



Transparency



Customer Satisfaction



Professionalism

Quality



Cutting-Edge Technology



Social Responsibility

Creating Value



Commitment



# Contents

02	Editorial
03	From the CMD's desk
04	New Horizons
05	Dreams Taking Shape
06	Exploring with Jiyomaxe
07-08	Media Presence
09	Omaxe Goal Setting Meet
10	Hot & Happenings at Omaxe
11	Down Memory Lane
12	Omaxe in Numbers
13	Learning with Jiyomaxe
14	Market Pulse
15	NHB Residex





Dear Readers,

Your Newsletter JIYOMAXE, through which we have over a period of one year built a stronger bond of trust, turns ONE. And as we take stock of the achievements, we have all the reasons to feel proud.

Launched with an objective to bridge the distance between you and us; JIYOMAXE has travelled a long way in a short span to be the voice of millions of customers the company has made through its excellent and quality products. For them, JIYOMAXE is a source of knowledge, information and expression.

We also feel proud that this anniversary issue coincides with a supremely robust sales growth that Omaxe recorded in FY 2011-12. It is a matter of celebration especially in the context that the company has been elevated to the top five listed players in the country and the company's prospects continue to brighten by the day. With projects spread across 39 cities with millions of satisfied customers, Omaxe has increased its delivered space to approx 75 million sq. ft.

In this issue of JIYOMAXE, we have tried to bring in a detailed study about a prospective city that offers huge real estate potential and an emerging destination for investment. We have also decoded the RBI's mid-quarterly review of Monetary Policy for a better understanding of the economy and how it affects your personal finance. As always, we also bring to you the newly launched projects and the construction update of your projects. We endeavour to provide you with complete and up-to-date information and the happenings in the company and the real estate sector.

During the quarter, the company also organized a goal-setting meet where the company laid down both a medium term and long term goal to take the company to the pinnacle of success and glory. We also organised several customer care camps & family get-togethers across our various projects. These initiatives have put Omaxe in a different league.

Yours truly,

Team Jiyomaxe



The growth of the Indian economy has slowed down considerably in 2011-12 to 6.5 per cent with fourth quarter growth at a dismal 5.3 per cent, the lowest in many years. Inflation has shown no signs of coming down and even RBI, after initiating the first round of repo rate cut of 0.5 per cent in April, halted with rate cut in its mid-quarterly review of monetary policy in June.

While we believe the Government needs to speed-up reforms, which also includes accelerating major infrastructure approvals, the real estate sector continues to bear the brunt of rising input cost, delay in approvals and rising cost of fund. Interest rate and inflation continue to shoot over the roof. While availability of fund isn't a concern for the industry, the cost of fund is a worrying factor.

Our vast presence in Tier II & III cities and a proven track record of delivery has made it possible for us to sell projects even in high interest rate regime. Demand continue to be good in Tier II and III cities like Ludhiana, Indore, Lucknow and New Chandigarh to name a few. It is for reasons such as these that Omaxe witnessed an astounding growth in sales in FY 2011-12, one of the highest in the sector, at ₹ 1848.75 crore as against ₹ 1525.94 crore in previous financial year. The net worth of the company also increased to ₹ 1770.45 crore, showing robustness of the company. We have a string of launches planned in Greater Noida, Faridabad and other regions that remain our areas of strength.

Going ahead, the Indian economy will be closely watched by global investors especially in the wake of a fragile global economy and the recent downgrade by Global rating agencies. In such a scenario, we believe a strong domestic demand & the Government's impetus on infrastructure will help propel the Indian economy.

Regards,

A stylized, handwritten signature in black ink, appearing to read 'Rohtas Goel'.

Rohtas Goel



## New Horizons

### “Mulberry” Villas, Omaxe New Chandigarh, New Chandigarh



The first-of-its-kind luxury and lavish villas “Mulberry” are designed for an enriching experience. A part of over 700+ acres integrated township Omaxe New Chandigarh, these villas are highly spacious and designed to pamper your soul. Spread over 300 sq. yd., these villas have well-designed modular kitchen, Italian marble flooring, laminated wooden flooring in master bedroom, sprawling lawn on both sides of the villa, European styled bathroom fittings etc that give you enough reasons to splurge in Nature’s own abode.

Omaxe New Chandigarh, which also consists of residential plots and G+2 independent floors, enjoys the vicinity of the upcoming metro line and bus terminal, Sarangpur Industrial Area and PGI Chandigarh making it a very attractive destination. The township will have all the modern facilities like schools, office-cum-shopping complex, children’s parks to name a few.

**Location** – New Chandigarh (Formerly Mullanpur) **Size** – 300 sq. yd. **Type** – G+1 Duplex Villa

### Omaxe Shubhangan, Bahadurgarh

These exquisite and affordable homes at Omaxe Shubhangan are a delight for the people of Bahadurgarh. Spread over 12.5 acres, Omaxe Shubhangan is located in sector 4A and comes in three options, namely Navodaya, Vedanta and Revanta in 1BHK, 2BHK and 3BHK respectively.

Bahadurgarh is fast emerging as a lucrative real estate destination. Considering its vicinity to adjoining cities, mainly Delhi, Bahadurgarh offers seamless connectivity via road and metro rail. The infrastructure in Bahadurgarh is fast supporting the growing real estate in the city.

