# Varketbeat April 2019 - Week 1

A compilation of advertisements & marketing activities by Property Developers in Chennai.

# SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	ТҮРЕ	NEWSPAPER	PAGE & size
1	3 <sup>rd</sup> April, Wednesday	Casagrand	Teaser	Teaser	The Hindu	Page 1 Qtr. Page
2		Casagrand	Teaser	Teaser	ТОІ	Page 3 Qtr Page
3	4 <sup>th</sup> April, Thursday	Casagrand	Teaser	Teaser	The Hindu	Page 1 Qtr. Page
4		Nova	All Projects	Apartments	TOI	Gate 1 & 2
5		Casagrand	Teaser	Teaser	The Hindu	Page 3 Qtr. Page
6	5 <sup>th</sup> April, Friday	Casagrand	All Projects	Apartments	The Hindu	J1 & J2 Full Page
7		Appaswamy	Clover	Apartments	The Hindu	Page 1 Half Page
8		Casagrand	All Projects	Apartments	ТОІ	J1 & J2 Full Page
9	6 <sup>th</sup> April, Saturday	Casagrand	All Projects	Apartments	The Hindu	J1 & J2 Full Page
10		TVS	Emerald	Villas	Property Plus	J1 Full Page
11		Stepstone	Aalam	Retirement Communities	Property Plus	J2 Full Page
12		Ceebros	One74	Apartments	Property Plus	Page 1 Half Page
13		S&P	Signature Villas	Villas	Property Plus	Page 2 Full Page
14		Rajparis	Medavakkam	Apartments	Property Plus	Page 3 Qtr. Page

# SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	ТҮРЕ	NEWSPAPER	PAGE & size
15	6 <sup>th</sup> April, Saturday				Property Plus	Page 3 Qtr. Page
16		Sugal & Damani	Lake Side 2	Apartments	Property Plus	Page 5 Full Page
17		Lancor	Lumina	Apartments	Property Plus	Page 8 Full Page
18		Casagrand	All Projects	Apartments	ТОІ	J1 & J2 Full Page
19		Doshi	All Projects	Apartments	ТОІ	J3 & J4 Full Page
20		TVS	Green Enclave	Apartments	Times Property	Page 1 Half Page
21		Stepstone	Aalam	Retirement Community	Times Property	Page 2 Full Page
22		Brigade	Xanadu	Apartments	Times Property	Page 3 Half Page
23		S&P	Signature Villas	Villas	Times Property	Page 5 Full Page
24		Property Boutique	Property Boutique	Shop	Times Property	Page 9 Full Page
25		Appaswamy	Splendour	Apartments	Times Property	Page 10 Full Page

## NEWSPAPER ADVERTISEMENTS

The Hindu & Times Of India,

#### 3rd April - Wednesday - The Hindu - P1 - Qtr Page





#### 3rd April - Wednesday - TOI - P3 - Qtr Page



## 4th April - Thursday - The Hindu - P1 - Qtr Page



## 4th April - Thursday - TOI - Gate 1





## 4th April - Thursday - TOI - Gate 2





#### 4th April - Thursday - TOI - P3 - Qtr Page



#### 5th April - Friday - The Hindu - J1



S. NO.	LOCATION	PROJECT DETAILS	ELEVATION	BIG REASONS TO BUY	LOWEST PRICE PROMISE	
1	THALAMBUR (Close to Perumbakkam, Navalur & Siruseri)	CASAGRAND SMART TOWN 2 BHK apartments (753 - 964 sft), 10 minutes from Sholinganallur junction Total units: 482 I Units sold: 294	I III The Flore	1000 sft apartment for just ₹25 L     Lowed priced project in the location     15 mins from Sholinganellur Junction     Ready to occupy in 9 months	MARKET PRICE	<b>₹3700</b> /SFT
					CASAGRAND PRICE	₹3250/SFT
					OFFER PRICE	₹2750/sft
					STARTING PRICE	₹25 L ONWARDS
2	KARAPAKKAM (Close to Thoraipakkam & Perungudi)	CASAGRAND SAVOYE 3 BHK apartments (1428 - 1644 stt), 15 minutes from Tidel Park Total units: 339   Units sold: 169		Unincerd price of ₹4449/sh on OMR  15 mins from Tibel park  40+ amenities  27,000 sft of fush green space	MARKET PRICE	₹5500/SFT
					CASAGRAND PRICE	₹4499/5FT
					OFFER PRICE	₹4449/sft
					STARTING PRICE	₹ <b>68</b> L ONWARDS
3	SHOLINGANALLUR (Close to Thoraipakkam, Perungudi & Siruseri)	CASAGRAND AMETHYST 3 & 4 BHK apartments (1916 - 2017 stt), bang on Sholinganailur junction Total units: 163   Units sold: 131		Bang on OMR     Exclusive 3 & 4 BHK apartments     Most luxurious project on OMR     Premium fittings and fixtures     50-amerities with 1 acre of open landscape	MARKET PRICE	₹ <b>5600</b> /sFt
					CASAGRAND PRICE	₹5199/SFT
					OFFER PRICE	₹4999/sft
					STARTING PRICE	₹1.02 CR DNWARDS

