



Ireo presents

Premium Branded Serviced Apartments

As a part of a Mixed Use Retail, Entertainment & Hospitality Development

At Ireo City, Sector 59 Gurgaon

Upscale Branded Serviced Apartments by Ireo - Symbolize Luxury, Personalized Comfort and Perfect Business Sense



Best of Both the Worlds - The Luxury of hotel like immaculate services with the personalized feel of home. Ireo will tie-up with a premium International operator to ensure top end quality standards.

Live King Size - A typical Studio Unit, measures 575 Sq.ft that larger by 40% -50% than most city Five Star Hotel rooms and more than 3 times the size of branded Budget City hotels. There is plenty of room for you to make yourself feel at home and let your lifestyle unfold. The 1 BHK & 2 BHK serviced apartment options are even more spacious.

Value for Money - For guests on extended stay or for those who value a spacious place, the Serviced Apartment option is really Value for Money. One gets a personalized living experience for a price that is significantly lower than that of comparable hotels.

Favorable Demand & Supply Ratio - These Serviced Apartments by Ireo will provide a product in a niche that is grossly under-supplied in Gurgaon, the fastest growing hub for commercial activity in India. There is an existing immense & growing demand for such a product amongst corporates, business executives who visit regularly on extended stays, expatriates who are in the city for project specific assignments, NRIs, tourists etc.

Two options of Serviced Apartments for different goals -

Type A - If the objective is primarily for an investment that gives Annuity Return and Appreciation.

- An Premium International operator shall be engaged to manage, operate and market the units under this pool for a period of 15 years. The product shall be maintained to world-class standards and marketed through-out the Operator's international network for Value Maximization.

Type B - If the objective is primarily for Self Use with the flexibility of putting on rent when required.

- Shall be maintained by Ireo Facilities Management Team, the unit owner shall be entitled to opt for Self use or renting to Third Parties as per his \ her discretion.

About Ireo



IREO, the first and largest FDI (foreign direct investment) investor in Indian property and a leading pan-India developer.

IREO has been present in India since 2003 and has invested US \$Multi billion in a portfolio of high quality executable projects in prime locations **across 3,000 acres of owned land** – one of the leading pan-India asset portfolios. The company has evolved as a fully integrated real estate organization that is the developer of its projects, and possesses a diversified portfolio consisting of master planned gated communities, mixed-use office and retail spaces, industrial parks including SEZs, and hospitality properties.

Ireo has Professional Management Team comprising of best Indian and Expatriate expertise. , International Investors include Blue Chip Financial Institutions, Pension Funds, University Endowment Trusts and to top international development firms.

IREO's portfolio of 14 announced projects is geographically diverse and encompasses the development of residential, office, retail and hospitality properties in India across prime locations within the **Delhi NCR, Punjab, Chennai, Pune, the Goa region, and Coimbatore.**

Please visit our website www.ireo.in for further details on Ireo.

IREO Hospitality Management Company Presents “Upscale Branded Serviced Apartments”



A project being managed by ‘Ireo Hospitality Management Company’ the hospitality business arm of Ireo.

- Run by a team of top Indian & Expatriate professionals, Ireo Hospitality Management Co is in the process of planning several prestigious hospitality projects in NCR, Goa Region and other parts of India in association with best International Brands.

Upscale Branded Serviced Apartments - The Proposed Development

- A part of a 4 Acre Mixed Used - Hospitality, Retail and Entertainment - located in the heart of Ireo City, a mega new age integrated township being developed by Ireo across 700 Acres in the prime sectors 58,59,60, 61.

- Ground & First Floor - Retail & Entertainment over approx 1,30,000 Sq.ft of area

- Second Floors Upwards - Upscale Branded Serviced Apartments

- Serviced Apartments to be Managed by a Premium Branded International Hospitality Operator under the supervision of ‘Ireo Hospitality Management Company’

- A combination of fully furnished & serviced Studio, 1 BHK & 2 BHK apartments - Approx 212 units spread over 230,000 Sq.ft

A Premium Location that makes Perfect Business Sense



Located in the heart of 'Ireo City' on Golf Course Extn Road, Sector 59, Gurgaon

Gurgaon, the fastest growing business hub of India with a strong and ever increasing demand for 'Extended Stay Facilities' in the form of Serviced Apartments from travelling business executives and corporate houses.

