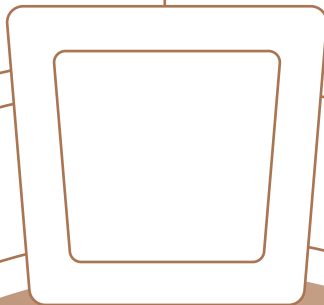




LOFTLINE[®]
BY THE HOUSE OF HIRANANDANI

Sales Office: 3rd Floor, Flat No 402, SMR Vinay Technopolis, Adjacent to Google building, Kondapur, Hyderabad
T: +91 88860 63445/46 | W: www.houseofhiranandani.com

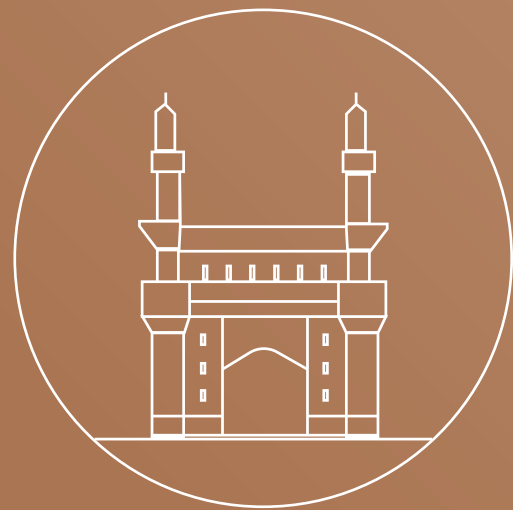
Disclaimer: The layout details, proposed amenities and facilities mentioned/shown are indicative/project perspective. All intending purchasers are required by law to inspect all plans, approvals, floor area, project details and apprise themselves of all other relevant information and notices in this brochure or any other document. Nothing in this brochure is intended to substitute to the intending purchaser the actual plans and approvals obtained from time to time by the Developer. All are hereby advised to periodically visit the relevant RERA website before taking any decision.
Hyderabad: The project is developed by Hiranandani Realtors Private Limited. #As per Mercer's Quality of Living (India) Rankings in 2015, 2016, 2017, 2018 & 2019.



|||
**PLOT YOUR INVESTMENT.
REALISE YOUR DREAM.**
|||



LOFTLINE[®]
BY THE HOUSE OF HIRANANDANI



SHANKARPALLY

The future of Hyderabad.

The ideal location for those who think ahead.

The preferred residential neighbourhood of millennials.

Shankarpally located in the north-west corridor of Hyderabad is unlike any other town in the vicinity. With tremendous growth potential, lush greenery, numerous land parcels, flourishing residential activity, and dynamic investment options, it offers everything you’ve been looking for.

Loftline by the House of Hiranandani – a thoughtfully planned plotted development, is your gateway to a land that possesses unmatched value in every way. It has laid the perfect groundwork for you to build your future.

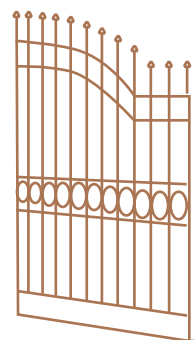
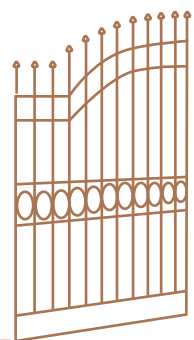


Image shot at House of Hiranandani property



Image for representation purpose only



FROM CITY OF PEARLS TO CITY OF DESTINY

Hyderabad, the capital of southern India’s Telangana state, was long known just for the Nizam rule, pearls and minars. But today, it is recognised for its global IT region called Cyberabad. Moreover, this city is also described as the pharma capital of India*, as it is a major hub for life sciences in Asia.

Hyderabad was named the best city to live* in by Mercer’s Quality of Living (India) Rankings, for the 5th consecutive time in 2019#.

