

# CONNECT

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Let's write a new chapter

# MD's Desk



#### ABOUT ME

My name is R. Gopal Reddy and I am the Managing Director at Concorde Group. Throughout my time in the Real Estate and Construction industry, only one thing has seen me through every challenge, and that is dogged determination. I have learnt to be gentle as a breeze while staying tough as concrete, depending on the situation.

#### ROLE AT CONCORDE

Together with our chairman, Mr. B. S. Shivarama, our vision for the company isn't just to change customers' perceptions but to revolutionize the way the industry functions. That's why we jumped on the opportunity to start Concorde Group in 1988. Today, I am responsible for chalking out development and directional strategies for the group, as I try to reinvent the future.

#### OUR PROGRESS

That is why it gives me so much joy to see how far we have come. Over the last 20 years, we have developed and sold over 20 million sq.ft. through our many projects. Some of our key accomplishments are Concorde Manhattans, Concorde Silicon Valley, Concorde Cupertino and Concorde Napa Valley. We have also recently launched Concorde Spring Meadows at Hesarghatta Road, Concorde Hill Crest, a fully-integrated plotted development in Chikkaballapur, and Concorde Luxepolis, an uber-luxury project at #1 Bull Temple Road.

#### FUTURE

We also have various other projects lined up in locations like Old Madras Road, Kasavanahalli, Banerghatta Road, Kanakapura Main Road and Ramasagara. Concorde will soon be expanding its portfolio across various locations in Bangalore, across different product spectrums.

#### GROWTH AND REVENUE

Through these, we are looking at a total development area of 5 million sq.ft. that will contribute to a total revenue of over 2200 crore. In the present year alone, we have seen a 70% increase in our total sales turnover with our new property offerings. In the coming year, we plan to explore various other metro cities in South India.

#### JOYOSPHERE

We have gone from strength to strength in our journey, which would not have been possible without the trust and support of our customers. That is why we, at Concorde, have introduced 'Joyosphere', a new initiative just for them. Under this initiative, they will be privy to exclusive events and experiences at various Concorde properties throughout the year. They will also have the liberty of inviting their loved ones to be a part of this experience. I once again thank everyone associated with Concorde 20-20, along with the growing Concorde Community, and hope this support lets us all witness new dawns of success together in the future. Wish you all a happy and prosperous new year

# New at Concorde

## LUXURY HOMES – NEW LAUNCH

Concorde Luxepolis at #1 Bull Temple Road is designed for those who have a taste for the finer things in life. If you are one of them, it's time to let your fine taste extend to your home. Our homes are Alexa-enabled fully-automated, allowing you to control lighting and appliances with your voice. You also get a world-class security system with RFID and Biometric access and 24x7 CCTV monitoring. Our amenities are fit for royalty and include a grand

double height lobby, palatial rooms, a private sit-out, a rooftop clubhouse with infinity pool, a grand banquet and an exquisite mini-theatre. Over here, you get the best of everything at hand, from top educational institutions to quality healthcare centers to grand hotels to premium shopping centers. It is also surrounded by Bangalore's finest parks and gives you a gorgeous view of the Bangalore cityscape time.



## New at Concorde

## WEEKEND HOMES – NEW LAUNCH

For those who want more from life and want to live it to the fullest during the weekends, we have our weekend homes, your own private getaway spot with a host of amenities for the whole family to enjoy and have an active time in Concorde Hill Crest, on NH7 in Chikkabalapur, that's just 30 minutes from the Bangalore International Airport and has the upcoming Devanahalli SEZ in the vicinity. With amenities for every outdoor and indoor sport you can think of, and the 12 most beautiful parks in the surroundings, Concorde Hill Crest gives you the secluded tranquillity of nature while your nestled in the heart of the city.



# Real Estate Trends

## FINANCIAL BENEFITS OF THE PMAY SCHEME

The Pradhan Mantri Awas Yojana comes with many financial benefits for a home-buyer. Before applying though, here are some points for applicants to note:

1. To qualify for this scheme, neither the home buyer nor any of his or her family members must have any property in their name.
2. Applicants from LIG and EWS must have an annual income of at least 3 lakhs and at least 6 lakhs respectively.
3. The government has increased the carpet area of homes eligible for subsidy under the scheme to 160 sq.m (1,722 sq.ft.) for Low-Income Group (LIG) applicants and 200 sq.m. (2,153 sq.ft.) for Economically Weaker Section (EWS) applicants.
4. Applicants who wish to renovate or modify their home will no longer be eligible for this scheme.
5. The number of women applicants for this scheme has increased by 6% this year.
6. The Ministry of Housing & Urban Affairs has added 3.1 lakh homes under this scheme in its latest meeting, held on 27th December, 2018.

For applicants who are interested in and qualify for this scheme, here are the key benefits:



### 1. GOVERNMENT SUBSIDY

People in Lower Income Groups or Economically Weaker Sections are given a credit-linked subsidy ranging between Rs. 1,00,000 and Rs. 2,30,000.



### 2. LOWER RATE OF INTEREST

Under PMAY, people can buy a home at a significantly lower rate of interest of 6.5%, compared to the standard interest rate range of 8.5% to 12%.



### 3. NO LOAN AMOUNT CAP

There is no loan cap, for borrowers, on the total loan amount under the PMAY scheme.



