



Nourishing Your Dream



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- ✓ Presence : 8 States across 27 Cities
- ✓ Project Under Execution/ Construction : ~ 74 mn sq ft
- ✓ Area delivered in Real Estate : 63.40 mn sq ft (approx.)
- ✓ Area Delivered as Third Party Contractor : 31.80 mn sq ft (over 123 contracts)
- ✓ No of projects (On-going) : 13 Group Housing, 16 Integrated Township, 10 Commercial Malls/Hotels/ SCO



Dear Readers,

With half the year behind us, and festive season in the months ahead, your plans to own a home get another chance to fructify.

We, at Omaxe, strive to do things different and differently. The year gone by is testimony to our prowess in conceptualizing and executing remarkable real estate projects.

This edition of Jiyomaxe, first of this calendar year, encompasses our vision for the year ahead. This year also we endeavour to maintain a perfect mix of residential & commercial portfolio. The response to our projects, even in slow market conditions convinces us that Omaxe as a brand stands for all the fundamental principles of doing business honestly and connecting with our patrons sincerely. The excitement among buyer and investor community for our project in Lucknow, New Chandigarh etc is immense.

We also take this opportunity to bring together in this edition, an analysis of the Government's Housing For All vision and the proposed ways to achieve it. Our presence in Lucknow, Chandigarh, Indore, Faridabad makes us enthusiastic to partner in Government's mission of both Smart City and Housing For All.

We believe good times are just a few months away. The Government is making all efforts to provide momentum to the economy and as a responsible developer, we, too have been ensuring that Government's vision is not diluted and completely achieved in letter and spirit.

Happy Reading!!



2015 began on a positive note with the Reserve Bank of India initiating a 25 bps cut in repo rate in Jan, followed by 50bps cut in SLR in Feb and another 50bps repo rate cut in March - clearly signaling the positive times that lie ahead. Despite the positive stance taken by the apex bank, interest rates continue to remain elevated even today. Budget 2015, while clearly laying strong emphasis on social security, infrastructure and skill development, shied away from any real measure for real estate sector. The increase in service tax was a big negative that will not only raise home prices but also other commodities. In times such as this, when demand is slow, an out of box measure is warranted.

The micro economic indicators have been showing positive signals. While WPI inflation for the seventh month stayed in negative (-2.36% in May), IIP rose to 4.1% in May signaling pick up in industrial activity. Revised GDP numbers (adjusted to new base year) showed India growing at 7.5% in Jan-March quarter with 2014-15 growth at 7.3%. Fiscal deficit was contained at 3.99% and the current account deficit improved to 1.3% of GDP in FY2014-15. FDI inflow in the first four months (Jan-April) of 2015 has been astounding at over Rs 84,000 cr, a jump of 45%.

However, the prospects on the real estate front look bleak. Inventory pile up, reduced bank funding, rising debt levels have seriously put the sector in an abyss. Buyers are absent from the market and if such a situation prevails for far too long, we would be seriously depriving the economy of growth and jobs.

The launch of three urban rejuvenation schemes (Smart Cities, Atal Mission for Rejuvenation and Urban Transformation (AMRUT) and Housing for All) by the Prime Minister, entailing an investment of approx. Rs 4 lakh crore, will go a long way in providing homes to urban poor, job opportunities, better landscape, upgraded lifestyle, liveable cities and more importantly a fillip to the economy. Also, development of 100 smart cities and push for urban infrastructure upgrade for 500 cities through PPP model will breathe new life in our cities and throw up a lot of opportunities for real estate. The ground up approach towards giving a direction to how our cities grow is definitely praiseworthy considering the unorganised and haphazard development that has been happening in our cities. However, the main challenge for state governments and urban local bodies is to get things going by making effective use of huge investments, new technology and innovative methods in rejuvenating our cities.

On the company front, we came up with new offerings in New Chandigarh and Lucknow and these projects have found quick takers. We believe, in the coming 6-12 months, when the Government's initiatives takes off, the scenario could improve and the opportunities for real estate and Omaxe in specific would be huge. Our presence in 8 States across 27 cities gives us the benefit and we are geared up for this challenge.

Regards,



Rohtas Goel



THE PALACE

BY OMAXE



LOCATION: Gomti Nagar Extension, Amar Shaheed Path, Lucknow | **AREA:** 1500 SQ. FT. | **TYPE:** 3BHK

Welcome to a life where you can live the abundant & exhilarating moments. The stunning contemporary design redefines the classic urban environment. Luxury amenities, distinctive lifestyle and an enlivened, welcoming mother nature complete your grand living experience. Omaxe, The Palace, is simply put, the essence of Lucknow's richly royal heritage distilled into living spaces that echo the gracious splendor of Nawabi lifestyles. Gracious is spacious.

Celestia Grand, Omaxe New Chandigarh



These independent villa floors with lift in Omaxe New Chandigarh is an abode of peaceful and spacious living. The 3BHK Residential Apartments in S+3 Floors are exclusively designed with modern amenities. The several facilities like club etc that are coming up in the township add to the beauty of owing a home.

Celestia Grand, Omaxe Royal Residency, Ludhiana



Based on a similar concept, Celestia Grand is one of the most prized properties in Ludhiana. Spacious villa floors with modern amenities and a beautiful surrounding that includes a modern club



Grand Omaxe, Lucknow



The spacious apartment on the strategic Gomti Nagar extension is a delightful offering from Omaxe. A prestigious address with world-class infrastructure and institutional development adjoining it, Grand Omaxe is a place to be. Modern facilities, superior amenities are its hallmark.

Villa in Omaxe Hills, Indore



These spacious villas in Omaxe Hills is one-of-its-kind offering in the cosmopolitan city of Indore. Brilliant architecture and lots of open and green spaces define these villas.



Image for Representation only.



Entertainment Zone “Oh!Max” in Omaxe Connaught Place, Gr. Noida



Omaxe Novelty Mall, Amritsar



Omaxe Hazratganj Chowk, Lucknow



India Trade Tower, Omaxe New Chandigarh

Dinos, the Taj and other spectacles in Noida



Rashmi, a member of the band Zikra (L.), which performed near the Taj attraction



African acrobats earned many coos and aahs for their balancing act



The dino attraction was very popular with kids



Sheena, lead dancer of the Rhythm group



Aman and Laila dressed as Salim and Anarkali

I wasn't just children who were excited about taking selfies with dinosaurs and characters in costume – their parents were equally enthusiastic about it at the Happy Family Carnival at Omaxe Connaught Place. The event was held to unveil the first phase of the entertainment zone Oh!Max at the Greater Noida mall, comprising Land of Dinosaurs and Secret Chambers of Taj Mahal. These attractions will open to the public by Diwali 2015. The excitement here featured a multitude of presentations and performances, from Rajasthani musicians to African acrobats.

