

Ashiana

Homes *for* every Dream

Information Memorandum for

Ashiana Mulberry

A Group Housing Project

At Sector 2, Sohna

CREDAI



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About us

Ashiana Group has been in the housing development sector over last 25 years and has established its reputation as a real estate developer that provides **Quality of construction, Safety of investment and Integrity of Commitment.**

Ashiana Group has built **over 34 lacs Sq.ft.** of Residential & commercial space and put a smile on the faces of more than 3000 families who resides in various projects.

Ashiana Group is one of the pioneer developers who provide 24 x 7 Facility Management of their completed projects with a proven track record of managing residential facilities over 15 years. In keeping with our motto "**Homes for every dream**", we have set for ourselves very high standards in providing and managing the facilities at our properties which in turn brings value addition to our customer's assets and life.

Mr. R.K.Modi, Chairman Cum Managing Director Founder Director of Ashiana Group. Graduated in B.E (Hons) Civil Engineering from Birla Institute of Technology & Science (BITS), Pilani in 1972. Has been actively involved in planning and construction of numerous housing projects since 1987.

Mr. Rohit Raj Modi, Director Graduate in B.Com (Hons) from Sydenham College of Commerce and Economics, Bombay and Master Business Administration from International Management Institute (IMI), New Delhi. Has been actively involved in Business Development, Marketing Strategy, Planning and Execution of housing projects since 1997.

Mr. Mayank Raj Modi, Director Graduate in B.Sc (Hons) in Business Management from Institute for Integrated Learning in Management (IILM), Delhi in 2001. Worked in the Software Sector at Bangalore and a short training stint at Llyod Marine, London. He is responsible for marketing, sales and corporate communications



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Ashiana Advantage

- The Ashiana promise of Quality of Construction, Safety of Investment and Integrity of Commitment.
- Proven track record of delivery of High Quality Lifestyle and Significant appreciation in the investment.
- All projects are completed in time and within estimated cost.
- Large pool of satisfied customers with high percentage of referral booking.
- Associated with high caliber professionals such as, Architects : RSP Design Consultants (India) Pvt. Ltd., Design Forum International, Jaiswal & Associates , Space Designs and Structural Consultant such as Civtech Consultants Pvt. Ltd., MN Consultants Pvt. Ltd. ,NNC. We are associated with several International Consultants like Belt-Collins, Singapore, HBO+EMTB, Sydney, Lighting Design Partner , Sydney etc.
- Large in-house team of engineers with vast experience of Project Management.
- Supported by all leading mortgage providers i.e. HDFC, ICICI, IDBI, Axis, SBI, LIC Housing & Finance and PNB Housing & Finance.
- Successful track record of Construction Finance by HDFC Ltd., ICICI Bank Ltd., and Kotak Bank Ltd.
- Highly reputed Piramal Group has invested as private equity investor in one of our projects.



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Details of Completed Projects in NCR Delhi

Name of the Project	Location	Start Date	End Date	Area (sq ft)
Villa Anandam	Ghaziabad, Uttar Pradesh	Apr-11	Sep-13	3,40,000
Ashiana Le-residency	Golf Links, Mehrauli, NH-24, Ghaziabad	Apr-09	Mar-12	369,000
Ashiana Palm Court	Raj Nagar Extension, Ghaziabad	Jan-08	Mar-11	561,000
Ashiana Upvan	Indirapuram, Ghaziabad	Oct-05	Jun-09	745,755
Ashiana Greens	Indirapuram, Ghaziabad	Sep-03	Jun-06	425,000
Ashiana Arcade	Indirapuram, Ghaziabad	Mar-03	Aug-05	23,500
Ashiana Orchid	Greater Noida,	Sep-02	Dec-04	228,245
Black Gold Apartment	Greater Noida	Jan-02	Jul-04	250,000
Silver Crest	Gurgaon	Oct-03	Jan-05	75,000
Ashiana Heritage	Vaishali, Ghaziabad	Dec-97	Jan-02	147,275
Classic Personal Floors	Gurgaon			300,000
			Total =	3,464,775



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Completed Projects Snapshots



