

Silverglades

The Address Makers

ON TRACK



LETTER FROM THE EDITOR

Dear Members of the Silverglades Family,

We're glad to speak to you at the start of a new year. In this volume of On Track, we're going to be taking you through our cherished classic projects as well as exciting new developments. Notable among these is **Silverglades Towers**, the next generation luxury housing project right opposite the legendary **Laburnum**. It is already attracting a lot of attention and active enquiries. Then there is **The Mella** on the fast developing Sohna Road in Gurgaon Extension. Sohna is emerging as the breakout city of the National Capital Region with great growth potential. With elegant aesthetics and world-class facilities, The Melia, in Sohna, will combine the best of suburbia and the city.

Silverglades is proud to announce its association with Age Ventures India in **First Citizen**, custom-designed

towers for residents in the senior age category. Designed as part of The Melia group housing project, **First Citizen** (which boasts an exclusive club) is set to be the First Premium Senior Living Community in the Delhi National Capital Region.

In addition, we are happy to announce **Silverglades Hill Homes** in Kasauli, which the company will be unveiling very soon. We are also going to take you through the fast paced developments at **The Imperial Golf Estate** in Ludhiana, as well as **Merchant Plaza** emerging on the Dwarka Expressway.

We look forward to you dropping in on any of these projects when you pass by.

A NEW GENERATION IN EXCELLENCE



SILVERGLADES
TOWERS

SUSHANT LOK – GURGAON



Project site opposite Laburnum



Site barricading done



Access from 18-metre-wide road

Silverglades is all set to raise the bar of luxury condominium living in Gurgaon – again. This time, in the shape of iconic towers that will emerge on a prime location in Sushant Lok, Gurgaon, located right opposite the legendary Laburnum Condominium.

These condominiums merge advanced technology, convenience and luxury specifications to create bespoke homes that would truly complement the last prime location left in Gurgaon.

The apartments and penthouses will be very limited in number and will be marketed on invitation basis only.

- Strategically located in upscale Sushant Lok, Gurgaon
- Walking distance to shopping malls, hotels, hospitals, schools and the Metro Line
- 3 & 4 bedroom luxury condominiums
- Fully-loaded luxury specifications and spacious floor plans
- Exclusive clubhouse with unmatched amenities

For further Information, please contact:
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KASAULI - HIMACHAL PRADESH



Silverglades Hill Homes offers discerning buyers a country retreat in the hills of Kasauli in the princely state of Himachal Pradesh. Come, rediscover the pleasures of life in the hills. Rediscover the joy of living, surrounded by natural splendour – amid forested hills and valleys abloom with wild flowers – where the only sound is the whisper of the pines and the sound of rushing streams in the valley below, alive with bird song and the chirp of cicadas, all day long.

The soon-to-be unveiled project will be a place where you can rejuvenate, away from the pressures

of city life and relax in scenic surroundings with your family and friends, or unwind at a leisurely pace, taking walks, socializing at a club or driving down winding roads.

- Spacious apartments and limited cottages
- Scenic views
- Prime location
- All approvals and licenses obtained



The MELIA

SECTOR 35 – GURGAON EXTENSION

Spread over 17.5 lush green acres in the scenic town of Sohna in Gurgaon district, The Melia is a housing experience that thoughtfully blends in with the environment to create the ideal living space for every family. A short drive from Golf Course Extension Road, these modern homes have been designed to create a safe and rewarding habitat in an ecosystem that is ecologically sustainable and conducive to private enjoyment.

Strategically located in Sector 35, Gurgaon Extension (Sohna), The Melia is quiet, safe and easily accessible from all corners of Gurgaon. The project is just a 10

minute drive from the high profile location of Golf Course Extension Road and is right next to GD Goenka University and KR Mangalam University.

- Residential housing spread across 17.5 lush green acres on the foothills of the Aravalli hills
- 2, 3 & 4 BHK air-conditioned apartments
- Modular kitchen
- Grand clubhouse with night-lit golf practice facility
- Designed by ARCOP (Montreal)
- Licensed project



Aerial view of The Melia

Artistic Impression



FIRST CITIZEN

REINVENT YOUR LEISURE YEARS

SECTOR 35 – GURGAON EXTENSION



First Citizen Tower

First Citizen is a part of a 17.5 acre community - The Melia and is Delhi-NCR's first premium senior living community. The concept behind this housing development is to integrate a world class retirement community within the modern contemporary commune of quality conscious homes for people who aspire to a rewarding lifestyle at a serene and convenient location near Gurgaon.

