

# Impressions

www.rahejabuilders.com



Quarterly Newsletter

Issue : 10th August'07

## Raheja Developers

### First Company to Receive Licenses and LOIs in New Gurgaon Master Plan

In the coming weeks you will see Raheja Developers launching thousands of Apartments in Group Housing schemes spread over various sectors of Gurgaon. As well known for their efficiency and perfection, Raheja Developers is once again in the lead by obtaining licenses for their projects well before everyone in this field. This distinguished achievement is attributable to well conceived strategy and foresight by the Chairman and Managing Director of the company and relentless and untiring staff support from a well motivated and aspiring team of the

company. The clear title of the land in question and well systematized result oriented procedural process evolved by the company, immensely helped in speedily obtaining these licenses.

Raheja Developers are launching various projects in NCR which are customer interest oriented. The company has also organised bank loans for their customers on very reasonable interest rates. We are very pleased to note that response of the public towards our projects is very encouraging with exceedingly high over subscription. These pro-

jects will be launched starting with Raheja "Raisina" in Sec-59 and Raheja "Vedaanta" in sec-108. The desired information of these projects is explained in detail on Page 3. You can now start booking apartments of your choice, if you are lucky to be able to get yourself enrolled in priority. The booking procedure is being given in detail on Page 3. The application form to book an apartment is available on request from the company or downloading online from www.rahejabuilders.com.

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### HDFC, PNB, Canara Bank & Bank of Baroda to finance new project apartments at attractive interest rates

Raheja Developers have tied up with four leading banks of the country, Punjab National Bank, Bank of Baroda, Canara Bank & HDFC to provide affordable finance facilities for the six upcoming group housing projects in Gurgaon. Discussions with SBI, Corporation Bank, UTI Bank & Vijaya Bank are at a final stage & their offer letters are expected soon enough as well. The following are the key highlights of the arrangement:-

**1) Cheapest housing finance in recent times.** As against a ROI of 12% which is prevailing in the market today, our company has roped in PNB to provide extremely affordable bank finance for all our customers, at a rate of interest of 9% p.a (floating & for loans below Rs 20 lacs for a period upto 5 years). BOB is financing loans upto Rs 1 crore, at interest rates starting from 10.25% ; Canara Bank is having a similar arrangement at interest rates starting from 10.75% (rates likely to reduce) & HDFC's rate of interest is 11% irrespective of the amount or the tenure of the loan.

**2) 87 branches of PNB ( and a similar no of branches of BOB, Canara Bank & HDFC) to provide the facility** spread across all major towns of northern India, in the states of Delhi, Haryana, UP, Punjab, Rajasthan, Uttarakhand, HP & Jammu & Kashmir.

**3) Dedicated senior loan managers of PNB, Canara Bank, BOB & HDFC to be stationed at our booking sites** in Delhi & Gurgaon to provide on the spot sanctions, speedy documentation & processing within 48 hours of receipt of applications.

The in-line offers from SBI, Corporation Bank, UTI Bank & Vijaya Bank are extremely attractive as well & we feel that the plethora of banks which we have roped in for our dear customers, will help them in ensuring a yes for booking apartments in our new projects.

## Formal Approval Granted to Gurgaon SEZ

The company has been granted Formal Approval for 256 acres SEZ by Board of Approvals of Ministry of Commerce, Government of India. Earlier, after being fully satisfied with our presentations made jointly with our Internationally known Advisors-Ernst & Young, the State Government of Haryana recommended our case for Formal Approval to Central Government. The Governments of Haryana and Central Government have taken a favourable and positive view of the lead taken by Rahejas' in the Land acquisition program for our sector specific 528 acres SEZ. With the Formal approval granted to us, Rahejas' are pioneers in acquiring Land for a SEZ with active willingness and participation of farmers and land owners. As was commented by a veteran senior journalist, "Rahejas' have shown the "way forward" in land

acquisition programme for their 528 acre engineering SEZ at Gurgaon to whole Nation".

