ERA LANDMARKS
Believe in difference

Redwood Residency

Sector-78, Faridabad

A project by

Era Landmarks (India) Limited

Marketing Presentation, August 2008

Structure of presentation

1. Era Group Overview
   - Vision
   - Portfolio

2. Era Landmarks Overview
   - Verticals
   - Locations
   - Strengths

3. Redwood Project Overview
   - Location
   - Project USPs
   - Project mix
   - Other details

Group vision

"To be the group of first choice in **engineering, construction, real estate, entertainment & hospitality and project management** through committed focus on quality, innovation, technology, stakeholders' growth and social responsibility"

Era Group of companies

Era Infra Engineering Limited

The flagship company

Activity : Infrastructure Development & Construction

Four Strategic Divisions

Construction & Contracts

EPC & International

Equipment Management

Ready Mix Concrete

Era Building Systems Limited

Activity: Pre-Engineered Buildings

Era Landmarks (India) Limited

Activity: Real Estate Development

Era E-Zone (India) Limited

Activity: Hospitality & Entertainment

Two Strategic Divisions

Cinemas & Food Courts

Hotels & Resorts

Era Landmarks (India) Ltd.

Amongst India's leading and well-diversified real estate companies

A diversified success story

Diversified across verticals

Integrated township
7 projects
Development potential
=
3.39 mn sq ft

+

Group Housing
14 projects
Development potential
=
23.57 mn sq ft

+

IT Parks
2 projects
Development potential
=
1.99 mn sq ft

+

Malls & Multiplexes
9 projects
Development potential
=
1.99 mn sq ft

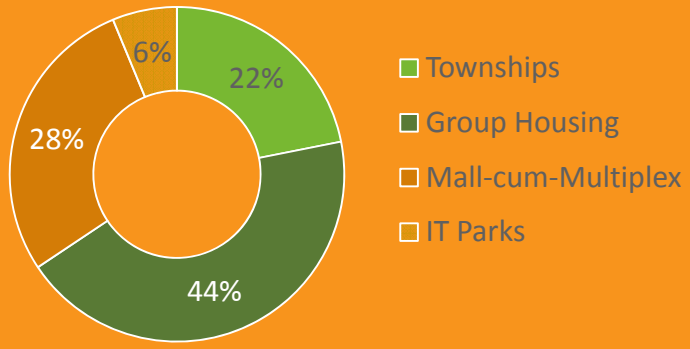
= 32 projects. Development potential = >30 mn sq ft

Diversified across locations

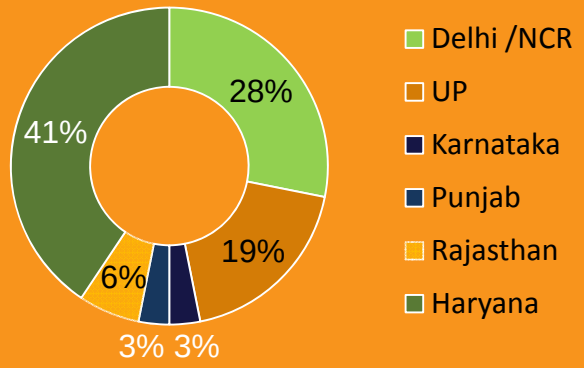
Strong Tier I, II & III cities focus where genuine demand exists + Presence in metros with high growth potential = Pan India presence

