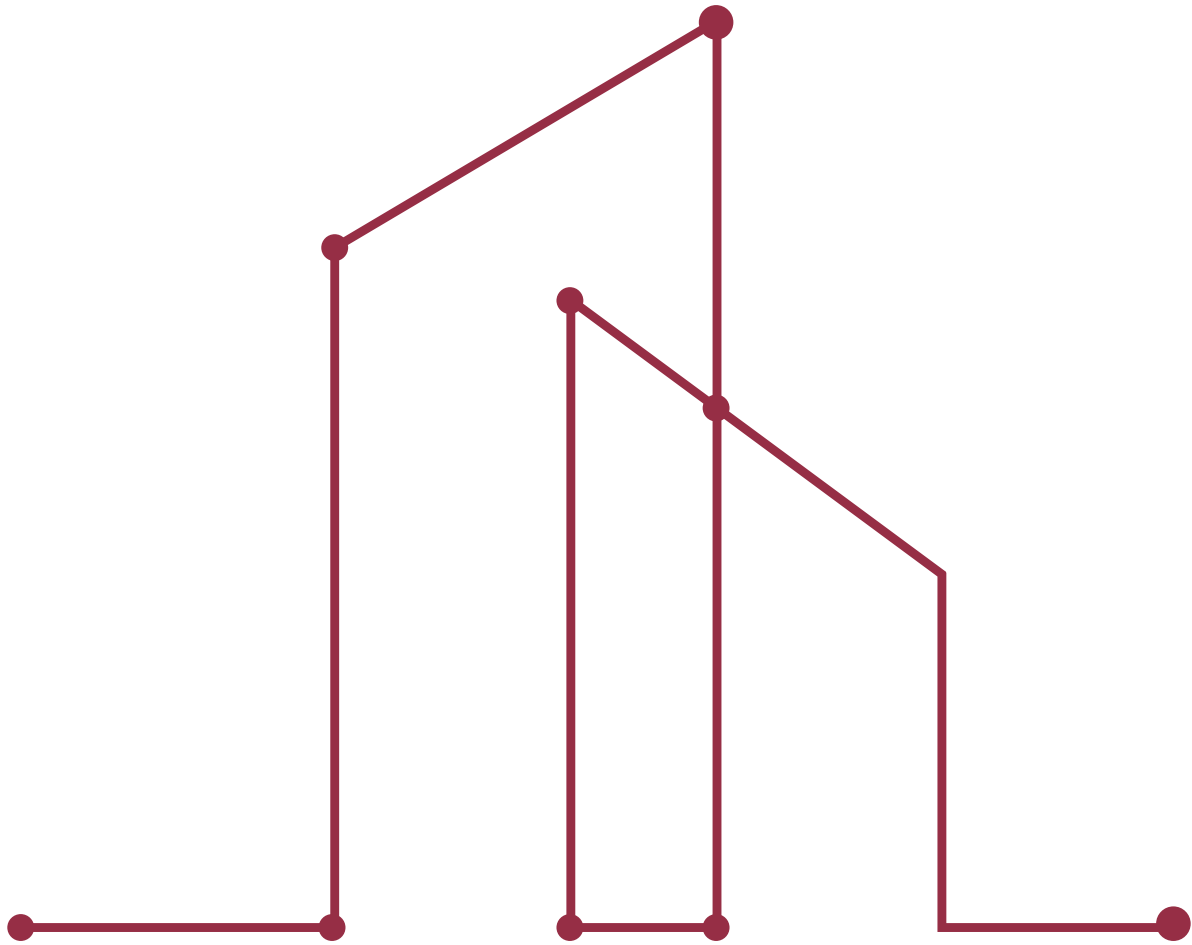


# CONNECT



Say Hello to  
Bangalore's new future



# From the ED



Concorde Group stands on a foundation of the strong values embedded in its DNA. As a group, we have a proven track record, synonymous with exploring and developing new housing markets. We were first to identify and provide homes at Electronic City, Bengaluru, and have been recognized as the first adapters of technology in our construction techniques. With increased commercial settlements, upgrades in infrastructure and better job opportunities for residents, the city is witnessing an upswing in demand for luxury housing. Our projects are need and concept-driven and we always work towards exceeding our customer's efforts.

The affordable segment of housing has taken a big push, with the government helping us out with tax benefits. Customers too have an upper hand now, ever since the reduction in GST - from 5% to 1% - from the 1st of April. We have three projects in the affordable housing segment, with two scheduled for launch at the end of this year and one next year.

We have also forayed into concept-driven projects, aside from regular housing projects. Concorde Hillcrest proved to us that plotted developments with a weekend home facility are in demand among the youth. We think such projects will always have an edge over apartments because they are more affordable, and people who buy apartments are mostly end users. People looking for a good investment can afford these projects which also have good appreciation potential.

