

NEWSLETTER

Greetings from Satish Chukkapalli

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Dear All,

As we are reaching the final months of 2015 and about to enter the new-year 2016, we are all anticipating greater and more positive things to happen in our lives. Full of optimism and cheer, we look forward to more success, prosperity and happiness both on personal and professional levels. We at Phoenix wish you the same too.



Coming to Golf Edge, we are in the final stages of completion and the handover will begin very soon. Your luxury home is getting ready to accommodate you for a lifetime of joys and is in the final stages of finishing works. It is one of the finest luxury and premium properties in India. Golf Edge is unique in many ways and only a few properties in India can really match its ultra-premium lifestyle and offerings. The award-winning property has an array of extravagant amenities and services that are a benchmark by industry standards. Happy Living on the Edge at Golf Edge!

A word from a proud owner - Mr. Rishi Chopra

"A few weeks ago, I visited Golf Edge and was escorted around the property by their courteous staff. I was totally in awe of the great luxuries at the property. I had no choice but to say yes and book an apartment of my choice, almost instantly. Today I feel the excitement and the anticipation that if I could start my family life at the earliest at Golf Edge. The star-hotel right within the campus and the complete suite of amenities are additional sources of immense delight too."



Follow us on Face book and get the latest news:

www.facebook.com/golfedgebyphoenix

Phoenix group wishes all our extended Phoenix family members a very Happy Birthday.

Ashish Mehta 25/09

K Sirisha 11/09

Vivek Namarugommula 08/09

Ravi Agnihotri 11/09

K Anil Kumar 23/09

Srinivas Krovi 26/09

Juvvadi Chandra Shekar Rao 26/09

Vijay Patibanda 22/09

Virendra Kumar Aggarwal 25/10

Pullela Satya Murthy 11/10

Kollur Mahadev 29/10

Bhanu Pullela 06/10

Seshasai Kanchi 3/10

Kush Bhandari 06/10

Sirisha Nannapaneni 14/10

Bharat Kidambi 06/10

Avhijit Dev 28/10

Rupam Dey 15/10



Komilla Koul Trackroo 28/10

Kavitha Gone 10/10

K Surekha 03/10

Dilip Nandamuri 06/10

KORUPOLU Uma 14/10

Ashwin Datla 03/10



Progress of the Buildings



Tower A



Tower A

Tower A.

Total structure of Tower-A Completed 100%.

Masonry work up to 29th floors completed.

Internal Plastering completed up to 95%.

External Plastering completed up to 85%.

Passenger lift scaffolding erection in progress

2nd to 11th & 16th to 19th floor Interior works are in Progress.

Staircase-1 completed

Staircase-2 & 3 staircase works completed

Tower B.

Total structure of Tower-B 100% completed.

Masonry work Up to 29th floors completed.

Internal Plastering completed up to 95%

External Plastering completed Up to 90 %

Interior Works:

29th – 2nd Floor interiors work is in progress

staircase-2 & 3 staircase works completed

19th Floor Internal & Corridor Works Completed

18th Floor Internal & Corridor Works Completed

Corridor & Internal Flats Tile & Marble Works Completed 20th Floors



Tower B



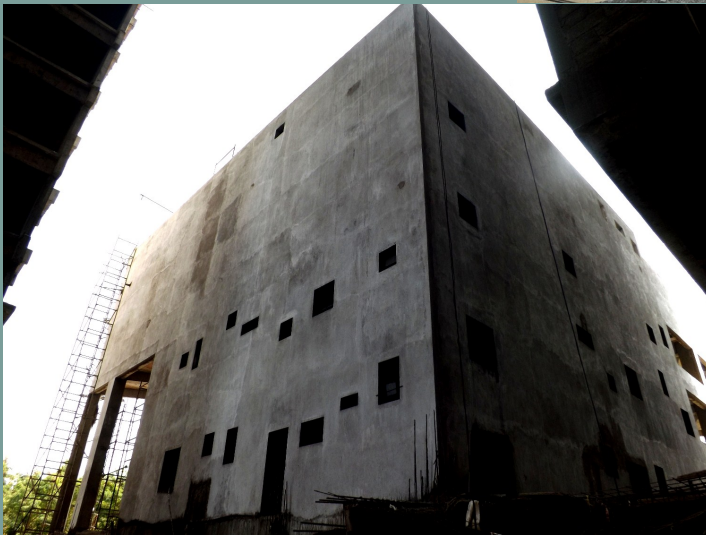
Club house.

Total Structure 100% completed.

