

# CENTURY TIMES

CENTURY REAL ESTATE • 5TH EDITION - JULY 2018





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# MD'S DESK

Dear Reader,

I am happy to share that we had a good first half of the year. On 2<sup>nd</sup> May, we laid the foundation stone for our largest commercial project till date in North Bangalore. We are looking at a formal launch in the next quarter with construction commencing shortly. It gives me great pleasure to bring to your notice that we have been ranked among the top 10 developers in South India by Track2Realty's Brand X 2017-18 survey of pan India developers. The developers were evaluated on criteria like fiscal performance, investor confidence, execution capability, public perception, user experience, consumer connect, aspiration value, recall value, media perception and employment worthiness.

I look forward to more project launches this year as we have made significant progress with regulatory approvals on our vast land-bank. The inauguration of Century Infiniti clubhouse in May marked another commemoration in our trajectory. As one of the largest land aggregators in the country with a rich legacy of developing plotted layouts I am pleased to announce another addition to our portfolio - Century Greens. This plotted development will be eco-friendly with infusions of smart technology for those aspiring for a green and sustainable lifestyle.

On the education front, I am proud to share that our students from Vidyashilp Academy have done exceedingly well in the recently held Indian Council of Secondary Education (ICSE, Class X) board examinations. They have achieved 100 percent pass results with 64 of the total 115 students scoring 90% or more.

This year's annual kick-off saw some noteworthy recognition for the work done by Centurions. With growing team sizes over the years, our endeavor is to create opportunities for everyone to succeed. We are also planning to expand the architectural design team so that we can provide end-to-end home solutions to our Customers.



I would like to appreciate the support provided by all of you which has helped the organization grow.

We will continue to take significant action to further strengthen and grow our goodwill and brand "Century".

Looking forward to your continued support.

Regards,

P Ravindra Pai

Managing Director

# INDUSTRY TRENDS

## VIRTUAL REALITY

Owning a house is everybody's dream. With many technological inventions in real estate, buying your dream house has become easier. In the past, people would physically explore the properties and choose them based on experience. The real estate industry has undergone tremendous changes in the way people experience and search for property, through technology, innovation and design. With new technologies like virtual reality, customers can view the properties at the click of a button. Experiencing a property vicariously is becoming increasingly popular in real estate industry. New technologies such as virtual reality are transforming the real estate sector to a very large extent.

## VIRTUAL EXPERIENCE

With the advent of 3-D technology buyers can get a real life feel of the interiors of a property and plans of constructions, hence making it easier for them to select a house. Integrating 3D walkthrough design, real estate companies can enable potential customers visualize proposed designs of buildings before developing them. This technology is also used to interpret the changes in architecture while remodelling homes. It enables customers get a seamless understanding of the designs and architecture of homes. The homebuyers can get a vivid interpretation of the construction, along with all the details, with a virtual house walkthrough. One of the key benefits of this technology is that, it enables the designers to edit architecture and make the necessary changes, until the client is satisfied. It is a cost-effective solution in marketing these constructions to potential homeowners.



## VIRTUAL STAGING

During the tour of a property, it is beneficial to showcase the same with furniture. This is called virtual staging. With virtual reality, a home buyer can explore what the set up might look like with particular furniture or colour. From exploring the placement of furniture, natural and artificial lighting, views from a balcony to a real-time experience of their prospective home, there is a gamut of experience that virtual reality has to offer.



## CONCLUSION

The application of virtual reality in real estate is changing the experience of selling and purchasing. While marketing a property, it requires considerable investment to develop full-scale models of the apartments. Virtual reality is a cost effective solution to this, helping developers present a real-life experience to buyers. Architects can also work in a digital mode thereby reducing time and cost. Therefore, the influence of virtual reality on real estate is huge and is expected to grow further in future.

