

NEWSLETTER

Greetings from Satish Chukkapalli

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Dear All,

Greetings to all of you from Golf Edge! As we step into the season of Christmas and New Year, I extend my warmest wishes and celebrations to you all. May this season bring everlasting happiness and success into your lives! As you are already aware, Golf Edge is almost in the final stages of finishing and the handing over of the apartments will begin very, very shortly.



Golf Edge, the ultimate luxury home is worth the little wait as it is an award-winning property in luxury and premium category in the entire city of Hyderabad itself. Golf Edge is all about living with excitement, joy and unequalled luxuries! Be prepared to be pampered by the ultimate home! Happy living!

A word from a proud owner - Mr. Lokesh Sarva

“Only last month I visited Golf Edge. Though I have a busy schedule I made it a point to visit the venture as people were raving about it. True to the impression, once I visited the venture, I was totally floored and taken up into sheer luxury that words could not really fathom! The attention and care taken to keep the way things were was astonishing! Golf Edge is truly a kind of luxury home that no others can truly match! After just a 15-minute escorted tour I decided to buy a flat at Golf Edge! And today I am a proud owner! It simply feels great to belong to this luxury home! “



Follow us on Facebook and get the latest news:

www.facebook.com/golfedgebypheonix

Phoenix group wishes all our extended Phoenix family members a very Happy Birthday.



Silpa Nadella 30\11

Kalyana Kattamuri 10/11

Hemamalini R Kummatithidal 14/11

Hyma Ramo Kandregula 02/11

Ananth Rao Nemarugommula 02/11

Gopala Saripalli 10/11

Pamulapati Sudhir 14/11

Ramesh Kolluru 28/11

Challa Valli Padmavathi Devi 15/11

Gurram Naga Praveen Kumar 25/11

Mohammed Abdul Salam 16/12

Ami Mehta 08\12

Jaganmohan Manthena 14/12

Vasireddy Surya Sekhar 13/12

K Vamsi krishna 26/12

Abhyuday Chakravarthi 07/12

Srinivas V Bhupathiraju 30/12

Geeta Manthena 25/12

Challa Archana 12/12

Capt Shailendra Kohli 10/12

Radraraju Padma Rama Raju 01/12

Vamsi Krishna K 26/12



Progress of the Buildings



Tower A



Tower A

Tower A.

Total structure of Tower-A Completed 100%.

Masonry work up to 29th floors completed.

Internal Plastering completed up to 95%.

External Plastering completed up to 90%.

2nd to 11th & 16th to 24th floor Interior works are in Progress

Staircase-1 Works Completed

Internal & Corridor Works Are In Progress

Basement-3 Completed All Electrical Work

Basement-2 & 1 All Works Completed

Tower B.

Total structure of Tower-B 100% completed.

Masonry work Up to 29th floors completed.

Internal Plastering completed up to 95%

External Plastering completed Up to 95 %

29th – 1st Floor interiors work is in progress.

Staircase-2 & 3 Staircase Works Completed

Internal & Corridor Works Are In Progress



Tower B



Club house.

Total Structure 100% completed.

Masonry works in Ground, 1st, 2nd & Lower Terrace floor completed.

Internal Plastering works Completed 100%.

External Plastering Completed up to 100%

Stilt to terrace floor Interior works are in Progress

Staircase Works Completed, Swimming Pool & 2nd Floors Works Completed



Commercial building.

12th floor slab concreting 100% completed.

13th Floor Slab Reinforcement & PT work in progress.

Commercial building



Gachibowli Realty News

Gachibowli, Kukatpally witnessing more home buyers

Source: Magic Bricks

Gachibowli and Kukatpally offer certain distinct advantages, making these suburbs hot favourites of residential property seekers.

Uday Kumar resides in Hyderabad and is now looking for an apartment in Gachibowli. He says on a real estate portal forum, "I searched through a lot of properties and finally booked a flat in Gachibowli. The property is located at a place which provides easy connectivity to other areas of Hyderabad. The modern amenities provided here are quite attractive."

