

CENTURY TIMES

CENTURY REAL ESTATE

• 8TH EDITION - MARCH 2019





WHAT'S INSIDE?

MD'S DESK	03
INDUSTRY TRENDS	05
EXPERT SPEAK	07
PROJECT SPOTLIGHT- CENTURY ARTIZAN	09
CENTURY INTERNAL EVENTS	10
CENTURY EXTERNAL EVENTS	13
AWARDS	15
CENTURY IN THE MEDIA	17
NEW TALENT AT CENTURY	26
EMPLOYEE APPRECIATION	30
CENTURION SPEAK	31
VIDYASHILP ACADEMY	34
VIDYASAGAR PRESCHOOL	37
VIDYASHILP IN THE MEDIA	39
CENTURY PAI FOUNDATION	40
PHOTOGRAPHY BY CENTURIONS	42

MD'S DESK

Dear Reader,

At the start of the new financial year 2019-2020, I am delighted to share that Century Real Estate fared well last year with an order book exceeding Rs. 300 crores from sales of approximately 360 units. The Company is also strategically expanding its sales offices in cities like Mumbai, Delhi, Kolkata and Chennai and we intend to consistently increase this number. We look forward to new project launches this year and create a new growth trajectory for the Company.

Indian real estate has undergone massive transformation due to several landmark reforms. The GST council recently lowered the tax on under construction properties to 5% for the benefit of home buyers. This is good news for those who want to invest in under-construction residences. This will also boost demand in the segment which has been suffering from sluggish sales. The GST rate was reduced to 1% on affordable housing projects which will induce more developers to expand or foray into that segment which is the need of the hour.

This year's Karnataka State Budget emphasized significantly on advancing the infrastructure for the city. Construction of the Peripheral Ring Road (PRR) will not only aid developers looking to develop those regions but also boost demand from home buyers with a budget to invest in the surrounding areas. The Government's initiation of the construction of a metro line from Central Silk Board junction to the Outer Ring Road via K R Puram and Hebbal will add to North Bangalore becoming the next commercial hub of the city.



All of the above measures will benefit Century Real Estate immensely as we gear up to launch many projects in the next fiscal year around these areas owing to our vast land-bank in prime locations in North Bengaluru, that encompass these surroundings. In addition, the proposed elevated corridors along with the planned peripheral ring road will see fast connectivity throughout the city and drive purchase decisions of impending buyers.

It takes me immense pride to note that Century Real Estate secured top ranks for the second time in a pan-India Real Estate Best Practices Report 2019 by Track2Realty. We obtained 7th position for communication both nationally and regionally, 9th position for consumer connect nationally and 3rd regionally, and 8th position for customer care and transparent deals regionally.

Century Greens won the Most Innovative Design for Marketing Office at India Achievers Awards 2019 and Sustainable Project of the Year at ET Now Real Estate Awards. Such validation only strengthens our commitment to excellence and resolve to set new industry standards where customer experience and satisfaction takes precedence over and above anything else.

Ms. Kiran Pai, Director, Vidyashilp Academy, was chosen as one of the 'Top 50 Innovative Educational Leaders' at the World Innovation Congress Awards held recently in Mumbai. The award honored educationists who are advancing original, innovative and exemplary pedagogical practices in K-12 education.

Vidyashilp Academy also received two awards at the EdTech Review Summit held in Bangalore. The school won the title of 'Green School of the Year' and 'Future Ready School of the Year'. The awards were given to schools that have increasingly become conscious of the natural environment and its depleting resources and have taken the responsibility to adopt sustainable practices.

I am happy to announce that Vidyashilp Community Trust has adopted 21 government schools around North Bangalore this year. In the next 5 years, the Trust will facilitate the interaction between students to improve communication skills, create awareness on hygiene and provide opportunities to enhance academic improvements.

Century Pai Foundation also completed a year of engagement with Channahalli village that it adopted since 2018 to improve the socio-economic fabric and physical infrastructure available to the villagers. It recently organized a free overall health check-up camp for all 500 villagers for a second time with general physicians, orthopedics, gynecologists, ENT specialists, dermatologists, pediatricians, dentists, ophthalmologists and a psychiatrist attending to the villagers for an entire day. They also distributed free general medication.

I thank our stakeholders once again who have consistently been a part of our growth story. Our business continues to grow steadily because of our formidable team of Centurions who will continue to be instrumental in improving the key areas of business as we continue to demonstrate our commitment towards quality and bespoke services that we provide.

Looking forward to your continued support,

Regards,

P Ravindra Pai
Managing Director

INDUSTRY TRENDS



Growing trend of prefabricated homes in Bangalore

Bangalore real estate developers have shifted their focus from traditional brick and mortar building techniques to contemporary prefabricated technology. With India targeting 50 million homes by 2022 and planning more than 90 smart cities, shortening the period of building homes is a necessity. Industry experts say that offsite construction and prefabricated modular units play an important role. Such technologies have seen a growing demand in the Indian market.

With construction of mass housing, the technology is ideal solution for affordable homes and mass housing schemes due to its fast, accurate, efficient and cost-effective process. With limited cash flows, rising debts and incomplete projects, it saves cost which in turn will reduce the cost of homes.

The quality of products is good and can be used in construction of homes, hospitals, schools, hotels. Prefabricated technology has emerged as a response to strict timelines for construction and uniform project quality maintenance. Increased accuracy, timely completion and faster project delivery have made it a popular choice among developers of real estate. It abides by standards of construction quality, decreases waste and accelerates the development of projects without hiking building charges. The technology comes as a relief to builders who regularly deal with high building costs.

Benefits of prefabricated technology

Cost-effectiveness - With increase in price of raw materials affecting the overall cost of construction, it also increases the cost of the property. Prefabrication ensures optimum use of steel and concrete that helps minimize waste and in turn, provide lasting solutions reducing costs. Efficient use of prefabricated technology reduces manpower cost, material cost and water consumption.

Strength - The lighter weight helps to reduce the size of the structural material needed. The prefabricated material's strength remains the same. Precast uniformity of concrete mutes vibrations throughout the building. It also helps the developers meet the safety requirements for projects of all sizes- big and small. Precast concrete enables pre-installation of plumbing fixtures and communication lines by construction teams.

Energy efficient - Prefab homes are extremely energy efficient, help saving electricity and reduce water usage. Due to high quality of elements used and their production in a controlled factory environment, it increases the durability as the concrete panels last longer.

Time-efficient - Prefabricated technology uses units that are assembled in the factory and transported to the site which are then installed in a short span of time. This leads to faster development of the project.

Minimum waste - Prefab homes are built under specific conditions using cutting edge technology. Precision helps to minimize waste and use the available resources sensibly.

The developers and home buyers benefit from prefabricated homes. With good quality of construction, it not only helps to keep the property prices low, but also helps to pass the benefits on to home buyers. The construction industry in India suffers from a shortage of skilled labor, long gestation periods and rising raw material prices. Through timely completion of their projects, developers can derive cost benefits from offsite construction technologies.

EXPERT SPEAK

GUIDANCE VALUE OF LAND AND ONLINE SERVICES

MR. GAUTHAM R | General Manager- Business Development

What is Guidance value?

The committee constituting the Inspector General of Registrar (IGR) sets a certain price as the minimum value for properties located in particular area/location commonly known as 'Guidance value'. This is revised once in two years. Guidance value helps the registrar to detect undervalued property in order to avoid registration fees.

One of the main sources of revenue for the State Government is through Registration fee for transfer of properties.



The stamp duty to be paid for document registration depends on the amount of guidance or sale consideration amount, whichever is higher. The Income Tax Department also recognizes this value for capital gains taxation. The real factor that decides the value of property depends mainly on location, usage, the demand and supply position of such property.



This guidance value depends on land use such as industrial, commercial or residential. In addition, the properties situated adjacent to National and State Highways shall carry higher guidance value.

There are about 42 Sub Registrar's Offices of Bangalore (Urban) District for Guidance Value.