# EXPERT SPEAK

## HOW MUCH TO SAVE?

MADHUSUDAN PAI CHIEF FINANCIAL OFFICER

At Century Real Estate, most of us hail from middle class families. We have seen our parents and family members from previous generation earning salary less than the present generation. Even with low income, they still managed to construct a house, spend adequate money for our education and managed to save funds for their retirement. Few of the reasons to achieve the same was because of low property costs, low school fees, no/ low car EMIs and an overall low cost of living.

Our current salary standards are quite high as compared to our earlier generations. Reasons being inflation and overall economic growth our country has witnessed in the last 15 years as well as other factors like dual income to family as both husband and wife are working. Having said that, our eating habits have changed, we live in a more polluted and stressful environment. Cost of properties, education and healthcare are increasing steadily, leading towards higher expenditure and lower and inadequate savings for our retirement life. We also should not forget the fact that most of us are not going to earn monthly pensions when we retire as well!

This leads to an important question for all of us to answer – How Much to Save?

Various parameters like our age, current earnings and expenditure, health and standard of living etc. determine our responses to the above question. Do share your thoughts on the same.



# PROJECT SPOTLIGHT - CENTURY BREEZE

Century Breeze is an apartment complex located in Jakkur. The project spans around 5.7 acres and the homes occupy 20% of the total property. Century Breeze ensures that there is a large area of wide open spaces to explore as they are furnished with green paradise with state-of-the-art amenities.

## PROJECT SNAPSHOT

- Apartments comprising of 2 BHK, 3 BHK and 3.5 BHK
- Total no of apartments - 322
- Expected date of completion 31 December, 2019



### INDOOR AMENITIES

- Library
- Steam and sauna facility
- Multipurpose hall
- Squash court
- Business center
- Indoor games
- Laundry facility
- Crèche

### OUTDOOR AMENITIES

- Tennis court
- Swimming pool
- Kids play area
- Party lawn
- Amphitheater
- Skating rink
- Half basketball court
- Senior citizen zone
- Covered walkways
- Gazebo
- Reflexology park

