

Invest in the future





Meeting the aspirations of customers for quality and well-designed homes has been one of Embassy's primary focuses since its inception. Building on this vision, we have diversified our businesses with Grade A Office Parks, Industrial Parks, Hotels & Hospitality, Co-working Spaces and Educational Institutes.

Way back in 1995, we started buying land in North Bengaluru as we could foresee the potential of this region for future exponential growth. We pioneered a new reformation with Commercial and Residential projects in North Bengaluru. The Embassy Manyata Business Park was one of the first large scale developments in the region, which attracted high end multinational companies to set up office spaces and base their operations. With over 1,00,000 employees working in this Business Park, families shifted base to this micro market for ease of commute to avoid the chaos and congestion of the city. Embassy has since brought about major developments in this region with luxury and mid-income residential projects, integrated townships, the Stonehill International School, the Equestrian Training Academy, the Four Seasons Hotel and the most recent BLVD luxury private club.

Investing in this micro market is very promising for new buyers, since they can expect a significant price appreciation in the long term. We are happy to have contributed to defining the skyline of Bengaluru, with our niche and curated offerings in North Bengaluru. We welcome you aboard to experience a bit of this paradise with Embassy.

From the desk of

JITU VIRWANI

Chairman and Managing Director,
Embassy Group

The Reality Of Indian REAL ESTATE

Backed by positive economic fundamentals, healthy demand and quality supply infusion, India's real estate sector is poised for strong growth in 2019.

Summary of expected global fiscal and monetary policies

G7 & BRIC's	2019 GDP Growth (F)	Monetary Policy Ahead	Monetary Policy now
INDIA	7.2%	Easing	Tight
CANADA	1.4%	Tightening	Neutral
FRANCE	1.5%	Tightening	Easy
GERMANY	1.2%	Tightening	Easy
JAPAN	0.8%	Tightening	Easy
ITALY	0.2%	Tightening	Easy
UK	1.5%	Tightening	Easy
US	2.4%	Tightening	Neutral
BRAZIL	2.0%	Tightening	Tight
CHINA	6.0%	Tightening	Neutral
RUSSIA	1.0%	Tightening	Tight
GLOBAL	2.6%	Tightening	Easy

Source: Oxford Economics, CBRE Research

While India's GDP growth is predicted to be 7.2%, economic growth of

7.5%
is forecasted for 2019.

India's contribution to the world economy has been

14.5%
in 2018.

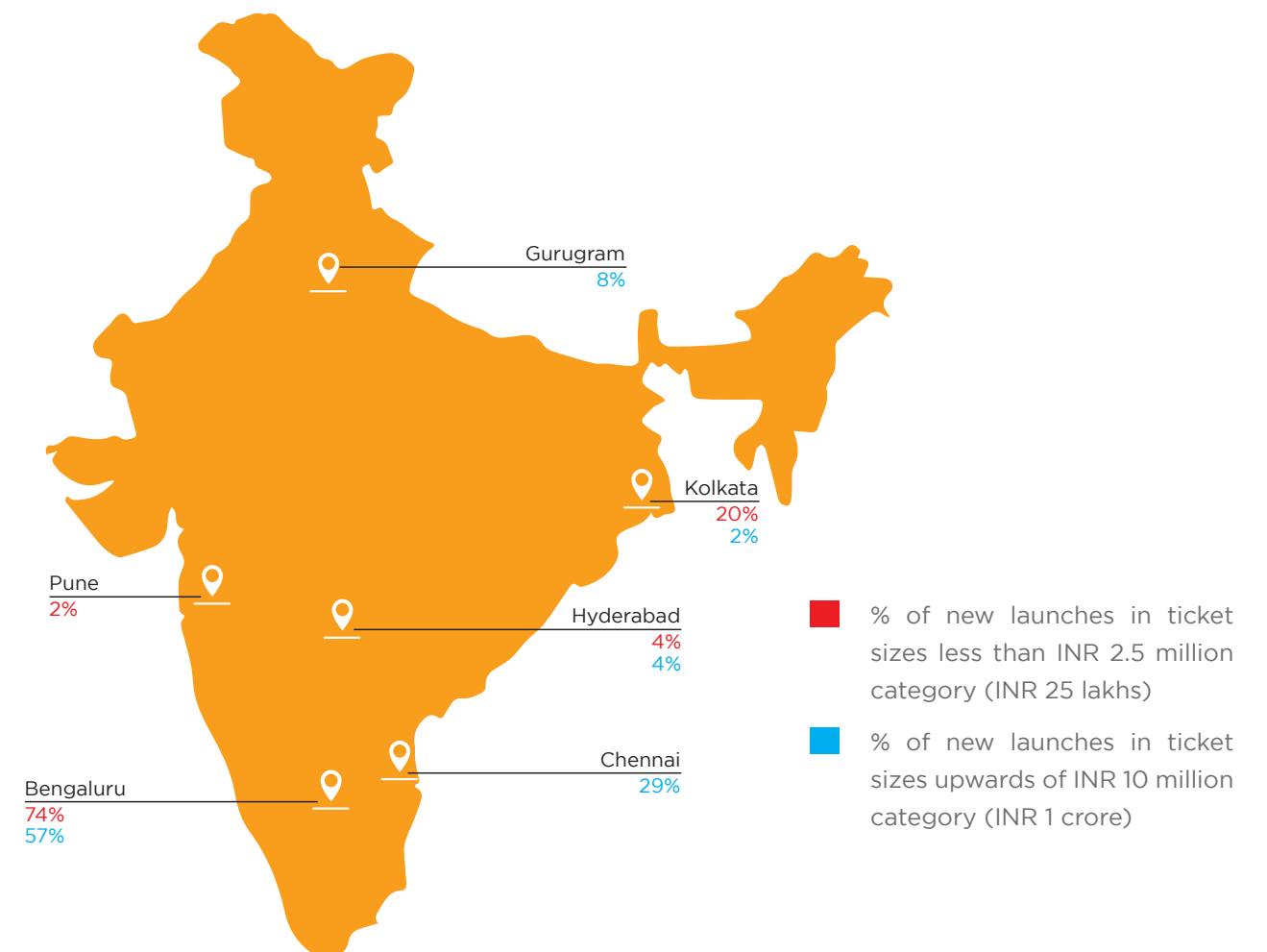
Source: Real Estate Market Outlook, CBRE Research 2019