Said Rohitas Goel, CMD, Omaxe Ltd, "Oh!Max is one of the most ambitious entertainment zones in North India. We are proud to helm it at this iconic mall in Greater Noida. Once operational, we hope that the 24 attractions, along with the shopping

<< Russian dancers added some oomph to the event

mall, will bring in over 25,000 people into the mall from within a 100km radius." The 24 attractions at India's first indoor theme park-based shopping mall include Land of Dinosaurs, The Secret Chambers of the Taj, Jungle of Amazon, Chocolate Factory, Miniature World, The Unsinkable Titanic, Treasure of Boy King Tutankhamun, Transformers, Chhota Bheem, Carousel and Toy Train, among others. — Nehaika.Lal@omaxegroup.com

Colours of Rajasthan

Harim

Block printed sarees, Dress material, Kurtas, Designer suit pieces, Banding (tat or dye) suits, Kanche work suit pieces, Quilt, Jaipur Rajasthi Bed sheets

Agna Khan Hali

4, Bhagwati Das Road, Near Ward House on 13th - 16th May, 2015

Ph: 09829146352

Timing: 10:30am to 8:00pm

Pandey said the funds raised from sale of these two land parcels would be used to meet working capital requirements and reduction in debt.

HDIL's net debt came down by 10.41 per cent during last fiscal at ₹2,942 crore as on March 31, 2015. HDIL has a land bank of 243.99 million sq ft. It has completed construction of 100 million sq ft since inception in 1977. It has 23 ongoing projects with 30.55 million sq ft area under construction.

Dragon Mart in Omaxe project

Realty firm Omaxe has leased 2 lakh sq ft of retail space to Chinese companies in its commercial project at Greater Noida.

The leasing deal was signed after a Chinese delegation comprising around 50 manufacturing and investment firms visited Omaxe's project at Greater Noida last week.

"Omaxe will develop the leased 2 lakh sq ft as 'Dragon Mart' for Chinese companies that will open and run retail outlets, offices, representative offices, exhibition centres and other such facilities," Omaxe said in a statement.

The retail space was leased to Giant Centre, part of Floret International Ventures.

Gurgaon-based Floret is a leading international trade consultant and service provider in the specialised market of China and India.

Omaxe CEO Mohit Goel said, "The Chinese companies would showcase their products in our shopping mall. The space would be leased at about ₹40 per sq ft.

The project 'Omaxe Connaught Place', with 1.9 million sq ft of area, has about 1.2 million sq ft of retail space.

In the remaining area, the company is developing office space and hotel.

OMAXE DEAL

Chinese cos to enter Dragon Mart at Noida

HT Correspondent

• letters@hindustantimes.com

NEW DELHI: Real estate major Omaxe has leased 200,000 sq ft of retail space to a Chinese delegation comprising 50 manufacturing and investment companies in its commercial project at Greater Noida, a move that coincided with Prime Minister Narendra Modi's visit to China where he invited Chinese firms to invest in India.

Modi's three-day China visit saw deals worth \$22 billion being signed between the two countries. China is India's biggest trading partner with bilateral trade totalling \$71 billion in 2014.

"Omaxe will develop the leased 2 lakh sq ft as 'Dragon Mart' for Chinese companies that will open and run retail outlets, offices, rep-

resentative offices, exhibition centres and other such facilities," the company said in a statement.

The retail space was leased to Giant Centre, a part of Floret International Ventures. Gurgaon-based Floret is a leading international trade consultant and service provider in specialised markets of China and India.

"Chinese companies would showcase their products in our shopping mall. Interested buyers would be able to test the sample products and place orders here," said Mohit Goel, CEO, Omaxe.

The space would be leased at about ₹40 per sq ft. The project "Omaxe Connaught Place", with 1.9 million sq ft of area, has about 1.2 million sq ft of retail space. In the remaining area, the firm is developing office space and hotel.

OMAXE TO CREATE 'DRAGON MART' IN OMAXE CONNAUGHT PLACE, GR. NOIDA

Giving a strong thrust to PM Narendra Modi's Make in India initiative and coinciding with his visit to China, a Chinese delegation comprising around 50 Chinese investment and manufacturing companies, visited Omaxe Connaught Place, Greater Noida. Omaxe will develop the leased 2 lakh sq. ft. as 'Dragon Mart' for Chinese companies which will open and run retail outlets, offices, representative offices, exhibition centres and other

such facilities. On the occasion, Mohit Goel, CEO, Omaxe Limited, said, "We are very excited with this association and shall create a never-seen-before Dragon Mart for Chinese companies. We also expect the Indo-China trade to grow further and hope more Chinese companies invest in India in manufacturing sector."

A first-of-its-kind concept in India, Dragon Mart will be a hub of Chinese manufacturers and retailers exploring and selling

their products on both B2B and B2C platform. The delegation also committed to invest around \$1 billion in India in various sectors in the next five years.

Giant Centre is a part of Floret International Ventures Ltd. Floret is a leading international Trade Consultant and service provider company in the specialised market of China and India.

Omaxe Connaught Place is fast emerging as a preferred destination for business community.

रियल्टी कम्पनियों के बदलेंगे दिन?

SMART CITY INDIA

BUZZING STOCKS

Hercules Hoists	Atlas Cycles	MEP Infra	NSE Midcap
162.30 ▲ 8.70	213.00 ▲ 11.20	51.90 ▲ 3.55	12965.7
0.59m 19.60 ▼ 0.15	Oil India ¹⁰	79.88k 469.	▲ 118.7
Union ¹ 0.13m	102.10 ▲ 0.45	Cummins ² 0.2	NCDEX Chana
			4251.00
			▲ 14.00

THE Real(ty) DEBATE

HOW LUCRATIVE IS TIER 2 REALTY?

OMAXE

INDIA REAL ESTATE GUIDE

मोहित गोयल

PM मोदी • मनरेगा का भ्रष्टाचार सांसद उजागर करें, गे

NIFTY 50

8606.00

▼ 100.70

ManChm¹⁰ 279.60 ▼ 2.40

Mandna¹⁰

1



Omaxe names Ruparel as Independent Director

by Chhavi Vashishtha 5 days ago

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Delhi-based real estate company Omaxe Limited has named Padmaja Ruparel as an Independent Director on board of the company. Ruparel brings more than two and a half decades of industry experience to her new role in Omaxe.

