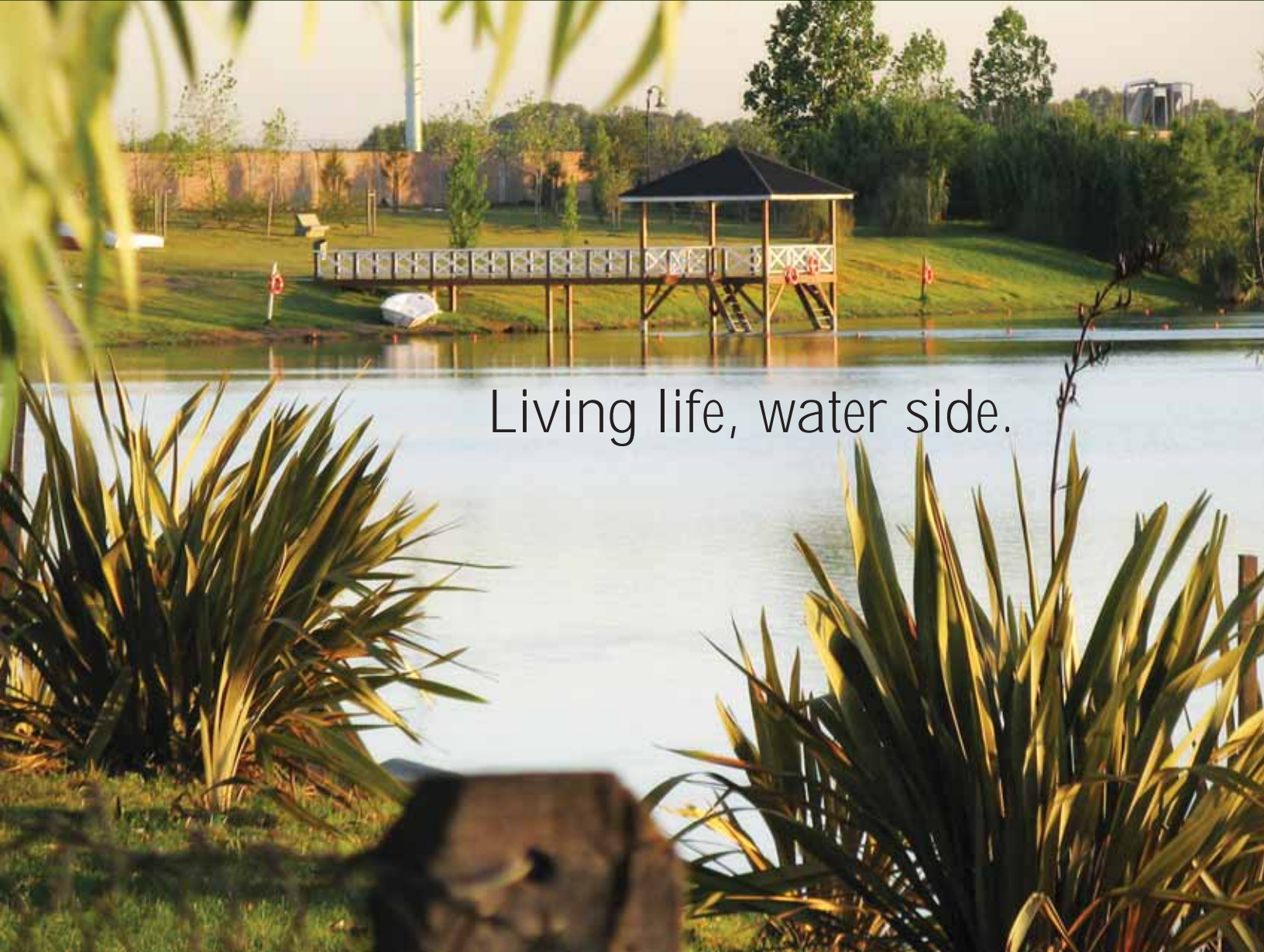


Elevate

Get high on the green life

ISSUE 1
OCTOBER 2008



Living life, water side.

