

EVOLVE

ED 2 - OCTOBER 2021

A NEWSLETTER BY ASHAR

STEP UP TO SUCCEED

From exceeding our sales targets to venturing into newer zones in the city. From working towards the society to moving into our new office, we at Ashar, have been at the helm of continuous improvement.

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The very best of eco-friendly decor ideas.

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THE WORDS OF WISE

Innovation is the ability to see change as an opportunity - not as a threat.

AJAY ASHAR

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

At a recently concluded internal review Mr. Ajay Ashar addressed the senior team leaders with a reminder on the business and professional goals for the remainder of 2021.

"Our endeavour is to constantly innovate & adapt. This is the single most important contribution each of our team members can bring to work. As leaders, we need to continue to inspire their passion & professionalism. Every single day. For when put together, it is these micro-improvements that create a process and final output that is

truly worth of our customers' faith in Ashar."

He went on to add, "With 8+ Lac square feet of real estate and 85 slabs constructed in last 6 months, we are proving our execution capabilities to be one of the best in MMR. Further, with 410 units sold in Q1-Q2 FY22 we have been able to achieve outstanding sales across segments - mid-income residential, luxury residential and commercial - and plans are in motion for future acquisitions

and opportunities where we can capitalise on our strengths and bring game changing real estate solutions to the market."

In the spirit of creating value, Mr. Ashar signs off with, "...we have catered to 50,000 patients at Mahavir hospital since inception. The success and response we have received with this charitable initiative is a propelling force for us at JITO Trust. Planning for Tata Cancer is in full swing along with strategy to bring international schools, universities and super-speciality healthcare to Thane. ■



THANE, TODAY AND TOMORROW



GUEST OF HONOR

WE RECENTLY HAD THE PRIVILEGE OF A CANDID INTERACTION WITH OUR ESTEEMED GUEST MUNICIPAL COMMISSIONER, **DR. VIPIN SHARMA - IAS**, AND HE WAS EXTREMELY KIND TO SHARE A FEW OF HIS THOUGHTS WITH OUR LEADERSHIP TEAM

1. What are the recent accomplishments of TMC that you would want more people to know about?

There are many accomplishments, however, I would like to give priority to 2 specific initiatives which highlights the resilience and stakeholder participation demonstrated by the city of Thane during the pandemic. We have built our first jumbo Covid hospital from scratch in just 24 days with the help of various stakeholders, and later added 2 more jumbo hospitals & other Covid healthcare facilities. The way stakeholders came forward, from all walks of life, to help the TMC in its endeavor to provide health amenities, infrastructure and healthcare needs is a strong indication of how much citizens care and that stakeholders are an important part of team Thane, apart from the the administration.

Further, we are the only municipal corporation that has its own medical college, own hospitals, even its own chowpatty, which we are aiming to connect with waterways.

2. What is your take on UDCPR-34? Any specific rules you would like to highlight?

Real estate is the 2nd largest employer after agriculture in our economy. And so, if the sector is so important, anything to do with this sector has to be equally path-breaking.

The new UDCPR-2034 is a very progressive document and aims to tackle the complications of developing urban infrastructure with restricted land banks in terms of housing, office spaces and civic amenities. It is a smooth flowing, streamlined, coherent document, and has simplified the entire development control regulations. Further, it opens up new vistas for development in terms of FSI available, process of approval, p-line area calculation concept and guidelines what can and cannot be done.

3. What are your plans on its implementation?

Solid implementation strategy forms the foundational block towards the success of any new policy. With that mindset, we have ushered in a holistic approach in the implementation of new UDCPR revolving around training, software implementation and query resolution. We have conducted focused training sessions for town planning officials, staff members, architects and developers. Further, we are technically contributing towards a software being developed at the State level, which will incorporate all the elements of new DCR to ensure seamless process flow, and make it paperless. This is critical to the scale and speed of adoption. Last but not the least, we are interacting and coordinating continuously with developers, architects and appropriate levels in the government to have an all-encompassing involvement of all stakeholders in the UDCPR implementation process.

