

arketbeat

May 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	3 rd May. Friday	Appaswamy	CLover	Apartments	The Hindu	Page 1 Half Page
2	4 th May, Saturday	Doshi	Firstnest	Apartments	The Hindu	Page 1 Qtr. Page
3		Ceebros	One74	Apartments	Property Plus	Page 1 Half Page
4		Creative Township	Tambaram	Plots	Property Plus	Page 2 Full Page
5		VGN	Multiple	Apartments	Property Plus	Page 3 Qtr. Page
6		Adityaram	Multiple	Plots	Property Plus	Page 5 Full Page
7		Appaswamy	Multiple	Apartments	Property Plus	Page 8 Full Page
8		NPL	Grand Melody	Apartments	TOI SPL Edition	Page 1 Half Page
9		Akshaya	Vaanmegam Manvasalanai	Apartments	TOI SPL Edition	Page 2 Qtr. Page
10		VGN	Crofton Gardens	Plots	TOI SPL Edition	Page 3 Half Page
11		Newry	Multiple	Apartments	TOI SPL Edition	Page 3 Half Page
12		SPRRG	CHloroplyll	Apartments	TOI SPL Edition	Page 5 Full Page
13		Casagrand	Multiple	Apartments	TOI SPL Edition	Page 6 Full Page
14		Ankur	Palm Springs	Apartments	Times Property	Page 5 Full Page
15		Sidharth	Multiple	Apartments	Times Property	Page 6 Full Page

We are a
PROPERTY
marketing firm.

NOT *the leading ones. But try us.*

9003113355
www.1abov.com



NEWSPAPER ADVERTISEMENTS

The Hindu & Times Of India,

3rd May - 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



Visit
MODEL
APARTMENT
AT SITE

Actual Model Apartment

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


CLOVER
BY THE RIVER

 **Appaswamy**
REAL ESTATES

Call 91760 76333
www.cloverbytheriver.com

Follow us on  





SCAN HERE FOR MORE

*RERA CARPET AREA: 753 sq. ft. in 2015 sq. ft. *Base price.

For RERA details www.rera.in

4th May - Saturday - The Hindu - P1 - Qtr Page

HOMES NEAR CHROMEPET AT UNBELIEVABLE PRICES



CLASSY 2 & 3 BHK ₹28 LAKHS ONWARDS*



Your First Home should be second to none. Doshi FirstNest, just minutes away from GST road, has everything that one wishes from a top class home - Prime Location, thoughtful planning, quality construction, best of amenities & above all, an unbeatable price of ONLY ₹28 Lakhs onwards. Hurry and take advantage of this Limited Period Offer!

COMFORTABLE 2BHK	SPACIOUS 3 BHK
₹28 - 45 Lakhs*	₹51 - 62 Lakhs*

VISIT MODEL FLAT

MUST BUY REASONS

- 🏠 Good Connectivity
- 🏠 Close to Employment Hubs
- 🏠 ₹2.67 Lakhs & 33% GST Savings under PMAY for First Home Buyers

- 🏠 Near Chromepet - T.Nagar of the Suburbs
- 🏠 Top Class Specifications
- 🏠 Special Offers for Spot Bookings

FOR FREE SITE VISIT

☎ 88079 88079

Member: **CREDAI** | www.doshihousing.com



DOSHI HOUSING



Site Office: Firstnest, Off Thirumudivakkam Main Road, Thirumudivakkam, Chennai-600 044. | www.doshihousing.com