KEY HIGHLIGHTS



Excellent social infrastructure



Economical cost of living



New real estate developments



Expansion of MNCs and start-ups



Business-friendly government policies

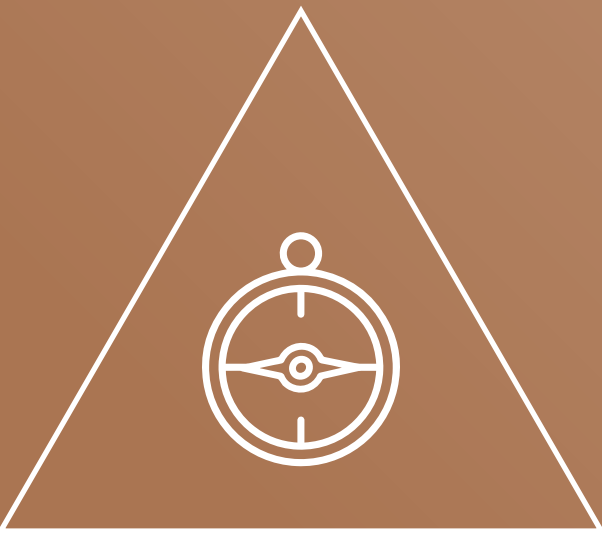
Source: *Knight Frank Research

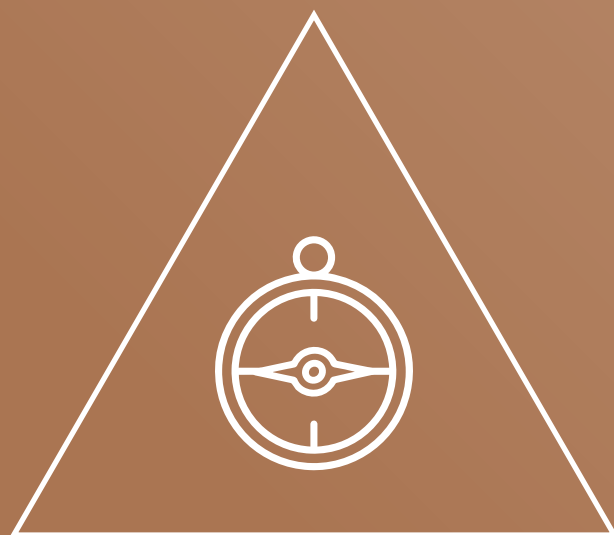


THE BEAUTY OF DIVERSITY

The residential market of Hyderabad, segregated into 5 zones, is witnessing a steadily rising demand year on year. Each zone has its own set of characteristics that make them unique in their own way.

Source: Anarock Research & NAREDCO Research Report





THE BEST LIES IN HYDERABAD WEST

W

West zone

- Madhapur, HITEC City, Gachibowli, Manikonda and other neighbouring micro markets form a vibrant IT corridor
- This zone is buzzing with large-scale residential activity due to proximity to major employment hubs, improved road connectivity and rise in disposable income
- Western Hyderabad accounted for 68% of launches and 70% of sales in 2020

Such a range of advantages, adds an extra edge to the popularity of Shankarpally that is located in the western suburbs of Hyderabad. The proposed IT City at the Golden Triangle that includes Shankarpally-Muthangi-Kokapet, has brought Shankarpally to greater limelight.



