

**Project Type:** Premium Apartments

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**Development Size:** Small (under 10 acres)

**Project Status:** Pre-Launch

**Number of Units:** Under 500

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**Amenities:**

Swimming Pool	Health Club
Steam and Sauna room	Jogging Track
Billiards	Table Tennis
Event Area	Kids Play Area

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**Accessibility:** On paved 40-foot road, 700 meters from 80-foot road  
 15 Minutes from Outer Ring Road  
 In a premium location of Whitefield  
 10 minutes to ITPL

## • LOCATION CHARACTERISTICS OF WHITEFIELD

**Job Trends:** Today, 16 million sq ft of office space employing 3,70,000 people  
 By 2016, 27 million sq ft employing 6,20,000 people

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**Schools:** TISB  
 Indus  
 Inventure Academy  
 Greenwood High  
 ( Part of 30+ schools & pre-schools )

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**Shopping:** Phoenix Mall  
 Inorbit Mall  
 Park AscendasMall  
 Forum Mall  
 Hypercity  
 ( Highest concentration of malls in the city )

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**Entertainment:** Six 5 STAR hotels  
 Seven Multiplexes  
 Thirty Theatres  
 Hundred+ Restaurants  
 ( Developing into an area with upscale entertainment options )

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**Other:** RxDx – Many U.S. returned doctors  
 Mostly multinational employers  
 Fastest growing job market

## • BUILDER TRACK RECORD

Builder Category:

A3

Types of projects completed: **Commercial, Residential, Hospitality, Retail**

## • PRICING

This project is structured as follows:

1. The builder will resell the property in up to 18 months at or above a minimum price in return for a marketing fee.
2. During the 18-month period, any sale above the minimum price will result in the builder sharing the upside 50-50.

SmartOwner's offer is structured such that other charges (Bescom, STP, WTP, Parking, Legal, Clubhouse, Sinking Fund, Maintenance, etc.) will be collected by the builder from the final buyer at the time of resale. In addition, the builder is also entitled to the balance amount due for the SBU area of Rs. 300 per square foot from the resale price. If the builder resells the property during the exclusive marketing period of 18 months, then the builder is also entitled to a marketing fee of Rs. 120 per square foot. This is a special structured purchase that is subject to the builder's resale right and is not intended for property buyers who wish to occupy the property. [Please contact your advisor for more details.](#)

This project is subject to the developer's exclusive resale rights during the first 18 months. Under the terms of that agreement, the following are the minimum resale prices. Above the minimum price, profits are shared 50-50 with the developer during the exclusive marketing period.

FROM DAY	TO DAY	TRIGGER PRICE	FROM DAY	TO DAY	TRIGGER PRICE
0	30	3,820	271	300	4,180
31	60	3,860	301	330	4,220
61	90	3,900	331	360	4,260
91	120	3,940	361	390	4,300
121	150	3,980	391	420	4,340
151	180	4,020	421	450	4,380
181	210	4,060	451	480	4,420
211	240	4,100	481	510	4,460
241	270	4,140	511	540	4,500

## • PROJECT DURATION

12 months (minimum exit is month 1 and maximum exit is month 18)