

HEARTY WELCOME TO

ADITYA CONSTRUCTION COMPANY INDIA (P) LTD.
AN ISO 9001:2008 CERTIFIED COMPANY

Creating Land marks.....



An ISO 9001:2008 Company

Aditya Mansion

Plot No 29/ A , Road No. 5,

Jubilee Hills ,
Hyderabad - 500 033

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Aditya Construction Company A Brief Profile

Established in the year 2002, the Company's success has been due to its focused approach towards quality and innovation. This is due to the immense care that goes into planning, choosing the right resources and execution, be it the drawings, construction material and Vaastu to a clear title –our customers have always got the best. A fact they vouch for. Today Aditya's projects command respect and come with a premium tag. This has been earned due to hard work, trust and reliability.

In the last one decade, Aditya has built many a premium Villas, which today bear a proud testimony to our efforts and are landmark structures in their respective environments.

A classic trademark of all Aditya projects are its careful thought in providing ample greenery, modern designs that are luxurious, offer good spaces and thoughtful amenities thereby enhancing the property's value and giving the customers a good return on their investments. It is no wonder then that all Aditya Projects are sought after and command a premium value

Aditya Construction Company

Our Vision :

"To be the most respected and admired Company in the residential, commercial and infrastructure segments by providing quality landmark projects thereby achieving total customer delight"

Our Mission :

Our mission is to create landmark projects by:

Creating inspiring structures

Using superior architecture

Adhering to the highest quality

Executing all projects on time

Enhancing value to our products

Caring for our stakeholders and their interests

ఆదిత్య కన్స్ట్రక్షన్స్ కు ఈటీ అవార్డ్

సాక్షి, హైదరాబాద్: హైదరాబాద్ కు చెందిన ఆదిత్య కన్స్ట్రక్షన్స్ కు ఎకనామిక్ టైమ్స్ అవార్డ్ వరించింది. హైదరాబాద్, విశాఖపట్నంలో నాణ్యమైన, విలాసవంతమైన నివాస సముదాయాలను నిర్మించినందుకుగాను బెస్ట్ రియల్టై బ్రాండ్-2015 కేటగిరీ కింద 'సింబల్ ఆఫ్ ఎక్స్లెన్స్ ఇన్ రియల్టీ' అవార్డును దక్కించుకుంది. ఎకనామిక్ టైమ్స్ (ఈటీ) అధ్యక్షులలో ముంబైలో జరిగిన ఓ కార్యక్రమంలో ప్రముఖ బాలీవుడ్ నటి సోహా అలీఖాన్ చేతులమీదుగా ఈ అవార్డును సంస్థ జీఎం సీ సాయికుమార్ నాయుడు అందుకున్నారని సంస్థ ఓ ప్రకటనలో తెలిపింది.



Luxury Villa Project-2015



Luxury Apartment Project-2015



ADITYA'S EMPRESS TOWERS SHAIKPET, JUBILEE HILLS



ADITYA'S FAIRMONT, SHAIKPET, ELEVATION



Empress Tower Lay out



Fairmont Location Map



Specifications

STRUCTURE : R.C.C. framed structure. Footings, columns, beams and slabs in R.C.C. in M25 grade concrete or higher grade concrete

PLASTERING : Internal : Double coat with Sponge finish . Exterior Plastering in two coats with sponge finish

DOORS :

Main Door: Best Burma Teak wood frame and shutter aesthetically designed with melamine polish and designer hardware of reputed make.

Internal Doors - Frames: Best Teak wood frame with Teak veneered flush shutters polished with standard fittings and locks.

Windows: Superior Anodized metal /UPVC glazed windows with glass panels fitted with elegantly designed MS painted grills.

FALSE CEILING:

False ceiling in living, hall & drawing room.