A diversified success story

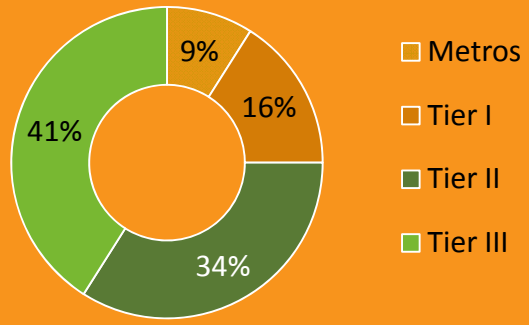
Project mix



State-wise breakup



City class break up



Geographic presence

CITY WISE BREAK-UP

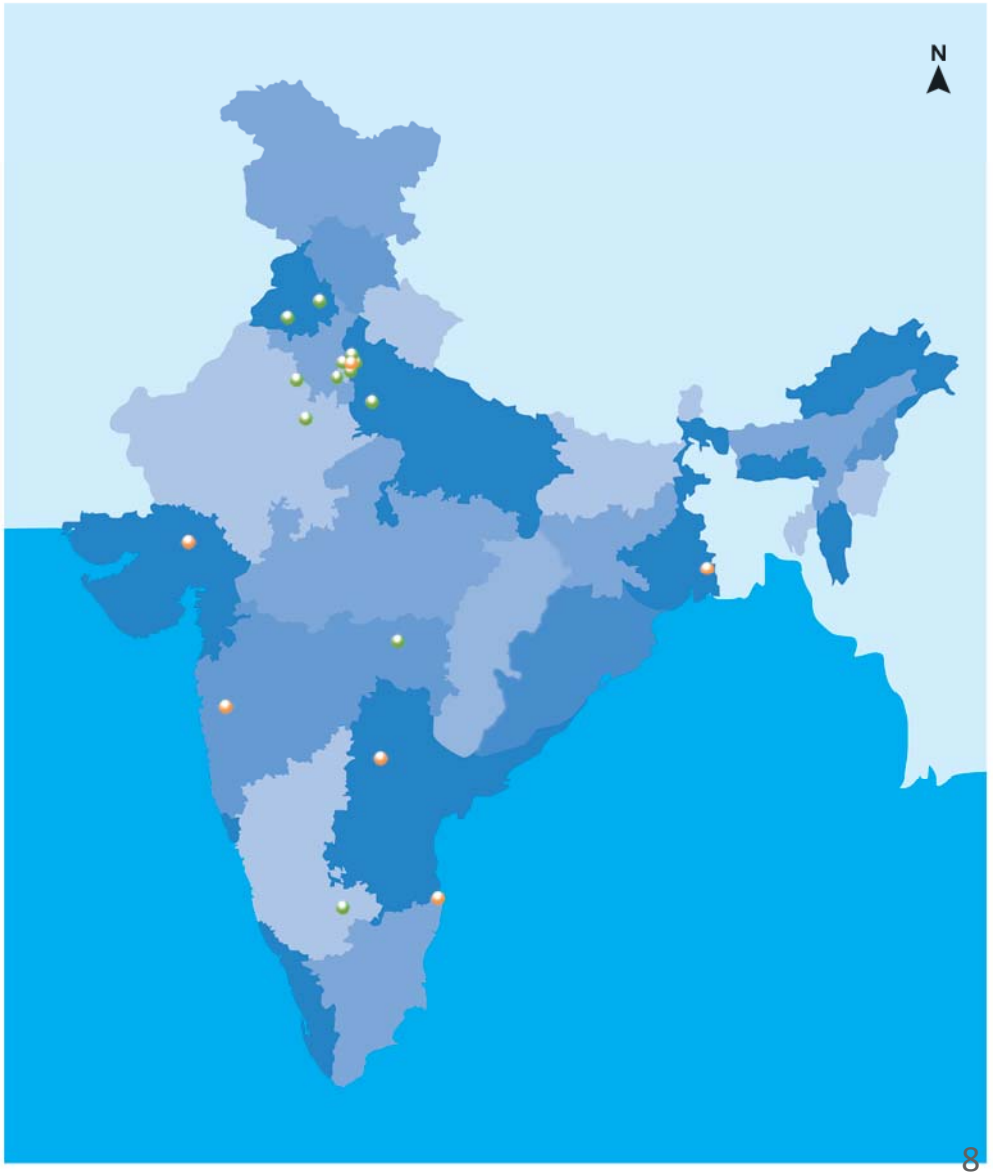
Delhi
Bangalore
Gurgaon
Faridabad
Greater Noida
Jaipur
Udaipur
Agra
Meerut
Sirsa
Palwal
Bhadurgarh
Mandigovindgarh