# shubhangan

BAHADURGARH

**Location** – Sector 4A, Bahadurgarh **Area** – 12.5 acres **Type** – 1BHK, 2BHK, 3BHK

### Plots in Omaxe City, Yamuna Nagar



These are well-laid out residential plots located strategically in the approx. 186 acres integrated township Omaxe City, Yamuna Nagar. These plots are in the sizes between 172 sq yd and 500 sq yd.

Omaxe City, Yamuna Nagar is strategically located on the State Highway towards Bilaspur from Jagadhri with entrance on Bilaspur Road and Jagadhri - Pabni Road. It will be a lush green gated community with wide roads, world-class club facilities, shopping complex,

school, medical facilities, reserved parking, underground drainage system, 24x7 power back-up, security and water.

**Location** – State Highway towards Bilaspur from Jagadhri **Size** – 172 sq yd to 500 sq yd **Type** – Plots



**Dreams Taking Shape**



**Omaxe Twin Towers, Noida**



**Omaxe Hills- II, Faridabad**



**Happy Homes, Omaxe City, Rohtak**



**Omaxe Residency, Lucknow**



**Omaxe Royal Residency, Ludhiana**



## Faridabad - Calling The Shots

Faridabad is amongst the fastest growing cities in India. Today, the city is witnessing exponential growth and is also considered to be one of the largest consumer markets. Large scale industrialization over the years has led to greater disposable income and the desire to better one's lifestyle. The presence of industries and coming up of industrial towns in and around Faridabad has seen the onset of several developers offering various residential options, shopping centres and malls, hotels etc. With an already seamless connectivity to Delhi, Noida and Gurgaon along with the coming up of metro rail, the city's growth shall multiply further as it will attract shoppers and office goers to and from Delhi.

Today, the city continues to expand to regions like Greater Faridabad or Nehar par, thereby creating more space for better development. Sector 75-89 in Faridabad is often referred to as Greater Faridabad. Due to abundant availability of land at comparatively lower rate, developers have thronged Greater Faridabad with several residential and commercial options.

Government intervention towards overcoming infrastructure bottlenecks has ensured better connectivity by road to important cities through the proposed Kundali-Manesar-Palwal Expressway, Eastern Peripheral Expressway, Ghaziabad-Kundali corridor. Six laning of NH-2 and the proposed Faridabad-Noida-Ghaziabad will add to the connectivity quotient of the city.

Greater Faridabad has witnessed unprecedented growth in real estate. The Government has notified Sector 79 as the commercial district of Faridabad and builders have charted out big plans for the area, which includes the already fast-paced construction activities going on in Greater Faridabad. Affordability is the most important factor that has led homebuyers to flock to Greater Faridabad. The Government has been taking steps to improve infrastructure and safety & security in the region. The proposal to build road from sector 75 to sector 90 is a boon for the realty scenario in Greater Faridabad.

## The Development Boost

- Six laning of National Highway from Badarpur to Agra
- Flyovers at Sarai Khwaja, NHPC, Badkhal More, Old Faridabad, Ajrona Chowk, YMCA and Ballabhgarh
- Third Phase to have metro from Badarpur to YMCA Chowk and next phase to connect YMCA to Ballabhgarh and Noida
- Industrial corridor along KMP Expressway & Eastern Peripheral connecting Noida and Sonapat
- Gurgaon-Faridabad-Ballabhgarh-Sohna road
- 2 medical colleges, 3 deemed universities and a knowledge park in Aravali to be developed by TERI
- IMT taking shape





# 'We will be targeting our cities of strength in FY13'

Leading real estate company Omaxe, which builds residential and commercial projects, has come up with various new projects. Millennium Post catches up with Rohtas Goel, CMD, Omaxe, where he talks about the upcoming projects and state of the real estate market. Excerpts from an interview.



Are we seeing increasing NRI interest in real estate market because of the rupee devaluation?  
The rupee depreciation has spurred the interest of non-resident Indians (NRIs) in Indian real estate and brought back this lucrative community into investing into realty sector that has evolved over the years. But considering the weak global sentiments, the response has been cautious.

How do you see Indian real estate market in India?  
Indian real estate market is presently seeing under the dual impact of elevated interest rate and heightened inflation over a considerable period of time, resulting in some slowdown

Enquiries in the real estate too have risen.  
In the commercial segment, the interest isn't much considering the over-supply scenario prevalent in this segment, but NRIs never shy away from investment in properties like Omaxe Connaught Place, Greater Noida which not only offers good returns but value for money products that have immense potential of appreciation in the coming times.

the government have helped the real estate sector see through tough times, but greater emphasis on streamlining policy towards ensuring affordable housing and bridging the demand-supply gap is the need of the hour.

How are tier II cities doing in real estate?  
The growth in tier II and III cities has been immense, both in the residential

ing disposable income and the desire to own a metro-like lifestyle are the reasons that have propelled demand in cities like Lucknow, Indore, Varanasi, Raipur, Bhopal, Jaipur, New Chandigarh etc. with retailers also eyeing these cities, the prospect of real estate gets a further boost.

Tell us something about your new offerings?  
We are targeting our cities of strength and shall be launching projects across all segments of residential

to expand our existing projects and also explore new cities.

