

# CASA TIMES

CHENNAI | APRIL 2017 | EDITION 8

**BUILDING  
ASPIRATIONS.**

**ON  
TIME.**



**EVERY  
TIME.**

**DELIVERING  
DREAM HOMES.**

Building aspirations.  
Delivering dreams.  
On time. Every time.  
41 projects delivered till date.

Projects delivered in the last two years





## THE MD'S VOICE

Dear Patrons,

I am sure you've sensed it – the aura of optimism that surrounds Casa Grande. The trust in our brand has soared through the skies. The response and success that the launches of Casa Grande Eternia II, Casa Grande ECR14 and Casa Grande Ferns brought us is a testament to that. The confidence and excitement that customers showed in us was overwhelming. It surpassed our own expectations.

At Casa Grande, we fully intend to repay the faith of our customers in the same manner – by continuing to exceed your expectations as we've always done. And, we are well on course. We added to the successful project launches with the pre-launch of our projects at Mannivakkam, Thalambur and Nolambur in Chennai. We also continued our foray into other cities with the pre-launch of projects in Medihalli and Hoodi in Bengaluru and plotted communities in Kodaikanal.

The biggest addition however, came in the form of actor/celebrity Karthi of Madras fame. We were successful in bringing him on board as an ambassador for Casa Grande ECR14, our apartment project at Mayajaal.

Casa Grande has an array of launches lined up for this year with apartment and villa communities across Chennai, Bengaluru and Coimbatore. The road forward looks very promising and we can only hope to continue to receive your stellar support.

On behalf of Casa Grande, I would like to extend a thank you to our customers who've made us Chennai's largest developer. 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

BBC Knowledge Awards  
Best Search Marketing / Display  
Campaign Award



Recognition

Maddys 2017 (Madras Ad Club Award)  
Won awards in Radio & Print category



Navagraha Pooja - Casa Grande Asta, Korattur



Navagraha Pooja - Casa Grande Bellissimo, Alandur



# PROJECTS LAUNCHED



2 & 3 BHK apartments



3 & 4 BHK villas and 2 BHK apartments  
Kalapatti,  
Coimbatore



2, 3 & 4 BHK  
apartments

# HANDED OVER PROJECTS



## Amber

Villas & Apartments @ Ramanathapuram off Trichy Road, Coimbatore  
No. of units: 45 | Built-up-area: 62463 sft



## Cedars

Apartments @ Ayanambakkam  
No. of units: 48 | Built-up-area: 370431 sft



## Pallagio

Villas @ Thoraipakkam  
No. of units: 89 | Built-up-area: 210000 sft



## The Address

Apartments @ Karapakkam  
No. of units: 148 | Built-up-area: 269262 sft

# EVENTS

Casa Grande started 'Tree of Joy' initiative supported by Chennai City Corporation and in association with Fever 91.9 FM, Round Table of India & Lady Circle of India. Under this initiative, the listeners of Fever FM will form clusters to plant trees as an initial measure in and around Chennai to recompense the devastation caused by the recent cyclone, Vardah.

Actor Karthi, cricketer Murali Vijay and Casa Grande Director Siva Sankar Reddy lent us a hand in making Chennai greener. 1000+ saplings have been planted and maintained to date.



# PRESS COVERAGE

## Casa Grande announces the launch of Casa Grande ECR14

February 22, 2017



**NEW DELHI (INDIA):** Chennai-based real estate company Casa Grande has announced yet another venture into the high rise life style apartment space by launching Casa Grande ECR14 on the ECR main road closer to the LT corridor and entertainment hotspot of Chennai.

Karthi, a leading Kollywood star who has acted in successful films such as *Bharyani* (2013), *Madras* (2014) and *Oppan* (2016) has been roped in to endorse Casa Grande ECR14 project.

577 high-rise apartments spread across an expanse of 7.14 acres will offer the very best of luxury and affordability. 2BHK apartments are available with built-up area from 504-1413 sq ft. and are priced from 23 lakh onwards. 3BHK apartments are available with built-up area from 1481-1865 sq ft. and are priced from 59 lakhs onwards.