FUTURE PLACES

Hyderabad
Chennai
Noida
Kolkata
Pune
Ahmedabad

Strong development plans especially in high growth cities

Map Not Scale



Core strengths

- **Balanced revenue model : Sale + Lease**
- **Over 2 decades of strong project execution capabilities**
- **Ability to raise funds at competitive rates**
- **Tie-ups with international architectural, town planning & engineering consultants**

Some of our landmark projects

Laurel Garden
SEC-21, SIRSA

Gardenia Estate
MEERUT

Redwood Residency

Aspen Garden
BYPASS, MEERUT

IT SQUARE
GREATER NOIDA

era mall Meerut

era mall Sirsa

era mall Agra

Aster Court
JAIPUR

Oakwood Court
SEC-5B, PALWAL

Silver Oak
SEC-5A, PALWAL

era mall Palwal

era mall Bahadurgarh

era arcade
SIRSA

Carnation Greens
SEC-5, PALWAL

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Redwood
Residency
Sector-78, Faridabad
Amidst lush greenery

ERA LANDMARKS
Believe in difference

Standing tall like the Redwood conifers from which it draws its name.

An apartment complex amidst of lush greenery

in Faridabad's canal area within the fast-developing NCR region.

Rooted in the history of the Mughal Era of Emperor Jehangir

It is believed that Faridabad was founded by Jehangir's treasurer Baba Farid to protect the strategic Sher Shah Suri Marg, now known as the Delhi-Mathura National Highway-2

Strategically located

On the Tigaon road in a region bordered by three major cities & districts of north India:

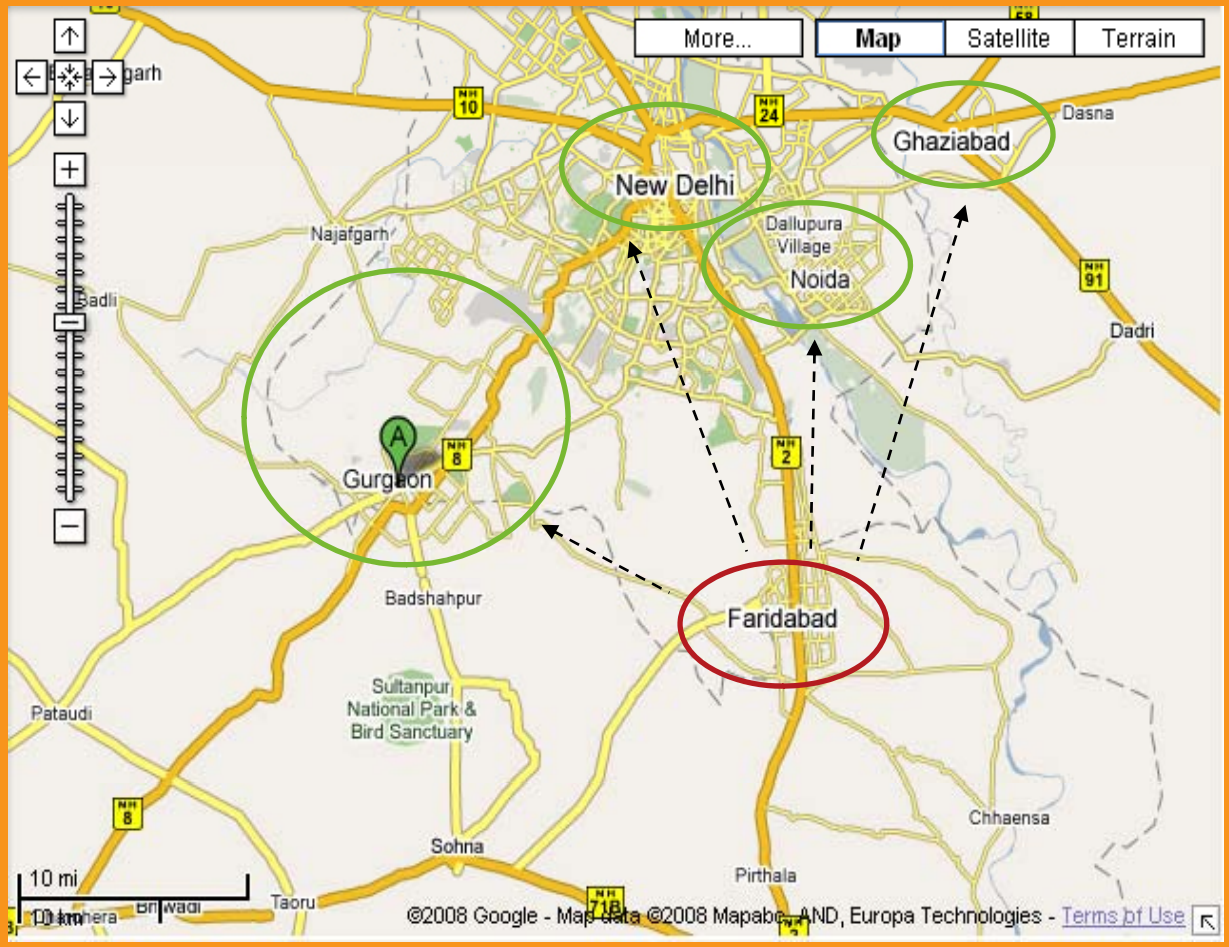
Delhi on its north

Gurgaon on its west

Noida (U.P) on its east

Palwal on its south

Proximity to highly developed NCR areas



An idyllic mix of agricultural and industrial development, with a plethora of tourist destinations to lure visitors from near and afar.

And now home to Era Landmarks' exclusive Redwood Residency project.

A project that comes with a variety of distinctive features to meet people's aspirations for quality living.

What makes Redwood Residency distinct?

Its environment-friendly design:

A green belt adorns each building in the apartment complex.

Its grand landscaping:

70% of the total area is landscaped, providing a visual treat to one and all.

Its efficient & Vaastu compliant layout:

There is adequate light and cross ventilation in each apartment.

Its unique patterns:

There is unison of geometry with a plethora of expressive patterns that help break the monotony of the routine.

Project offering

An attractive mix of:

- **Two-bedroom apartments – super area of 1150 sq. ft.**
- **Three-bedroom apartments – super area of 1470 sq. ft**

Amenities galore

- Convenient shopping center available within the campus.
- Spacious club house with swimming pools badminton, multipurpose hall and party lawn for parties & gatherings, gaming areas, sky lanes.
- Yoga meditation centre & health club.
- Nursery school & day care centre and play area for children.
- Gazebos & jogging tracks.

Plus high-end facilities

- Fully underground power, cable TV, Data and telephone cable network.
- 24-hour manned security station.
- 24-hour power back-up.
- 24-hour water supply.
- Gated complex.

With a special touch

Special provisions for the elderly and the disabled to make them once again feel a part of humanity

Project specifications

Space	Flooring	Skirting	Walls	Fixtures	Openings
Living/ dining	Vitrified Tiles	Tiles	Oil Bound Distemper		Internal Frame – Hard Wood Frame
Master Bed	Vitrified Tiles	Tiles	Oil Bound Distemper	Marble Counter Tops, Single Level Cp Fittings & Below Counter Wash Basin In Pastel Shade With	Main Shutter Veneer Door, Security Chain , Door Bumper Etc.
Master Toilet	Anti Skid Ceramic	Tiles	Ceramic Tiles in Shower Area And On Other Wall Surfaces Oil Bound Distemper	Floor Mounted W/c Pastel Shade. Provision For Shower Cubicle/geyser Provision Of Hot And Cold Water System	8” High Face Plates Door Stopper, Door Bumper Internal Doors Flush Shutter
Kitchen	Anti Skid Ceramic Tiles	Ceramic Tiles	Ceramic Tiles in Dado	Baroda Green Counter Top With Stainless Steel Skink. Provision Of Hot And Cold Water System.	