As on date, the company is well prepared and fully geared for pre Notification requirements also. The land acquired till date is contiguous and fit for inspection. Revenue authorities after satisfying themselves to that effect, have certified the Land to be free from all kinds of encumbrances. More and more land is being added to the already contiguous land with which the application for approval was moved with the Governments. We shall soon commence our exercise to follow all steps required essentially for Notification of our SEZ. Our aim is to be the first notified "Sector specific SEZ" in Gurgaon region of NCR Delhi.

As informed, Internationally acclaimed consulting firm M/s Ernst & Young is our

consulting firm for Tax and Non Tax services. With their assistance, we are parallelly short listing various funds and Investors which have expressed interest in our SEZ. Pending our notification from Government of India, we are also in the process of finalizing the terms with various co-developers. We have also engaged two reputed International architectural firms and a structural engineering firm to advise us on designing, developing and Planning the SEZ.

While concentrating efforts on our sector specific 528 Acre SEZ, we are alive to our responsibilities towards our other two SEZ's, the multi product 5000 Acre SEZ at Rewari- Daruhara and 327 Acre IT/ITES SEZ at Gurgaon and the company will soon give the success story on those as well.



## Another Feather in the Cap



You would be pleased to know that Mr. Navin M. Raheja has been appointed as Co-Chairman of the Expert Committee on SEZ by SEZ Council of The Associated Chambers Of Commerce and Industry of India (ASSOCHAM) for the year 2007. He was invited as a speaker at the 3rd International Conference on "New SEZ Policy- Creating Islands of Economic Excellence" held at Hotel Oberoi, New Delhi on July 6, 2007. He was also given the honor to Chair a session on "SEZ- Experience Sharing & Investment Opportunities" at the conference. There he made a detailed presentation on investment opportunities in SEZs which was profoundly applauded by all the dignitaries present in the conference.

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# Words

## of Managing Director



**Mr. Navin M. Raheja**  
Managing Director

There is no dearth of space or intent in the industry of builders. Every other day, we witness another foray claiming its place, where keeping intact one's own interest dictates the terms, compromises and profit earning practices become a norm. In a marketplace of such dimensions, there are a few who know the balancing act. Where ethics are paramount and revenue follows principles. Raheja Developers would like to be one such organization which believes in inclusive growth of everyone who is closely associated with us and also those who are least acknowledged in constructing the dreams of the masses. In brief we believe in sharing our growth and profits with each person whether he is a person who parts with the land or a person who gets displaced due to that or whether it is a person who puts a new industry/ housing at that place or its the ecological balance of the particular area including all creatures and plants, we should try to give shelter to all. Hence, our aim must be servicing the Almighty by servicing each human being on the Planet and thus making a significant contribution to humanity.

We also believe that it is imperative for us to seek our customers support in bridging the distance between both of us through improving services, communication and cooperation, thus, creating value for everyone. At Raheja, we have a long tradition of integrity and service. These are a part of our company's core values and are reflected in the way we serve our customers each day. I would like to convey to all my growth partners that we would love to share our growth with them by making them our partners in the overall development of the company.

Our success is guaranteed by creative, productive employees called "Team Raheja" who are empowered to make suggestions while thinking "outside the box". Your Job, every job, is essential to fulfilling our mission to "provide shelter and services to the mankind". Hence, would request everyone "Lets carry forward this noble thought and be a part of the same spirit."

## Construction Updates - Current Projects

### Raheja Atlantis

#### Present Status:

- Elevators from M/S KONE (at par with international standards) are getting installed.
- SS railing in Balconies finish.
- Internal/ External painting work are in full swing
- Internal finishing work is in full pace
- External Door/Window Glazing work is about to finish,
- Road Work
- Landscaping, Horticulture work are on full swing.



- Swimming pool work is in progress.
- A I I services back up i.e., External lighting, Electrification work, Sewage Treatment Plant, LPG Storage Tank, Pump Room in full swing

In Total we are drawing very fast nearer and nearer ready to allocate possession to the end users.

