

# arketbeat

March 2020 - 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	9 <sup>th</sup> March, Monday	Akshaya	Shanti	Commercial	The Hindu	J1 & J2
2	12 <sup>th</sup> March, Thursday	SPR	City of Joy	Apartments	Dinathanthi	J1
3	13 <sup>th</sup> March, Friday	SPR	City of Joy	Apartments	The Hindu	J1 & J2
4		SPR	City of Joy	Apartments	TOI	J1 & J2
5		Shriram	Aarambham	Plots	Dinamalar	Page 1 Half Page
6	14 <sup>th</sup> March, Saturday	Brigade	Bonito	Apartments	The Hindu	J1 & J2
7		Akshaya	Heaven on Earth	Plots	The Hindu	Page 1 Qtr. Page
8		Lancor	Multiple	Villas	Property Plus	Page 1 Half Page
9		Appaswamy	Habitat	Apartments	Property Plus	Page 3 Qtr. Page
10		BLB	Shree Vari Nagar	Plots	Property Plus	Page 3 Qtr. Page
11		Sumanth & Co	RA Puram	Apartments	Property Plus	Page 3 Qtr. Page
12		Doshi	Risington	Apartments	Property Plus	Page 6 Full Page
13		Casagrand	Multiple	Apartments	TOI	J1 & J2
14		Tata	Santorini	Apartments	TOI	Page 11 Full Page
15		Lancor	Altura	Apartments	Times Property	Page 1 Half Page
16		Doshi	Risington	Apartments	Times Property	Page 1 Qtr. Page
17		NCC Urban	Temple Trees	Apartments	Times Property	Page 3 Half Page
18		Galaxy	Multiple	Plots	Times Property	Page 5 Full Page
19		Bharathi	Serenity	Apartments	Times Property	Page 7 Half Page
20		BLB	Shree Vari Nagar	Plots	Times Property	Page 7 Qtr. Page
21		Ankur	Palm Springs	Apartments	Times Property	Page 8 Full Page
22		S&P	Signature Villas	Villas	Times Property	Page 11 Full Page
23		Doshi	Risington	Apartments	Times Property	Page 12 Full Page
24		VGN	Oval Gardens	Plots	Times Property	J3
25		Shriram	Aarambham	Plots	Times Property	Page 1 Qtr. Page
26		Vishvak	Chengalpet	Villas	Mugavari	Page 1 Qtr. Page
27		Casagrand	Zenith	Apartments	Dinamalar	J1 & J2
28		Akshaya	Heaven on Earth	Plots	Dinamalar	Page 1 Qtr. Page
29		BLB	Shree Vari Nagar	Plots	Kanavu Illam	Page 1 Qtr. Page
30		Casagrand	Verdant	Villas	Kanavu Illam	Page 3 Full Page
31	15 <sup>th</sup> March, Sunday	Akshaya	Heaven on Earth	Plots	Dinathanthi	Page 1 Qtr. Page



1 ABOV

only  
**15**  
Lakhs\* la  
**villa**

OFFER ONLY  
on **48**  
Villas

at **ORAGADAM**

Pre-Launching

PROJECT CODE

**MERSAL**

Independent & Semi-independent villas next to Daimler, Oragadam.



**9003117865** | [www.codemersal.com](http://www.codemersal.com)

# *NEWSPAPER ADVERTISEMENTS*

The Hindu, Times Of India, Dinamalar & Dinathanthi.



9th March - Monday - The Hindu - J1

**Akshaya**

**Shanti**  
OFFICE SUITES

Presenting  
**Shanti**

Iconic address for  
blockbuster businesses



**Akshaya Shanti** is Chennai's new commercial nerve centre. Situated on Mount Road and well connected to all major landmarks of the city, Shanti offers new-age, state-of-the-art Grade-A office spaces for sale or lease.

Types available for sale or lease

Sq.ft. Available

Price

6 Floor Plates

Corporate office spaces starting from 12886 sq.ft.

Price on Request

24 Corporate Office Suites

Corporate office spaces starting from 2725 sq.ft.

4.95 Cr Onwards

86783 sq.ft  
GRADE-A  
Corporate  
Office

VISIT OUR FULLY FURNISHED BOUTIQUE OFFICE SUITE AND EXPERIENCE THE DIFFERENCE

**Modular Gold Green Rated Office Spaces suitable for All Businesses / All Professionals.**

Aesthetically Designed | Well-Ventilated | Beautifully Landscaped | High Efficiency Working Environment  
Self-Contained Cafeteria Restaurant | Built-in Gymnasium | IGBC Pre-Certified Gold Green Project  
10 Year Maintenance by Akshaya | Parking facilities for 134 Cars (Car park-sq.ft. Ratio of 1 Car Park for every 647 sq.ft.)



C.C. OBTAINED | CC No. EC/South - 1/206/2019 | RERA No. TN/29/Building/0035/2017 | <http://www.tnrrera.in>

FOR BOOKINGS & MORE INFORMATION

**8144 091 091**



Member  
**CREDAI**

9th March - Monday - The Hindu - J2

**akshaya**  
uncompromise.

# M

for money  
Chennai's highest rental yield

Invest in pre-leased, fully furnished Akshaya projects, and get guaranteed rental returns.  
The best part is that this rental income is fixed and not occupancy-based.

## Launching Twin Projects

### AvenueM

Pre-leased, fully furnished luxury Town Villas

Invest	6.5%
₹87.81 Lakhs*	Rental yield
Earn monthly	For
rental ₹49,993/-*	5 Years

C.C. No. 1248/2006/A1

### TowerM

Pre-leased, fully furnished Studio Apartments

Invest	7.25%
₹29.10 Lakhs*	Rental yield
Earn monthly	For
rental ₹17,946/-*	5 Years

C.C. No. 1248/2006/A1

\*T&C apply

## HQ | MOVE INTO GRADE-A OFFICE SUITES

Launching first-of-its-kind boutique office suites in Chennai @ OMR.

For Rent	For Sale
₹36,252	₹55.38 Lakhs
onwards	onwards

1007 sq.ft. onwards on OMR Kazhipattur | Suitable for start-ups and boutique offices

C.C. Obtained

WE INVITE LAND OWNERS FOR DEVELOPMENT OPPORTUNITIES FROM 2 GROUNDS TO 30 ACRES.

