

CONNECT



Celebrating success stories
and writing new ones

MD's Desk



For the past 21 years, we have built a foundation of strong values and unshakeable ethics that drive us forward to achieve our goals. We've retained our vision to make real estate transparent for customers and build solid lifelong relationships with them by adding value to their lives and doing it with the right intent, approach and outcomes.

Last year, we found validation in our efforts once again through the strong support we received from customers. We launched Auriga to an overwhelming response, while other projects continue to attract interest at a similar scale. We are proud of our efforts as an organization to achieve these moments and they show us that we are headed in the right direction.

A lot goes into building the kind of trust and equity, as a brand, amongst customers. Our track recording - in planning, building and offering homes that elevate people's thinking and their lives - goes a long way in this. However, we recognize the need to continually evolve as a company. Moving with the times can only come by embracing the new and that is why inclusivity continues to be the focal point of our efforts at work.

We encourage all our employees to freely contribute with their ideas on projects, practices and even policies that define and drive us. We invite ideas at planning, development and management stages of each project and use collective discretion to utilize strengths and achieve great new heights.

This culture empowers employees who evolve with time and stay with us for years; contributing to our extremely low attrition rate by industry standards. Most of our employees have been with us for over five years. Together, we stay united in our vision for the future and committed to moving forward, which is the prime reason for our growth as a company – steady but focused.

The coming year plans to be a promising one for us. With our growing focus on the mid segment in the residential sector, we plan to introduce more offerings that differentiate us from the rest by our quality and our consumers from the others by their choice. With government initiatives continuing to make the sector conducive for consumers, we believe we can work towards our goal of 'a home for all' and create an environment where everyone can not own a home they aspire for but live the lifestyle they deserve.

As we welcome the new year, we take this opportunity to thank those who have helped us cross these glorious milestones. We wish you a Happy New Year and hope the coming year is as fruitful and memorable for you as you have made the last one for us.

Here's to creating a future that's reflects the joy we feel for those we care about... together.

Mr. R. Gopal Reddy
Managing Director, Concorde Group

Success Story

This year saw the launch of a first-of-its-kind project at KR Puram, on Old Madras Road – with homes that are strategically planned and carefully designed to give you 90% open spaces, uninterrupted views of the Yella Mallappa Shetty Lake and optimal natural lighting throughout the day.

We first invited our Channel Partners for an exclusive pre-launch meet where over 150 of the industry's top players were in attendance. This was then preceded by the official launch of the project for our customers which was met with widespread anticipation and great acclaim.

The outstanding reception of this project has resulted in bookings at a rapid pace. We are proud to see our efforts be validated by our customers in such a spectacular way and find this a superb testament to keep doing the same with more delightful offerings in the future.



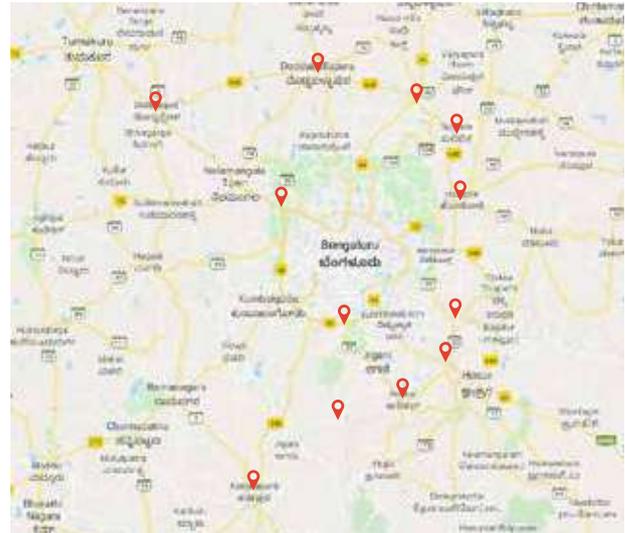
Real Estate Trends

SATELLITE TOWN RING ROAD TO FINALLY BECOME A REALITY

The Central Government has sanctioned the development of the six-lane 204 km-long Satellite Town Ring Road (STRR), that will decongest traffic-prone zones in Bengaluru and connect 12 cities: Hoskote, Devanahalli, Sulibele, Doddaballapur, Sarjapur, Kanakapura, Attibele, Tattkere, Doddespet, Magadi, Ramanagera and Anekal.

Inter-city transport will now become smoother and quicker, connecting major hubs like Whitefield and Electronic City to Kempegowda International Airport and saving valuable time for commuters every day.

This project is estimated at ₹ 5000 crore and 60% of it will be funded by the National Highways Authority of India, while the rest will be funded by the state governments of Karnataka and Tamil Nadu.



ELECTRONIC CITY EMERGES AS BENGALURU'S MOST BALANCED HOUSING AND EMPLOYMENT HUB

Most economic hubs in Bengaluru are where the biggest companies, most jobs and costliest homes are located. You can rarely have one without the others. In contrast, Electronic City is one of those places where housing in high-rise projects is combined with good infrastructure, strong commercial presence and value while also witnessing rapid growth in infrastructure; all without the astronomical costs seen at other hubs.

