

CONCORDE Connect

concorde.in | Issue No. 9



**BUILDING HOMES
THAT LIGHT UP LIVES**



From the ED

How the real estate market is changing post covid?

In the words of Franklin D. Roosevelt, "Real estate cannot be lost or stolen". These words couldn't be truer than they are now. Real Estate has shown it is the safest investment in the world. Why? Because homes are a tangible commodity which is also an essential need of people.

Today homes are more than just a house. With the onset of the Covid-19 Pandemic, homes have extended their purpose and now doubles up as a workspace, a gym, and just about any purpose homeowners choose. Due to these additional needs, the Real Estate market has experienced a jump in demand for larger homes. Customers looking to buy homes in the Post Covid world realize they need a bigger space. Spaces large enough to accommodate work, their kids' online classes and most important, a space to live a life comfortably.

What is the demand for Homes in the current market?

A change in customer outlook has in turn helped the Real Estate sector recover earlier than expected. For example, people in the market seeking a 2 BHK are now seeking a larger 3 BHK and those seeking a large 3 BHK are now looking at stand-alone house as a viable option. With banks lowering their interest rates on loans, lowered stamp duties coupled with festive offers, home buyers are taking advantage of these benefits. Builders are getting back confidence as sales are going up and, hence launching new projects. Safe to say, demand is back in full swing.

What is the foreseeable future of Real Estate and Concorde?

For developers and builders, things are looking up. Prices are surging since the demand is rising. We at Concorde are preparing for a great year ahead. We have five projects which we will launch by April next year. For our existing projects, rather than giving discounts, we offer value-added services because we believe in giving customers the best lifestyle experiences we can offer. For example, we rather give Alexa enabled homes that makes life easier and convenient for our residents rather than a discount. We offer them a one-year maintenance fee to relieve them of paying that amount each year, so they don't have to worry about missing the payment deadlines or face incontinence. At Concorde, it's all about going beyond what's asked from us and actually delivering more than expected. From booking to possession, we are by the side of our customers.

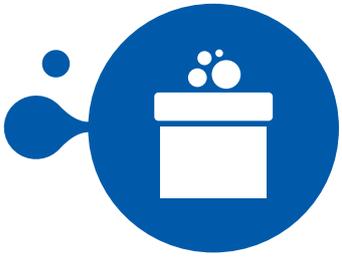
Would you like to add any closing words?

Well, I'd like to tell our readers, this is the right time to be in the market. My advice is 'just go for it'. Millennials who previously were apprehensive about purchasing a home and opted to go for rental instead are reconsidering their options. The covid pandemic has shed light on the fact that there's no place like home so make sure it's your own home and not your landlords. The Work From Home model is here to stay even in the post covid era. I'd like to advice my readers to look at the long-term and larger house which allows them a place to work from and even raise a happy family. And with Concorde, they have a trusted partner to help them each step of the way.

So here's to creating a future where each one of us has a place of our own where we can truly feel at home.

