

arketbeat

April 2019 - Week 3

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

SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	TYPE	NEWSPAPER	PAGE & size
1	20th April, Saturday	Casagrand	Supremus	Apartments	The Hindu	J1 & J2
2		Sumanth & Co	Thiruvanmiyur	Apartments	Property Plus	Page 1 80CC
3		CREDAI	CREDAI	Notice	Property Plus	Page 1 Qtr. Page
4		Ankur	Palm Springs	Apartments	Property Plus	Page 3 Full Page
5		Adityaram	Signature City	Plots	Property Plus	Page 4 Full Page
6		Casagrand	Supremus	Apartments	TOI	J1 & J2
7		Adityaram	Signature City	Plots	Times Property	Page 4 Full Page

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NEWSPAPER ADVERTISEMENTS

The Hindu & Times Of India,

20th April - Saturday - The Hindu - J1

2 BHK
@ ₹26L
(800 sft)

3 BHK
@ ₹43L
(1300 sft)

4 YOU



LAUNCHING
CASAGRANT
SUPREMUS
THALAMBUR
PHASE III

**Luxury
Apartments
in Thalambur
at just ₹3300/sft.**

**Just 10 minutes from
Sholingnallur Junction.**

Salient features: 728 lifestyle apartments spread across 12.65 acres • Stilt + 4 design structure • Contemporary new age architecture • Apartment loaded with lifestyle features at never heard of price • Efficiently planned internal spaces for optimum space utilization • Ideal for investment and yielding good rentals • Abundant ventilation with vastu compliant • 25+ Amenities and features like swimming pool, clubhouse, gym & many more • Signature apartments exclusively in Blocks 6 & 14

***Early Bird Price
for apartments
₹3600/sft
₹3300/sft**

Incredibly Priced!

Type	Area (sft)	Early Bird price* (₹)	Launch price (₹)
2 BHK	800 - 1100	26.4 L - 36.3 L	26.8 L - 39.6 L
3 BHK	1300 - 1650	42.9 L - 54.45 L	46.8 L - 59.4 L

*Early Bird Price for first 25 bookings only

REERA No. TN/01/Building/0040/2018 & TN/01/Building/0041/2018 | www.trrera.in

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www.casagranda.co.in

Exclusive site visit available
Visit model house at site



CASAGRANT
building aspirations

20th April - Saturday - The Hindu - J2

LAUNCHING

CASAGRANT

SUPREMUS

THALAMBUR

PHASE III

Luxury 2 & 3 BHK

Apartments in Thalambur

Just 10 minutes from Sholinganallur Junction, OMR



Elevation view



Outdoor



Outdoor kids' play area



Swimming pool

Amenities: Swimming pool • Toddlers' pool • AV room • Yoga / Aerobics room • Party hall • Play school / Day care • Indoor games room - Football, Snooker, Table tennis, Air hockey, Golf simulator • Video games room • Gym • Convenience store • Café • Pharmacy • ATM • Unisex salon • Learning center for kids • Outdoor seating plaza • Business center • Health club - Spa, Steam, Sauna • Multipurpose hall • Association room • Outdoor kids' play area with seating • Indoor kids' play area & Lego room • Feature wall with water cascades and boulders • Basketball court • Badminton court • Skating rink

Product Superiority: Biggest clubhouse of 30,000 sqft with 27 world class amenities • Only 17% common area between saleable area and plinth • Kids & senior citizens friendly community • Zero dead space • Maximum apartments do not face each other • No bedroom has dimension lesser than 10ft

Location Advantage: 1.8 Km from Thalambur Bus Stop • 3.3 Km from Bala Vidya Mandir School • 3.5 Km from SIPCOT, Siruseri • 3.6 Km from PSBB Millennium, OMR • 8 Km from Chettinad Health City, OMR • 8.6 Km from Sholinganallur Junction • 10.3 Km from Global Hospital



