoming a man, there by fulfilling both of their dreams.

**My mother got admitted in the hospital on August 7, 2007. Before going to the operation theatre, she gave her last message which was recorded and is reproduced below exactly in the manner she delivered.**

" मैं बहुत थक गई हूँ। अब शक्ति नहीं रही, शायद जाने का समय निकट आ गया है। मेरे जाने के पश्चात् कोई नहीं कहेगा कि मम्मी चली गई। मैं चोला बदल रही हूँ। अपने घर जाना चाहती हूँ। हमारा असली घर वह है जहाँ से हम आए हैं। यह संसार किसी का नहीं है, हम सब यहाँ पर यात्री हैं, इस सुन्दर बगीचे की सैर करने आए हैं। कर्म करने में स्वतंत्र हैं लेकिन फल भोगने में परतंत्र हैं। जब हम थक जाते हैं तो कहते हैं कि भइया ! हम तो अपने घर पर ही अच्छे हैं। "जो सुख छज्जू दे चौबारे ओ न देवे न द्वारे"। जो भगवान के घर का मजा है वो इस संसार का नहीं है जैसे यात्रा करने के बाद घर लौट जाने का मजा आता है। ठीक वैसा ही मजा संसार छोड़कर भगवान से मिलने में आता है। बड़ी खुशी होती है। पदयात्रा करके तो सामान वापिस घर ले जाते हैं लेकिन संसार की यात्रा के बाद धन तो साथ जाता नहीं, केवल कर्मों का सामान ही साथ जाता है। इस संसार में रहते हुए संभल-संभल कर पग धरना होता है। बुद्धि, विवेक व शक्ति के द्वारा इस नीचे बगीचे के फलों का रस भँवरे की तरह चूसना होता है ताकि मिठास इस जीवन को कुन्दन बना दें। इसलिए पढ़ना है, खूब ऊँचा उठना है, दुनिया की सैर करनी है,

ब्याह-शादी का मजा लेना है, बूढ़े होना है, माता-पिता का और अपना नाम रोशन करना है। इस दुनिया में अगर कुछ कमा सकते हैं तो वो है नाम-धन। दुनिया के सुखों को सदैव त्याग भाव से भोगना ताकि जाने के समय खुश होकर कह सकें कि यात्रा अच्छी थी, सफल रही, अब समाप्त होने का समय आ गया है। यज्ञ का उदाहरण सदा याद रखना है। वह कुछ भी अपने पास नहीं रखती, केवल फेलाव देती है। हमें भी यज्ञ की अग्नि की तरह सदा ऊँचा उठना है और सुगन्धि फैलानी है। न केवल अपना भला करना है बल्कि परिवार और समाज के लिए भी सोचना है।

आप मूर्तियां खरीदते हो, सोचते हो कि ये मूर्ति में भगवान है। भगवान को तो किसी ने देखा नहीं आज तक। मूर्ति में दिखते ये जो देव है ये हमारे गुरु भी हैं। ये हमारी ही तरह पैदा हुए थे, इनके भी माता-पिता थे। ये आज भी अमर हैं क्योंकि इनके कर्म हम सबको प्रेरणा देते हैं।

मैं अपने बच्चों को बहुत-बहुत आशीर्वाद देती हूँ जिन्होंने मुझे भरपूर स्नेह दिया व मुझे हर प्रकार के सुख के साधन उपलब्ध कराये। आप पीछे सब खुश रहो, बने रहो, फलते-फूलते रहो, दीर्घायु हो ! यही मेरी हार्दिक अभिलाषा है।

**-कृष्णा रहेजा**

7 अगस्त, 2007

Till this time neither the doctors nor we had the slightest inclination that she would actually leave us.

Since (somewhere in me) it is my mother who has guided my life. I would like that these words of mine be taken as " words of the managing director".

**- Navin. M. Raheja**  
Managing Director

## VEDAANTA, NAVODAYA & ATHARVA Success can not get any sweeter !!

Keeping in line with the vision of the group to provide international quality housing at affordable prices, our company recently launched Vedaanta (on 15 August'07), Navodaya (on 12 October'07) & Atharva (on 6 December'07). All the projects have been huge successes with over 90% sale already registered in Vedaanta, 80% sale registered in Navodaya & 60% sale registered in Atharva, all these achieved in less than a couple of months on each project (till going to press). This, in a market which is supposedly in a slump which speaks volumes of the public's faith in Raheja Developers as a brand & an established player in the real estate market of the country.

Vedaanta (Sector-108, Gurgaon, near Dwarka border) was launched on 15 August'07 at a rate of Rs 2375 per sq ft & is today selling like a hot cake at Rs 2900 per sq ft. The company has always followed a policy of providing quality housing at reasonable rates, but it is the market which decides the price of the project. The demand for apartments in Vedaanta was so huge that stock of 2 BHK apartments finished within one month itself. Soon after, the stock of two types of 3 BHK apartments was exhausted. At the moment there are hardly any apartments left in Vedaanta for the company to sell. The most positive point in Vedaanta sales was that over 90% of the buyers have been actual end-users, given the company's policy of insisting on a 15% PDC dated 2 months after the date of booking, and of not providing more than one apartment to any family. Vedaanta is located close to the Delhi international airport, Dwarka housings & Palam Vihar, which was another huge factor in ensuring excellent sales.

