

CHOUHAN GROUP



CHOUHAN
**B U S I N E S S
C E N T E R**
COMMERCIAL PLOTTING PROJECT



CHOUHAN'S
Singapore
Life City - 1
BHILAI

CHOUHAN'S
Singapore
Life City - 2
The address of Modern Living



**SUNRISE
CITY**



Singapore
Life City Phase 4
Kutela Bhata, Bhilai

Chouhan Builders welcome you all to our Brokers Meet.

Today is a special occasion where we come together not just as business partners, but as a strong network working towards a common goal – building dreams and creating lasting value for our customers.

About Chouhan Group (Chouhan Builders) – Bhilai, Chhattisgarh

Chouhan Group, established around 1998 by Mr. Ajay Chouhan, is a prominent and trusted real estate developer based in Bhilai, Chhattisgarh. Over two decades, the group has earned recognition for its quality construction, timely delivery, and customer-centric approach—emerging as one of Central India's most dependable developers chouhangroup.com

Their real estate expertise spans both residential and commercial sectors, offering a diverse portfolio of thoughtfully designed housing options and strategic commercial spaces

Key Projects & Landmark Developments

Residential projects

- CHPL Dream Homes
- Chouhan Town
- Park View
- Green Valley P1
- Green Valley P2
- Green Valley P3
- Sunrise City
- Singapore City P1
- Singapore City P2
- Singapore City P4