For India to move from about a USD 2.5 trillion economy to a USD 5 trillion economy by 2025, India needs to increase its growth in infrastructure. It is estimated that India needs about a USD 4.5 trillion investment in infrastructure by 2040, assuming India grows annually at a rate of about 5.5%.

Of the eight cities under coverage for "consumer price inflation above real estate price growth", Hyderabad and Bengaluru grew by 47% and 37% respectively.

As quality supply and credible developers established their foothold in the market, steady sales volume has been instrumental in reduction of unsold inventory successively over the past 1.5 years and the same trend continues in H1 2019 too. In H1 2019, the unsold inventory at a city level scaled down by 14% year-on-year (YoY) and stands at 85,387 units.

H1 2019 saw the number of units launched grow by a significant 21% YoY to 0.11 mn units while sales grew by a steady 4% YoY to 0.13 mn units.

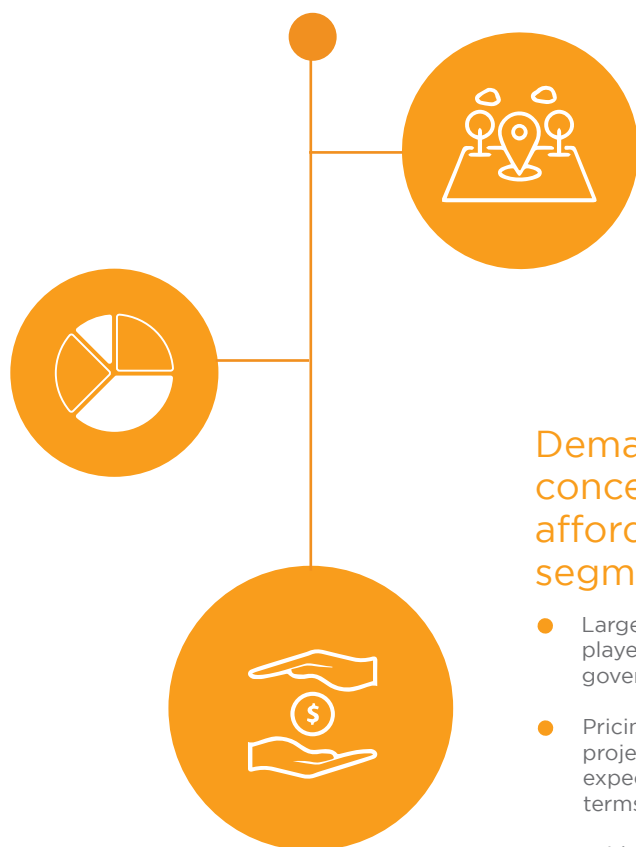


TRENDS to look out for in 2019

Share of larger players to increase:

- Reforms such as RERA have resulted in accelerated consolidation, leading to the share of large players to be 56%.

Source:
Anarock Research, CNBC



Increasing investment in land:

- This is especially concentrated in cities like Bengaluru, Mumbai and Chennai.

Demand will remain concentrated in the affordable and the mid segments:

- Large scale developers and credible players to enter this segment owing to government incentives.
- Pricing will be one of the key factors for projects to be successful. Developers are expected to be flexible with payment terms by offering several schemes.
- With the launch of REIT in March, funding avenues for cash strapped developers have opened up. REIT will be a game changer, bringing in professional management, data transparency and international standards to income-yielding commercial assets.

Embassy's Office Parks, India's first Real Estate Investment Trust opened IPO books on March 18, 2019 from a price band of ₹299 - ₹300, issuing units aggregating upto ₹47,500 million.