Casa Grande is offering the apartments at a never before special price of Rs. 3999/- per sq ft against the ongoing market price of Rs. 5500/- per sq ft. Contemporary designed apartments with zero dead space are the hallmarks of this project. Casa Grande ECR14 will have a wide range of amenities like party hall, toddler's pool, clubhouse, gymnasium, and swimming pool, indoor play area for kids, video games room, and learning centre among other facilities to the home buyers.

Speaking on the occasion, M. Arun Kumar, Managing Director, Casa Grande said, "We at Casa Grande are happy to offer a new range of high rise life style apartments with the launch of ECR14 at ECR main road to the customers. Through this project, we will offer superior & premium quality lifestyle apartments at reasonable price. ECR14 has a superior location advantage as it is closer to entertainment & commercial zones and has better connectivity to the other parts of Chennai city. It will provide great value for money and complete peace of mind to the home buyers."



“ Casa Grande has largely seen a positive sentiment across different customer segments over the years and especially in the last 18 months ”

### ARUN KUMAR

Founder and Managing Director of Casa Grande

How has 2016 been for your company given the fact that there were few ups and downs over the last 18 months?

Real estate sector in India has undergone a constant change in the past few years. The sector has become transparent and has seen an uptick in demand across different segments. The efforts made by the government to improve realty regulatory standards across the country have boosted the customer interest and foreign investments too.

Casa Grande has largely seen a positive sentiment across different customer segments over the years and especially

072 February-February 2017 > Construction & Architecture Update > [www.constructionandarchitectureupdate.com](http://www.constructionandarchitectureupdate.com)

## "Tree of Joy" initiative launched by Casa Grande



0806017, by admin in NewsTimes

Casa Grande Pvt. Ltd., launched 'Tree of Joy' initiative supported by Chennai City Corporation and in association with Fazer 91 9 FM, Round Table of India & Lady Circle of India. Mr. Murali Vijay, Telti Chokker, Team India and Mr. Gangadhar Shastri, MD, Casa Grande inaugurated the initiative at Jeeva Park, Old Chetty Road, T Nagar.

Under the initiative, Mr. Murali Vijay and Mr. Kandatam, Deputy Commissioner, Greater Chennai Corporation handed over 10 saplings to the listeners of Fazer 91 which were planted in Jeeva Park. Mr. Gangadhar Shastri, MD, Casa Grande addressed the audience and extended his gratitude to the partners and the listeners who have come forward to be part of the 'Tree of Joy' initiative. He also underlined the importance of re-planting trees in the city to restore the green cover and give back Chennai city what it rightfully deserves from its residents.

Commenting on the occasion Mr. M. Arun Kumar, Managing Director, Casa Grande Pvt. Ltd., said, "Through the Tree of Joy initiative, we aim to inspire people from different walks of life to come together to rebuild what's been lost to the cyclone Vardah. By planting trees, we want to raise awareness among the citizens of the city and fulfil our commitment towards building a greener and a better tomorrow. We at Casa Grande are committed for a greener tomorrow and every small step ensures this."

## Major boost for housing sector

Chennai, Feb 2: This Budget gives a major boost to the segment and provide more options for the middle and lower middle class aiming to buy their first homes, says Arun Kumar, MD, Casa Grande Pvt. Ltd. In his reaction to budget Arun Kumar said, "With Infrastructure Status allotted to affordable housing segment, it would enable private players to be part of the Housing



Arun Kumar, MD, Casa Grande Pvt. Ltd.

for All campaigns, and give a major boost to the segment and provide more

options for the middle and lower middle class aiming to buy their first homes.

Infrastructure has been the primary focus in the budget and allocation of Rs. 3.96 lakh crore towards infrastructure development will also boost the economy. Rural housing gets boost too.

Other incentives like one year tax exemption from notional rental income from unsold inventory and

reduction of long term capital gains tax period from 3 to 2 years will be a much needed relief for the developers.

