

CENTURY TIMES

CENTURY REAL ESTATE • EDITION 17 - SEPT 2024



RARE TO REIGN SOON



CODENAME BUILT RARE
EXPERIENCE CENTRE

To know more, refer to pg. 23

WHAT'S INSIDE

03

MD'S MESSAGE

06

SUCCESSFUL
LAUNCHES

13

LEAP INTO THE
BIG LEAGUE

18

CENTURY
IN MEDIA

21

EMPOWERING
EXCELLENCE

04

KICK OFF
TO NEW HEIGHTS

08

CUSTOMER
DELIGHT

14

CENTURY
DOWNTOWN

19

AWARDS
& MILESTONES

22

SOCIAL BUZZ

05

TRIBUTE TO THE
INSPIRATION

11

INDIRANAGAR: THE
HARBINGER OF SUCCESS

15

PROGRESS
IN ACTION

20

CENTURY
STAR CLUB

23

PROJECT
SNEAK PEEK

MD'S MESSAGE

Dear Patron,

As Nelson Mandela once said, "It always seems impossible until it's done." This sentiment perfectly captures our journey in this year so far, which has been marked by extraordinary milestones and inspiring growth. The successes of Century Trails, Century Eden Phase 5, and Codename Built Rare are more than just achievements, they reflect our unwavering commitment to pushing the boundaries of excellence.

Achieving **4X growth** over the past four years stands as a powerful testament to our collective ambition and the transformative vision we hold for the future.

Our recent accolades further affirm our dedication to innovation and quality. In 2024, we were honored with the **Best Project Launch of the Year** and the **Best Landscaping Award for Century Trails**, thus underscoring our pioneering approach. Ferié Villas by Century Wintersun was recognized as the **Luxury Villa Project of the Year** by the India Property Awards.

Additionally, our exceptional workplace culture earned us the **Great Place to Work** accolade for two consecutive years, and Century Learning Academy received the **Silver Award at the ETHRWorld Awards**.

These honors not only validate our efforts but also fuel our drive for continued excellence. As we look ahead, we are inspired by the possibilities and challenges that await, committed to making a lasting impact and achieving new heights.

It brings me great joy to share with you that the Dr. P. Dayananda Pai Auditorium was inaugurated at Vidyashilp Academy in May, 2024. This heartfelt tribute celebrates his transformative impact on education and the launch of his inspiring biography, From Ground Up.

As Steve Jobs famously said, "The only way to do great work is to love what you do." Guided by this belief, we are excited for the future and the continued success it promises.

Yours sincerely,



Ravindra Pai



ONWARDS & UPWARDS

CENTURION
OF THE YEAR
2024



ANTONY GEORGE MATTHEW,
Assistant Vice President of Luxury Sales

The driving force behind Century Ethos' phenomenal success! With his exceptional sales prowess, unwavering dedication, and customer-centric approach, he's earned the admiration of all. He is the 'Centurion of the Year', loving father, and our very own 'Ironman'.

- Ashwin Pai

KICK-OFF To New Heights

Reflecting on a stellar beginning, we recall the Annual Kick-Off in April 2024. Our **Managing Director, Ravindra Pai**, cast a spotlight on our meteoric **4X growth** and pivotal milestones. His visionary words sparked flames of ambition, setting the stage for a year filled with promise and potential.



“

WE DON'T JUST BUILD STRUCTURES,
WE BUILD RELATIONSHIPS.

He emphasized, highlighting the core of our success. With 50 years of legacy, we've demonstrated that relationships and humility are the pillars of our achievements.

“

IMITATION IS THE BEST FORM
OF FLATTERY.

He noted, as our success has earned us admiration and emulation from the industry. We've achieved phenomenal growth, with a 4X increase in just four years, with the help of people, opportunities, projects, and pipeline.

The ₹650 crore capital raised from Edelweiss, PAG, Anand Rathi, Bank of India, and HDFC Bank demonstrates the finance world's faith in our vision and its promising future.

“

COMING TOGETHER IS THE BEGINNING,
STAYING TOGETHER IS PROGRESS,
AND WORKING TOGETHER IS SUCCESS.

He reminded us, highlighting the power of unity and collaboration. We're committed to continuing our legacy of excellence, nurturing top talent, and pushing boundaries. Here's to another year of innovation, growth, and success.