### Raheja Expo

#### Present Status:

- RCC Structure work is in progress and ahead of schedule
- RCC for 2nd Slab – 80% completed
- Brick work and plaster are already in progress
- All Services i.e., MEP concept and drawing finalized, ready to commence very soon in parallel with other activities to complete the building prior to scheduled target.



*Ahead of Schedule ...*



*On Schedule Target...*

### Raheja Mall

#### Present Status:

- Basement 03rd Slab RCC 95% completed,
- Basement 02nd Slab RCC 50% completed
- All Services i.e., MEP concept and drawing finalized, ready to commence very soon in parallel with other activities to complete the building prior to scheduled target.

...cont. from page 1

## First company to receive licenses & LOI's

The company, looking at the present market scenario has decided to revise standard payment plan for the new projects enabling customers to get more benefits and plan their budget well in advance. The new payment plan is time cum construction linked.

How to apply for booking?

The client interested to apply for an

apartment in these projects are required to fill the application form with all the desired details. The application form will be received alongwith the copies of address proof and PAN card followed by a current dated cheque amounting to 10% of the BSP together with a PDC of 15% within 60 days of the booking. Further, the customer needs to pay only EDC & IDC together with small portion of PLC if applicable and parking at the time

of the signing of the agreement. The company will not take any BSP at the time of signing of agreement. The signing of agreement will take place app 4-5 months from booking and thereafter on interval of every 2 months the client has to pay 5 % of BSP together with other charges if applicable as mentioned in the payment plan of the form.

Once the agreements are signed the company will try to ensure that the next

installment could be paid through housing finance loan provided client fulfills bank's requirement.

The above information is given to our valued customers so that they do not miss out this opportunity of booking an apartment at the special rate as there is every likelihood of these getting booked on the very first day itself, as per market query report survey.



### Sector-59, Gurgaon Premium Super Luxury apartments with brand new concept of "BUNGALOWS IN THE SKY".

There is a feeling...lost...but often revived in glimpses of the bungalow zone of Dilli. A glorious colonial era gone by, and left in tracts of its architecture. That was an era when the mixture of Indian and Colonial lifestyles led to what was a 'bourgeois' life, a new way of living. The Britishers had a passion for the high life, and this was soon to be intertwined with the lifestyles of the Maharajahs of India.

When the British decided to choose the location of the primary governing bodies of Hindustan, Raisina Hills stood out as the prime destination because of the central positioning and well commanded views. Today, The Raisina Hill is the most prized estate in Edwin Lutyens Delhi. The Rashtrapati Bhavan, Indias Presidential palace, stands tall at Raisina Hill, flanked by the Secretariat building housing the Indian Prime Ministers Office and several other important ministeries. Other important buildings and structures situated near the RaisinaHill includes the Parliament of India, the Rajpath, the Vijay Chowk and the India Gate.

The Site for RAHEJA RAISINA in sec-59,Gurgaon being flanked by the same extension of the Ridge as the Raisina Hills is reminiscent of a similar situation. Also, like in the past, the Raisina Hills was face to the major crossings of the Kingsway (Rajpath) and Queensway (Janpath), RAHEJA RAISINA is witness to the crossings of the Golf Course Rd and a 160 m wide Ring Road of Gurgaon. Hence the METAPHORICAL CONNECTION.

In the bungalows that Lutyens designed for the Bureaucrats and Diplomats, the use of Double height spaces, Open Green Spaces, and Terraces to Dine is quite iconic. The feeling of living in a bungalow which reminds you of an era gone by. Now imagine having all that while you are perched high up in the sky. The Grandeur, the Comfort, the Soft rustle of the trees in the wind of a winter afternoon, the pleasure of having breakfast under the open sky on a sunny day, the honor of hosting a party under a moonlit sky , the view of hills always in the window, WELCOME HOME TO RAHEJA RAISINA.... the bungalows in the sky.



Conceptual Photos

The most luxurious apartments India has ever seen, RAISINA is going to offer the very elite and fashionable few an unimagined, unprecedented standard of living.

