

# Real Estate & Investments

Group 8: Aayush, Arshia, Ayush,  
Sahaj, Utkarsh, Yashraj



## M3M Skywalk: Sector 74 Gurgaon

# M3M Skywalk (Built-up Area)

2 BHK



Carpet Area

**1,124.8 sq.ft.**

(104.5 sq.m.)

Possession

**Dec, 2022**

Builder Price

**₹ 95.63 L**

+ Govt. Charges

3 BHK



Carpet Area

**1,614.4 sq.ft.**

(149.98 sq.m.)

Possession

**Dec, 2022**

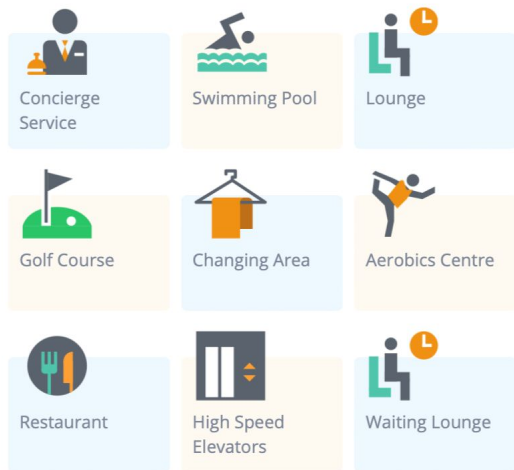
Builder Price

**₹ 1.37 Cr**

+ Govt. Charges

# Location, Connectivity and Amenities: In the middle of nowhere?

- Located in an upcoming and developing area
- No Greenery
- Close to Sohna Road
- Nearest good hospital or school are 4-5 kms away
- Offices are not nearby
- M3M Cornerwalk has the potential of being a hub for retail outlets



# Opportunities and Threats

## Builder Reputation

- Has numerous residential and commercial properties
- Numerous lawsuits around non-deliverance of flats and migration of land

## Captive Demand?

- The property is located far from office spaces
- Low connectivity and public transport options
- Low demand for projects in the vicinity

## Project with better positioning

- Better located projects similar price points
- Fewer amenities than other project
- Potential of becoming a retail hub, which might degrade the quality of living

## Target Customer

- With EMI expected to be around Rs. 70,000, the target customer segment may not exist.

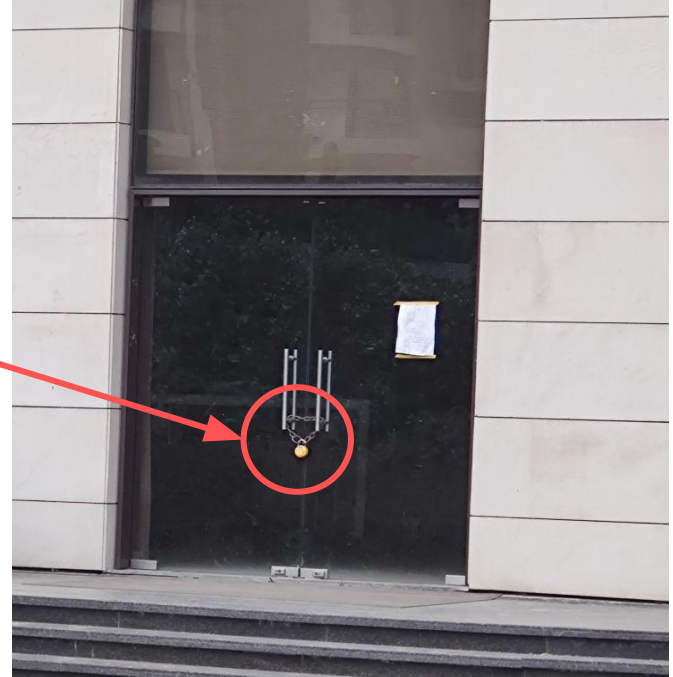


The image shows the exterior of a modern building with a light-colored stone or concrete facade and large glass windows. The building is identified by signage as 'Ashiana Landcraft', 'Project Partner Piramal Capital', and 'THE CENTER COURT SPORTS RESIDENCES'. The foreground features a curved, paved area with a pattern of light and dark bricks. The sky is overcast.

# Ashiana: The Center Court Sector 88 Gurgaon

## ▶ RED FLAG! ▶

- Property Under Litigation
- Complaints by multiple customers regarding delay in handover
- Project halted and locked by the state government
- Payment due by developer worth over 1 crore







## Godrej Habitat: Green Luxury in Old Gurgaon



# Godrej: Builder Profile & Brand Credibility

**Godrej Properties Ltd.** established in 1990

**Major revenue model:** Sale of Properties

**Major Operation Segments:** Residential and Commercial Real Estate

**Ownership Status:** Publicly Held

**Credibility:** Multiple Complete Projects with great customer feedback

**Philanthropic Model:** 23% of the promoter stake in the Godrej Group, is owned by philanthropic trusts that work on environmental, educational, and health issues in India



# Brand Credibility

## “National Brand Leaders”

- Track2Reality BrandXReport 2019-20

## India's Top Builders

- Construction World Architect and Builder CWAB AWARDS'18

## Real Estate Company of the Year 2017

- APAC Insider

## Best Developer of the Year'17

- Construction Times Builders Award'17
-

## Location, Amenities and Infrastructure



- **Right in the middle of Sadar Bazaar**  
Nearby shopping centres, multiplexes, local stores, supermarkets
- **Connectivity**  
Nearest to old railway road and station, bus stands, three main highways- NH8, Dwarka Expressway, KMP.
- Multi-Storey **Parking Space**
- Club House, **Community Centre**, Swimming Pools, Gym, Sport Courts
- USP: Multiple **Green Spaces**, Gardens, Yoga and Meditation Centers

## Godrej : Built-up Area



### 3 BHK

Carpet Area: 2078 sq. ft.

