

Project Surveillance & Market Study

For





Blue Forest

A holistic fusion of forest & cosmopolitan life experience



A Project From Icarus Builders & Developers Pvt. Ltd.



Company Profile

- Headed by **Chairman & MD Mr. Manish Kejriwal**
- Company Directors and Family working are in the field of real estate & constructions since last 100 years.
- Has successfully completed lot many projects in Rajasthan.
- Has build more than 80000+ houses in various Govt. housing schemes.
- Popular Projects- Kota Dam, Dawarkapuri (Housing Board's Biggest Group Housing Project).
- Presently seven projects are running worth Rs. 300 cr. Out of which Five are commercial Malls, One Group Housing Project of 340 Flats, And BlueForest.





Jaipur City-Potential

- One of the fastest growing cities on the globe.
- More than 25 five star hotels and are running their business well.
- Every international tourist spends maximum time in Jaipur in his trip of India and golden triangle.
- Almost every corporate company has regional or zonal office in Jaipur. These companies organize their conferences & meetings every month.
- Across the globe people are coming to Rajasthan for their personal & special events like marriage because of the impressive heritage and tradition of Rajasthan.
- Hotel industry is doing exceptionally fantastic business in Jaipur, which is driven by above factors.



What is the Need....???

- Still there is no such place which can encounter all the needs of family fun as well as corporate requirements at one single place.
- There is no such resort in northern part of India which is big, close to nature with all luxury facilities and can serve every kind of crowd.

The background of the slide is an abstract composition of various blue and white elements. On the left, there are circular shapes with numbers '6', '5', and '4' visible. In the center and right, there are geometric patterns, including a large blue arrow pointing right and various overlapping lines and shapes. The overall effect is a modern, digital aesthetic.

For a Family

- There is no such place for family hangouts.
- Small piece of land, which is far from city doesn't fulfill your requirements of your Farm House.
- Maintenance of your own farm house is a big concern.



BlueForest-Glance

Location- Where & Why?

On Ramgarh Road, 29 Km From Transport Nagar Crossing.

- Entire area is surrounded with green hills.
- Land situated between two big hills.
- Has a curve for natural lake.
- Water availability on 80 Ft.
- Fertile soil.
- Delhi Road is the main connecting road to Jaipur.
- Area surrounded by 5 ***** Star Hotels & Resorts.



BlueForest-Glance

Few Facilities At Blue Forest-

- Swimming pools – Five dimensional swimming pool, toddlers pool with wooden floor outside.
- Mini Golf Ground, Cricket & football ground
- Club House includes all almost all kind of indoor & outdoor games with all modern equipments.
- Hi Tech Disco Theque / Bar / Rain Dance Floor
- Sauna, Jacuzzi & steam Bath
- SPA Center- Includes 40 different kind of SPA's from across the globe run by Zaved Habib's Sondaryam.
- Natuurotherapy Center run by professionally skilled team.
- Gymnasium & fitness center.
- Two restaurants – One open One close provides Indian / Mexican / Italian Food round the clock.
- High Quality Kid Play Ground with all kid games/ toys and equipments.
- Air Conditioned Conference hall for business meetings with a capacity of 500 people sitting with stage for performances.



BlueForest-Glance

Few Facilities At Blue Forest-

- Natural lake with wooden bridge.
- Business Center for round table meetings.
- Horse / Camel Riding
- Traditional Kalbeliya Dance
- Tracking Camps, Mountain Climbing's.
- Five Star Accommodation for 200 People.
- Event Center of One Lac. Sq. Ft. open area. Specifically kept for events.
- 40% Discounts on Bills for Penthouse Owners (Food Bills / Bar Bills / Laundry Bills / SPA Bills)



Penthouses at Blueforest

- All the penthouses are based only on the boundary of entire resort – so every penthouse has same location & from every penthouse one can see exquisite view of entire resort.
- Penthouses are elevated up to 15 Ft. height from ground level with the help of iron pillars.
- Every Penthouse has 600 Sq. Ft. Built up Carpet area and 1600 Sq. Ft. Land which is covered by fancy boundary.
- Penthouse is completely made of wooden.
- Every Penthouse has one bed room with dressing room and modular toilet, one living room with open modular kitchen, and one open balcony.
- Penthouse will be fully furnished and will serve all luxury like a five star category hotel suit.
- Every Penthouse consist one wooden bed with 6” mattresses, Bed Cover, Wooden wardrobe, Two Side Tables, Plasma Screen TV 36”, Air-conditioning, Toiletries, Two Set of Towel, Five Seater Sofa with Central Table, Microwave Oven, Cooking Oven, Coffee Maker, Ceiling Fans, Modular Lights, Bamboo Chairs & Table in Balcony.