## PROJECT PROGRESS TILL JULY 2018



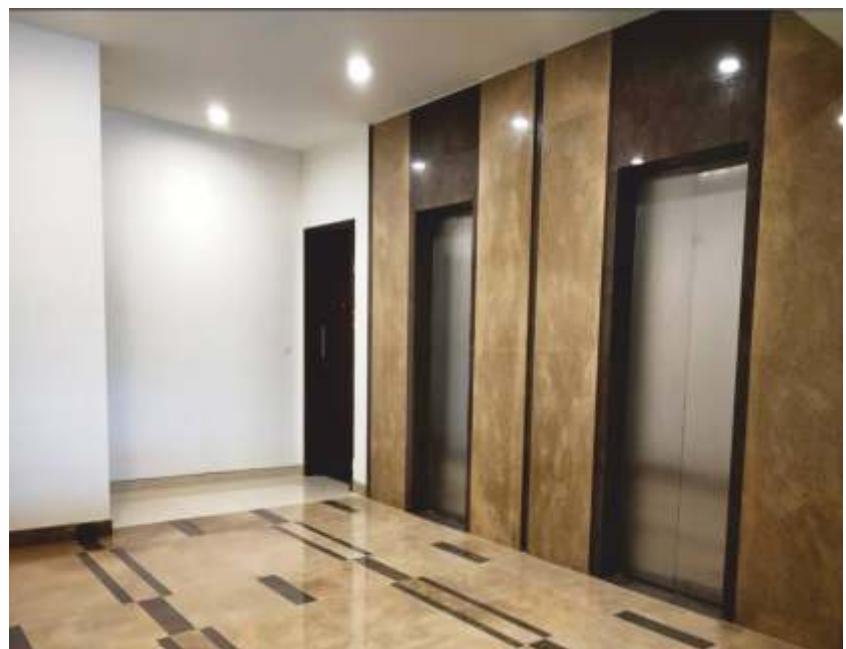
A & B – BLOCK FRONT VIEW



C – BLOCK FRONT VIEW



A – 101 MOCK APARTMENT



A – BLOCK LOBBY AND EXPERIENCE CENTER

# VIDYASHILP ACADEMY

## ATAL TINKERING LAB

Vidyashilp Academy has been nominated by the Government of India to set up Atal Tinkering Laboratory within its premise as part of the Atal Innovation Mission of Niti Aayog with the intention of promoting design thinking, computational thinking, adaptive learning and physical computing while boosting children's curiosity, creativity and imagination. The lab was formally launched in 2018 to give children a chance to solve real world problems by brainstorming, creating and collaborating with peers while keeping the spirit of creativity and scientific inquiry in focus.



Students presenting the Invisible Ink to Prof. S. Mohan, Emeritus Professor at Center for Nano Science and Engineering, IISc



Student demonstrating a model on Robotica during the inauguration of Atal Tinkering Laboratory



Students at the Atal Tinkering Laboratory

# CORPORATE SOCIAL RESPONSIBILITY

## PHASE 2

Century Real Estate has adopted Channahalli village in Chikkajala, as part of its flagship CSR activity for the year 2018-19, to improve the socio-economic condition and physical infrastructure of the village

Phase 2 of the project saw awareness on waste segregation and adult literacy. An event was organized for plantation of more than 400 saplings in the kitchen backyard and around the village. This is to promote balanced nutrition among each family and improve green cover in the village. Inauguration of the school stage was organised dedicating the stage to school activities.







# CENTURY IN THE MEDIA

07 MAY 2018 | BENGALURU

**99acres.com®**  
India's No.1 Property Portal

## Why should you buy under construction property now?

Everyone wants to own a home once in a lifetime. However, choosing an under-construction property is a difficult decision to make, especially when several projects across cities are getting stuck due to various issues, lack of funds being one. Therefore, when you buy a home, be mindful of every detail such as the design, neighborhood, rooms, budget, construction status etc.

Post the implementation of Real Estate (Regulation and Development) Act (RERA), more people are looking at investing in property. Let us now see why this is one of the best periods to buy an under-construction property.

- P. Ravindra Pai

WEDNESDAY, 15 MARCH 2017, BENGALURU

**Track2Realty**  
A Track2Media Group Venture

## NORTH BANGALORE HEADING NORTHWARDS IN PROPERTY LAUNCHES

P. Ravindra Pai, Managing Director, Century Real Estate points out that in the past, North Bangalore had very few attractions. Nandi Hills and the aero show mostly attracted people. Though there were large parcels of land available, most of the developers stayed away from them. The Bengaluru International airport started its operations in the year May 2008. Ever since then, North Bangalore has seen an upscale in its development.

The landscape of North Bangalore has changed significantly in the past few years. The areas starting Hebbal to Devanahalli have recently witnessed a splurge of residential and commercial development.

15 JANUARY 2018 | BENGALURU

**THE TIMES OF INDIA**

## CENTURY REAL ESTATE RANKED AMONG TOP 10 DEVELOPERS IN SOUTH INDIA

B'LLURU DEVELOPERS CONTINUE TO HAVE BEST BRAND VALUE

National toppers		South India toppers	
1. Sobha	1. Sobha	2. Prestige	2. Prestige
2. Prestige Group	2. Prestige Group	3. Embassy	3. Embassy
3. Godrej Properties	3. Godrej Properties	4. Puravankara	4. Puravankara
4. Puravankara	4. Puravankara	5. Embassy	5. Brigade
5. Embassy	5. Embassy	6. Oberoi Realty	6. Godrej Properties
6. Oberoi Realty	6. Oberoi Realty	7. DLF	7. RMZ
7. DLF	7. DLF	8. K Raheja Corp	8. Solarpuriya Sativa
8. K Raheja Corp	8. K Raheja Corp	9. Brigade	9. Mahindra Lifespaces
9. Brigade	9. Brigade	10. Lodha	10. Century
10. Lodha	10. Lodha		

