

# EVOLVE

JUNE 2021

A NEWSLETTER BY ASHAR

## SOWING THE SEEDS FOR A BETTER TOMORROW

At Ashar, we keep the idea of creating value addition to the society at the core. Our CSR approach underpins the long-term relationship with all our stakeholders and our aim is to give back to the community and sow the seeds for a better future.



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THE WORDS OF WISE

# CHEERS TO 20 YEARS OF ASHAR



“ Exemplary execution, financial prudence, correct product mix and unwavering commitment to our stakeholders makes Ashar Group one of the leading players in MMR. ”

### AJAY ASHAR

Vice President, CREDAI-MCHI Mumbai / Chairman & Managing Director, Ashar Group

**D**ear Readers,  
We hope that you are staying safe and healthy with your loved ones in these turbulent times.

On behalf of Ashar Group, my team and I would like to take this opportunity to thank you for your continuous faith in the organisation. What started as a journey with one land parcel in Thane and a team size of 2 people, has now expanded to 7 million square feet under construction across MMR and 200+ team members.

For the last two decades, we have worked hard to create assets with integrity and sound engineering, taking our time to grow and consolidate. Inevitably, building a rock solid foundation for our future.

As we move forward, we have continued to enhance our execution capabilities through operational and technological advancements. While we achieve an average slab cycle of 7 days, our fastest slab was executed in 5 days for 6 consecutive weeks. Thus, with a total of 140 slabs constructed across all projects in FY20-21, we have been able to build unwavering faith in the minds of our customers and financial institutions – where we have sold 750 units and successfully repaid over Rs. 100 Crores in construction finance.

Our social initiative in the healthcare space with Mahavir Jain Hospital has catered to 5,000 patients and 60,000 vaccinations in these challenging times. Further, we have successfully signed the MOU to bring Tata Cancer Hospital

to Thane. We believe the goodwill we create and blessings we receive as part of this process, is our biggest reward.

Today, as we look back on our twenty year journey, we feel nothing but gratitude for the support and trust bestowed on us by all our stakeholders – our customers, partners, financial institutions, vendors, contractors, channel partners, government authorities and internal team. We are 20 years young, and we promise to work with the same youthful energy and dedication for time to come. ■