Embassy's REIT has risen by 21% since its launch.

Alternate assets such as **co-living**, **student** and **senior housing** will **continue to garner greater interest** from end-users as well as developers.

Co-Living

The success of co-working coupled with a need to cater to the growing millennial demographic has seen real estate players warm up to the co-living model to monetize their unsold inventory. It works as a great option that takes care of housing needs of working millennials and also offers greater financial returns to the developers.

Senior Living

In 2011, India had about 104 million seniors above the age of 60 years and it is expected that this figure will grow to 173 million by 2026.

With more than 10,800 units in demand in Bengaluru alone, real estate developers have taken cognizance of this emerging segment as an avenue to diversify their portfolio of their product offerings.

Co-Living & Senior Living

Embassy plans to enter the co-living market, starting with 20,000 beds. This project will be scaled to 1 Lakh owned and operated beds in the next 5 years.

Technological intervention and advance construction technologies

Adopting the latest technology has excellent implications on cost, timelines and quality for real estate. Technology has also made an impact on home automation and security.

Improved construction techniques like prefabricated construction, building information modelling (BIM), jump formwork and aluminium formwork, part of the Mivan technology helps to keep the costs and timeliness in tandem.

Embassy Edge @Embassy Springs

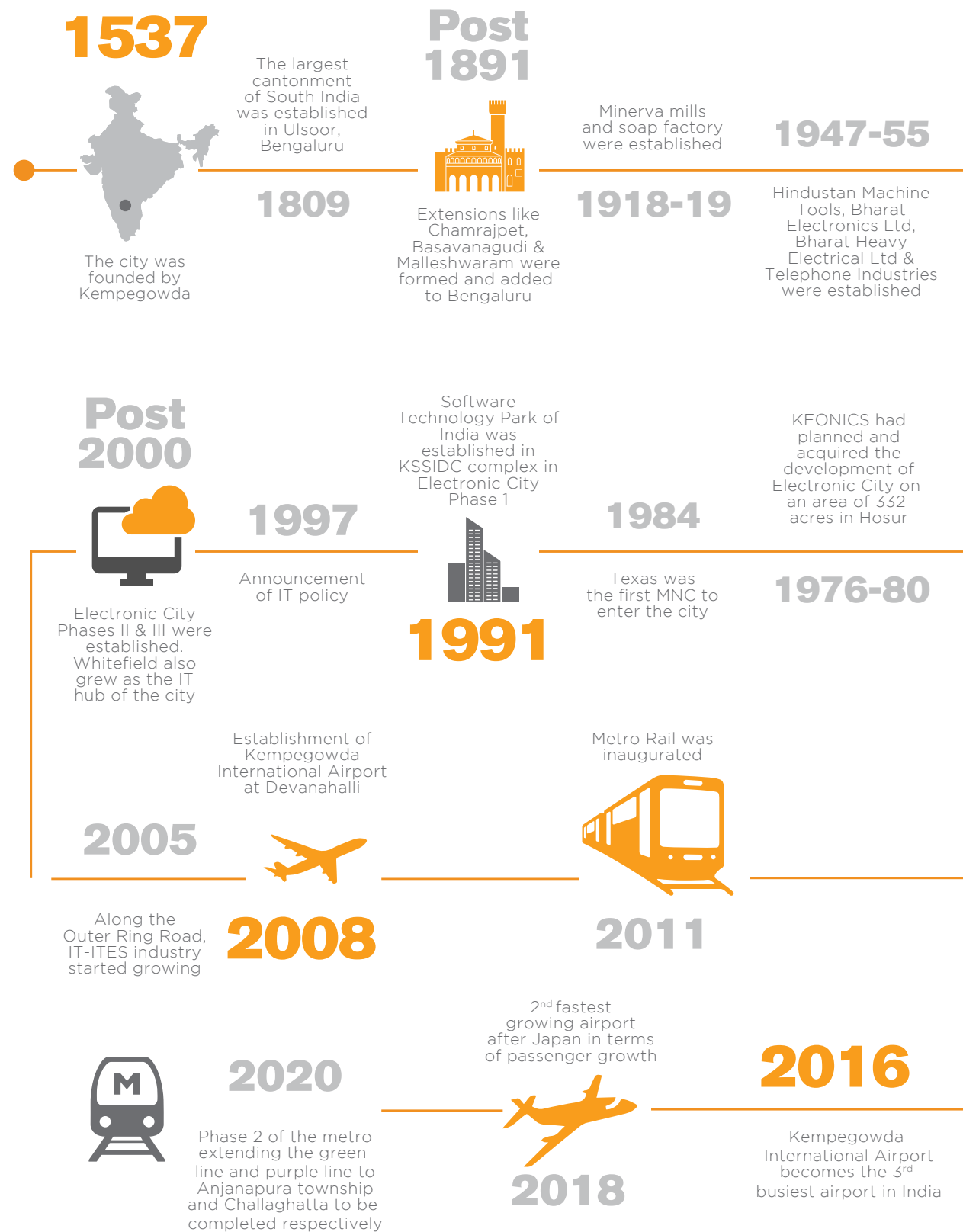
- Offers India's first Alexa-enabled smart homes
- Gives residents control of their home with voice
- Makes choosing and buying homes easy with a real time online booking portal

Sustainable Development

Sustainable development is a legacy that humankind must leave behind for generations to come. India ranks second in sustainable real estate considering it is still in its nascent stages. Recent data by IGBC shows not more than **4,300 projects** utilize green technology, that is **5%** of total buildings in the country.

