

CONNECT



#StayHomeStaySafe

From the ED



WHAT ARE YOUR VIEWS ON THE CURRENT CRISIS SITUATION?

The outbreak of Covid-19 and its rapid spread across the globe has taken many by surprise. Businesses, communities and Governments are gradually coming to terms with the seriousness and severity of the situation. With the breakdown and chaos that this global pandemic has caused, we can expect growth to be muted in the coming financial year.

Economies the world over have taken a severe hit. Many countries are likely to go into recession come July. Most industries, including Travel & Tourism, Food & Beverages, Consulting, Textile, Auto, Manufacturing, IT, and others, have been severely affected. This will result in an overall slowdown in demand, which will eventually affect Real Estate.

However, India seems to be managing the situation better than most countries. The 21-day lockdown will hopefully prevent community spread of the virus and will help us get back on our feet a little quicker. But this lockdown is expected to cost approximately USD 120 Billion, or around 4% of India's GDP (as assessed by Barclays). Hence, we are seeing this quarter to be very badly hit, some kind of stabilisation in the next quarter, and hopefully we should see some recovery in Real Estate sales post-Diwali.

WHAT DO YOU THINK ABOUT THE RELIEF MEASURES ANNOUNCED BY THE GOVT.?

The relief measures rolled out by the Govt. - the temporary halt on EMIs, lowering of rates, infusion of liquidity into the system, and the assistance package worth INR 1.7 Lakh Crore, to provide direct cash transfers and food security measures for the poor - are all good steps that will help secure those who are likely to be hit the most by this crisis.

WHAT ARE THE STEPS TAKEN BY CONCORDE TO TACKLE THE SITUATION?

We realised quite early that there was a lot of misinformation going around, that was causing more panic than the virus itself. Hence, we had conducted awareness programmes at project sites and at our offices, which were aimed at educating our staff, vendors and contractual labour about the importance of hygiene and social distancing. We had sanitized both the head office and all site offices, and provided hand sanitizers and masks. We had even provided safe commuting options for our employees. Project sites were paid special attention to. We had medical camps and actively screened all visitors.

Another important step that we have taken is to provide for the contractual labour that are stationed at our sites. We are providing them with Rs.800 per person, per week, to help them tide over their requirements during these difficult times. We have even tied up with local grocery suppliers for supplying grains, daily provisions, etc., so that our people don't have to step out.

HAS THE CRISIS MADE YOU CHANGE THE WAY YOU GO ABOUT BUSINESS?

Oh definitely the crisis has had an impact on the way we do business. We are having to try out various new things, which we had never imagined we'd ever try!

For example, our entire Marketing Department is working from home! We are encouraging our customers to undertake virtual site visits. We are collaborating with our partners to create more digital assets, such as virtual walkthroughs. Our sales team is focusing on devising online closure strategies. Technology has leapfrogged its way into the spotlight, as an enabler and a unifier. We are seeing online closures happening, due to which our overall sales haven't taken as hard a hit as we were anticipating they would.

We are also having to deal with how to keep a remote workforce motivated. Our ability to collaborate is emerging as the critical factor, not only within the organization, but also at the CREDAI level, where we are coming together to petition the Govt. for industry reforms and stimulus measures.

WITH REVENUES IMPACTED IN THE NEAR TERM, ARE YOU TAKING ANY MEASURES TO REDUCE COSTS?

We are taking several steps to conserve cash. We have decided to take a company-wide pay cut, including promoters, to help the company tide over these tough times. We've had to take this call so that the company can come out of this sudden downturn and resume operations like before. The scenario is similar across companies and industries.

With Real Estate developments requiring deployment of large volumes of stock and machinery, we are also focusing on risk management practices and policies to ensure better efficiency and profitability. Cash flow management is critical to ensure requisite liquidity.

THE CRISIS HAS HIT CERTAIN SECTIONS OF THE SOCIETY HARDER THAN OTHERS. ARE YOU AS AN ORGANIZATION PLANNING ANY INITIATIVES TO GIVE BACK TO SOCIETY IN THIS TIME OF NEED?

CSR has always been a strong focus for us at Concorde, even before the crisis. We have an ongoing community initiative - Sparsh - through which we provide for the nutrition of those in need. We have now taken the decision to expand the scope of this initiative to cover medicines as well.

