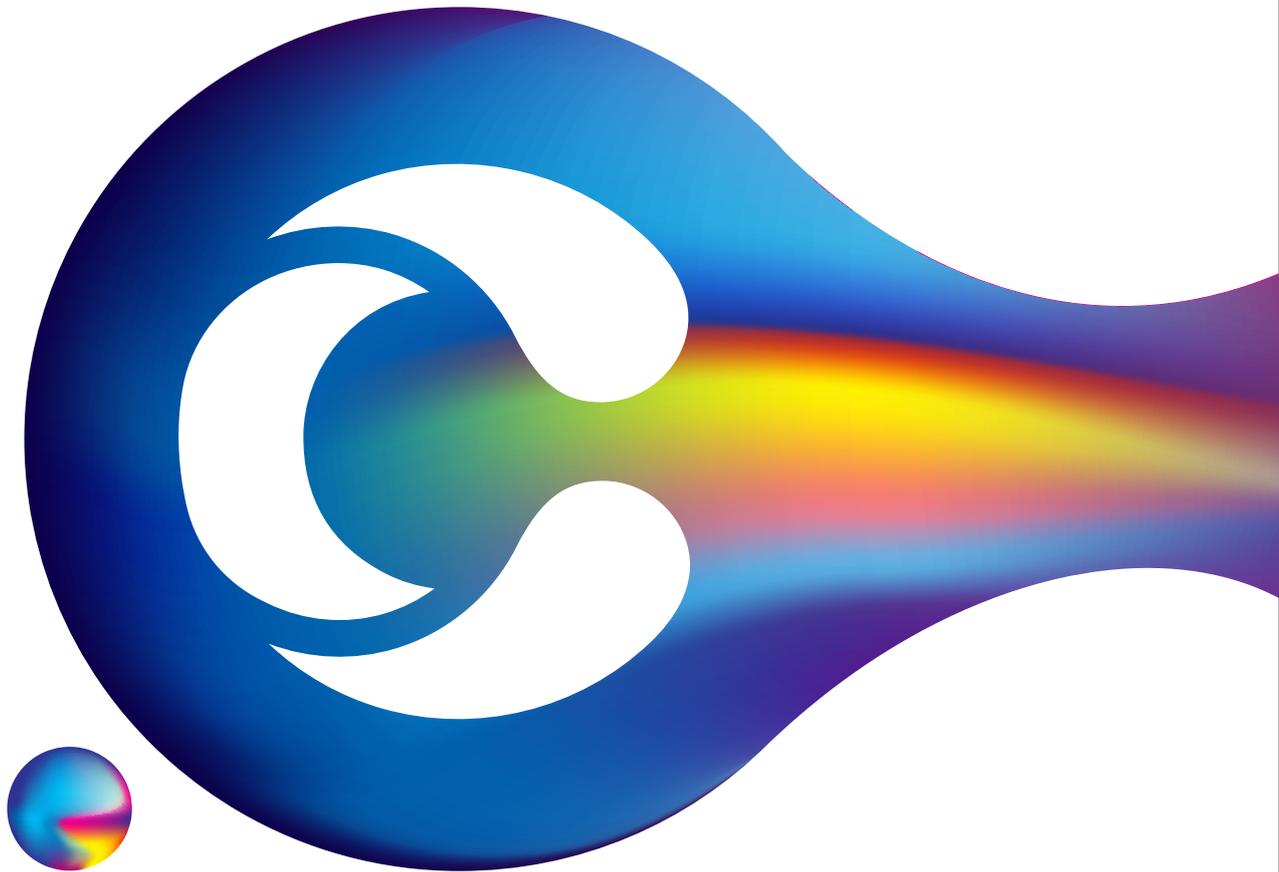


CONCORDE

# Connect

concorde.in | Issue No. 8





# Experiences for life.

Long ago, a Greek philosopher said that change is the only constant of life. It can be seen in the evolving times and changing customer behaviour.

In the last two decades, Concorde developed over 20 million square feet of real estate. That consistently delivered satisfaction to its customers, fulfilling our brand mission. Now we are ready to do more.

*We are ready to craft homes for millions of Indians, where families can create experiences for life.*

Our new vision and mission cater to the new India. Our identity is inspired by the changing times and a limitless nation. A nation that's a young superpower. Its tastes and choices are evolving by the hour. The new Concorde aims to deliver everything the dynamic India seeks, delighting the end consumer with well thought-out offerings.

# Our New Avatar

# CONCORDE

## **Our identity**

For two decades, we have been creating homes and delivering impeccable value to our customers. But now, times are changing. The contemporary home-buyer is evolving. They expect more out of homes. For them, we are evolving too. And offering products that are thoughtfully designed to delight. Our new avatar is a mark of our perennial evolution.

