

Vol.II, ISSUE - 12, OCTOBER 2018

ELEVATE

— GET HIGH ON THE GREEN LIFE —





Mr. Ajit Chordia,
Olympia Group,
MD & Chairman

Dear Readers,

Greetings from the Olympia Group! We sincerely hope that 2018 has been treating you well thus far.

This is the right time for many to get their dream happening for real. Yes, with RERA in place this would be the right and safest time for anyone to invest in buying their dream home.

There happened to be a demand supply gap in early 2017s which has fortunately come down to a bottle neck situation. There is a tremendous absorption of supply in the market which practically determines that the right time for investments in real estate has come. This is the time when the most credible builders in the city has come to the forefront. Discerning customers have a good understanding of the market and make educated, well-researched purchase decisions.

On that note, I am happy to update you on the status of some of our key projects:

- Adding feathers to our cap we have successfully completed the structural construction work of two of our commercial projects which are Olympia Teknos & Olympia National Tower.
- We have also started the construction work of another commercial project which is named as Olympia Inspire.
- Sequel has opened up another new tower Emerald with 114 three bedroom apartments over 19 floors. We are inviting anyone who is willing to extend their neighborhood inside the Opaline community to take it forward.
- Olympia Mithila, our very first plotted development has sold almost 85% and has received a very good testimony from its buyers so far.
- KC High School has been inaugurated inside the Panache complex which has officially started its operation successfully. Thus Panache seem to extend its exclusivity in all ways.
- Olympia is now looking at opportunities in the field of co-working and mall with retail spaces which will have movie screens as well.

CONTENTS

72nd Independence Day

Funday @ Opaline Sequel

Jayanthi Residence - Move in Started

The GoodWood Residence - Structure Completed

Inspire - Construction Started

Teknos - Completed

Opaline Sequel Handover

A Beautiful Night at Panache with Music & Fun

Property Exhibition

Olympia On Media

KC High

ICI and UltraTech Award 2018

Development by Olympia at Guindy

Corridors that Compliment each other - ECR and OMR



HAPPY INDEPENDENCE DAY

The 72nd Independence Day was celebrated with fervour in the campus on 15th August, 2017. The flag hoisting was done by Mr. Binod Chand Kankaria (Managing Director – MK Group) in the presence of the gathering of people comprising of staffs.

The celebration was gilded by the march past and flag hoisting. The campus was swept by the mood of patriotism on this occasion. The day was celebrated in each hostel as well with the respective wardens hosting the ceremony.

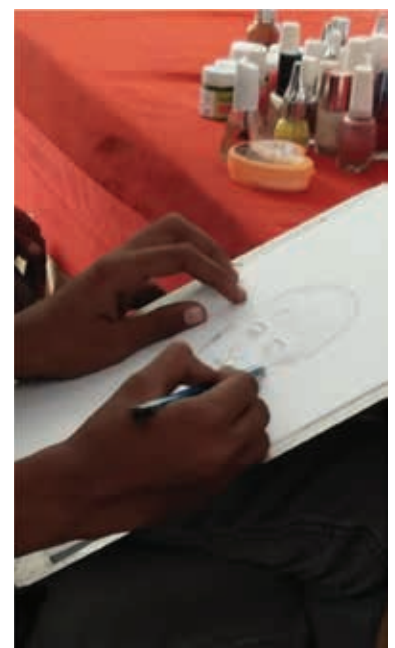
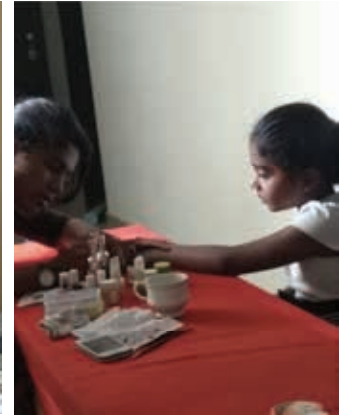


