

CENTURY TIMES

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MD'S DESK

Dear Reader,

At the outset I would like to thank the residents of Century Central and Century Infinity for partaking in and leading the 72nd Independence Day celebrations and making it a grand success. The hoisting of the tricolor and the various cultural performances truly reflected our country's spirit of unity in diversity.

I am happy to announce the launch of our new project - Century Greens. This new plotted development which is "Rooted in Nature" is tailor made for those seeking a sustainable and green lifestyle within a smart living ecosystem. The clubhouse of Century Ethos is nearing completion and will be functional by the end of the year. We look forward to more project launches this year across North Bangalore.

It gives me immense pleasure to announce that we were recognised nationally for our projects Century Ethos and Century Breeze, both of which bagged the Best Luxury Project and Best Residential Project of the year 2018 respectively at the recently held National Awards for Marketing Excellence in Real Estate presented by the Times Network. Century Infiniti also received the prestigious Construction Week India Awards for Best Residential Project of the Year 2018. Century Pai Foundation also won the Corporate Social Responsibility Award for Community Development of Channahalli village in Chikjala, Karnataka, at the 8th Asia's Best CSR Practices Awards.

With scarcity of land and rising property values, the average size of homes has reduced. There has been an increase in the demand for compact homes. Home buyers are now considering multi-purpose space saving furniture for their homes. Such kind of compact furniture is in demand. With new trends like space saving furniture taking the leap, we are also looking at setting new benchmarks in interior design by implementing the same in our upcoming project in the heart of the city.

I am proud to share that Vidyashilp Academy has been ranked 8th in an all India survey of co-ed day schools by the Education World India School Rankings. In the same rankings, it has secured 3rd rank in Karnataka and Bangalore respectively.



It has also become the first school in the country to be recognized as a Fairtrade school. A big leap in practice came this summer when the school uniforms were sourced from Fairtrade certified supply chains. These changes in practice are helping in empowering farmers and influencing the chain of suppliers who manufacture these uniforms.

Continuing our commitment to giving back to the community, the Century Pai Foundation helped rehabilitate 50 families in the village of Kurumbathuruthu in Ernakulum, Kerala, in the aftermath of the devastating floods.

As always, we will continue to take significant action to grow our goodwill and further strengthen brand "Century".

Looking forward to your continued support.

Regards,

P Ravindra Pai
Managing Director

INDUSTRY TRENDS

ECO FRIENDLY HOMES

A home can be luxurious, comfortable, historic, fun and can also be eco-friendly. Homes around the world are presently sporting green roofs, drawing power from geothermal energy, and making use of solar panels. A balance between ecological sustenance and design, and construction materials and techniques has become necessary. According to International Energy Agency, buildings account for almost 40% of India's overall energy consumption, and more than 60% of all buildings being developed in the country are residential projects. Hence, it is vital to integrate water conservation, energy efficiency, waste segregation, optimal use of raw materials, and design for healthy, comfortable and environmentally-friendly homes. Though the concept is still evolving in India, awareness about eco-friendly homes is gaining ground.

Let's look at various reasons to invest in a green home.

Financial impact

As soon as the building construction starts, operating costs like electricity and water too starts from day one and continues through the complete lifecycle of the building. Green homes are built in a way to receive natural lighting and air through solar panels, rain water harvesting, ground water recharge and reuse of waste water through treatment which in turn helps in reducing the monthly bills.

Impact on health

Uninterrupted air circulation, natural air ventilation through optimum use of plants, use of solar chimneys, and enhanced natural lighting through windows – all work towards enhancing the quality of living. Pollution is considerably reduced due to the use of natural resources in developing a green home.



Durability

With a focus on sustainable development, builders look for incorporating eco-friendly substitutes for construction like bamboo, recycled metal, structural insulated panels and natural clay plaster. The materials used during the construction of these homes tend to be sturdier than building made of conventional materials, and therefore last longer.

Green homes

In terms of construction and use – eco-friendly homes are one of the best means to reduce environmentally harmful waste, tackling water and energy insufficiency and improve health.



