

arketbeat

SEPTEMBER 2019 - Week 5

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

SNAPSHOT

S.NO	DATE	DEVELOPER/ MARKETER	PROJECT	TYPE	NEWSPAPER	PAGE & size
1	27 th September, Friday	Casagrand	Zenith	Apartments	The Hindu	J3 & J4
2	28 th September, Saturday	Deccan	Prakruthi	Apartments	Property Plus	J1
3		KVT	Green city	Plots	Property Plus	J2
4		Ceebros	One74	Apartments	Property Plus	Page 1 80CC
5		Doshi	Risington	Apartments	Property Plus	Page 1 Qtr. Page
6		Vishranthi	Lasting Leaf	Apartments	Property Plus	Page 1 Qtr. Page
7		TVH	Quadrant	Apartments	Property Plus	Page 3 80CC
8		Sumanth & Co	Beasant Nagar	Apartments	Property Plus	Page 3 Qtr. Page
9		Doctors' Housing Trust	Shubham Nagar	Plots	Property Plus	Page 3 Qtr. Page
10		Olympia	Reflections	Apartments	Property Plus	Page 3 Qtr. Page
11		Olympia	Opaline Sequel	Apartments	Property Plus	Page 6 Full Page
12		Casagrand	Zenith	Apartments	TOI	J1 & J2
13		Jains	Multiple	Apartments	TOI	Page 1 Half Page
14		Doshi	Firstnest	Apartments	Times Property	Page 1 Qtr. Page
15		Jones	Multiple	Multiple	Times Property	Page 2 Full Page
16		DUgar	Ambattur	Apartments	Times Property	Page 6 Half Page

NEWSPAPER ADVERTISEMENTS

The Hindu & Times Of India,

27th September - Friday - The Hindu - J3



**IPPA VITTA
THALA
KEEZHA
NINNAALUM
KIDAIKKAATHU!**

₹3850/SFT

AT MEDAVAKKAM

75+ AMENITIES

Phase I (250 units)

SOLD OUT

LAUNCHING PHASE II

CASAGRAN
Zenith
MEDAVAKKAM

MARKET PRICE
AT MEDAVAKKAM

~~₹5000~~
PER SFT

CASAGRAN
LAUNCH PRICE

~~₹4050~~
PER SFT

CASAGRAN
EARLY BIRD PRICE

~~₹3850~~
PER SFT

2, 3, & 4 BHK
APARTMENTS
FROM
₹45 LAKHS

**BIG REASONS TO BUY**

- One of the largest gated communities in Chennai with 949 apts.
- Centrally located amidst Sholinganallur, Tambaram, Velachery and Radial Road
- Best priced project in the locality
- 75+ amenities and features
- 10+ wellness features

INCREDIBLE PRICE

TYPE	Size (sft)	Launch Price (₹)	Early Bird Price (₹)	Available Units
2 BHK	835 - 1172	38 L - 59 L	37 L - 57 L	153
3 BHK	1314 - 1792	62 L - 87 L	59 L - 84 L	87
4 BHK Signature	2140	97 L	93 L	10

Launch Price: ₹4950/sft | Early Bird Price: ₹3850/sft*

(For first 30 bookings only)

Signature Launch Price: ₹4900/sft | Signature Early Bird Price: ₹4100/sft*

Total - 949 units | Phase II - 250 units

**NEIGHBOURHOOD
PRICE
COMPARISON**

Sholinganallur Junction	- 10 mins	- ₹5880/sft
Navalur Junction	- 20 mins	- ₹4400/sft
Velachery	- 15 mins	- ₹7500/sft
Pallikaranai	- 10 mins	- ₹6000/sft
Medavakkam Junction	- 2 mins	- ₹5500/sft

Exclusive site visit available | Visit model house at site

98848 30000 | www.casagrand.co.in

CASAGRAN
building aspirations

27th September - Friday - The Hindu - J4



75+ STUNNING, WORLD-CLASS AMENITIES AND FEATURES

ENTERTAINMENT

1. Poolroom & TT room
 - Football table
 - 360° ping pong
 - Billiards table
 - Table tennis
2. Board games room:
 - Dartboard
 - Chess, Carrom, Puck
3. Futsal in clubhouse terrace
4. Mini bowling
5. Chip golf
6. Multipurpose / Party hall
7. Home theatre / AV room
8. Virtual reality games
 - Roller coaster
 - Warrior (shooting game)
 - Car racing
9. Augmented reality games
10. Video games room
11. Spinning wheel of hope - wall mount

