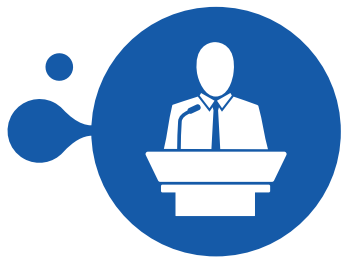


CONCORDE Connect

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Turning a new leaf,
to a brighter New Year



A word from our Chairman

Where most people look at the negatives, I'd like to take a different perspective and focus on the positives we can take from any situation. The past year has changed the way we think of our lives both professionally and personally. I believe this is the time for Concorde to step up and take advantage of new opportunities and expand our market share. I look forward to being at the forefront of these exciting times to come ahead.

At Concorde, customer experience is at the forefront of our thinking and execution. We take feedback and tirelessly work on improving customer satisfaction. Currently, we are in the process of expanding our operations in Bengaluru and additionally, have identified select projects in tire 2 cities as well.

This is another step in the right direction as we continue to expand our horizons and grow as a company. So, look out for some exciting projects coming your way.

I would like to extend a word of appreciation to all our stakeholders for keeping their belief in us through these testing times. The team worked hard to ensure we sailed through the initial months of the lockdown without cutting corners and managed to retain our entire staff. This in turn gave us momentum to resume work and add value to our company and our stakeholders.

Thank you all and I wish you all a very happy new year.



Mr. B. S. Shivrama
Chairman, Concorde



A word from our new COO

“Here's to new beginnings”

Congratulations on your new role in the organization. How does it feel?

I am excited about it. It's an honor to be appointed COO of Concorde. I see lots of opportunities as the company is in the next level of growth and there are ample opportunities and I'm very thankful for the opportunity given to me. The new role comes with a new set of responsibilities and I intend to live up to the expectations set for me, my main aim would be to collaborate with the promoters and my team in setting and driving organizational vision and strategy.

The biggest take away is I was able to keep the trust and confidence factor intact, all along the journey and was lucky to work with my promoters who trusted me with so many projects with a free hand in decision making and motivated me, was also fortunate to work with some high performing colleagues without whose support and effort the projects wouldn't have been completed successfully.



Mr. Ajaz Ahmed
Chief Operating
Officer, Concorde

What is your vision for the new role?

Even though the role is new to me, having spent nineteen years at Concorde I have a good rapport with all departments across the board. The familiarity will help me settle into my new role with ease because I understand the culture and the people here at Concorde. I want to lead my team of high-performing individuals in an inclusive culture and push them to new heights of success. I would like to bring a unique blend of business and management expertise that will inspire the team in the right direction in achieving performance and growth.

What are some challenges you expect to face?

I believe challenges are part of the job and part of life in general. They will always be there no matter what your role is. I prefer taking challenges head-on. I also believe in taking steps rationally and practically to deal with obstacles. I believe most of the problems can be avoided by being ahead of the game always. The company has entrusted me with a free hand and a lot of support, and I do not doubt that we will ride through all challenges and come out successful in our endeavors.

Share your thoughts about 2020 and the real-estate market.

As we all know the real estate market was already under stress,

COVID-19 added to the problems. It's no secret that the initial months of the pandemic created plenty of stress and put us through the grind.

Tough times call for us to stand up and be counted and that's what we did. We quickly adapted to the new normal by taking quick decisions for resolution and things started to fall into place. The silver lining is we recovered faster than expected and the last two quarters were very good for us and the sector. I'm proud of my team who took the challenge in their stride and bounced back quickly.

A word from our new COO

What are your predictions for 2021?

The new year has started on a positive note and we are seeing good signs of a rebound. The market is likely to be robust as we see lots of positive sentiment among buyers as 90% of our clientele are end-users. The industry is also witnessing low rates of interest on housing loans and that is encouraging fence-sitters to buy. I do not doubt that 2021 will be a robust year for us and the industry.

Where do you envision Concorde in the next financial year?

Our approach towards growth would be aggressive. Apart from existing projects, we are going to add another 1.5 million square feet to our inventory which we are already working on in the next financial year, this may go up to 2-2.5 million square feet in the following year, and are seeking the right projects to expand. We are preparing for a very busy and successful financial year ahead.

Which markets will you explore?

Our focus remains primarily in Bangalore where we want to consolidate our position. We are also looking at tier two cities and identifying lucrative projects that meet our standards of excellence.

What can stakeholders expect in the post-pandemic era?