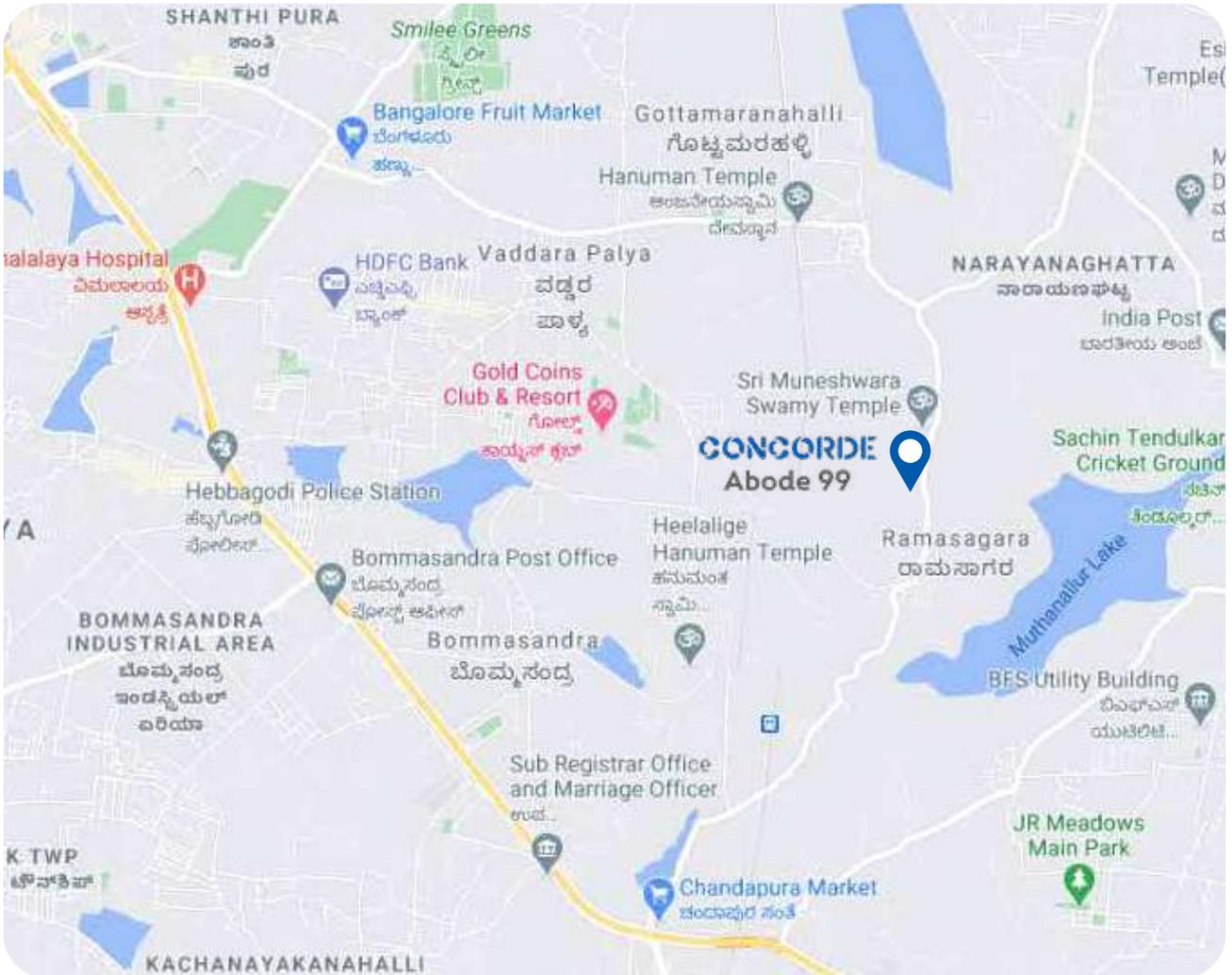


Mr. B S Nesara
Executive Director,
Concorde



New at Concorde

Concorde is proud to present you with its latest villa community project at Ramasagara. This property is well connected to Bengaluru and will offer homes to those who aspire to transform their lifestyle and move up to Villa Living. Stay tuned for the prelaunch of this exclusive project.



Feel free to reach out to us for more queries



Project Progress

CONCORDE Hillcrest

On NH-7, North Bengaluru

All plots are ready for registration and awaiting your footsteps to explore a serene weekend getaway. Construction of club-house is in full swing as per schedule!



Shot on site, 30th September 2020

CONCORDE Auriga

K R Puram

Construction is underway and proceeding according to plan. Get ready to experience homes ahead of schedule! that accommodate your greatest dreams.



Shot on site, 30th September 2020

Project Progress

CONCORDE Spring Meadows

Off. Dasarahalli Metro Station

This project is progressing at a perfect pace. It will soon be ready for families to gain their experiences for life in a gated community. Ready to handover as committed.



Shot on site, 30th September 2020



Concorde
LUXEPOLIS
#1 Bull Temple Road

The finest residences that are designed for life of luxury known to Bengaluru are taking shape as per schedule! Basement slab completed.



