



*Celebrate Life!*



*Celebrate Freedom! Celebrate Life!*

*T*he time has come to enjoy life on your own terms. You've worked hard and fulfilled your responsibilities, now it's time to think about your needs, your comforts, your peace of mind.

You want to eat good, wholesome, tasty food, you want to invite family and friends for meals, but wish you did not have to do the cooking.

You want to feel secure in your home and your surroundings. You also want to feel free to take off for holidays or pilgrimages without having to worry about the safety of your belongings and home.

You want the comfort of knowing that medical help is close at hand, 24 hours a day.

You want to feel the sense of self-respect, dignity and confidence that comes from being independent.

Perhaps you want to live close enough to your grandchildren, so you can enjoy their growing years.

Or, have you been waiting for the time when you could pursue your hobbies and utilize your unused talents?

YES, Ashiana Utsav provides this and much more.



*Ashiana has been in the field of housing and real estate development for 25 years. It has constructed over 5-million sq. ft. of space in Bhiwadi, Jamshedpur, Patna, Ghaziabad, Greater Noida and Gurgaon. More than 900 families are living in Ashiana homes at Bhiwadi alone.*



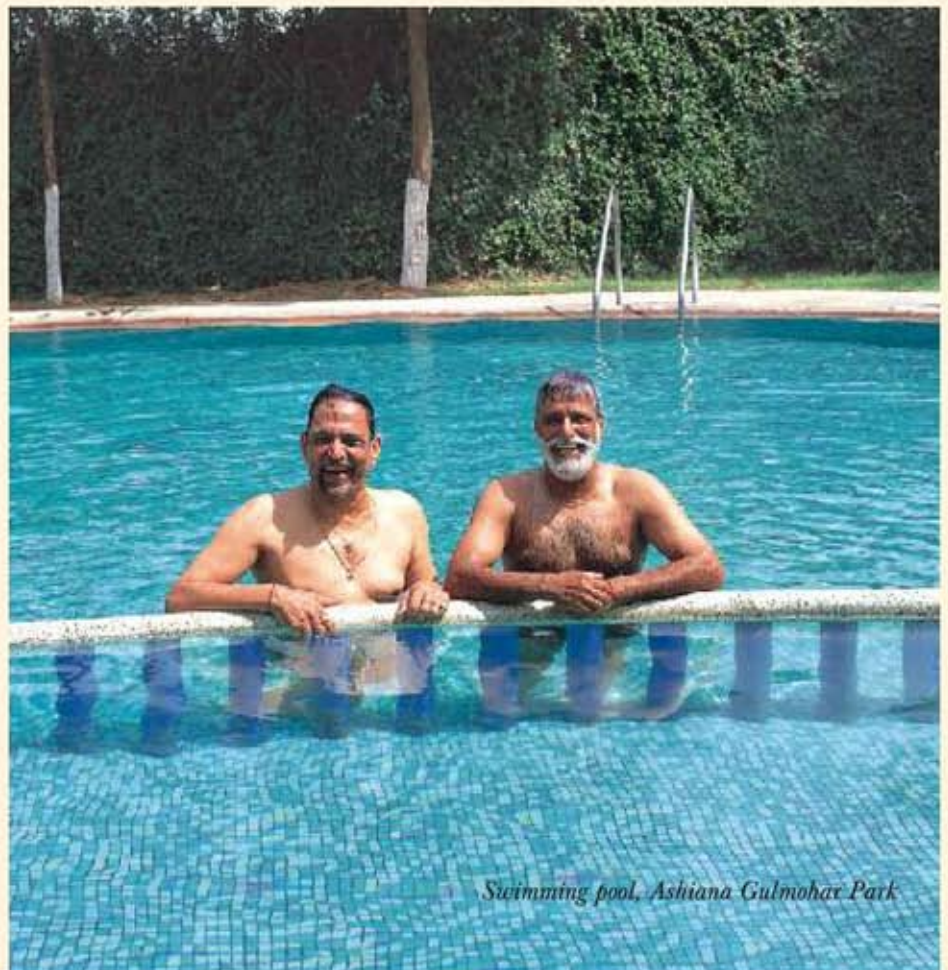
*An enviable lifestyle.....!*



*At Ashiana, we understand that the most important issue that faces you at retirement is how to spend your time in an enjoyable, productive manner. At Utsav, you will find the opportunity, the facilities and the scope to indulge in innumerable activities, hobbies, sports etc to ensure 'an enviable lifestyle'.*

While a new home can be exciting, there is so much more to Utsav than just your spacious, maintenance-free apartment. The beauty of this retirement resort lies in the fact that you will be able to maintain the active, healthy lifestyle that you have grown accustomed to, but with more luxuries than you ever dreamed possible.

This 15-acre retirement resort will be set in a beautifully landscaped, open, pollution free, environment, where 75% of the area is to be left free for well manicured lawns, fountains, water bodies, flowers, sit-outs, wide roads and pathways.