Opaline Sequel

On The Main OMR, NAVALUR

FUNDAY @ OPALINE

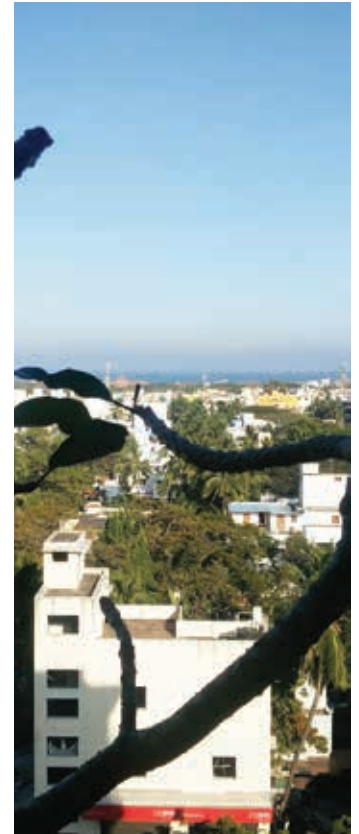
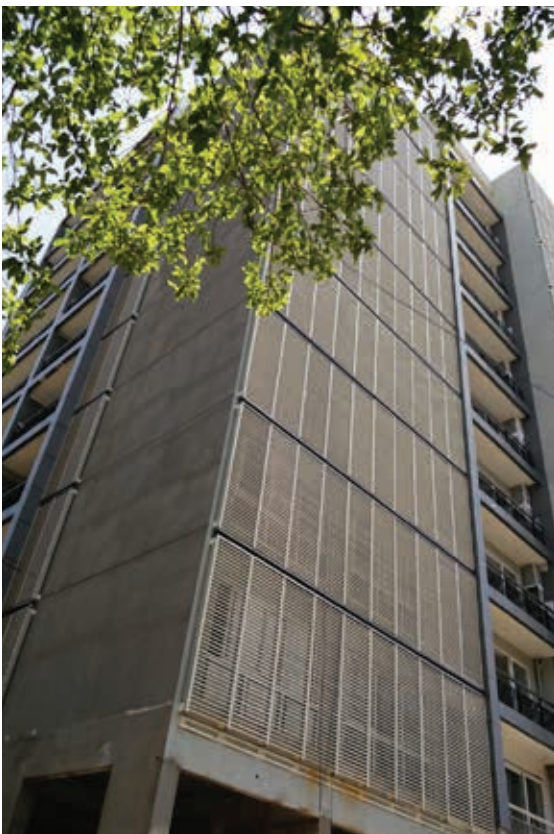
What more could make site visits more exciting and entertaining. We at sequel had arranged for a fun filled site visit by offering free gifts, games and live food counters which served hot pastas and variety sandwiches to everyone who walked in to the site. We are focusing on such activities to happen quite often.





JAYANTHI MOVING IN STARTED

Olympia Jayanthi Residences, on LB Road has been completed ahead on time. Occupancy has commenced. The project has come out really well at this iconic place just as envisioned.



THE
GOODWOOD
 RESIDENCE
 CENOTAPH ROAD

GOODWOOD
 BUILDING
 STRUCTURE
 COMPLETED

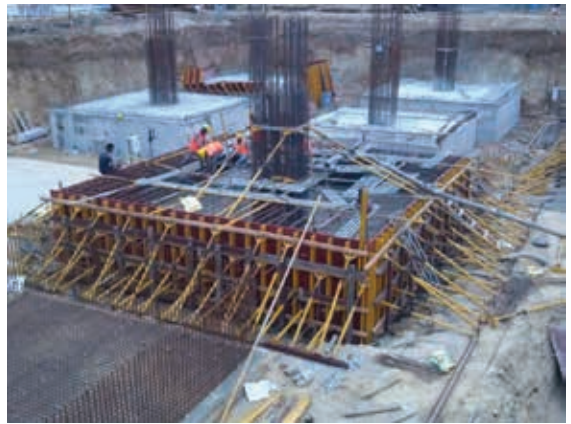
Goodwood Residences
 is structurally ready.
 Customers have started
 their interior works for
 their apartments. Please
 call: +91 - 9025600900
 to visit the project.





OLYMPIA INSPIRE

OUR LATEST
DEVELOPMENT IN
COMMERCIAL SECTOR.
CONSTRUCTION HAS
STARTED AND
FOUNDATION WORK IS
IN PROGRESS.

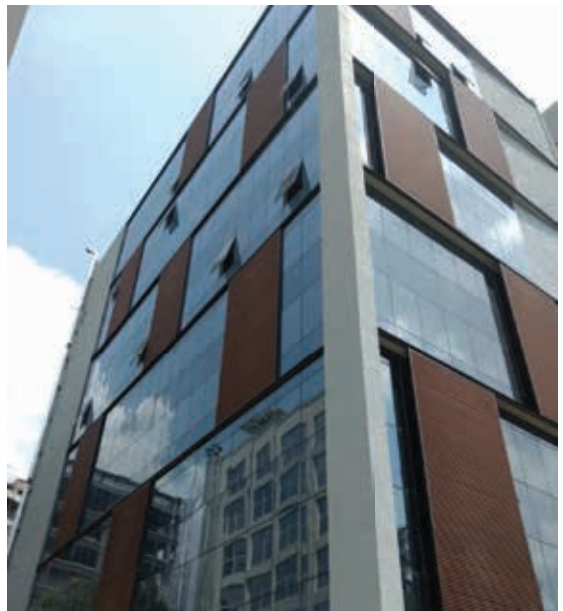


TEKNOS

OLYMPIA TEKNOS

our commercial project
in the SIDCO Industrial
are, Guindy is completed
and clients have started
their Interior works.