SI No	Rajajinagar District	Basavanagudi District	Shivajinagar District	Gandhinagar District	Jayanagar District
1	Rajajinagar	Basavanagudi	Shivajinagar	Gandhinagar	Jayanagar
2	Yeshwanthpur	Chamarajapete	Indiranagar	Malleswaram	Santhinalagar
3	Vijayanagar	Banashankari	Halsuru	Ganganagar	B.T.M Layout
4	Srirampuram	Anekal	Banaswadi	Hebbal	Kengeri
5	Peenya	Attibele	K.R Puram	Kacharakanahalli	Rajarajeshwari nagar
6	Laggere	Sarjapura	Mahadevpura	Byatarayanapura	J.P Nagar
7	Nagarbhavi	Jigani	Bidarahalli1	Yelahanka	Bommanahalli
8	Madanayakanahalli		Bidarahalli2	Jala	Begur
9	Dasanapura		Varthur	Hesaraghatta	Tavarekere

There are about 5 Sub Registrar's Offices of Bangalore (Rural) District for Guidance Value.

SI No	Bangalore (Rural)
1	Nelamangala
2	Doddaballapura
3	Devanahalli
4	Nelamangala
5	Hosakote

www.guidancevalue.com provides information useful for the general public to find the value of land.

Online services

Government of Karnataka has launched an online service, "KAVERI" a web based application of Department of Stamps and Registration that provides interface to citizens to enter details and book appointments for document registration. It also allows searching for the required index and registered copies.

These services enable citizens to download Index (list of transactions on the property) and copy of the document. This will help citizens to check the current owners of the property, authenticity of the registered document and also book appointment for document registration.

Guest Users - Users can also retrieve the valuation of the property, calculate stamp duty and registration fees by entering their property details and easily locate the Sub Registrar offices.

Registered Users – Users can register themselves on KAVERI and obtain online documents as follows:

1. Encumbrance Certificate
2. Certified copies of the registered documents
3. Pre-registration data entry of the property, purchasers, seller and obtain acknowledgment

PROJECT SPOTLIGHT - CENTURY ARTIZAN

Century Artizan is a premium plotted development located near Yelahanka. The gated community is conceptualized on art and thematic designs. The project spans around 48 acres housing more than 276 plots in the area. Century Artizan provides luxurious living with world-class amenities like water bodies with grand artwork, beautiful garden and a number of minimalist art forms. The project boasts of over a 100000 Sq. Ft. of Clubhouse and activity area.

PROJECT SNAPSHOT

- Premium plotted development comprising of 50X80, 40X80 and more options to meet different housing requirements
- Total no of plots: 276



AMENITIES

- Tennis court
- Children's play area
- Outdoor party area
- Aerobics studio
- Reflexology garden
- Café
- Swimming pool
- Kids pool
- Laundry facility
- Convenience store
- Spa and sauna
- Amphitheatre
- Basketball court
- Skating rink

CLUBHOUSE AMENITIES

- Entrance lounge with reception
- Squash court
- Indoor games
- Library
- Guest rooms
- Business Center
- Banquet hall
- AV room
- Salon
- Gym
- Yoga room
- First aid room
- ATM

SPECIAL FEATURES

- Sculpture garden
- Art fountain at entrance
- Meditation zone
- Tranquility park
- Reflexology garden



CENTURY INTERNAL EVENTS

FAMILY DAY

At Century Real Estate, caring begins with our families. Employees' families are as important as employees. Family day is a social occasion where colleagues got to know each other better than in the everyday office routine.

The celebrations were kickstarted with the semi-finals of Century Cricket League- season 2. Post semi-finals, the final match was held between Century 100Thunders vs Century Emperors which saw Century 100Thunders lifting the winners cup for the year 2019-20. Sandeep DR was awarded Man of the Match and KV Guruprasad was Man of the Series. The event also saw women's throw ball match being held. The finals were held between Century Mix club vs Century Centaurs where Century Mix club lifted the trophy. Mr. Mahesh Prabhu, Executive Director, Century Real Estate gave away the prizes.

The carnival included a number of games like angry bird, archery, ring toss, super buzzer, beer pong, break the structure being held at the venue. There were also games like tug of war between Centurions and their families, lemon and spoon and balloon fight between mothers and kids and sack race between kids.





TEAM OUTINGS



CENTURY CRICKET LEAGUE



CENTURY EXTERNAL EVENTS

CHANNEL PARTNER CONNECT AT CENTURY ETHOS



CUSTOMER MEET AT CENTURY INFINITI



CORPORATE ACTIVITY AT RMZ GALLERIA



CUSTOMER MEET AT CENTURY ETHOS



CORPORATE ACTIVITY AT ULTRATECH PARK, VASANT NAGAR



CHANNEL PARTNER CONNECT AT CENTURY WINTERSUN



AWARDS

**CENTURY REAL ESTATE
WINS MOST INNOVATIVE DESIGN FOR
MARKETING OFFICE - CENTURY GREENS**



AT INDIA ACHIEVERS AWARDS '19

www.centuryrealestate.in


Century
THINKING AHEAD

**CENTURY REAL ESTATE
WINS SUSTAINABLE PROJECT
OF THE YEAR - CENTURY GREENS**



**AT ET NOW RISE WITH INDIA
REAL ESTATE AWARDS**

www.centuryrealestate.in

Century
THINKING AHEAD

CENTURY IN THE MEDIA

PRINT/ONLINE

Interview

Macroeconomic reforms positioned the country as a hub for investment

We are planning to develop around 7-8 million square feet of office projects in Bengaluru with an investment of ₹ 1000 crore, says **RAVINDRA PAI**, Managing Director, Century Real Estate



Which are the cities that are garnering maximum absorption in commercial property? Why?

Recently, Bengaluru has seen a high absorption of commercial spaces due to various reasons such as the growth of start-ups, e-commerce companies, IT, BFSI (Banking, Financial Service and Insurance) and co-working spaces in the city. There is also an increasing demand in commercial property in cities like Hyderabad, Delhi-NCR, Pune. In cities such as Hyderabad, industries such as IT-BPM (business process management), co-working spaces, technology, R&D companies have seen most of the business space occupied.

The real estate sector in the last few years has undergone a major policy revamp. How has these policy revamp affected / benefitted the commercial real estate?

Real estate witnessed macroeconomic reforms like GST and RERA being implemented. The implementation brought some financial discipline to the sector and positioned the country as a hub for investment. Some of the major investment areas are different asset classes like warehousing and co-working spaces. There is more scope for entrepreneurship with government initiatives like Make in India and Digital India, leading to increased demand for flexible and new jobs. Stability in the commercial office

sector, stable investment returns and strong leasing impetus have encouraged investors in this sector.

What are the new emerging trends in commercial real estate in India? In the coming years how will student housing, senior living, co working space, logistics and warehousing fare?

In India, co-working spaces are expected to strengthen their position. Larger companies are also opting for co-working spaces. BFSI, consultancies, telecom, healthcare, biotech and e-commerce are occupying more co-working spaces. Over the years, demand for warehousing and logistics of real estate has grown. Big e-commerce companies look for warehousing facilities depending on the scale of their operations. The companies require massive distribution centers with accessible locations, the ability to operate around the clock and meet the demand of customers for fast delivery of products not only in metros but also in tier II and tier III cities. There is also an increasing demand for niche segments such as co-living and student housing.

Tell us about your commercial real estate verticals? Which is your marquee commercial project? Which are the commercial projects lined up for the next two years?

We are planning to develop around

7-8 million square feet of office projects in Bengaluru with an investment of ₹ 1000 crore to expand our commercial portfolio. Century Downtown is one of our finest upcoming commercial development located in the heart of North Bengaluru- Hebbal. Century Downtown is planned on 14-acre property designed to host 1.9 million square feet of mixed-use commercial development.

Being an Election Year, what is your outlook for commercial real estate for year 2019?

Demand for asset classes such as Commercial and Industrial Real Estate should remain on course with the start of upcoming REIT listings and recent warehousing or industrial space growth. The demand for these asset classes are largely driven by macro India growth story, which we do not expect to change before or shortly after the election. The government's push towards promoting start-ups and developing smart cities will create a lucrative environment for businesses to work and expand. In addition to IT and ITeS and banking and financial services sectors(BFSI), it will fuel demand for office space from major sectors such as logistics, manufacturing and consumer goods. Rentals in metros and Tier-I and Tier-II cities will continue to remain in demand.

PRINT/ONLINE

CEO INSIGHTS

THE RISING DEMAND FOR E-COMMERCE WEB DESIGN



By Ravindra Pai, Managing Director, Century Real Estate

An alumnus of IIM Bangalore, Ravindra Pai has significant experiences in the real estate & construction industry, software programming, business process migration, and sales from reputed organisations. He was recently awarded the Young Achiever's Award by the Bangalore Management Association for his contribution to the real estate industry.

