

CASATIMES

Sep 2021 - Aug 2022

EDITION **15**

Celebrating **17**
incredible years &
counting!



Celebrating excellence & 17 years of glory

An innovator and disruptor in the South Indian Real Estate market, CASAGRAND made heads turn instantly since its entry into the real estate sector. A first-generation entrepreneur and a real estate maverick, Mr. Arun Mn started CASAGRAND with a vision of providing an unparalleled home buying experience. In this relentless pursuit of bringing customers delight through excellence in product, highest standards in quality, and on-time delivery, the brand has built over 36 million sq.ft of prime residential area & developed 140+ projects across Chennai, Bengaluru and Coimbatore. With over 27,000+ happy families, CASAGRAND is today a real estate major who has left no stones unturned in the journey of making dream homes a reality.

For the past 17 years, the company has gone strategically aggressive with its consumer-centric approach by launching back-to-back top-notch projects across Chennai, Bengaluru, and Coimbatore. All the projects launched during the period received an overwhelming response from the homebuyers which has eventually led the company to achieve this 17th year milestone.



**17 Years of
Glorious Journey**

**140+
Landmark Properties**

**27,000+ Happy
Customers**

**36 Million sq.ft
of Prime Residential
Real Estate**

**Spread across Chennai,
Bengaluru & Coimbatore**

All stand testimony to our commitment.



MD's Message

A journey of a thousand miles begins with a single step and CASAGRAND's journey of 17 years has been exemplary in the real estate sector. Though every year our brand has achieved different milestones, the last fiscal year (2021-22) was memorable considering CASAGRAND clocked 2,903 Cr in sales revenue. We are extremely thrilled to have 27,000+ happy families under our roof. Notwithstanding price increases, the residential market velocity continued to grow, indicating desirable customer sentiment and contributing to our brand's overall favourable impression the previous year. Regardless of the hardships, CASAGRAND has continually demonstrated its fortitude in every stage.

Our brand delivered ground-breaking projects like CASAGRAND Firstcity, CASAGRAND Athens, CASAGRAND Tudor, etc. In addition, CASAGRAND also introduced a number of distinctive villa

communities like CASAGRAND Amberley, CASAGRAND Luxeria, CASAGRAND Divinity and CASAGRAND Platinum that give home buyers the chance to acquire independent villas for the price of an apartment, thus establishing novel standards in the residential sector. Furthermore, our singular focus was on creating new cost-effective residences between 25 and 45 lakhs, while parallelly working towards making affordable and mid-luxury apartments and villas with an average ticket size of 85 lakhs, accessible to the common man.

Our customers are the pillars of CASAGRAND but employees are equally the torch bearers. It is solely because of their unrelenting efforts, that our brand has achieved several landmarks. Valuing their hard work, we as a company have expressed our gratitude by taking them on international trips every year along with other HR initiatives. Moreover, taking pride in being an Indian brand, we always believe in giving back to the community. Thereby, in association with the Tamil Nadu Athletic Association, we honoured Olympians of Tamil Nadu last year to give them the recognition they deserve. This is one among our many breakthroughs as a company and we are also accelerating towards expansion in more metro cities and international markets. Our in-depth industry knowledge and skills have given us a unique perspective on current real estate trends and potential future developments over the years. Our skilled team of property professionals, who guarantee our consumers receive the finest advice and returns on their investments, is the key to our success in a challenging business environment. CASAGRAND promises to persevere with the same dedication and commitment in all our future endeavours.

ARUN Mn

FOUNDER & MANAGING DIRECTOR

Recently Launched Projects

CASAGRAN LUXERIA NAVALUR



Located amidst tranquility, CASAGRAN Luxeria is a uniquely developed villa community spread across 6.98 acres, housing 128 finest villas designed with the most magnificent modern architectural elevation. With over 20 world-class

amenities, the community holds an efficient building footprint with 65% of open space. CASAGRAN Luxeria houses a balanced mix of 3 and 4 BHK villas that are offered at the price of an apartment. Furthermore, each villa in the community has a personalised landscaped garden and a deck area is present in most of the villas. All villas are 100% Vaastu compliant designed with zero dead space. The location serves as a key aspect since the project is merely 10 minutes away from Sholinganallur and Siruseri IT Park, surrounded by reputed schools, IT/ITES parks, shopping malls, colleges and hospitals. Owing to the inherent residential demand in this locality, CASAGRAN Luxeria offers high rental yields.