For Leasing / Rental
Please contact
9025600900.



Opaline Sequel

On The Main OMR, NAVALUR

OPALINE SEQUEL HAND OVER

Yes you have heard it right. We are proud to announce that 300 families have moved in to their new home at Opaline Sequel.



Opaline Sequel

On The Main OMR, NAVALUR





A BEAUTIFUL NIGHT AT PANACHE WITH MUSIC & FUN'

1. Awards: Prominence shall be given to the award photos and my picture shall fall on to the bottom, Probably 2 pictures of mine and 2 award pictures.

2. Panache Get-together. We need to add up a page saying 'A beautiful night at Panache with Music & Fun'. Add few photos too.

At Panache we had a wonderful get-together organized for the residents of Panache to meet one another and happily welcome the new residents to be a part of this wonderfully growing community.

The event started off with Stand-up comedy by Vikash Paul & Team and Light music by M.J. Shriram & Team followed by a cocktail and dinner. We would like to thank all the residents of Panache through this edition of Elevate in supporting and traveling with us so far towards success.

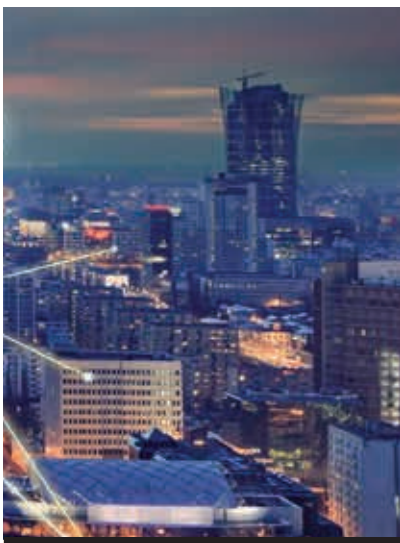


PROPERTY EXHIBITIONS

Property shows are an integral part of any property developer's calendar. Olympia participated in a group of property exhibitions to connect the customers among peer open market.



OLYMPIA ON MEDIA



தமிழக அரசு தலைநகராக மாற்றியுள்ள சென்னை நகரில், பல்வேறு விவகாரங்கள் எவ்வளவு விரைவில் நிகழும் என்பதைப் பற்றி கேள்வி எழுப்பியுள்ளார். இதற்கு, தமிழக அரசு தலைநகராக மாற்றியுள்ள சென்னை நகரில், பல்வேறு விவகாரங்கள் எவ்வளவு விரைவில் நிகழும் என்பதைப் பற்றி கேள்வி எழுப்பியுள்ளார்.

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வாய்க்கைக் குறையைக் கற்றுக் கொடுக்கும் பள்ளிகூடம்!

சென்னை நகரில், பல்வேறு விவகாரங்கள் எவ்வளவு விரைவில் நிகழும் என்பதைப் பற்றி கேள்வி எழுப்பியுள்ளார்.

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RUNNING FOR A CAUSE

City marathons continue to attract participants



DC CORRESPONDENT

The second edition of OMR Run, organised by Rotary Club of Chennai Upscale (RCCU), was run over the weekend. The Sathyabama Institute of Science and Technology was the venue for the event. The runners were seen running along the road, wearing yellow shirts.

has seen a noticeable rise in marathons being organised and we asked some runners about what they felt about running such events and their reasons for running.

The runners were seen running along the road, wearing yellow shirts. The event was held at the Sathyabama Institute of Science and Technology.



Running for a cause

The event was held at the Sathyabama Institute of Science and Technology. The runners were seen running along the road, wearing yellow shirts.

'OMR Run' on February 4

SPECIAL CORRESPONDENT CHENNAI

The second edition of 'OMR Run', organised by the Rotary Club of Chennai Upscale, will be held on February 4. Around 6,000 persons are expected to participate in the fund-raising initiative that will be flagged off from Sathyabama Institute of Science and Technology on Rajiv Gandhi Salai at 6 a.m. The OMR Run is a family fun event with 3 km, 5 km, and 10 km categories.

Move To Optimise Land Use Can Make TN More Attractive To Investors

Tamil Nadu's Directorate of Town and Country Planning (DTP) has proposed to increase maximum plot coverage -- for industries to 75%.

The maximum plot coverage is currently 50%, which means an industry can have total built-up area on only half the area of a site. Officials said the Directorate suggested the revision in a proposal to the government as part of an amendment to the Development Control Regulations in DTCP areas.

DTCP plans to increase maximum plot coverage for industry to 75%

DTCP, the state agency for industrial promotion, has a long bank of only 1,000 acres.



The maximum plot coverage is currently 50%, which means an industry can have constructions on only half the area of a site. If the government accepts the proposal, it could put Tamil Nadu on top among states that offer the highest maximum plot coverage.

