

June 2009

# UNIHOMES

## *My Home. My Universe.*

Sec 117, Noida  
Marketing Presentation

The logo for unitech, featuring the word "unitech" in a bold, sans-serif font. The "u" is red, and the rest of the letters are teal.

## Unihomes – Highlights

- From the house of India's 2<sup>nd</sup> Largest Valued RE Firm
  - Over 30 years of experience in the sector
- Compact & well ventilated Units
  - Space efficient units with only 12.4% loading over BUA
  - Designed with the customer convenience @ heart
- Best Ticket sizes for 2BHK & 3BHK
  - One of the lowest ticket sizes in the market
  - Least Other Charges (PLC, Parking, ESS etc.)
  - Aim to provide Noida @ the rate of Indirapuram
- Social Infrastructure
  - Best in class amenities with in the gated environment
  - Well developed vicinity – All facilities available within the radius of 5-6 kms



# Unihomes – Brand Values

A place where life's better shades surround;  
where the air is FRESH with scents of  
LUSH GREEN LAWNS.



A BEAUTIFUL and CONTEMPORARY  
place, within the reach of my  
HARD EARNED MONEY.



A place to call HOME



OUTDOORS

where my little ones have fun in a  
SAFE & SECURE ENVIRONMENT.



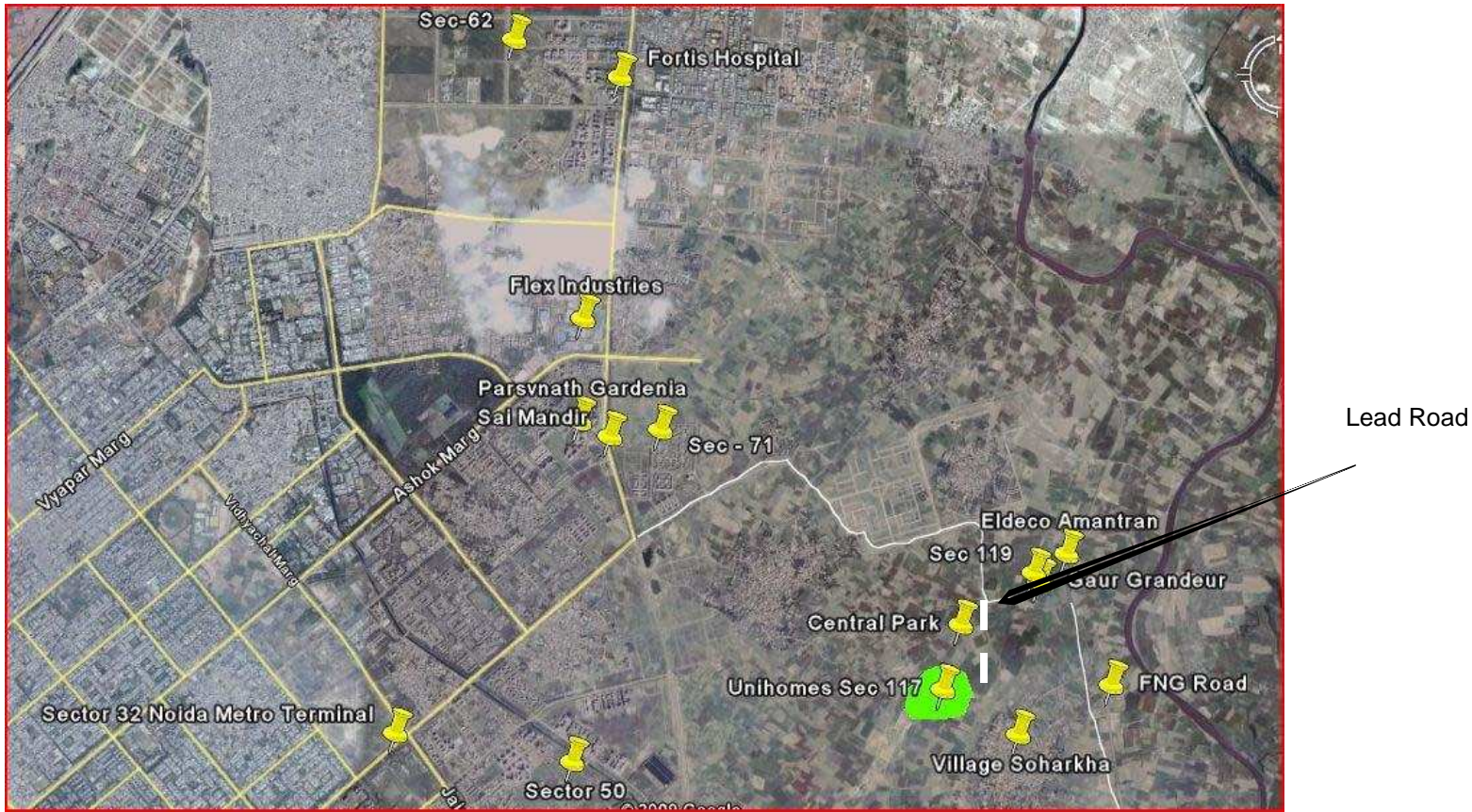
**unitech**

# Location



unitech

# Project Connectivity



- 10 Minutes drive to nearest Metro Station in Sector 32
- 2 Minutes drive from FNG Express Highway
- 12-15 Minutes drive from Atta Market, Sec 18, Noida

- 7-10 Minutes drive to Fortis Hospital
- 35 Km from Indira Gandhi International Airport
- 10 Minutes drive from Shipra Mall








# Dream Home with all facilities



"A secure environment for your loved ones"

-  Gated community