Five Of Top Ten Builders In The List Are City-Based: Report



**the pioneer FIRSTPOST. Business Standard**

## RESERVE BANK OF INDIA HIKES REPO RATE: REVIVAL OF SLUGGISH REAL ESTATE SECTOR MAY GET DELAYED, SAY EXPERTS

Bengaluru-based Century Real Estate MD Ravindra Pai said home loans would get costlier. "With the EMI burden passed on to home buyers, the real estate industry will face a setback as it is already experiencing low sales."

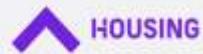


## RBI HIKES REPO RATE FIRST TIME IN 4 YEARS, REALTY SECTOR WARY

Ravindra Pai, Managing Director, Century Real Estate

With the new REPO rate increase, the key impact is that home loans are going to get costlier. Home buyers looking for loan should research and compare the interest rates offered by various banks before taking a decision. With the EMI burden passed on to home buyers, the real estate industry will face a setback as it is already experiencing low sales.

06 JUNE 2018 | BENGALURU



## VIEW: THE BENEFITS OF DIGITIZATION OF LAND RECORDS

01 APRIL 2018 | BENGALURU

Digitization is a process that has touched and transformed every industry and the Indian real estate has not been unscathed either. This digital phenomenon is transforming real estate in all aspects of the sector. However, it is interesting to note that although land is a precious commodity in real estate accounting for major cost component, until recently, only few countries boasted of having an electronic public register of real estate. India is leapfrogging in this space but much more needs to be achieved

- P Ravindra Pai



## INDUSTRY WELCOMES INCREASED AREA APPROVAL UNDER PMAY

Ravindra Pai, Managing Director, Century Real Estate

The Ministry of Housing and Urban Affairs has increased the carpet area of houses eligible for subsidy under Credit Linked Subsidy Scheme(CLSS) which is a welcome move for the industry. There is a large part of unsold inventory in the higher ticket sizes, especially in the metro cities. With an expansion in the carpet area that will encompass more units in the affordable segment, the sales of this unsold inventory will be boosted.

14 JUNE 2018 | BENGALURU



Largest Circulated Construction Business Magazine with editions in India and Gulf

**WE WILL DEVELOP 7,000 AFFORDABLE HOMES AND 7-8 MILLION SQ FT OF COMMERCIAL PROJECTS,' SAYS P RAVINDRA PAI, MD, CENTURY REAL ESTATE**

With over 3,000 acre in its land bank and a development portfolio of over 20 million sq ft, Century Real Estate is among the largest owners of real estate in Bengaluru. And now, the company has mega plans to venture into the affordable housing segment along with developing 7-8 million sq ft of commercial projects. **P Ravindra Pai, Managing Director, Century Real Estate**, elaborates upon the new foray, big investments and more in conversation with SERAPHINA D'SOUZA.

ಪ್ರಕಾಶಣಿ

PHOTOGRAPHY

MONDAY | 16 JULY 2018 | BENGALURU

## ಮಾಲಿನ್ಯ ಮುಕ್ತ ಗಾಮ ನಿರ್ಮಾಣ ಚಿಂತನೆ

**ଚିଂଗଶ୍ରୋଦା:** ଛୁଟକାରୀ ଗ୍ରମଦେ  
ଜାତ ଉପନିଃଶ୍ଵର ଲେ ଲାଦି, ହେଲା  
କୁଦିମ ହଲବାବୁ ସମ୍ବାଗୀରିଙ୍କ  
ବ୍ୟକ୍ତିଶ୍ଵାର, ମାର୍ତ୍ତିକ ମୁକ୍ତ ଗ୍ରମ  
ନିମ୍ନପାଞ୍ଚ ଚିଂଗନେ ନେତ୍ରବଳୁଙ୍କାଦ୍ଵାରା  
ଏବଂ ଯୁନନ୍ତି ଚିଂଗଶ୍ରୋଦା ଚଂଦ୍ରିଯ  
ଅନ୍ଧାକତ ନେଇବା ହେଉଥିଲା.

