

# arketbeat

JULY 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	17 <sup>th</sup> July, Wednesday	Express	Exclusive	Apartments	Chennai Times	J1 & J2
2	20 <sup>th</sup> July, Saturday	Appaswamy	Clover	Apartments	The Hindu	Page 1 Half Page
3		Doshi	Firstnest	Apartments	Property Plus	Page 1 Qtr. Page
4		Lancor	All Projects	Apartments	Property Plus	Page 3 Half Page
5		VGN	Harmony	Apartments	Property Plus	Page 3 Qtr. Page
6		Olympia	Opaline Sequel	Apartments	Property Plus	Page 5 Full Page
7		Appaswamy	All Projects	Apartments	Property Plus	Page 6 Full Page
8		Radiance	All Projects	Apartments	TOI	J1
9		Navin's	Starwood Towers	Apartments	TOI	J2
10		Jains	Akshardham	Plots	TOI	Page 3 Half Page
11		Ozone	Greens	Apartments	Times Property	J1
12		Nova	City	Apartments	Times Property	J2
13		Ankur	Palm Springs	Apartments	Times Property	Page 3 Full Page
14		Doshi	Risington	Apartments	Times Property	Page 6 Full Page



THE  
*Luxury*  
PROPERTY SHOW

an initiative by

**1 ABOVE**

SHOWCASING  
**THE CHENNAI'S MOST  
EXCLUSIVE PROPERTIES**

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COMING SOON

for more details, call  
9003113355

[www.homesearch101.com](http://www.homesearch101.com)

# *NEWSPAPER ADVERTISEMENTS*

The Hindu & Times Of India,



*17th July - Wednesday - Chennai Times - J1*

# LU XU RY

DOORS  
OPENING  
SOON



**EXPRESS EXCLUSIVE**  
UBER LUXURIOUS SKY MANSIONS  
CLUB HOUSE ROAD, CHENNAI



VISIT US FOR A 'PERSONALIZED PROJECT WALK-THROUGH'

Express Exclusive, Model Residence & Sales Office, No.2, Club House Road, Express Estate, Chennai

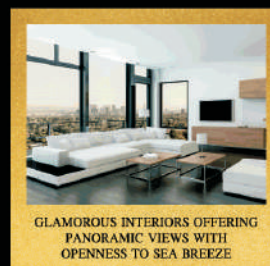
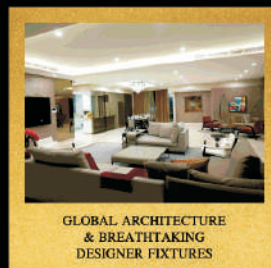
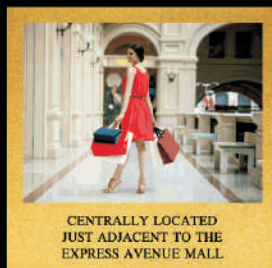


## 17th July - Wednesday - Chennai Times - J2



**A HOME**  
TO THE LEGENDS,  
THE CELEBRITIES,  
THE BUSINESS MAGNATES  
& THE URBAN ROYALTY

RERA No: TN/29/Building/0073/2017 Dt.:21/09/2017  
www.tn.rera.in




**EXPRESSEXCLUSIVE**  
UBER LUXURIOUS SKY MANSIONS  
CLUB HOUSE ROAD, CHENNAI



Call +91 759 888 8888 | [sales@expressexclusive.com](mailto:sales@expressexclusive.com)

From The Makers Of Express Avenue Mall, Chennai

[www.expressexclusive.com](http://www.expressexclusive.com)



*20th July - Saturday - 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



RERA No : TN/29/Building/0034/2019 dt. 14.03.2019

  
**CLOVER**  
BY THE RIVER

 **Appaswamy**  
REAL ESTATES

Call 80561 67373  
www.cloverbytheriver.com

Follow us on  





SCAN HERE FOR MORE

\*RERA CARPET AREA: 793 to 2015 sqft. \*Base price.

For RERA details: www.tranra.in

*20th July - Saturday - Property Plus - P1 - Qtr Page*

# OFFER-0-OFFER



- ✓ FREE INTERIORS
- ✓ RENTAL GUARANTEE
- ✓ CASHBACK

Now buying a home at Doshi FirstNest can earn you one of three bonanzas:  
Wardrobes & modular Kitchen, assured rental or a handy discount.  
All worth up to ₹3 lakhs. Limited period offer.  
Visit our model apartment to discover more delights.

