

unitech

Market

The international economic slow-down between 2008 and 2009 resulted in the collapse of several financial institutions - defined for centuries as iconic brands. The ripple effect sent stock markets plunging across the world. The resultant panic impacted virtually every industry. With people badly singed and deferring the decision to make long-term investments the real-estate segment was severely affected. Prices collapsed and the business, worldwide, came to a near-complete halt.

Despite its huge depth and financial muscle Unitech, too, suffered a serious reversal but fought back through a calibrated response. The company - the second largest listed real-estate developer in India based on market capitalisation - is involved in construction, development, property management and consultancy services and has made very substantial investments in the hospitality and telecommunications sectors.

The company's strength and goodwill was in evidence when investors gave Unitech a thumbs-up and rallied support around the beleaguered company. Buoyed by this overwhelming response Unitech, using a logical, structured approach rescheduled loans, sold off non-core assets and undertook two rounds of QIP to bridge the asset-liability gap.

A positive role played by the Government of India, various state governments and the Reserve Bank of India also helped the real estate sector deal with the crisis. The new regime of lower interest rates, a slew of project launches, lowered cost of construction, attractive schemes and an overall improving market sentiment has seen the business revive since March 2009.

Achievements

Not without reason is Unitech one of the country's most respected developers. It earned its stripes in the real-estate business in North Africa and the Middle East more than 30 years ago. But its skills and foresight were best recognised when it spotted

opportunities in Gurgaon - then a scrubby and barren wasteland to the South of Delhi. Unitech ignited this desolate place with a number of projects which helped thousands of families fulfil their long-cherished dreams of owning a house.

Since its impressive debut, Unitech has not only helped play a lead role in converting Gurgaon into the 'millennium city' it has also recorded a string of fine achievements - homes, offices, schools, hotels, facility management, recreational parks and golf courses.

In fact, Unitech Cyber Park, regarded by many as India's most modern architectural marvel, is envisaged to become the hub for IT and IT-enabled organisations from around the globe.

Unitech's fine track record and completely ethical business reputation has drawn to its fold a virtual who's who of Indian and multinational industry. Gillette, HP, General Motors, EDS, Asahi India Glass, ICI, Exxon Mobil, Reebok, Osram, UT Starcom, Remfry and Sagar, PI Industries, Fidelity Investments, Churchill India, Convergys, Keane, Hewitt, Vertex, Evalueserve, UOP India, Greenfield Online, Royal Bank of Scotland and dozens more have found their premises of choice in Unitech projects.

The truth, today, is that thousands of families live in Unitech built homes, work in Unitech erected offices, drive on Unitech developed roads and highways, stay in Unitech constructed hotels, study in Unitech created schools and unwind at clubs that bear the proud legend, Unitech.

The Villas
Welcome to your very own
Wellness Spa

Indulge in the art of fine living at The Villas in Unitech Resorts.
Luxurious independent villas in the heart of nature where you can soothe your mind, body and soul.

- Part of 154 acres of Unitech Resorts township in Sector 33 - Gurgaon
- Floor area of 6864 - 10809 sq ft. on plot area of 435 - 840 sq mt.
- Personal Lap Pool / Jacuzzi in Personal Spa in select villas
- Private Elevator in each villa in Choice of two specification options
- 8 acres of landscaped greenery in Club house and amenities
- 100% power back up

Rs. 3.25 Cr. onwards

unitech

there was limited scope in this field. Leveraging that line of business and carrying with them its experiences, Unitech diversified into construction in 1975. In 1978, with the oil boom in the Middle East, Unitech ventured into Iraq and Libya. At its peak, the company had more than 1000 employees working in the Middle East.

1986 was a watershed year for Unitech. It was then that the management realised the slow pace of land development in Delhi was actually impeding growth and stifling its residents. Gurgaon was the big opportunity staring at it.

Unitech launched its first residential venture in Gurgaon - South City-1 in 1992. In nearly two decades the company



has accomplished several mega projects and spread its focus beyond Gurgaon to also encompass Noida and Greater Noida.

Product

Unitech has so far built more than 100 residential projects, 50 commercial properties, flyovers, highways, airports, schools, hotels and transmission lines. The company is also in the process of building retail and entertainment projects.

Almost 300 companies have offices in Unitech properties and tens of thousands of families are residing in Unitech homes. Such is the power of this brand that its properties are sold out within days of launch.