In the foreseeable future, we are entering the affordable housing and commercial spaces. We are also looking for some good land parcels to develop our other projects at prime locations in the city.

We don't want to pressurize ourselves by competing with the rest, only to lose our way in the process. This market is tough but lucrative and we want to focus on one thing at a time. In the next five years, we're looking at the projects we have and are coming up with more projects under the sectors we see good potential in.

**Mr. R G Anil**

*Executive Director, Concorde Group*

# What Drives Us

At Concorde, we're constantly improving ourselves to deliver more to our consumers. Our plans, our approach and all our efforts are with an eye to the future: one where people come to expect better designs for better spaces where they can live a better life. We want to transform the face of real estate in Bengaluru into one that's defined by trust and transparency, so that customers can look at us and be assured of the quality in any offering we provide them with.

Trust and transparency start at home; or in our case, our company. We believe in an inclusive work environment where people have the freedom to think and voice their thoughts without the shackles of bureaucracy. We strongly advocate the open-door policy at work so that people across levels and departments always someone to share opinions with and learn from. This culture helps us breed the right mindset and the right approach at work, that helps us move towards the future we've imagined.

We understand that both these qualities can only be truly built with a commitment; not only to ourselves but to those who support us and walk with us. To truly build a relationship with customers, we must deliver on our word, which is why we value punctuality in every sense – be it punctuality at work to optimize outputs without any wasted effort, or punctuality in delivering on our promises to our customers and stakeholders so that they can make the most of life at the earliest.



# Project Progress

**Concorde**  
**EPITOME**  
*Exquisite Living*  
Electronic City Phase 2

Concorde Epitome, our next main project in Electronic City, Phase 2, is shaping up beautifully with rapid work being done to complete the spacious compound and the grand entrance area.



Shot on-site, 30<sup>th</sup> June 2019

CONCORDE  
**springmeadows**  
Hesaraghatta Main Rd,  
Off Dasarahalli Metro Station

Concorde Spring Meadows, our High IQ project, is also running on par with our estimated timelines; with a few floors already complete.



Shot on-site, 30<sup>th</sup> June 2019

**Concorde**  
**Napa**  
*Valley*  
KANAKAPURA MAIN ROAD

With our ready-to-move-in villas being developed and presented on time, more families are feeling at home at Concorde Napa Valley - Bengaluru's largest Smart Neighbourhood.



Shot on-site, 30<sup>th</sup> June 2019

# Project Progress

**Concorde**  
**Hill Crest**  
ON NH-7, CHIKKABALLAPUR

Concorde Hill Crest, our plotted development project, is witnessing a rapid completion pace. The grand entrance archway is almost complete while work on the inner pathways continues in full swing.



Shot on-site, 30<sup>th</sup> June 2019

  
CONCORDE  
**LUXEPOLIS**  
#1 Bull Temple Road

We're building the foundation of Concorde Luxepolis, #1 Bull Temple Road's new iconic landmark. Construction is in full swing and is expected to be completed well before time.



Shot on-site, 30<sup>th</sup> June 2019

# Real Estate Trends

As India forays into a new investment model, its success will depend on an efficient regulatory system that can ensure everyone's best interests. The real estate sector has traditionally been fragmented between developers. It is now witnessing a shift in consumer preferences, with rising investor interest. Real estate developers are now getting more organized and transparent to leverage market opportunities. The sector's growth is complemented by the rise of a corporate environment, which has led to a demand for office spaces as well as urban and semi-urban accommodations. This industry is passing through regular business cycles, riding the peaks and troughs, and now looks set for a skyward path soon. From 2019, things will evidently change for the better as a result of the government's schemes and practices. By 2030, the market is estimated to be worth \$1 trillion.

The government's announcement of 'Housing for All by 2022' is the other significant factor propelling the residential real estate market. This initiative has also driven the trend of affordable housing. With the government's incentives like tax benefits for builders and GST reduction, it's expected to give a shot in the arm to sales in the residential sector in the months to come. As income levels are rising, affordable housing is an opportunity for all to buy or invest in real estate. The government's moves like affordable housing and sustainable development would directly benefit customers, ensuring smooth and strong relations between builders and homebuyers.

In this year's new budget, the government also reduced the interest on affordable housing from 2 lakhs to 3.5 lakhs for a house valued at 45 lakhs. This will stimulate the demand for affordable housing and help first-time homebuyers immensely.