Even our employees have come forth expressing their desire to contribute to the society at the time of this crisis. We are in the process of setting up a crowdfunding initiative, which will collect funds that could then be used for appropriate purposes to help alleviate the crisis.

WHAT BUSINESS STRATEGY ARE YOU FORMULATING FOR BOTH THE NEAR AND MEDIUM TERM, TO HELP THE ORGANIZATION TIDE OVER THIS UNPRECEDENTED SITUATION?

Right now, everyone is panicking because they are unsure about how the situation will unfold. We are anticipating a slowdown in the near term, but we would like to assure all our stakeholders – employees, customers, investors, vendor and contractor partners – that their interests will be safeguarded. We will stand with them. And together, we will emerge stronger from this crisis.

For our customers, we are devising various measures like Price Protection Plans and Concorde Appreciation Assurance to help protect them in these tumultuous times.

For our employees, we'd like to assure that the company is only growing stronger. We are slated to strategically launch 8 or 9 projects in the coming financial year.

For our investors, too, there's heartening news. Our sales have doubled over the past two quarters and topline has moved up by 70%. The new projects that we have lined up will have a total marketable area of over 1.5 million sq.ft. We are in a constant dialogue with our banking partners towards helping fund construction activities at sites, so that we can honour pre-decided milestones and improve our collections.

We are using this time of crisis to fine tune our strategies and set in place processes that will transform us into a systems-driven organization, that is much nimbler and adaptable, and catapult us on the next cycle of growth.

CLOSING THOUGHTS...?

The world is reeling from the impact of the Coronavirus. These are truly unprecedented times. But we have to stay strong.

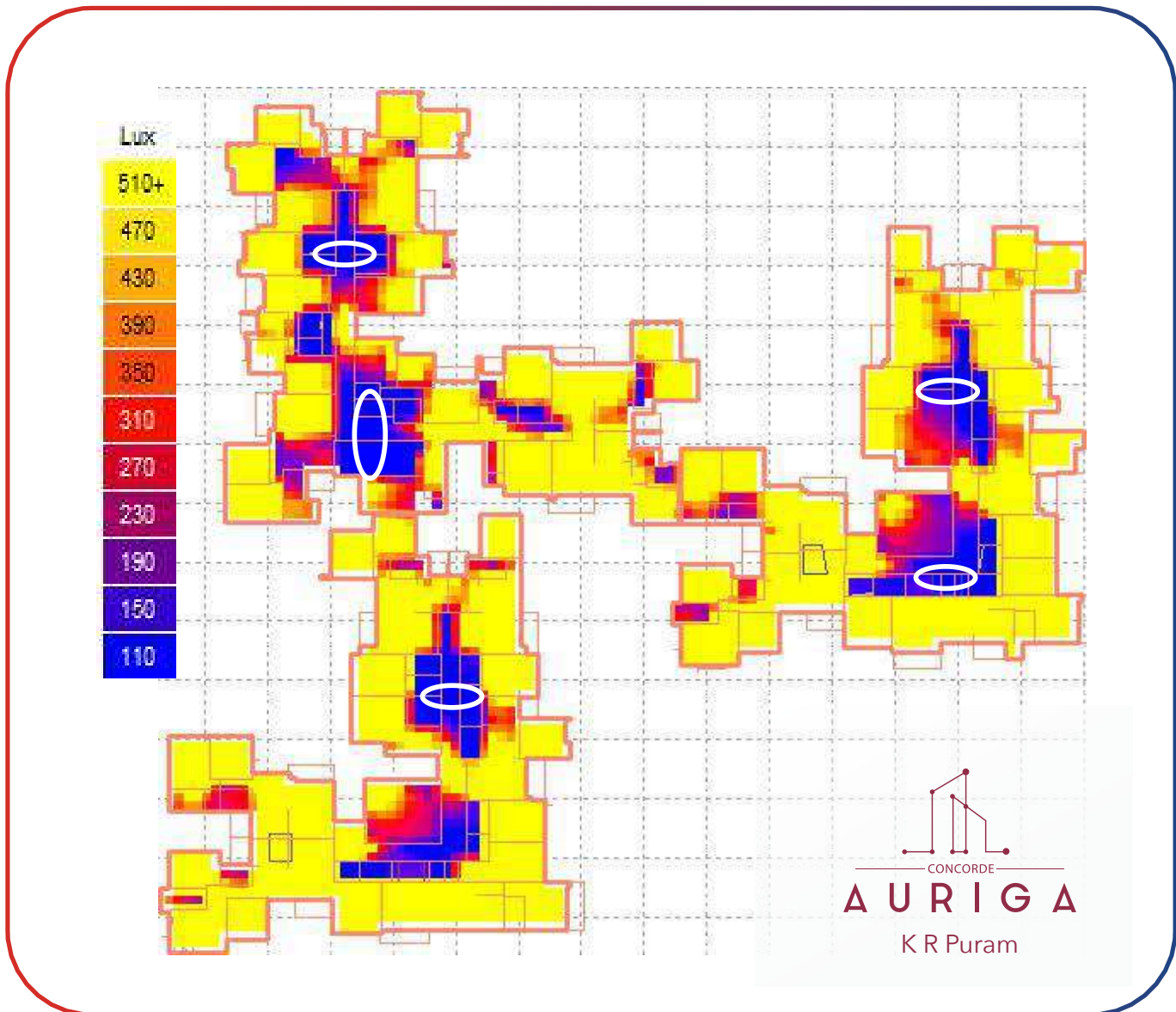
I recommend everybody to take every precaution possible. Do not take this situation lightly. Do practise social distancing. Stay home and stay safe.

