

arketbeat

June 2019 - Week 1

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

SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	TYPE	NEWSPAPER	PAGE & size
1	31 st May, Friday	Bollineni	Hillside 2	Apartments	TOI	Page 24 Full Page
2	1 st June, Saturday	Adityaram	Township Phase 1	Plots	The Hindu	Page 2 Half Page
3		Ceebros	One74	Apartments	Property Plus	Page 1 Half Page
4		Vishranthi	Lasting Leaf	Apartments	Property Plus	Page 3 Qtr. Page
5		Sumanth & CO	Thiruvanmiyur	Apartments	Property Plus	Page 3 Qtr. Page
6		VGN	Multiple	Plots	Property Plus	Page 3 Qtr. Page
7		Pushkar	Multiple	Apartments	Property Plus	Page 5 Half Page
8		Kences	Woods	Apartments	Property Plus	Page 5 Qtr. Page
9		Bollineni	Hillside 2	Apartments	Property Plus	Page 8 Full Page
10		Jain Housing	Akshardham	Plots	TOI	Page 3 Half Page
11		Radiance	Icon	Apartments	TOI	Page 22 Full Page
12		Appaswamy	Multiple	Apartments	Times Property	J1 & J2
13		Bollineni	Hillside 2	Apartments	Times Property	Page 3 Full Page
14		Baashyam	Le Chalet	Apartments	Times Property	Page 5 Full Page

Online Partner



An initiative by

1ABOV

presenting

OMR IT PARKS' PROPERTY SHOW

13TH & 14TH JUNE

One of a kind Property Expo happening in **5** of the biggest **IT Parks'** in OMR, **simultaneously!!**

For, more details, contact,

9003113355
thyagu@1abov.com

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NEWSPAPER ADVERTISEMENTS

The Hindu & Times Of India,

31st May - Friday - TOI - P24 - Full Page



YOUR AUSPICIOUS TIME HAS ARRIVED!

It's here! Bollineni Carnival for home buyers - a great time to buy your dream home!
Yes, it's the best time for you to invest in a new home! So, hurry before time runs out!

GREAT ON-THE-SPOT OFFERS!

BOLLINENI
3 DAY CARNIVAL

Bookings Open

iris
Inspired living

3 & 4 BHK Villas
Starting at
1.37 Crore*

RERA NO. IRIS: TNRERA/0298/2018
VIOLET: TNRERA/016/2019
INDIGO: TNRERA/051/2019

HURRY, BOOKINGS OPEN

**Don't Miss
The Carnival Offer**

May
31

June
1

June
2

Preferred banking partner
BAJAJ HOUSING FINANCE LIMITED

Ready to Move-in & No GST

BOLLINENI Hillside 2
Sholinganallur, OMR, Chennai

2, 2.5 & 3 BHK Apartments
Starting at
44.5 Lakhs*

RERA NO. BHS2: TNRERA/0191/2017
BHS2 EXTN - TNRERA/0183/2017

Pay 5% Now & Rest On Possession*
*Conditions apply



Bollineni Hillside has been
awarded "The Best Mixed Use
Residential Township 2018"
by Times Business Awards - TOI Group



