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

#investinland
WHY LAND IS ALWAYS THE BEST INVESTMENT

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!

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.
Considering the appreciation of plots in Nagarbhavi region between 2008 and 2018...
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.

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.

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.

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

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.
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.
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.

WHY INVEST AROUND MYSORE ROAD?
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
- Kumbalgodu 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.

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 Ramanagaram & 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

**Kumbalgodu: 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
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.
PLOT DETAILS

<table>
<thead>
<tr>
<th>Dimensions (in Sq.ft.)</th>
<th>Product Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 x 40</td>
<td>Optima Plots</td>
</tr>
<tr>
<td>30 x 50</td>
<td>Ultima Plots</td>
</tr>
<tr>
<td>40 x 60</td>
<td>Luxe Plots</td>
</tr>
</tbody>
</table>

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
AMPHITHEATRE, VOLLEYBALL AND BASKET BALL COURT.
KIDS PLAY AREA

State-of-the-art Infrastructure

- Landscaped with Tree-lined Avenues
- Black-topped Roads
- Sewage Treatment Plant
- Water Supply System through Overhead Tank
- Advanced Security System with CCTV Cameras
- 60 Feet Wide Main Road & 30 Feet Wide Sub Roads
- Rain Water Harvesting
- Underground Cabling for Water & Power
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.

Will it be difficult or expensive to maintain the property?

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

Will safety be a concern?
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.

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.

What about roads and infrastructure?
### WHY PLOTS CAN BE A BETTER INVESTMENT THAN APARTMENTS

<table>
<thead>
<tr>
<th>PLOTTED DEVELOPMENT</th>
<th>APARTMENT</th>
</tr>
</thead>
</table>
| **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**
  - PART OF THE FINANCIAL GIANT SHRIRAM GROUP
  - 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

- **CHENNAI’S BIGGEST LAUNCH**
  - 22000+ HAPPY FAMILIES
  - 40% SALES FROM CUSTOMER REFERRALS
  - AWARDED THE DEVELOPER OF THE YEAR AWARD BY ET NOW 2018 – 19

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