

The MD's Voice



Welcome to the very first edition of the Casa Times. This newsletter is one of our ways of letting you know more about the company, give information about various ongoing projects of Casa Grande and our latest launches and upcoming projects. We believe this initiative will help us understand you better and help us serve you better.

As you would be aware, Casa Grande is a nine year old real estate company, having delivered 27 projects and constructed 2.5 million sqft of residential spaces till date. The customer

base has also increased to 1750 customers from 32 projects.

Staying focused to our vision of being the most preferred property developer, we are creating lasting values, by understanding customer's said and latent needs and by continuous innovation and on-time delivery.

Casa Grande as a company is in a stage of transition. The company in the last one and a half years has launched 9 projects and handed over 5 projects – the only real estate company in Tamil Nadu to do so. All the projects launched were sold out during the launches, establishing us the preferred property developer in Chennai with a good understanding of customer needs. The same has been recognized and we have been awarded at the Leadership Service Excellence Awards 2013 for 'Real Estate Developer of the Year (Tamil Nadu)', Paul Writer GIMS-Realty Conclave Award for 'Creative Real Estate Company 2013' and at the Realty Plus Excellence Awards 2013 for 'Marketer of the Year – South'. We incidentally became the Chennai's largest villa developers by market share.

Having said this, the current scenario in real estate market is a bit challenging. The market is slow with customers sitting on the fence and waiting for the right opportunity to invest. There is a need to innovate consistently, give lot of value to customers and deliver promises to hold fort. I believe the team at Casa Grande is poised to take this challenge and we have had experienced people from the industry joining us in top management to ensure better product, quality and service.

Apart from our focus on business, as a corporate social responsibility, Casa Grande partnered with The Hindu to drive and implement the Chennai Coastal Cleanup initiative where 36.7 tonnes garbage which was collected and cleaned up.

I would like to thank you for being a part of the Casa Grande family. I believe this is the beginning of a great journey and we will take every effort to keep all you customers happy.

M. Arun Kumar
Founder and Managing Director

News Flare

Quick Line

Construction completed: Futura, White Oak & Epica

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

Avenue Venture invested 55 crore in Casa Grande, Chennai

Casa Grande has announced that Avenue Ventures Real Estate Fund, Mumbai has invested 25 crore at project level. This is the first tranche of investment out of the total planned investments of 55 crore. The project is strategically located in Thoraipakkam which is one of the most sort-out locations on OMR.

Casa Grande extends its customer base to 1750

Casa Grande with the launch of Eterna, Avalon and Futura has extended its customer base from 1500 to 1750. This feat has been achieved through a sell out of 361 villas and 32 apartments: Avalon – 65 villas, Futura - 224 villas, and Eterna - 72 villas & 32 apartments.

Casa News

Launch Project Updates



Casa Grande Avalon Luxurious independent villas in Perumbakkam

Casa Grande is proud to bring you its exclusive limited edition independent villa project - Casa Grande Avalon at Perumbakkam, OMR near Sholinganalar Junction. Casa Grande Avalon will be a one-of-a kind villa project available in the city with all the lifestyle amenities and features. Go ahead and choose your dream villa today!

Salient Features: 65 independent luxury villas in a 4 acre expanse | Independent villas available on varied sizes from 1850 sqft built up area and 1500 land area 4 BHK, 2 family rooms, 2 exclusive car parks, private garden space | Lifestyle amenities like clubhouse, swimming pool, party hall and gym

State of art security: Video door phone | CCTV | Intercom | Boom barriers Access control for clubhouse

70% project sold-out



Casa Grande Eterna Embrace luxury as you live the villa life

The moment you enter this haven in the heart of Coimbatore, you will know that you've arrived in paradise. With 79 villas and apartments spread across a vast and picturesque expanse, Eterna pampers you with a host of amenities. So bask in luxury at Eterna, brought to you by the villa experts, Casa Grande.

Salient Features: Ground + 1 designed structure | 1500-2400 sqft land area, 1650-2700 sqft built area | 79 Villas | 5.32 acre expanse | 3 & 4 bedrooms with 1 & 2 living rooms options | 2 exclusive car parks | Exclusive garden area open terrace space | Contemporary new age architecture

100% sold-out

AWARDS



Press Coverage

Avenue Venture to Invest ₹55 cr in Casa's Chennai Projects

SOBIA KHAN
BANGALORE

Mumbai-based real estate fund Avenue Venture Partners will invest ₹55 crore in Casa Grande's upcoming residential projects in Chennai, according to the developer.