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CREDAI


CASAGRANT

building aspirations



Bedroom


20th April - Saturday - Property Plus - P1 - 80CC



Building Chennai Since 1967


CREDAT

PREMIUM VILLAS OFF THE SEA AT THIRUVANMIYUR




OTHER PROJECTS:


- Gopalapuram • KK Nagar • Thiruvanimiyur
- Bishops Garden • Kilpauk

For more details and bookings, call:  **90947 94445/6**

Land owners interested in joint venture or outright sale, please contact us



by




SUMANTH & CO

PREMIUM DEVELOPERS SINCE 1967

No. 8 (57), Luz Avenue, Mylapore, Chennai - 4 | mktg@sumanthco.in | www.sumanthco.in

20th April - Saturday - Property Plus - P1 - Qtr.



TO WHOMSOEVER IT MAY CONCERN
NEW GST SCHEME FOR RESIDENTIAL PROJECTS

CLARIFICATIONS ISSUED IN THE INTEREST OF HOME BUYERS

1. **GST on residential projects from 1 July 2017 to 31 March 2019 (Old Scheme) before issuance of GST Notification 03/2019 - Central Tax (Rate) dated 29 March 2019**
 GST on residential apartments when sold under construction has been as under (up to 31 March 2019):
 - 12% for other than affordable housing - including land value
 - 8% on affordable housing projects - including land value

Under the Old Scheme, the Developer was eligible to avail Input Tax Credit (ITC) of GST paid on purchases and utilize the same on sales. Therefore, the developers were not considering GST paid on inputs as 'cost' while fixing the base price of the product since it was available for set-off from the output GST liability of the Developer.
2. **In Tamil Nadu, works contract method was also followed by many developers as per which GST was applicable at 18% on the construction consideration while the consideration for the sale of undivided share of land was not subject to GST and the GST paid on inputs was not factored as a cost.**
3. **GST on residential projects effective from 1 April 2019 (New Scheme) after issuance of GST Notification 03/2019 - Central Tax (Rate) dated 29 March 2019**

The Government has notified revised GST rates of 5% on the selling price (for other than affordable housing) and 1% on selling price (for affordable housing – the cost being within INR 45 lakhs, and the carpet area being upto 60 sqmts. for metro cities/90 sqmts. for non-metro cities).

According to this:

 - The revised GST rates are mandatorily applicable on New Projects commencing on or after 1 April 2019
 - For ongoing Projects (buildings where construction and actual booking have both started before 1 April 2019 and the project has not been completed by 31 March 2019), Developers have the option - to either continue charging the earlier GST rates (for sales/bookings already made and to be made), or charge GST as per New Scheme
 - The Developer will not be eligible to avail any ITC under the New Scheme resulting in cost-push effect
4. **Impact of the revised GST rates under the New Scheme**

While on the face of the invoice it might appear that the revised GST rate is lower than the earlier GST rate, the New Scheme does not allow developers to avail ITC on their procurements. It also requires reversal of already availed ITC. This would in turn increase the cost of construction, despite the reduction in the rate of tax on output supply.
5. **While Developers are presently evaluating the cost of transitioning into the new rate scheme at a project level (in terms of analysis carried out and underway), the old rates, though higher may in fact be more cost beneficial for the customers for most ongoing projects as compared to the new rates. The possible exception to this could be high end projects/projects in specific areas where the square-foot pricing exceeds a threshold of around INR 10,000 per sq. ft.**

The builders are likely to continue under the Old Scheme for ongoing projects (for sales already made and to be made) in accordance with the option given in the Notification. Therefore the change in methodology through the Notification will not impact the cost in respect of ongoing projects since the GST credits would not form part of cost and already taken into account in the price.
6. **Expected way forward for new projects**

The new GST rates would be adopted by builders for new projects which commence on or after 1 April 2019.
7. **Customers are requested to understand the above regulatory changes, the impact of the same and the cooperation of the home buyers is solicited.**