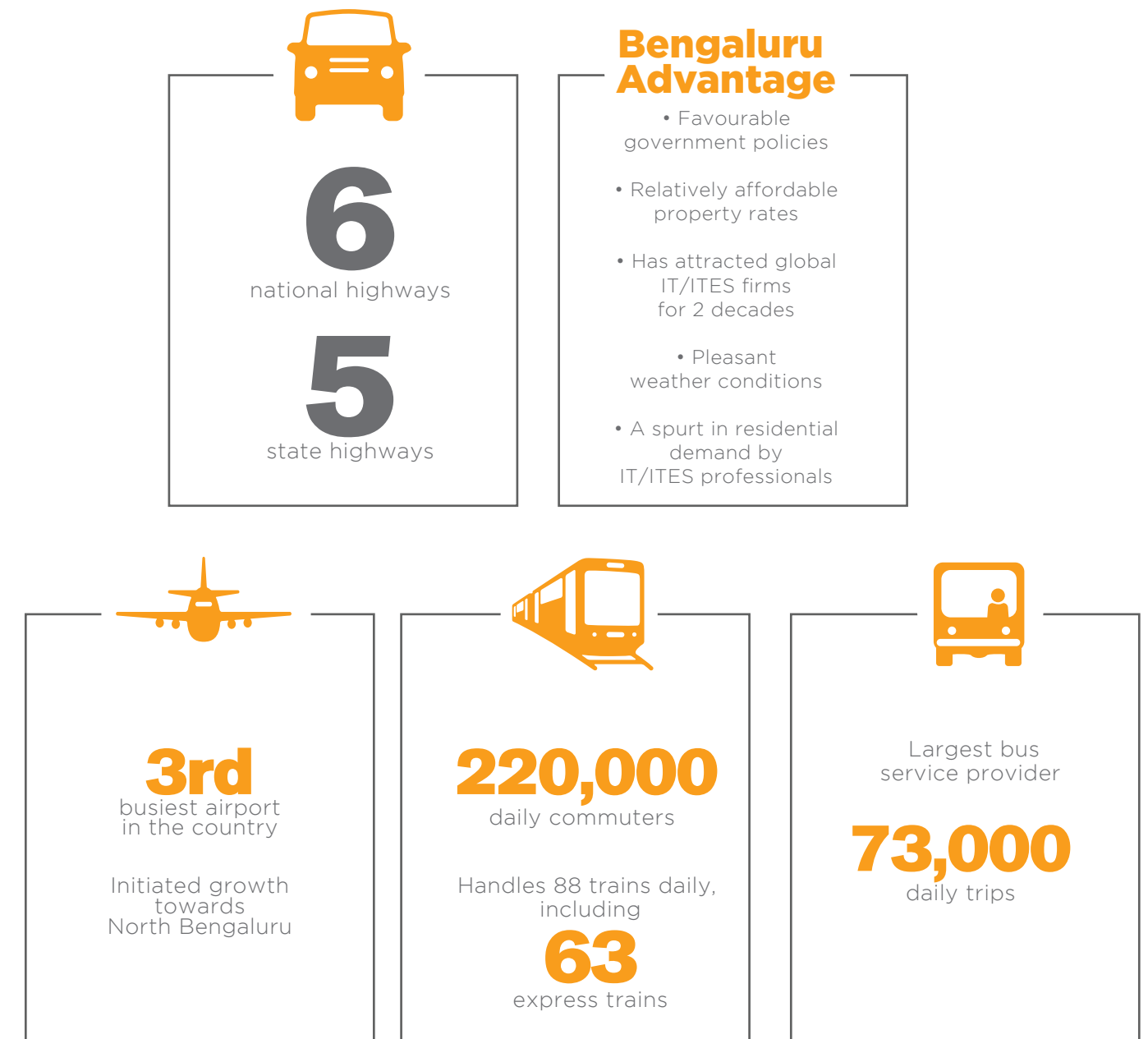
Embassy's Residential and Commercial developments are IGBC Gold or Platinum certified projects

About BENGALURU



Source: Anarock Research 2018

CONNECTIVITY & NETWORK



Source: Anarock Research 2018

In H1 2019, a total of 20,894 new residential units were launched in Bengaluru registering a 34% upsurge over the year-ago period.

