

1 EXECUTIVE SUMMARY

1. Name of the Company : **M/s Crown Realtech Private Ltd.**
(Formerly known as M/s. Bhagat Steels & Forging (P) Ltd.)
2. Date of Incorporation : 07th June, 1983
3. Constitution : Closely held Private Limited Company
- 4(a). Regd. Office : H-27, Sainik Farms,
New Delhi.
- 4(b). corporate Office : B1/ D1 Mohan Co-op Indl. Estate
New Delhi
5. Proposed Site - Location : 1.5 km away from Delhi-Badarpur
Border, on Main Mathura Road,
NH-2, Faridabad
Haryana
6. Project : An IT park under the name & style
of ABACUS TECHNOPARK

1.1 PROPOSED PROJECT:

M/s Crown Realtech Pvt. Ltd. (CRPL) plans to set up first energy efficient & environment friendly 'Green Building' of Faridabad under the name & style of ABACUS TECHNOPARK on a plot of land admeasuring 5.86 acres, strategically located 1.5 km away from Delhi Badarpur Border on Main Mathura Road, NH-2, Faridabad. Abacus Technopark offers a unique advantage to IT and ITES

companies, with closer proximity to the capital city, unparalleled connectivity and a pool of skilled manpower.

The entire cost of project has been estimated at Rs. 12353.07 lac and shall be financed through a judicious mixture of debt & equity.

1.2 MANAGEMENT STRUCTURE

The project is being promoted by CROWN & AEREN GROUPS „who have also developed first building life style mall of Faridabad. Under the brand name “CROWN INTERIOZ” in M/S Crown Build Tech (p) Ltd.-- a joint venture company of Aeren R Enterprises and Crown Group. Aeren R Enterprises is famous for their innovative thinking. They are the pioneers in the development of concept speciality malls like Gold Souk, wedding malls and their forthcoming project-Festival City,a shopping mall with a built-up area of 15 lacs sq. ft. on Ludhiana-Jalandhar Highway will permanently change the lifestyle of people of that area. They are also pioneers in bringing IMAX(3-D Theatre),The ultimate immersive movie experience with state-of-the-art giant screen. The other Joint venture partner, Crown Group are the developers of Faridabad’s first operational Mall-CROWN PLAZA with PVR’s two screen multiplex and most of the prestigious Brand showrooms is a land mark development & their other prestigious projects are Crown Cash Mall Housing -Panipat, Crown Interiorz-Faridabad, Crown Plaza-Bhopal, Crown City Mall – Rohtak.

.Shri J.P. Gupta and Shri Dinesh Kasma. Both the directors on companys’ Board are From CROWN GROUP who are well experienced and have already successfully executed first mall project in Faridabad, i.e. Crown Plaza.

Both of these GROUPS have joined hands once again, for this project. Brief information about the directors is as under:

Shri J.P. Gupta, aged 53 years is a management professional, having long experience of 10 years in real estate. Previously, he was with USHA group as G.M. (HRD) and was in the group for 18 years where he handled numerous

projects independently. He is also a partner in Crown International, which has promoted "CROWN PLAZA" and director in M/S Crown build tech (p) ltd, & crown techno build (P) ltd.

Shri Dinesh Kasna, aged 33 years is a Chemical Engineer and belongs to a reputed family of builders and colonizers in Faridabad. He is a young engineering graduate, capable of handling all type of builder projects. He is also a partner in Crown International, which has promoted "CROWN PLAZA" and director in M/S Crown build tech (p) ltd, & crown techno build (P) ltd.

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1.3 FINANCIALS OF THE COMPANY:

M/s Bhagat Steel & Forging (P) Ltd., now known as M/s Crown Realtech Private Limited (CRPL) was established during 1983. The name of the company has been changed w.e.f. 15.04.2008 in order to reflect the new business activity taken by it. Main object clause of the company has also been changed.

Key financial figures of M/s CRPL are as under:

(Rs. In lac)

	31.03.2007 (Audited)	31.03.2008 (Provisional)
Share Capital	24.75	24.75
Reserves & Surplus	0.01	0.01
Secured loans	6.39	1.90
Unsecured loans	174.95	915.49
Fixed Assets	9.56	9.59
Current Assets	1652.40	2477.16
Current Liabilities	1455.86	1544.60

Present authorized capital of the company is Rs. 25.00 lac out of which the company has issued Rs.24.75 Lacs as fully paid up share capital. Entire asset have been created solely out of promoters contribution.i.e. Rs.24.75 lac as share capital, unsecured loan Rs. 915.49 lac and Advance booking amount Rs. 1540.52 lac received by the company.