Exclusive site visit available | Visit model house at site

98848 30000 | www.casagrand.co.in







#### 5th April - Friday - The Hindu - J2





## 5th April - Friday - The Hindu - P1 - Half Page

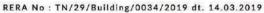


#### LUXURY RESIDENCES & MORE

At the Premier Address River View Road, Kotturpuram overlooking the Boat Club Area.

2,3 and 4 BHKs • 1225 to 3289 sqft\* • Rs. 1.9 Crores\* onwards











#### 5th April - Friday - TOI - J1





#### 5th April - Friday - TOI - J2





#### 6th April - Saturday - The Hindu - J1





#### 6th April - Saturday - The Hindu - J2



#### 6th April - Saturday - Property Plus - J1



Enjoy the freedom of an independent home with the security of a community. Here's a home that's yours in every way, right from the personalised interiors to owning the land it's built on. Villas at TVS Emerald are designed to complement your lifestyle with a plethora of amenities and provide a haven for all your dreams.

The TVS Promise: Trusted TVS Quality Thoughtfully Designed Homes | Timely Delivery 5 Years Maintenance

#### INDEPENDENT VILLAS STARTING FROM

₹1.3 Crore\* (All-inclusive)











NEAR PERUNGALATHUR, CHENNAI

#### Call 88077 87878 www.tvsemerald.com

Sales Office: Emerald Haven Realty Ltd. 119, Greenways Tower, St. Mary's Road, Abhiramapuram, Chennai - 600 018.

Visit us at TVS Emerald GreenAcres, Perungalathur - Kolapakkam Main Road, Kolapakkam, Chennai - 600 048.

RERA Number: TN/01/Building/0166/2017 | www.tnrera.in





#### 6th April - Saturday - Property Plus - J2



CREDAÎ

## 6th April - Saturday - Property Plus - P1 - Half Page

I LOVE
BEING
ON THE
WATER
IN THE
CITY



4 UNITS LEFT

EXQUISITELY DESIGNED 3 BEDROOM RESIDENCES



12 UNITS LEFT
LUXURY SEA FRONT
4 BEDROOM RESIDENCES
BOOK NOW!

74
CEEBROS
RESIDENCES







174, Adyar Seaface, MRC Nagar, Chennai, 600 028, India one74.com | enquiry@ceebros.com





## 6th April - Saturday - Property Plus - P2 - Full Page





## 6th April - Saturday - Property Plus - P3 - Qtr. Page



## 6th April - Saturday - Property Plus - P3 - Qtr. Page





#### 6th April - Saturday - Property Plus - P5 - Full Page

# WELCOME HOME

**HANDING** OVER COMMENCED

HAPPY FAMILIES HAVE MOVED IN!



**AMBATTUR PUZHAL ROAD** OPP TO VELAMMAL GLOBAL SCHOOL

**1&2 BHK** ₹4399₺ 3 BHK









## **DELIVERING ON PROMISES,**

TIME & AGAIN!