CASAGRAN Amberley NAVALUR



Designed in a 2.68 acre land area surrounded by lush green meadows, CASAGRAN Amberley is yet another innovative project that comprises of 45 Luxurious 3 & 4 BHK modern villas constructed in G+1 and G+2 structures. Each villa at CASAGRAN Amberley is designed with a private

garden space and an exclusive 250 sq.ft backyard. With the goal of providing residents a superior lifestyle in the lap of luxury, the project has 30+ world-class lifestyle facilities as well as an efficient building footprint with 65% open space and 1 acre of greenscaped land covered with recreational activities. With key features, seamless connection, and Vaastu-compliant residences, CASAGRAN Amberley flaunts grandeur from every aspect. The project offers residents a healthy lifestyle with improved social infrastructure, and it includes facilities such as indoor jacuzzi, multi-purpose sports courts, children's play area with rock-climbing wall, kids play area, kids jungle gym, meditation lawn, senior citizen alcove and many more. Location is the key attraction of CASAGRAN Amberley, located at Navalur, just 10 minutes from Sholinganallur. It is also well connected to reputed educational institutions, hospitals, bus stops, restaurants and many entertainment hubs.

CASAGRAN DIVINITY

NAVALUR



A uniquely designed villa community at Navalur, CASAGRAN Divinity houses 97 elegantly crafted spacious villas nestled amidst 6.29 acres of serenity along with 50+ world class amenities at the price of an apartment. The community hosts spacious 4 BHK modern independent villas ranging from 2384 sq.ft to 2615 sq.ft (land area) that are designed with the

most premium specifications and an expansive private landscaped garden & two car parks, promoting an opulent lifestyle. The community boasts of an efficient building footprint offering 65% of open space ensuring abundant light, ventilation and lush greenery. The community has a 7500 sq.ft posh clubhouse. The neighbourhood prioritises nature and healthy living by providing facilities like an aroma garden, herbal garden, palm tree court, tree plaza with seating, tropical boulevard and other amenities like rooftop swimming pool, VR gaming, mini theatre and many more. The biggest attraction of CASAGRAN Divinity is its accessible location; it is adjacent to Navalur and Sholinganallur, and it is close to a lot of educational institutions, including colleges and hospitals. Given the increasing demand for homes in the neighbourhood, this project provides high rental yields and excellent resale potential.

RERA No: TN/01/Building/0145/2022 | www.rera.in.gov.in

CASAGRAN Galileo

KR PURAM



Built in the garden city of Bengaluru in the well-connected and easily accessible KR Puram is CASAGRAN's premium lifestyle project CASAGRAN Galileo, aesthetically crafted high-rise apartments that set a new standard in contemporary lifestyle. CASAGRAN Galileo is powered by 50+ superior lifestyle amenities like an open air theatre, mini golf, interactive gym etc., that reimagine luxury living. CASAGRAN Galileo houses 104 premium 2, 3 & 4 BHK apartments on 1.6 acres. In a city where space is at a premium, CASAGRAN Galileo has 85% open space & 17,000 sq.ft of landscaped area for maximum light, ventilation & recreational activities. A tastefully crafted clubhouse with a lake view & rooftop swimming pool is another masterpiece. CASAGRAN Galileo is everything you yearn for in a high-rise community and much, much more.

RERA No: PRW/KA/RERA/1251/309/PR/070222/004675 | www.rera.karnataka.gov.in

**CASAGRAN
PLATINUM
PERUNGALATHUR**



CASAGRAN Platinum is a uniquely designed villa community that houses a balanced mixed of 243 intricately crafted 3, and 4 BHK luxurious villas comprising an extensive myriad of Independent, Semi-independent villas, and row houses, nestled amidst 11 acres of serenity. CASAGRAN Platinum hosts beautiful villas ranging from 1674 sqft to 2762sqft (land area). Providing a regale experience with more than 50 world class amenities that caters to everyone's needs, the project includes - an exclusive private landscape garden of minimum 250sq.ft for each villa, a safe and secure community with picturesque architecture along with 60% open space for undisturbed light and ventilation. Situated on the 100 ft main road, the property is well connected to reputed educational institutions, world-class multi-specialty hospitals, bus stations, theatres, malls, restaurants, and numerous entertainment hubs.

RERA NO: TN/01/Building/0229/2022 | www.rera.tn.gov.in

**CASAGRAN
AQUENE
KENGARI**



CASAGRAN Aquene is the first-ever kids-themed community of Kengeri. The project is sprawled across 3.77 acres of beautiful landscape, the one-in-all community offers 333 finely crafted 2 & 3 BHK lifestyle apartments. The community offers 60+ amenities & features which includes 40 exclusive amenities for kids. Some of the amenities are kids pool, Interactive floor games outdoor hobby zone, rock climbing wall, cricket practise net, multipurpose courts and many more. CASAGRAN Aquene is located at very strategic location, just few meters away from the Kengeri bus terminal metro station, and railway station. Its close proximity to neighborhoods like Kengeri Satellite Township, RR Nagar, Vijay Nagar, Banashankari (3rd stage), Nagarbhavi, Uttarahalli, Chandra Layout, Nayadahalli and IT parks, schools, colleges and hospitals make it an ideal destination for aspiring homebuyers.

