

Dare to dream. Will to sustain.  
Power to deliver.







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Dear Readers,

Omaxe entered into its 25th year and the company has always been proud of its customers, channel partners and dedicated employees. As we move ahead, we have our task cut out in strengthening the ethos that has built Omaxe.

Jiyomaxe has received overwhelming response from readers. We always endeavour to bring to you the latest happenings in the company and keep you abreast with your property. Through the several get together functions that we organize in our sites across India, the love and affection showered by you has been humbling.

In the first quarter of 2012-13, Omaxe reported Consolidated Net Sales of Rs. 368.30 crore as compared to Rs. 331.15 crore for the quarter ended June 30th 2011, registering a growth of 11.22%. Consolidated Net Profit for the quarter stood at Rs. 18.18 crore as compared to Rs. 20.03 crore posted in the quarter ended June 30th, 2011. A consistent performance over the years has helped us emerge as a trusted player in the real estate sector.

In this edition of the Newsletter, we bring to you the various activities undertaken in the quarter along with the new launches and the construction status of the various projects. We also bring to you the celebrations on the 25th Anniversary in our several regional offices in India.

We will continue to improve and your support and trust have always been our strength.

Yours truly,

Team Jiyomaxe



This is a special year for us at Omaxe. Celebrating our 25th Anniversary, we are proud to have emerged as one of the leading real estate development companies in India. While we have always stressed on quality, customer satisfaction and transparency as the foundation on which we have built Omaxe, we shall continue to improvise and innovate in the years ahead.

The economy is upbeat. With a slew of reform measures announced by the Government, the confidence seems to have returned to the markets with sectors like retail, real estate, aviation, insurance etc being opened to Foreign Direct Investment. These measures are expected to boost the economic growth and employment generation in the country.

However, this comes in the backdrop of a slump in India's economic growth to 5.5 per cent in April-June quarter of 2012-13 and talks of policy paralysis hampering the "Indian Growth Story". Meanwhile, the Government has gone into an active mode with its reform measures. The much-talked about allowing 51% FDI in multi-brand retail and 100% in single brand retail are welcome moves from the real estate point of view as well. The demand of commercial space off late has been sluggish and the sector has been driven by oversupply. With this move, the real estate developers can look at adding more commercial space and sell off inventories that had piled up. This in turn is expected to generate demand in the residential segment as well.

We, at Omaxe, recently launched two premium commercial projects – India Trade Centre in Greater Noida and International Trade Tower in Omaxe New Chandigarh; both of which have found immediate takers. Besides, our several commercial complexes, office spaces and Mall in tier II and III cities have always been a flavor among the people, be it in Patiala or Ludhiana to name a few.

Wishing you all a very Happy Dussehra and Diwali !

Regards,



Rohtas Goel



## International Trade Tower, Omaxe New Chandigarh



Elegantly built to awe you, International Trade Tower in Omaxe New Chandigarh is yet another offering spread massively over 5.4 lakh sq. ft. with options of retail and office spaces. It shall emerge as a modern destination and a hub of commercial activity in New Chandigarh.

**Area** – 5.4 lakh sq. ft.

**Type** – Retail and Office Space

## India Trade Centre, Greater Noida

A state-of-the-art commercial centre with hotel suites, retail shops and office spaces, designed to cater to the growing habitation in the region. The advantage of location and the modern infrastructure in Greater Noida along with superior features add to its value.

**Area** – 2.86 Acres

**Type** –Retail, Hotel Suites, Office Space, Club, Business Centre



## Omaxe Street Market, Omaxe City, Jaipur



Omaxe City, Jaipur brings a very irresistible and a delightful shopping destination – Omaxe Street Market. With shops of approx 100 sq. ft size, it is an affordable offering that not only has a captive consumer but also offers capital appreciation. Exclusive ground floor shops (with roof right) and attractively priced at Rs 4.5 lakh onwards are the inherent advantages of Omaxe Street Market.

**Area** – 4712 sq. mtr.

**Type** –Retail Shops

## Revanta Homes, Omaxe Shubhangan, Bahadurgarh



These 3BHK floors located in Sector 4A are not only affordable but also conveniently located. 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.

