

jio**maxe**

APRIL-JUNE NEWSLETTER - VOL 1 ISSUE 1

live longer

Exponential growth and success makes
it happen at OMAXE





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From the CMD's desk

Dear Friends,

Welcome to **Jiyomaxe**, our first newsletter for our esteemed customers that gives you an insight into the world of Omaxe.

In our history spanning over 22 years, we've been constantly setting new benchmarks in the field of real estate. We have dared to dream big and through hard work and unwavering determination turned dreams into reality and in the process, earned unconditional faith of all our stakeholders. During our journey, we have faced many challenges but have, each time, come out stronger than before.

Today, with over 40 projects at various stages of development, spread over 33 cities in 9 States, we are an organized force to reckon with in the real estate industry. Our world-class residential and commercial projects are continuously changing the landscape of various cities across the length and breadth of India.

This year some new launches are planned for Chandigarh, Lucknow, Faridabad, Yamuna Nagar, which also includes the expansion of the next phase of integrated township Omaxe New Chandigarh in Punjab. In Chandigarh, we have launched independent floors and plots for which we have received tremendous response. Similarly, in Lucknow, we have successfully delivered 2 projects and are presently working on developing an Integrated Township of 102 acres and Hi - Tech Township of 2,700 acres.

Despite all these, we can't afford to rest on our laurels and enjoy complacency. Continuing to strive harder, we have several projects in the pipeline. A few prominent ones include the group housing project Omaxe Residency in Lucknow, Uttar Pradesh and a commercial complex Omaxe Connaught Place in Greater Noida.

I would like to take this opportunity to thank all our investors and customers for having reposed unflinching faith on us, without which our journey could not have been successful. I would also like to assure you that we'll leave no stone unturned and continue to deliver quality services.

Thank you for your constant support, understanding and love.

Regards,

Rohtas Goel

Editorial

Dear Readers,

It gives us immense pleasure to present before you the 1st issue (April-June, 2011) of our newsletter for customers, **Jiyomaxe**.

Right from the very first step Omaxe took 22 years ago, it has taken you into confidence. You as a partner, client, customer, investor, and a stakeholder play a very important role in building Omaxe. Omaxe understands and appreciates that.

The newsletter is an attempt to brace you up with the developments in the company and the Indian economy as a whole. The Reserve Bank of India's effort to curb inflation has translated into rate hikes. This has impacted home loan borrowers, who have been facing a tough time by way of either a rise in their EMIs or extension of the loan tenure. We attempt to bring to you the prevalent interest rates of various banks along with the recent market news and updates that concern you, corporate India and the Indian economy.

Besides, we also intend to familiarize our esteemed customers about the company's various projects and a status report on the same. We thought it proper to update you about our presence in the media through the section 'Media presence'. You also get to learn some valuable tips from Vaastu Expert.

Omaxe has also taken up this responsibility of providing urban lifestyle at a moderate price throughout India. Omaxe believes in creating an Integrated Dwelling place – residential plots, expandable villas, group housing, and shopping mall, shops cum offices, shopping kiosks, schools, crèche and in-house club with facilities of games & sports and so on.

Additionally, Omaxe, under its outreach programme, Omaxe Foundation, has started many initiatives that touch the lives of people who are outside the corporate arena. Omaxe Foundation is geared to meet all the challenges on its way to bringing smiles to the families of its construction workers. It aims to build human capital through community participation, which will make our country stronger, healthier and happier.

You can also play an active role in any of the skills development, educational, health or social awareness programmes conducted by Omaxe Foundation according to your interest and ability. Unleash your talent, reach out and bring smiles to hundreds of people around you. We assure you of immense joy.

We are more than hopeful that like we enjoyed making this newsletter informative, presentable and readable, you will derive equal pleasure while reading it.

We look forward to your feedback and suggestion.

Happy reading

New Feathers

Omaxe bags infra project

Omaxe Infrastructure & Construction Ltd (OIICL), a wholly owned subsidiary of Omaxe Ltd, bagged a contract from Air Force Naval Housing Board (AFNHB) to construct a Housing colony at Niladri Vihar, Chandrasekharpur, Bhubaneswar. The contract, which involves development and construction of the residential colony, is valued at Rs 540 million.

The project will be equipped with facilities like community centre & swimming pool, including civil, architectural works, internal electrical works, sewage treatment plant, roads, landscaping & lift etc.