*Swimming pool, Ashiana Gulmohar Park*



*....At a perfect location - 'Bhiwadi'!*

The mustard fields on either side as you drive to your destination and the Aravalli ranges in the background of your future home set the mood.

If you are looking at splurging and spending an action-packed day with your grandchildren, then you could choose between the several upcoming shopping malls and movie theaters; theme parks like Apno Ghar and Wet 'n' Wild; or restaurants like McDonald's and Haldiram's, all located at a short drive from Bhiwadi.

If sports is what you fancy and you're looking at a quiet game of golf or a relaxing swim outside of Ashiana Gymkhana, then you also have easy access to golf courses like ITC Classic Resort, Resort Country Club etc.

And incase you're looking at taking a holiday and don't want to go too far from home then there are several options such as visits to Neemrana Fort Palace, the Kasseroli Fort of Alwar, Sariska Wildlife Sanctuary or a quiet weekend at Manesar Heritage Village Resort.

To ensure your medical well being, besides the reassuring presence of a medical center at Utsav and Raman Munjal Memorial Hospital (by Hero Honda at Daruhera), there are several well-established and state of the art hospitals coming up in Manesar and in Gurgaon.



*Just a 30-minute drive from Gurgaon, located off NH8 (Delhi - Jaipur Highway); or a 55-minute drive from Dhaula Kuan; or a 45-minute drive from the International Airport, Bhiwadi is the true suburban lifestyle - away from noise, pollution and crowds, yet easily accessible with a range of facilities on offer.*











.....A perfect location!



Heritage Village Resort, Manesar

← To Rohtak

-  Resorts & Hotel
-  Temples
-  Bird Sanctuary
-  Fort
-  Hospital
-  Eatery
-  Shopping Malls
-  Heritage Resort



Raman Munjal Memorial Hospital, Dharuhera

### Facilities at Bhiwadi

Schools	9
Post Offices	2
Banks	6
Restaurants	14
Hospitals	3
Nursing Homes	8
Police Stations	2

### Drive Time from Bhiwadi

Dhaura Kuan	55 Minutes
Delhi Airport (IGI)	45 Minutes
Gurgaon	30 Minutes
IMT Manesar	20 Minutes
Dharuhera	5 Minutes
Faridabad	65 Minutes
Neemrana	40 Minutes
Bawal	20 Minutes
Tijara	30 Minutes