The fund has already invested ₹25 crore in the 2.4-lakh sq ft luxury apartment project in Thoraipakkam, its developer, Chennai-based Casa Grande said on Monday. The 1,400-1,650 sq ft apartments will have an average ticket size of ₹75-80 lakh, it added.

"Avenue Venture partner has invested in about three acres of land in Thoraipakkam in OMR. It is a structured equity deal where the fund has invested 70% of the capital required for acquiring land," said Arun Kumar, founder and managing director, Casa Grande.

Casa Grande has developed 2.5 million sq ft of space across 32 projects and has projects worth ₹1,000 crore in the pipeline for the current fiscal.

According to Kumar, the two enterprises are jointly evaluating another plot of 6-7 acres in Chennai and could close the transaction



in the next two months. Avenue Venture Partners, a ₹350-crore real estate fund, was started earlier this year by Jagannath Shetty and Akshay Dewani, both former executives of Birla Sun Life Asset Management.

"We are looking at equity-level transaction at the project level with an average ticket size of ₹20-55 crore across markets such as Pune, Bangalore and Chennai," said Akshay Dewani, director investment, Venture Partners. "The fund has a target internal rate of return of over 25%, post-tax."

According to management consulting firm Bain & Company, real estate investments are likely to remain low on investors' list of priorities. According to the firm, private equity investments in real estate have halved from \$3.4 billion in 2011 to \$1.8 billion in 2012.

Awards galore FOR CASA GRANDE



M Arun Kumar receiving the award from Diana Hayden

Casa Grande Pvt Ltd, a leading real estate developer in the state, has bagged three prestigious awards for fiscal 2013.

The awards are: Brand Academy's Leadership Service Excellence Awards 2013 for Real Estate Developer

of the Year (Tamil Nadu), Paul Writer GIMS-Ready Conclave Award for 'Creative Real Estate Company 2013' and Realty Plus excellence awards 2013 for 'Marketer of the Year - South' Speaking on the achievement, M Arun Kumar, Managing Director, Casa

Grande Private Limited, said. "We are very pleased to be recognised at various prestigious platforms. At Casa Grande, it is our constant endeavour to create benchmarks and to constantly reinvent. With innovation in product offerings, processes in quality control, and focus on timely delivery, our ultimate aim is to bring 'value for money' for our resident buyers."

"These awards are a testimony to the high standards and expertise of Casa Grande in developing landmark projects. These recognitions will only inspire us to further raise the bar and do better projects with every passing year," he added.

ENTRY INTO COIMBATORE

Casa Grande Pvt. Ltd., one of the leading real estate developers in the state and Chennai's Largest Villa Developer, today announced the launch of their prestigious residential project, Casa Grande Eternia. Casa Grande Eternia is a proposition of luxury villas priced at ₹67 Lakhs and packed with 36 features and amenities. The project is located at Kalapatti and also features few apartments. This is Casa Grande's first project in Coimbatore.

Casa Grande Eternia encompasses 79 luxury villas and 32 apartments in a 5.32 acre expanse. The villas are available from a built up area of 1,650 to 2,700 sq ft on a land area of 1,500 to 2,400 sq ft at a price of ₹67 Lakhs onwards. The apartments are priced at ₹21 Lakhs onwards. The

project is located on the Kalapatti - Kurumbapalayam Main Road, just 6.5 kms. from the Airport Junction off Avinashi Road and 2 kms from Sathy Road.

Amenities at Eternia will include clubhouse, swimming pool, roof top party area, gym, convenio, badminton court, children's play area, senior citizens' park and walking trail.

Casa Grande on a High With Latest Project

Casa Grande Pvt. Ltd is unveiling one more villa project at Perumbakkam, thereby strengthening its position as Chennai's largest villa developer, with a unit's price ranging between ₹45 lakh and ₹3 crore.

The latest one to join the villa segment is Casa Grande Avalon, an exclusive independent luxury villa project at Perumbakkam near the Global Hospital, just a 10-minute drive from the Sholinganagar Junction.