PAINTING :

External: Exterior texture paint with exterior emulsion paints of Asian / Equivalent

Internal: Smooth Wall putty finish with acrylic emulsion paints of Asian / Equivalent over a coat of primer

FLOORING: Italian Marble in Drawing and living room, White Marble Flooring in bedrooms, Wooden flooring in master bedroom and Vitrified tiles in kitchen.

KITCHEN : Granite platform with stainless steel sink, provision for fixing water purifier, ceramic tile dado up to 2' height above kitchen platform, Provision for exhaust & Chimney

TELECOM : Telephone points in all bed rooms, & drawing room

BATHROOMS AND TOILET :

- a) Wash Basin : Granite counter top with hot and cold wash basin mixer
- b) WC flush tank of Hindustan / Parryware or equivalent make
- c) Hot and cold mixer with shower
- d) Provision for geysers in toilets
- e) All fittings are chrome plated
- f) Tiles up to 7' height
- g) Ceramic non slippery flooring

ELECTRICAL :

Concealed wiring of Finolex or equivalent make Fire retardant wiring in conduits for lights, fan, plug and power plug points of Finolex make or equivalent make

- a) Power outlets for air-conditioners in all bedrooms
- b) Power outlets for geysers in all bathrooms
- c) Power plug for cooking range chimney, refrigerator, microwave ovens, mixer grinder in kitchen.
- d) Adequate Plug points for refrigerator, TV & audio systems etc.
- e) 3-phase supply for each unit and individual meter boards
- f) All electrical fittings of MK / Clipsal or equivalent make

CABLE TV : Provision for cable in all bedrooms & living room

LIFT : Three fully automatic lifts for each block

INTERNET: One internet provision in each flat

GENERATOR : 100% Power Back up except A.C's and Geysers.

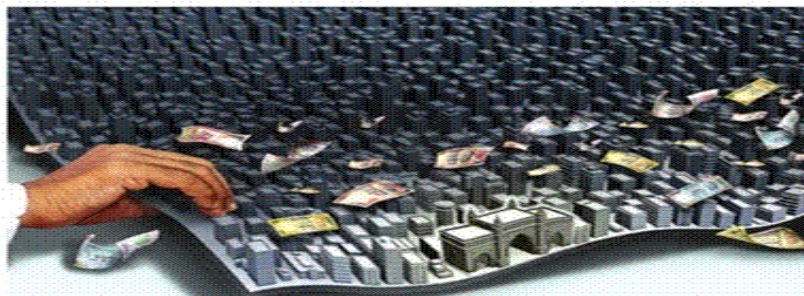
GAS PIPELINE: Gas pipeline provisions for each flat.

WHY EMPRESS TOWERS

Empress Towers is an iconic project combining luxury and high quality. It will re-define the skyline of Jubilee Hills. It will be the address for the privileged few. The beautifully designed clubhouse and the swimming pool give it a rich ambience and allows you to pamper yourself, a luxury which you deserve. It is the largest gated community in Jubilee Hills area and is strategically located to meet the needs of the people who are constantly on the move. It has excellent connectivity to all parts of the city and is close to the international airport. It lies in close proximity to hi-tech city, international schools, entertainment centers, KBR Park, Apollo Hospitals, shopping malls, research institutes and a host of MNCs. Empress Towers offers you the finest quality of the constructions and the best of amenities. The helipad in every tower is for the jet-setter who wishes to move at high speed. It has elevators that will get you to your apartment in the blink of an eye. You could look through your window and admire Golconda fort in its royal splendor or you could drive down and play golf. Own a luxury apartment, with prices starting from Rs. 79 lakh onwards.

Aditya's Empress Towers – the flagship project of Aditya Construction Company, known for Creating Landmarks

*The IT Suburb
Is Drawing Real
Estate Firms
From Across The
Country Keen On
Cashing In On The
Location's USPs*



GACHIBOWLI – INDIA'S REALTY HOTSPOT?

Sudipta.Sengupta@timesgroup.com

Hyderabad: A recent study on India's real estate sector identified Gachibowli as one of the fastest growing realty 'hotspots' of the country.

