

HARMONY RESIDENCES PRIVATE LIMITED

PROFILE DOCUMENT

BACKGROUND

Harmony Residences Private Limited was found to respond to the growing need for contemporary and stylish residences.

Chennai, being a metropolis, holds an important position and commands a premium, compared to many cities. With leading Multinationals setting up factories and corporate offices in Chennai enabling a fast track economy growth, the increase of a rising affluent middle class population have seen a growing demand in the real estate space. An easy availability of credit, soaring incomes and a discerning NRI customer component has fueled the requirement for a home beyond mere good quality and functional utility.

The customer with an eye for a luxurious lifestyle and eye for the best also requires:

- Uniqueness and Individuality
- Fusion of the Traditional and Contemporary Styling
- Amenities beyond the four walls

Harmony provides this through its projects in wholesome measure.

Promoted by IIT alumni and seasoned professionals, Harmony brings nearly two decades of construction excellence to provide residential homes with style and panache. PAGE 1

MISSION

PAGE 2 BOTTOM HIGHLIGHTED INSIDE BOX PREFERABLY

Our mission is to develop classy and stylish homes while maintaining the highest quality and unmatched value for money.

HARMONY UNIQUENESS

PAGE 2 TOP (on clicking know more)

Harmony's promoters with nearly two decades of extensive Real Estate Development experience bring their expertise to focus on every aspect of the project. In simple words, everything from precision engineering to aesthetic design, fast track execution process right down to high-class interiors is done in-house. This allows for stringent quality control - which in turn gives our customers a fine combination of precision and aesthetics.

We believe our buildings should reflect engineering excellence with a view to providing complete customer satisfaction. It is our intention that the quality of our products and services should result in complete value for our clients and thus fostering continuous demand for our products.

The combination of prime location, aesthetic appeal, functional design, and optimum use of space and excellence of construction with an affordable price is the hallmark of Harmony's "**VALUE FOR MONEY**" proposition.

As a symbol of caring concern towards our customers, Harmony offers services of our Expert Cell on:

ALL THREE SERVICES HYPERLINKED

1. Customized **Housing Loan facilities** depending on the person's budget and repayment capacity. This is a turnkey service-the intending purchaser has to only sign on the dotted line and all other formalities are handled by Harmony.

2. **Property Management Services** – Harmony sees your home as the center of your family's life, the very special place where your children grow up, where you welcome your neighbors and friends, where your dreams come to life. Harmony maintains your property and takes responsibility for the security and any statutory regulations that may be applicable from time to time. We sustain, maintain & protect your apartments in your absence.

3. Harmony also offers expert **Legal, Technical and Financial guidance** through its panel of consultants, a service unique to Harmony Customers. We understand what a sensitive, emotionally charged process the buying or selling of a home can be. Harmony is totally committed to providing whatever it takes to help you through the process, to keep you well informed, and to make sure you have the right answers to the many questions that inevitably arise during any real estate transaction.

ONGOING PROJECTS

1. Residential Apartments at Perumbakkam, Stilt+4 Floors, "**Harmony's Upper Crest 1**" – 40000 Sq.Ft. (For Details Refer Annexure 3)
2. Residential Apartments at Perumbakkam, Stilt+2 Floors, "**Harmony's Upper Crest 2**" – 11000 Sq.Ft. (For Details Refer Annexure 4)
3. Residential Apartments at Sithalapakkam "**Harmony's Serenity**" – 5000 Sq.Ft. (For Details Refer Annexure 5)
4. Commercial Complex for Tata Groups on Arcot Road, Valasarawakkam, "**Harmony Eleganz**" – 18000 Sq.Ft. (For Details Refer Annexure 6)
5. Premium Residential Apartments at Dr. Thomas Road, T. Nagar, "**Harmony Tranquil**" - 6000 Sq.Ft. (For Details Refer Annexure 7)
6. Premium Residential Apartments at Rajamannar Salai, K.K. Nagar, "**Harmony Santhosh**" – 36000 Sq.Ft. (For Details Refer Annexure 8)
7. Premium Residential Apartments at Okkium Thorappakkam – 15000 Sq.Ft. "**Harmony Pinnacle**" (For Details Refer Annexure 9)