## **Our Vision**

To create experiences for life for millions of aspiring Indians

Our vision is simple. We aim to create not just homes, but experiences for people who don't settle for less. We look forward to crafting progressive homes and amenities that meet India's current aspirations, and even exceed it.

## **Our Mission**

We are driven to make "more" the minimum that customers would expect from us, as we go about delivering offerings that are designed basis a deep understanding of their evolving needs and desires. We are creating an atmosphere of innovation at our workplace, encouraging employees to pursue ideas that drive excellence. We look at every partnership as an essential collaboration in our quest to deliver increasing value to all stakeholders.



# Executive Directors on Concorde 2.0

The new Concorde shows our evolution as a brand. It is a representation of what the brand offers to every stakeholder in this highly sensitive and competitive market. We look forward to becoming more customer-centric. Our new avatar is a manifestation of this goal. I hope that with the new Concorde, we become a brand that is recognized and recommended by our customers in the industry.



Mr. Sunil R G  
Executive Director,  
Concorde



Mr. B S Nesara  
Executive Director,  
Concorde

Concorde, as a brand, delivers more than just value to its customers. It delivers spaces for experiences. It has adopted the latest trends to deliver homes equipped with the best technology and premium amenities to mid-segment consumers. It is a manifestation of the new generation's thought-process and ideology. It is an experience that our customers will feel.

## Executive Directors on Concorde 2.0

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Concorde has achieved a milestone by delivering homes for more than two decades; and now our entire approach has evolved to become more strategic. At Concorde, we realize that buying a home is not a luxury, but a basic need. Today, homes are not just pieces of land that we aim to sell, but spaces providing experiences for a lifetime.



Mr. R G Anil  
Executive Director,  
Concorde



Mrs. Grishma Reddy  
Executive Director,  
Concorde

Over the last two decades, we have witnessed a change in what customers want and their behaviour. The new Concorde is a system-driven organization, focused on the consumer. You will notice it in our functioning. A change will be experienced by everyone - from our employees and stakeholders to customers. Concorde 2.0 will deliver end-to-end experiences to homebuyers.



# Employee Speak

What is the reason behind the new Concorde?

Concorde needed an image makeover to keep the brand relevant amidst the changing times. Initially, the Concorde group operated across various sectors like FMCG products, education, etc., but now we have spun-off the other verticals and are very focused on our core business of real estate development. We felt that it was time to update ourselves to make us contemporary and bring us closer to today's home buyer, hence Concorde!

Why this change?

The real estate industry is a lifestyle industry and market requirements evolve with time. This evolution can be seen through how customer experience is managed across various touchpoints. It is no longer a transactional approach but rather a service that is offered and delivered. Typically in India, a homeowner used to buy one home in their entire lifetime but now they tend to upgrade their homes in time. Customer behaviour is changing. This new positioning of Concorde is a step taken to keep up with the changing times.

What is the philosophy behind the new avatar of Concorde?

The Concorde management has been taken over by a new generation. Customer behaviour has changed, too. Earlier an average home buyer used to be 40 years old, but today we also have young investors at 27 years, who are looking at real estate as an asset class and for investing. This indicates that there is a change in the needs and requirements of home buyers. The effort behind this new brand identity is to communicate our message, that "we hear you and understand your needs and requirements and are a brand that delivers just that and more".

What different things will we see?

The biggest change you will experience apart from the visual design language and identity like the logo, vision and mission statements is how we imbibe it into our work culture. Be it strategising and conducting our business operations or crafting our product offerings, everything will carry 'Experiences for Life'. And by experiences I mean not just for the customers, but also for all internal and external stakeholders of Concorde - everybody will witness this change.

Do you have any other thoughts that you wish to share?

It's in our DNA at Concorde to keep reinventing and evolving for the better, and I trust this effort will not just add more colour and vibrancy to the brand, but also help us connect and communicate with our customers and other stakeholders. This change will help us bring more variety to our home offerings that are more contemporary in nature. One will see changes like home office space in our larger residential space offerings, be it a villa or an apartment. Technology-enabled homes that are not just for comfort but also sustainable. Features like smart water meters, motion sensor lightings and use of solar powered equipment for common use will be more prevalent. We will do our best to ensure that our home offerings satisfy our customers' needs. Lastly and more importantly, we have taken a lot of precautions and preventive actions to deal with the global pandemic we are experiencing. We have made all our offices and working conditions as safe as possible for our employees and customers and we intend to keep maintaining the highest standards of hygiene and safety as a norm.



Kranti Alladi  
Head Marketing,  
Concorde



# CSR Initiatives

## Concorde's role in the times of COVID-19

Ever since the start of the pandemic, we have been helping all those who have contracted this deadly ailment and are now fighting a battle for their lives. We are also doing our bit for those who are at risk. And we are facilitating sanitised spaces for our partners, visitors, and staff - without compromising anyone's health and safety in this crucial hour.