Contribution to future generation

While building green homes, the impact to water, materials, waste, energy, and carbon emissions are largely reduced. Green homes help in giving back to the environment therefore contributing to future generations. They also ensure that the homeowners' comfort is not compromised.

Recyclable materials

Materials used during the building of eco-friendly homes are mostly recyclable and can be replaced easily when necessary. Maintenance and repair will cost less.

Landscape

During the construction of green homes, all natural resources are used which in turn lower the pollution emitting compounds considerably improving the air quality. Additionally, a lot of landscaping means better circulation of air.

EXPERT SPEAK

INVESTING IN A HOME- A BURDEN OR A BENEFIT

MR. NAGENDRA. M | SR. VICE PRESIDENT - PROJECT, DESIGN AND DEVELOPMENT

The last two decades have witnessed phenomenal changes in the history of human evolution. Technological advancements have made communication more affordable and a mainframe computer occupying a room has been replaced by a laptop weighing less than a kilogram. Buying a car has become affordable. The experience of theatre viewing has been brought inside our living rooms with large screen dolby televisions. However, investing in a house has not kept pace with such developments. The cost of owning a house has increasingly become difficult for everyone.

Till the 80's, a person could own a house only during retirement due to various issues including getting loans etc. Today we can get a loan sanctioned almost immediately, but the cost of residential units are so high and disproportionate to average incomes that most people in India still cannot afford to buy a house.

There has been no path breaking technology to reduce the cost of housing. Precast technology, which is the norm nowadays was used long back by our ancestors to build temples using granite instead of present day concrete. Aluminium form work which is supposed to reduce the duration of construction time has not done justice as most of the projects even with aluminium form work run into delays.

Are we handling the construction process in the right way? Can't we pick ideas from recent businesses like Amazon and Uber that have redefined shopping and securitised local travel, changing the way things were done traditionally? Customers have benefited in terms of cost and time saving as goods and services are now delivered at their doorstep.

The standard approach of reducing the cost of housing is by reducing the area of the apartment or using substandard material to reach the target cost. Is this the right way? Building a house is not only architecture and civil engineering. It involves the study of behavioural aspects of human being, social interaction, status, aspiration etc.



California which houses major tech companies also faces housing issues. Many are unable to afford a house due to steep rents and are either living in their cars or modified vans to accommodate a toilet, kitchen and bedroom. The area of the van is not more than 50 feet. If a house is modelled in this fashion with the recreational area spread around, this could be developed into a product which a customer requires and is affordable.

So instead of trying to solve the housing issue in terms of cost, we need to study the life-journey of a person and model houses accordingly. Each phase should have a customised home which can be traded for the next with marginal differential payment. This should be similar to owning a phone, probably at the cost of an iphone wherein the customer also will look at investing in a house in a different way rather than as a life time investment. This should work like a stock for a person helping him in each stage of his life rather than being a burden.

PROJECT SPOTLIGHT - CENTURY GREENS

Century Greens is a plotted development layout located near Bangalore International Airport, off Inter Village Corridor (IVC) road. The project spans around 18 acres with 239 plots. Rooted in nature, Century Greens is targeted at those seeking a sustainable and eco-friendly lifestyle.



TECHNICAL SPECIFICATIONS

- RFID boom barriers
- RFID enabled bicycles
- Smart security systems
- Communication stations at critical junctions

CLUBHOUSE AMENITIES

- Fully equipped gymnasium
- Multipurpose indoor hall
- Table tennis
- Swimming pool

PROJECT SNAPSHOT

- Plots comprising of 30x40, 30x50, 40x60 and bigger dimensions
- Total no of plots: 239

GREEN FEATURES

- Reflexology park
- Organic fruits garden
- Butterfly park
- Recycled furniture
- Sustainable waste management
- Rainwater conservation
- Eco-friendly paver blocks
- Solar road dividers
- Air pollution monitoring gauge
- Solar lighting facilities at the Clubhouse
- Ground Granulated Blast Furnace Slag (GGBS) pavers
- Aesthetically designed landscaping in parks

VIDYASHILP ACADEMY

INDIA'S FIRST FAIR TRADE SCHOOL

Vidyashilp Academy has become the first Fairtrade School in India. In India, Fairtrade aims to empower farmers and workers in food and fashion supply chains; to ensure better prices, decent working conditions, local sustainability and fairer terms of trade for farmers and workers. The entire supply chain from the farmer to the school uniform vendor has been certified by Fairtrade after stringent checks.

