

Casatimes

Edition 15 | August 2021





MD'S VOICE

(Arun Mn)

Founder & Managing Director,
CASAGRAN

Dear Patrons,

2020 has been quite a year for everyone with Covid-19 taking over the entire world bringing it to a halt. While we were introduced to the virtual world as a new avenue to resume work and continue providing our services, it also meant cancelling launches, events and losing out on a number of new opportunities. The lockdown posed as the biggest challenge for us that resulted in us incurring some losses. That set a new goal for us to compensate for the losses as soon as possible in order to recover and get back on track.

Though the global pandemic slowed us down, it did not crush our spirits. With innovative ideas to cut down expenses, countless hours of work and an enthusiastic team, we kept moving forward and eventually were able to close the financial year on a very positive note. The complete credit for this goes to our beloved and our brilliant team.

After a thrilling journey, we are ready to power through all the challenges coming our way. With a number of big launches and new projects lined up and this year surely looks like a promising year for us to grow and become a stronger family.

New Project Launches



CASAGRAN
MILLENNIA
MOGAPPAIR

60 % SOLD OUT

Ultra-Luxurious Signature Apartments

- Thoughtfully designed 3 BHK, 4 BHK & 5 BHK duplex apartments
- 75% open space provides ample light & ventilation
- 50 world-class lifestyle amenities
- 100% vastu compliant homes with zero wastage of space
- 10 minutes from Anna Nagar

RERA Number: TN/29/Buildings/0411/2020

CASAGRAN
ATHENS
MOGAPPAIR

Phase I SOLD OUT

Chennai's First Sports Themed Community

- 953 apartments spread across an expanse of 8.09 acres
- 75% open space for maximum light and ventilation
- Vastu compliant homes designed with zero dead space
- 40 exclusive sports amenities
- 10 minutes from Anna Nagar surrounded by prominent IT/ITES companies, schools, colleges and hospitals



RERA No: TN/02/Building/0423/2020 | www.rera.tn.gov.in



CASAGRAN
SOLITAIRE

50 % SOLD OUT

Luxurious Villa Community

- 27 traditional-style homes spread across 2.4 acres of land
- 35 lifestyle amenities & features
- 65% open space for maximum light & ventilation
- 100% power backup for all common areas
- Strategically located within Coimbatore Corporation Limits with easy access to schools, colleges and hospitals

RERA No: TN/11/BUILDING/0353/2020 | www.rera.tn.gov.in

CASAGRAN
VISTAZ

SOLD OUT

Chennai's First Luxurious British Styled Villas

- 101 villas spread across a sprawling 4.57 acre expanse
- 65% open space with abundant greenery for ample light & ventilation
- Offers 35+ lifestyle amenities & features
- 100% vastu compliant homes with zero dead space design
- Surrounded by prominent companies, educational institutions & other hub



RERA No: TN/01/Building/064/2021 | www.rera.tn.gov.in

Proud Moments

PROPERTIES BEING SOLD

LAUNCHING **CASAGRANT ATHENS** MCGAPPAIR

BOOK YOUR SITE VISIT NOW

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CASAGRANT ATHENS MCGAPPAIR

More than 1500+ homebuyers attended the launch of CASAGRANT Athens, making it a grand success.

CASAGRANT VISTA Z PERUNGALATHUR

CASAGRANT Vistaaz was completely sold out at the launch.

CASAGRANT FLORELLA

The pre-launch of CASAGRANT Florella witnessed a huge success as out of 36 units, 26 units were sold out.

CASAGRANT UTOPIA Manappakkam, Chennai

CASAGRANT FIRSTCITY SHOLINGANALLUR, CHENNAI

The phase II launches of CASAGRANT Utopia and CASAGRANT FirstCity were massive success

Our Accolades This Year

GLOBAL REAL ESTATE CONGRESS

CASAGRANT Firstcity has been conferred with 'Luxurious Affordable Housing Project' at GLOBAL REAL ESTATE CONGRESS.

Launched Customer Privilege



CASAGRAN
PRIVILEGE

**PUSHING OUR LIMITS
SO YOU GET NOTHING
BUT THE BEST!**

All your complaints and queries
post booking are just a call away

☎ 80017 80017

✉ icare@casagrands.com

🌐 <http://support.casagrands.com>

Let's Celebrate Life Together



Christmas Celebration of a cheerful and merry Christmas at our completed sites



Pongal Our beloved customers came together for a traditional Pongal celebration

Let's Celebrate Life Together



Valentine's Day A memorable event was hosted for celebrating the joy and sparkle of love.



Republic day A special event was conducted for remembering our brave heroes and saluting the undying spirit of India.