RERA NO: PRM/KA/RERA/1251/310/PR/210422/004845 | www.rera.karnataka.gov.in

**CASAGRAN
HAZEN
BANERGETTA ROAD**



CASAGRAN Hazen is an all-in-all community on Bannerghatta Road. The community is spread across 9 acres and houses 622 finest 1, 2, 3, and 4 BHK modern apartments. The community offers 100+ world-class amenities & features like swimming pool, 3D Home theater, Meditation Deck, Squash Court, interactive gym, Amphitheater & many more. The property also offers a 25,000 sq.ft. club house which offers modern indoor and terrace amenities. CASAGRAN Hazen is located on Bannerghatta Road and is well connected to Bengaluru's prime locations such as JP Nagar, Jayanagar, BTM Layout NIMHANS and Dairy Circle.

RERA NO: PRM/KA/RERA/1251/310/PR/220722/005099
www.rera.karnataka.gov.in

Landmark Projects

CASAGRAND FIRSTCITY SHOLINGANALLUR



Taking inspiration from the grand Roman architecture, CASAGRAND Firstcity is a uniquely designed residential community that hosts a wide range of facilities catering to the needs of people of all ages. Located at Sholinganallur, the community is spread across 15 acres, housing over 1693 premium 2, 3 & 4 BHK apartments that are designed with the most premium features and specifications. Unlike any other property, the community hosts over 100+ world-class amenities and a 1.5-acre plush clubhouse, the biggest in the city. Offered at an unbelievable price point, the community is strategically located in close proximity to all major locations in the city offering higher rental yields and higher returns on investment.

RERA No: TN/01/Building/0114/2021 | www.rera.in.gov.in

CASAGRAND ATHENS MOGAPPAIR



CASAGRAND Athens is West Chennai's first sports-themed community located at Mogappair. Located just 10 minutes from Anna Nagar, close to locations like Koyambedu, Nolambur and Porur, CASAGRAND Athens is a one-of-a-kind community that is spread across 8.09 acres, housing 953 superior apartments. Alongside multiple world-class features and amenities, the property hosts 40 exclusive sports-themed amenities crafted specifically for sports enthusiasts. The community is well-connected to prominent IT/ITES companies, reputed schools, colleges, multi-specialty hospitals and many more, offering high rental yields and excellent resale value because of the inherent residential demand in this locality.

RERA No: TN/02/Building/0423/2020 | www.rera.in.gov.in

CASAGRAN TUDOR

MOGAPPAIR



Nestled amidst 6.31 acres of serenity, CASAGRAN Tudor is a unique wellness themed community located at Mogappair. Housing 441 premium 2 & 3 BHK apartments, the community offers 50+ superior amenities, which include wellness features like air purifier in master bedroom, chlorine-free swimming pool, oxygen infused clubhouse and gym, yoga deck, etc. It is a first-of-its-kind in the region, aiming to provide hassle-free living to everyone. Keeping changing lifestyle preferences in mind, the project is designed with special attention on wellness and healthy living. Despite being situated in a prime location, the project has been priced very attractively. With fast rental turnarounds, the property is also an ideal investment option.

RERA No: TN/29/Building/0032/2020 | www.rera.tn.gov.in

CASAGRAN Orlena

THANISANDRA



Nestled amidst 4 acres of serenity, housing 296 modern apartments, CASAGRAN Orlena is a thoughtfully designed community, offering 80 amenities. Providing homebuyers an unparalleled lifestyle at an affordable price point, CASAGRAN Orlena is an ideal community for working professionals as the project is located extremely close to Manyata Tech Park.

RERA No: PRM/KA/RERA/1251/446/PR/210928/004324 | www.rera.karnataka.gov.in

CASAGRAN BOULEVARD

HENNUR MAIN ROAD



Located on the fastest-growing micro market of Northern Bangalore, CASAGRAN Boulevard, is a uniquely designed wellness-themed community at Hennur Main Road. Nestled amidst 7.67 acres, the community consists of 528 thoughtfully designed modern apartments complete with 75+ amenities. The project is surrounded by reputed schools, colleges and IT/ITES companies.

RERA No: PRM/KA/RERA/1251/446/PR/201001/003629 | www.rera.karnataka.gov.in

Other Ongoing Projects

CASAGRAN Zenith MEDAVAKKAM



Construction progress as on Aug 2022

CASAGRAN Zenith is a wellness-themed community located in Medavakkam which offers 949 2 & 3 BHK apartments. The community offers 82 world-class amenities which also include wellness amenities like oxygen infused clubhouse, gym, indoor play and yoga/meditation room, Interactive gym with simulated wall and floor sensors, chlorine-free non-chemical pool system with aqua gym and many more. The community is strategically located 5 minutes away from Medavakkam junction. It is also close to the upcoming metro station, and areas like Sholinganallur junction, Velachery and Tambaram.