Ashiana Le- Residency, NH 24, Ghaziabad



Ashiana Orchid, Greater Noida



Ashiana Upvan, Indirapuram, Ghaziabad



Ashiana Black Gold, Greater Noida



Ashiana Silver Crest, Gurgaon



Ashiana Palm Court, Raj Nagar Extn, Ghaziabad



Ashiana Heritage, Vaishali, Ghaziabad



Ashiana Upvan, Indirapuram, Ghaziabad



Ashiana Greens, Indirapuram, Ghaziabad

Completed Projects Snapshots



Villa Anandam, NH 58, Ghaziabad



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Details of Current Projects

Name of the Project	Location	Start Date	Expected Completion	Area (Sq ft)
The Center Court	Sector 88 A, Gurgaon	Feb-14	Phase -I : Sep-17	8,00,000
			Phase -II : Sep-19	6,00,000
Ashiana Greens	Sikar Road, Jaipur	Mar-13	Phase -I : Jun-17	4,00,000
			Phase -II : Jun-19	8,00,000
Royal Lagoon	Bhubaneswar	Oct-11	Phase -I : Jun-15	7,50,000
			Phase -II : Jun-18	6,50,000
Ashiana Amaltas	Sector 79, Noida	Jan-2015	Dec-19	10,00,000
			Total =	50,00,000



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Royal Lagoon- Bhubaneswar(Under Construction)



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Ashiana Greens- Jaipur (Under Construction)



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The Center Court-Sector 88A, Gurgaon (Under Construction)



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Maintenance

Ashiana has been a pioneer in the field of developer initiated facility management field. Through it's subsidiary, Green City Management Pvt. Ltd. (GCMPL) all projects developed by Ashiana are professionally managed & maintained including resale & rental services.