C | Central zone

- Mehdiapatnam, Khairatabad and Somajiguda mainly house private enterprises of engineering and infrastructure sector
- Sanathnagar and Erragadda are industrial estates

N | North zone

- Sainikpuri, Ammuguda and Marredpally have numerous affordable housing projects, due to Jeedimetla Industrial Area and pharma companies around Quthbullapur
- This zone accounts for 21% of the residential sales and 28% launches in 2020

S | South zone

- Budvel, Attapur and Shamshabad airport region are emerging micro markets
- They possess abundant land for IT and industrial developments

E | East zone

- L.B. Nagar, Uppal, Tarnaka and Pocharam are observing rapid residential growth
- The largest Infosys campus is located in Pocharam



THE BEST LIES IN HYDERABAD WEST



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SHANKARPALLY A DESTINATION OF PROSPERITY

Owing to umpteen factors such as proposed infrastructure projects, proximity to IT hubs, premium real estate developers, interest of working professionals, prestigious colleges, resorts, malls, robust connectivity, and ample choice across budget segments and unit sizes, Shankarpally is a coveted investment destination among commercial giants, NRIs and domestic investors.

The proposed 100-feet road* and four-lane highway between Cyberabad and Shankarpally, will trim down the travel time between the two locations. Additionally, the proposed development of a new IT city at the 'Golden Triangle' will bring in lakhs of professionals, propelling real estate growth and spiking property prices in the area.

