



Connexions

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THE NEWSLETTER OF MARG ProperTies



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MARG
ProperTies
The joy of ownership

CEO TALK

I am extremely proud to share that our Savithanjali project has received a coveted 5 star rating from CRISIL and as we have always envisioned, is one of the best quality tech smart homes in Chennai. I am pleased to inform you that June marked the beginning of the first school year at the MARG Chinmaya Vidyalaya School at Viswashakthi, the first integrated township at Tirupathi. All the hard work that went into making this school a success was well worth it when one witnessed the broad smiles of the little ones who attend school here.



At the outset, I am very happy to share that the Real Estate prices in Chennai market has been consistently increasing without any great volatility, unlike other markets in India. The primary reason behind this is attributed to the fact that more real end users are buying property apart from the investors. Also, the social infrastructure around the property adds value to it. These days we see a lot of news in the media on developments around OMR and the Sriperumbudur – Oragadam corridors. Be it the flyovers, the BRTS, the Financial city or the new companies setting up green field units.

All these developments gives a real thrust to the property prices. As you all know all our projects are strategically located in these growth corridors bringing in true value to the investments our customers have made with us. In fact the price of our Brindavan project has consistently increased from Rs 1999 (at the time of launch, December 2010) to Rs 2399 / sqft which is a very good indicator of the growth potential in this industrial corridor. We are confident that all our projects from MARG ProperTies would be of great investment value to our customers as they are located in the fast growing corridors of Chennai.

MARG ProperTies is pleased to announce the upcoming launch of yet another landmark project, Pushkara- lake view apartments on OMR. Pushkara is located just 2 kms from the Siruseri IT park and would be ideal for both investors and first home buyers because of the attractive pricing, immense potential for appreciation and the proximity to Chennai's largest IT hub.

It is our good fortune to have you as part of the MARG ProperTies family and I would like to promise you an exciting future with MARG ProperTies. We wish you a prosperous quarter ahead.

S. RAMAKRISHNAN
CEO - MARG ProperTies



The joy of investment

MARG FEATURES IN INDIA'S TOP 500 COMPANIES 2010



Dun & Bradstreet (D&B), the world's leading provider of global business information, knowledge and insight has listed Chennai headquartered MARG Limited among "India's Top 500 Companies 2010". MARG's debut in the 11th edition of this prestigious Dun &

Bradstreet publication was on expected lines as the organisation has of late been consistently acknowledged as one of the India's fastest growing infrastructure organisations with an exemplary performance in the infrastructure development sector.

MARG bags two prestigious awards from "Construction Week"



MARG Limited, India's leading diversified infrastructure development company left an indelible mark in the Construction Week Awards 2011 held at Hotel Taj, Mumbai by bagging two prestigious awards of "Infrastructure Person of the Year" and "Seaport project of the Year". Construction Week India Awards recognise outstanding achievements spanning infrastructure development as well as real estate. The annual event serves as a grand platform for the industry to come together and celebrate accomplishments.

MARG UPDATES

MARG bags order worth Rs 237.58 Cr from Bhavnagar Energy Company Limited, Gujarat

MARG Limited, has won an EPC Work order valued at Rs 237.58 Crore from Bhavnagar Energy Company Limited (BECL) in Gujarat. The work order includes a Sea Water Intake, Outfall and Circulating Water System for the 2 X 250 MW Lignite Based Thermal Power Plant at Padva, Bhavnagar, Gujarat.

MARG Karaikal Port launches container handling services

MARG Karaikal Port achieved yet another milestone on 31st of July, 2011 by adding container handling services to its fast growing cargo-mix. The landmark was achieved when the container vessel 'M V Ruhunupura', called at the port to discharge and load containers for the very first time. The container carried multiple cargo across a diverse customer base.



MARG to kick start India's first PURA pilot project

MARG Limited, announced the start of India's first ever re-vamped PURA pilot project at Karaikal district in the Union Territory of Puducherry. MARG had bagged the PURA Pilot Project in Karaikal, Puducherry UT through competitive bidding under the PPP framework of Ministry of Rural Development (MoRD), Government of India.

Thirunallar TEMPLE TRUST

CMD Presenting Rs. 10 Lakhs to Thirunallar temple trust as part of on-going CSR initiatives.





