

THE MD'S VOICE



Dear Customer,

It gives me great pleasure to write to you again. This fiscal has been one of the best years for Casa Grande with more than 1000 new customers acquired and launch of 7 new projects in the market. We have also delivered 4 projects. We have expanded our portfolio with Do My Home and Casa Grande Prop Care, thereby widening our area of support to customers.

Early last financial year, we committed ourselves to three significant areas of excellence-

1. Customer Satisfaction
2. Innovation, and
3. Timely Deliveries

I sincerely believe we have done justice to these commitments. Customer satisfaction across projects was good, yet we believe there is scope for further improvement. Understanding our customers, both said and latent needs will be our focus for the year. Innovation has been the driving factor at Casa Grande across levels, be it project, quality or brand. We launched two interesting projects last year: Casa Grande Aldea- a tropical-themed landscape project in Thoriapakkam; and Casa Grande Arena- Chennai's first sport villa community. Both these projects were successful and had excellent reviews from customers and the market as well. Our prompt and timely deliveries are something I am personally proud of. All projects run as per schedules and there have also been

instances like Casa Grande Futura, where we've delivered ahead of schedule. We will continue what we were doing and give our best for our customers.

Our special focus this year would be to keep our customers happy, build on brand Casa Grande and consistently improve the quality of work we do.

We are seen as one of Chennai's big real estate companies and we're further pursuing to take it to the next level. We've grown our investments on training, processes and technology. We shall continue to launch great projects at excellent prices. We hope our customers see value in our offering, and thus we hope the interim slowdown in the industry will not affect business.

Thank you for all your support in making us successful; and we hope for more in the days to come.

M. Arun Kumar
Founder and Managing Director

NEWS FLARE

Quick Line

Construction completed: Futura, White Oak, Maple & Epica

The construction of Futura: Sriperumbudur, White Oak: Adyar Epica: Mahalingapuram & Maple: Adyar have been completed and are ready to be handed over.

43rd National Safety week Celebration

The staff at our Casa Grande Pavillion site organized a six-day programme to mark the 43rd National Safety Week from 26th Feb to 4th March 2014. The program was inaugurated by our Managing Directors Mr. Arun Kumar and Mr. Anerudan in a grand ceremony. Over 500 workmen benefitted this program.

CASA NEWS



Casa Grande Aldea

Casa Grande Aldea is a community of luxury apartments in Thoraipakkam

Salient Features:

- 184 Apartments • Stilt + 4 structure • 4BHK (1919-1986 sft) • 3BHK (1423-1695 sft) • Studio- 1BHK (576-591 sft) • Large windows overlooking the landscape • Grand courtyard in the centre with swimming pool • Podium level landscape with children's play area • Terrace garden

Amenities:

- Rock Garden • Gazebo • Amphitheatre • Hardscape with trees • Clubhouse • Gym • Indoor games room • Aerobics floor • Steam room • Party hall • Swimming pool • Toddler's pool • AV / Movie room • Children's play area • Landscape garden



Casa Grande Pallagio

Luxurious Mediterranean Villas at Thoraipakkam, OMR

Salient Features:

- Luxurious 2750 sft Mediterranean Villas (4 Bedrooms, 2 Living Rooms) built on 2100 sft land • Just 10 minutes from Tidel Park and surrounded by IT companies • High-end specifications, with amenities like swimming pool, gym, indoor games, etc. • State-of-the-art security features like CCTV, video door phone, intercom and boom barriers. • Exclusive gated community • Also available 2BHK Apartments • Ready to occupy in 15 months



Casa Grande Arena

Chennai's First Sports Villa Community at Oragadam

Salient Features:

- 440 Independent villas and 128 Apartments spread over 30 acres • Luxurious 1573 sft independent Villa available on a 1864 sft (1267 land area + 597 UDS) (3 Bedrooms + 2 Living), 2BHK Apartments (750 sft) • Located on Oragadam Main Road • 10 mins. from Rajiv Gandhi Memorial • Over 20 sporting facilities like Football ground • Tennis courts • Squash court • Badminton courts and more

Amenities:

- Club house • Swimming pool • Gym, and a lot more

Project Launched



Casa Grande Lanterns Court
Residential Apartments, Thoraipakkam



Casa Grande Pavilion- Phase II
Independent Villas, Thalambur



Casa Grande Senate,
Residential Apartments, Shenoy Nagar

PRESS COVERAGE

Creating HAPPY CUSTOMERS

CASA GRANDE TALKS ABOUT DESIGN KEY FEATURES, THE COMPANY'S UNIQUE SELLING POINT AND ABOUT EXPLORING CUSTOMER'S TASTES

REPORTER
 Casa Grande Private Limited is a landmark brand in the real estate industry in India. The company stands for quality and customer service and a great office. One of the best 500 private and public companies in India ranked 45 in the real estate sector. The company has developed 17 projects up to date with 17000+ residents. The last three months of 2013 were a landmark.