UPCOMING PROJECTS

8. Residential Apartments at Pallavaram – 2,50,000 Sq.Ft. "**Harmony Pride**" For Details Refer Annexure 10)

PARTIAL LIST OF COMPLETED PROJECTS

1. Residential Apartments at Rajamannar Salai, K.K. Nagar, **“Harmony’s Zen Garden”** - 32,000 Sq. Ft.(For Details Refer Annexure 1)
2. Residential Apartments at Ramasamy Salai, K K Nagar, **“Harmony’s Malola Nilayam”** - 9000 Sq. Ft.(For Details Refer Annexure 2)
3. Luxury Residential Apartments at R.K. Shanmugam Salai, K.K. Nagar ,**“Harmony’s Symphony”** - 24500 Sq. Ft
4. Premium apartment complex at Thoraipakkam, IT corridor, 21500 Sq. Ft. - **“Harmony’s Renaissance”**.
5. Corporate Building at Ashok Nagar – Built up Area 3800 Sq.Ft.
6. Expansion of Residence and Farm House of Padma Bhushan Madurai Sri. T. N. Seshagopalan .
7. Residential Bungalow for Mr. Jayakrishnan at Sozhinganallur – 5000 Sq.Ft .

SENIOR MANAGEMENT PROFILE

S. Ramakrishnan, a Civil Engineering Graduate of Indian Institute of Technology (IIT), brings nearly two decades of project management experience. S. Ramakrishnan has managed a wide range of Residential, Interiors, Commercial and Industrial projects across multiple locations in India. He brings the passion for delivering classy contemporary housing projects to meet the demanding requirements of a discerning clientele. He has multi-disciplinary expertise and has worked with international customers in the US, Europe and Asia Pacific Markets to deliver challenging projects to Fortune 500 clients. (See Annexure 12 for more details).

S.S. Prasad Babu, with a Chartered Accountancy background has held senior positions in leading organizations and has been responsible for financial and accounting management. He also specializes in financial structuring and project financing for several leading corporates. (See Annexure 11 for more details). He has interacted with many domestic and overseas Financial Institutions and has a rich experience of over two decades in Accounting, Finance, Legal and Stock Exchange related activities.

A.V. Krishnan, is a Certified Cost Accountant with a distinguished record of accomplishment in multiple industry segments. He has had the experience of developing five Lakh Sq. Ft. of Residential spaces at various locations in the city. A multi-faceted professional, Krishnan is also a leading Stock Broker in the leading Stock Exchanges of India. Krishnan brings to Harmony the value of intimate understanding of the housing industry (See Annexure 13 for more details).

ARCHITECTS AND ASSOCIATES

Architects

Diastyle, Chennai.

Diastyle is a leading contemporary design firm specialized in creating urban residences for the demanding customer today. They have promoted several Lakhs of square feet of residences and have worked with most of the leading builders and developers.

ANNEXURE 1 :

Project Detail: Zen Garden –K.K.Nagar- 32, 000 Sq. Ft.

Location: Blocks D147 and D148 Rajamannar Salai, K.K. Nagar, Chennai 600 078.

Salient Features

Basic Facilities:

- About 33, 000 Sq. Ft. Approx Built up Area in Land of about 18120 Sq. Ft.
- Ground + 4 RCC Structure
- 23 Luxury Apartments ranging from 1100 Sq. Ft. to 2000 Sq. Ft. which includes 2/3 Bedroom apartments

Common Amenities:

- Water Filtration Plant
- DG Backup for Lift & common facilities and for every flat
- Walking Track
- A/c Gym/Health club.
- Children's Play Area
- Themed Landscaping at Multiple levels
- Video Security Systems in each Apartment
- A/c Multi-Purpose Hall

Architect: M/s Diastyle, Chennai.

Current Status: Completed

Unique Aspects of the project:

- Corner plot at the junction of 80ft and 50ft Arterial Roads, close to Arcot Road and has easy access to Porur – Mount Road
- Close to leading schools PSBB School, La-Chatelaine, etc.,
- Excellent Ventilation and Light for each Apartment
- Good Potable Water Availability
- Unique Design and Aesthetics with multi-level landscaping unique to projects in surrounding areas

VALUE OF THE PROJECT : Rs. 12 Crores

ANNEXURE 2:

Project Details: Malola Nilayam – K.K.Nagar-9000Sq.Ft

Location: Plot No 69, Old No. 520, Ramasamy Salai, K.K. Nagar, Chennai

Salient Features

Basic Facilities:

- About 9000 Sq. Ft. Approx. Built up Area in Land of 5300 Sq. Ft.
- Ground + 4 RCC Structure
- 6 Luxury Apartments ranging from 1000 Sq. Ft. onwards including 2/3 Bedroom

Common Amenities:

- Elevator
- DG Backup for common facilities and for each flat
- Walking Track
- Fully Designed Landscaping

Architect: M/s Diastyle, Chennai.