4th May - Saturday - Property Plus - P1 - Half Page

CREDAI

I LOVE
BEING
ON THE
WATER
IN THE
CITY



SOLD
3 BEDROOM RESIDENCES
IN THE MOST PRESTIGIOUS ADDRESS
IN THE HEART OF THE CITY

6 UNITS LEFT
EXQUISITELY DESIGNED
2 BEDROOM RESIDENCES

ONE
74
CEEBROS
RESIDENCES



12 UNITS LEFT
LUXURY SEA FRONT
4 BEDROOM RESIDENCES



Call **98410 79474 | 98410 60500**

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

CEEBROS

Luxury residences with panoramic views of the sea

CMDA-CC-NO EC/SOUTH-1/117/2017 DT: 05-05-17

4th May - Saturday - Property Plus - P2 - Full Page



NEW VISION TOWNSHIP
Dedicated to Smart Living

52.5 ACRES
ULTRA MODERN
TOWNSHIP...

Namma தாம்பரம் 
நம்பு முடியாத Price 

HOUSING PLOTS
for SALE



Actual Image

MSB PLOTS | COMMERCIAL PLOTS | COMMUNITY HALLS | SCHOOL | AVENUE TREES

₹14.9
Lakhs
Onwards

CMDA
APPROVED

Approval No: 15/2015



A Tie Up With FIITJEE WORLD SCHOOL
Inside the Township

80% **BANK LOAN**
AVAILABLE
From All Leading Banks

www.newvisiontownship.com



PROPOSED MSB BUILDINGS
Inside the Township

A Project Of





PROPOSED COMMERCIAL BUILDINGS
Inside the Township

CREATIVE TOWNSHIP DEVELOPERS
#6, Mahalingam Chetty Street, Mahalingapuram, Nungambakkam, Chennai-600034.
Call Us: 044 4018 4018 | 98519 98519
info@creativetownshipdevelopers.com www.creativetownshipdevelopers.com

4th May - Saturday - Property Plus - P3 - Qtr. Page


**THIS AKSHAYA
TIRITIYA MAKE A
GOLDEN DECISION.
BOOK A HOME
WITH **VGN**.**

PREMIUM FLATS AT AVADI



₹39* Lakhs
Onwards

2 BHK, 980 sq.ft. & 999 sq.ft.





₹39* Lakhs
Onwards

2 BHK, 1006 sq.ft. & 1042 sq.ft.





VGN
CREATING ASSETS SINCE 1942

Call: 044 4002 4010

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

LOANS
APPROVED BY:



Member
CREDAI

www.vgn.in

4th May - Saturday - Property Plus - P5 - Full Page

ADITYARAM GROUP
Presents

ADITYARAM TOWNSHIP

Phase I
[Near VGP Golden Beach, ECR]

PROJECT HIGHLIGHTS

Walkable distance to the Beach

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

UPTO 80% BANK LOAN FACILITATED

APPROVED CMDA

RERA APPROVED

LUXURY VILLA PLOTS ON ECR WITHIN CHENNAI CITY LIMITS

A Perfect blend of **LUXURY** & *Serenity...*

Adityaram Signature City
Phase I
[Walkable distance to the Beach]

Just 11.25 Lakhs Onwards!

UPTO 80% BANK LOAN FACILITATED

APPROVED DTCP

100% CLEAR TITLES

Member CREDAI

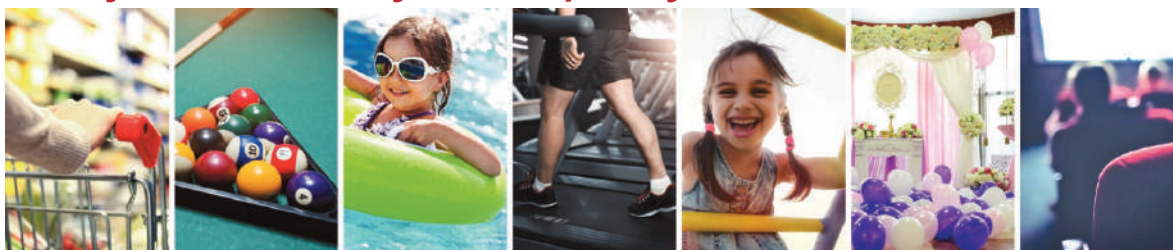
RESIDENTIAL PLOTS ON ECR NEAR BY CROCODILE BANK

ADITYARAM
PROPERTIES (P) LTD

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

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

4th May - Saturday - Property Plus - P8 - Full Page



Everything that counts, included.



