

## **My Home Unveils Rs. 1000 crore ‘Avatar’ Premium High-rise Residential Project**

**Hyderabad, 28th Feb 2016:** My Home Constructions Pvt. Ltd., Hyderabad’s No.1 real estate developer and a part of 4000 crore multi business conglomerate - My Home Group, today announced the launch of its 1000crore premium high-rise residential project, My Home Avatar, at Puppalguda in west Hyderabad. The project site is linked to all important hubs on the outer ring road and is a 25-minute drive from the airport.

**My Home Avatar** is spread across 10 blocks & each block is of G + 30 floorsand will have a total of 2780 apartments with available sizes of 1314 sq ft (2 BHK)and1830 sq ft (3 BHK) and will be priced at Rs. 60 lakh onwards. For the first time in the country, a whopping 84 per cent of the project area - 19 acres out of the total 23 acres - will be left free as open space. My Home Constructions, known for developing My Home Jewel, the largest single-phase residential township in Hyderabad that earned a CRISIL Six Star rating, is promising best-of-its-class amenities and thoughtfully-crafted floor plans and **My Home Vihanga** spread across 21 acres with 1996 apartments to be delivered in ‘2016.

“The choice of location for **My Home Avatar** was arrived at considering Puppalguda’s proximity to the Financial District that houses many IT and financial institutions and superior socio-economic infrastructure.” **J Shyam Rao, Executive director of My Home Constructions Pvt. Ltd** said.

“Till date we have built – up an area of more than 6 million sq ft. Currently, over 4 million sq ft is under construction & planning for over 10 million sq ft in future” Said, **J Jagapathi Rao, Managing director of My Home Constructions Pvt. Ltd.**

“The presence of hospitals of repute and premier educational institutions in the area was also an influencing factor. My Home Constructions anticipates Puppalguda to develop into a premium residential destination and hopes to play a key role in the process.”

### **MY HOME GROUP:**

My Home Group is Rs. 30 billion conglomerate, headquartered at Hyderabad, Telangana, India. Founder and promoter of the Group Dr. J. Rameswar Rao is a visionary who began his journey by venturing into Real Estate in the year 1981. Today, under his leadership, the Group has grown with a strong presence in residential and commercial Constructions, Cement, Power, Transportation, Consultancy in Power & Constructions and Education.

Realizing the significance of superior quality cement in residential and commercial buildings, My Home Group further forayed into the cement manufacturing business in the year 1998 by way of backward integration by setting up My Home Industries Private Limited (MHIPL) which has grown from an annual capacity of 0.2 million tones to a staggering 8.4 million tones within short span of 15 years with the takeover of Yanakandla Cement Works in 2013. My Home Industries Private Limited is now poised to increase its annual cement production capacity to 12 million tons in the near future.

In order to have uninterrupted power supply to the cement plant the group has invested in its own power plant and generates 75 MW of power of which 30 MW is sold to power grids. This helps to maintain continuity of high quality cement production.

With the group successfully expanding its operations manifold, Dr. J. Rameswar Rao took to pursue one of his greatest passions – education. Fueled by an earnest desire to provide quality education to children, “Little Scholar School”, affiliated to the Central Board of Secondary Education (CBSE), was founded in 1991.

This success story is the result of exemplary foresight which has seen My Home Group maintain a steady growth curve year –on–year.

Despite having grown big, the group has not forgotten its social responsibilities and is continuously engaged in Infrastructure, Education, Health, Environmental Sustainability, Social Causes, etc.

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### **MY HOME CONSTRUCTIONS PVT. LTD**

My Home Constructions Pvt. Ltd. has been growing from strength to strength since its inception, over three decades ago. The company has created a new idiom in the art and craft of construction. Dotting the skyline of Hyderabad city, its projects have the best quality and a unique aesthetic appeal.

My Home Constructions Pvt. Ltd. is today one of the most trusted and preferred construction companies in Hyderabad. Over the course of its existence, this vertical has delivered many successful projects catering to the residential & commercial segments.

My Home Constructions has built as many as 15 residential & commercial projects with a total built-up area of more than 6 million sft. Currently, tens of millions of sft. are under planning stage and over 4 million sft. is under construction.

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