Mohit Goel, CEO, Omaxe Ltd, said, "We are very proud to have Ms. Padmaja Ruparel on the board of Omaxe Limited as an Independent Director. Being the President of the 'Indian Angel Network' and having successfully mentored many entrepreneurs and startups, we are confident that the distinguished and qualified, Ms. Ruparel's industry experience will bring in fresh perspective to the thought process and business principles followed at Omaxe Limited."

परिवारों ने मस्ती से बिताई शाम

अमर उजाला ब्यूरो

बहादुरगढ़। ओमेक्स सिटी के निवासी लोकड़ों परिवार शनिवार रात को गीत संगीत की जबरदस्त मस्ती में खोए रहे। सिटी के क्लब हैवेन में फैमिली-ड्रिफ के नाम से कार्निवाल का आयोजन किया। कार्यक्रम में बालीवुड गीतों पर लोगों ने जमकर डांस किया और गेम खेलें। साथ ही लोगों ने कई अन्य मस्ती भरी गतिविधियों में पूरी शाम बिताई।

ओमेक्स सिटी के क्लब हैवेन ने सभी को अपनी ओर आकर्षित कर रखा है। यहाँ मीज मस्ती और मन को स्वीमिंग पूल, स्पा, जिम, बैचलेट हाल, कार्पेस रूम, गेमिंग ज़ोन, टेबल टेनिस, बिलियर्ड्स पूल और मन को तरोताजा करने वाले कई अन्य इनडोर खेल हैं। यहाँ के निवासी इन पेशकशों को लेकर जबरदस्त उत्साहित हैं। शनिवार देर रात तक चले कार्यक्रम फैमिली-ड्रिफ में इंडियन आइडल फेम गायक रोहित शर्मा स्टार रहे।



आधुनिक शैली की प्रस्तुति भी देखिए।

लोग उनकी प्रस्तुतियों पर खूब खिरके। एक प्रसिद्ध ट्रुथ के डांस, कभिडी और फायर शो ने लोगों को मंत्रमुग्ध कर दिया। यह मीज मस्ती की एक पूर्ण शाम रही, जहाँ बच्चों को किड्स ज़ोन, बगी जॉबिंग, बाउंसी, कार्टून कैरेक्टर, टैटू, नेल आर्ट, हुपला, मैजिक शो आदि गतिविधियों में आनंद उठाते देखा गया। गौरतलब है कि बहादुरगढ़ के ओमेक्स सिटी में करीब 1200 परिवार रहते हैं।

THE FOREST SPA

DEVELOPER
OMAXE LIMITED

LOCATION
SECTOR-93B, NOIDA
EXPRESSWAY

CONFIGURATION
3 & 4 BHK APARTMENTS
AND PENTHOUSES

CONSTRUCTION STATUS
IN PROGRESS

PRICE
UPWARDS OF ₹3 CR

POSSESSION
PHASED POSSESSION
STARTED



EXCLUSIVITY

Overlooking the vast forest reserve, the unique architecture distinguishes it from the rest. Each apartment is exclusively designed for indulgence and rejuvenation oozing out peace and serenity in every corner.

कार्यक्रम : क्लब हैवेन के उद्घाटन पर कार्निवाल का आयोजन

रोहित के गानों पर थिरके कदम

जगरण सहायदास, बहादुरगढ़ : ओमेक्स सिटी बहादुरगढ़ में क्लब हैवेन के उद्घाटन पर कार्निवाल का आयोजन किया गया। इसमें इंडियन आइडल फेम गायक रोहित शर्मा इस शाम के स्टार रहे। ओमेक्स सिटी के लोग दुर्लभ मास मीनी पर जमकर खुश थिरके। कार्निवाल का आयोजन स्थानीय आवाजपुल के हॉल हल ही में खुले क्लब हैवेन में किया गया। कार्यक्रम में कई बालियों व बच्चों का मन मोहक प्रदर्शन हो रहा। इस दौरान ट्रुथ डांस, कभिडी व फायर शो ने लोगों को मंत्रमुग्ध कर दिया। बच्चों ने किड्स ज़ोन, बगी जॉबिंग, नेल आर्ट व मैजिक शो जैसे गतिविधियों का आनंद उठाया। बहादुर सनीसकार रोहित शर्मा द्वारा दी गई प्रस्तुति पर लोग जम कर थिरके। इस दौरान रोहित शर्मा ने अपने बेस्ट गीतों के लोगों को मन मोह लिया। लोगों ने बालीवुड गानों पर डांस किया और गेम खेलें। साथ ही कई अन्य गतिविधियों में लोगों ने मस्ती पूरी शाम बिताई। कार्निवाल के पछात फेज का भी आयोजन किया गया। ओमेक्स में आयोजित हुई फैमिली ड्रिफ कार्निवाल सभी ओमेक्स के लोगों के लिए आकर्षण का केंद्र रही।



कार्यक्रम में प्रस्तुति देते कलाकार।

जगरण



पूल मस्ती

बच्चों संग माताओं ने की पानी में अठखेलियां

स्वीमिंग पूल में बच्चों संग अठखेलियां करती माताएं। बेहतर संग एक्टिवेशन सपोर्ट और देन डांस का सुख उठाते लड़के व लड़कियां। कार्टून कैरेक्टरों से खेले बच्चे। सभी उनके हाथ खींचते तो कभी उनके साथ फीटो खिंचती। लाजक व रोमांचकारी करलब दिखाते कलाकार...। रोहित को कुछ ऐसा ही मिलकर नाजवा बा फाही घर बिना रॉयल स्लब ओमेक्स रेजीडेंसी सेक्टर-7 में आयोजित 'मीन एंड किड्स : पूल मस्ती' कार्यक्रम का निरक्षण सुफ बच्चों ने साथ माताओं ने भी नज़र उठाया। रंगारंग कार्यक्रम में बच्चों के लिए स्विट पावकरी, कार्टून कैरेक्टरों व लकी ड्रा की कवरेज भी गई थी। माताओं के लिए मेहदी सवाने वाले, हेयर स्टाइलिस्ट, ब्यूटीशियन मौजूद थे। वहीं, एक्टिवेशन सपोर्ट में 'बगी जॉबिंग', 'किड्स कॉलिंग', 'स्विमिंग पूल एक्टिविटीज', 'पॉटर जॉबिंग' थे।