## THE NEW ERA OF TRANSPARENCY

To redress the grievances faced by the real estate sector, RERA has introduced measures that ensure greater transparency between buyers and developers. The Real Estate (Regulation and Development) Act, 2016, (RERA) was passed by the Parliament in March 2016, but its execution started effective in May 2017. The authority promotes credible developers and weeds out unauthorized ones. As it stands, most states and Union Territories have notified their RERA rules, with some of them having active online portals which will provide an opportunity to home-buyers, builders and authorities to exchange views.

## THE ROAD AHEAD

The Securities and Exchange Board of India (SEBI) has given its approval for the Real Estate Investment Trust (REIT) platform which will allow investors to invest in the Indian real estate market. The Indian real-estate developers' debt burden has more than tripled over the past decade, from ₹1.2 trillion in 2009 to ₹4 trillion in 2018. NBFCs have been investing money since, yet liquidity has begun to dry up. In the coming year, investment in public equity and Income Priority Units (IPUs) will be quite challenging.

The Indian real estate market was waiting for the outcome of the General Elections this year with bated breath. Now, with the budget expected to give a fillip to the real estate sector, let's keep the fingers crossed and get ready to welcome a stable policy at the centre so that the sector can once again see healthy and wholesome growth for a longer period.



# Employee Speak



**Mr. Ajaz Ahmed,**

*Vice President - Projects & Engineering | Concorde Group*

## **HOW HAS YOUR JOURNEY WITH CONCORDE BEEN?**

I joined Concorde Group 17 years ago. This was around the time when the company began developing real estate projects, and I was involved more positively from 2004 when our first project, Silicon Valley started. I've always had the freedom to think, ideate and make decisions on every project I have been involved with, which has helped me grow with the company.

## **WHAT CHANGES HAVE YOU SEEN IN THE COMPANY AND THE REAL ESTATE MARKET DURING YOUR TENURE WITH CONCORDE GROUP?**

From 1998 to 2002, we focused on plot developments and entered the residential space only in 2004, with Silicon Valley, the 230-villa project in Electronic City. We were among the first to introduce the aluminium formwork system for homes with Concorde Manhattans, a landmark 1,000-unit project where we delivered almost 1.6 million sq. ft. in built-up area. This project was a resounding success due to its location and pricing. The construction technology used in the project was being adopted by very few developers in Bangalore.

## **WHAT WAS THAT TECHNOLOGY?**

We brought the Aluminium Formwork system from Malaysia which helped us complete Concorde Manhattans on time. It is a system formwork made of Aluminium Alloy modular in nature, which was customised to suit our architectural plan. Structurally it is a shear wall construction technique where an entire floor can be built in a 10-12 day cycle.

## **IT IS SAID THAT CONCORDE PRIMARILY FOCUSES ON THE RESIDENTIAL SEGMENT. WHAT ABOUT THE COMMERCIAL SPACE?**

Yes, our strength is residential but off late, we are looking at the right opportunities to venture into commercial space. Till date, we have developed around 1 million sq. ft. in commercial spaces.

## **CAN YOU HELP US UNDERSTAND THE CONSTRUCTION METHODS USED BY CONCORDE?**

Construction methods are purely project-based and the same methods can't be used across all projects. They must fit each project's conditions and budget. That's why we are open to new technologies that enter the market. We were only the second developer in Bengaluru to adopt the Plass Wall Technology from Philippines, in 2013. We were also the first to use Aluminium Formwork system in our villa community project, the Concorde Napa Valley. With it, we delivered 600 villas in 2 years.

## **IN A MARKET WITH MANY DEVELOPERS AND NOT ENOUGH LAND, WHAT ARE THE CHALLENGES THAT CONCORDE IS FACING AND HOW IS IT TRYING TO DIFFERENTIATE ITSELF?**

We are selective about our projects and for years we have committed only to what we can deliver. We complete our projects on time without litigations from clients or other stake holders in the project. Despite regulations like RERA, we professionally continue to do our job because we are confident about our model. Only those who are not compliant with the incumbent policies need to worry. We are transparent, professional and comfortable in our space, and are planning to launch four to five projects in the next year.

## **WHAT ARE YOUR PLANS FOR THE NEXT 5 YEARS?**

We are planning to launch 3 million sq. ft. and expand over the next year and going forward, plan to maintain and upscale every year, depending on the market conditions.

## **WHICH WAS THE MOST CHALLENGING PROJECT OF CONCORDE THAT INSPIRES YOU TO THIS DAY?**

Twelve years ago, it was Concorde Manhattans, a 1000-apartment project in Electronic City. This was challenging and special because at that point in time, 1000-apartment projects were very few and the size of the project was quite huge for a company in the early stages of its business.