କେବେ ଆଜି ତେଣୁ କରି  
ଯେତେବେଳେ ଥିଲା ଭାରତ ପଦମାନାଯି  
ଅଧିକାରୀ ହେବା କିମ୍ବା କାହାର  
ଯାଏକ କଂସ୍ଟିସ୍ୟୁନ୍ କରିଲାଗଲାଦିରି  
ବ୍ୟାପାରୀଙ୍କର କୁତୁ କାହାରୀ  
ହୁନ୍ତକୁ ଦେଖିଲା କାରାର କାହାରି  
ଲାଦୁରାଙ୍ଗନ, କୁକେଳିଙ୍ଗ ଗୋପ ପିତରର  
କାହାରି ଆରା କୁ ନିର୍ମାଣ କାମିକର୍ତ୍ତ  
ପରି ଅବସ୍ଥା ଦେଖାଲାଦିରି.

“గొప్పదర్శ 305 మనగిలిద్దు  
చార్లెస్ 60 మనగిల్ల లేకాలంబ  
విల్ 13 మనగిల్ల హంగియ  
అమ్మయిన్న ఎద్దరిపుష్టిదూర్ల  
ఉదండ మన స్కట్లీన వాకావర  
ఇదల్లా గాలీ మంత్ర నీరు మరీంనా  
సుక్కిద. భువ్యాదల్లి ఈ అమ్మయింద  
ముక్కురాగు సంస్కృత తండ్రుని నుండి  
జాపాన మార్కెట్ కెగ్గబ్బు ఒక  
శుక్కు రీతిలో కాబడికోళ్ళబే  
కాగెవ్ ఎందు కిందయి.



ಸಂಯುಕ್ತ ಕನಾಫಟಕ

SAMYUKTHA KARNATAKA

SUNDAY | 08 JULY 2018 | BENGALI.EU

## ಪರಿಸರ ರಕ್ಷಣೆ ಎಲ್ಲರ ಹೊಣೆ

యాచుల వాసుడిక కూడా మీదుగా ఉన్నట్టులో దియుచు  
సుశ్రీమండ క్రీమిల గోర బెర్స పొర్స పొమ్మల అణ కా  
నిండి కూర్కులు, లూచులు ఎంచుకుండా.

పొందగి, కొండార్జీ పుట్టిపోతాడు ఎండ వీటిలు  
ప్రాంతి వీటిపుట్టిపోతాడు. ధృత కుమాదాల అభివృ  
ష్టిమండ గారీ, నెపిల్లు కుండ సుశ్రీ అంధ వీటి, ప  
చుప్పిలే ప్రాంతి కుండ పుట్టిపోతాడు. లోచులుండు. లోచు  
కుండులు వ్యాపి కుండ వీటి పుట్టిపోతాడు. పుట్టుకు  
పుట్టి గుణాలు, తుండ పుట్టుకు  
పుట్టుకు పుట్టిపోతాడు కుండ అభివృ  
ష్టిమండ కుండ పుట్టిపోతాడు. అంధ కుండ పుట్టి  
పుట్టిపోతాడు.

ANI

South Asia's Leading Multimedia News Agency

PRESS TRUST OF INDIA

## CENTURY REAL ESTATE ADOPTS CHANNAHALLI VILLAGE IN KARNATAKA

Century Real Estate (CREH) has recently adopted Channahalli village near Chikkajala in Karnataka as its flagship Corporate Social Responsibility (CSR) initiative. The objective of the initiative is to work towards infrastructural and socioeconomic development in and around the village through community interventions over a 15 month period by involving various stakeholders like community, local governing bodies, the secondary school and CREH volunteers. Channahalli village has a population of approximately 1200 with 300 households.



