

# CENTURY TIMES

CENTURY REAL ESTATE • 16TH EDITION - JAN 2024



**EXPLORE FAR ENOUGH,  
THAT YOU MEET YOURSELF.**

**MAKE YOUR LIFE  
THE BEST  
ADVENTURE**

To know more  
refer to pg. 32

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## MD'S MESSAGE

Dear Patron,

As I reflect on our incredible journey, I am filled with immense pride and excitement to share the remarkable strides we've taken as a company. This edition of Century Times is a testament to the commitment, progress, and the shared vision that binds us together.

The last few months have echoed success. With four successful launches, we surpassed last year's annual figures, propelling us on a **2x growth trajectory**, firmly establishing that the Future is Ours.

The launch of **Century Novus**, an aspirational residential development, and **Century Eden Prime**, a premium plotted development, resonated exceptionally well with our discerning patrons, leading to both projects being sold out – a testament to the trust placed in us.

Furthermore, the launch of **Feré Villas by Century Wintersun**, our luxury villa development, has added a touch of opulence to our diverse portfolio. The response from all quarters reinforces our belief that our commitment to excellence and innovation is steering us in the right direction.

These launches have fueled us as we gear up for four more launches in 2024. **Codename Basecamp** – a premium plotted development overlooking the serene landscape of Nandi Hills. Additionally, two luxury residential developments in the central business district and an aspirational residential development in North Bengaluru will soon grace our portfolio.

This year, we also took further strides in initiatives to enhance customer relationships. **Gatsby**, our very own and now very popular concierge service, was launched this year. We set up a new & improved governance model for our communities' facility management, which has been received very well by our residents across projects.

Adding to our accolades and triumphs, our projects continue to be in the spotlight in the industry. This year we gave Bengaluru a refreshing new campaign – Codename New You, which became a trend-setter and won multiple marketing awards including the prestigious **CMO Asia Award**. Underlining our strong position as the pioneers in plotted developments in Bengaluru, we won the Fortune Leadership Award for **Developer of the Year for Plotted Developments**.

Showcasing our unwavering commitment to delivering exceptional service, we won the **Realty+ Award for Excellence in Customer Service** for the second consecutive year. We were also honoured with the **Fortune Leadership Award for Employer of the Year**, a testament to our positive and progressive work culture and good people practices.



Together, we have woven a narrative of success, growth, and shared aspirations. As we stand at the cusp of tomorrow, let's continue to innovate, excel, and shape the future because, indeed, the **Future is Ours**.

Thank you for being an integral part of our extraordinary journey.

Yours sincerely,

Ravindra Pai

## INDUSTRY TRENDS

### LUXURY HOME SALES IN BENGALURU RECORD 142% INCREASE THIS YEAR

Sales of luxury homes, priced more than ₹1.5 crore, saw a 142% jump in Bengaluru in the first nine months of CY 2023. A record 9,220 luxury homes were sold in the city between January and September 2023, up from 3,810 homes sold in the same period in 2022, according to data from Anarock, a property consultation firm, on luxury home sales in seven cities, including Bengaluru.

Spacious homes were preferred by many after their work-from-home experience during the Covid-19 pandemic, and increasing rental cost is pushing individuals to buy homes rather than living in rental accommodation.