**2&3 BHK HOMES NEAR CHROMEPET ₹28 LAKHS ONWARDS.**RERA No.: TN/01/Building/0131/2017 [www.tnrera.in](http://www.tnrera.in)

FOR FREE SITE VISIT

**88079 88079**Member **CREDIT** | [www.doshihousing.com](http://www.doshihousing.com)**DOSHI HOUSING****DOSHI  
FIRSTNEST**



# 20th July - Saturday - Property Plus - P3 - Half Page



## ADDRESS A LANDMARK ADDRESS YOUR LIFESTYLE !

### GOPALAPURAM



ONLY  
3 UNITS  
LEFT

**Vertica**

82 Uber Luxury Apartments  
2 BHK - 2013 Sq.ft  
3 BHK - 2368 Sq.ft



₹ 18,000  
₹ 16,500  
per sq.ft.

### PALAVAKKAM, ECR



ONLY  
4 UNITS  
LEFT

**Leverage**

28 Gated Community Villas  
4 BHK - 4776 Sq.ft  
Ground + 2 Floors



₹ 11,500  
₹ 10,500  
per sq.ft.

### ANNA NAGAR



FEW  
UNITS  
LEFT

**geethanjali**  
the essence of life

96 Lifestyle Apts  
3 BHK - 1525 Sq.ft  
Ready for Fit out

₹ 11,500  
₹ 10,000  
per sq.ft.

### VIRUGAMBAKKAM



FEW  
UNITS  
LEFT

**Myna**  
an inner reflection

80 Lifestyle Apts  
2 BHK - 1184 Sq.ft  
3 BHK - 1704 Sq.ft

CALL US FOR  
SPECIAL  
OFFER!

OUR OTHER LANDMARKS @ POES GARDEN • ADYAR  
• THIRUVANMIYUR • KOYAMBEDU • K.K.NAGAR • CHROMEPET

Terms & conditions apply

a Point S creative

Office Address: #27, Saravana Street, T.Nagar, Chennai - 600 017. • [www.ourlandmarks.com](http://www.ourlandmarks.com) ☎ +91 95662 98390 | 95660 02858

20th July - Saturday - Property Plus - P3 - Qtr Page

# LIVE HARMONIOUS AT **MOGAPPAIR (W)**

2 & 3 BHK APARTMENTS | 1039, 1590 & 1681 sft | 56% UDS

**VGN**  
*Harmony*

**₹6999\***  
PER SFT



RERA NOT APPLICABLE

Pristine Environment	Blacktop Roads	Covered Car Parking	Lifts & LED Street Lights
Children's Play Area with 63% open space	Lifestyle Amenities	All necessary approvals in place	

**NEARING COMPLETION**



**VGN**  
CREATING ASSETS SINCE 1942

**Call. 044 4002 4004**

VGN Homes Pvt. Ltd. No. 333, Poonamallee High Road, Amaidakurai, Chennai-29.

Member  
**CREDAT**

LOANS APPROVED BY:

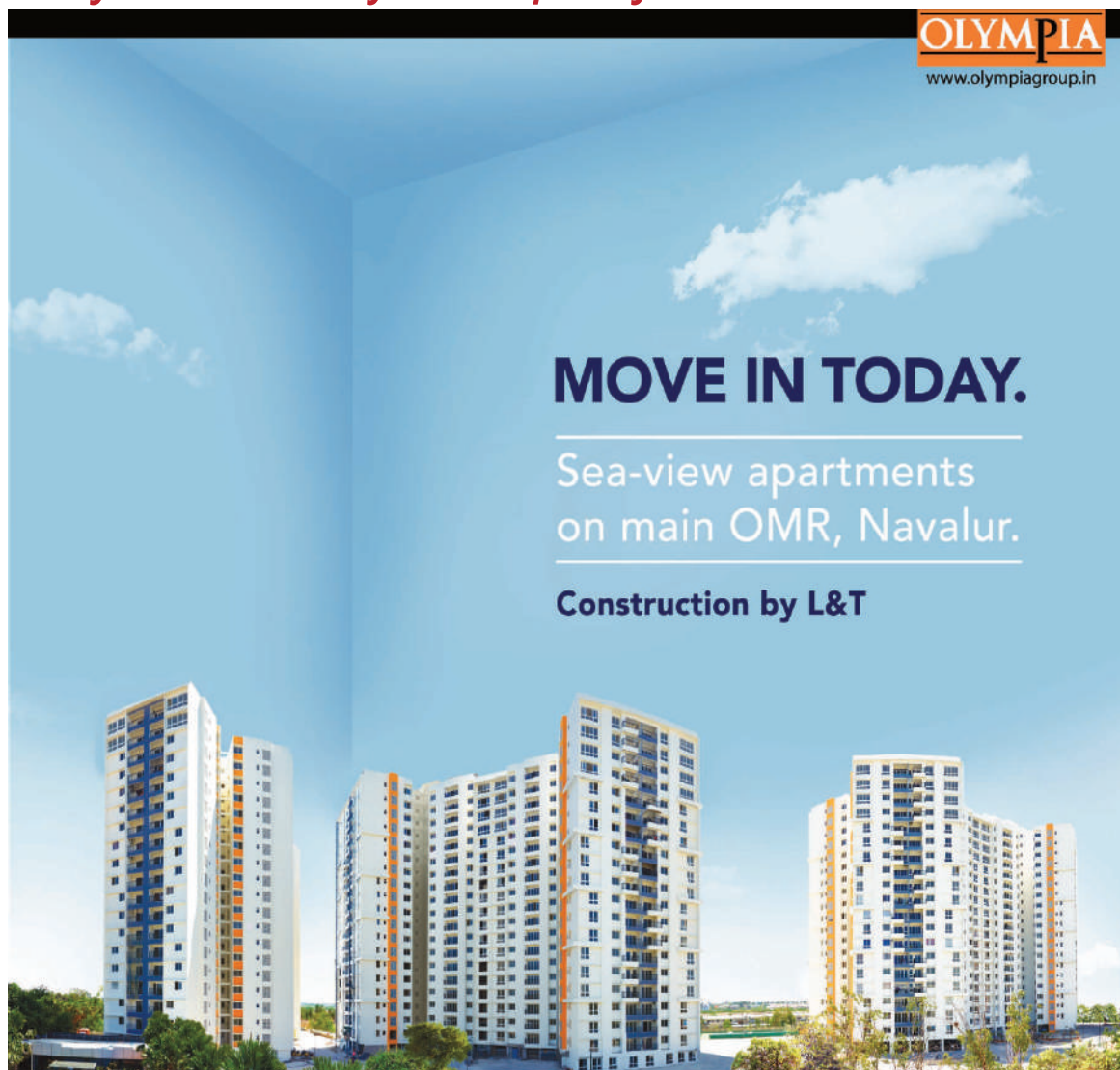




www.vgn.in



## 20th July - Saturday - Property Plus - P5 - Full Page



**OLYMPIA**  
www.olympiagroup.in

# MOVE IN TODAY.

Sea-view apartments  
on main OMR, Navalur.

Construction by L&T

Presenting Opaline Sequel, homes that give you  
the classiness that you expect in a home and yet priced perfectly.

- Over 1750 families • Move-in Today
- Breathtaking views of Bay of Bengal • Velammal New-Gen CBSE School in campus
- Fully functional Club Opal with 20+ Amenities • On-site Convenio, ATM, Clinic.

Some of Club Opal's Amenities:



Tennis courts Basketball court Swimming pools Gymnasium Squash court Badminton courts Cricket nets Banquet hall Children's play areas Volleyball Court

*Opaline Sequel*

**CALL:**  
**9025 600 900**

\*T & C apply.

DTCP Structurally Completed Project



Member  
**CREDAI**

E-mail: sales@olympiagroup.in

20th July - Saturday - Property Plus - P6 - Full Page

# HEADS YOU WIN. TAILS YOU WIN.



2, 3 & 4 BHK Apartments  
from 1154 to 2307 sq.ft.\*

\*RERA Carpet Area 756 to 1537 Sq.ft.

PRICE ₹1.10 to ₹2.21 CRORE#

RERA No: TN/29/Building/0198/2018 dt. 14.06.2018

Call 80562 08787



Studio, Studio Plus, 2, 2.5,  
3, 3.5 & 4 BHK Apartments  
from 627 to 2580 sq.ft.\*

\*RERA Carpet Area 406 to 1615 Sq.ft.