JV | JD | DM | IN-CITY RE-DEVELOPMENT | SUBURBAN LARGE PROJECTS | BOUTIQUE RETAILS | GRADE-A COMMERCIALS  
| IT PROJECTS | BUILT TO SUIT | DESIGN & BUILD | LAND LAYOUT PROJECTS | **CONTACT SENTHIL 044 66205665**

FOR BOOKINGS & MORE INFORMATION

**8144 091 091**

**RANKED TN'S NO.1 REAL ESTATE  
INDIA'S NO.9 DEVELOPER**

BY CONSTRUCTION WEEK  
NOVEMBER 2016

**ONE OF INDIA'S MOST REPUTED  
REAL ESTATE BRANDS - THE ONLY ONE  
IN THE LIST FROM TAMILNADU**

BY BLUEBYTES AND TRA RESEARCH  
OCTOBER 2016



**12th March - Thursday - Dinathanthi - J1**



**SPR CITY**  
A PROJECT WITH BINNY LTD

**RESIDENCES & BUNGALOWS**

**இச்சலுகை  
மார்ச் 15  
வரை மட்டுமே**

**1 லட்சத்திற்கும் மேலான  
மரங்களுக்கும் செடிகளுக்கும்  
மத்தியில் உங்கள் குடும்பத்தோடு  
மகிழ்ச்சியோடு வாழுங்கள்!**

**சிட்டி  
ஆஃப் ஜாய்**

SPR சிட்டி, என்று  
அழைக்கப்படும்  
கீழ்ப்பாக்கத்திலிருந்து  
2 கிமீ மட்டுமே.

பிரம்மாண்டமான 63 ஏக்கர் பரப்பளவில் மனம் நிறைந்த  
சந்தோஷத்துடன் வாழ்ந்திடங்கள். சென்னையின் மத்திய  
பகுதியில், இதுவரை சென்னையில் பார்த்திராத அளவு  
பசுமை திரம்பிய சூழலில் அமைந்துள்ள அற்புதம்! மிக  
அழகான பெருமையிரு பங்களாக்கள் | ஸ்பேஷியல்  
ஊப் லக்ஸரி ரெஸிடென்சஸ் | தி ஸ்ராம் யூனிவர்சல்  
ஸ்கூல் | இத்தியாவின் மிகப் பெரிய ஹோல்சேல்  
மார்க்கெட்டான மார்க்கெட் ஆஃப் இத்தியா | ஹை  
ஸ்டீட் ஷாப்பிங் மால் | மல்டிப்ளெக்ஸ் மற்றும்  
ஆனந்தமாக வாழ 75க்கும் மேற்பட்ட சிறப்பு வசதிகள்.

www.sprhighliving.com



**48<sup>th</sup>**  
SPR ANNIVERSARY OFFER

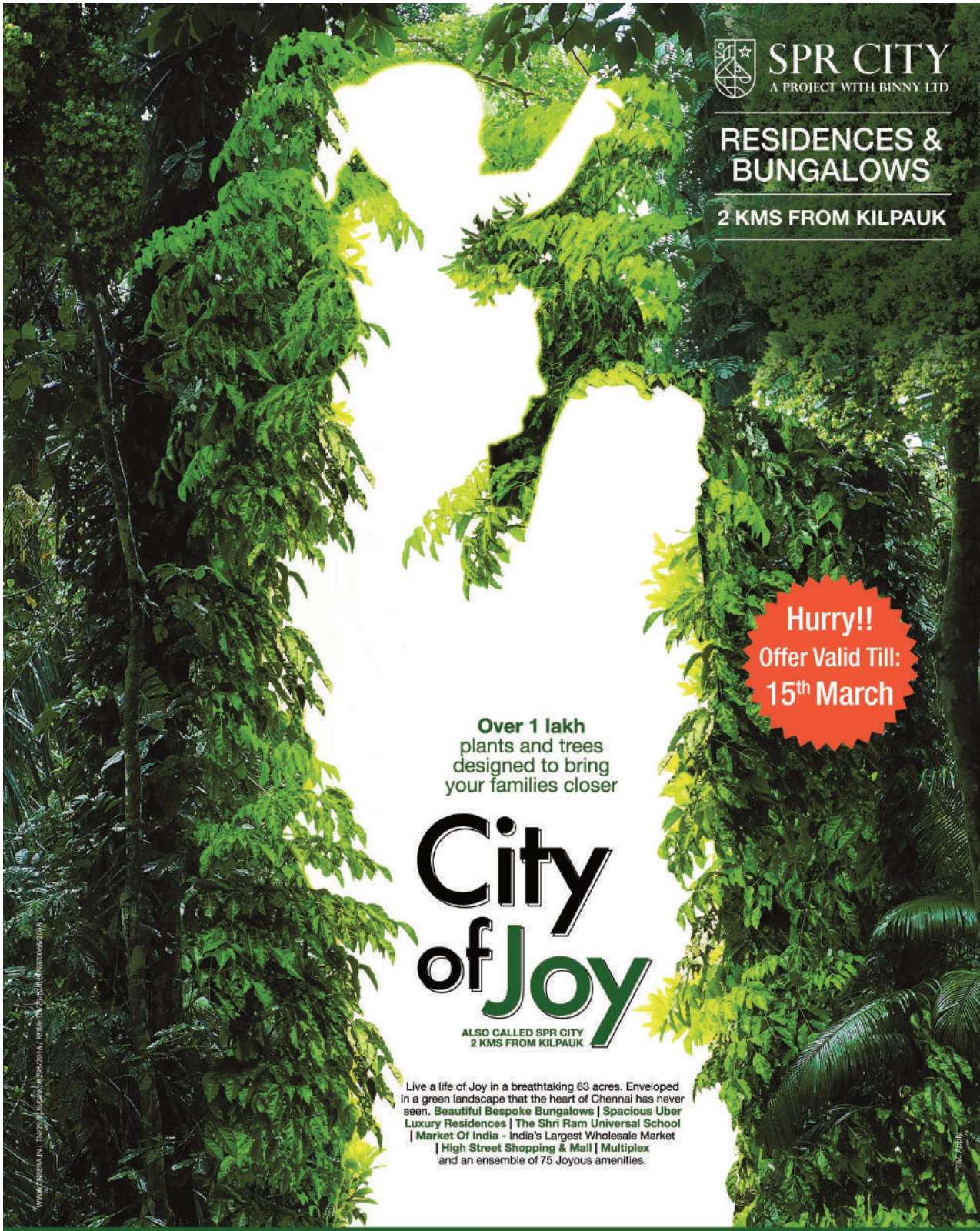
**SELECT NOW\***  
**PAY ON  
POSSESSION**

மேலும் விவரங்களுக்கு அழைக்கவும்.