### NRI CONTRIBUTIONS TO INDIAN REAL ESTATE SURGE OVER FIVE YEARS, TO REACH 20% BY 2025

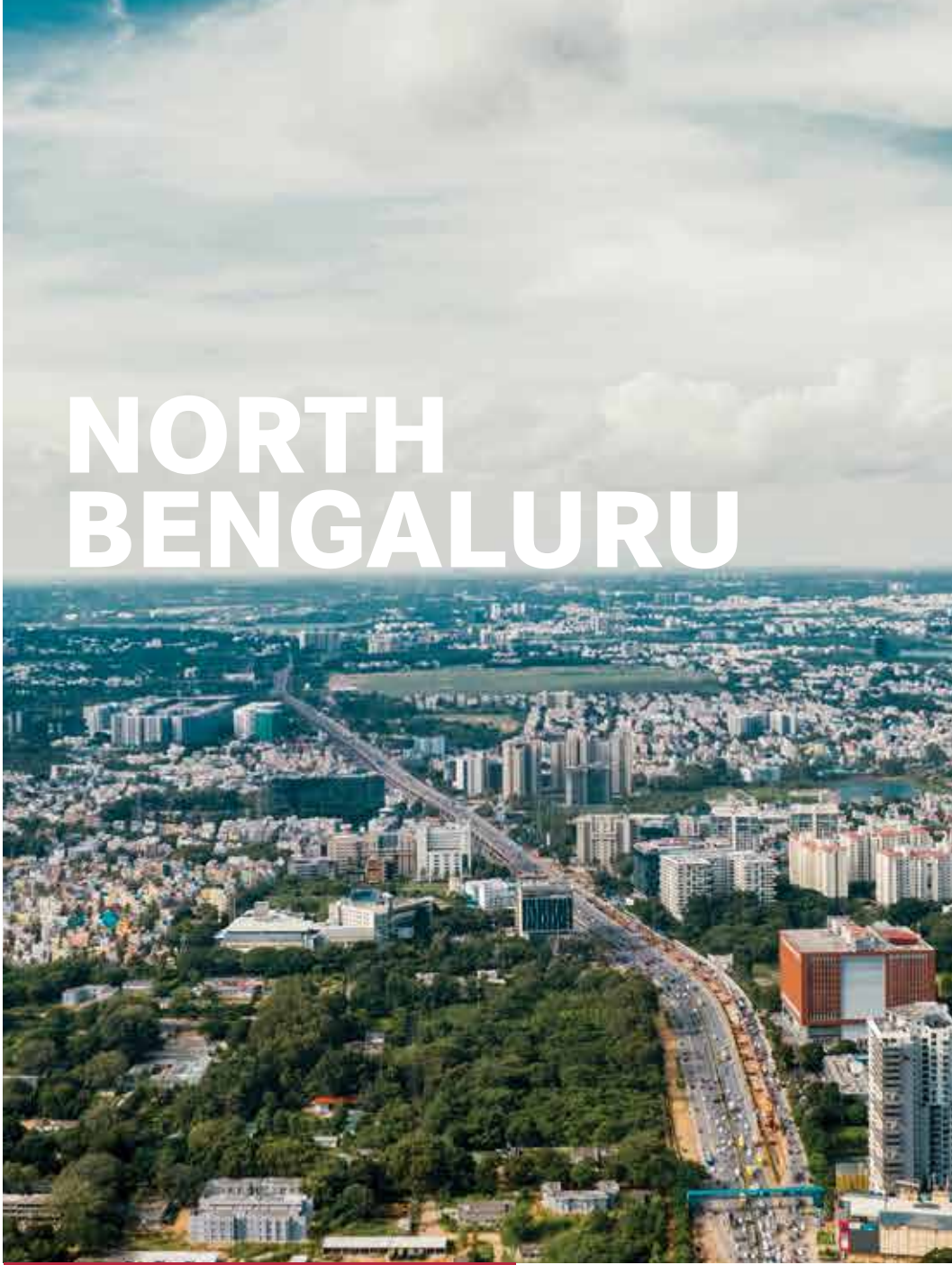
The contribution of Non-Resident Indians (NRIs) to the Indian real estate sector has risen significantly, with their investments steadily rising over the past five years. The Silicon Valley of India continues to remain the favourite of non-resident Indians who are looking to invest in the Indian real estate market.

Attracted by favourable government policies for foreign investment, the non-resident Indian diaspora, which accounted for approximately 10% of the total investments into the sector in 2019-20, is expected to contribute a substantial 17% by 2025.

Demand for 3 BHK units has surpassed that for 1 BHK and 2 BHK units, reflecting the preference for more spacious living spaces. The demand for holiday homes has also increased in the past year, with property management services gaining ground. Interestingly, 26% of NRI buyers seek properties with budgets exceeding ₹1 crore, indicating a growing focus on premium and luxury real estate options.



# NORTH BENGALURU



## NORTH BENGALURU EMERGES AS A BOOMING REAL ESTATE DESTINATION

Post-pandemic, North Bengaluru has emerged as one of the fastest-growing real estate micro markets. Growing faster than the eastern IT corridor, infrastructural boost and its strategic location have doubled the investments from NRIs and domestic investors.

An increasing number of tech companies and real estate firms are now setting up business parks, shifting offices to, or opening up new offices in the north of Bengaluru, in areas such as Yelahanka, Jakkur, Hebbal, Thanisandra and Bagalur — an area where Manyata Business Park was once the best and only known landmark.

