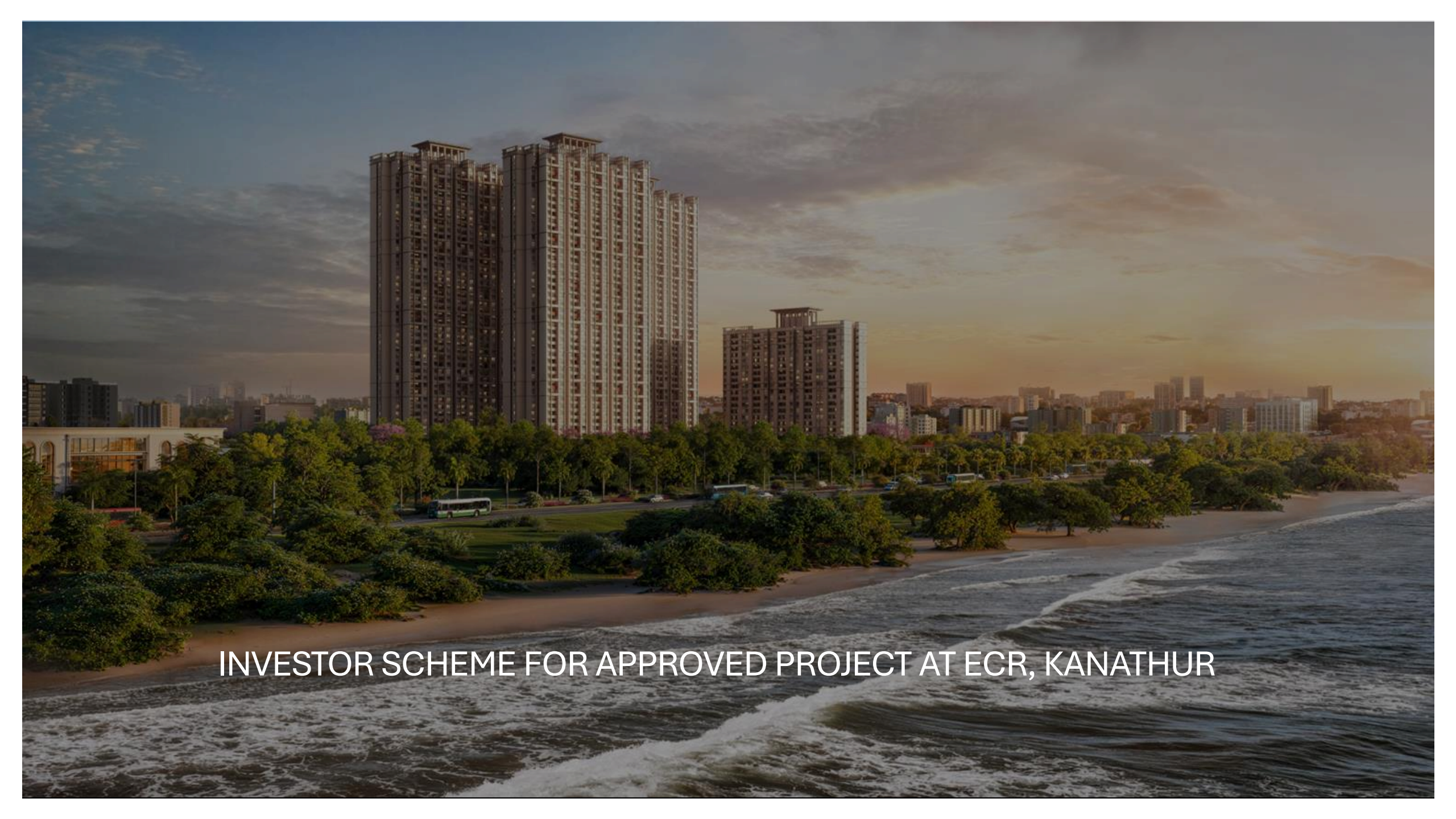


An aerial photograph of a coastal city at sunset. In the foreground, waves with white foam break onto a sandy beach. A dense line of green trees and shrubs separates the beach from the city. Behind the vegetation, several tall, modern high-rise apartment buildings stand prominently against the sky. The sky is filled with soft, orange and yellow clouds, indicating the time is either sunrise or sunset. Other smaller buildings and a road with a few vehicles are visible in the middle ground.