RERA NO: TN/01/BUILDING/0101/2019 | www.rera.in.gov.in

CASAGRAN UTOPIA MANAPAKKAM



Construction progress as on Aug 2022

CASAGRAN Utopia is a kids-themed community, located in Manapakkam. Situated just 10 minutes away from Kathipara, the project offers a whopping 80+ amenities for residents. It is connected to major IT hubs, educational institutions, hospitals and metro stations.

RERA No: PTN/29/building/240/2020 | www.rera.in.gov.in

CASAGRAN GRANDIÔ NAVALUR



Construction progress as on Aug 2022

CASAGRAN Grandiô comprises of specially crafted 120 beautiful 3 and 4 BHK villas on 7.38 acres at Navalur, 10 minutes from Sholinganallur. The property is surrounded by IT/ITES companies, close to schools and colleges. The property offers 65% open space and a grand clubhouse of 6800 sq.ft hosting many indoor amenities along with other amenities.

RERA No: TN/01/BUILDING/0189/2021 | www.rera.karnataka.gov.in

CASAGRAN ROYALE

SHOLINGANALLUR



Construction progress as on Aug 2022

CASAGRAN Royale is a kids-friendly community located in Sholinganallur. The community offers 507 premium apartments spread across a sprawling 7.2 acres with 63% open space. CASAGRAN Royale is OMR's first kids-friendly project which features the maximum number of specially designed amenities for kids such as chalkboard wall, tot lot, ball pool, 3D Theater, video game room, comic corner, kids virtual games and a crèche.

RERA No: TN/29/Building/175/2019 | www.rera.in.gov.in

CASAGRAN MILLENIA

MOGAPPAIR



Construction progress as on Aug 2022

Located 10 minutes from Anna Nagar Roundtana, CASAGRAN Millenia comprises of 146 luxuriously crafted signature 3 BHK, 4 BHK & 5 BHK duplex apartments on 3.46 acres in Mogappair. The property offers 50 world-class lifestyle amenities swimming pool, sculpture court, mini hockey rink, informal seating, pergola structure and many more.

RERA No: TN/29/Buildings/0411/2020 | www.rera.in.gov.in

CASAGRAN FLORELLA

SARJAPUR



Construction progress as on Aug 2022

CASAGRAN Florella is Bengaluru's first Bali-styled smart villa community. The project offers 34 luxurious 3 & 4 BHK villas on 1.65 acres at Sarjapura, 20 minutes from Wipro SEZ. The project offers 25+ lifestyle amenities & features like rooftop swimming pool, amphitheatre, Balinese garden & many more.

