

II SHUBH II  
AANGAN

KALWAR ROAD, JAIPUR

A PRESTIGIOUS PROJECT BY

SHREE RAM  
GROUP


OM GROUP  
Creating Infinity





## PROJECT CONCEPT

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- ❧ Shubh Aangan is a project to fulfill the needs of masses, belonging to lower middle class.
  - ❧ First time in Jaipur, a private organization is providing govt. approved plots, through schemes like 'JDA Lottery Scheme'.
  - ❧ The target audience may be any household who want to invest Rs. 4000 or more, per month in the project.
  - ❧ To give young generation an opportunity to save the money through wise investments in real estate.
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## PROJECT DESCRIPTION

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- ☞ The project aims to fulfill needs of the people who want to invest in real estate with considerably low capital or a small amount.
  - ☞ As per the present market scenario, real estate investments tend to provide investors with high returns and a safe sector to invest.
  - ☞ In the last 5 years, real estate has been proven as one of the safest investment option and much profitable than the others.
  - ☞ For the first time in Jaipur, 'Govt. Approved' land is being provided in an area, located approximately 30-50 kms. from Jaipur City.
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# 1. BASIC AMENITIES

- 30' / 40' / 60' / 100' wide tar roads surrounding the site
- Landscaped parks spread across the township
- Playground
- Secured and intelligently monitored entry/ exit





## 2. CONVENIENCES AROUND

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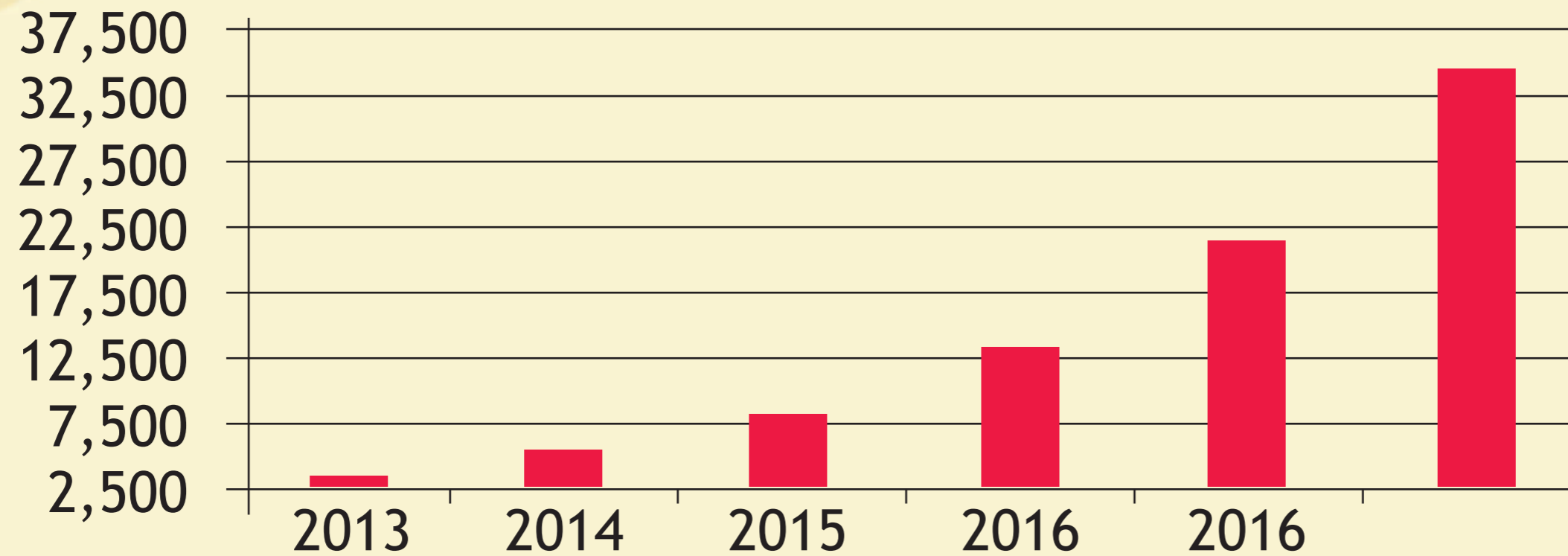
- ☞ Bus stop is just 1 kms. away.
  - ☞ Government provided Nodal Points for electricity, water and drainage in front of each plot.
  - ☞ Brilliant network of general conveniences with State Highway-2C, just 0.5 km away.
  - ☞ Biyani Group of Colleges, within the proximity.
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# MARKET OVERVIEW

- In future, substantial appreciation of rates is expected because of the development of 100 ft. to 300 ft. Jaipur-Jobner-Kuchaman state highway, by the Government.