-  Round the clock security
-  Fire safety provisions







"At the heart of it all"

-  Temple
-  Convenience Shopping
-  School & Medical facility
-  ATM / Bank
-  Transport to city centre / CBD



"Value engineering for your home"

-  Water treatment plant
-  Sewage treatment plant
-  Solar water heating
-  Power Back-up for utilities

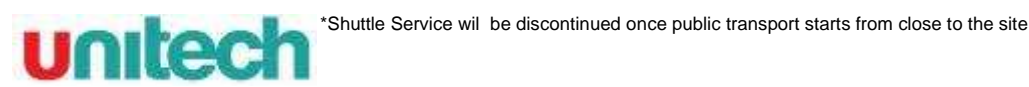


"A home amidst its natural surroundings"

-  Landscaped greens
-  Open kids play areas
-  Ample Parking space
-  Community Hall

# At the heart of it all - Convenience !!

Essential Amenities	Unihomes Provision
Transport to strategic junctions	Shuttle for the first 2 years to nearest local transport hub * 10 minutes drive to nearest Metro Station in Sec 32 2 minutes drive from FNG Express Highway
Daily Shopping Requirements	Food Bazaar from Big Bazaar will meet all the basic needs (within the campus)
Shopping Malls	3-4 Malls in a radius of 7 Km from the site (Shopprix, Spice, Great India Place, Centre Stage etc.)
ATM/Bank	ATM will be provided in the campus Many Public Sector Banks within 5 Kms periphery
Health Centre/Medical Room	7-10 Minutes drive to Fortis Medical Unit in the campus for all emergency requirements of the residents - From a leading chain of Hospital
School	Unitech sponsored school in Noida giving preferential admission to Unitech residents; Numerous schools in the radius of 5-6 Kms.
Entertainment/Recreation Centers	Community Centre with gym, Club House, Games room, Multi-purpose hall, Kids play area;
Place of worship	Place of Worship within the campus Sai Mandir with in 2-3 km of the site
Food & Beverage Outlets	Many food outlets in the periphery of 4-5 kms