Increased peripheral development saw an increase in activity. Infrastructure projects such as Peripheral Ring Road, Red Line of Namma Metro and elevated corridors will lead to increased connectivity to North Bengaluru from Central Business District. The rental arbitrage of up to **22%** versus the city average will likely raise demand.

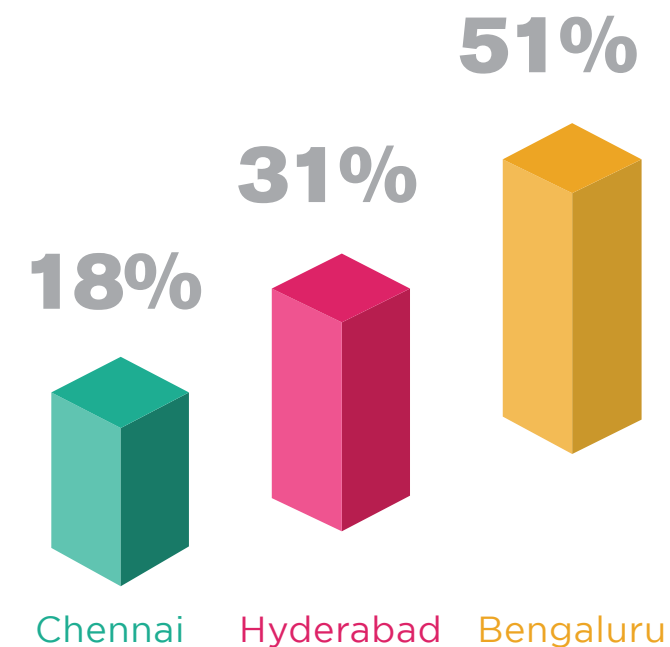
A Key Investment Destination



- Known as one of the key investment destinations in the country. Karnataka's Ease of Doing Business **ranking was eighth across India** in 2017, ahead of Maharashtra and Tamil Nadu.
- On the Social Progress Index 2017, Karnataka **ranked second** after Delhi.
- While Karnataka is the leading state in the machine tools industry, Bengaluru alone produced **60% of machine tools** (in terms of value) in the country in 2018.
- Bengaluru was **ranked first** on the 'Best place to live and work' list by Mercer in 2018.
- In 2017-18, the total real estate investment in Bengaluru was almost **\$800 million**. This investment more than doubled in 2018-19. Commercial assets were a prominent choice for investors.
- Bengaluru **ranked second** on the Global Start-up Ecosystem Growth Index by 'Compass Infrastructure' in 2018.

Commercial Uprise

City Wise Rise In Supply Distribution Of Office Space 2018

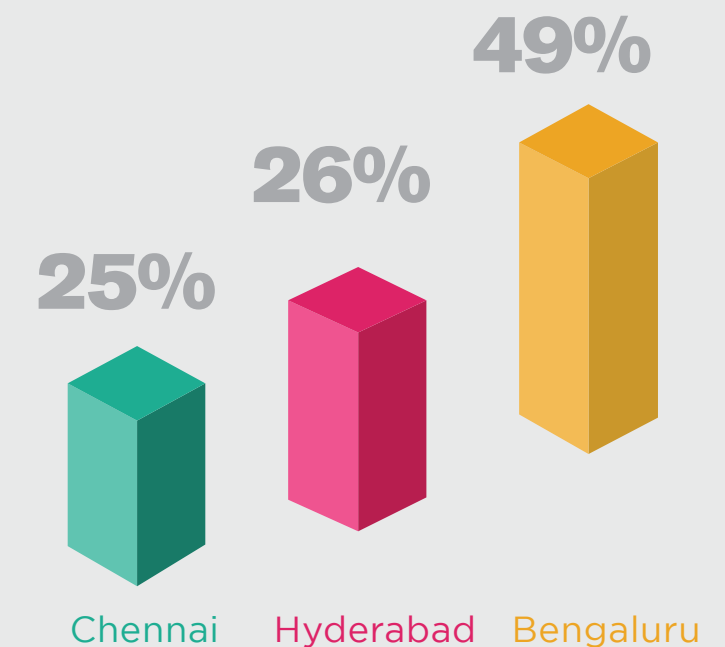


Source: Vestion Research

- Bengaluru, Chennai and Hyderabad are hotbeds of real estate activity. Their growth is primarily led by the IT/ITES sector and predominant end-user demand owing to relatively conservative price appreciation.
- Out of the 13.83 million sq.ft. of office space transacted during the year 2018, **Bengaluru accounted for the highest absorption of 58% share amongst the three cities**. The growing economy and a robust start-up ecosystem is also creating a lot of demand for flexible working spaces in Bengaluru, making it the cynosure of co-working operators. The co-working sector accounted for 20% share of Bengaluru's overall leasing or 1.69 mn sq.ft. in H1 2019.

