



**emprasa**  
Startup CityBangalore  
**Residential**

**THIS IS IT.  
THE CITY OF THE FUTURE.**

## BANGALORE'S BOOMING...STARTUPS ARE SURGING

# IT'S TIME TO REINVENT SPACES FOR LIVING AND WORKING

As a country, we are on the cusp of an unprecedented economic surge with the rise of internet driven businesses and a booming real estate market. We are currently in the middle of a major startup surge and it is safe to claim that Bangalore is the startup capital of the country. Let's look at some key statistics for a better understanding of the scenario.

### The numbers are telling

From 3,100 in 2014 to a projection of 11,500 by 2020, it's surely a startup revolution in India

India already has 48 million SMEs, the second highest in the world after China

65% of our population is below the age of 35 who shall be a billion strong by 2034

Nearly 100 million jobs to be created under the Digital India program

Bangalore's population growth has been a staggering 47%, highest in the country

India to have over 500 million internet users and 350 million more within the next 4 years

Steady growth in the IT industry is expected to boost the demand for residential spaces

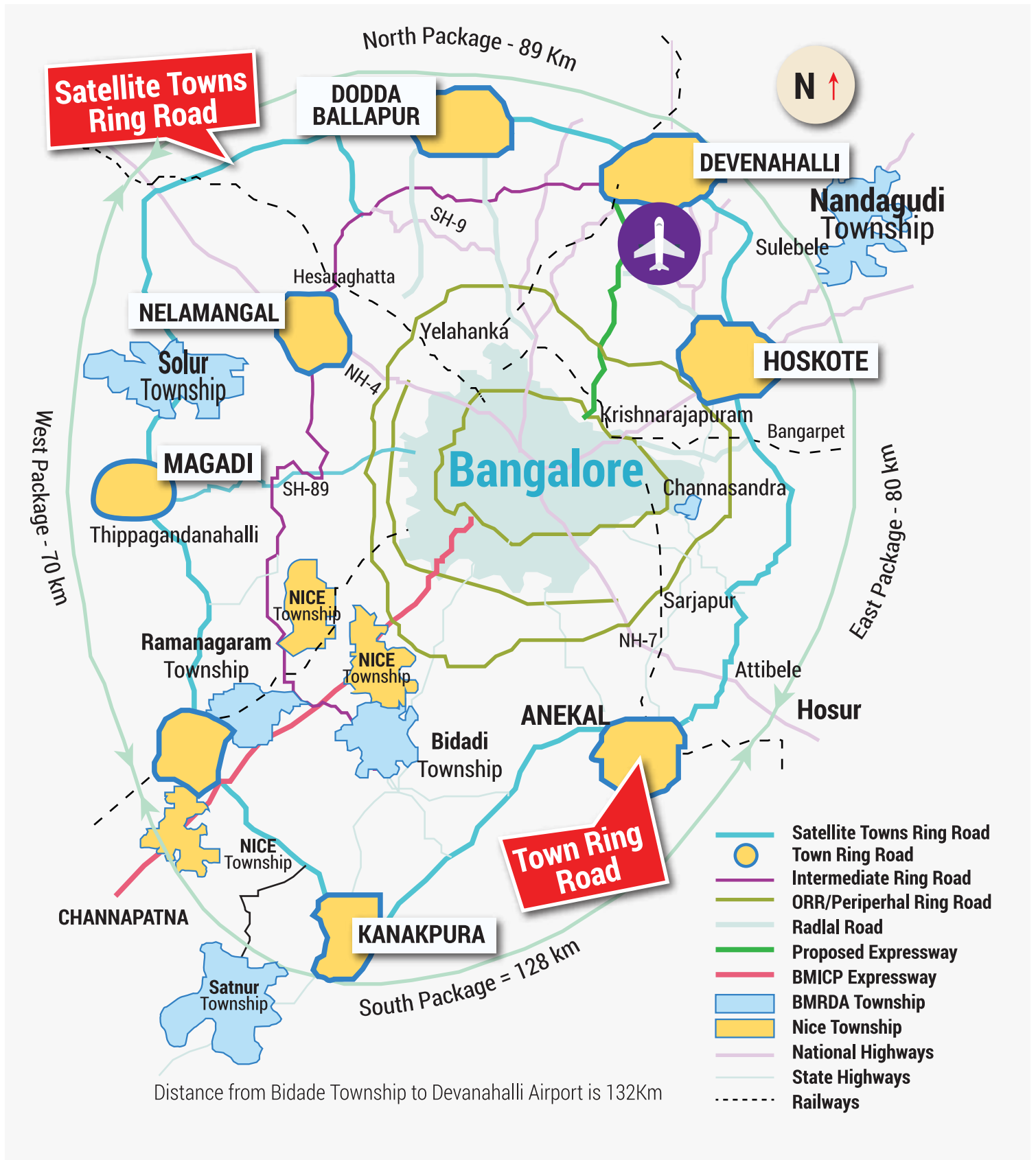
Bangalore is the only city expected to see growth in sales of new residential spaces

