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CASA TIMES

CHENNAI | FEBRUARY, 2015 | EDITION 4



BEYOND HOMES

BUILDING ASPIRATIONS

Aspiring Stars ⁵

Arena
The most admired project in the southern region ⁵

Privilege Program ⁸



Chennai's
Largest
Villa
Developer



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Shocking Price!

CASA GRANDE *Cherry Pick*

Lifestyle Apartments at Perumbakkam at a Shocking Price of ₹3,600 per Sft.



With a plum location like Perumbakkam, Casa Grande Cherry Pick is available for just ₹3,600 per sft. Call us to make your booking now.

SALIENT FEATURES

- Priced attractively at ₹3600 per Sft; ₹500 lower than the project in the vicinity, with savings of at least ₹7 Lakhs
- Just 10 minutes from Sholinganallur junction located at Perumbakkam surrounded by prominent schools, colleges and hospitals
- Options of 1, 2, 2.5 and 3 BHK apartments
- 380 Lifestyle apartments spread across 7.42 acres (Phase I: 200 apartments only)
- More than 30 amenities that include clubhouse, swimming pool, gym, party hall, children play area, zen garden, cricket net, landscaping across the community and more.

EXCLUSIVE SITE VISIT AVAILABLE VISIT MODEL APARTMENT AT SITE

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Chennai's
Largest
Villa
Developer

CASA GRANDE
PRIVATE LIMITED
'Building Aspirations'

PRICE
₹3,600
Per Sft.



TYPE	SIZE (SFT)	PRICE (₹.Lakhs)
2 BHK	1200 - 1329	43.20 - 47.84 Lakhs
2.5 BHK	1186 - 1429	42.70 - 51.44 Lakhs
3 BHK -2T	1383 - 1768	49.79 - 63.65 Lakhs



THE MD'S VOICE

Dear Customer,

Let me first wish you and your family a fabulous 2015. May this new year fill your life with good health, joy and prosperity.

Looking back, 2014 was a very positive year. Four grand project launches complemented with over 60% sales during the launch Aperiod, is indeed a reflection of your faith and confidence in us. Amber, our second project in Coimbatore enjoyed a grand opening and promises to open up new avenues for Casa Grande.

Though the market seemed flat during the year, buying continued to happen and it was solely on the merit of value in our offering. This has been a great source of encouragement to us. While others have been harping merely on features and merits, our pragmatic approach in 'understanding home buyers' needs and offering them the value they deserve has paid us rich dividends. 2015 looks to be even more promising and we hope to raise the bar; both in terms of your expectations and our own performance as well.

I would also like to highlight that we've continued with our tradition of unfailingly building on your

aspirations. Every single project in 2014 has been handed over on time. We are proud to have kept every one of the promises we've made to you. We hope to see another 5 projects to be completed by this financial year. Gopalpuram, Royapuram, Injambakkam, Mount road, Uthandi and many more.

This year opened with us taking a quantum leap in bringing our philosophy alive. We have initiated a dedicated programme to identify and nurture young talent in sport with Casa Grande Aspiring Stars.

We hope to bring a sea of changes among the young aspiring sportsmen in our nation by nurturing their aspirations and helping them fulfil their ambitions.

Looking forward to yet another bright new year with your good wishes and support!

M. Arun Kumar
Founder and Managing Director

NEWS FLARE

Quick Line



Awarded the most admired project in the southern region by Worldwide Achievers



Casa Grande Massey @ Royapuram



Casa Grande Elan @ Thalambur

Launching Soon



Casa Grande The Address @ Karapakkam



Casa Grande Cedars @ Ayanambakkam



Casa Grande Cherry Pick @ Perumbakkam



Casa Grande Amber @ Coimbatore

Projects Launched

AWARDS & EVENTS



Casa Grande Arena was awarded "The most admired project in the southern region" by Worldwide Achievers



CASA GRANDE **ASPIRING STARS**
Champions of Tomorrow

At Casa Grande we strongly believe that aspirations need nurturing. And by nurturing them, we can create a better world. With the launch of Casa Grande Aspiring Stars, we've made our first step in identifying and sponsoring the champions of tomorrow.

PRESS COVERAGE

New project in Coimbatore

Special Correspondent

COIMBATORE: Chennai-based Casa Grande Private Limited has launched a gated-community, luxury home project in Coimbatore.

Villas

A press release from the company said that Casa Grande Amber, coming up at Ramanathapuram, will have 13 villas (four-bedroom each) of 3,360 sq.ft to 4,041 sq.ft and 32 apartment units of 1,242 sq.ft to 2,111 sq.ft each. Priced upward of Rs. 2.3 crore for villas and Rs. 49 lakh upward for apartment units, the project offers wood and marble flooring and high-end bathroom fittings.