Available in 3, 4 and 5 BHK Condos, Raisina is going to be a fantasy land offering a peek into the Days of the Raj. Amongst some of the specialties on offer are Horse Riding and Nature Trips on the adjacent Ridge (spread over thousands of acres), Private Dens, Views of the Ridge, Double

height/Multi height/ Terraced Condos, Personal splash pools in penthouses, All imported Finishes, fittings and floorings, President House style Entrance porches with Valet parking/Concierge , replicas of the India Gate/Mughal Gardens/Viceroy's Court etc etc.

Remember, at Raisina, living is a unique experience. After all, you work hard for a living. Why not make your life a benchmark?



Conceptual Photos

## Vedaanta

Sector-108, Gurgaon

Prestige is a by-product when you choose to live at Vedaanta(sec 108,Gurgaon), the most prestigious address this side of town. The complete complex is going to be built over 10.67 acres of land and is going to be a mix of high rise and low rise development.

Close to Delhi and accessible from the roads of master plan close to 150 m wide Ring Road Expressway of Gurgaon, Vedaanta is right on Delhi-Gurgaon border, near proposed Metro Station, just 5 minutes from other group housing societies of Dwarka and barely 10 minutes from IGI Airport once the infrastructure is in place. This expressway is also going to connect the Reliance SEZ and the Raheja's 528 acres SEZ with the NH-8 and Delhi. Hence, this area is slated to see a lot of development in the very near future and being close to the Airport shall remain one of the best locales of NCR.

We offer you a mix of 2, 3 & 4 BHK Condominium dwellings in various combinations within an open and a spacious plan setting. Using materials like imported floorings, fittings and finishings, Vedaanta is only going to

be for the beckoning few who appreciate affordable quality.

We at Raheja care for nature, hence you can rest assured that the landscaping is a predominant part of the complex with maximum condos getting a direct view of the central landscape and pool areas.

### Details of Apartments

#### SECTOR 59 (Raisina)

Area (sq. ft.)	Type
2650	3bhk
3820	4bhk+A
4950	4bhk+B
4850	4bhk+C
4434+430	4bhk+PH
5225+975	4bhk+PS

#### SECTOR 108 (Vedaanta)

1365	2bhk-1
1422	2 Bhk-2
1790	3 bhk-1
1795	3 bhk-2
2393	3 bhk-3
2490	3 bhk-4
2780	4 bhk-1
2910	4 bhk-2

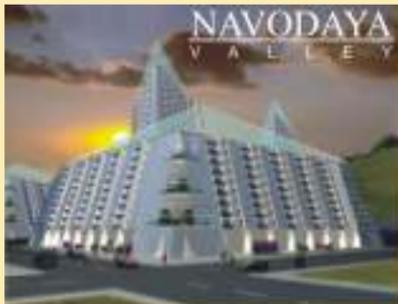
## COMING SOON

### NAVODAYA

V A L L E Y

Sector-92, Gurgaon

'Low-cost high quality  
urban community living'



- Aimed at servicing mid-segment providing them with international quality comfort and will support housing requirements of IMT Manesar and other industrial and development areas including SEZs coming within 2 kms of this site.
- Over 1100 apartments with a total built up area of over 2 million sq.ft offering 1, 2, 3 bedroom options.
- A high potential area for actual usage as there is really no authorized housing facility available to the over 1 lac workforce at IMT Manesar.



from 150 m wide Ring Road of Gurgaon (which is the widest expressway in Gurgaon, wider than NH-8)

- There will be over 1200 flats offered in combination of 2, 3 & 4 BHK Condominiums, Villas and Penthouses in both group housings.
- Over 2.5 million sq. ft. of world-class residential development in both group housings.
- 6.5 km from Airport, 0.2 km from New Delhi Border.

