

Indian Realty

Raheja Developers to construct over 6000 Apartments in Gurgaon in next 3 years

Raheja Developers Pvt. Ltd. having its registered office in New Delhi, India, is one of the fastest growing player in the Realty Sector in India. Mr. Navin Raheja, Managing Director, initiated the process of growth in the area of real estate in India in the year 1989. Today Raheja Developers is one of the pioneers in the Housing and Commercial development sector. The Raheja Group has registered more than 100% growth in last three years in terms of revenue as well as new avenues. Presently, the Company is developing high end Residential and Commercial projects worth USD 200M.

With revenues expected to touch USD

200M in the current financial year, our Company is expected to be among the front runners in the realty sector.

The Year 2006 has been an exciting year for RDPL with the launch of R-Mall on Sohna Road in Gurgaon. At the end of the year, the Mall has been completely sold out and construction is on in full swing. Structural work at Atlantis is now almost complete and finishing has commenced for the C, D, E, F towers. Construction at Expo Trade Tower, Panipat is also under full swing. In addition to this RDPL has acquired several acres of land during the year in old and new sectors as per the new Master Plan. Six new residential projects

are slated to be launched during the year 2007 in Gurgaon/ Manesar areas catering to the construction of approx 6000 apartments. Announcement of these new projects are expected in the first quarter of 2007. In these new projects, RDPL will focus on the requirements and needs of customers and the specifications will be those to meet customer requirements.

Dear associate, we hope that we are able to deliver beyond expectations and will like you to extend your support as you have been doing in the past. We will keep you informed as these new projects get off the ground.

About SEZ

A policy was introduced on 1st April, 2000 for setting up of Special Economic Zones in the country with a view to provide an internationally competitive and hassle free environment for exports. Units may be set up in SEZ for manufacture of goods and rendering of services with full tax exemption including Sales Tax, Excise, Income Tax etc. The units in the Zone have to be a net foreign exchange earner but they shall not be subjected to any pre-determined value addition or minimum export performance requirements. The idea is to generate employment and an internationally competitive business environment, so that India and its people can flourish.

The policy provides for setting up of SEZ's in the public, private, joint sector

or by State Governments. It was also envisaged that some of the existing Export Processing Zones would be converted into Special Economic Zones.

As you are aware, we have been granted 'in principal' approval for the development of a multi-product 5000 acres SEZ and a 327 acres IT/ITES SEZ in Gurgaon(the

land for whom is under acquisition). A huge array of opportunities await all of us, as this dream project of ours comes into shape. We hope, all of our growth partners will explore the numerous profitable possibilities, that this mega-project is going to provide.



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Mr. Navin M. Raheja
 Managing Director

Words of Managing Director

Affordable Housing For Masses

I have recently seen a trend that in the name of quality, even the major developers in the country are jacking up property prices to such magnitude that housing is going out of reach of the general masses. Although it is imperative for us to improve upon quality in this globally competitive world and it is also important for us to provide facilities and standards at par with the world, but if I look into detailed costing which comes because of increase or improvement in inputs, it is marginal. But unfortunately, when prices are increased in some projects in this investor driven market, even these increased prices get acceptability and other builders have to follow suit by increasing the price so as to maintain that its product is not

substandard. This pursuit to prove quality by increased pricing is depriving our common man to own affordable quality housing.

Raheja Developers has tied up land and is awaiting for licenses for over 6000 more apartments in the new Gurgaon Master Plan. We promise to provide affordable quality housing to our countrymen. I hope this magnitude of apartment release in the market will help to keep lives affordable for an average Indian trying to own a home in Gurgaon.

Wishing everyone a Happy New Year.

Navin M. Raheja



Mr. Sanjay Khosla
 Vice President - Sales

The Sales and Marketing Department has been reorganized with effect from September 2006 to give a focus on Customers and their expectations in an investment with RDPL. Each of the current projects as well as future ones will be headed by a Sales Manager with two or more Marketing Executives responsible for the sales of the project. This I believe will bring in additional responsibility both in business volumes and focused customer attention.

Post Sales until possession has also been reorganized with the creation of a Customer Relations Dept headed by a General Manager and assisted by Customer Care executives. This department among other responsibilities will be responsible for complete customer care and satisfaction post sale.

The third initiative taken since September 2006 is the creation of a team to service and manage the dealer/broker network. Currently with one executive, which will be further increased is responsible for sales and service through the broker network. This department is also responsible for point of sale material being available at all authorized broker offices.

With the above initiatives, I firmly believe that RDPL is now geared to take its business to the next level and firmly established itself among the top developers in the NCR. All these initiatives have a common focus- THE CUSTOMER. All of us are focused on bringing in a culture in the organization which focuses on YOU.