We take extreme pride in the fact that none of them were affected by the pandemic. We took precautions at the right time and prepared for what was to come. We retained our entire labor force and did not lay-off any employees, so work resumed as soon as it was safe to return. I would like to reassure all our stakeholders that the mood in the company is upbeat and going ahead we will witness growth and prosperity above expectations.



A word from our Business council

Hope this message finds you and your families safe and healthy.

2020 was a challenging year. However, we did not fold under obstacles and came together to support each other. Overall, we remained positive and overcame adversity.

As the Pandemic set in, Concorde had three top priorities - The safety and well-being of our employees and labour. Support service to clients. And to ensure we met the cash flow challenges. We made a commitment not to lose any employee and remain together as one team as we walked an unknown path, united. Thanks to our timely adopted strategies, it made us appreciate what we had and what could be achieved with limited resources. We are pleased to share that we made strides on all fronts with 100% recovery. We would like to thank all the Concordians for your hard work and passion. We look forward to your continued support as, together, we take Concorde into 2021.

Keeping in mind the changing times and customer behavior, we have packaged our projects and legacy of 22 years in a NEW avatar now. The average homebuyer is 27 years old and expects more of everything today. The new Concorde will be more customer-centric and our offerings won't be limited to just homes. They will be thoughtful spaces, crafted to cater to India's contemporary needs. Our logo, identity, and thinking - all come together to make our new Concorde, a brand for the new-age consumer.

This new attitude will reflect in our operations as we become a system-driven organization. As part of Concorde, you will have a vital role to play in bringing our vision to life, by creating the best of experiences at your level. You will have an ideal work-life balance and great opportunities to thrive, too.

We are ramping up our team with experts from the industry who are dedicated to ensuring that the highest working standards are met. A project management team will ensure timely deliveries, and this will propel Concorde to be a process-oriented company. In turn, giving end-customers additional valuable benefits.

We are more resilient, focused, and goal-oriented than we have ever been. As a business development growth strategy, we had planned for 5 new project launches in 2021 (70 acres Development already under planning, sanction, or RERA approval process - Villas, Smart Apartments, Commercial, and Plotted Developments). With your energetic and positive attitude, we are confident that Concorde will shortly reach another level of success, which will bring long term growth benefits to all of us.

We should walk into 2021 with memories of the positives, the strengths, what we have learned, and with a clear-cut focus on our corporate goals. Together, we can make this new year - the best year for Concorde, and let's grow together.

Wish you and your family a Safe, Healthy, and Prosperous New Year 2021!

Best Wishes,

Concorde Business Council



Real Estate Trends

Ending a year of lows, on a high:

Yes, it's true, the lockdown brought the real estate sector to a grinding halt and all operations were suspended. However, developers were not deterred by the challenge they faced. They adopted the digital medium to reach audiences and the persistence paid off. The quarter ending June 2020, witnessed the addition of a handful of projects between ₹45 lakh and ₹90 lakh.



If June showed promise, July raised expectations further. The period from July to September saw property searches soar high. Most demand was aimed towards properties that were ready or nearing completion, priced within 50-75 lakhs. As expected, Diwali, Dhanteras and the festive period saw buyers stretch their financial muscle and snap up properties at attractive prices. The auspicious occasion coupled with low rates of interest and easy payment plans saw the markets shine once again.

Major initiatives that impacted the market positively:

The Government stepped in to revive operations through various offers. These include an extension in the validity of project registration, amendments in land reforms, and a reduction in stamp duty rates. In addition, developer-led initiatives, such as pre-EMI reimbursements, stamp duty and registration waivers helped revive sales and lift the markets.



Infrastructure highlights:

Despite all odds, the State still managed to pull-off important infrastructure projects. The list of projects include the 6.4-km long Yelachenahalli-Anjanapura metro line, a new railway station near Kempegowda International Airport, and the tunneling work between Shivajinagar and Cantonment Station.

Outlook for 2021:

With current enquiries reaching almost 70% of the pre-COVID-19 levels, Bengaluru is one of the fastest recovering cities from the aftermath of the global pandemic. Going forward, while small and mid-sized builders might defer new projects in the wake of restricted labour availability and supply chain constraints, the city might witness new residential launches by Grade A developers in the near to mid-term.

Real Estate Trends

2021: What's in store?

2020 has thrown up major challenges for economies across the globe. Almost a year on, countries are still grappling with COVID-19 toll amid case escalations. Like other sectors, Real estate has faced major setbacks along the way. However, moving forward, here are some trends that will dominate the markets in 2021.



