



DREAM LIVING GREEN REAL(i)TY

Dreaming big has taken on a whole new meaning for the Jaypee Group, which has set its sight on ambitious infrastructure and Expressway projects, besides its integrated mega townships in the country. While it unfurled an ambitious Rs 70,000 crore investment plans for Yamuna and Ganga Expressway projects, the group under the stewardship of its visionary founder, Jaiprakash Gaur, announced the setting up of a first-of-its-kind mega integrated township projects alongside Yamuna Expressway in north India. Realty Plus unearths the developing side of this hotelier-turned-infrastructure and real estate major. By Vishnu Rageev R.



Residential complexes built around golf courses have become the latest buzzword in the Indian realty's super premium housing segment. Living in a villa with a view is becoming a popular lifestyle choice.

It is often said that big successes can come from amazingly humble beginnings. Jaypee Group, which started off on its journey as a civil contracting firm, has today become an infrastructure conglomerate with a formidable presence in real estate in India. The Group recently created ripples by bagging one of the largest Expressway development projects (Yamuna and Ganga Expressway), while Jaypee Greens, the real estate arm of Jaypee Group, made many heads turn with the launch of its golf-centric integrated mega townships projects in NCR.

The vision of Jaiprakash Gaur, Founder Chairman, Jaypee Group, is to develop and position Jaypee Greens as a lifestyle brand, a community with a soul of its own. "Through a merger of tangible and intangible values of reality, quality and humanity, we aim to delight our customers with an endless quest for excellence, continuous strategic planning following our core values of "Think Big, Act Big and Be Honest."

With a turnover exceeding Rs 7,500 crore, the group presently boasts of a diverse range

of portfolio in engineering and construction, cement, power, hospitality industry, real estate, infrastructure, integrated townships and expressways, and non-profit educational institutions in the country.

Green shines

Jaypee Greens, founded by the Jaypee Group in 2000, soon began making waves - through its plans for diversification, marketing strategy and new launches, and played a pivotal role in creating monumental landmarks in the country. The capital's suburbs are home to the Jaypee Group's two golf-centric projects - Jaypee Greens (452 acres) in Greater Noida and Jaypee Greens, Wish Town (1,162 acres) in Noida. Both townships comprise of villas, apartments, penthouses and town homes, and high-rise apartments, and while Jaypee Greens (Greater Noida) is set amidst India's largest 18-hole Championship golf course designed by Greg Norman, the Jaypee Greens (Wish Town) is the site of the golf course designed by Graham Cooke. The third project, currently under implementation, is the 5,000 acre township 'Jaypee Greens, Sports City'.

"Residential complexes built around golf courses have become the latest buzzword in the Indian realty's super premium housing segment. Living in a villa with a view of lakes, bunkers and putting greens is becoming a popular lifestyle choice," says Manu Goswamy, Head-Sales & Marketing, Jaypee Greens, adding that "As more Indians travel abroad, there is an increasing awareness among NRI's and other discerning people and acceptance of such living formats."

Jaypee Greens - townships are designed for multi-generational communities with safety and security as their paramount feature. Total security and peace of mind is integral to Jaypee Greens' USP. With Delhi's unenviable reputation as the crime capital, Jaypee Greens offers complete peace of mind.

At Jaypee Greens the cost of apartments ranges from Rs 30 lakhs to Rs 4.7 crore approximately, while the golf villas and independent homes are priced between Rs 4.6 crore and Rs 8.2 crore.

These townships, which conform to exacting international standards, boast of schools, colleges, theme parks, golf courses,

shopping areas, sweeping boulevards, tree-lined avenues, wide walkways, beautiful man-made lakes and water bodies, parks and Zen garden, yoga centre, meditation centre, discourse hall and lots more.

The aptly-titled Wish Town is an integrated township that seeks to fulfil your wishes for a hassle-free lifestyle inside this green township. It boasts of a range of residential communities such as towering Imperial Courts, elegant Kalypso Courts, Pavillion Courts, Pavillion Heights, Kallisto Town Homes, Klassic, Kosmos, Kensington Park, Kingswood Oriental, Kensington Boulevard, Kasa Isles and many more to come.

To date, JIL has commenced development of its land at Noida, and has launched several projects under the Jaypee Greens brand - Jaypee Greens Klassic, Jaypee Greens Aman, Jaypee Greens Kosmos and Jaypee Kensington Park. Each is a residential unit development, residential plot project and a commercial development project with planned saleable area of 24.34 million square feet. These projects, launched between November 2008 and February 2010, are targeted for handover

Salient Features

Jaypee Greens, Greater Noida

18-hole Greg Norman designed signature championship golf course - the longest course in the country at 7,347 yards with 88 bunkers & 14 water bodies.

9-hole Graham Cooke designed chip and putt golf course.

India's first private integrated sports complex with over 20 disciplines like Tennis, Basketball, Olympic-size Swimming Pools, Squash etc.

170 room boutique Spa Hotel in collaboration with 'Six Senses Spa & Resort'.