# Competition Analysis – Location & Price

Name of the Project	Unihomes Sec 117	Competitor Project 1	Competitor Project 2	Competitor Project 3	Competitor Project 4
Location in Noida	Sec 117	Sec 119	Sec 119	Sec 119	Sec 133; Expressway
Distance from Sec 18	7-8 Kms	7 Kms	7 Kms	7 Kms	11 Kms
Accessibility	8-10 mnt from nearest Metro Station (Sec 32) with in house transport facilities	7-10 mnt from nearest Metro Station (Sec 37)	7-10 mnt from nearest Metro Station (Sec 37)	7-10 mnt from nearest Metro Station (Sec 37)	Noida Authority Transport
Ticket Size in Rs Lacs	25-33 L	49-89 L	59-117 L	50-70 L	43-53 L
BSP Rs/Sqft	Lowest	3900 (CP)	3500 (CP)	4000 (CP)	3300 (CP)
Down Payment Discount	10%	10.50%	10%	15%	15%
Other Charges (Rs Lacs)	3.6	7.4	8.6	6.8	6
Bank Tie ups	Yes				Yes
Payment Options	D.P, C.L, Flexi	D.P., T.L./C.L.	D.P., T.L./C.L.	D.P, C.L, Flexi	D.P, C.L, Flexi

Unihomes has a strong competitive advantage with a combination of  
Great Location + Highly Affordable Ticket Size + Minimum Other Charges





# Competition Analysis- Technical Specs

Name of the Project	Unihomes Sec 117	Competitor Project 1	Competitor Project 2	Competitor Project 3	Competitor Project 4
Super Area	580-990	1095-2055	1495 -3025	1246 - 1739	1045-2250
Loading	12.4%	18.5%	19%	22%	18%
Quoted BSP* (Rs/sqft)	Minimum	3900	3500	4000	3330
All inclusive rate# (Rs/sqft)	3750	5400	4800	5700	4700
Unit Config	1/2/3 BHK	2/3 BHK	3/4 BHK	2/3 BHK	2/3 BHK
Units to core	8	5	4		8
Height	G+7	G+11			G+13
Lifts/Tower	2	2	2	2	3
Maintenance (Rs/Sqft/Month)	Efficient	1.25	1.25	1.25	1.5
Possession Date	2011	2011		2010	2012

- One of the lowest loading projects giving lowest all inclusive rate.
- Lower height means faster delivery, less waiting period for lifts, lower maintenance
- Combined with efficient maintenance, the Total Cost of Ownership is one of the lowest for Unihomes

•Post discount;  


#All inclusive rate is calculated on built-up area for all projects.~3300 Rs/sqft all inclusive on saleable area;

# Advantage Unihomes in Amenities

Amenities Provided	Unihomes Sec 117	Competitor Project 1	Competitor Project 2	Competitor Project 3	Competitor Project 4
Club House	✓	✓	✓	✓	✓
Kid's Play Area	✓	✗	✗	✗	✓
M.P. Hall	✓	✗	✗	✓	✓
Gym	✓	✓	✓	✗	✓
Sports Facilities*	✓	✓	✓	✓	✓
Medical Facilities	✓	✗	✗	✗	✗
Community Centre	✓	✗	✗	✗	✓
Swimming Pool	✓	✗	✓	✓	✓
Convenience Store	✓	✓	✗	✗	✗
ATM/Bank	✓	✗	✗	✗	✓
Transport Service	✓	✗	✗	✗	✗

\*Indoor games room (TT carrom etc.), badminton court, volley ball court and kids play equipment

Best in class amenities than any of the competitor projects



# Comparative Advantage - Summary

- ❑ **Great Location with better accessibility**
- ❑ **Highly Affordable Ticket Size**
- ❑ **Minimum Other Charges**
- ❑ **Lowest loading project giving lowest all inclusive rate.**
- ❑ **Lower height means faster delivery, less waiting period for lifts, lower maintenance**
- ❑ **Combined with highly efficient maintenance charges, the Total Cost of Ownership is one of the lowest for Unihomes**
- ❑ **More amenities than any of the competitor projects**