## ಚೆನ್ನಹಲ್ಲಿ ಬಹುದೇಸೆ ಮುಕ್ತ ಗ್ರಾಮ

A group of people are gathered around a table, looking at various items displayed on it. The setting appears to be an indoor exhibition or craft fair.

# VIDYASHILP IN THE MEDIA



15 MAY 2018 | BENGALURU

**IANS** | India's Largest  
Independent Newswire**PRESS TRUST OF INDIA**  
India's Premier News Agency

## VIDYASHILP ACADEMY LAUNCHES THE ATAL TINKERING LABORATORY

Vidyashilp Academy launched the Atal Tinkering Laboratory, by presenting student projects to the esteemed academia, Prof. S. Mohan, an Emeritus Professor at Center for Nano Science and Engineering, IISc (Honorary Scientific Consultant to Government of India), Prof. Anita Kurup from NIAS, leading the National Gifted Education program in India and the school's Parent Advisory member Mr. Kumar Nagraj who is the founder of Science Adda, an experiential and multimedia gallery of science concepts.

Kalai Selvi, Head of School, Vidyashilp Academy noted, "Vidyashilp Academy is committed to offer learning experiences that would spike curiosity in children, nurture problem solving abilities and develop perspectives that are varied.

# AWARDS

CENTURY REAL ESTATE  
RANKED NO. 10 IN SOUTH INDIA  
BY TRACK2REALTY BRAND X REPORT 2017 - 18



CENTURY REAL ESTATE WINS BEST INTERNAL COMMUNICATION STRATEGY



AT THE 4<sup>TH</sup> INTERNAL COMMUNICATION SUMMIT AND AWARDS 2018 BY UBS TRANSFORMATION

[www.centuryrealestate.in](http://www.centuryrealestate.in)



CENTURY BREEZE CONFERRED RANK "A" BY TRACK2REALTY MEDIA IN ALL INDIA REVIEW OF REAL ESTATE PROJECTS BY TOP DEVELOPERS



[www.centuryrealestate.in](http://www.centuryrealestate.in)