Commercial Project

- Chouhan Estate
- Business Park
- Business Center
- Singapore City P3

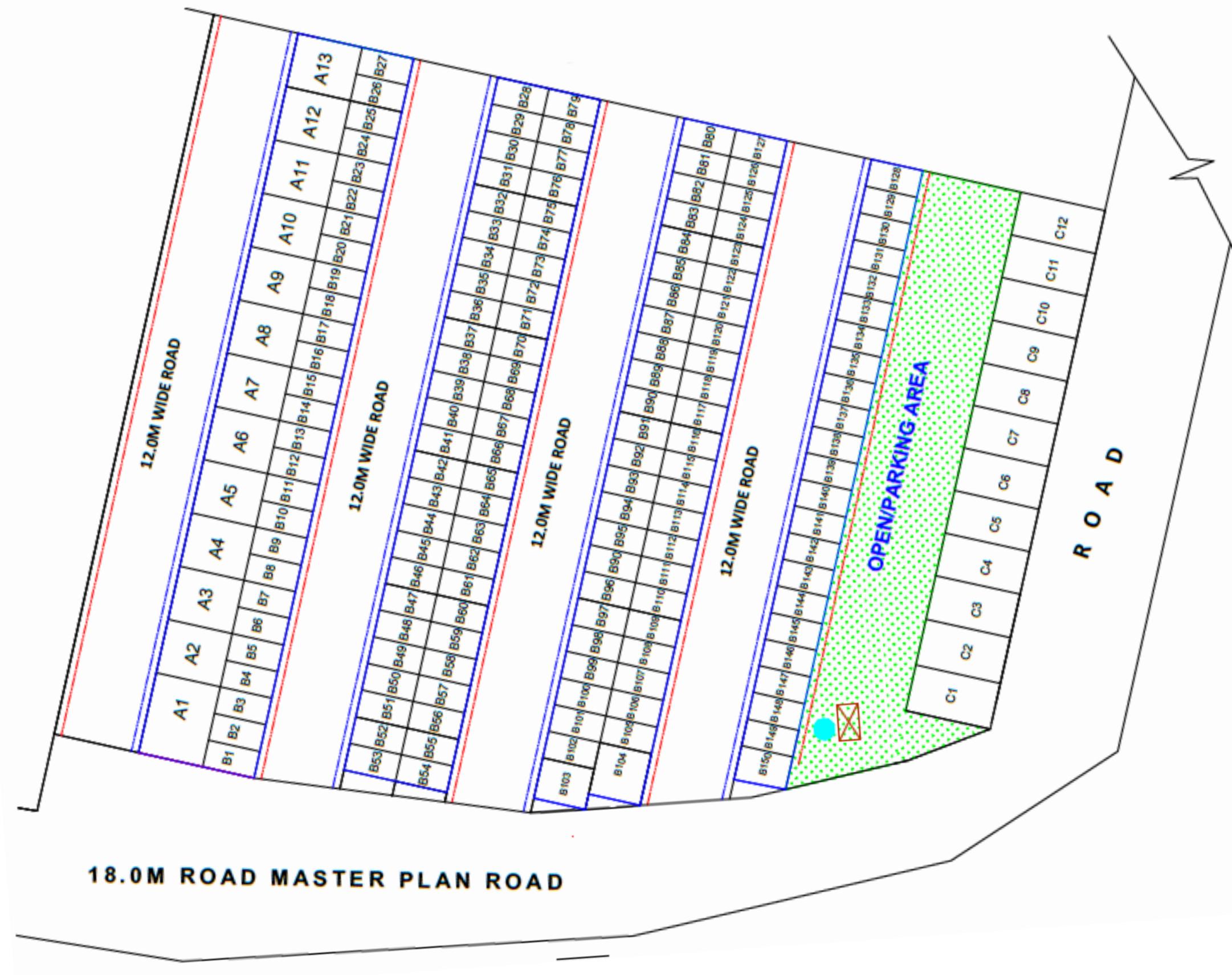
Business Center



Business Park Phase 1



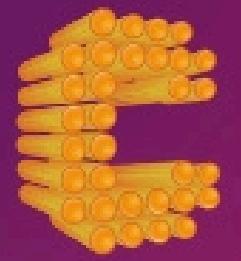
Business Park Phase 2



Park View



PARK VIEW VILLAS