OMR
Near Sathyabama University
SEMMENCHERRY

2, 2.5, 3, 3.5 & 4 BHKs
1171 - 2580 sq.ft.

Revised GST rates applicable.

RERA Carpet Area 742 - 1615 sq.ft.
RERA No: TN/01/Building/0149/2017 dt. 27.10.2017

Call 78248 00145



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 - CC No. EC/South-I/148/2017 Dated 06.06.2017

PHASE II - CC No. EC/South-II/56/2019 Dated 18.02.2019

Call 99620 11533, 99620 29153



PUDUPAKKAM
(Behind Siruseri IT Park)

3 BHK Apartments
1584 - 1737 sq.ft.

Rs. 3,699*/sq.ft.

Structurally Completed Project.

**Call 99622 51909
99620 29153**

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

VISIT MODEL APARTMENT



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   



4th May - Saturday - TOI SPL - P1 - Half Page

LUXURIOUS COLLECTOR'S EDITION *Of* 35 SIGNATURE HOMES

ONLY 3 APARTMENTS PER FLOOR
OPP. TO EXPRESS AVENUE MALL

₹13,500/-* PER SQ. FT.

S+13 FLOOR | 3&4 BHK | 2031 TO 2669 SQ.FT.

COMPLETION CERTIFICATE OBTAINED

CC. NO: EC/SOUTH-1/341/2018 DATED 22-10-2018.

READY TO MOVE-IN

NO GST

Fitness Center / Roof Top Garden & Jacuzzi / Indoor Games
Meditation Hall / Multipurpose Hall / Kids Play Area



FOR AN EXCLUSIVE VIEWING, CALL
733 888 4098 / 98409 35075

www.narendraproperties.com



4th May - Saturday - TOI SPL - P2 - Qtr.Page

akshaya

Vaan Megam
மண் வாசனா



**நம்ம time
வந்தாச்சு!**

Vaan Megam sold out in just 3 days!
Hurry, limited units available in Mann Vaasanai.

Akshaya has done it yet again. Book your dream home now with Chennai's favourite real estate developer. Thoughtfully designed homes are yours on the proposed OMR-Chengalpet 4-lane National Highway, Off OMR, Thiruporur.

1 & 2 BHK HOMES
Special pre-launch offer
₹12.36 ~~₹10.99~~ Lakhs* onwards

Save upto ₹4.37 Lakhs*

Pay just 1% GST | Possession from Dec. 2019 | Booking Advance ₹25,000/- only

Best Lifestyle Ungal Vasam

**RERA Carpet area efficiency - 76% | UDS - 49% | Power back-up for common areas | Badminton Court
Multi-purpose court | Jogging track | Water treatment plant | Sewage treatment plant**

Please bring your cheque book / credit card / debit card / Paytm / Google Pay details for spot booking.

10 Years Maintenance for all projects
Differently-abled / Elder-friendly homes
Not a single Sq.m.m. deviation
Clear title for all projects
Winner of Highest Transparency Awards
Winner of Best Legal Systems Awards

**THE
AKSHAYA
ADVANTAGE**

Ranked No. 9 Real Estate Developer in India
by Construction Week - Nov. 2018
Integrated ISO 9001:2015, ISO 14001:2015,
ISO 45001:2018 certified company
IGBC Certified / Pre-Certified Green rating
for all projects

FOR BOOKINGS

99526 66307
(044) 3997 0972

Edelweiss **EQ**
Project Funded by
ECL Finance Ltd.

10 YEARS
MAINTENANCE

10 Years Maintenance
by Akshaya



**Developer of Disabled/
Elder Friendly Homes**

Member
CREDAI

RERA Regn no: TN/01/Building/285/2018 | RERA Regn no: TN/01/Building/286/2018 | tnrra.in

4th May - Saturday - TOI SPL - P3 - Half Page

THIS
AKSHAYA TRITIYA
INVEST IN THE
LAND OF PROSPERITY.