FULL STORY ON PAGE 21

THE ECONOMIC TIMES, MUMBAI, THURSDAY, JUNE 5, 2018

CONSUMER CONNECT INITIATIVE

PHOTO: GETTY IMAGES



Ecologically invested

Corporate organisations are going green. And that benefits not just the environment but also the organisation

RESPOIT, CHENNAI
@timesgroup.com

Our consumption pattern and lifestyle has become such that we generate enormous amount of waste, every single day. Our country alone generates about 100,000 metric tonnes of waste per day. One can only imagine what kind of waste the entire world generates every year. As we fight for a cleaner environment, not just individuals but also corporate and other entities are becoming a part of the story. The theme of World Environment Day, this year, is 'Beat Plastic Pollution'.

"We, at Bhumi Trust, have always endeavoured to work towards environment friendly initiatives. This time, we are working with the UN Refugee Agency. We have planned a drive at the Velachery MRTS station where the refugees will be the volunteers who will promote the message of a plastic-free environment. We have also worked with corporates to make sand bags and paper bags (made out of chart paper) to prevent the use of plastic. On June 5, we will be going around Guduvancherry distributing these paper bags to shops free of cost," says Govindham G, lead for volunteer engagement at Bhumi Trust.

Corporates are also joining hands in this battle towards a sustainable environment. "All our projects are either IGBC or USGBC certified. We have water recycling systems, established across real estate projects. We also have solid waste management in few of our projects and have water cooled chillers to reduce carbon footprint. For waste

segregation system, our maintenance team has installed 11 MW solar panels on the top of our tech park," says Shreekanth Sreenivasan, deputy manager, marketing, of a residential and commercial real estate company that takes proactive measures to protect environment.

Other than that, there

are also many IT parks that try to incorporate eco-friendly practices, which help in reducing the carbon footprint. "Many of our buildings are LEED certified by US Green Building Council. Some of it are equipped with rooftop solar panels to power all common areas. We have also planted 900 trees

saplings within a space of 5000 sq ft. This particular afforestation method, called the Miyawadi method, ensures faster growth of trees and will increase green cover and incrementally improve the air quality in the surrounding. As part of our efforts to promote green initiatives, we have in the past en-

Olympic OMR Run Marathon held

(CHENNAI)

The second edition of Olympic OMR Run Marathon 2018 was recently organised by the Rotary Club of Chennai Upscale. The event started off at Sathyabama Institute of Science and Technology and had 7,000 runners. The proceeds from the event will be used to help meet educational expenses of many children.

The organisers have also set up a special office to provide information to prospective runners, according to market improvement in sales. Many devel-

Awareness runs

■ Ridley Run 2018, a run to create awareness about Olive Ridley nesting season, will be held on Feb 4 at 5 a.m. at Palavakkam Beach. The run will be held for 1km, 3km and 5 km. A zumba warm up session by Zin Vastu will be held at 5 a.m. prior to the run. Apart from the run, events like beach cleanup, night walks, art competition and sculpting contest to create awareness about turtle conservation will be also organised.

For more details, call 99438 47075.

■ Rotary Club of Chennai Upscale and Olympia is organising a marathon event titled OMR Run 2018 on Feb 4. The event will be held between 6.30 a.m. and 9 a.m. at Sathyabama College at Semmencherry. The proceedings of the run will be contributed towards the projects undertaken at the schools adopted by the club.

The run will be held for categories such as 3K, 5K and 10K. Participation fee is Rs.750. For further details see their page <https://www.facebook.com/OMRun/>

gaged with a non-profit organisation to promote recycling of e-waste and other waste," says Anishan Choudhary, communications manager from a premium IT park.

Yet another company that is considered a world leader in habitat solutions has retained its com-

mitment to environmental well-being by adopting the Arc platform created by GBCI to recently its LEED Gold rating, for the Chennai corporate office. "The Chennai corporate office achieved its first LEED Gold certification under the 'Commercial Interiors' category in the year 2013. Through various organisational initiatives on energy, water, waste management, indoor environment quality, the office

space is continuously green across the five categories of ARC. The office obtained re-certification of the Gold under LEED through the ARC platform in July 2017 and is one among a handful of office spaces to get re-certified globally," says the official spokesperson of the company. Corporates are increasingly going green. And that benefits not just the environment but also the organisation. Improving the health, comfort and safety within indoor environments with green materials has huge potential for economic and societal benefits through increased productivity, reduced sick leave and medical costs. For instance, a study indicated that good lighting reduces the risks of depression and improves energy, alertness, and productivity among employees. Thus, spending on healthy and green office is increasingly recognised as a wise investment.

-Shivani Arora

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A BOOST FOR THE SOUTH

South Chennai is expected to see a surge in realty market, says a report by a real estate body

■ C Shrivakumar

For South and West Chennai will continue to be the hot spots of real estate growth, due to rise in IT professional and increasing need for social and physical infrastructure, according to a report by CREDAI, one of the global commercial and real estate services and investment firm.