Offering convenient range of units in 1 and 2 bedroom configurations, First Citizen marks the next step in retirement homes. Silverglades has tied up with Age Ventures India (AVI) which is a non-profit organization which will manage these homes and offer a wide range of services to seniors. AVI is affiliated with

Knowledge Partners and Service Providers-



Helpage India & MHA (UK) – who are leading experts in retirement homes.

- NCR's first premium senior living community
- Part of a larger 17.5 acre residential project – The Melia
- Freehold-titled apartments
- 1 & 2 bedroom air-conditioned apartments (designed as per UK Standards)
- First Citizen Club – exclusive healthcare and lifestyle facilities (professionally managed)
- 10 minutes drive from malls, schools, colleges, hospitals and other conveniences

Floor Plan approved by-





MERCHANT PLAZA

SECTOR 88 – GURGAON



Commercial Complex



Serviced Apartments



Excavation commenced at site (actual image)

Merchant Plaza is designed as a contemporary neighbourhood shopping and commercial hub spread across 2.75 acres in Gurgaon's upcoming Sector 88, adjoining the Dwarka Expressway. Merchant Plaza has been conceptualized to address three distinct end-uses: Retail, Commercial and Hospitality (service apartments).

The open courtyards and plazas are interwoven to create magnificent retail boulevards that present interesting vistas. The latest energy saving fixtures and green building technology fittings ensure low maintenance costs for owners. Silverglades has tied up with Bridgestreet UK, to manage the service apartments. Bridgestreet is world-renowned for their impeccable services and unmatched quality.

- Strategically located at Sector 88 (adjoining the Dwarka Expressway)
- Commercial, retail and service apartments
- Studio: 700 sq ft; 1 BHK: 1050 sq ft; 2 BHK: 1400 sq ft (fully furnished and air-conditioned)
- Retail unit sizes ranging from 300 sq ft to 1500 sq ft (approx.)
- Swimming pool and fitness centre
- Construction status: all approvals in place, excavation started

Serviced apartments to be operated by-



Project Pre-approved for consumer loans by-





THE IMPERIAL GOLF ESTATE

LUDHIANA – PUNJAB



The Imperial Golf Academy-fully operational



Sample Villa at The Imperial Golf Estate



View of the first 9 holes of the Golf Course nearing completion

On the outskirts of Ludhiana, the Imperial Golf Estate presents a unique experience in luxury for golf enthusiasts. Surrounded by the stunning natural beauty of an 18-hole world-class golf course designed by internationally renowned Nicklaus Design, the Imperial Golf Estate offers enthusiasts a rare opportunity to practice the game on a course that bears the mark of one of the most creative course designers in the world, the legendary champion Jack Nicklaus.

The project is spread across 280 acres and consists of an international standard clubhouse with many recreational, sports and F&B facilities for all ages. Dotted along the golf course would be well-appointed, luxurious villas with views of the

undulating greens and the lakes which form part of the golf landscape.

The Imperial Golf Estate also offers a sophisticated club house furnished with the best modern conveniences and the most indulgent recreational facilities, presenting a restful and idyllic environment that soothes and stimulates.

- A 280-acre residential community in Ludhiana, Punjab
- Over 400 luxurious villas and plots overlooking an 18-hole Jack Nicklaus Design championship golf course
- Exclusive clubhouse, resort and banqueting facilities
- Advanced stage of construction

EVENTS



Team Silverglades at the Bhumi Pujan on the Merchant Plaza site



Merchant Plaza Launch Event



CII Award 2014 - Silverglades awarded the most Outstanding Golf Construction Company New Courses



Mr Pradeep Jain addressing the gathering at the CII Awards, 2014



Mr. Pradeep Jain Chairman, awarded for his Outstanding Contribution to Golf Infrastructure at CII Awards 2014

EVENTS



The Melia First Citizen – Media Briefing



Mr Anubhav Jain interacting with journalists at the First Citizen Press Conference



Mr Pradeep Jain receiving the trophy from Mr Farooq Abdullah



Silverglades, Delhi – Winner of Louis Philippe Cup 2013

Realtors eye grandpas for their mainstream projects

NAKSHI DIXEA
New Delhi, 13 March

Ishwan Sawhney, based in the US, looked a home for his aged parents in one of the retirement communities in Bangalore last July. Not even a year has passed and his parents want to move out to another place. According to them, the place is too "sprawling" with only the elderly around.