Demand

Arun Kumar, founder and Managing Director of Casa Grande, says luxury projects are in demand in the city.



Affordable homes

Developer Casa Grande launched lifestyle apartments in Perumbakkam called Cherry Pick. The apartments have been priced at Rs.3390 per sq.ft. starting at Rs.22 lakh per flat. The project encompasses 400 apartments over an expanse of 7.2 acres ranging from 650 sq.ft to 1850 sq.ft. The builder is also offering amenities such as a swimming pool, reading hall, gazebo, gymnasium and a Zen garden for this project.

East Coast Road Turns Villa Hub

Unlike apartments, there has been a sustained demand for such homes; market likely to remain steady in the future



The Chennai real estate market has been showing a steady upward trend in the villa segment. Unlike apartments, there has been a sustained demand for such homes; market likely to remain steady in the future. The high-end villa market is expected to continue to grow, driven by the demand for luxury living spaces. The market is also seeing a shift towards more sustainable and green building practices.

The villa market in Chennai has been showing a steady upward trend. Unlike apartments, there has been a sustained demand for such homes; market likely to remain steady in the future. The high-end villa market is expected to continue to grow, driven by the demand for luxury living spaces. The market is also seeing a shift towards more sustainable and green building practices.



Talent Initiative: Young entrepreneurs and professionals are being encouraged to start their own ventures.

Cherry Pick from Casa Grande

Casa Grande, Chennai's largest villa developer, recently launched Casa Grande 'Cherry Pick', offering lifestyle apartments with more than 40 amenities. Located at Perumbakkam, Cherry Pick is priced at Rs.3,390 per sq.ft. The project encompasses 420 apartments starting from Rs.22 lakh, over an expanse of 7.2 acres and constitutes a wide choice starting from 1 BHK to 3.5 BHK - 650 sq.ft to 1,850 sq.ft. The lifestyle amenities include club house, swimming pool, gym and 40 other amenities with lush landscaping across all areas. Arun Kumar, founder and MD, Casa Grande, said, "Casa Grande Cherry Pick will be a fantastic buy for customers. The primary reason for anyone to buy this project will be the price which we believe is the most attractive in the market."



Casa Grande launches new project in Ramanathapuram

Casa Grande has launched a new project in Ramanathapuram, Coimbatore. The project is a gated community with luxury homes. The company has a strong track record in the real estate market and is committed to providing high-quality living spaces. The new project is expected to attract a wide range of buyers looking for premium living environments.

The EC road home



The East Coast Road project is a major infrastructure development in Chennai. It is expected to significantly improve connectivity and reduce travel time for commuters. The project is being implemented in phases and is expected to be completed by 2015. The government is committed to providing better infrastructure for the city's growing population.

Realty sector hopes for an upswing in the coming year

While the number of housing units added to the city in 2014 was around 20,000, the actual absorption was much lower. Increased government spending on infrastructure followed by a strong budget will push growth, said Mr. Chandra. Analysts said, in addition to pockets around Tambaram and Ambattur, they expected areas along Outer Ring Road to witness maximum growth.

The lull that followed hit the saturated market hard as they were unable to move in to their houses due to delays in construction, or in getting completion certificates from the Chennai Metropolitan Development Authority, which tightened monitoring of construction activity.

While the number of housing units added to the city in 2014 was around 20,000 - the average per year in Chennai and extended areas since 2011 - the actual absorption was much lower.



PRIVILEGE PROGRAMME

As part of our initiatives to ensure a fantastic relationship with our customers, we believe in engaging them purposefully. We strongly believe that the quality of our engagement should be reflective of the experience that brand Casa Grande will offer.

From providing passes to leading sports events, new movies and entertainment shows, we also offer exemplary dining and holiday privileges in leading hotels like the Taj.

By engaging our customers with such insightful and enlightening programmes we hope to bring about a positive delight in their lives, in more ways than one.