NEO Bangalore (Hoskote) is also witnessing a rapid growth. Due to massive industrial congregation, NEO Bangalore will need more than 400,000 residential spaces within the next 3 years

Infrastructure investments like the Bangalore Metro, Signal-free Outer Ring Road, Aerospace SEZ, etc., along with rising FDI projects mean an expected economic growth of 8%

*Source: Internal Market Research & CBRE Real Estate Report*

# SATELLITE TOWNSHIP RING ROAD (STRR) AND TOWN RING ROAD (TRR) PROJECT



Source: BMRDA

# HOSKOTE GROWTH STORY

## The Social Infrastructure

- ▶ Massive BMTC bus depot inaugurated more than 150 buses connecting all parts of Bangalore
- ▶ Development of Malur Railway Station
- ▶ Proximity to whitefield micro market gives a prospect of a flourishing residential market
- ▶ Development of the retail market with malls along with good social infrastructure and international schools
- ▶ Bangalore University has plans to have its base in Hoskote, the campus in Hoskote will be spread over 150 acres and will have all infrastructure, including adequate faculty and other amenities.
- ▶ Just 25 min drive to Airport approximately 30-40 minutes with normal traffic

## The Industrial Scenario

- ▶ KIADB has proposed to develop a massive industrial township in three phases, spreading over 3,000 acres
- ▶ 1,500 acres Auto Hub coming up in Narsapura near Neo-Bangalore
- ▶ Hoskote Industrial Area houses 200 industrial units
- ▶ Home to manufacturing units of many corporate giants
- ▶ VOLVO, Bando & Honda manufacturing plants
- ▶ 468 Japanese companies have units on the Bangalore-Chennai belt
- ▶ Over 40,000 Japanese expected to work in this corridor
- ▶ SEZ (Special Economic Zone) for Electronics, hardware and IT at Bagur
- ▶ Aero IT SEZ under development at Budigere to create employment for 100,000. Mahindra & Mahindra Aero space is being setup.
- ▶ Allocation of 200 acres to IT company on Malur road
- ▶ Logistics Park coming up in Kambalipura, Neo Bangalore
- ▶ Neo Bangalore set to become a warehousing hub

