TIMES
REALTY ICONS
CHENNAI

TIMES REALTY ICONS

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THE ICONIC SURVEY

Growing need for residential & commercial spaces have given thrust to the real estate industry in metros. Now real estate industry has a rainbow of options to offer, which is making search work in the real estate space a herculean task, thus to aid an informed choice to consumers, the key objective of this research survey was to identify a list of Top Real Estate Players/ projects in Chennai in their respective categories.

Best Residential Developer -

Best Budget Homes - Chennai
Arun Excello
...tions LLP

Best Emerging Builder -Chennai
Bhoomi and Buildings Pvt Ltd.

...y Homes
...ing) - Chennai
...reeze Residences by Bharath Building Construction India Pvt Ltd

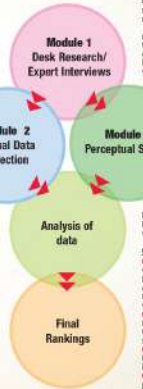
DRA ...

Best Quality Construction – Chennai
Amarprakash Developers Pvt Ltd.

Best Senior Living Community - Chennai
The Chennai Homes

Survey Methodology

The research study had 3 major modules i.e. Desk Research & Expert Interviews, Factual survey (Participatory Survey) & Perceptual rating survey.



Module 1 (Desk Research/ Expert Interviews)

A secondary desk research was conducted to make an exhaustive list of real estate players in Chennai. The various sources used for generation of rela estate entities list included Directorate of Cmda Chennai, IAI, REIAI, NAR, etc. Also in this module, we have discussed with different real estate experts in Chennai to understand the Chennai real estate market and its players in-depth. We have also identified the key parameters which plays vital role in evaluating real estate players/ projects in different categories in this module

Module 2 (Factual Participatory Survey)

In this module we have sent factual participatory nomination sheet to different real estate players in Chennai via email and telephonically followed up for confirmation of receipt. Submitting factual form was also considered as their form of nomination in the survey. The factual information sheet was focussed on general information about the participants – infrastructure, memberships, category nominating, project nominating & success stories, etc.

Module 3 (Perceptual Survey)

In this module, a perceptual questionnaire was administered among different target group viz

- Buyers (Residing in respective nominated projects)
- Intenders (Intending to buy in next 2 years)
- Dealers (dealing with different new real estate properties with at least more than 5 years)

In this questionnaire, the target respondents were asked rank & rate the different real estate projects/ players in their respective categories on key parameters (on a scale of 1 to 10 where 1 means poor & 10 means excellent).

Final Analysis & Ranking

In this module, analysis of both factual sheet scoring & perceptual data analyses was done to arrive at the final score each of the entities/ projects. The final score for an entity/ project were weighted to average of Perception Score and Factual Score - 60:35 weightage was given to both to factual & perceptual score. Based on the performance final ranking were drawn in respective categories.

Some caveats/assumptiones:

- Best efforts were made to reach universe of estate players in Chennai; however, any entity that has not sent complete "Fact-Sheet" within the allotted time were not included in the survey.
- Any entity which has expressly state that they don't wish to participate in the survey were excluded from the survey.
- In Emerging category – only those builders were considered which established 2008 or Thereafter.
- Only top ranked real estate players/ projects in their respective category/ zone were featured in the survey.

About i3 Research Consultants (i3RC)

i3 Research Consultants (i3RC) is a boutique research & consultancy firm that is focussed on offering Superior Client Service, Strategic Insights, Innovation, Quality & Commitment. i3RC has a young and dynamic team of researchers who are very passionate about their work and are always willing to put that extra effort to make every project a great success. In addition i3RC has a team of highly experienced industry experts as consultants who provide their expertise for specific projects. i3RC is a full member of MRSI and follow MRSI code of ethics while conducting every research project. Given their commitment to quality, i3RC has developed a 3 tier and multi stage quality control system to deliver excellent quality.

Note: Present survey has been conducted by an independent Research Agency named i3 Research Consultants using stated methodology for arriving at given rankings.

CITA
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Chennai Times

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THE SKY IS THE LIMIT FOR BHOOMI AND BUILDINGS

AWARDED THE BEST EMERGING BUILDER 2016

Over the last decade, many home buyers have truly been satisfied with Bhoomi and Buildings trustworthy and comprehensive services. Adopting only the best practices, they have moved ahead by giving their clientele a range of options to choose from, be it plots of land or luxurious apartments in prime locations across the city. Since its origin in 2005, the company has been committed to offering the latest technologies and the highest quality construction through an environment-friendly approach, by including sustainable power and eco-friendly designs. Their sincere efforts have been recognised by the prestigious Times Realty Survey, and they are all set to be awarded 'The Best Emerging Builder' at the Times Realty Icons 2016.

