

# arketbeat

May 2019 - Week 4

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

# SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	TYPE	NEWSPAPER	PAGE & size
1	24th May, Friday	Sobha	Palacia	Apartments	The Hindu	Page 22 Half Page
2	25 <sup>th</sup> May, Saturday	Express	Exclusive	Apartments	The Hindu	J1
3		SPR	Market of India	Commercial	The Hindu	Page 1 Qtr. Page
4		Doshi	Serene County	Villas	The Hindu	Page 1 Qtr. Page
5		Puravankara	Somerset House	Apartments	The Hindu	Page 3 Full Page
6		India Builders	All Projects	Apartments	Property Plus	Page 1 80 CC
7		Ceebros	One74	Apartments	Property Plus	Page 1 Half Page
8		Mayances	Myans	Villas	Property Plus	Page 3 Qtr. Page
9		Adroit	Magnifiq	Apartments	Property Plus	Page 6 Full Page
10		SPR	Perambur	Multiple	TOI	J1 & J2
11		SK Promoters	Mahishmathi Gardens	Plots	Times Property	Page 5 Full Page
12		Puravankara	Somerset House	Apartments	Times Property	Page 6 Half Page

Online Partner



An initiative by

**1ABOV**

presenting

# OMR IT PARKS' PROPERTY SHOW

**13<sup>TH</sup> & 14<sup>TH</sup> 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

**1ABOV**

# *NEWSPAPER ADVERTISEMENTS*

The Hindu & Times Of India,



*24th May - Friday - The Hindu - P22 - Half Page*



**SOBHA**  
PASSION AT WORK

A LARGE SPACE IN A VIBRANT PLACE

**SOBHA  
PALACIA**  
SHOLINGANALLUR, CHENNAI

WELL CRAFTED 3 BHK APARTMENTS OF  
1901 SQ. FT. AT JUST INR 1.3 CR\*

FOR DETAILS, CALL : **2833 4567, 73958 05481**

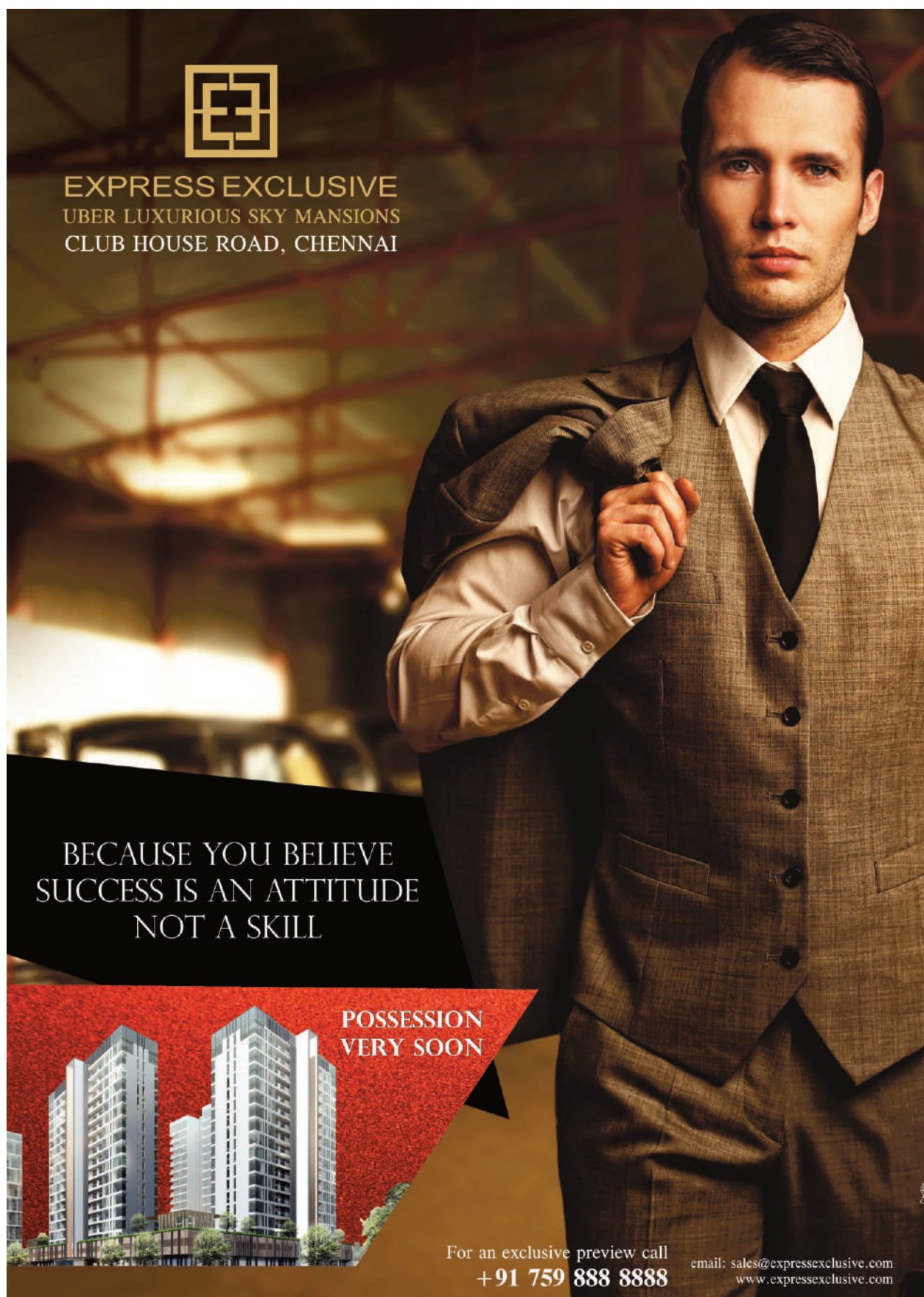
ARTISTIC IMPRESSION : Indicative in nature and is for general information purpose only | TNRERA NO. : TN/01/Building/043/2019 | [www.tnrera.in](http://www.tnrera.in) | A SOBHA - NSL JOINT VENTURE