The report, "Emergence of Chennai: A Real Estate Perspective" which was released by Confederation of Real Estate Developers' Association of India (CREDAI) South India president, Aji Ramani Chandra and president of CREDAI's Chennai Chapter during the launch of CREDAI's Prosperity Index for South Chennai, which has about 80% of residential supply remains the most sought after location due to availability of quality residential systems, infrastructure and more of access to work places.

According to the report, the second half of 2017 witnessed a decline in ready sector due to the implementation of Real Estate Regulatory Authority and Quality and Service Year. It is said that most launches during the second half of 2017 were concentrated in the north and west Chennai markets and in parts of Old Madhavaram and Gutt Road.

The report, however, states most of the launches were slow and special offers to prospective home buyers, according to market improvement in sales. Many devel-



opment is progressing in South Chennai in Old Madhavaram and Gutt Road with 24% of total development on the old segment. Paluram-Chennaiam Road and Perambalur Road to north Chennai, 30 Perambalur Road to north Chennai and Perambalur to north Chennai are likely to emerge as favoured destinations owing to close proximity to central Chennai.

The completion of the first phase of Chennai Metro Rail and the implementation of the second phase, the proposed bus station in Paluram and Perambalur-Chennai Expressway is likely to fuel the growth of Chennai's residential market, the report noted.

landlords are progressing in South Chennai in Old Madhavaram and Gutt Road with 24% of total development on the old segment. Paluram-Chennaiam Road and Perambalur Road to north Chennai, 30 Perambalur Road to north Chennai and Perambalur to north Chennai are likely to emerge as favoured destinations owing to close proximity to central Chennai.

WEST CHENNAI

- New from 85% office space and 90% of space is occupied.
- The demand in the region is driven by IT professionals who are looking to expand residential space in close proximity to IT parks and manufacturing units.
- Price of premium residential developments: ₹1,850 per square foot to ₹2,500 per square foot.

NORTH CHENNAI

- The region witnessed limited infrastructure development in the last decade resulting in sluggish real estate growth.
- The region is slowly getting better by parts, 47 and the presence of southern railway headquarters.
- The price of premium residential developments: ₹5,200 to ₹2,200.

CENTRAL & EAST CHENNAI

- Budget-friendly projects are likely to be the trend in the region.
- The region witnessed a decline in social and physical infrastructure but affordability concerns.
- Premium residential developments are priced ₹5,500 to ₹2,200.

"T.N. facing decline in commercial market space"

Lack of IT office space supply a cause for concern: CREDAI

S. ANAND
CHENNAI

The Chennai commercial market space is witnessing a dip due to a lack of supply of IT office space and it has to be resolved soon, said a top industry official.

"There is a dip in commercial market space in Chennai as there is no great supply of IT office space. This is a great cause for concern," said Aji Chandra, president, Confederation of Real Estate Developers' Association of India (CREDAI) Tamil Nadu. "If the market is expected to recover next year."

Last year, developers had sold 5 million sq ft of IT of-



ice space and this year, they expect to sell 4.5 million sq ft, he said.

Several prominent build-

ers were engaged in developing properties worth 60,000 crore in different locations in the city, which would lead to the addition of 20 million sq ft of IT office

space. "In the next three years, Chennai will have a oversupply of IT office space and this will put the real estate developers in a fix."

Government help sought

"For this, we require IT State government to step in and promote Chennai as a destination, make land available at a reasonable price, put approvals on the table and come out with new Information Technology policy," he said.

He added that due to a dip in demand in Bengaluru, IT firms were heading Hyderabad due to adequate supply and a pro-growth policy.

NIDHI ADLAKHA speaks to experts on how the latest announcement will impact the sectors

100% FDI for retail, realty

■■ COVER ■■

The retail and real estate segments have much to cheer about following the government's recent announcement to grant them 100% FDI (foreign direct investment). Industry players anticipate more job opportunities, ease of doing business and better funds. Here's how the move impacts the two sectors:

Retail

Already going strong across major cities, the sector has witnessed sharp growth in the last couple of years. The current announcement to further liberalise the retail segment by giving automatic approval to single brand retailers has helped consolidate the government's intent to remove all concerns of international retailers.

In addition, the removal of the 30% 'local sourcing criteria' for the initial five years, is an attractive offer for international retailers, who are eager to invest or expand operations in India. A Shankar, National Director, JLL India, says, "As there is limited organised and quality retail space for international retailers to occupy, we expect the move to have a positive impact on rental rates." There are, however, concerns that encouraging international investments may overlook local manufacturers and negatively impact the Make in India movement. Addressing these issues, Shankar says, the relaxation on 30% local sourcing is only done to ensure that retailers start operations smoothly. "Once they establish themselves and post the completion of the five-year term, they will be mandated to source locally made produce."