## The Infrastructure

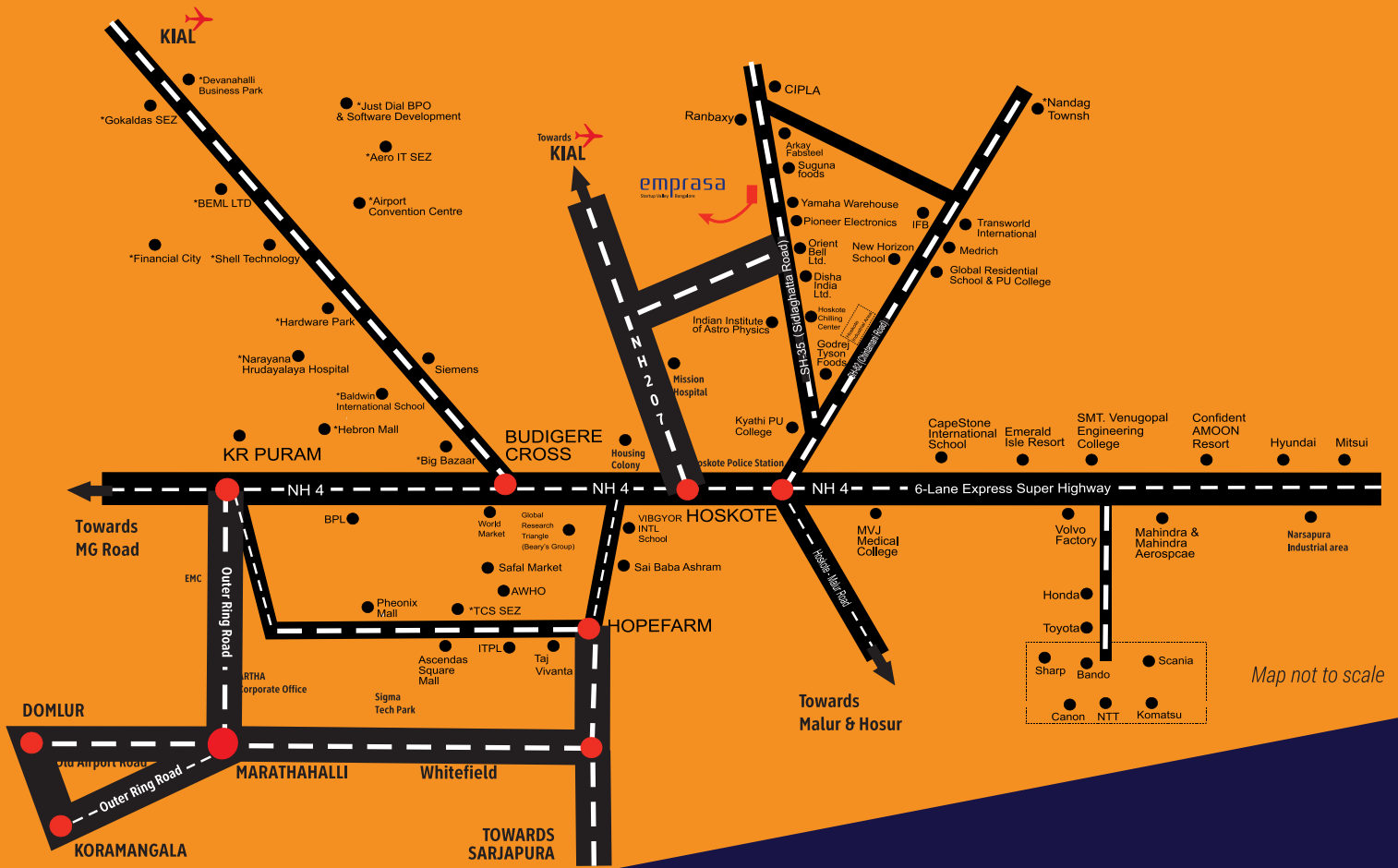
Infrastructure corridor spreading 6,000 acres to come up soon in Hoskote offering high employment

Japan International Cooperation Agency (JICA), to lend \$600M to construct ORR in Bangalore and Chennai as part of its plan to finance Chennai-Bangalore industrial Corridor

### The Road Network

- ▶ 284Km STRR Connecting Hoskote to all important satellite towns
- ▶ 188Km IRR to connect to rest of Bangalore
- ▶ 6-lane Bangalore-Chennai Expressway
- ▶ Excellent connectivity to all the major landmarks of Bangalore
- ▶ K. R. Puram Railway Station - approximately 10-15 minutes with normal traffic
- ▶ Byappanhalli Metro Station - approximately 15-20 minutes with normal traffic
- ▶ Kempegowda Intl Airport - approximately 30-40 minutes with normal traffic