Omaxe Connaught Place to House Bharti Walmart's Largest Hypermarket

Omaxe tied-up with Bharti Walmart Retail for opening India's largest 'Easyday Market' in Omaxe Connaught Place, a state-of-the-art mall coming up at Beta II in Greater Noida. Built over 19 lakh sq. ft, Easy Day operations will be spread over 1.15 lakh sq. ft. This is Omaxe's third successful tie-up with Bharti Walmart Retail with the successful operations of Easy Day hypermarket in Omaxe Mall, Patiala and Omaxe City Centre, Gurgaon.



Launch of Shubhangan in Jaipur & Indore

Having launched Villas, Executive Floors and Clubs, Omaxe, in order to cater to the growing demand of independent floors, introduced 'Shubhangan' in Omaxe City Jaipur and Indore. With several facilities like underground cables, rain water harvesting and efficient power distribution, these new-age homes can be booked at Rs 5 lakh onwards.

Omaxe Cassia in Chandigarh

Omaxe Cassia, an Independent Floor complex, is coming up in Omaxe City in Mullanpur, New Chandigarh, which happens to be the most promising location near Chandigarh. An integrated and self sustained township over 300 acres, plots ranging between 300-500 sq. yards, have been launched. With the advent of Metro Rail in Chandigarh, Omaxe Cassia will get a leg up.



Affordable flats at Omaxe Residency, Lucknow

Following overwhelming response to the previously launched towers, Omaxe introduced new towers in Omaxe Residency, Lucknow - a group housing complex at just 5 minute drive from Gomti Nagar Commercial Club. Offering flats ranging between 1150-1450 sq ft in 2/3 BHK, these towers are equipped with club, swimming pool and other recreational facilities. The construction of the project is in full swing.

PDA auction in Patiala

After receiving an overwhelming response to Phase I of SCO space followed by spiraling demand for Shop cum Office, Omaxe carried out an open auction of 60 freehold SCO Sites in PDA Omaxe City, Patiala. The SCO space got tremendous response with more than 375 bidders for 60 shops. 30 SCO were auctioned, the highest bid was of Rs 160300 per sq yd.



Dreams Take Shape

Omaxe Heights, Faridabad

Omaxe Heights, a multi storied Group Housing Complex in Sector 86 Faridabad has been sought after because of its location. Omaxe Heights comprises 2/3 bedroom apartments with an area choice of 1165 sq ft and 1475 sq ft, the phased possessions or which have commenced. The company has launched 4-bedroom apartments a few months back.



Plots at Omaxe City, Sonapat

Phase wise possession of plots at Omaxe City, Sonapat has started. It is an integrated township comprising residential plots, expandable villas, group housing, shopping mall, shops cum offices, shopping kiosks, schools, in house club with facilities of games, sports and banquet hall, community centre with crèche, modern hospital etc. Omaxe City, Sonapat is proposed over 350 acres.

Omaxe North Avenue 1, Bahadurgarh

Omaxe has started giving possession of 2 bedroom apartments at Omaxe North Avenue 1, an integrated apartment complex, with a refreshing lifestyle within the proposed township 'Omaxe City' at Bahadurgarh. It is located 8 kms from Delhi border at Sec-15, NH-10 near upcoming Kundli-Manesar-Palwal expressway.



Plots and Villas at Omaxe City, Bhiwadi

Possession of plots & villas at Omaxe City, Bhiwadi has started. It is situated on Delhi-Jaipur Highway (NH-8) on a proposed 4-lane Alwar Road. The project will provide swift connectivity to key destinations such as Gurgaon (30 min drive) and Delhi IGI Airport (45 min drive).

Plots and Villas at Omaxe City Palwal

Omaxe started giving possession of its plots in Omaxe City, Palwal. Spread over an area of 128 acres and situated at Delhi-Agra highway, Omaxe City goes much beyond quality construction, making a definitive statement in opulence and luxury.



Jail at Faridkot

Omaxe Infrastructure & construction limited, a wholly owned subsidiary of Omaxe Limited, completed the construction of the most advanced jail in Faridkot, Punjab, spread over 72 acres with an investment of Rs 112 crore.

Dreams Taking Shape

Omaxe Chandigarh Extension, Mullanpur



Omaxe Eternity, Vrindavan



Omaxe Residency, Lucknow



Jail at Kapurthala, Punjab



Market Pulse

Smaller cities attract large realtors: CRISIL Research

Price stability and growth prospects of smaller cities are attracting large real-estate developers. The developers are diversifying from metro cities with an eye on future growth. A recent report released by CRISIL Research, titled 'Real(i)ty Next: Beyond the Top 10 Cities of India', estimates the sales of new residential apartments in 10 such smaller cities at around Rs 180 billion in 2012.