+91 81441 00895 / 90940 44493 / 90947 94161



www.bscplre.com



saleschennai@bscplre.com



1st June - Saturday - The Hindu - P2 - Half Page

**ADITYARAM
GROUP**
Presents

CMDA APPROVED
ONE
GROUND
VILLA PLOTS

THE PICK OF
PRIME PLOTS
BUILD YOUR DREAM



Near VGP Golden Beach, ECR

**ADITYARAM
TOWNSHIP**

Phase 1

Walkable distance to the Beach



Plots ranging
from 2400 Sqft
to 4800 Sqft



Posh Location
surrounded by
Luxury Villas



Avenue
Plantation



Individual
Granite
Cladding



Ready
for
Construction



Black
Top Road



Children
Play
Area



24/7
Security



Member
CREDAI

LUXURY VILLA PLOTS ON ECR WITHIN CHENNAI CITY LIMITS

ADITYARAM
PROPERTIES (P) LTD

CORPORATE OFFICE

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

CALL : 7667777777

sales@adityaramproperties.com
www.adityaramproperties.com

1st June - Saturday - Property Plus - P1 - Half Page

CREDAT



Image shot on location

CMAA-CC NO/EC/SOUTH-1/17/2017 DT: 05-05-17

VIEW LIKE NO OTHER

LUXURY RESIDENCES WITH PANORAMIC VIEWS OF THE SEA

EXQUISITELY DESIGNED 2 & 4 BED UNITS
STARTING FROM ₹2 CRORES ONWARDS
READY FOR POSSESSION

CEEGBROS

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

ONE
74
CEEGBROS
RESIDENCES

Call
98410 79474
98410 60500

1st June - Saturday - Property Plus - P3 - Qtr Page**LAST****APARTMENTS
LEFT.**

**Two luxury
apartments
located in
Alwarpet.**

Immerse yourself in a private world of
luxury and nature crafted just for you.
A world of splendour awaits you
in the heart of the city.



15 exquisitely
designed
apartments

4 ideal sizes
for your
convenience

Large
open
spaces

**For enquiries, call:****+91 95000 07770 & 95661 54929**

Vishranthi Homes Pvt. Ltd. 351, Avvai Shanmugam Salai,
Vadhiraja Centre, 3rd Floor Gopalapuram, Chennai - 600086

www.vishranthihomes.com

1st June - Saturday - Property Plus - P3 - Qtr Page



50 Years
1967-2017
SUMANTH & CO



SUMANTH & CO
PREMIUM DEVELOPERS SINCE 1967

**Building Chennai
Since 1967**

CREDAI



**LAUNCH
YOURSELF
INTO
LUXURY**

RERA NO. TN/29/BUILDING/0198/2017 DT. 22/11/2017

**THIRUVALLUVAR NAGAR,
THIRUVANMIYUR
3 BHK APARTMENTS
OFF THE SEA**



**NEARING
COMPLETION**

Sreshtha
OTHER PROJECTS:

- Keshav Perumal Puram Off Green Ways Road
- Gopalapuram • Kilpauk • Bishops Garden
- KK Nagar • Villas At Kottivakkam • Valmiki Nagar

For more details and bookings, call:  **90947 94446/5**

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

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

1st June - Saturday - Property Plus - P3 - Qtr Page

PREMIUM VILLA PLOTS IN CHENNAI'S FINEST LOCATIONS

Actual Site image



POONAMALLEE - AVADI HIGH ROAD

₹2,699* per sq.ft.

646 sq.ft. - 1792 sq.ft.

CMDA No. PPD/LD No. 51/2018
RERA No. TN/02/Layout/0123/2018 / www.tnrrera.in

Actual Site image



AVADI

₹2,499* per sq.ft.

646 sq.ft. - 2625 sq.ft.

CMDA No. PPD/LD No. 16/2018
RERA No. TN/02/Layout/0036/2018 / www.tnrrera.in

Actual Site image



500 METRES FROM POONAMALLEE HIGH ROAD - VELAPPANCHAVADI JN.

₹4,499* per sq.ft.

590 sq.ft. - 1929 sq.ft.

CMDA No. PPD/LD No. 27/2017 | RERA No. TN/01/Layout/006/2017
& TN/01/Layout/007/2017 / www.tnrrera.in

Actual Site image



MOGAPPAIR (W)

₹8000* per sq.ft.

1232 sq.ft. - 4994 sq.ft.

CMDA APPROVED No. 2/2016

*Conditions apply


VGN
CREATING ASSETS SINCE 1942

Call. 044 4002 4006

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

LOANS
APPROVED BY:

www.vgn.in



1st June - Saturday - Property Plus - P5 - Half Page



**PUSHKAR
PROPERTIES
PRIVATE
LIMITED**



**UBER LUXURY & CONVENIENCE
COME TOGETHER IN THE HEART OF
ADYAR & T. NAGAR.**



ADYAR
•••
**PUSHKAR
KRISHNA**
•••



M. G. ROAD
3 BHK
1430 Sq. Ft.

T. NAGAR
•••
**PUSHKAR
SARALOGAVENI**
•••



KRISHNA ST.
3 BHK
1305 Sq. Ft.