For more details on project specifications please click on following link

era ENGINEERING INNOVATIONS

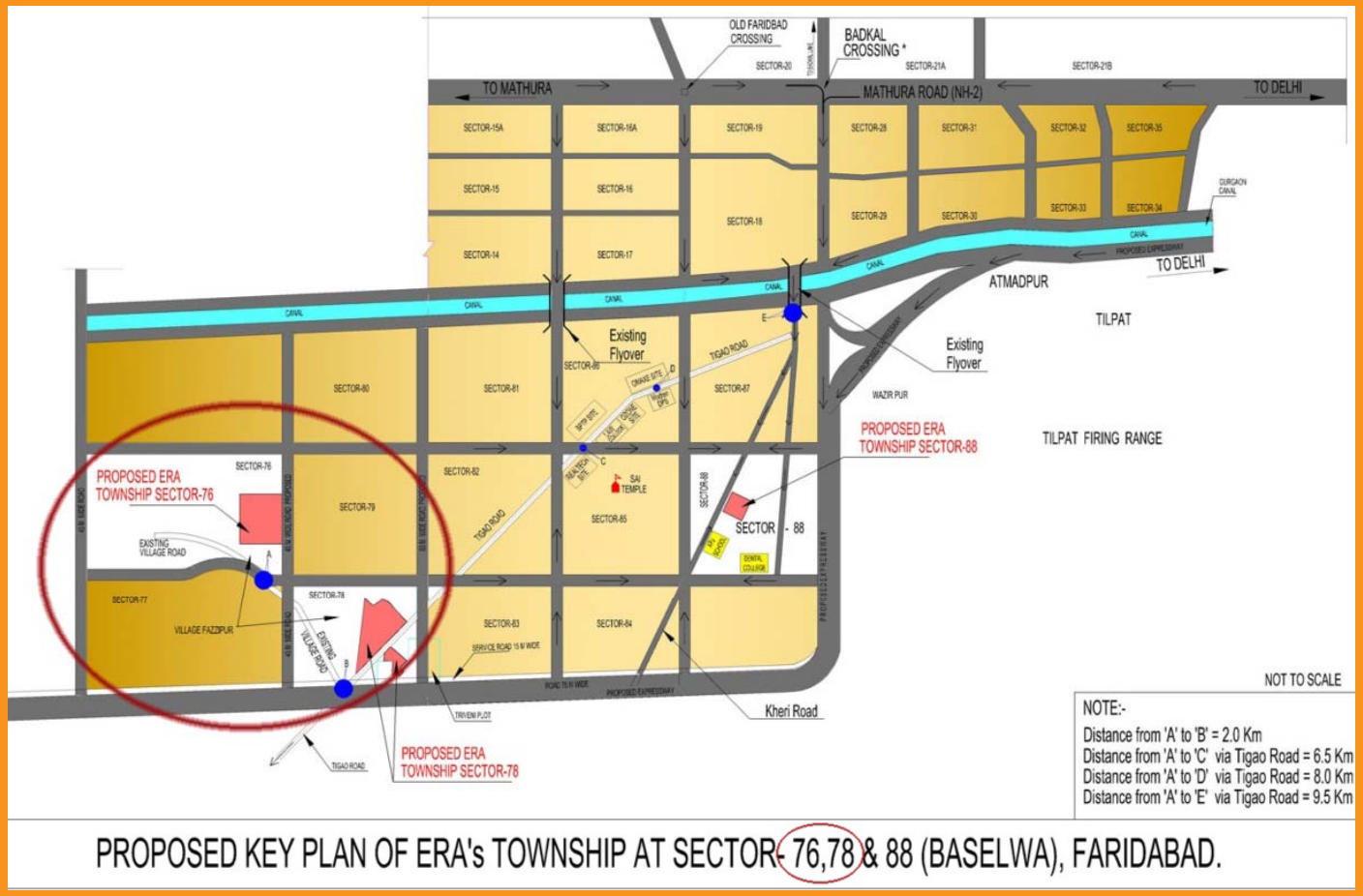
era landmarks
Live the difference

Specifications For Redwood Sec-78

Space	Flooring	Skirting	Walls	Fixtures	Openings
Foyer	Vitrified Tiles	Tiles	Oil Bound Distemper		External Frame-Anodized Aluminum Frame
Living/dining	Vitrified Tiles	Tiles	Oil Bound Distemper		Internal Frame - Hard Wood Frame
Master Bed	Vitrified Tiles	Tiles	Oil Bound Distemper		Main Shutter Veneer Door, Security Chain, Door Bumper Etc
Master Dress	Vitrified Tiles	Tiles	Oil Bound Distemper		
Bed Rooms	Vitrified Tiles	Tiles	Oil Bound Distemper		
Dress	Vitrified Tiles	Tiles	Oil Bound Distemper		
Master Toilet	Anti Skid Ceramic	Tiles	Ceramic Tiles In Shower Area And On Other Wall Surfaces Oil Bound Distemper	Marble Counter Tops, Single Level Cp Fittings & Below Counter Wash Basin In Pastel Shade With Floor Mounted W/c Pastel Shade. Provision For Shower Cubicle/geyser Provision Of Hot And Cold Water System	8" High Face Plates Door Stopper, Door Bumper Internal Doors Flush Shutter.