The IT bloom in Electronic City has turned it into one of the fastest growing markets that has yet to reach its true value potential. Currently it is one of the most promising residential markets with many lifestyle, entertainment and essential services all available extensively. The multitude of residential projects also gives people choices that fit their bill which is difficult to find elsewhere.

Employee Speak



Kranti Alladi

Head, Marketing | Concorde Group

HOW HAVE CONCORDE GROUP AND REAL ESTATE SECTOR GROWN IN THE LAST YEAR?

2019 has been a satisfying year for us. As a team, we rolled out our three-year plans for new projects and efficient human capital. Our top line grew by over 60% in value and we delivered homes to countless families this year. We launched Concorde Luxepolis, Concorde Hill Crest and Concorde Auriga to an overwhelming response from property seekers. We also expanded our presence to North and East Bengaluru and plan to consolidate it with more offerings this year. The team too learned and grew in strength, skills and approaches which made a difference to our success. Overall, it was a highly positive year.

WHAT ABOUT THE PEOPLE AND WORK CULTURE AT CONCORDE GROUP?

The work culture at Concorde is now even more inclusive than before. We continually invite employees to contribute with their ideas in everything we do. We make every major decision at Concorde a collective one. This approach gives us a goldmine of ideas, empowers our employees to grow with the organization, takes unity and teamwork to higher levels and makes us move forward as one entity – a group of likeminded people committed to a single goal – making the lives of our customers better.

WHAT IS YOUR APPROACH THIS YEAR FOR COMMERCIAL AND RESIDENTIAL SECTORS IN REAL ESTATE?

We have always exercised discretion in the work we do. Unlike many others in the sector, we do not believe in choosing pace over precision in growth. Our history in planned development projects has taught us to scrutinize every aspect of a land deal, assess its history, evaluate its potential future strengths and then decide on the course of action. Our plan of action for commercial and residential sectors is different too. We shall focus on the mid-segment in residential spaces and create offerings that add far more value than what customers would typically avail for the price they pay. We are far more selective in the commercial space and will only take projects up if they seem viable.

ANY NEW PROJECTS IN THE PIPELINE?

We plan to launch a new residential project in the mid-segment at Kaggalipura, off Kanakapura Road, soon this year. This will continue our growing legacy of offering value to customers from a lifestyle and monetary point of view as this location will help people stay close to their roots while elevating the way they live.

HOW HAS THE ECONOMY AFFECTED REAL ESTATE AS A SECTOR?

The impact of the current economy on the real estate sector remains the way it was. Most developers and builders continue to face a monetary crunch that has affected their working and caused a lot of projects to stall. We, on the other hand, continue to go from strength to strength. The discretion we exercise while choosing projects is the factor behind this. However, there is an increasing surge of multinationals that continue to establish base in India and this influx continues to result in people relocating to commercial hubs in search for a job. This inadvertently results in other commercial developments that better the economic concentration and growth in these hubs – which leads to a rise in demand for residential and commercial projects.

HOW MUCH OF THIS CAN BE SEEN IN BENGALURU SPECIFICALLY?

Bengaluru has long since been known as the IT hub of the country. While cities like Hyderabad and Gurgaon have seen a rapid rise in commercial development, Bengaluru retains its position and identity to this day. Many people are flocking to Bengaluru in search of a lucrative and rewarding life. This has resulted in an increase in demand for homes for first-time buyers who want a quality offering that isn't beyond their capacity. Understanding their needs and matching their requirements has become imperative and most of our offerings fit this bill, which vindicates our efforts to focus on this sector in the residential space.

IS THERE ANYTHING ELSE YOU'D LIKE TO ADD?

At this point, we are extremely happy with our trajectory and special thankful to those who have helped maintain it. The last year has been a fruitful one for us, and we strongly believe this year will be a similar success. To that end, I would like to personally thank everyone in the Concorde family for the unwavering support and wish them all the best for the year ahead. Happy New Year to you!

Events

At Concorde Group, employee engagement is always a special occasion made better by celebrating every occasion with the spirit of togetherness.

CHANNEL PARTNER CAMPFIRE PARTY

To commemorate the success of Concorde Hill Crest, we invited our channel partners to the project site for an overnight campfire party that continued well into the morning.



“ Concorde Hill Crest is an amazing project with all amenities at affordable price, located on NH 7. It was fantastic night on 11th Dec, 2019 organized by Concorde Group for Exclusive Channel Partner overnight stay at Hill Crest, a very good initiative taken by a builder and is highly appreciated. ”
- Channel Partner



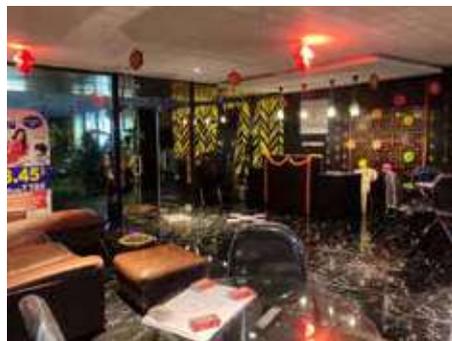
Date: 11th December, 2019

Events

We conducted Employee Engagement Programmes at work to further cement the spirit of inclusivity, build better teamwork and create a more conducive environment in the organization.