**Area** – 3.15 lakh sq. ft.

**Type** – 3BHK

## Service Personnel Apartments, Omaxe Heights, Faridabad

An abode of modern living with picturesque landscaping, modern amenities, convenient location and an address as reputed as Omaxe Heights, Faridabad make these Service apartments highly sought-after. Affordability and modern architecture are the USPs that make these service apartments unique in the region. 24x7 water and power supply, open and green environment, parks and playgrounds etc make it highly special.

**Area** – 97,000 sq. ft.

**Type** – 1BR Apartments



## Omaxe City Centre, Faridabad



Omaxe City Centre, Faridabad takes you through the world-famous shopping and entertainment hubs of China, France, New York and London. It opens a window of greater possibilities not only for retailers and investors, but also consumers. This tempting concept, first-of-its-kind is sure to attract huge footfall and redefine the business prospects.

**Area** – 10.5 acres

**Type** – Retail





City Homes, Omaxe City, Bahadurgarh



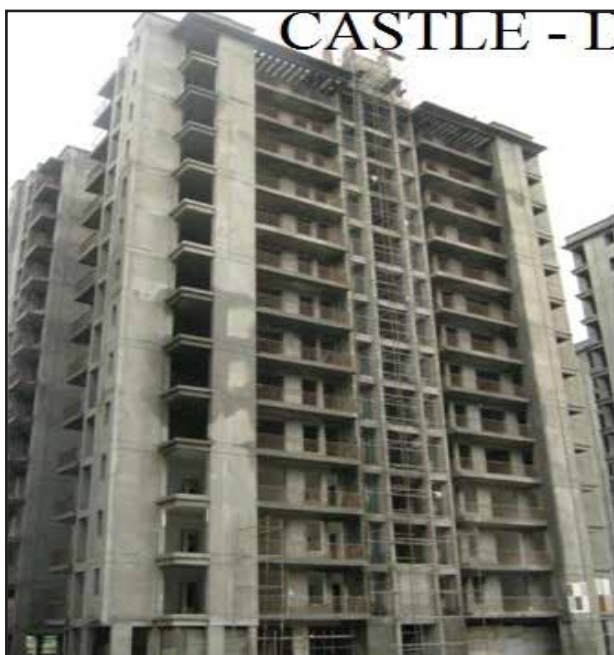
City Homes, Omaxe Panorama City, Bhiwadi



Executive Homez, Omaxe City, Jaipur



India Trade Tower, Omaxe New Chandigarh



Omaxe Spa Village, Faridabad



Villas in Omaxe City, Mangliya, Indore

Actual Photographs



## Indore: New-Age Cosmopolitan City

The commercial capital of Madhya Pradesh, Indore is fast emerging as a hub of a mixed kind. Because of the confluence of business, institutional and booming middle class entrepreneurial population, the city is witnessing large scale industrial, infrastructural and real estate development.

Presence of large scale industrialisation in the form of pharmaceutical, steel, automobile industries, software, textile industries; Indore has emerged as the new darling of corporate India. A lot of companies are setting up offices, manufacturing units thereby opening avenues for both residential and commercial real estate development. In the recent past, the city administration has undertaken certain infrastructure initiatives like SEZs, Agriculture Export zones, Gems & Jewellery Park etc which have transformed the work force participation in the city as well as boosted economic growth. Indore is the only city in India which houses India's two most premier institutions – IIT and IIM. This has contributed immensely to the socio-economic development of the city. Indore and the adjoining cities have immense tourism benefits and this too is a factor why real estate in Indore becomes a strategic investment option. Due to its diverse and wealthy population, the people of Indore have huge spending capacity. These factors have been instrumental in driving demand. The emergence of Shopping Malls and commercial complexes clearly underlines the importance of the city and a wide and diverse section of people it caters. Indore is today the fastest growing city in the country – rapid development and rising income that matches the aspiration of the young population.

Well-connected by Road, Rail and Air; Indore has an outstanding local transport that operates through the Public Private Partnership and duly compliments the inter-state and intra-state connectivity through the three National Highways (NH-3 (Agra-Mumbai), NH-59 (Indore-Ahmedabad) and NH-59A (Indore-Nagpur connecting NH-69)) and two State Highways (SH-27 (Indore-Burhanpur) and SH-34 (Indore-Jhansi)).

