

Real Stories of Real-Estate

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Foreword

Real Estate is India's one of the most significant sectors contributing to the country's economy. The real estate business in India is ever-evolving and these days, it is undergoing a rapid technological transformation. Top-notch technologies are being introduced and implemented throughout the industry which makes the real estate business flourish. Though the business got hammered by the pandemic, it has begun to recover due to the high flow of investment.

Ranchi's real estate market is not the exception from this trend. Being the capital state of Jharkhand, Ranchi experiences multiple new developments and urbanization that have eventually made the market favourable. From commercial to residential space, land to warehouse, there's an upsurge in property value.

The future of real estate market in the Eastern India is truly propitious. Various aspects like pricing, demographic shifts, buyer's behavior, and the overall cost of raw materials highly influence the touch points of real estate industry. Maurya Homes, being the leader in Ranchi's realty market, is experiencing tremendous business growth in this market condition which leads the group to success.



REALTY REPORT

After two tumultuous years of the COVID-19 pandemic, the real estate sector of Ranchi has come back to a strong position. As it's one of the most significant cities in Eastern India, it attracts the attention of investors and potential buyers. The investment activity is expected to reach upscale in 2022 with realtors, developers, and investors likely to prefer the most opportunistic route. In addition to this, an alternative investment is supposed to go forward that will make a positive impact.

Our country is known to be the fastest-growing economy where the real estate sector is in the second position in terms of employment generation. Also, it's the third largest sector from the perspective of FDI flow. A report says the real estate market will likely to touch Rs. 65,000 crore by the years 2024 and 2025 which will contribute to rapid economic growth.

The real estate sector is continuously evolving with the introduction of the latest technology and innovative solutions. All these enrich the segments of real estate e.g residential, retail, and commercial projects. Though the COVID-19 pandemic has changed the dynamics of the lifestyle of people,



normalization helps to stream back into life. Moreover, the rising demand for properties in the post-pandemic era uplifts the overall real estate market.

GREEN OFFERINGS

In these days, while buying residential property, a buyer pays attention to the open space and green areas surrounding a project. Greenery means fresh air to breathe and a tranquil aura to soothe the soul. In a gated community, landscapes add an aesthetic appeal and at the same time, it enhances the value of a property. For a commercial project also, a

beautiful landscape defines the exterior look while making it stand out from others. Hence, landscape plays a significant role in each project of Maurya Homes. Greenery and open space act as one of the most alluring features that determines the value and demand of a property. Moreover, a lush green surrounding enhances the lifestyle of residents. The

communities nestled in verdant green surrounding can experience a blissful dwelling. According to medical science, living close to nature reduces stress, and infuses peace and happiness in mind. We, Maurya Homes, focus on the green offerings to make our projects exclusive and extraordinarily opulent.



STEP INTO SUSTAINABILITY

The discipline of sustainable construction necessitates developing buildings with sustainable materials that are environment friendly. Such constructions should use recyclable materials on buildings so that there is a decrease in energy consumption and production of toxic wastes.

Construction materials like windows, wall panels, stairs and others can be processed in a controlled environment. These prefabricated materials can also be easily transported and are cost-effective.

If the use of paper blueprint drawings can be dejected and instead management software is used then a lot of trees can be saved, even material waste and time can be saved.

Dispensing the waste that has been generated in the construction site should also be taken extra care of. Those that can be recycled should be done with extra caution. Things from the construction project that can be reused can be done the same.

Maintaining energy efficient construction tools and also cranes can be used to avoid wasting fuels.

These little steps towards a sustainable future will eventually form a big role in saving the environment since construction waste is considered to be the primary contributor to pollution.

Maurya Homes is working actively to build sustainable homes for a better future in the heart of Ranchi.



TECH TALKS

With Property and Technology coming together in the world of real estate, the city of Ranchi has witnessed an immense growth. Since the invention and use of AI and chatbots, tasks have fall into a pattern that has made the core operations of the realtors rather easier. Image recognition is another development that has made it easy to identify the pixel pattern in a photo that can in return provide detailed information about the same.