TRIBUTE TO THE INSPIRATION

The foundation of aspiration was laid by the inspiration

Dr Dayananda Pai is renowned for his dedication to advancing education with a focus on nurturing future leaders. As a visionary philanthropist and educationist, he tirelessly champions indigenous learning and innovation, shaping the future of education in India.

Vidyashilp Academy is a mere stride in his expansive journey towards revolutionizing the education system and ushering in a new era of holistic experiential learning. To honor Dr. Pai, the Auditorium at Vidyashilp Academy has been named after him. Dr. P. Dayananda Pai Auditorium was inaugurated by Shri. Syed Abdul Nazeer (hon'ble Governor of Andhra Pradesh), on May 29, 2024.

“

At the inception of Vidyashilp, we aimed beyond conformity, preserving our Indian ethos and shielding our teachings from modern influences. Our aspiration is to provide an educational experience of the highest quality, pushing the boundaries of knowledge and preparing our students for life, work, and leadership. The House of Commons, the democratic electorate body of the UK, recognizes Vidyashilp Academy as a great educational institution amongst Asian institutions.

~ Dr P Dayananda Pai.

The event also witnessed the launch of 'From Ground Up' a biography on Dr P Dayanand Pai, a philanthropist, educationist, and founding member of Century Real Estate & Vidyashilp Education Group. Dr Pai's contribution to Karnataka's educational infrastructure is immense and the book explores his inspirational life journey and his success story.



SUCCESSFUL LAUNCHES

360 degree ‘Trail’ of collaboration



At Century Trails, a stupendous collaborative effort across all our functions, resulted in a blockbuster pre-launch. Design, liaison, legal and projects – brought the site to life in a mesmerising manner. And taking the baron from there, a thrilling & differentiated marketing campaign created a buzz in the market, which then the sales, product & experience teams converted into a very successful pre-launch, which saw **phase 1 sold out on day 1** itself. And with very healthy collections feeding into healthy progress of construction on site, we are looking forward to delivering this project in record time.



We secured two prestigious awards in 2024—**Best Project Launch of the Year** and **Best Landscaping Award**. The excitement was magnified as 217 publications covered the pre-launch, reaching over **8 million** readers through top platforms like Outlook Money, Business Standard, The Week, and CEO Magazine.

With a dynamic marketing campaign and strategic sales initiatives, Century Trails has set new benchmarks and continues to redefine excellence in real estate.



REALTY+ MARKETING MINDS
SUMMIT & AWARDS 2024



HARIT BHARAT LEADERSHIP
SUMMIT & AWARDS 2024

Business Standard

Outlook
MONEY

CEC

THE WEEK



PHASE 1

SOLD OUT

ON PRE-LAUNCH DAY



THE PARADISE IS ALL SET



A paradise was built, history was made, as Century Eden Phase 5 witnessed an extraordinary milestone, achieving a **complete sell-out** on the day of its pre-launch.

SOLD OUT
ON PRE-LAUNCH DAY



CUSTOMER DELIGHT

We live in the joy of our patrons

From the moment they walk through our doors, patrons are met with more than just a smile; they are embraced with heartfelt warmth. Our journey together begins with a personal touch, ensuring every interaction is infused with the thoughtfulness they deserve. Each patron is a cherished part of our story, and we are dedicated to making their experience as seamless and memorable as possible.



Our patrons are at the heart of all we do

Their joy is the compass guiding us. From the very start, we infuse every moment with warmth, celebrating milestones like the Bhoomi Pooja with heartfelt sincerity. Each interaction reflects our commitment, ensuring that from day one, they experience the ease and elegance of resort life. We stand by them with unwavering support and thoughtful guidance, crafting an experience that's not just seamless but truly unforgettable.