Exclusive Area: 22.43 sq. mts.

Builder Price: 1.77 Cr



### 4 BHK

Carpet Area: 2650 sq. ft.

Exclusive Area: 32.08 sq. mts.

Builder Price: 2.25 Cr



# Apartment Layout

- Spacious rooms with attached bathrooms and furnished wooden floors
- Master Bedroom with an impressive walk-in closet
- All rooms are accompanied with spacious balconies which ensures adequate indoor ventilation



# Opportunities and Threats

## Opportunities

- Present/ Upcoming Infrastructure
- Captive Demand

## Threats

- Is there an oversupply?
- Are there projects with better positioning?

## MAP LEGEND

hospital  
य हॉस्पिटल



चौमा

Gurgaon  
गुडगांव

Gurgaon Railway  
Station Parking

Godrej Habitat  
an Automobiles Electric Gurgaon

Gurgaon Railway  
Station

Cosco India Limited  
कोस्को इंडिया लिमिटेड

Durga Sweets Corner  
दुर्गा स्वीट्स कॉर्नर

Super Sanitary Sales  
सुपर सैनिटरी सेल्स

Proposed Metro Line  
Station at Gurgaon Railway

Vishal Mega Mart

Godrej Habitat, Gurgaon

HUDA Market  
सेक्टर 4 - बाजार

J B Seats

Polyclinic Laxman  
Vihar(UPHC)  
पॉलीक्लिनिक लक्ष्मण विहार

Old Railway Road

Leads to Sadar Bazar, Bus  
Adda, Railway Station.

Most important road of  
Gurgaon

Mandir Wali Gali

Xion International  
Convent School  
झीऑन इंटरनेशनल कॉन्वेंट

Raj Bharti School  
बाल भरती विद्यालय

HP PETROL PUMP  
- HP KATARIA FUEL...  
एचपी पेट्रोल पंप  
- एचपी कटारिया...

Sector Rd

NEKIRAM FARM  
नेकीराम फार्म

Blue Bells Model School  
ब्लू बेल्स मॉडल स्कूल

New Light Public School  
न्यू लाइट पब्लिक विद्यालय

Hanuman Mandir  
Ashok Vihar Phase 2nd  
हनुमान मंदिर अशोक...

Shivalik Tiles & Sanitary  
Ware - Tile Showroom...

CGHS Wellness Centre  
सीजीएचएस कल्याण केन्द्र

Confirmed Metro Line  
Station at Sector-3

Sector 5 Market  
सेक्टर 5 बाजार

Community Centre  
सामुदायिक केन्द्र

G.A.V Public School

Police Thana Sector 5  
पब्लिक थाना

Chhotu Ram Chauk

Gujrat tiles company

English Wine  
& Beer Shop  
अंग्रेजी शराब और  
बीयर की दुकान

SCR Public School

Gyan Deep Sr  
Secondary School  
ज्ञान दीप सर  
सेकेंडरी विद्यालय

Huda Ground  
हुडा ग्राउंड

Prince vatika  
प्रिंस वाटिका

Petrol Pump  
भारत पेट्रोल पंप

Global Hospital  
Multispeciality Hospital  
ग्लोबल हॉस्पिटल

Paradise Garden  
(Weddingz.in Partner)

Rivoli G  
गार्डन

Shri Mata She  
Devi Ma

Aakash Public School  
आकाश पब्लिक विद्यालय

Maa Masani Maa

Google My Maps



● **1 Lakh crore Delhi-Mumbai Expressway, passing through Rajiv Chowk, under-construction** ●

Proposed to be built on the banks of DME and Dwarka Expressway is a Global City Special Zone Township

**9,000 crore Dwarka Expressway nearing completion before 2024 polls**

The 29km-long expressway will link Shiv Murti on NH-8 and Kherki Dhaura

**1,700 crore Sohna Elevated Road to be completed by 2022-end**

Will connect Sohna Road & New Gurgaon to Rajiv Chowk & Old Gurgaon via Subhash Chowk

**58 crore Atul Katariya Chowk underpass & 23 crore Mahavir Chowk revamp underway**

● Will finally connect the neglected sectors of Old Gurgaon to Golf Course Road & New Gurgaon ●

● **2 x multi-level parking towers** ●

At Kamal Sarai and Sadar Bazaar under-construction for Rs. 101 crore and Rs. 45 crore. Will ease the entire traffic situation of Sadar and Old Railway Roads ●

● **Gurgaon Railway Station redevelopment** ●

It will become a major **Multi-Modal Hub**

● The location premium of Godrej property will rise, but the inherent noise of train horns will remain ●

● **New Metro Lines (1 confirmed, 1 proposed)** ●

The New Gurgaon - Old Gurgaon link line, passing through Sec-3, has had its DPR proposed, created & approved by HMRTC and Haryana Cabinet in 2019 (pre-covid) ●



We are pitching  
Godrej Habitat  
as the property  
to BUY in the  
1.5-2cr budget

### Salient Features:

1. Location
2. First (and maybe only) mover advantage
3. Good brand + solid value proposition



**Did we tell you that this was a FUN  
assignment? :)**



M  
3  
M

# Godrej





All smiles picture  
after especially  
travelling 30min to  
Ashiana to find that  
the property has  
been sealed by court  
:)

PS: thanks Varnit & group 4 for totally  
informing us about this in advance 🙏





and  
topping  
it off  
with a  
good  
lunch  
:P



**Thank You!**