## EXPECTED GROWTH RATE IN NEXT 5 YEARS



■ Market Rate

\* As per the Franklin Templeton Investment Survey (Return is based on all India growth rate).



## MARKET OVERVIEW

- As per MP-2025, Pachar & Kalwar Town will develop as heritage zones in Jaipur district for being host to the age old marvels- Pachar Castle & Kalwar Fort.

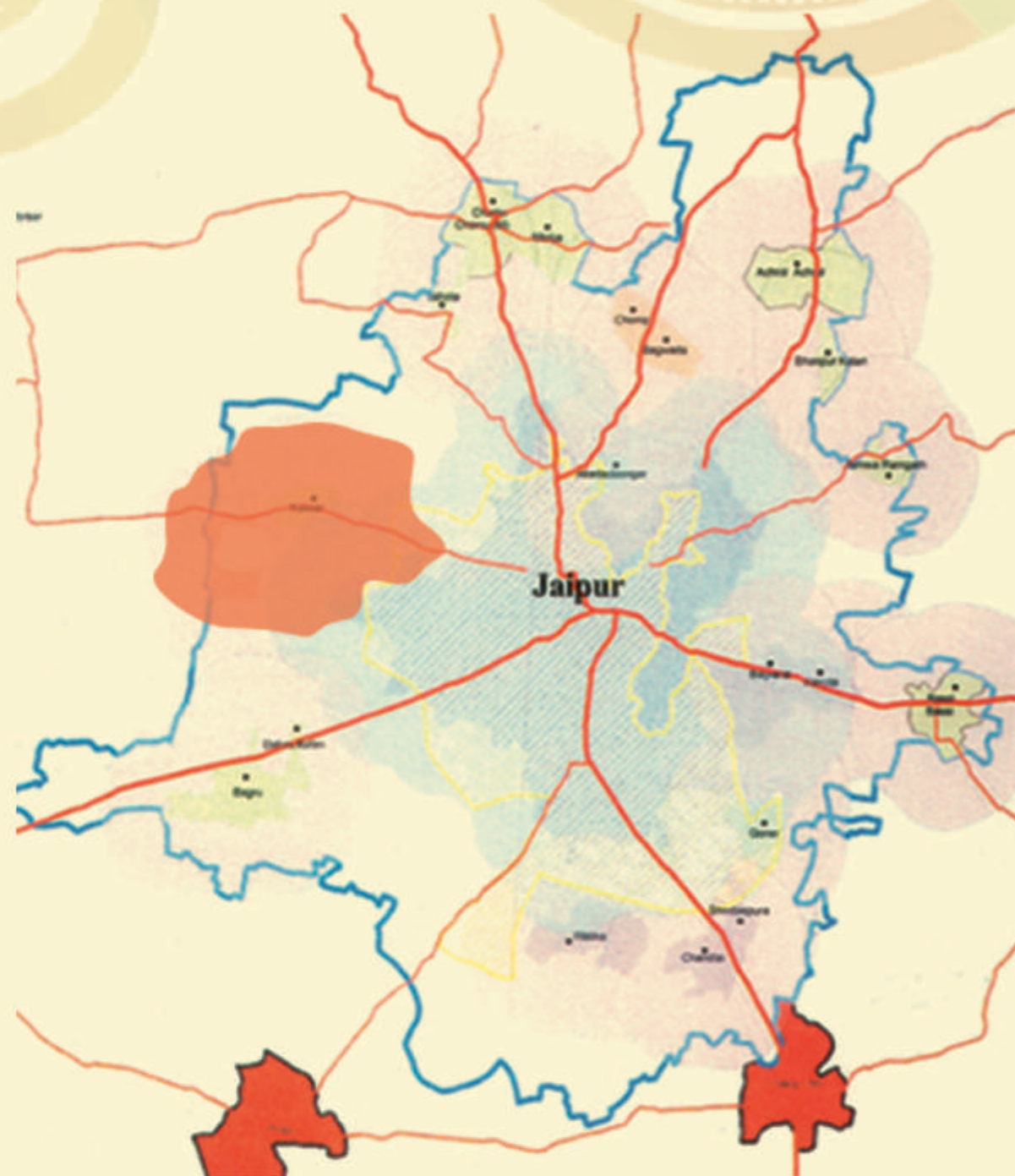