Casa Grande is known for fast but flawless and they are the change making force in the industry. Being strong and powerful, offering great design and great customer service, providing a quality product and giving value for the money are the key factors.

CEO
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'Gate'way to a good home

Stylish gated or nested communities are becoming increasingly popular among prospective home buyers today. DC explores the trend

JAYAKUMAR CHATTERJEE
 Senior Contributor

From rural India to urban metros, gated communities have started spreading. It was only individual homes that people built for their families. Then, with the coming of the ready-made apartments, because the need of the hour. However, the global concept of individual homes has not disappeared and is making a professional return. As prospective buyers are coming up to the concept of buying individual homes, Arun Kumar, Founder and CEO of Casa Grande Private Limited, believes it is more a lifestyle choice for all good reasons. "Many in the premium sector Apartment, there is a lot of style, luxury and sophisticated, away from design, aesthetics and individual homes open doors to better and comfortable living. Further it provides good value for money," he says.

"An individual home can be anything but simple architectural elements, but with ventilation on three sides, private garden, significant open spaces and smart home specifications," Kumar had been little bit back in the beginning, compared to neighbouring areas," says the founder who has been in the real estate industry.

For the past few years, attracting and being important projects. And adds, "There are regulatory approval issues and lack of availability of skilled manpower. But now, Chennai is also getting the gated communities where you can enjoy the benefits of living in an individual home and also get a lot of community living."

Most of the gated communities come with a complete package of a clubhouse, swimming pools, walking tracks and one-stop of all security services like a CCTV camera in the apartments. Along with financial attention, there is better control that is necessary as a result of the concept of the community and ultimately along with the regional location needs to be taken into consideration, as this would help prospective buyers make a better investment and enjoy a better lifestyle.

Talking about the value addition being used in promoting such projects, Kumar says, "The entire nation has phenomenal reach and the cost of marketing is low. The location also gives a leverage to get some projects, such as the target audience and communicate a lot of information which otherwise is not possible," he says. Kumar points out managing gated communities is a challenge, according to him, "It involves a lot of open and honest such as maintenance requires a special set. Secondly, there is a lot of open and honest such as maintenance requires a special set. Secondly, there is a lot of open and honest such as maintenance requires a special set."

Casa Grande Pallagio launched

Casa Grande has announced the launch of Casa Grande Pallagio, a first-of-its-kind Mediterranean-style villa project, at Thoraipakkam, according to a press release.

The project will encompass 89 villas over an expanse of six acres. The thematic villas designed on a two-storey structure is planned with a lot of open spaces and keeping luxury in mind. The villas will come up on a land area of 2,100 sq. ft and a built up area of 2,700 sq ft onwards with four bedrooms, two family rooms, a private landscape garden overlooking the living and dining area, a private terrace space that will double as party area, etc. This will be an exclusive gated community project with all driveways, roads owned by the community as against being public.

The community also features amenities like gym, games room, party hall and swimming pool along with state of art security features. These villas will be available at a price of Rs.1.8 Crore onwards as an early bird offer while the launch price of the villa will be Rs.2.1 crores. Also, available are studio apartments at Rs.38 lakhs.

Casa Grande launches sports theme villa

CHENNAI BUREAU
 Chennai, April 2

The Chennai-based developer Casa Grande Pvt Ltd has launched a 30-acre residential project, the Casa Grande Arena at Oragadam, to the west of Chennai.

Arena offers 440 independent villas priced at ₹47.5 lakh each. It also includes 250 studio apartments priced at about ₹21 lakh.

The project's unique feature will be the wide range of sports facilities. The sport villa community, as the developer describes the project, comes with 20 sports facilities, including a football ground, tennis courts, basketball court, volleyball court, squash, cricket and golf.

