

Impressions

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Quarterly newsletter

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Saving the Wildlife

Makes Good Business Sense for Real-Estate

When I was asked to write a Wildlife article for our Real Estate newsletter, I wondered what could possibly interest our customers, suppliers, dealers, investors and all other associates about wildlife. Obviously, these are two completely divergent topics. But being keenly involved with both these disciplines, I would like to show you, my friends, how it actually deeply concerns each one of our lives and subsequently, how the Wild and the Urbane are actually interdependent on each other for survival. Here I would like to talk about two aspects, one of how the Wild and the Urbane are presently connected, and the second of how this connection can be enhanced to be a source of income for the poor and impoverished of our country.

In the present context, I don't think anyone is unaware of the tragedy that happened at Sariska National Park a few years ago. My father Mr. Navin M. Raheja way back in 1997 when he was a member, Steering Committee of Project Tiger, Govt. of India had warned the Govt. of India, Rajasthan Government and even the Hon'ble Supreme Court of India on record that tigers are not going to survive in

Sariska for long unless serious steps are not taken urgently. He also suggested the steps. The Tigers went missing back in 2004 and were noticed missing only about a year later. The Government as usual went back to the usual motto of blame-shifting, while I noticed a grave change in the ecosystem of the forest in my subsequent visits. The Herbivores were flourishing!! In fact, anywhere you turned, there were hordes of Sambar, Langur, Chital, Peacocks etc. The writing on the wall was clear. With no carnivores to check their population, the grass-eaters were going to graze down the forest! Not that it matters, according to popular opinion!!...Or does it??

What I would like to impress upon here is the fact that how much impact the survival of a single species of wildlife can have on the whole ecosystem of the forest. Thankfully, recently the Tiger Re-Introduction program has been implemented wherein Two tigers have been brought down from Ranthambhore to bring back some sanity to the whole situation. Now, some people in Delhi might have also noticed the huge amount of Rain that Delhi got this year. In fact, I don't remember the

Summers actually making an abode in Delhi this year! This is not a localized phenomenon.

Freak Weather is being reported from all corners of the globe! Now it may seem a bit farfetched at first, but I do see a connect between the dying of the Tiger in Sariska and the freak Climate Shift in Delhi!! How, you ask??

Well, while I am not pointing out the specifics due to inadequacy of space, but it is this global trend of the forests dying out which has led to the extraordinarily high amount of carbon-dioxide in

the air. This is in turn leading to more Ice Cover melting globally and hence more Water in the Seas. Yes, Global Warming is not supposed to raise the Global Temperatures, it is supposed to engulf the earth under water!!!

So, the next time when you shrug off the extinction of a particular species of wildlife with the ubiquitous- "How does it matter, there are more important things to worry about!!"- attitude, please think what it may mean for the survival of humankind in the future.

Now, I would like to come to my second

point of how this connection between Urban India and the Wild India can be enhanced. I say India, because I already see the west implementing positive steps towards this effect. In my recent visit to the Wildlife Parks of Africa, I noticed how closely the economy was interwoven around their Wildlife. Not only is Wildlife Tourism a matter of National Pride, but it is also a Huge Revenue Generator for the people of Africa!!...AND a great Real Estate Idea!! Having grown up in a Business- House, I have come to realize that no system can survive without it being sustainable-economically, socially, politically. In Africa, I noticed that the Park (specifically, Kruger National Park) had been divided into many different zones by the government, the management of which had been given off to the private sector. These Zones are being operated by some excellent wildlife hospitality chains. They manage the upkeep of the area within

their zone and do their best to protect the animals because the income generated by the tourists from all over the world who come to see these animals, is more than they would have got if they killed those animals. There is no physical division on



A Tiger at a Private Reserve near Knysna, South Africa. Photo by Nayan Raheja



NAVIN M. RAHEJA
Managing Director

The Business of a Developer entails not only infrastructural growth and expansion but covers a larger picture beyond construction that bestows the responsibility to develop an economically sound India. This would only be achieved through inclusive development while ensuring its booming economy benefits the entire country. This is possible once all the

Words of the Managing Director

"Grow your wealth by doing good to humanity."

states attain prosperity in terms of economic, civic and social well being. Thus, being a developer it becomes a moral bound duty to ensure advanced inclusive development through social and economic development zones to include everyone rich or poor. If at all we are able to change the overall social web, our country will be a super power soon.