Gachibowli is one destination in the city that is located on the developed suburbs of Rangareddy district. It lies in the North-West of Hyderabad and is a software hub due to the presence of large IT giants. It is only 5-km from Hitec City, one of the major IT hubs in Hyderabad.

Sathya Bhagat, a theatre artist says, "Earlier we were staying in Attapur. We bought an apartment in Gachibowli in 2012. After purchasing, the commuting to my workplace (near Hitec City) actually became much easier. Many apartments are coming up in the vicinity with decent amenities."

The most available property type in this locality is multi-storey apartments with an availability of over 60 percent. There is demand for villas and residential plots as well. According to the latest figures available with a real estate portal's research, the residential inventory for both the property types is limited to 15 and 12 percent, respectively.

Why people choose to buy multi-storey apartments?

Established social infrastructure could be the attraction factor for buyers to purchase apartments in Gachibowli. Within a 3-km radius, a property buyer can easily find shopping malls, schools, hospitals, grocery stores, restaurants and many ATMs. There is demand for builder floor apartments as well in the locality but property buyers prefer multi-storey apartments due to space and luxurious facilities.

Many such apartments have coffee lounge, club house, bar lounge, dance studio and swimming pool. In fact, the interior finishing is excellent and materials used to build such structures are of a fine quality. The building materials usually are of matt finish, ceramic tiles, vitrified tiles, imported marble flooring, water proof paints and other modern techniques that produce fine fittings and finishings. Due to such facilities, people have started preferring multi-storey apartments that make living a modern and classy experience.

The road infrastructure in Gachibowli is also well-developed and has Gachibowli Flyover that was built a few years back. It is near the Outer Ring Road (ORR). The area has easy access to transport as the Telangana State Road Transport Corporation (TSRTC) buses ply on the road.

The area has Multi-Modal Transport System station (MMTS) in Hitech city just 7-km away. Bus stations like the Mahatma Gandhi Bus Station (MGBS) are 20 km away, Jubilee Bus Station in Secunderabad is just 24 km away and the Secunderabad Railway Station is at a distance of 25 km. In fact, the Rajiv Gandhi International Airport (RGIA) is also 32 km away from Gachibowli, which makes the area convenient for commuting.

Popular configurations

The availability for 3BHK units in the area is high (60%). The average price for such apartments is between 40 lakh to 1 crore and above. This is because the high income IT professionals are purchasing property in this locality. "People working in Hitec City want to reside in nearby localities and Gachibowli is nearest to the IT centre. It is convenient and close to both Madhapur and Nanakramguda IT parks," says Praveen Kumar, who owns a property in this locality.

In addition, the availability of 2 and 4BHK units is 27 and 13 percent, respectively.

"Gachibowli has a high supply of under-construction projects. The locality majorly offers apartments followed by villas," Kumar adds.

Moreover, in the builder floor category, 54 percent are 2BHK units, 33 percent share is for 3BHK units and 13 percent is for 4BHK units.

The saleable area in Gachibowli for 3BHK units is within 1,750-1,999 sq ft, which comprises 24 percent of the total share. The saleable area is considered the super-built up area inclusive of carpet area and common spaces such as staircases and lifts.

For 2BHK units, the highest saleable area is 1,150-1,349 sq ft. Nearly 50 percent properties are available within this size followed by size ranges 950-1,149 sq ft and 1,350-1,549 sq ft that comprises 30 and 20 percent, respectively.

<http://content.magicbricks.com/industry-news/hyderabad-real-estate-news-industry-news/gachibowli-kukatpally-witnessing-more-home-buyers/84142.html>



Hyderabad Realty News

‘Apple now plans tech centre in Hyderabad’

Source: *Economic Times*

Apple is in talks with real estate firm Tishman Speyer for long-term lease of around 2.5 lakh sq ft of office space in the city's outskirts

After applying for a single-brand retail licence in India, Apple is now looking at setting up its first large technology development centre and backoffice operations in Hyderabad.