The Rise of the affordable homes sector:

As a result of the lockdown, a major portion of India's organized workforce in large cities retrieved back to Tier II and Tier III hometowns. This brings a business opportunity as it increases the demand for affordable homes back in their hometowns. Schemes such as the Pradhan Mantri Awas Yojana Urban (PMAY-U) not only make ownership easy on the buyers' pocket but proves lucrative for builders as well. It's a win-win for both. This very well could be a very Happy New Year for affordable home buyers.

A big step a digital future:

The Pandemic made us feel helpless. On the flip-side, it showed us various cost-effective ways to conduct business digitally. Whether it is transactions, capital deployment, property management, virtual tours, or even the consumption patterns - digitization will dominate business for the foreseeable future.



The rise of the peripheries:

Work from home is no longer just a trend, it's here to stay. The WFH model will witness a rise in demand for large homes on the outskirts of the city and builders should be looking forward to expanding their horizons beyond city limits.

For those looking to invest in Indian reality, the time has never been better to get the best value for your money. Low-interest rates, lowered prices and several benefits prove to be the perfect blend for a healthy investment and a secured future.

Source credit: 99acres.com



Employee Experience

How has your time at Concorde been?

Working in Concorde has been a learning yet maturing phase for me. My superiors have been supportive from day one and continue to mentor me every day. I consider myself fortunate to have colleagues who constantly inspire me to be better at what I do and help me in every way they can. I'm happy to be here and continue to evolve in my professional career here in Concorde.

Tell us about your journey at Concorde thus far.

It's been 13 years at Concorde and I'm just as enthusiastic as I was in my initial days as a fresher. I'm vastly experienced at the company and yet I feel there is so much new to learn every day. I have been involved in different roles which have made me a versatile asset to the company, and I continue to improve my skill-set and serve the company to the best of my ability.

How has the support from the organization been for you?

I honestly do not know how I would have grown in the company if it wasn't for them. The support has been immense from day one, and continues to be so even today. It's not just me, the organization has been supportive to all employees equally. We have been trusted and encouraged to improve and evolve with all the support we need from them.

Any closing remarks?

The company has grown steadily even during hard times and I hope we can continue to keep the good work going. I hope this year, we grow even more and together we at Concorde can scale to newer heights of success.



Hridya Subish
Senior Accounts
Officer, Concorde



CSR Initiatives

After adopting the silk board median island 5 years ago, we recently revamped the area with our new brand. We have been developing and maintaining the median island for the last 5 years to improve life for the locals.



This step was taken as part of the CSR activity 'Akanksha'. The new developments will take a positive step towards the evolution of the city and add a green cover to Bengaluru. One which has been lost over the year.

The step is in sync with the increasing necessity of stringent environmental measures across the world and not just Bengaluru. The garden city has seen a transformation in terms of a greater level of development in terms of infrastructure. At Concorde, we believe it is part of our duty to do our bit to preserve the natural green cover in the city and maintain its everlasting beauty and charm.





Customer Testimonials

Despite the lockdown and the challenges that came with it, the team has provided us with excellent support. They took ample care of safety measures and made sure our needs were taken care of. I especially want to thank Rajat, Tapan and Mr. Nayeem for their hands-on contribution. From the online demo, home registration, handover and snag fixing, they went out of their way and ensured all went smooth and on time. It is rare for big builders to provide excellent personal care and I'm grateful to the Concorde team for providing that. Concorde has my full support and I recommend them to anyone looking to buy a new home.

Mr. Ajay Sarpal
Villa Number 199
Concorde Napa Valley

I have recently booked a 3 BHK in Auriga. Despite being a reputed builder, the cost fits within my budget and ticks off the points on my checklist. The amenities were the hot selling point for me, and the location is ideal. The structure of the flats is unique, and we get sunlight in all corners of the house. Kudos to the architect for that. From the first day of meeting Sagar and Akshay, both have been very helpful and accommodating of my needs.

I would like to thank the entire team for helping me find my dream home :)

Tiku Arya
B-1502, Concorde Auriga

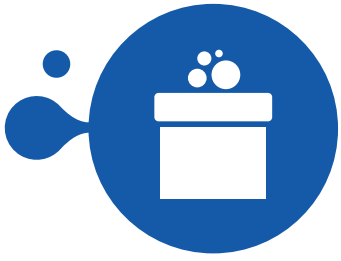
Customer Testimonials

If there's one word I can use to describe Concorde-Awesome. The project is amazing and offers high class amenities at a great location. I have booked a 3 BHK and thanks to the sales team, the deal was smooth and swift. Mr. Sagar and Mr. Akshay heard me out and guided me in the right direction. Kudos to the sales team. Concorde, you guys are lucky to have such employees.

