

# CONNECT



An **auspicious**  
**future** awaits

# Chairman's Desk



B.S. Shivarama, is a pioneer who has earned the respect of his peers in the industry due to his incisive approach to work, his expert acumen and his utmost dedication to set the highest benchmarks in excellence with thorough discipline and hard work.

With a Master's degree in Arts, B.S. Shivarama was once a professor. This experience imbibed in him an approach to work that's driven by idealism, virtues and a dogged determination to shape the world. His foray into real estate exposed him to the lack of transparency that continues to plague this industry.

Impacted by this experience, he set out to change the way the industry is perceived and redefine standards for others to follow. Today, he has become the motivational force behind the success of Concorde Group. Under his leadership, we were the first to introduce luxury villas under 1 crore and the first to use the Korean Kumkang kind aluminium formwork system in our homes.

He has led the way and shown us how to build a world-class company while being straight and precise as an arrow. With him at the helm, we are well on our way to becoming the most respected real estate brand in Bengaluru.

# New at Concorde

## HIGH IQ HOMES

At Concorde, we're creating homes that offer superb appreciation potential, give you a total lifestyle upgrade, afford you the utmost convenience with great connectivity options. The above parameters are what make our homes, High Investment Quotient Homes; with superb appreciation potential. Buying or investing in them is symbolic of those with a keen eye for potential and a High IQ themselves.

Like our latest offering, Spring Meadows, which offers you attractively priced spacious homes with modern amenities and excellent connectivity. It is located at Hesaraghatta Road, a rapidly developing area that has everything; from educational institutions to entertainment to quality healthcare within easy reach. All of these make it our latest High IQ Home that's sure to increase in value over time.



## WEEKEND HOMES

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, enjoyable time in.

Like Concorde Hill Crest, on NH7 in Chikkabalapur, that's just 30 minutes from the Kempegowda 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 most beautiful parks in the surroundings, Hill Crest gives you the secluded tranquillity of nature while your nestled in the heart of the city.



### SMART HOMES

Imagine a fully automated smart home where all your appliances and electrical functions can be controlled by voice commands. That's exactly what residents of Napa Valley can boast of.

Napa Valley is Bengaluru's first Amazon Alexa enabled fully-integrated smart home. It combines high-end technology with world class features to offer secure and stylish homes for customers.

With digital and wireless home security systems, motion sensing triggers and automated alerts, customers are always assured of their safety.

With personalized rules and automated schedules for lighting and appliance use, customers can live optimally with style.

This is just the first of many smart homes that we have planned for our goal – to create Bengaluru's first smart home community.



### Special Techniques and Innovations Used

Imagine a fully automated smart home where all your appliances and electrical functions can be controlled by voice commands.

# Real Estate Trends

### HOW RERA HAS IMPACTED BENGALURU

The Real Estate Regulatory Act (RERA) has introduced greater transparency, timely project completion and a better development process to real-estate projects. Here's how it has impacted real estate in Bengaluru:

- Allottees are informed about any addition or alteration
- Allottee consent is needed to transfer property rights to 3rd party
- Information about project plans, layouts, government approvals, land title status and sub-contractors is now disclosed
- Consumers are now given more assurances about timely completion and delivery of projects
- RWA is now formed within the specified time, or 3 months post the sale of most units

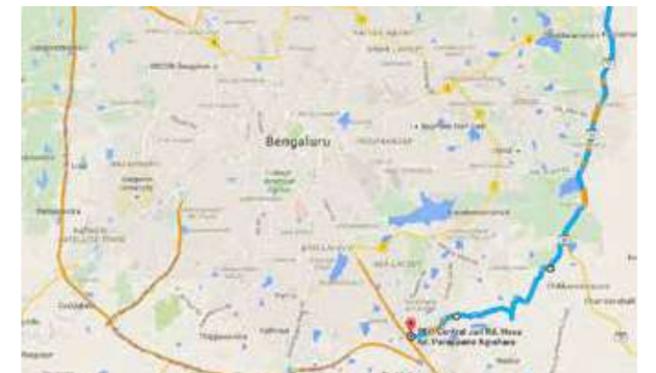
The above factors have boosted the confidence of home buyers, resulting over 45% of them looking to purchase homes, post RERA.

### Infrastructure Development



#### 1. Devanahalli Special Economic Zone

One of Bengaluru's largest SEZs, the Devanahalli SEZ constitutes a Business Park, an IT Park, an Aerospace and a Hardware Park – across a massive land size of over 3300 acres. Its proximity to the Airport has resulted in various MNCs moving to set up technology centres, facilities and office spaces in the Business Park. Over 50 large and mid-sized companies have also decided to move to this area. As per the government estimates of 2008, the total investment in this SEZ is estimated at over Rs. 10,000 crore.



