CENTURY TIMES

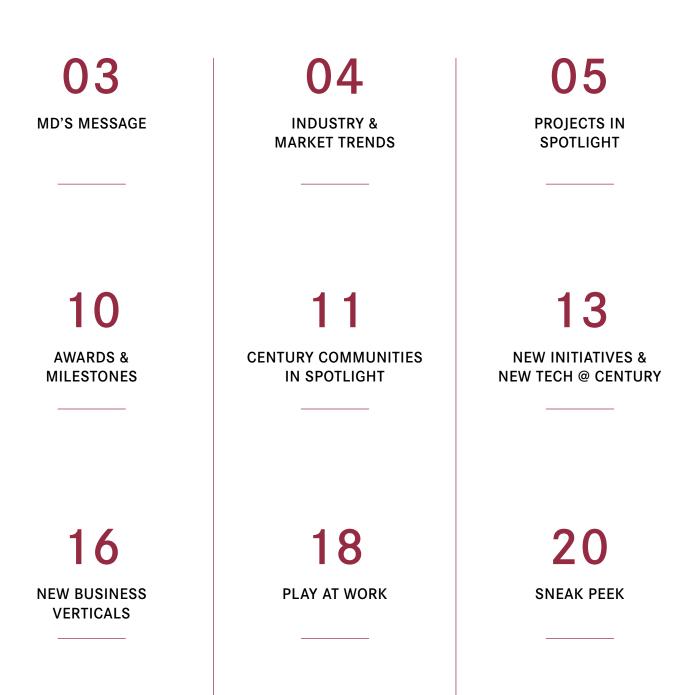


CENTURY REAL ESTATE • 15TH EDITION - APR 2023

JAKKUR IS ALL SET TO HAVE A NEW DESTINATION FOR A **NEW YOU**

To know more refer to pg. 20

WHAT'S INSIDE?



MD'S MESSAGE

Dear Patron,

I am glad to share that we at Century Real Estate are witnessing an unprecedented demand for our properties, which is very heartening to see. FY 23 was an excellent year for us in terms of both topline and multiple new innovations and partnerships.

Century Ethos, our marquee residential development, had a second successive record year, both in terms of sales revenues as well as collections. This is a testament to the collective efforts of our teams that have worked on designing and delivering a superior product, marketing and selling it with elan, and delivering a superlative customer experience. Many parts of the project are ready, the spectacular Club Cobalt is operational and the connoisseurs of luxury in Bengaluru are appreciating the world class design and landscapes in the project. Century Horizon and Century Breeze were completely sold out this year, as was all available inventory of plots under our Century Mark umbrella, encouraging us to bring in more of our products into the very promising North Bengaluru market while also building a pipeline of new launches in the rest of Bengaluru.

Our commercial projects have also been making rapid progress. Century Downtown has surpassed construction timelines and most of the facade is now completed – adding a strikingly modern façade to the Hebbal skyline, which is slated to be the center of new Bengaluru in the years to come. We also have tied up with Prestige Group for a commercial development in Hebbal. Our most ambitious commercial project which spans over 10 million sq. ft. is in concept stage at the moment; and is expected to raise the bar in the Tech park space in the country.

FY 2023 was a year of innovations and initiatives by Centurions, and this enthusiasm has resulted in the launch of two new business verticals which will further strengthen our business portfolio - **Investay** and **Triveda Capital**. Investay is a resale and rental focused digital platform, and Triveda capital is an Alternate Investment Fund. We also have another vertical in the pipeline, a turnkey interior design solution provider - **Space Illusion**. Our project teams have helped the Vidyashilp Education Group (VSEG) in building multiple modern new campuses in the past fiscal - the new Vidyashilp Academy Campus, Vidyashilp University Campus and Vidyashilp School Campuses in Bagalur and Banashankari are operational and setting new benchmarks in the education space.