PRESENTING
VGN
CROFTON GARDENS
PLOTS NEAR AVADI RAILWAY STATION
PHASE - 2

**LOCATION YOU JUST
CAN'T MISS.**

**JUST 2.5 KMS FROM
AVADI RLY. STN.**



AVADI

UP TO
80%
BANK LOAN
FACILITATED

CMDA
APPROVED

14/2018

RERA
APPROVED

TN/02/Layout/
35/2018

PRICE
STARTING
FROM

₹16.5
LAKHS*

**PLOTS RANGING FROM
600 SQ. FT. TO 2300 SQ. FT.**

Plots spread across 25 acres.

*PLC & Registration charges extra.

Booking advance : 5% of the unit cost. Payment by Cheque book / Debit card / Credit card / Net banking.

VGN PROPERTY DEVELOPERS PVT. LTD.
No. 153, Wallace Garden, 2nd Street,
Nungambakkam, Chennai - 600 006.

CALL: 044 - 4343 9999

MEMBER: **CREDAI**

For online enquiries, log on to
www.vgn.in

DOWNLOAD THE VGN APP



LOANS APPROVED BY:



VGN
CREATING ASSETS SINCE 1942

Disclaimer: The information contained herein is subject to change as may be required by the authorities and cannot form an offer or contract. While every reasonable care has been taken in providing the information, VGN or their agents cannot be held responsible for any inaccuracies. VGN reserves the right to make alterations and amendments as may be necessitated from time to time without prior notice.

4th May - Saturday - TOI SPL - P3 - Half Page**NEWRY**
PROPERTIES

WE CARE... WE PROMISE... WE DELIVER...

PROMOTED BY AISHWARYA PROPERTIES PRIVATE LIMITED

**RESIDENTIAL APARTMENTS
AT PARUTHIPATTU****2,2.5,3 BHK FLATS | 1008 -1390 sq.ft**HIGHLIGHTS : 107 APARTMENTS | B + STILT + 9 FLOORS
CHILDREN PLAY AREA | MULTIPURPOSE HALL | INDOOR GAMES
WELL EQUIPPED GYM | POWER BACKUP | CC OBTAINED**Rs.38 LAKHS* ONWARDS****CELIO**RERA NO :
TN/2/BUILDING/0006/2017
www.tnrrera.in**~ OTHER ONGOING PROJECTS ~****PALLIKARANAI****NEWRY SHANMITA**
RERA : TN/1/BUILDING/0001/2017
www.tnrrera.in**2 & 3 BHK FLATS**
1005 - 1404 sq.ft**READY TO OCCUPY****AB BLOCK - ANNA NAGAR****NEWRY SATVOK**

RERA NOT APPLICABLE

3 BHK FLATS
1611 - 1639 sq.ft**POSSESSION OCT'19****ECR - PANAIYUR****NEWRY Arcade**

RERA NOT APPLICABLE

RETAIL SPACE FOR SALE
2000 SQ.FT ON
2400 SQ.FT OF LAND**READY FOR FIT OUTS****APPROVED BY ALL LEADING FINANCIAL INSTITUTIONS****☎ 43 43 94 94****☎ 99402 43135, 98405 40590**

NEWRY GRANDEUR, NO.19, B Block, 2nd Avenue, Annanagar East, Ch - 102.