**044-66789392**  
**7358400888**



## 13th March - Friday - The Hindu - J1



**SPR CITY**  
A PROJECT WITH BINNY LTD

**RESIDENCES & BUNGALOWS**

**2 KMS FROM KILPAUK**

**Hurry!!**  
Offer Valid Till:  
**15<sup>th</sup> March**

Over 1 lakh  
plants and trees  
designed to bring  
your families closer

**City  
of Joy**

ALSO CALLED SPR CITY  
2 KMS FROM KILPAUK

Live a life of Joy in a breathtaking 63 acres. Enveloped in a green landscape that the heart of Chennai has never seen. Beautiful Bespoke Bungalows | Spacious Uber Luxury Residences | The Shri Ram Universal School | Market Of India - India's Largest Wholesale Market | High Street Shopping & Mall | Multiplex and an ensemble of 75 Joyous amenities.

www.sprhighliving.com



**48<sup>th</sup>** **SELECT NOW\***  
**PAY ON**  
**POSSESSION**  
SPR ANNIVERSARY OFFER

**For Site Visit Call**  
**044-66789396**  
**7358500888**



## 13th March - Friday - The Hindu - J2

Embrace 75  
stunning  
amenities  
that will bring  
the Joy into  
your family!



75  
JOYOUS  
AMENITIES

**Indoor Sports:** Billiards | Card Lounge | Carrom Lounge |

Golf | Putting Simulator | Snooker | Squash Courts |

Swimming Pool | Table Tennis | Virtual Gaming |

Hopscotch Zone | Trampoline Area | Foosball Table | Dart

Zone | Gilli Danda\* | Hide & Seek Barrows\* | Sitoliya Game Zone\* |

Skating\* **Outdoor Sports:** Archery\* | Cricket Nets\* | Volleyball\* | Box

Cricket\* | Futsal Courts\* | Basketball Court\* | Tennis Courts\* | Badminton

Courts\* | Pump Track Ride\* | Kabbadi & Kushti Zone\* | Wrestling Zone | Rock

Climbing Wall | Skate Park **Leisure:** Indoor Swimming Pool For Ladies & Kids

| Jogging & Walking Track | Kids Play Zone | Kids Pool with Snack Bar | Kids

PSP | Library | Barbeque & Party Area | Outdoor Party Area | Nana Nani Park |

Pool Deck | Slide | Water Fountain | Sand Pit Area For Kids | Kids Tunnel |

Toddler's Park | Mini Theatre | Banquet Hall | Dance And Music Room | Crèche

cum Day Care | Mini Party Hall | Hammock Lawn | Outdoor Theatre Screen |

Business Centre | Dog / Pet Area\* | Seating Walls\* **Health Zone:** Yoga &

Meditation | Vitamin D Zone | Steam & Sauna | Jacuzzi\* | Gymnasium | Aerobics

| Group Exercise Room **General:** Spiritual Centre\* | Temple\* | Flower Garden\* |

Urban Farm\* | Themed Garden\* | Convenience Store\* | Car Wash Zone\* |

Medical Centre | Juice & Snack Bar | Café | Spa & Saloon | Laundry Service

City  
of Joy  
is now so easy to own!

48<sup>th</sup>  
SPR ANNIVERSARY OFFER

SELECT NOW\*  
PAY ON  
POSSESSION

RESIDENCES & BUNGALOWS



**SPR CITY**  
A PROJECT WITH BINNY LTD



[www.sprhighliving.com](http://www.sprhighliving.com)  
Follow us on     SPRHighLiving

For Site Visit Call

**044-66789396**  
**7358500888**

WWW.TNRERA.IN | TN/29/BUILDING/0295/2018 / RERA: TN/29/BUILDING/0068/2018 | Disclaimer: Amenities mentioned are for over all phases of SPR City. Images as per artistic impression. \*Future Development



**13th March - Friday - TOI - J1**

**SPR CITY**  
A PROJECT WITH BINNY LTD

**RESIDENCES & BUNGALOWS**  
**2 KMS FROM KILPAUK**

**Hurry!!**  
**Offer Valid Till:**  
**15th March**

Over 1 lakh  
plants and trees  
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www.sprhighliving.com



**48<sup>th</sup>**  
SPR ANNIVERSARY OFFER

**SELECT NOW\***  
**PAY ON POSSESSION**

**For Site Visit Call**  
**044-66789394**  
**7550100888**



13th March - Friday - TOI - J2

Embrace 75  
stunning  
amenities  
that will bring  
the Joy into  
your family!



75  
JOYOUS  
AMENITIES

**Indoor Sports:** Billiards | Card Lounge | Carrom Lounge |

Golf | Putting Simulator | Snooker | Squash Courts |

Swimming Pool | Table Tennis | Virtual Gaming |

Hopscotch Zone | Trampoline Area | Foosball Table | Dart

Zone | Gilli Danda\* | Hide & Seek Barrows\* | Sitoliya Game Zone\* |

Skating\* **Outdoor Sports:** Archery\* | Cricket Nets\* | Volleyball\* | Box

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Urban Farm\* | Themed Garden\* | Convenience Store\* | Car Wash Zone\* |

Medical Centre | Juice & Snack Bar | Café | Spa & Saloon | Laundry Service

City  
of Joy  
is now so easy to own!