PHASE I SOLD & OCCUPIED

TRANQUIL ACRES

1 BHK 584 -597 SQ.FT. 1014 SQ.FT.

3 BHK 1345 -1626 SQ.FT.





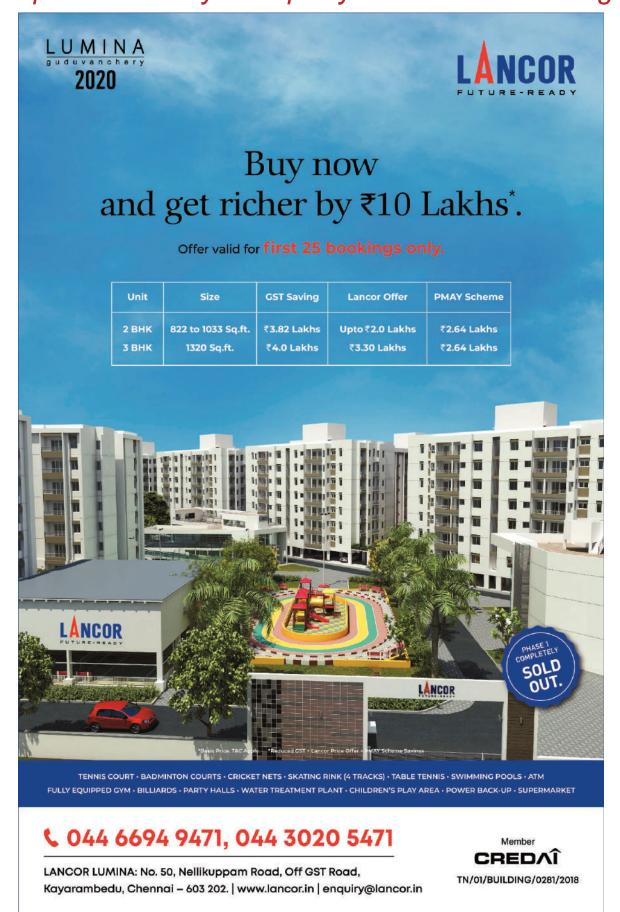








## 6th April - Saturday - Property Plus - P8 - Full Page













# TRILLY SUPERIOR HOMES

FROM DOSHI HOUSING.



#### HOMES THAT RISE ABOVE THE REST.

#### KARAPAKKAM, CENTRAL OMR

- 15 mins from Adyar
- > 790 acre green backdrop
- ▶ 2,3 & 4 BHK
- ► 1024 2686 so
- ▶ ₹67 Lakhs\* onwards
- 50 plus Amenities
- Nearing completion

CC Appln No.: EC/S2/7538/2017



#### THE KALAKKAL FIRST HOME!

#### THIRUMUDIVAKKAM, NEAR CHROMEPET

- 10 mins from Chromepet
- 2 & 3 BHK Apartments
- > 638 1470 sq.ft.
- 15 plus Amenities
   ₹28 Lakhs\* onwards
- RERA No -TN/01/B/0131/2017/www.tnrera.in





#### START-UP HOMES

#### PERUNGUDI, OMR

- 5 mins from Adyar
- ➤ Studio, 1 & 2 BHK
- > 415 825 sq.ft.
- ➤ ₹32 Lakhs\* onwards
- Ready to occupy

Completion Certificate Received

#### LAST FEW UNITS

EUPHORIA

#### SERENITY, SPACE AND FREEDOM.

#### VENGAIVASAL, NEAR MEDAVAKKAM

- Close to Tambaram & OMR
- Villas & Row houses
- > 1200 2445 sq.ft.
- ➤ ₹85 Lakhs\* onwards
- Ready to occupy



READY TO OCCUPY



TO EXPERIENCE TRULY SUPERIOR HOMES, CALL US FOR A FREE SITE VISIT.

(88079 88079





## 6th April - Saturday - Times Property - P1 - Half Page



#### Launching

TVS Emerald Green Enclave. Feel the joy, come home to happy living.

A vibrant 9.4 acre community near Porur.

#### PROJECT HIGHLIGHTS















#### LOCATION ADVANTAGE

- 4 kms from Porur | 2.5 kms from the proposed lyyapanthangal metro station | Close to Guindy, Alandur & Airport
- 7 Reputed schools in 5 km radius | 3 Colleges in 10 km radius
- 4 Employment hubs in 7 km radius | Close to malls, temples and entertainment hubs

#### LUXURY APARTMENTS

Smart Homes - ₹55 Lakhs\* (2 BHK) | Deluxe Homes - ₹68 Lakhs\* (2.5 BHK) Premlum Homes - ₹80 Lakhs\* (3 BHK)

SPECIAL LAUNCH PRICE FOR ELITE HOMES (4 BHK)

₹4,899°/- sq.ft.

VISIT MODEL APARTMENT TODAY!

Call 88077 87878 www.tvsemerald.com

Visit us at TVS Emerald Green Enclave, Mangadu Main Road, Paraniputhur, Chennai - 600 122. | RERA registered project: TN/01/Bullding/0346/2018 | www.tnrera.in



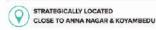
#### 6th April - Saturday - Times Property - P2 - Full Page



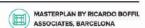
## 6th April - Saturday - Times Property - P3 - Half Page



Large 2BHK homes in a **33 acre township** just 10 mins from Anna Nagar starting at just **789 Lakhs**\*. Indulge in a splendid lifestyle with numerous modern amenities and an expansive clubhouse.