India is one of the fastest growing markets for e-Commerce industry. With many industries like apparel and fashion being influenced by e-Commerce, real estate industry is not far behind. According to India Brand Equity Foundation (IBEF), revenue from e-Commerce sector is expected to increase to \$120 billion in 2020, growing at an annual rate of 51 percent, the highest in the world. Web design of an e-Commerce platform plays a major role in engaging with the customers as well. For any e-Commerce website, there are a number of features to consider, from user experience to presentation. Customers visit the site to learn more about the product, and mostly purchase the products which vary from apparel, cosmetics to real estate.

Web Design: Important Tips to Keep in Mind about Web Design

Interactive nature of websites has influenced every possible business, including real estate. There are a number of

real estate web platforms which are informative, responsive, and address the requirements of individual customers and businesses who are active in buying, selling, renting and leasing properties. With the Indian home buyers getting younger and more tech-savvy, they research about the properties, developers, facilities and amenities offered at the property, online. With technological advances like virtual reality, buyers choose to visit the prospective homes virtually prior to actually visiting the site. The web design should be highly engaging and should address the needs of both buyers and sellers. A virtual tour of a property also helps in creating impression among the customers.

A responsive design accessible through any device should provide the best experience for users. While designing a platform, mobile users should also be given importance. From basic navigation, selection of various products, checkout and payment, the web design should be user friendly. The website should also have an option of guest check-in as some of them would not like to create an

PRINT/ONLINE

account for a one time purchase. At the same time, site search and security is also important. For example, a home buyer may look for a property at a specific location, a particular budget, specification like 2 or 3 BHK. It is important to make sure the search functionality is easy to use. Faceted search will also help users to narrow their search according to their priorities.

Business Implications of an Impressive UX/UI for e-Commerce Websites & Apps

The impact of e-Commerce websites is changing the way of doing business. A good website must be user friendly on all devices, including desktop and mobile. The web design must be attractive, must be easy to navigate, and must be simple.

Increase Traffic

With a good UX/UI design, there can be an increase of traffic to the website. New users should be impressed with the design for them to visit again. The design can push the user to look around the site by developing a design which provides information easily. When user explores different pages of the websites, they will be experiencing more options which they will share with their friends and family. Hence, the traffic increases undoubtedly.

Mobile Friendly Design

Mobiles are the most influential device at present which has changed the perception of the user. Responsive web design will help in sustaining the business. It will also help if users get the same feeling on the mobile as on the PC or laptop to acquire more customers and increase sales.

Business Leads

User experience indirectly affects the revenue of a company. The web design should include content which is useful for visitors and answer their queries, but at the same time the lead generation strategy should include enhancement of website user experience. UX/UI developers should understand your business and work upon it to benefit you with maximum customer bookings.

Unique from Competitors

Hiring a web UX designer who helps you to stand apart from your competitors in the same field is very imperative. A website should keep the customers interest and not decrease it.

Increase Site Usability

Putting the right information at the perfect place in the application will help increase site usability. It will help us-

ers navigate, look for information easily and help them find what they are looking for.

Appealing Graphics

The visual sections on website grab the attention of the visitors more than content, however unique. Website user experience is something that need to developed and worked upon after considering every single factor of the business.

Expectations from the Web Design Industry in the Near Future

Every industry is getting revolutionized in various aspects. Website development services are swiftly adopting various technologies like Blockchain, Augmented and Virtual Reality, and User Behavior Tracking.

Progressive Web Apps

Progressive web apps are actually designed to simplify the interaction of the website users with the website leading to loyalty and conversion of customers. The most basic principle of PWAs is flexibility to different types of smart devices, indigenous user experience and the adaptability where applications are independently updated. All innovative web apps provide overall security through HTTPS and automatic updates through service Worker API.

Rise of One-Page Websites

This year will see web design trends based on the principle of speed and convenience. The present concept of web design is lesser design that tends to be better. The complete design will be the combination of illustrations, photographs, along with minimalistic text which will affect user perception.

Growing Importance of Adaptability

Everything has gone digital nowadays and users prefer phones to laptops. People have now been avoiding using computers outside their work time and website apps development has taken a significantly different form. Most of the apps at present work without internet. The visual aspect of the website development has seen enormous changes.

Importance of Typography

People have been experimenting to create new fonts. Illustrations and animations are added along with different fonts to give the web design a better look.

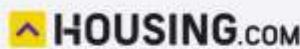
To conclude, website development technology trends are developing at a fast pace. One-page websites and progressive web apps, forms, typography, and adaptability have acquired more importance in these recent years. ■



◆ Ravindra Pai

PRINT/ONLINE

13 FEBRUARY 2019 | BENGALURU



DIGITISATION OF LAND RECORDS: BENEFITS FOR PROPERTY OWNERS AND THE SECTOR

Digitisation is a process that has touched and transformed every industry. As we find ourselves sliding into the fourth phase of the industrial revolution that deploys digital technology to change our way of life – from transport, to health and education – digitisation is also transforming the real-estate sector, in terms of construction, asset management, marketing and sales, as well as the dawn of 'smart homes' and a professional working environment. According to India Brand Equity Foundation (IBEF), the Indian real estate market is expected to touch USD 160 billion by 2020. The housing sector alone contributes five to six per cent to the country's gross domestic product (GDP). Technology is likely to further accelerate the growth rate in real estate, in the years to come.

- RAVINDRA PAI, CENTURY REAL ESTATE

13 FEBRUARY 2019 | BENGALURU



ROLE OF INFRASTRUCTURE IN BENGALURU'S REAL ESTATE MARKET

Metro connectivity is one of the most important factors and influences the buying decision significantly. Upcoming metro routes are already witnessing uptrends of demand from consumers. "Infrastructure is very critical in Bengaluru. New metro routes are opening and progress of infrastructure development is fast. Overall, good social infrastructure and efficient connectivity are needed. We need to have well-maintained societies not just inside but outside as well."

- RAVINDRA PAI, CENTURY REAL ESTATE

27 MARCH 2019 | BENGALURU

India's Largest
Independent Newswire

CENTURY REAL ESTATE RANKS IN TRACK2REALTY BEST PRACTICES REPORT 2019

Century Real Estate has been ranked for the second time in Best Practices report 2019 conducted by Track2Realty. Century Real Estate was ranked 7th position for communication nationally and regionally, 9th for consumer connect nationally and 3rd regionally, 8th for customer care and transparent deals regionally.

Speaking on the occasion, Mr. Ravindra Pai, Managing Director, Century Real Estate said, "We are honoured to be recognized among the best players in the industry. We have always believed in transparency and customer satisfaction has been our top priority. The rankings only reflect our dedication towards our stakeholders. This recognition will strengthen our beliefs and we will continue to strengthen our processes further. We thank our stakeholders, customers and employees for their continuous support and will work hard to better our performance in the coming years."

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

The CEO Magazine

11 FEBRUARY 2019 | BENGALURU

CENTURY REAL ESTATE WINS CONSECUTIVELY FOR ITS PROJECTS AND SOCIAL RESPONSIBILITY

Century Real Estate Holdings Pvt. Ltd (CREH) was recently awarded "Sustainable Project of the year" for Century Greens at ET Now Real Estate awards 2019. The company also bagged Residential project of the year 2018 for Century Infiniti at Construction Week India awards 2018 recently. Century Pai Foundation won CSR award for Community development of Channahalli village at Asia's Best CSR practices awards by CMO Asia and Best CSR initiative at Golden Brick Awards 2018. Century Downtown won most admired upcoming project of the year at DNA presents Real Estate and Infrastructure Round Table and awards, Century Greens marketing office wins Façade project of the year 2018 at ZAK Awards for Excellence in Façade and Fenestration and Most Innovative Design at India Achievers awards 2019.

PRINT/ONLINE

31 JANUARY 2019 | BENGALURU

DECCAN Chronicle

"I am hopeful of more spends towards digitization of land and/or property records which is in tune with the Digital India vision of the PM. This will considerably reduce litigation, free up more lands in cities to make it more affordable and reduce project timelines which will directly translate to lower costs for the end consumer. GST in real estate also requires further streamlining as additional levies like stamp duty and registration are still separately charged and should be included within a single tax structure. Also, lowering the GST slab on under-construction properties to 5 percent from the existing 12 percent would be a welcome move. In addition, taking from the Maharashtra RERA ruling, other state RERA bodies should be widening the RERA laws in their respective states to include other stakeholders like various government approval bodies in a bid to ensure speedy approvals, which as commonly known, is one of the main reasons for construction delays. This would rightfully spread the ambit of accountability and ultimately benefit the end user.