\*TERMS & CONDITIONS APPLY. Amount mentioned is Basic Sale Value for apartment Type - G; 5BA : 1901.49 SQ.FT. It excludes other charges, registration and stamp duty.

MEMBER  
**CREDAI**



*25h May - Saturday - The Hindu - J1*





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

BECAUSE YOU BELIEVE  
SUCCESS IS AN ATTITUDE  
NOT A SKILL

POSSESSION  
VERY SOON

For an exclusive preview call  
**+91 759 888 8888**

email: [sales@expressexclusive.com](mailto:sales@expressexclusive.com)  
[www.expressexclusive.com](http://www.expressexclusive.com)

FROM THE MAKERS OF EXPRESS AVENUE MALL, CHENNAI

EXPRESS INFRASTRUCTURE PRIVATE LIMITED



25h May - Saturday - The Hindu - P1 - Qtr. Page

# RIGHT SHOP + RIGHT LOCATION + RIGHT PRICE = SUPER PROFITS

**4 Km From Chennai Central**

**Shops Starting From ₹35 Lakhs!**

**Delivery in 30 Months**

- Packaged Food Products • Construction Materials • Electricals & Lighting
- Mobiles & Electronics • Gems & Jewelleries • Imported Products
- Textiles

**THE FUTURE OF WHOLESALE AND RETAIL IS CALLING YOU. SAY YES NOW!**

**50+ TRADES | 5,000+ SHOPS | 1,00,000+ PRODUCTS**




**INDIA'S LARGEST WHOLESALE MARKET**






**CONSTRUCTION IN FULL SWING !**



**EASY LOADING & UNLOADING OF CARGO**




**GOODS LIFT**



**GODOWN SPACES**



**BANKS AND ATMS**




**40 LAKH MONTHLY FOOTFALL OF CUSTOMERS**



**FOOD COURT**

**TO BOOK YOUR SHOP NOW, CALL 73585 00888**

JV between SPB Group and Binny Ltd.