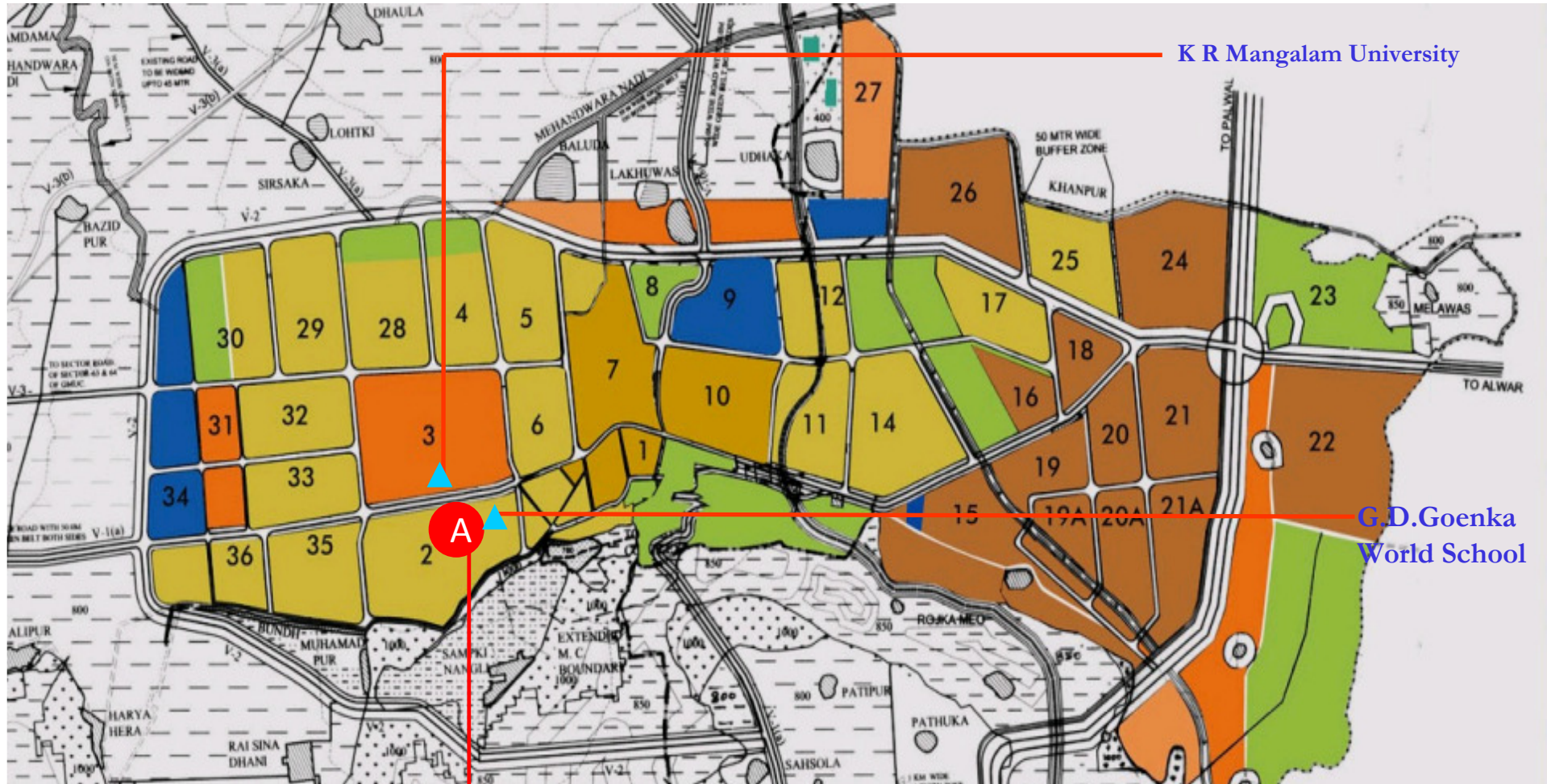


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Launching Soon
Prestigious Group Housing Project
Ashiana Mulberry
Sohna, Gurgaon

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Ashiana Mulberry, Sohna



K R Mangalam University

G.D.Goenka
World School

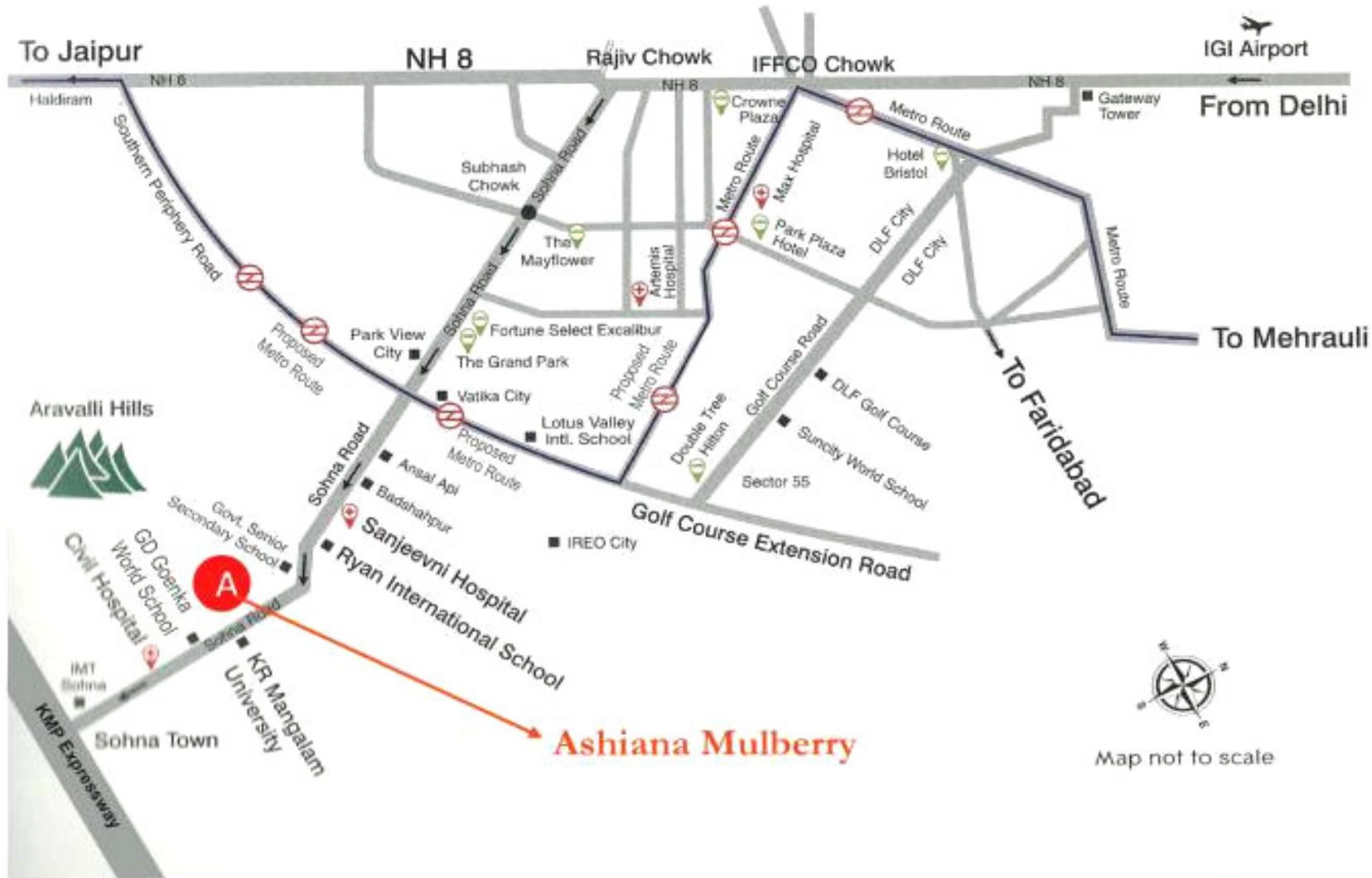
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Project Site At Sector 2, Sohna, Sohna Road, Gurgaon.