Residential Uprise

City Wise New Launches Share 2018



Source: Vestion Research

- The year 2018 witnessed the new launch of approximately 58,402 residential units across Bengaluru, Chennai and Hyderabad. **Bengaluru led the way with 28,676 units. It accounted for a 49% share of the total new launches.**

With 3 decades of expertise and 53 million sq.ft. of developments so far, Embassy has its portfolio spread across commercial, residential and more.

North Bengaluru Location Map

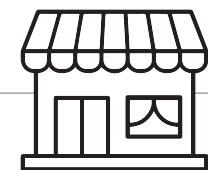


Aerotropolis city

Bangalore International Airport is gaining importance as India's first Aerotropolis in the country, with infrastructure initiatives by the Government and 1.5 million jobs being created in this micro-market. With this initiative, North Bangalore is stated to become one of the hottest investment destinations in the country and is at the cusp of exponential growth.



Substantial Growth
in leasing of office
space and new
office stock



Constant rise
of primary
residential
market



28%
overall
launches
in 2019



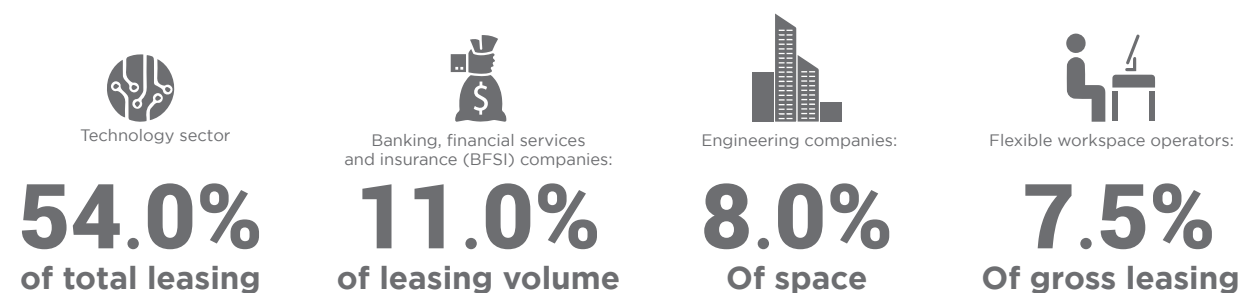
26%
overall
residential sales
volume in 2019

Going NORTH

Residential real estate development in North Bengaluru has gained significant momentum over the past few years. North Bengaluru has the potential to develop into a self-sustained satellite township similar to Navi Mumbai, Gurugram and Noida. Availability of large land parcels at affordable prices, infrastructure development and a proposed metro project has boosted the growth prospects in the region.

Moreover, it enjoys excellent connectivity to other prominent areas of the city via NH44 and the signal free corridor from Hebbal to the Airport. 16,000 units were launched in 2018 higher than the last three years (2015-2017) combined. 3000+ projects are underway for 2019. **North Bengaluru is ready to witness over 140% increase in office stock by 2021. This rise in office stock is fueling the residential demand, as well as enhancing social infrastructure.**

Distribution of leasing across sectors in North Bengaluru



RESIDENTIAL CAPITAL VALUES AS OF Q1 2019

SUBMARKET	Average Quoted	QoQ Change (%) Rate (INR/sf)	YoY Change (%)
High End Segment			
Central	18,000 - 30,000	0%	0%
South	7,000 - 11,800	7%	7%
East	7,500 - 11,000	12%	12%
North	8,000 - 12,000	11%	11%
Mid Segment			
Central	9,500 - 13,000	0%	0%
East	4,500 - 6,500	10%	10%
South East	4,500 - 6,500	0%	0%
North	5,000 - 7,000	14%	14%
South	8,000 - 11,500	9%	9%
Off Central I	7,500 - 9,500	15%	15%
Off Central II	6,500 - 7,500	13%	13%
North West	3,750 - 4,500	10%	10%
Far South	3,750 - 4,500	0%	0%
West	4,000 - 5,000	0%	0%

RESIDENTIAL RENTAL VALUES AS OF Q1 2019

SUBMARKET	Average Quoted	QoQ Change (%) Rate (INR/sf)	YoY Change (%)
High End Segment			
Central	150,000 - 350,000	6%	6%
South	60,000 - 120,000	0%	0%
East	70,000 - 250,000	0%	0%
North	60,000 - 180,000	14%	14%
Mid Segment			
Central	70,000 - 100,000	0%	0%
South East	25,000 - 45,000	0%	0%
North West	25,000 - 35,000	0%	0%
West	20,000 - 30,000	0%	0%
East	25,000 - 30,000	0%	0%

Source: Bengaluru Residential Marketbeats

Embassy has set rental yield benchmarks in North Bengaluru as much as ₹100 per sq.ft. per month

The above values suggest that North Bengaluru has seen high capital value appreciation of 10% to 15% and rental appreciation of 14%, while the rest of the city has remained constant. Since development is still in its nascent stages, thus, prices are not steep yet. Going forward, we expect it to trend higher due to higher demand.