Ireo City a Mega New Age Integrated Township development spread over 750 Acres in Sectors 58, 59, 60, 61 on Golf Course Extn Road which is on the way to developing as the most premium mirco-market in Gurgaon.

Site for Ireo's Upscale Branded Serviced Apartments is on the intersection of two 60 Metre Wide Main Sector Roads in the heart of the prestigious Ireo City. Surrounded by premium residential & commercial development the 'Site for the project' is *also a walking distance from a Five Star Hotel and upmarket retail facility being developed over 30 Acres within Ireo City.*

The Product Mix & Concept



- Fully Furnished, Equipped & Ready To Live In Apartments in configuration of

Unit Type	Built-up Area (In Sq.ft)	Super Area (In Sq.ft)
Studio Apartment	555 Sq.ft	925 Sq.ft
1 BHK	758 Sq.ft	1263 Sq.ft
2 BHK	955 Sq.ft	1592 Sq.ft

Spacious Sized Apartments that conform to Standards of the Best International Luxury Branded Serviced Apartments.

- **Type A - Apartments managed by premium International Hospitality operator - Ideal for Optimizing Annuity Income through Value Addition.**

Apartment owners shall be committed to the arrangement for a period of 15 years and Gross Operating Profit shall be disbursed to them on a Bi-Annual basis. Self Use shall be allowed for 2 Weeks during Peak Season Or 3 Weeks during Non Peak Season.

- **Type B - Self Use Apartments - Ideal for those who want Flexibility of Regular Self Use plus Rental Income when required.**

Will enjoy the benefit of all Common Areas & Facilities. Whereas Maintenance, Housekeeping, F&B services and Renting Assistance which shall be provided by Ireo's own facility management team may be availed on Pay As Per Use Basis.

Common Facilities & Services that match the most Premium Branded Serviced Apartments in the world

Reception Lobby	24 Hour Front Desk, Concierge, Visitors Lounge. A World-class sense of Arrival
Library Lounge	For Relaxing & Socializing amidst warm setting surrounded by books, news papers & journals, television.
Multi Cuisine Restaurant	Serving, Breakfast, Lunch, Dinner and All day tea, coffee & snacks. Room Service would be available during stipulated hours.
Heated Swimming Pool	With a separate Kids Pool, Showers, Change Rooms and Relaxation seating.
Fitness Centre	A Gym equipped with high quality equipment, yoga room.
Business Centre	Meeting Rooms, Audio Visual presentation equipment , Secretarial help, Documentation
Laundry Services	Professional Washing, Dry Cleaning and Ironing Services for Apartment residents.
Convenience Store	For Catering to daily needs of residents
Direct Access to Retail, Dinning Options	The residents would have access to the Shopping, F & B, Entertainment options at the retail complex on the Ground & First floors.
House-keeping & Building Maintenance Services	Type A Units (In Managed Pool) - To be provided by the International Operator Type B Units (Self Use) - Pay Per Use Basis through Ireo Facility Management Team
Building Services	Air-Conditioning through separate FCUs \ VRV, 24 Hr Hot & Cold Water Supply, 100% Power Back-up, Security \ Access Control Systems.
Communications	Land-line through Central PBX, Internet & Wi Fi connections, Satellite Television. For Type B Units provision of these services shall be facilitated however will be taken by user directly from respective Service Providers.
Parking	Basement Parking

Studio Apartment

Sleeping Area within Hall

Bed with mattress and linen, side tables, telephone, alarm clock, working desk with chair, curtains & other furnishings.