Apple is in talks with real estate firm Tishman Speyer for long-term lease of around 2.5 lakh sq ft of office space in the city's outskirts, which could accommodate around 2,500 employees, sources with knowledge of the matter said.

"Apple has evinced interest to lease the space at Tishman Speyer's WaveRock facility for a period of ten years to begin with, involving a total expenditure of around Rs 150 crore," said a property consultant privy to the development. "Apple may at a later date consider asking the Telangana government to allot space for it to build own campus," the consultant added.

<http://realty.economictimes.indiatimes.com/news/commercial/apple-now-plans-tech-centre-in-hyderabad/50681964>

‘Smile Greater Hyderabad! You are now part of smart cities’

Source: *Magic Bricks*

Greater Hyderabad is now a part of the 98 smart cities announced recently by the central government. The ambitious IT hub of the country, which has been attracting lakhs of job aspirants across the world, will now become smart too.

The Centre will provide funds for the growth and development of the area and the area will take the next steps decided in the process. To make the area smart, the facilities such as electricity, water supply and transport will be made better.

Greater Hyderabad at a glance

Greater Hyderabad is governed by Greater Hyderabad Municipal Corporation (GHMC), the urban planning agency that oversees Hyderabad and Secunderabad. GHMC was formed in April 2007 after the merger of Municipal Corporation of Hyderabad (MCH) with 12 municipalities of the Hyderabad, Ranga Reddy and Medak districts. The total area of the region is 625 km square and total population is around 6,809,970.

What you can expect

After Greater Hyderabad will become a functional smart city, the core infrastructure elements would include:

- Adequate water supply
- Assured electricity supply,
- Sanitation, including solid waste management,
- Efficient urban mobility and public transport,
- Affordable housing, especially for the poor,
- Robust IT connectivity and digitalization,

- Good governance, especially e-Governance and citizen participation,
- Sustainable environment,
- Safety and security of citizens, particularly women, children and the elderly, and
- Health and education.

Other features that will contribute for the long-term growth of the Greater Hyderabad region:

1. Promoting mixed land use in area-based developments
2. Providing housing opportunities for all
3. Creating walkable localities having low levels of pollution, proper road network, ways to boost local economy, promote interactions and ensure security.
4. Preserving and developing open spaces, such as parks, playgrounds and recreational spaces
5. Promoting a variety of transport options, such as Transit Oriented Development (TOD), public transport and last mile para-transport connectivity
6. Making governance citizen-friendly and cost effective by being transparent and relying on online service.
7. Promoting the identity of the city, as per its main economic activity, education services, art and culture, cuisine, etc.
8. Creating smart infrastructure and services in area-based development to make them better.

What's next?

Now that the selection process is over with the shortlisting of 98 smart cities, in the second stage of the competition, each city will prepare their proposals for the 'City Challenge'. Touted as a 'crucial stage', the proposal sought by the Centre is expected to contain the model chosen, whether retrofitting or redevelopment or greenfield development or a mix thereof, and additionally include a pan-city dimension with smart solutions.

The Centre will release Rs 2 crore each for the 98 nominated urban areas in the next couple of days so that they can prepare smart city plans. The proposal will most importantly include the finance plans including the revenue model to attract private participation. An evaluation criteria for the SCPs has been worked.

All the proposals will then be submitted to the Ministry of Urban Development by a stipulated date and will be evaluated by a Committee involving a panel of national and international experts, organizations and institutions. The declared winners will be part of first 20 to be developed as smart cities and will then start taking action on making their city smart. Those who will lose out will again work on improving their proposals.

Announcing the nominations, Urban Development, Minister M Venkaiah Naidu said, "It's a continuous process. It takes time to develop smart city. It can't happen in a year or even five years. It will take longer...ten years to develop a smart city."