This prominent IT suburb of Hyderabad, which started to develop in 2003, has witnessed a significant upswing of late after recovering from a long, tumultuous spell of political uncertainty, the report, which was curated by Jones Lang LaSalle, a major real estate consultant firm, stated. The area's USPs: world-class infrastructure and proximity to Hyderabad's swank international airport. The rapidly expanding technology hub in and around this epicenter of the property market is a happy add-on.

Perhaps that explains just why a slew of outstation developers have made Gachibowli their latest destination of choice. Armed with expansive gated community projects, competitive prices and new-age living amenities, these firms are seen aggressively chasing the city's IT populace that's only too happy to oblige. The 'hi-tech' end users claim that the products on sale are promising and easy on the pocket. The location, of course, is the deal sealer for most of them.

"The response that we have received so far is overwhelming. The infrastructural growth of the belt is the best in Hyderabad and that is what got us excited about the project. At present, we are in the process of launching our first phase (comprising five towers), but will eventually build approximately 2,500 units," said Mustaq Ali, senior marketing manager, Pacifica Companies.

The US-based firm, with its India headquarter in Ahmedabad, has acquired a 40-acre land parcel in Puppalguda (Financial

District) to develop what is being touted as Hyderabad's biggest gated community venture in recent times.

A stone's throw away from Pacifica's 'Hillcrest' is where the Bengaluru-based Prestige Group is building its "Disney-themed luxury apartments". Aptly titled 'High Fields', the venture is spread over a total area of 21.85 acres.

"The majority of our clientele comprises IT professionals and the reason for that is obvious," said R Suresh Kumar, heading the firm's operations in Hyderabad. "As I see it, over the next 10-15 years, all the real estate development in Hyderabad will be concentrated around this (Gachibowli) area. That's pri-

marily because of the availability of large land parcels. Though I do not see an exponential rise in price in the near future, the business is sure to improve here on," he added.

While the difference in base price of the two projects – 'Hillcrest' (Rs 3,500 per sqft) and 'High Fields' (Rs 4,750 per sqft) – is fairly pronounced, market analysts say both have been drawing decent footfalls.

So is Lansum's 'Etania', another residential project sitting pretty in the heart of the IT hub – Nanakramguda. Its promoters, who ventured into the realty business with two projects in Visakhapatnam, have now brought their third offering to the joint capital.

"There is a growing demand for gated communities among the salaried-class of the city. Also, the affordability of homes here – prices here are the lowest in comparison to other metros – is a plus point,"

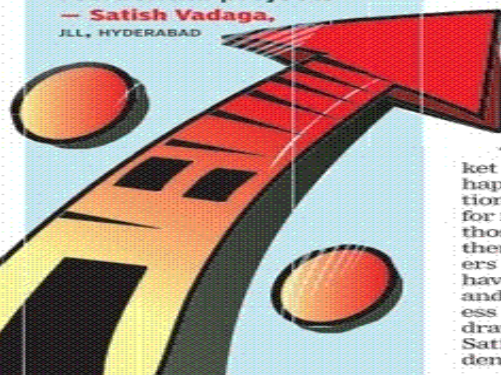
said T R K Reddy, designated partner of the company, reiterating how the western corridor's well-laid infrastructure, coupled with the state government's enhanced focus on the IT sector, has come as a boon for construction companies.

"Gachibowli is indeed the market to watch out for. With Madhapur reaching a point of saturation, this is the next best location for residential projects. Apart from those already in operation here, there is a bunch of other developers from neighbouring states who have expressed interest in this belt and are believed to be in the process of either acquiring land or drawing up their plans," shared Satish Vadaga, head of the residential vertical at JLL, Hyderabad.