Mrs. Grishma Reddy

Executive Director, Concorde Group

New at Concorde

STRUCTURE DESIGN BASIS SUN PATH ANALYSIS AT CONCORDE AURIGA



In line with our tradition of continual innovation, the Concorde Group brought in a revolutionary design methodology – Structure Design basis Sun Path Analysis – when envisaging the building structure of Concorde Auriga.

The Sun Path Analysis was conducted across different times of the day, across different seasons, with a virtually modelled building structure. The analysis enabled us to create a structure where each tower gets shade at different time intervals of the day, over different seasons, without any tower obstructing access to sunlight for neighbouring towers.

New at Concorde

Sauvignon

Ultra Luxurious Villas at Concorde Napa Valley

KANAKAPURA MAIN ROAD

SAUVIGNON VILLAS AT CONCORDE NAPA VALLEY



Deriving their name from the eponymous white wine grape, the Sauvignon Villas are 18 ultra luxurious villas at Concorde Napa Valley. Each villa is built on a lavish plot of land, and has a unique standout feature – expansive lawn / terrace / separate servant quarters / multiple car parkings. The finishings can also be customised to an individual's taste. The Sauvignon Villas also boast of eco-friendly features, like green hedge, multiple energy and water conservation measures, and car charging point.

EARTH & ENDEAVOUR

EARTH & ENDEAVOUR - UPCOMING GATED PLOTTED DEVELOPMENT IN SOUTH BENGALURU

After the success of Napa Valley, Concorde is now coming up with yet another gated community project on Kanakapura Main Road - Earth & Endeavour.

Project Progress

Concorde
Hill Crest
ON NH-7, NORTH BENGALURU

The plots are **ready for registration** and will be handed over soon.



Shot on site, 31st March 2020


CONCORDE
LUXEPOLIS
#1 Bull Temple Road

The finest living experience known to Bengaluru is taking shape, and is progressing as planned.



Shot on site, 31st March 2020

Concorde
Napa Valley
KANAKAPURA MAIN ROAD

Over **550 families** have already moved into Bengaluru's largest smart villa community, and are enjoying the villa life!



Shot on site, 31st March 2020

Project Progress

Concorde
EPITOME
Exquisite Living
Electronic City Phase 2

The homes have been **handed over** to the residents who are now enjoying exquisite living in Electronic City.



Shot on site, 31st March 2020


CONCORDE
AURIGA
K R Puram

Construction is in full swing and the project development is proceeding according to plan.



Shot on site, 31st March 2020

CONCORDE
springmeadows
Hesaraghatta Main Rd,

The project is progressing at good pace. And with it, the dreams of many a family, to begin living the better life are also gathering pace! The homes should be **ready to move-in by Dec 2021**.