Kranti Alladi  
Head Marketing, Concorde

## स्पर्श

In the battle against coronavirus, we partnered with Smile Foundation and raised funds for Covid-19 victims for nutritional and medical aid. We ran this donation drive for the entire April month.

### About Sparsh -

To care, respect, love, share, nurture, educate. 'Sparsh' campaign is all this and more. It is what makes humanity human. People who need help are in abundance and the ones to help them are few. This campaign ensures that the gap is minimized and smiles are spread. Under this campaign, the employees of Concorde Group by extending this initiative in various NGO's and making a difference to thousands of lives.

Employees of Concorde donate a nominal amount once in fifteen days. The contribution is then used to buy necessity items and then distributed in the NGO.



# CSR Initiatives

## Employees

We also helped our site labourers and workers during the COVID-19 pandemic by providing them with provisions and regular health check ups.



## CSR Initiatives



Under our CSR initiative Akanksha, we had adopted the Yele Mallappa Shetty Lake for redevelopment and replenishment. As of now the progress is that we have a beautiful butterfly park and green parks.

### About Akanksha -

Concorde Group's initiative "Akanksha - Lead to change" is focused on creating and preserving a sustainable environment which forms its core objective. It encourages people to take a pledge to follow the green path by adopting an environment friendly lifestyle. For every pledge you take, we will plant a sapling which would bear your name.

Join hands with us to reach the 10,000 saplings mark. Through this initiative, let's ensure that Bangalore's green cover is not depleted by the aggressive growth that the city is witnessing.





# Concorde Community

## A New Chapter



K Arumugaraj  
D 404, Concorde Epitome



Supriya Thankappan  
B 002, Concorde Epitome



Ravi Prasad G  
Villa No. 620 Concorde Napa Valley



Rama Murthy P  
Villa No. 624 Concorde Napa Valley



Prashanth M S  
Villa No. 618, Concorde Napa Valley



Prasad N S  
Villa No. 574 Concorde Napa Valley

# Concorde Community



Chetan Kumar Gorkal  
Villa No. 658 Concorde Napa Valley



Bheemesh Donthi Ramanath  
Villa No. 621 Concorde Napa Valley



Sachin Nigam  
Villa No. 583, Concorde Napa Valley



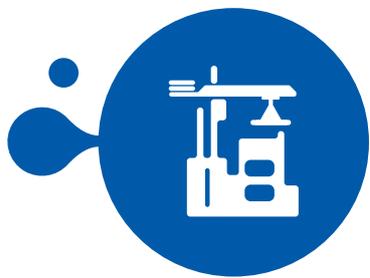
Shailashree  
Villa No. 657 Concorde Napa Valley



Shaumpa Moulik  
Villa No. 601 Concorde Napa Valley



Swapna Anantha Krishnan  
Villa No. 301 Concorde Napa Valley



# Project Progress

## CONCORDE Hillcrest

On NH-7, North Bengaluru

All plots are ready for registration and awaiting your footsteps.



Shot on site, 30th June 2020

## CONCORDE Auriga

K R Puram

Construction is underway and proceeding according to plan. Get ready to experience homes full of comfort that can accommodate your greatest dreams.



Shot on site, 30th June 2020

# Project Progress

## CONCORDE Spring Meadows

Off. Dasarahalli Metro Station

The project is developing at the perfect pace. It will soon be ready for families to gain their experiences for life. The homes should be ready to move-in very soon.



Shot on site, 30th June 2020



## Concorde LUXEPOLIS

#1 Bull Temple Road

The finest residences that are designed for a life of luxury known to Bengaluru are taking shape and proceeding accordingly.



Shot on site, 30th June 2020



# Customer Testimonials

Booked an apartment here. Good location, close to reputed educational institutions and good connectivity. The amenities and project specifications are great and well planned. The staff is really helpful, Mr Kumar was a professional, he explained everything accurately so did the other staff members...if you're looking for good connectivity and a better future for your kids, go for it.

**Manjunath Gowda**

E 405, Concorde Spring Meadows

I had booked a flat at this Project. Sales team is good. I would especially like to mention the name of Mr. Shetty, he is a very nice gentleman and had the patience to answer all my queries. Good Project. Good value for money.

**Tushar K Kundu**

D 601,  
Concorde Spring Meadows

It was really a pleasant experience while booking an apartment in Concorde Auriga. The sales advisor took us around the property. He also provided us with complete details on the project and cleared all our queries regarding the same. The property happens to be in an excellent position with all required amenities available at a reasonable price. Overall it was a satisfying experience to book the apartment at Concorde Auriga. Wishing to continue this relationship in the years ahead.