Haldiram on NH8, Gurgaon



DLF City Centre, Gurgaon

Midway



Behror

← To Jaipur

← To Jaipur

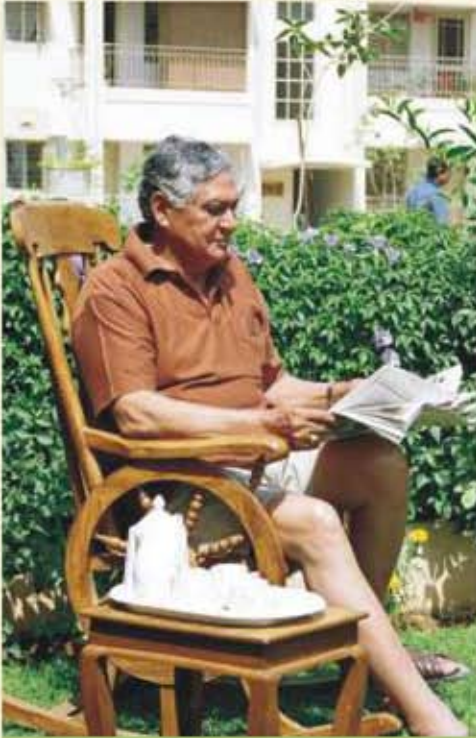




*Your maintenance free lifestyle...*



*Maintenance team - at Bhirwadi*



*“ To be able to look out into a clean courtyard and a green lawn without the hassles of maintaining them! And it’s so convenient that we don’t have to hunt for a reliable plumber or electrician.”*

*Mrs. Smita Chawla, 43 years  
Resident, Ashiana Gulmohar Park*

*D*o not spend another day worrying about the upkeep of your home: the plumber, the electrician, the mistri... the garbage disposal...the bill-payment, the sundry repair-men, the door to door salespeople...Instead, spend the time as you want to, with family and friends who will love visiting your new home!

Take a stroll with your soul mate through the immaculately maintained and secure 15-acre campus. Enjoy the evening aarti at the mandir, take delight in a good book while sitting on a bench in the 4.5 acre park. There is no rush to get back and cook. Our dining facilities will cater to your needs.

Pursue your hobby with like-minded friends at the Activity centre. Read your morning paper in the courtyard, surrounded by flowers and greenery or sit there with friends and talk about the good old days or your children; current affairs or cricket! If you would rather watch cricket, or a movie, the large hall with a large screen is the place to head to. This hall will also be the venue for satsangs (live and pre-recorded), talks and seminars. Or perhaps you would like to put up plays and other cultural programmes? The Ashiana Management would be only too happy to assist you.



While you are living the life you dreamt about, our efficient, trained, experienced and, most importantly, pleasant staff will be taking care of your requirements to make the maintenance free lifestyle a reality. This new experience will begin the day you move in. A special 'Welcome Team' and a 'Welcome Folder' will help you settle in and familiarize you with your home and its facilities.

Ashiana will strive to provide facilities like part-time maids for house cleaning or occasional-use drivers, if there is enough demand for them. Utsav has been planned with your comfort in mind and that is our priority.



*Sample Flat, Ashiana Gardens, Bhiwadi*





*Enjoy on-site conveniences...*



Ashiana Utsav will offer novel on site conveniences. To save you from the trouble of venturing out too far-off, noisy, crammed markets, it offers you the flexibility of shopping while sitting at home. Just pick up the phone and dictate your list of requirements and they will reach your doorstep. If getting out of the house is what you want, then visit Ashiana's shopping complex or the several interesting in-house kiosks that will offer a range of goods from regular amenities to small gift items. Utsav will also attempt to provide on site facilities such as an ATM, a chemist shop, a saloon for men and women, a dry cleaner, a Laundromat, a tailoring shop etc.

Gymkhana will have a library and reading room for those moments when you want to be in a serene atmosphere and catch up on your reading.

Our help desk at the Activity Centre will guide you about the facilities in the area, help you plan outings and also organize trips to movies, shopping malls, tourist spots, temples etc. A mailbox at the desk will be another convenient feature. Our endeavour is to make your stay in this retirement resort truly seem like a lifelong holiday!