— RAVINDRA PAI, Managing Director, Century Real Estate

31 JANUARY 2019 | BENGALURU

magicbricks **NEWSBARONS**
BUSINESS OF NEWS

Infrabuddy.com **DECCAN Chronicle** **ACCOMMODATION TIMES**

HOUSING.com

PRE-BUDGET EXPECTATIONS 2019: REAL ESTATE WANTS RATIONALISATION OF TAXES

I am hopeful of more spends towards digitization of land and/or property records which is in tune with the Digital India vision of the PM. Also, lowering the GST slab on under-construction properties to 5 percent from the existing 12 percent would be a welcome move. In addition, state RERA bodies should be widening the RERA laws in their respective states to include other stakeholders like various government approval bodies in a bid to ensure speedy approvals. Another valuable provision in the Budget would be the scope for financial institutions to fund land purchase as it will help reduce the costs and make the properties more affordable.

— RAVINDRA PAI, CENTURY REAL ESTATE

01 FEBRUARY 2019 | BENGALURU

DECCAN Chronicle



"When the state announced farm loan waiver, BJP leaders termed it chew candy. What should you call this? Not even a cotton candy. If the dole scheme begins from December itself, then it is distributing tax payer's money for votes, before election itself and nothing else," he said. "When I took over as Chief Minister, BJP urged me to clear land and proposal for sub-urban train for Bangalore. It was submitted to Centre along with 17 BJP MPs. I thank all the 17 BJP MPs and there is no mention of that project in the budget."

HD Kumaraswamy, Chief Minister

This budget is largely centred on the middle class and boosting affordability as evident by the full tax exemption for income of upto Rs 5 lakhs, and full tax exemption for those earning upto Rs 6.5 lakhs if they have specific savings and investments. I am hopeful of some of this increased disposable income aiding purchase of real estate and increased demand in the sector. No tax on notional rent on a second house could incentivise people for a second home purchase and exemptions on affordable housing segment will push more industry players to cater to that segment.

Ravindra Pai, MD, Century Real Estate

01 FEBRUARY 2019 | BENGALURU

FREE PRESS **BIZ BUSINESS** **EENADU**
India

THE ECONOMIC TIMES **moneycontrol** **CNBC**
TV18

STOCKS MARKET.IN

REALTORS HEAVE SIGH OF RELIEF OVER 2-YR TAX EXEMPTION ON NOTIONAL RENT ON UNSOLD HOMES

"This budget is largely centred on the middle class. I am hopeful of some of this increased disposable income aiding the purchase of real estate and hence increased demand for the sector."

— RAVINDRA PAI, CENTURY REAL ESTATE

PRINT/ONLINE

16 FEBRUARY 2019 | MYSORE

Infrabuddy.com  **ACCOMMODATION TIMES**

TREND INTO INSTITUTIONAL FLOW OF FUNDS TO INDIAN REAL-ESTATE

Trend into Institutional Flow of Funds to Indian Real-Estate By Mr. Ravindra Pai, Managing Director, Century Real Estate. Indian real estate sector has been one of the most preferred investment destinations for institutional investors in the recent times. According to an industry report, the real estate sector attracted \$30 billion in institutional investments from 2008 to 2018. Indian real estate industry has received investments from various establishments like commercial banks, recognized Investors and Non-banking Financial Institutions (NBFI). These investors include specific real estate investment desks of foreign banks, real estate investors, private equity firms and foreign companies.

- RAVINDRA PAI, CENTURY REAL ESTATE

16 FEBRUARY 2019 | MYSORE

magicbricks.com

GST RATE CUT WILL BRING A BIG RELIEF FOR HOME BUYERS

As one of the largest real estate companies in the country, we welcome the reduction in the GST rates applicable on under-construction properties to 5 percent, from 12 percent earlier, by the Goods and Services Tax Council. Further, the fact that now, affordable housing projects will attract 1 percent tax. This will provide a much needed impetus to the real estate market that is facing severe liquidity shortages. No new home buyers can go ahead with their plans much more easily. However, it is disappointing that the council has chosen to not allow developers to claim input tax credit. The real estate sector is currently in a very poor shape and needs significant help from the government to finish current projects and grow at the rate that is needed for the economy as a whole.

- RAVINDRA PAI, CENTURY REAL ESTATE

17 FEBRUARY 2019 | MYSORE

magicbricks.com **Business Standard**
Devdiscourse  **Outlook**

RBI REDUCES REPO RATE BY 25 POINTS, HOME LOANS LIKELY TO GET CHEAPER

RBI cutting repo rate by 25bps is a welcome move. With the apex bank reducing the repo rate, the banks are expected to reduce their lending rates as well. We hope the banks will pass on the benefits to home buyers, thus boosting their purchase decisions which in turn will help the sector.

- RAVINDRA PAI, CENTURY REAL ESTATE

17 MARCH 2019 | MYSORE

PRESS TRUST OF INDIA
India's Premier News Agency

CENTURY PAI FOUNDATION GIVES FREE HEALTH CHECK-UP AGAIN TO ENTIRE CHANAHALLI VILLAGE

Century Pai Foundation recently organized its second free medical check-up camp for the villagers of Channahalli in Karnataka that it adopted for a period of 15 months as part of its corporate social responsibility for the period 2018-2019. The medical camp saw more than 500 villagers participating and receiving free medical diagnosis and care from expert medical practitioners. Specialists like physicians, orthopedics, gynecologists, ENT, dermatologists, pediatricians, dentists, ophthalmologists and a psychiatrist rendered their services at the camp.

PRINT/ONLINE

Squash

Nandrajog in third round

Top seed Delhiite to take on Nagaraj next

BENGALURU, DHNS: Top seed Gaurav Nandrajog eased into the third round of the men's singles in the 5Sports Century Bangalore Club Open squash tournament here on Saturday.

The Delhiite produced a dominating performance to brush aside Karnataka's Raghu Mallena 11-1, 11-3, 11-2 in the second round after getting a bye in the first.

Nandrajog will take on Cholaraajan Nagaraj of Tamil Nadu next. Nagaraj defeated hosts' Ankur Srivastava 11-8, 11-7, 11-3 in the round of 64.

Tamil Nadu's Murukesh Mani also advanced after getting past Tarun Mammen of Karnataka 11-9, 12-10, 13-15, 11-9 in a hard-fought clash.

The experienced Mani struggled early on but found his rhythm as the game progressed. Down 4-7 in the first game, Mani used deft touches to outsmart Tarun and draw level at 7-7 before claiming it 11-9.

Tarun's failure to capitalise on the early advantages handed Mani second game too. But the Karnataka lad's perseverance finally paid off in the third as he matched his opponent shot by shot to take the game to distance before winning 15-13.

Despite the setback, Mani remained composed and displayed an array of strokes to clinch the decider. Mani will face Delhi's Saksham Choudhary, who made it after getting



Gaurav Nandrajog of Delhi en route to his win against Raghu Mallena of Karnataka on Saturday. DH PHOTO

a walkover from Ravinder Singh Bains.

In another second-round fixture, CH Arun Kumar of Andhra Pradesh rallied from two games down to beat Rahul Vasishtha of Delhi 11-13, 7-11, 13-11, 11-8, 11-9.

After splitting the first two games, Arun raced to a 10-4 lead in the third but lost focus and Vasishtha capitalised, winning five points in a row to make it 9-10. However, Arun recovered just in time, to eventually win 13-11.

Arun kept it simple in the next two games, never allowing the Delhiite to settle, winning 11-8, 11-9. On Sunday, Arun meets Karnataka's Prithvi Aditya, who fought past Deva Ram Choudhary of Rajasthan 12-10 11-6 11-9.

DH News Service

Important results (prefix denotes seeding): Men: Second round: 1-Gaurav Nandrajog (DL) bt Raghu Mallena (KA) 11-1 11-3 11-2; 5/8-Akash Ashok Kumar (TN) bt Sutej Torvi (KA) 11-3 11-1 11-3; 3/4-Guhan Senthilkumar (TN) bt Rahul Kumar (KA) 11-2, 11-2, 11-4; Prithvi Aditya (KA) bt 3/4-Deva Ram Choudhary (RJ) 12-10, 11-6, 11-9; CH Arun Kumar (AP) bt Rahul Vasishtha (DL) 11-13, 7-11, 13-11, 11-8, 11-9.