Shot on site, 31st March 2020

Real Estate Trends

INVESTING IN REAL ESTATE MAKES REAL SENSE

With the financial markets the world over taking a big tumble, with equities and equity-linked investment instruments like Mutual Funds, SIPs and ETF crashing through the floor, with prices of currencies and commodities like Gold, Silver, etc. seeing wild fluctuations, and with many a bank going belly-up for one reason or the other, Real Estate has once again emerged as a safe, stable and secure investment. Here are a few reasons why one should opt for investing in Real Estate:

- 1. Returns with Low Volatility:** Over the past 5 years, Real Estate has delivered a similar or higher rate of return when compared to equities or bonds, with extremely low volatility.
- 2. Real Asset:** Real Estate is not paper money, it's an asset you can hold tangibly, increasing its reliability.
- 3. Rental Yield:** The rental yield from real estate is much higher than returns on any traditional sources of investment.



Employee Speak



Kranti Alladi

Head, Marketing | Concorde Group

HOW DO YOU SEE THE SCENARIO UNFOLD POST THE PANDEMIC?

The time post pandemic will be crucial for businesses across industries, especially so for Real Estate. Most home buyers will put off their decision due to the uncertain atmosphere. People will choose to be risk averse, due to a lack of clarity.

HOW ARE YOU PLANNING TO TACKLE THIS SITUATION?

Managing the cash flow during this time will be the most important factor. This one factor will allow us to continue our marketing activities without much hinderance. But given that ROI and COA both are likely to get impacted adversely due to the prevailing sentiments, we will have to be innovative, both in what we offer to our customers and how we communicate the offers to them.

DO YOU HAVE ANY SUCH PLANS IN THE OFFING?

We have created Price Protection Plans for our customers. We are also offering the Concorde Appreciation Assurance, through which we would like to add our own brand equity to give our customers further conviction to make a decision.

We are increasing digital engagement with our customers and encouraging them to take an educated decision. We are sharing digital assets with them towards this end. The entire focus is on online closure strategies.

BUT YOU DID SAY THAT BUYERS ARE LIKELY TO BE OVERLY CAUTIOUS. HOW DO YOU PLAN TO DEAL WITH THAT?

It's natural for people to be cautious in these times. But we are in the process of putting out a campaign that shows how Real Estate is the ideal investment avenue in today's scenario.

INTERESTING. SO TELL US...WHY INDEED REAL ESTATE DURING THESE TIMES OF LOCK DOWN?

To be very honest, conventional thinking does dictate that you should hold your decision till the scenario clears up. Yet, any clever investor who is observing the current market will tell you that buying of real estate during this time could actually be the smartest move you could make. Here's why:

Paucity of Demand: With an overall scarcity in demand, most developers are currently offering low rates, lucrative payment plans and additional offers resulting in lowering the cost of property. Customers could get deals where the current price is as low as the launch price!

Reduction in Repo Rate: The RBI's announcement to reduce the Repo Rate by 0.75% will reduce the interest rates for home loans.

It's a combination of these factors – unheard of rates, offers, payment plans, low rates of interest on loans – that make this the right time to invest in Real Estate to gain extensive returns in the future.

CSR Initiatives

CONCORDE CARNIVAL

Concorde Carnival was held on 18th Jan at Concorde Spring Meadows. It saw enthusiastic participation from the children of our customers. The children took part in a Drawing Competition and showcased their artistic talent.



CSR Initiatives

AWARENESS PROGRAMME AT WORKERS COLONY

We had organised a Health Check-up and Awareness Programme on COVID-19, on 20th March, at the Workers Colony of Concorde Napa Valley.



Date: 20th March 2020

CSR Initiatives

COVID 19

We utilized our Social Media channels to regularly communicate with our audience, creating awareness around the pandemic, informing about the precautions to be taken, dispelling myths, and imploring everyone to practice social distancing.



Date: 20th March 2020

Customer Testimonials

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Concorde Auriga ticked off all my requirements. The floor plans are very well designed with attention to minute details. What I love the most, though, is that Concorde have managed to include the Pooja Room. Most Teir-1 properties I had checked out earlier didn't have it. Even the customer service is quite good. This property is definitely value for money.

