

April-June, 2021

LIFE

@ELDECO



Choose an Eldeco home.

Live Better.

Shot on location at Eldeco Accolade, Sohna Road

FROM THE DESK OF THE MD



Dear friends

I hope you and your loved ones are doing well and staying safe.

We are living in unprecedented times. They say all good things come to an end. Well, so do the bad. We look forward to the coming months with a lot of hope.

People across the face of the earth, irrespective of gender, age, race, region, language, etc., are all eager to return to their normal lives. Children are looking forward to getting back to schools and playgrounds soon, while their parents are hoping their work and businesses come back to normal. We all want to go back to meeting friends and family freely, go for a swim in the pool, have a society get -together and so much more. Hopefully, we will get there sooner rather than later.

Meanwhile, at Eldeco, we have been ensuring that the work on your dream home keeps making good progress despite the limitations of recent lockdowns and restrictions on resources and transportation of material. All our sites across 16 cities are humming with construction activity as I write this. We will like to express our sincere thanks to you for standing by us in these adverse times. We value our relationship and are committed to delivering you a quality product.

We are introducing LIFE@ELDECO, our new newsletter that will keep you updated on our projects, people and other important developments at Eldeco. It is an opportunity to know Eldeco more closely. We hope you would enjoy reading this and provide us with your valuable feedback.

Best wishes to you and your family!

Sincerely,

Pankaj Bajaj
Managing Director

RERA NO: Eldeco City Phase-I: UPRERAPRJ71279
RERA NO: Eldeco City Phase-II: UPRERAPRJ412910
www.up-rera.in

RECENT LAUNCHES



This is an artistic impression










This is an artistic impression



Serene, landscaped environs, tree-lined avenues, garden walkways and jungle pathways come together with an ultra-modern lifestyle reminiscent of big city splendour.

FEATURES

-  Kids' play area
-  Convenient shops
-  Parks and landscaped greens
-  Club with swimming pool, gym, badminton court and more
-  Tot-lot area
-  Sports courts
-  Outdoor gym






RERA NO: HRERA-PKL-PKL-221-2020
www.haryanarera.gov.in

Eldeco Aranya is located in the backdrop of the picturesque Himalayas. A lifestyle that blends Nature's beauty with ultra-modern facilities and amenities.

FEATURES

-  Kids' play area
-  Sports courts
-  Convenient shops
-  Landscaped greens

-  Club* with rooftop swimming pool, gym, billiards and more
-  Indoor badminton court
-  Amphitheatre



This is an artistic impression

*Club facilities are being made on the commercial plot within the township. As such the club is not part of the common area of colony and shall be run separately on commercial lines.

FEATURED PROJECT

These premium 2 & 3 bedroom apartments, spread across 13 acres, have been specially appointed to augment your distinguished taste. Celebrate the many rewards that life has brought you.



Actual Photograph of Eldeco Accolade Phase-1



Actual Photograph of Club Accolade



Actual Photograph of Swimming Pool



PRIME LOCATION

15 minutes drive from Vatika Chowk. Frontage on Six-Lane Gurgaon-Sohna Road.



TRENDY CLUB

Club with Gym, Billiards, Swimming Pool, Party Hall, Café, Kids' Room and more.



SPORTY LIFESTYLE

Lawn Tennis, Badminton Court, Squash Court and Half Court Basketball make it a fitness-centric complex.



HEALTHY ENVIRONMENT

Pristine surroundings, clean air, relaxed living next to the Aravallis.



SCHOOLS AND MALLS

Reputed educational institutions and malls in the vicinity.



METRO

Metro from Huda City Centre to extend till Sohna Road.


ELDECO
Accolade

SECTOR 2, SOHNA ROAD, SOHNA

RERA NO: HRERA 81 of 2017
www.haryanarera.gov.in



- Fully developed Cricket Field
- Cricket Academy coming soon
- 15th floor casted in Tower Life 1
- 16th floor casted in Tower Life 2
- 9th floor casted in Tower Verve 1
- 6th floor casted in Tower Verve 2, 3 & 4
- Brickwork in Tower Life 1 & 2 completed till 13th floor
- Brickwork in Tower Verve 1 completed till 6th floor, in Tower Verve 2 & 3 till 3rd floor and Tower Verve 4 till 3rd floor
- Internal finishing in progress for all towers

CONSTRUCTION UPDATE



ELDECO
Live by the
Greens

PHASE-1
SECTOR 150, NOIDA

RERA NO: UPRERAPRJ15172
www.up-rera.in

ELDECO
HiStreet-1

At Eldeco County
Main G.T. Road, Sonapat
SCO plots & Built-up SCO

RERA NO: HRERA-PKL-SNP-83-2018
www.haryanarera.gov.in

- Construction work in full swing
- Internal painting & flooring work in progress
- External & internal tile work in progress
- Possession given to more than 600 families and around 350+ families already residing in Eldeco County Township
- Possession for Eldeco Prime Floors started