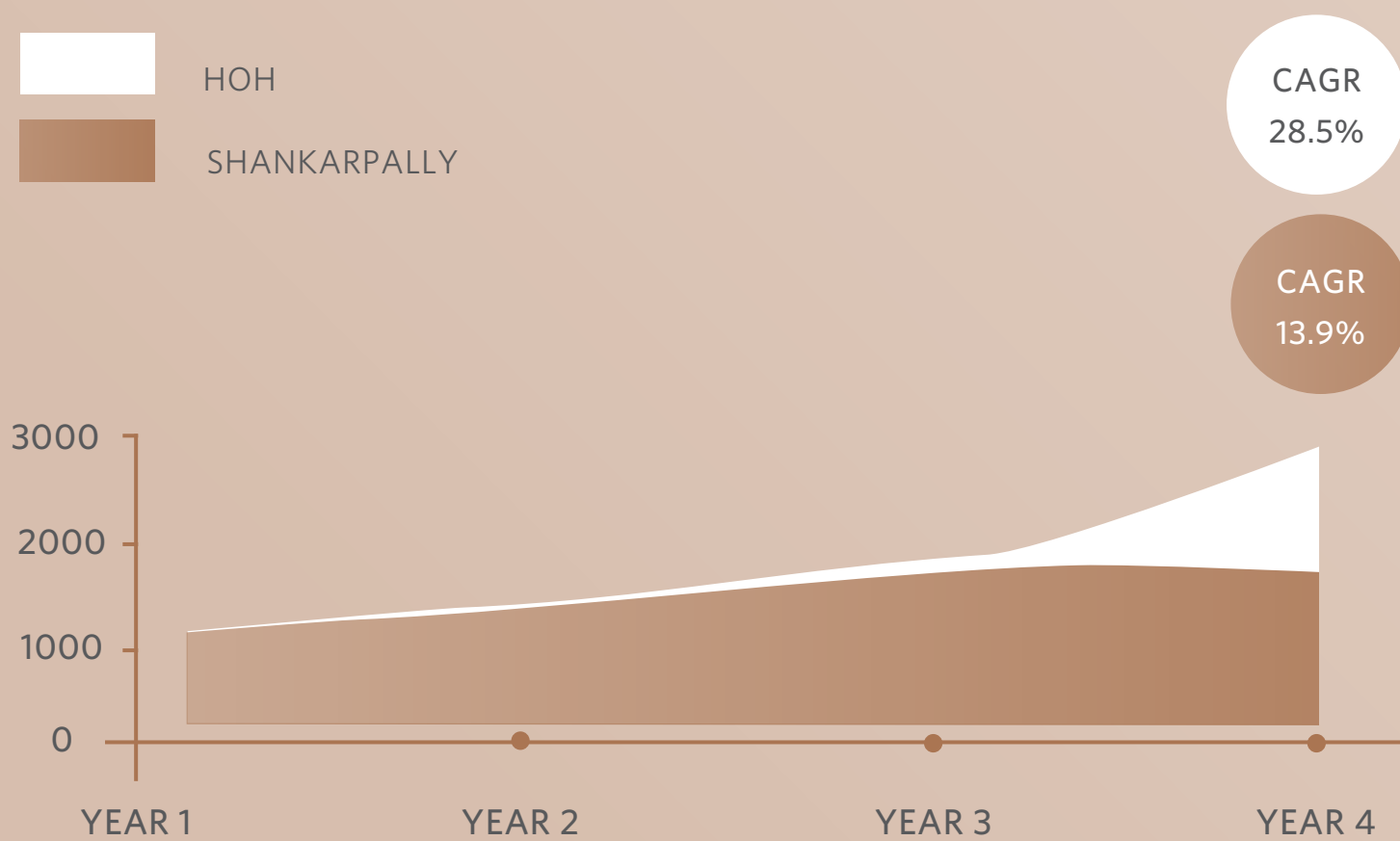


THE HEARTLAND OF SHANKARPALLY

Nestled in the beautiful town of Shankarpally, Loftline by the House of Hiranandani is an exclusive world of delight complemented with ultra-privacy, gorgeous surroundings and supreme facilities. Build your own dream villa among lush green landscape and multiple luxuries, and find yourself charmed by this thoughtfully designed gated community.



Image shot at House of Hiranandani property



Investment Rationale:

Price appreciation at House of Hiranandani has been - 105% higher than the Shankarpally micro market.

Source:

Data accessed in March 2021, from Propequity and House of Hiranandani. Year 2021 is taken as year 4.



TAP INTO ENDLESS POTENTIAL

When it comes to making the right investment, plots are the right choice providing low acquisition cost, financial stability, steady rise in value, zero maintenance, the freedom to build your own home and more. But it's the right partner that can help you achieve all your investment goals.

Loftline by the House of Hiranandani provides you an opportunity to experience future-ready and intelligent spaces, equipped with a host of recreational amenities, which are sure to make your dreams come true.

