

## Investing in Bhoomi Farmlands

### Q1: Who is Goodland India Promoters Pvt Ltd?

- ▶ Developer of Bhoomi Farmlands, a brand trusted for over 20 years in North Chennai real estate.
- ▶ Proven track record: 3000+ plots promoted, 1100+ satisfied clients.
- ▶ Known for transparent dealings, timely delivery, and customer focus.
- ▶ Specialised in farm plots, residential layouts, and long-term value assets.
- ▶ Mission: To help families own not just land, but a growing asset that secures their future.

### Q2: Why invest at Bhoomi Farmlands?

Investing at Bhoomi Farmlands is a unique opportunity that offers the best of both worlds—a smart financial decision and a fulfilling lifestyle. Our project provides an escape from the city's chaos, allowing you to build a dream farmhouse and enjoy a life of peace and tranquility.

#### The Dream of a Farmhouse

- ▶ Escape the city noise and concrete jungle for a serene, green environment.
- ▶ Build your personal slice of paradise just a short drive from Chennai.
- ▶ A unique opportunity to own more than land; a chance to embrace a peaceful lifestyle.

#### Lifestyle & Community

- ▶ Create lasting family memories by connecting with nature.
- ▶ Spend weekends gardening, relaxing under the stars, and enjoying the fresh air.
- ▶ Join a like-minded community of farm plot owners who share your passion for nature and tranquility.

#### Unparalleled Investment Potential

- ▶ Secure a high-growth asset in a prime location.
- ▶ Land prices in Northern Chennai are on a steady upward trend, promising excellent appreciation.
- ▶ Your investment is in a finite resource, ensuring its long-term value.
- ▶ The area is part of the Chennai Metropolitan Area's expansion plans, poised for explosive growth.

### Q3: Why invest near Thirukandalam?

#### Strategic Hubs in the Vicinity

- ▶ **Thatchur:** The pivotal point where the Chittoor-Thatchur Expressway and CPRR meet, emerging as a key logistics and transport hub.
- ▶ **Karanodai:** A major gateway to North India, located on the Grand Northern Trunk (GNT) Road, ensuring established road connectivity.

Thirukandalam is a location steeped in spiritual and historical significance. It offers a peaceful and culturally rich environment, making it more than just a place to live—it's a sanctuary for the soul. The area is home to ancient and revered temples that attract devotees from far and wide, adding a profound sense of heritage and spiritual calm to the location.



**Sri Shivanandeeswarar Temple, Thirukandalam (0-1 km):**

An ancient Paadal Petra Sthalam known for its unique Shakti Dakshinamurthy idol.



**Periyapalayam Bhavani Amman Temple (Approx. 4-5 km):**

A major pilgrimage center, drawing devotees from across Tamil Nadu.



**Siruvapuri Balasubramaniaswamy Temple (Approx. 8-10 km):**

A highly revered and popular temple for Lord Murugan.



**Andarkuppam Balasubramaniaswamy Temple (Approx. 8-10 km):**

An ancient temple that reflects the area's rich spiritual heritage.

## Your Investment Questions Answered

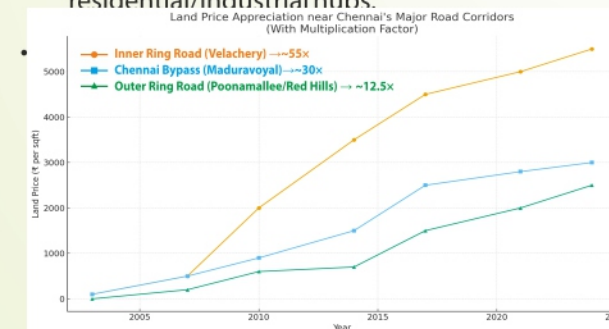
### Q4: What is the expected growth potential of the land at Thirukandalam?

The growth potential for land in and around this region, mainly Thirukandalam, Kannigaipair which are very close to CPRR & Chittoor - Thatchur Expressway is very strong, driven by major government infrastructure projects and increasing demand. Based on market trends for similar peri-urban areas, land values are expected to appreciate at a rate of 25% to 40% annually over the next few years. In the long term (5-10 years), as the major projects become fully operational, this growth could accelerate significantly. Farmland is considered a "future-proof" asset class, offering long-term appreciation with low volatility, making it a stable and secure investment.

Where have we seen similar growth happening in Chennai and When?

Our Observations is as follows:

- ▶ **Inner Ring Road (IRR):** Biggest leap in a short time because Velachery was already urbanizing; road connectivity gave it metro-city value.
- ▶ **Chennai Bypass:** More gradual, but interchanges (Maduravoyal, Tambaram, Puzhal) saw exponential growth.
- ▶ **Outer Ring Road (ORR):** Most dramatic farmland-to-urban transition, with Red Hills & Poonamallee turning into large residential/industrial hubs.



Here's the timeline graph showing how land prices evolved around Inner Ring Road, Chennai Bypass, and Outer Ring Road - you can clearly see the steep jumps after each project became operational.

- ▶ **Inner Ring Road (Velachery) → ~55x**
- ▶ **Chennai Bypass (Maduravoyal) → ~30x**
- ▶ **Outer Ring Road (Poonamallee/Red Hills) → ~12.5x**

### Q5: Why invest near the Chennai Peripheral Ring Road (CPRR) and the Chittoor-Thatchur Expressway?

These two projects are the primary drivers of your investment's value.

- ▶ **Chittoor-Thatchur Expressway (NH 716B):** This six-lane highway provides a direct, high-speed corridor for traffic from Bengaluru to Chennai. This unmatched connectivity will boost logistics and industrial growth, creating a powerful economic corridor right next to your plots.
- ▶ **Chennai Peripheral Ring Road (CPRR):** This massive 133 km outer ring road is designed to decongest city traffic and will provide a seamless link to major industrial hubs and ports. As the CPRR is set to become fully operational in the near future, it will act as a major catalyst for real estate development, driving a boom in property prices in the surrounding area.
- ▶ Our Bhoomi FarmLand project is strategically located at the intersection of these two expressways, placing them at the epicenter of future economic and urban expansion.

#### What are the key advantages of this site?

The site's advantages can be summarized into four key points:

- ▶ **Strategic Location:** It is located at the intersection of two major infrastructure projects (CPRR and Chittoor Expressway) and is part of the emerging Thatchur Logistics Hub.
- ▶ **Unmatched Connectivity:** The site offers easy access to the GNT Road (NH 16), providing a seamless link to Chennai and other major cities.
- ▶ **Spiritual and Cultural Heritage:** It is surrounded by ancient, highly revered temples, offering a peaceful and culturally rich environment.
- ▶ **Trusted Developer:** The project is backed by Goodland India, a company with over 20 years of experience and a strong reputation for delivering high-quality, high-value projects to its clients.