The real estate in Indore has mainly emerged in a big way along NH-3 on Agra-Bombay Highway with major national players coming up with their projects. The creation of social infrastructure by the authority along this region makes it all the more attractive. Often referred to as Mini-Mumbai, Indore today is one of the fastest growing cities in India.





Interview • EPC World • August • 2012

www.epcworld.in

## Delhi-NCR: NRIs real estate investment base

The Delhi & NCR markets still have a lot of potential despite suggestions of oversupply and price stickiness, says **ROHTAS GOEL**, Chairman & Managing Director, Omaxe Ltd in an interview with EPC World.

### Assessment of the Delhi & NCR residential and commercial real estate market

NCR is the biggest commercial market in the country with nearly 85 million sq ft of office space under operation and is further expected to witness fresh office supply to the tune of 45 million sq ft in the coming three years, according to reports.

The Delhi & NCR markets still have a lot of potential despite suggestions of oversupply and price stickiness. Greater Noida and Noida Expressway have affordable accommodations that cater to the housing needs of the growing middle class. As far as commercial is concerned, these markets are still evolving considering the pace with which residential accommodation is being made available.

### Key real estate trends in 2012 and forecast for the Delhi-NCR market for the year 2013

It is too early to predict the trend in 2013, but 2012 will witness large scale development of commercial projects in several cities across India because of expansion of several policies like multi-brand retail and so on that are expected to have a positive impact on commercial space. Besides, both domestic and global companies are expanding their operations, more so now in tier II and tier III cities thereby fueling demand for commercial spaces. The trend for residential segment, too, looks promising in tier II and tier III cities. In Delhi and NCR, it may take time to pick up as interest rates are disheartening buyers.

### Housing Regulatory Bill & Transparency

The Housing Regulatory Bill was tabled in the assembly. It is awaiting the President's nod. There is no doubt that the bill will usher in transparency in the real estate transactions, but the bill does not lay equal responsibility on all parties concerned, but only seeks to punish developers. Any delay in possession is on account of several bottlenecks - approval delays and defaulting customers being among the various reasons. The bill is silent on these aspects. A consensus must be evolved in this direction.

### Yamuna Expressway & Possibility of realty rise on this stretch

Yamuna Expressway will definitely make commuting easier and in that way see more



floating population coming to NCR region, so both residential and commercial segment shall benefit. However, we believe the projects that are coming up in the region have already factored in the prices on account of the benefits that will accrue to the opening up of Yamuna Expressway.

### Company's plan to unveil any project on this stretch

We are coming up with a commercial project in Greater Noida. Besides, we have a few residential and commercial projects in the NCR that are at advance stages of construction and a few that have been delivered and highly appreciated. A few are:

The Forest Spa	Residential (Under Construction)	Noida Expressway
Omaxe Twin Towers	Residential (Under Construction)	Noida
Grand Omaxe	Residential (Possession Started)	Noida Expressway
Omaxe Palm Greens	Residential (Under Construction)	Greater Noida
Orchid Avenue	Residential (Under Construction)	Greater Noida
Omaxe Centraught Place	Commercial (Under Construction)	Greater Noida
NRI City	Residential (Delivered)	Greater Noida
NRI City Centre	Commercial (Operational)	Greater Noida

### NRIs focusing on Delhi-NCR market for real estate investment

NRIs have been a bigger chunk of

diversified portfolio comprising residential, commercial, retail, hospitality, entertainment etc. Working on different sizes of realty spectrum give us an opportunity to serve our customers better, enlarge our product portfolio and diversify the risks. Omaxe has developed several landmark projects and architectural marvels not only in Delhi-NCR but also in tier II & III cities. A few of the delivered projects include Omaxe Heights, Lucknow, The Forest, Noida, The Hill, Gurgaon (all residential); Omaxe Square, Delhi; NRI City Centre, Greater Noida; Omaxe Mall, Patna (all commercial); NRI City, Greater Noida; Omaxe City, Lucknow (all integrated township); Constructor of Township, Dariba, Alibon jobs at Kaporihola and Fardik (all infrastructure).

