
UPCOMING PROJECT ON KANAKPURA ROAD



CREATIVE OBJECTIVE



To develop a **unique visual language and campaign route** for a project which brings alive old Bengaluru with its architectural design and consists of all modern day conveniences, technology and recreational facilities, positioning it as one of the smart cities to live-in

PRODUCT

MASTER PLAN (TENTATIVE)



- ✓ **18 acre** residential project comprising of 2 clubhouse and retail facility
- ✓ **Phase 1** to be launched in **Q3 FY16**
- ✓ **Phase 2** to be launched in **FY18**
- ✓ **Phase 3** to be launched in **FY20**



LANDSCAPE & STREET VIEW



PRODUCT MIX



CONFIGURATION	SIZE	MIX %	UNIT NOS AS PER DESIGN TODAY - SUBJECT TO CHANGE (ALL PHASES)
2 BHK - Compact	1000	35%	340
2 BHK	1200	20%	172
3 BHK - Compact	1450	25%	160
3 BHK	1600	20%	160

AMENITIES



- Jogging track
- Terrace gardens
- Activity terraces
- Tennis Court
- Badminton Court
- Squash Court
- Kids Play Area
- Amphi Theatre
- 2 Clubhouses ~ 20000 sft
- Barbeque pits
- Elders Corner
- Gym
- Indoor & Outdoor pools
- Open Air Theatre
- Cycle stands / track
- Cricket Net
- Skating Rink
- Basketball court
- Themed gardens
- Meditation Area