Now, a whole host of tech parks are slated for completion in 2024 and 2025. Bengaluru-headquartered IT major Infosys, which has a sprawling campus in the city, has leased five lakh sq. ft. of office space at Northgate, SAP Labs India has started constructing its second office in Devanahalli, Boeing will open its second largest campus also in Devanahalli, and Philips Innovation Campus is relocating its campus this year to Yelahanka.

## SUCCESSFUL LAUNCHES



Century Novus located in Jakkur was pre-launched as Codename New You and targeted at Millennials - which was recognised as the customer segment driving the real estate demand, and developed as a project for this niche. It is a host to 2, 2.5 and 3 bed homes in a buzzing neighbourhood with ready social infrastructure and conveniences located nearby. The feature packed homes, in a budding locality at the aspirational price point is what makes Century Novus perfect for a millennial homebuyer.



Architectural rendition



The marketing campaign disrupted traditional marketing communication in the real estate industry with the use of vibrant visual elements, upbeat music, and a new-age media mix.

There was extensive usage of digital media with some high-impact traditional media also in the mix. While the campaign was amplified across Meta, Google, Youtube, and other Digital channels, mobile apps, in particular, such as PayTm, InShorts, MyGate and Times of India were other advertising properties that were utilized, as these are popular among the millennials.

The project saw 40% of sales within 2 days of pre-launch and was sold out within 8 months.

DREAMS TURNED INTO REALITY IN A **NEW WAY**



## A RECORD BREAKER ALL THE WAY

Century Novus has been a front-runner since its inception. From clocking astounding numbers in sales to keeping up breakneck speed in construction, it has proved that a superhit is on the way.



## A BLOCKBUSTER PROJECT FUELED BY A GREEN CAUSE

Elevating the standards of sustainable living, Century Novus achieved a significant milestone by securing Pre-Certified Gold (IGBC). This recognition underscores our commitment to crafting residences that seamlessly blend aspiration and environmental consciousness.



# Century

# EDEN

## PRIME

After the successful sell-out of Century Eden Ph-1 & 2 with stellar price appreciation, we launched Century Eden Prime - a green oasis of serenity tucked away from the busy Bengaluru life, on Doddaballapura Road. The premium plotted development comes with a ready 16,000 sq. ft. Clubhouse and 25+ indoor and outdoor amenities like kids' play area, tennis court, party hall, gym, swimming pool and more.

The campaign 'Paradise Won't Wait' took the centre stage across online and offline mediums. There was an incredible response towards the project, selling out the complete inventory within a month of the launch.



## PARADISE FOUND ITS FOREVER ABODE





The second phase of Century Wintersun on the Yelahanka - Doddaballapura road was pre-launched as Codename Ferie-tale. True to the name 'Ferie', the property is themed around resort-style living and allows one to live life as a holiday.

It comes with a ready 20,000 sq. ft. clubhouse with 20+ indoor and outdoor amenities such as a pool, jacuzzi, badminton court, tennis court, squash court, and more. The clubhouse also includes a multi-cuisine restaurant, giving homeowners the resort-style living they are looking for.

The project was later launched as 'Ferie Villas at Century Wintersun'. We partnered with a renowned hospitality company to provide unit management services to the residents here. These services will ensure that the villas are well-maintained, making it an ideal investment for those residing outside Bengaluru as well.

Homeowners also have access to concierge services at the property which caters to all their needs. From running errands to organizing bespoke experiences, the concierge services have been curated to elevate the homeowners' experience.

## HOLIDAY VIBES TOOK OVER FOR LIFE



# Century SEASONS

As the tapestry of Century Seasons unfolds, our themed plotted development sees remarkable construction strides. With the addition to street lights, service lines, and rapid progress in the clubhouse, we're creating a space for a community that harmonizes lifestyle and progress at every turn.



Clubhouse under progress



Internal paver roads

## MADE BY NATURE, CRAFTED BY US.

A 25-acre pristine plotted development, themed around nature, at Devanahalli (Proposed STRR).

Get charmed by the perfect fusion of wellness, urban indulgences, soul-soothing greens and a natural lake at the periphery.

Plot sizes: 30 ft. X 50 ft. | 40 ft. X 60 ft.\*

[www.seasons.centuryrealestate.in](http://www.seasons.centuryrealestate.in)

Aerial view

### Aerial view

Century GREENS

Waking up to the glorious morning sun,  
with fresh juices from your garden.  
Experience a life rooted in nature.



A 23-acre SOAFA approved premium plotted development, with lush green open spaces, a plethora of curated amenities and a delecting 23,000 sq. ft. clubhouse.

