

# CENTURY TIMES

CENTURY REAL ESTATE • 12TH EDITION - APRIL 2021



MAKING A YEAR TO FORGET, ONE TO REMEMBER. (2020-2021)



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## MD'S MESSAGE

Dear Reader,

As the world gears up to tackle another challenging phase of containing the resurgence of Covid, it will be worthwhile to reflect on all that has happened over the last year. What took us through all of 2020, and what will take us out through these coming times as well.

As we all witnessed, the last few months came with extraordinary lessons in life and businesses, which tested our patience, strength and conviction to their limits. However, battling through these extraordinary times has in turn made us equally resilient and resourceful as an organization. The impact of Covid19 has been widespread across communities and industries, and the real estate sector with its vast pool of staff and worker was affected in significant measure. Over 122 million Indian lost their jobs with over 45% households reporting drops in income.

In such a time of unprecedented havoc, as a company, our main priority was the safety and security of all our fellow Centurions and our partners, while ensuring that business functioned as smoothly as possible. Even today, while we prepare for another round of safety measures and containment, we would like to inform you that every single individual of the Century family continues with us from last year, with no impact on their financial security. We also realized that our true strength lies in the constant support and trust shared by each of you which has helped us weather the storms and will definitely help us navigate the upcoming uncertainty. As part of the same, we have implemented safety protocols across our sites and our service formats, created a well-planned support system for our patrons, visitors and partners alike. Through all this, of course, our construction pace continues unabated.

Also the last year has witnessed real estate undergoing a transformation in the consumer outlook for the sector as well. Affordability, sustainability and opportunity have emerged as the mantras for the cautious consumer. For us, quality sustainable community living and thoughtfully-designed mixed use developments are leading the way, while themed plotted developments are where we have unquestionably excelled. Early this year, we also launched India's first branded plotted mark of assurance – the Century Mark, to deliver a proven and trusted offering as leaders in the category. With challenges, came opportunities. With uncertainty came planning, and with risks came resourcefulness and innovation. Through the entire year, we turned to delivery with a single-focus. From our plotted portfolio, we successfully delivered the clubhouse at Century Eden – a spectacular contemporary façade with thoughtfully design urban amenities.



In our residential portfolio, we received the final Occupancy Certificate for Century Central, thus completing the entire community experience. Four of our projects – Century Indus, Century Central, Century Artizan, and Century Eden were also sold out during this year. One of our plotted launches – Century Greens saw an extraordinary 70% of its inventory successfully sold within 2 weeks of its launch. Additionally, Century Ethos, the crowning luxury landmark of Hebbal, received shining accolades and appreciation for its 50,000 sq.ft. clubhouse – Club Cobalt, with consumer interest far surpassing our anticipation. For this year, we are planning three new launches, currently slated for mid-end of this year. Today, while we are looking down the path of yet another situation of rising cases and multi-pronged containment efforts, we are more hopeful and stronger than earlier. We are positive that we will recover from this as well and will see a faster turnaround not only for real estate but also for other industries and services that have kept Bengaluru at the top of the charts as a resilient global hub.

In the meanwhile we as an organization are far better prepared to respond and mitigate a crisis of this nature in our near and imminent future, and at this time, I urge you all to join me in remembering all the good things that have happened, and those who have been with us as we traverse this journey once again together with your trust and support and hopeful that this too with pass, and our combined efforts shall once again prevail.

**Wishing you a very safe, resilient and secure start to the Financial Year**

Warm Regards,  
P Ravindra Pai  
MD, Century Real Estate

**“Challenge and adversity are meant to help you know who you are.  
Storms hit your weakness,  
but unlock your true strength.”**

- Roy T Bennett

## INDUSTRY TRENDS

### NEW HOME BUYERS HAVE CHANGED THEIR PRIORITIES

We have entered an unprecedented era where work from home is the new normal and parents are choosing to homeschool their little ones. Amidst the adversity, working professionals have realised the importance of having a dedicated space for their workstation as well as a comfortable study for their children to continue with their online classes. This has now become every homebuyer's first priority while looking for a new home. Buyers are actively enquiring with projects that offer more space, well-designed layouts and even with amenities such as conference rooms and coworking spaces. Pre-Covid, proximity of a home to the customer's workplace was a crucial factor, however since the majority of the companies continue to work from home, customers are now focusing on homes that suit their requirements such as space, amenities, and so on, rather than the location of it.

### REAL ESTATE JUMPS ONTO THE DIGITAL BANDWAGON

An industry that purely works on human interaction and customer experience, during the lockdown had to find ways to connect with new, existing and potential customers. It is no surprise that the real estate industry, like all others, did not think twice and adapted quickly to available digital solutions. Most of the developers in the city have found faster and cost-effective ways to smoothen the process and conduct human activity. This has helped the market drastically and hence, the industry continues to thrive through it all. Many artificial intelligence & virtual reality vendors have collaborated with developers to enhance the customer experience through virtual site visits, virtual expos, and virtual representation of their booked homes. It is now also possible for customers to book their homes online or even block particular units through the website.

Scan the QR code for a 3D experience our project, Century Breeze and everything the home has to offer.