ओमैक्स लिमिटेड ने पदमजा रूपरेल को स्वतंत्र निदेशक नियुक्त किया

नई दिल्ली|ओमैक्स लिमिटेड ने पदमजा रूपरेल को निदेशक मंडल में स्वतंत्र निदेशक नियुक्त किया है। कंपनी के सीईओ मोहित गोयल ने बताया ओमैक्स लिमिटेड ने 9 राज्यों के 30 शहरों में तेजी से पांव पसारें हैं। कंपनी के खाते में विविध उत्पादों का पोर्टफोलियो हैं, जिसमें एकीकृत टाउनशिप, ग्रुप हाउसिंग परियोजनाएं और होटल परियोजनाएं शामिल हैं। कंपनी वर्तमान में 42 रीयल एस्टेट परियोजनाएं चला रही है जिनमें 14 ग्रुप हाउसिंग, 18 टाउनशिप, 10 कमर्शियल होटल शामिल हैं।

ओमैक्स के प्रतिष्ठित वाटरस्केप्स आवासीय अपार्टमेंट का भूमि पूजन

लखनऊ। ओमैक्स के बहुप्रतीक्षित स्टेट-ऑफ-दी-ऑर्ट वाटरस्केप्स का गोमतीनगर विस्तार स्थित साइट पर बृहस्पतिवार को भूमि पूजन संपन्न हो



गया। इस मौके पर ओमैक्स लिमिटेड के सीईओ मोहित गोयल ने कहा कि लखनऊवासियों ने ओमैक्स की परियोजनाओं पर भरोसा किया है और हम अपने बहुमूल्य बाहकों को विश्वास कभी नहीं टूटने देंगे।

वाटरस्केप्स का परिचय देते हुए उन्होंने बताया कि लगभग 22 एकड़ में फैली इस परियोजना में 3 बीएचके या 3 बीएचके प्लस सर्वे फ्लैट उपलब्ध हैं। इसकी

सबसे बड़ी खासियत है कि इस अपार्टमेंट में लखनऊ का प्रथम मानव रचित बीच का निर्माण किया जाएगा। जो कि आपको समुद्र किनारे बैठकर सन-बाथ का लुत्फ उठाने का सहसास दिलाएगा। यह आवासीय अपार्टमेंट मेट्रो प्रोजेक्ट, आईटी सिटी और अंतर्राष्ट्रीय क्रिकेट स्टेडियम के बिल्कुल समीप है।

ओमैक्स ग्रुप ने किया आयोजन



BIG BREAKING

उत्तर प्रदेश सरकार का आज का बड़ा फैसला



The borrowing cost for both developers and buyers is high and the prevalence of such a scenario for a long period of time can erode company's profitability and keep buyer's away from the market. A lot of demand in commercial and residential space has been coming from tier II and III cities including non-metros, like Lucknow, Chandigarh etc. These markets have evolved over the years and opportunities in the service sector have been immense which has resulted in higher aspiration value for better living. These cities offer skilled manpower and therefore developers are positive about these markets.

Mohit Goel, CEO, Omaxis Limited.

Omaxis Consolidated Net Profit for Q2 FY15 stands at Rs 13.88 crore

Omaxis Limited, one of India's leading Real Estate companies, headquartered in Delhi, reported Consolidated Income from Operations of Rs 376.92 crore for the quarter ended September 30, 2014 as compared to Rs 365.45 crore for the quarter ended September 30, 2013, an increase of 4%.

Consolidated Net Profit for the quarter stood at Rs 13.88 crore as compared to Rs 18.15 crore posted in the quarter ended September 30, 2013.

FINANCIAL HIGHLIGHTS

Particulars	Q2 FY15	Q2 FY14	Change
Consolidated Income from Operations (Rs Cr)	376.92	365.45	3.09%
EBITDA (Rs Cr)	73.88	55.58	33.88%
Consolidated Net Profit (Rs Cr)	13.88	18.15	-23.52%

BUSINESS HIGHLIGHTS FOR Q2 FY15 AND FOR H1 FY 15:

- The company during the quarter sold 1.06 mn sq. ft. valued at approximately Rs 471 crore. Group Housing project at New Chandigarh contributed 0.6 mn sq. ft with a sale value of Rs 264 cr while residential built-up in Omaxis City Centre, Faridabad contributed 0.14 mn. sq. ft with sales value of Rs 62 cr. Further India Trade Centre and Omaxis Connaught Place, Greater Noida, Forest Spa, Noida, and Group Housing at Vrindavan were the major contributors with a combined sales value of Rs 106 cr. For the half year ended September 30, 2014, the company sold 1.69 mn sq. ft valued at approximately Rs 672 crore.
- The Company delivered 1.20 mn sq. ft. of space during the quarter across various projects at Bahadurgarh, New Chandigarh, Faridabad, Jaipur amongst others.
- For the half year ended September 30, 2014, our company has delivered 2.16 mn. sq. ft of spaces across its projects.



बॉनफायर और फे भंगड़ा के साथ मनाई लोहड़ी



Omaxe to sell non-core land worth ₹150 crore

Realty firm Omaxe is looking to raise about Rs 150 crore through sale of non-core land parcels as part of its strategy to focus on completion of ongoing real estate projects and cut debts. According to sources, the Delhi-based developer is in advance stage of talks to sell two land parcels at Yamuna Nagar and Visakhapatnam. The sale value of these two parcels could be worth about Rs 150 crore, they added. Omaxe is selling about 100 acres at Yamuna Nagar in Haryana, while it has 20 acres in Visakhapatnam, sources said.

Omaxe repays ₹135-crore debt

COGENCIS

New Delhi, January 28

Delhi-based real estate developer Omaxe Ltd has paid off ₹135 crore of debt during the quarter ended December, and plans to raise fresh debt by March in to bid for a 25-acre land in Noida, Chief Executive Officer Mohit Goel told Cogencis.

The company's total debt during the quarter ended September was ₹1,000 crore.

According to Goel, the company's ambitious plan of a housing project in Noida, for which it is planning to buy 25 acres, has not been able to start as the Uttar Pradesh government delayed the auctions of land under its affordable housing schemes.

The cost of acquiring 25 acres, which would have a saleable area of 5 million sq ft, would be around ₹500-600 crore, Goel had earlier said.

04

REALCONCERN

WITHOUT A COMPREHENSIVE AND COORDINATED POLICY, WE CANNOT EVEN THINK OF 'HOUSING FOR ALL BY 2022'



A FUND LIKE 'AFFORDABLE HOUSING FUND' AND REVISION OF SECTION 80B (10) IS A MUST FOR 'HOUSING FOR ALL'

CEOSPEAK

'BUDGET 2015-16 WAS A BIG DISAPPOINTMENT FOR THE SECTOR!'