Shot on site, 30th September 2020



Real Estate Trends

Metro may spur housing demands on Kanakapura Road

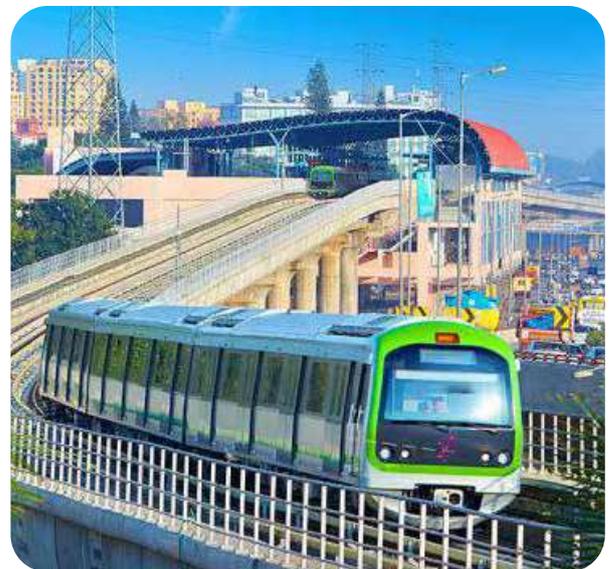
Like other sectors, the real estate market too was strained during the lockdown and early months of Covid-19. However, things picked up in the second quarter and Bengaluru led the way with the maximum number of units launched as compared to the rest of the country. With 49% of the total new launches coming from India's Silicon Valley.

So just what is spurring this upswing in demand, especially on the outskirts of the city? Real Estate consultants say Metro connectivity is a major reason behind this. Kanakapura Road, for example, is a major beneficiary of the Metro.

The area is a hotspot for affordable as well as premium projects catering to a wide section of home buyers. For instance, Concorde Zenclave on Kanakapura Road offers 1,2, and 3 BHK affordable homes along with plenty of amenities to keep residents happy once inside the 6-acre property.

For those looking to buy their own plot of land to build their dream home, Concorde Elements of Earth is the ideal destination. A 19-acre neighbourhood situated right on Kanakapura Main Road and is a dream destination to build your own home.

Areas like Kanakapura Road will see a further rise in demand as customer preferences shift from densely populated areas to the outskirts where owning homes aren't just a dream, but a reality.



Investors and homebuyers - Your time is NOW!

The past year has been difficult for all of us no doubt. But even the hardest years have a silver lining to them. The property registration tax has been slashed to 3% for residential apartments costing up to 35 lakhs. Homes costing above 35 lakhs however will be charged 5%.

This compared to earlier times when the state had cut fees only for flats that cost less than 20 lakhs. The downside to which was most flats in urban areas, predominantly cost more than that. Hence the urban population could not benefit from the offer.

This move will no doubt add an extra spring to real estate sales in Karnataka and boost its growth. So, if you're looking to invest in a home for the present or the future. The time is NOW!



Employee Speak

How did you assess the Covid-19 situation?

When the pandemic started, we weren't sure of how big or serious it's going to be and how it is going to bring the world to a grinding halt. People from all strata of society were impacted and we salute every citizen, who rendered selfless services by risking their lives to perform duties for the nation. Now it is time to get back on our feet and rise again.

What was Concorde's approach to deal with it?

Since the very beginning, despite all the unprecedented challenges, we pledged to remain optimistic and did not give up. Every Concordean has risen to the occasion, striving to their best to strengthen our business. Thankfully, we have retained our entire staff during the pandemic and today, we are 100% back to the Pre-covid scenario.

What was the impact on the group?

As expected, the situation was truly challenging, yet everyone stood strong and lived up to the expectations. The results were very evident on paper for us, we managed to amass considerable sales, collections and construction progress, even during the lockdown.