## TAX RELIEF FOR HOME BUYERS

In a recent announcement, the Finance Minister, Nirmala Sitharaman, declared that there will be tax relief for home buyers and developers buying or selling below the minimum rate of property that the authorities have set for a particular area by up to 20%. Before this announcement, selling or buying property below the circle rate—by more than 10% - lead to increased tax liability for both developers as well as homebuyers. With this announcement a homebuyer will not have to pay additional tax if the actual transaction value is below the circle rate by up to 20%. Currently, the relief is provided in case the differential is up to 0%. The same relief has also been provided to the developers, who have to pay tax as per the circle rates if the differential is more than 20%. This will help boost demand for residential real estate as a tax relief will be a huge benefit for a home buyer. Experts believe that this will incentivize developers to bring down their prices which means more affordability for new home buyers. (Source: Mint)



Covid has also reduced the volume of window shoppers, and thus, most walk-ins are turning out to be genuine home buyers. Thus, last year's sales numbers were matched by the first 7 months of this year alone. A highly motivated sales team has also managed to secure relatively more business through the volumes of customers visiting the sites.

A saturated market, with little or judiciously pegged offers are helping in attracting buyers who value the product for what its worth resulting in higher realisation.

Every quarter in this FY we are making a jump of 30% higher sales compared to the previous fiscal quarter. Business is improving day by day.



Buyer sentiment is more towards end use as evidenced by the higher sale and registrations happening around auspicious days.

Digital tool helps with the first mile in interest creation but a sale still happens on the table post visits (often more than once) at the project site.

With plotted developments finding convincing appeal with the buyer base, Century Eden, Century Artizan and Century Sports Village found quick absorption within Bengaluru and outstation markets. Similarly, the Near-Ready-To-Move-In portfolio too continues seeing commendable traction, as evidenced in Century Ethos and Century Breeze.

## COVID-19 COMPLIANCE

During the unprecedented havoc around the world, our main priority was the safety of our stakeholders. As a company, we can proudly say that we have taken several positive initiatives to support the people around us and help the community. Below mentioned are some of the practices that were implemented and followed in the organization:



While in-situ construction has been in progress across sites, in compliance with the regulations, we have ensured that all necessary safety checks such as temperature monitoring, sanitization stations, hygiene at living quarters, medical assistance for workers and all other required measures are taken in order to ensure the safety of workers on the sites. Further, we are working closely with our construction partners to ensure that all requisite services are also provided to their workers on site and in the labour camps.

We have been successful in creating awareness, communicating and taking necessary precautions across all our locations.

We have ensured that most meetings are to be conducted online to minimize and limit physical meetings, unless necessary. Same has been practiced with vendors, suppliers and contractors to maintain the safety of our extended family.

We also encourage the use of productivity tools, mobile applications, online resolutions of issues, which has significantly helped in improving productivity and work efficiency.

Our key focus with regard to our customers has been ensuring their safety when they visit our sites while they enjoy a hospitable experience. Small but important initiatives such as sanitization stations, temperature checks, online/digital site visit data entry and scheduled meetings to avoid overcrowding along with the dedication and empathy of our customer facing teams has helped bring back the confidence of our customers and recent booking trends across projects are a testament to the same.

The use of technology, one such trend that was implemented even before the pandemic, has been accelerated further across projects and construction sites.

While we were already using ERPs across functions, certain enhancements across land, construction, sales, marketing and CRM have helped in automating processes right from conceptualization of the project to the construction on ground.

We are implementing drone surveys across key projects to ensure that progress is tracked smoothly and in line with the design. Further, new mobile functionality across construction tracking, quality, snagging of units are under implementation which will further streamline the construction process.



**EXPERT SPEAK**

## DEVELOP AND SUSTAIN EMPLOYEE SATISFACTION

**P. Ravindra Pai,**  
Managing Director

### 1. What is the impact of COVID-19 on your industry in terms of jobs and skill development?

With COVID-19, like any other industry, real estate also faced a lot of challenges. Businesses were affected and people were laid off or served with pay cuts. While we ensured that salaries were paid timely, it was still a testing time. As lockdowns opened up and people started realizing the importance of having their own homes, the sector saw an uptick. Hence, the fear looming over the job market in our industry seems short-lived. The pandemic, however, nudged us all to reevaluate our ways of working with businesses adapting to the new normal. And so did their employees. Today, right from a sales professional to someone working in the construction department has to become digital first. Remote working has also pushed employees to stop working in silos and gain cross-functional knowledge. While real estate jobs are still going to remain the same at their core, there will be some fundamental changes. Sales leaders will have to get more innovative with the way they approach

sales, CRM (Customer Relationship Management) teams will mitigate consumer concerns on delivery via periodic digitised construction progress reports instead of in person meetings and so on.

### 2. Between April-June 2020, the world lost almost 400 million full-time jobs due to the pandemic, according to ILO. How can we rebuild and reimagine jobs amid the coronavirus crisis for businesses to stay future-ready?

Companies will now have to be more proactive and predictive in their decision making to ensure business continuity and build organizational resilience. Their ensuing strategies should prioritize four elements - people management, stakeholder communication, short-term and long-term planning, and maximum use of Government support policies. For non IT sectors, digital will play a big role. Real estate companies are already going digital as technology has equipped them with all necessary tools to get their businesses



into motion even during lockdowns, and as a result, many real estate developers saw encouraging sales numbers. Adoption of technology in various facets of working will lead to upskilling of employees in CRM, sales and other functions. Companies will also start identifying top performers to make them their evangelists both internally and externally, to drive a more native and deeper sense of how the business functions. In essence, a layer of mini CEOs with enhanced mindset and responsibility will be built to shoulder a larger portion of the business and also train their peers.

