

# Media Docket Index

<b>Sr. No</b>	<b>Content</b>
1	Company Profile
2	Spokesperson Profile
3	Omkar 1973 Worli, Profile
4	Omkar 1973 Worli Factsheet

## Corporate Profile of Omkar 1973 Worli

Mumbai-based Omkar Realtors & Developers Private Limited (ORDPL) commenced its operations in the realty vertical in 2003 and currently holds the market leadership in Mumbai's redevelopment space and premium housing segment. Having backed by five decades of business heritage and strong financials; the company's expertise is showcased through an array of residential and commercial projects and an estimated land-bank inventory of over 40 million sq. ft, spread across most premium locations in Mumbai.

Omkar Realtors ([www.omkar.com](http://www.omkar.com)) is promoted by second generation entrepreneurs who have carved a niche for themselves by being committed to timely delivery and high quality offering. The management is represented by a team of professionals with expertise in industries spanning realty, steel-manufacturing, oil exploration, shipping and construction sectors.

Today, Brand Omkar has successfully designed projects aimed at luxury gated communities. This includes its most anticipated ultra-luxury residential development Omkar 1973 Worli and the largest luxury gated community in Mumbai's suburbs, Omkar Alta Monte. Other key projects include Omkar Meridia (BKC Crossing), Veda (Parel) and Ananta (Goregaon East), Crescent Bay (Parel) which is a JV with L&T Realty. Omkar's project Omkar 1973 Worli, the ultra-luxury residential project has won the most prestigious 'Sword of Honour Award for 2016' by the British Safety Council. The apex award has been conferred in the category of the "World's best high rise construction project" for "Demonstrating excellence in the management of health and safety risks at work".

The company holds a strong land-bank inventory in Mumbai Metropolitan Region (MMR) and is one of the largest developers in the luxury housing space; including a joint venture with construction major L&T. It has already delivered 13 projects in Mumbai and is currently developing another 10 projects with major emphasis on luxury residential space. The company plans to complete development of 20 million sq. ft., area by 2018 in Mumbai with an additional pipeline of 20 million sq. ft to follow.

The brand, amongst its customer base, has attracted well-heeled business personalities and head honchos from leading corporate driving the buying interest of the globe-trotting HNI crowd within Indian markets.

While the company has attracted investments from leading private equity funds and financial institutions, its average year-on-year profit yield for investors across projects has far outperformed the prime market average. It has also engaged leading international architecture and design firms Foster + Partners from UK and the US-based Callison for its premium residential projects; thus marking the debut of Foster and Partners in Mumbai's luxury residential space.

Over a period of time, Omkar has been engaging the target audiences overseas including markets like Dubai, London, Singapore, Hong Kong, Kenya amongst

others by way of exhibitions, events and strategic networking. In 2014, the company opened its sales offices in Dubai and plans to start sales offices in Hong Kong and Singapore shortly to engage international investors. Omkar which enjoys the market leadership in Mumbai's re-development space has rehabilitated more than 10,000 urban-challenged families from Mumbai's slums under the Maharashtra government's Slum Rehabilitation Authority (SRA) housing scheme. The company would house other 1 lakh slum dwellers in next 36 months in different parts of the city.

Omkar's 1000 plus-strong professional team coupled with high-quality infrastructure, innovative design and superior urban development capabilities has been setting new milestones in the realty sector. The management is headed by Mr Kamal Gupta (Chairman) and Mr Babulal Varma (Managing Director) along with six directors on the board.

### **Key Highlights:**

- Wide bouquet of luxury and ultra-luxury properties ranging from a ticket size of Rs 1 crore plus to Rs 100 crore.
- Currently developing 20 million sq.ft., area in Mumbai with an additional pipeline of 20 million sq.ft to follow.
- Have successfully delivered 15 SRA projects rehabilitating approx. 10,000 urban-challenged families in Mumbai under state government's SRA scheme.
- Have successfully delivered 07 redevelopment projects across Mumbai
- Fast developing the largest luxury gated projects of Malad, Parel and Worli.
- JV with L&T Realty for developing over 2.5 million sq.ft., luxury housing project in the prime micro market of Parel.
- Most premium locations within micro markets of Mumbai including locations ranked as top premium locations on a Pan India basis.
- On-going construction work entailing the largest site workforce of over 7,000 workers working on a single realty brand in Mumbai.
- Working on tall residential structures having the potential to be ranked amongst the Top 10 tallest residential structures globally.
- Introducing one of the world's most admired architectural designers Foster + Partners and globally leading Spa Chain ESPA to Indian residential realty segment.
- Highest ROI graph witnessed for a luxury gated development between year 2010 and 2014 in Mumbai's micro market of Malad, Parel and Worli.
- For the fiscal year 2014-2015, the brand clocked in a record sales of approx. Rs 3800 crore.
- Private Equity funding of approx. Rs 750 crore from leading PE players.
- Corporate workforce of 1000+ employees.

# Spokesperson Profile

## **BABULAL VARMA, MANAGING DIRECTOR**

Mr Babulal Varma is co-founder and Managing Director of Omkar Realtors. A visionary leader, he has managed to firmly establish Omkar Realtors in India's realty arena in just over a decade's time. His leadership qualities find roots in the core values of honesty and transparency that instil an instant comfort level with all business associates.