The study details the planned supply, the expected demand and the outlook for prices in 65 submarkets across the 10 cities: Bhopal, Bhubaneswar, Coimbatore, Indore, Jaipur, Lucknow, Nagpur, Surat, Vadodara and Visakhapatnam. Almost 354 million sq ft of supply has been planned in these cities over the next three years.

Property prices in the Delhi and NCR region moved up by 17% in Q1-11

A study by 99acres.com, real estate portal revealed that the property prices for the Delhi and NCR region has seen an escalation if we compare per square feet prices (PSF) of Q1-11 over Q1-10. This clearly reflects that the overall sentiment of the sector has improved drastically since the downturn and the property prices across the city have appreciated considerably. A look at the property prices of key localities of Delhi show that Sarita Vihar and Rohini has seen a 27% and 20% appreciation in prices if we compare Q1-11 prices over Q1-10. The prevailing rates of the localities are at Rs.11345psf for Vasant Kunj and Rs.8133psf Mayur Vihar phase 1.

RBI lays out strict rules for banks lending to real estate sector

In a letter to chiefs of banks, the Reserve Bank of India has laid out strict due diligence for banks in sanctioning loans to the real estate sector. RBI said banks should leave no stone unturned to verify the documents, including cross verification with the local administration, to ensure that frauds are eliminated. "In case of loan against the security of land, banks may also seek reports from local revenue authorities regarding the title deeds before sanction of loan," RBI said. "Wherever documents of title are submitted as security for loans, there should be a system where documents of title are subject to verification regarding their genuineness, especially for large-value loans."

RBI rate hikes to pinch home loan borrowers

Following RBI's rate hike on May 3 by 50 basis points and June 16 by 25 basis points, banks have stepped up their home loan rates by 50 basis points with only a few banks hiking deposit rates. The repo rate (rate at which RBI lends to banks) now stands at 7.5%. However, RBI's move to hike saving bank rate to 4 per cent will also fetch consumers more, especially against a high rate of inflation prevailing in the economy. Inflation in May shot up to 9.06 per cent. A consistently high is threatening to slow down growth with policymakers warning revising growth estimates downwards.

Real Estate Regulation Bill sent to Law Min

SK Singh, joint secretary in the Ministry of housing and urban poverty alleviation said that the draft of the new central Real Estate Regulation Bill 2011 has been sent to the union law ministry for its comments and clearance. The new bill excludes the subjects of land and colonisation, as they are both state subjects. It deals with consumer interest, fraud and cheating, contractual obligation. Once this bill is in place, all developers will have to register with the regulator and provide all details of their projects, include land and clearances, before they can advertise to the public.

Banks	New base rate (in %)	Up by (basis points)	New prime lending rate (in %)	Up by (basis points)
Allahabad Bank	10.00	50	14.25	50
Andhra Bank	10.00	50	14.25	50
Bank of Baroda	10.00	50	14.25	50
Bank of India	10.00	50	14.25	50
Bank of Maharashtra	10.00	50	14.25	50
Canara Bank	10.00	50	14.25	50
ICICI Bank	9.25	50	13.50	25
IDBI Bank	10.00	50	14.50	50
Indian Bank	10.00	50	14.25	50
Indian Overseas Bank	10.00	50	13.75	50
J&K Bank	9.50	50	14.00	50
Kotak Mahindra Bank	9.25	50	18.00	50
Oriental Bank of Commerce	10.00	50	13.75	50
Punjab & Sind Bank	9.75	50	14.25	50
Punjab National Bank	10.00	50	13.50	50
South Indian Bank	9.60	50	18.50	25
State Bank of Bikaner & Jaipur	9.25	50	14.25	50
Syndicate Bank	10.00	50	14.25	50
UCO Bank	10.00	50	14.25	50
Union Bank of India	10.00	50	15.75	50
United Bank of India	10.00	50	14.25	50
Vijaya Bank	10.00	50	14.25	50