USP/KEY FEATURES

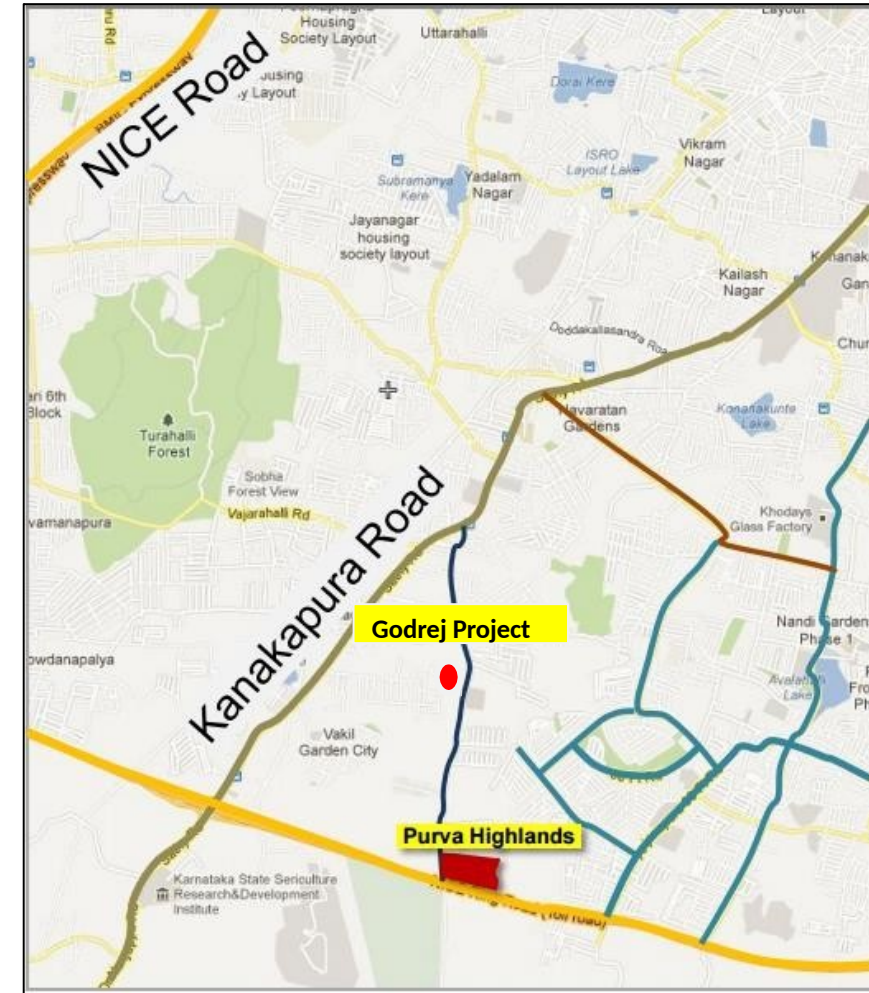


- ✓ Connectivity it offers to major parts of the city through NICE Ring Road (like Electronic City, Bannerghatta Road, Airport etc) & Upcoming Metro
- ✓ Closer to well established residential areas like JP Nagar, Jayanagar, Banashankari
- ✓ Vastu compliant homes
- ✓ Low rise buildings with the garden / tree top views that every house gets to enjoy
- ✓ Large pedestrian friendly landscaping
- ✓ Extensive list of amenities
- ✓ Availability of good schools/colleges around for their kids

MICRO MARKET LOCATION



- Kanakpura Road is an emerging residential corridor – characterized by independent houses and mid to large scale residential projects
- Demand for housing in the micro-market is fueled by limited housing supply in the neighboring micro-market such as Bannerghatta Road, Banashankari and JP Nagar
- NICE road has significantly enhanced connectivity to IT hubs located in Electronic city, Bannerghatta road and Mysore road.
- Further the under construction metro connectivity is expected to catalyze significant real estate demand along the corridor



LANDMARKS



Prominent Residential Projects

Name of the development	No. of Units	Location
Sobha Forest View	492	Off. Kanakapura Rd.
Brigade Omega	520	Off. Kanakapura Rd.
The Magic Faraway Tree	144	Kanakapura Rd
Mantri Royale	203	Off. Kanakapura Rd.
Nitesh Caesar's Palace	514	Kanakapura Rd.
Mantri Serenity	350	Off. Kanakapura Rd.

Prominent Retail Projects

Name of the development	Total Built-up area (sq. ft.)	Location
Metro Cash & Carry	25,000	Kanakapura Rd.
Gardens Galleria Mall	300,000	Kanakapura Rd.

Prominent Educational Institution

Name of the development	Syllabus	Location
KSIT College	Engineering	Kanakapura Rd.
DPS	CBSE	Off Kanakapura Rd.
Yellama Dasappa Institute of Technology	Engineering	Kanakapura Rd.
Kuaran Public School	ICSE	Mallasandra
KSIT Engineering College	Engineering	Kanakapura Rd.

Map capturing residential, commercial & social infrastructure in the micro-market



LANDMARKS



Schools	Distance	Time
The Valley School	7 KM	15 Minutes
Delhi Public School	6.6 KM	14 minutes
Sri Kumaran's Public School	11.6 KM	30 Minutes
Indus Business Academy	8 Km	15 minutes

Malls	Distance	Time
Metro Cash & Carry	5.9 KM	15 minutes
Gopalan Mall	11.5 KM	30 minutes
Royal Meenakshi Mall	14.6 KM	40 minutes

Hospitals	Distance	Time
Apollo Hospital	18 Km	33 Minutes
Fortis Hospital	10 KM	25 minutes
Manipal Clinic	10.5 KM	25 minutes
BGS Hospital	10 KM	22 minutes

Office Areas	Distance	Time
Electronic City	22.9 KM	33 minutes
JP Nagar	9.5 KM	24 minutes
Banashankari	9.6 KM	29 minutes

TARGET AUDIENCE

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TYPE	VALUE
Age	35+ years
Work Experience	10+ years
Family Structure	Mixed, Joint families for business communities and Nuclear families for employees
Community	Majorly Traditional South Bangalorean, Bangaloreans, South Indians, Marwari
Industry	IT, Technology, Small business
Local Catchment	Kanakpura Road (Surrounding areas) – especially for small time businessmen ; Electronic City ; JP Nagar (Kalyani Magnum Tech Park etc) Bannerghatta Road (Honeywell, Accenture etc) ; Jayanagar ; Banashankari ; Mysore Road



LAUNCH OBJECTIVES

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CONFIGURATION	SIZE	TICKET SIZE (L)	EXPECTED TG ANNUAL INCOME	APPROX CUSTOMERS IN PHASE1	LEADS REQUIRED (ESTIMATING 1% CONVERSION RATE)
2 BHK - Compact	1000	53	12		
2 BHK	1200	64	15		
3 BHK - Compact	1450	77	18		
3 BHK	1600	85	21		

THANK YOU