# ROUTE MAP



# MASTER PLAN

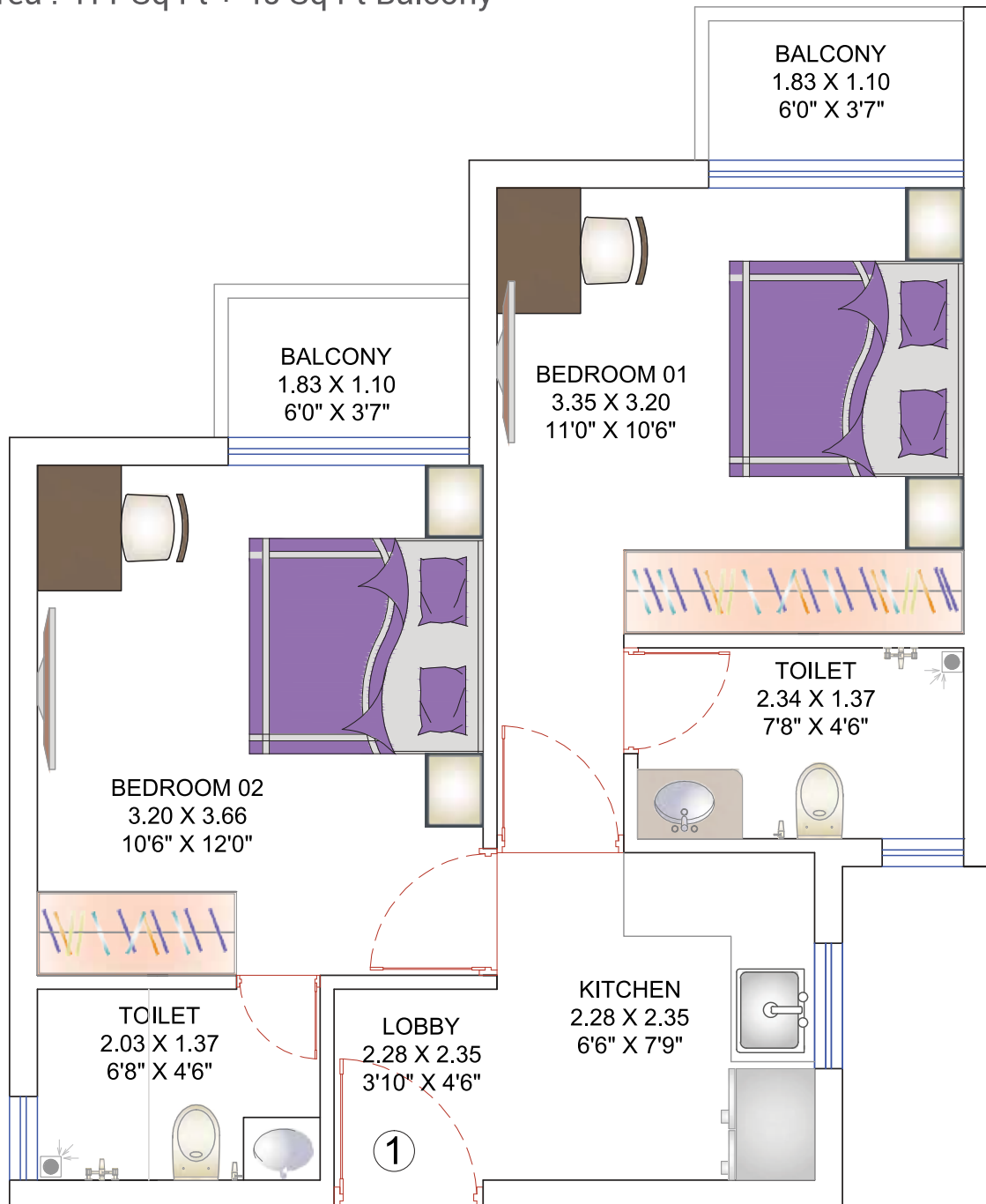
Apartments are spread over an area of 3.18 acres, plots are spread over an area of 5 acres with the total project area being 8.18 acres