RERA No: PRM/KA/RERA/1251/308/PR/210319/004044/www.rera.karnataka.gov.in

Projects Nearing Handover

CASAGRAN
Zenith

MEDAVAKKAM, CHENNAI

2 & 3 BHK
wellness-themed apts
with 80+ amenities



RERA No: TN/01/BUILDING/0101/2019 | www.rera.tn.gov.in

CASAGRAN
CRESCENDO

MOGAPPAIR, CHENNAI

2 BHK
high-rise apts
with 25+ amenities



RERA No: TN/02/Building/0190/2018 | www.rera.tn.gov.in

CASAGRAN
TUDOR

MOGAPPAIR, CHENNAI

2 & 3 BHK
wellness-themed apts
with 50+ amenities



RERA No: TN/29/Building/0032/2020 | www.rera.tn.gov.in

CASAGRAN
ROYALE

SHOLINGANALLUR, CHENNAI

3 BHK kids-themed apts
with 50+ amenities



RERA No: TN/29/Building/175/2019 | www.rera.tn.gov.in

CASAGRAN
VISTA Z

PERUNGALATHUR, CHENNAI

3 BHK British-styled villas
with 35+ amenities



Ready to Occupy

RERA No: TN/01/Building/064/2021 | www.rera.tn.gov.in

CASAGRAN
COSMOS

OFF METTUPALAYAM ROAD,
COIMBATORE

3 & 4 BHK villas | 2 & 3 BHK apts
with 50+ amenities



Ready to Occupy

RERA No: TN/11/BUILDING/327/2020 | www.rera.tn.gov.in

CASAGRAN
SOLITAIRE

OFF METTUPALAYAM ROAD, COIMBATORE

3 & 4 BHK villas with 35 amenities



Ready to Occupy

RERA No: TN/11/BUILDING/0353/2020 | www.rera.tn.gov.in

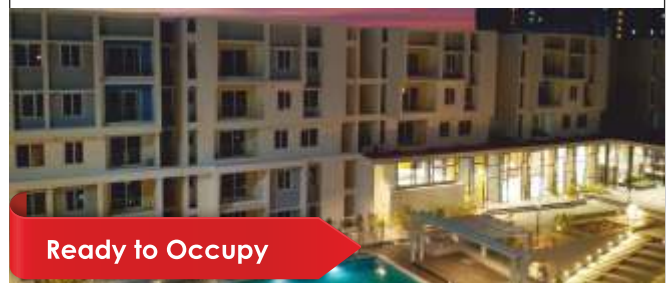
CASAGRAN



LORENZA

KOGILU, BENGALURU

3 BHK smart homes apts with
15 + amenities



Ready to Occupy

PRM/KA/RERA/1251/472/PR/181130/002193 | www.rera.karnataka.gov.in

ACTUAL SITE IMAGES

Upcoming Project Locations

Chennai



Bengaluru



Coimbatore



Hyderabad



We Promised and We Delivered

PROPOSED ELEVATION

DELIVERED PROJECT



2,3 & 4 BHK apartments

RERA No: TN/01/Building/0030/2017 | www.rera.tn.gov.in



2 BHK apartments,
4 BHK villas

RERA No: TN/11/Building/0197/2018 | www.rera.tn.gov.in



3 BHK + 3T apartments

RERA No: TN/29/Building/0150/2017 | www.rera.tn.gov.in



3 & 4 BHK apartments

RERA No: TN/01/Building/0103/2018 | www.rera.tn.gov.in



2 & 3 BHK apartments

RERA No: TN/01/BUILDING/233/2017 | www.rera.tn.gov.in



1, 2, 3 & 4 BHK apartments

RERA No: TN/01/Building/0028/2017 | www.rera.tn.gov.in





Gautam Aggarwal,
Executive Vice President,
Product Development,
CASAGRAND.

Evolution of CASAGRAND's Superior Homes

The essence of every home is the experience that comes with it. CASAGRAND, South-India's largest real estate developer has continuously focused on creating a conscientious and sustainable living experience without forsaking the quality of homes since its establishment in 2004.

Construction and architecture have been the ethos of mankind since the beginning of civilization with houses being originally built with the objective of shelter and safe-keeping. However, with changing times, houses have progressed to homes, and transformed to becoming an identity for people to associate their lifestyle with. Holding on to this notion, CASAGRAND has strived to create superior living spaces and develop through the ages in all aspects for their customers, right from grassroots.

Embarking into the real estate sector with the construction of villas, and gradually transitioning towards colossal apartment complexes and

integrated gated communities, the company surpassed the requirements of the customers; wanting exceptional housing, sufficient ventilation, a luxurious and a healthy standard of living altogether at affordable prices. Pursuing customer delight at its core, CASAGRAND pioneered the concept of signature themes for each of its projects that are in line with their customers' interests.

CASAGRAND helmed the first sports-themed community, CASAGRAND Arena, in Chennai with more than 20+ world-class sporting facilities with state-of-the-art golf, badminton, tennis and baseball courts, skating rinks, and swimming pools to name a few. Following this, CASAGRAND Asta became the maiden kids-themed community in Chennai and the most popular concept yet from the firm, bringing in a community designed for the comprehensive development of children with more than 30+ facilities with creches, waiting lounges and outdoor & interactive water play areas, engineered to augment learning and growth for kids.

The company has also put forth CASAGRAND Zenith, the first wellness community in South India along with CASAGRAND Tudor and CASAGRAND Verdant, instated with first-class amenities like eco-smart chlorine-free swimming pools, air purifying



plants in podiums, spas, hobby rooms, aerial yoga hammocks and many others. Furthermore, incorporating smart home features at a smart budget, the firm also established CASAGRAND Smart Town, CASAGRAND Nextown and CASAGRAND Lorenza among its key properties. At CASAGRAND, all of the projects stretch the frontiers of current technology while still being artistically crafted to complement contemporary aesthetics.

Now a surge in India's population, urbanisation, purchasing parity, and a subsequent digital boom has resulted in people not simply settling for good quality construction, but has also bolstered the demand for good quality designs and architecture. Progressing from themes, the company concentrated on the intricacies of entry arches and elevations to foster a warm and welcoming effect, besides grabbing the attention of the entire locality. Inspired by architectural masterpieces around the world, like its Romanian architecture at CASAGRAND Firstcity, Spanish elevations at CASAGRAND Castle and CASAGRAND Bloom, or be it British or American-styled architecture, CASAGRAND offers an optimum

degree of dwelling elegance.

Additionally, the pandemic has accelerated hybrid working, driving people to desire their own space and dream homes. And in the age of the internet, most sectors have transitioned digitally. The real estate sector is also shifting towards decisive technological advancements with home automation and specifications.