The school received the certificate on 15th August, 2018, on the occasion of India's 72nd Independence Day symbolising the school's commitment to sustainability. The school has set up teaching modules to understand how trade and the food system work; and how individual contribution can bring a reform to make this chain fairer. By joining the Fairtrade movement, Vidyashilp Academy is pledging to reduce the impact on social, economic and environmental exploitation.

Apart from school uniforms which are made from organic cotton and produced in the mills of Gujarat, green tea which is served across school premises is also Fairtrade certified. Condiments like turmeric, cinnamon and black pepper which are used in the school canteen occasionally have been grown to meet the standards of Fairtrade.





BEHTAR INDIA – GO GREEN SUMMIT

The first summit of Behtar India Go Green City Summit 2018 kickstarted at Vidyashilp Academy in August this year. The Behtar India Go Green City Summit is an initiative to bring together schools, students, corporates and citizens to discuss problems and solutions with an aim to building a sustainable environment and future. The objective is to catalyse progressive action towards a sustainable India, a Behtar India, through innovation in the fields of health, environment, and hygiene. With Bangalore being the first destination of this campaign, Vidyashilp Academy hosted the first Behtar India Go Green City Summit by recycling as much as 21000 kilograms of paper. The eight month long campaign is focused on three main pillars – health, hygiene and environment with recycling as its core theme.

While the initiative is a contest for schools and students, a corporate social responsibility and an employee engagement window for companies, social service opportunity for individuals and an amplification tool for the municipal corporations; it is an opportunity to receive free health benefits. So far the Behtar India campaign has recycled over 2 lakh kilograms of waste nationally that has helped save 63,98,688 litres of water, 4,532 trees, 2,399 barrels of oil and 11,731 household's electricity for a month. Around 7,998 dengue protection kits have been distributed to under-privileged children as part of this campaign till date.





VIDYASAGAR PRESCHOOL

KRISHNA JANMASHTAMI CELEBRATIONS



Toddlers celebrating Krishna Janmashtami festival at JP Nagar and Indira Nagar campuses.

RAKSHA BANDHAN



Children celebrating Raksha Bandhan at JP Nagar campus.

INTERNATIONAL YOGA DAY



Morning Yoga sessions at Vidyasagar Preschool (Koramangala and Hebbal campuses)

CENTURY PAI FOUNDATION

PHASE 3 OF DEVELOPMENT OF CHANNAHALLI VILLAGE

Through the Century Pai Foundation, Century Real Estate has adopted Channahalli village in Chikkajala, as part of its flagship corporate social responsibility project for the year 2018-19, to improve the socio-economic condition and physical infrastructure of the village.

Phase 3 of the project conducted a free medical check-up camp for the villagers of Channahalli. The exercise involved more than 600 villagers receiving free medical diagnosis and care from expert practitioners like orthopedics, gynaecologist(s) and general physicians. Additional free check-ups included complete blood count, blood pressure, sugar test, eye check-up and electrocardiography. The Foundation also distributed free medicines like multi-vitamins and general medicines prescribed by the doctors like medicines for fever, pain killers, skin lotions, digestive medicines, anti-allergic pills, and iron and calcium tablets to the residents of Channahalli.

Independence Day was also celebrated in the village on 15th August by creating awareness among the villagers about the freedom struggle. The Indian tricolor was hoisted by the panchayat members and elders of the village. Cultural programmes based on patriotic themes were also organized.



CENTURY PAI FOUNDATION

RELIEF WORK FOR KERALA FLOOD SURVIVORS

Century Pai Foundation helped rehabilitate over 50 families affected by the floods in Kerala in the village of Kurumbathuruthu in Ernakulum. With generous contributions from employees, the Foundation distributed kitchenware and around 1000 utensils to help re-build the kitchens of these families.



CENTURY IN THE MEDIA

PRINT/ONLINE



22 SEPT 2018 | BENGALURU

CENTURY REAL ESTATE LAUNCHES CENTURY GREENS

The project is spread over 18 acres of land comprising 239 smart plots and is located near Bengaluru International Airport.