I trust you will see and observe enhanced levels of customer service in RDPL in the days ahead.

With Seasons Greetings

Sanjay Khosla

Raheja Atlantis

Raheja Atlantis is our esteemed project strategically located near 32nd mile stone adjacent to NH-8.

Since the launch of the project your property has already appreciated in value considerably and looking at the market trends will continue to appreciate further.

Construction is in full swing and the project is expected to be completed as per schedule.

New apartments have been released for sale in all the blocks, hence limited stock is available. Kindly contact our customer care department to know more details.



Raheja Mall

It is a freehold Shopping complex with a built up area of over three lakh sq. ft. and a world class infrastructure.

The total area of land is 3.34 acres with a distinct frontage of over 500 feet, which is probably the largest in Gurgaon.

An important development in the recent past is our tie up with UTI bank to finance the shops for the customers looking for a commercial loan. The terms of the loan are extremely attractive. For information on the same you can get in touch with Mr. Rohit Khanna at 9811331021.

For any further sales enquiry, please contact Mr. Vikas Arora at 9868548912.

Raheja Expo-Mall

The construction of Tower C is in full swing at the site. For the convenience of the customers a new marketing office has been opened at the site.

There is a lot of infra-structural development happening on the National Highway passing through Panipat, including an under construction flyover and strengthening of the peripheral road network. This initiative of the Haryana Govt. along with the National Highway Authority of India will help in providing desired infrastructure hereby giving added convenience to the people of Panipat in general and the business community in particular. This is bound to translate into higher returns on your investment in the Raheja ExpoMall project.



Customer Relations Department

As part of Raheja's commitment to strengthening its customer relations department some new additions of professionals who have expertise in this field have been made to the core team.

Special customer loyalty programmes are going to be introduced going forward for all the existing customers based on certain criteria.

Some of the key issues being faced by the customers are relating to Interest charged on delay in payments, demand letters etc.

Q.1 Why are we charged an interest?

The interest is charged not for those who are genuinely paying the installment rather it is

charged for those who default these payments. We request the co-operation of our investors in this regard as timely payment by all ensures that the project goes through in a time bound manner with strict quality standards. Delay in any installment by whatever time puts extra burden on the company, thus loading cost of funds on the projects. For this, the company has to borrow funds from financial institutions for which it has to pay the interest too. Therefore both in the interest of the company and the client it is advised to all the clients to make timely payments of installments.

Q.2 Why do we get regular demand letters?

The demand letters sent are according to the payment plan. When one opts for the construction linked plan, the demand letter is issued once the construction reaches that particular level, within the stipulated period mentioned in the payment schedule of the agreement.

Q.3 Why are demand letters sent through Registered A.D.?

To ensure that the demand letters reach the customers they are sent through registered A.D.

Existing customers facing issues with their investments can call the new customer care no. at **011-40521122**.

Current Events

Quarterly Dealers Meet

The dealers meet was held at Palms Town & Country Club, Gurgaon on 12th October 2006. It was attended by more than 200 dealers. An insight was given on current and upcoming projects. Because of its vast appreciation, we have decided to make this a quarterly event.

CITYSCAPE - Dubai

4th - 6th December, 2006

As an endeavour to spread awareness about Raheja Developers Pvt. Ltd., we participated in a Exhibition held at the World Trade Centre in Dubai.

It was a convention of various developers mainly from India and the middle-eastern countries. The response as expected was brilliant.



Employee of the quarter



Manoj Goyal
 Company Secretary

Mr. Manoj Goyal has been at the forefront in land acquisitions worth several crores for the organization. Involved overtime and dedicated to take the company to new heights.

Upcoming Projects



NAVODAYA
V A L L E Y
 Sector-88, Gurgaon
 2,3 bedroom Apartments



Aaranya
 Sector - 79, Gurgaon
 3, 4 Bedroom Condominiums,
 Penthouses, Villas, Luxury Suites



GULMOHAR
 Close to NH-8, Sector-78, Gurgaon
 Apartments, Penthouses & Villas



Vedaanta
 Sector-110, Palam Vihar
 Apartments, Penthouses & Villas



Constellation
 On Golf Course Road,
 Gurgaon
 Shopping Mall



RAISINA
 On Golf Course Road, Gurgaon
 3, 4, 5 Bedroom Condominiums,
 Penthouses, Villas, Luxury Suites

Contact us :

Corporate Office : E-6, Saket, New Delhi-110017

Regd. Office : A-150, Sainik Farms, New Delhi.

Branch Office : E-9, Saket, New Delhi-110017

Ph. : +91-11-41671445, 41671447 Fax : +91-11-41671446

E-mail : marketing@rahejabuilders.com

www.rahejabuilders.com