It will help the real estate developers who are holding real estate inventory. Also, with the change in criteria from built-up area to carpet area, home buyers can look forward to correct sizes homes in the future."

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

Choose from a wide range of villas, plots 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

CASA GRANDE  
**vivant**  
Kolapakkam

2 & 3 BHK apartments from  
₹50.35 L onwards

CASA GRANDE



Thoraipakkam

4 BHK villas from  
₹2.31 Cr onwards

CASA GRANDE



Oragadam

3 BHK sports villas from  
₹ 58.3 L onwards

CASA GRANDE

**Elita**

Injambakkam, ECR

4 BHK independent villas from  
₹3.72 Cr onwards

CASA GRANDE

*The Address*

Karapakkam, OMR

4 BHK apartments from  
₹1.46 Cr onwards

CASA GRANDE

*Cherry Pick*

Perumbakkam, OMR,  
Chennai

3 BHK apartments from  
₹ 54.45 L onwards



# ONGOING PROJECTS



Casa Grande Arena II @  
Oragadam

3 BHK sports villas from  
₹47 L onwards



Casa Grande Elan @  
Thalambur, OMR

3 BHK row houses  
from ₹55.61 L onwards  
3 BHK villas  
from ₹80 L onwards



Casa Grande Masseys @  
Royapuram

2 & 3 BHK apartments from  
₹98.5 L onwards



Casa Grande Marina Bay @  
Thiruvanniyur, OMR

3 & 4 BHK apartments from  
₹2.74 Cr onwards



Casa Grande Monte Carlo @  
Mount Road

2, 3 & 4 BHK apartments  
from ₹1.38 Cr onwards



Casa Grande Cascades @  
Padi

2 & 3 BHK apartments  
from ₹74.48 L onwards



Casa Grande Luxus @  
K.R.Puram, Bengaluru

3 & 4 BHK villas from  
₹1.51 Cr onwards



Casa Grande Uptown  
@ Thandalam

360 plots from  
₹6.9 L onwards



Casa Grande Tiara @  
Singanallur, Coimbatore

3 & 4 BHK villas from  
₹1.48 Cr onwards



Casa Grande Irene @  
Manappakkam

2, 3 & 4 BHK apartments from  
₹80.51 L onwards  
4 BHK villas from  
₹2.3 Cr onwards

# ONGOING PROJECTS



Casa Grande Ferns @  
Tambaram

2 & 3 BHK apartments  
₹20 L onwards



Casa Grande ECR14 @  
Kanathur, ECR

2, 3 & 4 BHK apartments  
from ₹48.6 L onwards



Casa Grande Aristo @  
Alandur

2, 3 & 4 BHK apartments from  
₹86 L onwards



Casa Grande Eternia II @  
Kalapatti, Coimbatore

3 & 4 BHK villas from  
₹78.96 L onwards  
2 BHK apartments from  
₹21.52 L onwards

# PRE-LAUNCH PROJECTS



Proposed elevation

Casa Grande Aqua @  
Kuniyamthur, Coimbatore

Regular 2 BHK apartments  
from ₹38.02 L onwards  
3 & 4 BHK villas  
from ₹70 L onwards