Featuring Collage plots - 30 ft. X 40 ft.,  
Manor plots - 40 ft. X 60 ft.



Plot Area - 30'X40' / 40'X60' / 50'X60' / 50'X80'  
Plg. Area - 70'X40' / 80'X40' / 100'X40' / 100'X60' / 100'X80'

\*\*\* Apply 1 Month 1 Jan 9 - 31st Jan 10

[www.centurygreensale.in](http://www.centurygreensale.in)

Century GREENS  
Member since 2008



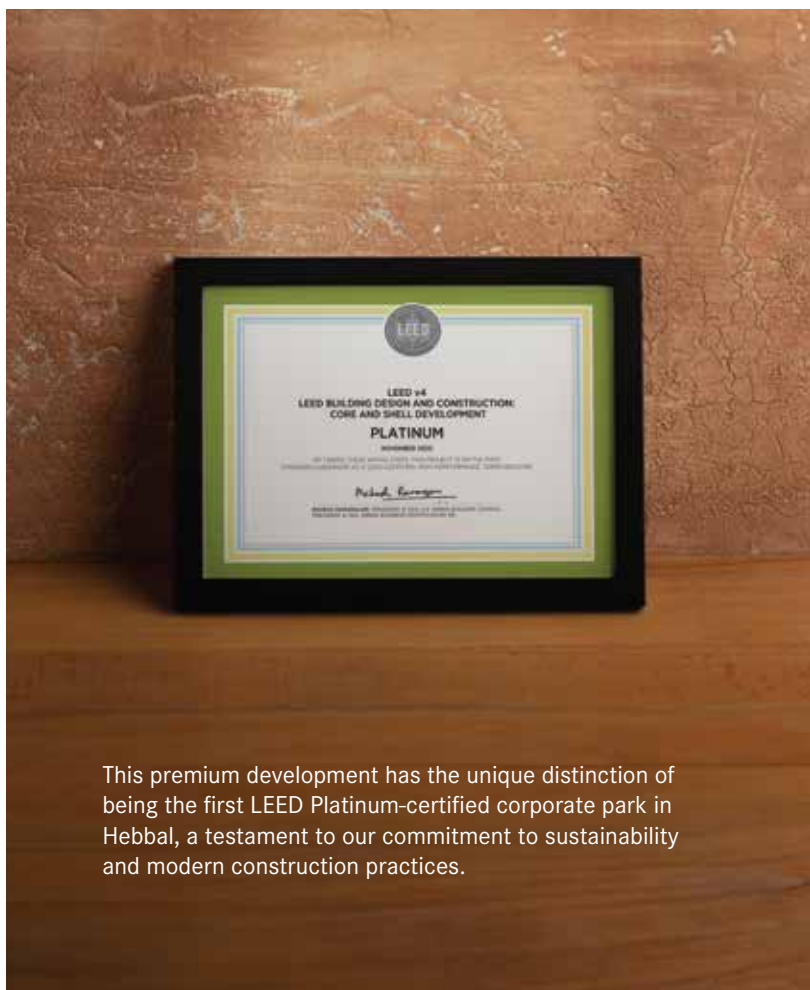
## Internal paver roads

## Century Downtown

### THE STUNNING NEW **LANDMARK** IN HEBBAL

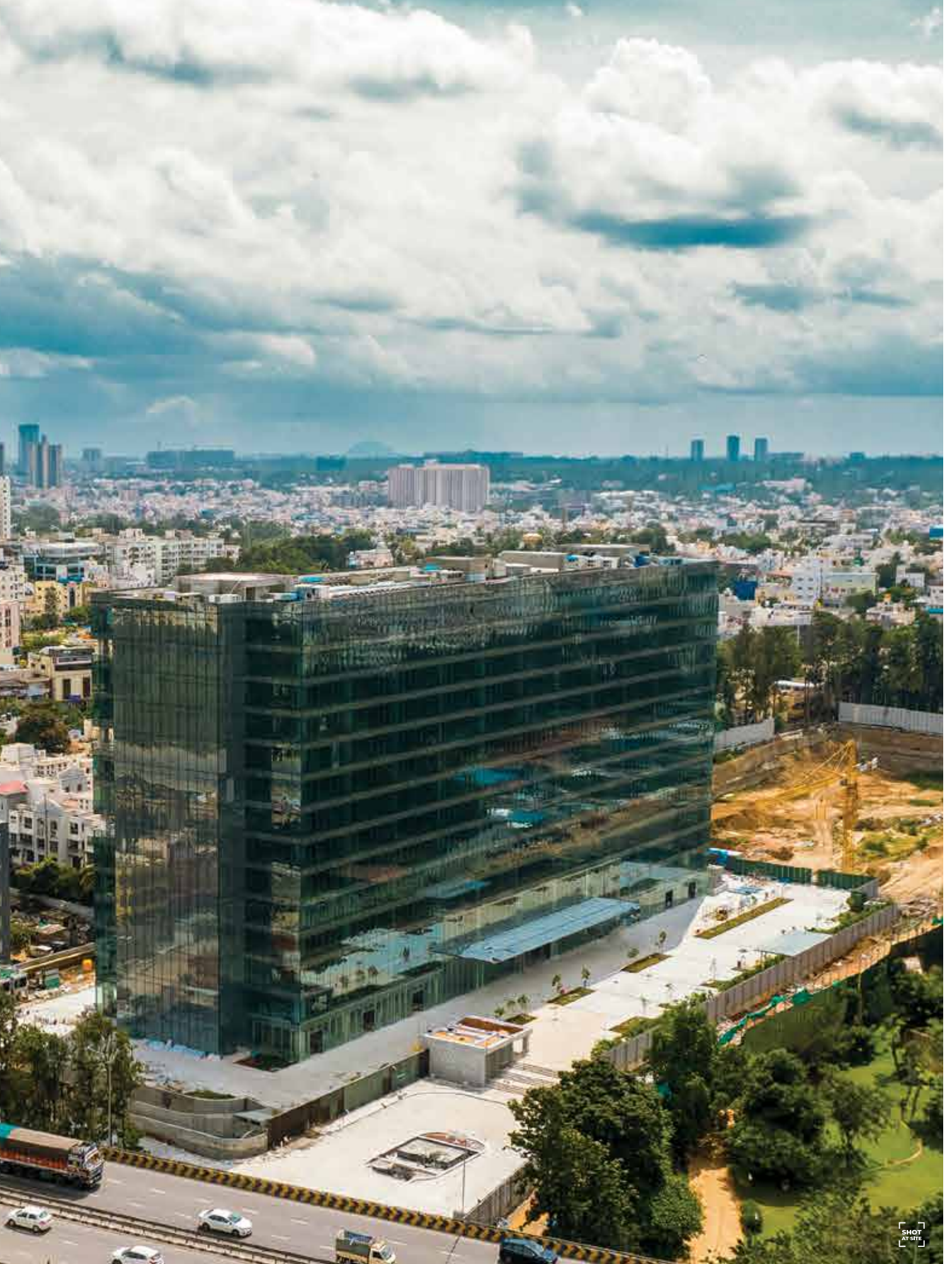
Set in the epicenter of development in Hebbal, Century Downtown redefined North Bengaluru as the new Central Business District. It is a 1.7 mn. sq. ft. Grade-A mixed-use commercial development including premium office spaces, retail zones, and a dedicated hospitality block.

The first tower of Century Downtown has surpassed construction timelines and is nearing completion. The OC for this project which adds a strikingly modern facade to the Hebbal skyline is expected shortly. The construction of the second tower will commence soon.



This premium development has the unique distinction of being the first LEED Platinum-certified corporate park in Hebbal, a testament to our commitment to sustainability and modern construction practices.





SHOT  
AT SITE

## CENTURY IN THE MEDIA

In the news, Century Real Estate stands out as a key player in the real estate narrative, with features highlighting our projects, accolades, and commitment to excellence.

**moneycontrol**

### Century Real Estate to launch 7 million sq ft business park in Bengaluru

Bengaluru-based real estate developer Century Real Estate plans to invest Rs 3,400 crore to launch 9 million square feet (msf) of projects, including office spaces and residential launches, in Bengaluru with a potential revenue of Rs 9,000 crore by the end next financial year.

To date, we have delivered close to over 3 msf of residential projects, translating to about 4,000-4,500 apartments. Additionally, we have constructed over 3,000-3,500 plots spread across 800 acres of development.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



**NDTV | Profit**

### Century Real Estate Eyes Rs 1,000 Crore Sale Bookings In FY24

In June, the company launched 'Century Eden Prime', a premium plotted development project, and it sold out 75% of the new plots in just 10 days. The company will launch new phases in existing projects as well as new projects.