# PROJECT PLAN

*Subject to Change*

# Project Specifications

Structure		Earthquake resistant RCC framed structure
Flooring	Living Room	Vitrified Tiles
	Dining Room	Vitrified Tiles
	Bed Room	Vitrified Tiles
	Kitchen	Ceramic Tiles
	Toilet	Ceramic Tiles
Painting	Internal	OBD
	External	Plastered & painted by Exterior Paint
	Ceiling	OBD
	Windows	Synthetic Enamel Paint
	Doors	Synthetic Enamel Paint
Joinery	Main Door	Hardwood frame with flush door shutter
	Other Door	Hardwood frame with flush Door shutters
	Bathroom Doors	
	Windows/ External Doors	Aluminium
Dado	Toilets	Ceramic Tiles till 7' height
	Kitchen	Ceramic Tiles till 2' height in counter area
Plumbing/Sanitary		White shade ceramic ware with EWC, CP fittings
Electrical		ISI quality cables with copper wiring through PVC conduits, Piano type switches, light point, fan point, power point in each room, call bell point in dining area, and exhaust provision in kitchen. One TV outlet in the living room. One telephone outlet in living/ dining
Other Services	Lift	Two for each block
	Water Treatment Plant	Yes
	Sewage Treatment	Yes
	Power Back-up	Essential Services and common areas
	Intercom Facility	Yes (gate to flat)
	Rain water harvesting	Yes