INVESTOR SCHEME FOR APPROVED PROJECT AT ECR, KANATHUR

GLIMPSE OF OUR FEW COMPLETED PROJECTS



Villa 96 - ECR



OCEAN'S 27 - Tondiarpet



Oswal Gardens - Korukkupet



30 years
of Real Estate Excellence



6000+
Happy Families



50+
Landmark Projects



9M
Sq. Ft. Built



Our Company Edge



Projects in
untapped but
habitual
location



Attractive Price



Unique, high-
quality
construction



Projects in high demand
and limited supply
location



Proven
Investment
Success



On time
delivery



The only builder in Chennai
offering lower costs through
backward integration.



A One-of-Its-Kind Landmark



Located on ECR
at Kanathur



Total Land Area
1.4m Sq. Ft.



B+S+41 Floors,
spread across
5 blocks



1, 2 & 3 BHK



1048+
Apartments



1100 – 1600 Sq. Ft

A Grand Scale of Luxury & Space



Unparalleled
30+ world-class Amenities



Grand Clubhouse
Spread across **40,000 sq. ft.**



Exclusive membership
for the clubhouse



First of it's Kind



Located on ECR
at Kanathur



Only apartment in
ECR in the budget
range of ₹1-2 Cr.



Largest
Project in ECR
1048+ apartments



Tallest Tower
in ECR
41 floors



First project in Chennai
with both
sea and backwater views





Leading the way



Only project in ECR with a **sea-view café**



Fastest Elevator
Basement to 41st floor in under
2.5 seconds per floor



85% open space



2 acres of podium space



The benchmark setter



1,000+ trees planted, environmentally sensitive community



French-inspired design with **100+ exotic plants**



Sky Amphitheatre



Smart home integration in all units



The ultimate game-changer



265 quality checkpoints
before handover



Fastest Handover
Fit-out completion
in just 2.5 years



25+
safety features



**20-year structure
warranty,**
a first in India



10-year warranty
on all fittings and features



Energy Efficiency



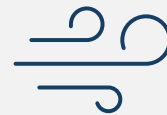
Water Conservation



Reduced Carbon
Footprint



Better
Waste Management



Improved Air Quality



Natural Lighting &
Ventilation

Why ECR, Kanathur?