### Land Bank

We have a land reserve of 3300 acres for future development. We shall make inroads into possibly more tier II and tier III destinations, expand our existing township, increase product portfolio in the existing projects and launch a few commercial projects in Fardikabad, Greater Noida, New Chandigarh to name a few.



**TIMES NEIGHBOURHOOD of** **GOMTI NAGAR** **BEVA**

FRIDAY AUGUST 31, 2012

ADVERTORIAL AND PROMOTIONAL FEATURE

**THE VERTICAL GROWTH** **TimesVOICE**

**SMITA SINGH**

Lucknow is expanding and with rising population in the city, most of the city falls are all set to establish their business and dream house in the posh area of Gomti Nagar. Regarded as one of the VIP areas of Lucknow, I am happy to be settled in a lush area offering promising growth. Be it real estate, shopping complex, malls, entertainment or education.

*-Vinay Khandelwal, Gomti Nagar*

Continued on Page 2

**PERSPECTIVE**

**"THE NCR MARKET STILL HAS A LOT OF POTENTIAL DESPITE SUGGESTIONS OF OVERSUPPLY AND PRICE STICKINESS."**

**ROHTAS GOEL, CMD, OMAXE**

**BETTING BIG ON SMALL TOWNS**

OMAXE IS ONE OF THE FIRSTS TO DIVERSIFY INTO TIER II AND III CITIES

## Omaxe, Israeli JV partner settle disputes

Omaxe and its Israeli joint venture partner on Tuesday settled their disputes before the Company Law Board (CLB). The CLB disposed off the cross petitions filed by Omaxe and Israeli real estate firm Azorim after the counsel informed about the settlement.

PTI

Omaxe is one of the leading real estate companies and a diversified infrastructure conglomerate. Having spread its footprints in 12 states across 39 cities in India, the company has already delivered more than 140 projects and is currently executing 54 projects - 17 integrated townships, two hi-tech townships, 16 group housing projects, seven shopping malls and commercial complexes, two hotel projects and 10 EPC contracts, roads and bridges construction.

The genesis of the company goes back to 1987 when first generation entrepreneur and civil engineer Rohtas Goel entered into construction business. In 2001, the company made inroads into the evolving realty sector. Within a short span, the company emerged as one of the largest real estate companies marked by some of the hugely appreciated projects, and more importantly the trust of the people. In order to leverage its expertise in construction, the company diversified into infrastructure sector in 2007 through its wholly owned subsidiary Omaxe Infrastructure and Construction Ltd (OIICL).

Over the years, Omaxe has made a mark with some landmark projects and engineering marvels in metros. Seeing an opportunity in tier II and III cities, the company made a conscious decision to venture into states like Uttar Pradesh, Madhya Pradesh, Punjab, Haryana, Uttarakhand, Rajasthan to name a few. Omaxe has completed and delivered more than 74.60 mn sq ft since inception.



## 10





Omaxe celebrated its 25th Anniversary on September 4, 2012. The day was filled with exuberance and excitement which began with havan as is the tradition for over two decades. Chairman Mr. Rohtas Goel, in his email address to employees thanked all the stakeholders along with employees for their trust and contribution and promised to adhere to quality, customer satisfaction and transparency. The company shall undertake several marketing and branding exercises throughout the year.







**Home Loan Mela in  
Omaxe New Chandigarh**



**Dealer Meet at  
Omaxe Greens, Derabassi**



**Janmashtami get together at Omaxe Greens, Derabassi**



**Independence Day Celebration at  
Omaxe Greens, Derabassi**



**India Trade Centre Launch Party at Mbd Radisson, Noida**



In order to keep abreast with its various stakeholders, Omaxe organizes get together events for channel partners, customers and alike all through the year in its several projects across India. The company also recognizes that festivals are best celebrated together. Towards this end, the company also becomes a part of several festivities in its townships and engages residents. The company also facilitates new buyers, even old ones in availing loans, getting their homes planned and designed from architects and interior designers respectively. These innovative ways have helped the company in not only winning the trust of its customers but also creates a platform for expressing their feedback, which in turn the company incorporates and improves upon.