**3. How do you see the job landscape five years down the line? Which jobs will be in demand and which ones you think can become redundant or transform?**

The demand for smarter tech talent who can not only create and enable software but also understand emerging property technology like AI and ML and then use them for meaningful business outcomes will rise. New employment avenues will be created in areas such as real estate finance, research and marketing and so on. We might also see the rise of a unique breed of talent - specialists possessing knowledge around the entire business cycle - who will anticipate, plan, create and deliver efficiently. Strategy consultants delivering data-backed recommendations, collections agencies, financial advisors, credit-lenders and project managers are likely to be more sought-after. Companies will also look for architects or product developers with a native sense of post COVID product creation, in line with consumer requirements and UI/UX designers who can leverage consumer biases towards interactivity.

**4. Do you think the new work from home phenomenon can transform the job market? Will this give rise to a global competition for every single job role?**

If this happens, it will be a two way street. More global job opportunities will be available to professionals here as well.

In terms of effect of work from home, specifically for real estate, there will be an impact on product mix with a thinner bias towards commercial and retail portfolios. This will result in residential dovetailing consumer requirements more deeply into new product development and would be relayed to the allied jobs that specialise in these formats.

**5. What should be the top criteria for businesses to manage employee performance and productivity amid the uncertainty?**

In the last few months, both businesses and employees have faced many challenges and uncertainties. As I mentioned before, companies were focusing on balancing profit and losses which may or may not have led to cost cutting and layoffs. So, it is very important right now to make available open channels of communication for employees to air their grievances and also give them assurance on job security so that they can function effectively with peace of mind.

Organizations also need to reassess their performance

management strategy in the current scenario. It's imperative to establish a fair process taking into consideration that WFH has become the norm and productivity has been impacted to a certain extent as employees have to adjust to complete / partial remote work, dealing with unexpected life changes, or juggling caregiving responsibilities. There is a need to reset expectations like extending deadlines for projects or deliverables to a certain degree without much impact on the overall objectives of the organisation.

**6. In the post-pandemic days, there may be jobs that get lost forever. Which jobs do you think in your sector are more prone to these risks?**

In a post-pandemic world, jobs in real estate will only evolve to become more holistic with a 360 degree view on business. Professionals who will be averse to evolving with the role will be prone to these risks.

**7. According to a recent finding by the Organization for Economic Cooperation and Development (OECD), more than 220 MN women globally are in vulnerable sectors. They expect 31 MN to lose their jobs, as opposed to 13 MN men. Your thoughts.**

Businesses are fighting tooth and nail right now, just to float. And they will continue to be more aggressive during COVID. Unfortunately, in our society there exists a bias that women would not be able to prioritize work or perform with an equal aggression. However, I do believe a change is stemming from within industries. Organizations that care about their employees and work with the right mindset have risen above this bias and today we see so many female leaders among us doing well in their respective fields.

## RECOVERY OF REAL ESTATE POST COVID-19

**Ajay Singh,**

Assistant Vice President - Sales

### 1. Industry reports have indicated that Southern real estate markets are the fastest to recover. What could be the reasons?

The last few months of COVID-19 paradoxically witnessed considerable interest from the market for credible Grade A developers, and we were no exception. The South Indian real estate market has always been one driven by end users. And I believe that this is a major reason that we saw a faster recovery here than any other region. We ourselves saw a near sell out of a new plotted development Century Eden Ph2 during the pandemic phase itself. Additionally, the southern region is dominated by IT industry heavyweights, and with work from home for a large chunk of global IT giants, employees looked at a more secure future by investing in their own homes, against the option of paying rent.

Right now, the demand supply ratio in Bengaluru is very optimistic. In fact, the given inventory overhang has reduced from 40 months during COVID to 32 -34 months which is definitely a good sign for holding prices for developers. At the same time, this also ensures aggressive new launches in near future giving new options for buyers to look forward to. In addition to this pent up demand, lower interest rates, loan restructuring options and customized payment plans are driving recovery here.

### 2. With remote working & social distancing becoming important considerations, are gated communities becoming the preferred housing option?

Gated community homes were a preferred choice for buyers even pre-COVID. However, the new norm of remote working and social distancing has given it another boost. During lockdown, people living in these communities had access to all basic essentials making it easier for them to stay at home. Societies, and especially the gated developments - not only mandated but also drove social distancing protocols, with all safety measures being taken, as a matter of process. These processes made gated developments a more secure option over standalone developments. Consequently, customers (irrespective of whether they are looking at apartments, villas or plots) are now more inclined towards gated communities.

### 3. What are the new consumer demands in terms of residential developments?

There is renewed interest from the rental segment to move into their starter homes by availing good schemes and home loan rates. Families are now scouting for larger configurations to accommodate parents and SOHO (small office/home office) options. There has also been a surge in NRI investments given the currency advantage, lower interest rates and increasing support of the Government. A notable trend is the increased interest in branded plotted developments and RTMI properties.