They say winning is easy when planning is right. We received many awards in the year gone by, including 'Excellence in Luxury Projects - Residential (Century Ethos)' by ET Business Excellence 2021-22, 'Emerging Developer of the year – Commercial' by ET Business Excellence 2021-22 and 'Excellence in Customer Service' by Realty+ Excellence Awards, 2022.



True to our philosophy of *THINKING AHEAD*, we continued our investment in some of the best technologies to enhance our systems & processes. In the past year, Centurions have adopted multiple productivity enhancing tools like Salesforce - a renowned CRM platform, **Asana** - a collaborative project management tool that is used by even NASA, and **Happierwork** - a new-age HRMS platform. To encourage Centurions to up-skill their capabilities, we also launched our very own **Century Learning Academy**, as a professional training & skill development initiative for our associates.

I am very proud of the people practices we have built at Century. In the past year, we came together as one big family during the Century Champions League tournament that started with an IPL style auction and culminated in an action-packed Finale. Throughout the year we also witnessed enthusiastic participation in many festivities that were celebrated by our associates. No surprise that we have been accredited as a 'Great Place to Work'.

As we begin to enter a brand new chapter in a new fiscal, I wish to reiterate to all associates of Century Real Estate, that **#TheFutureIsOurs**.

Once again, I would like to thank you for being a part of the journey with us, as our associates, partners or customers.

Yours sincerely.

Que"

Ravindra Pai

INDUSTRY & MARKET TRENDS

INDIA'S REAL ESTATE SECTOR IS EXPECTED TO TOUCH A US\$ 1 TRILLION MARKET SIZE BY 2030, ACCOUNTING FOR 18-20% OF INDIA'S GDP.

In India, the real estate industry is anticipated to grow to US\$ 1 trillion in size by 2030 from US\$ 200 billion in 2021 and to account for 13% of GDP by 2025. Significant growth is also being seen in retail, hotel, and commercial real estate, which is essential infrastructure for India's expanding demands.

In one year, the top 7 cities in India's real estate market saw land sales totaling more than 1,700 acres. US\$10.3 billion in foreign investments were made in the commercial real estate industry between 2017 and 21. Developers anticipate a sharp increase in demand for office premises in SEZs with the implementation of the new SEZs act.

Using infrastructure and real estate investment trusts, Indian businesses are predicted to raise more than Rs. 3.5 trillion (US\$ 48 billion) in 2022, up from the US\$ 29 billion raised so far. Between July 2020 and December 2020, the top eight cities' office markets saw sales totaling 22.2 MSF, while new completions during that time were just 17.2 MSF.

DIGITAL TOOLS TRANSFORMING REAL ESTATE DECISION-MAKING

Traditionally, real estate investments have been considered high involvement and big ticket, requiring buyers to personally visit all properties to shortlist them. However, with the growing number of options available to customers, it has become increasingly difficult for buyers to visit all sites, leading to a rise in the use of digital tools for decision making.

Nowadays, buyers search and consult various online sources to make nuanced decisions that cover aspects such as city, location, property type, size, layouts, amenities, etc. As a result, digital interventions have become increasingly prevalent across the customer journey, especially through video and audio content that includes project and locality reviews, virtual tours and walkthroughs, 3D modeling, 3D staging, and real-time online construction updates.

This trend towards digitalization is expected to accelerate in the future, becoming a vital tool for developers, landlords, and intermediaries in attracting buyers and tenants.





LUXURY REAL ESTATE BOOMS IN NORTH BENGALURU AS HIGH-END DEMAND SURGES

North Bengaluru has seen a surge in the construction of high-end apartments, villas, and gated communities, attributed to factors such as the development of the Kempegowda International Airport and the establishment of various tech parks and SEZs in the region. These developments have led to an influx of professionals and entrepreneurs, who are driving the demand for high-end housing. The area, which includes neighbourhoods like Hebbal, Yelahanka, and Devanahalli, offers a range of amenities, including shopping malls, schools, hospitals, and recreational facilities, making it an attractive location for luxury real estate development.