## *Dining Facilities....*

*A* eat, clean, hygienic, and tasty food, that is our promise to you! We shall take into account your requirements and tastes when menu-planning. The services of a dietician may also be made available if there is a demand for it from our residents. Apart from your own kitchen, you will have many options for dining at Ashiana Village.

Recount the days events with other residents, over meals at the cafeteria style dining room. If you feel like taking it easy, the meal will be home delivered. Celebrate your wedding anniversary or entertain guests at the more formal multi-cuisine restaurants at the Ashiana Gymkhana.

Morning walkers may feel like taking a breather by stopping at the dhabas or kiosk for a refreshing cup of tea or fruit juice.

When the sun goes down, walk up to the dhaba for some chai, chit-chat and chatpatta samosas!

Your visitors as well as house-guests are also welcome. Dining facilities come with flexible plans and options on a pay-by-use basis.





Photography, painting, music, flower decoration, whatever your interests, your Hobby Clubs will help you realize your dreams. We will also help you set up hobby clubs for gardening, drama, or whatever takes your fancy.

Keep in touch with your children and grandchildren once you've learnt how to e-mail and chat on the net at our computer centre- no more hefty long distance phone bills!

Improve your flexibility and health at yoga classes at the community hall, which will also be the venue for meditation sessions, meetings, discussions and seminars. A large screen will show films or other events like cricket matches, pre recorded discourses etc.

For those introspective moments, take a walk to the mandir complex, which, with its large verandahs, a prarthana room, daily evening aarti and hawan, will infuse the place with tranquillity. Sit and enjoy discussions on spiritual matters with the pujari and his vidyarthi.





*Live secure, live worry free....*

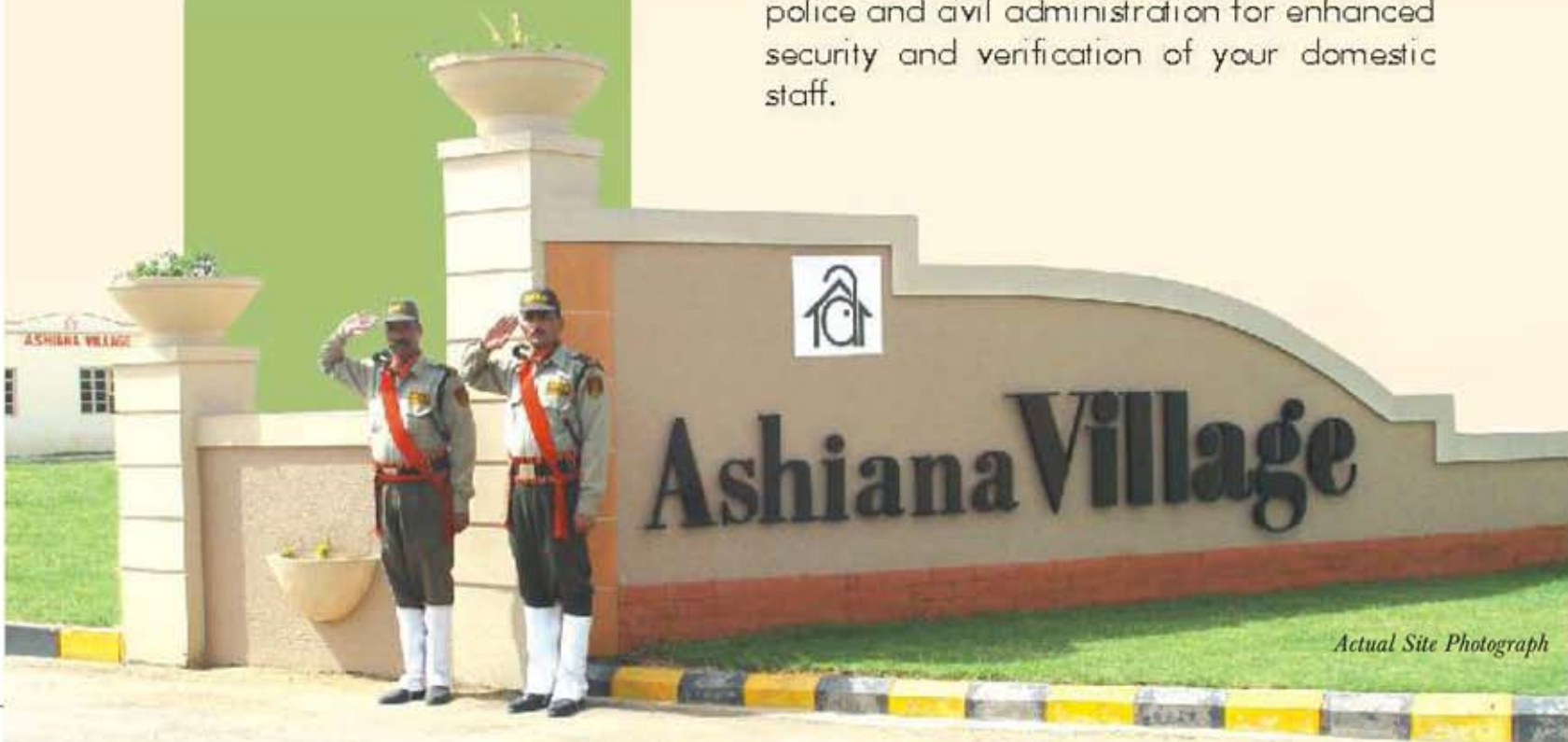
*“The peace of mind has made such a difference to my health. I no longer worry about what will happen to my house, my plants, my things, while I am away. I just plan my holiday and go to visit my children, whenever the mood strikes me!”*