### 4. Which are some of the Group's upcoming projects and its sales strategies for the coming months?

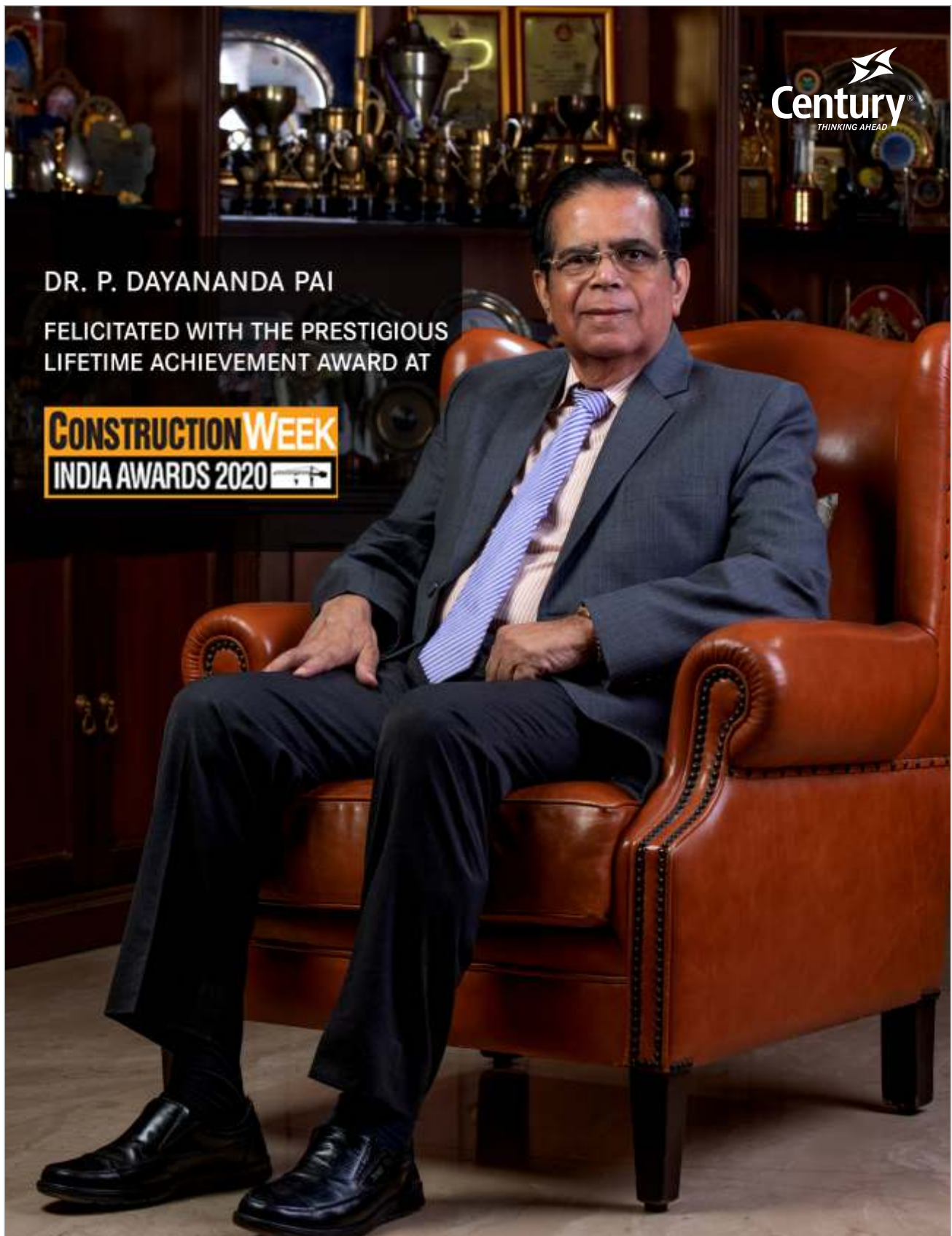
Century Real estate is marking the aggressive way out to change the real estate skyline, especially North Bengaluru, the newest hotspot for real estate investment and end use. Coming up with new plotted developments and large format mid-range apartment projects at prime locations, right product mix at expected ticket size, Century Real Estate is ensuring value and volume to set a new benchmark.

### 5. What are the company's region specific sales strategies for its projects?

We are aligned with what our customers want today - plotted developments in a gated community with all amenities or RTMI apartments. In all our deals, we have always built confidence with our customers through apt pricing, assured product delivery, seamless pre and post sales customer service, and transparency. In addition, we have adopted a consultation based selling approach instead of a push sales strategy to help the buyers understand the real estate landscape and then make an informed purchase. Customized payment plans, faster documentation process and an online purchase platform are some of the aggressive additions to our sales strategy.



## CENTURY IN THE MEDIA



We continue to make waves in the industry with relevant thoughts and perceptions on current industry topics, establishing new trends, transparent business practices and delivering one-of-a-kind homes.



**people matters**

**'RIGHT NOW, EMPLOYERS SHOULD GIVE JOB SECURITY TO THE EMPLOYEES'**

**- RAVINDRA PAI**

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**HEAR IT FROM THE EXPERTS!**

Our Executive Director, **Mr. Mahesh Prabhu**, will be participating in a live panel discussion hosted by Magicbricks. Do tune in to know everything and more about **plotted developments in South India**.