How are things placed in Delhi NCR real estate because of Noida Extension situation?  
With the Noida extension land controversy, there has been a shift in demand to Greater Noida, Faridabad and others. While buyers have to move a few lakhs upward from the affordable option in Noida Extension, Faridabad and Noida have the requisite supply to cater to the demand shift.

Are we going to witness a bust in real estate market in near future? Why or why not?  
I don't think so because real estate prices are stable at the moment, especially in metro cities. And since there is enough demand in tier II and III cities, these cities are cushioned from any property bubble.

Besides, the sector is waiting for certain policy directions - land acquisition and rectification and rehabilitation bill and real estate regulation bill. These bills in present form shall negatively impact the sector and the house

# THE BIG developer in small cities

ROHTAS GOEL  
CMD, Omaxe Group



**FUTURESCOPE**  
THE COMPANY has lined up projects in Allahabad, Patna and Indore with 11,194 million sq. ft. under development. Goel also intends to keep his focus on government-sponsored projects such as the AIGMS at Lucknow, group housing for Air Force and Navy personnel in Meerut, and a jail in Faridkot.

## CORNER STONE

AFTER STARTING as a contract construction company in 1987, Omaxe entered the housing sector in the late 1990s to put together residential projects across Gurgaon and Noida. Over time, the Omaxe portfolio has grown to include a slew of group housing projects, integrated townships and shopping malls.

all the other companies are chasing.  
"The company's vast presence in Tier II and Tier III cities and its proven track record of delivery has made it possible to sell projects even under the high interest-rate regime," Goel says, adding that cities such as Allahabad, Chandigarh, Lucknow and Patna offer a huge potential for development. Goel clearly knows which way the market is heading.

# Customer care camp organised

## OUR CORRESPONDENT

DERA BASSI, APRIL 29  
The Omaxe Greens organised a customer care camp near here yesterday. Officials solved customer queries on the spot.

Issues like pending receipts, transfer and interest were taken up. The company also took feedback from residents and customers.

Sales and marketing official Ritesh Sehgal said the company organised customer care camps at its site offices across India.

Food was served and fun and entertainment events organised. A separate entertainment zone was set up for the elderly and children.

The company had developed the complex on the Ambala-Chandigarh highway.

It had a swimming pool, a health club and a shopping complex.

## ओमैक्स ने अपना कर्ज 213 करोड़ रुपए घटाया

नई दिल्ली: पिछले फाइनेंशियल ईयर में रियल्टी फर्म ओमैक्स ने अपना कर्ज 213 करोड़ रुपए कम किया। इनवेस्टर्स को दी गई जानकारी के मुताबिक, 31 मार्च 2012 को ओमैक्स का कर्ज घटकर 1,339.55 रह गया। एक साल पहले इसी अवधि में यह 1,552.3 करोड़ था। 2011-12 में कंपनी का डेट-इक्विटी रेशियो घटकर 0.76 हो गया।

## ओमैक्स को 23.78 करोड़ का लाभ

मुंबई, 31 मई  
रियल्टी कंपनी ओमैक्स का एप्रैक्सिमात मुद्रा रूप में 2012 को समग्र वित्तीय 23.78 करोड़ रुपए रहा। इसमें पूर्व वित्त वर्ष 2010-11 को इसी विभागीय में कंपनी का मुद्रा रूप 31.67 करोड़ रुपए था। ओमैक्स के प्रमुख कर्तव्यों को परिष्कार कर वित्त वर्ष 2011-12 को चौथी तिमाही में यह फीसटी बढ़कर 603.58 करोड़ रुपए रही जो इससे पूर्व वित्त वर्ष की इसी तिमाही में 568.60 करोड़ रुपए थी। वित्त वर्ष 2011-12 के दौरान कंपनी का मुद्रा रूप तीन फीसटी घटकर 90.38 करोड़ रुपए रहा जो इससे पूर्व वित्त वर्ष में 92.71 करोड़ रुपए था। अंततः वित्त वर्ष में कंपनी को परिष्कार कर 21 फीसटी बढ़कर 1,848.75 करोड़ रुपए रही जो इससे पूर्व वित्त वर्ष 2010-11 में 1,525.94 करोड़ रुपए थी।



# ...और ड्रा में नाम आते ही उछल पड़े बीपीएल परिवार

फरीदाबाद | कार्यालय संवाददाता

ड्रम से फ्लैट्स की पर्ची निकाली जाती है, कुछ देर के लिए सब कुछ शांत हो जाता है। इसी बीच अनजान युवक पर्ची निकालकर वहां बैठे अधिकारियों को देते हैं। धीरे-धीरे पर्ची पर नाम पढ़ा जाता है। इस दौरान सबकी सांसें अटकती रहती हैं। ड्रा में बैठे बीपीएल परिवारों में से कोई हाथ जोड़कर अपने इन्टरनेट को साद कर रहा था तो किसी ने आंखें चंद कर रखी थी। इसी बीच नाम बोला गया चूजेश का और चूजेश उछल पड़ा। यह नजारा या शुकवार को नहर पार में बीपीएल फ्लैट्स के ड्रा का। ओमैक्स ग्रुप की ओर नहर पार में यह ड्रा सुबह साढ़े 11 बजे निकाला गया। इसमें वरिष्ठ नगर योजनाकार गीता प्रकाश, डीटीपी संजीव मान, जिला उपायुक्त की ओर से प्रतिनिधित्व कर रही सिटी मजिस्ट्रेट अनु