48<sup>th</sup>  
SPR ANNIVERSARY OFFER

SELECT NOW\*  
PAY ON  
POSSESSION

RESIDENCES & BUNGALOWS



SPR CITY  
A PROJECT WITH BINNY LTD



Project funded by  
Piramal  
Capital & Housing Finance



Project funded by  
JM FINANCIAL

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For Site Visit Call

044-66789394  
7550100888

WWW.TNRERA.IN | TN/29/BUILDING/0295/2018 / RERA:TN/29/BUILDING/0068/2018 | Disclaimer: Amenities mentioned are for over all phases of SPR City. Images as per artistic impression. \*Future Development

## 13th March - Friday - Dinamalar - P1 - Half Page



**முதலீடோ, முதல் வீடோ,  
வளர்ச்சி இதோ ஆரம்பம்.**



Places that live in you

புத்தமல்லி  
+ 20 MIN

ஆவடி  
+ 20 MIN

சவிதா  
மருத்துவக் கல்லூரி  
+ 5 MIN

**BRANDED PLOTS** 00000sqft  
**@14L+**  
In a 40 acre mini city

PRE-LAUNCHING  
CODENAME  
**AARAMBHAM**

5 MINS FROM SAKSETHA MEDICAL COLLEGE

REF: 76/18/Layout/10335/0000



விவசாய, கிராம வளர்ச்சி திட்டம் (Rural, Agri & PDS) கீழ் கட்டிடம் செய்யப்படும் பகுதி. அங்குள்ள பகுதி 10 ஏக்கர்.



சென்னைக்கு 100 கி.மீ. அல்லது 10 நிமிஷத்தில் உள்ள புத்தமல்லி கிராம பகுதி.



சுமார் 100 ஏக்கர் பரப்பளவு கொண்ட, 1000 வீடுகள் கொண்ட புத்தமல்லி கிராம பகுதி.



10 ஆண்டுகளுக்கு மேல் கட்டிடம் செய்யப்பட்டு 1000 வீடுகள் கொண்ட புத்தமல்லி கிராம பகுதி.

**முதல் 100 முன்பதிவுகளுக்கு மட்டும் சிறப்பு விலைகளை பெறலாம்! ஆச்சரியமூட்டும் கிராம! அனுபவமளிக்க வேட்டுப் பெற்றிருங்கள்!**

**( 044 4001 4444 | www.shriramproperties.com | CRD/1 )**



## 14th March - Saturday - The Hindu - J1

**LIVE EXTRA**

**FINEST HOMES WITH 10+ ACRES OF TROPICAL LANDSCAPE**

Artist's Impression

BRIGADE  
Building Positive Experiences

MEMBER CREDAI

Upgrade to spacious homes in a **33 acre Spanish themed township** that offers you an extravagant life. Enjoy a life set in **acres of splendid gardens and beautiful courtyards**.

Indulge in global standard amenities that offer you and your family an **unparalleled lifestyle** that will soon be envied by all.

Enjoy exceptional connectivity, **located just 10 minutes from Anna Nagar** with easy access to educational institutions, hospitals and entertainment avenues.



2, 2.5 & 3 bedroom homes starting from ₹ 68 Lakhs\*



30,000+ sq.ft. ready to use clubhouse



Premium units ranging from 1062 - 1978 sq.ft. SBA (98.69 - 183.77 sq.m.)

#### BROUGHT TO YOU BY

The creators of the World Trade Centers in South India and Bengaluru's most loved integrated enclaves - Brigade Gateway, Brigade Millennium & Brigade Metropolis.

#### COMPLETION CERTIFICATE RECEIVED FOR PHASE 1

To **UPGRADE TO BRIGADE**, visit our project sales office

**1800 102 9977 • salesenquiry@brigadegroup.com**

TN RERA Registration No.TN.29/Building/0012/2020 available at [www.tnrera.in](http://www.tnrera.in)

\*T&C apply

— **LAUNCHING** —

**BONITO**

at **BRIGADE XANADU**

MOGAPPAIR WEST

**BrigadeXanadu.com**

**7395 989 777**



# 14th March - Saturday - The Hindu - J2



**BRIGADE**

Building Positive Experiences

## THE DIFFERENCE BETWEEN ORDINARY AND EXTRAORDINARY IS **THE EXTRA**

Welcome to Bonito at Brigade Xanadu,  
finest homes for those who don't settle for the ordinary.



### LOCATION MAP

\*Artistic representation. Map not to scale



### EXTRAORDINARY LIFESTYLE FEATURES

#### EXTRA space

- 33 acre Spanish themed township
- 30,000 sq.ft. ready to use clubhouse

#### EXTRA lifestyle amenities

- Rooftop swimming pool, gym, badminton & squash courts
- Multi-purpose play courts, cycling track & cricket practice net

#### EXTRA landscapes & courtyards

- 10+ acres of tropical landscape
- Multiple outdoor courtyards with gazebos and pergolas

#### EXTRA convenience

- Just 10 mins. from Anna Nagar
- Exclusive office and shopping arcade

**PMAY** Save upto ₹2.67 lakhs with PMAY scheme\*

Avail the benefits of PMAY scheme and **save up to ₹2.67 lakhs** on your first home. Under the scheme, the area size eligibility is up to 200 sq.m. (Carpet Area) and the applicant must have an annual income of **₹18 lakhs or less.**\*

**To UPGRADE TO BRIGADE,**  
Visit our model apartment at site or reach us on  
**1800 102 9977**  
**salesenquiry@brigadegroup.com**

TN RERA Registration No.: TN.29/Building/0012/2020  
available at [www.tnrera.in](http://www.tnrera.in) | \*T&C apply



LAUNCHING  
**BONITO**  
at **BRIGADE XANADU**  
MOGAPPAIR WEST

14th March - Saturday - The Hindu - P1 - Qtr. Page




# Heaven has a new address on Earth

“ In a bid to reduce traffic congestion, existing 21-km road that connects Thiruporur and Chengalpattu to be widened  
**4-LANE ROAD TO LINK OMR, CHENGALPATTU**  
Indian Express, 24<sup>th</sup> December '18 ”



Launching Heaven on Earth.  
Well-developed villa plots starting from ₹7.5 Lakhs\*, near OMR Thiruporur.  
Book your plot today and start living life heaven-size.

Starting from ₹1249/sq.ft.\*



**Honda Activa 125**  
For smart plots  
(601 sq.ft. - 860 sq.ft.)

**Honda Unicorn 150 cc**  
For regular plots  
(1502 sq.ft. - 3426 sq.ft.)

**SPECIAL LAUNCH OFFER\***  
Valid for first 25 bookings only

\* T & C apply.