CHOUHAN
GROUP

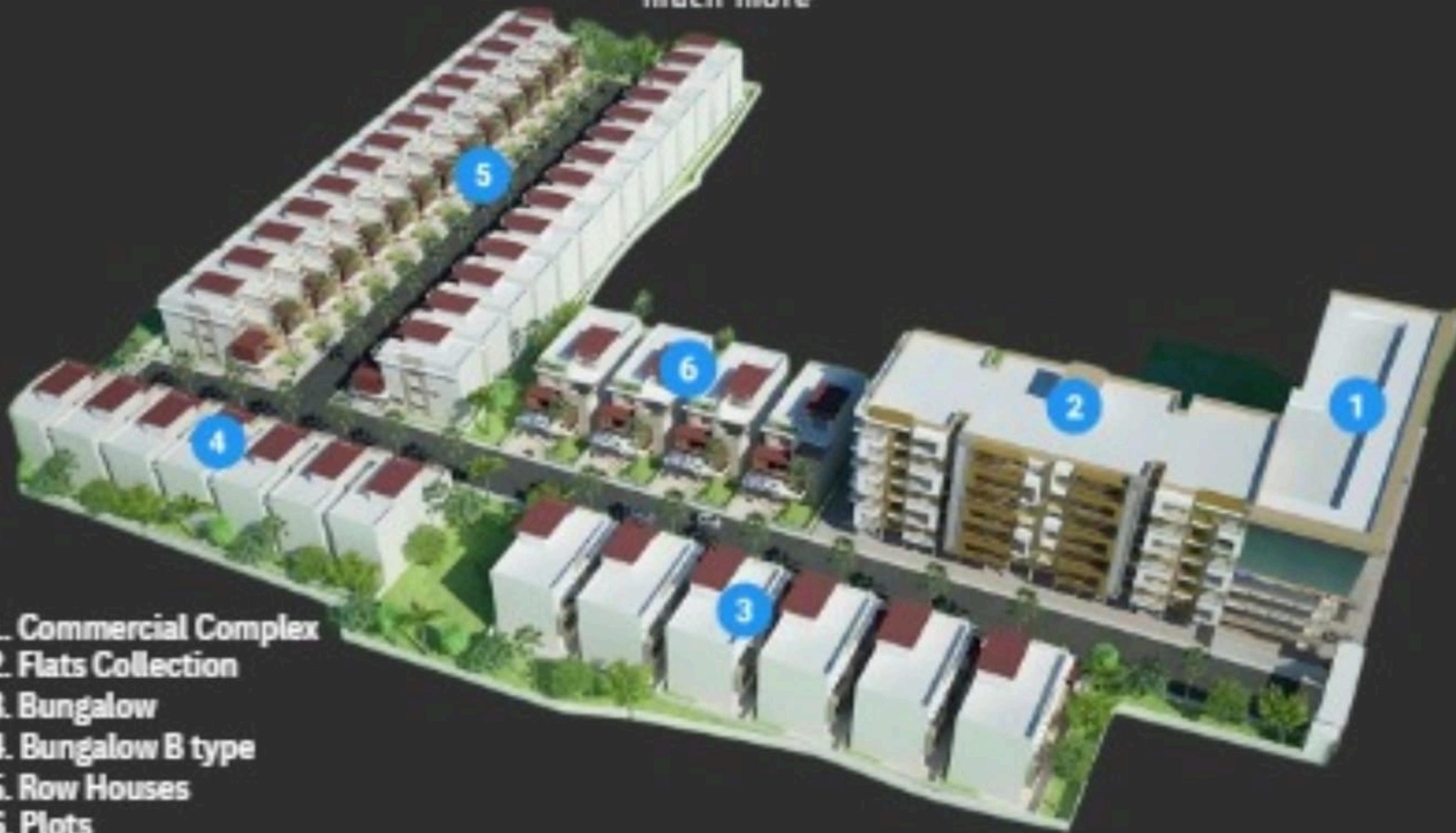
Premium A Type 5BHK Villas

Prime Location | Superior Build Quality

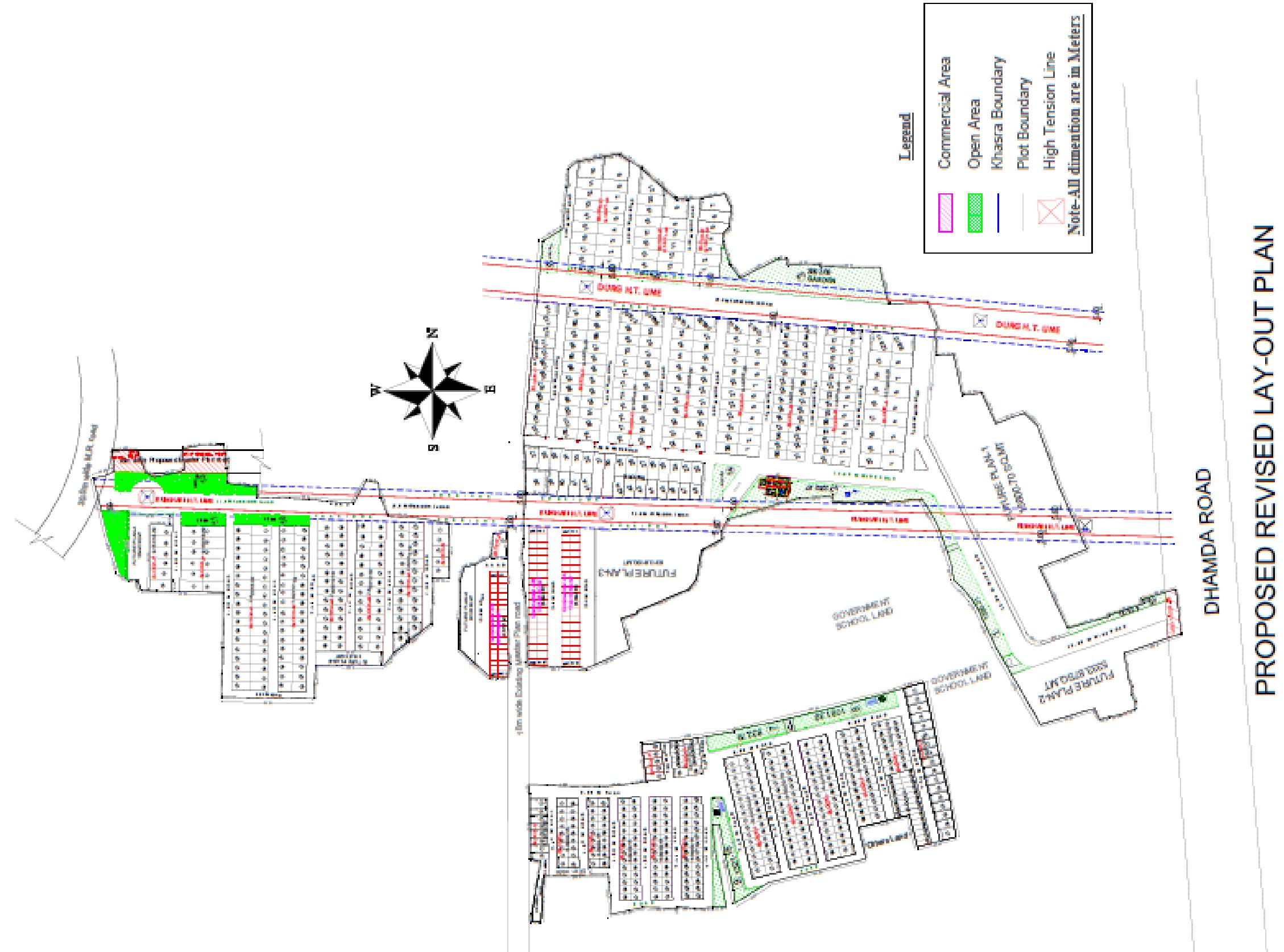
Lift | Gym Space | Club House

**MORE OF EVERYTHING
YOU CAN IMAGINE**

Imagine your every need integrated into one truly magnificent location. Chouhan Parkview offers the effortless convergence of luxuriously appointed homes with modern shops, dining, and office space. Situated in Smriti Nagar, Chouhan Parkview is a masterpiece of lifestyle, commerce, recreation, and much more.