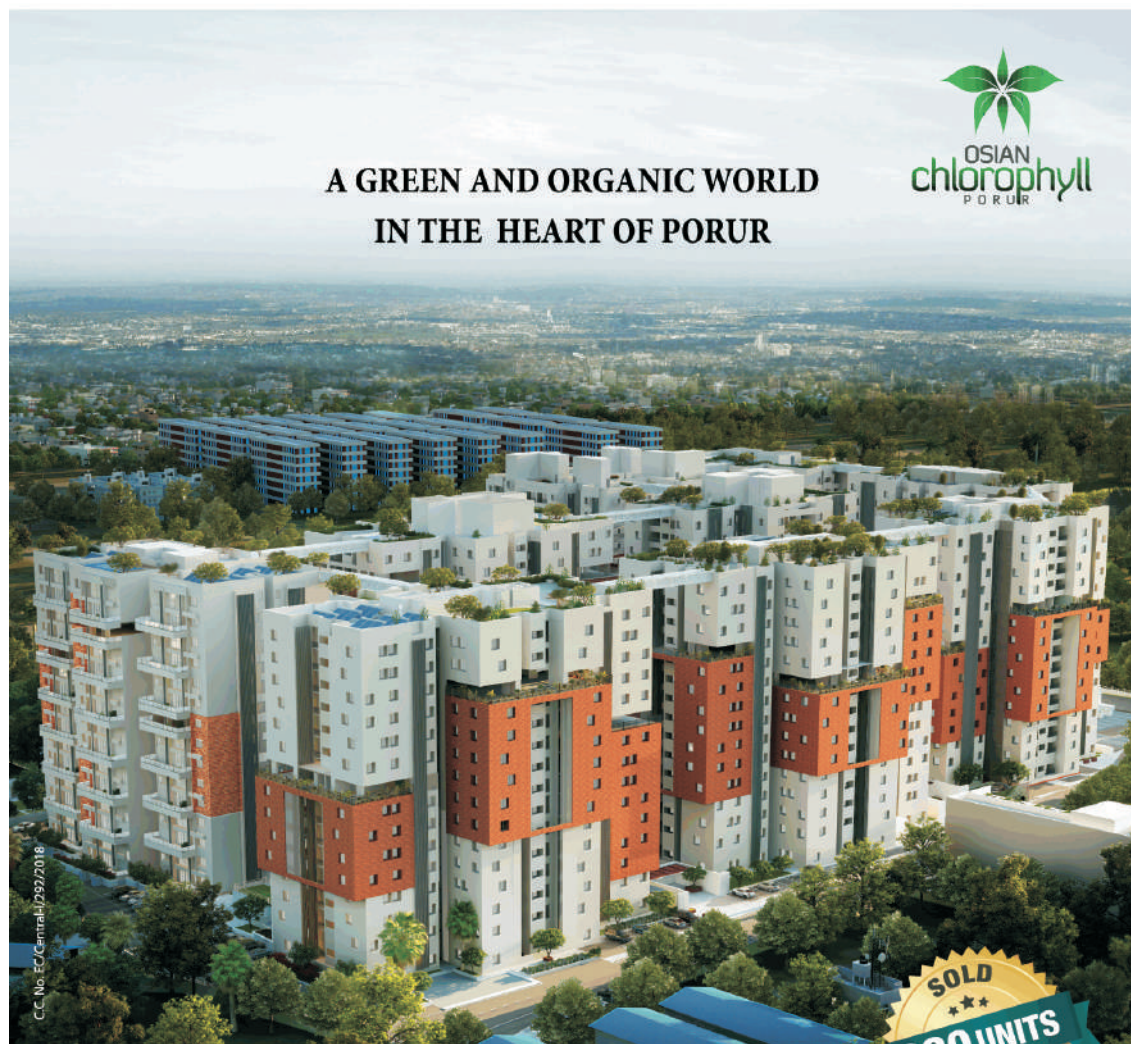
✉ : mktg@newry.co.in 🌐 : www.newry.co.in

CREDAI

MEMBER OF:



4th May - Saturday - TOI SPL - P5 - Full Page



**A GREEN AND ORGANIC WORLD
IN THE HEART OF PORUR**



READY TO MOVE-IN APARTMENTS

2 BHK | 3 BHK | 4 BHK | Duplex | Penthouse | Garden Apartments

**Akshaya
TRITIYA
OFFER**

GET 30 GRAM GOLD

Valid only
till this weekend

ON SPOT BOOKING

**SOLD
920 UNITS
SOLD
LIMITED INVENTORY LEFT**

T & C Apply

ALL-VEGETARIAN BLOCK

Go green, Live green, just the way you have always wanted. Move into our all-vegetarian block, constructed amidst lush landscaped gardens, and enjoy the crest of exclusivity.