We pinned a lot of hope on it, but nothing concrete came out of it. This will delay the revival of the sector: Rohas Goyal

PRAHAR KARNI

Rohas Goyal, CMD of Omaxe Group, in an interview with Times Property, says that owing to the economic slowdown a number of industries in the country have entered into a state of hibernation and that the government has to take corrective measures to revive them. The real estate sector, too, is on a similar path and needs oxygen in the form of a broad-spectrum, business-friendly eco system in the country for revival, Goyal said. Goyal listed up a list of measures to rev up the realty market, infrastructure status, tax incentives, revision of Section 80B (10) for affordable housing segment, and legalizing unaccounted money (not a portion money) in the sale-purchase of housing units, etc.

Excerpts from the interview: **WHAT IS YOUR COMMENT ON BUDGET 2015-2016? HOW WILL IT AFFECT THE SECTOR?** **Ans:** Let me be very frank! The budget was a big disappointment for the sector. We pinned a lot of hope on it, but nothing concrete came out of it. If the government does not take corrective measures soon, it will delay the revival of the sector. In fact, we were very happy with the announcement of Prime Minister Narendra Modi's dream projects—housing for all by 2022—last year. If the project has to be imple-



mented within the given time, it will open up great opportunities to the realty sector, but it requires certain

enabling measures. We were expecting the government to start announcing these en-



abling measures in this budget. Nothing has happened! It is really a setback for the sector as well as implementation of the 'housing for all' project. If the government wants to revive the sector, which will also help about 200 other industries, it must introduce real estate-friendly policies. The real estate is a very specialized and critical for the economy as a whole market.

IS THERE ANY TAKE AWAY FROM THIS BUDGET?

Ans: Of course! The Budget gives a road map for realizing India's growth potential and fosters the much needed consolidation to infrastructure. Taking cue from the Union government's emphasis on growth and development, the BtB will have more focus for lowering interest rates. The recent cut in the repo rate is good, but not enough. A combination of tax incentives

and lower home loan rates will give the much-needed fillip to the sector. Rationalization of capital gains tax regime for REITs is also a welcome decision, which will provide more investment opportunities to people having disposable incomes.

KEEPING THE POSITIVE STEPS OF GOVERNMENT IN MIND, DO YOU THINK MISSION 'HOUSING FOR ALL BY 2022' IS POSSIBLE? **Ans:** Not without a comprehensive and coordinated policy, we cannot even dare to pick up the gauntlet. According to a report, almost a quarter of Indian households lack adequate housing. So, there is huge demand of housing, especially from the poorer sections. The question is how can it be implemented, let alone completed. The government should immediately introduce a specific fund like 'affordable housing fund' and revise

Section 80B (10) under which tax concessions are given to developers who build houses in the affordable segment.

WHAT ARE THE URGENT REFORMS NEEDED TO BOOST MARKET?

Ans: At the policy level, first of all, the real estate sector should be granted infrastructure status. This is a genuine demand. Housing development involves undertaking large-scale urban infrastructure projects. Right now, if I gift any land chunk—either from any development authority or directly from farmers—I have to go more than all approvals from different agencies like central, state, urban, and local bodies. Further, multiple factors add to the existing complex process, leading to uncertainties and delays in approvals that take about two to three years to obtain all the necessary approvals.

Apart from this, approvals from various civil authorities should be streamlined. If a developer buys land in a Master Plan zone, he should not be obliged to obtain any other approval, as it contradicts the intent and purpose of a Master Plan, apart from introducing corruption and delays into the system.

Even in the new zone where government agencies grant change in land use, all the approvals required to construct housing projects should be looked into in advance by the authorities concerned. We expect the BtB to have more room for lowering interest rates. Only a combination of tax incentives and lower home loan rates will boost the prospects of the sector.

WHAT IS CURRENT STATUS OF THE REALTY MARKET?

Ans: For end users and investors, market is quite good—in this is the right time to buy property.

WILL 'SWACHH BHARAT ABHIYAN' HELP PROVIDE QUALITY LIFE IN YOUR PROJECTS? **Ans:** Cleanliness is prerequisite for a decent living—and is the right of every citizen, rich or poor. The objective of the mission is commendable. We sincerely hope this will lead to a clean and developed India. With inputs from A K Tiwary



Derabassi, Zirakhpur, Shimla Highway, Kasauli Road, Panchkula and Kharar-Ludhiana Road.

Price bracket

Upcoming residential projects in Chandigarh are more concentrated in the affordable segment than the premium ones. New projects being launched within the price range of Rs 20-40 lakh are witnessing good number of transactions.

Mohit Goel, CEO, Omaxe Ltd. said, "The idea of self-sustained townships is fast catching up in New Chandigarh. New Chandigarh can also be the wisest choice in terms of choosing a property. The market of real estate in New Chandigarh is expected to grow at the rapid speed in the coming years. Omaxe has always played a key role in the socio-economic development of New Chandigarh. Every project of ours sets a benchmark and we hope to strengthen our association with future further in the coming year."

Future of Chandigarh

With major infrastructure projects and industrial corridors being planned, a new wave of development is soon going to sweep the region, especially Punjab and Haryana, the credit goes to the Metro rail project, upgradation of Chandigarh Airport to international standards, conversion of all highways, roads, metro, BCC, roads, etc. The Government of Punjab with its new industrial and business policy has taken steps in this regard. It is the need of the hour to delineate on issues that are critical to the

“ THE UPCOMING LOCALITIES HAVE WITNESSED 30-50% APPRECIATION IN THE PAST COUPLE OF YEARS AND ARE EXPECTED TO GROW FURTHER ONCE THE GOVERNMENT PROVIDES ADEQUATE INFRASTRUCTURAL FACILITIES SUCH AS SEWAGE, ROADS, WATER AND OTHER CIVIC AMENITIES ”

MOHIT GOEL
CEO, OMAXE LTD.



growth of housing and urban infrastructure sector in the region and create a road map for the authorities and industry to usher in holistic and planned development of the region in a sustainable manner.

Similarly in culture, philosophy and lifestyle needs with Chandigarh makes New Chandigarh high on the priority list of homebuyers. In the next three years, the prospect and landscape of New Chandigarh will transform considerably and that will drive appreciation in the property market. During that time the properties in New Chandigarh will see more than 100% appreciation as compared to 10-30 per cent in Mohali, Panchkula, Zirakpur and old Chandigarh.