Best Regards,

**Ajay Ashar**

Chairman & Managing Director

STATISTICS OF SUCCESS

BUILDING THE FUTURE BRICK BY BRICK

LOOKING BACK AT FY20-21

CONSTRUCTION STATS

**140** Slabs Constructed

**1M+** Area Constructed

**7 DAYS** Slab Completion Cycle

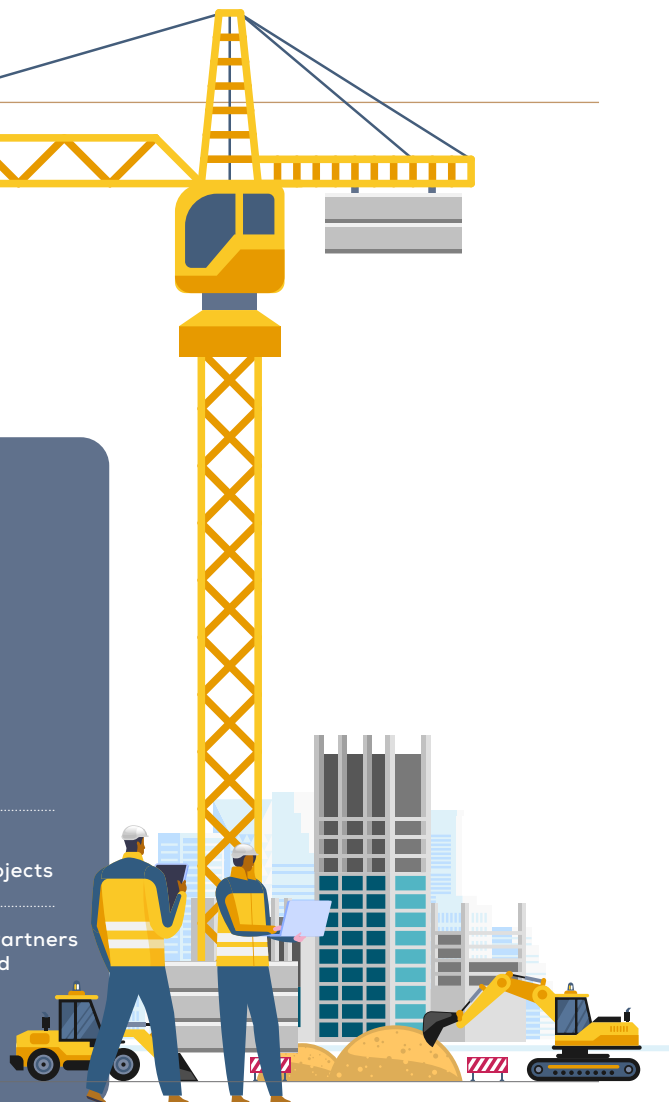
**5** Active Markets

SALES STATS

**753** Units Sold

**12%** Appreciation across all projects

**1600+** Channel Partners Associated



THE NEWSMAKER

Navroze to take over Mumbai's Luxury Real Estate

The impact of COVID-19 on the second largest employer in India, the Real Estate sector, has been unprecedented. As the nation was recovering from the first wave, India's economy was hit hard by the second wave causing construction activities to come to a sudden halt once again. According to industry reports, 90% developers have seen a drop in new bookings and over 70% developers are struggling with pricing and collection strategy due to the second wave: especially so in the luxury segment.

In these challenging times when stamp-duty waivers and other financial schemes have gained popularity, we have seen some unconventional movement in the niche Pali Hill market.

Navroze, an affluent residential tower at the crest of Pali Hill, has clocked one of Mumbai's highest value transactions at Rs. 1.35 Lacs per square feet. The 5000 Sq. Ft sea-view mansion apartment was sold at Rs. 66 Crores as per registry data.

This bespoke tower is a Joint Venture between Ashar Group and Badasaab and stands tall and encapsulating as you drive past the Nargis Dutt Road.

Further, these two renowned business houses have closed yet 2 more deals in the second wave of the pandemic average price of Rs.1.30 Lacs per Sq. Ft. The pricing can be attributed to....



ACCESS FULL ARTICLE HERE <https://bit.ly/3q14cGO>



PROJECT SHOWCASE

TALL LIVING IS THE WAY OF THE SMART



**ASHAR ARIA**

PREMIUM 1 & 2 BED HOMES WITH ROOF-TOP CLUB AMENITIES

Configuration **1 & 2 BHK**

Floors **39**

Targetted Possession **Aug 2023**

-  **39 STOREY TOWER**
-  **FULL HEIGHT WINDOWS**
-  **ROOF-TOP AMENITIES**
-  **LAVISH LIVING SPACES**
-  **NEXT-GEN SECURITY**

**G**reat heights have always been scaled by the unstoppable. The ones who never turn their backs on challenges. The ones who turn adversities into opportunities. The ones who turn losses into victories. These are the truly smart ones. Because making the most of life is their habit. And making history remembers their fortress-like an unforgettable memoir is their unique signature. Because when you make a mark of your success at the highest of heights, you also reserve unique privileges like the freshest of air, the best of sights and the ultimate feel-good for yourself. ■



MULTI-PURPOSE GYM



ROOF TOP LOUNGE



SKATING RING



CRICKET TURF

## COVER STORY

# SOWING THE SEEDS FOR A BETTER TOMORROW

## PROVIDING QUALITY HEALTHCARE AT AFFORDABLE PRICES

**S** At Ashar, we believe it is our responsibility to give back the trust we have received all these years. In collaboration with TMC & JITO Educational and Medical Trust, we launched "Shree Mahavir Jain Hospital and Pratap J. Ashar Cardiac Centre with a motive to provide quality health care at affordable prices. A state-of-the-art hospital where over 5000 patients have been treated for Cardiology, Neurology and Nephrology. Our hospital is a beacon of hope and has been backed by over 120 specialists carrying their experience from top-notch hospitals such as Lilavati, Jaslok. During these difficult times, we are proud to announce that till date we have successfully vaccinated 60,000+ individuals for COVID-19. ■



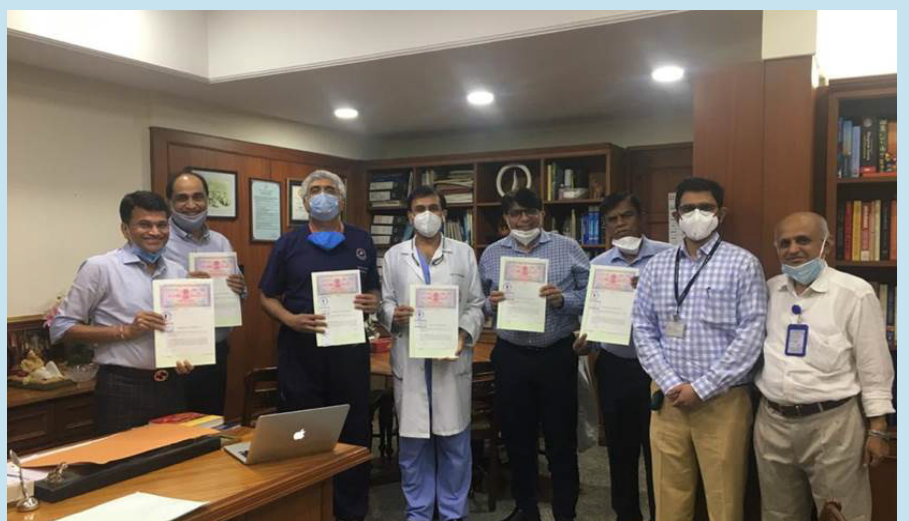
VACCINATION DRIVE AT SHREE MAHAVIR JAIN HOSPITAL, THANE