+91 98843 97640 | +91 98843 90277
contact@pushkarproperties.in | www.pushkarproperties.in

1st June - Saturday - Property Plus - P5 - Qtr Page

ABUNDANT GROUND WATER AT KENCES WOODS !

ALREADY MANY FAMILIES HAVE OCCUPIED
AND EXPERIENCING A PLEASANT LIFE.

SWIMMING POOL & LUXURY AMENITIES



Save upto ₹1.35 Crores* on GST & Common area advantage !

HIGHEST UDS OF 54% • LOWEST COMMON AREA OF 10%

**CENTRALLY
AIR-CONDITIONED
3BHK & 4 BHK
APARTMENTS**



- 2186 - 3125 Sq.Ft
- Italian Marble flooring
- Power Back-up
- Gymnasium
- Multi-purpose Hall
- Landscaped gardens
- 2 Covered Car Parks

AT CHENNAI'S MOST PREMIUM DESTINATION KOTTURPURAM

Site Address: 37A, 4th Main Road, Kottur Gardens, (Entrance via Gandhi Mandapam Road), Kotturpuram, Chennai 600 085

**You can also own your dream home at Kences Woods either by
Exchanging or getting into a Joint Venture of your property**

Conditions apply:

a Point S creative



**FOR BOOKINGS & ENQUIRIES, CALL:
87544 98989 | 95516 50632**

Kences Constructions Pvt. Ltd.

Kences Towers, 8th Floor, No.1,
Ramakrishna Street, N.Usman Road,
T Nagar, Chennai - 600017

www.kences.in
kenceswoods@gmail.com

**Tel: 044 - 2814 4555
2814 4465 / 2814 4466**

Online Partner



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1st June - Saturday - Property Plus - P8 - Full Page



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CARNIVAL

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VIOLET: TNRERA/016/2019
INDIGO: TNRERA/051/2019

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2, 2.5 & 3 BHK Apartments
Starting at
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BHS2 EXTN - TNRERA/0183/2017

Pay 5% Now & Rest On Possession*
*Conditions apply

Preferred banking partner
BAJAJ HOUSING FINANCE LIMITED



Bollineni Hillside has been
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Residential Township 2018"
by Times Business Awards - TOI Group

+91 81441 00895 / 90940 44493 / 90947 94161

www.bscplre.com

saleschennai@bscplre.com



BSCPL Infrastructure Ltd, Perumbakkam Main Road, Sithalapakkam Post, Chennai - 600126

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**JAIN HOUSING
& CONSTRUCTIONS LTD.**

www.jainhousing.com

[!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\)](#)
[!\[\]\(0f31ebba7abcd47777e178db26f29705_img.jpg\)](#)
[!\[\]\(63ea948177b1bcc486b2b76d20d5fb69_img.jpg\)](#)
[!\[\]\(886f7dced1265a6d438eca0881817b40_img.jpg\)](#)
[!\[\]\(bb381b56be27580041e232a6cbb04464_img.jpg\)](#)

FOR ITS TOP CLASS INTERNATIONALLY DESIGNED LAYOUTS

jains akshardham

PREMIUM PLOTS @ MANAPAKKAM

3 KMS FROM GUINDY



**2 KMS FROM
TRADE CENTER**



1 KM FROM MIOT HOSPITAL



CUSTOMIZED VILLA OF 1789 SQ.FT STARTING FROM **93 LACS** AVAILABLE ON REQUEST

BIG REASONS TO BUY AT AKSHARDHAM

**READY TO BUILD PLOTS
WITH PROVISIONS FOR
SEWAGE, WATER & EB**

**INTERNATIONALLY
DESIGNED LAYOUT**

657 SQ.FT TO 2804 SQ.FT
PLOTS AVAILABLE WITH
GOOD FRONTAGE

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

BOOK YOUR PLOT NOW!