Retirement homes, which took off in a niche trend recently, are witnessing a growing interest from developers. Real estate companies are innovating with design and making senior homes an integral part of mainstream projects.

To keep the elderly in the same set-up, National Capital Region-based Silverglades, in association with Age Ventures, a non-profit organisation, has decided to launch a project where a tower in the complex would be



START KNITTING

- Realtors are innovating with design and making senior homes an integral part of mainstream projects.
- The price tag of a retirement home could be anything between ₹25 lakh and ₹1 crore.
- Facilities include doctors, ambulance on call, security, recreation, club, mess and hobby rooms, among others.

Annu Gokhale and husband Vishnu in a flat at Athshah in Banner, on Pune's outskirts

for the elderly. The company plans to spend ₹350 crore. Experts say independent retirement homes are on the rise, but it will take years before they form a substantial part of the market. Currently, they have a market share of only two or three per cent in the market. With the increasing influx of developers, the segment is bound to grow manifold in five years.

Tata Housing entered this space last year with its brand

acts are in the south. The segment also attracts non-resident Indians, who buy for investment or for parents back home.

According to a report by Jones Lang LaSalle, there are 30 projects in this space while 30 are under construction.

An executive of a developer says having apartments for seniors living in the same society is a new gimmick. According to Anil Vaidya, director of The Golden Estate, there is huge demand for homes in this segment. "Only 3,000 such units are available, while the demand is for 300,000 units."

The price tag of a retirement home could be anything between ₹25 lakh and ₹1 crore. You can either buy one or take it on lease/rent. And the maintenance services cost extra starting from ₹10,000-28,000 depending on the

facilities availed. Facilities include doctors, ambulance on call, security, recreation, club, mess and hobby rooms.

Realty firm Silverglades is also looking at similar projects in Kasauli and Dehradun, where it has land, said Anubhav Jain, director.

Globally, the industry for senior housing is pegged at around \$25 billion, according to JLL. "By 2025, it is estimated that there will be 173 million seniors above the age of 60 compared to the 76 million today," it pointed out.

People aged 60 and above may increase from eight per cent in 2010 to 19 per cent in 2050, according to United Nations Population Division. India is likely to have as many as 523 million "seniors" by the middle of the century.

Business Standard March 02, 2014

Delhi-NCR's Premier Senior Accommodation

Leading realty developer Silverglades has announced the launch of Delhi NCR's first premium senior living community, Melia-First Citizen at Sector 35 in Gurgaon Extension, Sohna. The project has 156 exclusive apartments in 1-, 2- and 3-BHK options. The unit cost will range from ₹49.87 lakh to ₹78.75 lakh if you invest through a construction-linked plan and between ₹44.88 lakh and ₹70.87 lakh under the downpayment option. You can invest even if you are in your 30s or 40s, but you need to be at least 55 years old to reside there. The project completion date is 2019.

Outlook Money, March 2014, Page-26

Silverglades, Age Ventures announce Melia First Citizen



Gurgaon based developer Silverglades announced the launch of Delhi-NCR's first premium senior living community, Melia-First Citizen. The concept behind this is the integration of retirement community with the modern contemporary commune.

Anubhav Jain, director Silverglades said: "At Silverglades we have always tried to develop and deliver projects which are not just an address but a landmark. Moving forwards we are excited to announce the First Citizen, which is Delhi NCR's first premium Senior Living Community. As a responsible developer we feel proud to be part of a vision of a community that allows you to continue living in the style you are accustomed to along with the assurance of needs of advancing age being taken care of."

Age Ventures India (AVI), is a non-profit organisation that seeks to persuade developers to include a retirement wing in their residential developments. They have done so in Jaipur, Bangalore and now in Gurgaon. Age Ventures, provides expertise in how these apartments should be age friendly, what amenities and facilities they should have and most importantly monitors them regularly.

Located at the foothills of the picturesque Aravallis, First Citizen is part of The Melia which is spread over 17.5 lakh green acres at Sector 35, Gurgaon Extension, Sohna ■

Realty and More, March 2014 Page 56

Property For Sale August 2013

Silverglades to invest ₹350cr in Gurgaon project

PBD BUREAU

NEW DELHI, FEB 20

REALTY firm Silverglades on Thursday announced that it will invest Rs 350 crore to develop a housing project at Gurgaon and announced tie-up with non-profit organisation Age Ventures for management of flats for senior citizens.