The villas will be of 1,450 sq. ft on a land area of 1250 sq. ft with three bedrooms, two family rooms, dresser, exclusive car parks and landscape garden on a ground plus one design.

Arun Kumar, Managing Director, Casa Grande Private Limited, said the villas are priced at ₹3,050 a sq. ft and studio apartments at ₹2,900 a sq. ft.

The sports facilities are aimed at offering leisure activity for the entire family and build an active community life.



Casa Grande unveils Aldea at Thoraipakkam

Casa Grande Pvt Ltd, Chennai's largest villa developer, has launched Casa Grande Aldea, the first of its kind tropical garden-themed apartment project at Thoraipakkam in Chennai. Despite a slowdown in the realty market, Casa Grande is ready to invest ₹145 crore in the new project in partnership with a private equity firm Avenue Venture, Mumbai, said Arun Kumar, founder and managing director, Casa Grande Pvt Ltd. With all the projects in the market becoming concrete jungles, Casa Grande will be creating 184 apartments, with a lot of focus on greenery.

"In this project, every square inch is based on the theme of tropical gardens. Be it the terrace garden or the centre courtyard with a landscape podium or the pocket gardens, there is a move to utilize



the green environs to the maximum," added Arun Kumar. Apart from the green environment, Aldea also offers 25 features and amenities, which include a clubhouse, swimming pool, rock garden, gazebo, terrace amphitheatre, movie room, children's play area, gym and many more.

The project has 1, 3 & 4 BHK apartments and the size ranges from 600 sq ft (1 BHK) to 1400 sq ft, to 1960 sq ft (3 and 4 BHK). The price of the apartments starts from ₹73.2 lakh onwards for the 3 BHK and 30 lakh for 1 BHK. Considering Thoraipakkam has become more of a city location as it is about 10 minutes drive from Adyar, Aldea commands a heavy demand in the market.

"When the prices in Thoraipakkam are at ₹6200 per sq ft and above, we are offering the project at a killer price of ₹5150 per sq ft. The existing prices at locations as far as Sholinganallur which is 7 km away are at ₹5200 per sq ft. Casa Grande Aldea thus provides a killer value for the investors and end-users," claimed Arun Kumar.

Casa Grande Aldea also provides a great value for money for three reasons—a first of its kind tropical-themed, landscaped apartment project, a great location at Thoraipakkam (only 10 minutes drive from Adyar) and a price of ₹5150 per sq ft in a location where the prevalent price is ₹6200 per sq ft.

— R Rajagopal



AWARDS & EVENTS



Residential & Commercial Summit held on August 2013. M.Arun Kumar was the key speaker at the Panel Discussion "Urban Treat or Urban Threat".



Recognised as Top 50 Brands in Chennai by Paul Writer Magazine



Awarded 'Luxury Projects of the Year-South Chennai' for Casa Grande Versailles by SiliconIndia



Casa Grande launches Tropical Landscape Theme Project in Thoraipakkam on 4th Dec 2013

EVENTS



Chennai-Pondy Heritage Car Rally

The Hindu Chennai-Pondy Heritage Rally took place on 1st February, 2014. Casa Grande is proud to have been associated with this gala event as its presenting sponsor. Residents of Chennai had the opportunity to see some shining examples of vintage/classic automobiles and interact with their owners.



These vehicles were on display at Besant Nagar Beach from 7 am onwards and the rally began at 8.30 am with the rally proceeding to Pondy via ECR. The cars were also displayed at Gandhi Beach, Puducherry. The drive-back from Puducherry on 2nd morning concluded with the closing ceremony held at Radisson Blu-Resort Temple Bay Mamallapuram.

MARKET TRENDS

Preferred Budget

Below ₹20 Lakh	21%
₹20 Lakh - ₹40 Lakh	47%
₹40 Lakh - ₹80 Lakh	18%
₹ 40 Lakh - ₹1Cr	9%
Above ₹1Cr	5%



Preferred Possession Time

Immediately On Completion	27%
Within 6 months completion	36%
6 months to 1 year	23%
1 year to 2 years	11%
Beyond 2 years	3%



Preferred Bedrooms

1BHK	14%
2BHK	43%
3BHK	33%
4BHK	8%
More than 4BHK	2%



Preferred Property Type

Apartments	73%
Villas	8%
Plots	19%



ONGOING PROJECTS

(Updates as on 30th April, 2014)