### 4. ALLOTMENT PREFERENCE FOR WOMEN

The PMAY scheme is pro-women and gives them priority over men when it comes to the allocation of houses.



### 5. GROUND-FLOOR HOUSES

Similarly, when it comes to allotting ground-floor homes, preference is given to the aged and the disabled.



### 6. SLUM DEVELOPMENT

With the help of private participation, slum areas can be redeveloped by using land as a resource, under this scheme.

# Employee Speak



**Anand K.C.**  
CMO | Concorde Group

## ABOUT ME

I've been self-motivated since childhood which has helped me learn and unlearn various life lessons. This, in turn, has helped me grow as a professional across industries like Financial Services and Real Estate. Not only do I staunchly believe that motivation comes from within, but I also think that success is defined by hard work, loyalty, perseverance and the ability to learn from failures. New challenges constantly spur me to do better.

## MY EXPERIENCE

Working for over 25 years in the corporate sector, across industries, has taught me how to build an ecosystem that's conducive to developing, managing and retaining successful cross-functional teams of varying sizes.

## WORKING AT CONCORDE

When I had the chance to pick my next stint, Concorde seemed like the most suitable choice because their vision aligns with my own. The company stands on strong values and functions without compromising ethics in its journey to build a brand that understands the tastes and needs of the next generation. This is also possible because our young, vibrant and dynamic management team is better equipped to understand the average Concorde home buyer; who is typically under 30 years of age. Our lean but aggressive team is constantly hungry to learn and apply those learnings at work. The growth opportunities at Concorde are also amazing due to the company's own growth. As a result, we have developed and sold over 4 million sq.ft. over the past 2 years; with a goal of reaching the 20 million landmark in the coming 5 years.

## VISION AHEAD

Going forward, my vision for Concorde remains the same. I want this brand to be the most respected and trusted brand in not just Bengaluru, but the entirety of South India. I want this brand to forever be known as the brand that is constantly innovating to design and develop homes and offices that are completely customer-centric, with a strong emphasis on quality with transparency.

# CSR Initiatives



As an extension of Akanksha's 'Lead to Change' initiative, Concorde Group has partnered with Camlin Kokuyo to organize the Concorde Carnival. Under this initiative, we not only celebrate childhood but also spread awareness about children's welfare.

Alongside activities like a drawing competition, quiz contest, storytelling session, dance and fun rides for children, we also educate kids about hygiene and the environment and inculcate healthy habits in them that contribute to the betterment of society.



# Events

## CHANNEL PARTNER EVENT

On December 10<sup>th</sup>, 2018, we held a Channel Partner Event at ITC Gardenia, Trinity Circle, to announce the launch of Concorde Luxepolis. Which was hosted by our new Chief Marketing Officer, Anand K.C.



# Concorde Community

## A NEW CHAPTER



Zakirhushen Kareemkhan  
Villa No - 130,  
Concorde Napa Valley



Umeshkumar Kuttappan  
Villa No - 442, Concorde Napa Valley



Premlata, Villa No - 76, Concorde Napa Valley



Neelamba Villa No - 351,  
Concorde Napa Valley

## Concorde Community

### HAPPY STORIES

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I recently purchased a smart villa at Napa Valley and I have to say, I am thoroughly impressed with the efficiency with which the Concorde team helped me during the entire process – from inquiry to booking to finally completing the purchase. Napa Valley is both beautiful and peaceful and has some of the best amenities I have ever experienced. The connectivity is excellent too.

- *Deepthi*  
Concorde Napa Valley, Villa 85

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“

A long search for my next home finally ended the moment I laid eyes on this project. Concorde Napa Valley is one of the best offerings in Bengaluru. The scenery outside my home is beautiful without being too detached from the city. I am thoroughly happy with this purchase and would recommend Concorde Group to everyone I know.

- *Balgangadhar*  
Concorde Napa Valley, Villa 185

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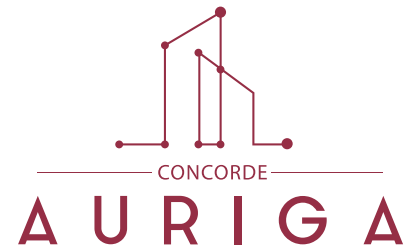
“

Napa Valley is one of Bengaluru's best projects; certainly, in my eyes. It's tough to beat the complete package it offers. Great amenities, excellent connectivity, an amazing smart home in a beautiful community. This has been the best decision of my life and I look forward to a long association with Concorde Group in the future.

- *Neelamba*  
Concorde Napa Valley, Villa 351

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# Upcoming Projects



What's the one thing you need the most to truly enjoy a fulfilling life? Space! Space, for children to be children. Space, for parents to see their children play the way they once did! Space, for grown-ups to unleash the child within! Space, for families to spend quality time together, and for friends to create wonderful memories.

Open space opens up a world of possibilities. Which is why we present to you, Concorde Auriga, a well-planned residential complex, spread across 3.19 acres with over 90% open green space! These wide-open spaces have been thoughtfully transformed into excellent amenities that will help you get the most out of every day. Complementing them are spacious homes that are both smart and energy efficient. With Concorde Auriga's proximity to numerous corporate parks, you're also sure to get a home in time to open up to life!