**Deep**

B-1805, Concorde Auriga

## Customer Testimonials

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Concorde Napa valley - we must say our dream has come true. We have had a nice stay here for three months. Actually liked the entire association and amenities provided by them. This project is very close to nature. We can hear bird chirping and peacock voices daily. Blessed to live amid nature and fresh breeze. And we are eagerly waiting for the clubhouse to complete, to get a resort feel. It was a hassle-free process right from our first visit to the villa handover. The Concorde team has been very good and supportive throughout this journey. Special mention: thanks to Sophiya, Nandish, and Mohan, Tapan and Lakshmi for being very helpful in all aspects.

**Sunita and Ravi**

Villa No. 620, Concorde Napa Valley

We had a very good experience with the Concorde Napa Valley Sales team. They were very professional and patient throughout the process and helped us with all relevant information and guidance. Sufiya and Rajat ensured that all our queries and concerns were taken care of aptly and timely.

**Arun**

Villa No. 584, Concorde Napa Valley

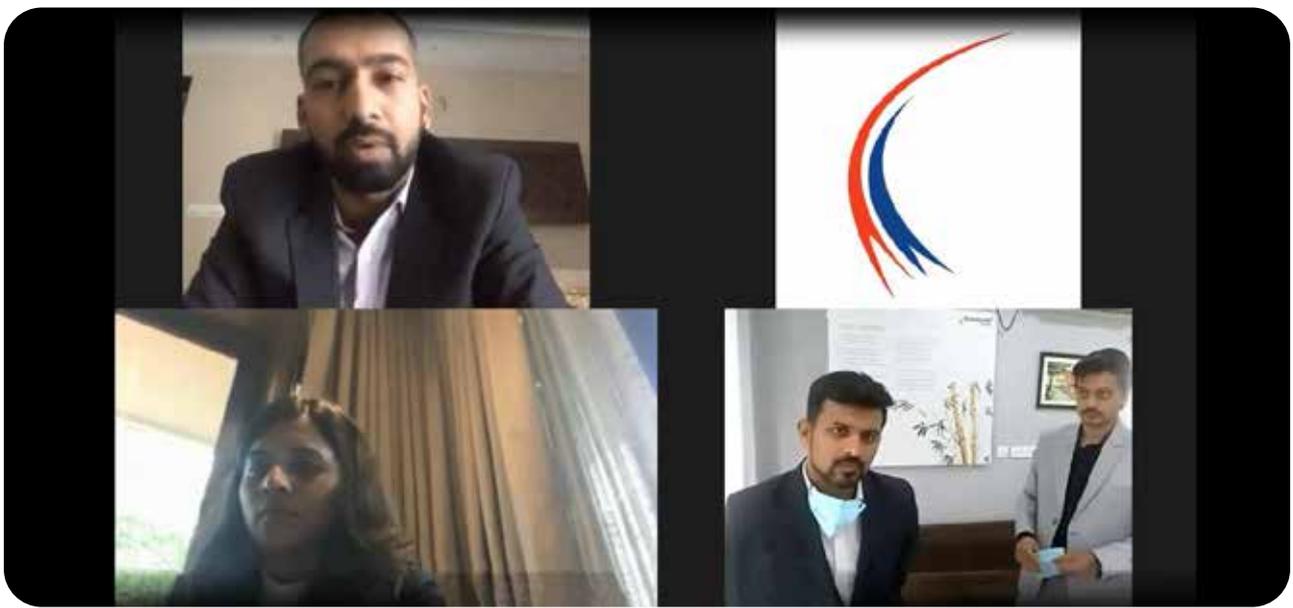


# Webinars

## Napa Valley

The agenda of the webinar was to understand the benefits of buying a villa, to understand Napa Valley & the current market scenario.

The panelists were Grishma Reddy, Executive Director of Concorde Group, Swaroop Shashi Roshan, Channel Sales Head of Concorde Group, Rajath Narayan, Project Head of Napa Valley , and Channel Partner, Naveen Pareek - Prop Tiger.



Date: 23<sup>rd</sup> May 2020

# Webinars

## Spring Meadows

The agenda of the webinar was to know the benefits of buying a Spring Meadows home, the fast shaping construction and inputs of the market.

The panelists were Nesar BS - Executive Director of Concorde Group, Ajaz Ahmed, Vice President - Projects & Engineering, Swaroop Shashi Roshan, Channel Sales Head of Concorde Group, Vedaprabhu P, Project Head of Spring Meadows,



Date: 6<sup>th</sup> June 2020

# Be ready for new experiences

Partner with us for better opportunities. Work with us for a better future. Book homes that are more than just homes. Concorde 2.0 aims to create end-to-end experiences for all. For bookings or any other queries, reach out to us anytime and we'll be glad to help.

[concorde.in](https://concorde.in)