Actual Photograph of Entrance



- Structure work complete for both towers (Luxa 1 & 2), Luxa Arcade and Club Luxa
- Main Entrance Lobby of Luxa 2 ready
- External and Internal plaster work completed for Luxa 2, Club Luxa and Luxa Arcade, and 50% work completed in Luxa 1
- External painting of Luxa Arcade completed and work in progress for Luxa 2
- Final finishing work nearing completion for Luxa 2 and Luxa Arcade
- Project boundary wall work completed
- Sewerage work for the project completed while development of internal roads, parks, installation of lift and firefighting work in progress



1/2 BR APARTMENTS

RERA NO: UPRERAPRJ16415
www.up-rera.in



- Structure, internal and external plaster work completed
- Final finishing work in progress
- Water, Sewerage work completed
- Road development work in progress
- Possession to be offered by the first quarter of 2022
- Possession given to more than 1400 families in the township including all G4 and commercial complexes
- The township is inhabited by more than 900 families
- Capital City Club is ready and operational



Giving Back to the Community



Celebrating the Festival of Colours

On 26th March 2021, a pre-Holi bash was organised at Eldeco Sidcul Industrial Park Ltd. (ESIPL) which was attended by approximately 100 people from the Manufacturing Units (in ESIPL) and residents of Eldeco Sidcul Greens in ESIPL.



Planting 'Green Lungs' for our residents with Miyawaki

In the year 2021, we realised an urban forest by using a technique called Miyawaki. A dense, native forest was built in approx. 800 sq. mt. area in Eldeco City, Lucknow to provide a clean and green environment to its residents. The forest would also help retain and recharge groundwater, support local biodiversity and curb air pollution.



ELDECO IN NEWS

TIMESPROPERTY from THE TIMES OF INDIA

17th April, 2021

A haven of affordable realty

Affordable housing has been playing a key role in the real estate sector. Lucknow has emerged as a major affordable destination for homebuyers

JADAV KAKOTI @timesgroup.com

According to a recent ANAROCK report, affordable homes (less than ₹45 lakh) see highest preference post-Covid, with over 40% share against the 31% in pre-Covid times. It is an increase of 9% and 39% of this demand is from Delhi-NCR, followed by 21% from Kolkata.

Indian residential market is now seen to be heavily dominated by end-users. As many as 74% respondents looking to buy a property now are doing it for self-use while just 26% are looking at it from an investment perspective. In comparison, during the lockdown period, the share of investors was higher at 41%.

In fact, the government has also been constantly providing policy support to the segment. The Union Budget for 2021-22 has reinforced the government's continued focus on the affordable housing segment. The government has extended tax holiday for affordable housing projects for another year till March 31, 2022 and deduction on payment of interest to buyers for one more year. "This will boost overall demand for affordable housing and it has been the fastest growing segment for the real estate sector," says a CREDAI official.

Pankaj Bajaj, managing director and chairman of EHL, says, "The entire Lucknow is an affordable market. Here excellent connectivity and good quality of life have been attracting buyers not only from Lucknow but also from the

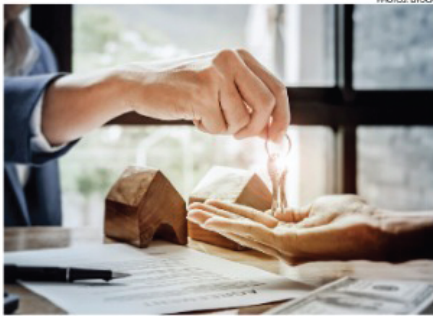


PHOTO: SHOOT

neighbouring areas like Noida and other parts. Property index in Lucknow is around 3.5, which is one of the most ideal for buyers. Infrastructure in the city is very good. The real estate market in Lucknow is growing fast. However, availability of land for the affordable housing project is an issue for the developers." He adds, "Low interest rates and stable price level are encouraging hence others to book their dream homes."

Bajaj further adds that Sultanpur Road, Faizabad Road, Singpur Road, and Kanpur Road are prominent affordable destinations for homebuyers and these roads are connected with Shaheed Path and the ongoing Noida Path. Shaheed Path

and Kisan Path are being constructed on Outer Ring Road and it would become the lifeline of Lucknow. He said that the state government has laid tremendous emphasis on improving the infrastructure in the city. According to another developer, "Affordable projects have far greater chances of achieving quicker possession now, as compared to the ones in mid-segment and luxury housing categories. The major influencing factors being people living in rented accommodations had begun to realise the value of owning a home during crisis."