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a self-sustainable city, which by definition means that the city will be able to independently support livelihood and habitation within its perimeter. A 300-acre Medical City, 1700-acre Education City, a state-of-the-art Cricket stadium and Metro Rail have been proposed. In fact, the foundation for a Cancer Hospital has already been laid. Holiday bus and more hotels of separate are being planned to cater to a large number of MNC workforce and tourists. More service driven industries like IT and ITES, tourism, healthcare etc. will be facilitated to provide job opportunities and better lifestyle. The city will have no overhead wires and cables.

“ THE AVAILABILITY OF MODERN SOCIAL INFRASTRUCTURE, CIVIC AMENITIES, LIFESTYLE FACILITIES AND TECHNOLOGY DRIVEN SERVICES WILL DEFINE SMART CITY AND NEW CHANDIGARH HAS LAID THE FOUNDATION FOR ALL THESE ”

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hot
destination

New Chandigarh Seeing Daylight

Ever since the Punjab Government conceived New Chandigarh as the first eco-town of Punjab, the basic work and foundation of it is being seen on the ground. Like Chandigarh this is again showing signs of being a well-planned city with better amenities and infrastructure.

By: Deepshikha Singh



The Punjab Government is committed towards creating New Chandigarh on 13000 acres of land as a self-sustained modern city and has even allocated approximately Rs 1200 crore in the budget. The availability of modern social infrastructure, civic amenities, lifestyle facilities and technology driven services will define Smart City and New Chandigarh has laid the foundation for all these.

A Medical City, Education City, Cricket stadium, Metro Rail have all been proposed. In fact,

the foundation for a Cancer Hospital has already been laid. More service driven industries like IT and ITES, tourism, healthcare etc. will be facilitated to provide job opportunities. New Chandigarh is planned and is being developed not as an alternative to Chandigarh but as a self-sustained Intelligent Smart City with no overhead wires and cables, low carbon emission, lake and waterfront, golf course etc. Apart from this, the natural beauty of the Shivaliks will add to the beauty of a peaceful and smart life in New Chandigarh.

The endeavour is to make New Chandigarh

hot
destination



On the other hand, Chandigarh's real estate market witnessed a slump in real estate sector in the past but post formation of new government we are witnessing positive trends with residential values rising an average appreciation of 10% across the city. There has been tremendous growth in the city's suburban localities such as New Chandigarh, Panchkula, Mohali, Zirakpur and Derabassi in

new projects being launched within the price range of Rs 20-40 lakh are witnessing good number of transactions.

terms of upcoming projects, growing demand and appreciating values.

There are very few new projects coming up in the central business district areas in Chandigarh as the city has reached a saturation point in terms of prevailing prices and land availability for new developments.

Pros and cons of this area

Suburbs are rapidly developing around Chandigarh because of overcrowding within the city but provision of adequate infrastructure to support the residential development is still a concern among developers.

Who are the buyers here?

With reduction in basic rates and interest rates because of improving economy the buyers are coming back to real estate market and it is expected that 2015 will prove to be a good year for real estate. Buyers are looking to invest in properties in this area as an investment option, as the area is expected to provide high returns in the coming years. Also NRIs from Punjab invest back home and with Chandigarh to become the first Smart City they are looking to invest in the area.

The upcoming localities have witnessed 30-50% appreciation in the past couple of years and are expected to grow further once the government provides adequate infrastructural facilities such as sewage, roads, water and other civic amenities.

One of the active developers who have launched affordable projects are Ansal API, Omaxe Ltd., Ind-Swiss Land Ltd., DLF Ltd. and Pearl Infrastructure Projects Ltd. in localities such as

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Beach Fiesta, Omaxe Waterscapes, Lucknow



Chinese Delegation visits OCP, Gr. Noida

Club Heaven Launch in Omaxe City, Bahadurgarh



Family Carnival in Omaxe Connaught Place, Gr. Noida



Kids Full Pool Masti, Omaxe Residency, Lucknow



Lohri Celebration in The Forest Spa, Surajkund



Mata ki Chowki, Omaxe City, Sonapat

Summer Camp, Omaxe City, Bahadurgarh



Kanpur Regional Office Inauguration



Ek Suhani Shaam in Omaxe Eternity, Vrindavan

Omaxe Celebrates

International Day of Yoga - 21 June, 2015

Omaxe Head Office



Omaxe Panorama City, Bhiwadi



Omaxe Plaza, Ludhiana

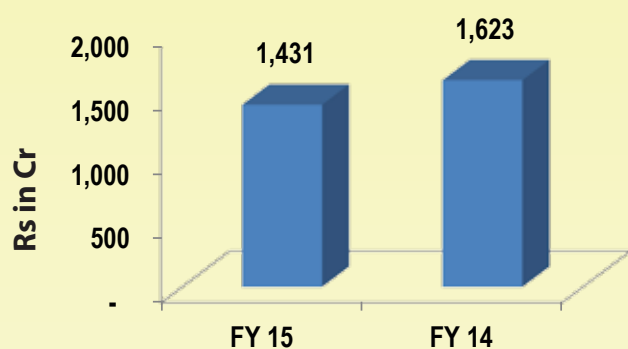


Omaxe Gurgaon Mall

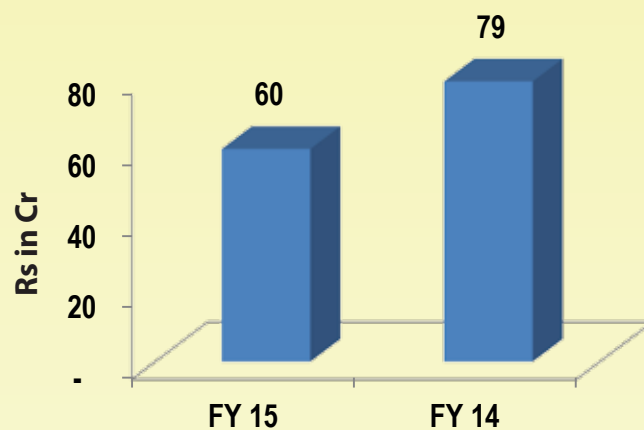


Omaxe in Numbers

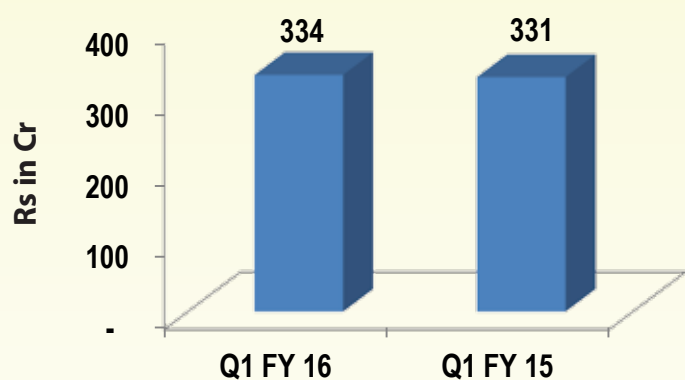
Income from Operation (Cr.)