## खुशी की लहर

- नहर पार में निकाले गए बीपीएल फ्लैट्स के ड्रा
- ओमैक्स ग्रुप ने निकाले कुल तीन सौ फ्लैट्स के ड्रा

समेत हुआ व बिल्डर्स की ओर कई अधिकारी मौजूद थे। 300 फ्लैट्स के ड्रा के लिए 346 बीपीएल परिवारों ने आवेदन किया। इसमें से 46 को वोटिंग सूची में शामिल किया गया है। करीब दो घंटे चले ड्रा कार्यक्रम के दौरान पूरी तरह पारदर्शिता बरती गई। ड्रा के दौरान 46 परिवार मायूस हुए, जबकि 300 परिवार ड्रा निकलने के बाद खुशी से झूम उठे। वरिष्ठ नगर योजनाकार गीता प्रकाश का कहना है कि बीपीएल परिवारों के लिए अभी और भी कई मौके हैं। अभी और बिल्डर्स की ओर से ड्रा निकाले जाने हैं।

# Omaxe organises customer care camp

Omaxe organised Customer Care Camp at its site Omaxe Greens, Derabassi. Omaxe officials resolved customer queries on-the-spot like issues of pending receipt, transfer, pending interest etc. Besides, the company also engaged with RWA and solicited feedback from residents and customers about the project. All major departments of the company were present on the occasion, thereby facilitating customers to address their concerns at one nodal point, stated a company press release.





# MAXIMUM FUN

The sporting extravaganza of a night at Omaze City, Rajasthan's Social Hub, wrapped up in a memorable evening. The Vice president of Omaze City, Rajasthan, and his wife were also present on the occasion. The Vice president of Omaze City, Rajasthan, and his wife were also present on the occasion. The Vice president of Omaze City, Rajasthan, and his wife were also present on the occasion.



## FARIDABAD COMES TO LIFE

Omaze City Center, coming up in Faridabad, is a gateway to the world, as it duplicates the architectural brilliance one would expect to find in the shopping and entertainment hubs of Europe and America, the developers say. **RAVI KUMAR MANGALAM writes**

Omaze City Centre, over nearly 40 acres, is a futuristic shopping and entertainment development not only for retailers and investors but also consumers. "The meeting of the continents, the confluence of lifestyles and the convergence of business excellence — all come alive at Omaze City Center in Faridabad. This novel concept is sure to attract huge footfalls and redefine business prospects," the developers say. Today, Faridabad is amongst the fastest growing cities and is registering an exponential growth; it is also one of the largest consumer markets. Large-scale industrialization over the years has led to greater disposable income and the desire to better one's lifestyle. The coming up of industrial towns in and around

Faridabad will surely further enhance the value proposition and viability of Omaze City Center. Low-rise commercial and retail, low maintenance, low possession time, high catchment, open area, multi-level car parking, accessibility to adjoining areas through the Metro line under construction and the highway and nearly 84-metres-wide road (in picture) being developed by Huda in front are some of the advantages of Omaze City Center. Faridabad has been inundated with various residential options, shopping centres and malls, hotels, etc, and the city continues to expand to regions like Greater Faridabad, creating more space for better development. With seamless connectivity to Noida and Gurgaon and with the forthcoming Metro rail, the city's growth will only

**Omaxe cut gross debt by ₹213 cr last fiscal year**  
**NEW DELHI:** Realty firm Omaxe has reduced its gross debt by ₹213 crore in the last fiscal to ₹1,339.6 crore from internal accruals. According to investors presentation, Omaxe's gross debt has come down to ₹1,339.55 crore as on March 31, 2012 from ₹1,552.3 a year-ago. The debt-equity ratio has been brought down to 0.76 in 2011-12 fiscal from 0.93 in the previous financial year. **PTI**

**SALIENT FEATURES**  
 1. Convergence of Five Continents  
 2. Aesthetical elegance, through design, elevation and landscaping, reminiscent of destinations like London, New York, Johannesburg, Buenos Aires, Singapore and Melbourne  
 3. Product mix: residential, shopping-cum-office (SCO) space, budget hotel, bazaars, serviced apartments, retail, offices, family entertainment centre, club, etc

landscaping, statues, materials, design and elevation reminiscent of the famous shopping destinations of London, New York, Johannesburg, Buenos Aires, Singapore and Melbourne will be the concept driving Omaze City Center," developers say. Omaxe has 22 years of experience in north India and has a significant presence in Faridabad. The company has catered to a wide spectrum of population and income groups. Omaxe's mid-income projects like Omaxe Heights, Omaxe New Heights and Omaxe Hills have brought new lifestyle in the city with affordability, convenient location along with top-notch features and amenities. Omaxe also has ultraluxury residential projects with the introduction of Omaze Spa Village and The Forest Spa in Surajkund.