Masonry works in Ground, 1st, 2nd & Lower Terrace floor completed

Internal Plastering works Completed 100%. and

External Plastering Completed up to 100%



Interiors in Club House:

Still to terrace floor Interior works are in Progress

Commercial building.

12th floor slab concreting 100% completed.

13th above Floor columns reinforcement and shuttering work in progress.



Hyderabad Realty News

‘Gachibowli - India's realty hotspot “

Source: *Times of India*

HYDERABAD: A recent study on India's real estate sector identified Gachibowli as one of the fastest growing realty 'hotspots' of the country.

This prominent IT suburb of Hyderabad, which started to develop in 2003, has witnessed a significant upswing of late after recovering from a long, tumultuous spell of political uncertainty, the report, which was curated by Jones Lang LaSalle, a major real estate consultant firm, stated. The area's USPs: world-class infrastructure and proximity to Hyderabad's swank international airport. The rapidly expanding technology hub in and around this epicenter of the property market is a happy add-on.

Perhaps that explains just why a slew of outstation developers have made Gachibowli their latest destination of choice. Armed with expansive gated community projects, competitive prices and new-age living amenities, these firms are seen aggressively chasing the city's IT populace that's only too happy to oblige. The 'hi-tech' end users claim that the products on sale are promising and easy on the pocket. The location, of course, is the deal sealer for most of them.

"The response that we have received so far is overwhelming. The infrastructural growth of the belt is the best in Hyderabad and that is what got us excited about the project. At present, we are in the process of launching our first phase (comprising five towers), but will eventually build approximately 2,500 units," said Mustaq Ali, senior marketing manager, Pacifica Companies.

The US-based firm, with its India headquarter in Ahmedabad, has acquired a 40-acre land parcel in Puppalguda (Financial District) to develop what is being touted as Hyderabad's biggest gated community venture in recent times.

A stone's throw away from Pacifica's 'Hillcrest' is where the Bengaluru-based Prestige Group is building its "Disney-themed luxury apartments". Aptly titled 'High Fields', the venture is spread over a total area of 21.85 acres.

"The majority of our clientele comprises IT professionals and the reason for that is obvious," said R Suresh Kumar, heading the firm's operations in Hyderabad. "As I see it, over the next 10-15 years, all the real estate development in Hyderabad will be concentrated around this (Gachibowli) area. That's primarily because of the availability of large land parcels. Though I do not see an exponential rise in price in the near future, the business is sure to improve here on," he added.

While the difference in base price of the two projects -- 'Hillcrest' (Rs 3,500 per sqft) and 'High Fields' (Rs 4,750 per sqft) -- is fairly pronounced, market analysts say both have been drawing decent footfalls.

So is Lansum's 'Etania', another residential project sitting pretty in the heart of the IT hub - Nanakramguda. Its promoters, who ventured into the realty business with two projects in Visakhapatnam, have now brought their third offering to the joint capital.

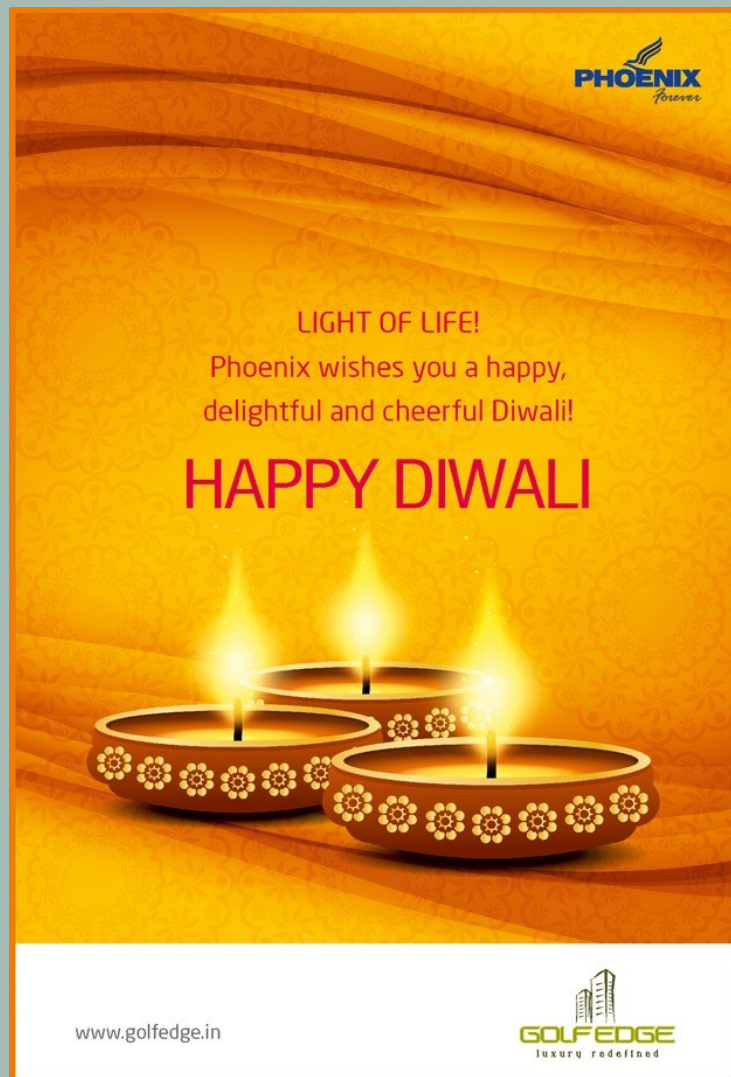
Cont...