MARG Swarnabhoomi opens up to the concept of "Smart Living"

Good news for the home buyers, now MARG Swarnabhoomi presents a range of well designed homes for a blissful living. Nestled in a pollution free world that abounds with sunshine, greenery and fresh air, these homes present scenic sea and lake views.

The life style at MARG Swarnabhoomi is slated to be on par with the best, as malls, multiplexes, hospitals, schools, a world-class golf course, sports facilities and recreational centers are set to commence operations.

Launched - Homes for just Rs. 9 lakhs

MARG Swarnabhoomi has launched a new residential project Aayush on 6th August 2011. A home at Aayush is priced right and is a great investment.

- Assured rentals that pay up to 50% of your EMI
- Social infrastructure - Education and Health care.
- Children's Play Area Clubhouse and Gym
- Lift and Power backup for common areas

Navratna phase 1 handed over

MARG Swarnabhoomi handed over the Navratna phase 1 apartments to its proud owners.

Phase 2 of the construction is nearing completion and will be handed over to the customers by December 2011.

Education

MARG Swarnabhoomi - emerging as an Educational cluster for a new economy

Education plays a pivotal role in shaping young minds and creating a knowledge based society that propels a nation's fortunes while bringing about profound harmony

With this belief MARG Swarnabhoomi is emerging as an educational cluster for a new economy. These initiatives, are grouped under a trust titled 'Swarnabhoomi Academic Institutions (SAI)', which will provide a platform for world-class education with International faculty.



MARG has entered into strategic tie-ups with international majors like PYCSA S.L of Spain, LAGAN Construction of Ireland, Los Angeles headquartered and Fortune 500 listed AECOM and International Infrastructure Consultants (IIC) to name a few. These international partners will interact on and off site with students and share best practices.

ENGINEERING SEZ - Leading engineering companies have made MARG Swarnabhoomi their destination.

Spread over 311 acres of land with over 156 acres of processing area, this meticulously designed Engineering SEZ caters to every minute need of the engineering industry, thus making it an ideal destination for engineering companies. The host of companies established in the Engineering SEZ are helping MARG Swarnabhoomi to scale up its economy. The social infrastructure that comprises residential, medical and supermarket facilities at MARG Swarnabhoomi caters to ensure that the employees of the engineering companies enjoy a hassle free life.



MARG Swarnabhoomi has completed the registration process with Polyhose and has handed over 11.5 acres of industrial land to setup Polyhose's new manufacturing unit. Construction work for Polyhose is being done by MARG's EPC division and is going on at a record pace.

- "Virgo Engineers" has started its trial operations in a pilot plant and construction of its main factory is spread over 1,30,000 sq.ft., which is almost complete. A separate HT connection through a 33 KV line from Cheyyur sub-station will power the factory and is expected to go live by September 2011.
- Grundfos & Van Spall have started their operations at MARG Swarnabhoomi
- Tecpro Energy Systems has signed an LOI with MARG Swarnabhoomi to set-up its export oriented manufacturing unit
- Kwik Patch (Thailand) Co. has signed an agreement for setting up a...

Q1. OMR – the fastest growing IT Corridor

Old Mahabalipuram Road (OMR) or Rajiv Gandhi Salai, the IT corridor refers to a 46 km stretch. The corridor stretches from Madhya Kailash via Sholinganallur, SIPCOT IT Park in Siruseri to Mahabalipuram.

There are 120 companies listed on OMR like TCS, CTS, Wipro, Infosys, Satyam and other IT giants which have over 2.5 Lakh employees currently working in the OMR stretch. With the IT corridor expected to generate over 30,000 new jobs annually, the need to house workers and offer retail and entertainment facilities in the vicinity is kicking off a new round of construction.



MARG JUNCTION MALL

The OMR social infrastructure might well turn out to be the best in Chennai due to the large entertainment destinations like Marina Grand (an entertainment complex of 6.1 lakh sq.ft), the Coromandal Plaza (2.5 lakh sq ft) and the MARG Junction Mall (1.58 million sq.ft) which are being developed here.

Keeping all the growth on the OMR in mind, the Tamil Nadu government is planning to build five flyovers at strategic points like Thiruvanmiyur junction, SRP Tools junction, Perungudi, Lifeline junction, Thoraipakkam-Pallavaram Radial Road junction and Sholinganallur junction to ease traffic congestion at these spots. The entire OMR stretch is also going to be powered by service lanes called Bus Rapid Transit System (BRTS) on both sides which will be completed in 2 years.