4. Are there any upcoming developments in infrastructure, healthcare, transportation?

In infrastructure, we have two railway overbridges coming soon - one in Kopri, which has been dedicated to public last week itself, and the other in Kalwa, where work is 70% complete and we plan to start one side of this by December 2021.

On the healthcare front, we have succeeded in bringing Tata Cancer Hospital to Thane, the formal agreement is already under the process. We are now also working to develop a super-specialty hospital in Thane.

In transportation, the Thane internal metro plan has been resubmitted to the Government. Very soon we will have the approval to start work on our own city metro, which will seamlessly connect internal areas of Thane with the state Metro lines 4 and 5. Further, we have already prepared a DPR of coastal

road that is to be executed by MMRDA. It is a 1200 crore plus project, so process of seeking appropriate approvals is going on and we are hopeful that soon it will reach the tender stage.

5. What message do you have for everyone that is considering making our beautiful city of Thane their home?

Thane is known as the city of lakes. Further, we have been ranked as the most environmentally friendly city in Maharashtra - ranked first in Majhi Vasundhara Abhiyaan 2021, which is based on 5 elements - earth, water, air, fire and sky. Hence, I believe Thane has the perfect combination of nature, upcoming urban infrastructure, modern development and cosmopolitan neighborhood to make it one of the most liveable world class cities!

6. Anything you would like to share about yourself, your interests, your hobbies?

The assignment of Thane Municipal Commissioner is as challenging and engaging as it is fulfilling for me. So, the time is always at a premium. However, I really like reading, not a particular type, but anything as long as it meets the quality. I am particularly interested in sectors like urban planning, urban infrastructure and urban finance. I like travelling and I am very strong believer of democratic values and public service ethos, which I strive to achieve in my day to day functioning as the Municipal Commissioner. Thane is in a critical phase of development and this is the window, wherein we have the potential to get catapulted from just a bustling neighborhood of Mumbai to a world class city. We must not miss this opportunity! ■

EDITOR'S NOTE



I am elated to bring you another edition of Evolve! It has truly been a progressive time for the real estate industry. From UDCPR-34 to multiple infra projects - the vision is enterprising and forward-looking. The message from the TMC Commissioner, Dr. Vipin Sharma - IAS, further highlights the resilience, proactiveness and initiative shown by the government to drive economic growth and recovery.

On ground at Ashar, the positivity and energy is palpable as you walk down the aisles of our offices. To make our progress sweeter, we recently celebrated the second foundation day of Mahavir Hospital & PJ Ashar Cardiac Center and have made sure to share glimpses of our journey.

Before you leaf through the rest of the engaging content that we have put together for you, it is my pleasure and honour to announce 2 large transactions from the recent past - Single Residential transaction worth INR 32 Cr and Single Commercial transaction worth INR 25 Cr - bringing back momentum in the luxury and commercial segment. ■

AYUSHI ASHAR

Editor - Evolve
Director - Ashar Group

STATISTICS OF SUCCESS



HALF YEARLY STATS

AREA CONSTRUCTED
8,05,072 SQ.FT.

AVG LABOUR
STRENGTH
1,785



UNITS SOLD
410

SAFE MAN HOURS
30,84,000

NO. OF SLABS
85

HIGHEST RESIDENTIAL
TRANSACTION

32 CR.

HIGHEST
COMMERCIAL
TRANSACTION

25 CR.

STATCITY

MUMBAI & THANE'S GROWTH IN RESIDENTIAL & COMMERCIAL SEGMENT.

Source : Prop Equity



RESIDENTIAL



MUMBAI

Q-O-Q	TOTAL ABSORPTION (UNITS)	TOTAL ABSORPTION (MSF)	TOTAL ABSORPTION (VALUE IN CR)
APR 21	3,277	2.49	1,487
MAY 21	2,467	1.91	1,173
JUNE 21	3,625	2.75	1,703
JULY 21	4,431	3.40	2,068
AUG 21	4,050	3.13	1,909