Let's Celebrate Life Together



Eye camp in association with Dr. Agarwal's Eye Hospital

An Exclusive 'Eye Camp' was conducted in association with Dr. Agarwal's Eye Hospital for our privileged residents

Grand Mega Community Gatherings

CASAGRAND FirstCity



A fun-filled evening at CASAGRAND Firstcity with entertaining performances by renowned stand-up comedian Azar and regional pop-music band Chennai Street Band.

CASAGRAND Bloom



A fun and memorable event for the residents of CASAGRAND Bloom packed with comedy shows, magic shows and carnival games.

Ready to Occupy

LOCATIONS & PROJECTS	ELEVATION	PROJECT DETAILS
<p>ECR (Close to OMR, Next to Mayajaal)</p> 		<p>3 & 4 BHK APTS 10 mins from Sholinganallur Jn.</p> <p>BIG REASONS TO BUY</p> <ul style="list-style-type: none">◆ Sea view, semifurnished apartments with home automation◆ Epitome of luxury with 60+ amenities◆ 70% open space with central podium & swimming pool◆ Surrounded by IT corridors, entertainment hubs & beach <p>RERA No: TN/01/Building/0030/2017 www.rera.tn.gov.in</p>
<p>MANAPPAKAM (Close to Kathipara, Guindy & Porur)</p> 		<p>3 BHK APTS 10 mins from Kathipara Jn.</p> <p>BIG REASONS TO BUY</p> <ul style="list-style-type: none">◆ 286 premium units on a sprawling 4.5 acres◆ Spanish themed apartments in the city◆ 37+ amenities with 20,000 sq.ft. of landscaped podium◆ Surrounded by IT/ITES companies, schools & colleges <p>RERA No: TN/01/Building/039/2019 www.rera.tn.gov.in</p>
<p>MADHAVARAM (Close to Perambur, Parrys Corner & Korattur)</p> 		<p>3 BHK APTS 10 mins from Moolakadai Flyover</p> <p>BIG REASONS TO BUY</p> <ul style="list-style-type: none">◆ Bang on the main road (NH5)◆ 10 mins from proposed Metro station & 20 mins from Anna Nagar◆ 13 storied high-rise with 20 amenities◆ High appreciation guaranteed <p>RERA No: TN/02/Building/0048/2018 www.rera.tn.gov.in</p>
<p>THALAMBUR, OMR (Close to Perumbakkam, Navalur & Siruseri)</p> 		<p>3 & 4 BHK APTS 10 mins from Sholinganallur Jn.</p> <p>BIG REASONS TO BUY</p> <ul style="list-style-type: none">◆ 728 lifestyle apartments spread across 12.65 acres◆ Contemporary new-age architecture◆ 25+ Amenities including a 31,000 sq.ft. Club house◆ Surrounded by IT/ITES companies, school & colleges <p>RERA No: TN/01/Building/0040/2018 www.rera.tn.gov.in</p>

Ready to Occupy

LOCATIONS & PROJECTS

ELEVATION

PROJECT DETAILS

THALAMBUR, OMR

(Close to Perumbakkam,
Navalur & Siruseri)

CASAGRAN
SmartTOWN



2 BHK APTS

10 mins from Siruseri Sipcot

BIG REASONS TO BUY

- ◆ 482 Lifestyle apartments spread across 5 acres
- ◆ Efficiently planned internal spaces for optimum space utilization
- ◆ Contemporary new-age architecture
- ◆ Ideal for Investment & good rental yields

RERA No: TN/01/Building/0079/2018 | www.rera.tn.gov.in

MANDAVELI

(Close to Mylapore, MRC Nagar,
Alwarpet & Adyar)

CASAGRAN
OLYMPUS



3 BHK APTS

5 mins from Mylapore

BIG REASONS TO BUY

- ◆ Only 2 apartments per floor with 3 side ventilation
- ◆ Located bang on the main road
- ◆ Spectacular sea & Adyar river view
- ◆ Foyer, living, lounge, and dining come with Italian marble flooring

RERA No: TN/29/Building/0150/2017 | www.rera.tn.gov.in

PERUNGUDI, OMR

(Close to Thoraipakkam
& Karapakkam)

CASAGRAN
ESQUIRE



3 BHK APTS

5 mins from Tidel Park

BIG REASONS TO BUY

- ◆ Peaceful exclusive community of 48 apartments on 16.4 grounds
- ◆ Contemporary new-age architecture
- ◆ Located in the IT corridor
- ◆ Zero dead space design

RERA No: TN/01/Building/0059/2017 | www.rera.tn.gov.in

KOVAI HERALD

CASAGRAN LAUNCHES CASAGRAN SOLITAIRE

CASAGRAN Launches CASAGRAN SOLITAIRE

CASAGRAN, one of the leading builders of South India, launched CASAGRAN SOLITAIRE, a Spanish Mediterranean style premium community with high-end smart home features at Viswanathapuram, Coimbatore. Nestled amidst 2.4 acres of serenity, surrounded by lush green meadows, the project houses 27 premium Spanish Mediterranean villas that ensure grandness and comfort. Constructed in a G+1 structure the project offers thoughtfully designed 3BHK & 4BHK premium villas ranging from 2702 sqft to 3306 sqft, with well-designed landscape and Solar water heaters for each. Karthikeyan PK, Senior Vice-President of CASAGRAN – Coimbatore Zone introduced the project.