- *Mr. Shashank*
C-1104, Concorde Auriga

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Concorde Auriga has an absolutely perfect site. I had never imagined such a stunning lake view home well within my budget! Even the sales staff was extremely courteous and responsive. I'll expect the same levels of service even in the future.

- *Mr. Srikanth*
C-503, Concorde Auriga

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I had an extremely pleasant experience while booking a home at Concorde Spring Meadows. The Concorde sales team was very knowledgeable and helpful. I'd like to thank Mr. Kumar and Mr. Vikram Gowda (Sales Team), Mr. Ashok (Loan Team) and Mr. Rajeev (CRM Team) for helping me book my dream home.

- *Mr. Sanath Anchan*
C 704, Concorde Spring Meadows

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I have recently booked my 3BHK home at Concorde Spring Meadows. The prime location, Hesaraghatta Main Road, is very convenient as it is quite near to the Metro. And with the reputation that the Concorde Group has, of adhering to project schedules, the construction is going on at a brisk pace. I'm happy that I booked my home at a far more reasonable price compared to any other project in the vicinity.

- *Mr. Bharath Nayak*
D 503, Concorde Spring meadows

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Customer Testimonials

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What I love most about Concorde Hill Crest is the location, which has greenery and hills on all sides! The property is located right on the NH7, and is only a 35-minute drive from Bengaluru Airport. It's a great investment with tremendous growth potential. I'd like to thank Mr. Mohammed Tanzeem and Mr. Sreekanth from the Sales Team. They are extremely professional, very insightful, courteous and helpful, and completely transparent in their dealings. To date, everything from the booking, payment plan, registration, etc. went off without a hitch. I would love to recommend Concorde to others.

- *Mr. Ankit Mehrotra*

Plot No - 143, Concorde Hill Crest

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Concorde Napa Valley is a truly amazing. It is easily the best gated villa community project on Kanakpura Road, giving you wide open green spaces all around your villa. The project is very well maintained overall, with nice landscaping all around. In spite of being right on Kanakpura Main Road, you can enjoy a calm and quiet neighbourhood. The Concorde staff, Mr. Pranay and Mr. Rajath are very helpful and friendly. It was a pleasant experience dealing with them.

- *Ms. Preety Sharma*

Villa No. 608, Concorde Napa Valley

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I always wanted a home that was quiet and serene. Away from the noise, dust and chaos of the city, yet not too far from the city limits. I found all that at Concorde Napa Valley. Spread over 110 acres, with around 600 villas, you get amazing lung space here! With wide, well-lit roads inside, you feel totally safe walking outside even at midnight. There is ample greenery and open areas around for one to walk their pet. The other residents I've interacted with are very friendly. There is a sense of community in living here. The Club, when ready, is apparently going to be one of the biggest around. And the best part of all of this is reasonable pricing of the villas! Also, a big thank you to Mr. Rajath and Mr. Nandeesh for their patience and professional attitude. They were totally transparent and went above and beyond to meet my requirements during the booking process.

-*Mr. Sriram Krishnan*

Villa No. 577, Concorde Napa Valley

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Events

SANKRANTI AT CONCORDE

We had a special Sankranti Get-together, as a part of Concorde Joyosphere, on 19th Jan at Concorde Spring Meadows. All existing customers were invited to the site to take part in the grand festivities.



Date: 19th January 2020

POT LUCK

On 20th Jan the employees of Concorde had a special festive Pot Luck to celebrate Sankranti. Each employee had got festive food and everyone ate together leading to a gala celebration.



Date: 20th January 2020

Events

AURIGA BHOOMI POOJA

Bhoomi Puja was conducted at the site of Concorde Auriga on 2nd March. The auspicious occasion marked the beginning of the project construction. We are sure the blessings of all those in attendance will ensure the construction progresses at a rapid pace.



Date: 2nd March 2020

WOMEN'S DAY

On the occasion of Women's Day, all female employees of Concorde Group were treated to a special Ladies Lunch at Déjà vu Restaurant, which was followed by cake cutting.