**WE INVITE LAND OWNERS FOR DEVELOPMENT OPPORTUNITIES FROM 2 GROUNDS TO 30 ACRES.**

JV | JD | DM | IN-CITY RE-DEVELOPMENT | SUBURBAN LARGE PROJECTS | BOUTIQUE RETAILS | GRADE-A COMMERCIALS  
| IT PROJECTS | BUILT TO SUIT | DESIGN & BUILD | LAND LAYOUT PROJECTS | **CONTACT SENTHIL 044 66205665**

FOR BOOKINGS & FREE SITE VISIT

8144 091 091

(044) 6694 9458



10 Years Maintenance  
by Akshaya



Integrated ISO 9001:2015, ISO 14001:2015,  
(ISO 45001:2018 Management System)  
& SA 8000:2008 Certified Company.

Member





**14th March - Saturday - Property Plus - P1 - Half Page**











**A HOME THAT WE ALL LOVE**

**LUXURY OF VILLA LIFE + PRIDE OF A LAND OWNER**

**AT SRIPERUMBUDUR**

**Highlights**

- Restaurant
- Supermarket
- Gym, Swimming Pool, Outdoor Games
- Swarna Mahalakshmi Temple



**3 & 4 BHK**



## Independent Villas

For Fun & Assisted Senior Living

at Sriperumbudur

FULLY FUNCTIONAL

FULLY SECURE

IN JUST 90 DAYS\*, MOVE-IN



**2 BHK**

Visit model villa at site

(Actual photograph taken at the site)

[www.lancor.in](http://www.lancor.in)

Ramapuram Village, Opp. 'Vakkil Thottam',  
Sriperumbudur, Chennai - 602 105

**7305 400 300**



**14th March - Saturday - Property Plus - P3 - Qtr. Page**



**CREDAI**

NOT TOMORROW.  
NOT TODAY.  
MOVE-IN NOW.

**habitat@**  
PUDUPAKKAM  
(Behind Siruseri IT Park)

Spacious 3 BHKs  
1584 - 1737 sq.ft.  
Rs. 3,699/sq.ft.\*

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

Call 80561 83939

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

Actual Site Image

\*Base price.

