

# MILESTONE

FOR PRIVATE CIRCULATION ONLY

NOVEMBER 2017

*my property boutique*

365 DAYS HOME SHOPPEE



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## MESSAGE FROM THE FOUNDER'S DESK

A lot has happened in the macro environment since the last twelve months, starting from Demonetization to introduction of GST and commencement of RERA, all taking place at the same time-has put the real estate sector in a tough position.

The Residential Real Estate sector is undergoing a makeover in this new era of RERA and GST. While home buyers are limiting themselves to ready-to-occupy homes now, supply across the city has been having a cascading effect.

We are in a buyers market, with correction in apartment prices driving sales across residential projects in Chennai. Now with unsold inventory coming down day by day it is a big relief to builders.

Today, you may not see the real estate prices moving up but in the next 8-12 months, prices will start moving up with reduced supply & adding RERA compliance cost to builders.

We are launching this newsletter on the occasion of our first anniversary, thanking all stake holders & home buyers for supporting us. In the last 12 months, we have engaged more than 5000+ home buyers resulting in an inventory sale of over Rs. 220 crores in Chennai's residential market. We are looking at expanding to other cities across India soon.

A handwritten signature in black ink, appearing to read 'K. Karthikeyan'.

Best Regards,  
Karthikeyan Kumar  
Co-founder







## THE SPARK OF AN IDEA

Seven years back, as an aspiring sales executive, I was at the E-Zone store to buy a phone. It was then that the idea popped up, why not a similar platform like this for real estate where all builders can showcase their projects for 365 days. I had gone to my then boss at Jones Lang LaSalle (JLL) and suggested this idea, but it was turned down. The reason was "Chennai is a conservative market and the idea is ahead of its times".

## FOLLOWING MY HEART

Strongly believing in my 'idea', I took a break from JLL in 2013 and enrolled in a Business Analytics & Intelligence Program at Great Lakes Institute of Management purely to enrich my knowledge. Graduating successfully in 2014, I started to develop the business module - a boutique for Real Estate where Builders and Promoters can showcase their products.

## THE BIRTH OF MY PROPERTY BOUTIQUE

Joining hands with Karthik, a colleague of mine from JLL, we started My Property Boutique in 2016. A one-stop boutique for buying and selling of lifestyle homes. We made a conscious decision to be a catalyst between builders and home buyers by facilitating easy buying and selling. One of the many service decisions we have made is not to charge brokerage from the builders or home buyers. A trait that makes My Property Boutique standstill in stature.

- Neelesh Bora, Founder & CEO

## A PIONEER TO A LEADER

My Property Boutique is the first of its kind. A pioneer in the world of real estate, they facilitate home buying by bringing together a galaxy of Builders, Projects and Home Buyers under one roof. A catalyst of change in real estate, My Property Boutique makes home selling and buying easy for both the builders and the home buyers.



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## THE LAUNCH OF THE CONCEPT @ SP INFOCITY



After a struggle of almost 9 months to find a place to set-up, we landed inside an IT Park - SP Infocity, Chennai with close to 23,000 IT employees. We had inaugurated our first boutique at SP Infocity on September 6, 2016. Inaugurated by Mr. Mehul Doshi in presence of Mr. Anoop Bora & Mr. Sanjay Chugh. This boutique is a year old today and gives us organic walk-ins from the IT companies located within the building.

## OUR SECOND OUTLET AT SPENCER PLAZA



We were looking out for a space for our second boutique and wanted to create a Chennai Trade Centre for properties and landed at Spencer Plaza, as the place is very popular and well-known to all Chennaiites, with a food court & ample parking. So we decided to open a 5000 sq-ft space with over 47 builders & bankers under one roof. Our second boutique was inaugurated by Mr. Suresh Krishn - President, CREDAI along with Mr. Jaishankar - GM, HDFC Limited.



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### Our Own Brand Ambassador - DD

Our association with Divya Darshini whom we fondly call DD, a well-recognized celeb and TV host, as our Brand Ambassador has helped us to connect with the Chennai families. We thank DD for her association with My Property Boutique and for her contribution to our success.



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## PROJECTS SHOWCASED







## HOME BUYING SEMINAR

Held at SP Infocity Food Court, this was exclusively for corporate employees on Chennai's real estate market, the growth potentials and upcoming micro markets to invest in and details about Pradhan Mantri Yojana Scheme. The meet was held on 29th, September and was attended by prospective home buyers.

## DISCUSSION ON REAL ESTATE DUE TO DEMONETIZATION

The discussion was held at the boutique in Spencer Plaza on 24th, December with over 85 home buyers attending the event. 'Will the real estate prices crash?' was the point of discussion, it was debated and discovered that there will be a minor correction which will rebound in the next few quarters.



## TIE-UP WITH URBAN LADDER



We are happy to announce our new partnership. My Property Boutique & Urban Ladder have joined together to get good furniture deals for home buyers in Chennai, India. Whenever you shop at Urban Ladder, punch in MPB exclusive discount code and get an additional 7% discount on your purchase. Walk-in to My Property Boutique at Spencer Plaza & SP Infocity and collect your discount coupon.