# MARKET OVERVIEW

## MP 1-4 SETTLEMENTS IN JAIPUR REGION BY 2025

As per MP-2025, Pachar & Kalwar Town will develop because of the fact that surrounding 5 kms.' area is planned to become the Growth Center in this area, which includes Bassi Naaga as well.







## PROJECT SUCCESS FACTORS

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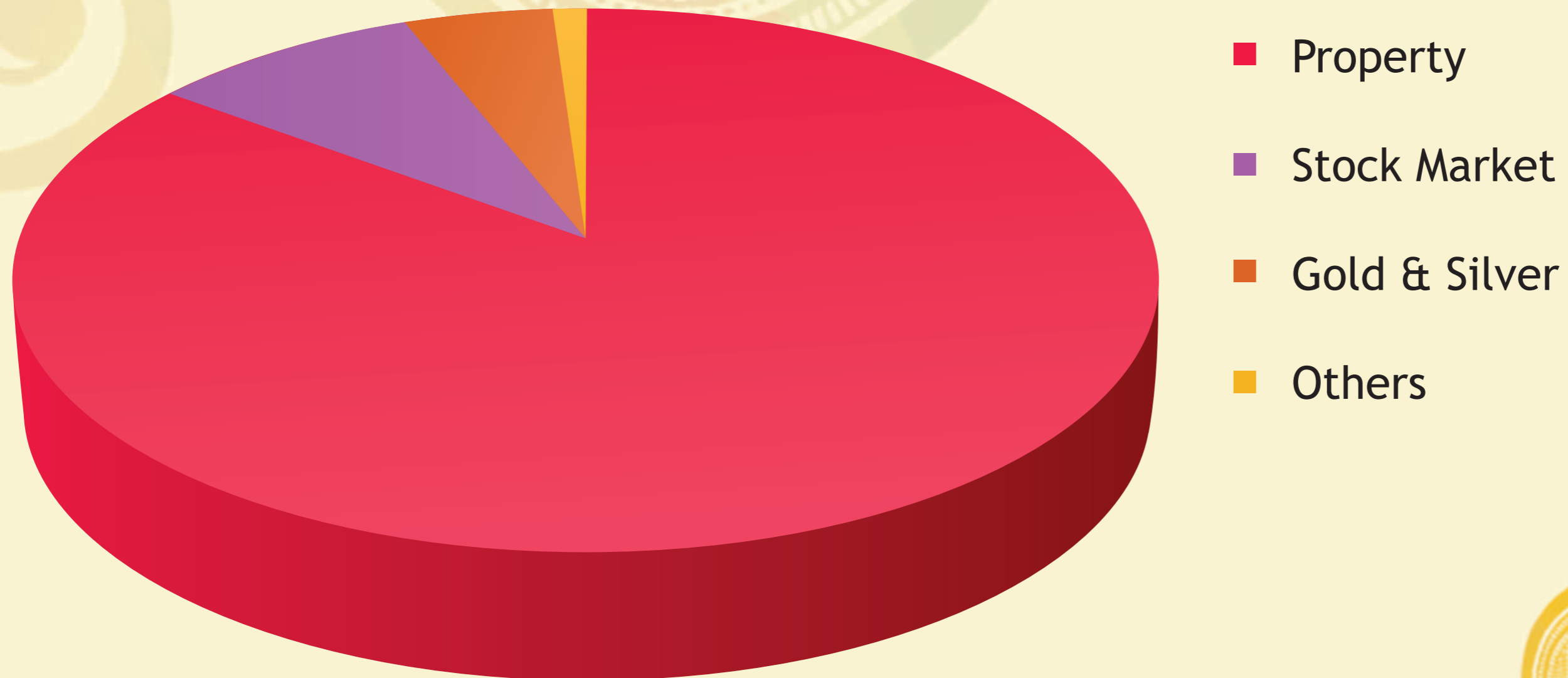
Factors likely to increase the success of this project are as follows:

- ☞ Investment priority in today's scenario.
  - ☞ Investors' expected return in different sectors.
  - ☞ General Investment Behaviour from monthly income in india.
  - ☞ Prospective investment destination in India.
  - ☞ Factors that attract the investors to invest in Jaipur.
  - ☞ Increasing real estate demand in Jaipur and around.
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# PROJECT SUCCESS FACTORS

## INVESTMENT PRIORITY IN TODAY'S SCENARIO

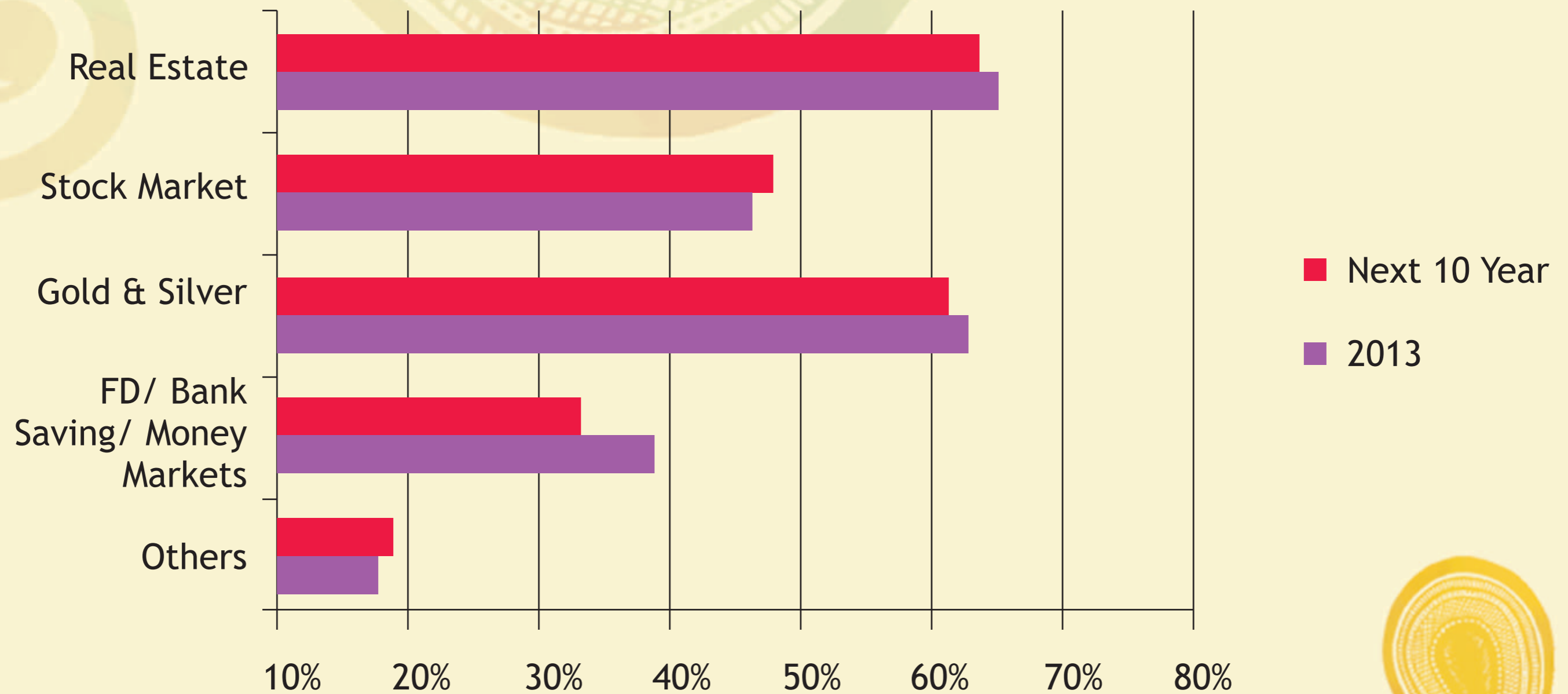


\* As per the Franklin Templeton Investment Survey.