Speaking at the launch, Ravindra Pai, Managing Director, Century Real Estate said, "Continuing our rich legacy and pre-dominance in plotted developments since 1985, we are proud to extend our portfolio with this latest addition. North Bengaluru is becoming one of the most important real estate markets in Bengaluru. We are happy to offer Century Greens to people who are looking for environment friendly homes amidst lush greenery. In today's fast paced life, everybody is looking at a space where they can relax. This new plotted development will be eco-friendly with infusions of smart technology and perfect for those aspiring for a green and sustainable lifestyle."



22 SEPT 2018 | BENGALURU

CENTURY REAL ESTATE LAUNCHES CENTURY GREENS

Century Real Estate launched Century Greens - a plotted development project for those seeking a sustainable and eco-friendly lifestyle within a smart environment. Rooted in nature, Century Greens is spread over 18 acres with 239 smart plots offering approximately 45 lakh square feet of saleable area. The various plot dimensions in square meters are 30'40, 30'50 and 40'60. The project is located in North Bengaluru, off IVC road near Bengaluru International airport. It is in close proximity to educational institutions, hotels, sports centers, hospitals, and upcoming retail centers.

AUGUST 2018 | BENGALURU

Business Standard

SOUTH-BASED FIRMS TAKE SIGNIFICANT PIE OF PRIVATE EQUITY INVESTMENT

- P Ravindra Pai

That's one reason why many players in the southern region didn't face problem when the market was going through a rough patch," said a top executive at a Bengaluru-based realty. Given the momentum seen in office leasing, realtors also feel the flow of funds from PE will grow in the coming quarters. "Commercial real estate will continue to do well, as there is not much supply," Ravindra Pai, managing director of Century Real Estate, had said earlier.

JULY 2018 | BENGALURU

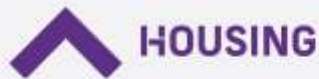


CENTURY PAI FOUNDATION TAKES A STEP TOWARDS HELPING CHANNAHALLI RESIDENTS LIVE A HEALTHIER LIFE

Century Pai Foundation recently conducted free medical check-up camps for the villagers of Channahalli in the third quarter of its 15 month long CSR engagement with the community. The medical camp registered an overwhelming response from the villagers with more than 600 of them receiving free medical diagnosis and care from expert medical practitioners.

PRINT/ONLINE

AUGUST 2018 | BANGALURU

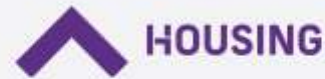


DIGITISATION OF LAND RECORDS: BENEFITS FOR PROPERTY OWNERS AND THE SECTOR

- P Ravindra Pai

Digitisation is a process that has touched and transformed every industry. As we find ourselves sliding into the fourth phase of the industrial revolution that deploys digital technology to change our way of life – from transport, to health and education – digitisation is also transforming the real estate sector, in terms of construction, asset management, marketing and sales, as well as the dawn of 'smart homes' and a professional working environment.

AUGUST 2018 | BANGALURU

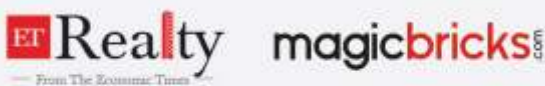


THE ESSENTIAL CHECKLIST, FOR BUILDING YOUR OWN HOUSE

- P Ravindra Pai

Building a house is a one-time event for most people and an expensive affair. Quality of construction, hence, is of extreme importance to the owner, as it determines the life of the building. People who own land in a gated community, have the choice of getting the house constructed through a developer or through a contractor. Typically, a contractor arranges different resources for the construction of the house.

JULY 2018 | BANGALURU



GST, RERA AND LAND AGGREGATION ...

- P Ravindra Pai

Land aggregators are a significant part of the real estate industry. In its raw format, land originates to the aggregator where he adds value to the land with title reports, title clearances, property boundary, and registrations post which the land would be ready for sale.

GST was introduced last year to eliminate the complex tax structure in the country. Under GST, real estate business can be categorized into two parts.