12. Cricket practice net
13. Party lounge
14. Reading lounge
15. Party lawns
16. Amphitheatre
17. Outdoor theatre screen provision with video / audio facility in the podiums
18. Barbeque counter in podium
19. Adults' swimming pool
20. Hockey ring toss game

KIDS FRIENDLY

21. Adventure climbing wall for kids
22. Kids' hockey
23. Hopscotch
24. Children's play area
25. Tot lot
26. Play lawn
27. Tree house
28. Trampoline
29. Chalkboard wall

30. Kids' pool
31. Interactive water play area feature for kids - poolside
32. LEGO room
33. Crèche
34. Kids' ball pool
35. Indoor tenting camp
36. Kids' library
37. Kids' learning room

CONVENIENCE / SAFETY & SECURITY

38. Entrance arch with security - My Gate App
39. Garbage chutes
40. Cycle rack with cycles
41. Drivers' / Maids' dormitory
42. Washrooms for drivers
43. Ironing shop
44. Coffee shop
45. Business centre
46. Reception / Waiting lounge

47. Air pavilion
48. Wi-Fi zone with seating
49. Association room
50. Reception lobby with waiting lounge
51. Electric car charging bay
52. Car wash bay
53. Convenience store
54. Provision for ATM
55. Poolside refreshment counter
56. Piped music in the podium

DISTINGUISHED PLANNING

57. Tree plaza with informal seating
58. Senior citizens' seating area
59. Pergola with seating space in terrace with potted plants
60. Grand plaza with fountain jet
61. Leisure pavilions
62. Hammock lawn
63. DIY organic garden

WELLNESS

Fitness Facilities

64. Beach volleyball court
65. Half basketball / Multipurpose play court (badminton, tennis, throwball, etc.)
66. Jogging track
67. Open playground

68. Jungle gym for kids
69. Aqua gym
70. Semi-covered walkways
71. Reflexology pathway
72. Gymnasium
73. Interactive gym

74. Zumba / Yoga room
75. Steam & sauna
76. Jacuzzi
77. Spa & salon
78. 75% open space with air purifying plants in the podium

79. Air purifier in master bedroom
80. Well-ventilated and distinguished unit plans for natural lighting
81. Vitamin C shower in all master bedrooms
82. Oxygen infused clubhouse



RERA No.: TN/01/Building/0101/2019 | www.brrera.in

CREDAI

Exclusive site visit available | Visit model house at site
98848 30000 | www.casagrand.co.in



CASAGRANT
building aspirations

28th September - Saturday - Property Plus - J1

STRIKE GOLD IN SIRUSERI

Bounty spot with everything at walking distance,
Save loads of time and money.

RERA No: TN\01\BUILDING\031\2019



500 METRES
ST. JOHN'S
SCHOOL

Deccan
Prakruti
SIRUSERI, OMR

BANG OPPOSITE
INTELLECT
SOFTWARE

1KM
NAVALUR
TOLL



500 METRES
TCS

1KM
MARINA
MALL



LAUNCH OFFER

RS.3499 PER SQ.FT.

FREE REGN. FOR FIRST 15 BOOKINGS.



1KM
SIPCOT
IT PARK

Booking Advance – Rs.1 lac.

102 apartments | 822 sq.ft to 1039 sq.ft | Rs.28.76 lacs onwards

Handing over : June 2021.

Highest UDS in the locality | Gym | Multi purpose Hall | Power Back up | Landscaped garden | Green stretches | STP

96772 09090 / 80560 52807



DECCAN ESTATES PRIVATE LIMITED (Since 1984)

"Deccan Chambers", 24, Dr. B. N. Road, T.Nagar, Chennai - 17.