## APARTMENT - 2BED

**SBA : 741 Sq Ft**

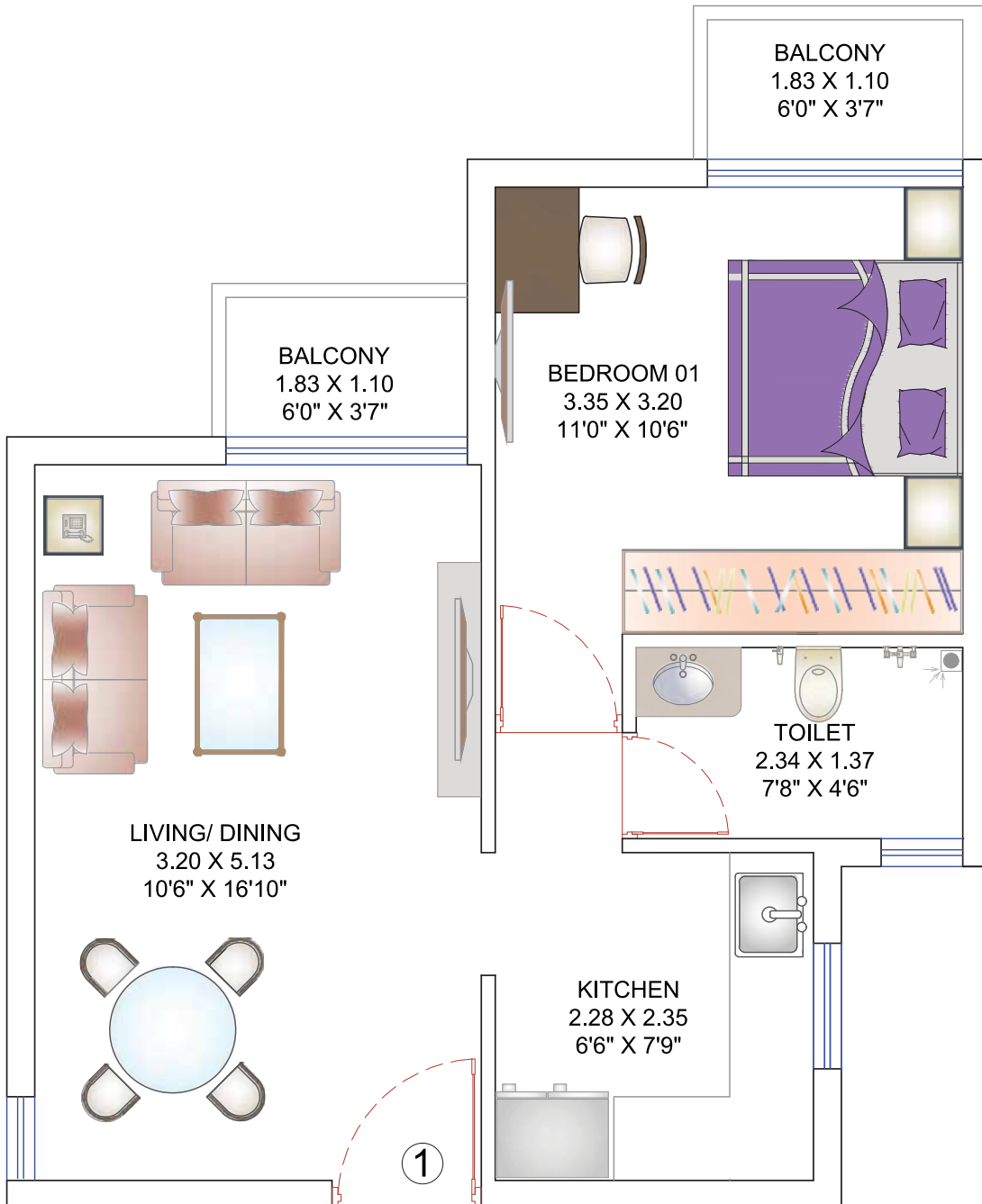
Carpet Area : 411 Sq Ft + 45 Sq Ft Balcony



# APARTMENT - 1BHK

**SBA : 692 Sq Ft**

Carpet Area : 411 Sq Ft + 45 Sq Ft Balcony



# APARTMENT - SPECIFICATIONS

## STRUCTURE

- ▶ Basement + Ground + 9 storey RCC framed structure with concrete block masonry walls

## PLASTERING

- ▶ Internal walls and Ceiling – Coat cement plastered surface with smooth finishes.
- ▶ External walls – Cement plastered surface with rough finishes.