Additionally, the area's natural beauty and proximity to attractions like Nandi Hills and the Bangalore International Exhibition Centre add to its appeal.

https://timesproperty.com/news/post/emerging-real-estate-trends-blid3442

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https://www.thehindu.com/real-estate/luxury-real-estate-north-bengaluru-destination-housing-property/article65966224.ece

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THE SOLUTION TO CITY CONGESTION - BENGALURU'S SATELLITE TOWN RING ROAD

The Satellite Town Ring Road (STRR), aimed at decongesting the city and promoting development in semi-urban areas, will be a 180 km long expressway that will connect several towns and satellite cities around Bengaluru. It will also connect 6 National Highways, 8 State Highways and 12 important towns around Bengaluru. This corridor is designed for a speed of 100 KMPH, boosting the speed of freight movement and increasing the traffic handling capacity. The Ring Road will also provide connectivity to proposed multi-modal logistics park at Dobaspet and proposed Pune-Bangalore Greenfield Expressway.

The STRR is a crucial project for the development of the region and is expected to have a significant impact on the economy and quality of life in and around Bangalore.

PROJECTS IN SPOTLIGHT



*No.1 selling luxury apartment project in North Bengaluru Source: Ressex, Liases Foras, FY 2021-22. | 'Luxury apartment' segment defined as units priced over ₹ 2 cr.

Century



MAKING STRIDES IN THE LUXURY SEGMENT OF NORTH BENGALURU

Century Ethos has been featured in two iconic publications -Architectural Digest and Elle Decor. This exclusive piece about the No.1 luxury development in North Bengaluru*, takes the reader through the intricacies of thought and design.

Whether it is the detailing of the smallest element or the larger concept of marrying the traditional architectural elements with the contemporary – Century Ethos bewitches its true connoisseurs.







CONSTRUCTION PROGRESS



Nov 2021 3rd slab completed



Mar 2022 9th slab completed



Aug 2022 14th slab completed

Mar 2023

Century DownTown

ONE-OF-IT'S-KIND MAGNIFICENT COMMERCIAL DEVELOPMENT TAKING SHAPE

Set in the epicenter of development in Hebbal is Century Downtown, a 1.7 mn. sq. ft. Grade-A mixed use commercial development including premium office spaces, retail zones and a dedicated hotel block.

Century Downtown has the unique distinction of being the first LEED platinum certified corporate park in Hebbal, a testament to our commitment to sustainability, modern construction practices and impeccable execution capabilities.

Century Downtown has surpassed construction timelines and most of the facade is now completed - adding a strikingly modern façade to the Hebbal skyline.



Facade work in progress



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Century IMMENCITY

NORTH BENGALURU'S NEW BUSINESS DESTINATION

Set in a sprawling 52 acre land parcel on NH 44 is a new city within - Century Immencity, a 10 mn. sq. ft. Grade-A mixed use commercial development offering premium office spaces, dedicated retails arenas, business hotels, and much more.

Century Immencity is imagined as an emblem of futuristic workplace, with seamless connectivity to city, Kempegowda International Airport & beyond via NH 44 and the proposed Jakkur metro station inside the campus, a ready social infrastructure with multiple residential & retail developments in close proximity and superior quality of life with the lowest levels of air and noise pollution in Bengaluru.

Century Immencity is a place of immense Potential, Possibilities & Progress.



Direct Metro Access



Dedicated Retail Zone



20 mins from Kempegowda International Airport



Business Hotels



CELEBRATE EVERY SEASON AS NORTH BENGALURU'S BELOVED PLOTTED DEVELOPMENT COMES TO LIFE.







PROGRESS ON CLUBHOUSE WORKS



THINK AHEAD WITH CENTURY REAL ESTATE

FINANCIAL EXPRESS Read to Lead

- 21 MARCH, 2023

South's 'satellite' push: This Ring Road will decongest Namma Bengaluru, amplify development in peri-urban areas

Bengaluru Satellite Town Ring Road: The mother of all road projects is underway in Bengaluru! And no, it is not just going to improve the state's road network, but also give a major boost to the overall infrastructure along with providing relief to the commuters who are stuck in massive traffic jams in the city. If you are a resident of Bengaluru, then you must have guessed it by now. The project is none other than the Bengaluru Satellite Town Ring Road (STRR) which is being constructed by the National Highway Authority of India (NHAI).