**Go Green Event in  
Omaxe City, Jaipur**





**Training Programme for Employees**



**Dealer Meet in Hotel Claridges, Surajkund**



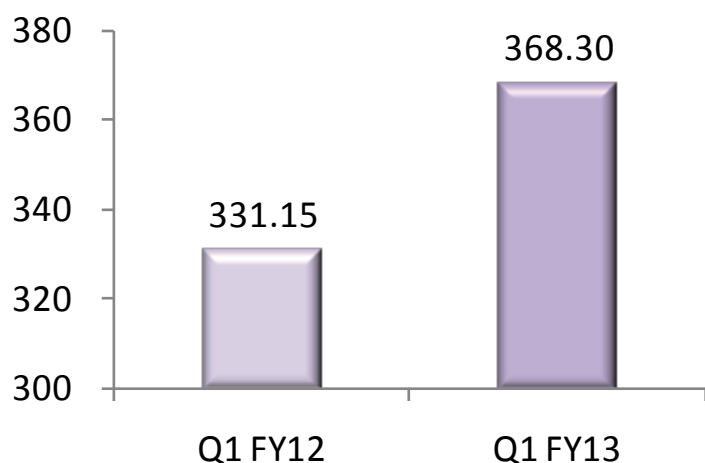
**Meet your neighbour at Omaxe Royal Residency, Ludhiana**