1.4 PROJECT DETAILS / BACKGROUND:

CRPL plans to set up the proposed IT Park sprawled on a plot of land admeasuring 5.86 acres, strategically located 1.5 km away from Delhi-Badarpur Border on Main Mathura Road, Faridabad. Based on the innovative 'Green Building' concept, it provides an international working ambience ensuring a security amidst state-of-the-art gadgets. The entire cost of project has been estimated at Rs. 12353.07 lac and shall be financed through a judicious mixture of debt & equity.

NCR has emerged as no.1 chosen destination in terms of overall investment ranking as per CII. The first phase of the boom has been confined to Gurgaon & Noida .With the escalating real estate rentals in Gurgaon & Noida , the other towns of NCR like Faridabad will soon witness a surge in demand for IT workspace ,for this very cost sensitive Industry. The Abacus park is positioned to help IT Co's stay ahead of the curve.

The proposed site is at Delhi - Mathura Road which is the link Road between Delhi and Faridabad and is more or less a lifeline for Faridabad. It is buzzing with activity as several big Industries, showrooms, malls, and multiplexes have already come up on this road and more are in the offing.

The site offers various advantages. To list a few,

- Abacus Techno park has a strategic location with most advanced facilities, since its just 1 km away from Delhi – Badarpur Highway
- Nearest to S.Delhi & well connected to Noida & Gurgaon.
- Savings in terms of lower cost of transportation.
- Pool of Skilled Manpower available in Faridabad & surrounding area.

- Savings in terms of Lower Lease Rentals for the same level of facilities
- Saving in terms of commuting Time
- Well planned Infrastructure
- With the new Kundli -Palwal- Manesar highway coming up, the connectivity between cities will become much easier for people to travel to Faridabad from far away places.
- With the coming up of proposed Badarpur flyover & metro rail in Faridabad, the connectivity to the city will become much easier.
- Low attrition rate.
- No traffic congestion. The plot has a wide front edge and direct access from main road.

The plot was originally owned by manufacturing unit M/s. Bhagat Steel & Forging (P) Ltd. who could not do well, so, the change of management took place and subsequently the land use was changed from manufacturing to IT Park by paying the stipulated development charges to the government and subsequently the object clause and the name of the company to be in conformity the activity being undertaken was changed to M/s. Crown Realtech (P) Ltd.

Project Cost & Means of Finance:

Total cost of project is estimated at Rs. 12353.07 Lac. Detailed information in respect of Cost of Project and Means of Finance are as under:

Cost of Project:

Project cost has been estimated at Rs. **12353.07** lac and comprises mainly of land and construction cost. The details are as under:

(Rs. in lac)

Sl.	Particulars	Total
1.	Land	2533.94
2.	Building & Civil Const.	8176.00
3.	Pre-operative expenses	250.00
4.	Interest during const. period	1383.54
5.	Fixed assets	9.59
	Total	12353.07

Means of Finance:

The proposed cost of project of Rs. **12353.07** lac is to be financed as under:

(Rs. in Lacs)

Sl.	Particulars	Total
1.	Share Capital	750.00
2.	Reserves & Surplus	0.01
3.	Term Loan	5000.00
4.	Unsecured Loans	2988.55
5.	Advance Booking Amount from Customers	3614.51
	Total	12353.07

The project is financed on the basis of DE ratio of 1.34:1 after considering Unsecured Loans as quasi equity and with out taking into accounts the amount of advance booking to be received by the company. Entire project is being financed through equity, term loan, unsecured loan and advance from proposed buyers.

1.5 PROPOSED IMPLEMENTATION SCHEDULE:

S.No.	Name of Activity	Commencement	Completion
1.	Acquisition of Land	Acquired *	
2.	Conversion of Land use	Approval recd.	
3.	Appointment of Consultants		
	* Architects	Appointed	Appointed
	* Technical	Appointed	Appointed
4	Prep. of Drawings/Plans plus approval	Filed for approval with authorities	
5	Excavation Work	Yet to start	
6	Civil Work	01.10.2008	
	Foundation		31.12.2008
	Upto Ist Floor		31.03.2009
	Upto IIIrd Floor		30.06.2009
	Upto Vth Floor		30.09.2009
	Upto VIIth Floor		31.12.2009
	Upto IXth Floor		31.03.2010
	Upto XIth Floor		30.06.2010
	Upto XIIIth Floor		30.09.2010
	Upto XVth Floor		31.12.2010
7.	Interior & Furnishing		30.04.2011
8.	Finishing		31.07.2011
9.	Possession	01.08.2011	30.09.2011

- * The land on which IT park is to be developed has two parts (total area 28425 sq.yds.) i.e. one part comprising land measuring 10144 sq.yds. which is registered in the name of the company and other part comprising land measuring 18281 sq.yds. presently owned by M/s. Khosla Foundry, but the company has entered into an agreement to sale in favour of the company. Out of total of Rs.18.00 Crores to be paid to M/s. Khosla Foundry, the company has paid Rs.14.00 Crores till date. The sale deed will be executed before the disbursement of loan.