THANE

Q-O-Q	TOTAL ABSORPTION (UNITS)	TOTAL ABSORPTION (MSF)	TOTAL ABSORPTION (VALUE IN CR)
APR 21	1,587	1.55	2,756
MAY 21	1,385	1.40	2,516
JUNE 21	2,060	2.14	3,937
JULY 21	2,246	2.38	4,431
AUG 21	1,967	2.07	3,839

Figures In Units and Msf

Note: Data is updated as of Aug'21.. Above Dataset Includes Hold Data. Data based on Builtup Area



COMMERCIAL

MUMBAI

Q-O-Q	TOTAL ABSORPTION (UNITS)	TOTAL ABSORPTION (VALUE IN CR)
APR 21	0.11	178.56
MAY 21	0.16	368.80
JUNE 21	0.15	303.43
JULY 21	0.19	393.98
AUG 21	0.18	387.77
SEP 21	0.25	485.69

THANE

Q-O-Q	TOTAL ABSORPTION (UNITS)	TOTAL ABSORPTION (VALUE IN CR)
APR 21	0.10	92.47
MAY 21	0.00	0.00
JUNE 21	0.03	30.88
JULY 21	0.01	11.23
AUG 21	0.00	0.00
SEP 21	0.01	15.00

Notes: Data Updated as on Sep 21 Commercial Includes Office, IT SEZ , IT Park



PROJECT SHOWCASE



ARTIST'S IMPRESSION

ASHAR EDGE

OFF POKHRAN ROAD 2, THANE (W)

CONFIGURATION
1 & 2 BHK2 WINGS
33 STOREYSTARGETTED POSSESSION
AUG 2022MahaRera Reg. Nos. P51700016015, P51700016016. www.maharera.mahaonline.gov.in

PROGRESS

Fastest developing project of Thane.

LIFESTYLE

15% extra life spaces and 50,000 Sq. ft. of amenity zone.

TECHNOLOGY

Live Smart at Thane's 1st voice-controlled homes.

ARTIST'S IMPRESSION

CLUB VERVE



ARTIST'S IMPRESSION

REFLEXOLOGY PATH



ARTIST'S IMPRESSION

VISTA - THE ROOFTOP LOUNGE

An iconic lifestyle landmark thoughtfully curated for the chosen ones. A coveted address that comes with exclusive AdvantEdges for never before benefits. Wake up to great panoramic views of hills on one side & city on the other from your home. Ashar Edge is our first project in our

Smart Living series that aims to bring the future of living to you. This means creating homes with advanced features that enhances your quality of life. ■

CONSTRUCTION STATUS

80% COMPLETE



ARTIST'S IMPRESSION

SKATING RINK

PROJECT SHOWCASE

THINK INVESTMENT. THINK ASHAR.



Actual Photograph

Ashar IT Park - the largest IT park of Thane located in Wagle Estate offers incredible returns for investors looking for high rental yields from pre-leased office spaces and also offers the most efficient workspaces for businesses looking for a new location. Enjoying over 15,000 footfalls a day and with 85% occupancy, now is the time to put your investment to best use.

LOCATION ADVANTAGES - Located at Wagle Estate • Neighbourhood occupied by some leading IT Giants such as Sutherland, Polaris, Convergys etc • Excellent connectivity • Proximity to high-end residential catchments gives access to vast talent pool.

FEATURES & AMENITIES - Grand Entrance Lobby • 24x7 manned security & electronic surveillance at strategic locations. • Fire safety, Public Address, Building Management Systems in place. • High-Speed Elevators • Ample Car Parks

OFFICES AND RETAIL SPACES WITH OC RECEIVED AVAILABLE AT :

ASHAR BELLEZZA
WAGLE ESTATE, THANE (W)

- Boutique Office Sizes at Prime Location
- Energy-efficient Glass Facade
- High-speed Elevators with Fire Fighting System

ASHAR TIARA
POKHRAN ROAD 2, THANE (W)

- A Golden Opportunity To Earn Great Rental Yields
- Set In The Neighbourhood Of Thane's Most Affluent Residents

THE NEWSMAKER

NEW ZONES. NEW DESTINATIONS.

