

THE INFORMED INVESTOR

Issue -1

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The Resurgent INDIA STORY

India's GDP growth surged to 8.7% for 2021-22 despite the pandemic. This reflects robust demand recovery across sectors. Residential real estate has staged a dramatic rebound to pre-pandemic levels across the top seven property markets in India. The significant rise in home ownership aspirations supported by historic low-interest rates, liquidity infusion, government incentives and landmark reforms such as RERA and GST have set the stage for strong growth in 2022.

71%

Rise in home sales
in the top 7 cities

3-5%

Increase in property prices
in the top 7 cities

6.5%

Lowest interest rates
in decades

85%

Rise in new
project launches

Bengaluru HOME OF UNICORNS

Bengaluru tops the global list of leading technology innovation hubs and is home to the highest number of start-ups and unicorns. As a progressive, cosmopolitan place, Bengaluru remains an unparalleled investment magnet and work-live-play destination. Termed the 'City of the future', Bengaluru holds tremendous potential for investment gains in the mid to long-term.

Proximity to commercial hubs, connectivity and infrastructure developments across the city such as Peripheral Ring Road (PRR), Satellite Town Ring Road (STRR), Bengaluru - Mysore Industrial Corridor is propelling growth of micro-markets across Bengaluru. Some key growth statistics are encapsulated below:

64.5%

Highest YoY increase
in home sales

2nd

largest residential
market

7%

Highest price rise
among top 7 cities

27

Highest number
of Unicorns



North BENGALURU RISING

North Bengaluru has gained significant growth momentum on the wings of the Bengaluru International Airport - India's first Aerotropolis. Major government initiatives, excellent connectivity and the development of large IT/SEZ parks are fuelling job-creation and demand for housing. As a global investment hotbed, North Bengaluru is on the cusp of an exponential rise.

KEY GROWTH FACTORS



2nd

Fastest growing
Airport in the
world



**1st
Aerotropolis
in India**

With \$22 Bn BIAL
investment region



1.5 million+

Jobs expected
to be created



Connectivity

Proposed Metro link
Phase 2B and
the Peripheral
Ring Road (PRR)

North Bengaluru GROWTH DRIVERS



KIA expansion plan

₹13,000 crore expansion plan

The first in the country to operate independent parallel runways

Phase 1 of the Terminal 2 spanning 2.54 lakh sq m to be commissioned by end of the year



KIADB - Bengaluru Aerospace SEZ

The 984-acre Bengaluru Aerospace Park includes a 250-acre special economic zone (SEZ)

Top companies such as Boeing, etc., are in the process of setting-up operations

Proposed Aerospace university and a Technology Innovation hub



Devanahalli Business Park

Adjacent to BIAL spanning 413.65 acres

70-acre project + Land already acquired by CDC, Taiwan

Expected to attract an investment of \$2.2 billion over the next 5-7 years



Bengaluru International Convention Centre (BICC)

Planned on a 35-acre plot adjacent to the KIAL with a ₹2000 crore investment

State-of-the-art convention hall, exhibition hall, premium hotels and service apartments

Embassy Group has formed a JV with Phase 1 Experiences to develop a world-class arena with an investment of ₹100 crore

North Bengaluru GROWTH DRIVERS



Metro 2A & 2B

Direct line of 58 Km from
Central Silk Board - KIA Metro
line under Phase 2A and 2B



Medical Tourism Hub

KSTDC to develop a medical hub
on 300 acres of land with private
hospitals, diagnostic centers,
Ayurvedic resorts

Investment commitments
by Narayana Hrudayalaya Ltd,
Apollo Hospitals,
Saukya Ayurvaidya, etc.



Nano Park

India's first Nano Park
on a 15-acre plot with
Nano incubation Centre



Revised Master Plan - 2031

North Bengaluru to be part of
expansion corridors in the fresh
masterplan for the city

Trends defining THE FUTURE

The new normal has compelled us to rethink how we live, work and interact. Technology interventions and innovation are helping create living spaces that are sensitive, sustainable and future-ready, with positive implications for energy conservation, privacy, security and beyond.



Location

The preference for gated, self-sustained developments is on the rise owing to work-from-home and hybrid work policies

•
Access to health care and green spaces have acquired priority



Residence type

Larger 2.5 BHK and 3.5 BHK configurations in self-sustained gated communities and serviced residences are preferred

•
Focus on aspects such as density, planning, privacy, air quality, etc., are emphasized



Sustainability

Environment-friendly alternatives across assets are trending up in terms of consumer preference

•
Self-sustained, resource and energy efficient communities are sought after in residential realty

Innovation-driven HOUSING



Reimagining lifestyles

Buying decisions are influenced by innovative offerings. Spas, barbeque spaces, skating rinks, sky decks, etc. are emblematic of the aspirational lifestyle.