# Payment Plan (w.e.f 01-06-09)

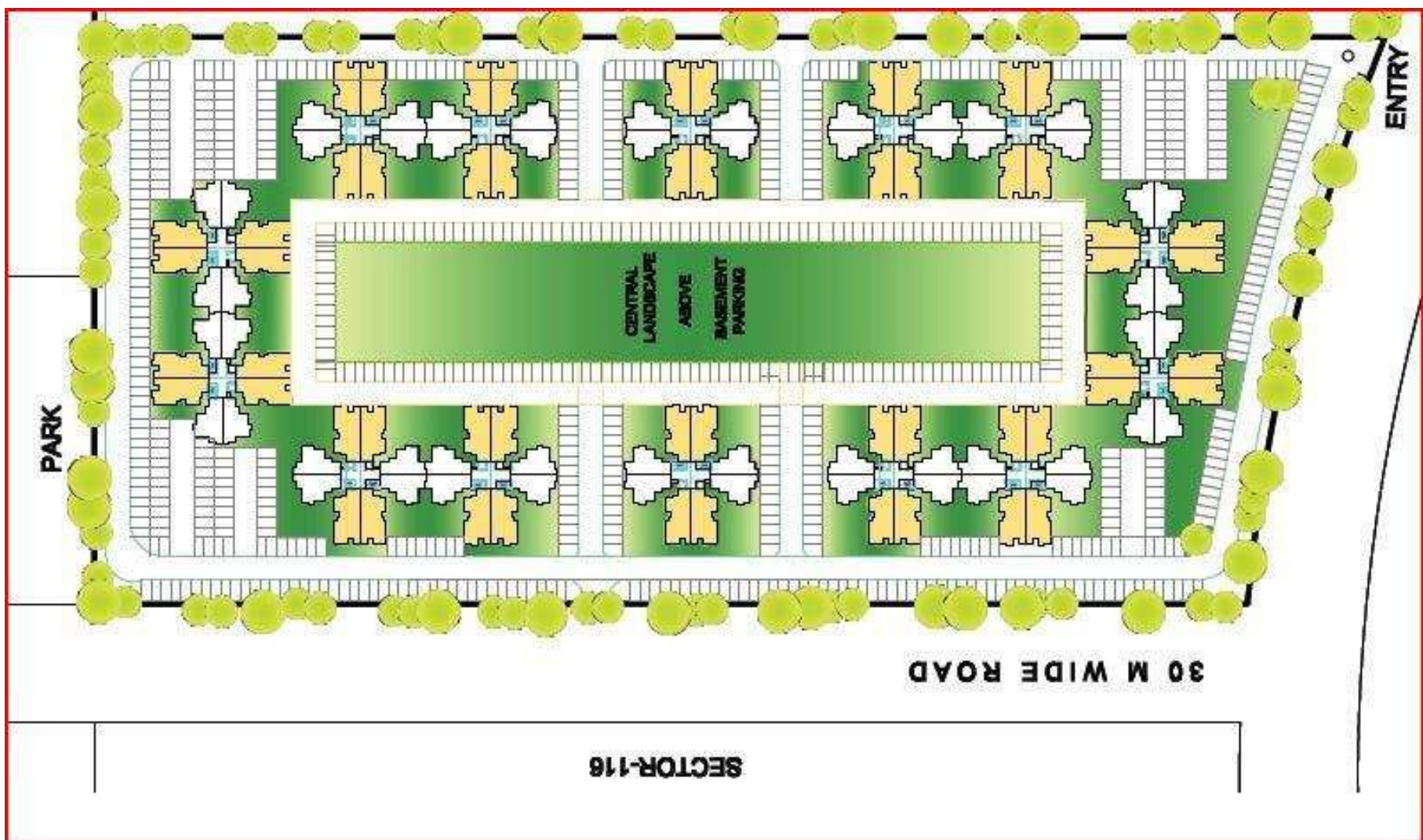
DOWN PAYMENT PLAN 'A'	
Rebate @8% on BCP, PLC & Parking Charges.	
At Registration	10% of BCP
Within 45 Days of Registration / Allotment	85% of BCP+ 100% of Lease Rent, PLC & Parking + 50% of CRC
On Final Notice of Possession	5% of BCP + 50% of CRC + Sub Lease Deed Charges & other charges as applicable.
CONSTRUCTION LINKED INSTALMENT PLAN 'B'	
On Booking/Registration	: 10% of BCP
Within 75 days of Registration/Allotment	: 10% of BCP + 50% PLC
Within 150 days of Registration/Allotment	: 10% of BCP + 50% PLC
On commencement of construction/development #	: 10% of BCP + 50% Parking Charges
On completion of GF Floor Roof	: 10% of BCP + 50% Parking Charges
On completion of 2th Floor Roof	: 10% of BCP + 100% Lease Rent
On completion of 4th Floor Roof	: 10% of BCP + 50% of CRC
On completion of 6th Floor Roof	: 5% of BCP
On completion of Top Floor Roof	: 5% of BCP
On completion of Masonry work within apartment	: 5% of BCP
On completion of Internal Plaster within apartment	: 5% of BCP
On completion of Flooring within apartments	: 5% of BCP
On Final Notice of Possession & other charges applicable	: 5% of BCP + 50% of CRC + Sub Lease Deed Charges
Note:Other charges include Interest Free Maintenance Security Deposit, Electric Sub-Station Charges, Electric Connection Charges, Fire Fighting Charges, Centralized Communication Charges, and Common Maintenance Charges etc. # # This installment and the subsequent installments(s) in the above Installment Plan shall become payable on demand irrespective of the serial order in which they are listed above	

PLC -Preferential Location Charges                      CRC- Club Registration Charges