He said the company in April had launched a residential project 'Code Name New You' comprising 234 apartments. Asked about sales booking target for 2023-24, he said, "In FY'2024, we are expecting to touch Rs 1,000 crore in sales.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



**ET Business Leaders**

### CENTURYREALESTATE- Contributing to bengaluru's real estate growth since 50 years

Over the course of 50 years Century Real Estate's legacy has mirrored the transformation of Bengaluru city. From the serene Garden City of 1990s to the tech-driven Silicon City in 2000s, and now the bustling hub of tech startups in 2020s, Century Real Estate has played a key role in fueling Bengaluru's growth and evolution.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



**The CEO Magazine**

### Changing the Skyline of NORTH BENGALURU

The legacy of Century Real Estate closely traces that of Bengaluru city's transformation. From the Garden City in the 1990s to Silicon City in the 2000s and to its metamorphosis into the nucleus of tech startups in the 2020s, Century Real Estate has been a partner in Bengaluru's growth.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



## mid-day

### Indian Realty Witnessing Exponential Growth Driven By Millennial Homebuyer Segment

One of the main reasons for the shift is the increase in the need for one's own space in the city, which can be customized to millennials' needs. Another facet differentiating millennials from other generations is the high value placed on community living.

Moreover, buying a home isn't just about finding a house to live in, any longer. For millennials, it is a space that reflects their lifestyle. These factors are some of the major ones that have propelled the demand for home ownership among millennials.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



## Construction Week

### Century Real Estate unveils Codename New You to cater to millennial homebuyers' needs

Century Real Estate has pre-launched their latest property, Codename New You, targeting the rapidly growing millennial homebuyer segment. Located in the heart of North Bengaluru, Jakkur

Millennials constitute as much as 35% of India's overall population. While they're heavily invested in building a strong future for themselves, owning a house has also become one of the key aspirations early on in their lives.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



## THE WEEK

### Century Real Estate Sells out 40 Percent of Its Inventory of Newly Pre-Launched Codename New You

We are overwhelmed to receive such a positive response. We have identified a growing consumer segment early and tapped into the market at the right time. Millennials constitute as much as 35% of India's overall population, reflecting the demographic dividend and the massive opportunity it promises to unleash.

Our vision today includes creating a core value proposition and serving the young and vibrant demography of India.

**P Ravindra Pai**  
MD, Century Real Estate

[www.centuryrealestate.in](http://www.centuryrealestate.in)



## BW BUSINESSWORLD

### Century Real Estate Launches 360-Degree Campaign "New You" Targeting Millennial Homebuyers

Century Real Estate has adopted an innovative approach while utilizing traditional media as well. Century Codename New You, with its new-age take on marketing communications, is garnering significant interest among homebuyers and realty professionals with this fresh campaign and is on course to be one of the most disruptive campaigns in the real estate marketing space in recent times.

The campaign not only showcases the tastes and style of millennials but is an extension of their persona itself.

**Maninder Chhabra**  
Director - Sales, Marketing & CRM

[www.centuryrealestate.in](http://www.centuryrealestate.in)



## AWARDS AND MILESTONES

While our work speaks volumes, awards go a long way in reaffirming the difference we are making in the real estate market.



### FORTUNE LEADERSHIP AWARD

for Employer of the Year and  
Developer of the Year 2023



### LIFETIME ACHIEVEMENT AWARD

for Dr. P Dayananda Pai received by  
Mr. Vivekananda Nayak at the Global Real Estate  
Business Awards 2023



### CMO ASIA AWARD

for Excellence in Marketing-  
Real Estate, Codename New You



### REALTY+ AWARD

for Excellence in  
Customer Service



### REALTY+ AWARD

for Project Launch  
of the year

# GATSBY THE CONCIERGE

## INTRODUCING OUR VERY OWN CONCIERGE SERVICE

Gatsby was introduced exclusively for the residents of Century Ethos and Century Wintersun, to secure exclusive reservations, orchestrating bespoke events, and more.

To date, Gatsby has serviced over 180 requests and has woven a web of extraordinary experiences for our patrons.



## CENTURY COMMUNITIES IN SPOTLIGHT

### YOGA DAY

Yoga Day unfolded as a symphony of peace and wellness as residents participated in a workshop with mindfulness and health in focus.



## INDEPENDENCE DAY

On Independence Day, the spirit of freedom echoed through our community, as residents came together to honour the nation.