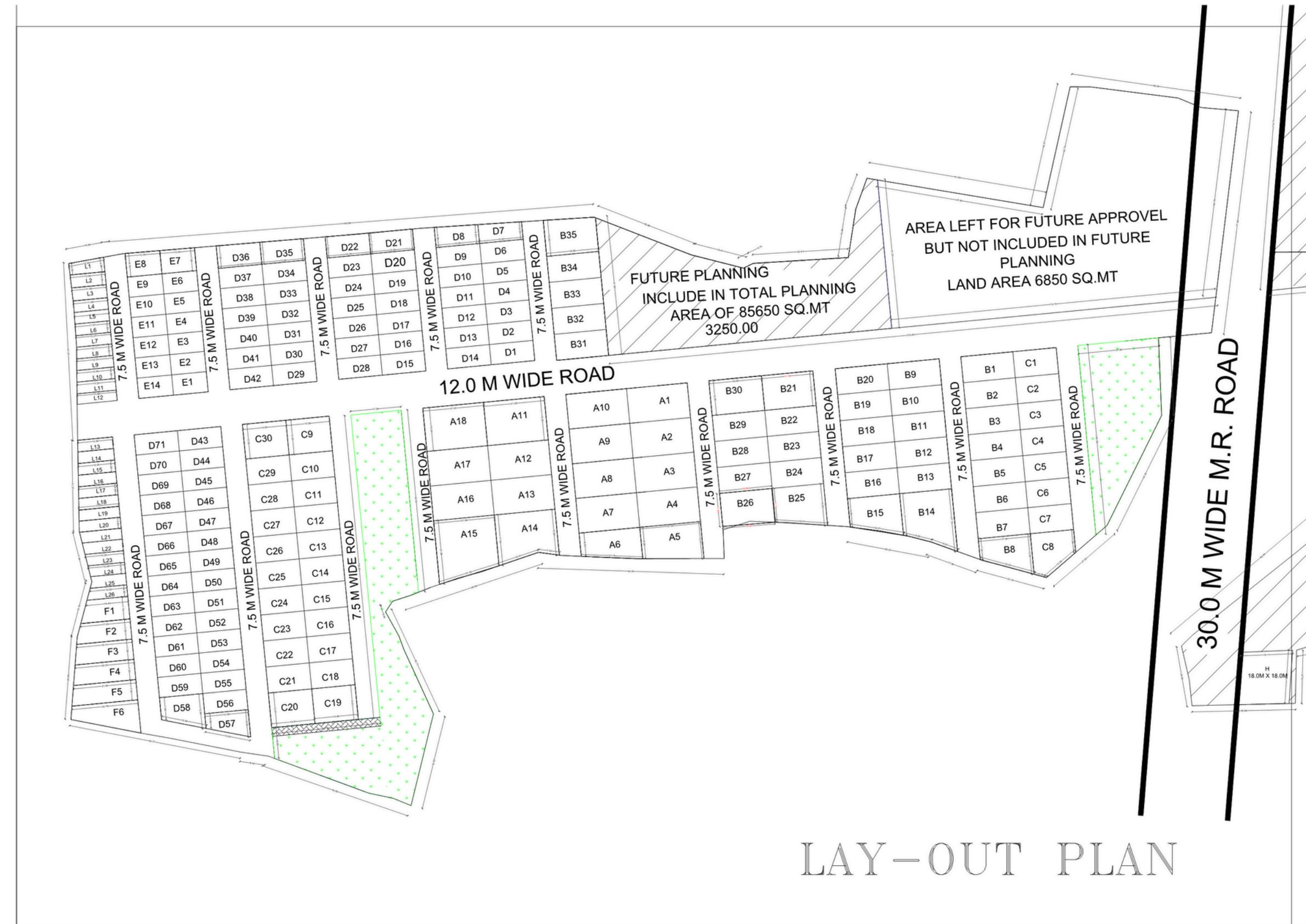


Sunrise City



PROPOSED REVISED LAY-OUT PLAN

Singapore Life City Phase 1



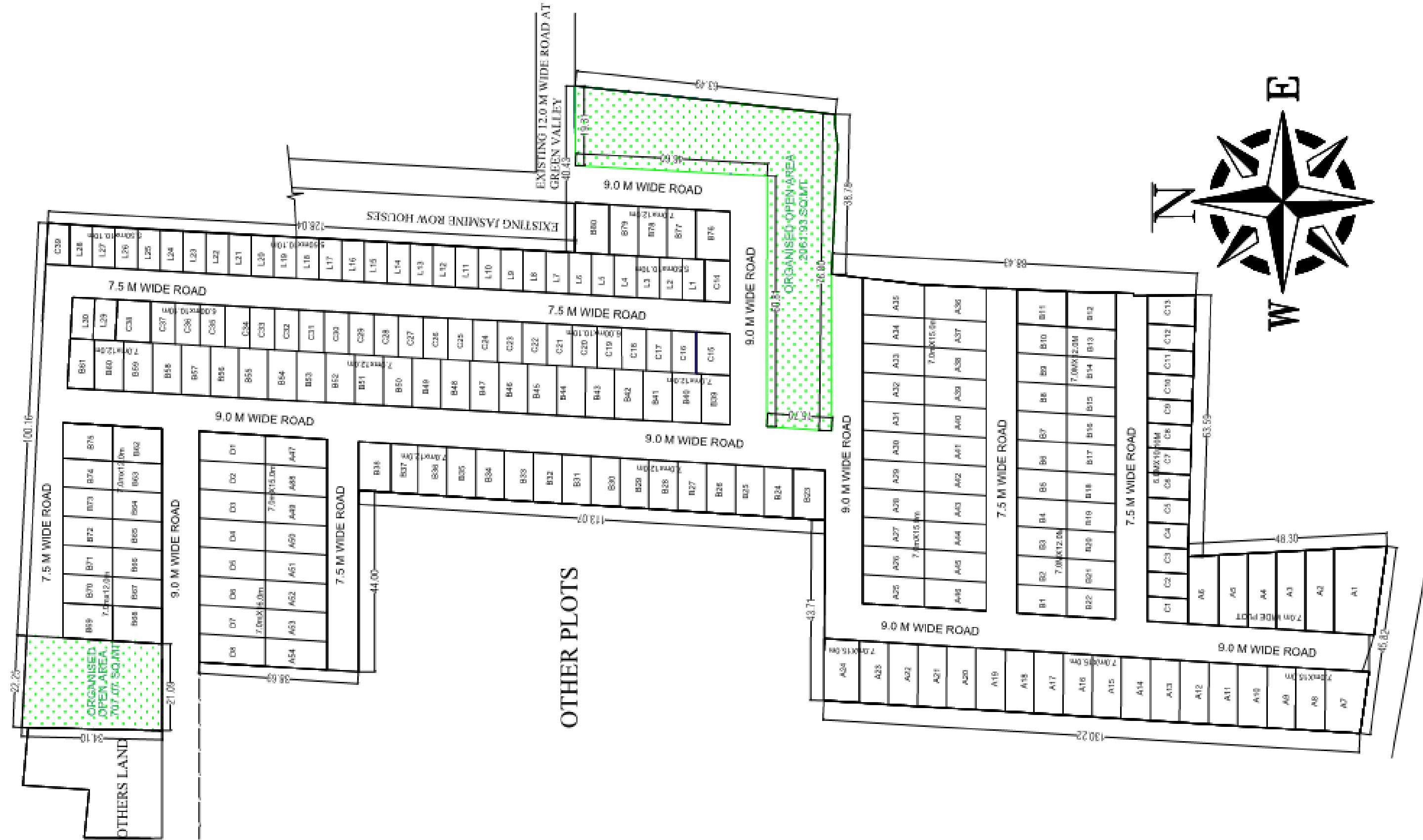