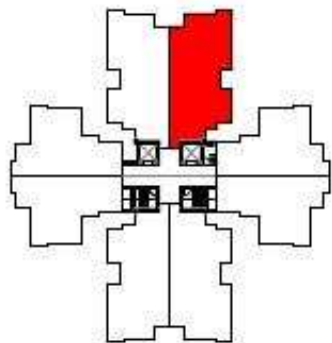
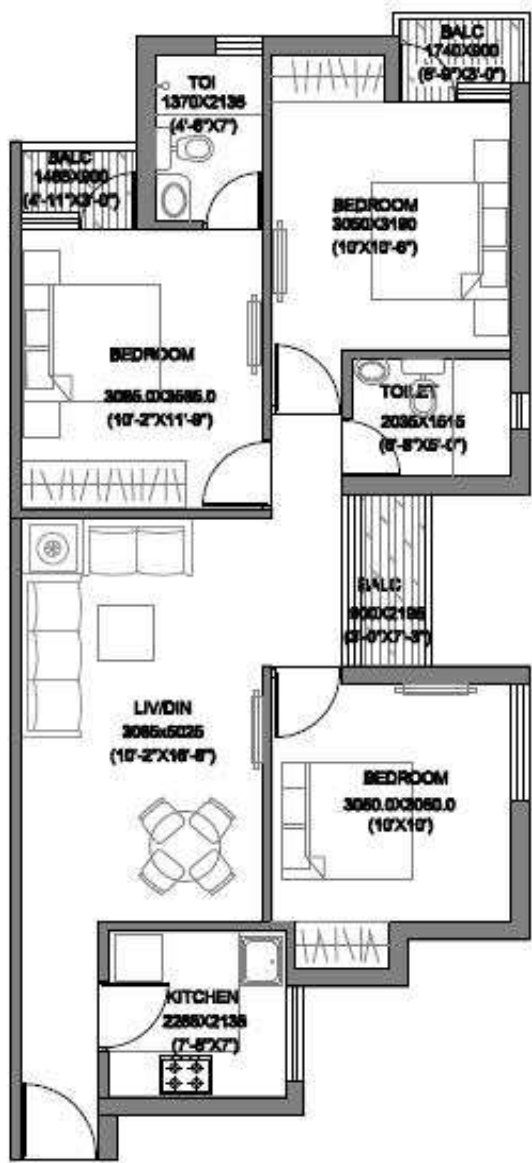
# Sector Plan



## Site Plan – Phase I



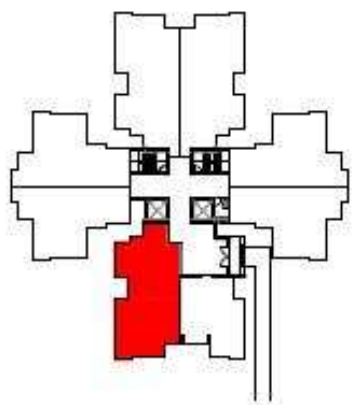
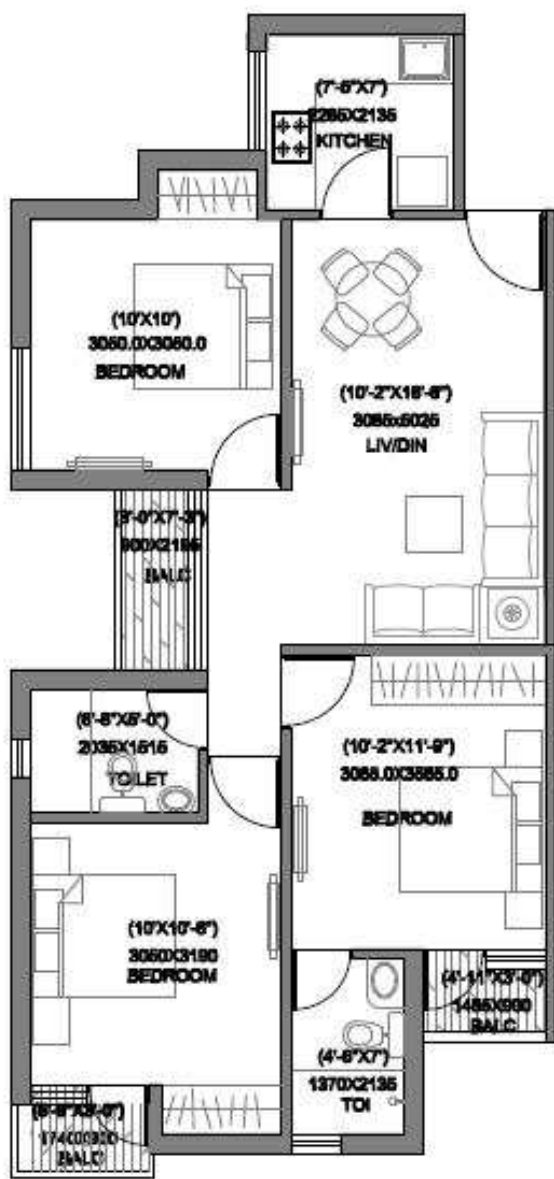
# Master Plan – Type X1