Sundar Arumugam, Founder and Managing Director

Bhoomi and Buildings' corporate philosophy stems from the passion of the Founder and Managing Director, Sundar Arumugam. The exemplary work culture and good customer relations that he drives, result in a steady flow of highly satisfied clients, who keep coming back for more. Sundar Arumugam places great importance on transparency and flexibility, which has helped the company set new benchmarks in the competitive real estate industry.

Bhoomi and Buildings believes in offering personalised service to each of their customers. The dedicated team of well qualified executives, professionals and consultants, leave no stone unturned to provide the best solutions in design, construction and legal services. Given his rich experience in the real estate industry, Sundar Arumugam continues to navigate Bhoomi and Buildings effortlessly, striking new ground and making path-breaking initiatives to expand the ever-growing network of happy families bonded to Bhoomi and Buildings.

The Bhoomi Philosophy

- End to end, superior quality, space solutions
- Reliable and customised services to enhance customer satisfaction and loyalty
- Complete transparency and flexibility
- Employment of the latest technologies and high quality construction products
- Well qualified and experienced team of professionals
- Environment-friendly projects

TAKE YOUR PICK FROM A PLETHORA OF OPTIONS

Bhoomi and Buildings understands the varied needs of different home buyers. To cater to these diverse requirements, they offer a variety fare in the form of several remarkable projects spread across Chennai. An overview of some of their projects gives one an idea of what's on offer.

REVOLUTIONISING LUXURY APARTMENTS

The Residence, Boat Club

Inspired living, nestled into one of the most sought after addresses in the city. The Residence boasts nature in your living room. Concept landscaping lets you enjoy light and energy blended beautifully creating a calming balance in its living spaces. A contemporary approach in design that uses foliage to enhance the quality of living. Relax breathe and live in their spacious villas ranging between 4 BHK of 5500 sq.ft and 5 BHK of 6000 sq.ft

One Rutland Gate, Nungambakkam

Feast your senses to a 360 degree view of Chennai, atop Rutland Gate, Nungambakkam. 14 Units built on stilts and 7 floors are stunni... and 4 BHK apartments of 3047 sq. ft a... ft. Savour opulent living and indu... common amenities, with h... world-class finish. One... Nungambakkam pro...

BHOOMI & BUILDINGS

Oyster, ECR

Located on ECR, Oyster is for connoisseurs of fine living. 22 Units set on stilts and nine floors are 2, 3, 3.5 BHK classy and modern condos that set benchmarks for luxurious living. Lifestyle enhancing amenities include a sparkling azure swimming pool, a well-equipped gym, children's play area, an ultra-modern lobby, plush elevators, indoor play area, power back-up and a host of world-class amenities. The gleaming façade of Oyster is proof enough to assure a lifestyle of grandeur.

White Rose, Thoraipakkam

These ready to move in apartments are situated at the heart of Chennai's IT corridor, about 2 km from the Perungudi toll booth. White Rose is a remarkable edifice with 34 classy apartments offering state-of-the-art comforts, convenience and security. White Rose's proximity to hospitals, educational institutions, commercial and retail outfits and entertainment centres make it truly the destination for enhanced living!

beyond what you have ever imagined!

comforts, convenience and security. White Rose's proximity to hospitals, educational institutions, commercial and retail outfits and entertainment centres make it truly the destination for enhanced living!

Maple Crest, Mahalingapuram

Located near the North Usman Road Flyover, Mahalingapuram is Maple Crest. 4 units with stilt + 2 floors offering 3 .5 BHK apartments, the ultra-modern and spacious apartments come with a host of amenities including a well-equipped gym, lifts, private terrace, Italian marble for the entire complex, complete air-conditioning, European modular kitchens, classy wardrobes and world-class wood work, fittings and building materials. Master craftsmanship, stunning architecture and aesthetics let you indulge in luxurious living.

PLOTS MADE OF DREAMS

...e Grove, Kovalam ECR

... again; in a peaceful ...uries! The Grove at ... variety of options to ... The layout is DTCP ...pons are offered by ...e features of this ...ft x 30 ft black top ...landscaped gardens, ...court, 24 x 7 security, ...ights etc.

UPCOMING

- **Residential**
  - Ashok Nagar
  - Adyar
- **Commercial**
  - Ashok Nagar

...bhakkam,
...K, 2795 &

...akam – 6
...K, 1380 sq.ft
...ercial
...Turn – TTK Road, Alwarpet
Reflexion Centre - Kottivakam, OMR
Adyar

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