The exclusive villa community encompasses 66 independent duplex luxury villas, spread over 4 acres in a secured community.

The villas are available in sizes of 1850 sq ft to 2500 sq ft, comprising 4 bedrooms, 1 or 2 family

rooms, exclusive garden spaces, private terraces, exclusive car parks and luxury fittings and specifications.

"The company is also developing holiday homes in the Kodaikanal hills, for those aspiring to invest in second homes in their life," said Arun Kumar, Founder and Managing Director, at the launch of the new villa project in Chennai on Thursday.

Elaborating on the project features, he said, "Casa Grande Avalon has amenities like club house, gym, games room, party hall and swimming pool. These villas are available at an incredible price of ₹1 crore and upwards."

Casa Grande Avalon is one of the few villa projects in the Sholinganagar belt which is strategically



Arun Kumar, Founder and MD of Casa Grande, at the launch of a new villa project

Casa Grande Avalon has amenities like club house, gym, games room and swimming pool. These villas are available for ₹1 crore and upwards

— ARUN KUMAR
Founder and MD, Casa Grande Pvt Ltd

located near big corporates like HCL, Wipro, Infosys, Polaris and Accenture, and sits in one of the fastest developing residential locale called Perumbakkam.

The project was conceived with the large number of consumers in mind and designed to offer ample spaces in a duplex model.

The pre-launch sales have been

very encouraging with more than 30 per cent already sold out.

Casa Grande Avalon is also close to several leading schools, colleges and other entertainment facilities, making the location very attractive indeed. The project is scheduled to be completed by January 2015.

Casa Grande develops quality living spaces and operates in niche residential segments like luxury villas and apartments in Chennai, Bangalore and Coimbatore.

Casa Grande, an ISO certified company, is run by a young management team.

The company plans to launch more than 1000 villas this fiscal and has projects worth ₹1,250 crore in the pipeline for the Financial Year 2013-2014.

Awards & Events



Casa Grande wins the Realty Plus Excellence Awards 2013 for 'Marketer of the Year - South'

M. Arun Kumar was the key speaker at the seminar on the investment opportunities in the real estate market in India at the Business Line Investment Opportunities Fair



Casa Grande bags Brand Academy's Award Leadership Service Excellence Awards 2013 for 'Real Estate Developer of the Year (Tamil Nadu)'

At the Paul Writer GIMS-Realty Conclave Award Casa Grande was awarded for being the 'Creative Real Estate Company 2013'



CSR Activities



Chennai Costal Cleanup

To mark World Environment Day, Casa Grande initiated the Chennai Costal Cleanup by partnering with The Hindu and the Chennai Trekking Club to organise a clean-up drive on the beaches, stretching from Marina to Injambakkam, on 16th June, 2013. Over 5,500 volunteers from leading corporates and the general public had signed up for the drive. The drive helped in cleaning up 36.7 tonnes of garbage on the 15 kms beach stretch. The drive was aimed at sensitising residents on the the need to keep the city's beaches clean.

Tips to buy a Home

A recent survey has revealed that about 67% of home seekers end up buying a home that doesn't accommodate their needs and aspirations. A few handy tips are given to fetch your dream home. If one of your goals this year is to make the shift from renter to homeowner, you should begin preparations now for an exciting emotional and financial adventure.

Before you start the home-buying process, make sure you are ready to buy a home where you will live for three to five years or longer, since it can take that long to build equity in a home and recoup your investment costs. Think about your dream home and your dream neighborhood, but recognize that you may need to sift through these dreams to find a community and a home that you can comfortably afford.

Anyone who has watched the news in the past few years should be aware that home prices have fallen in most real estate markets, and that interest rates are at historically low levels — both factors that make buying your first home more affordable.

Here are some tips to get you started on the step-by-step process of buying a home:

1. Check your credit score

Lenders base your mortgage qualification on a variety of factors, including your income and assets, your debt-to-income ratio, your pattern of savings and your job stability. But the most important factor in today's tightened credit world is your credit score.

2. Set your housing budget

A lender will tell you how much you can borrow, but each potential homeowner should create a simple budget for themselves with income and spending to determine how much they are willing to spend on housing payments. Financial experts recommend that homeowners spend a maximum of about 30% of their gross monthly income on principal, interest, homeowners insurance and taxes.

