

HELIO



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THE SUN BUILDERS GROUP NEWSLETTER

OCTOBER 2013 ISSUE 01

SPECIAL FEATURE:

Sun Builders

A Visual History: 3 Decades of Excellence

IN CONVERSATION:

Apurva Amin

A Rendezvous with Ahmedabad's Leading Architect



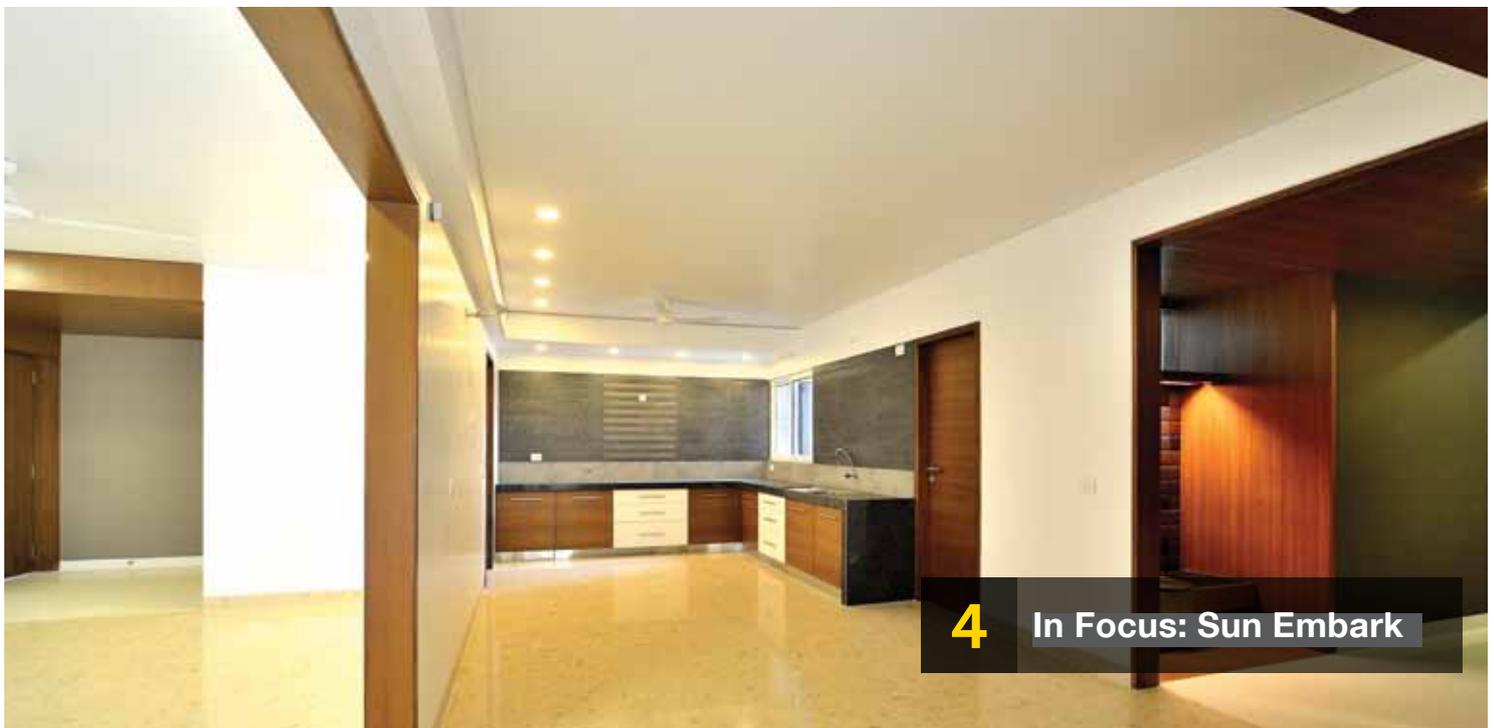
IN FOCUS

SUN EMBARK

4 BHK SKY SUITES

PLUS

Realty Trends • Leisure • Event Updates • New Projects and more.



