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CASA TIMES

CHENNAI | OCTOBER 2015 | EDITION 5



CASA GRANDE
PRIVATE LIMITED

'Building Aspirations'

BEYOND HOMES

BUILDING ASPIRATIONS



Presenting
the most
prestigious
landmark in
North Chennai.



CASA GRANDE masseys

Royapuram

Be a part of a prestigious community at this 14-storey condominium shaped up to enhance gated community living. It's impossible to miss this high-rise building in North Chennai. Welcome to the high life.

Salient features

- Picturesque sea view
- Gated community of 91 luxurious apartments
- 2 BHK of 1152-1165 sft
- 3 BHK of 1429-1589 sft
- Stilt + 14-floor structure with contemporary new-age design
- Imported vitrified tiles and high-end Kohler fittings
- Amenities include grand lobby, gym, gazebo on terrace and 24/7 power backup

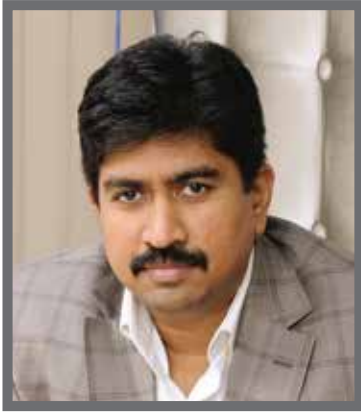
Location advantages

- On the main road near the Royapuram Bridge
- 3 minutes to Beach station
- 10 minutes to Central railway station
- Renowned colleges and schools nearby

Incredibly priced!

Type	Price
2 BHK (1152 - 1165 sft)	98.50L - 99.61L
3 BHK (1429 - 1589 sft)	1.22C - 1.35C

Luxurious apartments
@ ₹8550 per sft



THE MD'S VOICE

Dear Patrons,

There is now, I feel, a sense of buoyancy around Casa Grande. Things are looking better and brighter and the trust in our brand seems to have grown exponentially. The response and success that the launch of our 50th project, Casa Grande Elan, brought us is a testament to that. With 70% sales, despite the industry being in recovery mode, the trust and confidence our customers have shown us has been overwhelming. It has exceeded our own expectations.

At Casa Grande, we fully intend to repay that faith in the same manner – by continuing to exceed expectations as we've always done. And, we are well on course. Aside from Elan, we also launched Casa Grande Vivant at Kolapakam and Casa Grande Ritz at Thalambur, OMR. This year we plan to expand our reach to other geographies and have already identified locations in Hyderabad and Cochin to launch our projects soon.

In addition to our residential development projects, we also added a new feather to our hat with the launch of Distripark – a state-of-the-art warehousing and industrial facility at Sriperumbudhur. Distripark is over 100 acres of premium space with over 2 million sft of custom-built industrial infrastructure.

Casa Grande has an array of launches lined up for this year. Gated community projects in Manapakkam, Alandur and Mount Road in Chennai, plots for sale at Nayapakkam, Chennai, and gated villa communities in Bengaluru and Coimbatore. The road forward looks very promising and we can only hope to continue to receive your stellar support.

We hope this year, and in the future, our journey into newer territories brings us even more success than we have enjoyed thus far. We look forward to connecting with you soon.

Sincerely,

(M Arun Kumar - Founder Managing Director)

NEWS FLARE

Recognition



**Best Realty Brand,
Economic Times, 2015**

Launching Soon



**Casa Grande Apartments
@ Alandur**



**Casa Grande Apartments & Villas
@ Manapakkam**



**Casa Grande Multistorey Apartments
@ Mount Road**

Projects Launched



**Casa Grande Elan @ Thalambur,
OMR, Chennai**



Casa Grande Vivant @ Kolapakam



**Casa Grande Ritz @ Thalambur,
OMR, Chennai**

DISTRIPARK LAUNCH



Casa Grande launched Distripark, a supersized state-of-the-art warehousing and industrial facility at Sriperumbudur. This is over 100 acres of premium space with over 2 million sft of custom-built industrial infrastructure.

Casa Grande Distripark will also have unique features like lofty roof heights, ample trailer storage and driver facility as a one of its kind in the industry. Extending the infrastructure operations, Distripark will help its clients to design the supply chain network which will cater to specific markets.