Singapore Life City Phase 2



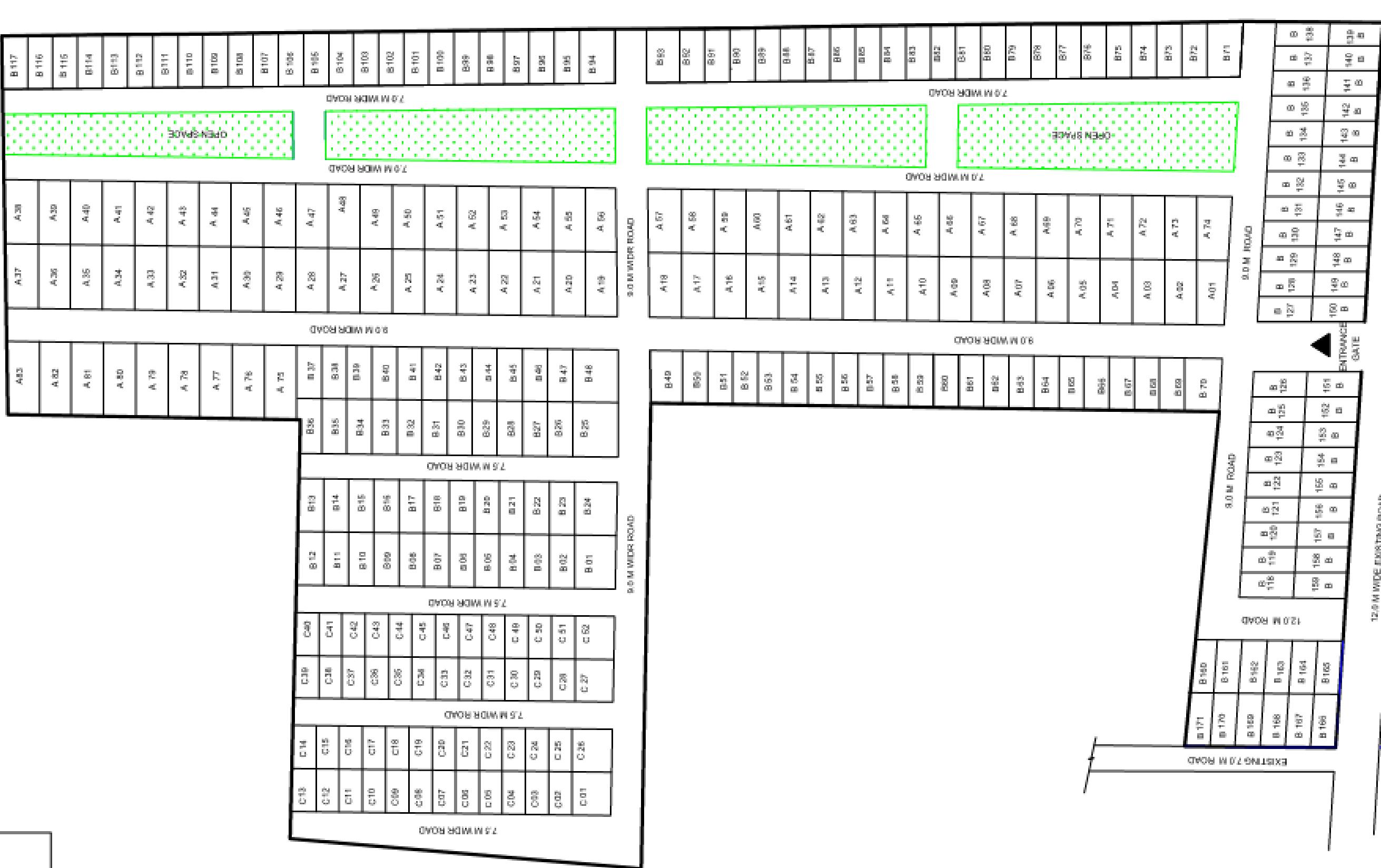
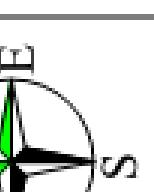
Singapore Life City Phase 2