3. Start saving and stop spending

Once you have an estimate of your mortgage payment, start saving the difference between that payment and your current rent every month. In addition to building your savings, this allows you to get comfortable with a higher housing payment.

4. Meet with a lender

Get pre-qualified for a mortgage loan before you look at homes so you can avoid falling in love with a home you cannot afford. You may be

surprised to discover you can afford something pricier than you thought since interest rates are so low. Make sure you ask your lender about your variety of loan options and get an idea of how much cash you will need for a down payment and closing costs.

5. Find a reputable realtor

All buyers should have a realtor to represent their interests during negotiations and to help buyers recognize the value in different homes and neighborhoods. Your realtor should be experienced, knowledgeable and familiar with where you want to live. Trusting your realtor is vitally important to buying your first home.

6. Narrow your priorities

Decide whether it is more important for you to live in a particular type of home or in a particular neighborhood. If you cannot find or afford everything you want in your first home, you may need to make some compromises.

7. Choose a neighborhood

Some neighborhoods hold onto their value more than others during a housing downturn. Work with a knowledgeable realtor to find a neighborhood that meets your needs - somewhere you will be happy as well as feel safe that home

values are stable or rising.

8. Make a reasonable offer

If you love a house and don't want to lose it, don't make a low-ball offer. Some sellers are willing to negotiate and others are not. A trustworthy realtor can walk you through the process to make sure you are dealt with fairly.

9. Have a home inspection

Never buy a home without having it inspected. Not only are you looking for serious flaws in the home, but you can learn a lot about home maintenance and what to expect in terms of repairing or replacing systems and appliances as an owner.

10. Finalize the details

After the contract has been signed, make sure to stay in constant touch with your realtor and your lender to be sure your financing is taken care of along with all insurance needs. A good realtor will have a checklist to make sure everything is accomplished in time for settlement.

Ongoing Projects

(Updates as on 31st August, 2013)

Epica @ Mahalingapuram



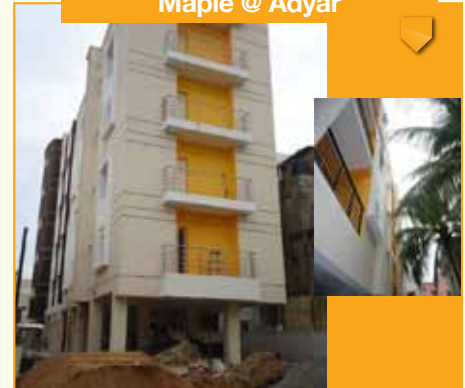
Structure, block work & plastering completed
 Internal finishing (flooring, electrical & painting) completed
 External services (electrical & plumbing works) completed
 External yard works completed
 EB & Metro water liaison works completed
 Project completed

White oak @ Thiruvannamiyur



Structure, block work & plastering completed
 Internal finishing (flooring, electrical & painting) completed
 External services (electrical, plumbing & painting works) completed
 External yard works completed
 External landscaping works progress
 Metro water & drainage liaison to be received

Maple @ Adyar



Structure, block work & plastering completed
 Internal finishing (flooring, electrical & painting) completed
 External services (electrical, plumbing & painting works) completed
 External compound wall & landscaping works pending
 EB & Metro water liaison to be received

Versailles @ ECR



Villa structure, block work & plastering completed
 Internal finishing (flooring, electrical & painting) completed
 External services (electrical, plumbing & painting works) completed
 External yard works completed
 EB & Metro water liaison to be received

Auburn @ Perungudi



Structure, block work & plastering completed
 External yard work in progress
 Clubhouse restructuring progress
 External yard works to be started
 EB & Metro water liaison to be received

Futura @ Sriperumbudur

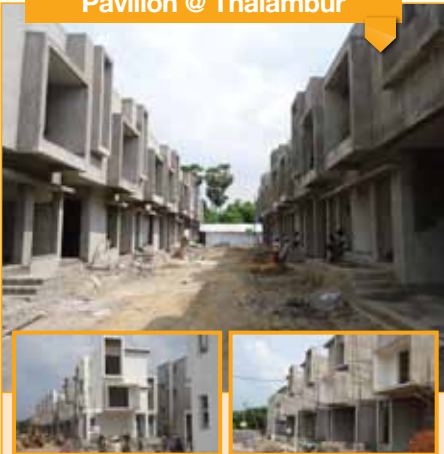


Block work & plastering completed
 Internal finishing (flooring, electrical & painting) completed
 External services (electrical, plumbing & painting works) completed
 External yard works completed
 EB & liaison works completed
 Villa structure work completed & project completed

