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**IT DOESN'T
TAKE MUCH TO MAKE
THE WISEST DECISION
OF YOUR LIFE**



Branded Plots
EASY BUY
MAINTENANCE
EXIT

#investinland





WHY LAND IS ALWAYS THE BEST INVESTMENT

Land has many different attractive benefits, such as being the only asset that is permanent, secure, always in heavy demand, and constantly appreciating in value. Here are a few reasons why plotted developments are infallible investments.

Transform today's investment into tomorrow's family heirloom.

OR Build your own dream home.

OR Own your own piece of Earth.

BECAUSE It feels good to stand on your own ground!

PLOTTED DEVELOPMENTS VS OTHER INVESTMENTS

An investment of ₹20 lakhs in 2008 would be worth the following today (See adjacent graph)
Clearly, investment in plots fetched at least ₹8 lakhs (9%) more than the next best option in the last 10 years.



* Considering the appreciation of plots in Nagarbhavi region between 2008 and 2018
Source: IREF

WHY SHRIRAM PROPERTIES IS YOUR IDEAL INVESTMENT PARTNER

Shriram Properties, the real estate arm of the financial giant Shriram Group, is a leading brand in South India that's synonymous with quality & trust. It is the developer of choice for over 22000+ savvy investors & home buyers because of the consistent value it offers across factors like location, build quality, infrastructure and amenities. With our 40 year blemish-free record as an investment leader, we understand investments better than anyone else.



EASY BUY

Hand-picked land parcels at strategic locations - we have a knack of investing in futuristic locations that have high growth potential, thus ensuring your investment gets superlative returns.



EASY MAINTENANCE

We extend a 5-year professional maintenance guarantee across all the high-quality infrastructure at Shriram Earth-Off Mysore Road, such as black-topped roads, great utilities & stellar lifestyle amenities for a truly high-quality standard of living.



EASY OWNERSHIP

Leave it to us to take care of the hassles of owning a plot with clear titles and documents.



EASY EXIT

Easy Exit With Resale Assistance*. We are also here to support you when you want to exit your investment. Use our resale assistance facility for a hassle-free exit. Post 5 years, the buyer has an option to exit as we will provide resale assistance on best effort basis.



PRESENTING SHRIRAM EARTH Off Mysore Road

Shriram Earth is a 20 acre haven nestled off Mysore Road. Surrounded by nature, boasting a vast range of amenities and state-of-the-art infrastructure, this is where smart investments meet the perfect lifestyle. A plot at Shriram Earth is all about value that appreciates in desire and as a financial asset. It ticks all the prerequisites for the ideal plot investment - location, infrastructure and amenities.



Shriram
earth
Off Mysore Road



10 mins. from Dodda Alada
Mara (Big Banyan tree)
& 10 mins. from Decathlon



State-of-the-art
infrastructure &
lifestyle amenities



20 acres of
pristine paradise
with 381 plots



WHY INVEST AROUND MYSORE ROAD?

With advanced infrastructure, great connectivity, high employment and low density, Mysore Road is one of Bengaluru's most underpriced but high growth potential areas today. Shriram Earth-Off Mysore Road, set in nature's lap, is tucked away from the hustle & bustle of the city, yet conveniently connected to educational institutions, world-class hospitals, tech & industrial parks, shopping & entertainment options, all within a 40 minute radius.

CONVENIENCE BUNDLED WITH YOUR INVESTMENT

Educational Institutions



National
Public School

30
Minutes

ICFAI
Business School

20
Minutes

Christ
PU University

25
Minutes

SFS School

15
Minutes

Retail & Entertainment Hotspots



Decathlon

10
Minutes

Gopalan
Arcade

45
Minutes

Wonderla
Amusement Park

20
Minutes

Innovative
Film City

30
Minutes

Tech & Industrial Zones



Global Village
Tech Park

35
Minutes

Bidadi
Industrial Area

20
Minutes

Kumbalgotu
Industrial Park

20
Minutes

Highest Quality Healthcare



Rajarajeshwari
Hospital

20
Minutes

BGS Global
Hospitals

35
Minutes

THE FUTURE IS EXCITING

With easy access to different parts of Bengaluru and grand connectivity projects in the works, Mysore Road is set for an accelerated growth path in the next decade, going by the spectacular growth of Nagarbhavi in its vicinity. The city has expanded till NICE Road and is further expanding westwards.

Upcoming Infrastructure



Kengeri Metro

Metro extension to Kengeri to be operational by mid 2019 and proposed to be extended to Bidadi



Bidadi Smart City

Bidadi Smart City and Knowledge Park to be developed over 10,000 acres with an investment of close to ₹20,000 crores



8-Lane Expressway

The Bengaluru-Mysore Highway developed into an access-controlled 8-Lane Expressway



Satellite Town Ring Road

8-Lane, 180 km STRR that meets Mysore Road at Ramanagera & development of 8 Satellite Towns will expand the city's boundaries

CONNECTED LIVING



Kengeri: Just 15 minutes

- A nodal zone for the future of connectivity within and between Bengaluru & Mysore
- Boasts a mega Bus Terminal and Metro Connectivity (operational in 2019)
- Well connected to all important West Bangalore suburbs



Kumbalgondu: Just 20 minutes

- A major industrial area between Kengeri & Bidadi with companies like Pepsico, Yonex, Bosch, Wipro, Kawasaki & more
- Set to develop rapidly as a proposed Special Development Zone as per RMP-2031 of BDA