PRICE ₹29.8 LAKH to ₹1.36 CRORE#

RERA No: TN/01/Building/0149/2017 dt. 27.10.2017

Call 80561 33737

VISIT MODEL APARTMENT



CORPORATE OFFICE:  
3, Mangesh Street, T. Nagar, Chennai - 600 017  
E info@appaswamy.com www.appaswamy.com  
Follow us on

**CREDAI**

\*Base price. For RERA details www.inrera.in





20th July - Saturday - TOI - J1



# MESMERISING HOMES

## MIND-BLOWING OFFERS



**AADI HOME MELA**  
20<sup>th</sup> - 24<sup>th</sup> July 2019

OFFER LASTS FOR 5 DAYS ONLY

SAVE UP TO ₹22 L\*

<div>  <p>2 &amp; 3 BHK apartments at Perumbakkam, OMR <del>₹36 L</del> ₹34 L onwards</p> <p><b>BIG SAVINGS ₹2 L</b></p>  <p>HANDOVER BY APRIL 2020    RERA: TN/01/Building/0250/2018</p> </div>	<div>  <p>2 &amp; 3 BHK apartments at Koyambedu <del>₹88 L</del> ₹83 L onwards</p> <p><b>BIG SAVINGS ₹5 L</b></p>  <p>HANDOVER BY JUNE 2020    RERA: TN/29/Building/0065/2017</p> </div>	<div>  <p>3 &amp; 4 BHK villas at Vedapatti, Coimbatore <del>₹1.2 Cr</del> ₹1.15 Cr onwards</p> <p><b>BIG SAVINGS ₹5 L</b></p>  <p>HANDOVER BY DECEMBER 2020    RERA: TN/11/Building/0307/2018</p> </div>
<div>  <p>3 BHK apartments at Teynampet <del>₹2.9 Cr</del> ₹2.72 Cr onwards</p> <p><b>BIG SAVINGS ₹18 L</b></p>  <p>HANDOVER BY MARCH 2020    RERA: TN/29/Building/003/2019</p> </div>	<div>  <p>3 BHK apartments at T Nagar <del>₹3 Cr</del> ₹2.88 Cr onwards</p> <p><b>BIG SAVINGS ₹12 L</b></p>  <p>HANDOVER BY MARCH 2020    RERA: TN/29/Building/0356/2018</p> </div>	<div>  <p>3 BHK apartments at Nungambakkam <del>₹4.5 Cr</del> ₹4.28 Cr onwards</p> <p><b>BIG SAVINGS ₹22 L</b></p>  <p>HANDOVER BY JANUARY 2021    RERA: TN/29/Building/038/2019</p> </div>

 Prime Locations

 In-house Construction

 Superior Quality

 On-time Delivery

 RERA Approved Projects  
www.tnrra.in

For site visit,  
**78240 00014** | [www.radiancerealty.in](http://www.radiancerealty.in)



**CREDAI**



20th July - Saturday - TOI - J2

**BUILDING HOMES WITH CARE**  
**for 30 years**

**NAVIN'S**  
The Home Makers Who Care

**NAVIN'S**  
**STARWOOD**  
TOWERS  
VENGAIVASAL  
— MEDAVAKKAM —

**Homes**  
that are  
**5X**  
better

**Unbeatable Prices, Unmatched Values.**  
**Call us to know how!**

**Phase I: Ready to occupy**  
**No GST | No Pre-EMI | Save on rentals**

**Phase II : Completion certificate applied**  
**All walls solid RCC\***

**Compact 2 BHK (591-601 Sq.ft.)**  
**2 & 3 BHK Homes (1234-1484 Sq.ft.)**

**AMENITIES**

40,000 SQ.FT.  
LANDSCAPED PODIUM

ACRES OF  
GREENERY

PREMIUM  
LIFESTYLE

OPULENT  
CLUBHOUSE

EVERYDAY  
CONVENIENCE

& many more...

**OTHER LOCATIONS TO CHOOSE FROM**

ADYAR | ANNA NAGAR (WEST) | KARAPAKKAM (VILLAS) | MANAPAKKAM  
MEDAVAKKAM | MOOLAKADAI | PORUR | RAJAKILPAKKAM | VIZAG (PLOTS)

MEMBER  
**CREDAI**

\* Except compact block

**044 6666 1155**  
navins.in

Navin's Starwood Towers, Medavakkam - Mambakkam Main Road,  
Vengalvasal, Chennai - 600126



20th July - Saturday - TOI - P3 - Half Page



**JAIN HOUSING  
& CONSTRUCTIONS LTD.**

# INTERESTING INVESTMENT INSIDE THE CITY



INVEST IN LAKHS, BENEFIT IN CRORES.