4

In Focus: Sun Embark

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News & Updates

Welcome to the first edition of **Helios** - the Sun Builders Group Newsletter



Every day, we at Sun Builders Group embark upon new lands, new heights and new structures with every new project. For over three decades, Sun Builders Group has bridged technical know-how, real estate insights and customer-centricity to bring to life more than 50 projects and 10 million Sq.ft. of space that redefines luxury and value for money.

From large land holdings and landscaped plotting projects to top notch residential units; from modern retail spaces to international standard hotels, Sun Builders Group is undoubtedly setting new benchmarks in the changing landscape of Gujarat's Real Estate.

We pride ourselves not only on the phenomenal expertise that forms the backbone of our company, but also on our contribution to the comfort and delight of all our clients. In today's complex, and often volatile, business climate, matters of public trust are now, more than ever, a priority for Sun Builders Group. Ethics, Transparency & Quality are the bedrock of our company architecture. At Sun Builders Group, we believe that transparency and quality are fundamental to maintaining the public's trust and our premise is that many factors other than financial success contribute to sustainability.

We have come a long way from a humble beginning in 1981. Over these last three decades, Sun Builders Group has contributed immensely to Ahmedabad city's development and today provides employment to over 1000 skilled and unskilled people. And as we strengthen our presence, there is an increasing need for the organization to be connected; for every stakeholder of Sun Builders Group to be in loop with the company's developments. I hope that 'Helios' this newsletter ultimately becomes another way we inform, educate, involve and communicate to our community - a community that includes you and all those who strive to advance the state of the art of Real Estate in these wonderfully dynamic times.

I am greatly committed to continuous growth for Sun Builders Group and intend to take it to a whole new level. I believe the coming years will be exciting for all of us, with addition of new product portfolios, heightened standards and new talent to complement the budding Sun Builders Group team.

On a parting note, on behalf of Sun Builders Group, I would like to wish all the readers a very Happy Diwali and a Prosperous New Year.

A handwritten signature in black ink, appearing to read 'N.K. Patel', written over a horizontal line.

N.K. Patel
CMD, Sun Builders Group



A Series of Firsts

- First CRISIL Rated Real Estate Project of Gujarat
- First High End Residential Building on S.G. Highway
- First Building in Ahmedabad with Podium Level Parking
- First Residential Building with complete POP Punning on all internal walls
- First Residential Building with Single Phase VRV Air Conditioning System