Cost & Payments

	(In Rupees)
Total Payment	31,00,000.00
Payment Intervals	Installments
At the Time of Booking	7,75,000.00
At the Time of Allotment	7,75,000.00
At the time of Pent House Construction	7,75,000.00
At the Time of Possession	7,75,000.00

* No Annual Club Membership Charges or Maintenance Charges afterwards



Earn & Save From Your Pent House

If you want to earn from your penthouse and sub lease it to us we offer two attractive return plans to you.

Option 1-

- 6% Minimum Guaranteed returns on your total investment or Actual Earning (Total Earning-Actual Expenses) which ever is higher would be given to you.
- ORG Report Shows this would be as high as 40% on your total investment per annum.



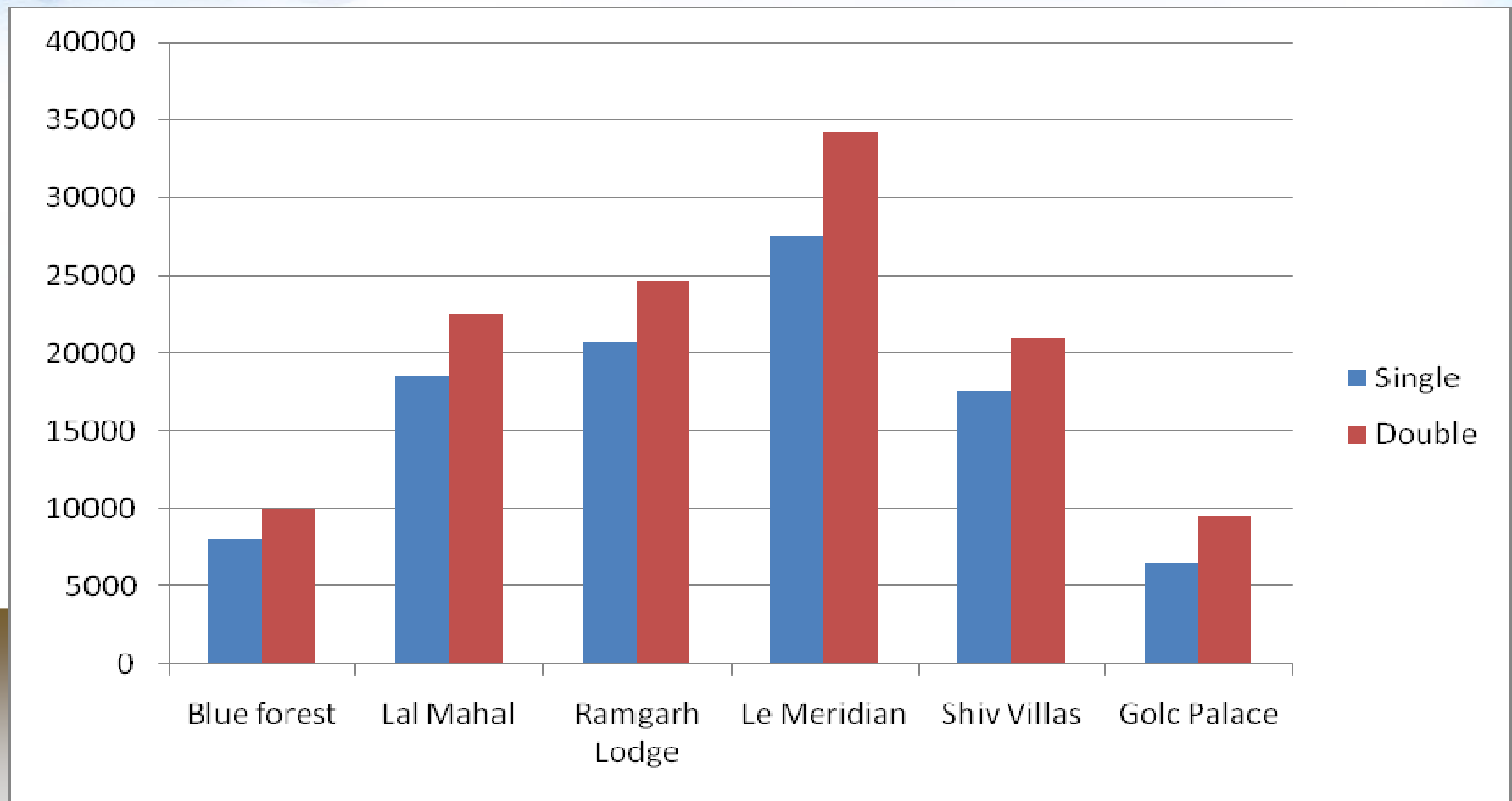
A Report on Few Hotels in Jaipur

Hotels studied:-

- Hotel Ramgarh Lodge
- Hotel Lal Mahal Palace
- Hotel Shiv Villas
- Hotel Gold Palace & Resorts
- Hotel Le Meridian