 For Site Visit & Bookings, Call
044 49 49 44 88

enquiry@jainhousing.com
www.jainhousing.com



INVITING LANDOWNERS AND MEDIATORS FOR JOINT VENTURE AND OUTRIGHT SALES. | CALL: 044 4949 4457 | +91 7338874031 | Email: la@jainhousing.co.in

1st June - Saturday - TOI - P22 - Full Page

70% SOLD OUT

SAVE ₹50 L IN 5 MINS

**2 BHK IN ANNA NAGAR - ₹1.4' CR
JUST 5 MINS FROM ANNA NAGAR - ₹88' L**



**2 & 3 BHK apartments
bang on the main road
at Koyambedu**

BIG REASONS TO BUY

- Well-connected - 5 mins from Anna Nagar, Koyambedu Metro, CMBT, VR Mall
- Customizable and smart homes
- 81% open space
- Best priced project - 5 mins from Anna Nagar at half the price



RERA: TN/29/Building/0065/2017

SALIENT FEATURES

- 322 high-rise apartments in a B + stilt + 16 design structure
- Secured 2 & 3 BHK luxury apartments set on an expanse of 3.08 acres
- World-class amenities & features like clubhouse, swimming pool, gym, kids' play area & many more

WE CHALLENGE YOU TO FIND A COMPARABLE HOME IN THIS LOCATION AT THIS PRICE

Price Comparison Map

Location	Price per sq ft
Anna Nagar	₹14,000/sq ft
Nungambakkam	₹20,000/sq ft
Vadapalani	₹10,000/sq ft
Radian E icon (Koyambedu)	₹8750/sq ft

*T & C apply

THE RADIANCE PROMISE

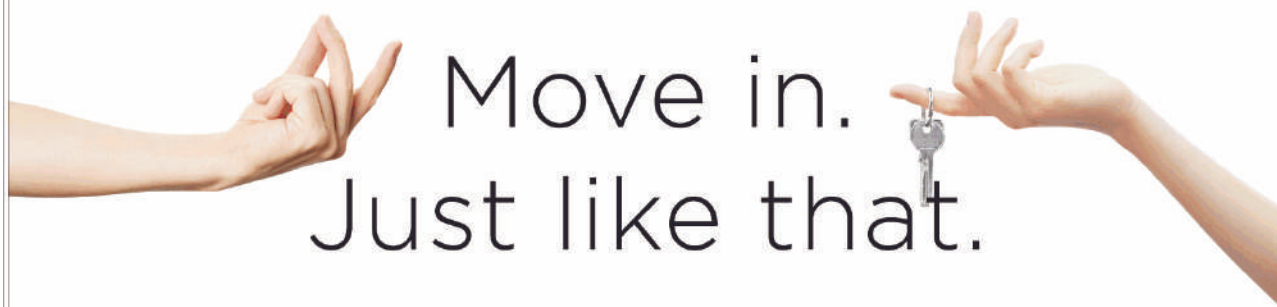
- Affordable price
- In-house construction
- Top-class amenities
- On-time & Quality delivery
- Delivering only the best
- Eco-friendly

Visit model house at site
78240 00014
www.radiancerealty.in

HANDOVER BY JUNE 2020

**RADIANCE
REALTY**

1st June - Saturday - Times Property - J1



READY TO MOVE IN APARTMENTS.



ACTUAL SITE IMAGE



TRELLIS
THE GREEN GREEN
ARCOT ROAD
(Vadapalani)

Trellis North: Ready to Move in
688 - 1345 sq.ft.
2 & 2.5 BHK Apartments

Rs. 11,000/*sq.ft.

Trellis South: Handing over soon.
1495 - 1925 sq.ft.
3 BHK Apartments

Rs. 11,300/*sq.ft.

Trellis North: Completion Certificate No.
EC/Central-I/202/2017 dated 10.08.2017

Trellis South: Completion Certificate Obtained.
RERA No. TN/29/Building/0007/2017 dated 07.08.2017

Call 99620 11244

The Bloomingdale
PAMMAL (Pallavaram)

PHASE 1

Compact 2 BHKs 635 - 645 sq.ft.
32.3 lakhs - 32.8 lakhs (All inclusive)

2 BHKs 1237 - 1260 sq.ft.
63.3 lakhs - 64.4 lakhs (All inclusive)

3 BHKs 1552 sq.ft. -
78.4 lakhs (All inclusive)

PHASE 2

3 BHKs 1220 - 1552 sq.ft.
62.6 lakhs - 78.4 lakhs (All inclusive)

RERA Carpet Area 816 - 1057 sq.ft.