# PROJECT SUCCESS FACTORS

## INVESTORS' EXPECTED RETURN IN DIFFERENT SECTORS

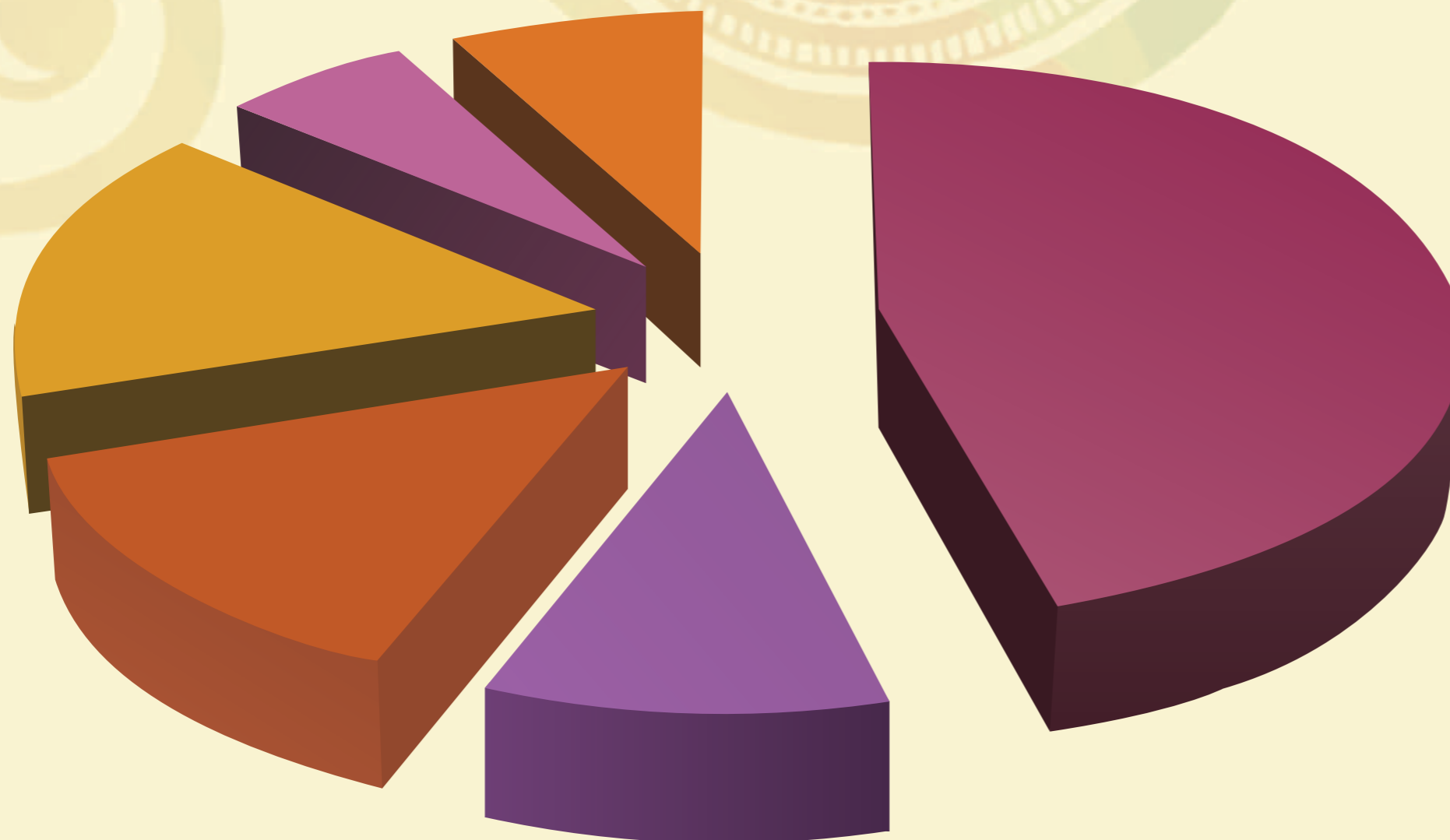


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# PROJECT SUCCESS FACTORS

## GENERAL INVESTMENT BEHAVIOUR FROM MONTHLY INCOME IN INDIA



- Property Investment
- Other Investments
- Retirement Plans
- For Family Inheritance
- For Emergencies
- School/ Universities' Fees

\* As per the Franklin Templeton Investment Survey.



## PROJECT SUCCESS FACTORS

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### PROSPECTIVE INVESTMENT DESTINATION IN INDIA

Real estate action in India is increasingly moving to tier-2 Cities.