PRESS COVERAGE

Despite the abysmal state of physical infrastructure in west Chennai, developers are banking on development projects and low land prices to aggressively launch projects here. NIDHI ADLAKHA takes a look

Rising in the West

CHENNAI

Infrastructure development plays a key role in the growth of residential realty in any city

Employees are the primary buyers of residential projects, says Nidhi Adlakha. Factors such as increasing residential selling prices and low land prices are also seen as drivers for an ideal investment. She says that there has been a lot of investment in the IT developments in the western part of the city. The IT developments in the western part of the city are attracting a lot of investment. The IT developments in the western part of the city are attracting a lot of investment. The IT developments in the western part of the city are attracting a lot of investment.

Builder buys L&T property for ₹60 crore

Chennai: Despite the market slump, Chennai has been witnessing some big-budget land transactions. The latest one is by Casa Grande, one of the major villa developers in the city. It purchased a 5.16 acre land from L&T at Manapakkam for ₹60 crore. The deal, said Casa Grande MD Arun Kumar, is a combination of apartments and villas, ranging from ₹21 lakh to ₹1.8 crore would be promoted at the site.

It has been on a purchase spree in recent times. It bought about 5.5 acre on GST Road from Rane Group for ₹90 crore for promoting a residential-cum-commercial project and at Nayapakkam off Bangalore Highway for ₹40 crore. A turnover of ₹850 crore was made by the company last year, primarily on account of competitive pricing and faster turnaround of projects, said Kumar. "About 45% of our sales was in the villa seg-

ment. People have an inherent urge to own land, and our endeavor is to satisfy that need," he said.

Looking at major land deals, industrial points maker, Kunal Nerolac had sold 15.88 acre at Perungudi on Old Mahablipuram Road for ₹550 crore to Bangalore-based Brigade Properties. GIC Singapore funded the deal. Brigade is expected to promote a shopping mall at the site. Years 2013 and 2014 also saw many big-ticket deals. Xanders made an investment of ₹900 crore in Shiram IT SEZ. Landmark Builders picked up 14.16 acre from erstwhile Binny Mills for ₹80 crore. Shiram Group bought 6.5 acres from AVM for ₹400 crore. Ceebus bought Atlantic Hotel in Egmore for Rs 155 crore and Viceroy's Hotels in MRC Nagar for ₹480 crore and VGN purchased 1.43 acres in Nandanambakkam from Tata Communications for ₹156 crore and 10 acres in Coindy from Hindustan Teleprinters for ₹272 crore.

From slums to homes

NEW TOWN, an integrated subdivision of 4.5 per cent and 500 families in private builders

LOW-COST HOME BASICS

- 01. 1000 sq.ft. 2 BHK
- 02. 1200 sq.ft. 2 BHK
- 03. 1400 sq.ft. 2 BHK
- 04. 1600 sq.ft. 2 BHK
- 05. 1800 sq.ft. 2 BHK
- 06. 2000 sq.ft. 2 BHK
- 07. 2200 sq.ft. 2 BHK
- 08. 2400 sq.ft. 2 BHK
- 09. 2600 sq.ft. 2 BHK

PREMIUM PLOTS

1000 sq.ft. 1 BHK

1200 sq.ft. 1 BHK

1400 sq.ft. 1 BHK

1600 sq.ft. 1 BHK

1800 sq.ft. 1 BHK

2000 sq.ft. 1 BHK

2200 sq.ft. 1 BHK

2400 sq.ft. 1 BHK

2600 sq.ft. 1 BHK

Residential project at Manapakkam

City-based developer Casa Grande has announced the acquisition of the Larsen & Toubro property at Manapakkam that has a land area of 5.16 acres. The project with a total built up area of 4 lakh 600 sq.ft. and 2,100 sq.ft., will encompass 288 apartments and 13 villas with amenities like a clubhouse, swimming pool, and gymnasium. The apartments will range between 1.8 crore onwards. and the villas will be sized at 2,500 sq.ft. The apartments are proposed to be priced from Rs. 31 lakh onwards and villas from Rs. 1.8 crore onwards.