Smart home systems

Smart home security systems and touchless tech allows you to monitor, control and manage your home from anywhere in the world. Mesh Wi-Fi allows access to high-speed property-wide internet connectivity, optimizing smart home functionality.



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. Embassy has partnered with the Seattle based Columbia Pacific Group to develop world-class senior living communities. The first project is set for launch at Embassy Springs, a 288-acre self-sustained community in North Bengaluru.



Actual shot

The Good Life BY EMBASSY

Embassy's vision, since its inception, has been to 'enrich lives' and meet the aspirations of customers for quality and well-designed homes. This legacy of leadership spans over 3 decades and a track record of over 64 million sq. ft. In the residential domain, Embassy has completed over 15 million sq ft with 14 million sq ft under development.

Embassy's award-winning residential portfolio sets the standard in luxury, sustainability and ROI. Design features considered essential today are already in place across Embassy properties made possible by a 'Future First' vision



THE LUXE COLLECTION BY EMBASSY.



Actual shot of Four Seasons Private Residences Bengaluru at Embassy ONE

Iconic Branded Residences,
Mekhri Circle, North Bengaluru

www.embassyoneresidences.com

RERA Reg No.:

EX/PRM/KA/RERA/1251/309/PR/191130/000619

South Tower-OC Received. North Tower-Nearing Completion



FOUR SEASONS
PRIVATE RESIDENCES
BENGALURU AT EMBASSY ONE
AN EMBASSY GROUP DEVELOPMENT



Actual shot of Embassy Boulevard

Uber Luxury Villas,
North Bengaluru

www.embassyboulevard.com



OC Received. Active Community



Actual shot of Embassy Lake Terraces

Ultra Luxury Lake-View Condominiums,
Hebbal, North Bengaluru

www.embassylaketerraces.com

RERA Reg No.:

EX/PRM/KA/RERA/1251/309/PR/191130/000602



OC Received
Ready-to-move-in



Actual shot of Embassy Grove

Ultra Spacious Villaments
Overlooking KGA,
Central Bengaluru

www.embassygrove.com

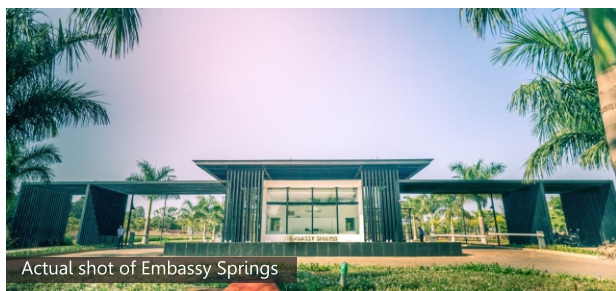
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EX/PRM/KA/RERA/1251/446/PR/191130/000614



OC Received
Ready-to-move-in

INTEGRATED TOWNSHIPS



Actual shot of Embassy Springs

Bengaluru's biggest and best
planned city, North Bengaluru

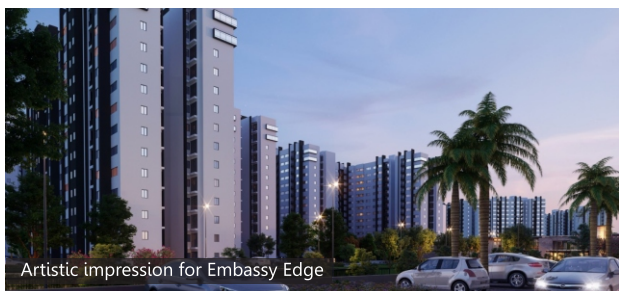
www.embassysprings.com

RERA Reg No.:

EX/PRM/KA/RERA/1250/303/PR/191206/000633



PREMIUM RESIDENCES



Artistic impression for Embassy Edge

India's first Alexa enabled
smart homes, North Bengaluru

www.embassysprings.com

RERA Reg No.:

PRM/KA/RERA/1250/303/PR/180526/001825



Corporate Office:

Pebble Beach, Embassy GolfLinks Business Park,
Off Intermediate Ring Road, Bengaluru - 560 071. India.