Home automation has become a reality for the average homebuyer in the aspirational price bracket, owing to cost-effective breakthroughs in technology incorporating IT and AI. Conforming to this, CASAGRAND has made headway with upgraded specifications in terms of wellness and convenience. For instance, installing a wireless charging dock for a convenient charging experience, mirrors with LED lights, granite countertops, voice integration systems and digital door locks across its projects. In the wellness arena, the company has vitamin C infused rain showers, VOC-free and anti-bacterial paints, water treatment plants in every unit and air purifiers in master bedrooms.

With their vision to provide an exceptional way of life to their customers, CASAGRAND is continuously working towards product superiority, thus creating a milestone towards being unparalleled in the South Indian real estate market.





Sathish CG
Director of CASAGRAND,
Bengaluru Zone

CASAGRAND flagged off its operations in 2014 in Bengaluru and launched the first project Casagrاند Luxus at KR Puram. The project was successfully sold out even before completion. We started the Bengaluru zone with 2 employees and today we are at 245 employees. We are the market leaders in the Bengaluru region with constant growth. We have delivered 4 projects in the last 7 years with over 600 happy customers.

Currently we have about 6 ongoing projects with about 1000 units in various stages of construction and we have many more residential projects coming up at various prime locations of Bengaluru within this financial year. With more than 2000 Crores of stock coming into the market and new acquisitions happening at Bengaluru, we will continue to lead the residential real estate market at Bengaluru and also by consistently delivering superior homes to our customers on-time with highest quality standards.

The most important reason for our growth and success in Bengaluru is the choice of preferred locations of our apartments and villas offered at various price ranges starting from ₹35 Lakhs to ₹2 Crores. Our superior product offering includes efficient floor plans, Vaastu compliant homes, premium specifications, unique lifestyle amenities and handing over of all the projects on committed timelines with highest quality standards. All these make a compelling buying reason for our customers. We have received positive feedback from all of our customers for the above reasons which have been the major reasons for CASAGRAND's growth in the Bengaluru zone. We will consistently continue to do so in the coming years with exciting new projects being lined up.





Karthikeyan PK

**Executive Vice President, CASAGRAND,
Coimbatore Zone**

We commenced our Coimbatore operations with our first project – CASAGRAND Eternia at Kalapatti launched in the year 2013. We are the market leaders in the Coimbatore region with a sales value of 275 Crores in the last financial year (2021-2022) with 30% growth consistently across the years. We have delivered 9 projects in the last 8 years of operations in the Coimbatore market.

Right now, we have about 3 ongoing projects with about 500 units in various stages of construction. Two major residential projects are coming up in Avinashi Road and Saravanampatti apart from a commercial development in a prime location at Avinashi Road within this financial year. With new acquisitions happening at Coimbatore and with more than 500 Crores of stock coming into the market, we will continue to lead the residential real estate market in here by consistently delivering superior homes to our customers, honouring deadlines and offering the highest quality.

Coimbatore being the second-largest city in Tamil Nadu, and a growing metropolis, has witnessed rapid realty growth over the recent years. This growth has been propelled by enhanced commercialisation apart from the traditional industries which Coimbatore has always been known for. Coimbatore currently has a varied industrial development portfolio ranging from IT, ITES, warehousing, medical tourism, defence supplies and various MSME activities which along with the development of infrastructure facilities has propelled the demand for residential real estate.

Good locations and a wide range of price points (₹30 L - ₹5 Cr) for our apartments and villas are the key reasons for our growth and success in Coimbatore. Our superior product offering including Efficient floor plans, Vaastu compliant homes, premium specifications and lifestyle amenities, honouring timelines and highest standards are our superior product offerings, which are the irresistible factors for our customers in their buying experience. These reasons have been key in making CASAGRAND the leading real estate developer in the Coimbatore market consistently over the past few years and we'll continue to do so in the coming years with exciting new projects lined up.



Delighting our beloved home buyers in every possible way



At CASAGRAND we are committed to providing our customers with the best experience like providing unparalleled hospitality on site and at the offices. We ensure the customers have zero hassles and even provide timely refunds. During registration and handover too, we guarantee no delays and only celebrations! Post-handover, CASAGRAND handles any complaints there might be, ensures smooth EB name transfers and assists association formation and transition.

We also have 'Enrich' program which is another way to delight our customers with exclusive discounts by tying up with various shops near our projects like bakeries, supermarkets, restaurants and more!

We are also coming up with a CASAGRAND APP through which our customers will be able to track their unit details, payment details and more. The associations too will be able monitor dues pending, details of the amenities and facilities through this APP.



We frequently conduct many fun events at our sites like sports events, Christmas & New year celebrations, amenity launch events, eye camp, dental camp, zumba classes & kids contest for celebrating special days like friendship day and earth day.