60-acre nature reserve with a variety of theme parks & lakes.

Jaypee Greens, Wish Town

Spread over 1162 acres with large pristine open areas including lakes & water bodies.

Numerous Signature Graham Cooke Golf facilities.

450 bed Super Specialty Hospital with state-of-the-art equipments & facilities.

Promenades featuring the finest selection of retail shops, boutiques and open bazaars.

Spiritual Centers with Temples, Meditation Centre, Discourse Halls, Multiple Thematic Gardens and play areas.

Situated on the Noida - Greater Noida expressway, 20 minutes driving distance from South Delhi.

in calendar years 2011 and 2012.

Jaypee Greens latest venture - Sports City - is a diverse, progressive, and vital community which boasts of a racing track and other sports facilities, commercial zone, educational facilities, medical facilities and numerous recreational options along with various thematic residential districts such as the Lake District. The project also includes the country's first ever International Motor Racing track for which the construction is already under progress.

As the green movement further intensifies around the world, Jaypee Greens is advancing the impetus by encouraging and supporting various sustainability efforts.

Developing Expressways

Part of the Jaypee group, Jaypee Infratech Ltd (JIL) is a special purpose vehicle (SPV) promoted by Jaiprakash Associates (JAL) to develop, operate and maintain the Yamuna Expressway project connecting Noida and Agra in Uttar Pradesh. As viability gap funding for the expressway project, the company has secured the right to develop a range of residential,



"We endeavour to offer variety in the form of plots, penthouses, apartments which cater to the need of every segment in the society by developing integrated townships, and this gives confidence to the buyers."

Rita Dixit, Director, Jaypee Group

commercial, industrial projects across 25 million square meters (or 6,175 acres) of land along the Yamuna Expressway at five locations, at an overall cost of Rs 9,739.29 crore.

The build - operate - maintain - transfer Yamuna Expressway project is a six-lane access controlled expressway (extendable up to eight lanes) awarded originally to Jaiprakash Associates by the Yamuna Expressway Development Authority (YEA), the nodal agency appointed by the government of Uttar Pradesh, with a concession for 36 years. The Yamuna Expressway project was subsequently transferred to JIL by its parent company in 2007, and the construction of the Expressway is expected to be completed by April 2013. It is estimated that about 4,042 acres of land has been acquired, of which JIL has taken possession of approximately 3,897 acres end March 2010. In addition, the company requires about 1,018 acres for construction of related structures (such as toll plazas), of which it has taken possession of 183 acres. YEA is expected to make balance

land available to it soon.

Pursuant to the terms of the concession agreement and the choice of land parcels acquired for development, YEA has acquired and leased about 148.27 million square feet of land to JIL in four of the chosen five sites for lease of 90 years, and is acquiring the balance 105.84 million square feet. The cost of the land leased out by YEA for expressway and real estate development is equal to YEA's cost in acquiring such land (based on the actual amount paid to land owners with no additional charge) plus rental equal to Rs 100 per hectare per year.

While Jaiprakash Ventures Pvt Ltd (JVPL) provides JIL with design and engineering services (including for toll plazas and the toll system), JAL provides civil works contract as well as sales and marketing services and related corporate services for development of the Yamuna Expressway. The scope of JAL also includes selection, engagement and oversight of consultants and subcontractors, procurement and transportation of certain building materials, construction services.

The development of expressway along with ribbon development of real estate projects will benefit each other. Earnings from real estate will subsidise the development of expressway and give additional traffic during and after full development. Better infrastructure, including connectivity, will increase the marketability and price for realty projects along the expressway.

Of the expected total land bank available for development, 1,162 acres lies in Noida. An additional 2,470 acres are also located in the national capital region (NCR) - these are the prime realty hotspots of the country.

Accolades and awards...

Nothing compares to the sweet taste of victory and recognition of a job well done. Jaypee Greens has won "The Upcoming Integrated Township Award" at the recently held Realty Plus Excellence Awards 2010 in New Delhi.

Prior to this, the "Infrastructure Leader of the Year" award was conferred on Chairman Jaiprakash Gaur, by Kamal Nath, Union Minister of Road Transport and Highways during the Essar Steel Infrastructure Excellence Awards 2010, in association with CNBC TV18.

Social commitments

The Jaypee Group's visionary founder has high standards with regard to corporate responsibility through his unflinching social commitments. For well over three decades now, the Jaypee Group has been a staunch supporter of several socio-economic development projects in the country. The Group believes in providing quality education, medical and other facilities irrespective of caste, creed or religion to the economically weaker sections of the society. It has launched various educational initiatives such Jaiprakash Sewa Sansathan (JSS), a non-profit organization. Today, with as many as 16 schools, two ITIs and three Universities in UP, MP and Himachal Pradesh, the Group education initiatives are deeply touching the lives of over 20,000 students. Encouraged by its success, JSS is planning to offer education to at least 1 lakh students by 2013.

As is being said very often, the Group's motto is "Think Big, Act Big, and Be Honest." **RP**

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