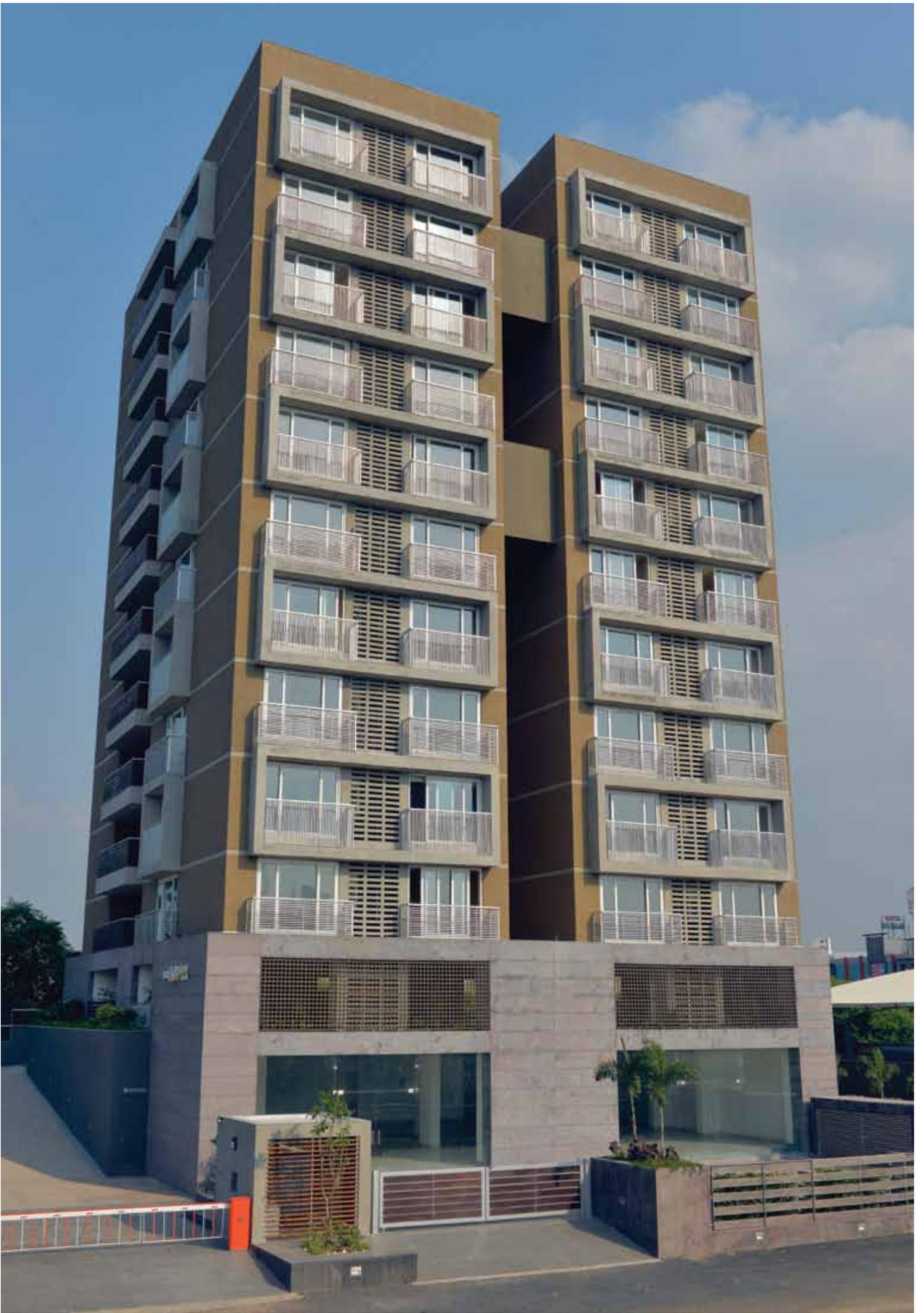


Located on the Lifeline of Ahmedabad, each apartment in Gujarat's first CRISIL Rated Real Estate Project, SUN EMBARK has a clear view of the city's most **Vibrant Skyline - S.G. Highway.**

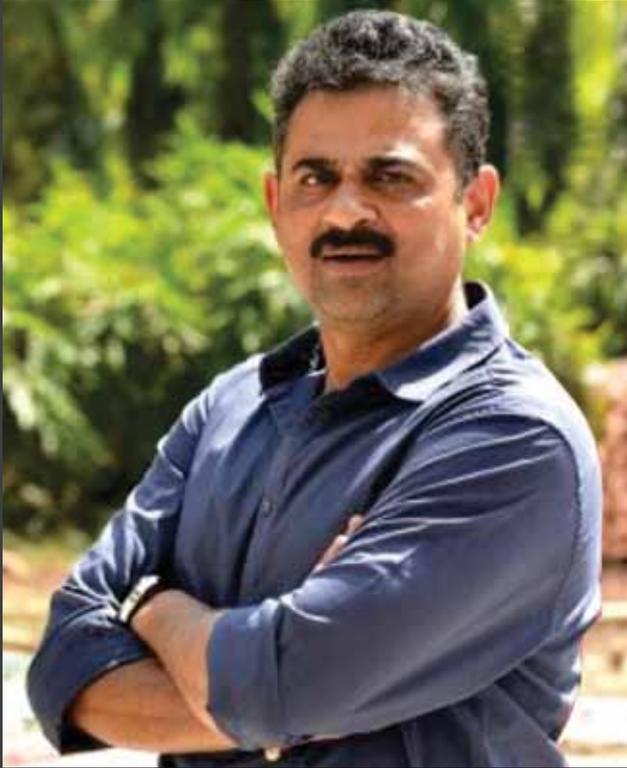
Offering Tranquil Luxury to soothe city's hectic pace, SUN EMBARK is an epitome of the **Elite Lifestyle** thanks to its High Quality Standards, Prime Location, Carefully Designed Living Spaces and Ample Parking Facilities.