Green Valley Phase 2



Green Valley Phase 2



Chouhan Dream Home- A blend of residential and commercial infrastructure, this project gained popularity quickly—selling out within its first year, reflecting the trust and appeal of Chouhan’s residential developments chouhangroup.com.

Chouhan Town- A master-planned residential community in Junwani offering plots with modern amenities, serene surroundings, and an adjacent commercial complex ideal for both living and business chouhangroup.com.

Chouhan Sunrise City- A large-scale plotted development offering LIG (Lower-Income Group) plots, residential areas, and designated commercial zones. The project includes substantial road infrastructure and open spaces, reflecting a futuristic township design chouhangroup.com.

Chouhan Park View- A premium mixed-use project on Junwani Road that combines bungalows, upscale 3 BHK flats, and commercial spaces—all designed for comfort, quality, and modern living chouhangroup.com.

Chouhan Green Valley- Located in Junwani, this residential complex features 2–5 BHK apartments and villas. Its modern amenities include 24/7 power backup, CCTV surveillance, covered parking, landscaped gardens, lifts, play areas, and security personnel—all within a serene urban setting. It offers luxurious living close to city conveniences Quikr.

Commercial Projects & Lifestyle Destinations

Chouhan Estate- Bhilai's first multi-themed, open-layout shopping destination. It comprises supermarkets, boutique stores, open-air cafés, recreational facilities, and expansive parking—making it an ideal leisure and shopping hub chouhangroup.com.

Chouhan Complex- A modern commercial building in Junwani offering premium office and retail spaces with excellent connectivity—crafted for professional and business efficiency chouhangroup.com

Chouhan Business Park (Phases I & II)- Strategically developed commercial zones:

Phase I: Covers 13,700 sqm with designated plotted areas and parking space chouhangroup.com.

Phase II: Spans about 12,150 sqm, also designed to accommodate growing business needs with structured layouts and accessible infrastructure chouhangroup.com.

Project Diversity- Extensive portfolio spanning high-end residences, plotted communities, commercial complexes, and lifestyle, townships, Design & Amenities, Modern architecture, premium facilities, thoughtfully planned layouts, One-Stop Development

Real estate complemented by automotive showrooms and hospitality ventures like Maruti Suzuki dealerships and Empyrean Hotels (as part of Chouhan Group's diversified business verticals) chouhangroup.com

Why Partner With Chouhan Builders?

At Chouhan Builders, we value our Channel Partners as growth companions. Here's why working with us ensures long-term success and rewarding opportunities:

1. Trusted Legacy

- Over two decades of experience in real estate.
- Known for quality, transparency, and timely delivery in Bhilai and Central India.

2. Diverse Portfolio

- 20+ residential and commercial projects across Bhilai.
- Options ranging from plots, luxury apartments, villas, to business parks and shopping complexes – catering to all segments of buyers.