*Dr. (Mrs.) Mahinder Verma, (65 years),  
Resident, Ashiana Gulmohar Park*

*I*t is reassuring that Bhiwadi is a safe, peaceful area. Nevertheless, our retirement resort will have single gated entry, with 24 hour security guards. Our trained, experienced and friendly guards will also assist residents as required.

For additional peace of mind, emergency call buttons will be installed in all the apartments, connected to a central control room, they will be manned by our trained personnel to ensure immediate action. The security guards at the single entry point will screen all the visitors, thus keeping a check on the entry of unauthorized persons. An intercom facility will ensure that only known visitors enter the premises.

Utsav will also facilitate liaison with the local police and civil administration for enhanced security and verification of your domestic staff.



*Actual Site Photograph*

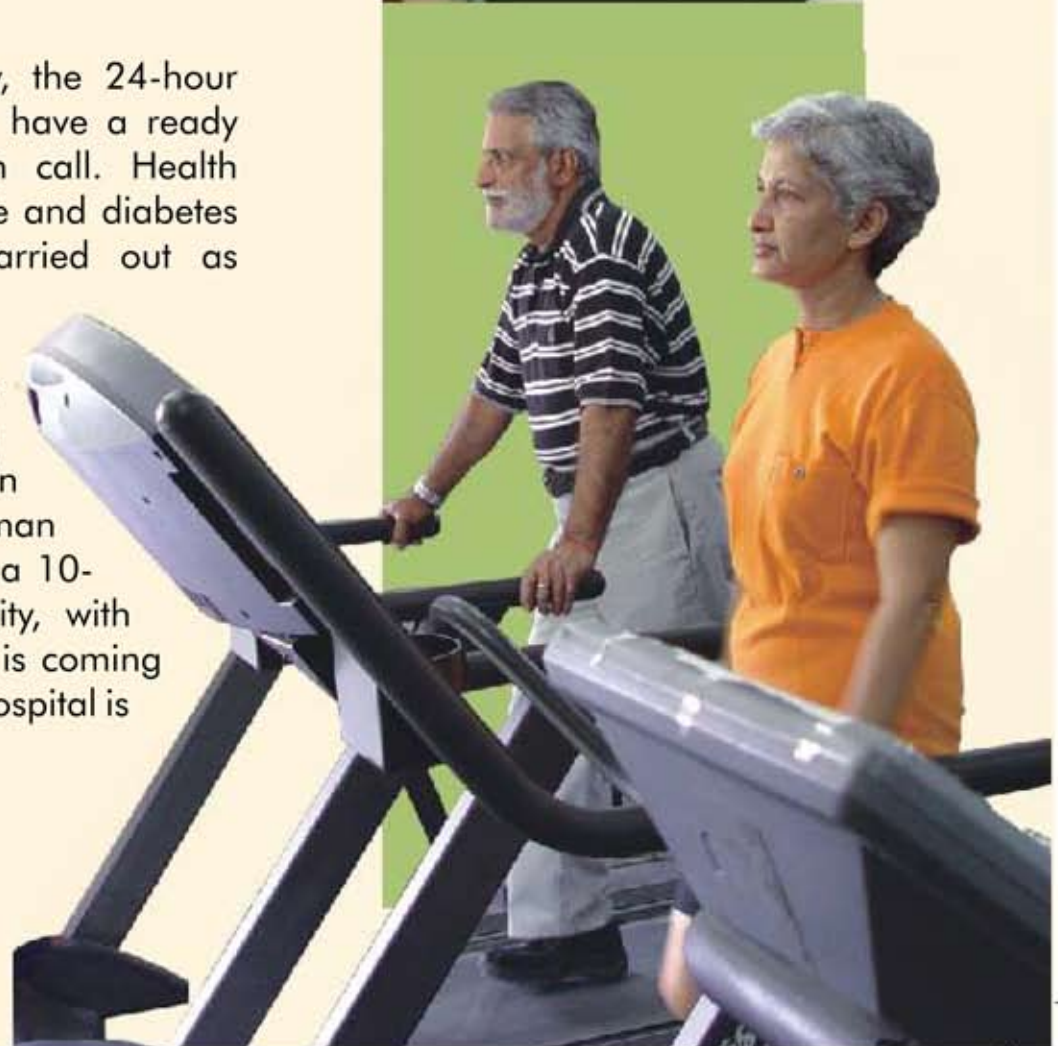


*Live healthier, live longer, live better...*

*S*tudies done in retirement resorts abroad have shown that residents in such communities live over 23% longer. Health care professionals in India also endorse the view that the key to living longer and healthier is to enjoy everything in moderation, surround yourself with like minded friends and continue to stay mentally and physically active. The facilities at Utsav, from yoga to swimming, from the Health center to the Activity Club, from pleasant walkways to meditation sessions all add up to a healthy lifestyle, which as they say, is the "best medicine".

However for any eventuality, the 24-hour medical centre at Utsav will have a ready ambulance and doctors on call. Health check-ups like blood pressure and diabetes monitoring, etc. will be carried out as required.

Having a medical centre as part of the complex is both convenient and practical. In addition, Hero Honda's Raman Munjal Memorial Hospital is a 10-minute drive away. Medicity, with world class medical facilities is coming up in Gurgaon. Another big hospital is to come up in Manesar.





## *The Resort Council*

*The Resort Council will comprise of members elected by the residents. This move will ensure that the suggestions, advice and aspirations of the residents will guide the management's decisions.*

The administration of the Retirement resort will be done by the resort administration with the active participation of the resident families. While the day to day administration and supervision and management will be done by the resort administration, council and committees of residents will supervise, guide and advice any changes in procedure, timings, quality of the services delivered and other related matters to suit the residents generally without effecting the cost. For this purpose various advisory, supervisory committees will be formed who will be responsible for different areas of work.





*...and it's affordable!*

*U*tsav, Ashiana's retirement resort project has been conceived and designed to give the senior citizens of the middle income group a first-class lifestyle.

