

## **PRESS RELEASE**

### **Shapoorji Pallonji Real Estate announces winners of the dream house project**

~ SP Shukhobrishti-Phase 3 to include 1515 apartments ~

**Kolkata, February 26, 2014:** Shapoorji Pallonji Real Estate (SPRE), a division of Shapoorji Pallonji Group organized an event for the draw of lots for allotment of apartments at Shukhobrishti, Kolkata - India's largest mass housing project. The draw of lots for the Phase-3 apartments was held at the Netaji Indoor Stadium, Kolkata on the 25th and 26th of February 2014. The guests of honor for the event were Mr. Sutanu Prasad Kar, Joint Managing Director, WBHIDCO and Mr. Jawaid Akhtar, Labour Commissioner, Govt. of West Bengal.

Shapoorji Pallonji Real Estate has associated with (WBHIDCO) for the completion of this project. The initiative focusses to provide affordable houses to the Lower and Middle Income bracket by selling the housing units at a pre-determined price decided by WBHIDC. For the first time, the flats are being sold on 'carpet area basis' enabling the end user to measure what they are actually paying for.

An elated Mr. Rana Gupta, VP - Projects said ***"It's a great moment for us to have completed the allotment of 1515 apartments in the third phase of this project. We have received an overwhelming support from the public in this endeavor and this can be seen from the fact that the sales of application kits from various banks crossed 63 thousand. It has been one of our constant endeavors to provide best in class infrastructure for our consumers at an affordable price and we are proud to be associated with WBHIDCO in the development of this project which is also India's largest mass housing project."***

#### **Project Details:**

- 50 acres of land at Action Area III, New Town
- 20,000 apartments and will be home for about 1 lakh people
- Total investment for the completion is approximately Rs. 2500 crores.
- Price of each LIG (1BHK) apartments and MIG (2BHK) apartments are Rs. 4,51,000/- and Rs 10,12,000/- respectively
- Social amenities like School, Community Center, Sports & Social Club, Health Center and Commercial Complex
- Bengal Shapoorji Housing Development Private Limited (BSHDPL), an associate of Shapoorji Pallonji & Company Ltd. developed this mass project.
- 73% of the area open to the sky

### **About Shapoorji Pallonji Real Estate**

Shapoorji Pallonji Real Estate (SPRE) is a division of Shapoorji Pallonji & Co. Ltd., the flagship company of the Shapoorji Pallonji Group. Shapoorji Pallonji & Co. Ltd. has been in the construction industry for over 148 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 Taj Mahal 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 created several prestigious commercial and residential landmarks in India, which are renowned for their quality construction, efficient design and wide-range of amenities.

SPRE has a vast experience in the corporate realty segment and the chain of SP Infocity IT Parks in the IT/ITES SEZs at multiple locations across the country are a testimony to this capability. The IT Parks are world-class developments featuring usability, facilities and amenities. 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.

Another area in which SPRE is displaying its acumen is mass housing. The project Shukhobrishti (Shower of Joy) in Kolkata is currently India's largest mass housing project. This township, spread across 150 acres, plans to offer complete living and recreational facilities to 20,000 families.

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In the residential segment, SPRE has sealed its supremacy by constructing some of the most premium properties in Mumbai. Projects such as 'The Imperial', featuring super premium luxury residences in Mumbai, have won ten Asia Pacific Property Awards. SP Residency - a luxury residential development in Pune as well as ParkWest, premium residences in the heart of Bengaluru are some of the current residential projects that illustrate the wide canvas Shapoorji Pallonji Real Estate is working on.

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