Boys: U-17: Third round: 1-Didar JJ Rebello (HR) bt Rajapandian Pandiyarajan (TN) 11-1, 11-0, 11-0; 2-Aryan Khandelwal (MP) bt Vedant Vani (KA) 11-1, 11-0, 3/4-Lakshit Bohra (RJ) bt Ronith Gadiraju (TL) 11-2, 11-4, 11-0.

U-15: Second round: Aditya Raj (KA) bt Gaurav Nath M (TN) 11-4, 11-4, 11-0; Ranbir Minocha (MH) bt Sarvesh Maniyam (TN) 11-1, 11-5, 11-5; 9/16-Dhruv Chauhan (DL) bt Prathish Caleb (TN) 11-8, 3-11, 11-6, 12-10.

U-13: Third round: 3/4-Avalokit Singh (RJ) bt Karan Gopalan (KA) 11-0, 11-2, 11-1; 5/8-Sandhesh PR (TN) bt Garrison Anantham (TN) 11-0, 11-0, 11-0.

U-11: Third round: 2-Rahul Sanjay Balakrishnan (KA) bt Shiven Agarwal (TN) 11-2, 11-5, 11-5; Abdus Samad Shah (GA) bt 9/16-Naithik D (TN) 11-6, 5-11, 11-5, 11-7.

PRINT/ONLINE

Squash Century Bangalore Open

Nandrajog powers into quarters

BENGALURU: Gaurav Nandrajog was a cut above the rest as he cruised into the men's singles' quarterfinals in the 5Sports Century Bangalore Club Open squash tournament here on Sunday.

Gaurav, 34, showed no signs of slowing down as he demolished Puminder Kumar 11-5, 11-3, 11-4 in the last 16 game, doing justice to his top-billing in the tournament.

The Delhiite raced to a 7-3 lead but Puminder fought back and cut the deficit to 7-4. It, however, made little difference as Gaurav then claimed three points on the trot to comfortably secure the first game.

The top seed produced a masterful show in the second game. Causing plenty of problems to Puminder with his movements and backhand smashes, Gaurav never allowed the 25-year-old to settle before claiming the honours.

Looking to wrap up the match quickly, the players decided against taking a break and started the third game immediately. However, there was no change in the outcome as Gaurav marched forward without much trouble.

Earlier in the day, Gaurav had defeated Tamil Nadu's Cholarajan Nagaraj 11-4, 11-4, 11-4 in the third round while Puminder progressed after Virendra Pawar of Maharashtra pulled out due to an injury during the third game of the match. The Himachal lad was in command, with scores reading 11-9, 11-9, 7-1.

In the girls' under-15 singles, Karnataka's Skandha Dogra progressed after a crushing 11-1, 11-6, 11-3 win over Riddhi M Chawla of Tamil Nadu.

In the pre-quarterfinals, Skandha will face Maharashtra's Saniya Jaggi, who eased

past Ananya Xavier of Karnataka 11-1, 11-1, 11-0.

Chandigarh's Ekam Singh, seeded first, powered to the quarterfinals in the boys' under-15 singles, after a solid 11-2, 11-3, 11-3 win over Rajasthan's Dravya Jain.

Ekam has set up a clash with Aarav Gill of Punjab, who advanced after eking out a gritty 8-11, 11-3, 8-11, 11-8, 11-6 win over Ashvin Ganesh of Tamil Nadu in another last-16 tie.

DH News Service

Important results (prefix denotes seeding): Men's singles: Last-16: 1-Gaurav Nandrajog (DL) bt 9/16- Puminder Kumar (HP) 11-5, 11-3, 11-4; 9/16-Rahul Baitha (MH) bt 17/32-Yashwir Singh Hooda (CH) 11-5, 11-6, 11-3; 17/32-Araash Mehta (MH) bt Prithvi Aditya (KA) 11-5, 11-9, 11-8; 5/8-Awadesh Yadav (SR) bt 9/16-Shankaran Parthiban (TN) 13-11, 11-4, 11-7.

Boys: U-17: R-16: 1-Didar J J Rebello (HR) bt Kanishk Kedia (KA) 11-0, 11-2, 11-3; Aaryaman Jaising (MH) bt Nakshtra Sharma (RJ) 11-2, 11-6, 11-5.

U-15: R-16: 1-Ekam Singh (CH) bt 9/16-Dravya Jain (RJ) 11-2, 11-3, 11-3; 5/8-Aarav Gill (PB) bt 9/16-Ashvin Ganesh (TN) 8-11, 11-3, 8-11, 11-8, 11-6; Mohamed Farhan Farook (TN) bt Umar Farook Farhan (TN) 11-7, 11-7, 11-9.

U-13: R-16: 1-Arihant KS (TN) bt 9/16-Teerth Jilka (MH) 11-5, 11-4, 11-2; 2-Ayaan Vaziralli (MH) bt 9/16-Arihant Chordia (TN) 11-2, 11-4, 11-5.

U-11: R-16: 1-Darshil Parasrampuria (TN) bt Lokesh S (TN) 11-5, 11-8, 11-7; 2-Rahul Sanjay Balakrishnan (KA) bt 17/32-Gowtham M (TN) 11-3, 11-3, 11-6.

Girls: U-15: R-32: 9/16-Skandha Dogra (KA) bt Riddhi M Chawla (TN) 11-1, 11-6, 11-3; 5/8-Saniya Jaggi (MH) bt Ananya Xavier (KA) 11-1, 11-1, 11-0.

U-13: R-32: Zehra Ladak (KA) bt Ankita Xavier (KA) 11-5, 11-5, 11-0; Sara Vats (KA) bt Jeya Shree (TN) 11-6, 11-3, 11-7.

U-11: R-32: Rhea Roshan (KA) bt Poojashrini MU (TN) 4-11, 11-4, 11-7, 11-4; Shristi Thakur (KA) bt Sri Varshini Shanmuganathan (TN) 11-2, 11-6, 11-1.



IN CONTROL Chandigarh's Ekam Singh returns during his win over Dravya Jain of Rajasthan in the boys' U-15 pre-quarterfinal clash on Sunday. DH PHOTO

PRINT/ONLINE

Vikas, Mayuri start favourites in Century Bangalore Squash Open

BENGALURU, DINDS: A host of promising young talent will be vying to showcase their potential when the Century Bangalore Squash Open, a 3-star ranked event, kicks off here on Saturday.

The five-day tournament, to be held at the Bangalore Club, will see competition in boys'

and girls' division across four categories – under-11, 13, 15 and 17 – apart from events for men and women.

The men's event is expected to witness a stern battle between Vikas Mehra, Gaurav Nandrajog and Gehan Senthilkumar. In terms of national rankings, there is very little to

choose between the trio with Mehra ranked 13, Nandrajog a rank below him and Senthilkumar ranked 16.

Mehra, who hails from squash cradle of Tamil Nadu, and Nandrajog reached the quarterfinals of the National Championships held last month in New Delhi with the

former going down to India international Harinder Pal Singh Sandhu. Mehra and Nandrajog have decent form going with them and if things go according to the script, they should be battling for the title.

In the women's section, Tamil Nadu's Mayuri Namashivayam emerges as the clear favourite.

Ranked No 9, the 21-year-old faces very little competition but Lakshya Ragavendran (ranked 20) and Aaradhana Kasturiraj (23) would be looking to cause an upset.

Two promising talents who would be looking to make an impression in the boys' under-17 category are Didar J J

Rebeba and Aryan Khundewal. The duo has been doing well in the junior circuit and this event offers another chance to boost their rankings.

The battle in the girls' under-17 section is expected to be a three-horse race between Meghna Bharia, Aryaa Ongale and Avani Nagar.



ALL SMILES: Winners in various categories of the Century Bangalore Open squash tournament in Bengaluru on Wednesday

RAHUL WINS U-11 TITLE



Rahul Sanjay Balakrishnan (in pic) became the first Karnataka player to win a three-star national squash title when he won the boys' Under-11 crown at the Century Bangalore Open in Bengaluru on Wednesday. In the final, Rahul, a student of DPS South, fought back after losing the first and third games to defeat Aryavent Deewan of Delhi.