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Master Plan Sohna, Gurgaon



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Location Advantage

- On main 60M (200 ft) wide Sohna Road, Gurgaon.
- Only 15 min drive from Golf Course Ext. Road & Southern Periphery Road (SPR)
- Only 15 min drive to well established office complexes, malls , hospitals, retail outlets and proposed metro station.
- Only 20 mins drive from Rajiv Chawk
- Easy Access to South Delhi / Faridabad / Manesar via Southern Periphery Road (SPR)
- Easy Access to upcoming KMP Expressway providing gateway to NH-2 (Faridabad, Noida , Agra) , NH-8 (Manesar, Bhiwadi, Neemrana & Jaipur) and NH-1 (Kundli, Sonipat, Panipat, Ludhiana, Chandigarh)
- Located opposite to K.R.Mangalam University and adjoining G.D.Goenka World School
- Picturesque Aravalli Hills form the backdrop of the complex



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Project Features

- ❖ Project on approx 10 acres of land area having access from 200 ft wide Sohna Road and 40 ft wide service road with 120 ft wide green belt buffer in the front
- ❖ All towers are positioned along East-West axis to provide ample sunlight and ventilation
- ❖ Less than 15% ground coverage
- ❖ Large central green lawn with water features, sculptures, walkways, pavilions, variety of plantation , decorative lighting, walking track & ample seating.
- ❖ Well designed entrance boulevard to give an experience of luxurious arrival
- ❖ Spacious Club House designed as per international standards, and fitted with modern amenities of recreation such as Squash court, Gymnasium, Billiards, Pool tables, Table Tennis, Banquet hall, Lounge, Kid zone, Gold class home theatre & Guest bed room.
- ❖ Swimming pool designed to cater to all ages with luxurious lounging deck area and surrounded by plantation to provide a sense of a Japanese Zen Garden
- ❖ Well planned outdoor sports facilities such as Tennis Court, Half Basket ball Court, Cricket Practice Pitch and Badminton (Indoor) Court
- ❖ Dedicated Kids Play Area with outdoor swings and slides.
- ❖ Large and spacious Basement level car parking with direct access to all towers.
- ❖ Access control lift lobbies at Basement level to prohibit unauthorized entry
- ❖ Limited car parking at Ground floor level
- ❖ Each tower shall have beautifully designed and landscaped Drop off zone leading to Tower Entrance Lobby
- ❖ Tower Entrance Lobbies shall be designed to provide an experience of exclusivity and old- world charm. Lobbies shall have lounge seating, reception area, mail box facility and Kid zone.The lobbies shall overlook the central lawns and can be accessed from both sides, driveway side as well as central lawn / club side.