# CENTURY INTERNAL EVENTS

## EYE CHECK UP CAMP



## BLOOD DONATION CAMP



## EMPLOYEE ENGAGEMENT



## CRICKET TOURNAMENT



## TEAM OUTINGS



## ANNUAL KICK OFF







# CENTURY EXTERNAL EVENTS

## CENTURY PROPERTY DISPLAY AT BAGMANE TECH PARK



## COCA COLA EMPLOYEE CONNECT INITIATIVE



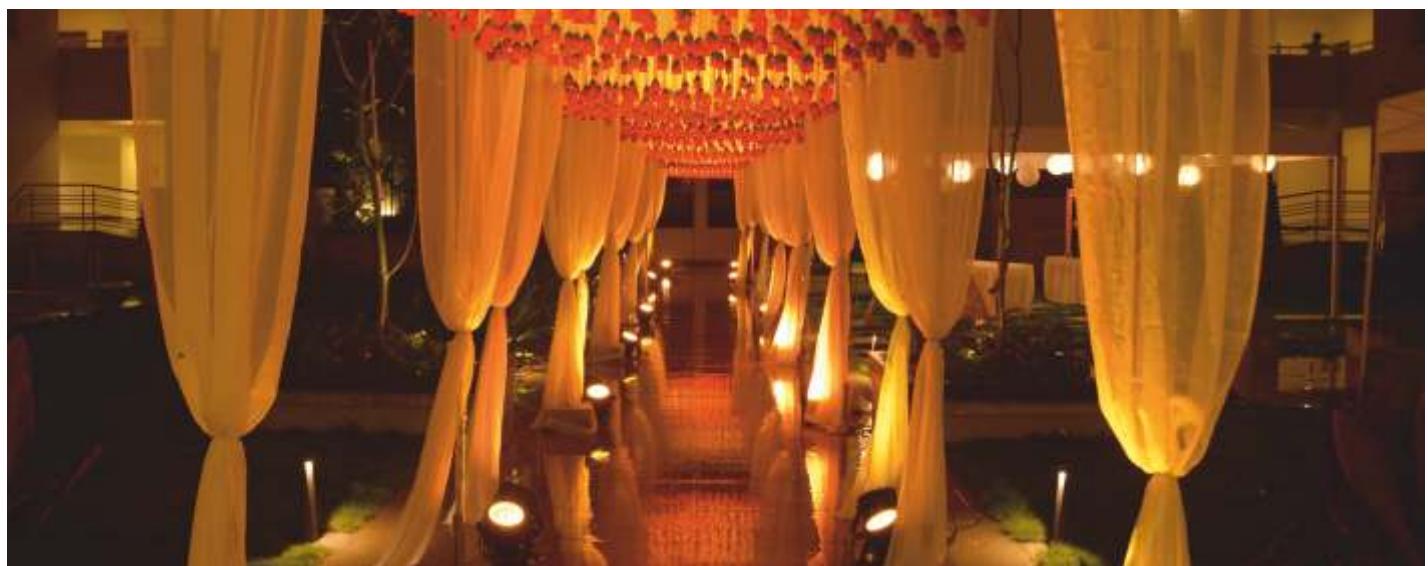
## JITO EXPO AT PALACE GROUNDS



## SPONSORS OF GOLF EVENT AT BANGALORE GOLF CLUB



## CENTURY INFINITI CLUBHOUSE INAUGURATION



# CENTURIONS SPEAK

## FIFA 2018 - FUN FACTS!!

AJAY SM ASSISTANT MANAGER - SECRETARIAL

FIFA has just started and football fever has gripped the entire world. Lets take a look at some facts of football.

### Important Facts:

Football is one of the oldest sports played today. In Egypt the game was played way back in 2500 B.C. Some of the balls used were made from animal intestines or skin to improve their bouncing. Approximately 2,000 years later, a different form of football-like game appeared in China during 476 B.C which was called cuju.

Presently, football is watched by over 3.4 billion viewers in the world making it the most watched sport. The Beautiful Game, as they call it, is more popular in Europe, though the game has fans spread in Eastern countries like Japan and in Western countries like America. For most European nations, it's not just a game, it's a way of life

FIFA has more member countries than United Nations. FIFA, which calls itself the "United Nations of Football," has more members than the U.N: FIFA has 211 and UN has 193. According to BBC, there are only seven U.N. member states that are not part of FIFA, including Vatican City and Monaco.

All the 20 world cups till date are won by either Europeans (11) or the South Americans (9). Till date, there are only seven countries that have won the World Cup. These teams are Spain, Argentina, Italy, Germany, Uruguay, England and Argentina.

Iceland and Panama have qualified for their first ever World Cup this year, however Italy is disqualified for the first time in the last 60 years (since 1958).

Russia is spending more than \$13 billion (11 billion euros) on hosting football world cup, the most important event in the country since 1980 Moscow Summer Olympics.



The publicity has been dogged by controversy and diplomatic scandals and has shone a light on the challenges facing Putin's Russia.

This is the first world cup with Video Assistant Referees (VAR) helping in making officiating calls. There will be 13 current or former referees watching on screens in a video control room. Assistant referees on the field have been instructed to keep their flags down on close offside calls, and let the VAR make the decision. The referees in the booth will wear full referee kits, just like their counterparts on the field.



Farewells? This could be the last time we see the likes of Luis Suarez (31), Andreas Iniesta (33), Luka Modric (32), Thiago Silva (33), Rafa Marquez (39), Vincent Kompany (31), Jakub Blaszczykowski (32), Keisuke Honda (31), Falcao (32). Cheer for them during the international matches.