Few Customer Testimonials

CASAGRANDBOULEVARD
HENNUR MAIN ROAD

I have visited the CASAGRANDB construction site and seen the model houses along with an overview of all the various amenities. Their quality of construction is extremely good. After researching many projects through various portals mainly 99acres, we and our interested friends have booked our apartments at CASAGRANDB Boulevard . CASAGRANDB turned out to be the most reliable, reasonable and trustworthy among all the other projects. We loved the entire purchase experience and are happy to be a part of the CASAGRANDB family.

Ashwini Das

CASAGRANDBFIRSTCITY
SHOLINGANALLUR

Thanks to the entire CASAGRANDB Team for your professionalism shown during the enquiry of the property. The way of explanation about the model house , miniature setup to understand the view from the apartment and view of the lifestyle is really awesome to feel from the heart. I was pleased with the amenities available to make our every moment in life so pleasant which persists for lifetime. Eagerly waiting to occupy my 16th floor at the earliest to enjoy the entire amenities . Happy to be part of one of the finest properties at Casagrand Firstcity in Chennai. Special thanks to the sales team (Karthik & Team) for their support and coordination until booking & other formalities as well as clearing my doubts at any time till date. Kudos to all of you and excited to see my new flat post-completion.

Manikandan.G

CASAGRANDBATHENS
MOGAPPAIR

Thank you to Team Casa for the wonderful support & services. From the day we landed to the site visit till we booked, the journey of interaction with the team was great and they proactively came forward with many suggestions which were really helpful to people like us while booking. We look forward to many great memories here. It is a wonderful team and you've made this experience a totally positive one for us! We have already referred 3 clients who have also booked & they are happy too.

**Ramanathan R Iyer
& Sheetal Ramanathan**

CASAGRANDBARISTO
ALANDUR

The gesture showcased during our entire process of booking a dream home was very positive and the team Casagrand is very good. They are very well trained and make us feel like a family already. They are using good quality materials fittings & equipment which will last long when compared to others. We are sure to refer our family & friends. Thank you very much to Team Casagrand.

Mr.&Mrs. Sonia Ateen

Work Life at CASAGRAND

- At CASAGRAND, our employees' well-being is of high importance. We are always striving to make work life as fulfilling as possible.
- During both lockdowns, all our employees received full salaries.
- In light of acknowledging the employees' efforts in achieving the inspiring sales targets, the company offered international trips to 700 of its employees to Dubai and 900 employees to Abu Dhabi.
- We provided special medical assistance to all our employees during COVID.
- Placing employees' safety and well-being as the topmost priority, the company also organised a free COVID vaccination drive to all its employees across offices and announced a slew of measures for its employees, namely extending the vaccination drive to the employees' immediate family members.
- CASAGRAND provided flats to the family members of the employees who passed away due to COVID-19, and also supported them by providing other essentials.
- In order to ensure that employees are well-rested during a heavy workday, CASAGRAND launched bunker bed facilities.
- We launched Employee Food Option for employees so they can avail healthy and tasty food at work.
- Fitclub was launched keeping in mind all our employees' fitness & health.
- Medical insurance coverage has been increased by 3 times for their employees and their immediate families.
- Other HR initiatives for the welfare of our employees, change the photos.



Media Coverage

Realty firm Casagrand looks to raise ₹800 cr via public offering

Bengaluru: Chennai-based real estate firm Casagrand Builder Pvt. Ltd is aiming to file for an initial public offering (IPO) in 2022, and raise about ₹800 crore mainly to fuel future growth. Motilal Oswal Financial Services and JM Financial Ltd have been appointed as bankers for the IPO.

MADHURIMA NANDY



Chennai realty player Casagrand to hit capital market in 2022

Plans ₹5,000 crore investments in home projects

CHENNAI
Chennai-based realty player Casagrand has indicated its intent to hit the capital market next year with an initial public offering, while announcing its expansion plans that include entry into new markets.

Atan M, Founder and Managing Director of Casagrand Builders Pvt. Ltd, said the company would gain in many ways by going public. In view of its expansion plans, "I think we have the bandwidth and resources to handle the public market for the projects in the coming years. Casagrand has emerged among the top 3 players in south India in its business segment."

He said the company planned to buy land parcels that would provide a turnover of about ₹2,000 crore. It has already acquired land for a turnover value of ₹5,000 crore.

In the next one year, it plans to invest ₹5,000 crore in residential projects of which ₹2,000 crore would be in Chennai and ₹3,000 crore worth in Bangalore, while the rest is earmarked for other markets.

Eyes Hyderabad
After Chennai and Bangalore, the company plans to expand to Hyderabad market this year to view of growing demand. It will be investing ₹1,000 crore to strengthen its presence in Bangalore and enter the Hyderabad market. Last year, the company did about ₹2,000 crore sales and this year it is targeting ₹3,000 crore sales.