Date: 8th March 2020

Events

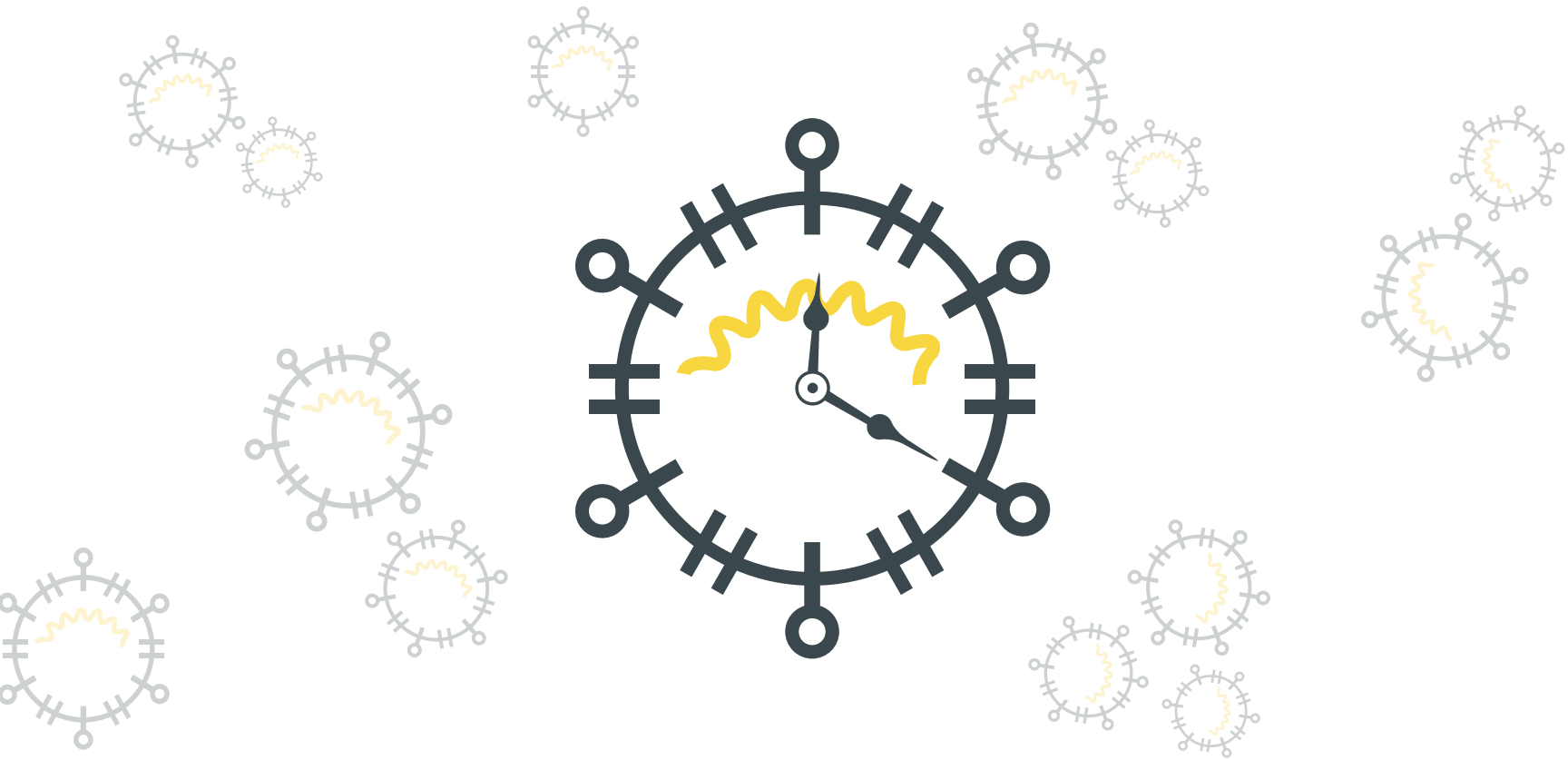
HOLI AT CONCORDE

Concorde employees celebrated Holi with full festive fervour. There was lot of fun, with the colours uplifting everyone's spirits and delicious snacks charging everyone with energy!



Date: 10th March 2020

The Hour of Help



HELP THE VICTIMS HELP BEAT THE VIRUS

Help the victims recover. Donate for their nutritional and medical aid.

Through Sparsh - Concorde Group's CSR program - all donations will be given to the COVID-19 victims who are fighting for survival and used to safeguard the ones at risk.

Call 080 61314400
to donate and know more.