## FLOORING

- ▶ Vitrified tile flooring and skirting

## KITCHEN

- ▶ Ceramic wall tiling 2 feet dado above Kitchen platform
- ▶ Black granite / cuddapah stone platform with stainless steel single bowl sink

## TOILETS

- ▶ Ceramic anti skid tile flooring
- ▶ Ceramic wall tiling upto 7" Height

## BALCONIES/UTILITIES

- ▶ Ceramic Anti skid tile flooring and skirting
- ▶ MS handrail as per design.

## DOORS & WINDOWS

- ▶ Main Door frame and shutters is of Sal wood and Skin Door with melamine polish.
- ▶ Bed room / Utility / Door Frames of Hard Wood and Shutters of Flush doors.
- ▶ Water Proof Flush Door shutters for Toilets.
- ▶ Two track aluminium powder coated Windows.

## PAINTING

- ▶ INTERIORS - One coat of wall primer, Two Coats of Wall Putty with Emulsion
- ▶ EXTERIORS- One coat of wall primer with Emulsion (ACE) of reputed Brand.

## PLUMBING & SANITARY

- ▶ CP fittings & PVC/ CPVC drainage & storm water pipes
- ▶ All water supply lines are PVC/ CPVC of reputed make.
- ▶ European WC's, Wash Basin of ISI Approved or Equivalent
- ▶ Other Sanitary fixtures of reputed make in all toilets.
- ▶ SS/ Chromium plated fittings of reputed make in all toilets

## ELECTRICAL

- ▶ Miniature Circuit Breaker (MCB) provided at the main distribution box within each Flat/villa.
- ▶ Individual meter provision for individual Flats/Villa.
- ▶ Power Backup for individual flat
- ▶ The electrical switches and switch boards would be of Anchor or equivalent make.
- ▶ Insulated wires of Finolex or equivalent make with concealed pipes.
- ▶ Provision for exhaust fans in kitchen and bathrooms
- ▶ Provision of power plug in all necessary areas.
- ▶ Provision of Electrical points for television, telephone in Master Bed room and living room.
- ▶ Power backup for Common areas and amenities.

## WATER SUPPLY

- ▶ Water Supply through common overhead tank.

## AMENITIES

- ▶ Club House Membership | Swimming Pool | Gym | Meditation Area



# EMPRASA IN MEDIA

## ETNEWS

ET Bureau Updated: Nov 30, 2015, 03:00 PM IST

### 450 apartments at Bangalore Emprasa Smart City in 3 days

450 apartments in Emprasa Smart City - an upcoming project dedicated to startups in Hoskote locality of Bangalore, the global realty aggregator said.

The company had conducted a global launch of the project over the weekend from Hong-Kong, Oman, Bangalore, Mumbai & Delhi.

"We dreamt to take on a challenge, and surpassed even our expectations. This is the pow ..

It also brought all the project inventory online through its proprietary e-commerce platform - Scapes™. The next generation platform made it convenient for the customers to do real time

## moneycontrol

Nov 30, 2015 10:24 AM IST | Source: Moneycontrol.com

### Bangalore realty gets startup boost with smart city option

In the Silicon Valley of India comes a Smart-City project that is dedicated to startups. Emprasa is future of entrepreneurship in Bangalore.

Bangalore, the startup capital of India, has now emerged as the No. 2 city globally where rent and capital value of property are likely to rise over the next 12 months, according to a recent report by global real estate body RICS.

It's infrastructure, techies & cosmopolitan culture, more than 100 R&D centers and the largest number of VC's and mentors make Bangalore most favorable location for blooming Start-ups.