Current Status: Completed

Unique Aspects of the project:

- Located opposite the compound wall of PSBB School K.K. Nagar on 50ft Arterial Road
- Only 6 Flats in the Project with Common Amenities
- Good Potable Water Availability
- Unique Design and Aesthetics

VALUE OF THE PROJECT : Rs. 3 Crores

ANNEXURE 3:

Project Details: Upper Crest 1 – Perumbakkam-40,000 Sq.Ft.

Location: Plot No 10 to 15, Indira Priyadarshini Nagar, Perumbakkam ,Chennai-100

Salient Features

Basic Facilities:

- Commercial cum Residential project.
- Stilt + 4 Floors
- 33 flats with commercial area on the first floor
- 2BHK Apartments from 850 to 1050 sq.ft.
- 3BHK Apartments from 1120 to 1330 sq.ft.

Proposed Common Amenities:

- DG Backup for common facilities and for each flat
- Walking Track
- Provision for Gym/Health club.
- Fully Designed Landscaping

Architect: M/s Diastyle, Chennai.

Current Status: Internal & External Plastering work in progress.

Unique Aspects of the project:

- Situated on the 60ft Perumbakkam Main Road, opposite Global Hospital 3km from Sholinganallur Junction
- Frontage of 120 ft and 145 ft abutting the roads
- Elegant Architectural design
- Diagonally Opposite to upcoming financial city

VALUE OF THE PROJECT :Rs.15 Crores

ANNEXURE 4:

Project Details: Upper Crest 2 – Perumbakkam-11,000 Sq.Ft.

Location: Plot No 1, 2 and 3 Indira Priyadarshini Nagar, Perumbakkam ,Chennai-100

Salient Features

Basic Facilities:

- Fully Residential Apartment Complex.
- Stilt + 2 Floors
- 12 flats (four flats in each plot)
- Two BHK ranging between 700 – 930 sq. ft.

Proposed Common Amenities:

- DG Backup for Lift & common facilities and for each flat
- Walking Track
- A/c Gym/Health club.
- Fully Designed Landscaping
- Security Systems in each flat
- A/c Community Hall

Architect: M/s Diastyle, Chennai.

Current Status: Handing Over in Progress

Unique Aspects of the project:

- Property behind Upper Crest 1 on the 60ft Perumbakkam Main Road, opposite Global Hospital, 3km from Sholinganallur Junction.
- Elegant Architectural design
- Diagonally Opposite to upcoming financial city

VALUE OF THE PROJECT :Rs.4 Crores

ANNEXURE 5:

Project Details: Serenity – Sithalapakkam -5,000 Sq.Ft.

Location: Plot No. 88 ,Priyadarshini Nagar, Sithalapakkam, Chennai-

Salient Features

Basic Facilities:

- Fully Residential Apartment Complex
- Ground + 2 Floors with 6 Apartments
- 2BHK Apartments about 800 sq.ft.
- 2BHK + study Apartments at 1010 sq.ft.

Proposed Common Amenities:

- Walking Track
- A/c Gym/Health club.
- Designed Landscaping
- A/c Community Hall

Architect: M/s Diastyle, Chennai.

Current Status: Finishing works in progress. Handing Over of the flats by December 2011

Unique Aspects of the project:

- Located on the fast growing location of Sithalapakkam, 4 km from Medavakkam Junction
- Limited number of apartments to ensure privacy
- Excellent ground water

VALUE OF THE PROJECT : Rs.1.6 Crores

ANNEXURE 6:

Project Details: Eleganz – Valasaravakkam -18,000 Sq.Ft.