AMENITIES



Swimming pool



Yoga/aerobics room



Space provided for restaurant and supermarket



Lawn tennis



Space provided for retail



Basketball court



Games room



Multipurpose hall



Air-conditioned gym



Children's play area



Open badminton court



Image shot at House of Hiranandani property



Image shot at House of Hiranandani property



Image shot at House of Hiranandani property

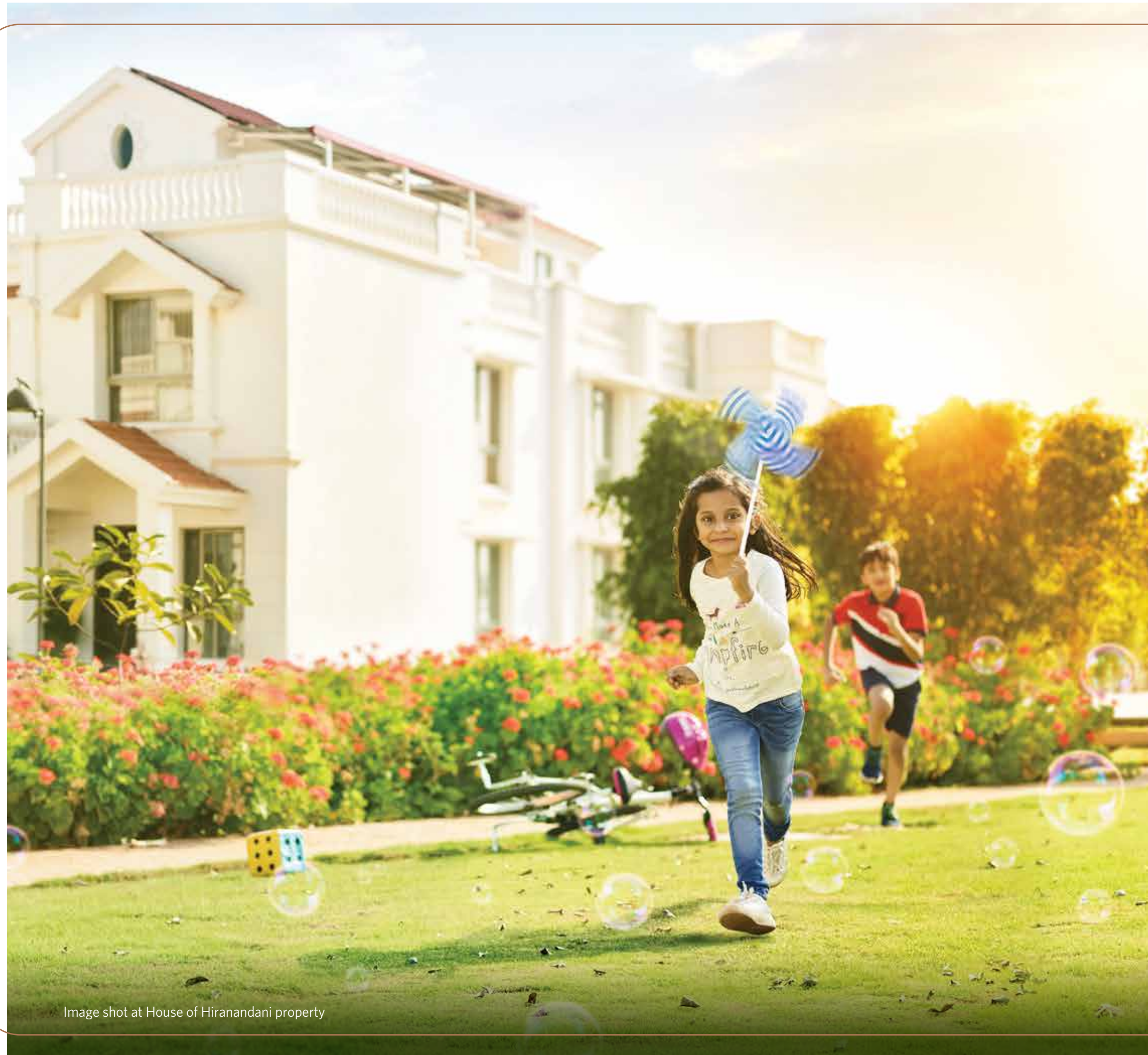


Image shot at House of Hiranandani property



Image shot at House of Hiranandani property



Image shot at House of Hiranandani property



Image shot at House of Hiranandani property

FACILITIES



Provision for power supply



Roads with street lights



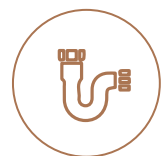
Water supply network



Underground water tank



Sewage treatment plant



Concealed sewer line







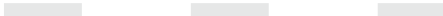
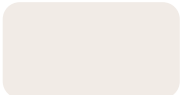


Surface stormwater drainage



Image shot at House of Hiranandani property


LEGENDS

	Educational institutes
	Market
	Workplaces
	Hospital
	Entertainment/recreation
	Proposed 100 ft. roads connecting to ORR
	Shankarpally 4-lane highway
	Go III zone




EXPERIENCE GREATER EASE
OF ACCESS AND CONVENIENCE


LEGENDS




Educational institutes




Market




Workplaces




Hospital



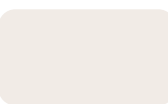
Entertainment/recreation



Proposed 100 ft. roads connecting to ORR



Shankarpally 4-lane highway



Go III zone



Distances are approximate as per Google maps. Map not to scale and for representative purpose only.

EXPERIENCE GREATER EASE OF ACCESS AND CONVENIENCE

THE MOST TALKED ABOUT OPPORTUNITY



LOFTLINE BY HOUSE OF HIRAMANDANI

SHANKARPALLY TIMES

SHANKARPALLY, HYDERABAD

HMDA'S FAST GROWING URBAN POCKET

SHANKARPALLY WILL BE
PROVIDED WITH ALL FACILITIES
TO ENCOURAGE EXPANSION.