**OMAXE POSTS PROFIT**  
 Another real estate player Omaxe Ltd has reported a consolidated net profit of Rs 23.73 crore, an increase of 103 per cent, for the quarter ended March 31, against Rs 11.67 crore for the same period a year ago. The income from operations for the current quarter stood at Rs 603.58 crore, compared with Rs. 568.60 crore for the fourth quarter, registering a 6 per cent growth. On an annual basis, the company reported consolidated income from operations of Rs 1,848.75 crore in 2011-12, against Rs 1,525.94 crore in 2010-11 — up 21 per cent. Commenting on the outlook for FY-13, Mr Rohtas Goel, CMD, Omaxe Ltd., said: "With the recent cut in interest rates by the RBI, some improvement in liquidity and demand is being witnessed. We expect FY13 to be better, both in terms of demand and supply as interest rate is expected to go down further. "The Government's commitment to housing sector, as laid down in the Budget 2012, is expected to show some impact in the coming times. Besides, with a persistently high demand seen in tier II and III cities, the company will continue to launch projects and explore new destinations with an emphasis on expanding the existing projects to cater to this rise in demand."

## जल्द लौट आएगी इकॉनमी में रौनक

किसी का नाम है प्रदीप सिंह

प्रदीप सिंह को दिल्ली में एक सफल बिजनेसमैन के रूप में जाना जाता है। उन्होंने अपने क्षेत्र में एक नए बिजनेस शुरू किया है।

**अभी उग रहा है भारत का सूत्र**

भारत में बिजनेस शुरू करने के लिए एक नया सूत्र उभर रहा है। यह सूत्र भारत के विकास को तेज करेगा।

**अभी उग रहा है भारत का सूत्र**

भारत में बिजनेस शुरू करने के लिए एक नया सूत्र उभर रहा है। यह सूत्र भारत के विकास को तेज करेगा।

किसी का नाम है प्रदीप सिंह

प्रदीप सिंह को दिल्ली में एक सफल बिजनेसमैन के रूप में जाना जाता है। उन्होंने अपने क्षेत्र में एक नए बिजनेस शुरू किया है।

**अभी उग रहा है भारत का सूत्र**

भारत में बिजनेस शुरू करने के लिए एक नया सूत्र उभर रहा है। यह सूत्र भारत के विकास को तेज करेगा।

**अभी उग रहा है भारत का सूत्र**

भारत में बिजनेस शुरू करने के लिए एक नया सूत्र उभर रहा है। यह सूत्र भारत के विकास को तेज करेगा।



# Omaxe Goal Setting Meet - 2012

In a first-of-its-kind event, Omaxe organized Goal Setting Meet – Lakshya 2012 on April 16-17, 2012 to chart the future course of action of the company. In a mix of work and leisure, top officials of the company met in a two-day event to strategize the future course of action towards innovation, customer satisfaction and quality products. Omaxe CMD Mr. Rohtas Goel spelled out a new Vision and Mission Statement encompassing the dream of the company and the roadmap to achieve the same.



## Regional Goal Setting Meet - June 13, 2012, Ludhiana



Omaxe organized Goal Setting Meet – Lakshya as part of its commitment of holding similar meets across all regional centres. The meet identified bottlenecks, analyzed opportunities and set performance objectives of all employees.

## Celebrating the Omaxians Spirit - April 7, 2012

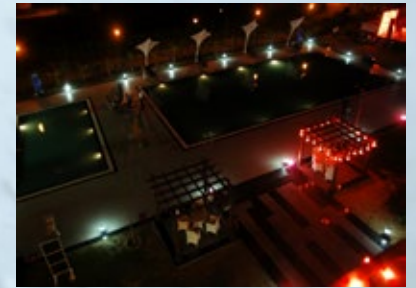


Omaxe organized a get-together for employees of customer care and commercial department in Delhi where Omaxians from all across India gathered in Delhi to celebrate their success.



## Hot and Happenings at Omaxe

Omaxe launched a state-of-the-art “Omaxe Club” on April 13, 2012 in Omaxe City, Lucknow.



Omaxe allotted EWS flats in Omaxe Heights, Faridabad on April 27, 2012 amidst a cheering crowd and a host of government officials.

Omaxe launched the much-awaited luxury villas, “Mulberry” in Omaxe New Chandigarh amidst glitz and glamour on April 28, 2012 in New Chandigarh.



A customer care camp was organized on April 28, 2012 in Omaxe Greens, Derabassi to resolve customers’ queries on the spot.

A customer care camp was organized on June 24, 2012 in Omaxe City-II, Bhiwadi to resolve customers’ queries on the spot.





## Down Memory Lane



As we take you down the memory lane of one of the most historic moments for Omaxe, we not only feel proud but also nostalgic. These memories became the cornerstone to the Omaxe growth story.

July 2007. Initial Public Offer (IPO) of Omaxe Ltd. The stage was set and the excitement palpable. Media began to fill the auditorium, investors waited with baited breath even as we took a stroll with confidence on the impending success. As CMD Mr. Rohtas Goel rang the opening bell, the stock (listed on BSE & NSE) zoomed and closed the day with a record jump.



The IPO went down in the annals of history as one of the most successful IPOs of a real estate company. As they say: “With Power comes Responsibility”, we pledged to build Omaxe into a force to reckon with. With an additional responsibility of contributing to India’s growth story, we took a leap steadily because what also mattered to us was to fulfill the expectation of our stakeholders.



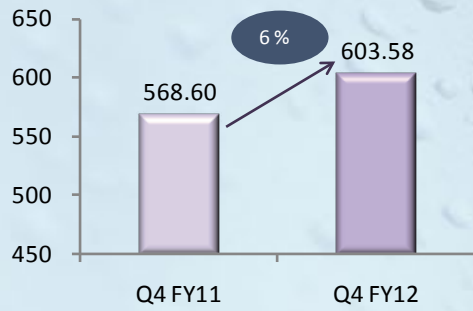
Exactly 5 years hence, we are today a big brand with bigger aspirations, having brought smiles in the lives of a million Indians. And as we look ahead, we are committed and set for better & bigger things.