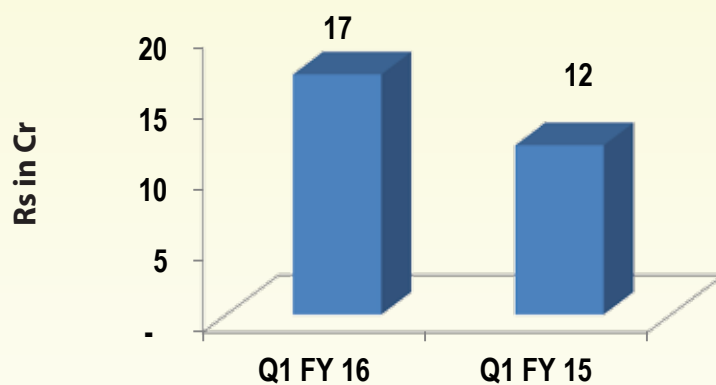
PAT (Cr.)



Income from Operation (Cr.)



PAT (Cr.)



Parliamentary panel pushes for law to jail errant builders

The Parliamentary Select Committee for the Real Estate (Regulation and Development) Bill 2013 is likely to push for more stringent clauses that may lead to imprisonment of builders if they do not fulfill their obligations to home-buyers. After holding public consultations across the country, several members of the panel are of the opinion that provisions for prosecution and imprisonment should be added in most cases where builders “fail to discharge their duties and functions”, sources said. “Financial penalties alone won’t work since private developers will simply factor in the cost of these penalties in their projects and pass it on to home-buyers. This is largely the feedback we have received from housing and consumer groups,” said sources. The final report of the Select Committee of the Rajya Sabha is still under preparation and will be tabled before the upcoming monsoon session.

Only 3.35% of Mumbai’s unsold real estate inventory is ready, says JLL, Credai

More and more buyers are opting ready-to-move-in homes rather than those under construction as projects get delayed and developers miss delivery deadlines. Only 2,600 or 3.35% of the total 77,460 unsold residential units across Mumbai, Thane and Navi Mumbai are ready for possession, according to data compiled by property advisory JLL India and Confederation of Real Estate Developers Association of India (Credai). The percentage of total unsold units that are ready for possession in Mumbai, Thane and Navi Mumbai were 1.10%, 1.33% and 8.13%, respectively. Slowdown in sales continues even as developers in Mumbai wonder why end-users are not buying into their projects despite offering discounts and easy payment schemes. Buyers meanwhile are playing the wait-and-watch game, expecting prices to go down further given the slump in sales.

PE funds invested \$1.3 bn into real estate since January

Private equity (PE) investments in real estate rose sharply in the first six months this year, with global funds taking the lead in backing affordable housing developments, office parks and mixed-use projects.

During January-June, PE funds invested about \$1.3 billion in 39 deals, compared with \$892 million in 31 deals in the same period last year, according to VCC Edge, which tracks investments. In the largest deal this year, SPREP Pte Ltd, a strategic alliance between Canada Pension Plan Investment Board (CPPIB) and Shapoorji Pallonji Group, bought out SP Infocity IT Park in Chennai for \$220 million in its first acquisition, two years after the partnership was forged.

Land Bill delay hurts almost 40% of govt's infra proj's

Ahead of the Monsoon session of Parliament, CNN-IBN has accessed a report that shows government projects are running late due to delay in the passage of Land Acquisition Bill. According to a report, 40 percent of central government's infrastructure projects are facing delays. Out of 758 projects at least 323 projects are running behind schedule. The delays in the contentious Land Acquisition Bill have derailed Prime Minister Narendra Modi government's development agenda. The reasons for time overruns as reported by various implementing agencies are delay in Land bill and forest clearances. Meanwhile, the Joint Parliamentary Panel had sought one week extension for submitting a report on Land Acquisition Bill. The panel was to submit the report on first day of monsoon session that is July 21. The panel has written to the state governments and asked chief secretaries to submit their reports.

POST-TAX RETURNS (CAGR) OF ASSET CLASSES

	5-year	10 year	15 year	20 year
Equities	11.0	17.0	13.6	12.9
Gold	9.0	12.9	11.0	8.4
Bank fixed deposit	5.7	5.2	5.1	5.5
Property	8.0	13.4	10.8	6.2
CAGR in WPI index	6.2	5.9	5.7	5.5
Avg Inflation for the period	7.4	6.3	5.9	5.7

in %

Source: Morgan Stanley

ESTIMATED EQUITY INVESTMENTS BY HOUSEHOLDS



Housing for All by 2022 – Addressing Housing Needs of Young India!

Prime Minister Narendra Modi launched Housing for All by 2022 along with Smart City and AMRUT on June 25. The three urban rejuvenation missions, entailing an investment of Rs 4 lakh crore, has been hailed as historic; for it will not only enable housing for urban poor but also give a boost to the real estate sector...

We shall briefly explain “Housing For All by 2022”. The salient features are:

- a) Slum rehabilitation of Slum Dwellers with participation of private developers using land as a resource; Central grant of Rs. one lakh per house, on an average, will be available under the slum rehabilitation programme.
- b) Promotion of affordable housing for weaker section through credit linked subsidy; Interest subsidy of 6.5 percent on housing loans availed upto a tenure of 15 years will be provided to EWS/LIG categories, wherein the subsidy pay-out on NPV basis would be about Rs.2.3 lakh per house for both the categories.
- c) Affordable housing in partnership with Public & Private sectors and Central assistance at the rate of Rs.1.5 lakh per house for EWS category will be provided under the Affordable Housing in Partnership and Beneficiary-led individual house construction or enhancement.
- d) Subsidy for beneficiary-led individual house construction or enhancement. A central assistance of Rs 1.50 lakh would be provided to each eligible urban poor beneficiary to enable him build his own house or undertake improvements to existing houses.

Three-fold increase in beneficiary income - According to the revised norms, the Economically Weaker Section (EWS) category will include households earning an annual income of up to Rs 3 lakh, while the Low Income Group (LIG) segment will be cover those earning between Rs 3-6 lakh per year.

Minimum unit size for EWS housing has also been increased to 30 sq m from the previous 25-27 sq m.

Houses constructed under the mission would be allotted in the name of the female head of the households or in the joint name of the male head of the household and his wife.