When you want. Where you want. In the budget you want. Take your pick.

Choose from a wide range of villas and apartments that are ready to move in now, or will be soon. What's more, you also get the choice of cities with Chennai, Bengaluru and Coimbatore.



Ready to Occupy Apartments and Villas



Thoraipakkam, OMR

Luxury
apartments from
30.84L
onwards

- Luxury apartments at Thoraipakkam, Chennai • Stilt + 4 floor structure
- 3 BHK from 1423 to 1584 sft • 1 BHK from 576 to 591 sft • Just 10 mins. from Tidel Park • Only 10 out of 40 units of 1 BHK available



Oragadam

Sports villas
from
58.09L
onwards

- Chennai's first ever sports villa community, at Oragadam • 425 villas set on a 30 acre expanse • 3 bedrooms + 2 living rooms • Built-up area of 1573 sft onwards on a land area of 1250 sft onwards • Over 20 sports facilities • Just 10 mins. from Rajiv Gandhi Memorial



Model Villa



Perumbakkam, OMR

Independent
villas from
1.21c
onwards

- Limited edition independent villas at Perumbakkam, off OMR • Only 3 villas available • 4 bedrooms + 2 living rooms + 2 exclusive car parks
- Built-up area of 2402 sft onwards on a land area of 1593 sft onwards
- 10 mins. from Sholinganallur junction



Model Villa



Thalambur, OMR

Independent,
luxurious villas
from
1.39c
onwards

- Luxurious villas and row houses at Thalambur, OMR • Row houses from 65.9L onwards • 87 villas and 40 row houses • 4 bedrooms + 2 living rooms
- Built-up area of 2733 sft onwards on a land area of 1755 sft onwards • Over 60 exclusive amenities • Just 10 mins. from Sholinganallur junction



Model Villa

Ongoing Projects

CASA GRANDE
Amber
Off Trichy Road,
Coimbatore
4 BHK villas from
2.42C onwards
2 & 3 BHK apartments from
67.76L onwards



CASA GRANDE
Cedars
Ayanambakkam
2, 3 & 4 BHK apartments from
59.54L onwards



CASA GRANDE
Cherry Pick
Perumbakkam, OMR
1, 2, 2.5 & 3 BHK lifestyle
apartments from
21.54L onwards



CASA GRANDE
ELAN
Thalambur, OMR
3 BHK row houses from
55.61L onwards
3 BHK villas from
77.90L onwards



Model Villa

CASA GRANDE
Elita
Uber luxury villas at
Injambakkam, ECR
4 BHK independent villas from
3.64C onwards



CASA GRANDE
JOYBIJOY
Gopalapuram
4 BHK apartments from
4.37C onwards



CASA GRANDE

PALLAGIO
Thoraipakkam, OMR

4 BHK Mediterranean villas from
2.15C onwards



Model Villa

CASA GRANDE
RITZ
Thalambur, OMR

2 & 3 BHK apartments from
49.58L onwards



CASA GRANDE
The Address
Karapakkam, OMR

2 BHK studio apartments from
33L onwards
4 BHK apartments from
1.46C onwards



CASA GRANDE
vivant
Kolapakkam

2 & 3 BHK apartments from
50.35L onwards



ONGOING PROJECTS

Casa Grande Aldea @
Thoraipakkam, OMR



- Parapet block work in progress
- Floor and short column completed
- Awaiting CC to hand over

Casa Grande Amber @
Ramanathapuram, Coimbatore



- Inner putty work in progress
- External plastering and elevation completed

Casa Grande Arena @ Oragadam



- Working towards completion

Casa Grande Avalon @
Perumbakkam, OMR



- Construction work completed and working towards handing over

Casa Grande Cedars @
Ayanambakkam



- 3rd & 4th floor block terrace floor projection work & head room work are completed

Casa Grande Cherry Pick @
Perumbakkam, OMR



- Terrace roof reinforcement & plastering work in progress



Casa Grande Elita @ Injambakkam, ECR

- GF column bar bending work in progress
- PB 2 block laying work in progress
- Swimming pool plinth beam & column shuttering work in progress



Casa Grande Joybijoy @ Gopalapuram

- Plinth beam concrete & beam shuttering work in progress
- Basement level blockwork in progress