Source HT Mint

Media presence

रियल्टी फर्म ओमेक्स घटाएगी कर्ज का बोझ

ईटी ब्यूरो
नई दिल्ली

दिल्ली की रियल एस्टेट कंपनी ओमेक्स लिमिटेड इस साल नई परियोजनाओं के लिए और 300 करोड़ रुपए का कर्ज जुटाएगी। साथ ही, कंपनी 627 करोड़ रुपए के कर्ज का भुगतान भी करेगी। इससे कंपनी पर कुल कर्ज मौजूदा 1,552 करोड़ रुपए से घटकर 1,225 करोड़ रुपए रह जाएगा।

ओमेक्स के वाइस प्रेसिडेंट (इनवेस्टर एंड स्ट्रैटेजिक रिलेशंस) सुमित अरोड़ा ने कहा, 'हम अपने आंतरिक साधनों से इस साल कर्ज चुकाएंगे।' वित्त वर्ष 2010-11 के लिए कंपनी का कंसॉलिडेटेड प्रॉफिट 17.6 फीसदी घटकर 92.7 करोड़ रुपए रह गया है। इससे

एक साल पहले की अवधि में कंपनी का मुनाफा 112.5 करोड़ रुपए था। मुनाफे में गिरावट की वजह यह थी कि साल 2010-11 में कंपनी को मिली ज्यादातर कमाई साल 2007 और साल 2008 में बिके प्रोजेक्ट्स से थी, जो आज की दरों से काफी सस्ते पर बेचे गए थे। अरोड़ा के मुताबिक, 'पिछले एक साल में कंस्ट्रक्शन की लागत और मजदूरी पर खर्च में भी काफी इजाफा हुआ है।'

कंपनी को अनिवार्य तौर पर प्रमोटरों की हिस्सेदारी को मौजूदा 89.14 फीसदी से घटाकर साल 2013 तक 75 फीसदी पर लाना है। इसके लिए कंपनी की योजना फॉलो-आन पब्लिक ऑफर या प्रमोटर की ओर से ब्लॉक सेल का रास्ता अख्तियार करने की है। का यह अच्छा मौका है।

अरोड़ा के मुताबिक, 'हम मौजूदा बाजार पूंजीकरण पर हिस्सेदारी बेचकर करीब 450 करोड़ रुपए जुटा सकते हैं।' हालांकि, उन्होंने इस बिक्री के बारे में कोई समय-सीमा नहीं बताई।

627 करोड़ का कटेगी भुगतान

ओमेक्स लिमिटेड इस साल नए प्रोजेक्ट के लिए और 300 करोड़ रुपए का कर्ज जुटाएगी। साथ ही, कंपनी 627 करोड़ रुपए के कर्ज का भुगतान भी करेगी

पिछले एक साल में कंपनी ने अजमेर, रायपुर, कानपुर और पंजाब में जमीन के छोटे टुकड़ों की बिक्री कर करीब 60 करोड़ रुपए जुटाए हैं। इस साल कंपनी की योजना इसी तरह की नॉन-कोर संपत्तियां विजाग, बहादुरगढ़ और सोनीपत में बेचने की है। दूसरी ओर अरोड़ा के मुताबिक, रणनीतिक तौर पर अहम लोकेशंस पर जमीन की खरीदारी

पी. डी. ए-ओमेक्स सिटी की बेली 'च डिन' गुहा रेटा' 'उे विवे कमरमोअल पलाट



पी. डी. ए-ओमेक्स सिटी की बेली 'च डिन' गुहा रेटा' 'उे विवे कमरमोअल पलाट' (दिल्ली)

बाबत, (पटिआला), 5 अप्रैल निलामी बिच पी. डी. ए-ओमेक्स (स.प्र.)-पटिआला 20 बरस गुपेसी डिबेलपमेंट पटिआला डिबेलपमेंट अषाढीअडे आमदन हुट दा

Auction of commercial site in Omaxe City fetches ₹1.6 lakh bid

THE PDA ADVANTAGE Second round of auction for shops and office space to take place on Wednesday

HT Correspondent
www.hindustantimes.com



THE SHOPS AND OFFICE SPACE ON OFFER ARE PRICED AT ₹ 88,200.

