

pio-speak



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RESIDENTIAL

COMMERCIAL

IT SPACE

RETAIL

WAREHOUSE

LAND

Welcome to the first quarterly issue of Pio-speak in 2011.

2010 has been an excellent year for Kolkata real estate with strong turnaround from the global recession in 2008-09. All real estate segments led by the residential sector achieved solid growth both in terms of value and volume sales with an average property appreciation of 25-30% per annum.

During this quarter the Realty Expo 2011 was held at Science City grounds from the 11th to the 14th of February, 2011. This leading real estate event offered one stop effective solution to end users and investors for residential and commercial property in West Bengal and brought the industry associates and customers under one platform resulting in transparent and quick transactions.

Meanwhile on the 25th of February, 2011 the Railway minister presented her last budget before the crucial assembly election in the state with a bouquet of project announcements for West Bengal. Broadly, the factors like unchanged

passenger fare and freight rate, added concession and reduction of age for senior citizens, integrated suburban network for Kolkata, new services and expansion proposal of Kolkata Metro rail will create positive impact on the masses in West Bengal. The union budget also encourages prospective customers to purchase accommodation in affordable housing projects.

2011 is poised to turn out to be eventful and crucial for us. Corruption and inflation coupled with global volatility have

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become the major concerns before the central government whereas in West Bengal corporates and investors mostly adopt a cautious and pragmatic approach before the execution of the most sensitive assembly election in recent times which is scheduled in April-May 2011. We all expect stability and supportive environment for our state to be on the path of sustainable growth and development irrespective of the post election government formation and political affiliation.

Please do get back to me with your suggestions and feedback at jitendra@pioneerproperty.in.

Jitendra Khaitan



CEO's Message

events@pioneer

Round Table Summit on “Challenges in Marketing in Real Estate Industry”

Our CEO, Mr. Jitendra Khaitan, was part of the Round Table Summit organized by Star Anando and afaqs! on the 23rd of February, 2011 at The Park. Ideas and experiences were shared as the topic “Challenges in Marketing in Real Estate Industry” threw up new dimensions in the sphere of the real estate industry.



The esteemed panel at the Round Table Summit



Our CEO, Mr. Jitendra Khaitan, addressing the Summit



The participating team at the event

The CCFC Telegraph Cup, 2011

The CCFC Telegraph Cup Invitational Floodlit Six-A-Side Cricket Tournament 2011 at the Calcutta Cricket and Football Club saw the top corporates of the city battle it out on the cricket ground. Pioneer, too, was a part of the cricket frenzy.

Budget Gains

West Bengal gains in Railway Budget 2011-12

New Metro extensions & Railway based projects/ factories proposed for West Bengal in this Railway Budget 2011-12 will support suburban growth around the city of Kolkata and encourage balanced development in the broad catchment areas.

New Metro rail routes proposed (survey for new routes)

- > Joka-Diamond Harbour
- > Kabi Subhas (New Garia)-Baruipur
- > Howrah Maidan-Srirampore via Dankuni, Singur
- > Howrah Maidan-Belur
- > Howrah Maidan-Santragachi-Dhulagarh
- > Mahanayak Uttam Kumar (Tollygunge)-Joka
- > Barrackpore-Kalyani



Existing Metro service improvement

34 additional trips for Kolkata metro to increase the frequency of journey

Railway-based projects

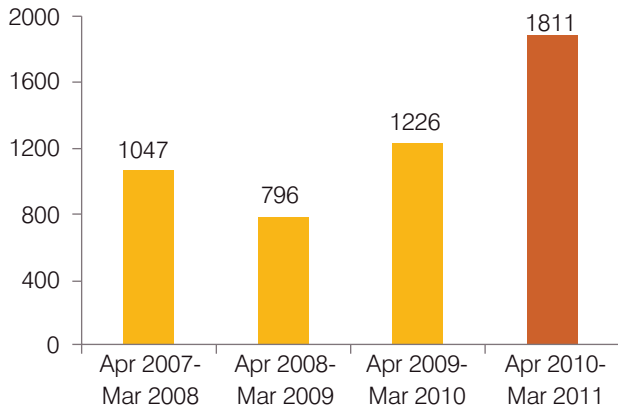
- > Metro coach factory at Singur
- > IT excellence centre at Darjeeling
- > Track machine factory at Uluberia
- > Railway Industrial Park at Nandigram