3. Strong Market Reputation

- A household name in Bhilai, backed by trust and goodwill.
- Our diversified ventures in automobiles (Maruti Suzuki Arena & Nexa) and hospitality (Empyrean Hotels & Resorts) further strengthen our credibility.

4. High Earning Potential

- Attractive commission structures and exclusive rewards for channel partners.
- Continuous inventory support and priority access to new launches.

5. Marketing & Sales Support

- End-to-end assistance with brochures, digital campaigns, site visits, and client handling.
- Regular partner meets, training sessions, and promotional activities to boost sales.

6. Customer-Centric Approach

Hassle-free documentation, transparent pricing, and dedicated customer service.

Ensuring your clients have a smooth buying journey, which helps you build stronger relationships.

7. Future-Ready Growth

Vision to expand with smart townships, commercial hubs, and premium residences in Chhattisgarh.

Be part of a brand that's shaping the future of Bhilai's skyline.

👉 With Chouhan Builders, you don't just sell properties – you sell trust, lifestyle, and opportunity.

Bhilai Real Estate Opportunity

- Industrial & Economic Growth
- Urban Development
- Educational & Healthcare Hub
- Connectivity & Location Advantage
- Affordable Yet Growing Market
- Commercial Potential

Real Estate Segments with High Potential

- Residential:
 - Affordable apartments for industrial workers.
 - Mid-segment flats & villas for professionals.
 - Premium lifestyle townships & plotted developments.
- Commercial:
 - Retail shops, showrooms, and shopping complexes in growing suburbs (Junwani, Smriti Nagar, Nehru Nagar).
 - Business parks for IT, startups, and offices.
- Hospitality & Rental Housing/Commercial:
 - Growing need for hotels, and serviced apartments.



Benefits for Channel Partners

Attractive Earnings

- High commission slabs on every sale.
- Early-bird incentives on new project launches.
- Performance-based bonus & rewards.

Priority Access

- First-hand information on new projects & inventories.
- Exclusive rights on select units for faster closure.

Marketing & Sales Support

- Professional brochures, digital campaigns & site branding.
- Assistance with client presentations & site visits.
- Joint promotional activities to boost conversions.

Trusted Brand Value

- 25+ years of goodwill in Bhilai real estate.
- Diversified presence in real estate, automobiles, and hospitality, adding strong credibility.

Benefits for Channel Partners

Smooth Transaction Process

- Transparent pricing & clear documentation.
- Dedicated relationship managers for partner support.
- On-time brokerage disbursement.

Growth Opportunities

- Regular partner meets, training sessions, and networking events.
- Long-term partnership opportunities across residential, commercial & township projects.
-  At Chouhan Builders, our Channel Partners are not just associates – they are family. Together, we grow, succeed, and build the future of Bhilai.

Sales Support

Sales Support from Chouhan Group

At Chouhan Builders, we ensure our Channel Partners are fully equipped to achieve faster closures and higher sales. Our dedicated sales support system includes:

Marketing Collateral

- Professional brochures, flyers, and digital creatives.
- Project videos, 3D walkthroughs, and sample flat tours to impress clients.
- Regular social media and digital campaigns boosting project visibility.

Lead Support

- Access to centralized leads generated from our campaigns.
- Assistance in follow-ups and client coordination.
- Joint client meetings to help close deals faster.

Site Visit Assistance

- Well-trained sales team & relationship managers to guide your clients.
- Dedicated pick-up and drop facilities for site visits.
- Ready sample flats, showrooms & model units for easy client showcasing.

Training & Knowledge Sharing

- Regular product knowledge sessions on ongoing & upcoming projects.
- Updates on pricing, inventory, offers, and policies.
- Guidance on customer handling, negotiation, and documentation.

Sales Support

Back-End & Transaction Support

- Transparent pricing and payment plans.
- Quick documentation & legal support for smooth closures.
- Timely commission disbursement with no delays.

Promotional Events & Activities

- Channel Partner Meets, training workshops & festive campaigns.
- Launch events, exhibitions, and on-site activities to generate walk-ins.

Thankyou