Omaxe to Reduce Gross Debt by ₹327 Crore

RAVITEJA SHARMA
NEW DELHI

Delhi-based listed builder Omaxe will raise ₹300 crore of fresh debt for new

from ₹112.5 crore in the year-ago period. This dip in profits is attributed to the fact that most revenues in 2010-11 came from projects that were sold in 2007

Omaxe set to focus on small towns

Omaxe is shifting focus to Tier II and Tier III cities as inventory piles up in Tier I cities. The company has also identified low-rise housing

ओमेक्स को 92.7 करोड़ लाभ

नई दिल्ली। रियल एस्टेट कंपनी ओमेक्स की कुल बिक्री 31 मार्च 2011 को समाप्त हुए वित्त वर्ष में

Omaxe eyes sales of ₹1.8K cr in FY'12



REALTY firm Omaxe on Tuesday said it expects to sell projects worth ₹1,800 crore in 2011-12 and reduce net debt by about

Omaxe targets ₹1,800 cr sales booking to cut debt

NEW DELHI: Realty firm Omaxe on Tuesday said it expects to sell projects worth ₹1,800 crore in 2011-

Hot and Happenings at Omaxe

Omaxe Mall, Patiala screens "Patiala House"



Omaxe Mall, Patiala added another feather in its crown with the premiere show of Bollywood movie "Patiala House". The 3,80,000 sq ft state-of-the-art Omaxe Mall was jam packed. Bollywood icons Akshay Kumar and Anushka Sharma were the star attractions. The show was further graced by the presence of Shri Sukhbir Singh Badal, Deputy CM, Punjab, Mr. Navjot Singh Siddhu, former star cricketer & sitting MP from Aritsar and other dignitaries from the Patiala Administration.



Participated in Property exhibition

Omaxe participated in Times Prop World, Delhi held on 22-24 April, 2011 in Hall No 7, Pragati Maidan. Omaxe showcased its premium & affordable residential and commercial projects that are coming up across India. We were delighted to see the footfall at our counter.

Bollywood Night at Rudrapur



Rudrapur celebrated "Jashan 2011" a Bollywood night sponsored by Omaxe. The event was graced by popular playback singer Labh Janjua, who with a scintillating performance left the audience spellbound.