The company would develop 950 apartments in this 17.5 acre project, of which 156 flats would be for elderly people.

"We have tied up with Age Ventures for management of 156 flats for senior living. It will also help us in designing and marketing," Silverglades Director Anubhav Jain told reporters here.

Jain said that the company would invest about Rs 300-350 crore on development of the entire project, including senior living community. The construction of project would start later this year and would be completed in four years.

AGE Ventures CEO Arun Gupta said: "This is our third tie up with developers. We have partnered Brigade Group in Bangalore and another builder in Jaipur".

Age Ventures provides expertise in retirement homes and persuaded developers to include senior living in their residential developments.

Political & Business Daily, February 21, 2014, Page -10



"LUXURY GOLF LIVING AT ITS VERY BEST"

Country, Anubhav carries his father's traits and leadership qualities in his genes. Armed with a degree in Finance & Marketing from Purdue University, USA, Anubhav could be seen emerging as a leader right during his graduation days when he served as a student director on the Purdue Student Union Board. A valuable stint at Johnson & Johnson and Bank of America was followed by gaining 21 year work experience in EB Lilly Co Company before coming back to India in 2007 and joining Silverglades Group as Director. He is also currently pursuing his Masters from London School of Economics (LSE).



On the ground and first floor are focused retail outlets, restaurants and entertainment areas. Intelligent planning integrates and makes available this public area to occupants without intruding on their privacy. Moreover flexible usage arrangements, supported by a lease back option, make the Commercial Suites a worthwhile investment for those who choose to self-occupy throughout the year, as well as the occasional user owners.

TWO ABOVE (UPCOMING PROJECT)
Located within the 200 acre residential township, the Crossing Golf Village, at the Saranah Patahar, Sohna.

Property for Sale, August 2013

Silverglades ties up with Age Ventures for senior living project in Gurgaon

NEW DELHI: Realty firm Silverglades said it is developing a senior living project at Gurgaon and announced tie-up with Age Ventures India, a non-profit organisation for management of flats for senior citizens. The company would develop 156 flats with senior-friendly features. The construction of project would start later this year and would be completed in four years.

Silverglades launches senior living project

NEW DELHI: Realty firm Silverglades said it is developing a senior living project at Gurgaon and announced tie-up with Age Ventures India, a non-profit organisation for management of the property. The project comprises 156 flats with senior-friendly features. Construction would start later this year and would be delivered in four years.

Indian Express February 22, 2014

Apartments for aged in vogue

OUR CORRESPONDENT

New Delhi, March 2: Retirement homes, or senior citizen living spaces, are becoming big business in the country.

According to Jones Lang LaSalle India, senior housing is a \$25-billion industry worldwide. India has an estimated demand for 3 lakh such homes valued at over \$1 billion.

The huge demand for senior citizen flats or townships with or without assisted living, such as medical care and housekeeping, is causing a price spiral with flats selling between Rs 40 lakh and Rs 1 crore each.

"The concept of homes for aged has undergone a sea-change, with the name itself now being senior living or as-

sisted living. The services offered include fulfilling the social, security, healthcare, administrative, food and other requirements, including understanding what the requirements of a 60-year-old person are against those of a 70-year-old," said B. Srivastava, national director (social infrastructure practice), Jones Lang LaSalle India.

"In fact, the entire structure of senior living today is designed keeping in mind the requirement of seniors."

Many real estate developers are coming up with exclusive sub-projects within major township plans to tap the growing demand for specialised housing for senior citizens.

Senior citizen housing properties are designed and



BREATHE EASY

maintained with a focus on special requirements of senior citizens who need care and assistance with growing age. These are provided with grab rails, anti-skid tiles, passage ways for wheelchairs and other features, which make life easier for the elderly.

"There is a huge market for specialised living in India

though projects have just started coming up. Today there is a need for space that purely caters to senior citizens, which are safe, with 24-hour doctors on call and equipped to handle their needs," said Anubhav Jain, director Silverglades, which is coming up with a premium senior living apartment complex at its residential project in the Delhi NCR region.

