



## Welcome to Durga Petals

Enter the life of luxury and convenience,  
with easy access to Schools, IT Hubs and Hospitals.

*"Bundles of joy come with togetherness."*

*"Where the walls are  
built to set you free"*

# durga petals

Fostering urban achievers.

**NEWSLETTER: NOV-DEC 2015**

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## CONSTRUCTION PROGRESS

A, B, C and D towers are shooting up as per plan! MiVan floors are being setup for all the towers, E, F & G excavation has been completed. The project is picking up the pace in full swing and the productivity can be seen from these pictures.



## DURGA PETALS AT HUAWEI

We had set up a stall at Huawei looking out for prospects who would be interested to be your neighbours soon. The engagement and the response received during this event was great! This took place on the 9th and 10th of December.



## DURGA CUSTOMERS ON RADIO

Running a jingle ad on radio was too mainstream so we invited our customers for an event on the 5th of December to the Experience Centre and gave them an opportunity to voice out their views about the project in collaboration with Fever 104 FM radio.



## PHOTOGRAPHY WORKSHOP

Durga petals organised yet another successful Visual Emote Photography workshop on the 21st of November for the customers. It was organised as a fun and learning event for the customers with tea and lunch. The workshop encouraged participants to cultivate the habit of photography on a regular basis.



# PROPERTY FOCUS

CMIS Initiative,  
Times of India, Bangalore

Saturday, 5 December, 2015

Whitefield Plus Edition

An Advertiser and Real Estate Promotional Tool

## HOLIDAY SEASON, THE BEST TIME FOR HOME BUYERS

### The Indian Real Estate market

This time of year typically marks the unofficial start when people begin thinking about the holidays. After Ganesh Chaturthi, time seems to speed up and before we know it, the seasonal frenzy begins. Offers from all over start around the beginning of September and carry on through mid and end after the new year. The real estate market is no different in this part. Every year during this time, almost every developer gives heavy discounts and massive offers to attract customers. This is usually beneficial, both the developers and buyers go home happy. The buyer having great huge discounts and make decent savings and the developers having added another member to their growing family of home owners.

Reports show that in the last few years the national property market has seen a slump of developers have been hoping that this year would turn things around. To help the industry and the real users and to get the economy and home business restarted, the government has initiated new steps. These government initiatives have come when the federal sector is in full swing. The suspended federal aid, the multitude of offers from developers and the government's initiatives make this the perfect time to buy a house or invest in property.

The implementation of the Real Estate Regulation and Development Bill will benefit the larger real estate ecosystem, ensure



#IAMDURGA

Few important announcements from the government that impact infrastructure sector directly and housing sector indirectly are:

- Increase in funding to infrastructure sector by Rs 70,000 crore in Financial Year 2015-16
- Budget for Roads - Rs 14,031 crore
- Budget for Railways - Rs 10,050 crore
- Establishment of National Investment and Infrastructure Fund (NIIF)
- Permitting tax-free infrastructure bonds
- Set up 5 mega power projects of 4,000 MW capacity each with an investment of about Rs 1 lakh crore
- Plug and Play model for large scale investment projects

accountability of all stakeholders and protect the interests of consumers.

One of the biggest relief of the year and this was in the Reserve Bank of India (RBI) cutting its policy interest rate to a 4.5 year low of 6.75 percent. This has come at a perfect time to help a slowing economy gain the lost traction. This move from the RBI has initiated a reaction from banks in the form of home loan rate cuts with RBI offering the biggest, a 40 basis point cut in lending rates. With all these factors together, the property prices are bound to pick up and the market is likely to be in a recovery phase.

Although the Indian real estate market has always been optimistic, especially now with the positive and proactive direction the government has adopted, there has been an increase in business confidence.

One of the reasons for this optimism was that despite the slow nature of the Indian Real Estate market, the South Indian markets have been doing comparatively better.

Compared to these of Delhi or Mumbai, the South Indian market has been more stable as there are no state driven scenarios. The reasonably pricing in the southern market has helped cities Bangalore and Chennai not only survive but also see an appreciation value of 15-20% annually with the right choice of developers. These two markets have accounted for over 45% of the total housing units sold in the country.

Durga Petals was featured in the Property Times segment in the Times of India on December 5<sup>th</sup>.




### Durga Petals – No Pre-EMI holiday this holiday season




9019 555 777

Durga Petals

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 /durgapetals

 +91 9019 555 777  sales.petals@durgaprojects.in  www.durgapetals.in

Next to Samsung and EMC<sup>2</sup>, Main Outer Ring Road, Bengaluru

THE PROJECT IS APPROVED BY ALL MAJOR BANKS