Heading the villa way

Gated villa communities not only provide a luxury lifestyle with superior privacy, but also improve overall well-being, says VIMESH P.

Chennai Gated villa communities not only provide a luxury lifestyle with superior privacy, but also improve overall well-being, says VIMESH P.

Chennai Gated villa communities not only provide a luxury lifestyle with superior privacy, but also improve overall well-being, says VIMESH P.

CASAGRAND plans to go public by 2022

22 September 2021, Last Updated on 27th Sep, 2021

Chennai, Sep 22 (PTI) Realty developer CASAGRAND on Thursday announced its plan to go public by 2022.

CASAGRAND founder and managing director Atan M said the company was also planning to strengthen its presence in Bangalore, Hyderabad with an initial outlay of Rs 5,000 crore.

"The company aims to go for IPO by next year. It had raised and will have been mostly supported as bankers," a company statement said.

Recently, CASAGRAND received funding of Rs 4,000 crore. It said, adding the company would develop affordable and mid-income apartment, villas, with an average ticket size of Rs 10 lakh. The company intends to focus on developing affordable home ranges to meet the needs of the middle class.

Tamil Nadu's first IT corridor

Ample features make Old Mahabalipuram Road a home buyer's preferred destination, says VIMESH P.

Chennai Old Mahabalipuram Road (OMR) is the first IT corridor in Tamil Nadu. It has become a sought-after location for IT companies, offering ample features that make it a home buyer's preferred destination.

OMR is the first IT corridor in Tamil Nadu. It has become a sought-after location for IT companies, offering ample features that make it a home buyer's preferred destination.

Realty+
Investment Roadmap for Affordable Homeowners

The affordable housing market has witnessed a tremendous impact in various sectors of our society where residential real estate is also among those which has undergone radical changes in terms of its approach and strategy. Even though the prevailing pandemic has resulted in a lot of uncertainty in the world, the housing industry has been remarkably resilient to global amongst

Awards

YEAR	ENTITY	TITLE	FOR
2021	The Economic Times	Best Brands Awards	BRAND
2021	13th Estate Awards Franchise India and REMAX India	Best Mid-Segment Project of the Year	CASAGRANDBOULEVARD
2021	Realty Conclave Excellence Awards 2021 - South	Most Popular Project of the Year	CASAGRANDBOULEVARD
2021	Realty Conclave Excellence Awards 2021 - South	Mid-Segment Project of the Year	CASAGRANDBOULEVARD
2022	Exchange4media	Pride of India Brands- The Best of South Awards 2022	BRAND
2022	The Economic Times Real Estate Award-South	Residential Project High-end (completed-metro)	CASAGRANDBOULEVARD
2022	The Economic Times Real Estate Award-South	Residential Project Themed Based (Ongoing-metro)	CASAGRANDBOULEVARD



CASAGRANT
Building Aspirations

Refer & Earn

Refer your family, friends or colleagues to a Casagrand home and get a chance to earn up to **₹2,00,000***

To refer, call **93840 27974** or write to referral@casagrand.co.in

www.cgreferral.com

GET ASSURED RENT ON YOUR CASAGRANT PROPERTY.

CASAGRANT RENT ASSURE

Call **98841 99957**
www.cgrentassure.com

SELLASSURE
CASAGRANT
selling casagrand home made easy

WE'LL HELP YOU SELL.

Casagrand introduces "SELLASSURE", a hassle-free resale solution for Casagrand Home Buyers. Understanding our customer's needs, we have enabled a one stop solution which creates the right exposure to listed properties, generates refined leads and ensures seamless closures.

Contact us at **99622 09500**
www.cgsellassure.com | sellassure@casagrand.co.in

Our Ventures

Residential | Industrial & Warehousing | Education | IT & Office Park | Co-Living Spaces
Independent House | Facility Management | Engineering & Contracting | Interiors



CORPORATE OFFICE

NPL Devi, New No.111, Old No. 59, LB Road, Thiruvanmiyur, Chennai - 600 041.
Ph: +91-44 4411 1111 | Mob: 8939977577 Fax: +91-44 4315 0512

COIMBATORE OFFICE

Sri Dwaraka,
No. 1-A, B.R. Nagar Main Road,
Singanallur Post,
Coimbatore - 641 005
Ph: +91 72993 70001

BENGALURU OFFICE

Salma Bizhouse, 34/1, 4th Floor,
Meanee Avenue Road,
Opp. Lakeside Hospital,
Ulsoor Lake, Bengaluru - 560 042.
Ph: +91-80 4666 8666

DUBAI OFFICE

4th Floor, Block-B,
Business Village, Dubai,
United Arab Emirates,
PO Box. 183125
Ph: +971 565302759

All projects are RERA approved