Mr. Yogaraj S
B-1302, Concorde Auriga

My new apartment is equipped with everything I wanted in my home. The amenities are top class, and the location is super and easily accessible by all forms of transport. I am more than satisfied with the sales team and their performance in helping me find my dream home. Thank you, team Concorde, I cannot contain my excitement to move into my dream house.

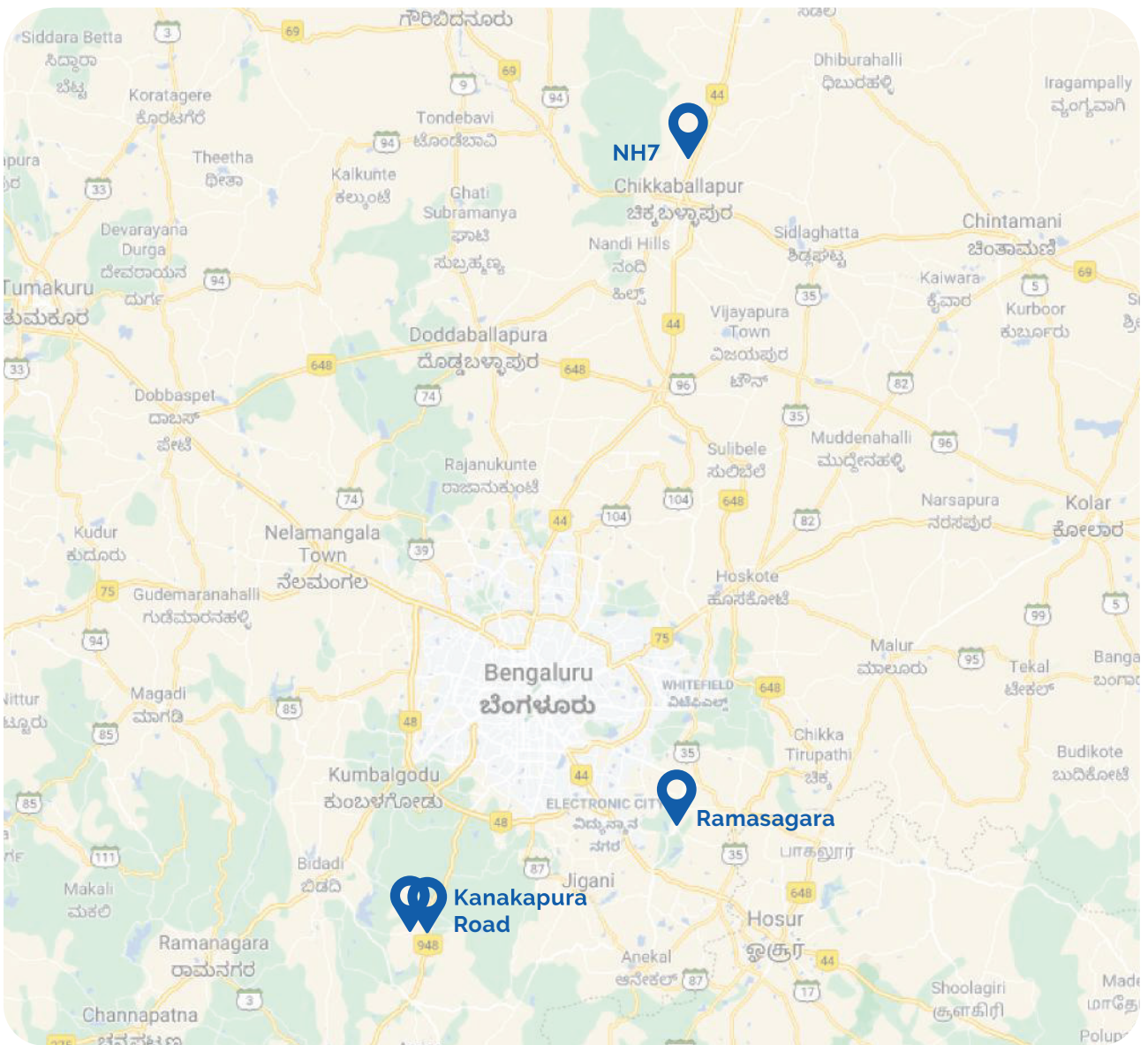
Mr. Shivaprasad Muddaje
B-207, Concorde Spring Meadows