The draft master plan being prepared for the extended areas of Hyderabad Metropolitan Development Authority (HMDA) has identified town like Shankarpalli, which will be developed as urban pocket.

The urban pocket (Shankarpalli), has a population of nearly 3 lakh, and the town will be provided with all facilities to encourage expansion here and decrease the load on the core city and its infrastructure. The only town on west of Hyderabad, with train and road connectivity. The major thrust, is on expanding employment opportunities, setting up educational and entertainment centers, health and medical facilities, residential and commercial belts, with good transport.

The HMDA has also proposed to construct a 250 km long, Peripheral Ring Road (PRR) around GHMC Limits. The plan is to construct a 300 ft road, that connect towns like Shankarpalli, Sangareddy, Chevella, Toopran, Agapally, Bibinagar, Shadnagar and Chorappal, spread over four districts of Rangas Reddy, Medak, Mahabubnagar and

Nalgonda. The Peripheral Ring Road (PRR) also connecting Mumbai highway and Bangalore highway via Shankarpalli.

The idea of Peripheral Ring Road is to integrate the above towns with in peripheral areas of Greater Hyderabad Municipal Corporation to facilitate uniform development in HMDA jurisdiction too. The draft master plan has also identified the location for setting up railway passenger terminals and cargo terminals.

The developments on the railway route from Hitec City Station To Shankarpalli Station.

- Hitec City St
- Hafeezpet St
- Lingampalli St (BHEL Area)
- Telapur - 400 Acres ICICI - Tiaman And Speyer Techno City.
- Nagulapalli St - 125 Acres Cargo Terminal By Containers Corporation Of India & South Central Railways
- Kondakal St (Mokila Village) - 500 Acres Hira Nandan Special Economic Zone (SEZ)
- Shankarpalli St - Ordinance & BDL.

Source: shankarpallyhyderabad.worldpress.com

GROWTH PROSPECTS OF HYDERABAD'S RESIDENTIAL REALTY MARKET

Source: housing.com

Mantri cites several developments that she says augur well, for the growth of the residential and commercial real estate market in Hyderabad:

- "The government has taken several pro-active steps, to attract major international companies to Hyderabad, like improving the ease of doing business, creating better connectivity across the city through the SRDP, metro, MMTS, etc, and setting up various infrastructure facilities. The introduction of TS-IPASS, ICT policy and life sciences policy, have also boosted growth.

- Creation of the pharma city, aerospace SEZ, financial district and bio-parks, apart from providing opportunities to start-up companies and incubators, will act as strong

drivers for growth.

- The availability of ample human resources, including migrants, will cater to the industries' demands and create demand for housing.

- Hyderabad also has huge tracts of lands alongside the ORR and IT corridors that can boost horizontal development and cater to industries, as well as housing."

Ultimately, while the recent slowdown in the IT sector could have an impact, other supporting factors will continue to ensure stability for the real estate sector here.



Hyderabad blueprint for realty boom at suburbs, unclog the heart

To decongest core areas of the city and ensure planned growth, Telangana Developers Association (TDA) suggested Hyderabad Metropolitan Development Authority (HMDA) develop satellite townships and regional townships around the Hyderabad metropolitan region. With the Union budget flip to affordable housing, the blueprint mirrors a ground reality when a burgeoning capital would grow in the outskirts.

The association also asked the state government to earmark 100 acres for hospitals, education and sports hubs in each of the satellite townships so that residents need not travel to city for facilities.

The suggestions were made recently by TDA to chief minister K. Chandrababbar Rao and also to HMDA in view of city's projected growth in next 25 years. It is expected that by 2041, Hyderabad's population would touch 2 crore.