Mr Babulal Varma's compassionate and kind hearted approach outlines his commitment to social and humanitarian work that involves upliftment of the society at large. This is reflected in his initiative to offer best quality houses to people who are being rehabilitated under the slum redevelopment scheme in Mumbai.

He has been a recipient of various industry awards and felicitation in the recent years for his innovative and landmark initiatives and achievements in the real estate sector.

## MR GAURAV GUPTA, DIRECTOR

Awarded as the 'Young Achiever' by Realty Plus Excellence Awards 2014, Gaurav Vishnukumar Gupta serves as the Director of Mumbai-based Omkar Realtors & Developers Private Limited.

A MBA from UK, he is a part of the management think tank overseeing Operations, Finance, Human Resources and Legal functions of the company.

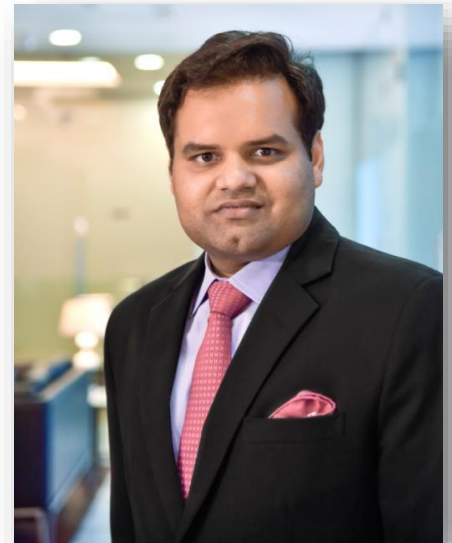
Prior to pursuing an MBA from the United Kingdom, Gaurav got an opportunity to experience and understand the nuances of promoter-driven businesses in India.

Further, his management degree gave him the distinct exposure to working pattern of global corporations. His early post-MBA experience included working with the British Inland revenue department with their taxation division.

Gaurav joined Omkar as a Director at the young age of 23 years in 2005, a year which largely coincided with the onset of organized growth of realty business in India. With pure focus on expanding operations in Mumbai market, since last eight years, he has played a key role in strengthening the company to a 700-member strong professional entity. In the recent past, with his active participation, Omkar attracted private equity funding totalling approx. Rs 750 crore from leading funds.

Omkar, an established market leader in redevelopment arena and a fast emerging brand in luxury residential space in Mumbai has been drawing accolades for its quality deliveries and focused business vision from industry and related stakeholders.

Gaurav sees Omkar's efforts in redevelopment segment as a vital component in the monumental task of building a slum-free Mumbai while focusing on delivering world class premium products in Mumbai's residential and commercial market.



## DEVANG VARMA, DIRECTOR

Devang Varma, joined Omkar Realtors & Developers Pvt Ltd. (ORDPL) in 2009 and took over as a Director in 2010 overseeing Sales, Marketing and Liaisoning (Non-SRA)



An expert in Computer Science, Devang ensured adaptation of the best technology practices to keep pace with a fast - progressing realty vertical. He was instrumental in bringing in Farvision and ERP system for real time integration among finance, materials, construction & marketing functions to set organisational priorities on real-time basis. Currently, the company is working towards introducing world's best practice in IT that is SAP.

Under his astute leadership, Omkar has been credited for its innovative marketing approach and landmark marketing collaborations with some of the most admired brands globally. These innovations have successfully managed to capture variant group of target customer base while propelling a young brand to Level Next.

Hailing from a business family which has successfully marked its stamp in Industrial Construction both in the domestic and foreign markets, Devang today is part of the Brand Omkars' think-tank. His construction experience prior to Omkar included some of the leading Havelis\* in the home state of Rajasthan.

His innovative vision; especially in the space of sales & marketing has been acknowledged by leading trade bodies and notable media houses including MCHI and CNBC network over the years. He is passionate about travelling and sports; being a regular on the squash court with a Gujarat state championship sitting pretty in his sports folio.

# Omkar 1973 Worli Profile



Omkar 1973 Worli, a development offering bespoke sky bungalows encompasses 3 towers scaling beyond a combined height of 900 + meters. The company's Rs 10,000 crore plus flagship development spread over 9 acres, derives its unique name from the latitude and longitudinal coordinates of Mumbai city and is designed by world's most admired architecture design firm Foster + Partners. The 400-plus sky bungalows ranging from 3000 sq.ft to 21,500 sq.ft (approx.) floor plate offer a stunning view of the city and the Arabian Sea.

'Omkar 1973' also marks the debut of leading global architecture designers and luxury service providers in the Indian residential realty space. The design team of the project is led by world renowned architecture designer Foster + Partners along with HBA (UK/interiors), Buro Happold (UK/structural designer), Larsen & Toubro (India/construction), DHA (UK) - renowned lighting designer and LDA (UK) - leading landscape artists while amenities provider includes ESPA (UK) - creator of world's leading spas' and Barkley (USA) - premier pet care facility.