Hyderabad Realty News

"There is a growing demand for gated communities among the salaried-class of the city. Also, the affordability of homes here - prices here are the lowest in comparison to other metros - is a plus point," said T R K Reddy, designated partner of the company, reiterating how the western corridor's well-laid infrastructure, coupled with the state government's enhanced focus on the IT sector, has come as a boon for construction companies.

"Gachibowli is indeed the market to watch out for. With Madhapur reaching a point of saturation, this is the next best location for residential projects. Apart from those already in operation here, there is a bunch of other developers from neighbouring states who have expressed interest in this belt and are believed to be in the process of either acquiring land or drawing up their plans," shared Satish Vadaga, head of the residential vertical at JLL, Hyderabad.

<http://timesofindia.indiatimes.com/city/hyderabad/Gachibowli-Indias-realty-hotspot/articleshow/49121252.cms>



‘Buyers and developers positively impacted by rate cut’

Source: Magic Bricks

Recently all major banks such as State Bank of India, ICICI Bank and Axis Bank cut their home loan interest rates in Hyderabad. The rate cut varies among banks; whether or not it will have a positive impact on the market resulting in a trigger among buyers is yet to be seen.

Before we get into any conclusion, let us understand the term in simple terms.

Basic understanding

"If you are buying a home then one of the most important factors that determine the cost of your loan is the interest rate. Basically, the higher the home loan interest rate, the bigger the EMI amount you to be paid every month. Be sure of the home loan tenure you choose. For example: if you select a tenure of 10 years tenure for home loan, your EMI will be less as compared to the amount if the tenure is 15 or 20 years. Once you are assured about the tenure, you must calculate the EMI on the basis of reduced home loan interest rate. It will give you a fair idea of how much you are saving," says Pawan, financial consultant, from PNB Housing.

He continues, the rate cut on home loans has given a new hope to the struggling home builders in Hyderabad. Although the rate cut will not make end users or investors plunge into buying homes but it will boost people's sentiments on buying a property. Although, after the rate cut, the monthly EMI has marginally reduced but it is still considered as a positive contributing factor. Most home buyers in the city are salaried professionals and even a little relief is welcome."

Why is it a good time to invest in Hyderabad?

Hyderabad realty is getting positive after a negative phase throughout last year. With political stability, people are getting back the confidence to buy a home and get possession on time. Also, major corporates such as Google, Amazon and a number of other MNCs are setting up in Hyderabad. Veera Babu from Cushman & Wakefield says "A lot of projects are coming up in Telangana such as NTPC and Pharma city due to availability of vast government land. This is also a positive sign for the housing sector."

Where should you invest?

Established localities with good connectivity are the best places to consider for investing. Areas such as Gachibowli, Hitec City and Kondapur can be considered. Any locality with good connectivity is safe and best bet to buy at this point of time.

Pawan continues, "Since the announcement of cut in home loan interest rate, there has been an increase in home loans enquiries. It definitely shows signs of recovery across the realty sector and confidence among buyers too. With new residential housing project launches along with new job openings, the demand for homes is expected to rise in the coming future."

So, if you have been planning on an investment in Hyderabad, it is a good time to analyse your finances and get in touch with the bank. It is important to know how the interest rate cut can help you save your money.

<http://content.magicbricks.com/industry-news/hyderabad-real-estate-news-industry-news/buyers-and-developers-positively-impacted-by-rate-cut/83255.html>

‘Telangana T-Hub, the biggest start-up incubator inaugurated’

Source: *Indian Express*

The incubator is located at the IIIT at Gachibowli, and offers 70,000 sq feet area with infrastructure to start-ups willing to pay a fee to use the facility.