Approved by leading banks:     

[www.marketofindia.co.in](http://www.marketofindia.co.in)  
#1, Cooke Road, SPB City, Chennai - 600012



25h May - Saturday - The Hindu - P1 - Qtr. Page

# VILLAHA! OFFER

SAVE UP TO  
**₹13**  
LAKHS

AHA Villas. AHA Connectivity. AHA Savings.

**ACTUAL SITE IMAGE**





CHILDRENS PLAY AREA



LUSH GREEN PARK

READY  
TO  
OCCUPY

LAST 7  
UNITS

NO  
GST

ALL  
INCLUSIVE  
PRICE


**SAVINGS THAT WILL MAKE YOUR HEART GO AHA!**

BUILT UP AREA	ACTUAL PRICE	OFFER PRICE	SAVINGS
1200 sq.ft	<del>88 Lakhs</del>	81 Lakhs	7 Lakhs
1745 sq.ft	<del>124 Lakhs</del>	114 Lakhs	10 Lakhs
2215 sq.ft	<del>169 Lakhs</del>	156 Lakhs	13 Lakhs

VISIT THE SITE TO EXPERIENCE  
YOUR AHA VILLA TODAY.

88079 88079

  
**DOSHI HOUSING**

  
**DOSHI Serene  
county**

Member: 

**VENGAIVASAL (NEAR MEDAVAKKAM)**

MEDAVAKKAM 03 MINUTES  
TAMBARAM 08 MINUTES  
OMR 10 MINUTES  
VELACHERY 15 MINUTES



**25h May - Saturday - The Hindu - P3 - Full Page**

POWERED WITH

**BluNex Life™**

TOMORROW'S TECHNOLOGY TODAY

**PURAVANKARA®**

## YOUR HOME IN THE HEART OF THE CITY



Tomorrow's Technology in Today's Homes with **BluNex Life™**



**INTELLIGENT HOMES**



**PURE DRINKING WATER  
OFF THE TAP**



**PURE OXYGEN ZONES**

PRE-LAUNCHING

### PURVA SOMERSET HOUSE

Five Furlong Road, Guindy, Chennai

Uber Luxury Homes  
Starting at **Rs. 2.6 Crores\***

☎ 1860 208 0000

RERA No: TN/29/Building/013/2019. For details, visit <https://www.tmrera.in>

PAY 10% NOW

AND REST ON POSSESSION\*

Google and Google Home are trademarks of Google LLC. Google Home is a smart speaker powered by the Google Assistant. Google Home requires a Wi-Fi network, a nearby electrical outlet and compatible devices. Use of Google Home devices is subject to applicable terms, conditions and privacy policies. \*Infrastructure charges, legal fees, maintenance related charges, deposits, taxes and statutory charges extra at actuals. The Project is available for purchase through a home loan pre-EMI interest subvention scheme and a pre-deferred dues, immediate full payment will also be payable over and above the 10% paid in payment on booking. The most important terms & conditions applicable for the pre-EMI subvention scheme shall be made available to all purchasers at the time of purchase. No photos have been shot or vide.

**CREDAI**  
DECISION



**25h May - Saturday - Property Plus - P1 - 80CC**





## Luxury, elegance & comfort crafted with intelligence !



### 3 & 4 BHK LAVISH LIVING SPACES AT

• Adyar	• Anna Nagar	• Ashok Nagar
• Besant Nagar	• Kilpauk	• Mandaveli
• Shenoy Nagar	• T.Nagar	• Thiruvannamiyur
• Vepery	• Virugambakkam	• Coimbatore

REDA as applicable

For more details visit us at  
**[www.indiabuilders.in](http://www.indiabuilders.in)**

Call us to know more at  
**909 222 3553**

**CORPORATE OFFICE:** AA-36, 3rd Main Road, 3rd Street, Anna Nagar, Chennai-40

MEMBER  
**CREDAI**



**25h 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

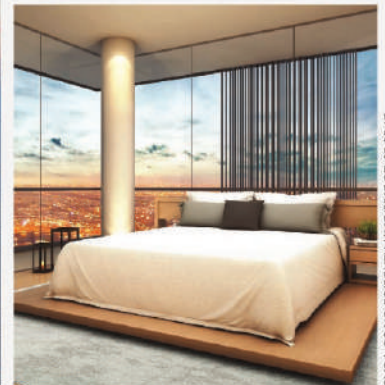
**LUXURY RENTALS**  
FULLY FURNISHED  
EXQUISITELY DESIGNED  
2 BEDROOM RESIDENCES