## **HOW IS CONCORDE DIFFERENT FROM OTHER COMPANIES FOR EMPLOYEES?**

At Concorde, we provide our employees the freedom to express and never suppress their ideas. We discuss and brainstorm and once we form solutions through consensus, we go ahead with them unquestioningly. We believe that it is our responsibility to provide employees with a conducive environment and be responsible for their success. By giving them the freedom to innovate, we ensure they are an integral part of the Concorde family and don't want to go elsewhere.

## **YOUR LUXURY SPACES HAVE A HUGE FOCUS ON STYLE AND ARCHITECTURE BUT WHAT IS IT THAT MAKES THEM SAFE?**

Structures are important in every project. We spend time in conducting extensive studies on soil and understanding loading patterns first. We make sure we follow the newly-released building codes. Our structural engineers evaluate our construction and peer review consultants double check it.

## **APART FROM THE AMENITIES, WHAT ELSE ARE WE OFFERING CUSTOMERS AND WHAT ADDITIONAL FACILITIES FOR EASE OR COMFORT CAN A CUSTOMER EXPECT IN THE LUXURY SEGMENT?**

Luxury has different definitions but specifications will definitely be higher with top-notch amenities being a must. With Concorde Luxepolis, the differentiator is the location and amenities like infinity pool, sky gym, mini theatre etc. The common area and recreational area per sq. ft. of SBA is also comparatively more. We are also providing smart homes and comfortable parking spaces with 2 car parks per flat.



# Events

## CHANNEL PARTNER MEET

Our channel partners are pivotal to our success and we took another chance to show all of them, in the BRAI South section, how much we value them at our Channel Partner Meet at the HHI Hotel.

Date: 11<sup>th</sup> June, 2019



# Events

## DADDY'S DAY OUT

We celebrated Daddy's Day Out at Concorde Napa Valley where we welcomed almost 200 people at our special Father's Day, giving all kiddos got a chance to show off 'Whose daddy was the bestest'!

Date: 16<sup>th</sup> June, 2019



## OPEN HOUSE

We invited new and existing customers to an exclusive Open House, where we showcased our latest project, Concorde Epitome, in Electronic City, Phase 2.

Date: 28<sup>th</sup> April 2019



# Customer Testimonials

“

My search for the perfect home came to an end the moment I set my eyes on Concorde. I got to choose the type of villa I wanted and the entire journey, from planning to settling in was made easier by Concorde Group.

- *Ranganathan*

Villa No. 650, Concorde Napa Valley

”

“

As a regular investor in real estate, I am always looking for the right project. When I learnt of Concorde Hill Crest with its competitive pricing, I jumped at the opportunity to be a part of Chikkaballapur's rising future.

- *Avinash*

Plot No. 8, Concorde Hill Crest

”

“

The property is amazing, and I fell in love with it at first sight. It is located in a prime location that's very close to Namma Metro, schools and hospitals in the area. All the staff, at Concorde, is courteous, helpful and highly professional. We are extremely happy to join the Concorde family.

- *Ravi Hegde*

A 101, Concorde Spring Meadows

”



# CSR Initiatives



Concorde Luxepolis has today become an iconic landmark that's symbolic of the rich heritage of #1 Bull Temple Road. However, this heritage is truly symbolized by the 102-year old Cycas tree that has stood the test of time and witnessed the evolution of life here. It is today a memoir of the rich history behind this iconic location. That is why we - as part of our endeavours with Akanksha - have ensured this tree, this landmark, continues to stand tall for years to come by translocating it to a designated plot of land in the Luxepolis premises.



# Upcoming Project

Buoyed by the success of Concorde Napa Valley and the increasing demand and recognition for affordable homes with high quality features, amenities and technology, we are proud to introduce another upcoming project in the pipeline for the same vicinity.

We are currently planning a new housing project at Kaggalipura, near Kanakapura Road. This triple tower structure will contain 588 units, housing spacious 1, 2 and 3BHK homes and a clubhouse with state-of-the-art amenities like gym, swimming pool, yoga and aerobics room, indoor games, a multipurpose hall, guest rooms, a jogging track and a playing area for kids. Those with big dreams will find this a perfect fit for their future.



## Coming Soon

---

Cramped spaces, boring views and simple houses are no longer your only choices. If you've felt this way, it's time for a breath of fresh air. Choose a home in Concorde Auriga, at KR Puram Road, where you get 90% open spaces, uninterrupted lake views and optimized natural lighting in your home. With a three-storeyed clubhouse, rooftop infinity pool and many other lifestyle, security and home management services, you will be able to live a far better life in ways you never thought of.

Stay tuned for our pre-launch of this exclusive property.



# COME HOME TO A CONCORDE HOME

Corporate Office  
#46 I A, 1<sup>st</sup> Main Road, 3<sup>rd</sup> Phase, J. P. Nagar,  
Bengaluru, Karnataka, India - 560 078