Augmented Reality is an interactive technology used to give real life experience to the customers that has led to an increase in ROI and audience engagement. With the introduction of Augmented Reality, real estate sector in Ranchi has flourished like never before.

Not only these, but also the usage of Drones in the construction site has brought a better result by providing unambiguous data. With Drones in action, there is literally no chance of human error. Integration of Laser Scanning Technology is another revolutionary step taken

by developers to obtain accuracy in the construction sites which is likely to be error-free and time-saving. User friendly Construction Software is also used to ensure multiple benefits. This software can be accessed by the staff can be used to find the budget of the project and streamline tasks. Thus, incorporating technology along with the age-old techniques has benefited the construction industry of Eastern India.



GLORIES NEVER FADE AWAY

Maurya Homes has been in the real estate industry for more than three decades. In these years of long journey, we have achieved several milestones that add a value to our brand. The honours and accolades are a great inspiration for us and an emblem of our hardwork, dedication, and continuous effort.

Recently we have been awarded by PRSI at their annual brand event - BrandEdge 2022. Here, we have bagged awards for the Best Corporate / Brand Identity, Best Digital Marketing Campaign, Best Social Media Campaign, Best Corporate Website, and Best Traditional Outdoor.

All these are glorious achievements that lead us towards the peak of success.



REAL-TIME UPDATES

It's the age of digitalization where there are unlimited opportunities to reduce the impact of environment on construction industry. Considering the fact that every year, construction industry generates approx 38% of global CO₂ emission, the government has become more concerned about energy-efficiency.



These days, every credible construction company must uphold its pollution management measures. Sustainable working practices can ensure that there is no discrepancy regarding the pollution control strategies.

Being a leading real-estate developer, we follow different ways to lessen the pollution level which leads to a better tomorrow. Using greener resources and local building materials is one such step towards sustainable development. Effective site controls and regulations also facilitate to reduce carbon emission as it restricts unnecessary use of machinery and vehicles for construction purposes.

The dynamic transformation to the economic landscape makes the real estate developers adapt and enhance the modifications of existing edifices. Re-purposing building remarkably reduces the air and environmental pollution as there would be no large-scale construction process or clearance of land.

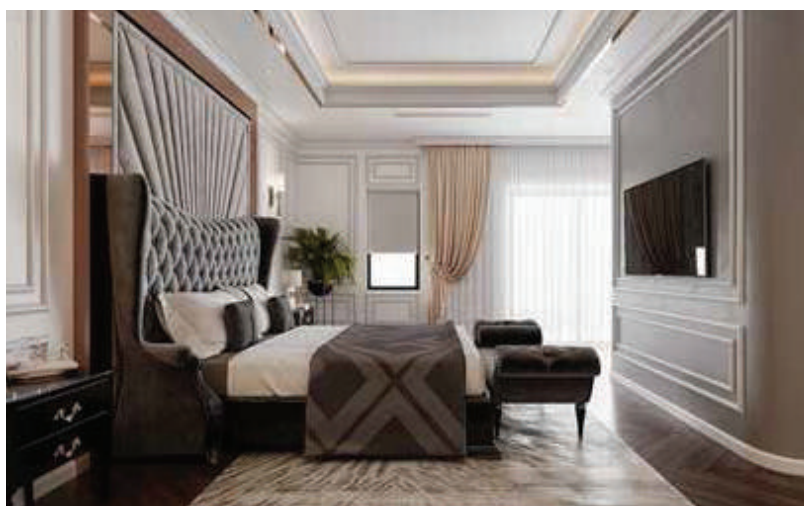
The use of hybrid technology and new equipment are another step to control the level of pollution. Older site machinery causes high amount of site pollution and emissions. Being a market leader, we make continuous upgradation to save our nature and the Mother Earth.