TIMES OF INDIA

HOME BUYING MADE EASIER IN 2021

Invest Wise

HOME BUYING MADE EASIER IN 2021?

Are you equipped to buy a home this year? If not, then it's time to take a hard look at these factors and try a different approach.

Real estate is an imperishable asset, ever increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about the only indestructible security. — Russell Sage

Before you start trying to work out which direction the property market is heading, you should be aware that there are markets within markets. — Paul O'Brien

Nearly per cent of all millionaires become so through owning real estate. — Andrew Carnegie

Buying real estate is not only the best way, but the only way to become wealthy. — Ralph Waldo Emerson

[Real estate] is the Jack and the Beanstalk's goose that lays golden eggs. It's something that gets you month after month, whether you are working or not. — Kathy Fuchs

DINAMALAR

CASAGRAN LAUNCHES CASAGRAN ATHENS AT MOGAPPAIR

அல்ட்ரா மால் வீடுகள் 'காசா கிரான்ட்' அறிமுகம்

சென்னை, நவ. 10- சென்னை, முகப்பேரில், 50க்கும் மேற்பட்ட சிறப்பு வசதிகளுடன், 146 டீப்ளக்ஸ் வீடுகள் திட்டத்தை, 'காசா கிரான்ட்' நிறுவனம் அறிவித்துள்ளது. சென்னை, முகப்பேரில், புதிய குடியிருப்பு திட்டத்தை, முன்னணி கட்டுமான நிறுவனமான காசா கிரான்ட் அறிவித்துள்ளது. 'காசா கிரான்ட் மில்லேனியா' திட்டம், 3.46 ஏக்கர் நிலத்தில், டீப்ளக்ஸ் முறையில், அல்ட்ரா மால் ஆடம்பர வீடுகளைக் கட்டப்படுகின்றன.



போன்ற வசதிகள், சிறந்த தரத்தில் வழங்கப்பட உள்ளன.

மூன்று, நான்கு, ஐந்து படுக்கை அறை கொண்ட கட்டப்படும் இந்த வீடுகள், சதுர அடி, 6,350 ரூபாய் விலையில் வழங்கப்படுகின்றன. இது குறித்து காசா கிரான்ட் நிறுவனத்தின் தலைமை விற்பனை அலுவலர் கூறியதாவது: ஆடம்பர வசதிகளை விரும்பும் மக்களுக்காக, இந்த குடியிருப்பு திட்டம், பிரத்யேகமாக வடிவமைக்கப்பட்டுள்ளது.

மூன்று, நான்கு, ஐந்து படுக்கை அறை கொண்ட கட்டப்படும் இந்த வீடுகள், சதுர அடி, 6,350 ரூபாய் விலையில் வழங்கப்படுகின்றன.

இந்த வளாகத்தில், 75 சதவீத பகுதி, காற்றோட்டம், வெளிச்சத்துக்காக திறந்தவெளி பகுதியாக பராமரிக்கும் வகையில், இத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

இது குறித்து காசா கிரான்ட் நிறுவனத்தின் தலைமை விற்பனை அலுவலர் கூறியதாவது: ஆடம்பர வசதிகளை விரும்பும் மக்களுக்காக, இந்த குடியிருப்பு திட்டம், பிரத்யேகமாக வடிவமைக்கப்பட்டுள்ளது.

மேலும், உலக தரத்தில், 50க்கும் மேற்பட்ட சிறப்பு வசதிகளுடன், இந்த வீடுகள் கட்டப்படுகின்றன. குறிப்பாக, 10 ஆயிரம் சதுர அடி கிளப் ஹவுஸ், சிறுவர்களுக்காக உள்ள ரங்க் மற்றும் வெளிப்புற விளையாட்டு திடல்கள் ஏற்படுத்தப்படுகின்றன.

உயர் தர பொருட்களை பயன்படுத்தி, ஒவ்வொரு பணியும் இங்கு மேற்கொள்ளப்படுகின்றன. ரியல் எஸ்டேட் ஆணைய பதிவு உள்ளிட்ட விதிகள் கடைபிடிக்கப்பட்டு, கட்டுமான பணிகள், 24 மாதங்களில் முடிக்கப்படும்.

நீச்சல் குளம், பூங்கா, உடற்பயிற்சிக் கூடம்

இவ்வாறு, அவர் கூறினார்.