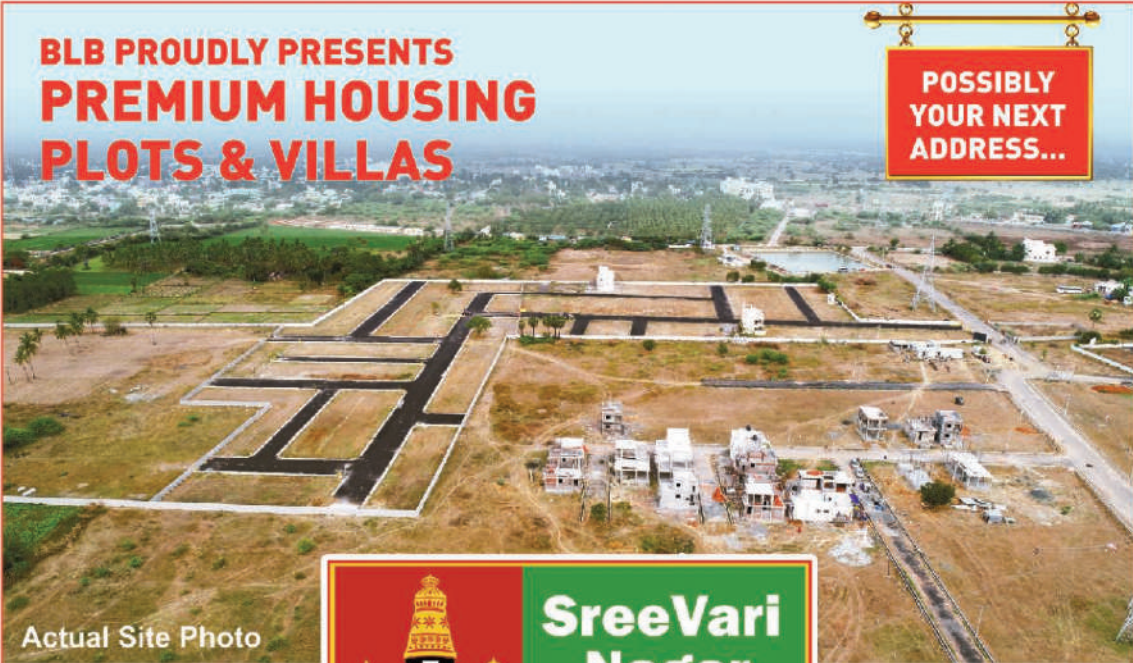
**60**  
YOUR HOME  
OUR WORLD

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REAL ESTATES

**14th March - Saturday - Property Plus - P3 - Qtr. Page**


**BLB PROUDLY PRESENTS  
PREMIUM HOUSING  
PLOTS & VILLAS**

**POSSIBLY  
YOUR NEXT  
ADDRESS...**



Actual Site Photo

**DTCP Approval Number**  
DTCP/MLPA - 51/2019



**SreeVari  
Nagar**

**RERA Approval Number**  
TN/01/Layout/54/2020

**OMR** just a few minutes drive from the happening hub of **Kelambakkam**

**From 11.5 Lakhs\***

Walkable 400 m from OMR

Rain Water Drainage and Harvesting

Black Top Roads

Pollution Free Locale

Surrounded by Houses and Apartments

Proven Potable water table at 15 feet

90% Bank Loan available

Parks, Avenue Trees and Street Lights

Several Schools, Colleges nearby

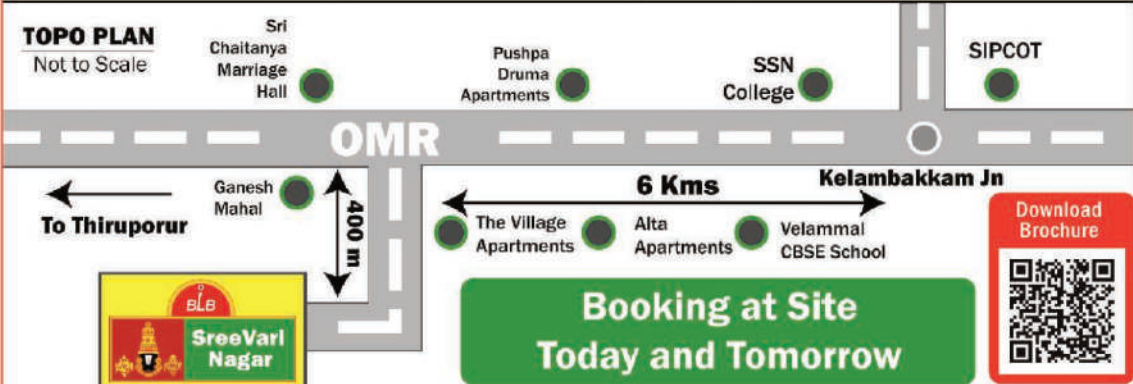
Several Hospitals nearby

Within range of Uber, Ola, Swiggy


Clear Title. Reliable Promoter.

\* Conditions apply

**TOPO PLAN**  
Not to Scale



**Booking at Site  
Today and Tomorrow**



**BLB Estates Private Limited**

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Years  
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**3 BHK FLATS | GREENWAYS ROAD, RA PURAM**



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14th March - Saturday - Property Plus - P6 - Full Page

2 BHK @ ~~71~~ 66 LAKHS \*

3 BHK @ ~~88~~ 82 LAKHS \*

\* ZERO EXTRA CHARGES

Risington, the Ready To Occupy spectacular gated community, near Thoraipakkam, just became even more irresistible. Pay ONLY FOR YOUR HOME and pay NO EXTRA CHARGES such as Club House, EB, STP, Legal, Approval, Infrastructure etc etc.



Actual Site Photo

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

#### BEST DEAL ON CENTRAL OMR

TYPE	REGULAR PRICE	OFFER PRICE
2 BHK - 1024 SQ.FT	<del>₹ 71 LAKHS.</del>	₹ 66 LAKHS
3 BHK - 1307 SQ.FT	<del>₹ 88 LAKHS.</del>	₹ 82 LAKHS
3 BHK - 1564 SQ.FT	<del>₹ 105 LAKHS.</del>	₹ 98 LAKHS

VALID ONLY FOR 30 BOOKINGS

BOOK NOW & SAVE UP TO ₹7 LAKHS CALL 88079 88079



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Member CREDIT  
Project Funded by: Piramal Capital & Housing Finance



*14th March - Saturday - TOI - J1*

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We do build superior homes, but you don't have to take our word for it.  
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TNRERA Registration no. TN/02/Buidling/0035/2020 valid up to 31 July, 2021 available on [http://www.tnrera.in/reg\\_projects\\_tamilnadu.php/](http://www.tnrera.in/reg_projects_tamilnadu.php/)  
The Occupation Certificates (OC) in respect of Towers Silmoos, Pyros, Glia, Kera & Korfoos on 18 May, 2017, In respect of Coldiera on 10 August, 2017 and Club House on 14 June, 2017.  
Disclaimer: The project is being developed in phases. This offer is valid for the first purchase of units in the project. The price is subject to change without prior notice. The price is for the ground floor. All other floors are under construction. The actual prices may vary. For more information, please visit our website or call us at 044 78248 69366.

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**3 MONTHS**

\*Conditions apply

REDA NUMBER : TN/01/BUILDING/162/2019 FOR C BLOCK

## Highlights

Member CREDAT



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pools



Flood lit  
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gym

**2 & 3 BHK APTS**  
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**INVEST**  
**₹39 LAKHS\***

**FULLY FURNISHED 1BHK**  
**NEAR THORAIPAKKAM, OMR**



**EARN**

**UP TO ₹18,000\***

**ASSURED MONTHLY**  
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CC NO - EC/SOUTH-II/156/2019

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professionals nearby



Capital Gains and  
other Tax Benefits



Occupation commenced  
Risk free returns from Day 1



With Furniture & Appliances  
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pool to movie hall



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\*T & C Apply



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E-mail: infochennai@nccurban.com,  
mktgchennai@nccurban.com

RERA No: TN/01/Building/0136/2017

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**14th March - Saturday - Times Property - P5 - Full Page**

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**Project 1**



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onwards

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20/2009

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- Developed in 10 acres of serenity
- CMDA approved villa plots
- 800sq.ft. to 3500sq.ft.
- Clearly marked plots
- 30ft & 23ft Broad internal roads with street lights
- Good potable "Ground" water
- Clear title
- Black topped internal roads
- International CBSE and Matric schools within 3 km distance

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\*T&C Apply

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Starts from

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FORUM MALL PAKATHULA

1, 2 & 2.5 BHK  
439-1147 SQ.FT.  
PRICE - ₹ 36L - 92L\*

**LAST 4 UNITS  
LEFT**



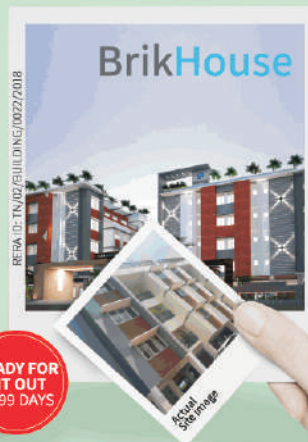
**READY FOR  
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IN 45 DAYS**

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**BrikHouse**

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prime locality in Kottivakkam**  
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PREMIUM HOUSING  
PLOTS & VILLAS**