Chennai

20th April 2019

20th April - Saturday - Property Plus - P3 - full page

**DON'T JUST LIVE!
IT'S NOW TIME TO
LIVE RIGHT!**

- ✓ Right Price
- ✓ Right Time
- ✓ Right Location



**ANNA NAGAR
WEST EXTN.**

NO GST



ACTUAL SITE PHOTOGRAPH

**HURRY
ONLY FEW
APARTMENTS
LEFT**



ACTUAL PICTURE OF ENTRANCE FOYER



**COMPLETION CERTIFICATE
OBTAINED**
12/06/2019-13/09/2019

- 2 BHK, 3 BHK Compact, 3 BHK Deluxe Apts. ranging from 1000 to 1584 SQ.FT.
- Just opposite to TVS Lucas and next to Saravana Stores

LIFESTYLE AMENITIES : Fully equipped Air conditioned Gym / Health Club | Swimming Pool at the Podium Level | Table Tennis Room
Billiards Room | Yoga Room | Party Hall | Children's Play Area | Senior Citizens Seating Area

DISTANCE INDICATOR : S.B.O.A. School - 1.5 KM | Chennai Public School - 2 KM | Thirumangalam Metro Station - 3 KM
MMM HOSPITAL - 3 KM | Villivakkam Railway station - 3 KM | VR Chennai Mall - 3.5 KM

TO AVAIL SPECIAL OFFER VISIT OUR SITE



For Bookings : 81909 44444, 98401 94459

www.ankurfoundations.com

Site Address : 4 CTH Road, Anna Nagar West Extn, Chennai - 600 050. E mail : anfopl49@gmail.com

Cedilla

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ADITYARAM
GROUP
Presents

Where **LUXURY &**
NATURE meets.

Just **11.25 Lakhs**
Onwards!

PROJECT HIGHLIGHTS

Walkable distance to the Beach

- ➔ Plots ranging from 600 Sqft to 4800 Sqft
- ➔ 40 ft & 30 ft Black Top Road
- ➔ Peripheral Compound Wall
- ➔ Platform with kerbstones



Adityaram
Signature
City Phase I

[Just 5 Min Drive from Crocodile Bank, ECR]



ADITYARAM
TOWNSHIP
Phase I

[Near VGP Golden Beach, ECR]



PROJECT HIGHLIGHTS

Walkable distance to the Beach

- ➔ Posh Location surrounded by Luxury Villas
- ➔ Plots ranging from 2400 Sqft to 4800 Sqft
- ➔ Individual Granite Cladding Compound wall with Gate
- ➔ Black Top Road
- ➔ Ready for Construction
- ➔ Children Play area
- ➔ 24/7 Security
- ➔ Avenue Plantation



LUXURY VILLA PLOTS ON ECR WITHIN CHENNAI CITY LIMITS.

ADITYARAM
PROPERTIES (P) LTD

NO : 50, EAST COAST ROAD,
ADITYARAM NAGAR,
PANAIYUR, CHENNAI - 600119

Call: **7667777777**
www.adityaramproperties.com
sales@adityaramproperties.com

20th April - Saturday - TOI - J1

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(800 sft)



3 BHK
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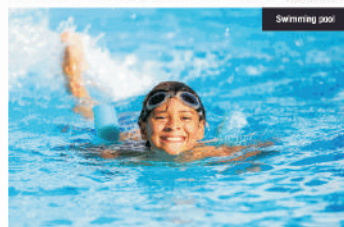
CASAGRANT
building aspirations

20th April - Saturday - TOI - J2



Luxury 2 & 3 BHK Apartments in Thalambur

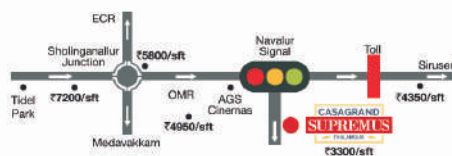
Just 10 minutes from Sholinganallur Junction, OMR



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Presents



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ONWARDS!



The CITY, The BEACH - Real CHOICES



ADITYARAM TOWNSHIP
Phase I

[Near VGP
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Member
CREDAI

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End of Report.