Proposed elevation

Kakkanad, Cochin

3 & 4 BHK villas from  
₹1.35 Cr onwards



Casa Grande Uptown II @  
Thandalam, Chennai

145 plots from  
₹6.9 L onwards



Proposed elevation

Casa Grande Bloom @  
Thirumudivakkam,  
Chennai

3 BHK row houses  
from ₹43 L onwards  
3 BHK villas  
from ₹74 L onwards



Proposed  
elevation

Casa Grande Olympus @  
Mandaveli, Chennai

3 BHK apartments  
from ₹3 Cr onwards



Proposed elevation

Madhavaram, Chennai

2, 3 & 4 BHK apartments  
from ₹51 L onwards



Proposed elevation

Casa Grande Bellissimo @  
Alandur, Chennai

2, 3 & 4 BHK apartments  
from ₹93 L onwards



Proposed elevation

Mannivakkam, Chennai

2 & 3 BHK apartments  
from ₹17 L onwards



Proposed elevation

Casa Grande Esquire @  
Perungudi, Chennai

2 & 3 BHK apartments  
from ₹72 L onwards



Proposed elevation

Korattur, Chennai

2, 3 & 4 BHK apartments  
from ₹32 L onwards



Proposed elevation

Casa Grande Primera @  
Mugalivakkam, Chennai

2, 3 & 4 BHK apartments  
from ₹30 L onwards




Proposed elevation

Casa Grande Neona @  
Sarjapur, Bengaluru

3 & 4 BHK villas  
from ₹1.2 Cr onwards

# PRE-LAUNCH PROJECTS

Proposed elevation



**Nolambur, Chennai**

2, 3, 4 & 5 BHK apartments  
from ₹56 L onwards

Proposed elevation



**Hoodi, Bengaluru**

2, 3 & 4 BHK apartments  
from ₹42 L onwards

Proposed elevation



**Thalambur, Chennai**

2, 3 & 4 BHK apartments  
from ₹28 L onwards



**Kodaikanal**

29 plots on a 10.75 acre  
expanse at ₹800/sft

Proposed elevation



**Medihalli, Bengaluru**

3 BHK villas from  
₹87 L onwards



**Kuthambakkam, Chennai**

397 plots on a 24 acre  
expanse from ₹8.1 L onwards

# CONSTRUCTION UPDATE

(AS ON 30<sup>TH</sup> APRIL 2017)



Casa Grande Arena II  
@ Oragadam

- Parapet wall block work



Casa Grande Aristo  
@ Alandur

- Block work completed



Casa Grande Cascades  
@ Padi

- 85% work completed



Casa Grande ECR14  
@ ECR

- Earth work with consolidation completed



Casa Grande Elita  
@ Injambakkam

- Tile laying work is completed



Casa Grande Luxus  
@ K.R. Puram,  
Bengaluru

- External plastering completed



# CONSTRUCTION UPDATE

(AS ON 30<sup>TH</sup> APRIL 2017)



Casa Grande Marina Bay  
@ Thiruvanimiyur

- Earth work with consolidation completed



Casa Grande Masseys  
@ Royapuram

- 95% work completed



Casa Grande Monte Carlo  
@ Mount Road

- Ramp concrete work in progress



Casa Grande Vivant  
@ Kolapakkam

- Compound wall work in progress



Casa Grande Ferns  
@ Tambaram

- Foundation work in progress



Casa Grande Elan  
@ Thalambur, OMR

- 90% work completed



# CONSTRUCTION UPDATE

(AS ON 30<sup>TH</sup> APRIL 2017)



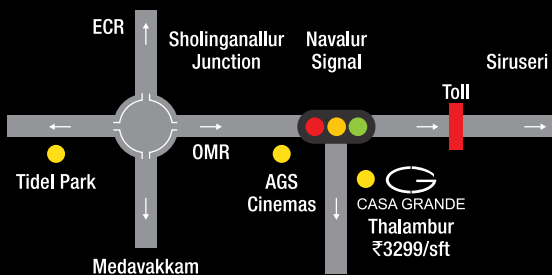


Pre-launching lifestyle apartments  
in Thalambur-OMR, just 10 minutes  
from Sholinganallur junction.

Priced at  
**₹3299/sft**

**2 BHK at ₹28 L & 3 BHK at ₹41.24 L**

#### Price & Location Map



#### Knockout Features:

- 792 lifestyle apartments (200 in Phase I) spread across 10.61 acres
- Stilt + 4 design structure
- Contemporary new age architecture
- Apartment loaded with lifestyle features at never heard of price
- Efficiently planned internal spaces for optimum space utilization
- Ideal for investment and yielding good rentals
- Abundant ventilation
- Vasthu compliant
- Amenities and features like swimming pool, clubhouse, gym & many more
- Signature apartments at a special price of ₹3499/sft
- Retirement community is also available