**POSSIBLY  
YOUR NEXT  
ADDRESS...**



**Actual Site Photo**

**DTCP Approval Number**  
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**SreeVari  
Nagar**

**RERA Approval Number**  
TN/01/Layout/54/2020

**OMR**

just a few minutes drive  
from the happening hub of

**Kelambakkam**

**From 11.5 Lakhs\***

Walkable 400 m from OMR

Surrounded by Houses and Apartments

Several Schools, Colleges nearby

Rain Water Drainage and Harvesting

Proven Potable water table at 15 feet

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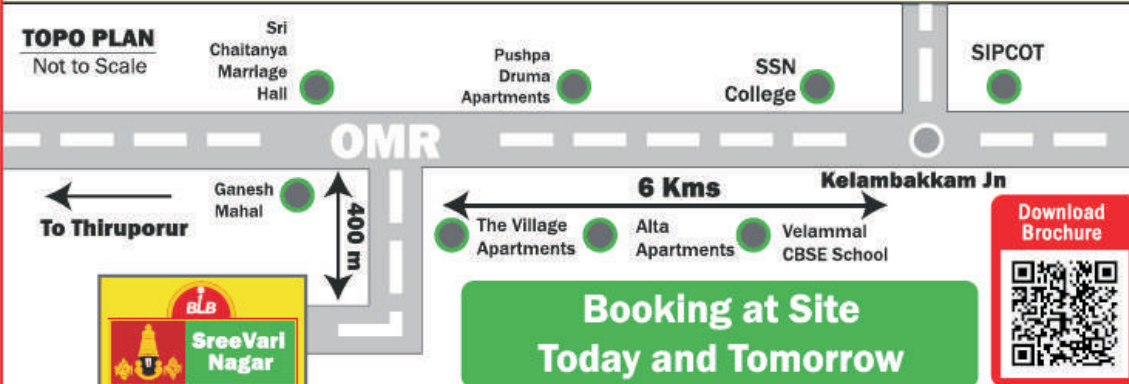
Pollution Free Locale


Parks, Avenue Trees and Street Lights

Clear Title. Reliable Promoter.

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**TOPO PLAN**  
Not to Scale






**Booking at Site  
Today and Tomorrow**

**Download  
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**MORE STYLE!**

**MORE VALUE!**



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**2 BHK**  
1000 TO 1014 SQ.FT.

**3 BHK**  
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16/08/2018

READY TO OCCUPY

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Thirumangalam Metro Station - 3 KM  
MMM HOSPITAL - 3 KM  
Villivakkam Railway Station - 3 KM  
VR Chennai Mall - 3.5 KM



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**S&P  
SIGNATURE  
VILLAS**

**NEAR TAMBARAM**

WHY LIVE IN AN  
**APARTMENT**  
WHEN YOU CAN UPGRADE TO A  
**VILLA**



SPACIOUS  
GARDEN VILLAS  
FROM  
**₹ 85**  
LAKHS  
ONWARDS



Club House

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**3 & 4 BHK | 1765 SQ.FT TO 2134 SQ.FT | LARGE OPEN DECK | PRIVATE GARDENS**

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TO INVEST IN  
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**1**

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OWN PRIVATE GARDENS

**2**

AN ELEGANT & SECURE  
INTEGRATED TOWNSHIP SPREAD  
ACROSS 18 VERDANT ACRES

**3**

STRATEGIC LOCATION  
5 MIN FROM PERUNGALATHUR  
BUS STAND & RAILWAY STATION

**4**

GRAND CLUB HOUSE  
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LIFESTYLE AMENITIES

**5**

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2 BHK @ ~~71~~ 66 LAKHS \*

3 BHK @ ~~88~~ 82 LAKHS \*

\* ZERO EXTRA CHARGES

Risington, the Ready To Occupy spectacular gated community, near Thoraipakkam, just became even more irresistible. Pay ONLY FOR YOUR HOME and pay NO EXTRA CHARGES such as Club House, EB, STP, Legal, Approval, Infrastructure etc etc.



Actual Site Photo

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

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TYPE	REGULAR PRICE	OFFER PRICE
2 BHK - 1024 SQ.FT	<del>₹ 71 LAKHS</del>	₹ 66 LAKHS
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3 BHK - 1584 SQ.FT	<del>₹ 105 LAKHS</del>	₹ 98 LAKHS

VALID ONLY  
FOR  
**30**  
BOOKINGS

**BOOK NOW & SAVE UP TO ₹ 7 LAKHS CALL 88079 88079**



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14th March - Saturday - Dinathanthi - J3



அம்பத்தூர் மையப் பகுதியில்

வாஸ்து முறைப்படி அமைந்துள்ள அம்பத்தூரின் மையப்பகுதியில்  
581 சதுரஅடி முதல் 1349 சதுரஅடி வரையிலான வீட்டு மனைகள்

VGN Oval Gardens க்கு உங்களை வரவேற்கிறோம். நகர எல்லைக்குள், அண்ணா நகரிலிருந்து 5 கி.மீ. தொலைவில் பிரத்யேக வீட்டு மனைகள். உங்கள் கனவு இல்லத்தை உடனே கட்டியமைக்கலாம். சாலைகள், பூங்காக்கள், தெரு விளக்குகள் என எல்லாமே அமைந்துள்ள இந்த இடத்தில் இல்லாதது உங்கள் வீடு மட்டுமே. வாருங்கள் உங்கள் இனிய இல்லம் அல்லது அற்புதமான முதலீடு, அழகான இந்த இடத்தில் மெய்யாகட்டும்.

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14th March - Saturday - Dinathanthi - P1 - Qtr. Page



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"RISING FROM SUPERBUND 2021" The Power of ONE



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Properties**  
Homes that live in you

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**BRANDED PLOTS (1000sft) @14L+\***  
In a 40 acre mini city

\* Artistic Impression of the 40 acre Shriram One City

PRE-LAUNCHING  
CODENAME  
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— 5 MINS FROM SAVEETHA MEDICAL COLLEGE —

RERA: TN/01/Layout/0036/2020



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சென்னைமின் மற்ற இடங்களுடன் இணைக்கும் சாலை வசதிகள் உள்ள பூந்தமல்லியிலிருந்து 20 நிமிடம்

### முதல் 199 முன்பதிவுகளுக்கு மட்டும் சிறப்பு சலுகை பொருந்தும்!

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Disclaimer: Above Indicative Starting price is the estimated price of plot and excludes premium charges, and all statutory charges including and not limited to registration charges, stamp duty, municipal taxes etc. are payable at actuals as may be applicable from time to time. Lifestyle amenities are only indicative and for representation purposes only and will be delivered in phases as a part of the integrated township. Project registered as "Shriram Earth at One City". For more details, please visit [www.trrera.in](http://www.trrera.in)