**Panelists:**  
Jayaprakash, Partner, Fox Mandal  
Mahesh Prabhu, Executive Director, Century Real Estate  
Ramita Arora, MD - Bangalore, Cushman & Wakefield

**Moderator:**  
E Jayashree Kurup, Editor-In-Chief, MBTV

**Date:** 23 October 2020 (Today) | **Time:** 3:30 PM

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**Realty+**

**With Festivals, Optimism Will be Back Among Homebuyers.**

**Maninder Chhatra**  
Chief Strategy Officer - Sales, Marketing and CRM, Century Real Estate Holdings Pvt. Ltd.

Given the uncertain times we live in today, customers have become cautious yet optimistic. They realize the value of their own home and simultaneously have a low appetite for risk. In line with this, serious homebuyers have been scouting the market for a while, looking for ready to move in projects, either to mitigate rent or upgrade their lifestyle.

As the festive season heralds, they are likely to close their purchases by driving a harder bargain. While the market will be lined up with a plethora of offers and deals at this time, we always urge the customer to look at the intrinsic value of the project and the credibility of the developer as it is one of the biggest investments of their life. It is for this reason, we saw a near sell out of a new plotted development Century Eden Ph2 in North Bengaluru during the pandemic phase itself.

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**CONSTRUCTIONWEEK**

VOLUME 12 | ISSUE 4  
DECEMBER 2020

**Unlock 6.0 - The New World Order**

With multiple lockdowns and work from home becoming a norm in the last few months, people have realized the need for space to unwind and safety benefits in community living.

*Customers are now looking at larger spaces for a home office setup and working stations. Further, the importance of community living and ensuring safety within apartment associations and RWAs (Resident Welfare Associations) has resulted in an increased demand for well-maintained plotted and apartment projects.*

**Pashpak Pusegaonkar**  
Senior VP - Corporate Strategy and Planning, Century Real Estate.

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**SUPER CXOs**

**Realty+**

**MADHUSUDAN PAI**  
Chief Financial Officer  
Century Real Estate Holdings Pvt. Ltd.

**"LEADERS ARE MADE BY ABLE TEAMS."**

**A COMPLETE REAL ESTATE PROFESSIONAL**

**Behind the Title**  
A Chartered Accountant, Madhusudan Pai's core competency is his ability to foresee, anticipate, understand & complete complex business transactions which involves a lot of legal intricacies. With comprehensive legal knowledge, industry and legal expertise, he has been instrumental in understanding the complexities in capital and managing the business and its stakeholders and creating value for all stakeholders.

He was chosen to be the most visible industry leader in a very early stage of the career real estate industry. He has been instrumental in getting the industry to grow and play a central role in advancing the industry. He has been instrumental in creating a lot of value for the industry and has been instrumental in creating a lot of value for the industry. He has been instrumental in creating a lot of value for the industry and has been instrumental in creating a lot of value for the industry.

**Remarkable Achievements**  
A Chartered Accountant, Madhusudan Pai has been instrumental in the growth of the industry. He has been instrumental in creating a lot of value for the industry and has been instrumental in creating a lot of value for the industry.

**Behind the Business**  
Madhusudan Pai's core competency is his ability to foresee, anticipate, understand & complete complex business transactions which involves a lot of legal intricacies. With comprehensive legal knowledge, industry and legal expertise, he has been instrumental in understanding the complexities in capital and managing the business and its stakeholders and creating value for all stakeholders.

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**Century**

**Realty+**

October 2020

**Will Tesla prove to be band-aid for CBD's bruises?**

"Right now, the demand supply AOP ratio in Bengaluru is very optimistic. In fact, the given inventory overhang has reduced from 40 months during COVID to 32-34 months which is definitely a good sign for holding prices for developers. At the same time, this also ensures aggressive new launches in near future giving new options for buyers to look forward to. In addition to this pent up demand, lower interest rates, loan restructuring options and customized payment plans are driving recovery here. Gated community homes were a preferred choice for buyers even pre-COVID. However, the new norms of remote working and social distancing has given it another boost. During lockdown, people living in these communities had access to all basic essentials making it easier for them to stay at home. Societies, and especially the gated developments - not only mandated but also drove social distancing protocols, with all safety measures being taken, as a matter of process. These processes made gated developments a more secure option over standalone developments. Consequently, customers irrespective of whether they are looking at apartments, villas or plots are now more inclined towards gated communities."

**Ajay Singh**  
Assistant Vice President - Sales  
Century Real Estate Holdings Pvt. Ltd.  
[www.centuryrealestate.in](http://www.centuryrealestate.in)

**Century**

**99 acres**

**Residential plots may remain investors preferred choice in 2021**

"Plotted developments have always been a sought after choice of real estate investors, especially in southern locations of the country. The COVID-19 pandemic has further accelerated traction in this category as they are reasonably priced vis-a-vis constructed structures and assure higher returns. Besides, the rapid monetization of land without too many glitches also makes it popular among investors as they can walk out of the market whenever they want. Probably, the risks are low as compared to constructed property. Generally, investors keep a time horizon of 5-10 years and wait for the value to appreciate steadily.

The pandemic is slowly transforming investors' preferences, who want to live and open spaces with fresh air. After an intense spell of forced isolation and introspection during the lockdown, they want to consume more with nature - which is the 'tonic', (as American naturalist Henry Thoreau termed nature in his book Walden) - they seek at the moment."