OLYMPIA

A trusted name with interests across residential and commercial real estate development, the Olympia Group is a well-known and respected name not just in Chennai but also in Kolkata.

The Olympia Technology Park or flagship product received an ecstatic reception for not just stopping with a quality well planned and built project, but incorporating the need of the hour into its core philosophy – Going Green.

Starting from scratch, every phase was evaluated and designed to cause minimum damage to the environment. Being the largest LEED (Leadership in Energy and Environmental Design) gold rated green building in the world is just the beginning of our journey. Covering 1.8 million sq ft of total area and providing a green, spacious and healthy environment for 13,000 professionals.



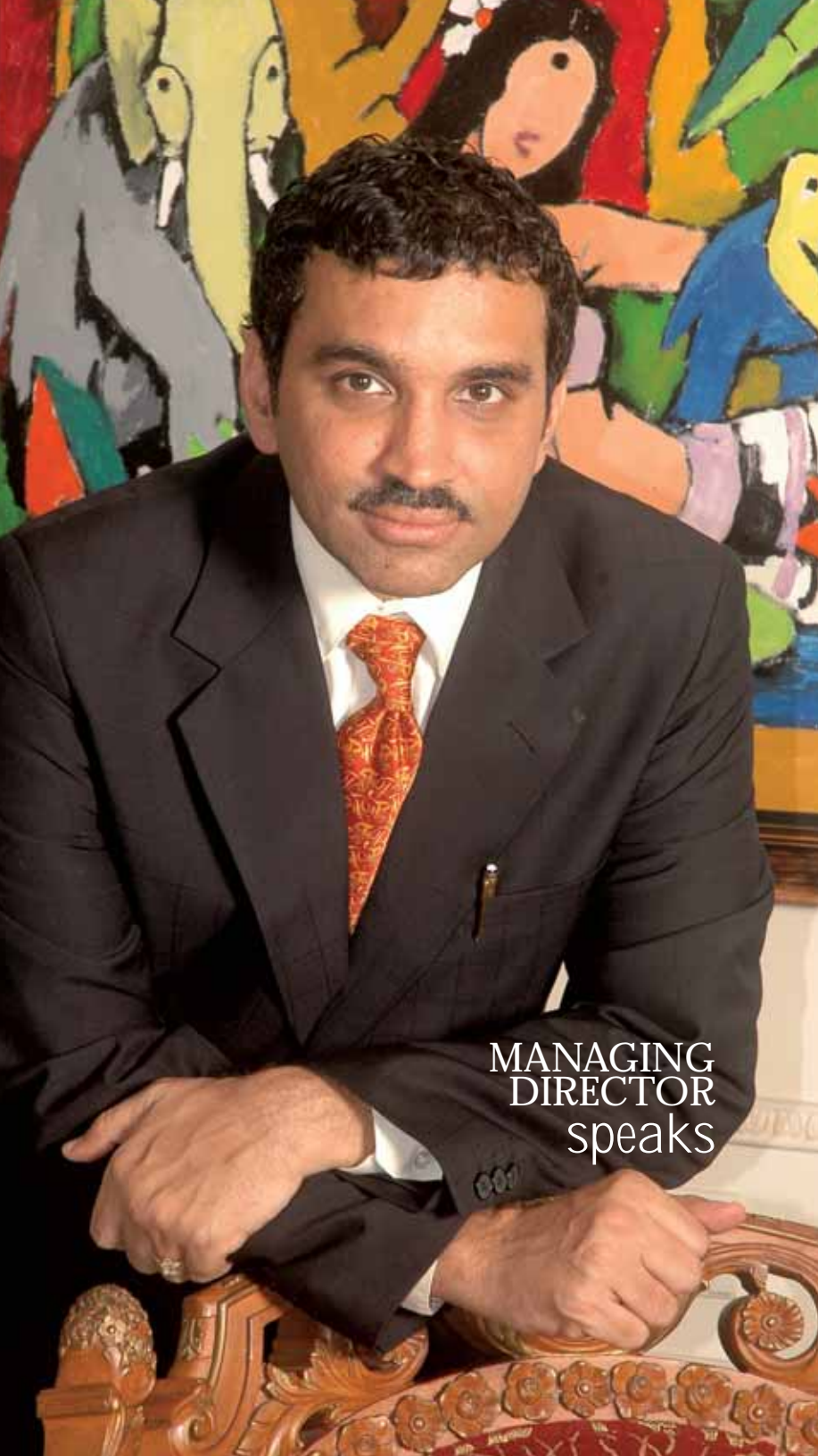
THE GREEN PROJECT OF THE YEAR!