The Ring Road is called a Satellite Ring Road because it is going to connect the Satellite towns of Bengaluru. For those unaware, a satellite town, in an urban scenario, is a smaller metropolitan area located near the biggest metropolitan area. As per media reports, twelve towns in Bengaluru are going to be developed as the Satellite towns which are -Sulibele, Hoskote, Sarjapura, Attibele, Anekal, Dobbasapete, Doddaballapura, Devanahalli, Tattekere, Kanakapura, Ramanagaram, and Magadi.

PROGRESS ON INTERNAL PAVER ROADS



- 20 MARCH, 2023

Foxconn finally firms up to invest ₹8,000 cr at Doddaballapura

Foxconn Hon Hai Technology India Mega Development Pvt. Ltd. will establish a mobile phone plant on 300 acres of land at Doddaballapura with an investment of ₹8,000 crore in three phases, as per a Government of Karnataka document released by The Hindu. The source of funding would be 'capital or other form of fund from parent company', which would cover ₹6,000 crore while the rest would be a term loan, it said.

According to the document, phase 1 (2023-24) will see an investment of ₹3,000 crore; phase 2 (2025-26) ₹4,000 crore, and phase 3 (2026-27) will involve an investment of ₹1,000 crore.

By December 2025, Foxconn will have manufactured one lakh units of iPhones in its new facility in Karnataka while the production numbers are expected to reach 50 lakh units by December 2026, 10 lakh units by December 2027, 2 crore units by December 2028, and 20 crore units of phones by December 2029, as per the document.

Century

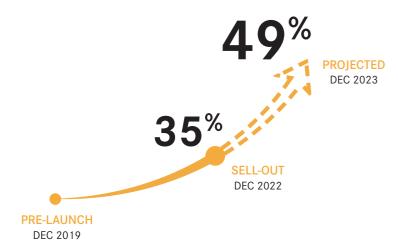
HORIZON thankyon BENGALURU

YOUR FAVOURITE MULTI-BAGGER IS NOW





INCREDIBLE PRICE APPRECIATION



Century Horizon, our boutique mixed-use development located on NH-44, Hebbal, has exceeded our expectations and is now completely sold out, with construction progressing rapidly in full swing. The project is shaping up at an impressive pace, with incredible appreciation witnessed in its value. We are grateful for the overwhelming response and support from our valued customers.



AWARDS & MILESTONES



AN UNWAVERING COMMITMENT TO QUALITY CONSTRUCTION, PRODUCT EXCELLENCE AND CUSTOMER SERVICE.



Excellence in Customer Service 14th Reality+ Excellence Awards 2022



Excellence in Customer Service ET Conclave Awards 2022







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15TH EDITION - APRIL, 2023.



CENTURY COMMUNITIES

HUMANS OF ETHOS

Humans of Ethos is a compilation of the personal stories and journeys of the hands that have built the Crown Jewel of North Bengaluru - Century Ethos. The book launch included authors such as Mohua Chinnapa and Nandita Bose and social workers such as Shubha Ramachandran who came together to celebrate the work done by the brilliant minds.

The residents of Century Ethos were the ones who honoured the construction workers who were instrumental in bringing to life the remarkable century ethos, making this event more special to the workers.















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DIWALI SOIREE

There is a special touch that is added to a festival when it is celebrated with family. This year, the Centurions celebrated Diwali with their extended family - the residents of Century Renata

















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SANKRANTI HABBA

One of the long-standing traditions of Sankrati Habba is the famous kite flying. The communities of Century Ethos and Century Breeze enjoyed a day in the sun flying kites and watching it soar to new heights.









NEW INITIATIVES AND TECH INTEGRATIONS



360 DEGREE FEEDBACK

At Century Real Estate, we are always trying to better ourselves and it is this attitude that makes us a Great Place to Work Certified Company.