## siliconindia

By SiliconIndia | Wednesday, December 2, 2015

### Emprasa global Launch in 7 countries and 10 cities - Silicon India

Square Yards- real estate startup, today announced that they have sold 450+ units of inventory in Emprasa Smart City - an upcoming project dedicated to startups in Hoskote, Bangalore. The company executed a Global launch of the project from 27th to 29th November 22, 2015 simultaneously in 7 countries in 10 cities

London, Singapore, Dubai, Abu Dhabi, Doha, Hong-Kong, Oman, Bangalore, Mumbai & Delhi. This was the biggest realty launch ever done for an Indian developer organized by Bling Events - the event management arm of Square Yards - that has the reputation of bringing the best investment projects from

# AWARDS & ACCOLADES



CMO ASIA REAL ESTATE  
EXCELLENCE AWARDS

2016

Most Innovative Marketing  
Concept of the Year



CMO ASIA REAL ESTATE  
EXCELLENCE AWARDS

2016

Smartest Startup  
city of the Year

## EAST BANGALORE... FUTURE OUTLOOK

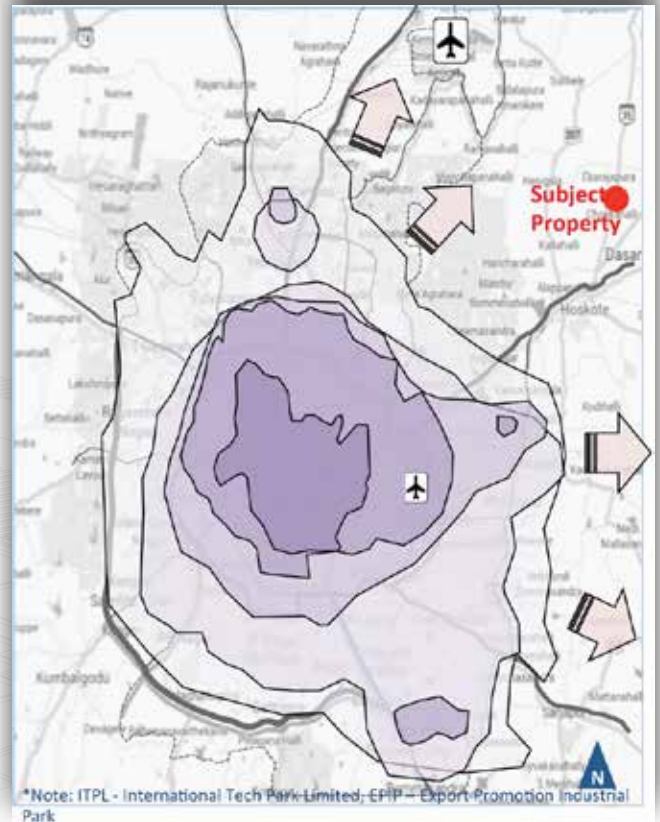
01 Bangalore urban sprawl expanded to the present radius of about 13 - 15 km in all directions, over the last 20 – 25 years.

02 Upcoming Bangalore Industrial Corridor is one of the major infrastructure initiative which is intended to improve the areas along the corridor.

03 Metro Phase I (Reach 2) planned to reach Whitefield Ashram Road, shall improve the connectivity to Whitefield and nearby areas.

04 Hoskote as a micro market can be expected to evolve into a self sustainable eco - system over the next 10 years timeframe.

05 The proposed Satellite Town Ring Road (STRR) and Intermediate Ring Road (IRR) connecting Hoskote and Devenahalli is expected to improve the connectivity to the airport and other parts of the city.



Source: Internal Market Research

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A PROJECT BY

**HOSKOTE NEO HOMES LIMITED**

A WHOLLY OWNED SUBSIDIARY OF

**ARTHA REAL ESTATE CORPORATION LIMITED**

**this** is the changing face of Bangalore.  
is the time to start up.  
is the future of work-life balance.  
is what you've been waiting for.  
is your smartest investment.



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