

January 15, 2009

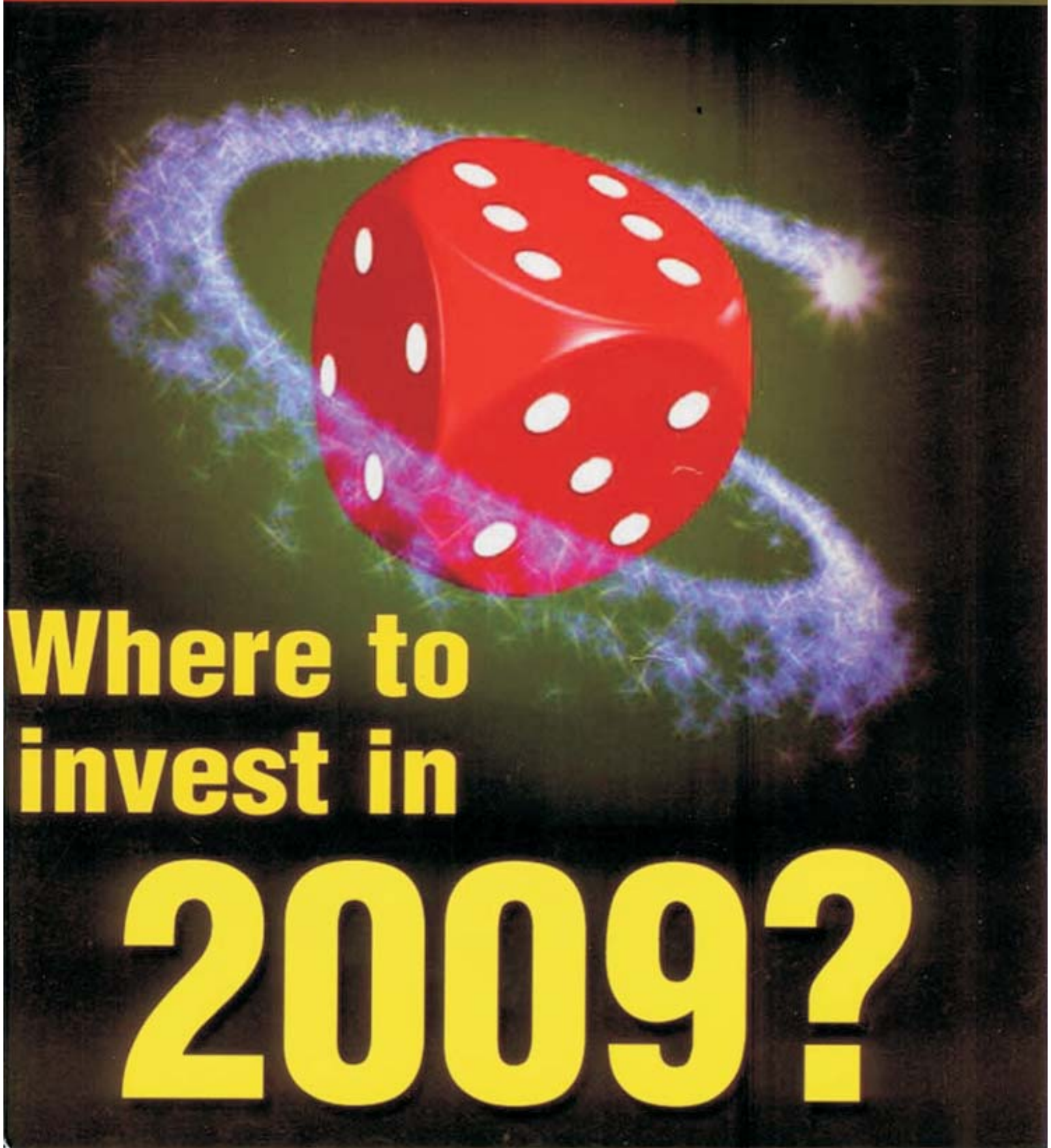
# Corporate India

The Corporate Magazine for Business and Investment

CI corporate scoreboard:  
select companies

Rs. 30

Supreme Industries,  
Sun TV, NTPC, Bata India  
Vishal Retails, Oracle FSS  
Satyam, Pyramid Saimira  
Crude oil price outlook



**Where to  
invest in**

**2009?**



**Pavan Datta**

### LAKSHISH GROUP

## Developer with a difference

Lakshish Group is inspired by the vision to deliver the best living experiences to customers across the world by offering a perfect blend of contemporary architecture and distinct styling, designed to provide a luxurious and a comfortable living and at the same time ensuring highest standards of eco-sustainability.



**Mr. Pavan Datta**, Chairman and Managing Director of Lakshish Group having offices in India and overseas, comes across as refreshingly different than what you would normally expect. Soaring building costs and skyrocketing land prices in the land-starved business capital do not bother this confident entrepreneur.

At a time when prices are set to tank, he believes the building and construction industry, like other industries, is cyclical.