It is this motivating thought which inspired me to create and formulate a SEZ in Northern India. In our SEZ we will have a real chance to make a new beginning. According to me, if given an opportunity,

once the SEZ will be in place, lot of job opportunities will embark the hope of light in young blood. As an individual thought which you too will support, once the younger generation becomes empowered, the growth process will automatically accelerate. Empowerment and concern for the society is of utmost importance and must be achieved in every respect. However, I must share honestly that one must realize that a capitalist economy only thrives, when every citizen is a contributor and a participant in it and has the opportunity to succeed.

International Conclave on SEZ



From left to right : Mr. Ali Saeed, acting Head of Sales Deptt., Hamriah Free Zone, Mr. Saud Salem - Dy. Director - Commercial Affairs, Hamriah Free Zone, Mr. Md. Basheer, Asstt. Head of Sales Deptt., Sharjah Port Authority, Mr. Navin M. Raheja - Managing Director, Raheja Developers, Mr. D.S. Rawat, ASSOCHAM, Dr. Rashid Al Leem - Director General, Hamriah Free Zone, Mr. Ajay Midha - Vice President (SEZ & Commercials)

An International Conclave on SEZ : What will drive them was organised with team efforts of Raheja Developers and ASSOCHAM wherein the Managing Director, Mr. Navin M. Raheja who is the co-chairman of ASSOCHAM chaired the conference. He addressed the conclave on various issues related to policies, procedures and precautions that the Government, the Developers and the Planning Commission should take in order to facilitate the completion of SEZ in time and overcome the operational difficulties and investment opportunities offered by it.

The various issues addressed by him and other important officials from the Government and Planning commission were related to present SEZ policies like removal of tax discrimination between manufacturing units located inside and outside SEZs, the issue of acquisition of agriculture land for setting up of SEZs, the land which is extremely fertile should be

avoided for putting up of SEZs and that there is no harm in converting agrarian land for purpose of SEZs. There should be no issue if wasted and agriculture land is made use for creation of SEZs, he pointed out. He affirmed that farmers whose land is acquired for SEZs purposes should be made a permanent stakeholder in such ventures so that farmers do not feel cornered few years down the line that their lands are acquired at much below the



Mr. Ajay Midha - Vice President (SEZ & Commercials), Raheja Developers addressing the Conclave on SEZ

market price. The government would shortly put in place a single window clearance system so that necessary permissions are granted to SEZ developers in consultation with concerned state governments. Among others who spoke on the occasion and sought clarity on SEZ Policy and removal of bureaucratic hurdles in grants of permission for SEZs include Dr. Rashid Al Leem, Director General, Sharjah Port Authority, Customs and Hamriah Free Zone, Mr. Dilip Modi, Vice President ASSOCHAM, Dr. K K Jajodia, Chairman, ASSOCHAM SEZ Council and former ONGC Chairman, Mr. Subir Raha including Secretary General ASSOCHAM, Mr. D S Rawat. Later in the evening, Raheja Developers organized a business meet followed by dinner in honor of the H.E. Dr. Rashid Al Leem, Director General, Sharjah Port Authority, Customs and Hamriah free Zone who shared his valuable experience of managing an SEZ and gave important suggestions for making SEZs a success story in India.

UPDATES ON SEZ

The development work at the site has commenced and the fencing of the processing area has been recently completed. The company is in the process of finalizing plans to formally launch the SEZ project and is all set to seek "Expressions of Interest" from companies interested in setting up industries. As this is the first notified engineering SEZ of Northern India, we envisage a tremendous response from key players in the engineering sector viz automobile, aviation, white goods, material handling equipments and other engineering equipments viz. pumps, compressors, turbines and transformers.

UPDATES ON CURRENT PROJECTS

Raheja Mall, Gurgaon Sohna Road, Gurgaon



Artistic Impression of Raheja Mall

We would like to take this opportunity to inform you that the construction progress at the site is in full swing. Renowned brands from Cinema & Retail Chain have given us a lot for anchor stores and multiplex. We hope you understand the need and requisite of such brands who are very particular about the group, affordability, location, quality and amenities while choosing any Mall for lease. Our Mall stands on the top of all such requirements and therefore was preferred choice of such big brands.