New at Concorde

We are delighted to reveal our two new projects at Kanakapura Road and exclusive new property in Ramasagara. Once a sleepy neighbourhood, Kanakapura Road has enjoyed a transformation in fortunes. It has unparalleled development in recent times and the area is blessed with world-class schools, colleges, hospitals, and corporate parks in its radius. These infrastructures have made Kanakapura Road an ideal neighbourhood for private and commercial use.

In addition to Kanakapura Road and Ramasagara, work is ongoing on a large-scale project off NH7 which will be a great investment and a weekend home.





Project Progress

CONCORDE Hillcrest

On NH-7, North Bengaluru

All plots are ready for registration and awaiting your footsteps to explore a serene weekend getaway. Construction of club-house is in full swing as per schedule!



Shot on site, 31st December 2020

CONCORDE Auriga

K R Puram

Construction is underway and proceeding according to plan. Get ready to experience homes ahead of schedule! that accommodate your greatest dreams.



Shot on site, 31st December 2020

Project Progress

CONCORDE Spring Meadows

Off. Dasarahalli Metro Station

This project is progressing at a perfect pace. It will soon be ready for families to gain their experiences for life in a gated community. Ready to handover as committed.



Shot on site, 31st December 2020

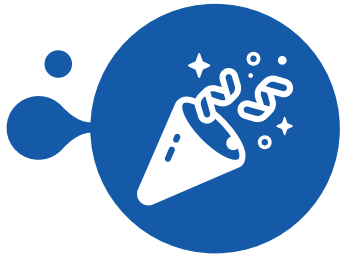


Concorde
LUXEPOLIS
#1 Bull Temple Road

The finest residences that are designed for life of luxury known to Bengaluru is taking shape as per schedule! Basement slab completed.



Shot on site, 31st December 2020



Recent Events

Christmas at Auriga:

Residents were treated to a cheerful Christmas day at Auriga. They were treated to Hi-tea and the kids showed off their creative spark with a drawing competition and surprise gifts from Santa himself. This truly was an evening to remember.



Christmas at head office:

After a hard year of work, the Concorde team got a chance to unwind and have a gala time in the office. A Christmas cake was cut, gifts were exchanged, and smiles were shared. In attendance were the top management of the Concorde team who celebrated Christmas with all employees as we bid adieu to 2020.



Recent Events

Christmas at Spring Meadows:

Our residents enjoyed a delicious lunch along with their closest family and friends. They were also treated to an exclusive showcase of the actual apartment that gave them a taste of the life to come. We thank everyone who attended and made this a merry Christmas.





Customer Experience

How has your experience been, from the site visit till the handover of your home?

My experience has been unbelievable. I bought my property soon after the lockdown and the entire process was virtual to ensure our safety. From home inspection to payment and Government paperwork, everything was organized, systematic which made our life easy. The quality of customer service I got from Concorde is rare to find amongst other real estate developers.

How happy are you at your home?

I'm extremely happy with my new home. It is peaceful, serene and has all the modern amenities my family and I desire. I'm delighted to be here.

What's your favourite part about your home and community?

I love spending time in the large open spaces around the society. Parks, gardens and even football ground. There's so much space to roam free and experience the best of nature. I rarely have to step out and get almost everything delivered to my door-step from BigBasket, Amazon, Flipkart and other delivery apps. We have two grocery stores, a pharmacy, a medical clinic, salon, a tailor and eateries here in Napa Valley. Living here has made our life easy and so much more enjoyable.

Why would you recommend Concorde to other home buyers?

We know Villa life generally comes with a hefty price tag. But not Napa Valley. Out here you can easily find a villa at the cost of a 3BHK and all the added amenities. Sure, the project is a bit far from the city but it has benefits too. Schools, malls, stores, we have everything we need and still remain away from the hustle and bustle of the city life.

Any other comments?

From the virtual tour and registration to the handover and snag fixing, my experience working with the team has been smooth and swift. The icing on the cake being Concorde limited physical interaction and ensured our safety during Covid. I'd like to thank the entire team for their cooperation.

Ajay Sarpal, Villa No. 199, Concorde Napa Valley





Moving forward
while building
legacies