Bidadi: Just 20 minutes

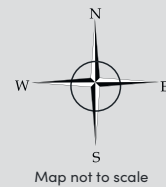
- Located on the Bengaluru-Mysuru Expressway, boasting attractions like WonderLa, Innovative Film City & Eagleton Golf Resort
- Home to 150+ companies like Toyota Kirloskar, Bosch, Britannia & Coca-Cola
- Upcoming Bidadi Smart City & Knowledge Park - ₹20,000 crore project over 10,000 acres

SHRIRAM EARTH

Off Mysore Road

Magadi

Ramanagaram



LEGEND

- HOSPITAL
- SCHOOL/INSTITUTE
- RETAIL/MALL
- METRO
- RESORT/HOTEL
- LOCATIONS
- INDUSTRY

20 ACRES OF PRISTINE PARADISE OFF MYSORE ROAD

CLOSE TO NATURE,
CLOSE TO YOUR WORLD.



Choose from a range of plot sizes

OPTIMA
1200 Sq.ft.

ULTIMA
1500 Sq.ft.

LUXE
2400 Sq.ft.

Disclaimer: Artistic impression of the grand entrance.



MASTER PLAN

PLOT DETAILS

	Dimensions (in Sq.ft.)	Product Mix
1	30 x 40	Optima Plots
2	30 x 50	Ultima Plots
3	40 x 60	Luxe Plots

LEGEND

1	ENTRY GATE
2	VOLLEYBALL COURT
3	AMPHITHEATRE
4	BASKETBALL COURT
5	KIDS' PLAY AREA
6	GARDEN - 1
7	GARDEN - 2
8	PET PARK
9	CA - 1
10	CA - 2
11	PARK

Disclaimer: Product details mentioned here are only indicative and subject to change.

AERIAL VIEW



Disclaimer: Artistic impression.

AMPHITHEATRE, VOLLEYBALL AND BASKET BALL COURT.

Lifestyle Amenities



~ 40% Open Area



Senior Citizens Park & Kids' Play Area



Basketball Court



Rain Forest & Butterfly Garden



Amphitheatre



Outdoor Gym



Volleyball Court



Pet Park

KIDS PLAY AREA

State-of-the-art Infrastructure



Landscaped with Tree-lined Avenues



Advanced Security System with CCTV Cameras



Black-topped Roads



60 Feet Wide Main Road & 30 Feet Wide Sub Roads



Sewage Treatment Plant



Rain Water Harvesting



Water Supply System through Overhead Tank



Underground Cabling for Water & Power

Disclaimer: Artistic Impression.

WHAT'S ON YOUR MIND?



Will safety be
a concern?

Security remains paramount with the latest security systems and CCTV cameras across the property. Rest assured that your world is safe & secure.

Will it be difficult
or expensive
to maintain the
property?

We've got your maintenance covered for 5 years, which in itself is unmatched by any developer in the area. Be it infrastructure, maintenance or 24X7 security, a very negligible maintenance fee will keep your investment safe and secure.





What about roads and infrastructure?

Dedicated paved pathways with 9 meter wide black-topped roads will give it a luxurious feel. If you decide to build even after 5 years, the well laid power and water connections will make constructing your dream home a breeze. The property has an overhead tank for storage. There are pipelines already in place for water & power across the property.

I care about the environment

Sustainability isn't just a goal, it is the need of the hour. The Shriram Earth community is endowed with water conservation features such as a sewage water treatment plant and rain water harvesting systems.



WHY PLOTS CAN BE A BETTER INVESTMENT THAN APARTMENTS



PLOTTED DEVELOPMENT

APARTMENT

Ticket Sizes

- Driven primarily by location
- Lower entry in terms of ticket size (₹20 - ₹30 lakhs)

- In addition to location, factors like floor area, amenities, the reputation of developer also have a major impact
- Comparatively higher entry in terms of ticket size (₹50 lakhs)

Appreciation

- Investment mostly made in the very early growth stage of the Micro-Market
- Hence, a scope of 5x to 6x times appreciation over the invested amount in 8-10 years

- Investment mostly made at the middle or late growth stage of a Micro-Market
- Scope of appreciation is much lesser than Plotted developments (2.5x to 3x in the same period)

Return on Investment

- Get the full benefit of land value appreciation
- Freehold ownership of land
- No depreciating elements

- Get only a part of the benefits of the land value appreciation
- Ownership of only a UDS of the land
- Value of building and amenities depreciate with time
- Large dependency on demand-supply dynamics

SHRIRAM PROPERTIES THE BRAND THAT'S RIGHT FOR YOU

BENGALURU'S TOP SELLING DEVELOPER

CHENNAI'S BIGGEST LAUNCH

PART OF THE FINANCIAL GIANT SHRIRAM GROUP

22000+ HAPPY FAMILIES

40% SALES FROM CUSTOMER REFERRALS

PRE-INVESTMENT BY TATA CAPITAL, TPG, WALTON STREET, MITSUBISHI AND OTHERS

AWARDED THE DEVELOPER OF THE YEAR AWARD BY ET NOW 2018 - 19

COMPLETED 25 PROJECTS, REPRESENTING 12.86 MILLION SQUARE FEET OF SALEABLE AREA

OUR CORE PHILOSOPHY



FUNCTIONAL LUXURY | CUSTOMER-CENTRIC DESIGN | OPTIMISATION AT EVERY STEP | MAXIMUM VALUE FOR YOUR MONEY