Driving growth of NORTH BENGALURU

Large scale commercial development is expected to create **millions of jobs**, upcoming metro corridor and affordable ticket sizes has laid the path for residential growth in North Bengaluru. Bangalore International Airport is the 2nd fastest growing airport in terms of passengers after the Japanese airport, Haneda.



BENGALURU AEROSPACE PARK

This park will be developed on an area of 1000 acres. Aerospace giant Boeing, committed to offering the most efficient commercial airplanes to airlines, has already initiated their movement. Apart from this, 250 acres has been earmarked for SEZ.



BIAL IT INVESTMENT REGION (ITIR)

One of the largest infrastructure projects in Karnataka's history. International companies such as Shell, Wisturn and SLK have initiated operations. This region is expected to provide employment to 4 million people.



DEVANAHALLI BUSINESS PARK

This project is expected to attract and investment of \$2.2 billion over the next 5-7 years.



MEDICAL TOURISM HUB

KSTDC to develop private hospitals, diagnostic centers and ayurvedic resorts on 300 acres of land.



BENGALURU TURF CLUB

With an investment of ₹350 crores, the BTC will shift to Chikkajala in Devanahalli.



NANO PARK

A ₹100 crores Nano Park with an institute for Nano Science and an incubation centre.

LUXURY

for Indians

India is home to around

2.36 lakh millionaires,

making it the 4th largest millionaire population in the world. Amongst all cities, **Bengaluru is expected to lead the growth by 40% of Ultra High Net Worth Individuals.** This will make Bengaluru one of the top

5 future cities

in the world. This rise sees an increasing demand for elite homes and developers unleashing new affordable luxury opportunities. The buyers in this segment are professionally active and prefer locations which offer quick connectivity to their places of work.

Source: Knight Frank Wealth Report 2019

India's first Four Seasons Hotel & Private Residences at Embassy ONE

Embassy has set benchmarks in luxury projects with differentiated products like Ultra-Luxury Sky Condominiums, Luxury Villaments in CBD and an Uber Luxury Villa Community in North Bengaluru

A BRANDED opportunity

The implementation of GST, Insolvency, Bankruptcy Code and the impact of the NBFC funding crunch will affect small and mid-sized developers.

Housing by branded and established players in the market has risen significantly in the last 4 years. It has increased from a 41% share in 2015 to **56%** share in 2018.

A real estate developer's brand name weighs considerable clout in metros as well as Tier 2 and Tier 3 cities.

According to the Track2Realty survey, 2018-19 (A 20-city consumer survey), Embassy Group is

- Overall Brand Performer of the Year
- 2nd Best Brand in South India
- Brand Performer of the Year in Super Luxury Segment
- Brand Leader for Office Spaces for the 3rd time
- Brand Leader in the Hospitality Segment for the 2nd consecutive time

Actual image of Embassy Edge mock-up apartment

THE GOOD LIFE

by Embassy



Adding VALUE to homes

Today, real estate developers are going the extra mile to give their customers more for their investment, with services as well as product features which includes home automation, concierge, video doorbell and more. To take this further by understanding the current needs of the home buyers and investors, Embassy has dedicated verticals catering to customers requirement of managing their investment, be it rental or resale.

Embassy Services Pvt Ltd provides comprehensive Integrated Facility Management services to commercial, residential and industrial clients, with a portfolio of 55 million sq.ft across 12 cities in India

Embassy Maximise is a dedicated program to manage residential assets of buyers and investors. It ensures highest appreciation on capital & rental yields

Embassy Interiors helps you design, create, collect and furnish interiors to provide harmony and positivity with craftsmanship as well as methods of times past

Keeping our promise of "Future First" vision, Embassy has set the benchmarks and many "firsts" in the industry :

- Embassy ONE - India's first Four Seasons Private Residences
- Embassy Springs - Bengaluru's biggest and best planned city
- Embassy Edge @Embassy Springs - India's first Alexa-enabled homes with end-to-end online buying portal
- India's first REIT (Real Estate Investment Trust)
- Embassy is a market leader with excellent products that have a proven track record of yielding the highest capital appreciation, up to 75%, in a given micro market



READY TO OCCUPY PROJECTS



Ready to occupy, luxury lake-front green homes off the Outer Ring Road, Bengaluru

www.embassypristine.com



Ready to occupy, luxury residences in the CBD, Bengaluru



Ready to occupy, an integrated township on OMR, Chennai

www.embassyresidency.com



Ready to occupy, uber-luxury villas en-route to the Bengaluru International Airport

www.embassyboulevard.com



ONGOING PROJECTS



288 acre city in the investment hotbed of North Bengaluru

www.embassysprings.com



1-3 BHK smart, functional, modern apartments in Embassy Springs Devanahalli, North Bengaluru

www.embassyedge.com



Home to the Four Seasons Hotel and Private Residences, at Bellary Road

www.embassyoneresidences.com



Exclusive luxury villaments overlooking the KGA Golf Greens, Bengaluru

www.embassygrove.com



Super-luxury condominiums at Hebbal, Bengaluru

www.embassylaketerraces.com

AWARDS

THE LUXE COLLECTION

EMBASSY LAKE TERRACES

- CNBC awaaz real estate awards - 'Best residential project in the ultra-luxury segment, Bengaluru - 2016-17'
- American Concrete Institute Award - 'Excellence in Concrete Construction - 2017'
- CMO Asia National Awards for Excellence in Real Estate and Infrastructure - 'Innovative Real Estate Marketing Campaign of the Year - 2017'
- ET Now Real Estate Awards - 'Awards for Design Excellence in Real Estate - 2018'