Not only will a 100% FDI in single brand retail bring in



try Head, JLL India, says that now, establishing and growing large real estate firms will become more feasible, making it easier to raise capital for such services. "The decision adds significance to real estate broking and consultancy business and is a step towards an organised and transparent market. Coupled with last year's reforms as well as India's emerging status as one of the fastest growing economies in the world, this decision will play a key role in global players exploring further avenues in the Indian market," he says.

The Indian market is unorganised and fragmented to a large extent, but with RERA in force, all brokerage firms will now have to register themselves under the regulator. They will have to effectively declare themselves accountable for their business activities and practices, adds T Chitry Babu, Chairman and CEO, Akshaya.



Removal of the 30% 'local sourcing criteria' for the initial five years, will attract international retailers

better products, competitive pricing will come in to play and reduce prices further. We will now see many international brands such as Amazon and Walmart set up shop in India. The latest technological development they will bring along is a bonus. Pointing out how the initiative will open up jobs for both, skilled and unskilled labour, Chandrakant Karkaria, Director, Olympia Group, says international investments will translate into larger stores and better manpower. "If we see the economic prospects, the approval will

allow large scale employment, benefit farmers by linking them to large retail outlets and also reduce large scale tax evasions," he explains.

Grade-B mall owners will now get a chance to infuse fresh investments into their property and refurbish them to attract tenants. Investors may also be looking at buying-out struggling retail assets for refurbishment using fresh investments.

Real estate

As per the announcement, real estate broking service

does not amount to real estate business and is therefore, eligible for 100% FDI under automatic route. What does this mean for the realty industry? Experts ex-

plain that international companies having subsidiaries in India through their partners/other channels will now be allowed to invest further in real estate projects. This will

also mean that only the few RERA registered brokerage houses/individual broking companies will be able to take advantage of the policy. Ramesh Nair, CEO & Coun-

Real-Estate Advisory Services

Talk to us today

2018: A NEW OUTLOOK

Be it policy initiatives or infrastructure plans, 2018 has a lot in store for the real estate sector



RAJNITHA G@rengroup.com

2017 has been quite an impactful year for the real estate sector. Be it RERA or the affordable housing getting the 'in-construction' status, it has been an important year, as many land reforms and policy changes were initiated or implemented in 2017. But as we enter into the new year, what does 2018 hold for realty? Experts say that the coming year too will be a significant one for more reasons than one.

Infrastructure

New highways, various bridges, proposed airports, are some among other infrastructure projects that the state government has announced. According to V Prakash Devadas, MD of VGN Property Developers, in terms of infrastructure, if there is

one thing that is going to drastically change the city, it will be the metro rail project. This will be an important addition to the city's infrastructure and will be a game-changer. It will bring the locations closer, making the connectivity will reduce the travel time, thus making commute easier. Also, it will gradually lower the carbon emissions in the city. Overall, the feasibility of the city will improve."

Policy initiatives

In 2018, the government is to introduce a few initiatives that will impact the construction segment. Identifying a couple of them, V S Sridhar, MD, Chennai, Cushman & Wakefield, says, "In order to promote affordable housing, the government recently drafted public-private partnership in order to overcome the challenges and increase the financial gains of such projects. Incentives in the form of land



lease, FSI reduction in stamp duty and exemption from other associated taxes will significantly reduce the project cost," and adds, "Also, land pooling policy will be a policy that will ensure efficient, sustainable and equitable land development in the urban fringes. It helps steer away from the development-by-acquisition model that has been followed till now. How-

ever, the benefits of the policy will be reaped only if the land pooling process is implemented in a swift manner, with collaboration between the development authority and land owners."

Residential segment

According to various reports, the residential sector that earlier saw a slump



In order to promote affordable housing, the government recently drafted public-private partnership in order to overcome the challenges and maximise the financial gains of such projects. Incentives in the form of land lease, FSI reduction in stamp duty and exemption from other associated taxes will significantly reduce the project cost. Also, land pooling policy will be a policy that will ensure efficient, sustainable and equitable land development in the urban fringes

started picking up later. The sector will witness a lot more this year. R Kumar, MD, Navaris, says, "From the market perspective, there is going to be a lot of supply constraint. As of September, the Chennai inventory was around 18 months. That will shrink in less than a year, thus creating a supply constraint. There will be three pressures, in terms of cost. The increasing input costs and the lack of supply of materials will increase the prices, considering the demand remains same. In 2018, the market will see more innovative products, smarter homes and more efficient designs."