Murders

However, the segment is also facing

Infra push

Talking about how Lucknow has emerged as an affordable destination for homebuyers, Harihar Nair, executive director and head, Consulting, India, CBRE South Asia Pvt. Ltd, maintains, "In recent years, Lucknow has witnessed rapid infrastructure developments and owing to the recent developments, such as the Metro Rail project and IT City along Sultanpur Road, the city is attracting investors and homebuyers alike."

Talking about the major affordable pockets in and around the city, Nair, maintains, "Affordable housing locations include Gomti Nagar Extension, Indira Nagar and new allotted sectors of Gomti Nagar township in which private development has been allowed by Lucknow Development Authority.

Commercial realty, primed to bounce back

Now is the time! NRIs and HNIs can consider making an opportunistic investment in commercial real estate. Experts tell you why

ARTHA NEOG @timesgroup.com

In recent months, India's economy has been witnessing many ups and downs. At present, investors are facing uncertainty due to instability in the market. This has encouraged investors to opt for secure investment options. Experts and developers unanimously agree that even in unprecedented times of global crisis, real estate currently promises stable and higher returns in the future as compared to other investment avenues.

However, over the years, investments in real estate segments have undergone transition. Consumer preferences have changed. The commercial sector has become one of the most preferred choices now.

"Owing to a higher average rental than residential properties, commercial real estate has always been a preferred asset class among investors and buyers. The various government initiatives of GST, stamp duty waiver, low interest rate, etc., also make for an opportunistic time for NRIs and HNIs to make investments," says Pradeep Aggarwal, chairman, ASSOCHAM National Council on Real Estate, Housing, and Urban Development.

Previously, office spaces were specifically designed to meet certain requirements, i.e. different layout for different businesses. Now this has changed and office spaces are designed to meet diverse specifications. New structural technologies are being implemented by developers and the complexes are more flexible, dynamic, and advanced.

How much office space will be needed?

India is fast becoming a hub for large office space requirements. Owing to a discounted prices and low-interest rates, there is an increasing demand among corporates to invest in office spaces that provide enough room to adhere to the latest safety, hygiene and social distancing norms.

"Following social distancing norms in traditional office spaces would be difficult to achieve. Therefore, developers are seen focusing on providing modern and spacious areas with automated technologies. Work-from-home (WFH) is being considered as an alternative but not a permanent solution by firms, as it is hampering the social relations and corporate culture growth. Grade-A office spaces, co-working, and business parks are coming up with less stern leasing options, competitive rental prices, and cashback options. Amenities related to wellness and health are a bonus," points out Ashish Bhutani, CEO, Bhutani Infra.

Why the peripheries are high in demand?

Bigger cities are witnessing high property prices, a saturation of land, and subdued demand which has led developers and investors to look for greener pastures that are cost-effective markets. This brings Tier-2 cities like Lucknow in focus.

Commercial spaces in Lucknow continue to see large investment inflows. New properties are now available under all budgets. One of the most important factors that have made it all possible is



For companies to reopen safely and maintain physical distancing, they will need more space per employee. Shifts, staggered start times, and remote working is likely to continue

the many government schemes like AMRUT, Smart Cities, etc.

Before the pandemic scenario, many reports put out the figures of rising real estate investments in Tier-2 cities at around 20 per cent over last year, which is a clear sign of the movement of buyers and investors to these cities. Advantages like that of a good location, easy accessibility factor, an improvement in basic infrastructure, increased connectivity with its suburbs, and availability of skilled manpower have pushed the commercial real estate demand," says Prateek Mittal, executive director, Sushma Group.

Today, developing cities like Lucknow have local experienced developers who deliver remarkable commercial spaces.

Their design and quality have evolved to match up to international standards, meeting all the demands of the new-age and traditional businesses alike are the main catalysts for the growing demand for commercial real estate. This has led to the movement of businesses and employment centres, townships, and more.

अमर उजाला

7th March, 2021

सितारगंज सिडकुल में लगेंगे नौ नए उद्योग

नौ उद्योगपतियों ने लीज पर प्लॉट खरीदकर एमओयू भी किए साइन, 100 करोड़ का होगा निवेश, 565 खाली रुखों को मिलेगा रोजगार

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Credai to airlift 250 empty oxygen cylinders from Chennai

"We will airlift 250 cylinders from Chennai and hand them over to the district administration of Gautam Budh Nagar so that it can get them filled from authorised sources. We will distribute the

cylinders and also refill them for patients."

Mr. Pankaj Bajaj, President, CREDAI NCR and Managing Director, Eldeco Group.



from THE TIMES OF INDIA
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