Adding to the premium quotient of the location is the direct access from Annie Besant Road and Bandra -Worli Sea Link with close proximity to BKC on one side and Nariman Point on the other.

# FACT SHEET of Omkar 1973 Worli

**Name:**

Omkar 1973 Worli. (The project is named Omkar1973 Worli, signifying the latitude 19° N and longitude 73° E coordinates of Mumbai city and also the specific location name)

**Developer:**

Omkar Realtors & Developer Pvt Ltd.

**Promoters**

Kamal Gupta, Chairman & Babulal Varma, Managing Director

**Idea behind the project**

The idea was to reinvent traditional courtyard of Indian palaces to 'palace in the sky.' The idea evolved into a series of apartment types, each with a sky garden at its heart and the inside-outside living concept. The bespoke bungalow's at Omkar 1973 Worli showcases the inside-outside living experience designed to mix the interiors with the outdoor space and embellishing them.

**On Offer:**

418 + plus sky bungalows

**Status of the project**

Phase 1 commencement April 2017 (part possession of two towers upto 51 floors)

**Residential Type:**

Duplex, Triplex, Full floor plate & 3, 4, 5 BHK Sky bungalows with garden option.

**Type:**

Unique model of inside-outside living experience with each apartment having external terraces maximizing the views

**Location:**

Worli, Mumbai. 400030

**Size of project:**

9 acres

**Key firms:**

Foster + Partners (UK) - Architect

Hirsch Bedner Associates (HBA) (UK) - Interior Designer

Buro Happold (UK) - Structural Consultant

ESPA (UK) - SPA

USA - Pet Care by Barkley  
LDA (UK) - Landscape Design  
DHA (UK) - Lighting Designer

**Key Finance:**

IndiaReit

**Lifestyle Amenities available:**

One of the biggest podiums garden in Mumbai, 180 degree Sea View, Kid's fountain, Amphitheatre, Reflection Pool for each tower lobbies, Woman's swimming pool, BBQ area, Kids play area and crèche, Infinity pool, Sports pavilion - covered tennis and badminton courts, squash courts, Clubhouse (2.25 lakh sq feet) and sky lounge bar, Fitness Center and acqu gym, elevated jogging track, rock climbing area, gold putting-one hole, Business Center, Spa Gymnasium, Multi sports hall, Squash courts, Leisure area includes multipurpose hall, Café audio visual, Mini Theatre, Library, Pet Park, Business Centre

**The Number's:**

Number of buildings launched - 3 towers (cylindrical)

**Number of Floors and units:****Tower A**

- 75 floors (301 meters)
- 5 units per floor

**Tower B**

- 81 floors (322 meters)
- 4 & 3 units per floor

**Tower C**

- 70 floors (301 meters)
- 2 units + Full floor plate

**Date of completion/Status:**

- Tower A and B (both up to 51st floor) commenced by March 2017
- Tower A (up to 51st floor OC) – March 2017
- Tower B (up to 51st floor OC) – March 2017
- Complete Project including Tower C - Mid-2018

**Configuration of apartments:**

Unit size - approx 3000 SQ Feet to 21,500 SQ Feet (approx.)

**Overall price range:**

Rs 15 crore – Rs 100 crore with sky apartments beginning at 3000 sq.ft. (Saleable area) and going up to full floor plate of 21,500 sq.ft. (approx.) (Saleable area)

**Inventory:**

Total estimated inventory is approx. 418 units. Almost 75% sold.

**Important landmarks and attractions within 5 km radius****Nearest Railway Station**

2.6 KM from Elphinstone Station

**Nearest police station:**

Worli Police Station

**Nearest fire station:**

Prabhadevi

**Nearest hospital:**

Poddar Hospital

**Nearest Temple:**

Jain Derasar and Siddhivinayak Temple

**Nearest marketplace/ mall / multiplex:**

High Street Phoenix Mall / PVR Cinemas

**Schools and Colleges in Worli**

- Holy Cross High School
- Sacred Heart High School
- Watumull Engineering College
- Sasmira polytechnic college
- Dr. D. Y. Patil International High School
- R.A. Podar Medical College (Ayu)
- Green Lawns School Worli
- French International School of Bombay
- The Japanese School of Mumbai (Bombay Japanese School)

**Location Advantage**

- Proximity to CBD Bandra Kurla Complex (5min drive via Bandra Worli Sea Link)
- City airport and suburban area (15 min drive via Bandra Worli Sea Link)
- New CBDs just within 10 km driving distance
- Nariman Point (15 minute drive)

**Competition:**

None; as Omkar 1973 Worli is very distinct and it is located in South Mumbai's Worli area. Right from its designing, ticket size to overall scale of the project, experts and customers find it to be a game changer in India's Ultra Luxury residential space. Forbes India magazine has termed it as the "Most anticipated Luxury residential project in India". Projects in vicinity include Oberoi 360, Raheja Artesia, IndiaBulls Blu

**Gentry:**

- a. Top corporate head honchos
- b. SME owners
- c. Leading NRIs
- d. BFSI vertical head honchos
- e. Leading celebrities from various fields including sports and glamour verticals