#### Walk in to our site to avail exciting offers'

To UPGRADE TO BRIGADE,

Visit our model apartment at site or reach us on

1800 102 9977 | salesenquiry@brigadegroup.com

"Price Inclusive of all charges except legat, maintenance, corpus, and statutory expenses. "IAC apply





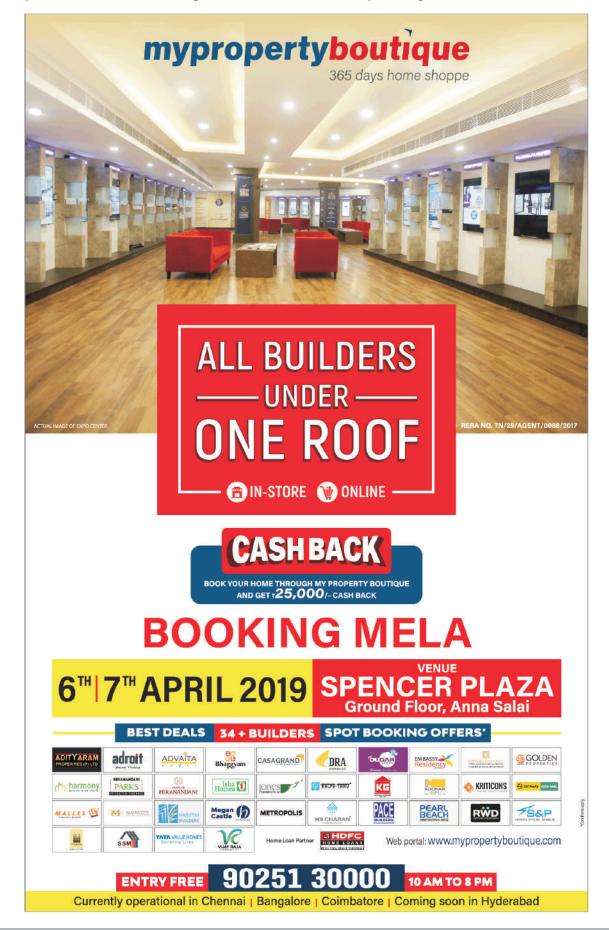
BrigadeXanadu.com 1800 102 9977



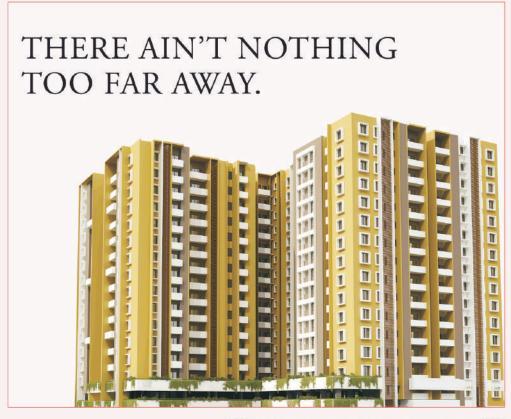
## 6th April - Saturday - Times Property - P5 - Full Page



#### 6th April - Saturday - Times Property - P9 - Full Page



#### 6th April - Saturday - Times Property - P10 - Full Page





S P L E N D O U R A modern lifestyle community of

362 apartments, with an expansive 750 feet frontage on OMR,

encompasses all that you have been looking for.

There is also an integrated retail space right next door, where everyday needs are met.

Book your apartment. Live splendidly.



Superette

1, 1.5, 2, 2.5, 3, 3.5 & 4 BHKs Apartments from 627 to 2580 sq.ft. VISIT MODEL APARTMENT

1% GST on affordable homes.

Near Sathyabama University

SEMMENCHERRY

\*RERA Carpet Area 406 to 1615 sq.ft. • RERA No: TN/01/Building/0149/2017 dt. 27.10.2017

Laundry, Salon, Cafe and Restaurant are present, in the Retail Centre adjacent to the apartment.

Call 78248 00145



Corporate Office:
3, Mangesh Street, T. Nagar, Chennai 600 017.
P 044 2434 6333, 2434 9090
E sales@appaswamy.com www.appaswamy.com 🕡 💿







# We are a PROPERTY marketing firm.

NOT the leading ones. But try us.



9003113355 www.1abov.com

End of Report.

Disclaimer:
This report is just a compilation of advertisements & marketing activities by Property Developers in Chennai. It is basically a record of all advertisements, displays etc which could be used for future references.