## PLOTS AT MANAPAKKAM



ACTUAL SITE IMAGE

jain akshardhara

PRICE STARTING FROM  
**₹54  
LACS**

1 km	From MIOT Hospital
2 km	From TRADE CENTER
3 km	From GUINDY

**A LAND INSIDE THE CITY THAT DISPENSES THAT REGAL LIFESTYLE OF THE POES GARDEN AND THE BOAT-CLUB**

### A LAND OF MULTIPLE BENEFITS

Surrounded by a host of amenities necessary to pursue a good life, plots at Manapakkam, near Guindy, are ideally located with widely spread, lush greenery, making it an elegant plot of splendor like the Boat-club and Poes Garden. Build your dream home, be in the centre of life and see your investment just keep soaring higher. Simply said, land is scarce, prices will only rise. Dont miss the opportunity to set your investment sky rocketing.

RERA Number : TN/01/LAYOUT/0067/2019

For Site Visit & Bookings, Call

**044-49 49 44 88**



enquiry@jainhousing.com  
www.jainhousing.com

Preferred Bankers



INVITING LAND OWNERS AND MEDIATORS FOR JOINT VENTURE AND OUTRIGHT SALES, | CALL : 044 49 49 44 57 | Email : la@jainhousing.co.in

20th July - Saturday - Times Property - J1

**greens**  
PERUMBAKKAM  
NEXT TO ELCOT SEZ

**ozonegroup®**  
THE ONES THAT COUNT

# Aadi DOUBLE SURPRISE Offer

**Multiply Your Savings With Double Benefits!**

SAVE UPTO  
**₹18.8** LAKHS

+

**BUMPER  
SAVINGS**  
ON SPOT BOOKINGS

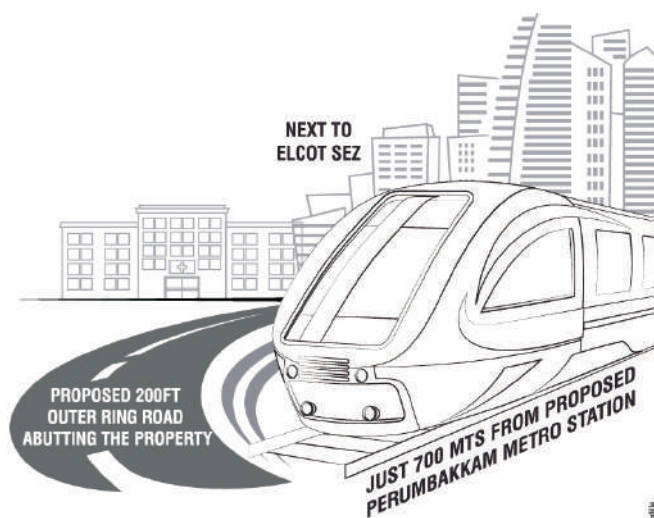
**READY TO MOVE-IN HOMES**

1, 2, 2.5, 3 & 4 BHK



## GREENS HOME ADVANTAGES

Lowest Price In The Vicinity | Good Water Source  
Wide 60 Feet Approach Road & 40 Feet Internal Roads  
Exceptional Rental Yield | Super Market, Pharmacy, Tuition Center,  
Play School, Music Class, Saloon Etc. Functional Within The Community  
Project is Constructed According To Flood Level Index



**LOCATION ADVANTAGES :** GLOBAL HOSPITAL - 1.5 KMS | PALLIKARANAI - 2.5 KMS | SHOLINGANALLUR & MEDAVAKKAM JUNCTIONS - 3 KMS | 7 SCHOOLS WITHIN A RADIUS OF 3 KMS

**CMDA APPROVED**

**ENJOY PMAY BENEFIT OF UPTO ₹2.67 LAKHS\***

RERA NO

E1, E2 & F1 : TN/01/BUILDING/0027/2017 DT:21.8.2017  
E3, E4, E5 & E6 : TN/01/BUILDING/0023/2017 DT:21.8.2017  
www.inrera.in