*Data Generated BY ORG Marg in Oct 2008

Tariff Comparison



Occupancy Status

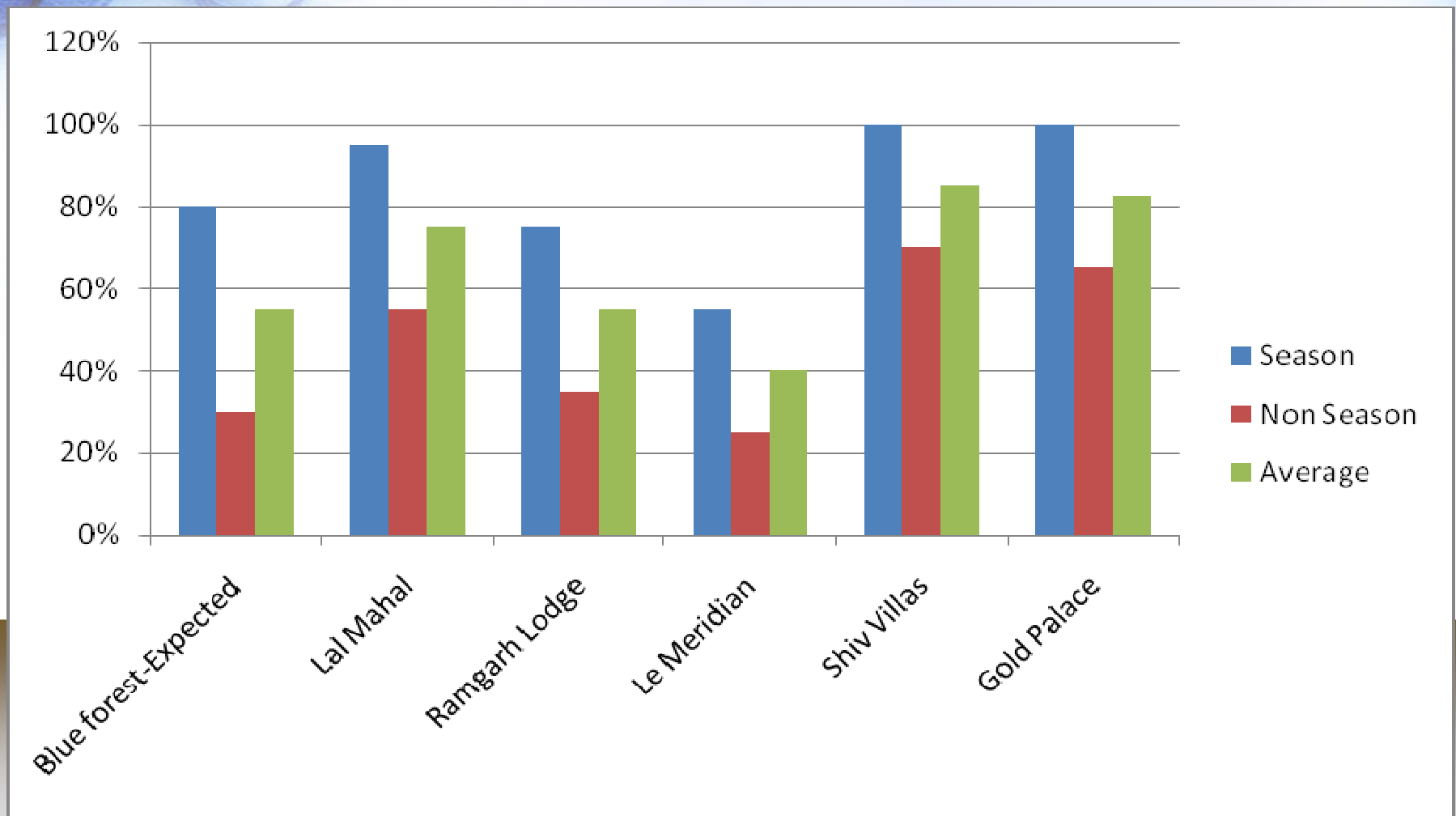


Illustration of Earnings

80% occupancy means 55% earning to Penthouse Owner

Aprox 15 Lacs Earning Per Annum

50% occupancy means 35% earning to Penthouse Owner

Aprox 10 Lacs Earning Per Annum

25% occupancy means 15% earning to Penthouse Owner

Aprox 5 Lacs Earning Per Annum



Earn & Save From Your Pent House

Option 2-

- 13% Fixed Guaranteed Returns on your total investment would be given to you on monthly basis.
- Highest returns offered in Real Estate Industry So Far.
- Maximum Lease returns are 4% In residential and 6% in commercial properties across country.

Bank Loan & Re Payments

- 23,25,000 Rs. Would be funded by IDBI / LIC in ADF Loan scheme.
- Under ADF / APF, One need to pay installment after possession, till possession all the interest part would be paid by The Developer.

Total Cost Of Penthouse	31,00,000.00
Booking Amount	7,75,000.00
Loan Amount	23,25,000.00
EMI Per Lac. For 20 Years	950
Total Monthly EMI	22087
Fixed Guaranteed Returns	13%
Yearly Guaranteed Returns In Rs.	403000
Monthly Guaranteed Returns In Rs	33583
Monthly Income= Monthly Guaranteed Returns-Monthly EMI	11496
11496.00 Rs Guaranteed Monthly Income On your Investments Over & Above To EMI Deposition	



How Would You Use Your Own Penthouse

Option No. 1 --6% or Actual Returns