ONE  
74

CEEGBROS  
RESIDENCES



**12 UNITS LEFT**  
LUXURY SEA FRONT  
4 BEDROOM RESIDENCES



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

Call **98410 79474 | 98410 60500**

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

**CEEGBROS**

Luxury residences with panoramic views of the sea

**25h May - Saturday - Property Plus - P3 - Qtr. Page**

## A RIGHT CHOICE FOR YOUR BIG DREAMS

**9003070333 / 9500555371**

facebook/Myansvillas   
 @myansvillas  
 Myans.Villas   
 9003070333

**VILLAS FROM  
2.98CRs  
ONWARDS**

**Special Offer**

**Free Air Conditioners &  
Modular Kitchen**

**BOOK BEFORE 15<sup>TH</sup> JUNE 2019**

**READY TO MOVE IN VILLAS**



**Phase I & II  
50 Villas  
Completed &  
Handed over  
Phase III  
Available For  
Booking**

**TYPE A VILLAS**  
3 BHK & 2 CAR PARKS  
3121 sqft to 3723 sqft  
4050 sqft UDS

**TYPE B VILLAS**  
4 BHK & 3 CAR PARKS  
4900 sqft  
6750 sqft UDS

**TYPE C VILLAS**  
5 BHK & 3 CAR PARKS  
5300 sqft with LIFT  
7200 sqft UDS

**HIGHLIGHTS**

- 73 Independent Luxury Villas in 9 Acres.
- Located along the Scenic East Coast Road (ECR), Kanathur, Chennai.
- Gated Community Spread across 9 Acres located within Mayajaal.
- Walk across to Existing facilities - 16 Screen Multiplex, Bowling Alley, Games Arcade, Food Court, Shopping Mall, Nilgiris & ATM.
- 20,000 Sq.ft. Swanky Clubhouse with beautiful landscaped lawn, 6,500sq.ft. Swimming Pool with Sun Deck, State-Of-The-Art Health Club & Gym, SPA, Children Play area, Billiards, Snooker, Carom, Chess, 2
- 50 seated multipurpose Auditorium, Conference Hall, Cafe & Barbecue Terrace with a mesmerizing Sea View.
- Close proximity to the Beach, IT Corridor, Entertainment Avenues, Hospitals & Educational Institutions.
- All Villas are Vasthu compliant, DTCP/MLPA Approved & TNREERA Registered.

**Myans**  
Luxury Villas  
MAYAJAAL, ECR

DESIGNERS & BUILDERS  
 **Mohan & Associates**  
Builders & Developers  
Since 1978

DEVELOPED BY  
 **MAYANCES**  
Real Estate Engineering the Best  
**MAYAJAAL**

☎ **9003070333 / 9500555371**  
 @ **sales@mayances.com**  
 📍 34/1, East Coast Road, Kanathur.  
 🌐 **www.mayances.com**

FUNDED BY  
 **SBI**

**TNREERA REGISTERED**

REERA Registration No. TN/OL/Building/0112/2017  
[www.tnreera.in](http://www.tnreera.in)

LOANS BY

**HDFC**  
HOME LOANS
 **ICICI Bank**  
HOME LOANS
 **AXIS BANK**  
HOME LOANS
 **MAYA**  
HOME LOANS
 **LIC**  
HOME LOANS
 **POTH HOUSING**



## 25h May - Saturday - Property Plus - P6 - Full Page

Ready for Fitments

www.adroiturban.com/artisticamagnifiq

# IT'S TOO BIG TO BE AN APARTMENT

IT HAS TOO MANY FACILITIES TO BE A VILLA.  
IT'S TOO SPECIAL TO FIT IN ONE WORD.