Results (all results): Boys' U-11: Final: Rahul Sanjay Balakrishnan (Ker) 16-14, 11-9, 11-11, 11-13, 11-13; Arshant HS (TRI) bt Aaryavent Deewan (Delhi) 10-12, 11-6, 11-4, 11-2, 11-13; Gaurav Nandrajog (Delhi) bt Gehan Senthilkumar (TN) 11-13, 11-13, 11-13, 11-13, 11-13; Gaurav Nandrajog (Delhi) 14-12, 11-5, 11-7 while unseeded Ragavendran got the better of statemate Aaradhana Kasturiraj 11-6, 11-4, 11-3 in the women's final on Wednesday.

Karnataka's Rahul Sanjay Balakrishnan, the second seed in the boys' U-11 category, won the title, defeating Aryavent Deewan of Delhi 14-16, 11-9, 8-11, 11-5, 11-3 in the final.

Overall, players from Tamil Nadu dominated the finals, winning four titles across the

Nandrajog, Lakshya champions

ALL SMILES:

Century Bangalore Open

Century Bangalore Open

After a day of intense competition, the men's and women's categories were decided on Wednesday. In the men's section, Gaurav Nandrajog emerged as the champion, defeating Nehruvian Singh (Delhi) 11-6, 11-9, 11-13, 11-13, 11-13. In the women's section, Lakshya Ragavendran (TN) beat Aaradhana Kasturiraj 11-6, 11-4, 11-3. Both players received Rs 10,000 each.

Men's winners:

Gaurav Nandrajog (Delhi) bt Nehruvian Singh (Delhi) 11-6, 11-9, 11-13, 11-13, 11-13; Arshant HS (TRI) bt Aaryavent Deewan (Delhi) 10-12, 11-6, 11-4, 11-2, 11-13; Gaurav Nandrajog (Delhi) 14-12, 11-5, 11-7 while unseeded Ragavendran got the better of statemate Aaradhana Kasturiraj 11-6, 11-4, 11-3 in the women's final on Wednesday.

Karnataka's Rahul Sanjay Balakrishnan, the second seed in the boys' U-11 category, won the title, defeating Aryavent Deewan of Delhi 14-16, 11-9, 8-11, 11-5, 11-3 in the final.

Overall, players from Tamil Nadu dominated the finals, winning four titles across the



ALL SMILES: Winners in the men's and women's categories of the Century Bangalore Open squash tournament in Bengaluru on Wednesday

Gaurav, Lakshya clinch titles

Gaurav Nandrajog of Delhi and Lakshya Ragavendran of Tamil Nadu emerged champions in the Century Bangalore

Open squash tournament in men's and women's categories, respectively.

In the men's final, the top seed Nandrajog breezed past Tamil Nadu's Gahan Senthilkumar 14-12, 11-5, 11-7 while unseeded Ragavendran got the better of statemate Aaradhana Kasturiraj 11-6, 11-4, 11-3 in the women's final on Wednesday.

Karnataka's Rahul Sanjay Balakrishnan, the second seed in the boys' U-11 category, won the title, defeating Aryavent Deewan of Delhi 14-16, 11-9, 8-11, 11-5, 11-3 in the final.

Overall, players from Tamil Nadu dominated the finals, winning four titles across the

categories.

Results (finals): Men: Gaurav Nandrajog (J, DL) bt Gahan Senthilkumar (J, AL) 11-12, 11-5, 11-7; **Women:** Lakshya Ragavendran (TN) bt Aaradhana Kasturiraj (3, TN) 11-0, 11-4, 11-3.

Boys: U-11: Rahul Sanjay Balakrishnan (2, KA) bt Aravind Deewan (3, DL) 14-15, 11-9, 8-10, 11-5, 11-3; U-13: Arshant HS (1, TR) bt Aaryavent Deewan (2, MH) 10-12, 11-4, 11-6, 11-2.

U-15: Ekam Singh (1, CH) bt Kader MD Rebeba (2, HR) 11-7, 11-5, 8-11, 11-8, 11-7; **U-17:** Navneeth Prabhu (5, TN) bt Lakshya Bohra (3, AL) 11-13, 11-5, 11-3, 11-7.

Girls: U-11: Piyush Singh (1, MH) bt Ankita Dubey (5, BS, MH) 11-4, 11-5, 14-12, 11-13;

Ankita Singh (DL) bt Kothaheen (L, MP) 11-2,

11-7, 11-4; **U-13:** Pooja Antri R (1, TN) bt

Somya Jaggi (5, BS, MH) 11-1, 11-7, 11-8; **U-15:**

Aaradhana Kasturiraj (TN) bt Megha Bhatal (1, DL) 11-5, 11-4, 11-7.

NEW TALENT AT CENTURY

**Raj Mohan R**

Sr. Vice President - Marketing, National Sales & CRM

Raj Mohan comes with 24 years of experience in sales, marketing and CRM. He is heading national and international sales, marketing and CRM.

**Falguni Banerjee**

VP - International Sales

Falguni Banerjee comes with over 17 years of experience in investments dealing with NRI, HNI and UHNI clients. He is responsible for managing sales in North, Eastern and Western India.

**Sunil C S**

General Manager - Sales

Sunil comes with 14 years of experience in pre-sales, sales and CRM. He is responsible for managing channel sales vertical for the company.

**Suresh V**

General Manager - Sales

Suresh comes with 23 years of experience in strategic planning, sales, marketing, business operation and business development. He is responsible for managing channel sales in Southern India for the company.



Soumit Mohanty
Sr. Manager - Corporate Finance

Soumit comes with 9 years of experience in fund management. He is part of the corporate finance team looking after investor relations and fund raising.



Khadeeja Adil
Manager - Customer Experience

Khadeeja comes with 16 years of experience in sales and customer experience. She is responsible for improving the overall customer experience of the clients.



Saji Varghese
Manager - Plumbing & Fire Fighting

Saji Varghese comes with 11 years of experience in design of plumbing and firefighting services. He is part of the projects team over looking PHE vertical.



Shreyas H S
Manager - Sales

Shreyas comes with 7 years of experience in sales and marketing. He is part of the sales team responsible for Bangalore residential and plotted developments for the company.

**Madan Kumar Rout**

Sr. Site Engineer

Madan Kumar comes with 12 years of experience. He looks after the production of pre cast chambers for plotted developments.

**Shabana Taj M**

Assistant Manager - Sales

Shabana Taj comes with 5 years of experience in sales and marketing. She is responsible for sales of South Bangalore residential projects for the company .

**Nischith Kashyap**

Architect

Nischith comes with 4 years of experience. He is part of the core design team and will be working on various projects.

**Anusha S**

Junior Architect

Anusha comes with 2 years of experience. She joined the core design team and works on plotted developments and apartment projects for the company.



Ramesh Shenoy
Management Trainee

Ramesh Shenoy comes with 6 years of experience. He is pursuing his Company Secretarial course and has joined the corporate affairs team as part of his training.



Pushpa N
Sr. Executive - Guest relation

Pushpa comes with 8 years of customer experience, front office and administration. She manages the front desk at Century corporate office.

EMPLOYEE APPRECIATION



P HARISH KUMAR

Mr. P. Harish Kumar is Executive Assistant to Chairman at Century Real Estate. He joined the company in 1997 and has been in the company for more than 22 years.



K SREEKANTHA BHAT

Mr. K. Sreekantha Bhat is Executive for records at Century Real Estate. He joined the company in 1995 and has been in the company for more than 24 years.

WE ARE GRATEFUL FOR YOUR LONG ASSOCIATION WITH US AND LOOK FORWARD TO YOUR CONTINUED SUPPORT



G NARASIMHA MURTHY

Mr. G. Narasimha Murthy is chauffeur at Century Real Estate. He joined the company in 1995 and has been in the company for more than 24 years.



B DHANARAJ

Mr. B. Dhanaraj is chauffeur at Century Real Estate. He joined the company in 1996 and has been in the company for more than 23 years.

CENTURION SPEAK

MEGHALAYA – THE JEWEL OF THE NORTH EAST

MR. AKSHAY R | DGM - Investment & Business Development

While I had the pleasure of growing up as an Army child in various places in the North East, recently, I had the opportunity to revisit Meghalaya with some friends who are native to the state. This gave me an opportunity to do a deep dive into the history, geography and culture of this absolutely amazing state.