LOCATION ADVANTAGE

Located in the heart of Porur, with easy accessibility and proximity to major IT parks, education centers, hospitals and more

GREENERY-ORIENTED

Live healthy, breathe fresh and thrive amidst our 42 multi-level landscaped gardens. It's green and organic living at its best.

AMENITIES

650m Sky Walk | Terrace Garden | Infinity Pool | 10 Clubhouses | Gym in Each Block | Terrace Gardens | Amphitheatre | Olympic Length Swimming Pool | Meditation Zone Yoga Center | Outdoor Sports Facilities | Indoor Games



CALL: 81486 81486

WWW.SPRHIGHLIVING.COM

4th May - Saturday - TOI SPL - P6 - Full Page

CHOOSE OMR. CHOOSE CASAGRANd.

Price range ₹29 L - ₹2 Cr
Karapakkam to Thalambur

CASAGRANd
SmartTOWN
2 BHK apartments at Thalambur

SUPERIOR PRICE: ₹30 L ONWARDS



TN/PU/Building/5076/2018 | www.1abov.in

CASAGRANd
SERENO
2 & 3 BHK apartments at Ottiyambakkam

SUPERIOR PRICE: ₹35 L ONWARDS



TN/PU/Building/525/2019 | www.1abov.in

CASAGRANd
SUPREMUS
Phase III
2 & 3 BHK apartments at Thalambur

SUPERIOR PRICE: ₹29 L ONWARDS



TN/PU/Building/5045/2018 | www.1abov.in

CASAGRANd
savoye
3 BHK apartments at Karapakkam

SUPERIOR PRICE: ₹79 L ONWARDS



TN/PU/Building/0013/2019 | www.1abov.in

CASAGRANd
AMETHYST
3 & 4 BHK apartments at Sholinganallur

SUPERIOR PRICE: ₹1.1 Cr ONWARDS



TN/PU/Building/024/2019 | www.1abov.in



Exclusive site visit available | Visit model house at site

98848 30002 | www.casagrand.co.in



CASAGRANd
building aspirations

4th May - Saturday - Times Property - P5 - 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



**HURRY
ONLY FEW
APARTMENTS
LEFT**

ACTUAL PHOTOS TAKEN AT SITE



- 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.ankurfoundation.com

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

Cedilla

4th May - Saturday - Times Property - P6 - Full Page



Akshaya Tritiya Offer



RERA not applicable

Sidharth
Ruby
MOGAPPA (EAST)

No GST

Approved by COC: PPA/WDCN07/05848/2014, BA/WDCN07/00151/2015 Stilt +2 Floors, 4 Flats

**READY TO OCCUPY
FLATS NEAR
THIRUMANGALAM**

3BHK AT
~~₹9000~~
All Inclusive PER SQ.FT.

₹8250
PER SQ.FT.
All Inclusive

4 FLATS LEFT

(NEAR DAY GIRLS SCHOOL)

Highest UDS - **50%**

Project USP's

- Stilt+2 Floors
- Top End Specifications
- 10 minutes from Anna Nagar
- 24X7 Power Backup
- Villas Style Flats (No Common Wall Sharing)

Assured  **on Every Purchase**



RERA not applicable

No GST

CC No. : EC/Central-II/180/2017

100 gms Gold



**READY TO OCCUPY
FLATS ON
PORUR MAIN ROAD**

3BHK
@
₹93 Lacs
All Inclusive

3 FLATS LEFT

280 FAMILIES HAPPY CUSTOMER

Project USP's

- No Pre-EMI
- Top End Amenities and Facilities
- 24X7 Power Backup


**SIDHARTH
SCALING HEIGHTS**
SIDHARTH FOUNDATIONS
& HOUSING LTD.
Member
CREDAI
*T & C Apply

Call or WhatsApp us from 6 AM Onwards

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www.sidharthhousing.in

www.tnrrera.in



**3500
HAPPY
CUSTOMERS**

We are a
PROPERTY
marketing firm.

NOT *the leading ones. But try us.*

9003113355
www.1abov.com



End of Report.