JULY 2018 | BANGALURU



KITCHEN, THE NEW SALOON

- P Ravindra Pai

"Breakfast counters are integrated with designs as part of present-day kitchens. Party essential cabinets like crockery, bar cabinets are also integrated as part of the kitchen design," says Ravindra Pai, managing director, Century Real Estate

PRINT/ONLINE

JULY 2018 | BENGALURU



INDUSTRY WELCOMES INCREASED AREA APPROVAL UNDER PMAY

- P Ravindra Pai

The Ministry of Housing and Urban Affairs has increased the carpet area of houses eligible for subsidy under Credit Linked Subsidy Scheme (CLSS) which is a welcome move for the industry. There is a large part of unsold inventory in the higher ticket sizes, especially in the metro cities. With an expansion in the carpet area that will encompass more units in the affordable segment, the sales of this unsold inventory will be boosted.

AUGUST 2018 | BENGALURU



BENGALURU MARKET SEES UPTICK IN OFFICE SPACE ABSORPTION, GROWS 6.5% IN 2018

- P Ravindra Pai

"New economy businesses such as e-commerce have also been one of the driving factors for the increase in commercial real estate. With more co-working players coming into the industry, the commercial real estate has seen increased investor activity," said Ravindra Pai, Managing Director, Century Real Estate.

JULY 2018 | BENGALURU



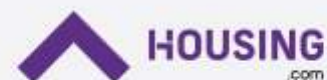
GST, RERA AND LAND AGGREGATION ...

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JULY 2018 | BENGALURU



THE CHANGING ROLE OF WOMEN IN REAL ESTATE TRANSACTIONS

- P Ravindra Pai

Investing in a property, is one of the most important decisions taken by a family. In the past few years, there has been a paradigm shift, in home buying patterns in India. From viewing, selecting and paying for properties at the click of a button, the decision making process while buying a house has witnessed a transformation, with women playing a key role in purchase decisions. In the past, an Indian woman owning a house, meant owning an ancestral property or helping their husbands to buy a home.

VIDYASHILP IN THE MEDIA



AWARDS



CENTURY ETHOS WINS BEST LUXURY PROJECT OF THE YEAR 2018



AT NATIONAL AWARDS FOR EXCELLENCE IN REAL ESTATE PRESENTED BY TIMES NETWORK

CENTURY BREEZE WINS BEST RESIDENTIAL PROJECT OF THE YEAR 2018



AT NATIONAL AWARDS FOR EXCELLENCE IN REAL ESTATE PRESENTED BY TIMES NETWORK

CENTURY INTERNAL EVENTS

INDEPENDENCE DAY CELEBRATIONS



TAMBOLA FUN



CENTURY EXTERNAL EVENTS

CENTURY GREENS LAUNCH DAY CELEBRATIONS

The launch of Century Greens witnessed a turnout of over 600 guests and visitors. Celebrations included fun filled and engaging activities like kite flying, pottery making workshops, workshops on organic farming and kids' zone activities like painting. There was an organic flea market selling carefully selected local, sustainable and handcrafted products and a band performance by Beat Gurus.

Century Greens is built within a smart ecosystem, replete with its very own organic fruit and vegetable gardens, reflexology park, pathways with plenty of green landscaping, butterfly park and recycled furniture. Similar to other projects of Century Real Estate, this project has continued its focus on environment-friendly initiatives like rainwater harvesting pits and sustainable waste management.

The project also boasts of solar facilities like solar street lights at critical junctions, solar walkway washers, and solar lighting in the clubhouse. More eco-friendly features include palm court plaza, ground-granulated blast-furnace slag (GGBS) paver blocks leading to rainwater percolation, compost generation with collected waste for use as fertilizer and air pollution monitors to gauge air quality. Smart features include Radio Frequency Identification (RFID) boom barriers, RFID enabled bicycles, communication stations at critical junctions and live monitoring systems for guard patrolling among a host of others.





