



## MAKERS OF MODERN INDIA

In a short span of a mere decade, the urban landscape of India has been re-worked beyond recognition. New technologies, fashion and attitudes and a greater orientation towards acceptance of 'change' has brought in a new India – an India that seeks 'lifestyle' and 'quality'. India's alpha cities – Hyderabad, Bangalore, Ahmedabad, Pune, Surat and Coimbatore and the four metros are 'change-leaders'; bearing us towards the India of the future.

As real-estate developers, we are closely associated with and responsible for building this urban India. At Rajhans (Desai - Jain) Group - Real Estate, we believe in the collective power and vision of our real-estate fraternity. Realty Bytes is a quarterly newsletter endeavor, the Rajhans way to reach out; share news and views and build an outlook for the future.

## RAJHANS REALTY

The Rajhans (Desai - Jain) Group; with interests as diverse as Realty, Entertainment, Confectionery, Textile & Hospitality. Real Estate; is a home-grown success story built on the fundamentals of teamwork, quality, timeliness, dedication and customer delight. Rajhans Realty is today one of the most trusted real estate developers in Gujarat, with a million sq.ft. of developed Commercial & Residential spaces to its credit.

### RESIDENTIAL

The 'CREDAI Award' for the 'Best Residential Apartment Lifestyle Non-Metro' of 2012 and the CNBC Awaaz Real Estate Award - Luxury Projects Surat in 2013 is a testimony to Rajhans' achievements in the residential segments. Luxurious lifestyle-huge spaces, community living, highest security-are defining aspects of Rajhans' residential projects in Gujarat and Maharashtra. Rajhans Cosmic, Rajhans Zion, Rajhans Elita, Rajhans Maxima in Surat and Rajhans Otium in Mumbai are the best of high-rise and bungalow-living brought to Surat by Rajhans Realty.

### COMMERCIAL

With its customer-orientation, timely delivery and vision; Rajhans (Desai - Jain) Group - Real Estate has made its presence felt through shopping malls, business hubs and commercial centres. The elaborately designed Rajhans Ornate is poised to offer unparalleled high-street retail environment to the city of Surat. Rajhans Helix 3 in Ghatkopar, Mumbai is planned to bring vibrancy to a commercial environment – with retail, cinema, gyms and multi-cuisine restaurants under one roof.

### VILLAS

'Spanish Style Weekend Villas' : "The Villa Feriado" brings alive the rich architectural traditions of Spain that showcases the fanciful Moorish and Mediterranean motifs. Unique and well-constructed with lots of character and charm, the Spanish style villas are all about keeping the family and friends comfortable and relaxed. We shall share more details in the next issue.

The Spanish Style Villas are distinguished by:

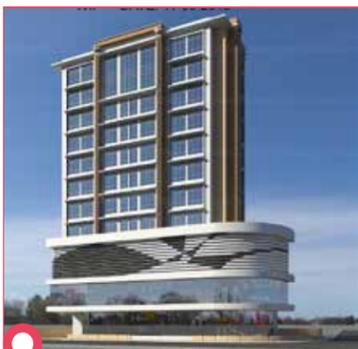
Arches, especially above doors, porch entries and main windows, Walls, Terracotta Roof Tiles, Tower like Chimneys, Decorative wrought iron work gracing stair railings, gates, window grilles and lanterns, Carved doors, Spiral columns and pilasters, Courtyards, Carved stonework or cast ornaments, Patterned tile floors and wall surfaces, Built-in niches and alcoves

## NEWS

- The Reserve Bank of India has taken a decision to hike the key policy rate. The real estate industry players expressed their disappointment at this move as they feel that it will hit property sales, particularly in the residential segment.
- The Real Estate Industry Body, CREDAI has welcomed the proposal by market regulator Securities and Exchange Board of India (SEBI) to allow the listing of Real Estate Investment Trusts (REITs).
- Realty sector pins high hopes on Modi Government
- Housing prices in 22 major cities, including Delhi and Mumbai, witnessed a downward trend in April-June period compared to the previous quarter due to slowdown in demand.

## UPCOMING PROJECTS

Rajhans (Desai - Jain) Group - Real Estate continues to grow from strength to strength and has multiple high end and revolutionary projects coming up in Gujarat and Maharashtra. The key ones are highlighted below :



Rajhans Otium, Santacruz, Mumbai



Rajhans Belliza, Surat



Rajhans Helix3, Ghatkopar, Mumbai

## BOOK RECOMMENDATIONS

- "Sell with Soul" by Jennifer Allen – is a must-read for real-estate agents. It exhorts them to build a successful career without foregoing one's principles or personality. Including many stories from Allen's own career, the book offers detailed instructions and checklists for a new agent – almost a rookie-survival guide to the real estate business.
- "Think like a Billionaire" by Donald Trump – offers crucial advice on becoming and staying a billionaire. From advice on investing in real estate, dealing with brokers, renovating, assessing property value, securing a loan and a peek into billionaire lifestyle – what to shop for and how; this book could probably change the way one approaches life.

## COMPANY'S CSR WORK

At Rajhans (Desai - Jain) Group - Real Estate we believe that serving humankind begins at home. Every employee in the group is encouraged to pursue initiatives that take care of the less privileged members of the society. The true spirit of Corporate Responsibility, reflects not just in thoughts, but in deeds and actions.

→ Tree Plantation: On World Environment Day, 5th June, the Rajhans (Desai-Jain) Group called for one more action to protect the environment by planting trees at their corporate office and all the Project Sites and Branches.

→ Labour Day Celebrations on 1st May: A healthy and a strong workforce ensures a healthy growth for the organization. To drive home the point, the Rajhans (Desai-Jain) Group conducted a session on "General Awareness Training on Health & Safety on 1st May 2014" at various construction sites. The session concluded with distribution of high tea to the workers.

→ Think, eat, save: Rajhans (Desai-Jain) Group launched an awareness campaign titled 'Think, eat, save' to prevent the problem of food loss from 1st to 20th June, 2013 in Surat City, India. As a clarion call for action, this campaign asked people to think before they waste food because what they save can satisfy the hunger of many people. Our CSR initiative received the highest accolades from the United Nations Environment Programme and was acknowledged by a UNEP Certificate.

## EXPO, CONFERENCES, WORKSHOPS

The Real Estate industry of the country is ever evolving. Many conferences and workshops are held throughout the year that can help you learn more about the industry and bring you in-line with the latest happening. Some important conferences are:



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