One of the best ways that helps us understand ourselves and our peers better, is through 360 degree feedback. We have successfully completed a pan-organization feedback survey where one can help their colleagues identify blind spots as well as receive feedback for ourselves. This initiative helped our associates understand their strengths and weaknesses, which, in turn, helps them identify growth areas, key strengths and improve overall performance. More than 2200 surveys done.

CENTURY LEARNING ACADEMY

The construction sector is easily one of the well established sectors in the world and major contributor to the revenue and employment percentage of our country. Be it with respect to improving safety standards, enhancing teamwork, efficiency, productivity levels, customer satisfaction, reduced rework rates etc., learning & development is key.

A love for learning, growth and innovation is essential in a workforce. The Century Learning Academy was christened with this aim.

The L&D team is invested in nurturing a culture which focuses on continuous learning to help achieve better outcomes for individuals, project teams, and the modern real estate business.

SOME ACADEMY MOMENTS











SALESFORCE

Century real estate has leveraged the power of Salesforce to manage all aspects of the sales process, from lead generation to customer onboarding till handover. With features such as lead scoring, opportunity tracking, and pipeline management, sales teams are now able to easily prioritize their work and focus on the most promising prospects. Additionally, Salesforce's mobile app allows sales managers to stay connected and productive while on the go. Through Salesforce the sales teams are now equipped with valuable insights and analytics, allowing them to identify trends, track performance, and adjust their strategies as needed. Using the Salesforce's collaboration and communication tools, the sourcing teams are now able to easily share information, coordinate their efforts to drive walkins, and provide valuable input into the sales process. Through salesforce the sourcing teams are able to identify the most effective messaging and positioning for our products or services.

A key benefit of salesforce is its ability to centralize customer data in one place. This has allowed the SMC teams to have a complete view of each customer's history, preferences, and interactions with the company. With this information at their fingertips, the sales and marketing teams personalise their outreach and deliver a better customer experience. Salesforce has also equipped the CRM team with powerful automation tools that have helped streamline their workflows, reduce administrative tasks and free up the team's bandwidth to focus on building relationships with clients. Finally, Salesforce's reporting and analytics tools have helped the CRM teams track performance, identify trends, and optimize their collection strategies. A unified record of conversations, interactions, needs, notes, and the client contact information has helped us to stay in touch and sell the right product or service at the right stage in the funnel, thereby taking our CRM team firmly on a journey of being a profit center.

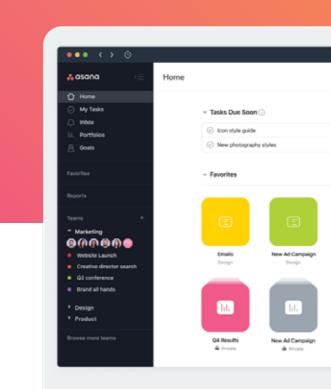
Our sales team is far more efficient, leading to a 3x growth in sales revenue in three years - despite the pandemic. And our CRM team is fast becoming its own profit centre.

Some of the green shoots we have seen just within a year of go live with salesforce at Century RE are as follows

- The 12X increase in the data points gathered about a single lead has made assumptions in our decision making almost negligent. Such volume of data gathered has strengthened our resolve towards fair practices and transparency in our source attribution policies.
- The increased transparency has been one of the important contributors to a 2x increase in the number of channel partners empaneled with us. And our sales velocity has also increased by 2.5X from our Channel Sales.
- CRM teams have Automated 90% of internal email communications sent across/between functions thus reducing the non value add collaborations.

Overall, Salesforce has helped the company to increase efficiency, improve communication, and drive growth.