Boost for affordable housing in Union Budget 2011-12

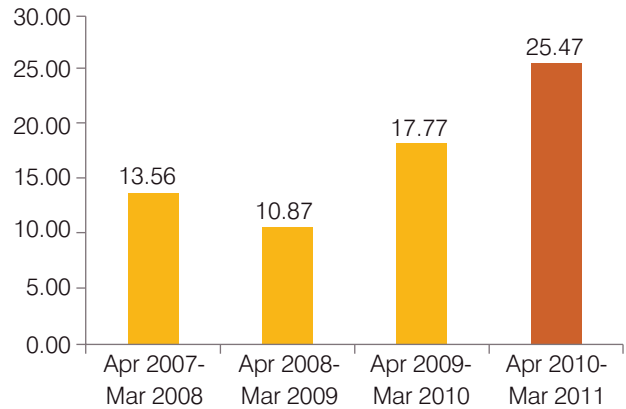
In this union budget 2011-12, the existing limit for residential units to be considered under priority sector lending scheme has been increased to Rs. 25 lakhs from Rs. 20 lakhs. The concession of 1% on existing home loan interest has been offered on housing loans upto Rs. 15 lakhs which has been enhanced from the existing limit of Rs. 10 lakhs under this scheme i.e., the cost of such housing does not exceed Rs. 25 lakhs.

The cheaper loan rates of such low cost housing could spur the demand and development of affordable housing specifically in Tier-I and Tier-II cities and the suburbs of major metro cities among the huge LIG & MIG population segment.

**Total No. of Flats sold by Pioneer:
An annual trend**



**Total Flat Area (sq ft. in lakhs) transacted
by Pioneer: An annual trend**



Performance of some of the **major** projects exclusively marketed by Pioneer

| Sl. No. | Project | Location | Sale commencement period | Total Flats | Avg. Annual Yield (%) [over the base rate; from sale commencement till March 2011] |
|---------|-------------------|---|--------------------------|-------------|---|
| 1 | Genexx Valley | South Kolkata and adjoining areas | Aug 05 | 1875 | 26% |
| 2 | Ideal Regency | | Oct 09 | 316 | 18% |
| 3 | Estelle * | | Sep 10 | 32 | 46% |
| 4 | Ideal Heights | Central Kolkata | Mar 07 | 530 | 24% |
| 5 | Ekta Floral | | Nov 07 | 453 | 25% |
| 6 | Ekta Oleander | | Nov 07 | 203 | 19% |
| 7 | Genexx Towers * | North, East Kolkata and adjoining areas | May 10 | 1104 | 12% |
| 8 | Fortune Township | | Feb 08 | 560 | 18% |
| 9 | Club Town Heights | | Aug 09 | 304 | 16% |
| 10 | MW Lake View | | Apr 07 | 271 | 16% |
| 11 | Diamond Glory | | Nov 09 | 238 | 24% |
| 12 | SGIL Residenza | | Jul 08 | 235 | 8% |
| 13 | Saltee Spacio | | May 09 | 188 | 16% |
| 14 | Pravesh * | Howrah | Jun 10 | 560 | 16% |

* Project launched during current financial year

Projects

Forum Pravesh Howrah, 212 Girish Ghosh Road,
Near Liluah Don Bosco School



| | |
|---------------------------|--|
| No. of block | : 12 |
| Total no. of flats | : 560 |
| Land Area | : 12 acres |
| Developer | : Forum Group |
| Flat Size | : 3, 4 BHK (1437 - 1978 sq.ft.) |
| Floors | : G+11 |
| Specifications | : Flooring: Living, Dining and all Bedrooms vitrified tiles • Kitchen and Toilet: Antiskid Ceramic Tiles • Doors: Timber paneled for main entrance • Windows: Aluminium sliding window |
| Amenities | : Club House • Swimming pool • AC community hall • Gym • Indoor games room • Children's play area |
| Possession | : 2013 |
| Price range | : ₹40 lacs onwards |

| | |
|------------------------------|--|
| Nature of Development | : Corporate offices |
| Floor | : B+G+11 |
| Floor Plate | : 11,000 each floor approx |
| Office floor space | : 3000 – 5500 sq. ft. |
| Salient Features | : Each unit provided with VRV AC machine •100% power backup • Beautifully landscaped compound • 2 hi-speed Passenger lifts & 1 service lift • Floor to ceiling height of 3.9 mt. • Intelligent Fire Safety System |
| Possession | : 2013 |
| Price Range | : On request |

Tirumala 22 On Park Circus Connector



Bougainvillae 11B, Burdwan Road, Alipore



| | |
|---------------------------|---|
| No. of block | : 1 |
| Total no. of flats | : 8 |
| Land Area | : 19.4 cottahs |
| Developer | : Prudent Infrarealty (P) Ltd. |
| Flat Sizes | : 4 BHK (3600 - 3625 sq.ft.) |
| Floors | : G+4 |
| Amenities | : Aesthetically landscaped roof garden • Air-conditioned ground floor lobby • 24x7 security surveillance • Servant's room • 24-hour generator backup |
| Possession | : 2011 |
| Price range | : On request |