#### 2. Peripheral Ring Road

The much-awaited Peripheral Ring Road is finally going to be implemented by the Bengaluru Development Authority (BDA). To save acquisition costs, this project is going to be converted into an elevated corridor and will span a 65-km stretch. The PRR, spanning all the way from North to South Bengaluru will pass via Electronic City, all the way to Kanakpura Road. It will also be linked to the NICE expressway.

This project is estimated to cost Rs. 13,000 crore.

For more such information, visit <https://www.concordegroupp.in/blog.php>

# Employee Speak



**Kranti Alladi**  
Head-Marketing | Concorde Group

## WORKING AT CONCORDE

Working at Concorde has been a gratifying experience that has kept me grounded even after 15 years. I've never had to question my decision to work here.

## CONCORDE'S MARKET REPUTATION

Concorde stands on strong values that are imbibed in its DNA. It was formed to provide transparency to customers and ease the home-buying process.

We have a proven track record that's synonymous to 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. A classic example is the Napa Valley Project where the Kumkang Kind technology allowed us to provide aesthetically designed robust villas at competitive pricing. Our endeavor is to have every Concorde home owner savor the feel of a 'good buy'.

## MARKETING APPROACH

We are in the process of building a brand that's identified as one that understands the tastes and needs of the next generation. The average age of a Concorde home owner is 30 years and our properties cater to the comforts of these young families. We are encouraging young Bengalureans to buy their first home before their first car as part of our First Home Buyer Initiative.

We are also very conscious about CSR and want to be known as a responsible brand. We judiciously practice our initiatives like Akanksha, that's focused on environment, Concorde Carnival that aims to empower children with a fun-filled approach and Sparsh, our employee initiative to make a difference in others' lives.

## FUTURE ROADMAP

Over the last two years, we've expanded to newer markets in North and West Bengaluru. We have various projects – from uber luxury homes to affordable housing – lined up in the next year across the length and breadth of Bengaluru.

In the next two years, we will have developed and sold over 4 million sq.ft. Our goal is to reach the 20 million landmark in 5 years. Our portfolio is one to watch out for!

# CSR Initiatives



Concorde Group is focused on creating and preserving a sustainable environment. We encourage people to take a pledge to live an environment-friendly lifestyle. For every consumer pledge, we plant a sapling with the customer's name.

Till date, we have planted over 10,000 saplings. This way, we do our bit to ensure that Bengaluru remains green and healthy, in the face of rapid commercial growth.



As an extension of Akanksha's 'Lead to Change' initiative, Concorde Group has partnered with Camlin Kokuyo to organize the Concorde Carnival on Children's Day every year. 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.



Concorde Group's 'Sparsh' initiative is a means to help those in need and spread smiles. We have collaborated with various NGOs under this initiative to make a difference to thousands of lives.

Concorde employees donate a nominal amount every fortnight. This money is used to then buy essentials for the needy, that are then distributed to the various NGOs. Our employees also visit these NGOs whenever they can to spend time with the people there.



# Concorde Community

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I'm deeply grateful to Santosh and his team for their effective handling of queries raised by me and my husband, while booking the Napa Valley contemporary villa. From the first interaction, we've felt special. The team has taken extra steps to guide us throughout this process. Thank you once again. We look forward to a fruitful association with all of you.

*-Lakshmi  
Napa Valley*

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We had many choices of flats from top builders in and around the Tumkur Road metro line but we choose Concorde Spring Meadows because it's an excellent property with good connectivity, great amenities and a range of floor plans to choose from. We are happy to be a part of Concorde Spring Meadows.

*-Subroto Patro  
Spring Meadows*

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I strongly relate with Concorde Group of developers as they understand the customer's sentiments well. I have experienced this during my home-buying journey. From the day I was intimated about the launch of this project, it seemed exciting and promising; even though buying land is a risky and challenging thing to do today, with so many scams and frauds in the market. However, when Concorde Group came up with a plot-only project, I knew my search for a home had ended.

*-Sayelee Gupta  
Hill Crest*

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# Upcoming Projects



CONCORDE

**LUXEPOLIS**

#1 Bull Temple Road

If you have a fine taste and love nothing but the best in life, then you'll feel right at home at Concorde Luxepolis. Better yet, you can make it your new residence and live luxuriously in a fully automated Alexa-enabled home with world-class amenities and state-of-the-art security systems.

With the introduction of Concorde Luxepolis, at #1 Bull Temple Road, a land steeped in history with a rich cultural tradition will now be home to luxury.