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Project Features (Contd.)

- ❖ Towers are designed as Basement + Ground + 13 floors / Basement + Ground + 17 floors / Basement + Ground + 18 floors in order to reduce the ground coverage and increase the green spaces in the complex.
- ❖ Only 4 apartments per floor served by 2 high speed lifts and 2 staircases.
- ❖ Each typical floor lift lobby & corridor shall be furnished in a mix of designer tiles, granite lift architraves, wall paneling, and ceiling treatment in aesthetic manner to provide a welcome experience.
- ❖ Option of 2BHK, 2 BHK + Study & 3 BHK to suit needs of different families.
- ❖ All apartments designed in a manner to provide direct sunlight to all Bedrooms, Drawing Room and kitchen.
- ❖ Garbage disposal chutes accessible from every floor for daily garbage disposal.
- ❖ Upto-date Fire Prevention & control system in all the towers and basement as required by competent authority
- ❖ Provision for piped cooking gas supply to each kitchen. *
- ❖ Provision for wi-fi internet access in limited common areas. *
- ❖ Fiber-to-the-Home (FTTH) network system to provide unlimited choice of service providers for internet services, Direct to Sky TV services & Telephone services.*



Project Features (Contd.)

- ❖ Convenient Shopping Center and Nursery School shall be developed as a part of integrated development
- ❖ Round-the-clock multitier security service.Surveillance with CCTV cameras on the periphery of the complex, entrance &exit points and at individual building lobby level
- ❖ Provision for supply of filtered water 24/7
- ❖ Adequate electricity connection and supply through local power distribution corporation / company *
- ❖ Power Backup provision to apartments and all Common Areas through Centralized DG Sets. *
- ❖ Prepaid Electricity distribution & Management system * through professional agency
- ❖ Environment conscious Complex design ** with provision for
 - a) Rain Water Harvesting
 - b) Solar Panel for water heating
 - c) Sewage Treatment Plant to treat & recycle waste water
 - d) Use of CFL bulbs & light fittings for power conservation
 - e) Use of low sulphur diesel in DG sets
 - f) Discharge of DG smoke above the building height
 - g) Composting of Organic garbage to be used as manure for gardening
- ❖ Professional facility management services * through our in-house facility management company with experience of managing over 3000 apartments for more than 10 years.

* User charges applicable

** As per prescribe norms of SEIAA



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Club House

- ❖ Lounge
- ❖ Party Hall Cum Indoor Badminton Court
- ❖ Squash Court
- ❖ Home theatre with Gold Class Seating
- ❖ Spa with Steam Room & Jacuzzi (Male / Female)
- ❖ Gymnasium
- ❖ Billiards / Pool Table / Table Tennis Table / Board Games / Card Tables
- ❖ Business Centre
- ❖ Guest Rooms
- ❖ Swimming Pool & Kids' Pool with beautiful deck



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Site Lay Out



SITE PLAN

ASHIANA MULBERRY ,SOHNA

DISCLAIMER: TENTATIVE LAYOUT PLAN IS SUBJECT TO CHANGE BY THE COMPANY AND OR ANY OTHER COMPETENT AUTHORITY
THIS PLAN IS ONLY INDICATIVE . PLEASE REFER TO APARTMENT BUY'S AGREEMENT FOR DETAILS.



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Unit Plan - Type A

2BHK UNIT

SALEABLE AREA - 112.41 SQ.M. (1210 SQ.FT.)

BUILTUP AREA - 89.90 SQ.M. (967.68 SQ.FT.)