The scheme will cover the entire urban area consisting of 4041 statutory towns with initial focus on 500 Class I cities

it will be implemented in three phases as follows, viz. Phase-I (April 2015 - March 2017) to cover 100 Cities to be selected from States/UTs as per their willingness; Phase - II (April 2017 - March 2019) to cover additional 200 Cities and Phase-III (April 2019 - March 2022) to cover all other remaining Cities.

A Technology Sub-mission under the Mission would be set up to facilitate adoption of modern, innovative and green technologies and building material for faster and quality construction of houses.

The Technology Sub-Mission will also facilitate preparation and adoption of layout designs and building plans suitable for various geo-climatic zones. It will also assist States/Cities in deploying disaster resistant and environment friendly technologies.

The Mission will also compile best practices in terms of affordable housing policies of the States/UTs designs and technologies adopted by States and Cities with an objective to spread best practices across States and cities and foster cross learning. The Mission will also develop a virtual platform to obtain suggestions and inputs on house design, materials, technologies and other elements of urban housing.

New Chandigarh way ahead of its sister suburbs

Ever since New Chandigarh was conceived by the Punjab Government as the first eco-town of Punjab; well planned with better amenities and infrastructure; the basic work is progressing briskly and is beginning to be seen on the ground. The city is being developed on an area of 15,000 acres.

Cynics may ask how New Chandigarh is different from other satellite towns like Mohali, Panchkula and Zirakpur? In the similarities lie the differences. All these satellite towns are “close” to Chandigarh and the difference ends there. New Chandigarh has and will over the years emerge as an intelligent, modern, self-sustainable, planned and posh suburb of Chandigarh unlike Mohali, Panchkula and Zirakpur. These cities are neither well planned nor well connected and have been able to cater to only to limited income group or strata. Mohali caters to the middle class; Panchkula to the Upper Middle class and Zirakpur to the lower-middle class and affordable segment.

Chandigarh is independent India's first planned city with a high per capita income and a nuovo lifestyle. The characteristics and ethos of the satellite towns should be in consonance with Chandigarh. New Chandigarh is the only town that fulfills this criterion. New Chandigarh is placed so conveniently that Residential sector 9, sector 10, sector 11, Commercial Hub Sector 17, Medical Institute PGIMER and World renowned Panjab University (PU) are at a distance of only 6-7 kms; unlike 15-20 km away from Mohali, Panchkula and Zirakpur. Hence the gradual shift in population of Chandigarh is bound to happen towards New Chandigarh. Besides, connectivity and accessibility, too, are being enhanced. Well-connected sector roads in intelligent grids to facilitate easy traffic and highways enhancing smooth inward and outward movement to Punjab and Himachal Pradesh make New Chandigarh way ahead with respect to its sister suburbs.

The endeavour is to make New Chandigarh a self sustainable city; which by definition means that the city will be able to independently support livelihood and habitation within its perimeter. A 300 acre Medicity, 1700 acre Education City, a state-of-the-art Cricket stadium and Metro Rail have been proposed. In fact, the foundation for a Cancer Hospital has already been laid. Holiday Inn and more hotels of repute are being planned to cater to a large number of MNC workforce and tourists. More service driven industries like IT and ITeS, tourism, healthcare etc will be facilitated to provide job opportunities and better lifestyle. The city will have no overhead wires and cables, low carbon emission, lake and waterfront, golf course etc. Apart from this, the natural beauty of the Shivaliks will add to the desirability of a peaceful and Smart life in New Chandigarh.

Similarity in culture, philosophy and lifestyle-needs with Chandigarh makes New Chandigarh high on the priority list of homebuyers. In the next three years, the prospect and landscape of New Chandigarh will transform considerably and that will drive appreciation in the property market. In next 3 years properties in New Chandigarh will see more than 100% appreciation as compared to 10-30 per cent in Mohali, Panchkula, Zirakpur and old Chandigarh.



An Actual View of Omaxe New Chandigarh

CITY WISE HOUSING PRICE INDEX FOR THE QUARTER JULY-SEPTEMBER, 2014

CITIES	2007 Index	Apr-Jun 2012 Index	Jul-Sept 2012 Index	Oct-Dec 2012 Index	Jan- Mar 2013 Index	Apr-Jun 2013 Index	Jul-Sept 2013 Index	Oct- Dec 2013 Index	Jan-March 2014 Index	April-June 2014 Index	July-Sept 2014 Index
Hyderabad	100	85	84	90	88	84	88	93	95	95	93
Faridabad	100	217	216	205	207	202	204	209	209	211	216
Patna	100	140	138	151	152	147	150	159	150	154	153
Ahmedabad	100	174	180	191	192	186	191	197	209	213	217
Chennai	100	309	312	314	310	303	318	330	349	355	362
Jaipur	100	78	85	87	112	110	108	105	101	102	101
Lucknow	100	171	175	189	183	187	191	185	194	193	196
Pune	100	200	201	205	221	219	219	235	232	241	242
Surat	100	145	138	150	140	142	145	154	165	161	160
Kochi	100	73	80	87	89	86	86	85	85	86	88
Bhopal	100	207	206	216	230	227	220	223	226	229	232
Kolkata	100	196	191	209	197	189	199	196	206	211	209
Mumbai	100	197	198	217	222	221	222	222	229	233	238
Bengaluru	100	100	98	106	109	108	107	111	107	108	109
Delhi	100	172	178	195	202	199	190	196	199	193	189
Bhubanes	100	164	168	172	197	195	193	202	195	196	197
Guwahati	100	159	158	166	153	147	149	160	154	159	160
Ludhiana	100	171	168	179	167	157	150	150	145	147	146
Vijayawad	100	186	181	185	184	174	167	161	160	163	161
Indore	100	203	196	194	195	184	180	184	181	187	188
Chandigar	100				194	191	192	188	183	175	174
Coimbatore	100				184	178	178	173	170	176	180
Dehradun	100				183	184	184	186	191	187	188
Meerut	100				191	189	176	171	165	159	159
Nagpur	100				163	168	162	175	180	181	180
Raipur	100				156	155	157	159	166	166	165

Source: www.nhb.org.in; Base Year: 2007 = 100

Be in Touch

Jiyomaxe is an interactive platform for the extended Omaxe family and its well-wishers. We look forward to your feedback, suggestion and contribution to enable us to make this medium of expression truly enjoyable and informative.

Do send us your feedback / suggestion on: corpcomm@omaxe.com

Corporate Office: Omaxe House, 7, LSC, Kalkaji, New Delhi - 110019, India
Tel.: 9015161718 **Web:** www.omaxe.com

Omaxe Care: 18001020064 (Toll free)

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