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— Satish Vadaga,
JLL, HYDERABAD



Hyderabad is now the fastest growing real estate market

Hyderabad's three year wait for growth in real estate is over. While India's major real estate markets are all reporting negative growth, Hyderabad stands apart

The Hyderabad real estate has out-performed realty markets of Bengaluru, Chennai, Gurgaon and Mumbai. According to a recent study on the Housing Sentiment Index Apr-Jun 2015, Hyderabad is the only city to witness an increase in sentiments in the quarter.

Although, first time home buyers kept away from investing in new properties due to project delays and uncertainty over the Telangana

region, homes in the resale market remained in demand among serious buyers. This showed that investors were keen on buying ready properties, preferably in areas with established infrastructure.

Another reason which contributed to improved sentiments is the expanding list of investors from across the country that showed interest in Hyderabad real estate, especially the western corridor.

CENTRAL MOST PREFERRED, NORTH MOST POSITIVE

Almost 23 per cent of the total respondents want to invest in Central Hyderabad because of ease of connectivity to all important corners of the city, including the western quadrant, after-work life at Banjara Hills and shopping hub at A S Rao Nagar.

AFFORDABLE PROPERTY REMAINS IN DEMAND

Majority of the buyers in the city preferred properties ranging between ₹20-40 lakh, followed by the ₹40-60 lakh budget, which witnessed maximum change

in sentiments in the last three months.

INFRA EDGE

While the expanding city and its affordable housing may

not inspire PE funds

looking for fast growth, it remains a very good example of well planned urban housing.

Pankaj Kapoor, MD, Liases Foras says, "Hyderabad is the only city in India where there is infrastructure built in advance. Maybe the traditional sources of money chasing land and residences here are holding off, but in the long run, it's the only city that is not saturated, and at appealing price points with livable spaces. In a city like Bengaluru, middle income people cannot buy homes in prime social areas anymore, but that is not the case here. Hyderabad has peculiar symptoms of being cyclical, we see a quarter of growth and a quarter of slow-down; and we have seen this for four quarters now."

- Dibal Gala and
Surbhi Gupta



FAST FACT

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This includes expansion of Amazon and Google campus and Micromax which decided to invest another ₹500 crore in the city based plant. Not just private investors, government pushed initiatives such as Pharma City and IT SEZ in East and South Hyderabad are expected to create housing demand in the city.

METRO BOOST

With consistent and ongoing metro construction, North Hyderabad realty is getting a fresh lease of life. Once operational, the connectivity from the south part of the city to north and west would improve significantly and bring travelling woes to an end for daily commuters.

Realty sector on the road to recovery?

Investors Are Once Again Making Their Way To The City's Western Corridor

Sudipta Sengupta
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The city's realty sector finally seems ready to be wheeled out of the ICU. This, courtesy a fast expanding list of investors from across the country making a beeline for Hyderabad's western corridor. Their objective: to partner with local construction firms in building gated residential communities and office spaces. The money on offer, anywhere between Rs 50 crore and Rs 100 crore. A few big ticket ventures, sources claim, are willing to risk as much as Rs 300 crore too!

"These are mostly non-banking finance companies (NBFC) and private equity firms, which until two years ago refused to even look Hyderabad's way," said Sandip Patnaik, managing director, JLL (Hyderabad), explaining how this six-month-old trend is reflective of the investors' growing faith in the city's recovery story.

The areas on their radar are, of course, the usual suspects: Financial District, Miyapur, Gachibowli. Pockets in and around Kakatpally and Chandanagar – slightly off the western corridor – too are in great demand.

While most NBFCs remained tight-lipped about

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— Abhijit Banerjee,
INVESTMENT BANKER

the moolah they are bringing to town, highly placed sources from within the industry spilled a few names. These include IDFC, J M Financial, Ambit and Walton Street Capital, among many others. Private equity firms such as ASK, HDFC Real Estate Funds and Xander too, sources said, have either already signed on the dotted line or are aggressively scouting for prospective partners.