Two stunning four - bedroom apartments, of around 3050 square feet, feature on all 10 floors.

The Project boasts of having many **World Class Affiliations** and some path breaking features which would ensure an environment of **ultimate luxury** for all its proud residents.



Apurva Amin



Mr. Apurva Amin is an architect with over 15 years of experience in architecture, interior design and project implementation across India. Since 1996, Mr. Amin is the Principal Architect for Apurva Amin Architects, with a full fledged division of architecture and interior designing.

- ArchiDesign Award, 2011 for Best Private Residence
- Commendation Award for Public Building, 2010 for Adani Vidya Mandir
- Excellence in Interiors & Architecture Designs, Best Innovative Excellence in Architecture Design, 2010 from Construction Source of India
- Society Interiors Honour - Editor's Choice Award - 2008
- Best Architect of the Year Residential - IAD Awards 2008

What is architecture to you? And what is the significance of architecture for a society?

I see architecture as a creative exercise of space making with primary objective of providing shelter. It is one of the most responsible profession that shapes and directs society for its present and future. It is the reflection of history and culture of the city.

Can you tell us how you developed an interest in architecture?

I had been always inclined towards fine arts and wanted to pursue a career in arts. I was exposed to field of architecture

at an early age since my father was a practicing architect. During the course of contemplation for deciding upon a career I realized that I could pursue my passion for art through architecture.

What is your signature style? How do you differentiate your buildings?

The firm's design philosophy is based on essential human needs and its response to immediate environment. Functionality and optimum space utilization, clarity of services and ideal response to climate and nature have been fundamental forces of design. Architecture is an anonymous realm, differentiated perhaps only by its reason for having been created. We promote innovation within a disciplined design process that assesses, analyzes and synthesizes a project's issues and objectives. The architecture created by the firm is quality environment that transcends styles and has a timeless quality.

What is the greatest challenge you faced while designing for Sun Embark?

The biggest challenge was to come up with a design solution that could turn the disadvantage of having extremely busy flyover 30 feet across the land into an opportunity. This issue was addressed by introducing commercial space on the ground floor and parking on first floor level, so that residential space begins above the bridge level, enabling open view for all the apartments. Challenge was to successfully accommodate overlapping ramps for basement and first floor parking area. Another issue was to segregate residential zone from frontal commercial space, in a way that exclusivity of residential area is retained.

What are your views on environmental & social sustainability? What role does sustainability designs play in your work?

Sustainability is a very broad term, we believe in creating environmentally sustainable buildings at a micro level which collectively plays the role at bigger scale. We do not strictly follow green building guidelines unless it is a demand of a design brief but sensible and responsible design approach has contributed in creating well-functioning buildings that respond to local climatic conditions and landscapes to generate quality environment.

Who inspires you?

Drawing inspiration is a continual process from all directions and in multiple ways, so it is difficult to pin point in a single word. So far as architecture is concerned, I look up to the works of Carlo Scarpa, Le Corbusier, Zaha Hadid and Morphosis with utmost respect.

DIWALI DESTINATIONS

Diwali - the Festival of Lights, is certainly the best time of the year to plan a trip with your family and friends. The schools are out and the weather is pleasant. Traditionally, people prefer celebrating Diwali at home with their family. However, if you're looking for an off-beat way to spend a memorable Diwali, here are a few must visit destinations in India that let you combine your travels with an exhilarating cultural experience.



New Delhi

The National capital definitely knows how to celebrate and starts its preparation of Diwali from Dussehra itself. You can find banners and placards everywhere in the city during this time. The shopping marts in Delhi are packed with shoppers and shopping offers. You will come across several temporary stages hosting "Ramlila", a dramatic depiction of the life of Lord Ram, culminating with the 10-day battle between Ram and Ravan on Diwali.

Amritsar

The city famous for the Golden temple is draped with bright lights during Diwali. The planning of the festival starts weeks in advance. Each and every house in the city is decorated with leaves, flowers and other beautiful items, especially with rangolis featuring the house entrance. The locals prepare various sweets and dishes to share them with friends, relatives and neighbours. The city witnesses spectacular lighting up of fireworks in the night sky. The Golden Temple is lit with diyas on Diwali making it a sight to behold.