Geologically, the timeline we currently live in is known as the Meghalayan age. The state lies on the border of Bangladesh, but at a significant elevation, known as the Shillong Plateau. Given its tropical location and some of the heaviest rainfall in the world, the state is home to dense forests ranging from deciduous pine forests in the vicinity of the capital, Shillong, to dense tropical vegetation as you near the Bangladesh border. Beautiful mountain ranges, valleys and some of the world's cleanest, clearest rivers set the stage further. Some of these rivers run so clear between October to March that you can see the bed clean and it gives the illusion that the boats are floating on air rather than water.

Because it was part of the ocean bed before the Indian Sub-Continents merged with Asia, the terrain that is or, mostly made of limestone, and coupled with heavy rains, have given rise to some of the longest cave networks in the "World!" One can

also see various ancient sea fossils embedded in the surfaces of these caves as you explore them. The state is populated by three main tribes, the Khasis, Jaintias and Garos, and districts of the state get their names from these tribes. Unlike the norm in most of the world, these tribes are "Matrilineal", meaning the family name and property is passed down from mother to daughter. Women control almost all aspects of life in this region. These tribes live in great harmony with nature, as is evidenced by the many Sacred Groves (similar to Devara Kadus found in Malnad), where one is not allowed to even pluck a leaf. You can hence get the opportunity to visit actual, untouched, virgin forests, the magic of which, strikes you from the moment you step inside. These tribes have also learned the art of training the living rubber trees roots, to create living bridges across the rivers. These bridges take 100s of years to form, and the famous double decker bridge of Nongriat, accessible by 3000 step deep ascent into a lush jungle valley, is also a UNESCO heritage site.

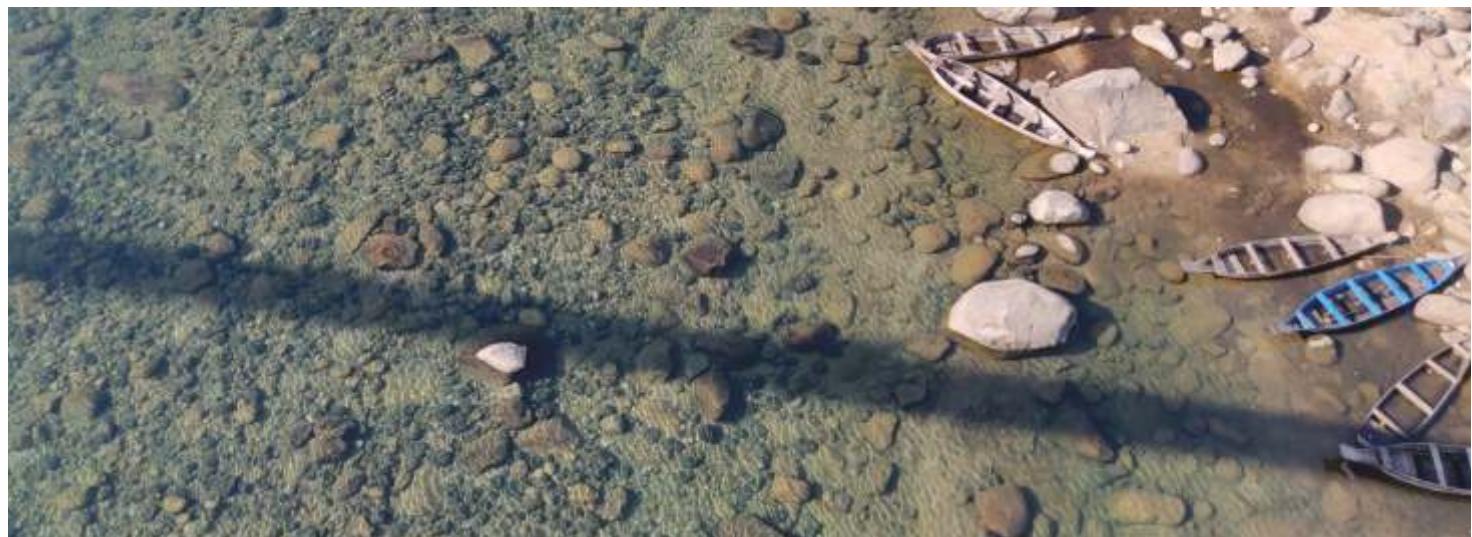


The typical Khasi house too follows this philosophy, being made mostly of wood, with windows running all around the periphery of the house to let in the sun and breeze. Each house also has a tiny, beautiful garden, with dozens of flowering plants and orchids, paying tribute to the legendary Khasi Green Thumb.

Another embodiment of both the matrilineal culture and appreciation for nature is the fetish for cleanliness displayed everywhere in accordance to rules of Khasi "Accor" or manners, including and especially in roadside restaurants. In fact the village of Mawlynnong won the UN award for being the cleanest village, not only in India, but in all of Asia. The capital city, Shillong, is a beautiful quaint hill station, with many institutions and buildings of the British era.



However, rapid development is changing the landscape here as well. It is well connected from the nearest airport of Guwahati, and offers the perfect base camp to explore the rest of the state. Do check out the local cafes, the legendary music scene and the famous archery competition in Shillong during your stay there.



CENTURION SPEAK

WOMEN WARRIORS OF TODAY!

MS. KIRANMAYEE L S | Sr. General Manager - Legal

I wish all a very Happy International Women's day!!

Women have always been strong. A strong woman is not necessarily one who walks around constantly breaking glass ceiling or who is always standing tall even in the darkest of time. A strong woman has her weak moments. She falls at times and takes time to recover. She does not always have answers to all the questions. But a strong woman never gives up.

Whatever the role may be, she achieves greater heights. Women always possess a determined spirit and a 'can do' attitude that drives their actions towards achieving their goals.

Whether women are homemakers or working professionals, they do their work with complete dedication and a definite purpose which leads them to succeed in their lives.

People are always anxious to pull women down, and that's more to do with the psychology of people. It is a generic trend which needs to be changed. It's a competitive world and every person would like to grow in their own establishments to reach their goals. There are a few people who motivate others to grow irrespective of being a man or a woman.

But the issue takes a more dramatic turn when it comes to men who fear powerful women in the workplace. Women have always been warriors throughout the journey of their life. But many women because of their receptive and sensitive nature find it difficult to put on a warrior attitude and fight for what they believe in. Despite the fact that there is a warrior inside every woman, many women fail to recognise her.

"An important attribute of success is to be yourself, never hide what makes you, YOU".

And finally I would like to call out to each and every woman to Live a Legacy.



VIDYASHILP ACADEMY

AWARDS

Ms. Kiran Pai, Director, Vidyasagar Preschool and Vidyashilp Academy chosen as the '50 Innovative Educational Leaders' at the World Innovation Congress Awards. The award honors educationalists who are advancing original, innovative and exemplary pedagogical practices in K-12 education. The award was presented by Dr. Kuljeit Uppal (Symbiosis University) and Dr. R.L Bhatia (World CSR) at an event held at Taj Lands End, Mumbai.



VIDYASHILP ACADEMY WINS ED TECH REVIEW AWARD

Vidyashilp Academy received two awards at the EdTech Review Summit held in the city. The school has won the title of the 'Green School of the Year' and has also been awarded, 'Future Ready School of the Year'. The awards pick the best schools all over India, who have increasingly become conscious of the natural environment and its depleting resources and have taken the responsibility to adopt sustainable practices.



BEHTAR INDIA

Behtar India - Vidyashilp Academy was placed 3rd at the Behtar India campaign event held at Delhi.

In the student category, Yug Vikarm Jain won the silver trophy whereas Akshar Kumar Kolla won the Bronze trophy for their contributions. Behtar India campaign is a social collaboration initiative that rallies different segments of the society together to work towards making their cities cleaner, greener and healthier.



KHELO INDIA

Vidyashilp champs, Nina Venkatesh and Suvana Bhaskar represented Karnataka in 'Khelo India Youth Games' at Pune. The event saw participation from national level champions and over 10,000 participants from 29 states and 7 union territories. In the games held across 18 sporting disciplines, the ace swimmers won gold and silver. Khelo India is a part of the revamped national programme for the development of sports.



KANNADA LITERARY EVENT

Vidyashilp Academy hosted a two-day Kannada literary event for std 1 to class 5 students. Participants dressed up as Sangolli Rayanna, Kitturu Rani Chennamma and other renowned freedom fighters. The performances helped us to reflect back at the history of Karnataka.