Location: No 180, Arcot Road, Valasaravakkam , Chennai-87

Salient Features

Basic Facilities:

- Stilt + 2 Floors of Fully Commercial Space
- Commercial Spaces executed for two or three potential customers with 5000 – 10000 sq.ft. area requirement
- Area suitable for Retail Malls and Large Office Spaces

Specifications:

- Luxury Finishes suitable for a state of the art office space
- Separate Elevators demarcating different usages
- Thermal control for roofing to reduce heat

Architect: M/s Diastyle, Chennai.

Current Status: Project completed and two floors taken of lease by Reliance.

Unique Aspects:

- Situated in the prime commercial area on Arcot Road
- State of the art finishes
- 100% power back up

VALUE OF THE PROJECT :Rs.2.5 Crores

ANNEXURE 7:

Project Details: Harmony Tranquil – T.Nagar - 6000Sq.Ft

Location: Door No 16, Dr.Thomas Road, T.Nagar, Chennai-17.

Salient Features

Basic Facilities:

- Fully Residential Complex with Stilt + Two Floors.
- Four 3BHK Apartments of sizes 1451 and 1668 Sq.Ft.

Proposed Common Facilities:

- Secured Lobby.
- Video security system.
- Multipurpose A/C Hall.
- Air-conditioned gym with all fitness equipments.

Architect: M/s Diastyle, Chennai.

Current Status: Structure completed and brick work in progress

Unique Aspects of Project:

- Residential area close to Pondy bazaar off GRT Grand days, T Nagar.
- Excellent finishes with the very best specifications that can be conceived
- Elegant Architectural Design.

VALUE OF THE PROJECT : Rs.6.5 Crores

ANNEXURE 8:

Project Details: Harmony Santhosh – K.K.Nagar – 36,000 Sq.Ft.

Location: Block No D129, D130, Rajamannar Salai, K.K.Nagar, Chennai-600 078.

Project Highlights:

- Stilt + Four Floors with 20 apartments of 1800 sq.ft. each
- Proposed 20 luxury 3BHK apartments between 1675 – 1800 sq.ft.
- Luxury finishes and superior specifications

Proposed Common Facilities:

- Children Play Areas
- Video Security Intercom/Swipe Card Access
- Air conditioned Gymnasium and Multi-Purpose Hall

Architect: M/s Diastyle, Chennai.

Current Status: CMDA approval at advanced stage. Scheduled to start November 2011

Unique Aspects of Project:

- Only 3 Bedroom Apartments with superior Finishes
- At the heart of KK Nagar with excellent access to surrounding localities and schools
- Good Potable Water Availability
- Unique design and Aesthetics

VALUE OF THE PROJECT :Rs.27 Crores

ANNEXURE 9:

Project Details: Harmony Pinnacle– Okiyyam Thoraipakkam – 15,000 Sq.Ft.

Project Highlights:

- Stilt plus two floors
- Double bedrooms of size 1180 Sq.Ft. and triple bedrooms of size ranging from 1450 Sq.Ft.– 1550 Sq.Ft.
- This Project is an amalgamation of creative architecture blending with the choicest finishes conceived for today's most demanding customer.

Proposed Common Facilities:

- DG of standard make up for the Elevator/External Lightening, internal Fan and Light Points.
- Telephone lines with Broadband Connectivity
- Interlocking Pavers of reputed make and fully landscaped areas .

Current Status: Foundation Work in Progress.

Architect: M/s Diastyle, Chennai.

VALUE OF THE PROJECT : Rs.8 Crores

ANNEXURE 10:

Project Details: Harmony Pride– Pallavaram – 2,50,000 Sq.Ft.

Location: No 158,Ganapathy Salai, Thirumurugan Nagar,Zamin Pallavaram,Chennai-117.

Project Highlights:

- Single, Two and Three Bedroom Apartments between 450 to 1300 sq.ft. of built up area.
- The residential homes come with Vitrified Floors, Plastic Emulsion Paint, UPVC Windows, Teakwood Main Doors, Modular Switches, Jaquar Chromium Plated Bathroom fittings and High Quality Sanitary ware.

Proposed Common Facilities:

- Supermarket for Provisions and Household items .
- Air-Conditioned Multipurpose Hall and Gymnasium .
- Children’s Play Area.
- Security Intercom with Video Phone Connection.
- Full Scale Landscaping with renowned landscaping consultants

Architect: M/s Diastyle, Chennai.