### AARANYA

Sector 78, Gurgaon



- An 18.4 acre Upper-Middle class Group Housing in sector 78, Gurgaon located within 500 meters of NH-8.
- This complex will give scenic views of the Aravalis which are within 1 km of this site.
- The complex will have over 1000 upper middle class and high-end apartments, villas and penthouses with a built up area of over 2.5 million sq.ft.
- Designed by world renowned Morphogenesis Architecture Studio.



ATLANTIS-II  
CONDOMINIUMS

&

AARANYA

Sec-109, Gurgaon

- 12.14 acres & 15.61 acres upper middle class Group Housings within 5 kms of Delhi International Airport and accessible

#### An Exclusive Invitation

*Ambassadors Club*  
RAHEJA DEVELOPERS

At Raheja Developers we enjoy and value repeat and referral business from our happy customers. We also recognize the need to reward them when they are repeating business with us and for referring new clients to us.

As an owner of a Raheja Developer's property you are invited to become a member of Raheja Developers Ambassadors Club.

As an official Raheja Developer's Ambassador, you'll be rewarded for referral of new sales to, or repeating new sales with the company. So just by encouraging your friends, family and work colleagues to buy a quality Raheja Developers property of the kind that you yourself already enjoy and are proud of, or by investing in another property yourself, you will be entitled to rich dividends.

You'll have the choice of receiving your rewards as: Cash Rewards or Property Rewards.

Cash Rewards are a direct payment of a cash sum.

Property Rewards are even more lucrative and are designed for those who wish to acquire a quality investment property portfolio.

The Ambassadors club is acknowledged as our priority client group. Ambassadors Club members will be given preferential allotment in our new projects.

## Team Restructured



**Brig. (Rtd.) R. A. Singh**  
(Executive Vice President-  
Operations)

He is a retired Brigadier from the Indian army. He is a recipient of Vashist Seva Medal from the President of India for his meritorious services. Is also qualified in human Resources Development. He has lot of experience in construction work since he had large number of Military Engineering Services (MES) under his command for execution of various defence projects.



**Mr. Shiban Dudha**  
(Consultant-Investments)

Our investment division is now advised by Mr. Shiban dudha an eminent chartered accountant and founder partner of S.K.Dudha & Co., Chartered accountants. Mr. Dudha, who has a rich and successful experience of more than two decades renders advisory services and



**Cdr. Udaybir Yadav**  
(DGM- Material & Administration)

Cdr.Yadav, has a rich experience of managing various types of stores/inventory, Finance accounting. Purchase and administration having served for long innings in the Indian Navy. He has dealt with various types of authorities and companies inside and outside the service.



**Harinder Dhillon**  
(DGM- Business development)

He has spent 8 years in the banking industry with a thorough exposure to all aspects of banking operations, customer service and sales. He is an MBA (Finance & Marketing) from TAPai Management Inst, Manipal & has done his B.A (Hons) in Economics from Kirori Mal College, Delhi University.

## Introducing New Corporate Number

You would also be pleased to know that Raheja Developers have introduced PRI lines to enable you reach us anytime. The number would be 40611111 with 100 lines. These would be connected through EPABX system which will give you options to speak to the desired person be it in any department like Customer Relations, Marketing, Legal or Accounts, Purchase, Investments, Administration or HR.

## Employee of the Quarter



**Mr. Vimal Mehra**  
Manager - Purchase

Mr. Vimal Mehra is associated with us for the last 26 years and has been at forefront in material procurement and purchase for the organisation. Involved overtime and dedicated to take the company to new heights.

## Current Updates

### New corporate address

We would like to take this opportunity to inform you that Raheja Developers Pvt. Ltd is expanding rapidly. As part of the company's commitment, emphasis has been laid on strengthening its team for the betterment. And hence, as our expansion plan we would like to

update you that we have shifted our corporate office from June 4, 2007 to Rectangle-1 behind Hotel "Marriott Sheraton" at Saket district centre. The new corporate address would be: 215-216, 2nd Floor, Rectangle- 1, Saket District Centre, New Delhi-110017.

\*Images of the projects shown are tentative.

Contact us :

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

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