The colorful festival of Holi was smeared with shades of happiness by the patrons of Century Ethos



Freedom was celebrated in high spirits by the residents of Century communities



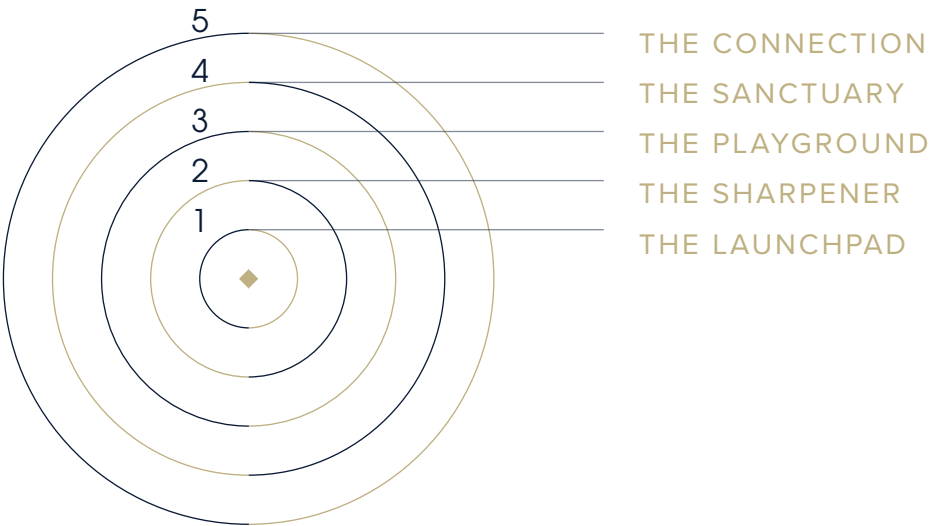
INDIRANAGAR

The harbinger of success in Bengaluru



Indiranagar stands as the vanguard of Bengaluru's transformation, embodying the city's evolution with its cutting-edge approach to urban living. At the heart of this dynamic shift, Indiranagar seamlessly integrates industry trends and lifestyle enhancements, setting a new standard for success.

WHAT PUTS IT AT THE FOREFRONT OF TRANSFORMATION?





► THE LAUNCHPAD:

The area’s state-of-the-art co-working spaces and high-speed connectivity create an ideal environment for startups and professionals to launch and scale their ventures.



► THE SHARPENER:

With renowned educational institutions and world-class healthcare facilities, Indiranagar ensures that both intellect and well-being are meticulously maintained, fostering a thriving talent pool.



► THE PLAYGROUND:

The locality’s vibrant mix of legendary clubs, high-end boutiques, and unique cafes offers a diverse range of recreational and social experiences, making it a premier destination for leisure.



► THE CONNECTION:

Strategically positioned with swift access to key areas like MG Road and the Airport, Indiranagar facilitates efficient business operations and connectivity.



Indiranagar

Is not merely adapting to change but actively driving it, redefining the future of urban living in Bengaluru.

LEAP INTO THE BIG LEAGUE

We have always measured excellence in the scale of ambition and seen success with the eyes of foresight.

So at Century Real Estate, we saw more than just a thriving Indiranagar, we saw an opportunity to redefine what ultra-luxurious living could be.



We are talking about 8.5 acres in the heart of Indiranagar, adjacent to the lush Karnataka Golf Association and enveloped by 125 acres of greenery. Codename Built Rare isn't merely a development, it's the topmost tier of the list where 80% of the area is devoted to open spaces and gardens. Here, luxury isn't confined by walls; it breathes in the expansiveness of nature.



In collaboration with global giants, we've created more than a building. Codename Built Rare will be the milestone for future luxury in Indiranagar, setting a new standard for what's possible.

While others focused on the present, we envisioned a space where luxury is defined by both its breadth and its tranquility. This vision became **Codename Built Rare**, designed to meet a need that was waiting to be filled.

By recognizing what Indiranagar needed before it became apparent, we're not just making our mark, we're setting benchmarks. **Century Real Estate's** foray into the next level isn't about following trends, it's about shaping the Bengaluru's skyline again and again.

Century DOWNTOWN

DOWNTOWN DYNAMISM: COMMERCIAL SUCCESS IN MOTION

Century Downtown, the first LEED Platinum Certified Grade A development in Hebbal, is swiftly becoming the region's premier business hub, attracting top companies like TerraPay and Hitachi. With Tower 1 having received OC and been successfully handed over to **Godrej Fund Management**, and Tower 2 advancing with great momentum, Century continues to shape North Bengaluru's commercial landscape.