T: +91-044-4207 7111 / 2815 0441

sales@deccan.co.in | www.deccan.co.in

- 35 years of trust
- Over 1 million sq.ft handed over

28th September - Saturday - Property Plus - J2



GREEN CITY

— WEST TAMBARAM —

OPP: OLD PERUNGALATHUR BUS STAND

ACTUAL SITE

PLOTS 600 to
STARTS FROM 6800 SQ.FT

₹4000*

per sq.ft
Onwards





PAY JUST ₹ 1000 BOOK YOUR PLOT

- JUST 3KM FROM TAMBARAM BUS STAND & RAILWAY STATION
- ADJACENT FULLY RESIDENTIAL HOUSES & APARTMENTS
- ENTIRE SITE FILLED WITH SOIL, 4 FEET FROM THE GROUND LEVEL
- 20 ACRES, 274 PLOTS WITH TAR ROADS, FULLY COMPOUND WALL & AVENUE TREES
- 1.51ACRES PARK WITH CHILDREN PLAY AREA
- 40FT & 30 FT MAJOR ROADS
- AVAILABLE GOOD DRINKING WATER & EB FACILITY

For Bookings Call: **+91 7676 444 444**



HOMES AND ESTATES (P) LTD
Land Developers Since 1978

H.O: 26, AIBlock, 1st Floor, 8th Main Road,
Shanthi Colony, Annanagar, Chennai 600 040. Tamilnadu, India.
Email: kv_t_cphs@hotmail.com | www.kvtgroup.in

Member:





QUALITY IS OUR NAME

UPTO 80%
BANK LOAN AVAILABLE

28th September - Saturday - Property Plus - P1 - 80CC



ONE
74
MRC Nagar

6
UNITS
AVAILABLE

Image shot at location

VIEW LIKE NO OTHER

LUXURY RESIDENCES WITH
PANORAMIC VIEWS OF THE SEA

4 bed units: 3225 sq ft and 3810 sq ft

98410 79474

CEEBROS 

one74.com | enquiry@ceebros.com

CREDAT

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

28th September - Saturday - Property Plus - P1 - Qtr. Page



**WORRY FREE HOMES @ CENTRAL OMR.
WITH 0% GST. HANDOVER BEGINS SOON!**



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+ amazing amenities from swimming pool to squash court

BEST PRICE IN CENTRAL OMR, KARAPAKKAM.

— 2 BHK —
₹67 LAKHS ONWARDS*

— 3 BHK —
₹84 LAKHS ONWARDS*

VISIT SITE FOR SPECIAL OFFERS



Come & Experience Your Actual Apartment

+91 88079 88079



28th September - Saturday - Property Plus - P1 - Qtr. Page

ONLY APARTMENT LEFT.

Luxury apartment 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 MEMBER OF **CREDAI**