Current Status: CMDA approval at advanced stage. Scheduled to start December 2011

Unique Aspects of Project:

- 2.5Km from the main Pallavaram Bus stand on the GST Road, near to Pallavaram Railway station
- Just 2Kms from the 110feet Thoraipakkam, Pallavaram Road.

VALUE OF THE PROJECT :Rs.82 Crores

ANNEXURE 11:

Brief list of Key Corporate Financial Consultancy Assignments and Work Experience Details of S. S. Prasad Babu in Reverse Chronological order is given below:

Corporate Financial Consultancy

SI No	Name of the Company	Amount of Funding	Bank / Institution	Year
1	Zylog Systems Ltd	Rs 10.00 Crores	SBH	2009-10
2	Elite Cutting Dies P Ltd & Group	WC Limits	ICICI	2006-07
3	Zylog Systems Ltd	Rs 7.00 Crores	SBH	2006-07
4	Arvind Remedies Ltd., Chennai	Rs.10.00 Crores	Allahabad Bank	2005
5	Lakshmi Shanthi Movies Pvt. Ltd	Rs. 2.00 Crores	IDBI BANK	2005
6	GET Engineering Construction. Co. Pvt Chennai	Rs 5.00 Crores	IDBI BANK	2004-05

Work Experience

SI No	Name of the Company	Designation	Responsibility	Period
1	Ramco Super Leathers Ltd	G M - Corp	All Corporate affairs including Finance, Secretarial, Legal, Dealings with Banks & Financial Institutions, Govt. Authorities, Stock Exchanges etc.,	1992-2003
2	Ashok Leyland Ltd.,	Senior Executive Projects	Project Evaluation, Investment Budgeting & Monitoring	1987-1992

Other Jobs Handled

SI No	Name of the Bank	Details of Work	Period
1	State Bank of India	Inventory Inspection	2005
2	Indus Ind Bank (Ashok Leyland Finance)	Reconciliation	Current

ANNEXURE 12:

Mr.S.Ramakrishnan Projects

No.	Details of Projects handled	Location	Area	Year	Cost in Rs. Lakhs
1	Residence for Senior IT Professional	Chennai	4000 Sq. Ft	2003	35
2	Bungalow for High Net Worth Individual	Bangalore	5000 sq.ft.	2001	45
3	Interiors for Office Building	Bangalore	6000 Sq. Ft	2000	115
4	Interiors for Software Company Office Building	Bangalore	6000 Sq. Ft	1999	95
5	Interiors for Savantech.com (P) Ltd	Bangalore	5000 Sq. Ft	1998	40
6	Residential Apartments for Hindustan Petroleum Officers	Patna	50,000 sq.ft.	1995	250
7	Interiors on the 5 th Floor of Richardson and Crudas Building, Mumbai	Mumbai	10,000 sq.ft.	1994	90
8	Oil Storage Installation involving Civil Structures, Mechanical Fabrication and Erection and Electrification works	Bangalore		1991-93	3000
9	Fabrication and Erection of Tankages, Construction of Civil Structures and expansion of existing Oil Storage Terminal	Erode		1990	30

ANNEXURE 13:
Mr. A.V.Krishnan Projects

S.No	Project Name	JV with	Area in Sq.Ft
1	Park Rozallia	True Value Homes	3,75,000
2	Arihant Heirloom	Arihant Foundation	3,50,000

As a partner of Shree Ayshwarya Foundations completed project details are as follows:

No.	Details of Projects handled	Name	Area	Year	Cost in Rs. Lakhs
1	29 to 32 R.K.Mutt Road, Mylapore, Chennai-04		65000	April'96	650
2	7, Jaishankar Street, W.Mambalam, Chennai-33	Ayshwarya Ramana	12000	July'01	180
3	14, Lake View Road, W.Mambalam, Chennai-33	Goplakrishna	11000	April'03	154
4	7, Jeth Nagar, I Cross St, Mandaveli, Chennai-28	Ratna Bala	10000	Sep'04	200
5	11, Mahalinga Puram II Street, Chennai	Hariharathmajam	14000	May'05	210
6	6, Sadasivam Street, East Gopalapuram	Ayshwarya Villa	18000	April'06	398
7	Madha Koil Street, Thoraipakkam	Ayshwarya Prapancha	1,65,000	Dec'10	6000