Living Area within Hall

Sofa Set with Coffee Table, Dining Table with Chairs, TV (46 Inches) DVD Player, I-Pod Docking Station

Kitchenette

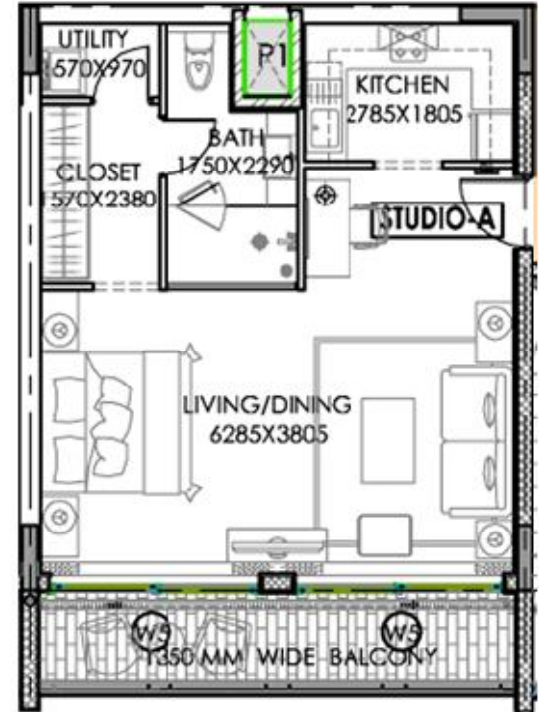
Washing Machine, Dryer unit, Dishwasher, Refrigerator, hob, chimney, microwave, utensils, cutlery

4 Fixture Bathroom

Shower, Bathtub, Vanity and WC

Large Closet

Safe Box, Iron & Iron Board



Built-up Area - 555 Sq.ft \ **Super Area - 925 Sq.ft**

Basic Sale Price - To be determined

EDC \ IDC - Rs 450 Per Sq.ft (or as per actual)

Notes

Basement Car Parking - Rs 5 Lacs

The Furniture , Furnishings & Fixtures provided in the Apartment shall conform to the Standards of the Premium Upscale Hotels

Refundable Working Capital Deposit - Rs 5 Lacs (Applicable for **Type A** Unit only)

Unit Layout is merely to serve as an indication of the proposed spatial layout and is subject to modifications \ redesign.

Refundable along with bi-annual distribution of operating profit.

1 BHK Apartment

Bed Room

Bed with mattress and linen, side tables, telephone, TV (46 Inches), alarm clock, working desk with chair, curtains & other furnishings.

Separate Living Room

Sofa Set with Coffee Table, Dining Table with Chairs, TV (46 Inches) , DVD Player, I-Pod Docking Station

Kitchenette

Washing Machine, Dryer unit, Dishwasher, Refrigerator, hob, chimney, microwave, utensils, cutlery

4 Fixture Bathroom

Shower, Bathtub, Vanity and WC

Large Closet

Safe Box, Iron & Iron Board

Powder Room

Includes WC and Vanity

Notes

The Furniture , Furnishings & Fixtures provided in the Apartment shall conform to the Standards of the Premium Upscale Hotels

Unit Layout is merely to serve as an indication of the proposed spatial layout and is subject to modifications \ redesign.



Built-up Area - 758 Sq.ft \ **Super Area - 1263 Sq.ft**

Basic Sale Price - To be determined

EDC \ IDC - Rs 450 Per Sq.ft (or as per actual)

Basement Car Parking - Rs 5 Lacs

Refundable Working Capital Deposit - Rs 5 Lacs
(Applicable for **Type A** Unit only)

Refundable along with bi-annual distribution of operating profit.

2 BHK Apartment

Master Bed Room

Bed with mattress and linen, side tables, telephone, TV (46 Inches), alarm clock, working desk with chair, curtains & other furnishings.

Bed Room 2

Same as Master Bed Room

Separate Living Room

Sofa Set with Coffee Table, Dining Table with Chairs, TV (46 Inches) , DVD Player, I-Pod Docking Station

Kitchenette

Washing Machine, Dryer unit, Dishwasher, Refrigerator, hob, chimney, microwave, utensils, cutlery

4 Fixture Bathroom

Shower, Bathtub, Vanity and WC

Large Closet

Safe Box, Iron & Iron Board

Powder Room

Includes WC and Vanity

Unit Layout is merely to serve as an indication of the proposed spatial layout and is subject to modifications \ redesign.