Due to the high property rates in metro cities tier-2 cities are becoming the centre of real estate investment with both residential & commercial projects.

As per the CRISIL research for the year 2011, Jaipur has the best growth prospects among 10 smaller cities like- Surat, Vadodra, Indore, Nagpur, Lucknow, Coimbatore, Bhopal etc.

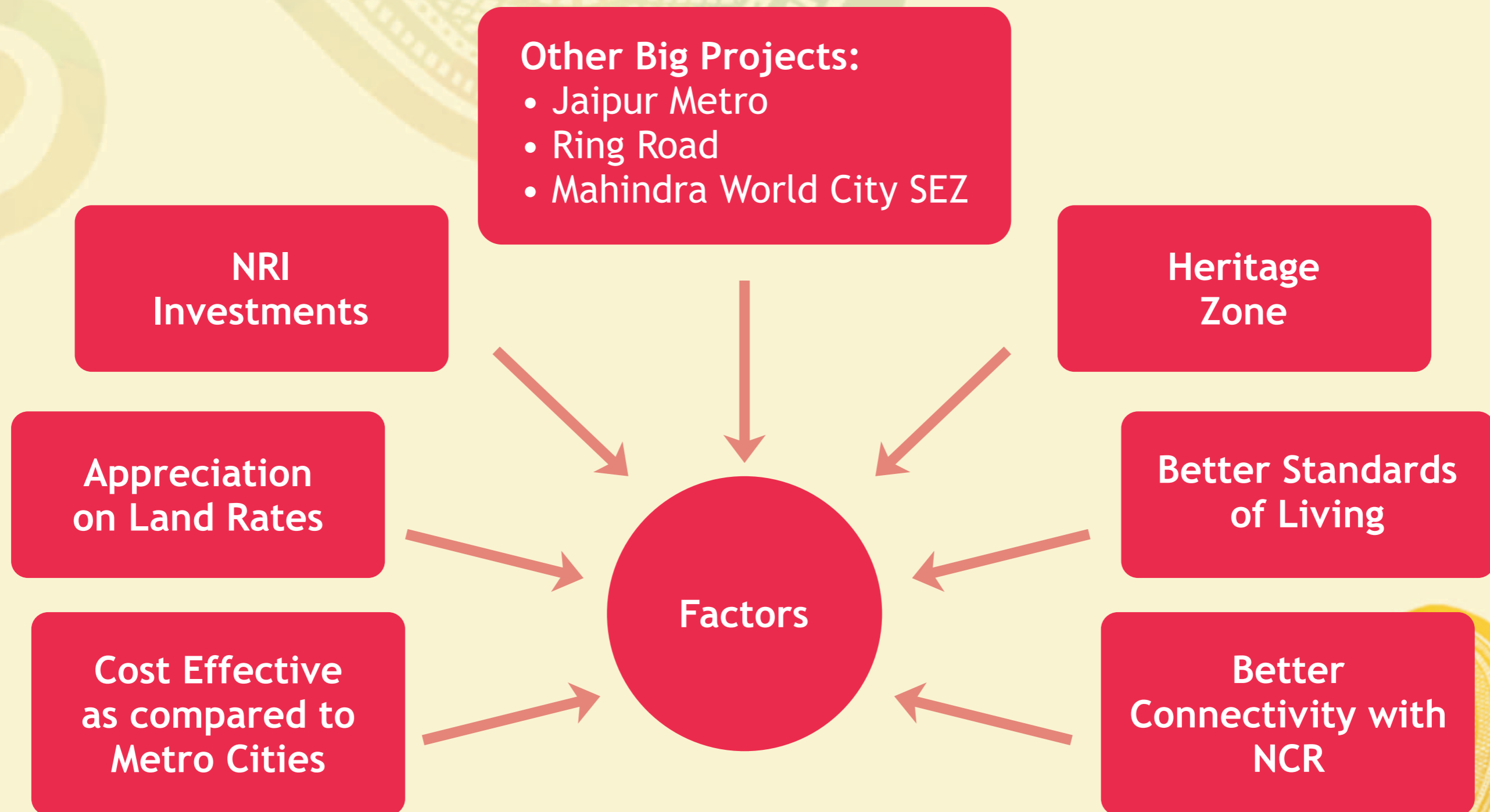
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# PROJECT SUCCESS FACTORS