Commercial spaces

In the coming year, there will be a

lack of supply of ready office buildings. "The large 'big' office spaces ranging between 50,000 and 40,000 sq ft will not see much of supply this year. As for the smaller offices (below 10,000 sq ft), I see a disruption. A lot of co-working spaces will emerge. The Chennai market already witnessed the opening of various such spaces this year. Next year, it will be a lot more. The convenience factor will encourage not only start-ups but also independent working professionals to use the space," says Chandrakant Karkaria, director, Olympia Group.

GET IN TOUCH:

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Senior Marketing Manager, C&W
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• **Tejaswini Prasad**
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• **Chandrasekhar**
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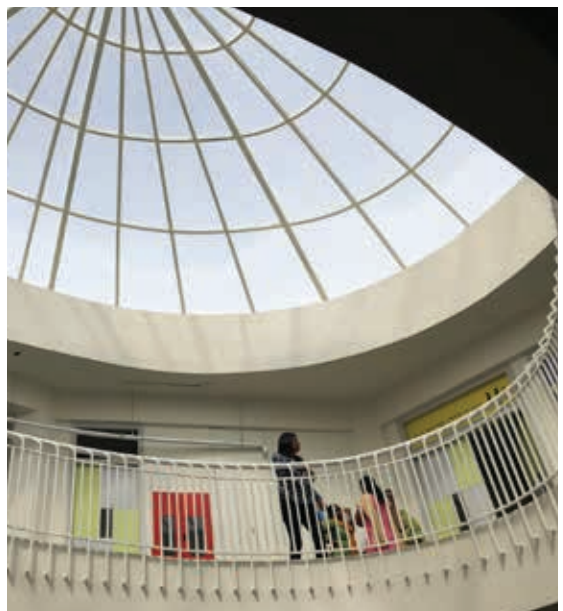


Care • Collaborate
Catalyse • Create

KC HIGH SCHOOL

KC High School, one of the Chennai's leading international school celebrated its first step on its new campus at Olympia Panache, Navalur. The school was located in Kotturpuram earlier, now shifted completely to the township Olympia Panache, Navalur. Speaking on the occasion, Mr. Ajit Kumar Chordia, MD, Olympia Group said "We are delighted to be partnered with the one of the Chennai leading International schools KC High.

The new and bigger KC High School is spread across 3.5 acres will accommodate 1,200 students from Kindergarden to class XII. The new campus is designed for millennials which has hexagonal classroom and circular design that reflects the circular classroom model aimed for active and collaborative learning. The model of the school and the plan for the new building will be admired by residents."



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ICI AND ULTRATECH AWARD 2018

Indian Concrete Institute (ICI) Chennai Centre & UltraTech Award-2018 for Outstanding Concrete Structure (Buildings) been awarded to Olympia Infratech Pvt Ltd for the project Olympia Opaline Sequel, during the Concrete Day Celebration on 25th September 2018.

Award2018
OlympiaGroup
OpalineSequel
ICI
UltraTechAward



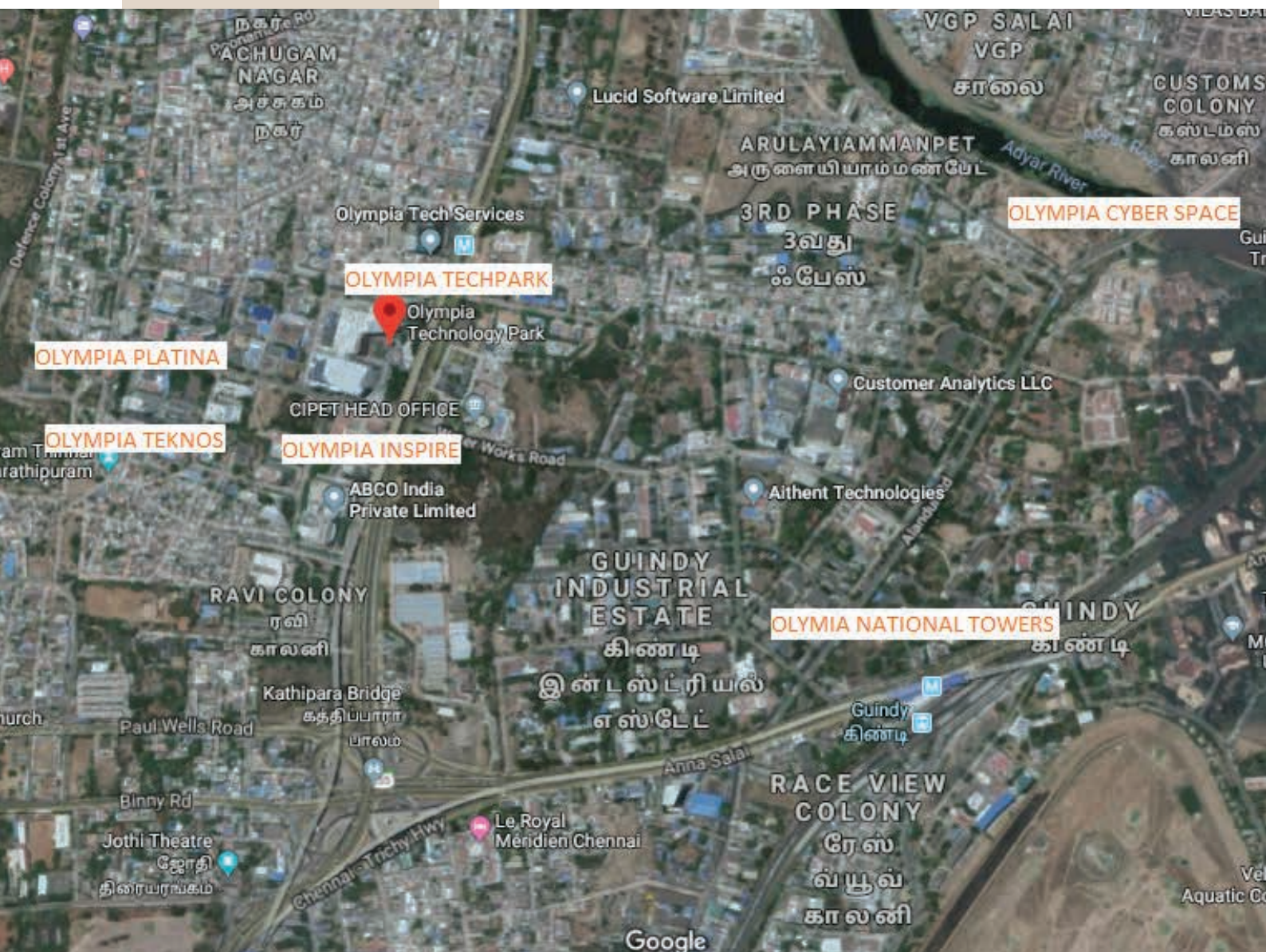
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DEVELOPMENT BY OLYMPIA AT GUINDY