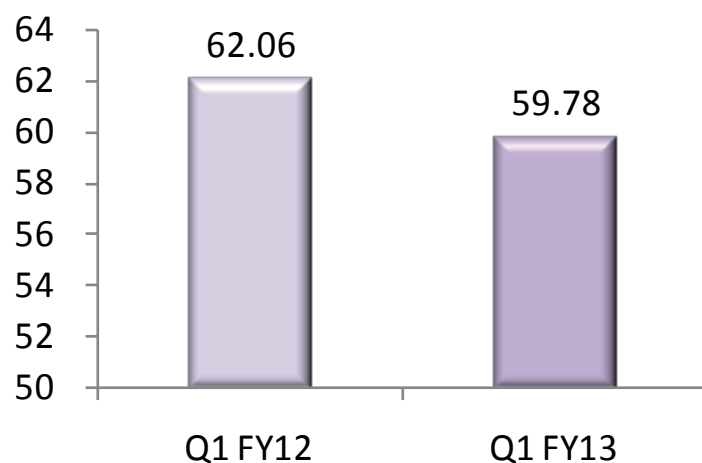
**Omaxe Property Utsav, Indore**



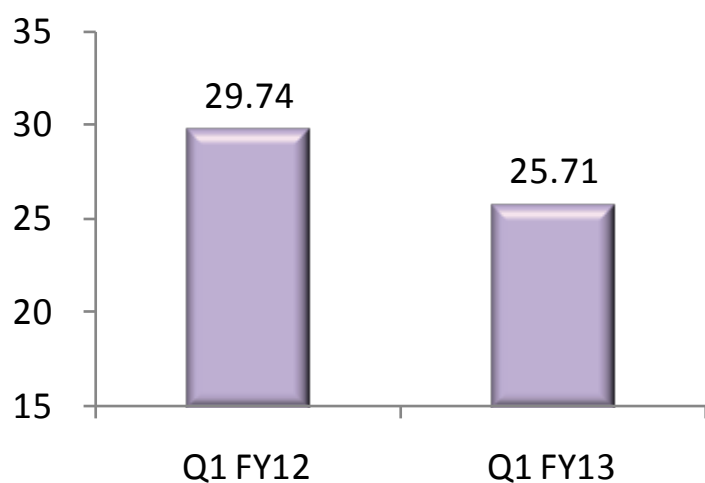
**Income from operation (Rs in Cr)**



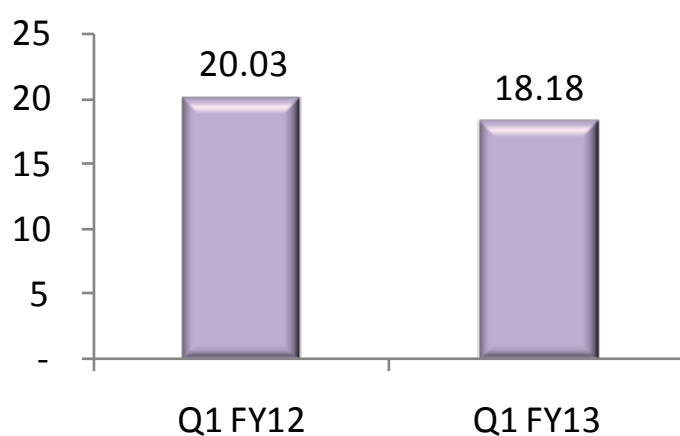
**EBITDA (Rs in Cr)**



**PBT (Rs in Cr)**



**PAT (Rs in Cr)**



## FDI in Multibrand Retail Explained

The Government notified the Cabinet's decision to allow 51% FDI in multi-brand retail and 100% FDI in single brand retail subject to certain conditions. While there have been mixed reactions from industry and political parties, the real estate sector is definitely going to benefit with the huge demand in retail space. We explain to you what conditions have been put by the Government and what it means for retail and real estate sectors.

- Fresh agricultural produce, including fruits, vegetables, flowers, grains, pulses, fresh poultry, fishery and meat products, may be unbranded.
- Minimum amount to be brought in, as FDI, by the foreign investor, would be US \$ 100 million.
- At least 50% of total FDI brought in shall be invested in 'backend infrastructure' within three years of the first tranche of FDI
- At least 30% of the value of procurement of manufactured processed products purchased shall be sourced from Indian 'small industries' which have a total investment in plant & machinery not exceeding US \$1.00 million.
- Self-certification by the company, to ensure compliance
- Retail sales outlets may be set up only in cities with a population of more than 10 lakh as per 2011 Census and may also cover an area of 10 kms around the municipal/urban agglomeration limits of such cities
- Government will have the first right to procurement of agricultural products.
- The above policy is an enabling policy only and the State Governments, Union Territories would be free to take their own decisions in regard to implementation of the policy.
- Retail trading, in any form, by means of e-commerce, would not be permissible, for companies with FDI, engaged in the activity of multibrand retail trading.





### Home loans up to Rs15 lakh may get 1% interest subsidy

To give a boost to the housing sector, the government may increase the home loan cap for availing 1% interest subsidy to Rs15 lakh from existing Rs10 lakh. The government may also raise the ceiling on cost of house to Rs25 lakh from Rs20 lakh to avail this benefit. The Union Cabinet in its meeting may take decision on the matter, sources said. Under a scheme introduced in 2009, home loan borrowers now get 1% interest subsidy on bank loans of up to Rs10 lakh, provided the cost of the house does not exceed Rs20 lakh.

### Centre's nod for Noida extension projects

The property rates in Noida Extension are set to increase by as much as 15 to 20 per cent as the National Capital Region Planning Board (NCRPB) cleared the draft master plan for Greater Noida- 2021. With this, construction of about 50 projects, comprising 2.5 lakh units, in the region will start in a week. The construction was stalled for nearly a year, affecting about 1.5 lakh consumers who had already bought the units. Even banks had stopped giving loans to buyers of these flats. The NCRPB, chaired by Union Urban Development Minister Kamal Nath, okayed the draft master plan with the understanding that the earlier recommendations made by the board technical committee would be incorporated in the plan, an official said.

### Accounting norms for developers soon

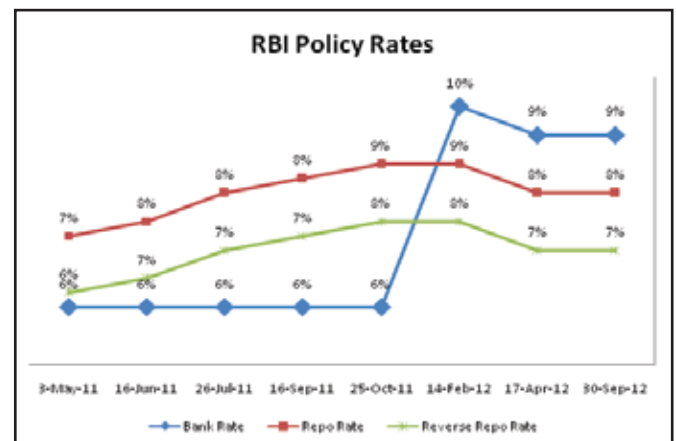
CBDT panel report had said real estate companies use subjective ways to report revenues. The finance ministry said it would soon bring out an accounting standard for revenue recognition in the real estate sector so that builders do not show too much discretion in showing revenue from projects that are under construction. Central Board of Direct Taxes (CBDT) chairperson Poonam Kishore Saxena said that the ministry is working on an accounting standard for the sector for the purpose of taxation.