Kitchen	Anti Skid Ceramic Tiles	Ceramic Tiles	Ceramic Tiles In Dado	Baroda Green Counter Top With Stainless Steel Sink. Provision Of Hot And Cold Water System	
Toilet	Anti Skid Ceramic Tiles		Ceramic Tiles In Shower Area And On Other Wall Surfaces Oil Bound Distemper	Wash Basin With Counter Hot & Cold Mixer Floor Mounted Wc In Pastel Shade Provision For Geyser	8" High Face Plates Door Stopper, Door Bumper
Balconies	Anti Skid Ceramic Tiles	Ceramic Tiles			

Location map

For details pls. click on following link



PROPOSED KEY PLAN OF ERA's TOWNSHIP AT SECTOR- 76,78 & 88 (BASELWA), FARIDABAD.

Gallery

Artistic view of the front gate

Gallery

Artistic view of the flats

Sample flat ready

Actual pictures of the site

Sample flat ready

Actual pictures of the site

Sample flat ready

Actual pictures of the site

Master plan

For details pls. click on following link

Site Layout Plan

Legend:

1. Entry & Exit
2. Gaurd Room
3. Island Gazebo
4. Water Cascade
5. Kid's Recreation
6. Club House
7. Lawn
8. Meditation Centre
9. House Wife Corner
10. Proposed Nursurey School
11. Convenient Shopping Centre
12. Tennis Court
13. Parking
14. Pool

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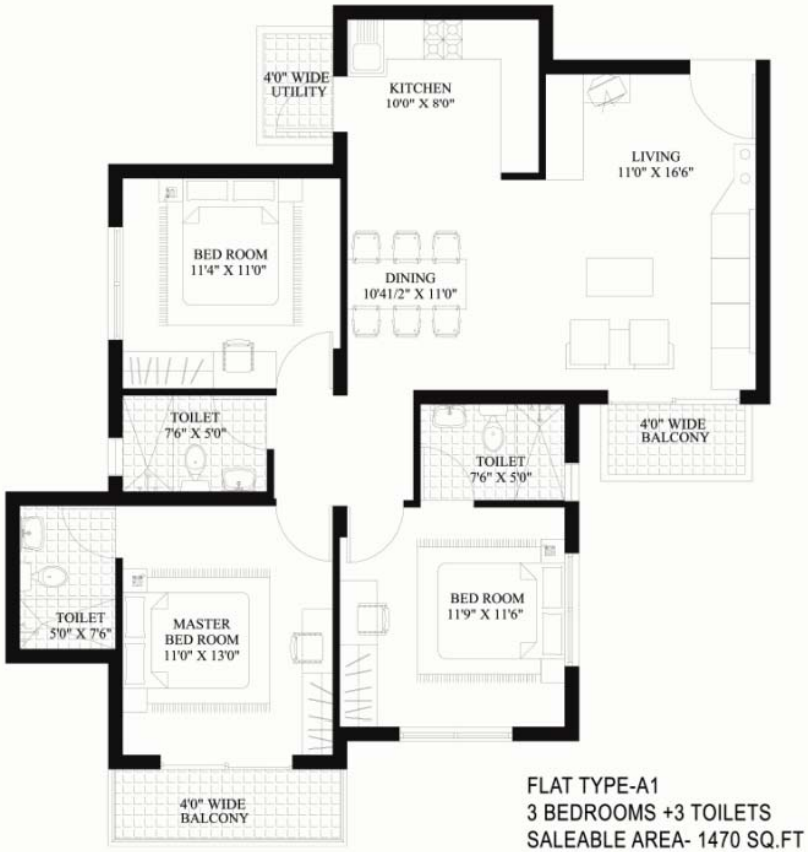
Unit plans