## 4000+ Sq. Ft. DUPLEX HOMES

Adroit Magnifiq gives you double height ceiling in the living room for a doubled storeyed family photo wall. Or a really tall shelf for your humongous book collection. Or the completely wild idea you never thought you'd find the space for.

**Actual Site Picture**

More space to let your imagination go wild

**Actual Site Picture**

Sink in, relax and stare up at the sky

**Actual Site Picture**

The perfect open space for your family brunch

**Actual Site Picture**

Space for three cars with direct access to your home\*\*

Follow us on   

**Sholinganallur, Chennai**

**adroit**  
MAGNIFIQ

**7358778927 / 9940637791**  
✉ ardsticamagnifiq@adroiturban.com

Site Address  
S.No. 439/4, A1 & A2, Rajiv Gandhi Salai,  
Sholinganallur, Chennai - 600 119.

**CREDAT**

1800 103 6009 / +91 95662 99999 | www.adroiturban.com | customercare@adroiturban.com

**adroit**  
Ahead Thinking

DISTRICT IS  
Thalambur

ARTISTICA  
Sholinganallur

HOUSE OF AMBAL  
Gemini, Anna Salai

SCULPTRA  
Alwarpet

Information contained herein is subject to change and cannot form an offer or contract. While every reasonable care has been taken in providing the information, Adroit and its agents cannot be held responsible for any inaccuracies and/or changes. Adroit reserves the right to make alterations and amendments to the project as it deems necessary. All figures, color schemes and other accessories are subject to standard offering. \*\*The image is a general representation of the private car park which comes only for 12 vehicles.

ADROIT MAGNIFIQ is a Sub Brand of ADROIT ARTISTICA





25th May - Saturday - TOI - J1

# RIGHT SHOP + RIGHT LOCATION + RIGHT PRICE = SUPER PROFITS



INDIA'S LARGEST  
WHOLESALE MARKET

4 Km From  
Chennai Central

Shops Starting  
From ₹35 Lakhs!

Delivery in  
**30**  
Months

- Packaged Food Products • Construction Materials • Electricals & Lighting
- Mobiles & Electronics • Gems & Jewelleries • Imported Products
- Textiles

THE FUTURE OF WHOLESALE  
AND RETAIL IS CALLING YOU.  
**SAY YES NOW!**

50+ TRADES | 5,000+ SHOPS | 1,00,000+ PRODUCTS



CONSTRUCTION IN FULL SWING !



EASY LOADING &  
UNLOADING OF CARGO



GOODS  
LIFT



GODOWN  
SPACES



BANKS  
AND ATMS



40 LAKH MONTHLY  
FOOTFALL OF CUSTOMERS



FOOD  
COURT

TO BOOK YOUR SHOP NOW, **CALL 75501 00888**

JV between SPR Group and Binny Ltd.

Approved by leading banks:



www.marketofindia.co.in

#1, Coeka Road, SPR City, Chennai - 600012

CREDAT

ALTIQO



25th May - Saturday - TOI - J2

**SPR CITY**  
A PROJECT BY 1ABOV PVT. LTD.

**CHENNAI'S LARGEST INTEGRATED TOWNSHIP**

**ONLY 2 KMS FROM KILPAUK** | 63 ACRES  
3 Proposed Metro Stations Nearby

**RERA REGISTERED**  
www.rera.in | The Registrar Directed 2018

**A CITY WITHIN A CITY**

**HIGH CEILING LUXURY APARTMENTS**  
2/3/4 BHK - ₹1 crore onwards  
Chennai's tallest towers  
40,000 sq.ft. exclusive club

**EXQUISITE BUNGALOW COMMUNITY**  
3, 4 & 5 BHK  
₹3.5 crore onwards  
10,000 sq.ft. exclusive club

**INDIA TRADE CENTRE OFFICE SPACES**  
Compact Grade A offices  
₹45 lakh onwards

**65+ AMENITIES**

- 5 Lakh Sq.Ft. Open Space • Mall & Multiplex
- Shri Ram Universal School • 4.5 Acre Garden
- Market of India - India's Largest Wholesale Market & Much More