1.6 IMPLEMENTATION PLAN :

For timely and smooth execution of the project, the management has engaged several professional concerns to take care of different aspects of project execution. The selection of these professional firms has been made on the basis of their past experience in executing similar type of projects. Some of the professional concerns hired/proposed to be hired by the company are as follows:

Description of work	Name of the Professional concern
Concept Architect	Oliver Vidal of Swanke Hayden Architects of USA (who designed the Triumph Towers of USA)
Detailed architect	Sun Globe
Construction contractor	Yet to be shortlisted

1.7 INDUSTRY & MARKET DEMAND:

With the IT industry set to cross the \$50 bn mark by 2010, the need for more space to accommodate tech parks is on the rise and developers are grabbing this opportunity with both hands

The recently concluded tenth edition of Bangalore IT.in 2007 had scores of realtors showcasing the infrastructure potential of their respective regions.

Visualizing possible business opportunities, they had their eyes on the IT companies that participated in the event.

Some of the most successful examples of tech parks include EGL, ITPL in Bangalore, Tidel Park in Chennai, Hitec City (Cyber Towers) in Hyderabad, Hiranandani Business Park in Mumbai, DLF and Unitech promoted sites in Gurgaon. Some of the promoters like DLF, which is largely seen as a Gurgaon-centric player, are trying to spread their reach to other parts of the country, eyeing a big opportunity.

Also, bureaucrats and representatives from states like West Bengal and Tamil Nadu utilized this opportunity to showcase what their region had to offer in terms of infrastructure and space availability to the IT companies, reiterating that they would not go the Bangalore way, as the city is facing a problem of infrastructure crunch and manpower saturation.

For the Indian IT industry, which is growing at the rate of 20% per year, tech parks, both government run and private, have contributed a lot. Tech parks are playing a pivotal role in making Indian cities the preferred IT/ITeS destinations.

On the one hand, IT policies of respective states are making the business environment conducive for companies to set up shops, and on the other, the tech parks, by providing readymade offices with plug and play facilities, are encouraging the inflow of companies.

The big challenge of relatively new and emerging IT/BPO companies is to find fully furnished office space with readymade plug and play facilities, as major cities are facing the problem of space crunch and skyrocketing real estate prices. Thus, tech parks have mushroomed in major tier-1, tier-2, and tier-3 cities and offer world-class facilities. Tech parks are considered as a one-stop-solution for all corporate IT needs.

IT in Faridabad

Constructing an IT park is the need of the hour of Faridabad as there is tremendous demand for IT Co's, Call Centers, BPO, KPO, Offshore sourcing etc. & till date there is no IT Park existing in Faridabad. Faridabad is having the best connectivity to South Delhi, Noida & Gurgaon which saves time for commutation for people traveling for job.

Lot of schools & colleges are there in Faridabad which shows that we have lot of manpower resources available for jobs in the field of IT & ITES with the upcoming Metro & Badarpur flyover the connectivity to other places will be much faster & easier.

With the development of NCR'S now it's the turn of Faridabad to be no.1 in the race in terms of real estate. Lot of Malls & IT Parks are coming up in Faridabad.

- **INFRASTRUCTURE** – Electricity & power supply is ample in Faridabad in Comparison to other NCR's like Gurgaon & Noida.
- **SHOPPING & ENTERTAINMENT HUB** – There are multiple shopping & Entertainment venues coming up in Faridabad.
- **DEVELOPMENT OF NEW TOWNSHIP KNOWN AS NEW FARIDABAD** – New Faridabad will have lot of people to be employed.

Crown is a Renowned name of Faridabad. Since Crown has earned its name & fame in development of Malls our IT parks will be synonymous like Renowned IT Parks of India with Excellent Infrastructure & Statutory support aimed at furthering growth of IT in the country .