EMBASSY ONE

- CMO Asia National Awards for Excellence in Real Estate and Infrastructure - 'Luxury Project of the Year - 2017'
- Golden Brick Awards - 'Mixed-use Architecture - 2018'

EMBASSY BOULEVARD

- Times Business Awards - 'Ultra-Luxury Villa Project of the Year - 2018'
- Golden Brick Awards 2018 - 'Luxury Villa Project of the Year - 2018'
- ET Now Real Estate Awards - 'Best Luxury Project - 2018'

EMBASSY GROVE

- CMO Asia National Awards for Excellence in Real Estate and Infrastructure for 'Green Building Project of the Year - 2017'
- Asia Pacific International Property Awards - 'Residential Development of the Year, India - 2017-18'

THE PREMIUM COLLECTION

EMBASSY PRISTINE

- CMO Asia National Awards for Excellence in Real Estate and Infrastructure - 'Environment Friendly Project of the Year - 2017'
- CNBC Awaaz Real Estate Awards for 'Best Residential Project - Luxury, South - 2017-18'
- CNBC Awaaz Real Estate Awards for 'Best Residential Project - Luxury, National - 2017-18'

EMBASSY EDGE

- Times Business Awards 2018 - 'Most Innovative Concept of the Year - 2018'
- IBE The Best Real Estate Brand Awards, India - 'Best Innovative smart homes - 2018'
- ET Now Real Estate Awards - 'The Smart Real Estate Project of the Year - 2018'
- Times Business Awards 2019 - 'Most Admired Upcoming Project - 2019'

INTEGRATED TOWNSHIP

EMBASSY SPRINGS

- Times Business Awards 2018 - 'Best Upcoming Integrated Township - 2018'
- Golden Brick Awards - 'I AM Embassy Springs as Best Marketing Campaign of the Year - 2018'
- Golden Brick Awards - 'Best Township more than 200 acres - 2018'
- IBE The Best Real Estate Brand Awards, India - 'Best Mixed Used Development Project - 2018'
- ET Now Real Estate Awards - 'Township of the Year - 2018'

EMBASSY RESIDENCY

- IBE The Best Real Estate Brand Awards, India - 'Premium Apartment Project of the Year, South India - 2019'

EMBASSY RESIDENTIAL - GENERIC

- CMO Asia National Awards for Excellence in Real Estate and Infrastructure - 'Developer of the Year - Residential- 2017'
- CMO Asia National Awards for Excellence in Real Estate and Infrastructure - Developer of the Year - Luxury - 2017'
- WCRC Awards - Brand of the Year - Luxury & Lifestyle - 2018'
- CWAB Awards - 'Brand of the Year - 2018'



PORTFOLIO

The Brand. The Journey.



EMBASSY COMMERCIAL



EMBASSY RESIDENTIAL



EMBASSY INDUSTRIAL
AND WAREHOUSING



EMBASSY HOSPITALITY



EMBASSY RETAIL



EMBASSY SERVICES



EMBASSY EDUCATION



EMBASSY EQUESTRIAN
CENTRE



COMMUNITY
OUTREACH

wework
COWORKING &
OFFICE SPACE

About EMBASSY

At the Embassy Group, we believe the good life isn't a destination, it's a journey. This quest has led us through roads less travelled, uncharted mindscapes and places beyond the common to bring luxury lifestyles that transcend cliches.

Embassy Group is one of India's leading property developers, with a presence spanning over 3 decades and a track record of over 53 million sq. ft. across commercial, residential, industrial and warehousing, retail, hospitality, services and education.

In the residential domain, Embassy Group has completed over 12 million sq. ft. with over 17 million sq. ft. under development. The promise of the 'Good Life' is what we offer our customers in the residential space, in the best of locations, uber-luxury lifestyles and international amenities. The brand equity that we enjoy as pioneers of premium residences make our ongoing and proposed residential projects the most sought-after addresses.

In line with market trends, our development focus encompasses branded residences, uber-luxury villas, exclusive villaments, sky condominiums, integrated developments & smartly designed contemporary homes. As part of our ongoing endeavour to create sustainable developments, our residential projects are designed in accordance with IGBC Green Homes Gold or Platinum ratings.

The expansion of our residential portfolio, specifically across South India, will diversify our portfolio and make us the most sought after residential developers in India.





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