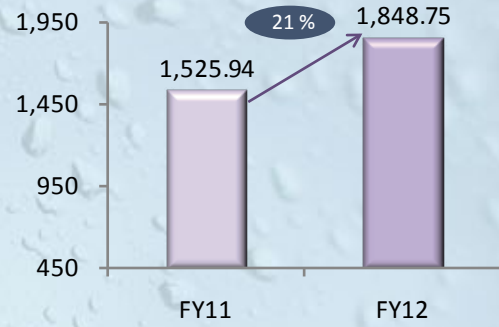


# Omaxe in Numbers

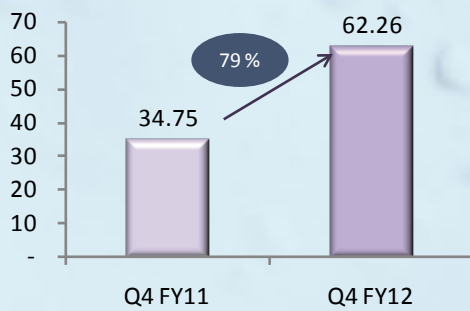
Income from operations (₹ in Cr)



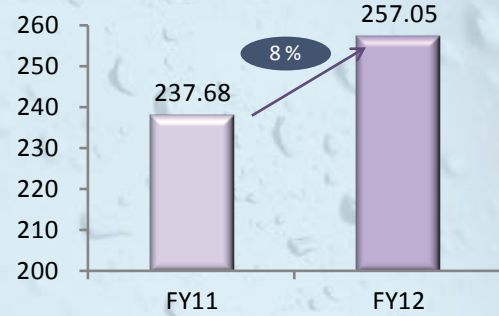
Income from operations (₹ in Cr)



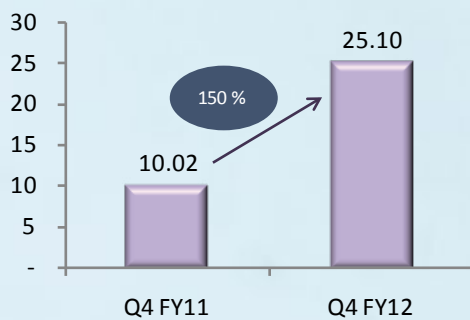
EBITDA (₹ in Cr)



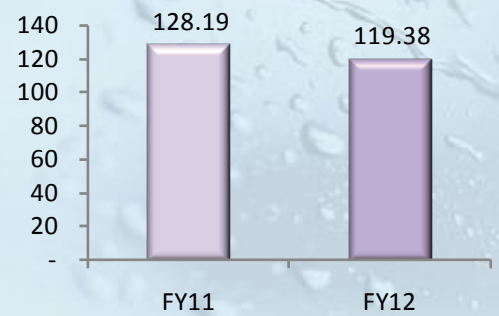
EBITDA (₹ in Cr)



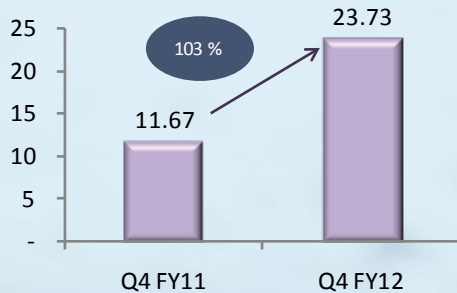
PBT (₹ in Cr)



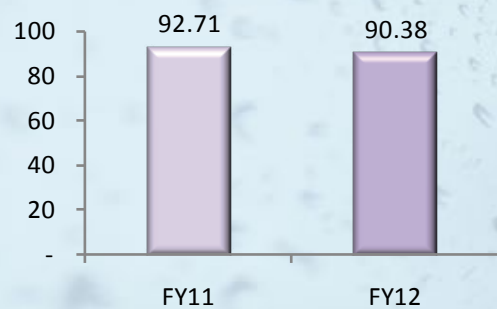
PBT (₹ in Cr)



PAT (₹ in Cr)



PAT (₹ in Cr)





## Monetary Policy Explained

The Reserve Bank of India is India's central bank. From ensuring stability of interest and exchange rates to providing liquidity and an adequate supply of currency and credit for the real sector; from ensuring bank penetration and safety of depositors' funds to promoting and developing financial institutions and markets are some of the important functions of RBI. It is headed by a Governor and 4 deputy Governors. The Reserve Bank's Annual Policy Statements, announced in April, are followed by three quarterly reviews, in July, October and January. A detailed background report — Review of Macroeconomic and Monetary Developments — is released the day before each of these policy reviews. In between the quarterly reviews, RBI also releases three mid-quarter statements in September, December and March reviewing the policy.

In the April-June quarter, the RBI released two documents – Monetary Policy 2012-13 in April and Mid-quarter review in June. Below are the highlights of the announcements:

### Domestic Outlook and Projection (Monetary Policy 2012-13)

**Growth:** Overall, the domestic growth outlook for 2012-13 looks a little better than in 2011-12. Accordingly, the baseline GDP growth for 2012-13 is projected at 7.3 per cent.