TOGETHER WE ACHIEVE

In real estate business, it is a common strategy to form joint ventures. Entering into a joint venture offers lots of benefits to all the participating companies. Under a joint venture, each participant contributes a part of resource which is needed to introduce the project to market. Moreover, a joint venture enables growth which leads to success.

In more than 30 years of our journey, we have worked with many brands. Recently, we are working with the prestigious Loyala Group already completed multiple joint venture projects. Royal Palms, a premium residential property, is an upcoming joint venture project of us. It's a dream project that comes up with lavish residences complemented with luxury amenities for opulent living. As it's a luxurious housing project, it needed a high amount of financial investment. Formation of joint venture facilitated both the realtors to make their dream come to reality.

Bloomdale is another joint venture project of Maurya Homes and Loyala Group. It's an affordable residential project built in a tranquil natural setting. From the very beginning, our aim was to build a home

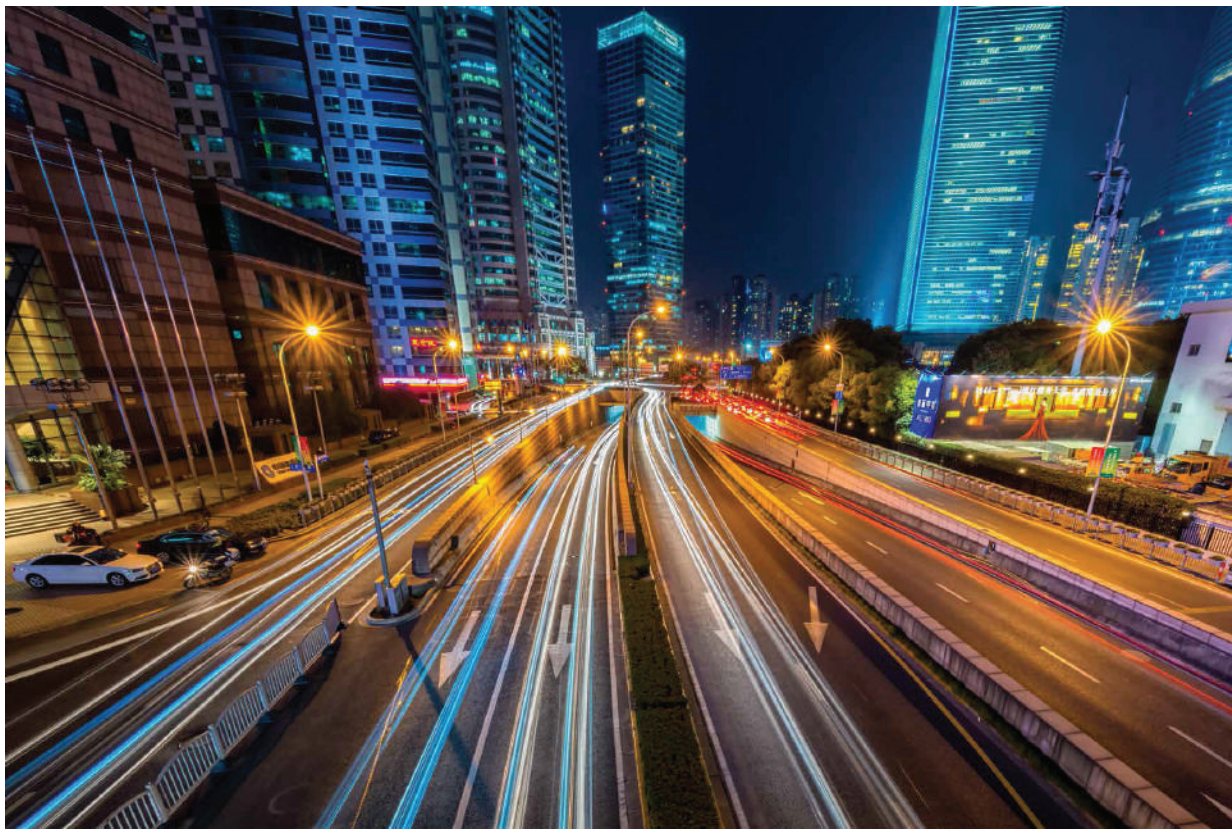


that will be budget-friendly for all and together we achieved it. We hope this strong relation will last long till we reach the zenith of success.