Endeavors are being taken to make the mall match world class standards, like making it completely air conditioned. With the enduring efforts of the marketing team and dealers network there has been hardly anything left in the Mall for sale.

Status of Raheja Mall



Actual Site picture of Raheja Mall

- Structure has been completed upto 4th floor.
- Terrace will be completed by end of August 08.
- Brick work has been completed upto 1st floor.
- Plaster has been completed in Basements. Above lower ground floors plaster work is in progress.
- Fire fighting work in full swing.
- Electrical work in full swing.
- Plumbing work has been started.
- HVAC work has been awarded.
- 90% of basement flooring has been completed.

Raheja Expo Mall, NH-1, Panipat

You will be glad to know that the longest flyover of the country has become operational which starts bang in front of our Mall. Construction of Tower C (the tallest building of Panipat) is nearing completion. Concept of Tower A has undergone



Artistic Impression of Expo Mall

complete revision, promising an entirely new notion for the city. A new advertising campaign has been launched for the Expo mall Panipat which has attracted a good response. Meetings are on with various reputed value brands to give the people of Panipat exclusivity while shopping at Raheja Expo Mall.

Status of Expo Mall

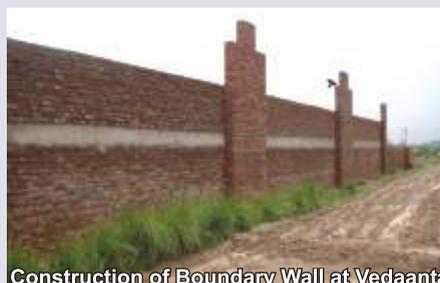


Actual Site picture of Expo Mall

- Structure, Brick Work & Plaster completed. Plaster work left in lift pit & machine room in progress.
- Flooring completed in both the basement. Balance D.G footing, Main Stair case flooring completed 80%.
- Brick Cobia completed on terrace, balance on mummy and machine room.
- White wash 1st coat completed.
- Stair case railing 70% completed.
- Plumbing Work in progress, sample bath room ready for approval.
- Electrical Work Cable tray, conducting & wiring in progress.
- Fire fighting, Glazing & Lift & Escalator Agency decided, Work Allotted.

VEDAANTA & NAVODAYA customers allotted apartments

It was a time to rejoice for Vedaanta & Navodaya customers when they were allotted apartments on 12 April'08 (Vedaanta) & 17 May'08 (Navodaya) respectively. Apart from being the first allotted apartments under the new Gurgaon masterplan, it will fulfill a long standing demand of the community for international quality housing at affordable rates.



Construction of Boundary Wall at Vedaanta

UPDATES ON VEDAANTA

- Excavation in full swing.
- Boundary wall is completed.

UPDATES ON NAVODAYA



Excavation at Navodaya

- Excavation in full swing.
- Boundary wall is getting constructed.

“BHOOMI POOJAN” of ATHARVA conducted



Bhoomi Poojan of Atharva

With great pride, it gives us immense pleasure to inform you that the Bhoomi Poojan of “Raheja’s Atharva” in sec-109, has been successfully conducted which is located in Gurgaon near Delhi border under the new Gurgaon-Manesar master plan 2021 on July 29, 2008. With this, construction has now commenced heralding a new era in World class housing facility for the Millennium city.

International architecture firm AEDAS working on Atharva & future projects

The Hong Kong based architecture firm AEDAS is working on the site plan improvements of Atharva as well as all future projects. The plans of Atharva are being re-worked to provide a far better aesthetic feel to the project, along with a combination of low rise as well as high rise buildings, which will add far greater value for the project & ultimately benefit the customers.

Status of Atharva

- Excavation commenced.
- Construction of boundary wall by 1st week of August.



Commencement of excavation of Atharva

RAHEJA ATLANTIS, GURGAON Atlantis possessions commence with a bang & widespread appreciation



From left to right : Mr. Harinder Dhillon - GM (Marketing), Ms. Jyoti Anand - GM (CRD), Ms. Archana Bhatt - Asstt. Manager (Mktg.), Mr. Somaiya - Owner of Apartment F052.