**Pradeep Srinivas**  
AVP - Strategy, Century Real Estate Holdings Pvt. Ltd.

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**Century**

**BangaloreMirror**

**Will Tesla prove to be band-aid for CBD's bruises?**

Central Bengaluru provides the right mix of residences, retail and commercial spaces for the luxury segment target audience while maintaining the old Bengaluru charm. This is one of the reasons luxury automobile players and now Tesla have set up their offices in the CBD area. This is definitely a welcome move for the city.

**Pushpak Pusagankar**  
Sr. VP - Corporate Strategy & Planning,  
Century Real Estate

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**DH DECCAN HERALD**

**Budget 2020 positive long-term solution: Real Estate sector**

"Union Budget 2020 has shown a positive long-term solution in meeting growth with Rs.1.03 Trillion spent on infrastructure, income tax cuts, R&D Exemption and Manufacturing focus.

For the Real Estate Sector, it was a mixed bag. The extension of 10% 1.5 lakh tax benefit and approval window for tax holiday on affordable housing are welcome steps. While the Rs. 20,000 crore stressed asset fund by the Government is taking all specific measures to resolve the liquidity crunch, re-structuring window for stressed projects or further tax benefits to individuals on housing across all segments, would have helped in boosting immediate demand and growth."

**Dr. P. Bhaskar**  
Managing Director, Century Real Estate Holdings Pvt. Ltd.

**Century**

**TIMES PROPERTY**

**LAND SALES IN BENGALURU ON THE RISE**

"The city, which has been a consistent and stable land market, is also largely a horizontal market. And in COVID-19 times, people are moving the spend where they land in the best investments.

The city has seen a rise in demand due to several factors - equity markets and gold prices have been volatile, same with mutual funds. In that context, land continues to be stable. For buyers, affordability is also a driving factor and investing in a plot land and seeing a definite appreciation made sense.

While home-buying sentiment, in general, has been lukewarm, Bengaluru has seen an uptick. Interestingly, 62.1% per cent of the market demand for branded land was from NRIs. And we have seen an increased demand, especially in North Bengaluru, which is a popular market for plotted developments - a good 25-40 per cent sales from NRIs."

**Arjun Dasgupta**, Marketing

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**Century**



## OUR CUSTOMER FROM CENTURY HORIZON IN AN INTERESTING CONVERSATION WITH TIMES PROPERTY

For Supriya and Neeraj, buying a house in Bengaluru became more than just an investment after the pandemic fasttracked their home-buying plans. "Our main priorities were security and community presence as we have a child and elderly parents. When the pandemic struck, we had to revisit those priorities," says Balasubramanyam. She adds that the pandemic made them rethink their purchase as they were not sure of the real estate scenario. "But we decided to make the most of the low interest



Name	Supriya Balasubramanyam and Neeraj Vasudevan
Age	31 years
Profession	IT professional and financial analyst

rates and take the plunge; we opted for a smaller gated community," she says. "We wanted our parents to be comfortable with like-minded people. Also, in light of Covid-19, a smaller community comes with the assurance of lesser people and hence, is easier to maintain in terms of hygiene," says Vasudevan. He adds that an extended balcony was another priority as they would like the option of converting it into a work-from-home space, if needed.

## BusinessLine

### Property developers seek GST cut for joint development deals on TDR

Even for commercial projects, GST is paid on the value of developer's share of UDS at the time of entering into the joint development. This amount paid can be used as input cost for the sale of commercial units before obtaining the OC. But as most commercial projects are not sold under the unit method, but are rather capitalised for rental income, GST again becomes a cost for the developer. Therefore, developers are now inclining towards outright purchase or development management models based on market outlook and capital structure.

- P. Ravindra Pai  
Managing Director, Century Real Estate Holdings Pvt. Ltd.

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## HOUSING.com

### Real estate in 2021: Industry pins recovery hopes on COVID-19 vaccine, government measures

We expect the aspirational market to continue to lean towards ready-to-move-in apartments and the luxury segment to contribute to high revenue and cash flow to organisations. The centre stage, however, will be taken by the new launches which have been sluggish this year.

The support of the government will play a transformational role in making home buying more affordable and hassle-free. The nationwide reduction in interest rates and the waiving of stamp duty for the affordable segment in Karnataka, are very welcome steps in this direction. We hope the government will take steps towards boosting the real estate sector, such as improving infrastructure, connectivity, etc. This will create development and affordable options for first-time buyers.

Ajay Singh  
AVP - Sales, Century Real Estate Holdings Pvt. Ltd.

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## Hindustan Times

## Branded plot sales up amid Covid-19 pandemic

MONDAY | 07 SEPTEMBER 2020 | BENGALURU

**Given** the desire to own land in south India, several Bengaluru-based developers, including Sobha Ltd, Puravankara Ltd, Salarpuria Sactva Group, Shriram Properties Ltd and Century Real Estate Holdings Pvt Ltd, are either venturing into "plotted development" or looking to monetise more land parcels with only plots for sale.

Developer Century Real Estate, one of the largest landowners in Bengaluru, saw nearly 80% of its Edens Phase 2 plotted project sold out during the lockdown.

Managing director Ravindra Pai said, land is a steady, appreciating asset class. With relatively few Grade A plotted developments, that have all amenities, they make an attractive draw for customers, with limited construction and execution risks as well.