OUTLOOK- THE WEEKLY MAGAZINE

OUTLOOK MAGAZINE'S SILVER JUBILEE EDITION FEATURES CASAGRAN FIRSTCITY

Outlook Magazine's Silver Jubilee Edition Features CASAGRAN Firstcity

As one of the 'Top 25 property Picks For You', the first-ever project from Tamil Nadu. A proud moment for us indeed!

OUTLOOK
THE WEEKLY NEWSMAGAZINE

CASAGRAN FIRSTCITY
CHENNAI

Taking inspiration from the nuances of classic Roman architecture, the project breathes luxury at every step and offers homeowners a royal living experience.

Developer: Casagrand
Location: Sholinganagar, Chennai
Configuration: 2, 3 & 4 BHK Roman-style apartments
USPs:

- All-in-one magnum opus community offering 100 world-class amenities.
- The 1.3 acres club-house.
- The lowest priced project in the region.

Price: Elite - Rs. 4099 per sq.ft. & Signature - Rs. 4299 per sq.ft.
Launched in: October 2020
Possession: October 2022 (Phase I)
Current Status: Construction in full swing.

CASAGRAN
building aspirations

Media Coverage

ZEEBUSINESS

BUDGET 2021 EXPECTATIONS LIVE: CHECK LATEST DEMANDS OF INDIA INC. HERE



< ZEEBUSINESS >

Budget 2021 Expectations LIVE: Arun Mn, Founder and Managing Director, CASAGRAND

“While the Union Budget 2021 is around the corner, from a real estate developer perspective, we are expecting this budget to have more sweeteners that would help increase positivity in the sector. While the housing loan interest rate has been brought down, a few more reductions in the same will definitely be a great blessing for home buyers as well as the developers.

ECONOMIC TIMES

REALTY FIRM CASAGRAND TARGETS TO ACHIEVE RS 2500 CRORE SALES BY END OF CURRENT FISCAL

Arun Mn, Founder and Managing Director of CASAGRAND said, “I am extremely happy with this remarkable achievement of the team. We at CASAGRAND have always put our best foot forward in every circumstance irrespective of the challenging times. This time also, we faced the situation together as a team and strategically planned the way ahead. We are aiming to close the financial year by clocking 2500cr+ sales”.

The firm also launched 7 projects across Chennai, Bangalore and Coimbatore. CASAGRAND plans to launch 15 projects across Chennai, Bengaluru and Coimbatore.

CNBCTV 18

CHENNAI REALTY SALES RECOVER, BUT BIG-TICKET DISCOUNTING CHANGING THE PRICING DYNAMICS

Real estate sales have seen a spike this festive season largely due to low home-loan interest rates pan-India and stamp-duty cuts in states like Maharashtra.

However, behind this stunning sales recovery is a story of price-wars and big-ticket discounting by real estate developers.

CNBC-TV18's Jude Sannith reports on how the desperation to sell is overturning pricing dynamics in Chennai's traditionally stable housing market.

CNBCTV 18

CASAGRAND As Indian realty bounces back, there's another crisis looming



Most real estate construction sites are operating at merely a fraction of their pre-COVID labour numbers.

Construction workers who have returned to work from states like Bihar, Jharkhand, Odisha and West Bengal say the fear of unemployment was more worrying than that of contracting COVID-19.

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 CASAGRANT
MILLENIA

3 & 4 BHK APTS
at Moggapair

 CASAGRANT
ROYALE

2, 3 & 4 BHK APTS
at Sholinganallur

**CASAGRANT
CRESCENDO**

2 & 3 BHK APTS
at Nolambur



3 & 4 BHK APTS on ECR,
Next to Mayajaal.

**CASAGRANT
NORTHERN STAR**

2, 3 & 4 BHK APTS
at Madhavaram

**CASAGRANT
CASTLE**

2, 3 & 4 BHK APTS
at Manapakkam

**CASAGRANT
TUDOR**

2, 3 & 4 BHK APTS
at Mogappair



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CASAGRANT

building aspirations

CORPORATE OFFICE

NPL Devi, New No. 111, Old No. 59, LB Road, Thiruvanmiyur, Chennai - 600 041.

Ph: +91-44 4411 1111 | Mob: 8939977577 | Fax: +91-44 4315 0512

COIMBATORE OFFICE

Sri Dwaraka, No. 1-A, B.R. Nagar Main Road, Singanallur Post, Coimbatore - 641 005

Ph: +91 72993 70001

BENGALURU OFFICE

Salma Bizhouse, 34/1, 4th Floor, Meanee Avenue Road, Opp. Lakeside Hospital, Ulsoor Lake, Bengaluru - 560 042.

Ph: +91-80 4666 8666

DUBAI OFFICE

4th Floor, Block-B, Business Village, Dubai, United Arab Emirates, PO Box. 183125

Ph: +971 565302759

All projects are RERA approved