"There is no denying the upswing in the activity among funding institutions," said D S Prasad of Aparna Constructions that has in the past signed up with J P Morgan and IL&FS for developing its ventures.

"There is interest even in areas like Kokapet and Tellapur. And apart from 'funds' (as these investors are called), even developers from outside Hyderabad – such as Unitech and Bangalore-based Shobha Limited – are seriously considering the city as their next

stop," Prasad added.

So what's driving them to Hyderabad now? Clarity of policy, a stable ecosystem and the rapidly progressing metro construction are some key factors, say observers. "Though unlike in the past, investors aren't euphoric and reckless this time around. They are spending enough time on due diligence before finalizing any deal," said investment banker Abhijit Banerjee, whose firm Startcap Advisory has been witnessing a surge in footfall of interested parties looking for scopes in the city's realty sector.

"In fact there is tremendous interest in the land available towards the Srisaillam Highway. That is where the future of the industry lies," he pointed out. Apart from 'funds', even groups comprising individual investors, Banerjee said, are now eyeing Hyderabad as a profitable destination.

While domestic firms are seen limiting themselves to residential projects, foreign players are found showing interest in the commercial segment, said experts. "This again is a positive development considering that many of these companies – especially private equity firms – had packed their bags and scooted from Hyderabad post-recession as developers failed to adhere to deadlines, pushing them into severe financial losses," Patnaik reiterated.

“This is a positive development considering that many of these companies – especially private equity firms – had packed their bags and scooted from Hyderabad post-recession as developers failed to adhere to deadlines, pushing them into severe financial losses

— Sandip Patnaik,
MANAGING DIRECTOR, JLL
(HYDERABAD)





FAST FACT

POLICE STATION, FIRE STATION, SHOPS, HOSPITALS AND OTHER BASIC FACILITIES ARE YET TO COME UP HERE. WITH EXPANSION WORK UNDERWAY ON ONE OF THE CONNECTING ROADS AND FEW FLYOVERS BEING BUILT, TRAFFIC SNARLS ARE QUITE COMMON IN THE AREA.

AREA FOCUS

Living in Shaikpet

The area's affordability and proximity to high-end areas at one end and IT hubs on the other is drawing investors

Shaikpet offers property buyers several opportunities to live close to the city centre at a comparatively affordable range to that of Jubilee Hills or Banjara Hills, situated about 7 km from the area. The USP of Shaikpet is its distance to high-end areas such as Jubilee Hills, Banjara Hills and Film Nagar at one end and IT hubs such as Gachibowli and Hitec City on the other. It is also well-connected to the Shamshabad Airport through the Outer Ring Road (ORR).

It offers property that suits the budget of mid-income home buyers. Maximum numbers of 3-BHK units are available in Shaikpet within the size range of 1500-2000 sq ft. A few options of 2-BHK units within sizes of 1100-1300 sq ft are also available here. The budget range of these apartments is within the price range of ₹60

lakh – ₹2 crore. New properties are also under-way being built by several Grade A developers who will give possession of the under-construction residential projects offering both apartments and villas in Shaikpet to the buyers by the end of this year.

"In the past, buyers have been reluctant to invest here but that has been the case for almost of the whole city. With several projects coming close to possession date, we are witnessing a rise in enquiries," says Narender Goud, Living Space Properties, a broker firm. About 60 per cent of those enquiring prefer 3-BHK units, while the supply is inclined towards 2 and 4-BHK



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units with 39 and 42 per cent availability respectively.

Situated along the Old Mumbai Highway, Shaikpet is a developing locality. Police station, fire station, shops, hospitals and other basic facilities are yet to come up here. "With expansion work underway on one of the connecting roads and few flyovers being built, traffic snarls are quite common in the area," says Reddy.

According to Reddy, these gated communities are a viable option to look forward to. If you are interested in investing in Shaikpet, do not forget to check the gated communities for a home of your choice.

—Pushpa Rawat

THANK YOU