WHAT'S NEXT?

INTERACT WITH US



Ranchi, the capital of Jharkhand, is experiencing rapid growth. Be it economic activity or infrastructural development, Ranchi is on its way to extensive urbanization. Due to a modification in the land use policies, more open areas are being added to the close areas of the city. Easy availability of manpower, existence of renowned technical, educational and management institutions, good transportation facilities and the improvement of power generation make Ranchi an attractive place for investment and captivate the attention of modern entrepreneurs.

Ranchi, being one of the 100 smart cities, has unlimited growth prospects in the upcoming years. The Government envisions making it a high-tech smart city that will be the home of a knowledge hub for excellence in education. Since transportation is the most important factor to look at for development of a city, the Government has made a master plan to manage traffic and transportation more efficiently while making Ranchi a safe city for commuters and pedestrians. Moreover, Ranchi is going to experience a significant growth in the coming days which leads to an upliftment in lifestyle of its residents.

Let us know your choices, lifestyle preferences and many more...

• Why do people prefer community living?

Gated communities provide homes that are accessible only to its residents and have 24*7 security and surveillance which provide a sense of safety.

• Do people like greenery or open space in a gated community?

With greenery and open space, one can find the advantage of living in an area with fresh air and less pollution. The children can play in the open play zone and stay close to nature. Moreover, it's a win-win situation for the residents.

• Which feature attracts the home buyers most to invest in a real estate property?

A real estate property which comes with premium amenities, security, a premise rich in opulence and convenient location, attracts home buyers to make their dream investment.

• What are the differences between apartment and villa?

Villa is an independent building with premium amenities and high-end privacy while apartment is a part of a vertical building which is comparatively less spacious than a villa.

• Does location play an important role for investing in a property?

Location is the prime concern in any real estate project. Be it commercial or residential, location always plays a pivotal role as people look for hassle-free commute to the important landmarks and easy access to daily necessities.

Architectural overview

The concept of free-flowing space was embraced when modern architecture embarked on the architectural space. Modern homes came into being and repudiated the notion of clutter and surplus belonging. This form of architecture got introduced in the early 1900s. On the other hand, contemporary architecture has been there since 1960s and is surviving till date.

The advancement brought on more contemporary designs that functioned in



a way that it included ornamentation in design and color. In such contemporary abodes, privacy is an important element, yet a well-defined floor plan is also curated for the home buyers.

Contemporary homes have a distinct style which concentrates more on open spaces, airy rooms, big windows and these can be easily distinguished from free-form composition. This kind of free-form composition is yet unexplored in modern buildings.

Modern houses have more of a minimalistic approach and the main focus remains on function. Such homes are built keeping in mind the aspect of environment and the greeneries; here the buildings are built low to the ground, have large roof overhangs and have glass window instead of wooden ones.

In today's world, homes that are on the rise are eco-friendly, energy-efficient and sustainable to foster a better future.



FESTIVE MOMENTS

The festive season is always the best time of the year for all of us. In the residential complexes, people belonging to different ethnicity and religion, all come together to celebrate the special days. Navaratri, Durga Puja, Dussehra and Diwali are some of the widely celebrated festivals that bring whole of the community together irrespective of caste and creed.



The sole purpose of any festival is to make a strong bonding among the residents who are from different walks of life and unite them with the purpose of celebration and joy.

Festivals play an important role of breaking the monotony of life, that comes with peace, mirth and happiness. The contentment that comes from celebrating any festival is incomparable but nothing can be compared to the euphoria that one gets from enjoying it at own home with own community members.

The festive spirits were high this year within our premises, as always. Durga Puja and Diwali were celebrated with great enthusiasm and utmost jubilation inside our complexes by the residents.