ASANA

Some of our teams have adopted 'Asana' (Used by the likes of NASA, Alphabet, Harvard University, Adobe, Salesforce, Facebook, Airbnb, Uber, Spotify, Microsoft, Decathlon and L'Oreal), a versatile project management tool to streamline workflows, collaborate more effectively, and improve overall productivity. With Asana, these teams now create project plans, assign tasks, set due dates, and track progress, all in one centralized location. Asana has also made it easy not only for these teams to collaborate with each other, but also with other departments or external vendors/agencies. The teams use Asana to communicate about tasks, share files, and provide feedback, all in real-time thus reducing email clutter and improving transparency and accountability across the team.

For all new project launches, these teams now track the progress of marketing campaigns, from initial planning through to execution and analysis. Asana is also used to define goals, create timelines, and track milestones and metrics, helping to ensure that campaigns stay on track and achieve their desired

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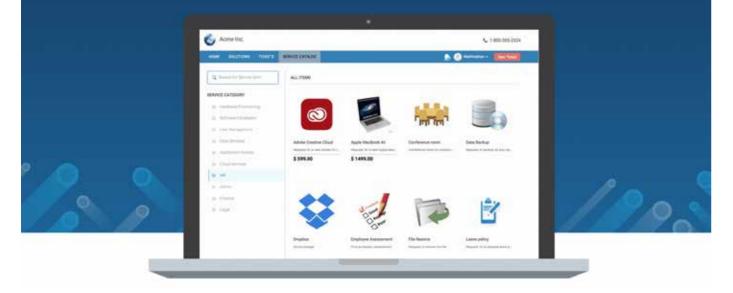
outcomes. With Asana, teams now assign tasks to specific team members, track their workloads, and ensure that everyone has visibility into what others are working on.

Overall, Asana is a powerful tool that can help marketing teams manage their projects more effectively, collaborate more efficiently, and achieve better results.





Service Catalog - **Revolutionize** the way you handle service requests



FRESHSERVICE

The IT team has adopted Freshservice, a cloud-based IT service management (ITSM) platform to streamline their workflows, improve their efficiency, and deliver better service to all the Associates. Freshservice's ticketing system enables Associates to report issues easily, while workflows and automation tools help IT teams prioritize and resolve incidents quickly and efficiently before any escalations.

Freshservice's asset management capabilities have allowed the IT team to track hardware and software assets across the organization, thus ensuring that all assets are up-to-date and compliant with security standards.

Using the reporting and analytics capabilities of Freshservice, the IT team tracks their own performance and identifies areas for improvement to deliver the best service to all Associates. Reports are generated to track metrics such as ticket volume, resolution time, and user satisfaction, thus enabling data-driven decisions.

By using this centralized platform for incident management, service catalog, asset management, change management, and reporting, the IT teams plans to reduce the need for manual intervention by IT personnel and thus demonstrate their true value-add to the organization.

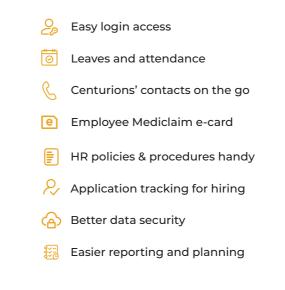


happierwork

designed to make your work-life easier.