28th September - Saturday - Property Plus - P3 - 80CC

THE NEW MARK OF PROSPERITY IN ADYAR



Marketed by
JLL

CREDAI



TVH
QUADRANT
THE ADYAR CONDOMINIUMS

3 BHK & 4 BHK
2780 to 3615 sq.ft.


51

FOR A
LIMITED
PERIOD

LAKHS OFF

**STARTING FROM
RS. 5 CRORES**

*Conditions apply

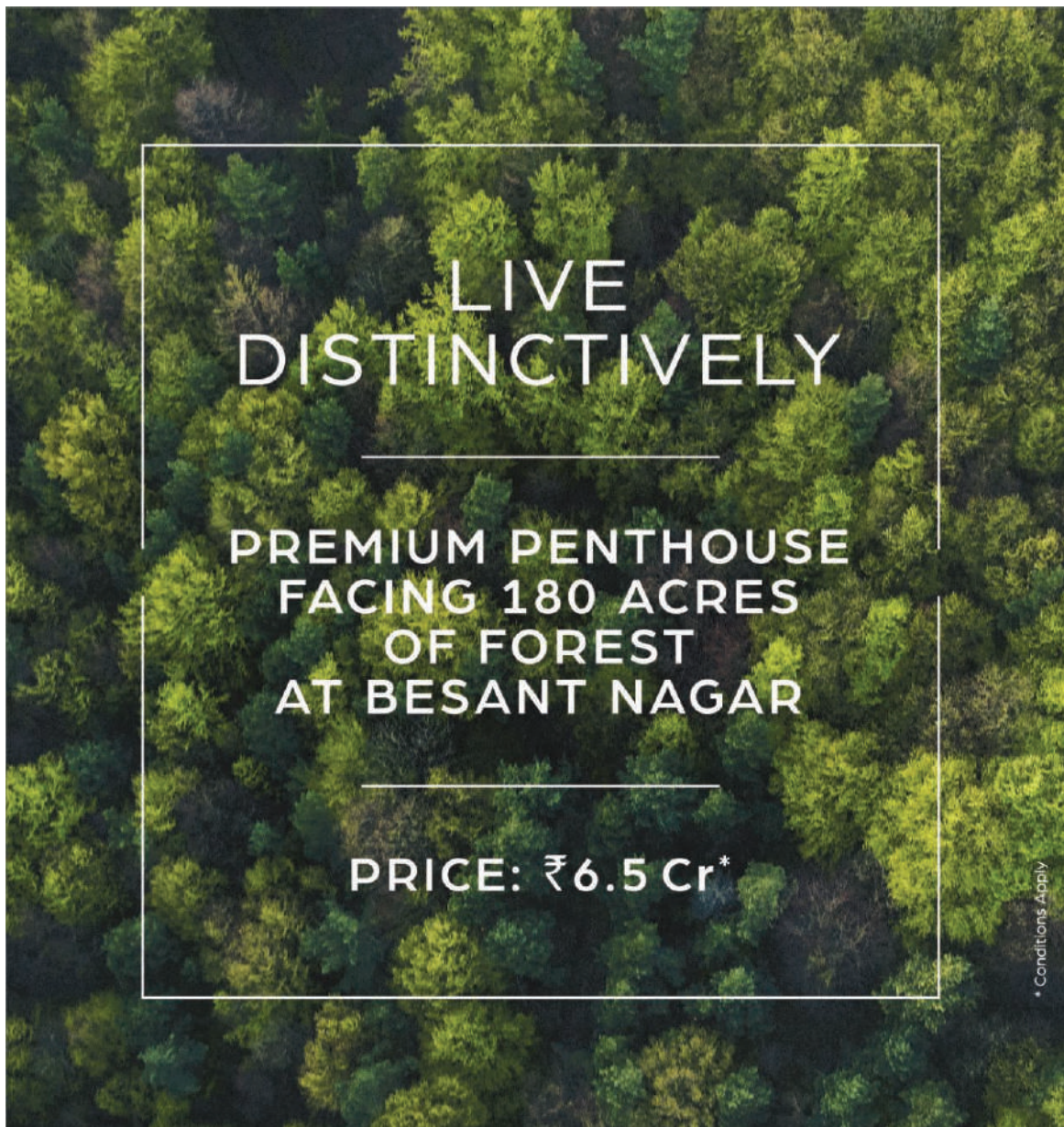


TVH

Call: 9176927000
Email: sales@tvh.in
www.tvh.in

MAH design strategy

28th September - Saturday - Property Plus - P3 - Qtr. Page



**LIVE
DISTINCTIVELY**


**PREMIUM PENTHOUSE
FACING 180 ACRES
OF FOREST
AT BESANT NAGAR**

PRICE: ₹6.5 Cr*

* Conditions Apply

**OTHER
PROJECTS:**

- Premium Flat @ Luz Church Road • Alwarpet • KK Nagar
- Flats & Villas off the Sea at Thiruvannamiyur • RA Puram
- Mandaveli Raja Street • East Abhiramapuram

Sreshtha by  **SUMANTH & CO**
PREMIUM DEVELOPERS SINCE 1967

For more details and bookings, call: ☎ **90947 94446/5/7**

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

28th September - Saturday - Property Plus - P3 - Qtr. Page



DOCTORS HOUSING & EDUCATIONAL (P) TRUST (REGD.)

Vadapalani Chennai – 600 026.
Presents



DOCTORS SHUBHAM COUNTY

@Thaiyur, **Kelambakkam**




Actual Photos of the site

Plots Starting From Rs.10.99* Lakhs

14 ACRES OF GATED COMMUNITY WITH FOLLOWING AMENITIES:
 ARCH WITH GATE | FULLY COMPOUNDED | CHILDREN'S PLAY AREA
 STREET LIGHTS | 40', 30' & 23' BITUMEN ROADS | POTABLE WATER
 AVENUE TREES & WALKING TRACK.



← **PLAN YOUR TAILOR MADE DREAM HOMES
AT THE COST OF AN APARTMENT**

@RS.29.99* LAKHS

• **LOAN SUPPORT FROM HDFC / AXIS BANK**

for
SITE WALK THROUGH CLICK
www.dhept.com

DTCP Approved Layout No - 33/2018
RERA No TN/01/Layout/0043/2019/05.04.2019

**75%
BANK
LOAN**

INVEST WITH US & BE SECURED

For more details, please contact

☎ **95001 11128 / 96000 12370**

*Registration Charges @ Actuals

*GST for building - Extra

Plot No.1717, Door No.15, H Block, 10th Street, Anna Nagar, Chennai - 600 040

28th September - Saturday - Property Plus - P3 - Qtr. Page

A PICTURE-PERFECT LIFE AWAITS YOU.