SHILP GANITH 2018-19

The Annual Shilp Ganith math project was organized by the Math Department at Vidyashilp Academy. This is a platform for displaying numbers in a unique way through performances such as singing, dancing, presentations, project exhibitions, puzzles and other fun activities.



KALAKAARON KI DUNIYA

The Hindi Department organized 'Kalakaaron Ki Duniya', an initiative to exhibit the rich Indian culture through performing arts. The theme of the event was "humor" and this was portrayed in a unique way by the 6th graders.



ENGLISH PROJECT PHASE 1- DANNY - THE CHAMPION OF THE WORLD BY ROALD DAHL

The English department presented a play based on Roald Dahl's Book – DANNY, the Champion of the World. The students of Grade IV and V were inspired to inculcate the love for reading through this book which was followed by a series of activities in the classes. These activities were a way to help them understand the author's life and achievements and culminated into bringing the characters alive on stage through enactment of the nine chapters.



WORKSHOP - RESCUE RESTORE REHABILITATE

A motivational talk given to the 9th graders, which emphasized on some of the unethical or illegal activities in our country. One such concept for the day was on human trafficking, with focus on women and children. Through this talk, the team also emphasized on safe use of social media and educated the students as to how they too could get involved as a citizen and being vigilant of their surroundings.

Conducted by ARATHI LUCIANA, Bangalore City Police, Documentation and Communications officer and ALISHAH EITO, co-founder and trustee of 'Saviors of Souls' NGO.



VIDYASAGAR PRESCHOOL

EDUCATION WORLD RANKING 2018-19

Vidyasagar Preschool, Hebbal has ranked 7th in the city for the annual EducationWorld India Preschool Ranking 2018-19 survey. The Preschools are recognized for their child-centric culture and environment, which helps develop various essential skill sets in instilling confidence in young children to perform excellently.



BRAINFEED SCHOOL EXCELLENCE AWARDS 2019

Vidyasagar Preschool Hebbal has been recognized as one of the top 100 preschools in India by Brainfeed School Excellence Awards 2019. The award ceremony recognized the best of learning institutes in the country. Vidyasagar Preschool Hebbal received the award from Mr. K.V. Brahmam, Chief Editor of Brainfeed Magazine. Around 300 schools from the country participated in the event. Vidyasagar Preschool, Hebbal was unanimously selected for transforming education in young minds through a noteworthy spectrum of initiatives and efforts.



SANKRANTHI CELEBRATION 2019

Vidyasagar Preschool, Hebbal celebrated Sankranti festival. Teachers narrated stories on how the harvest festival is celebrated in various states of India.



A DAY IN THE FARM

Vidyasagar Preschool, Hebbal celebrated a 'Day in the Farm' opening its doors to friendly farm animals to the campus. This interaction was organized to reinforce learning about farm animals.



VIDYASHILP IN THE MEDIA

Telangana Today

Business Standard

PRESS TRUST OF INDIA
India's Biggest News Network

CISION
Business Today

IANS India's Largest
Independent Newswire

MS. KIRAN PAI, DIRECTOR,
VIDYASAGAR PRESCHOOL AND VIDYASHILP
ACADEMY CHOSEN AS THE '50 INNOVATIVE
EDUCATIONAL LEADERS' AT THE WORLD
INNOVATION CONGRESS AWARDS

21 FEBRUARY 2019 | BENGALURU

17 JANUARY 2019 | BENGALURU


THE TIMES OF INDIA

BENGALURU SCHOOLS TURN WASTE INTO WEALTH

All that is waste is not necessarily binned. Waste papers, blank pages and used books are recycled and used by many students.

Jakkur, generates 800 sheets every day. The school has given recycled paper to 7,453 underprivileged children till date and in the process, saved close to 4,223 trees and 59,62,560 litres of water over the past one year.

On the school campus, a stationery store sells files, carry bags, envelopes, notebooks, calendars, tissue boxes, pencil holders and gift boxes and many such things made from recycled paper.

Vidyashilp Academy principal Kalai Selvi said: "Our annual report cards and newsletters are made from paper recycled inside the school. We also use such paper to print school brochures and invitations for events held on the campus."

VIDYASHILP COMMUNITY TRUST ADOPTS
GOVERNMENT SCHOOL AT BYATARAYANAPURA

19 JANUARY 2019 | BENGALURU


**THE
BETTER
INDIA**

B'LURU SCHOOL'S IDEA HELPS IT GENERATE POWER & 800 SHEETS OF RECYCLED PAPER/DAY!

Vidyashilp Academy, a private school in Jakkur, a suburb outside Bengaluru, has not only set up a recycling unit on its campus, but has also found a way to generate power from the same for its everyday use.

On a per day basis, the school generates approximately 800 sheets of recycled paper on campus, according to this Edex Live report.

All this paper waste is collected across various departments in large bins placed strategically inside all buildings. In order to run this recycling unit, which recycles 40 kg of waste, the school employs five people and uses five units (kilowatt hour) of electricity and 350 litres of water.

Vidyashilp Community Trust (VCT) in association with Vidyashilp Academy (VSA) has recently adopted the govt. school with the vision to enhance both interpersonal development and teaching skills so that the school can impart quality education to the students. The primary objective of this collaboration is to improve the overall quality, provide requisite upgrades to infrastructure, teaching aid, and creating a learning experience for the benefit of individual students of the school.

A student from the Govt Higher Primary School situated in Byatarayanapura is very excited to speak in English. "It was difficult to say one full sentence in English before, but after the spoken English and reading classes, I am able to talk very easily. I am thinking of becoming a teacher now", she is one of the 250 students benefitting from the education development programme conducted by Vidyashilp Academy.

CENTURY PAI FOUNDATION

PHASE 4 DEVELOPMENT OF CHANNAHALLI VILLAGE

Century Pai Foundation gives free second health check-up, creates awareness on waste disposal and awareness drive on hand wash and its health benefits



Century Pai Foundation organized its second free medical check-up camp for the villagers of Channahalli in Karnataka that it adopted for a period of 15 months as part of its corporate social responsibility for the period 2018-2019.

The medical camp saw more than 500 villagers participating and receiving free medical diagnosis and care from expert medical practitioners. Specialists like physicians, orthopedics, gynecologists, ENT, dermatologists, pediatricians, dentists, ophthalmologists and a psychiatrist rendered their services at the camp.

The villagers underwent BP and sugar tests, ECG, dental check-ups, tests by various specialists like gynecologist, orthopedics, and were given free consultations and medicines. Century Pai Foundation also distributed free medicines prescribed by the doctors like medicines for fever, pain killers, multi vitamin tablets, iron, calcium and pain relief ointments. Volunteers from Century Real Estate who lent a helping hand at the camp also planted trees as part of the social forestry programme at the village.



Students from Channahalli school also visited Ranganathittu, Shivanasamudra, Somanathapura, Talakadu, Nanjanagudu as part of eco-club excursion. They were accompanied by their teachers and CSR volunteers.

New seeds of fruits and vegetables were procured for the second time and distributed among the villagers of Channahalli to encourage backyard kitchen.

During republic day celebrations, the volunteers undertook awareness on waste disposal and the impact on their health and environment. Awareness drive on hand wash and its benefits was undertaken by the volunteers.



PHOTOGRAPHY BY CENTURIONS



ONGOING PROJECTS



CENTURY ETHOS
HEBBAL | ₹3.4 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 | ₹1.4 CR ONWARDS



CENTURY INDUS
RAJARAJESHWARI NAGAR | ₹80 L ONWARDS



CENTURY ARTIZAN
YELAHANKA | ₹2.5 CR ONWARDS



CENTURY SPORTS VILLAGE
IVC ROAD | ₹55 L ONWARDS



CENTURY EDEN YELAHANKA -
DODDABALLAPUR ROAD | ₹70 L ONWARDS



CENTURY GREENS
OFF IVC ROAD | ₹29.7 L ONWARDS

ABOUT CENTURY

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:

THE COMMUNICATIONS TEAM - comms@centuryrealestate.in

Century Real Estate Holdings Pvt. Ltd.

No. 3/1, 4th Floor, JP Techno Park,
Millers Road, Bengaluru, Karnataka 560052

+91 80 4045 3453
www.centuryrealestate.in