Built-up Area - 955 Sq.ft \ **Super Area - 1592 Sq.ft**

Basic Sale Price - To be determined

EDC \ IDC - Rs 450 Per Sq.ft (or as per actual)

Basement Car Parking - Rs 5 Lacs

Refundable Working Capital Deposit - Rs 5 Lacs
(Applicable for **Type A** Unit only)

Refundable along with bi-annual distribution of operating profit.

Serviced Apartments at Ireo City - Comparison between Type A and Type B units

Features & Attributes	Type A Units	Type B Units
Arrangement	Free Hold Title. Locked into the Pool of Units to be managed by International Operator for a period of 15 years. Self Use for 2 weeks during Peak season and 3 weeks during Non Peak season with prior notice to the operator.	Free Hold Title. Self Use or renting to Third Party at the discretion of the 'Unit Owner'.
Access to Reception Lobby, Library Lounge, Multi Cuisine Restaurant, Swimming Pool, Fitness Centre, Business Centre, Convenience Store	Full Access. Consumables to be paid for as per Rate Card.	Full Access. Consumables to be paid for as per Rate Card.
Design, Sizes, Furniture & Furnishings	Same for Type A & B	Same for Type A & B
Direct Access to Retail, Dining Options	Easy Access	Easy Access
Laundry Services, House-keeping	To be Charged by Operator from Guests	To be paid by Unit owner on Pay per use basis
Building Maintenance Services	Part of Operational Expense Not to be paid by Unit Owner	Monthly Per Sq.ft Charge to be paid by Unit owner. Maintenance Services & rental assistance by Ireo facility management team.
Communications - Landline, Internet, Satellite TV	To be provided and managed by Operator	To be taken by Unit Owner in his own name, may be facilitated by Facility Manager

Serviced Apartments at Ireo City - Investment Rationale & Mechanism for Return generation and distribution

Generation & Distribution of Return - Type A Units	The Operator shall calculate the Gross Operating Margin on a Bi-Annual Basis and distributed amongst Apartment owners on a pro-rata basis based on Sq.ft area.
Generation & Distribution of Return - Type B Units	The Apartment owner shall have the flexibility to go in for Self use or give it out on rent directly as per his \ her discretion. (rental assistance through Ireo facility Management would be available)
Value Added Blended Product - Higher Annual Returns & Appreciation	An Asset that is a blend of Hospitality and Commercial Real Estate which comes with Higher dynamic return associated with the former and the security and appreciation potential of the later .
Dynamic Escalating Return	Unlike a fixed return instrument as Bank Deposit which either remain static or fluctuates in a small range, the return from an 'Serviced Apartment' asset would be Dynamic and move up due to inflation \ appreciation as time goes by. For Eg a 10% return on initial investment now could well increase to 20% in a few years.
Low Operating & Fixed Costs - Quicker Break-even and generation of distributable profits.	Serviced apartments have significantly lower manpower, operation, marketing and other Fixed costs as compared to hotels thus Break-even point and thus the distributable Gross Operating Margin is achieved pretty quickly. The Gross Operating Margin (EBITA) can potentially range between 50-60%
Favorable Demand Supply Ratio in the fastest growing market	Gurgaon today is the city that is recognized as the fastest growing corporate hub an IT \ ITES destination of India. It is gross under supplied as far as Serviced Apartments go, in fact at present there is none comparable to the quality envisaged by Ireo. <i>It will be interesting to note that Major cities such as Los Angeles, Singapore and Bangkok support 3,000-5,000 serviced flats.</i>
Immense Potential for Capital Appreciation	The project has a tremendous location within Ireo City on the Golf Course Extension Road which due to high quality of planned developments and connectivity with rest of Gurgaon and Delhi is seen to be emerging as the most premium residential and commercial destination. Market Analyst are almost unanimous about the significant appreciation prospects in the Medium and Long terms scenario.