— Olympia —
Cyber Space

Location
- Guindy -





CORRIDORS THAT COMPLIMENT EACH OTHER - ECR AND OMR

Chennai's two most popular and complimentary corridors are the East Coast Road (ECR) and the Old Mahabalipuram Road (OMR), now popularly known as Rajiv Gandhi Salai. Both corridors run parallel to each other and are connected at multiple point on the 50 kms stretch from the city.

Here below are a few factors which has helped ECR in gaining a lot of attention

- 1 **Fast Development:** ECR which otherwise is popularly known as State Highway 49 and is believed to be the most scenic coastal highway. ECR is connected to the southern Highway through' Pondicherry. The idea was to create infrastructure, facilitate inter-state connectivity and boost tourist movement. This proved successful as the small villages from Thiruvannamiyur till Mahabalipuram like Palavakkam, Nilangarai, Injambakkam, Muttukadu and Kovalam are developed as preferred places for real estate investments
- 2 **Easy Access to OMR:** OMR also known as the IT corridor is in a close proximity to ECR. Both OMR and ECR are connected well. Considering that OMR houses most of the cities software industries and keeping in mind that many Chennaites work in those, Investing in a property at ECR will certainly reduce a lot of stress in the commutation front. The 4 lane highway reduces the traffic congestion and makes travelling easy. The closeness of OMR also plays a vital role in the contribution of property appreciation.
- 3 **Serene and Scenic:** Most of the metropolitan cities suffer from a lot of pollution and it has a great impact on the health causing unwanted complications. The infrastructure and development goes hand in hand with the Scenic beauty of the place. Lush greenery as well as the necessary amount of urbanization maintains a balance. The sea along the road also provides a beautiful cross breeze making the atmosphere pollution free. The beach along the coast will act as the most perfect location for a jog or even some physical exercises
- 4 **Recreational Activities:** ECR hosts several places of interests like amusement parks, water sports, farm houses and a plethora of fun things to do. Since ECR is on the coastline, there are a lot of water sport activities like surfing, parasailing, sailing, scuba diving and swimming which have gotten quite popular in the recent past. Few hours of drive, you could probably head down to Mahabalipuram or even Pondicherry for a fun weekend.
- 5 **Amenities:** Like any other place in the city, there is no dearth for amenities in ECR. The grocery shops, shopping complexes, medical facilities, and educational institutions and makes the place worth of a comfortable living. ECR has turned into a residential stretch in the space of luxury apartments and grand villa projects in Chennai. The area enjoys an uninterrupted supply of electricity and water, which has helped developers in wooing prospective home buyers. Many housing communities and weekend homes have come up here. It has gained popularity as a high-end locality over the years. Many developers have completed residential projects and some have plans to construct up-market residential buildings. Currently, luxury villas and residential plots are the mainstay in ECR.

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