## TATA CANCER HOSPITAL IN THANE

**M**ore than 2 years ago, we identified the need for specialized healthcare in Thane. More specifically, cancer treatment. After tremendous hard work and persistent effort, we are proud to announce that we were able to bring together like-minded people from the medical fraternity, reputed government offices, visionary businessmen and charitable trusts to bring this vision to life.

In a move to bolster cancer research and treatment in India, the Tata Cancer Team, on 19th May signed the final MoU with JITO team: Ajay Ashar (CMD, Ashar Group; Chief Managing Trustee, JITO Educational and Medical Trust), Deepak Bheda and Mahendra Jain.

"Our vision is to make a state-of-art complex with a 750-bed hospital,



ACTUAL PICTURE OF THE DAY WHEN MOU WAS SIGNED

temple and residential quarters for patients from across the country. We are working on the plans right now and look forward to bringing this vision to life. Our only endeavor is to add

value to society and the blessings of people will be our biggest reward," said Mr. Ajay Ashar. ■



In 2021, interior design trends will take on a whole new dimension because each of these has come out of a genuine need. These trends indicate how our living spaces are coping too as we learn to live in a pandemic situation.



**PANTONE OF THE YEAR 2021**

Combination of beige and grey will make great

backdrops for pop colours like yellow. So, consider having a bright yellow headboard against a grey wall. A yellow couch can be the pop element in an otherwise monotonous living room.

**GO ROUND**

Pick chairs with rounded backs and consoles with shapely curved legs. Your couches should now have rounded arms and round coffee tables will soon become a rage. Consider throwing in a circular rug into the mix to complement the curves of your furniture!



**SHADES OF WOODS**

Light-coloured wood helps open up spaces. Hence, you can now use wooden finishes in compact homes too. Light-coloured wooden flooring will definitely be in this season.



**YOU CANE DO IT**

Cane furniture, rattan mattresses, woven tapestries made of marcombe, baskets and planters (made of rattan or cane) are the best way to add some texture to your home.



**SUSTAINABLE AND ECO-FRIENDLY**

Houseplants are our best friends in this 'new normal' and we must use them a lot more to decorate our homes. Moreover, use natural and biodegradable materials like wood, hemp, cane, rattan etc. for furnishing your home instead of synthetic items.



**RETRO**

Whether it is disco lights or architectural breaks like arches, 80s decor elements are making a comeback starting 2021. Pick one bingy item for your space so that it might add a touch of glamour to your home. Metallic lights are particularly popular in this regard. Consider creating faux arches with wallpaper or revamping a window to look like one. ■



## FORCE OF ASHAR

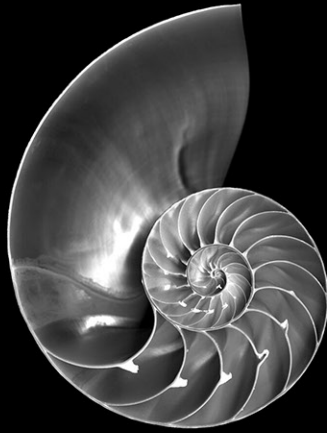
"IF YOU DON'T CREATE A GREAT,  
REWARDING PLACE FOR PEOPLE TO WORK,  
THEY WON'T DO GREAT WORK"

ARI WEINZWEIG



20 YEARS • 30+ AGENCIES  
150+ INDUSTRIES SUPPORTED • 250 EMPLOYEES  
1500+ SITE WORKERS • 4000+ CHANNEL PARTNERS

## GRATITUDE



Dear Readers,

The chambered nautilus is a powerful metaphor for continuous evolution.

From the day we are born, we consistently discover, learn and outgrow our views of the world. This requires us to evolve our thought process. To think outside our box of comforts.

Hence, like the nautilus, we must work towards expanding our minds beyond the old box. The journey will eventually lead us to a new, bigger box, in which we will continue to learn and grow.

Over the last 20 years, Ashar's growth has been synonymous with this principle. A grounding belief in upholding our ethics at the core and moulding ourselves according to the changing times to create opportunities. Our newsletter - Evolve - is one such initiative to fuel continuous growth by breaking barriers, sharing wisdom, narrating experiences and coming together as one family.

I invite everyone to come forward, make this newsletter their own and keep contributing to it in all ways possible. Do take some time out to read. Share it with pride with your family & friends.

Happy Reading!

AYUSHI ASHAR

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