South City-1 and South City-2 townships, each sprawling over 350 acres are possibly its biggest success stories. Complete with shopping facilities, schools, clubs and other amenities they provide a perfect blend of open spaces, communities and convenient living.

Nirvana, where time truly stands still, is a Rs. 1500 crore (US\$ 312.50 million) project, being developed by Unitech. Spread over 300 acres of unspoiled land in Gurgaon, it is an invitation to a

History

Established in 1972 by a group of technocrats, Unitech has over the last three and a half decades emerged as one of the leading business houses in India. It started life as a consultancy firm for soil and foundation engineering.

Within three years, the management realised that

way of living where peace of mind is supreme and nature is just a window away.

Unitech Cyber Park is amongst the country's most outstanding addresses for IT and IT-enabled organisations. Four towers, each offering a complete suite of connectivity and between 300,000 and 450,000 square feet of space, stare down over 14 acres of manicured greens.

The World Spa, Unitech's exclusive garden community, is a residential retreat where the city life is completely shut out and 20 acres of nature take over.

Today, Unitech can look back with pride at the vast development it has accomplished: Heritage City, Greenwood City, Vista Villas, South City 1 and 2, Residency Greens, The Palms, Uniworld City, Nirvana Country and Uniworld Gardens, all in Gurgaon and Unitech Heights, Unitech Horizon, Unitech Verve and Unitech Cascades in Greater Noida.

In the commercial space Unitech has created iconic landmarks such as Signature Towers, Global Business Park, Unitech Business Park, Millennium Plaza, Infocity, Unitech Trade Centre and Unitech Cyber Park.

Recent Developments

The new environment in real-estate development and the belief that affordable housing segment was the least affected by the economic down turn, Unitech began to focus on it. Unihomes, its low-priced, secure, gated housing project, loaded with amenities has been launched across eight cities offering houses in the price range of between Rs. 10 lacs (US\$ 20,830) and Rs. 30 lacs (US\$ 62,500).

The other recent project launches in the affordable category are Woodstock Floors at Nirvana Country, Uniworld Gardens II and The Residences at Uniworld Resorts all located in Gurgaon, Brahma and Ananda at North Town in Chennai, The Residences in Mumbai and Vistas at Uniworld City, Kolkata.

In the residential space, Unitech will launch one of its most ambitious projects - Unitech Karma Lakelands - an innovative world-class concept of villas adjoining a golf course. The company has sought the services of one of the world's foremost consultants, RMJM of the UK to provide planning and architectural expertise

for this venture. In separate projects Unitech has already started operations in Kolkata and Bangalore and expects to commence work in Chennai, Varanasi, Agra and Chandigarh.

In the amusement park space Unitech has come up with two world-class amusement parks designed by Forrec, the world's largest architecture firm specialising in such projects.



Worlds of Wonder is spread over 150 acres in the most prime location in Noida. Its other such public facility - Adventure Island, Rohini - spread over 65 acres, is designed to fulfil a long felt need in Delhi.

Unitech has also developed world-class malls, Metro Walk in Rohini and The Great India Place in Noida, that have been stunningly triumphant ventures. Suffused with success, Unitech expects to have malls in Mumbai, Kolkata, Bangalore, Hyderabad, Chandigarh, Dehradun, Amritsar, Bhopal, Mysore, Mangalore, Lucknow, Kochi,

expertise in the emerging markets of Thailand, Malaysia and Bangladesh.

Promotion

In its early days Unitech was an aggressive advertiser attempting to build a brand even as it focussed on the task of selling a project. As the brand developed people began to gravitate



towards it and selling became easier.

However, with the launch of Unihomes, Unitech now has the task of reaching a new audience segment. As a result, it launched a holistic media campaign reaching several consumer touch points through press, television, cinema and outdoor. It also used the reach of the web and new media services, especially for the tech-savvy new generation.

Brand Values

Traditionally real estate in India has always been viewed as fragmented, unorganised and a somewhat difficult-to-deal-with sector. Unitech changed the value systems and has emerged as a brand recognised for its principled way of functioning.

www.unitechgroup.com

Things you didn't know about Unitech

- Unitech is India's second largest listed real-estate company in terms of market capitalisation
- At one time Unitech had as many as 1000 employees to handle projects in the Middle East. It also had operations in Iraq and Libya
- Unitech was one of the first companies in the real-estate business to be ISO 9001:2000 certified