Possessions at Atlantis commenced on 27 June'08 with Mr Somaiya moving into his brand new apartment at F052. This possession signaled the culmination of months of toil & sweat by the company in

providing state of the art international quality housing in the country. Raheja Developers, as a goodwill gesture, is providing a **quality painting** as a complementary gift to all apartment owners along with a well decorated box welcoming the owners with a **silver Lakshmi Ganesh MMTC patra**, a handy **user manual** detailing various aspects of proper usage & good maintenance of the appliances as well as other aspects of the apartments along with the keys to the apartments.

On 2nd of July, 2008, Mr. Raheja cordially invited the residents who have moved in or who were planning to move immediately for a dinner and for an open heart to heart discussion about any snag list/deficiencies in the complex along with possible further value addition company can to improve upon the lifestyle at Atlantis so as to make the customers get an end product which is by far, the best in the country, and has been presented with style and elegance. This gesture was taken up well, applauded and acknowledged by all those who

unanimously praised that the company has delivered much more and much better than what was shown and committed at the time of booking.

- Customers have started to "move in" at the complex.
- Access road from NH-8 operational.
- Sewer/Water Connection already done.
- Allotment of parking is in progress.
- Landscape of complex is completed (for Four Towers)
- 24 Hrs. Power back-up is available through D. G.'s.
- All Lifts are working in Four Towers.
- Installation of Main Gates is in full swing.
- Swimming Pool will be functional within 20 days.
- Walkways / Garden Lights in complex completed.
- For the convenience of the residents barricading between Four Towers completed.
- The Gymnasium, Billiards & Table Tennis is operational.

EMPLOYEES OF THE QUARTER



Mr. Kailash Joshi
AGM- Projects

Mr. Joshi is associated with the company for more than 3 years and has dedicatedly worked for the betterment of the organisation. Mr. Joshi with co-ordination with his team mates has brought final shape and look to Raheja Atlantis. He is chivalrous and well mannered while interacting with the customers. He is hard working, concerned and understands the ownership, above all is responsible in his endeavors. He has the capacity to go forward along with his team and can achieve assigned targets with deadlines. The company is proud to have him as team Raheja.

Inception of relationship took place with Archana 3 ½ Yrs ago with us ever since then She has excelled in everything that she has been asked to look after, she has been instrumental in creating a strong bond with our patrons vis a vis their confidence and satisfaction of the clients. She has been a proactive participant in all the projects of the company and has been helpful with her innovative and pragmatic suggestions.



Ms. Archana Bhat
Asst. Manager-Mktg.

Raheja Developers And TATA Housing announce the launch of Gurgaon's new luxury address- Raisina Residency

Raheja Developers in partnership with TATA Housing announces its first project in North India, the August 7, 2008. Raisina Residency is a premium and exclusive residential complex located at the Golf Course Road extension, inspired by the theme of 'art and culture'. The master plan, landscaping and buildings is designed by 'AEDAS' one of the top five architects globally. Raisina Residency is pre-certified Green Building under the guidance of IGBC (Indian Green Building Council)



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land, so the animals are free to move between various zones. This in turn has given employment and prosperity to the locals of the area who work mostly at these lodges. Not to mention that the Real Estate in the vicinity has come to be as some of the best in the world. One such example that I saw was the famous Suncity, next to the Pilanesberg Reserve.

I hope the government wakes up, and realizes that it can actually be possible to make profit out of preserving the wildlife. And I hope, that you, the reader, help in spreading the word.

- Nayan Raheja

Nayan Raheja is son of Mr. Navin M. Raheja, Architect from SPA and a keen Wildlife Photographer.

THE REAL ESTATE EXCELLENCE AWARD 2008

Raheja Developers is honored with the most credible and prestigious real estate awards "THE REAL ESTATE EXCELLENCE AWARD 2008" for the category of mixed used development. This award is a salute to entrepreneurs who are involved in building new India. This is a step further in recognizing developers and builders from real estate industries, who have excelled in their respective fields. It also identifies and honors the professionals who have envisioned and created marvels in the real estate industry in creating a mark of India's development across the globe.

Contact us :

Corporate Office: 215-216, 'Rectangle One', D-4, District Centre, Saket, New Delhi-110 017 (India)

Regd. Office: E-6, Saket, New Delhi-110017

Ph.: 40611111 • E-mail : marketing@rahejabuilders.com • www.rahejabuilders.com