Naidu said that around Rs 96,000 crore, 50:50 investment from Centre and states, will be invested in the scheme, which is expected to transform these cities by developing modern infrastructure and revamping the delivery of municipal services.

<http://content.magicbricks.com/industry-news/hyderabad-real-estate-news-industry-news/smile-greater-hyderabad-you-are-now-part-of-smart-cities/83977.html>

‘Hyderabad Realty Growing at Encouraging Pace’

Source: *New Indian Express*

HYDERABAD: Builders and realtors of the city have been on a high after the announcement of relaxation of rules and incentives for the sector. C.Prabhakara Rao, president of Telangana Builders Federation, explains the reasons for the positive sentiment in Hyderabad realty. Here are excerpts:

Is Hyderabad realty really picking up?

Yes, at an encouraging pace.

What has contributed to the positive momentum?

The main reason is the end of the uncertainty. TS government's policies have brought Hyderabad back on track. It is presenting Hyderabad as a world-class city best for living, doing business and investing in. With government introducing schemes, more and more companies are eyeing Hyderabad.

The government is making claims on wooing investors. What is the ground reality?

If the government comes up with an announcement on some industry or project in some area, it might take some time for the actual work to start. But irrespective of the time taken to set up a specific project or complete it, the realty sector will benefit since the demand for land and homes in the surrounding places picks up immediately.

What about the recent sops for the sector?

The sops have brought cheer to the realty and building sector in Hyderabad. We are expecting a positive trend from now. While the government has accepted most of our demands, it has formed a committee to consider other demands. We hope that even the remaining demands and recommendations will be met.

Finally, what's your advice to home buyers?

The Hyderabad realty market is picking up. Most of the unsold inventory is being cleared now as the demand for homes has risen. Land and home prices in the city are very reasonable and are lower than in Vijayawada and Vizag. It is always a better investment decision to buy a home in Hyderabad. Also this is the right time to buy a home as prices may increase after six months.

<http://www.newindianexpress.com/cities/hyderabad/Hyderabad-Realty-Growing-at-Encouraging-Pace/2016/01/23/article3240659.ece>

Phoenix's other residential Projects.

Halcyon, Hyderabad

Halcyon is for the hi-end customer and the connoisseur. It is upscale living packaged with ultra premium luxuries and comforts. Halcyon is located in Jubilee Hills, Hyderabad. From spellbinding architecture to tailor-made services, Halcyon resembles a five star home making its residents feel proud of owning it.

www.halcyonphoenix.com



The Village, Chennai

The Village with 72% greens in OMR, Chennai creates a lasting impact on its residents. The holistically planned gated community has an array of home choices giving you an instant access to a luxurious lifestyle that you aspire for. Quality, affordability and natural green living.

www.the-village.in



The Commune, Chennai

A collection of attached villas set amidst a premier gated community on OMR, this 40 acre landscaped project, is a part of the Village Township, promoted by Phoenix Hodu Developers. The Master Plan was conceptualized by award winning Architect Prof. Cox of Australia. Naturally... there is no dearth of amenities and utilities; including a 30,000 sq.ft. Club house.

www.the-commune.in



Golf Edge Links:

Website: <http://golfedge.in/>

Brochure: http://www.golfedge.in/images/golfedge_BROCHURE.pdf

Floor Plans: <http://www.golfedge.in/images/floorplans.zip>

Site Plan: <http://www.golfedge.in/images/siteplan.zip>

Application: <http://www.golfedge.in/images/e-applicationform.pdf>

Walk-Through: http://www.youtube.com/watch?v=B_ukZTSGTg8

Facebook: www.facebook.com/golfedgebyphoenix

CONTACT DETAILS:

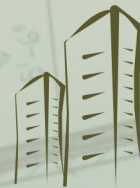
Director

Satish Chukkapalli
+91 9885601111
+1 4088002921
satish@phoenixindia.net

Sales team

040 651 33333

040 651 55555
sales@golfedge.in



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luxury redefined