- Total Earning from all the penthouses would be divided in to No of Penthouse owners and further divided in to Days In Month. Thus Income for one day would come for particular month.
- For whatever days you are occupying Penthouse would be deducted from your total income and rest amount would be given to you.
- No Restriction for Penthouse Owners to use there own Penthouse any time.

Option No. 2 –13% Fixed Guaranteed Returns

- 15 Days in a year is Free over and above to that one has to pay in accordance to daily income.



BlueForest-Highlights

- More Than 90% Area has been kept for common usage.
- Situated at one of the most prominent and greenified area that is in “Ramgarh”
- Delhi Road is the main excess road for all international & domestic tourists.
- Surrounded by hills from two side.
- Has a natural curve for lake.
- Unique Penthouses which is nowhere else available in India so far.
- 13% fixed returns on total investment over & above to price appreciation, which is highest in real estate industry.

Facilities-Paid & Free

List Of Free & Paid Services

Paid (Get 40% Discount)	Free
Laundry Services	Golf
Bar	Cricket
Food	Football
SPA Therapy	Swimming Pools
Electricity	Gym
Water	Fitness Center
Telephone Calls	Disco Theque
Horse / Camel Riding	Kid Play Grounds
Conference Hall	Club Games
Event Center	Rain Dance Floor
	Play Grounds
	Sauna Bath
	Jacuzzi Bath
	Steam Bath

Rush For Your Booking Now...!!!



Blue Forest

A holistic fusion of forest & cosmopolitan life experience

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