Exclusive site visit available

98848 30000 / 2 | [www.casagrande.in](http://www.casagrande.in)

**CREDAI**

  
**CASA GRANDE**  
PRIVATE LIMITED  
*'Building Aspirations'*



# SEMMA LIFE AT SEMMA PRICE!

~~₹5500~~ PER SFT  
(STARTING MARKET PRICE ON ECR)

# ₹4299

PER SFT (CASA GRANDE PRICE)



Phase I

2, 3 & 4 BHK apartments bang on ECR, behind Mayajaal.  
20 mins from Adyar and 10 mins from Sholinganallur.  
Premium location close to beach, office and entertainment.



Podium view



## 3 semma reasons to buy

**Semma Price:** Nearby projects priced at ₹8000/sft, ₹6000/sft & ₹5500/sft, but Casa Grande ECR14 is available at only ₹4299/sft  
• ECR considered more premium than OMR but priced lower than OMR  
• More features and amenities than competitors for the price

**Semma Location:** Bang on ECR • Impending 6 lane highway  
• 5 mins from beach • Area with lesser traffic and lower density than OMR  
• Close to entertainment and fun zones like Mayajaal, MGM Dizzee World and VGP  
• Close to schools and colleges like

Vael's Billabong International School, AMET University and many more • Close to hospitals like Global and Apollo

**Semma Product:** 577 high-rise apartments in a stillt + 14 design structure set on an expanse of 7.14 acres • Contemporary design architecture • Wrap-around balcony • Central podium  
• World class amenities and features like clubhouse, swimming pool, gym, kids' play area and more

Exclusive site visit available | Visit model house at site

98848 30000 / 2 | [www.casagrande.in](http://www.casagrande.in)



**CASA GRANDE**  
PRIVATE LIMITED

'Building Aspirations'

# AWARDS



Developer of the Year  
Residential - 2015-16  
Realty Fact



Luxury Project of the Year - 2015-16  
Casa Grande Aldea  
Realty Fact



Best Archived Project  
Casa Grande Aldea  
CIDC Vishwakarma  
Award 2016



Best Realty Brand - 2015  
Economic Times



Most Admired Project  
in Southern Region - 2014  
Casa Grande Arena  
Worldwide Achievers



Excellence in  
Customer Engagement - 2014  
CEF



Real Estate Developer  
of the Year - 2013  
Brands Academy



Top 50 Brands  
in Chennai - 2013  
Paul Writer Magazine



Creative Real Estate Company - 2013  
Paul Writer Magazine



Marketer of the Year - 2013  
Realty Plus Magazine

# Buddy Neighbour Scheme



**Refer your friends. Fulfill their dreams.  
Get rewarded.**

**Dear Customer,**

Wouldn't it be nice to have your good friend as your neighbour?

Now you can. Refer your friend, colleague or family to a

Casa Grande home and stand to earn from ₹50,000 to ₹5 L for your efforts. After all, who knows our homes better than you, partner?



**To know more, call 73051 00900  
referral@casagrande.in | www.casagrande.in**



# 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!



**CORPORATE OFFICE:**

NPL Devi, New No. 111, Old No. 59, LB Road, Thiruvanmiyur, Chennai - 600 041.  
Ph: +91-44 4411 1111 Mob: 98848 30000/02/04 Fax: +91-44 4315 0512.

**COIMBATORE OFFICE:**

Sri Dwaraka, No. 1-A, B.R. Nagar Main Road, Singanallur Post,  
Coimbatore - 641 005. Ph: +91-422 4411 111.

**BENGALURU OFFICE:**

Salma Bizhouse, 4<sup>th</sup> Floor, 34/1, Meanee Avenue Road, Opp. Lakeside Hospital,  
Ulsoor Lake, Bengaluru - 560 042. Ph: +91-80 4666 8666.

**DUBAI OFFICE:**

4<sup>th</sup> Floor, Block-B, Business Village, Dubai, United Arab Emirates, PO Box. 183125.  
Ph: +971 565302759

[www.casagrande.in](http://www.casagrande.in)