Ashiana's name today, has become synonymous with 'quality, comfortable and aesthetic homes for the middle income group.' Having provided more than 4000 homes for this segment over the last 25 years, Ashiana understands their requirements and their economic priorities as well.

Housing Finance Institutions like HDFC and ICICI Bank, have always supported Ashiana projects and home loans would be easily available for this project too.

The cost for living at Utsav has been broken into the following categories:

The cost of the apartment

Maintenance charges

Pay-by-use services

For details, please refer to the price-list in the back flap of this brochure.



*We, at Ashiana, believe that life is a gift, to be enjoyed and maximized. That, in fact, is the inspiration behind 'Utsav'. Lets live each moment of our life!*



*Utsav.....in brief*



## Leisure

- ✓ Swimming Pool<sup>#</sup>
- ✓ Health Club with sauna & steam<sup>#</sup>
- ✓ Billiards room<sup>#</sup>
- ✓ Arts and crafts studio
- ✓ Gardening
- ✓ Cards Room<sup>#</sup>
- ✓ Library and reading lounges<sup>#</sup>
- ✓ Hobby Clubs
- ✓ Educational classes
- ✓ Meeting rooms
- ✓ Computer Center<sup>#</sup>
- ✓ Beautiful 4.5 acre Landscaped park
- ✓ Activity Hall
- ✓ Tennis, Indoor Badminton, Squash and Table Tennis<sup>#</sup>
- ✓ Chess and other indoor games

## Services

- ✓ Bill pay services
- ✓ Maintenance Services







*Utsav.....in brief*

- ✓ Landscaping and Plantation care
- ✓ Garbage collection and disposal
- ✓ Cable T.V.
- ✓ Generator back up of 500 watt in each apartment, lift and common areas
- ✓ Ample water supply from deep tube well
- ✓ Moving in services
- ✓ House keeping services\*

## Security

- ✓ Emergency response system
- ✓ Secure campus with single gated entry
- ✓ Security staff on duty 24-hours a day
- ✓ Liaison with local police and civil administration

## Conveniences

- ✓ Home Delivery of daily shopping needs\*
- ✓ Convenience Store
- ✓ Point to point Local Transportation\*



*Resident, Ashiana Gardens, Bhiwadi*





*Utsav.....in brief*



*Ashiana Gulmohar Park, Bhiwadi*



## Health Services

- ✓ Medical Assistance Center with doctors and para medical staff\*
- ✓ Doctor on call\*
- ✓ 24 hours Ambulance service\*
- ✓ 24 hours Pharmacy\*
- ✓ Yoga and Meditation
- ✓ Medical facilities in close proximity

## Religious services

- ✓ Temple with aarti & hawan
- ✓ Satsangs live and pre-recorded
- ✓ Meditation areas
- ✓ Organised visits to temples in close proximity\*

## Dining

- ✓ Kitchen in each apartment
- ✓ Home delivery services\*
- ✓ Central dining hall\*
- ✓ Formal dining at club#

\* Pay by use

\* Facilities in Ashiana Gymkhana





## *People behind Utsav*

**Om Prakash Gupta (Managing director):** Om Gupta a civil engineer, from BITS Pilani ('69 batch) and Masters from Louisiana State University (USA), has always been the entrepreneur. He has made the group grow from Patna to Jamshedpur and Delhi NCR (Bhiwadi, Ghaziabad, Greater Noida and Gurgaon). He is one of the pioneers in bringing professional maintenance of residential complexes into India. His dream project, Ashiana Utsav, is of creating beautiful, serene and secured environments for our valued seniors.



**Vishal Gupta (Joint Managing Director):** A product of Sydenham College (Mumbai) and MBA from FORE school of management (Delhi), he has displayed an in-depth understanding of the real estate business, customer psychology and the market behavior. His experience of Vatika marketing (maintenance company, subsidiary of Ashiana) has given him requisite insight into the maintenance and operational functions of residential complexes.