**Inflation:** Inflation in 2011-12 evolved broadly along the trajectory projected by the Reserve Bank. The March 2012 inflation at 6.9 per cent was close to the Reserve Bank's indicative projection of 7.0 per cent. The baseline projection for WPI inflation for March 2013 is placed at 6.5 per cent. Inflation is expected to remain range bound during the year

### Mid-Quarter Monetary Policy Review: June 2012

**Growth:** Economic activity in 2011-12 moderated sequentially over the quarters to take growth to a low of 5.3 per cent in Q4, though for the year as a whole it was 6.5 per cent. Deceleration in industrial production from the supply side and weak investment from the demand side have, in particular, contributed to the growth slowdown.

**Inflation:** During 2011-12, headline WPI inflation rate moderated from a peak of 10.0 per cent in September 2011 to 7.7 per cent in March 2012. However, during 2012-13 so far, provisional data suggest that it inched up from 7.2 per cent in April to 7.6 per cent in May, driven mainly by food and fuel prices. Notwithstanding the moderation in core inflation, the persistence of overall inflation both at the wholesale and retail levels, in the face of significant growth slowdown, points to serious supply bottlenecks and sticky inflation expectations.

#### Terminology:

**Cash Reserve ratio (CRR) :** It is the amount of money that banks have to compulsorily keep with the RBI on a fortnightly basis. This instrument helps RBI suck out or pump liquidity in the system.

**Repo rate:** The rate at which RBI lends money to banks. Any hike in the rate will mean banks will get money from RBI at a higher rate and this will keep lending rates up.

**Reverse Repo Rate:** The rate at which RBI borrows from banks. Any increase in rate will mean banks will deposit larger amount of money leading to lesser amount for lending to public.

**Marginal Standing Facility:** Under this, banks can borrow money from RBI at 1% above the repo rate against pledging government securities. However, unlike repo rate, borrowing from the marginal standing facility can be within the statutory liquidity ratio of 24%.

**Statutory Liquidity Ratio:** Every bank has to maintain at the close of business every day, a minimum proportion of their net demand and time liabilities as liquid assets in the form of cash, gold and un-encumbered approved securities. The ratio of liquid assets to demand and time liabilities is SLR.

REPO  
8%

REVERSE REPO  
7%

CRR  
4.75%



**Homes become more affordable in last 10 years**

Real estate prices in metros such as Mumbai may be at a record high. But, on an average, homes across the country are more affordable than they were five or even ten years ago. According to an analysis of HDFC data, the average cost of a house purchased by its borrowers was ₹ 12 lakh in the year 2002. Over the years, the average amount paid for a house (by HDFC borrowers) rose to ₹ 40 lakh in 2011. But salaries have risen faster. The same period saw the average borrower's salary rise from ₹ 2.45 lakh to ₹ 8.3 lakh. As a result, affordability - measured by the home price as a multiple of annual salary - has improved. The borrower, who on an average needed 5.1 times his annual salary to buy a house in 2002, needed only 4.8 times his annual salary in 2011. The affordability figure is a national average and over the years HDFC's borrower profile has also changed with more loans being disbursed in smaller cities. However, the long-term trend in affordability holds true for most cities because of high levels of income growth in the first decade of the 21st century. The country's per capita income has tripled from ₹ 19,040 in 2002-03 to ₹ 53,331 in 2010-11.

**Economy gasps as Q4 growth sputters to 5.3%**

India's economic growth dropped to a nine-year low of 5.3% in the January-March quarter of this year, prompting calls for urgent action to reverse the trend. Data released by the Central Statistics Office showed growth in 2011-12 stood at 6.5%, much lower than 8.4% in the previous year. It was below the government's previous estimate of 6.9% and way off estimates handed out periodically by top government policy makers. Growth in the manufacturing sector fell 0.3% in the March quarter compared to expansion of 7.3% in the same period of the previous year. Manufacturing growth slips to 2.5% in 2011-12. Agriculture posted a growth of 1.7% in Q4 of 2011-12, sharply lower than the 7.5% growth in the March quarter of 2010-11. For the full year, the manufacturing sector grew 2.5% in 2011-12 compared with 7.6% in 2010-11.

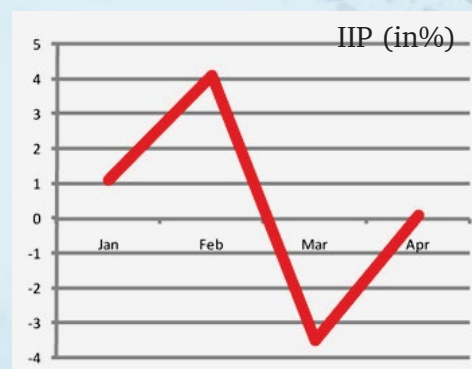
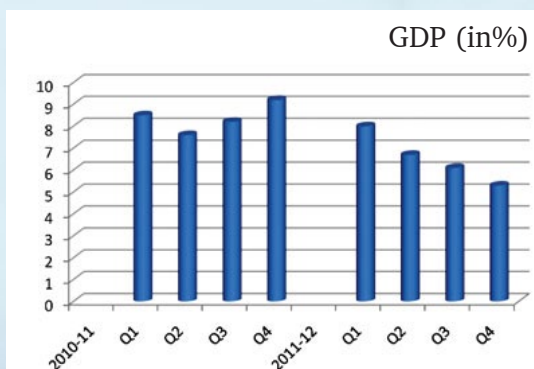
**India sees third-highest rise in housing prices**

Even as global housing prices recorded growth of a mere 0.9 per cent in 2011-12, India saw 12 per cent growth in the same period, according to a Knight Frank report. India ranks third in the global price index, while Brazil tops the list with 23.9 per cent growth. Estonia, which recorded 13.9 per cent growth in residential real estate prices, was second in the list. The Global House Price Index recorded its weakest annual performance since the recession in 2009, as doubts over the future of the euro zone, along with Asian governments' staunch efforts to cool markets and deter speculative investment, took a toll, the report stated.