The association said, satellite townships that can cater to a population of 10 lakh in next few years, should be planned in each of four directions from the city. It proposed Medchal-Shamirpet township on northern side, Shamshabad on the southern front, Pocharam to the east and Muthangi on the west. It also suggested another special IT zone at Aulakhia. Besides, regional townships have been suggested for every 1.5 lakh population at Bibinagar, Ibrahimpatnam, Hayathnagar, Toopran, Shankarpalli, Chevella, Shadnagar and Narasapur. It has been recommended to further develop the area from Manchirevula to Kollur and Patighampur in the western part of the city as a logical extension of Cyberabad.

"The association said since migration to the city is estimated to be around three lakh a year, satellite townships are ideal for development."

Source: TNN



THE ADVENT OF THE
START-UP CULTURE AND
THE GROWING RETAIL
INDUSTRY, HAVE OPENED
UP NEW JOB AVENUES.

Destination Shankarpally

Suman Soperi, Times Property,
The Times of India,
Hyderabad

Proposed projects of various formats and proximity to the ORR and western belt of the city are drawing investor's attention to the area. Shankarpalli is located at about 34 km from HitecCity, 11 km from financial district, and 6 km from Mokila. The availability of large land banks in the area is leading to development of projects from different segments in the area. The Outer Ring Road (ORR) which is close by allows for easy connectivity to the western belt of the city. The area is currently witnessing planned development. R. Varaprasad, proprietor, Sri Sai Real Estate says, "The land value in the area ranges from about 3000 to 10,000 per sq yd. The price has been steady since the past 2 years. It is slowly witnessing an increase as high-end developers are establishing projects here. The area is primarily a demand as of now.

But as many companies are setting up offices towards this side of the city, its strategic location makes it a good place to invest." The area has a few reputed schools and engineering colleges in close proximity too. However, social infrastructure and liveability of the area has not been developed much. The area is considered as one of the green belts of the city. As per reports, no constructions are allowed within the 10 km stretch from Kokapet to Mokila which makes the area an ideal residential location. Dr. Vijay Shukla who recently purchased a 200 sq yd plot in the area says, "I have bought land here as an investment. In the next say, 10 to 15 years I think its value will see an incremental increase as all major developments in the city are taking place towards this side. Despite being a little away from the CBD, the ORR really reduces the

time taken to commute." The area has a few bus stops and buses from Patancheru and Medchalpalem ply in the area. Ramakrishna Rao, a real estate agent who works in the area says, "The projects that are coming up in this area and mostly in the gated community format and high end ones. Reputed developers from across India are looking at setting up gated communities and townships in the locality which will be very rare to Hyderabad."

"I have bought land here as an investment. In the next say, 10 to 15 years I think its value will see an incremental increase."

Despite IT layoffs, Hyderabad's property market to see strong demand

With the IT sector going through turbulent times, we examine the impact that it will have on real estate markets like Hyderabad, which rely significantly on demand from the tech workforce.

Recently, there have been numerous reports that IT companies are laying off employees. Nevertheless, Hyderabad's real estate market is expected to witness good buyer demand, despite sluggishness in the IT sector, which is the major job creator.

Although the current economic scenario

may impact Hyderabad's realty market, it will be a temporary phenomenon, insists Ashish R. Purusavankar, managing director, Purusavankar Limited. "Moreover, the state's economy does not solely depend on one segment. The advent of the start-up culture and the growing retail industry, have opened up new job avenues. Consequently, these factors will sustain the growth of the real estate sector, even if there is a slack in the IT sector," he explains.

Source: housing.com

Industries that drive demand in Hyderabad's property market

Experts point out that occupations belonging to the banking, financial services and insurance (BFSI), engineering, manufacturing, aerospace and pharma sectors, have closed several large-sized deals in Hyderabad. The job opportunities created by these corporates and the influx of population, will boost the residential demand in Hyderabad. Other industries that support the demand for real estate, include retail, e-commerce, hospitality, etc.