ASHIANA MULBERRY, SOHNA

1 SQ.M. = 10.764 SQ.FT.



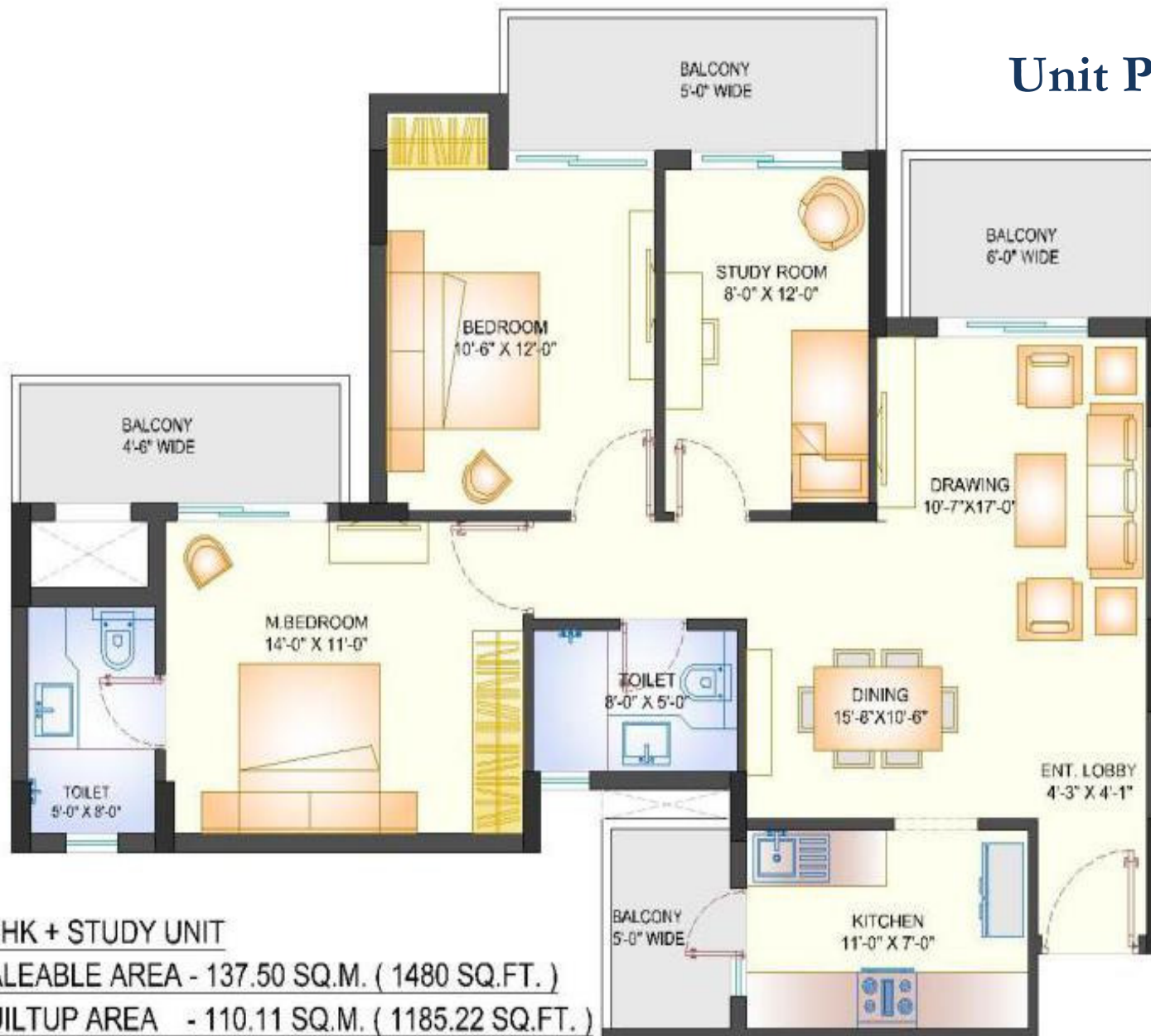
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Unit Plan - Type B



2BHK + STUDY UNIT

SALEABLE AREA - 137.50 SQ.M. (1480 SQ.FT.)

BUILTUP AREA - 110.11 SQ.M. (1185.22 SQ.FT.)