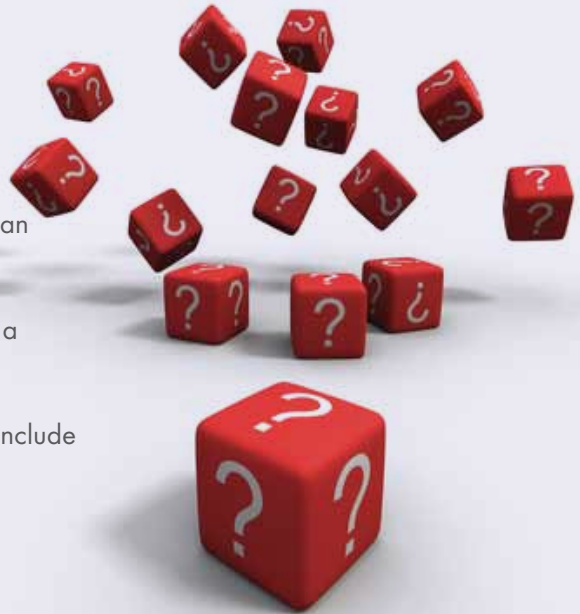
India Property Expo 2011, Bangkok



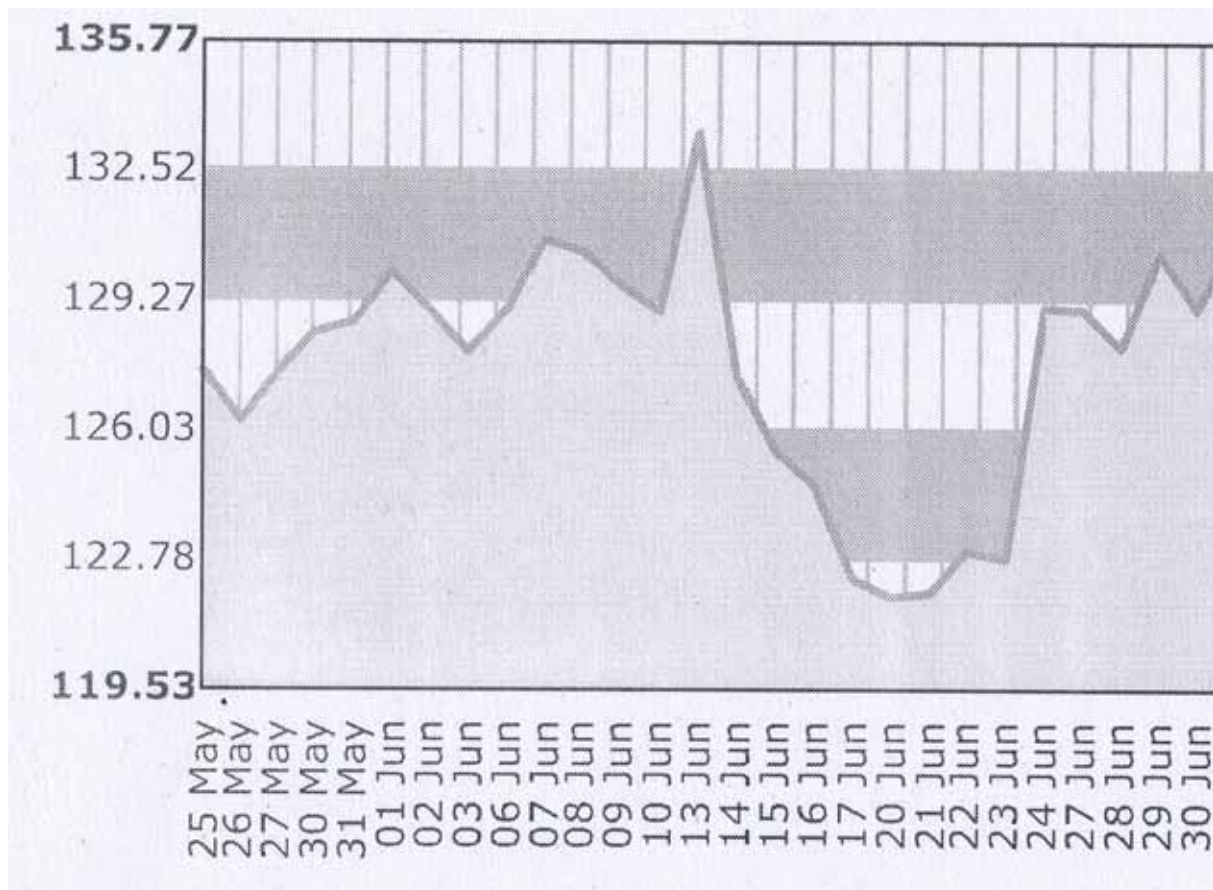
Omaxe participated in India Property Expo 2011 in Bangkok, Thailand. The event was organized by Times of India. Omaxe representatives were present to answer the queries and educate NRIs about the real estate scenario in India. We were overwhelmed to see the footfall at our counter.

Did you know?

1. With the coming up of Metro Rail in Chandigarh, Omaxe Chandigarh Extension, Mullanpur will enjoy huge advantage.
2. Omaxe Infra is building residential accommodation for defence personnel at Indore, Jammu & Kashmir, Nashik and Deolali.
3. Omaxe Foundation, as part of its corporate social responsibility, organized an awareness programme for children of site labour in an effort to abolish child labour.
4. Premier rating agency Crisil in its report on June 7, 2011 assigned a valuation grade of 4/5.
5. Omaxe completed 120 construction projects, the prominent ones include Amity, Noida, LG Electronics, Greater Noida, Advanced Cardiac Hospital at PGI Chandigarh.



Returns to Omaxe Investors



Basic Principles of Vaastu Shastra

Vaastu Shastra is an ancient Indian architectural science that evolved more than 5000 years ago with its roots in the sacred Vedic texts. Vaastu Principles generally agree on the following

1. Plots should be either square shaped or rectangular – never triangular, circular, hexagonal, elliptical or zig-zag.
2. While building or planting a garden, it's ideal to leave more open space in the East than in any other direction.
3. Doors and windows should be East-facing. This ensures maximum benefit of morning sunlight. Limit number of openings to the West and South as afternoon sunlight isn't very beneficial.
4. According to the energy zones in the Vaastu Purush Mandala, kitchen should be in the South-East, dining room in the West, living room and master bedroom in the South-West, guest bedroom in the North-West, bath room in the East or the North and prayer room in the North-East direction.
5. At the time of making a building, make sure that it has open space on all sides. The levels of open spaces should be higher in south and west sides and lower in north and east side.
6. In case you construct more than one floor, prepare the first floor on Southwest. The height of first floor should not be more than the ground floor. Also, ensure that there is no storeroom on the first floor.
7. Paintings and statues in the house are also an important consideration to make when it comes to vastu shastra. Picture depicting war, violence or any negativities of life like sorrow and struggle should not be in the house.



Be in Touch

We would like Jyomaxe to be an interactive platform for the extended Omaxe family and its well-wishers. We look forward to your feedback, suggestion and contribution to enable us to make this medium of expression truly enjoyable and informative. Our contact details are:

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