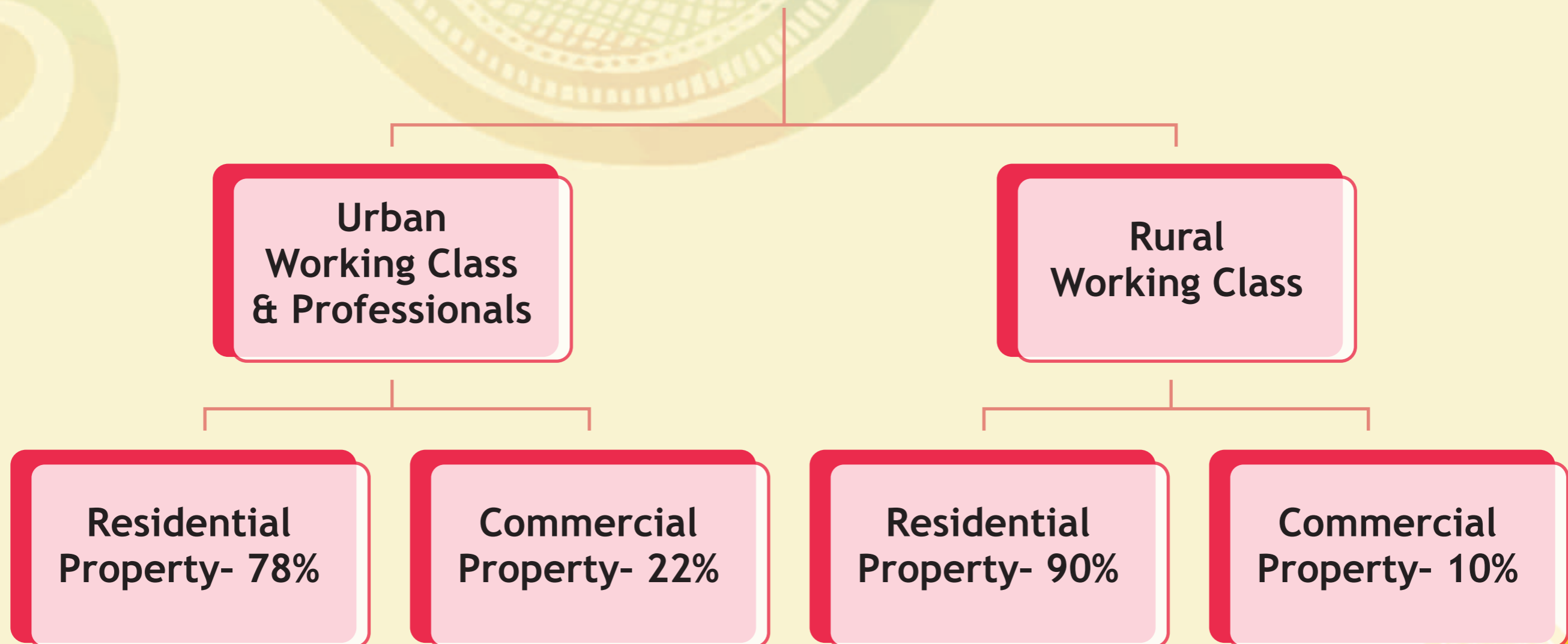
## FACTORS THAT ATTRACT THE INVESTORS TO INVEST IN JAIPUR





# PROJECT SUCCESS FACTORS

## INCREASING REAL ESTATE DEMAND IN JAIPUR AND AROUND



\* As Per Assocham Survey.



## ALLOTMENT STRATEGY

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- ☞ Sale through LOTTERY and/or PROFILE SCREENING.
- ☞ Application through forms available at bank counters @ INR 250 per unit.
- ☞ Targeted no. of application forms- 50000 (15.625 times\*).
- ☞ First lottery- 75% Plots.
- ☞ Second lottery- 25% Plots.

\*As per the data taken from previous JDA lottery System Schemes, approx.160 applications come per unit but we scrutinize only 10% because this type of scheme is being introduced for the first time in jaipur city by any private organization.