Tata Sons Chairman Emeritus Ratan Tata and Governor ESL Narasimhan on Thursday inaugurated the first phase of T-Hub, the start-up incubator of Telangana. The incubator, the largest in the country for start-ups, is located at the International Institute for Information Technology (IIIT) at Gachibowli, and offers 70,000 sq feet area with infrastructure to start-ups willing to pay a fee to use the facility.

The Indian School of Business and National Law University are also mentoring the incubator, the first phase of which is known as Catalyst. At least 140 start-ups are expected to start at the Catalyst facility and will get a minimum of six months times to establish themselves after which they will move out to allow freshers to come in.

Telangana IT Minister K T Rama Rao said that a board comprising industrialists and entrepreneurs would guide the T-Hub. “The Government won’t interfere in the functioning of the T-hub and will function independently. It will be a model incubator when the second phase is also completed,” Rao said. The second phase will be set up with another Rs 150 crores and the facility will offer over 3 lakh sq feet space.

The T-Hub is a unique public-private partnership between the government of Telangana, three academic institutes-IIIT-H, ISB and National Law University, Nalsar- and key private sector leaders. These entities have come together with a clear vision to create an innovation ecosystem centered around Hyderabad, leveraging the City’s traditional strengths in technology, education and entrepreneurship, as well as its position as a preferred destination for multiple national and international businesses across sectors.

T-Hub is designed to support technology-related start-ups, and its mission is to catalyse the creation of one of the tightest and most vibrant entrepreneur communities in the world in order to encourage and fuel more start-up success stories in India.

T-Hub hopes to attract the best start-ups and entrepreneur organizations from across the world to Hyderabad; Work with an extensive network of partners to help entrepreneurs launch and scale innovative companies; Equip innovators and organizations alike with the entrepreneurship skills required to succeed, using methodologies that transcend traditional learning; and Link, educate and promote all entrepreneurship-related stakeholders in Hyderabad and Telangana, including start-ups, investors, incubators and accelerators, research centres, start-up resources etc. in order to facilitate faster connections between talent, ideas and capital.

“We are anchoring the entire Telangana start-up ecosystem with India’s largest building dedicated entirely to entrepreneurs, a state-of-the-art 70,000 square foot building called Catalyst. Located on the IIIT-H Campus, the sprawling world-class building will bring the Hyderabad start-up community together by providing a platform for entrepreneurs, mentors, investors and academia to interact and collaborate. By connecting start-ups to top mentors, investors, organizations and academia, T-Hub will help every entrepreneur realize their dream. T-Hub’s vision and execution capabilities, coupled with industry and academia support will drive economic and social prosperity through entrepreneurship, and make T-Hub a vital node in the network of global innovation hubs. Together, we will fuel Hyderabad’s rise to become one of the top tech start-up cities in the world,” IT Minister K T Rama Rao says.

<http://indianexpress.com/article/india/india-news-india/telangana-t-hub-the-biggest-start-up-incubator-inaugurated/>

Phoenix's other residential Projects.

Halcyon, Hyderabad

Halcyon is for the hi-end customer and the connoisseur. It is upscale living packaged with ultra premium luxuries and comforts. Halcyon is located in Jubilee Hills, Hyderabad. From spellbinding architecture to tailor-made services, Halcyon resembles a five star home making its residents feel proud of owning it.

www.halcyonphoenix.com



The Village, Chennai

The Village with 72% greens in OMR, Chennai creates a lasting impact on its residents. The holistically planned gated community has an array of home choices giving you an instant access to a luxurious lifestyle that you aspire for. Quality, affordability and natural green living.

www.the-village.in



The Commune, Chennai

A collection of attached villas set amidst a premier gated community on OMR, this 40 acre landscaped project, is a part of the Village Township, promoted by Phoenix Hodu Developers. The Master Plan was conceptualized by award winning Architect Prof. Cox of Australia. Naturally... there is no dearth of amenities and utilities; including a 30,000 sq.ft. Club house.

www.the-commune.in



Golf Edge Links:

Website: <http://golfedge.in/>

Brochure: http://www.golfedge.in/images/golfedge_BROCHURE.rar

Floor Plans: <http://www.golfedge.in/images/floorplans.zip>

Site Plan: <http://www.golfedge.in/images/siteplan.zip>

Application: <http://www.golfedge.in/images/e-applicationform.pdf>

Walk-Through: http://www.youtube.com/watch?v=B_ukZTSGTg8

Facebook: www.facebook.com/golfedgebyphoenix

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