* Actual image taken at site.

- READY TO MOVE-IN 3 & 4 BHK APARTMENTS
- PRIVATE POOL IN EVERY UNIT
- 3 ACRE GARDEN WITH GOLF PUTTING
- PANORAMIC SEA VIEW
- FURNISHED & SEMI FURNISHED HOMES
- RENT/LEASE AVAILABLE

*Located on the
scenic East Coast Road,
Reflection offers
premium sea facing homes.*

FOR MORE INFORMATION CALL:

+91 9940 400 600

or email us: info.reflectionsales@gmail.com

REFLECTION



A PLACE TO PAUSE

SIGNATURE HOMES

— on ECR, Chennai —



CREDAI
CHENNAI

No.45, Thiruvaidanthal Village, Kovalam, East Coast Road, Chennai
www.reflectionchennai.com

A unique Olympia Merin development
OLYMPIA

28th September - Saturday - Property Plus - P8 - Full Page



NO WAITING! MOVE IN NOW AND START LIVING!



ON MAIN OMR, NAVALUR
L&T CONSTRUCTION
OVER 1800 HAPPY FAMILIES
OPPOSITE VIVIRA MALL & OMR FOOD STREET

VERY CLOSE TO SIRUSERI IT PARKS AND OTHER IT HUBS
VELAMMAL NEW-GEN CBSE SCHOOL IN CAMPUS

Experience only happiness when you MOVE IN RIGHT AWAY into our ready to occupy premium 3BHK sea facing apartments. Packed with amenities and features, there will never be a dull moment for you and your family at Opaline Sequel.

And that's not all, now with every booking get
2 SPLIT AIR-CONDITIONERS AND A MODULAR KITCHEN ABSOLUTELY FREE*.

SOME OF CLUB OPAL'S AMENITIES

 VELAMMAL SCHOOL	 CLUB HOUSE	 BANQUET HALL	 SWIMMING POOLS	 GYMNASIUM
 TENNIS COURTS	 BASKETBALL COURT	 CRICKET GROUND	 FOOTBALL GROUND	 CHILDREN'S PLAY AREA

Also, Indoor Sports Arena with Badminton, Squash and much more.


 Navalur, OMR





DTCP Structurally Completed Project
as per Rule 2(h)(ii) of TN RERA Rules.

CALL NOW: 9025 600 900

sales@olympiagroup.in www.olympiagroup.in

28th September - Saturday - TOI - J1



**IPPA VITTA
THALA
KEEZHA
NINNAALUM
KIDAIKKAATHU!**

₹3850/SFT

AT MEDAVAKKAM

75+ AMENITIES

Phase I (250 units)

SOLD OUT

LAUNCHING PHASE II

CASAGRANT
Zenith
MEDAVAKKAM

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CASAGRANT
EARLY BIRD PRICE

₹3850
PER SFT

**2, 3, & 4 BHK
APARTMENTS
FROM
₹45 LAKHS**



Elevation view



**NEIGHBOURHOOD
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(For first 30 bookings only)

Total - 949 units | Phase II - 250 units

*Conditions apply

Exclusive site visit available | Visit model house at site

98848 30002 | www.casagrand.co.in

CASAGRANT
building aspirations

28th September - Saturday - TOI - J2



75+ STUNNING, WORLD-CLASS AMENITIES AND FEATURES

ENTERTAINMENT

1. Poolroom & TT room
 - Foosball table
 - 360° ping pong
 - Billiards table
 - Table tennis
2. Board games room
 - Dartboard
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WELLNESS

Fitness Facilities

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81. Vitamin C shower in all master bedrooms
82. Oxygen infused clubhouse



Lobby



Living room



Bedroom

CREDAI

Exclusive site visit available | Visit model house at site

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CASAGRANT
building aspirations

28th September - Saturday - TOI - P1 - Half Page



JAIN HOUSING
& CONSTRUCTIONS LTD.