Olympia proves it again!.

Opaline is certified by the Indian Green Building Council (IGBC) which has launched the IGBC Green Homes Rating System to address environmental issues. Apart from this, proving beyond any doubt our commitment towards green is the **GIEM** Green Project of the year award to Olympia Tech park at the Urban planning and real estate leadership summit. A honor that only reinforces our responsibility towards sustainable projects. Opaline is now at the forefront of luxurious yet environment friendly habitats.



OLYMPIA'S
stride with success.



MANAGING
DIRECTOR
speaks

Greetings from OPALINE !

I have pleasure in presenting to you our Newsletter " ELEVATE " .

This Newsletter will highlight about our Group's development activity in general and this project site in particular.

Various questions have been asked about the reason why we have chosen this site, more popularly referred to as OMR or I T Corridor at Rajiv Gandhi Salai, for the launch of OLYMPIA HOMES.

On one of my first visit to this site, we were charmed by the lovely backwaters and the prestigious surrounding of the site being in the neighbourhood of Siruseri IT Estate, looking the matured campuses of INFOSYS, TCS and other major I T companies.

We believe that this particular site would offer in terms of ambience and fulfil the long pending requirements of the housing needs of Gen Next.

OLYMPIA which is synonymous with Green Development took up the stage in conceptualizing and Designing the First Green Homes in Chennai.

I am happy to inform you that OPALINE has been registered with Indian Green Building Council and we are the First Residential Development from the City of Chennai, looking at environmental compliant and sustainable development.

All efforts have been taken by us in delivering a product befitting your status and we are always open to your suggestions in improving the same.

Once again, it is my privilege to present to you the Maiden newsletter "ELEVATE" from OPALINE.

With warm regards,

Ajit Chordia



Green buildings

The need of the hour

The human body has a very symbiotic relationship with its surroundings especially when working, human beings require certain conditions, which if not met can result in adverse effects from chronic fatigue to bronchial illness. Studies have shown that green buildings with their emphasis on conservation, efficiency and indoor environmental quality increase productivity and hence profits.

Now The Olympia Group is all set to duplicate this success with a residential project

OPALINE.

Set in the fast growing and beautiful OMR stretch, Opaline is poised to redefine residential green. With the backwaters of the Bay of Bengal flowing past, enjoy every benefit of fine living with an added sustainable advantage.

*LEED (Leadership in Energy and Environmental Design) is a set of parameters set by the US Green Building Council. This includes-

- Sustainable site development
- Water savings
- Energy efficiency
- Materials selection
- Indoor environmental quality

Opaline OLYMPIA
Living life, water side

Why do you recommend OMR?

OMR has got a good mix of Residential, IT, commercial & Retail properties. The presence of these would make OMR a self-sufficient suburb in the near future.

Why do you think OMR is the place to build residential complexes?

The Old Mahabalipuram Road (OMR), which is the IT corridor of Chennai is the most upcoming suburb of Chennai. The OMR is a 25 Km stretch that spans from Sardar Patel road to beyond Siruserri. OMR houses most of the top IT companies namely Accenture, TCS, Infosys, Wipro, HCL and Satyam to name a few. OMR is witnessing a tremendous supply of residential & office space supply.