OUR UPCOMING PROJECT LOCATIONS

AAV JO... GHATKOPAR

Ghatkopar is a prominent residential and commercial address of Central Mumbai. The names given to roads in Ghatkopar offer an interesting peek into its history. It has roads like Nowrojee Lane for Nowrojee Sheth, Cama Lane after Lady Cama, Hingwala Lane after a family dealing with asafetida.

COMING SOON... BANDRA

Bandra, the jewel of west Mumbai known as the home of the Bollywood Superstars is also home to beautiful Churches and heritage Bungalows. Bandra Lake was constructed by a rich Konkani of Navapada, an adjoining village. The lake was later acquired by the Municipal Corporation of Greater Mumbai. It was officially renamed Swami Vivekanand Sarovar.

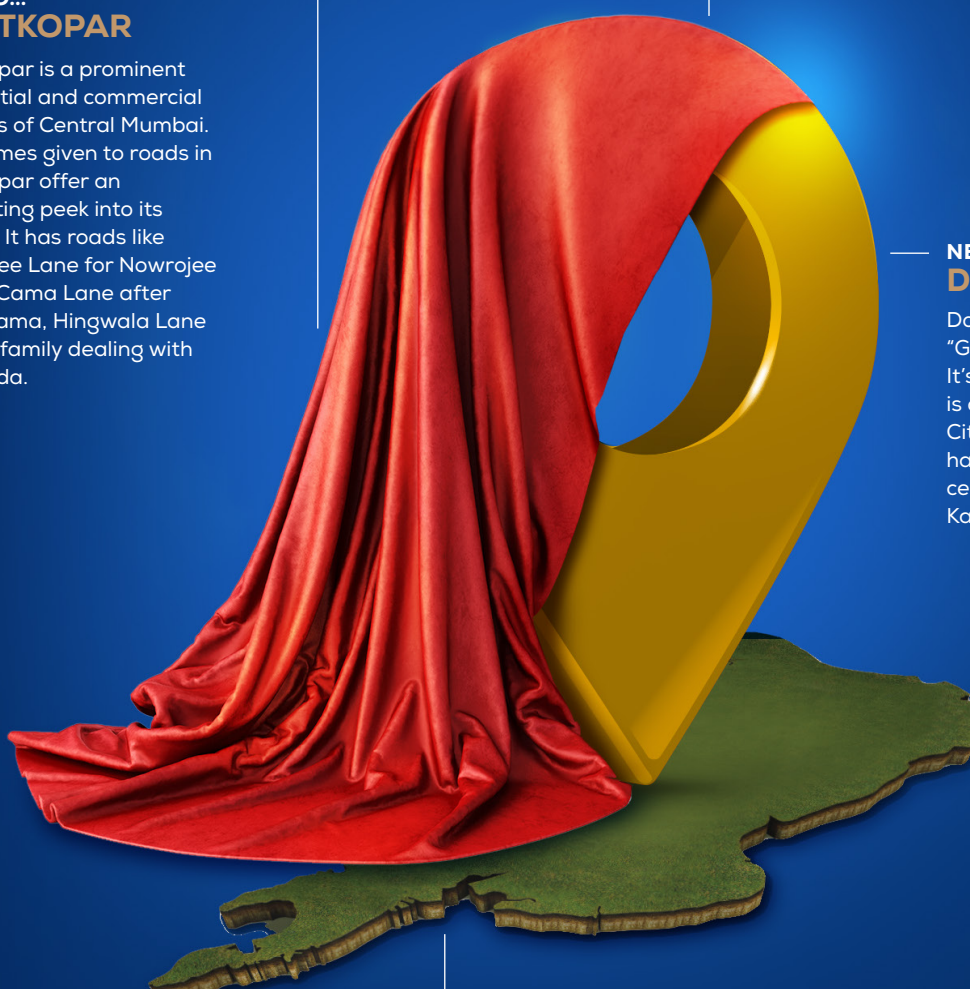
The first school founded in Bandra was St Andrew's Parish School, started by Fr. Francisco de Melo in 1780 to teach catechism to the children of the parish. This later became St. Andrew's High School.