CASA GRANDE 
PRIVILEGE

ONGOING PROJECTS

Casa Grande Vogue @ Perumbakkam



- All roof slabs completed
- Lift machine room in progress
- Block work in progress in 1 and 2 floors
- Awaiting CC

Casa Grande Senate @ Shenoy Nagar



- Villa structure in progress
- Block work in progress

Casa Grande Arena @ Oragadam



- Villa structure in progress
- Block work / plastering in progress
- STP / UG Sump / Swimming pool in progress
- Badminton court in progress
- Clubhouse Structure progress

Casa Grande Pallagio @ Thoraipakkam



- Villa foundation in progress (45%)
- Villa structure commenced
- UG / STP structure completed
- EWS block pile foundation to be started

Casa Grande Lanterns Court @ Thoraipakkam



- Structure completed
- Block work / internal plastering completed
- External plastering in progress
- Awaiting for CC

Casa Grande Novus @ T. Nagar



- Villa structure in progress
- Block work in progress

Casa Grande Pavilion Phase I @ Thalambur



- Structure, internals, externals, EB and other liaison work fully completed
- Handing over in progress

Casa Grande Pavilion-Phase II @ Thalambur



- Villa structure in progress
- Block work in progress
- Clubhouse finishing works progress

Casa Grande Avalon @ Perumbakkam



- Structure, internals, externals, EB and other liaison work fully completed
- Handing over in progress

Casa Grande Aldea @ Thoraipakkam



- Handing over in progress

Casa Grande Eterna @ Coimbatore



- Handing over in progress

Casa Grande Cherry Pick @ Perumbakkam



- Pile foundation to be started

Casa Grande Cedars @ Ayanambakkam



- Pile foundation to be started

Casa Grande The Address @ Karapakkam



- Pile foundation to be started

Casa Grande Amber @ Coimbatore



- Pile foundation to be started

UPCOMING PROJECTS

Chennai



Apartments @ Kolapakkam, Chennai
• 2 & 3 BHK, 1000 sft onwards



Apartments @ Gopalapuram, Chennai
• 4 BHK, 2650 sft onwards



Casa Grande Massey - Apartments @ Royapuram, Chennai
• 2 & 3 BHK, 1250 sft onwards



Villas @ Uthandi- ECR, Chennai
• 3 BHK - 2 Living, 2400 sft onwards

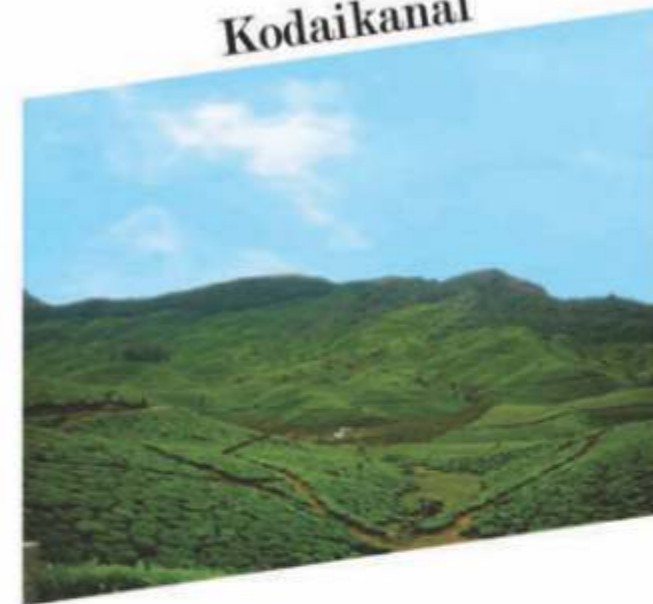


Casa Grande Elita - Villas @ Injambakkam, Chennai
• 4 BHK Villas, 3500 sft onwards



Casa Grande Elan - Villas @ Thalambur
• 3 & 4 BHK, 1900 sft onwards

Kodaikanal



Plotted Development @ Villupatti- Kodaikanal

Bengaluru



Casa Grande Shamrock - Villas @ Off Bannerghatta Road, Bengaluru
• 4 BHK Villas, 3600 sft onwards

CASA GRANDE GROUP



Specially conceived for those looking to liven up their new home with enhancements, DoMyHome will offer the best of the options from aesthetic touches to luxurious comforts. All you need to do is pick and choose, we'll do the rest for you. Do My Home is a one-stop-shop for all your interior needs. From wood works to furnishes, modular kitchens to bathroom accessories and curtains to door mats; everything you need for your home Modular Kitchen, Wardrobes / Lofts, Electrical Solutions, Curtains, Bathroom Accessories, Furniture, Flooring and Carpeting solutions.



Casa Grande PropCare, provides hassle-free property maintenance for apartment and villa communities. This includes upkeep of properties aesthetics, ensuring general hygiene and providing a safe, secure and comfortable living for the residents.



THE ONLY DEVELOPER IN CHENNAI TO DELIVER ON TIME, EVERY TIME.

At Casa Grande we have an undisputed record of timely deliveries. Not a single project has been delayed and not even by a single day. All the 8 projects in the last 2 years were delivered on time.

This is something we are extremely proud of and we'll continue to ensure at any cost. Feel free to request our customer service desk for a week-on-week progress on any of our ongoing projects. We'll gladly share it with you.



www.casagrande.in