**Land deals in India to drop by 20% this year to ₹ 15,000 crore: Cushman & Wakefield**

Hit by a demand slump in the residential sector, India is likely to witness around 25 per cent decline in land deals to around ₹ 15,000 crore, realty consultant Cushman & Wakefield today said. The firm also said most of the land purchases would be done by regional smaller players instead of big developers. "The market sentiment is very negative. This year we may see land deals worth ₹ 15,000 crore happening across various locations in the country," Cushman & Wakefield (C&W) Executive Managing Director (South Asia) Sanjay Dutt told PTI on the sidelines of CII realty summit.





## City Wise Housing Price Index (Updated Upto Quarter January–March 2012)

CITIES	July-Dec 2007 Index	Jan-Mar 2009 Index	Jan-Mar 2010 Index	Apr-Jun 2010 Index	Jul-Sep 2010 Index	Oct-Dec 2010 Index	Jan-Mar 2011 Index	Apr-June 2011 Index	Jul-Sept 2011 Index	Oct-Dec 2011 Index	Jan-Mar 2012 Index
Hyderabad	100	81	81	82	87	87	83	91	84	79	86
<b>Faridabad</b>	<b>100</b>	<b>145</b>	<b>154</b>	<b>152</b>	<b>170</b>	<b>176</b>	<b>165</b>	<b>220</b>	<b>206</b>	<b>218</b>	<b>217</b>
Patna	100	119	127	124	148	146	146	146	141	140	129
Ahmedabad	100	128	113	131	141	164	165	169	163	167	164
Chennai	100	143	164	183	210	214	218	248	271	296	304
Jaipur	100	63	66	61	63	69	67	64	65	64	80
Lucknow	100	119	112	133	148	152	157	160	154	165	164
Pune	100	117	124	135	140	141	148	150	169	184	181
Surat	100	123	109	136	128	133	128	149	139	152	144
Kochi	100	83	79	83	97	101	86	107	97	82	72
Bhopal	100	162	158	153	166	173	167	224	208	211	204
Kolkata	100	185	165	176	191	213	211	194	191	190	191
Mumbai	100	126	134	160	167	173	175	181	194	193	190
Bengaluru	100	59	64	68	74	101	88	92	93	100	92
Delhi	100	113	106	110	115	123	126	147	154	167	168
<b>Bhubaneshwar</b>	100										161
Guwahati	100										157
Vijayawada	100										184
Indore	100										200

Housing prices have fallen the maximum in Kochi by 14.92 per cent in January-March period compared to the previous quarter. Bangalore at 12.87 per cent is next, followed by Faridabad at 6.37 per cent, Hyderabad at 4.6 per cent, Surat at 3.76 per cent, Bhopal at 3.55 per cent and Jaipur at 2.63 per cent. Kolkata showed a marginal decline.

Source: NHB

## Be in Touch

Jiyomaxe is 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.

Do send us your feedback / suggestion on: [jiyomaxe@omaxe.com](mailto:jiyomaxe@omaxe.com)

Corporate Office: Omaxe House, 7, LSC, Kalkaji, New Delhi - 110019, India

Tel.: +91-11- 41893100, 41896680-85, 41896776 Fax.: +91-11- 41896773, 41896799, 41896653 Web: [www.omaxe.com](http://www.omaxe.com)

Omaxe Care: 18001020064 (Toll free)

We are on

### Disclaimer

Whilst making all reasonable efforts to provide correct information, Omaxe Ltd. cannot and does not warrant or guarantee that the data provided by this Newsletter are accurate in every respect. No warranty of any kind, whether express or implied, including but not limited to the warranties of non-infringement of third party rights, title and merchantability is given with respect to the mentioned data. Therefore, Omaxe Ltd. as well as its officers, directors, employees, agents and managers, on behalf of whom this disclaimer is issued, shall have no liability or responsibility whatsoever no matter whether it is based on contract, tort or any other legal ground for any inaccuracy, incompleteness, omission, lack of timeliness or any other error of the data on this Newsletter. Decisions based on information, plans, photographs etc. contained in this Newsletter are the sole responsibility of the user. Readers should seek independent advice before making any decision. Thus, Omaxe Ltd. as well as its officers, directors employees, agents and managers shall have in particular no liability or responsibility whatsoever for any direct or indirect or consequential loss to any person caused by or arising from any information -whether correct or incorrect - supplied by Omaxe Ltd. Omaxe Ltd. reserves the right at any time to make changes as it deems necessary.

The contents of this newsletter are subject to copyright under the laws of India. Copyright of the materials in this newsletter as a whole is owned by Omaxe Ltd.