"Industries like education, tourism and healthcare, also play a role in the process of choosing a home. For example, the presence of good schools and colleges, can encourage parents to shift to the locality, for the sake of their children. Similarly, a healthy tourism industry, can give rise to hotels and smaller guest houses across the city," suggests Sindhu Mantri, director HR, marketing, Mantri Developers Pvt Ltd.

Source: housing.com

PROMISING LOCATIONS

Housing is relatively affordable in Hyderabad, compared to other metros, points out Nibhrant Shah, founder and CEO, Isprava. In the past, land prices remained stable due to the political uncertainty. "However, with political stability and the creation of the new state of Telangana, Hyderabad can now expect large investments in its property market in the near future. Places like Srirailam Highway, located in the southern part of Hyderabad, IT-oriented areas like HITEC City, Gachibowli, Manikonda and Kukatpally, are bustling with real estate activity," adds Shah.

"West Hyderabad holds immense real estate potential, due its connectivity to the rest of the city, along with the proximity to various social and civic amenities."

Source: housing.com



INVEST TODAY FOR A PROSPEROUS TOMORROW

Shankarpally offers myriad options, from residential plots to apartments to independent properties. Owing to affordability, limited maintenance and higher capital returns, plots are a preferred choice of many. And with popular developers showcasing interest, this town will soon emerge as a residential haven with unparalleled price appreciation.



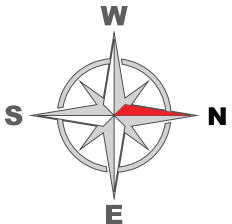
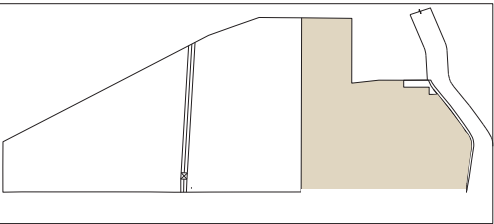
Image shot at House of Hiranandani property

LEGEND

NOT FOR SALE

Disclaimer:
1) The drawing is only an indicative schematic rendering of the proposed development and may vary with the actual.
2) All amenities and constructions are subject to the terms and conditions mentioned in the Agreement for Sale.
3) The Project has been developed by Hiranandani Realtors Pvt. Ltd. and registered under Telangana State Real Estate Regulatory Authority as Loftline Phase 3 with RERA registration number P02400002582 and the details are available on the website <http://rera.telangana.gov.in/> under registered projects.

The layout details, proposed amenities and facilities mentioned/shown are indicative/project perspective. All intending purchasers are required by law to inspect all plans, approvals, floor area, project details and apprise themselves of all other relevant information and notices in this emailer or any other document. Nothing in this emailer is intended to substitute to the intending purchaser the actual plans and approvals obtained from time to time by the Developer. All are hereby advised to periodically visit the relevant RERA website before taking any decision.



PH I-PLOTTED DEVELOPMENT

PH II-PLOTTED DEVELOPMENT

PH III-PLOTTED DEVELOPMENT



BENGALURU



4 DECADES
OF EXPERTISE



CORE VALUES - NEW URBANISM &
ARCHITECTURAL PROWESS



CHENNAI



22,215 HOMES
DELIVERED



12,500 STUDENTS
EDUCATED



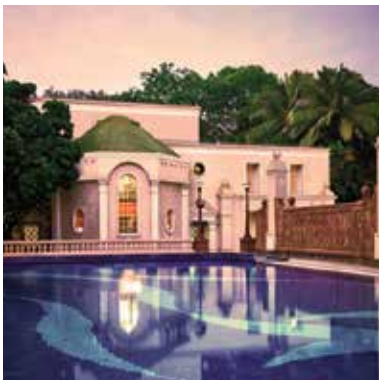
THANE



DEVELOPED
37.9 MILLION SQ. FT.



POWAI



28,231 TREES
PLANTED

