



PRESS RELEASE

Shapoorji Pallonji Real Estate Triumphs at CNBC Awaaz Real Estate Awards 2013

~Awarded with the 'Best Affordable Housing Project' for SP Shukhobrishti in Kolkata~

Mumbai, December 23, 2013: Shapoorji Pallonji Real Estate (SPRE), a division of Shapoorji Pallonji Group, bagged an award in the 'Affordable Housing' category for its SP Shukhobrishti project located at New Town, Rajarhat in Kolkata. **The awards were held on December 21, 2013 at Hotel Trident in Mumbai.** The chief guest of the event was Dr. Girija Vyas from Minister of Housing and Urban Poverty Alleviation.

SPRE received this coveted award by the jury-panel after an evaluation of the company's project attributes, amenities, infrastructure and location.

SP Shukhobrishti is the largest mass housing project in the country, and is spread across 150 acres of land comprising of 20,000 apartments which are divided into two enclaves 'Spandan' (1BHK apartments) and 'Sparsh' (2BHK apartments). The construction work was commenced in 2007. BSHDPL started construction of 7378 dwelling units (3538 LIG and 3840 MIG units) in phases and handed over around 3400 dwelling units (2100 LIG and 1300 MIG units) till date. Once completed, Shukhobrishti will be home to nearly 1,00,000 people. With 73% of the area open to the sky, Shukhobrishti promises to be an abode like no other. And with the Shapoorji Pallonji stamp of quality and trust, it is truly a dream home. The architect of the project is Surbana International Consultants (PTE) Ltd.

The Phase 3 of SP Shukhobrishti was launched in August 2013 and was a major success as there was an overwhelming response from the applicants allover. BSHDPL had distributed nearly 63000 application kits for just 1106 LIG apartments and 409 MIG apartments. Finally BSHDPL has received 38000 filled-in application forms from the deemed customers. All these flats will be allotted through a transparent process of draw of lots to be conducted in presence of WBHIDCO Ltd and supervised by Ernst & Young LLP. Presently the price of each LIG (1BHK) apartments and MIG (2BHK) apartments are Rs. 4,51,000/- and Rs 10,12,000/- respectively.



The CNBC Awaaz Real Estate Awards is considered India's biggest and most credible Real Estate Awards that honors exemplary real estate developers and builders who have played a major role in shaping the country's success story. The focus of the CNBC Awaaz awards this year was to move to efficient project management and measurable customer satisfaction.

On receiving the award, **an elated Rayomand Dastur, EVP- Shapoorji Pallonji Real Estate** said "We are happy to receive an award for affordable housing. We entered in this segment in 2007 to cater to the highly under-serviced market and satisfy the social need of providing low-cost housing. It is our constant endeavor to create benchmark projects for our masses and this award is a testimony of our commitment to provide best in class infrastructure for our consumers at an affordable price".

About Shapoorji Pallonji Real Estate

Shapoorji Pallonji Real Estate (SPRE) is a full-fledged division of the Shapoorji Pallonji Group (SPG) with dedicated engineering, financial, marketing and legal services. Shapoorji Pallonji and Co Ltd., the flagship company of the Shapoorji Pallonji Group, has been in the construction industry for over 147 years and has a diverse project portfolio. The company is credited of structuring numerous brilliant architectural marvels on a pan India basis in various verticals such as - IT Parks, Residential, Commercial, Retail, Redevelopment etc.

Landmark projects such as Hotel Tajmahal Palace & Tower - Mumbai, Hotel Oberoi Tower - Mumbai, The Brabourne Stadium - Mumbai, old and new buildings of the Reserve Bank of India - Mumbai, The World Trade Centre - Mumbai, NCPA Apartments - Mumbai, Mumbai - Pune Expressway, Palace of the Sultan of Oman – Muscat, The Seat of Government - Ghana and Taj Grandeur Residence - Dubai have made the Shapoorji Pallonji name a hallmark of quality and trust in India and overseas.

Shapoorji Pallonji Real Estate has inspired and created several prestigious commercial and residential landmarks in Mumbai, which are renowned for their quality construction, efficient design and wide-range of amenities. Shapoorji Pallonji Real Estate has extensively expanded its portfolio, developing world-class office space largely for IT, ITES & SEZ segments under the brand SP Infocity.

Shapoorji Pallonji Real Estate is a turnkey solution provider with professional teams like business development, operations, marketing and finance, legal and associated functional teams at its disposal. Shapoorji Pallonji Real Estate has a vast experience in the corporate realty segment and the chain of SP Infocity chain of IT Parks in the IT/ITES SEZs at multiple locations across the country are a testimony



to this capability. The SP Infocity IT Parks are world-class developments featuring usability, facilities and amenities. Another area in which Shapoorji Pallonji Real Estate is displaying its acumen is mass housing. The first project, SP Shukhobrishti (Shower of Joy) is a 150 acres township in Kolkata, offering complete living and recreational facilities. Shapoorji Pallonji Real Estate is actively venturing into retail, hospitality and commercial real estate.

The SP Infocity facilities have been planned at nearly all the major IT cities in India like - Pune, Nagpur, Gurgaon, Manesar, Mohali, Kolkata, Chennai and Mysore. The developments at Pune, Gurgaon and Chennai are already operational and house the office of leading global IT/ITES companies. SP Real Estate has also built office complexes for international company Dell at Mohali and Hyderabad on built-to-suit basis.

In the residential segment, Shapoorji Pallonji has sealed its supremacy by constructing some of the most premium properties in South Mumbai. Projects such as 'The Imperial', featuring super premium luxury residences in Mumbai, have won ten Asia Pacific Property Awards. SP Shukhobrishti, a mass housing township in Kolkata spread over 150 acres and SP Residency - a high quality residential development within IT Park, Pune, illustrates the wide canvas Shapoorji Pallonji Real Estate is working on. The growth of SP Real Estate is on the right track, and with multiple projects in the pipeline significant growth is estimated.

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