**TYPE X1**  
**3BR2T TYPICAL FLR UNIT**  
**SALE AREA: 990 SQFT**



# Master Plan – Type X2



**TYPE X2**  
**3BR2T GR FLR UNIT**  
**SALE AREA: 951 SQFT**



# Master Plan – Type Y1

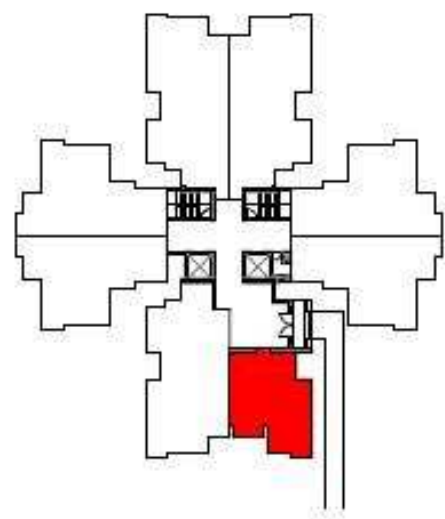
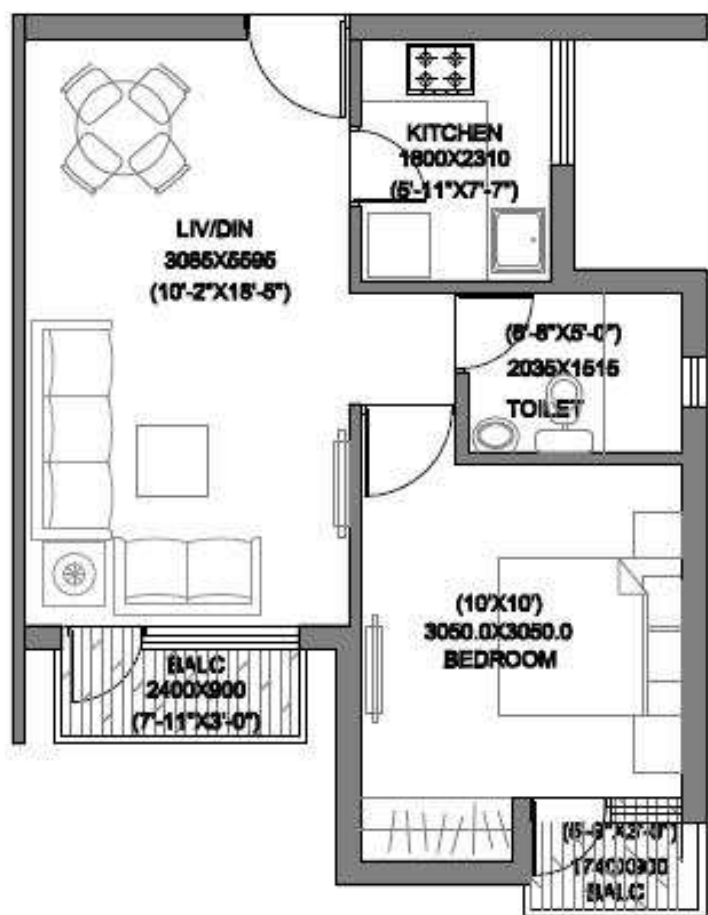


**TYPE Y1**

**2BR2T TYPICAL FLR UNIT**

**SALE AREA: 776 SQFT**

# Master Plan – Type Z1



**TYPE Z1**  
**1BR1T GR FLR UNIT**  
**SALE AREA: 580 SQFT**

**Thank you**