NEXT STOP... DOMBIVLI

Dombivli city is a pioneer of "Gudipadwa Shobha yatra". It's a pride of Dombivli. The City is also beneficiary of the Smart City development initiative which has seen it emerge as the new centre that connects Thane, Kalyan & Navi Mumbai.

AGLA STATION... KALWA

Close to Thane, Kalwa is a fast growing suburb that has seen remarkable growth and development over the last decade. Kalwa became the first railway station in the country to get free WiFi access for commuters.



COMMUNITY CARE

SMJH CELEBRATES ITS 2ND FOUNDATION DAY!

ANNOUNCES IT'S ALL INCLUSIVE INITIATIVES FOR CARDIAC CARE



Shree Mahavir Jain Hospital (SMJH) and PJ Ashar Cardiac Centre celebrated its second Foundation Day on 27th September 2021. To commemorate the occasion the hospital announced a slew of health-care initiatives revolving around Cardiac health. The hospital will undertake free cardiac surgeries for underprivileged children with congenital heart disease across Maharashtra.

Cardiac care is one of the key specialties at Shree Mahavir Jain Hospital that boasts of the best doctors, trained technicians, and world-class equipment. The hospital had recently conducted a Cardiac Wellness Drive named 'Dil Aapka, Khayal Humara' with a firm belief of providing affordable and quality healthcare to everyone. Through the cardiac screening camps organized at various locations in the city, SMJH will bring about preventive measures in the detection and treatment of various heart-related ailments. The camp

would offer free investigation on ECG, Pulse checking, BP monitoring, and Blood Sugar testing.

"An awareness campaign will be held in various cities across Maharashtra to ensure that free surgery facilities can be availed by the needy. During the initial phase, we will conduct 50 free surgeries for children with complex cardiac problems. We are extremely pleased to conceptualize this noble initiative as we celebrate our second Foundation Day", said Ajay Ashar, Managing Trustee, JITO Educational & Medical Trust.

In addition to this, SMJH recently completed 500 free Cataract surgeries with an aim to give the joy of vision to as many people as possible. The hospital will continue this initiative till the end of the year. It also successfully completed ear reconstruction surgery for children from Kazakhstan with a genetic congenital defect, born without an outer ear. ■

HALF YEARLY STATS

Vaccinations done - **35,000**
Patient treated - **47,000**
Successfully operated
28 Mucormycosis Surgeries
with highly qualified team of surgeons

SUCCESSFULLY COMPLETED SURGERIES.

ORTHO

Spine surgeries - 10
Knee replacement surgeries - 18
HIP surgeries - 50

CARDIOLOGY

By Pass surgeries - 47
Stress test - 100
Angioplasty - 185
Angiography - 400
2D Echo - 1,000

RADIOLOGY

CT Scan - 5,276
USG - 10,369
X-Ray - 23,000

NEPHROLOGY

AV Fistula - 542
Dialysis - 20,410

#IN-TREND

GIVE YOUR HOME DECOR AN ECO-FRIENDLY TOUCH, THIS DIWALI.



If you are worried about preparing for Diwali without really burdening nature, we've got you covered!

Well, here are some tips to make your abode festival ready - an eco-friendly way!

NEWSPAPER WALL HANGING

Most houses have abundant supply of newspapers and magazines and with little efforts, these can be transformed into a gorgeous wall hanging that can add vibrancy to your room and make it come alive.

METHOD

Make newspaper rolls and then make coils of different size. Colour the coiled pieces with desired colours and decorate them with beads. Paste them together and hang.



REFURBISH WITH VINTAGE SAREES/ BEDSHEETS

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.

METHOD

Select contrast sarees and stitch these into cushion covers to match with your couch. Use a soft cotton bedsheet or saree as a fancy window blind by simply attaching it to the curtain rod. Cut out the heavily embroidered borders & use them as table runners.



RECYCLED CDS LAMP

Take this festive season as an opportunity to breathe some life into old CDs & upcycling them into glorious lamps.



METHOD

Just glue the CDs together in the form of a globe. Put a light bulb inside the globe and you are good to go!