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## BusinessLine

Bengaluru has historically been a stable and consistent land market that reflects in the layout-based town planning of the last five decades. With land being an appreciating asset, there has been a robust consumer interest in buying plots to build own homes. Customers who earlier used to view these as weekend getaways are now exhibiting extensive interest in gated and plotted land projects.

Bengaluru meets the definition of a good real estate market that has adequate breadth-branded inventory and developers now are looking to leverage the market and make up for their gains that were impacted in the last two quarters. There is also a renewed interest from the rental segment by availing good schemes and home loan rates. Additionally, families are scouting for larger configurations to accommodate parents and small office/home office options.

- P. Ravindra Pai  
Managing Director, Century Real Estate Holdings Pvt. Ltd.

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## CLUB EDEN

### CLUB EDEN OPENED ITS DOORS TO PATRONS OF CENTURY EDEN

Amid the gloom of the pandemic, the journey of recovery and reinvention continues.

The global COVID-19 pandemic has forever changed our experiences - as employees, citizens, humans - and our attitudes and behaviors are changing as a result. But one fundamental characteristic remains the same; we choose to MOVE.

With the same thought, we organized an experience tour of Club Eden for our esteemed customers of Century Eden with all safety measures and social distancing in place, in line with other government guidelines. This event was originally planned for March 2020, however we had to defer the event due to the pandemic and prioritizing our customer's safety. However, good tidings are in order and it gave us an opportunity to re-invite our valued patrons to experience the well-designed Clubhouse at Century Eden and to play host to many memorable moments for their family and friends.

With extreme caution, we planned personalised tours for our customers starting from 19th Sep 2020. The experience tour was conducted across 4 weekends with only 30 families visiting in a planned manner each weekend, we had 2 hour slots for each family and ensured adherence to safety measures and precautions necessary for the customer engagement event during these times. The tour included giving our customers an experience of Club Eden, outdoor & indoor sports facility & amenities. Furthermore, to add a spot of joy we shared with our customers a food hamper and a souvenir at the end.







**WHAT OUR PATRONS HAVE TO SAY**

It is an excellent place. It is beyond my expectations. **Quality is of international standards.** Hope it will be maintained for the years to come. God bless the team!

**M.A. Bhaskaradar**  
*Century Eden plot #384*

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Good feeling around. **Quality of materials and designing is class.** We would like to spread a good word about the company.

**Sadarshan**  
*Century Eden plot #260*

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**It's more than my expectations.** The augmentation was great. And I want to particularly thank the team who have been behind this. Not only I am happy to recommend it to my family but what I really appreciate is the support from the team who has done the professional job. I am really happy.

**Arka Prava Bhattacharya**  
*Century Eden plot #125*

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## CHANNEL PARTNER SPEAK

## CENTURY REAL ESTATE IS THEIR PREFERRED DEVELOPER

A cherished partnership is the one that flourishes.

As a company, we have strongly believed that a partnership once formed needs to be nurtured. Century Real Estate has been successful in maintaining the relationships formed with trusted channel partners who continue to support and contribute to the growth of the company while a mutual respect and sense of gratitude prevails.

## VIRTUAL CP MEET

While the world struggled to stay connected during the lockdown, we successfully hosted a virtual meet that was attended by partners from around the world including countries like Bahrain, France, Qatar, UAE, USA, to name a few.



OFFLINE CP MEET

The first offline CP meet after the lockdown was held in ITC Gardenia on 19th January 2021. A momentous evening of kick-starting the New Year with the blueprint for a record-breaking 2021.



**WHAT OUR PARTNERS HAVE TO SAY**

"To add up about the commitment offered, appreciate the "7 days" Payout as Promised. "Commitment is what Transforms a Promise into a Reality" - holds good. It's been an absolute pleasure and I really hope we can work together for a very long time. We are at your service at all times."

**Yuvarajan G**  
**Bloxresidentials**

"This is to recognize and appreciate the smooth flow of work between Century group and Essar Property Management. We would like to mention and highlight the efforts by the sales team at Century group, from the get-go, and also adhering to the mentioned time for the payout. We would like to thank the management, and also Loka Shree, for assuring a delightful experience, with exceptional professionalism. Looking forward to doing more business with Century group, and to a better future."

**Karthik S**  
**Essar Property Management**

Hi Team,  
Good to meet you all in the CP Meet,

The Century has made a big come back in the Market and also happy to see that brand Century is again roaring. We will surely join hands & move ahead.

All the best.  
- Homz and Space

Hay Radhika thank you inviting for the CP meet of Century. After corona this was the 1st CP meet which I attended which was very much motivational. Attractive offers of brokerage have made us aggressive to work towards Century.

Hope we will be hitting good numbers.

-Book A Prop

The CP Meet had a very good overview of all the properties across Bangalore, and I am happy that I was also a part of the meet. I can see that there are so many new avenues coming up, and the channel partners are going to be benefited from this. I can visualize the continuous improvement in quality and delivery. The entire session was very overwhelming and knowledgeable with the current market scenarios. The session also helped to measure our progress away from the transactional and more towards a partnership.

Moreover I always get full support from Radhika in terms of follow ups or any spontaneous support. I really feel that transparency and relentless support from team like this is awesome.

I am fortunate to work with this team.

All the best.

Regards,

**Somnath Chakraborty**  
**360 Realtors LLP**

Thank you Loka for the invite. It was a fabulous event and I have got a better understanding of Century's capabilities as a market leader in real estate. The schemes launched would surely motivate me to work closely with you and the Century group.