**AMENITIES:**  
• SWIMMING POOL  
• MINI THEATRE  
• OUTDOOR GYM  
• GOLF COURSE  
• GREENERY

**INDIA'S BEST SCHOOL**

**ROBOTICS**

**SHOP/DINE**

**SQUASH COURT**

**SAFARI GOLF COURSE**

**ORGANIC VEGGIES**

**Visit our site to experience**

**Model Flat**

**Virtual Reality**

**+91 75501 00888**

**www.sprhighliving.com**

**Approved by all Major Banks**

**QUICK LOANS ASSIST**

**Funded by Piramal**

# 25th May - Saturday - Times Property - P5 - Full Page

BUY A PRECIOUS & WELL DEVELOPED PLOT TODAY AT

## GUDUVANCHERY

**SK PROMOTERS**

Proudly Launching



DTCP APPROVED RESIDENTIAL VILLA PLOTS

**GUDVANCHERY**

Adjacent to Velammal Vidhyashram CBSE School & Lancer Lumina Township



### PROJECT FEATURES



GATED COMMUNITY



23 & 30 FT BLACK TOP ROAD



AVENUE TREES



READY FOR CONSTRUCTION



LANDSCAPED PARK



GROUND WATER AT 15 FEET



VELAMMAL VIDHYASHRAM CBSE SCHOOL



CHILDREN PLAY AREA



BANK LOAN AVAILABLE

### GREAT REASON TO BUY

- | Adjacent to **Velammal Vidhyashram CBSE School**
- | Adjacent to **Lancer Lumina Township**
- | 100 meters from **Perumattunallur Bus Stop**
- | Guduvanchery Railway Station & Bus Terminus - **3 km**
- | SRM Public School - **1 km**
- | SRM University - **5 km**
- | Proposed **New Moffusil Bus Terminus Kilambakkam - 5 km**
- | Fully Surrounded by Houses, Residential Developments
- | Well connected to IT and Industrial Corridor



Booking advance ₹1,00,000/- . Please bring your cheque book | All Credit / Debit Cards Accepted.

BANK LOAN APPROVED BY



Corporate Office : NO 20, Sivashanmugam Street,  
West Tambaram, Chennai 6000 45

**FREE SITE VISIT**  
FROM TAMBARAM BUS  
STAND AND RAILWAY  
STATION

FOR BOOKINGS & ENQUIRIES

**98411 34433**

044-222 666 77 / 222 665 03 / 04 / 05 / 06  
Email : abssrinivasan@gmail.com Website : www.absestates.com

Disclaimer : This Creative is conceptual in nature and by no means a legal offering. The developer have the right to change, alter, delete or add any specifications mentioned herein.



**25th May - Saturday - Times Property - P6 - Half Page**

**PURAVANKARA®**

## YOUR HOME IN THE HEART OF THE CITY

**PAY 10% NOW**  
 AND REST ON POSSESSION\*\*

Tomorrow's Technology in Today's Homes with **BluNex Life™**

**INTELLIGENT HOMES**

**PURE DRINKING WATER OFF THE TAP**

**PURE OXYGEN ZONES**

**Uber Luxury Homes Starting at**  
**Rs. 2.6 Crores\***

**☎ 044 44 555 555**

RERA No.: TN/29/Building/013/2019.  
For details, visit <https://www.tnrra.in>

The photographs of the interiors, surrounding views and location may have been digitally enhanced or altered and do not represent actual or surrounding views. The images shown in the advertisement are for representation purpose only. \*\*10% discount on stamp duty, legal fee, maintenance related charges/deposits, taxes and statutory charges extra. \*\*\*It is a subscription scheme. Intermediate outlet payment will be applicable.

**PRE-LAUNCHING**

# PURVA SOMERSET HOUSE

**Five Furlong Road, Guindy, Chennai**

presenting

**OMR**  
**IT PARKS'**  
**PROPERTY SHOW**

**13<sup>TH</sup> & 14<sup>TH</sup> 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

**1 ABOV**



End of Report.