## STRUCTURED A JOINT VENTURE DEAL

MPB was part of structuring a 4.4 grounds property near Alwarpet with a leading builder in Chennai. The paper work and approval are in progress.

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## HOME LOAN BY



**Affordable Home Loans**  
For loans up to ₹30 lakh

**8.35%** p.a

Interest subsidy up to ₹2.67\* lakh under PMAY-CLSS

## WHAT IS IN THE FUTURE AT MY PROPERTY BOUTIQUE.



We have been getting good response from the home buyers on this unique boutique concept and we plan to expand our offline presence to other cities within India and also Asia Pacific. We are planning to add a gamut of products to our store starting from home loans, home insurance and many more. In order to target the home buyers at large, we are in the process of launching our exclusive web portal and mobile application in the next few months.

As a startup we are in the process of setting up our internal systems & processes. We are currently having a 14 member team and we are looking at extending our team size in the next few months. We aim at being present online & offline with our services connecting home buyers to help them buy their dream home at no additional cost.

## WORDS FROM AN EXPERT

In this era of technology, business cannot function without efficient technology platform and the way it is growing is just amazing. Now it's become an integral part of our lives and surely this new concept will help end-users to get right solutions and developers reach out to right customers. This innovative initiative will make a huge impact on the real estate market and bring a new perspective to the stakeholders.

Best wishes for this initiative which has a huge potential.

**A. Shankar** | MRICS

National Director

Head of Operations - Strategic Consulting

Jones Lang LaSalle



## EMPLOYEE FEEDBACK

"I have joined here as a fresher from Mumbai and I'm very happy to be working with this young team. Every day is a new day with lot to learn and the best part of my job is I get to meet new people (customers) everyday from different walks of life."

-Karthick Iyer

## TESTIMONIAL

"Karthikeyan's tenacious follow-up with clients and Neelesh's value offering for the clients and seamless coordination with tied up principal companies are appreciated. I personally feel they are not just our strategic alliance distributor but truly a partner in progress. I wish both of them most and more for a wider horizon in their future business development endeavor."

- Madhav Kumar L R

Business Head, Vijay Shanthi Builders Ltd.



## OUR MARKETING CAMPAIGNS



### TESTIMONIAL

"We were so fortunate to have engaged with My Property Boutique as our realtor. They helped us find the right property in the right neighborhood for the right price. They worked beyond time for our objective and interest which was very impressive and so supportive in buying our property."

-Subhashree  
Director, Plintron Technologies





## RESIDENTIAL PRICE INDEX

We are so used to seeing prices in an index in the stock market to see a value of the company, keeping that in mind we have launched a residential price index for real estate.

This index helps home buyers ascertain the price for a particular location, the average location pricing is understood by the buyer and makes it more easier to search & decide on the property in a particular location.

## BELIEVE IT OR NOT!



The world's biggest bank with no actual cash.

UBER

The world's largest Taxi company, owns no vehicles.



The world's most popular media owner, creates no content.



The most valuable retailer has no inventory.



The largest accommodation provider owns not a single hotel.



The largest real estate retailer, has no inventory.

## SEMMA LIFE AT SEMMA PRICE!

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## UNION BUDGET 2017



In the Union Budget 2017, Finance Minister Arun Jaitley reserved his best for the real estate sector, which witnessed a slump, post demonetization. Affordable housing developers will be eligible for Government's incentives, tax benefits and institutional funding. Giving affordable housing an infrastructure status, the Finance Minister gave Aam Aadmi and real estate developers enough reasons to cheer. Experts said this will open the door for foreign funds at cheaper cost to developers and attract more investments in the sector.

Affordable housing developers will also be eligible for government's incentives, tax benefits and institutional funding.

- Proposal to create 1 crore houses for the poor by 2019.
- National Housing Bank will refinance housing loans up to Rs. 20000 crores.
- Pradhan Mantri Awas Yojana, which was launched in 2015 to achieve Government's Mission of Housing for all by 2022, will get Rs. 23000 crores. The scheme will be extended to 600 districts.
- Under affordable housing, the carpet area of 30-60 square meters will now be applicable as against built-up area of 30-60 square meters-an area increase of 20 per cent.
- Capital Gains Tax holding period for immovable property reduced from 3 years to 2 years.
- SOP's to affordable housing extended from three years to five years.

SOURCE: INDIA TODAY

### SBI HOME LOANS

Lowest EMI is Rs. 758 per lakh

Get monthly EMI as low as Rs.758 per lakh with SBI now offering home loans with loan tenure upto 30 years.

Lowest home loan interest rate currently offered by SBI is 8.35%, for which the EMI per Rs.1 lakh loan amount comes to Rs.976 for a 15 year loan and Rs.858 for a 20 year loan.

Home loan EMI in SBI depends upon loan amount, repayment tenure and interest rate.

Check the EMI for other tenures using the SBI home loan kiosk at My Property Boutique.



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**Arjun garden**  
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