### Land acquisition bill watered down

The rural development ministry has watered down the requirement of consent of 80% landowners for acquisition to 66% and eased some stringent measures for the award of compensation in the vexed land acquisition amendment bill. A group of ministers headed by agriculture minister Sharad Pawar will take up the new draft for discussion. The vetting by the ministerial panel was necessitated by differences in a Cabinet meeting where several ministers argued that the stringent bill would halt industrialization and urbanization. The rural ministry, following consultations with the PMO, has tweaked provisions to make the bill appear industry-friendly. The bill has included national investment manufacturing zones in 'public purpose', thereby exempting the acquisition under national manufacturing policy from the requirement of seeking approval of landowners.

### Differences split GoM on land bill

A meeting of a Group of Ministers to vet the Land Acquisition Bill remained inconclusive, with differences persisting on the contentious issues like its retrospective applicability and the proposed mechanism to determine the prices of the land to be acquired. Agriculture Minister Sharad Pawar, who heads the 14-member GoM, told journalists that the panel would meet again and finalise its recommendations on the Bill after his return from a visit to Vietnam on October 4. While several ministers wanted the Bill to have a window for its retrospective applicability, others insisted that it should be applicable only to projects that would come up after it was passed by Parliament. The original Land Acquisition, Rehabilitation and Resettlement Bill, which was introduced in Parliament on September 7 2011, had the provision of retrospective applicability. The provision, however, was done away with in the modified version – renamed as The Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Bill – being considered by the Government.



## City Wise Housing Price Index (Updated Upto Quarter April-June 2012)

CITIES	2007 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	Apr-Jun 2012 Index
Hyderabad	100	81	82	87	87	83	91	84	79	86	85
Faridabad	100	154	152	170	176	165	220	206	218	217	217
Patna	100	127	124	148	146	146	146	141	140	129	140
Ahmedabad	100	113	131	141	164	165	169	163	167	164	174
Chennai	100	164	183	210	214	218	248	271	296	304	309
Jaipur	100	66	61	63	69	67	64	65	64	80	78
Lucknow	100	112	133	148	152	157	160	154	165	164	171
Pune	100	124	135	140	141	148	150	169	184	181	200
Surat	100	109	136	128	133	128	149	139	152	144	145
Kochi	100	79	83	97	101	86	107	97	82	72	73
Bhopal	100	158	153	166	173	167	224	208	211	204	207
Kolkata	100	165	176	191	213	211	194	191	190	191	196
Mumbai	100	134	160	167	173	175	181	194	193	190	197
Bengaluru	100	64	68	74	101	88	92	93	100	92	100
Delhi	100	106	110	115	123	126	147	154	167	168	172
Bhubaneshwar	100									161	164
Guwahati	100									157	159
Vijayawada	100									184	186
Ludhiana	100									163	171
Indore	100									208	203

The maximum increase in housing prices was observed in Pune (10.5%) followed by Bengaluru (8.7%), Patna (8.6%), Ahmedabad (6.4%) and Ludhiana (5.3%), Lucknow (4.1%), Mumbai (3.7%), Delhi and Kolkata (2.6% each), Bhubaneshwar, Bhopal and Chennai (1.7% each), Surat and Guwahati (1.2% each) and Vijaywada and Kochi (1.1% each). Housing prices declined in Jaipur by 2.6%, Indore by 2.4% and Hyderabad by 1%. Prices in Faridabad remained stable.

Source: [www.nhb.org.in](http://www.nhb.org.in); Base Year: 2007 = 100

## 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)

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We are on     

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