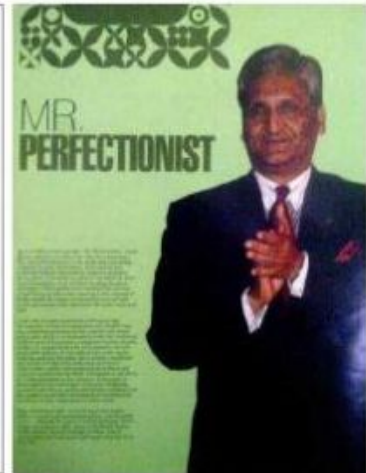
According to a Jones Lang LaSalle, around 50 senior living projects are in the pipeline in India. There are projects coming up in Calcutta, Kochi, Chennai, Goinstare, Bangalore, Pune and Goa.

"Besides preparing for nursing, medical care, housekeeping assistance, we had to plan in a way that the housing complex was within a distance

of a kilometer from hospitals, golf clubs, banks and the railway station, as senior citizens will wish to continue a healthy outgoing life even after moving into such complexes," said Manish Arora, director of UCC Care, which is working on similar projects in Delhi.

"Most of the initial senior living projects were positioned at the affordable segment, bearing in mind the fact that the end consumers were senior citizens with limited resources. Now there has been a gradual shift with the emergence of financially independent and lifestyle-oriented seniors," said Srivastava.

Services in these apartments do not come cheap. On a per square feet basis, it can vary from Rs 2,000 to Rs 20,000 per person per month.



Property for Sale, January 2014

Telegraph, March 3, 2014, Page-7

INDUSTRY UPDATES

Real Estate News

Sohna - The New Gurgaon

Sohna Master Plan is now notified and this fantastic new suburb of Gurgaon is ready to take off. There are a total of 38 Sectors under the Sohna Master Plan divided between, Residential, Commercial, Institutional, Industrial, Transport & Communications, Public Utilities, Public & Semi Public Use, Open Spaces, Agricultural Zones and Natural Conservation Zones. Roads like KMP, DFC, Golf Course Ext. Eoad, Sohna Road, SPR and other sector roads promises a new destination for both investors and for the users who are considering living close to Gurgaon within reasonable budgets.

Deduction of Tax @1% (US 194 IA of Income Tax Act)

The Income Tax Department of India has issued a circular which requires the buyer of a property to deduct tax @ 1% on the cost of the property (excluding Agricultural Land) worth Rs. 50 Lacs or above. The amount is to be deducted on every payment & the submission of TDS Certificate to the builder would be the responsibility of the buyer.

Delhi - Gurgaon Expressway Now Toll Free

In a big relief to travelers on Delhi-Gurgaon Expressway, toll plazas in 12 of the 16 lanes, which had been causing huge traffic snarls on it,

has been dismantled as the legal dispute over the plazas ended under the supervision of the Delhi High Court. The High Court decision resolved a two-year-long dispute between the National Highways Authority of India (NHAI), project financier IDFC and toll operator Delhi-Gurgaon Super Connectivity Ltd (DGSC).

Three more districts in National Capital Region

Bhiwani and Mahendragarh districts of Haryana and Bharatpur in Rajasthan are now part of the National Capital Region (NCR). Their inclusion has been approved by the National Capital Region Planning Board (NCRPB) which will also soon take up proposals on Jind and Karnal districts. The NCR till now included nine Haryana districts, five districts of Uttar Pradesh, Alwar in Rajasthan and the National Capital Territory (NCT).

Higher FSI along the metro corridor in Gurgaon

The Haryana government is planning to increase the FSI in the 500m strips along the metro lines from 1.75 to 3.0 and also provide an additional FSI of 0.5 for parking.

Silverglades

The Address Makers

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Glorious Years of Creating Addresses

Silverglades is one of India's leading boutique developers, in Residential Housing, Commercial, Township Projects and Golf-based leisure developments. Silverglades in collaboration with ITC Limited developed the Laburnum and Classic Golf Resort in Gurgaon. These projects were closely followed by the IVY Housing Project in Gurgaon and India's first gated golf community, the Tarudhan Valley Golf Resort. The pioneering efforts of Silverglades have resulted in some of the most iconic landmarks in and around Delhi NCR.

COMPLETED PROJECTS



The Laburnum*



Classic Golf Resort*



The Ivy*



Tarudhan Valley Golf Resort



The Peach Tree*

ONGOING PROJECTS



The Melia



Melia-First Citizen



Silverglades Hill Homes



Merchant Plaza



The Imperial Golf Estate*

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