SIPCOT IT PARK - SIRUSERI

According to Mr. T. K. Ramachandran, Secretary-Highways and Minor Ports, Tamil Nadu, works on the 25-km stretch from Siruseri to Mahabalipuram will be taken up at a rough cost of Rs. 550 crore. In addition, Tamil Nadu government has planned to set up a financial city and media entertainment park near Sholinganullur-Perumbakkam with an investment of Rs. 10000 cr. This move will create lot of direct and indirect employment opportunities in the IT corridor.



NOKIA PLANT AT SRIPERUMBUDUR

Oragadam and Sriperumbudur - the fastest growing Manufacturing Corridor

Oragadam and Sriperumbudur have attracted huge investments from small to big companies across various sectors and it is no wonder that this region has become the automobile and telecommunications hub of India. The Tamil Nadu government is building the Rs.300 crores Oragadam Industrial Corridor Road. The project, executed by the Tamil Nadu Road Infrastructure Development Corporation (TNRIDC) and funded through the State Highways Department, is expected to give a thrust to industrial activity in the Oragadam-Sriperumbudur cluster. It will also provide additional connectivity between Grand Southern Trunk Road (GST Road i.e. National Highway 45) and Grand Western Trunk Road (NH 4 or Chennai - Bengaluru Highway). According to current news reports, Renowned companies Nissan Motors and Ashok Leyland have plans to build a greenfield manufacturing plant in this region as well. The Outer ring-road project worth Rs 1100 crore is to be implemented by state government covering 62 kilometers from Vandalur to Minjur with Nemilichery in the middle. This will connect with ring-roads at NH 205 (GST), Nh4 (Chennai - Bangalore), NH 205 (Chennai - Renigunda) and NH5 (Chennai - Kolkatta) and will serve to further enhance connectivity.

pushpadruma

Block A: Structure & Finishing completed. 167 Flats completed and ready for handing over.

Block B: Structure completed. Internal Finishing - 4th Floor to Terrace Floor in progress. External plastering in progress.

Block C: Structure -14th Slab in Progress. Brick Work of the 6th floor in progress. Ceiling plastering of the 6th floor in progress.

External work: STP, WTP, DG works completed & commissioning to start. Drainage, Water Supply, Fire Fighting work in progress. Lifts are operational, TNEB transformer erection completed & expected to be operational by September end.



Vishwashakthi

Block A: Structure and Interior plastering completed. Finishing work in progress. External plastering in progress.

Block B: Structure completed. Brick work of the 8th floor in progress. Internal plastering of the 3rd floor in progress. External plastering in progress.

Block H: Structure completed. Brick work of the 7th floor in progress. Internal plastering of the 3rd floor in progress.

External Development: Road work and compound wall work in progress.

Vishwashakthi - School: 97% of the work Completed.

Block G: Footing Concrete Work in progress.

Block F: Excavation work in Progress.





savithanjali

Block A,B,C & Club House: Foundation work completed.

Block A: Stilt floor slab column casting work in progress.

Block B & C: Pile cap and raft work in progress.



BRINDAVAN

Live your own way

Block A,B,C,E & F: Foundation work completed.

Block D & MLCP: Pile foundation work in progress.

Block A: Pile cap work in progress.



6 lane express high way - Work in full swing in front of Brindavan site

Lakshna

Lakshna 1 & 2 : Foundation work completed.

- Piling laid to the depth of 13m.
- Column work to begin.



- Phase I sold out
- Approval in progress



Our Experiential Villa is now ready and going forward we plan to offer the experiential stay in the peaceful serenity of Tapovan to prospective customers as well as corporates. The Tapovan Experiential Stay will be a hot favourite with corporates who want to get away from their daily corporate setting to rejuvenate their mind, body and soul and be inspired to do the extraordinary.



The joy of expertise

MARG ProperTies Home Melas:

Customers are at the core of everything we do and customer convenience is one of our focus areas. To bring our projects to the doorstep of the consumer, we have planned a slew of MARG ProperTies Home Melas all across Chennai. Currently we have conducted home melas at Anna Nagar, Tambaram and Ashok Nagar and were overwhelmed with the enthusiastic response we received.