Varanasi

Regarded as the holy city of India, Varanasi wears a colourful look throughout the festival of lights. The city comes alive in a magical glow on Diwali evening. The 50 odd Ghats of Varanasi are lit up with thousands of diyas transforming the proverbial "city of lights" into a mesmerising reality. A special aarti is performed on this day at the ghats. The temples are overcrowded with devotees who joyfully stand in long cues with their offerings.

Jaipur

Jaipur, the Pink City celebrates Diwali in grand style. On Diwali, the pink city shines at its brightest as it is decorated in beautiful colours. A tour of the decorated markets is highly recommended as you can find at least 2000 different varieties of earthen lamps in the form of deities, birds, and animals. Traditional clothes, handicrafts, firecrackers, gift items also flood the markets during the festive time. There is a contest held each year to award the best embellished market.



Sun Builders Group: 3 Decades of Excellence

Over 3 decades ago, N.K. Patel had a dream - of livable and affordable new homes built with unmatched efficiencies and uncompromising quality; Of a business that would grow by making dreams a reality; Of infusing quality and security into the lives of Amdavadis. Here's a look at how the dream was realized.



RESIDENTIAL
5000+



COMMERCIAL
550+



PLOTS
635+

CONSTRUCTED AREA
7.2M SQ. FT

DEVELOPED AREA
10M SQ. FT

- 2 BHK | Sun Radha-Swami Row House
- 2 BHK | Sun Set Row House
- 2 BHK | Sun Villa Row House
- 3 & 4 BHK | Sun Set Duplex
- G+3 Commercial | Sun Flower Complex
- 4 BHK | Sun Bungalows
- 2 & 4 BHK | Sun Terrace A,B,C,& D
- 2 BHK | Sun Power Phase 1 & 2
- G+3 Commercial | Sun Point
- 3 & 4 BHK | Sun Palace
- 2 BHK | Sun View Tower
- 1 BHK | Divya Surya Apartment

- 1 BHK | Sun Spot Row House
- 1 & 2 BHK | Sun Space
- 2 & 3 BHK | Satya Surya Complex
- 2 & 3 BHK | Surya Shreeji
- 3 BHK | Sun Divine - I
- G+3 Corporate Houses | Sun Chambers
- 1 & 2 BHK | Sun Studio Apartments
- 3 & 4 BHK | Sun Divine - II
- 1 BHK | Sun Divine - III
- 3 & 4 BHK | Sun Divine - IV
- G+12 Corporate Spaces | Sun Square
- Plotted Community | Sun Solace

1981-1990

Established
1981

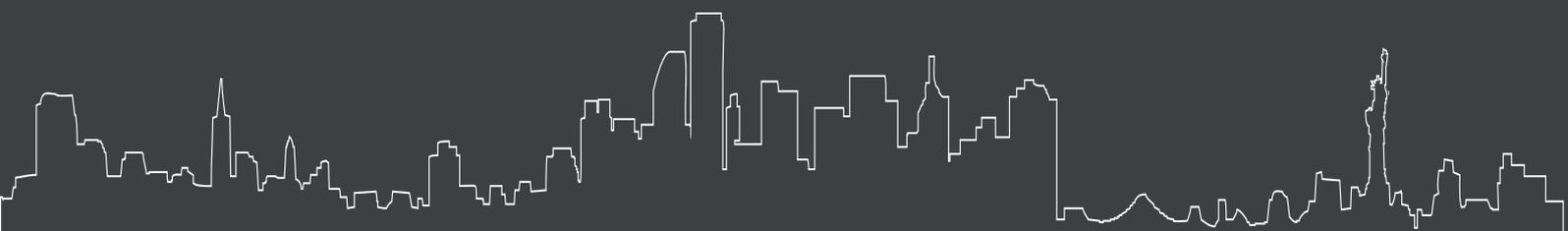
2001-2010

1991-2000

- 1 BHK | Gopal Surya Complex
- 2 & 3 BHK | Sun Breeze Tower
- 4 BHK | Nest Bungalows
- 2 & 3 BHK | Sun Castle Complex
- Plotted Community | Sun Village
- 1 & 2 BHK | Sun Star Complex
- Green Plots | Sun Green
- G+3 Commercial | Surya Rani Complex
- Weekend Villas | Surya Rang Phase-I
- Plotted Community | Surya Rang Phase-II