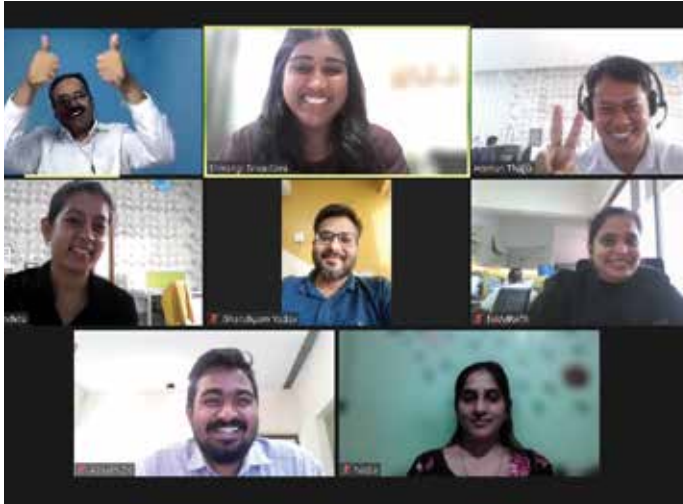


## DIWALI FIESTA

As the festive lights adorned our community, Diwali became a luminous celebration of joy and togetherness.



# CENTURY LEARNING ACADEMY



**POWER OF PERSUASION** - Through the session, participants mastered impactful communication, persuasion, and influence through real-world case studies.



**CENTURY  
LEARNING  
ACADEMY**



**CENTURY SPARK** - A 2-day induction for new associates, offering insights into the Real Estate industry and Century Real Estate's journey.



**AI STARTER KIT** - This session was designed for a hands-on workshop introducing AI tools to enhance performance, expedite tasks, and achieve superior results.



**SKILL SHOT** - A monthly program for Project Team associates, offers valuable upskilling in non-technical areas like communication and leadership.

# ANNUAL KICK OFF

Our annual kick-off was a day of heartfelt recognition and celebration, dedicated to acknowledging the contributions of our exceptional employees. The commitment of the employees is the driving force behind our achievements. With the perfect blend of laughter and music, we had stellar performances by Comedian Shraddha (@aiyooshreddha) and Mysore Express. In the spirit of togetherness, we kicked off the start to a new financial year filled with shared achievements and new milestones.



## FUN AT WORK

### KANNADA RAJYOTSAVA

Kannada Rajyotsava saw Century Real Estate draped in the colours of Karnataka heritage fostering a sense of pride and unity among the Centurions.





Space Illusion is where spaces are transformed into extraordinary realms of design and inspiration. With a passion for creating captivating interiors, Space Illusion is a fresh interior design brand dedicated to transforming vision into a reality.



## SERVICES



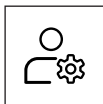
### Interior Design

At Space Illusion, the interior design service is the cornerstone of expertise and passion. It has the power to transform spaces and enhance the lives of those who inhabit them.



### Procurement & Execution

The procurement and execution offering at Space Illusion ensure a seamless and stress-free experience in bringing your interior design project to life.



### Project Management Consultancy (PMC)

The Project Management Consultancy service at Space Illusion is designed to provide expert guidance and support at every phase of the interior design project.

## PORTFOLIO

### CLASSICAL LUXURY INTERIORS



An apartment in the Chrome tower at Century Ethos, captures the timeless elegance and sophistication of a classic interior design style by utilizing traditional design elements such as symmetry, ornate details, and rich colors and textures.

### MODERN CLASSIC STYLE



An apartment in the Argon tower at Century Ethos embodies Modern Classical Style interiors. This timeless yet updated look combines the best of both classic and modern design.

### INDIAN MODERN STYLE



An apartment in the Argon tower at Century Ethos is home to a beautifully designed interior space that blends traditional Indian design elements with modern aesthetics to create a unique and vibrant look.

### TRANSITIONAL STYLE



**Club Cobalt** - the Clubhouse at Century Ethos, combines elements of traditional and modern design to create a balanced and harmonious space.

# PROJECT IN THE LIMELIGHT



## CREATING TIMELESS MEMORIES IN YOUR HOLIDAY HOME

More often than not, we find ourselves in need of a holiday. The small moments that make us closer to our family and friends are often lost as we dedicate a majority of our everyday lives to our work. With long hours of sitting behind a desk, quick showers help shake off the rigors of daily life. With the changing lifestyle that we find hard to keep up with, holiday homes are a haven for creating memories with loved ones that are cherished for a lifetime. Holiday homes become a space where you can watch your children grow, celebrate milestones, and



spend quality time with those closest to you. It is a space where time passes in its own sweet pace and one can finally enjoy the comfort of living in your own home.