14th March - Saturday - Mugavari - P1 - Qtr. Page

# செங்கல்பட்டில்

## இயற்கை மிகு அழகிய தனிவீடு

# ₹18

## லட்சத்தில்



**1 BHK INDIVIDUAL VILLA**

**PROJECT FEATURES**

<b>90%</b> வங்கி கடன்	புதிய கலெக்டர் அலுவலகம் அருகில் அமைந்துள்ளது	செங்கல்பட்டு கோர்ட் அருகில் அமைந்துள்ளது	5 நிமிட பயணதூரத்தில் செங்கல்பட்டு ரயில் நிலையம்
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14th March - Saturday - Dinamalar - J1



# தீனமலர்

திறவுகண் : டி.வி. சாசாக்கிர்  
ஆசிரியர் : சி. சாசாக்கிர்



---

சென்னை : 98848 30006 | 98848 30006

சென்னை : 98848 30006 | 98848 30006

சென்னை : 98848 30006 | 98848 30006

## பெரிய விசில் அடிங்க!





### CHENNAI-னா CASAGRAN CASAGRAN-னா NO.1



மேடவாக்கத்தின்  
இன்னோவேடிவ்  
பிராஜக்ட் ஆஃப்  
தி இயர் 2020 விருது  
**ET NOW** வழங்கியுள்ளது

மேடவாக்கத்தில்  
மார்க்கெட் விலை

~~₹5000/- சதுர அடி~~

காசாகிரான்ட்  
லாஞ்ச் விலை

~~₹4150/- சதுர அடி~~

காசாகிரான்ட்  
சலுகை விலை

~~₹3899\*\*/ சதுர அடி~~

இச்சலுகை முதல்  
25 புக்கிங்களுக்கு  
மட்டுமே!



Elevation View

CASAGRAN  
**Zenith**  
MEDAVAKKAM

₹35 லட்சம்\*\*  
முதல்

வாங்குவதற்கான  
முக்கிய காரணங்கள்

- 🏠 017 அக்டிவ், மேடவாக்கத்தில் கட்டும் சென்னைவின் கிளப்பில் செட்டில்மென்ட், டி.வி. சாசாக்கிர்
- 📍 மேடவாக்கத்தில், தம்பலம், மேலாக்கி, செட்டில்மென்ட் மற்றும் தி.வி. சாசாக்கிர் ஆகியவற்றிற்கு அருகில் அமைந்துள்ளது
- ₹ குறைந்த அளவில் தரவேண்டிய பிசுபிசுபி விலைவாசிகள் மட்டுமே
- 🏠 ஆரோக்கியமான வாழ்விடங்களை ஏற்படுத்தும் வகையில் கட்டும் 12 வசதிகள்

TYPE	Size (Sq.ft)	Launch Price (₹)	Early Bird Price (₹)	Units
2 BHK	850 - 1019	32 L - 35 L	35 L - 32 L	80
3 BHK	1314 - 1700	48 L - 64 L	54 L - 78 L	53
4 BHK	2140	97 L - 1.07	92 L - 99 L	7
Total units				130

அருகில் அமைந்துள்ள இடங்களின் விவரம்

சென்னைவின் துறை	18 ச.கி.மீ	75000 ஏக்கர்
சென்னைவின் துறை	22 ச.கி.மீ	144000 ஏக்கர்
மேலாக்கி	15 ச.கி.மீ	71900 ஏக்கர்
மாணிக்கவாசகம்	12 ச.கி.மீ	70000 ஏக்கர்
கி.வி. சாசாக்கிர்	12 ச.கி.மீ	70000 ஏக்கர்

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building aspirations





14th March - Saturday - Dinamalar - P1 - Qtr. Page

 | **Heaven**  
on earth

# Heaven has a new address on Earth

**“**  
In a bid to reduce traffic congestion, existing 21-km road that connects Thirupurur and Chengalpattu to be widened  
**4-LANE ROAD TO LINK OMR, CHENGALPATTU**  
Indian Express, 24<sup>th</sup> December '16  
**”**

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For smart plots  
(601 sq.ft. - 860 sq.ft.)



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For regular plots  
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\*T & C apply

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10 Years Maintenance  
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Member  
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14th March - Saturday - Kanavu Illam - P1 - Qtr. Page

**BLB PROUDLY PRESENTS  
PREMIUM HOUSING  
PLOTS & VILLAS**

**POSSIBLY  
YOUR NEXT  
ADDRESS...**

Actual Site Photo

DTCP Approval Number  
DTCP/MLPA - 51/2019

**SreeVari  
Nagar**

RERA Approval Number  
TN/01/Layout/54/2020

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from the happening hub of **Kelambakkam**

**From 11.5 Lakhs\***

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\*Conditions apply

**TOPO PLAN**  
Not to Scale:

Sri  
Chaitanya  
Marriage  
Hall

Purepa  
Drama  
Apartments

SSN  
College

SIPCOT

**OMR**

To Thiruporur

Ganesha  
Mahal

400 m

6 Kms

Kelambakkam Jn

The Village  
Apartments

Alta  
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**22**  
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## 14th March - Saturday - Kanavu Illam - P3 - Full Page

கனவு இல்லம்
சென்னை  
சுவிட்சுரோடு  
16.3.2020
3



## தலை கீழா நின்னாலும் கிடைக்காது!

கோயம்புத்தூரில் முதல்  
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வேடப்பட்டியில் (கோயம்புத்தூர்),  
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Phase I (60%)  
**SOLD OUT**

**Elevation view**



THE BUILDING CORPORATION | SECTION 76/2

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- ✦ புகளம் சூழ்ந்த கம்யூனிட்டி
- ✦ IGBC தரவார்ப்பு, புகளமயமான குழல், மாடி தேட்படம், மற்றும் 34000 சதுரஅடி Miyawadi காடுகள்
- ✦ ஆர்.எஸ்.புரம் மற்றும் வடவாள்ளி வெறும் 10 நிமிடங்களில்
- ✦ கோயம்புத்தூரில், முதல் 50+ வசதிகள் மற்றும் சிறப்பம்சங்கள் கொண்ட பிராஜெக்ட்

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2 BHK apartments	800 - 900	31 L - 33 L	23
3 BHK villas (10 types of villas are available)	1800 - 2500	85 L - 1.4 Cr	24
			<b>Total</b>
			47

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15th March - Sunday - Dinathanthi - P1 - Qtr. Page

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End of Report.