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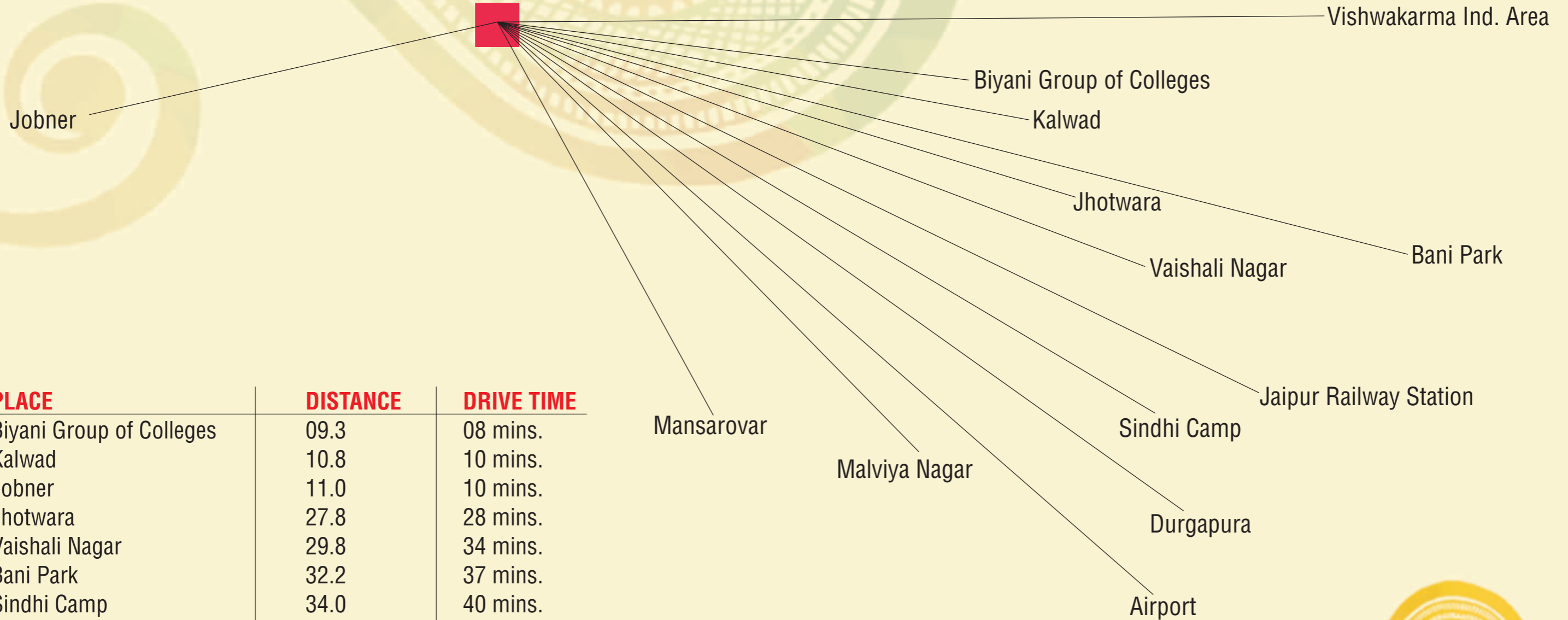
## MEDIA VEHICLES & UTILIZATION

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- Print advertisements- 10 full page advertisements to be published in Rajasthan Patrika- Jaipur Edition & Dainik Bhaskar- Jaipur Edition. viz. 4 for announcement, 4 during sale of forms and 2 for lottery.
  - Advertisements through electronic media- ETV only.
  - Radio- 95 FM Tadka, 94.3 My FM & 98.3 Radio Mirchi- aggressive campaigning for 30 days.
  - Outdoor media- 25 suitable hoardings across Jaipur district, bus branding in 25 buses.
  - Digital media- 5 Lakh SMS to be circulated.
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# LOCATION MAP



PLACE	DISTANCE	DRIVE TIME
Biyani Group of Colleges	09.3	08 mins.
Kalwad	10.8	10 mins.
Jobner	11.0	10 mins.
Jhotwara	27.8	28 mins.
Vaishali Nagar	29.8	34 mins.
Bani Park	32.2	37 mins.
Sindhi Camp	34.0	40 mins.
Jaipur Railway Station	34.8	41 mins.
Vishwakarma Indst. Area	35.8	42 mins.
Mansarovar	38.7	49 mins.
Durgapura	40.9	54 mins.
Malviya Nagar	42.9	57 mins.
Airport	45.9	01 hrs.

# THANK YOU!

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Site Address: Kalwar Road, Jaipur