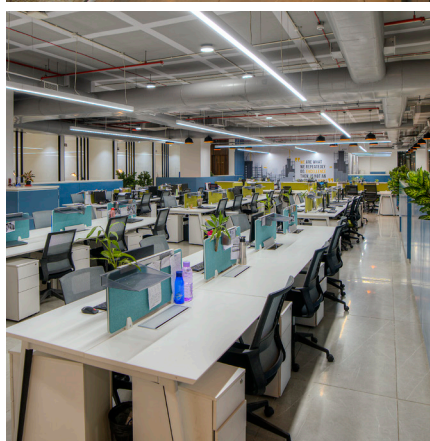
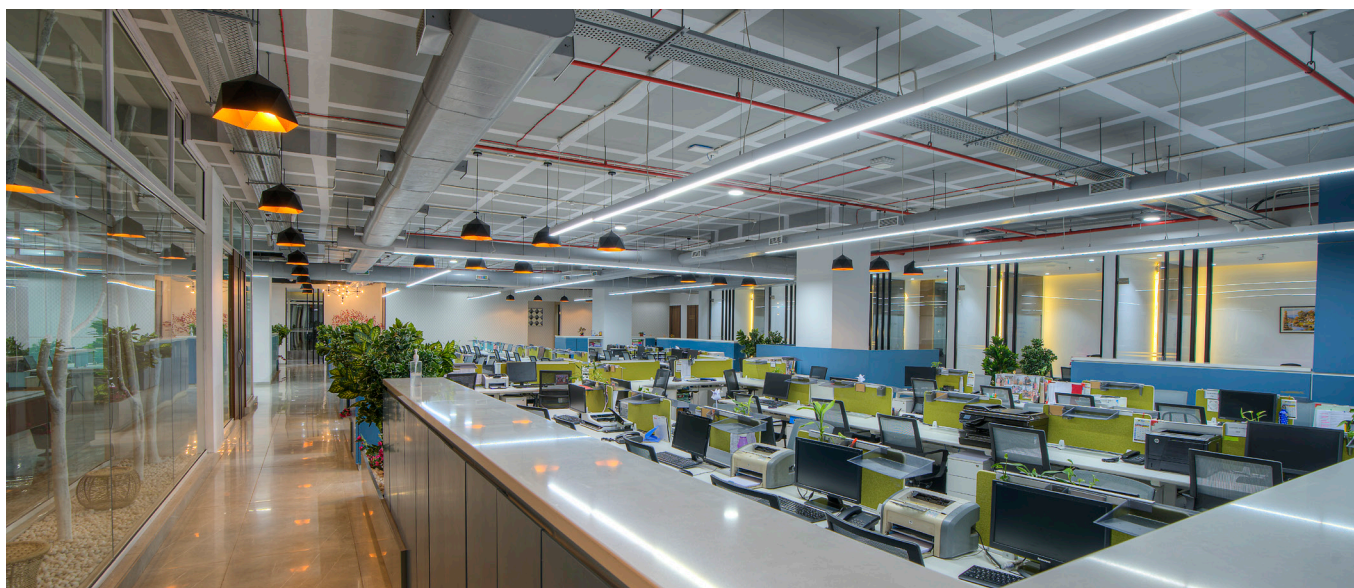
USE ORGANIC POWDERS FOR RANGOLIS

What about a rangoli that looks amazing and is biodegradable. Use Rice powder, Kumkum, Fennel and Turmeric instead of harmful colors for the rangoli.

METHOD

Rice Powder can be used for the intricate outlines. Fill the same with colorful flowers like marigold, jasmine and add fragrance to the festive air. ■





@ ASHAR

WE MOVE INTO OUR NEW OFFICE!

'Scapes Insight' Team and our in-house architect Shruti Pradhan have designed our state-of-the-art office that offers avant-garde experiences to our employees. It bears the hallmark of a world-class expertise of creating innovative commercial spaces.

The current architecture endorses the brand values of Ashar with perfection. From openness to leading-edge experiences; from a sense of belonging to well-thought out security measures; our latest offering adds another feather to our illustrious cap.





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