Construction Linked Payment Plan

	Construction Milestone	Payment Due
1	At the Time of Booking	10% of the Sale Consideration + EDC \ IDC
2	90 Days from Date of Booking	10% of the Sale Consideration + EDC \ IDC
3	Commencement of Excavation	10% of the Sale Consideration + EDC \ IDC
4	Casting of Top Basement Roof Slab	10% of the Sale Consideration + EDC \ IDC
5	Casting of 2 nd Floor Roof Slab	10% of the Sale Consideration + EDC \ IDC + 50% of Parking Charges
6	Casting of 6 th Floor Roof Slab	10% of the Sale Consideration + EDC \ IDC
7	Completion of Super Structure	10% of the Sale Consideration + EDC \ IDC
8	Completion of Flooring	10% of the Sale Consideration + EDC \ IDC
9	Commencement of Interior Furnishing Work	10% of the Sale Consideration + EDC \ IDC
10	Handing-over of Possession	10% of the Sale Consideration + EDC \ IDC + 50% of Parking Charges + Working Capital Deposit
	Total	100%
		* Taxes & Statutory Dues as Application

The Concept of Serviced Apartments - The fastest growing vertical within the High Growth Indian Hospitality Industry



Indian Hospitality Industry Out-look.

- In the long-term, the outlook for the sector is very promising. Demand levels are likely to improve as economic growth gathers momentum and companies increase spending on travel. With expectations of healthy salary increases within the corporate world, discretionary spending is expected to increase further, especially on leisure travel. **The number of foreign tourists is expected to reach 6.8 m during 2012 and further to 11.1 m by 2021.** The demand-supply gap in India is very real and there is need for more hotels in most cities (*as a matter of fact the entire Hotel Room inventory of India is less than that of Beijing alone*). The shortage is especially true within the Serviced Apartment and the mid market segment. There is an urgent need for Serviced Apartments and mid market hotels in the country as travelers look for safe and affordable accommodation. The Indian hotel industry is on an expansion spree, with several companies announcing investment plans. **Investment in Travel & Tourism is estimated at Rs 1.2 trillion in 2011 and is expected to reach Rs 2.8 trillion by 2021 (implying a CAGR of 8.7%), according to World Travel and Tourism Committee (WTCC) estimates.**
- **The total current shortage of rooms has been estimated at 150,000 by the tourism ministry,** according to the Deloitte report, most of it in the mid-market segment. Just 15 per cent of the existing hotel rooms in India fall in the mid-market segment, compared to 43 per cent in the United States and 35 per cent in Britain.
- **The Federation of Indian Chambers of Commerce and Industry estimated in January last year the country needed an investment of 600 billion rupees (Dh49.63bn) over the next five years to meet the shortage of 150,000 hotel rooms.**
- India occupies the sixty-eighth position among the top tourist destinations in the world, according to the Travel and Tourism Competitiveness Report 2011. According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC), **the demand for travel and tourism in India is expected to grow by 8.2 % between 2010 and 2019. This will place India at the third position in the world.** India's travel and tourism sector is expected to be the second largest employer in the world. Capital investment in India's travel and tourism sector is expected to grow at 8.8 % between 2010 and 2019.

The Concept of Serviced Apartments - The fastest growing vertical within the High Growth Indian Hospitality Industry



Growth Prospects for Serviced Apartments

- Given the concept of larger personalized living space with all the comforts of housekeeping, food, beverage and security, the segment of serviced apartments today is attracting more and more brands from the hospitality industry.
- The rapid economic development in the country has led to the rise in extended stays for corporate travelers. People are also moving into cities for short assignments on projects. Both these categories require a home-like place with a hotel-like efficiency. There is immense potential for the service apartment market to grow due to the demands of the IT and financial industries, telecom, BPO, KPO, aviation and medical tourism sector.
- **According to leading International hospitality consulting firm HVS International (2011)**
*“With demand strongly emerging for an improved product, this may be an optimum time and opportunity to enter the extended stay segment in India, and fill in the void for quality branded accommodation. This concept is already developing and the near future should see a number of such facilities operational. However, the size is quite limited at present, because serviced apartments have only been offered in a few cities of India. Indian cities can be comparable to other major markets around Asia. **Major cities such as Los Angeles, Singapore and Bangkok support 3,000-5,000 serviced flats.**”*