Auburn @ Perungudi



Project work Fully Completed ready for possession

Pavilion @ Thalambur



Structure: Block work and plastering fully completed

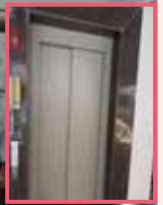
Internals: Flooring, electrical and painting fully completed

Externals: Electrical, plumbing and painting & yard works fully completed

EB and other liaison work: fully completed

External amenities: 50% completed

Solitaire @ West Mambalam



Project work Fully Completed ready for possession

Urbano Phase 2 @ Ponmar



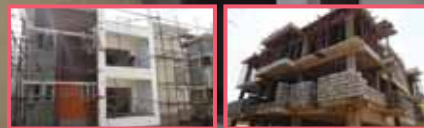
Site I: Finishing work in progress

Site II & III: Fully completed

External amenities: 80% completed

Yard works: 80% completed

Platina @ Arumbakkam



Block 1: Second floor progress

Block 2,3,4: Finishing work completed, lift erection in progress

Block 5,6: Structure completed, finishing work in progress

Avalon @ Perumbakkam



Villa foundation: Plinth and basement fully completed

Villa structure: Fully completed

Villa block work / plastering: 80% completed

Villa finishing work: 60% completed

ONGOING PROJECTS

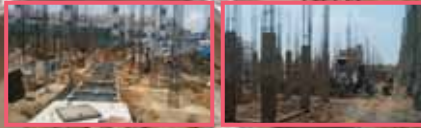
(Updates as on 30th April, 2014)

Pallagio @ Thoraipakkam



Model villa internal work completed

Aldea @ Thoraipakkam



Pile foundation: 70% completed
STP / UG sump in progress
Stilt floor: 30% completed

Lanterns Court @ Thoraipakkam



First floor roof completed
Second floor in progress

Vogue @ Perumbakkam



Pile foundation: 70% completed
Stilt roof: 30% completed

Arena @ Oragadam



Villa structure commenced

Pavilion Phase 2 @ Thalambur



Foundation progress: 10% completed

PROJECTS

Upcoming projects

Karapakkam, OMR



Conveniently located at Karapakkam, OMR (opposite to Hot Chips) with easy access to IT parks, educational institutions and multiplexes, the proposed project offers well-designed homes varying from 2000-2400 sqft. It is spread over 4 acres and houses 85 units of 4 BHK apartments. Elegantly designed homes with stylish fittings and amenities makes this truly a landmark project.

Sonalur, OMR



Featuring stylish design, alluring amenities, Casa Grande Sonalur comprises independent villas along with row houses. Here, you can discover true peace, tranquility and rejuvenation while being spoilt in the comfort of your own luxurious villa community.

Thalambur, Off OMR



With ideal location amazing value and exclusive features Casa Grande offers 32 exclusive Apartments at Thalambur off OMR

Royapuram, Chennai



Casa Grande is proud to bring you a premium project in north Chennai- an exclusive project of 80 apartments in Royapuram, Chennai.

Injambakkam, ECR



Casa Grande is proud to bring you its 10 luxurious villas with exclusive amenities at Injambakkam, ECR.

Perumbakkam, OMR



Casa Grande introduces a 400 new luxury apartment in Perumbakkam. The project is located in the fastest growing business corridor of South India. Our apartment is well-connected with key points of the city and is close to recreational, educational and healthcare institutes.

Ramanathapuram, Coimbatore



Casa Grande is all set to launch 13 villas and 32 Apartments project in Ramanathapuram near Trichy Road behind Central Studio.

Begur Road, Bengaluru



Casa Grande introduces exclusive 80 luxury villas at Bengaluru near Begur road. The project is located at one of the most developing hotspots of Bengaluru.

Kodaikanal - Villpatti



Casa Grande presents an exotic layout in Kodaikanal, a charming hill station, standing amidst sylvan beauty on the southern crest of the upper Palani Hills near Madurai in Tamil Nadu. With its rocks, woods, lovely lake and bracing air, there's no doubt that Kodaikanal is the 'Princess of Hills'. The 26 acres layout is located in Pallangi Village, Villpatti. The project is located amidst serene hills and offers breathtaking views of spectacular surroundings.

BUILDING ASPIRATIONS



CASA GRANDE
PRIVATE LIMITED
'Building Aspirations'

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