PROGRESS IN ACTION

Setting milestones faster than ever
is nothing new for Century Novus



FROM BLUEPRINT
TO BRILLIANCE IN NO TIME

AS ON OCT 2023



AS ON JULY 2024





SHAPING THE RESORT LIFE WITH
RAPID STRIDES



Architectural rendition

VISION TO REALITY
IN RECORD SPEED

AS ON APRIL 2024



AS ON AUGUST 2024





EMBRACE THE THRILLS
AS ADVENTURE COMES TO LIFE



TRANSFORMATION
IN FULL SWING

AS ON MAY 2024



AS ON AUGUST 2024



CENTURY IN MEDIA

Either write something worth reading
or do something worth writing.

-Benjamin Franklin

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.

“Bengaluru’s residential market has been robust post-covid. In FY24 we achieved a sales milestone of ₹1,000 crore. We aim to double sales to ₹2,000 crore in FY25. We have a significant pipeline of inventory, including residential and plotted projects.

Read more... 



Ravindra Pai
Managing Director, Century Real Estate

FROM JOINT FAMILIES TO GEN Z CHANGING BEHAVIOR OF NEW-AGE REAL ESTATE CUSTOMERS IN INDIA

The Indian real estate sector has experienced a remarkable transformation over the past decade. If you think back ten years, today’s market almost feels like a different world, mirroring broader economic and social changes across the country.

Read more... 













CENTURY REAL ESTATE RECORDS 121% JUMP IN SALES IN FY24

Century Real Estate has achieved a 121% growth in residential sales bookings compared to its previous fiscal year, according to the official release. The company has recorded ₹1022 crore of sales in the Bangalore market alone, with a 4X growth over the past 4 years.

Maninder Chhabra, Director – Sales, Marketing & CRM, Century Real Estate said **FY 24** was a remarkable year for us, with multiple blockbuster new launches, record sales numbers, and clutter-breaking marketing campaigns. We’re grateful to our customers, vendors & channel partners for their trust and support in this growth story.



Read more... 




OFFICE SPACES GOING GREEN

Pushpak Pusegaonkar, COO at Century Real Estate, says, Grade A office spaces are gaining traction among tenants due to the resurgence of Return to Office (RTO) trends, marked by robust occupancy rates. There is a growing focus on employee well-being which is prompting tenants to prioritise Grade A spaces.



CENTURY REAL ESTATE BAGS ₹450 CR FROM EDELWEISS, CROSSES ₹1,000 CR IN SALES REVENUE

The Rs 450-crore fund will primarily be used to develop a luxury residential project in Indiranagar, the company said. A part of it will also be diverted towards existing projects Century Trails and Century Wintersun Phase II.

Read more... 



AWARDS AND MILESTONES

Laurels and hearts won at once



FERIÉ
VILLAS
CENTURY WINTERSUN

Century Wintersun has been awarded the Luxury Villa Project of the year 2024.



Century
TRAILS

Century Trails Bags the Best Project Launch campaign at Realty+ Marketing Minds Summit & Awards 2024.



CENTURY
LEARNING
ACADEMY

Century Learning Academy has been awarded the Best Team Development - Silver at the ETHRWorld Future Skills Award 2024.



Century
TRAILS

Century Trails Bags the Best Design Landscaping award at Harit Bharat Leadership Summit & Awards 2024



CENTURY STAR CLUB

Rewarding the excellence. Motivating the excellent.

This year, Century Real Estate proudly introduced the **Century Star Club**, an initiative designed to recognize and reward our standout performers. Combining professional growth with luxurious experiences, the Century Star Club celebrates excellence and motivates employees to achieve even greater heights.



Accelerate career growth with tailored mentorship and unique opportunities.



Relax with a complimentary family retreat.



Forge lasting bonds at exclusive gala dinners with directors.



Recharge with a guaranteed recreational time-off.



Travel in luxury with chauffeur-driven services for special occasions.



In moments of quiet indulgence, great accomplishments find their reflection. Step into a life well-earned, and well-lived.

EMPOWERING EXCELLENCE



The Century Learning Academy helps drive professional growth at Century Real Estate. We prepare associates for various roles and foster a collaborative mindset. By streamlining processes and using technology, we enhance efficiency and productivity, which supports greater workforce engagement.