CENTURY GREENS PRE-LAUNCH EVENT AT CENTURY SARAS, CENTURY CELESTE AND CENTURY CORBEL



KNOW YOUR NEIGHBOURS EVENT AT CENTURY CENTRAL



INDIA BULLS PROPERTY EXPO AT RMZ ECOSPACE



DOCTORS MEET AT CENTURY ETHOS



WEALTH MANAGERS MEET AT CENTURY ETHOS



INDEPENDENCE DAY CELEBRATIONS WITH RESIDENTS OF CENTURY CENTRAL





EMPLOYEE APPRECIATION



M.S. MAHADEVAIAH

Mr. Mahadevaiah is Sr. Office Assistant at Century Real Estate. He joined the company in 1988 and has been in the company for more than 30 years.



M. SUBRAMANI

Mr. Subramani is Sr. Office Assistant at Century Real Estate. He joined the company in 1991 and has been in the company for more than 27 years.

WE ARE GRATEFUL FOR YOUR LONG ASSOCIATION WITH US AND LOOK FORWARD TO YOUR CONTINUED SUPPORT



K. RAMESH

Mr. Ramesh is an executive for record keeping at Century Real Estate. He joined the company in 1991 and has been in the company for more than 27 years.



A. RAMAKRISHNA

Mr. Ramakrishna is an electrician at Century Real Estate. He joined the company in 1993 and has been in the company for more than 25 years.

PHOTOGRAPHY BY CENTURIONS



PRAJWALA B S



Kiran Kumar R N



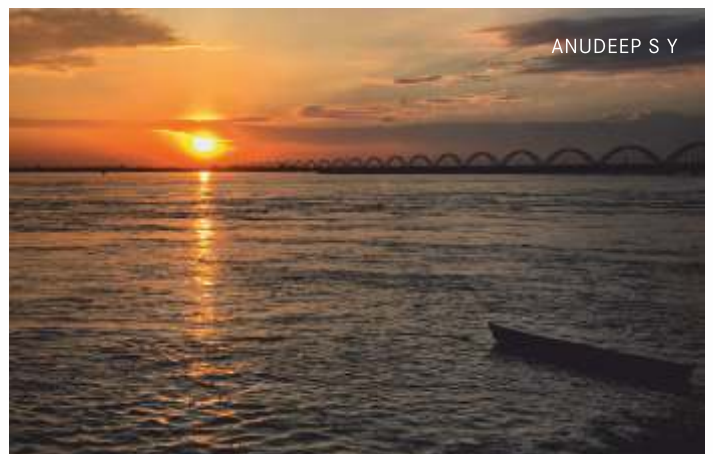
CHRISTIE



DEEPAK K P



ANANTH KUDVA



ANUDEEP S Y

ONGOING PROJECTS



CENTURY ETHOS
HEBBAL | ₹3.4 CR ONWARDS



CENTURY RENATA
RICHMOND ROAD | ₹7 CR ONWARDS



CENTURY INFINITI
OFF SARJAPURA ROAD | ₹1 CR ONWARDS



CENTURY BREEZE
JAKKUR | ₹90 L ONWARDS



CENTURY CENTRAL
KANAKAPURA ROAD | ₹1.4 CR ONWARDS



CENTURY INDUS
RAJARAJESHWARI NAGAR | ₹80 L ONWARDS



CENTURY ARTIZAN
YELAHANKA | ₹2.5 CR ONWARDS



CENTURY SPORTS VILLAGE
IVC ROAD | ₹55 L ONWARDS



CENTURY EDEN YELAHANKA -
DODDABALLAPUR ROAD | ₹70 L ONWARDS



CENTURY GREENS
OFF IVC ROAD | ₹29.7 L ONWARDS

ABOUT CENTURY

Century Real Estate Holdings Pvt. Ltd., is an integrated, full-service real estate development company founded in the year 1973. Headquartered in Bengaluru, the group owns land bank in excess of 3,000 acres representing more than USD 2 billion in asset value and a development portfolio of over 20 million square feet comprising hotels, office buildings, residences, educational institutions and integrated townships.

Century Real Estate holds the unique distinction of having bought land on MG Road for ₹5 per square feet where current market value is about ₹40,000 per square feet. Our projects include the finest plotted developments and premium luxury condominiums located in and around Bengaluru, with a price range of ₹30 Lakh to ₹13 Crore.

FOR FEEDBACK PLEASE CONTACT:

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