Navodaya (Sector-92, Gurgaon, near IMT Manesar) was launched on 12 October'07 at a rate of Rs 2275 per sq ft & is today selling



smoothly at Rs 2475 per sq ft. Over 80% apartments have already been sold in Navodaya & 1 BHK & 2 BHK apartments have been sold out completely. Being close to IMT Manesar was a huge selling point for this project, which is located on Pataudi Road.

Atharva (Sector-109, Gurgaon) was launched on 6 December'07 at a rate of Rs 2775 per sq ft & the inaugural discount of Rs 100 has already been withdrawn (the rate is now Rs 2875 per sq ft) & further upward revision in prices is round the corner. The demand for apartments in Atharva has been so high that 3 BHK-Type B & C have been sold out completely & Type A is on the verge of being completely sold out. Atharva is an exclusive luxury homes complex, with fully air-conditioned apartments & modular kitchen & has been the fastest selling project out of the three. Thanks to the location (being next to the airport, Dwarka as well as Palam Vihar) as well as the facilities on offer.

Apart from the company's own marketing & customer care team, there was whole hearted support from the dealers in the market which pushed both these projects to dizzy heights. It all goes to prove the emphasis on quality & sticking to timelines' as the philosophy of the company, be it Raheja Ridge Castles (Delhi), Raheja Pine Gardens (Nainital), Raheja Arcade (Gurgaon), Raheja Square (Manesar), and now Raheja Atlantis (Gurgaon).

There are a number of upcoming residential projects of the company in the near future which promise to repeat the success of Vedaanta, Navodaya & Atharva.

Successful completion of all the above projects has laid the foundation of the trust which the public has in our sound brand. Being a real estate developer is not simply about profit-making, one has



to have a broader vision of social welfare in that. A developers prime objective should be of taking care of one of the basic necessities of life. It is noteworthy to also recognize that providing extremely affordable bank finance (as low as 9% p.a) for customers' acted as a huge propeller for sales. The company had successfully roped in as many as eight banks for providing customers' affordable housing finance for both these projects.

There are a number of upcoming residential projects of the company in the near future which promise to repeat the success of Vedaanta, Navodaya & Atharva.

**Housing is basic requirement for everyone. People will buy only when you give them a house which they can afford to pay for with confidence for best of quality. At Raheja's we shall try to continue treading on this mission without a break.**



## Raheja Atlantis : Ready for fitouts

### STATUS:

- Elevators (at par with international standards) already functional.
- LPG Bullet Installation, Internal Piping and Ring Main completed.
- D. G. / L. T. Panel Installation completed.
- Sewage Treatment Plant Installation work is in progress.
- Swimming pool work almost complete.
- Landscaping, Horticulture work are on full swing.
- Road Work 1st Layer W. B. M. & bituminous pre-mix completed.
- Internal / External Painting and Polishing work completed at pre-final stage.
- Internal finishing work about 90% completed.
- External Door/Window Glazing completed.
- Installation and fixing of imported modular kitchen is in full swing. (where applicable)
- Garbage chute installation / fixing is almost complete.
- Occupancy Certificate applied and expecting very soon.
- Ready to Handover for the Interior fit out i.e.



## Raheja Expo-Mall : Structure completed

### Present Status:

- RCC Structural work completed.
- Execution of interior layouts along with interior finishes started.
- Brick Work and Plaster work are in full swing and about to complete.
- Brick work is completed upto 03rd Floor and in progress on the fourth floor.
- Sampling of Stone work, stair case, Railing are in progress.
- White Washing Completed upto 03rd Floor.



## Raheja Mall : On fast track



### Present Status:

- Structure Work in Progress and well within time
- Lower Ground Floor's Structure Work Complete
- Upper Ground Floor's Structure work Complete
- First Floor's Structure work in Progress
- Second Floor's columns in progress
- Brick Work in progress



## Employee of the Quarter

Having joined our organisation over a year back, Naveen's contribution has been immense and noteworthy. Not only has he strengthened the dealer network, but has been instrumental in ensuring that sales picked up momentum in each new project which has been launched recently. Has been a front runner in the marketing department and is poised for even better times in the days ahead.



**Naveen Behal**  
Deputy Manager Marketing

### Raheja Vedaanta Status

- Zoning plan already approved by DTCP Haryana
- Plans submitted, sanctioning of final plan expected shortly
- Environment clearance underway
- Work likely to commence shortly

### Raheja Navodaya Status

- Zoning plan already approved by DTCP Haryana
- Plans submitted, sanctioning of final plan expected shortly
- Environment clearance underway
- Work likely to commence shortly

### Land of plotted colony notified near Gurgaon

Apart from various group housing schemes which are yet to be launched, the company has tied up 135 acres of notified residential land for building a plotted colony. Also, you will get a good news of several new commercial complexes shortly being launched.

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