2011-2013

- 4 BHK | Sun Embark
- 1 & 2 BHK | Sun Real Homes
- 2 BHK | Sun Optima
- 1, 2, & 3 BHK | Sun Saral
- 2 & 2.5 BHK | Sun Divine - V



Pilot Launch:

Sun Radha-Swami Row Houses

1st One-room kitchen Project with 250 units in the era dominated by Gujarat Housing Board.

1981



Sun Set Row Houses

- 1st Real estate Project on the now thriving Gurukul Road
- Company funded construction of 80ft TP Road from Gurukul to Subhas Chowk
- Innovative use of lime-mortar in place of cement mortar to counter the effect of Cement crisis.

1983

Sun Breeze Tower

Unique structural accomplishment - 1st highrise building with 100% Framed structure rather than a Load Bearing/ Hollow Plinth combination.

1992

Sun View Tower

1st highrise tower built on Gurukul-Bhuyangdev Road - replete with modern amenities like Club-house, play areas etc.



1989

Sun Power - Phase 1

Only project to offer 2BHK apartments for Rs. 80000 with 100% bank loan papers targeting bank employee clientele.

1986

Sun Village

Plotted Community Project that featured an urban forest concept with 1000 trees over 40 ft in height amidst dense Bopal-Ghuma belt.

1993

1994

Sun Star Complex

A path breaking project featuring a product mix of row houses, tenements, apartments, and commercial shops that sparked the trend of mixed use development in Ahmedabad



SUN BUILDERS

Surya Rani Complex

One of the first real estate projects in Ahmedabad to get the BU Certificate - guaranteeing transparency and ethical practice.

1997

2001

Gujarat Earthquake

Concrete & Safe Construction Practice: Company received G1 classification (best in class) for all its building from GOG appointed agency for no cracks or damage during the devastating earthquake.



Surya Rang - Weekend Villas

A trendsetting project by the Sun Builders Group that introduced the concept of weekend homes on the outskirts of the city to Ahmedabad.

1999

Sun Space

Low-cost 1 BHK homes for 3 Lakhs/unit in the vicinity of well developed areas of Prahladnagar/Satellite, reflecting the continuous commitment to inclusive growth

2004

Sun Chambers

Sun Builders Group were among the first developers to construct individual G+3 corporate houses on prime locality of S.G. Highway.

2007



Inspirational Leaders of New India

Sri N.K Patel, CMD - Sun Builders Group was awarded the prestigious ILI award by renowned media house PLANMAN for excellence & noteworthy contribution to the field of Real Estate & Urban Planning for over 3 decades.

Star Realty Award

Sun Builders Group, for second consecutive year recognized as one of India's top 50 Real Estate brands by Star Realty.



2013

Sun Embark

Gujarat's 1st CRISIL rated real estate Project that introduced the concept of Podium level parking to Ahmedabad.



2011



Vision 2021: A Blueprint of Ahmedabad’s Future

Development Plan is a macro level planning mechanism to analyze & envision the overall growth trends of the city. It is a critical planning tool that seeks to improve the welfare of people and their communities by creating more convenient, equitable, healthful, efficient, and attractive places for present and future generations. It helps communities to envision their future and find the right balance of new development and essential services, environmental protection, and innovation. Faced with the significant challenges of a rapidly growing city such as a serious housing backlog

in the affordable 1 & 2 BHK segment, increasing pressure on existing infrastructure, transportation & traffic management issues, and environmental degradation concerns, AUDA, along with the Government of Gujarat, recently put forth a comprehensive Development Plan for Ahmedabad for the period from 2012 to 2021.

Below is a quick snapshot of some of the major highlights of the proposed plan as well as changes over the previous (2002-2012) Development Plan.