Casa Grande Masseys @ Royapuram

- Pile work in progress



Casa Grande Pallagio @ Thoraipakkam, OMR

- Working towards completion



Casa Grande Pavilion-Phase II @ Thalambur, OMR

- Internal floor & wall tiling completed
- Internal wiring & painting completed



Casa Grande Ritz @ Thalambur, OMR

- Work in progress

Casa Grande The Address @ Karapakkam, OMR



- Apartment structure in progress
- Block work in progress



Casa Grande Senate @ Shenoy Nagar

- Nearing completion



Casa Grande Vivant @ Kolapakkam

- Work in progress

Casa Grande Novus @ T.Nagar, Chennai



- Nearing completion

PROJECTS HANDED OVER IN 2015

Casa Grande Platina @ Arumbakkam



Casa Grande Vogue @ Perumbakkam, OMR



Casa Grande Lanterns Court @ Thoraipakkam, OMR



Casa Grande Eternia @ Coimbatore



UPCOMING PROJECTS

CHENNAI

Casa Grande Marina Bay @ Valmiki Nagar



- 16 apartments, 3 & 4 BHK, 1900-2400 sft

Casa Grande Apartments @ Alandur



- 304 units, 2, 3 & 4 BHK, 1150-2015 sft

Casa Grande Apartments & Villas @ Manapakkam



- 13 villas, 288 apartments, 600-2500 sft



- Casa Grande Multistorey Apartments @ Mount Road,
- 106 units, 2, 3 & 4 BHK, 1338-3645 sft



- Plotted development @ Nayapakkam near Sriperumbudur

Images shown above are for illustration purpose only

UPCOMING PROJECTS

COIMBATORE

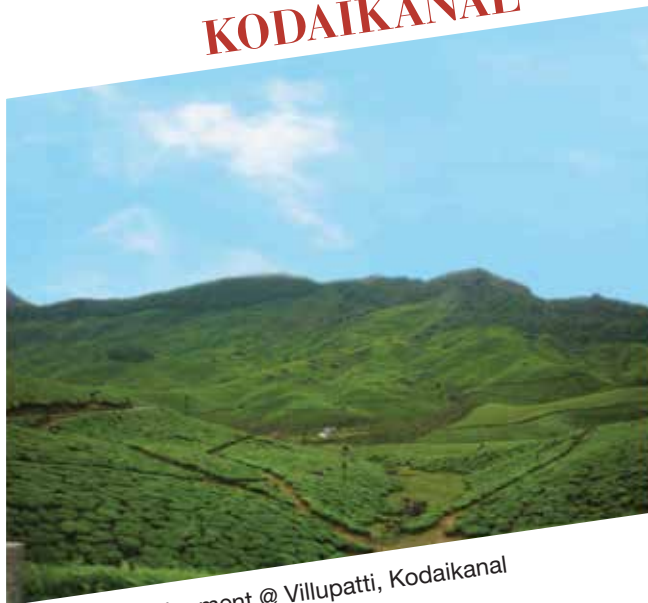


Retirement villas & apartments in a 2.45 acre expanse @ Vadavalli, Coimbatore



Casa Grande Tiara - Villas @ Singanallur, Coimbatore
• 34 units, 3 & 4 BHK, 2450-3000 sft

KODAIKANAL



• Plotted development @ Villupatti, Kodaikanal

BENGALURU



Casa Grande Luxus @ KR Puram, Bengaluru
• 112 villas and 12 apartments

Make your land a landmark

If you own anywhere between 5 grounds and 40 acres of land in and around Chennai, here is the golden opportunity you have been waiting for. Partner with us. Let's build better homes together.

Casa Grande Advantage

- 11 years of excellence in the industry
- 3 million sft of living spaces developed
- Always delivered projects on time
- Transparent transactions
- Best possible realization for your property



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Chennai's
Largest
Villa
Developer


CASA GRANDE
PRIVATE LIMITED
'Building Aspirations'



1,00,000 and growing!

With over 1 lakh likes on Facebook, Casa Grande is now **'Chennai's Most Liked Real Estate Developer'**. A huge thank you to each and every one of you who made this happen!



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