DIWALI AT CONCORDE

The Concorde Group office came alive as we celebrated Diwali at work, inviting employees to decorate the place and add vibrancy through their spirit and their celebrations.



Date: 27th October, 2019

CHRISTMAS CELEBRATIONS

We commemorate an unforgettable 2019, by hosting Christmas celebrations at work, where all employees came together and exchanged gifts that put smiles on faces.



Date: 25th December, 2019

ETHNIC DAY

We commemorate an unforgettable 2019, by hosting Christmas celebrations at work, where all employees came together and exchanged gifts that put smiles on faces.



Date: 6th November, 2019

Customer Testimonials

“

I'm thoroughly happy with my new home at Napa Valley. I love the project name and the courteous management at Concorde Group who gave me a Tulsi plant as a special welcome gift. The project is well-planned, Vastu compliant and far away from pollution, with some fantastic amenities.

- *Neeta Jaikishen*

Villa 140, Concorde Napa Valley

”

“

The people at Concorde Group are thoroughly in command and explained every detail about the project while clarifying all my doubts. They're also very welcoming and even brought me a bouquet on my birthday as a kind gesture.

- *Gowri Shankar*

Villa 597, Concorde Napa Valley

”

“

The people at Concorde are awesome and understand requirements patiently and perfectly. Their ideas brought me to my dream home and I'm glad about the decisions we made together. I look forward to the future, together.

- *Hora Prasad Patnaik and
Chinmayee Patra*

C-2205, Concorde Auriga

”

“

I was impressed with the professionalism from the Concorde management and specifically recommended a demo to my manager who also ended up booking a flat on the same day of the site visit. Thank you for helping me all the way. Much appreciated.

- *Vinod R.*

B-804, Concorde Auriga

”

Customer Testimonials

“

I am thoroughly happy with my decision to choose Concorde Spring Meadows due to the kind, helpful and professional management at Concorde Group and the excellent project the company has made. Thank you for helping me make this my next home.

- *Murlidhar*

E-104, Concorde Spring Meadows

”

“

The moment when I finally booked my first home at Concorde Spring Meadows is the proudest moment of my life. Thank you to everyone at Concorde Group for helping me make this decision. I look forward to the future with you.

- *Manohar*

B-805, Concorde Spring Meadows

”

“

I've always been interested in buying my own plot of land. Thanks to Concorde Group, I found one, with developments all around it, that have increased its value for me and shown me that this was the only choice for me all along.

- *Malikarjuna*

Plot No. 351, Concorde Hill Crest

”

“

Thanks to Concorde Group, I found myself the right investment opportunity with Hill Crest. The staff helped me understand its merits and clarified all my doubts, making this a very easy and beneficial decision to take.

- *Naveen Mukund*

Plot No. 31, Concorde Hill Crest

”



CSR Initiatives

COLLECTION DRIVE

To showcase our gratitude and give back to society that has done so much for us, our employees organized and participated in a Clothing Collection Drive for the needy.



LIMB DONATION DRIVE

As an initiative under Sparsh, we partnered with the Rotary Club of Bangalore to collect money for those who have lost limbs so that they can live better lives.



LAKE REDEVELOPMENT DRIVE

We partnered with 'Chikkana and Ramakka Sevasamasthe' – an NGO – to restore the Yella Mallapa Lake at KR Puram over a period of two weeks.



Upcoming Project



After the success of Concorde, Napa Valley, Concorde Group is proud to announce the arrival of its second project on Kanakapura Main Road, a land with high growth potential. This 6 acre apartment community will offer homes to the people of South Bengaluru with an elevated lifestyle for better living. Stay tuned for our pre launch of this exclusive project.



Project Progress

Concorde
Napa Valley
KANAKAPURA MAIN ROAD

This 110-acre large gated villa community has over 550 happy families experiencing the villa life with new commercial and residential developments now happening in the vicinity.



Shot on site, 31st December 2019

Concorde
Hill Crest
ON NH-7, CHIKKABALLAPUR

Thank you for believing in us and giving us more reason to stay true to our commitment to you. Work on this project is continuing just as planned as we make this vision a reality.



Shot on site, 31st December 2019


CONCORDE
LUXEPOLIS
#1 Bull Temple Road

Everything is as planned and on-track to completion as we commit ourselves to offering an unprecedented luxurious living experience to residents through this project.



Shot on site, 31st December 2019

Project Progress

Concorde
EPITOME
Exquisite Living
Electronic City Phase 2

This project has now reached the handover stage as we work our way towards making this project the top choice for residents of Electronic City.



Shot on site, 31st December 2019

CONCORDE
springmeadows
Hesaraghatta Main Rd,
Off Dasarahalli Metro Station

With quality living spaces being the need of the hour, we're on our way towards building a community for residents that can show them a new way to live.



Shot on site, 31st December 2019

Thank you for a magical 2019
as we welcome an exciting