SPECIALIZED TRAINING FOR OUR TEAMS:
ELEVATING SKILLS AND EXPERTISE



DEVELOPING A CHAMPION MINDSET TRAINING

The training revolved around sales strategy using the psychology of persuasion. This experiential training session was packed with advanced selling skills and techniques.

The trainer utilized interactive workshops, role-playing scenarios, and real-time feedback to enhance our learning experience. The focus was on a customer-centric approach, ensuring our strategies align with our clients’ needs and expectations, enabling us to seal deals with confidence and finesse.

This innovative and engaging session was very well received by our associates, who provided great feedback, highlighting its impact and effectiveness.



The sessions were thoughtfully structured, integrating storytelling, live demonstrations, group exercises, and immersive role-plays. Active and enthusiastic participation of the associates significantly contributed to steering the session in a purposeful direction, and making it a success.



‘YOU ARE THE MESSAGE’
WORKSHOP AND ESSENTIALS OF TAXATION

The workshop delved into key aspects of personal branding and professional image enhancement, covering Corporate Dressing & Styling, Colour Analysis for Power Dressing, and Understanding Body Language.



Additionally, our teams benefited from specialized sessions: *Essentials of Taxation* Session, which focused on the fundamentals and various aspects of TDS and TCS.

While the *Consultative Selling & Telephonic Skills* Training, focused on improving conversion rates through effective teleselling techniques for our Pre-sales team

Lastly, the Projects team also received multiple technical trainings on *Construction Laws & Labor Compliance, and Excel Training* - Intermediate Level under the program, *Skill Shots*.

EMBRACING TECHNOLOGY AND INNOVATION



Our trusted HRM solution, Happierwork, with latest upgrades continue to manage everything from attendance tracking and leave management to employee compensation and engagement. Happier Work Pay is also live to facilitate Centurions with all their pay documents.



Used by our Corporate Strategy and Corporate Finance teams, Propstack provides extensive commercial real estate data, including leasing, sales, and ownership information. By utilizing Propstack, our team analyzes market dynamics, identifies key players, and formulate strategies that keep us ahead in the competitive real estate landscape.



Salesforce has revolutionized how we manage customer relationships, automate marketing, and refine financial processes. By enhancing customer engagement, increasing sales efficiency, and ensuring precise financial reporting.



The Century Learning Academy continues to enrich learning experiences through instructional design and expanding the knowledge base on Mindtickle.

Additionally, multiple technical walkthroughs have been updated on the platform to ensure that associates have access to essential tools and resources for enhancing their technical proficiency and productivity.



SketchUp has streamlined the design process by enabling our teams to create precise 3D models of properties, layouts, and interiors with ease. Its user-friendly interface allows our architects and designers to visualize projects quickly, make real-time adjustments, and present detailed concepts to clients, enhancing collaboration and decision-making.

SOCIAL BUZZ

Our social media presence this year has been all about engaging and enlightening our audience. With our “Know Your Plot” campaign, we dug deep to make complex details accessible and fun. By combining interactive posts with insightful content, we transformed learning into an exciting exploration.



INTRODUCING



DISCOVER WHAT GOES INTO CHARTING A 'PLOTPERFECT' JOURNEY

EPISODE 1
LAND THAT FITS



Discover how we choose the ideal plot for our project

EPISODE 2
WHAT GOES BELOW?



Discover the underground essentials crucial for a solid foundation

YOU DON'T ARRIVE,
YOU **BELONG.**


YOU ARE
BUILT RARE

RESIDENCES AS RARE AS YOU

CODENAME -
**BUILT
RARE**

EXQUISITE 3 & 4
BED RESIDENCES

GOLF AVENUE, INDIRANAGAR, BENGALURU

 builtrare.centuryrealestate.in

RERA NO.: PRM/KA/RERA/1251/446/PR/170524/006883

Onwards & Upwards



TOMORROW IS OURS IF WE ARE BOLD ENOUGH TO SEIZE IT.
WHILE THE SKYLINES ARE BOUND TO CHANGE, LET'S BE AT THE
FOREFRONT OF IT. BECAUSE SUCCESS STORIES SELDOM APPEAR SUDDENLY,
THEY'RE WRITTEN BY THE ONES WHO KNOW HOW TO DARE.

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 banks, with massive development potential
- Over 20 mn. sq. ft. of quality residential and commercial assets under construction