For details pls. click on following link



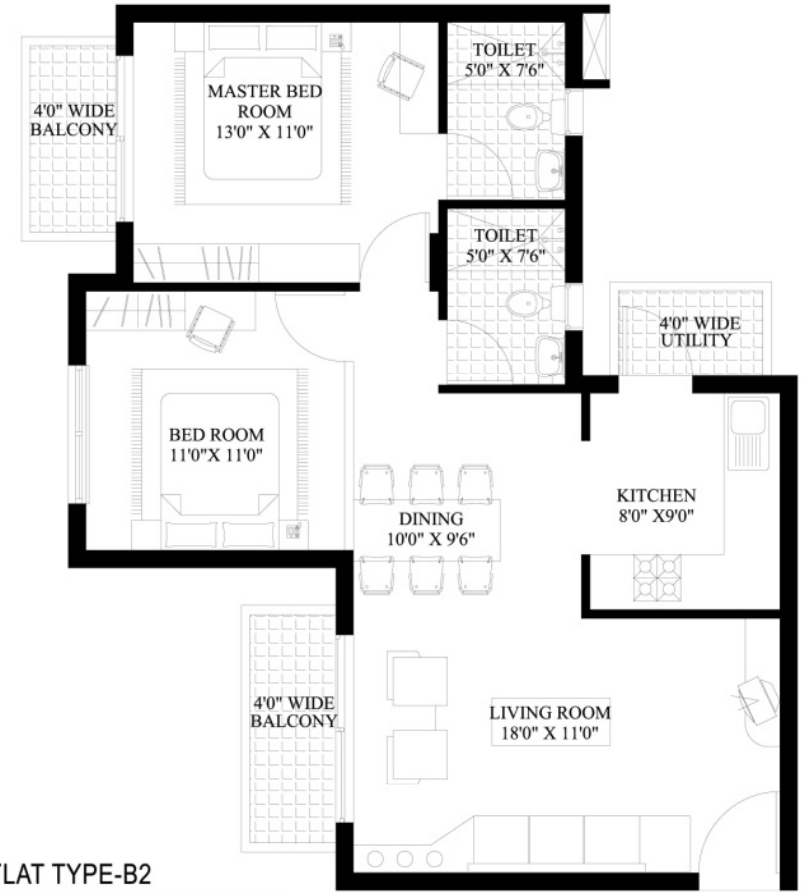
FLAT TYPE-A1
3 BEDROOMS +3 TOILETS
SALEABLE AREA- 1470 SQ.FT

FLAT TYPE-A2
3 BEDROOMS +3 TOILETS
SALEABLE AREA- 1470 SQ.FT

Unit plans

For details pls. click on following link

FLAT TYPE-B1
2 BEDROOMS +2 TOILETS
SALEABLE AREA- 1150 SQ.FT



FLAT TYPE-B2
2 BEDROOMS +2TOILETS
SALEABLE AREA- 1150 SQ.FT

Thank you

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