

THE DB POST

Vol. 03 ■ Oct - Dec 2015 ■ www.dbrealty.co.in







A NOTE FROM THE CEO

Dear Reader,

We at DB Realty would like to wish you and your family a very happy and prosperous New Year. With the dawn of another year, we have something exciting to share with you – the launch of Project Bandra, our residential development at Bandra Kurla Complex. Project Bandra is being developed in partnership with Radius Developers and ABIL and has, since the pre-launch in October, seen an impressive response and number of sales. It has been well-received by the market and the Project Bandra Bhoomi Poojan saw an overwhelming turnout of over 3,000 esteemed guests. We have great expectations and are certain it will be one of the city's finer developments.

This issue of the DB Post will run through various updates so you are kept informed about the status of work at our projects and give you a glimpse into some of our marketing initiatives.

We hope you enjoy the third issue of The DB Post.

Thank you,

Vipul Bansal
CEO, DB Realty Ltd.

A handwritten signature in blue ink that reads "Vipul Bansal". The signature is written in a cursive, flowing style.

PROJECT BANDRA

In early 2015, DB Realty Ltd. joined hands with Radius Developers and ABIL to launch the much- anticipated Project Bandra, BKC. This 5 acre development will house a 29-storey residential tower, the tallest tower in the area. With a range of configurations from 2 to 4 bedroom residences, the towers will offer panoramic views of the Arabian Sea, the Bandra-Worli Sea Link, and lush, verdant greenery. The development has been planned such that each apartment is cross-ventilated, with large floor-to-ceiling windows thus ensuring very bright and comfortable homes for its residents. Project Bandra has been planned leaving 50% of the 5-acre site green and open, a very rare luxury in developments in Mumbai. This large open space will be landscaped by Tierra Design, a name to reckon with. Furthermore, the development will boast of the choicest indoor and outdoor amenities, which will span over 42,000 square feet. These amenities include(amongst many others) a sky-gym, yoga and meditation centre, multiple swimming pools, indoor and outdoor recreational spaces, a state- of-the-art club house; the list goes on. If that isn't enough to grab your attention, consider the location.



Project Bandra is located on the cusp of BKC, Mumbai's Central Business District, giving the home owners the rare privilege of being able to walk to work. The Project Bandra site is located a mere 10 minutes away from the airport and from the Bandra-Worli Sea Link.

The project is being designed by the best consultants, such as Architect Hafeez Contractor, Tierra Design and AEDAS Hong Kong. Each aspect of Project Bandra is being designed keeping our buyers professional and personal requirements at the forefront of planning and no stone is left unturned to bring to Mumbai one of the finest residences it will see.

BHOOMI POOJAN



On the 9th of November, over 3,000 guests were greeted to be a part of the Bhoomi Poojan of Project Bandra. The auspicious day has been regarded as the official launch of the project as attendees included members of financial institutions, reputed media houses, a number of well-known businessmen and other influential members of society.

The project was well-received, as is evident from the impressive sales witnessed over the course of the pre-launch and the Bhoomi Poojan.



DB CROWN: THE STORY SO FAR AND BEYOND WORK UPDATE



EHS Statistics- January 18th 2016

- Commencement date - 06.12.14
 - Anticipated completion date - 09.04.18
 - Average number of workmen per day - 479
 - Total man hours worked since commencement - 2,372,733
 - Safe man hours worked since commencement - 2,372,733
 - Total man hours worked for the month - 68,475
 - Total number of employees inducted since inception - 2,917
 - Total time lost due to incidents on site - NIL
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Tower A & B

This quarter has seen an increased pace of work at DB Crown with first 'jumps' of the jump formwork system, the introduction of additional skilled workmen on site and the implementation of process put in place by VP Daniel Jones.

We are currently casting the 19th slab across Towers A and B, and have completed the foundation and raft works for Tower C as we begin the column work.

As of January 2016, 3,350 metric tonnes of steel have been tied and 17,262 cubic metres of concrete have been poured.

EXPERT SPEAK: A NOTE FROM ARCHITECT HAFEEZ CONTRACTOR

'As an architect, one always endeavours to design a building that is revered for both, its form and its function. When embarking on the journey that would eventually culminate in one of the most impressive silhouettes to grace the city skyline, we were asked to design a building that would not just be an architectural statement, but one which would also afford its residents the very best lifestyle. After multiple design charrettes, constant dialogue and discourse with all the stakeholders and numerous re-designs, we have finally been able to achieve the elegance and practicality that will be synonymous with DB Crown.'

DB SKYPARK WORK UPDATE



EHS Statistics- January 8th 2016

- **Commencement date 22.08.15**
- **Anticipated completion date - 31.08.18**
- **Average number of workmen per day - 40**
- **Total man hours worked since commencement - 15,478**
- **Safe man hours worked since commencement - 15,478**
- **Total man hours worked for the month - 9,450**
- **Total number of employees inducted since inception - 6**
- **Total time lost due to incidents on site - NIL**

MORE POWER TO MARKETING



CHANNEL PARTNER MEET- 3-DAY EVENT

Between the 26th and the 28th of October, DB Realty hosted over 500 channel partners and their spouses for an evening of entertainment at the DB Crown Sales Pavilion. The entertainment presented itself in the form of mentalist Akshay Laxman who performed for the awestruck audience for an hour, following which, the guests were treated to a live-counter and buffet dinner.

MCHI EXHIBITION

The company has seen a significant marketing push owing to our participation in multiple exhibitions, both local and international, resulting in a greater reach to a wider audience.

The company participated as a Patron in the four day Silver Jubilee Edition of the MCHI Property Expo at BKC. DB Realty displayed the entire portfolio of 7 ongoing projects across Mumbai which was well-received by the attending public.

Subsequently, the company also participated in the SMART Convention and the Times Property Exhibition at Sahara Star over the months of November and early December. And the company's energies in this regard were not limited to Mumbai only - part of our team spent two weeks travelling around the United States of America, participating in the RISA Realty India Property Expo in Texas and California.



THE PROMENADE



If ever one finds themselves headed towards the Bandra-Worli Sea Link, they have undoubtedly seen the long waterfront promenade. The stunning space, managed and maintained by DB Realty, has been undergoing significant beautification since the beginning of August, resulting in the installation of a 110 ft. Indian flag, increased lighting, safety railings, viewing decks, a completed amphitheatre and daily landscaping efforts.

Furthermore, at midnight on New Years Eve, a fantastic fireworks display welcomed 2016 off the Bandra-Worli Sea Link Promenade. The show lasted 15 minutes and was appreciated by the commuters and bystanders alike.

We hope to be able to welcome you and your families for exciting events hosted at the seaside walkway in the months to come.

OUR QUARTERLY RESULTS: AN OVERVIEW

DB Realty Limited announced its financial results November 2015 for the second quarter of FY 15-16. The company has recorded a 35% increase in the profits for the quarter compared to last year. The company recorded consolidated revenues of Rs. 646.09 Mn for the quarter.

Commenting on the results, Mr. Vipul Bansal said: “This quarter the company has seen significant improvement in the sales of DB Crown, DB Skypark and Project Bandra through our marketing push and interactions with our respective Channel Partners. We are also happy to announce our latest partnership with Vishwaroop Estates and Developers Pvt. Ltd. (Radius Group) for the development of Project Bandra in Bandra East. All the approvals required at this stage have been received and the project has seen an extremely successful pre-launch.”