Zone	Existing FSI (2002-12)			Proposed FSI (2012-21)			Implication
	Base	Payable	Permissible	Base	Payable	Permissible	
Residential Zone I	1.8	0.45	2.25	1.8	0.9 - Within S.P Ring Road	2.7	High Rises up to 22 Storeys / 70 m in height
					0.45 - Outside S.P Ring Road		
Residential Zone II	1.2	Nil	1.2	1.2	0.6 - Within S.P Ring Road & Bopal TP1, TP3	1.8	Multistorey buildings up to 25 m in height
					Nil - Outside S.P Ring Road		

No Change of FSI in Residential Zone III abutting R2 and extending up to S.P Ring Road

The new DP brings the concept of TDR which allows the use or transfer of FSI to be useful for slum rehabilitation and heritage development projects. Additionally, three new zones have been proposed.

RAH

In addition to the 3 Residential Zones, to address the demand for 1 & 2 BHK Low Income Housing, the new DP 2021 proposed the Residential Affordable Housing (RAH) Zone. Located along the circular S.P Ring Road, with a depth of 1 KM, it occupies a total area of 75 sq km.

The zone has a proposed FSI of 2.7 and to maximize the benefit, the cap on unit size varies from 36 to 80 sq m. The zone has a time cap restriction for development to avail of the zoning benefits.

TOD

To increase densification and development along the BRTS and MRTS corridors, a new concept of Transit Oriented Development (TOD) occupying an area of 16.4 sq km has been proposed in the new DP.

This zone will have a higher FSI of 4 and maximum permissible construction height of 70 m to enable mixed use, high density development.

This zone provides a buffer of 200m on both sides of the BRTS and MRTS corridors.

CBD

The new DP proposes a Central Business District (CBD) Zone including areas along Ashram Road between Ellisbridge & Usmanpura on western side of the river & area between Gandhinagar & Dudheswar bridge on eastern side of the river. This zone is carved out from existing zone to create a high density district with a distinct character and clearly identifiable urban form.

It has a proposed FSI of 5.4 and flexible development control regulations like no height restrictions.



Top 5 Features of the Real Estate Bill

The last few years have seen tremendous growth in the real estate sector and prices of properties have gone up increasingly. There has been a spurt in foreign investment as well. Though the sector has become relatively organized there are still many unscrupulous and unorganized players in the market. To address the emerging need, Government has been trying for several years to introduce a Real Estate Bill.

The Real Estate (Regulation and Development) Bill, recently approved by the cabinet, seeks to provide a uniform regulatory environment in the real estate sector. The Bill seeks to establish a regulatory oversight mechanism to enforce disclosure, fair practice and accountability norms in housing transactions and to provide dedicated adjudication machinery for speedy dispute resolution in the real estate housing sector.

The Top 5 features and the issues it seeks to address are as follows:

1. The Bill aims to bring about standardization in the sector thereby promoting transparency and healthy growth of the industry through introduction of definitions such as 'apartment', 'common areas', 'carpet area', 'advertisement', 'real estate project', 'prospectus' etc. The Bill only seeks to cover large residential projects; commercial projects are not covered.
2. The bill seeks to introduce a Regulation and Enforcement authority called Real Estate Regulatory Authority. This Authority will be similar to TRAI of Telecom and IRDA for Insurance. It provides specialized regulation and enforcement.
3. The Bill proposes to register real estate agents which have hitherto been un-regulated, with clear responsibilities and functions. The Agents must maintain and preserve books of accounts, records and documents, facilitate the possession of documents to allottees as entitled at the time of booking etc.
4. the Bill makes it mandatory for promoters to register all projects, prior to sale; and only after having received all approvals from development/ municipal authorities thereby protecting buyer investments.
5. The Bill makes it mandatory upon the promoters to deposit 70% or such lesser per cent as notified by the Appropriate Government to cover the construction cost of the project of funds received by the Promoter in a separate bank account, for purposes of ensuring timely completion of projects.





Sun Square

Corporate Offices & Showrooms
Units: 105 | Location: Off CG Road



ELITE HAVENS

Tucked away within the beautifully planned expanse of Sun Solace, Elite havens is a gated sector exclusively for the NRI and NRG community.