Few Key achievements:

- In the last quarter, sales were at 82% recovery while other peer players have averaged at around 70%. However, last month, we are 100% back to pre-covid scenario.
- Napa Valley - Sales record of 10 villas in one month
- E-launched "Concorde Auriga" on Ganesh Chaturthi - 240+ apartments have been sold to date.
- Last month was the Highest Collection benchmarked by CRM in the last 2 years.
- Technical Execution - construction activities were in full swing with 100% labour strength in all running projects
- New Projects – Total 12.3 Acres registered for development. MoU Signed for 118 acres development and 1.25 Lakh sq. ft commercial development

Anything you would like to convey to your team?

We are very proud of our "ONE CONCORDE TEAM" motto and that's what helped us sail through these difficult times. We are cautiously optimistic about the resurgence in the residential market and we will emerge stronger than ever.

Let us jointly make Concorde the best place to work and reinstate our commitment to excellence where our clients can peacefully park their investments.

Be safe. Be healthy. All the best.



Mr. Jollin Britto
Vice President-
Operations &
Strategy,
Concorde



CSR Initiatives



The employees of Concorde actively participated in the tree plantation drive organised by Akanksha foundation to do their part for mother nature

About Akanksha

Concorde 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 Bengaluru's green cover is not depleted by the aggressive growth that the city is witnessing.





Concorde Community

A New Chapter



Triveni J Racha
Villa No. 398, Concorde Napa Valley



Arathi Chitrapura
Villa No. 239, Concorde Napa Valley



Madan Gopal
Villa No. 272-V, Concorde Napa Valley



Ashwin Rajeeva
Villa No. 513, Concorde Napa Valley



Brijesh K S
Villa No. 579, Concorde Napa Valley



H. K. Nalini
Villa No. 580, Concorde Napa Valley

Concorde Community



M.S.Gowri Shankar
Villa No. 597, Concorde Napa Valley



Varalakshmi
Villa No. 600, Concorde Napa Valley



Tsering Chozom
Villa No. 607, Concorde Napa Valley



Aravind Sarpangala
Villa No. 661, Concorde Napa Valley



Ms. Shiwani
Villa No. B-201, Concorde Epitome



Customer Testimonials

I have recently booked a 3BHK in Concorde Auriga and my experience so far has been amazing. The designs and quality of construction are top-notch. 90% of the property are open spaces and they put special emphasis on the light/air entering the house. If you're looking for an affordable home with the best amenities, I'd recommend you check out Auriga.

Heba Maheen

B 806, Concorde Auriga

Concorde is one of the best builders in Bengaluru and this project is great! Their amenities are high-class and they have a great sales team as well. They thoroughly explained the project details and guided me in the right direction. Thank you for helping me buy my dream home team Concorde!

Yograj

B 1302, Concorde Auriga

I wanted to buy a permanent home in Bengaluru instead of paying rent every month. From the beginning, Concorde Spring Meadows was the project for me. I would like to thank Thimmaiha and other Concorde team members for supporting me whenever I needed help. Thank you and I look forward to our journey together.

Darshan

E701, Concorde Spring Meadows

Customer Testimonials

The quality of workmanship at Concorde is unmatched. One visit to the site of the project convinced me to buy a home at Spring Meadows. I appreciate the support and hospitality extended by the sales team (especially by Mr.Prabhu) in helping buy my home and being part of the Concorde family. Thank you so much!

Sunil Kumar

C201, Concorde Spring Meadows

The Concorde sales team is exceptional and addressed our queries swiftly and patiently. Thanks to your services, I now own my dream home. To the entire team at Concorde and in particular Mr. Vedaprabhu, thank you for everything!

Mr. Ravi Mohan Vernekar

D104, Concorde Spring Meadows



Recent E-Events

The E- Launch of Auriga – An evening to remember.

Our lucky customers experienced the unveiling of the sprawling 5-acre neighbourhood and residences from the comfort of their homes. They also had the unique opportunity to interact with the masterminds behind the project. The virtual unveiling was a success, and we are delighted to bring our customers such joy, even during these testing times.



Home is where the
celebrations are.