Phase I - Completion Certificate No.
EC/South-I/148/2017 dated 06.06.2017

Phase II - Completion Certificate Obtained.
RERA No. TN/1/Building/0014/2017 dated 16.08.2017

Call 99620 11533



ACTUAL SITE IMAGE



ACTUAL SITE IMAGE

habitat

PUDUPAKKAM
(Behind Siruseri IT Park)

1584 - 1737 sq.ft. 3 BHK Apartments

Rs. 3,699/*sq.ft.

Structurally Completed Project -
exempted under DTCP file No. 13588/2017/Spl.cell

Call 99622 51909

Avail the benefits of PMAY Scheme.
*Base price.
For RERA details www.tnraa.in

VISIT MODEL APARTMENT



SCAN TO KNOW MORE

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

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Appaswamy
REAL ESTATES

1st June - Saturday - Times Property - J2



With an abundance of everything,
life here is splendid.



OMR
Near Sathyabama University
SEMMENCHERRY

VISIT MODEL APARTMENT

1, 1.5, 2, 2.5, 3, 3.5 & 4 BHK
Apartments from 627 to 2580 sq.ft.*

*RERA Carpet Area 406 to 1615 sq.ft.

1% GST on affordable homes.

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.

Features: A/C Clubhouse with Swimming Pool, Fitness Centre, Banquet Hall with Pantry, Private Theatre, Indoor Games Room, Guest Rooms, Library and Lounge, CCTV Camera, Video Door Phone, Intercom and more.



Superette
EVERYDAY NEEDS MET

LIFE MADE EASY Supermarket, ATM, Pharmacy, Laundry, Salon, Cafe and Restaurant are present, in the Retail Centre adjacent to the apartment.



ACTUAL SITE IMAGE



ACTUAL SITE IMAGE



ACTUAL SITE IMAGE

Call 78248 00145

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

For RERA details: www.rera.in



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

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Appaswamy
REAL ESTATES

1st June - Saturday - Times Property - P3 - Full Page



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Bookings Open



3 & 4 BHK Villas
Starting at
1.37 Crore*

iris
Inspired living

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3 DAY
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Move-in
& No GST**



Actual Site Image

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Hillside 2**
Sholingalur, OMR, Chennai

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Starting at
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www.bsclpre.com

saleschennai@bsclpre.com



**BOLLINENI
HILLSIDE**
BSCL
Building Better Lives

BSCL Infrastructure Ltd, Perumbakkam Main Road, Sithalapakkam Post, Chennai - 600126

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1st June - Saturday - Times Property - P5 - Full Page

Super Price! Super Investment!

**Guaranteed Delivery
August 2019**

Le Chalet
SMART CHOICE HOMES
Thandalam
(Near Saveetha Medical College)

RERA No. TN/01/Building/ 0136 / 2018 Dt: 24/04/18
www.lnrrera.in



APARTMENT
STARTING FROM
₹15 Lakhs
(Inclusive of all)



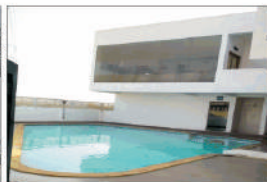
VILLA
STARTING FROM
₹45 Lakhs
(Inclusive of all)

AMENITIES :

Spacious Design | Copious Groundwater | Storm Water Drain | STP | Shuttle Services
Landscaped Park | Gymnasium | Children's Play Area | Convenience Store



Current Status



Club House

Save upto
₹2.88 Lakhs
PMAY Scheme
₹2.67 Lakhs
maximum subsidy

Property Expo 1st & 2nd June | 10am - 8pm

Visit: **Suprabha Mahal**
(Opp to ICICI Bank) Mogappair West.

73388 22222

PROJECT FUNDED BY
RELIANCE
Home Finance

CREDIT

A JOINT INITIATIVE BY
BAASHYAAM
IMPROVING LIFESTYLES - ENHANCING LIVES
E: enquiry@bashyamgroup.com | W: www.bashyamgroup.com

**ETA
STAR**
BUILT AS TRUST

Online Partner



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End of Report.