Elite Havens has its own separate entry and exit gates and consists of fully furnished, ready to live in G+1 type villas with 1400 sq ft built up area.

The sector has a dedicated manager for the co-ordination of all activities and an exclusive house keeping agency provisioned for the maintenance of the locality.

Sun Solace

Plotted Community Development
Units: 450 | Location: Lekhamba Village, Sanand



Sun Optima
2 BHK Nano Homes
Units: 160 | Location: Behind DPS, Bopal



Sun Real Homes
1 & 2 BHK Affordable Homes
Units: 750 | Location: GST Crossing, New Ranip



Inpirational Leaders of New India & Star Realty Awards, 2013



Sri N.K Patel, CMD - Sun Builders Group was awarded the prestigious ILI award on June 23, 2013 at Las Vegas, USA by renowned media house PLANMAN for excellence & noteworthy contribution to the field of Real Estate & Urban Planning for over 3 decades. At the same event, Sun Builders Group was recognized as one of the Top 50 Real Estate brands of the country for the second consecutive year.

Sun Embark Completion Party



Sun Builders Group celebrated the completion of Gujarat's first CRISIL rated Real Estate Project, Sun Embark, on 23rd August 2013. Sun Embark represents a major accomplishment in terms of quality, buiding techniques, materials, and luxury. Flats are now ready for possession.

Times Property Expo, Ahmedabad **Cricket Tournament, Sports Club**



As part of the customer outreach and marketing campaign, Sun Builders Group participated in the Ahmedabad edition of The Times Property Expo held on 13th and 14th July 2013 at The Grand Bhagwati.

As a part of one of our CSR initiatives, we actively promote the development of a sporting culture in the city. In line with this commitment, we promoted a cricket tournament organized at the Sports Club, Ahmedabad.

Sudoku

Fill this grid such that every row, column, diagonal, and 3x3 grid contains the digits 1 to 9 without any repetition.

3	9			4		5		
	1		5		2		8	7
				1				
		6	1					2
2	4						7	9
8					4	3		
				9				
4	2		6		7		9	
		8		2			6	4

Solution

3	9	2	7	4	8	5	1	6
6	1	4	5	3	2	9	8	7
7	8	5	9	1	6	4	2	3
5	3	6	1	7	9	8	4	2
2	4	1	8	5	3	6	7	9
8	7	9	2	6	4	3	5	1
1	6	7	4	9	5	2	3	8
4	2	3	6	8	7	1	9	5
9	5	8	3	2	1	7	6	4

Building Humor

A project manager, a contractor, and a field engineer stumbled upon a lamp. As they rubbed the lamp, a genie appeared and granted them one wish each.

The contractor went first. "I would like to spend the rest of my life living in a huge mansion, surrounded by money and beautiful women."

The genie granted him his wish and packed him off to his mansion. The field engineer went next. "I would like to spend the rest of my life living in a luxury yacht surrounded by beautiful women and no financial worries."

The genie granted him his wish and sent him off to cruise the oceans in a luxury yacht. The genie then turned to the project manager and asked what he wished for.

"I want both these guys back on the site after lunch. Can't afford to let the project go off schedule."

“

It's tangible, it's solid, it's beautiful, it's artistic, from my standpoint, and I just love real estate.

Donald Trump



full height window
for proper light and
ventilation



attractive main gate



24 hours
guarded security



adequate parking



children pick-up &
drop off zone



well landscaped
garden



children play area

OPTIMIZED LIVING...

Presenting Sun Optima - 2 BHK Nano Homes located just a 7 minute drive from S.G. Highway. Starting at Rs. 24.5 Lacs.

Site: Behind D.P.S. Bopal, Opp. Neelkanth Villa, Shilaj



"Sun Builders - Transition Space", Opp. Satyam Corporate Square,
B/h Rajpath Club, Sindhubhavan Road, Bodakdev,
Ahmedabad- 380059

Mobile: +91-9879523434 | Sales: +91-79-30111000
Email: contact@sunbuilders.in | Website: www.sunbuilders.in
Facebook: www.fb.com/sunbuildersgroup