PEOPLE CARE MADE EASIER FROM MOBILE APP



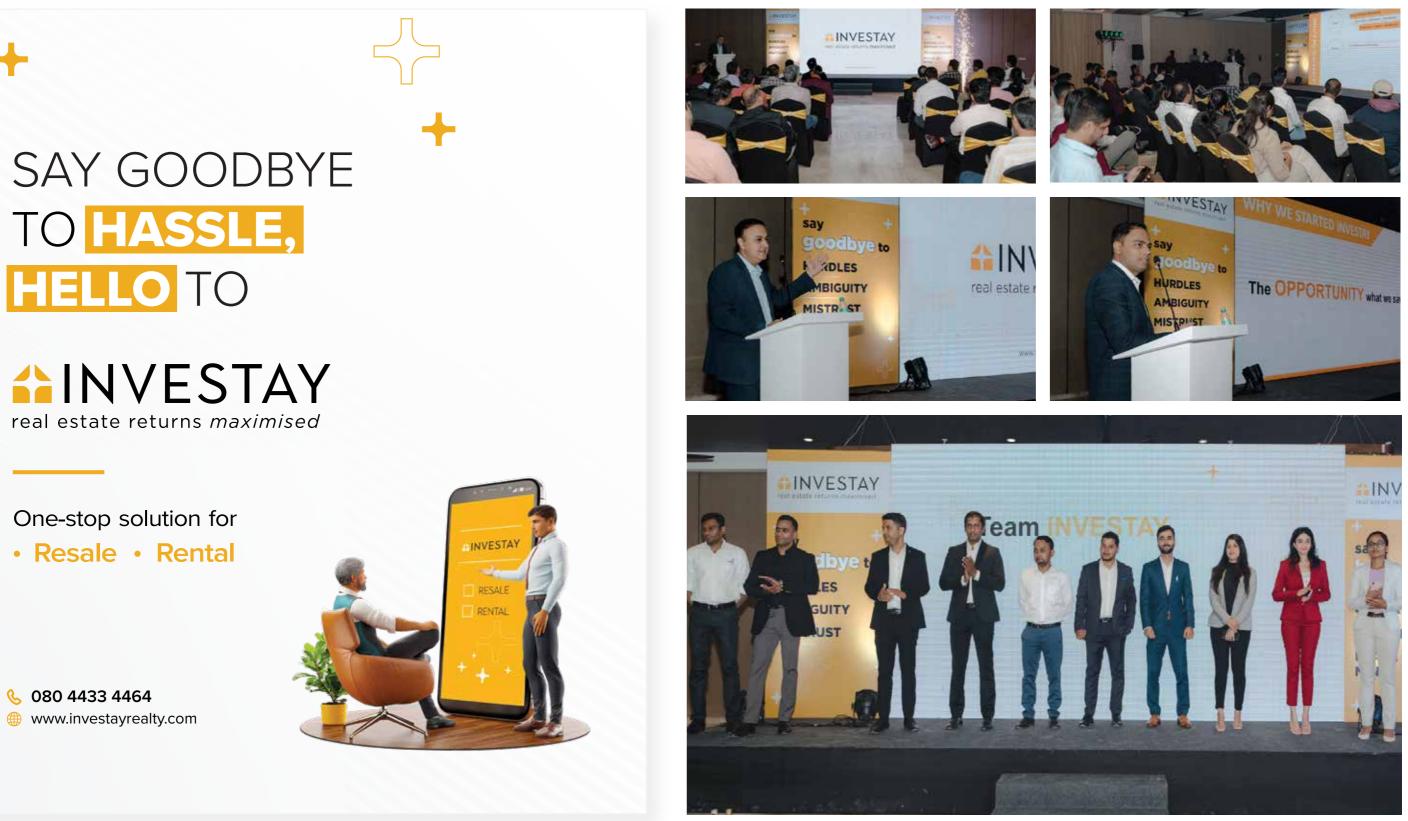


NEW BUSINESS VERTICALS

INVESTAY

At Century Real Estate, we are constantly evolving, keeping our community's needs at the center. To bring authenticity and credibility to resale and rental properties, we have launched Investay - a distinctive/differentiated resale and rental platform.

Within 4 months of launch, Investay is well on course for its own profit centre journey; with over 20 deals already in the bay.





Introducing





TriVeda Capital Disrupts the Asset Management Space by Launching its New-Age Indian Real Estate Investment Platform

TriVeda Capital is a new-age Indian real estate investment platform, founded by P. Ravindra Pai and Raj S. Inamdar, who have collective experience of over 40 years in real estate development and investing. TriVeda Capital was established to deliver superior asset management services and enable investor participation in India's attractive real estate growth story. The founders have raised over \$1.1+ billion of capital for Indian real estate projects, executed over \$2+ billion in transactions and manage an active development portfolio exceeding 15+ million square feet. TriVeda Capital is registered with SEBI as a Category II Alternative Investment Fund (AIF) and managed by a team of experienced real estate professionals.