Ongoing Projects

(Updates as on 31st August, 2013)

Pavilion @ Thalambur



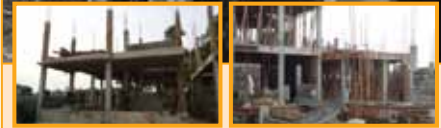
Villa structure work completed (95%)
 Block work & plastering in progress (70% - completed)
 Internal Finishing (flooring, electrical & painting) commenced
 External services (electrical, plumbing & painting) pending
 External yard work pending
 EB & other liaison to be received

Solitaire @ West Mambalam



Structure completed
 Block work in progress
 First floor block work commenced

Urbano Phase II @ Ponmar



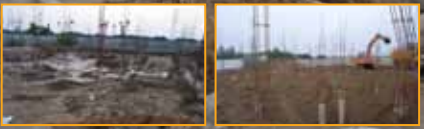
SITE I - Foundation progress
 SITE II - Structure progress
 SITE III - Structure/block work progress

Platina @ Arumbakkam



Block 1 - Piling work completed
 Block 2 - Stilt floor roof slab to be casted
 Block 3 - Stilt floor roof slab to be casted
 Block 4 - Foundation pile cap progress
 Block 5 - Stilt floor roof slab shuttering in progress
 Block 6 - Foundation pile cap in progress

Avalon @ Perumbakkam



Site marking work in progress
 Villa foundation progress (plinth & basement)

Eterna @ Coimbatore



Model villa completed

Thoraipakkam 6 Acres



Model villa completed



Projects

Upcoming projects



Casa Grande's Lanterns Court is a 3 BHK premium residential apartment in Chennai, Thoraipakkam, opp. AKDR Golf Village. Lanterns Court offers customers an idyllic and luxurious living. The project encompasses 32 luxury apartments on eleven grounds with high end specifications and features. Stilt + 4 design structure, 3 BHK around 1570 sqft, covered car park & 24x7 power back-up. Price Band: 80 lakhs onwards.



Perumbakkam, OMR



Casa Grande introduces a new luxury apartment in Perumbakkam, OMR near Global Hospital with 56 apartments. 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 various recreational, educational and healthcare institutes.

Sonalur, OMR



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. Featuring stylish design, alluring amenities, tasteful interiors, breathtaking views and the finest fixtures and fittings. These spectacular residences spell beauty, privacy, elegance and above all a world-class lifestyle for a chosen few.

Thoraipakkam Apartment, OMR



An exclusive apartment project of Casa Grande in Thoraipakkam opp. AKDR Golf Village on 51 grounds with 164 apartments, High-tech comforts and superior features designed to make sure that you live a life of great luxury and grandeur.

Oragadam, Sriperumbudur



Casa Grande introduces an integrated township with 850 luxury independent villas as a socio-economic segment on 40 acres of well located land. The township accommodates three types of villas with varied sizes. The project is located in the fastest growing business corridor of South India : Oragadam- Sriperumbudur, popularly referred to the 'Detroit of India' and is well connected with key points of the city and is close to various recreational, educational and healthcare institutes.

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 1400-1800 sqft. It is spread over 4 acres and houses 160 units of 3 BHK and 4 BHK apartments. Elegantly designed homes with stylish fittings and amenities makes this truly a landmark project.

Thoraipakkam, OMR



Casa Grande is proud to bring you its exclusive villa project at Thoraipakkam opposite to Fortune Hotel

Ramanathapuram, Coimbatore



Casa Grande is going to launch a villa and apartment project in Ramanathapuram near Trichy Road behind Central Studio.

Begur Road, Bengaluru



Casa Grande introduces exclusive 150 luxury apartments at Bengaluru near Begur road. The project is located at one of the most developing hotspots of Bengaluru.

Kodaikanal - Villpatti



Casa Grande presents a layout in Kodaikanal. It is 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.

*Images for upcoming projects are only proposed elevations.

BUILDING ASPIRATIONS



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