Upcoming Launch of Pushkara

- Lake - view apartments facing Muttukadu lake on OMR
- Just two kms from siruseri sipcot IT park
- Close to several prominent hospitals and colleges
- Ideal for both first home buyers and investors with attractive pricing



New School Year at Chinmaya Mission School, Vishwashakthi:



June marked the beginning of the first school year at the Chinmaya Mission School at Vishwashakthi, our Tirupathi Township. The little children were all smiles as they attended their first day in a brand new school built specially for them. Currently the school is operating till the 4th Standard. Next year the school will be operating at full strength up to the 10th std.

MARG ProperTies Journeys Abroad:

This year we have reached out to NRI's through the New Jersey Tamil Home Owners Association Meet and the Indian Property Investment Fair at Malaysia. The Tamil



community living there greeted us warmly as they welcome an opportunity to look at the possibility of investments back home. We showcased our bouquet of projects ranging from affordable homes to ultra luxury villa and we were very happy with the feedback and confidence these NRI's have in our brand.



AREA CALCULATION

Carpet Area (A) - 'Carpet Area' refers to the total usable area within the four walls of an apartment (sum of all room areas).

Eg: - Living/Dining + Bedroom + Kitchen + Toilet

Plinth Area (B) = Carpet Area (A) + Internal and External Wall Area.

Common Area (C) = Corridor, Staircase, Lift area, Lobby, electrical room, Lift machine room and staircase head room.

Saleable Area (D) = Plinth Area (B) + Common Area (C)

EFFICIENCY CALCULATION

Plinth to Saleable percentage [(Saleable Area (D) - Plinth Area (B)) / Saleable Area (D)]

Carpet to Saleable percentage [(Saleable Area (D) - Carpet Area (A)) / Saleable Area (D)]

Carpet to Plinth percentage [(Plinth area (B) - Carpet Area (A)) / Plinth Area (B)]

EXAMPLE

House No	Carpet Area (Sqft)	Plinth Area (Sqft)	Share of Common Area (Sqft)	Saleable Area (Sqft)	Efficiency (%)		
	A	B			A:B	B:D	A:D
1	413.55	484.77	124.67	609	15	20	32.1
2	415.49	483.73	124.40	608	14	20	31.7
3	612.69	701.27	180.34	882	13	20	30.5
4	630.86	717.74	184.58	902	12	20	30.1
5	750.04	851.22	218.90	1070	12	20	29.9

Analysis:

- Lower efficiency percentage means maximum utilization for the total cost paid for the house.
- Efficiency of the plinth area is influenced by carpet area as well as size of internal and external walls.
- The larger the carpet area, the better is the absorption of wall area. However it is important to optimize internal walls to ensure that even in smaller carpet area, efficiency is maintained with a 1-2 % gap.
- Common area percentage is always same but the share of common area is divided proportionately to the plinth area of each house.
- The larger the plinth area, the better is the absorption of common area. However it is important to optimize overall configuration of the house and common areas to ensure that even in lower plinth areas the efficiency is maintained with a 1-2 % gap.

HOME TIPS

KIDS ROOM Tips

All of us would love to give our children a fantasy bedroom. It is one room in our home where imagination and fun can run wild.

- Safety & Easy maintenance - Any item which is brought into the room should be child proof & easy to maintain. Eg: Tiles for floor is better than a carpet.



- Furniture - Kids room decor can't be complete without chairs and table which should be stylish, trendy and comfortable. Eg: The bed for your child must be low in height and should be quite plump, softly designed and cushioned as this would make him feel more comfortable and relaxed. One must have an adequate storage, that will grow with the child to fulfill their needs.



- Themes - Other than blue for boys & pink for girls some other themes like cartoon characters, super heroes, fairytale, nature themes, night themes with glow paints etc, could be adopted. Choose one focus in the room & keep the rest of the design more subtle not to make the room look too busy and overdone.
- Accessories - Fancy wall clocks, animated bed lamps and various types of wind chimes and wall hangings are other add-ons.





The joy of a smart choice.



Savithanjali is now a 5 Star CRISIL rated project.

CRISIL RATING ADVANTAGES:

- Excellence in Construction Quality
- Transparent and Strong Legal System
- Good Financial Sustainability for Project
- Trustworthy and Reliable Brand - MARG

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