**SITE ADDRESS :** 68/1A,  
Perumbakkam-Jalladipet Joint Road,  
Jalladipet, Near ELCOT SEZ,  
Chennai - 600 100.

[www.ozonegroup.com/greens](http://www.ozonegroup.com/greens)

**Call: 88801 79000**

Project Funded By  
**Indiabulls**

MEMBER  
**CREDAT**

Disclaimer: Facts and figures are for indicative and representational purpose only. \*Terms & Conditions apply



20th July - Saturday - Times Property - J2

## AFFORDABLE PRICE TODAY QUICK APPRECIATION TOMORROW



**KADAMBATTUR**

(NEAR TIRUVALLUR)

DTCP APPROVED PREMIUM PLOTS STARTING FROM 600 SQ.FT.

**RS. 4,49,000/-**

ONWARDS

- 1.5 KMs from Kadambattur Railway Station & Bus Stop
- 10 minutes from proposed Bus Terminus (Tiruvallur)
- 10 minutes from Chennai Tiruvallur High Road
- 10 minutes from Caterpillar



BLACKTOP  
ROAD



POTABLE  
GROUND WATER



AVENUE  
TREES



CHILDREN'S  
PLAY AREA



READY FOR  
CONSTRUCTION

### GREAT REASONS TO INVEST

- Value-added DTCP approved property
  - Surrounded by Gated Community
- Situated in a pollution-free serene environment
- Surrounded by renowned Educational Institutions, Hospitals, Government offices and Multi-national Companies



ACTUAL SITE PHOTO

**NOVA**  
VILLAS • APARTMENTS • PLOTS

NOVA LIFE SPACE PRIVATE LIMITED  
No. 309, Bay City Centre, 2nd Floor,  
P.H. Road, Kilpauk, Chennai - 600 010.

For project details and bookings call:  
**044-3000 3242**  
email: [lovetohear@novallifespace.in](mailto:lovetohear@novallifespace.in)

MAK Engineering

## 20th July - Saturday - Times Property - P3 - Full Page

ATHIRADI  
AADI PRICE

KONDATTAM



**ANNA NAGAR**  
WEST EXTN.

TO AVAIL  
SPECIAL AADI  
OFFER VISIT  
OUR SITE

DISCOVER THE PLEASURES OF  
READY-TO-LIVE LUXURY LIFESTYLE.

ACTUAL PHOTO TAKEN AT SITE





2 & 3BHK Apartments  
Ranging from 1000 to 1584 sq.ft.

NO GST

HURRY! BOOK NOW. MOVE NOW.  
Only a few apartments available.

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

COMPLETION CERTIFICATE  
OBTAINED  
EC/VORTH-LL/43/2018



For Bookings : **81909 44444, 98401 94459**

[www.ankurfoundations.com](http://www.ankurfoundations.com)

Site Address : 4 CTH Road, Anna Nagar West Extn, next to Saravana Stores, Chennai - 600 050. E mail : [anfopl49@gmail.com](mailto:anfopl49@gmail.com)

Cosita



*20th July - Saturday - Times Property - P6 - Full Page*






**0% GST HOMES. WITH EVERYTHING  
FOR A WORRY-FREE LIFE.**

Actual Image



CC NO - EC/SOUTH-II/156/2019

Risington, the OMG project on OMR, has received its completion certificate. Not only is your home tax free, it is also worry free as you can soon move into your home in a gated community that comes with all you ever dreamt of from a great home. Situated bang on the main road, visit the site today to discover what makes Risington the best value proposition on Central OMR!

-  Prime Location - Walk to work, learn, shop and play
-  Classy apartments with top-of-the-line specifications
-  Scenic views with a 790 acre reserve forest backdrop
-  50+ amenities from swimming pool to squash court

**@CENTRAL OMR  
KARAPAKKAM**

**HANDOVER  
BEGINS SOON!**

\*T&amp;C apply

Member  
**CREDAI**

Come &amp; Experience Your Actual Apartment

Project Funded by:  
**Piramal****88079 88079****DOSHI HOUSING****RISINGTON**

THE  
*Luxury*  
PROPERTY SHOW

an initiative by

1ABOV

SHOWCASING  
**THE CHENNAI'S MOST  
EXCLUSIVE PROPERTIES**

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COMING SOON

for more details, call  
9003113355

[www.hennaispaces.com](http://www.hennaispaces.com)



End of Report.