The iconic makers of the black-and-white ball of the 1970s have made the ball for the 2018 tournament as well. Apparently there's a chip in the ball that allows fans to interact with it using their smartphones. We will not have a repeat of the 1930 World Cup final where Argentina played with their country made ball for the first half (and led 2-1) before the Uruguayans played with their country made ball for the second (and won 4-2).

India qualified for the 1950 World Cup, but withdrew after FIFA said they couldn't play barefoot. Ours was the only country to have ever qualified but never played a game.

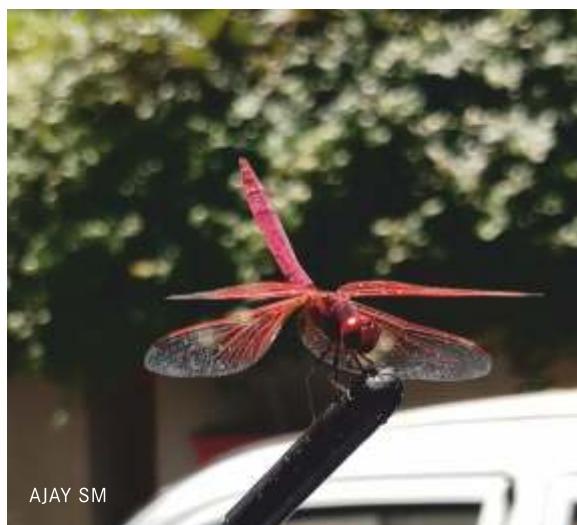
However, the government of India claimed that India did not participate as the federation in India presumed that

Olympics was a bigger event and sending the team to Brazil in ships would rather be a compromise for the team practice.

The original Jules Rimet Trophy was stolen in 1983 and never recovered. The subsequent trophy, called the "FIFA World Cup Trophy", was introduced in 1974. Made of 18 carat gold with a malachite base, it stands 36.8 centimetres high and weighs 6.1 kilograms.

No visa to travel to Russia for the FIFA World Cup 2018? Don't worry! You do not need a visa to enter Russia during the tournament. There will be a Fan-ID-the special permit available to holders of World Cup tickets, which will act as an entry and exit visa to and from Russia. But you will need other documents such as proof of ticket purchase and other documents as agreed to by the FIFA.

# PHOTOGRAPHY BY CENTURIONS



# ONGOING PROJECTS



**CENTURY ETHOS**  
HEBBAL  
₹3.40 CR ONWARDS



**CENTURY RENATA**  
RICHMOND ROAD  
₹7 CR ONWARDS



**CENTURY INFINITI**  
OFF SARJAPURA ROAD  
₹1 CR ONWARDS



**CENTURY BREEZE**  
JAKKUR  
₹90 L ONWARDS



**CENTURY CENTRAL**  
KANAKAPURA ROAD  
₹1.30 CR ONWARDS



**CENTURY INDUS**  
RAJA RAJESHWARI  
₹75 L ONWARDS



**CENTURY ARTIZAN**  
YELAHANKA  
₹2 CR ONWARDS



**CENTURY CSV**  
IVC ROAD  
₹55 L ONWARDS



**CENTURY EDEN**  
YELAHANKA -  
DODDABALLAPUR ROAD  
₹70 L ONWARDS

# ABOUT CENTURY

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Century Real Estate Holdings Pvt. Ltd., is an integrated, full-service real estate development company founded in the year 1973. Headquartered in Bengaluru, the group owns land bank in excess of 3,000 acres representing more than USD 2 billion in asset value and a development portfolio of over 20 million square feet comprising hotels, office buildings, residences, educational institutions and integrated townships.

Century Real Estate holds the unique distinction of having bought land on MG Road for ₹5 per square feet where current market value is about ₹40,000 per square feet. Our projects include the finest plotted developments and premium luxury condominiums located in and around Bengaluru, with a price range of ₹30 Lakh to ₹13 Crore.

**FOR FEEDBACK PLEASE CONTACT:**

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