CHENNAI'S BIGGEST SALE EVER

ONLY ON SUNDAY 29th SEP 2019

BETWEEN 8 am to 8 pm

AT
**THORAIPAKKAM &
PALLAVARAM**

BOOK YOUR HOME BY PAYING

JUST RS. 50000

VISIT OUR MODEL APARTMENT AT SITE
27th to 29th SEP 19

UNHEARD PRICE IN

OMR

₹ 3995 PER
/- SQ.FT

AT **THORAIPAKKAM**



Actual Picture taken at Site

1 DAY SALE

ACTUAL PRICE
~~₹ 5495~~ PER SQ.FT

SUNDAY PRICE
₹ 3995 PER SQ.FT

Rs. 875 Towards Infrastructure and Other Development Charges

VISIT : www.jainhousing.com to reserve the price online

1 BHK 531 to 542 sq.ft.
2 BHK 1036 to 1072 sq.ft.
3 BHK 1337 to 1718 sq.ft.

HURRY UP!
RS. 1500
LESS PER
SQ.FT.

UNBELIEVABLE PRICE IN

GST

₹ 2995 PER
/- SQ.FT

AT **PALLAVARAM**



Actual Picture taken at Site

1 DAY SALE

ACTUAL PRICE
~~₹ 4995~~ PER SQ.FT

SUNDAY PRICE
₹ 2995 PER SQ.FT

Rs. 875 Towards Infrastructure and Other Development Charges

VISIT : www.jainhousing.com to reserve the price online

2 BHK 957 to 962 sq.ft.
3 BHK 1302 to 1431 sq.ft.

HURRY UP!
RS. 2000
LESS PER
SQ.FT.

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 : ia@jainhousing.co.in

28th September - Saturday - Times Property - P1 - Qtr. Page

OFFER-0-OFFER



UP TO LAKHS

✓ **FREE INTERIORS** ✓ **RENTAL GUARANTEE** ✓ **CASHBACK**



Now buying a home at Doshi FirstNest can earn you 1 of 3 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.

MUST BUY REASONS

- ✦ Good Connectivity
- ✦ Near Chromepet - T.Nagar of the Suburbs
- ✦ Off Outer Ring Road ✦ Close to Employment Hubs
- ✦ Top Class Specifications ✦ Surrounded by Parks
- ✦ 15+ Amenities ✦ ₹2.67 Lakhs & 33% GST Savings under PMAY for First Home Buyers

BEST PRICE IN CHROMEPET

SMART 2BHK
₹28 LAKHS ONWARDS



LARGE 2BHK
₹38 LAKHS ONWARDS



LARGE 3BHK
₹51 LAKHS ONWARDS

VISIT SITE FOR SPECIAL OFFERS

*T&C apply

FOR FREE SITE VISIT

88079 88079



DOSHI HOUSING



DOSHI FIRSTNEST

Member **CREDAI**

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

28th September - Saturday - Times Property - P2 - Full Page

Jones Foundations Pvt. Ltd.
We Promote Your Dreams

Blazia
LANDMARK LIVING

**Spacious
Luxury
Apartments**

2BHK:
1194 - 1269 Sq.Ft.
2.5BHK:
1396 Sq.Ft.
3BHK:
1417-1947 Sq.Ft.

**RS. 5900
Per Sq. Ft.**

VISIT OUR MODEL APARTMENT @ SITE

**NEARING
COMPLETION**

**THORAIPAKKAM, PALLAVARAM 200FT. RADIAL ROAD
NEAR KEELKATTALAI JUNCTION**

**3 & 4 BHK
Independent Villas**

**OTTIYAMBAKKAM
(NEAR PERUMBAKAM)**

**READY TO
OCCUPY
FROM 59 LAKH
ONWARDS**

**JONES
Cassia**
the villa community

100 HAPPY FAMILIES LIVING

www.jonesfoundations.com
9360046004



Blazia:
C/PP/MSB-IT/04A to J/2015
Cassia II:
44/2017



Blazia:
TN/01/Building/0143/2017
Cassia II:
TN/01/Building/0344/2018

Member of
CREDAI

28th September - Saturday - Times Property - P6 - Half Page




FURNISHED APARTMENTS @ AMBATTUR

1 BHK
₹ **29L**
605 SQ.FT.

2 BHK
₹ **49L**
1044 SQ.FT.

3 BHK
₹ **59L**
1254 SQ.FT.

ALL INCLUSIVE
CC NO.EC/NORTH II/204/2019

FREE

- ▶ MODULAR KITCHEN
- ▶ WARDROBES
- ▶ TV WALL UNIT
- ▶ LIGHTS & FANS

**GRAHAPRAVESAM
STARTED**

**25
BOOKINGS
ONLY**

9025 450 450

STRATEGIC CONSULTANT
PROPERTY MECHANICS

MEMBER
CREDAI

End of Report.