### THE FERIÉ-TALE UNFOLDS FOR LIFE

Nestled at the heart of North Bengaluru, Feriè villas at Century Winterson are an exquisite blend of elegance, serenity, and world-class amenities, meticulously designed to cater to the desires of the most discerning individuals.

The luxury 4-bed triplex villas are designed with spacious interiors infused in natural light. The oversized, front-pool, and backyard offer panoramic views of the surrounding greenery and serve as a quiet retreat. The double-height living main gives you with a sense of elegance and grandeur. Each space in the villa is thoughtfully curated to enrich life at every step.

Due to the name 'Feriè villas', the property allows one to live life as a holiday. At the corner of the villa development is the

### GRAZIA SHOWCASE

20,000 sq. ft. clubhouse which breathes life into this resort. With over 20+ lifestyle amenities, this spacious space is the hub of life of Feriè villas at Century Winterson. From a pool to a tennis, a squash court, and even a multi-cuisine restaurant, the clubhouse is the perfect extension of your villa.

### MANAGING YOUR HOLIDAY HOME MADE EASY

While owning a holiday home is an aspiration of many, maintaining a holiday home is what makes them apprehensive. Since one does not stay here every day, it often requires dedicated time and effort which could rather be spent on enjoying the property. At Feriè villas, through the planned hospitality partners and unit management services, you can ensure your villa is well-kept. This also makes Feriè villas at Century Winterson an ideal investment for those residing outside Bengaluru as well. So you can fully relish the luxury of a holiday home, as and when you please, without dealing with the hassle that comes with maintaining one.



### GET THE BEST OF BOTH WORLDS

Strategically located near the famous Tanna Bang Road (ITPL) in North Bengaluru, the location of the property is also being on the rise. With Bengaluru's ever-growing real estate market, this new venture is expected to be as the forefront of Bengaluru's real estate scenario in the near future. With great connectivity, one can access to world-class educational institutions, multi-specialty hospitals, and shopping galleries while the ethereal landscape and fresh air add to the beauty of the project. This property is perfect for those who are looking at holiday homes for recreation as well as investment. It works the right balance between money and convenience. The proximity to the Kempegowda International Airport, the upcoming IT parks, and the new expansion that is planned for growth make investing in Feriè villas at Winterson a future-proof investment.

Feriè villas at Century Winterson is the epitome of luxury living, where you can enjoy life as a holiday. Life is a journey, it's a process, it's a story, it's a dream, it's a reality. It's a life, it's a love, it's a home.

For more information, Call 080-4332 4444

**FERIÉ**   
VILLAS  
CENTURY WINTERSON

Feriè Villas at Century Winterson commanded center stage in some of the leading lifestyle magazines in India

SCAN TO READ MORE



FEMINA (PG. 74)



GRAZIA (PG. 10)



## THE SOCIAL BUZZ

Over the last few months, the social media of our company has grown leaps and bounds. With 6,000+ followers to date, some of our posts have reached audiences as large as 2,50,000+, and our monthly reach is as high as 5,26,000.

With a range of new initiatives and series, we have tapped into a more relevant and engaging audience, surpassing the benchmarks set in the real estate market.



The latest series which focuses on home-buying tips. To understand the pulse of the Bengaluru market and what Bengaluru looks for we even conducted a voxpop which gave us more insights into what Bangaloreans need to know. With just the first episode out and doing remarkably well, you can expect more such insightful videos shortly



UnJargon focuses on simplifying and demystifying real estate terms. With this series, we forayed into educational content which proved to be a hit with our audience



Home Coming takes us through the beautiful homes of some of our residents and tells an audience why they chose a Century property. Watch this space and witness our patrons fall in love with Century Homes



Influencer collaborations gave us the boost we needed and helped us reach a wider audience. They made the launch of Ferie Villas at Century Wintersun truly a fairy-tale launch

Follow us  
@centuryrealestate.in



## SNEAK PEEK

RERA REG NO. PRM/KA/RERA/1250/303/PR/281223/006510



IF YOU **RIDE TO RISE** NOT TO RACE  
**ADVENTURE IS LIFE**



COMING SOON



PLOTS PACKED WITH THRILLS  
OVERLOOKING NANDI HILLS

1,500 & 2,400 SQ.FT. PLOTS  
OFF STRR, DEVANAHALLI

[www.centuryrealestate.in](http://www.centuryrealestate.in)

#1 sq. ft. = 0.093 sq. m.

## CENTURY REAL ESTATE

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

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- 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.