The Residential Landscape in Chennai is now focused more on the Suburban and Peripheral areas due to constraints on land availability within the city. Availability of land in large extent

in these areas has enabled development on a township model. According to estimates, 1.5 lakh professionals are employed in and along the I.T Corridor area alone with the figures expected to go up steadily over the next two years. This would mean an additional demand of housing in these areas.

What can you say about inflation rates on the real estate front?

The inflation has adversely affected all the sectors. And, real estate is no exception to this. The construction costs have sharply risen in the last one-year.

How does inflation affect home loans that you offer?

The first step that an exchequer takes during rising inflation is to control the money supply. This in turn affects the liquidity in the market, thereby increasing borrowing cost (Interest rates). We are witnessing a rising interest scenario on the home loans too.



T. JAI SHANKER
- HDFC BANK
speaks

Luxury and going green have not been associated together for long but with Opaline, luxury and space combine with sustainable concepts.

A few key design parameters for residential green buildings involve

- Sustainable materials for construction
- Efficient utilization of construction utilities such as water, electricity etc
- The inclusion of design considerations such as light and air direction to minimize energy consuming lighting and air conditioning
- An aesthetic and symbiotic relationship with the surroundings.
- Engineered to maintain efficiency and sustainability even after occupation.

Opaline is built with more than 85% of the area open and most importantly, green. A secure home for you and a legacy for the future generations.

The Residential Green Concept



G. Selvakumar
Senior Associate
- RSP Design Consultants
(India) Pvt Ltd
speaks

Opaline was designed by RSP Design consultants a premier Indian design consultancy. Taking a holistic, contextual and eco sensitive approach for the project, Opaline is a green and luxurious endeavour, rarely attempted in residential spaces.

A marvel of residential accommodation, Opaline is a high-rise group housing development comprising of 836 units designed to capitalize on the surrounding views, backwaters and the sea beyond. With optimum utilization of the natural beauty, landscape and resources, the built form is configured as multi storied towers to maximize the landscaped areas. The development predominantly comprises 2 and 3 BHK units ranging from 1250 sq.ft. to 1850 sq.ft., a central, multi-section swimming pool, festival grounds, block islands, equestrian school, children's play areas, day care centre, clubhouse and parking lot for 1000 cars.



Going Green, starting from your home


A few ways you can save the earth and your money which doesn't take much time or effort.

Seal cracks around doors, windows, and walls. Don't pay for cool air that escapes through cracks and openings scattered around the house.

Reduce hot water temperature. Set your water heater, washing machine, dishwasher etc to the "normal" setting or 48-50 degrees Celsius, which is adequate. This will reduce energy consumption by almost 11%

Use energy star products such as fluorescent lamps etc. save up to 75% energy compared to incandescent lamps.

Install white window shades, drapes, or blinds to reflect heat away from the house. Close curtains on south and west facing windows during the day to reduce heat.





The Old Mahabalipuram Road to the future.

The original 45 Km road connecting Chennai to the old Pallava city of Mamallapuram or Mahabalipuram has undergone a drastic change. Well connected to every part of the city by road as well as rail, it is now home to dozens of IT Parks as well as other industries making it known as the IT Corridor and one of the fastest growing areas around Chennai.

The government has also recognized the great potential of the IT Corridor. TNRDC (Tamil Nadu Road Development Corporation) has incorporated a special purpose IT Expressway Ltd (ITEL) as a wholly owned subsidiary, for overseeing the IT Corridor Project.

Reputed schools, colleges and other educational institutions apart from IT Companies and Shopping malls, recreation centres, restaurants etc are also located along the OMR, making it perfect for families to live in.

The opening stretch at Madhya Kailash Temple is a beautiful blend of engineering and beauty with works of more than a dozen artists including Elango's statue of 'Five Madurai women', Krishnaswamy's abstract art and more. Just one sign of the great things in store for the IT Corridor.

Opaline model apartment

Opaline work in progress



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