10 mins. from
Sholinganallur Junction



20 mins. to Thiruvananthapuram
and Adyar



Easy access
to ECR & OMR

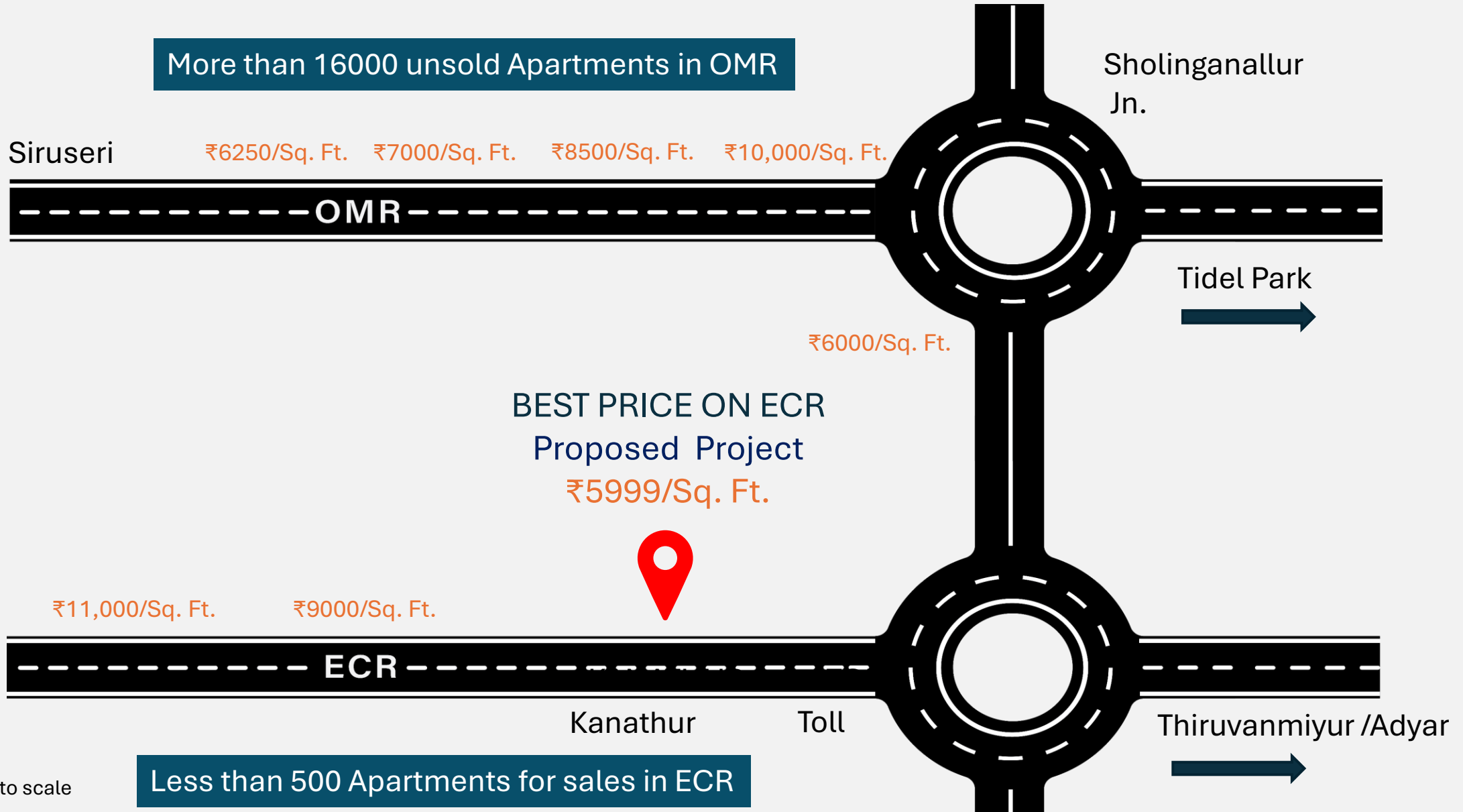


Surrounded by
Schools, Colleges & Hospitals



Over 1,000 families already
call Kanathur home.

PRICE COMPARISON – ECR & OMR



Market Price Comparison - ECR & Sholinganallur

ECR, Kanathur Market Price

~~₹9000/Sq. Ft.~~

Launch Price

~~₹6750/Sq. Ft.~~

Investor Price

₹5999/Sq. Ft.

SAVE ₹48 LAKHS ON 1600 SQ. FT. APARTMENT

OMR Market Price Sholinganallur

~~₹10,000/Sq. Ft.~~



10 Mins. From
Sholinganallur

Launch Price

~~₹6750/Sq. Ft.~~

Investor Price

₹5999/Sq. Ft.

SAVE ₹64 LAKHS ON 1600 SQ. FT. APARTMENT



ECR VS OMR – Why ECR Stands out

FACTOR	OMR	ECR
Scenic Beauty	Lacks Scenic Views	Serene Environment with beaches & Greenery
Pricing	Sky-high Prices	More affordable and value - driven
Stock Supply	Over supply of properties	Limited, ensuring exclusivity
Traffic	Congested and high traffic	6 lane highway ensures smooth drives
Lifestyle	Urban, crowded	Tranquil, relaxed, premium living

Why choose ECR?

A perfect balance of nature, luxury and exclusivity making it an ideal destination for refined living.



Exclusive Investor Investment Scheme

FEATURES	INVESTOR ADVANTAGES	RETAIL DETAILS
Price per Sq. Ft.	₹5,999 + Other charges	₹6,750 + other charges (Launching April 2025)
Limited Availability	Only 100 bookings	N/A
Discounted Price	₹750 per Sq. Ft. lower than retail	N/A
Retail price difference	12% lower than retail price	N/A
Apartment Selection	Option to choose preferred unit	N/A
Resale Flexibility	Option to liquidate at a higher price after full payment	N/A
Projected Appreciation (1 Year)	20% + expected growth	Comparatively less to investors appreciation
Projected Appreciation (4 Years)	60% + expected growth	Comparatively less to investors appreciation



Investor Benefit Analysis

PARTICULARS	INVESTOR PRICE	RETAIL PRICE
Price per Sq. Ft.	₹5,999/ Sq. Ft.	₹6,750/ Sq. Ft.
Max. Apartment Size (3 BHK)	1600 Sq. Ft.	1600 Sq. Ft.
Basic Cost	₹95,98,400	₹1,08,00,000
Other Costs (Approx.)	₹15,00,000	₹15,00,000
Total Apartment Cost	₹11,09,8400	₹12,30,0000
Investor Investment	30%	
Investor Amount	₹33,29,520	

Investor Benefit

BENEFIT TYPE	AMOUNT
Investor Benefit (₹)	₹12,01,600



Terms & Conditions for Investor Scheme

Initial Booking Amount: Token advance of ₹5 Lakhs.

Pre-Launch Payment: 30% of the apartment value to be paid by April 2025, before launch.

Balance Payment: 70% to be paid as per the stage-wise payment plan.

Minimum No of Bookings: 2





THANK YOU