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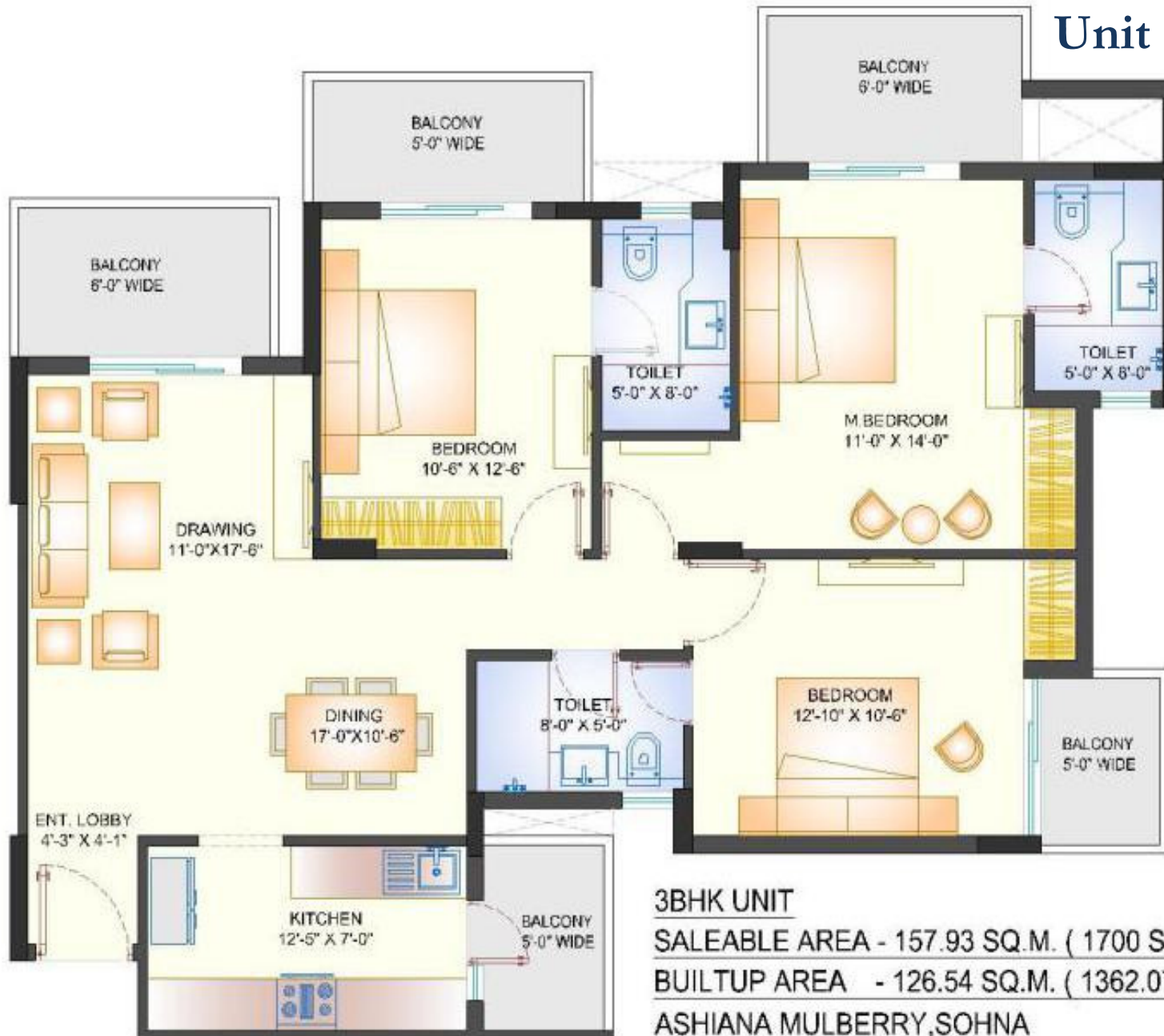


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Unit Plan - Type C



3BHK UNIT

SALEABLE AREA - 157.93 SQ.M. (1700 SQ.FT.)

BUILTUP AREA - 126.54 SQ.M. (1362.07 SQ.FT.)

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