**A.K. Mattoo (Director):** Mr. Mattoo a mechanical engineer, has over 40 years of experience in administration, project planning, project execution, maintenance and operations. He has served in major organisations namely Border roads (GREF), Bharat Heavy Electricals Ltd. (BHEL) and Tata Steel. As deputy director and director town services he maintained the municipal services for Jamshedpur. Mr. Mattoo has also served as the Chairman of the Jamshedpur notified area committee. A well known sports administrator who has led India as chef-de-mission for the SAF Games ('84), Asian Games ('86) & Olympics ('00).



**C.K. Basu (Advisor):** Mr. Basu, an engineer by qualification has over 37 years of varied experience in the Indian Army, National Institute of Foundry & Forge Technology, and as an Indian Administrative Services (IAS) officer. He has experience and knowledge in the fields of project planning and project management, Sub-divisional, district, divisional administration, hospitality industry, health-care, urban development and housing finance. He last served in the Government of Bihar in the rank of chief secretary.





## People behind Utsav



**Bishwajit Sen Gupta (Architect):** Mr. Sengupta, graduated in Architecture from IIT Kharagpur. In practice for over three decades, he has designed most projects of Ashiana. His expertise lies in planning of residential colonies and has planned over 75 lac sft. of built space. He is an active and prominent member of the Indian Institute of Architects and is the Architect Award recipient from the government of India for Architectural excellence.



**Sonal Marwah (Director):** A law graduate from the National law school, Bangalore, is a practicing lawyer with over seven years of experience. She is also a co-founder of a voluntary organisation "Helping hands" which deals with the issues of women and senior citizens.



**Ashok Gongopadhyay (GM Marketing):** He served in the defence forces and para military organization for over 25 years and now with Ashiana for over 10 years, has shown his exemplary understanding of the real estate market and has shown the potential of Bhiwadi to the customers of Ashiana. His extra curricular achievements include serving as the secretary general of the Indian boxing federation and a member of the business commission of international boxing association.



**Pramod Kumar Jaiswal (GM Projects):** He joined Ashiana in March 1989 as project engineer in Patna. An upcoming youth and energetic engineer made an impression with his hard work and sincerity, he was instrumental in completing the Tataward at Patna medical college in record time. Now GM Projects at Bhiwadi, his team has completed four residential projects (900 units) which has enhanced the name of Ashiana as quality builders.



**Ankur Gupta (Executive Director):** A Bachelor in business administration from Fairleigh Dickinson University (USA) and an M.S. in real estate from New York University (USA), he is the youngest member of the team. He completed his education in real estate management where he did research for many residential projects specifically for senior housing. After spending time at Ashiana, he has developed his skills further and adds his experience in the development of Ashiana Utsav.

### **Courtesy:**

'We thank all the residents and friends of Ashiana for making our presentation lively.'

### **Ashiana Gardens**

Mrs. & Mr. R.P. Dhiman  
Mrs. & Dr. R.S. Nagar  
Mrs. & Col. T.P. Sardana  
Mrs. & Mr. K.S. Ahluwalia  
Mrs. & Mr. S.K. Pal Roy  
Mrs. & Col. A.K. Dubey  
Mrs. & Mr. Ravi Tikku  
Mrs. & Mr. T.P. Bugga

### **Ashiana Gulmohar Park**

Mrs. & Col. M.S. Sharma  
Prof. Y.P. Khanna  
Mrs. & Dr. Y.D. Bhardwaj  
Mrs. & Dr. R.C. Verma  
Mrs. Vidya Rani

### **Ashiana's Friends:**

Ms. Kiran Bhardwaj,  
Ms. Urmila Katakam,  
Mr. Pramod Awasthi  
Mrs. & Mr. Prabal Das Gupta  
Mr. Brij Mahana  
Mr. Ravi Upadhyaya  
Ms. Sabrina Singh  
Mrs. & Air Marshall D.R. Nadkarni



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