-Stanley Estates

Hi Mr.Ganshyam,

Thank you for inviting me for such a great event, I really enjoyed being present there. The way products were presented, it was really admiring. Coming to incentive slabs, After hearing such a lucrative incentive slabs, I cannot stop myself pushing to work with Century, especially Century Ethos!  
Hope to work with you for a longer run.  
Thanks again.

Regards,  
**Mohammed Ruaif**  
**Planetprop Realty**



## PROJECT SNAPSHOT

### NORTH BENGALURU'S CROWN JEWEL MAKES A MEMORABLE COMEBACK IN 2020

Century  
ETHOS

North Bengaluru's crown jewel is spread across 7.3 acres of planned, curated landscapes and with over 80% open spaces, home to over 40 amenities judiciously spread indoors and outdoors, will offer a lifestyle to covet and cherish. Here, unparalleled views of the cityscape and Amruthahalli Lake will enthrall you forever while every nuance to detail has been thought about to make Century Ethos stand out from any other residential project in the vicinity. The 50,000 sq. ft. clubhouse at Century Ethos - Club Cobalt has been designed as a social space catering to the vibrant population of Bengaluru whilst offering facilities for various cultural, social and recreational events.



#### CLUBHOUSE:

With the design of Club Cobalt, we aim at re-establishing a patronage for traditional artisanal skills that contributes towards socio-cultural sustainability. The result is a luxurious clubhouse with a contemporary character that reflects the global aspirations of its residents. It represents this vision of 'the handmade' and expresses it through the incorporation of craft, material, method, and design. Each zone brings together distinct crafts and materials without impinging on the architectural sensibility of the clubhouse. Furthermore, the earthy palette of colours and textures add sheer beauty and grace to the space. Stone clad walls and metal craft are reminiscent of Vijayanagar style of architecture which is further accentuated by large stone tables, artwork, feature walls and tall

metal screens. All the spaces connect to the landscape directly or indirectly through a central courtyard, green pockets, and a sprawling green lawn surrounding the clubhouse. The central courtyard is reminiscent of the vernacular courtyard houses of South India. The raised skylight in the courtyard brings in abundant natural light and ventilation throughout the day. In the evenings, the courtyard transforms into the subtly lit avenue that connects all zones of the Clubhouse. Certain sections of the exquisite and luxurious clubhouse are also ready. At the moment the lounge, the co-working spaces and the business centre are all coming to life. As the largesse of vision comes to live, we assure you that it's quite the spectacle worth witnessing.



Architectural Rendition



EXCERPTS FROM THE VISION COMING ALIVE.



## AWARDS





## PHASE II OF CENTURY GREENS

### PRE-LAUNCH OF PHASE-II, OF CENTURY GREENS RECEIVES CITY-WIDE ACCLAIM.



Nestled in a lush green belt and one of the most emergent micro-markets of North Bengaluru, Century Greens is a 23 acre plotted development, just off IVC Road, a zippy 25-minute drive from the Kempegowda International Airport. It offers great connectivity to all major business districts, reputed educational institutions, hospitals and entertainment hubs.

This A-Khata, BIAAPA approved premium plotted development is surrounded by an ecosystem of resorts. Here, you get your own private space of wellness, where lush green open spaces, a plethora of curated amenities and a dazzling Clubhouse enthrall you.

Century Greens blends seamlessly into the natural topography. Picture an organic fruit and vegetable garden, butterfly park, reflexology park, sports courts – this is where life comes alive.

With major infrastructure projects in the vicinity such as Devanahalli Business Park, Bengaluru Aerospace Park, BIAL IT Investment Region ensuring steady appreciation, this is the intelligent investors' finest opportunity.



#### CLUBHOUSE:

A state-of-the-art Clubhouse, located at the heart of the development provides a grand experience of landscaped greens, indoor and outdoor amenities with easy access from every plot. Thoughtfully planned amenities offer a lifestyle of indulgence. The aesthetically designed interiors and exteriors charm you, while unparalleled experiences await.

This 10,000 sq. ft. aesthetically-designed clubhouse becomes the nodal point for socialising, immersion into rejuvenating pursuits or just meeting like-minded neighbours. From moments of relaxation at the swimming pool, sauna or a therapeutic session at the Steam and Massage zones, to workouts at the Gym or having a closed group get-together at the party hall, this is the centre of life at Century Greens.



Architectural Rendition

Phase-1 RERA Reg. No.: PRM/KA/RERA/1250/303/PR/180905/001983  
Phase-2 RERA Reg. No.: PRM/KA/RERA/1250/301/PR/210129/003804



OVER 150 PLOTS SOLD OUT IN 3 WEEKS AND COUNTING









## CHEERFUL CENTURIONS

### CULTURAL DAY CELEBRATIONS



### DIWALI CELEBRATIONS





## CENTURY CRICKET LEAGUE



## BAY DECORATION ON CHRISTMAS







## Century Real Estate

A legacy of more than 40 years - harnessing the past, creating the present and defining the blueprint for the future.

- One of the most respected and trustworthy names in the Indian real estate industry.

- Over 20 mn. sq. ft. of quality residential and commercial assets under construction.

- Over 3,000 acres of land bank, with transformative development potential.

- Multiple executed partnerships across quality housing and commercial spaces for thousands of Bengaluru residents.