"People have money but are reluctant to spend or invest because of the stock market collapse and financial crisis in the West. They feel overwhelmed by events. However, all this is bound to end soon with money reflowing into the stock market, giving the construction industry a new lease of life," he asserts.

Lakshish's business segments are not restricted to township projects but span from educational, sports and health welfare infrastructure to renewable energy.

In its mission to keep up with the global standards, Lakshish has teamed up with some of the industry leaders like GE (USA) for home appliances, Lashings (UK) for sports and with software major Wirkle (USA) and India's premier realty portal Magic Bricks for online media coverage. To render world-class Indian education, it has also tied up with India's oldest and most well renowned Gurukul Mahavishwavidyalaya in Haridwar. Established by Shri Darshanand Saraswati in 1907, the university is noted for its traditional system of education.

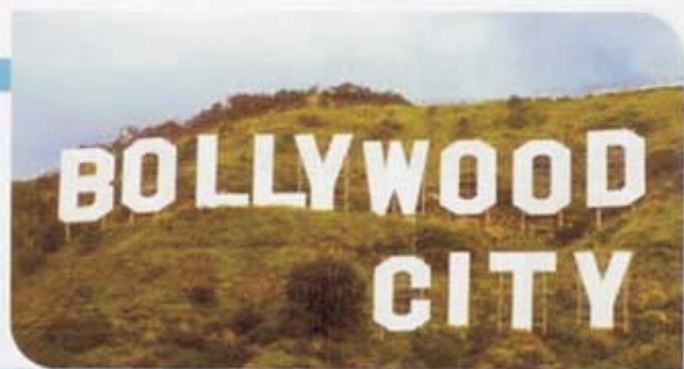
"Our objective in every structure we build is 'to keep it green'. For every tree chopped, five more shall be planted. Our vision is to deliver the best living experiences to customers across the world and at the same time ensuring highest standards of eco-sustainability in its developments", says Mr. Datta.

Lakshish is also planning to generate renewable energy from solar power and using various



**Bollywood Divas Residency is just 15 minutes drive from the upcoming Mumbai International Airport, the metro station and the existing Panvel Railway station.**

green processes to build an eco-friendly environment and do its bit to ward off threats posed by global warming. Lakshish is partnering with GE in their Solar Energy business to ensure that all of Lakshish's projects have zero carbon footprints. Lakshish is committed to harness the society's resources in the best possible way and enhance the living



**Amara Retreat is perched on the verdant lap of the mountain countryside, with the Kundalika River flowing by.**



ments of 561sq.ft and 997sq.ft respectively costing about Rs 4,000 per sq.ft.

The service apartment comes along with a lifestyle club and a health spa. Done up luxuriously, the club and the spa will offer the residents a perfect mix of fitness and entertainment right at their doorstep.

standards for the residents locally and globally.

Mr. Datta warms up while discussing two of Lakshish's more important upcoming projects: Bollywood Divas Residency near Panvel and Amara Retreat near Mumbai.

Lakshish's proposed housing complex *Bollywood Divas Residency* is poised to be the most sought-after address. It is a tribute to the evergreen divas of Bollywood. Its blocks have been named after legends like Geeta, Madhu, Meena, Nanda, Nargis, Nutan and Suraiya to name a few. Each apartment is a perfect blend of contemporary architecture and distinct styling, designed to provide a luxurious and a comfortable living.

The fully-furnished service apartments are planned with state-of-art technology and will boast of recreational facilities. Each unit will be self-sufficient in the most functional way. Its close proximity to shopping malls, multiplexes, cafes and restaurants is an icing on the cake.

*Bollywood Divas Residency* is just 15 minutes drive from the upcoming Mumbai International Airport, the upcoming metro station and the existing Panvel Railway station.

The residency offers an innovative selection of fully furnished and spacious one- and two-bedroom service apart-



veloped groves and soft-whispering breeze laden with the scent of wild flowers and gurgling brooks. It is away from the grind of daily life and the maddening crowd yet so close to the cosmopolitan hub of Mumbai.

The farm houses plots have been designed by landscape artists keeping in mind the needs of the gentlemen farmer. Each plot has been developed and landscaped providing for 24x7 water, electricity and waste management systems.

The lifestyle club at the farm houses is inspired by age-old traditions of Indian revelry. Its exclusive and luxurious settings will offer the gentleman farmer a perfect mix of entertainment and quality living.

The spa and health club will lay special emphasis on synergizing the pyramid of mind, body and soul by offering excellent facilities and extensive menu of treatments. Here, the time-tested traditional Indian systems of Ayurveda and yoga will work in sync with the more contemporary western spa approach to maximize the benefits of both worlds.

Lakshish not only caters to the needs of Indian market but also to a wide section of people globally through its well established marketing channels overseas. Promoting the Lakshish's philosophy of "Live your Inner soul", Mr. Alvin Kallicharran, former West Indian cricket legend has been named as Lakshish's brand ambassador.

Lakshish's future projects are Alibaug County and Aqua Casa, another best of locations to re-assure its plans of providing miraculous life. ■