We are big believers in the Indian real estate growth story, and have been deeply involved in development, fundraising and asset management over the last few decades. We now bring our cumulative experience together to introduce new-age, regulated investment opportunities for Indian and global investors to participate in the growth story along with us. Ravindra Pai

Partner, TriVeda Capital

Our vision is to harness our passion for real estate and present to the world an opportunity to invest with experts in Indian real estate. We want to showcase our transparent, highly efficient and professionally-run participate in SEBI-regulated and risk-mitigated AIFs.

Raj Inamdar Partner, TriVeda Capita



- 25 JANUARY, 2023

TriVeda Capital to raise ₹200cr for realty projects

TriVeda Capital, a Sebi-registered Alternative Investment Fund (AIF), plans to raise a '200-crore AIF corpus to invest in plotted development projects.

The fundraising involves retaining an additional '50 crore through a green-shoe option. A Category II Alternative Investment Fund (AIF), Bangalore Opportunity, focuses on plotted development and residential assets in major South Indian metropolitan areas. The fund targets garnering \$1 billion worth ofAUM in next five years.



Would AIFs (Alternative Investment Funds) gain favour as debut funds lose long-term tax benefits?

"While the removal of long-term tax benefits of debt mutual funds was unprecedented and may reduce this category's popularity, HNI's and investors may look at Alternative Investment Funds (AIF) as a preferred investment vehicle.

AIFs are an attractive way for HNIs to diversify their portfolios as they are SEBI regulated, and offer a variety of investment themes and tax-friendly structures. The Indian government's actions may shift asset allocations to AIFs, and investors will continue to have access to tax-friendly structures via AIFs."

-Raj S Inamdar, Partner, TriVeda Capital



29 MARCH, 2023

Unlocking opportunities in Indian Real Estate with AIF

Indian Residential Real Estate as a favoured asset class

"Real estate investments help investors diversify their investment portfolio. Real estate is often viewed as a hedge against inflation and provides an alternative to traditional investment options such as equity and gold. Real estate investments are risk-mitigated, insulated from volatile movements of the stock market, and have superior cashflow generation potential."

-Raj S Inamdar, Partner, TriVeda Capital



12 APRIL 2023

TriVeda Capital launches new Indian Real Estate **Investment Platform**

TRIVEDA CAPITAL HAS launched its new Indian real estate investment platform, a Securities and Exchange Board of India (SEBI)-registered Alternative Investment Fund (AIF). It plans to raise Rs 200 crore AIF corpus to invest in plotted development projects.

The company will be offering Indian and offshore investors an opportunity to participate in the long-term Indian real estate growth story.

E. investors@trivedacapital.com | www.trivedacapital.com

PLAY AT WORK

IPL STYLE CENTURY CHAMPIONS LEAGUE

At Century Real Estate, we work hard and play hard. The end of 2022 brought with it, the much-awaited, Century Champions League - a tournament of its own kind. 6 teams were formed and were given virtual money, and an IPL-style auction was conducted. Each team strategized which players would be the most valuable for them and bid on them. With individual and team sports as a part of the tournament, there was something in it for everyone. After weeks of dedicated practice, the teams battled it out in the field and the finals were celebrated with the Centurions' families.





















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SANSKRITI

India is a land of myriad cultures and heritages. Sanskriti is a cultural festival at Century Real Estate where teams portray the different cultures that India is a home to.

















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DILWALO KI DIWALI

Diwali 2022 brought out a different personality in the Centurions. With the theme of the celebration being "Cinema", the teams dressed up as different personalities from their favourite movies, mimicked dialogues of their favourite characters, and for the day, Century was home to some of the biggest celebrities in the cinema industry.







SNEAK PEEK



CENTURY REAL ESTATE

A legacy of 5 decades - harnessing the past, defining the present and creating the blueprint for the future.

- One of the most respected and trustworthy names in Indian real estate industry.
- Over 3,000 acres of land bank, with massive development potential.
- Over 20 mn. sq. ft. of quality residential and commercial assets under construction.