Keeping in view the above said development, Faridabad will have an edge as compared to other cities of NCR. Comparatively cheaper cost of land, better connectivity from different parts of NCR i.e. proposed construction of Badarpur

Flyover providing smooth way from Delhi, proposed construction of FNG (Faridabad Noida Gaziabad) express way, Kalindi Express way linking Faridabad to Noida/ Greater Noida, and construction of KMP(Kundli Mannessar Palwal) providing better access from Faridabad to Gurgaon, and nearness of Faridabad from other International Airport to be set up at Javar. All these factors combined together are making Faridabad a favorite destination for all builders, MNC, BOP etc.

1.8 FINANCIAL ANALYSIS OF THE PROJECT:

The company has proposed total construction of 628610 sq.ft. covered space. In its project report, management has estimated, sales price of Rs. 2500 per sq.ft. From the market information gathered by us, it is observed that sale price estimated by the company is on conservative side.

Profitability Estimates			(Rs. in Lacs)
	I Year 2011-12	II year 2012-13	III Year 2013-14
- Gross Income	7,071.86	4,714.58	3,928.81
- Gross expenses	1,587.46	382.36	50.07
- PBT	1,134.93	629.17	792.87
- PAT	749.17	415.31	523.38
- Cash accruals	749.17	415.31	523.38

1.9 STATUS OF THE PROJECT

Physical Progress:

- The land on which IT park is to be developed has two parts (total area 28425 sq.yds.) i.e. one part comprising land measuring 10144 sq.yds. which is registered in the name of the company and other part comprising land measuring 18281 sq.yds. presently owned by M/s. Khosla Foundry, but the company has entered into an agreement to sale in favour of the company. Conversion of land use has been got approved.
- Environmental Clearance from Paryavaran Bhawan, New Delhi has been received vide Letter dt. 01.04.2008.
- We have got ourselves registered under TERI-GRIHA evaluation process for green building.
- License for the project (LC-5) No. 68 of 2008 dt.25.03.2008 has also been obtained.
- Professional Agencies for smooth execution of the project have already been engaged.

Financial Progress:

- Company has invested Rs. 2482.67 lac till 31.03.2008. The entire amount has been funded through promoters' contribution, unsecured loans from directors and their friends & relatives.

1.10 SWOT ANALYSIS:

The strengths, weaknesses, opportunities and threats. associated with the project are discussed as under:

1.10.1 STRENGTHS

- a) The location of the project is good for an “IT Park”. It is located on Main Mathura Road and is very near to Badarpur border where Metro is proposed to be operative by 2010. The Indira Gandhi International Airport is just 20 kms. from the IT park. So, the approach for the customers as well as for the employees will be very convenient.
- b) The promoters have designed this IT park on ‘Green building’ concept and are registered with TERI for the same. Rain water harvesting, lush green landscaping, generous & ample greenery, water bodies & fountains for a relaxed environment are some special features of this project which will attract the customers instantly.
- c) The promoters’ have clear title to the land on which the IT park is to be constructed. Moreover land use has already been got converted from industrial to commercial.
- d) The Environment clearance for this project has also been obtained.
- e) The promoters have already invested more than Rs. _____ lac on this project. This shows the promoters commitment to the project without having waited for the outside financial assistance;
- f) The company has already started booking of the space and has been able to mop up Rs.._____ lac. This shows the confidence of the customers in the project;
- g) The ongoing progress of the project and the available clearances will make the project complete at the earliest;

- h) The Architects are quite experienced and their luring designs/ scintillating façade will be instrumental in selling the space at the earliest and at most lucrative rates;

1.10.2 WEAKNESSES

WEAKNESSES	MITIGANTS
For success of IT park, availability of big brands is must. In Tier II Cities like Faridabad this may prove to be a major hindrance.	Faridabad is having the best connectivity to South Delhi, Noida & Gurgaon which saves time for commutation for people traveling for job. Lot of schools & colleges are there in Faridabad which shows that we have lot of manpower resources available for jobs in the field of IT & ITES with the upcoming Metro & Badarpur flyover the connectivity to other places will be much faster & easier. Moreover, in the whole NCR, Faridabad is having the lowest cost of land. So, the IT space will be available at low rates as compared to Gurgaon, Noida in NCR. Keeping in view all these factors, this weakness is mitigated.

1.10.3 OPPORTUNITIES

According to Nasscom MC Kinsey report the exports of the IT industry is presently at 20 billion us\$ & the industry is growing at 25 to 30% annually. Faridabad is having the best connectivity to South Delhi, Noida & Gurgaon, which saves time for commutation for people traveling for job. Lot of schools & colleges are there in Faridabad which shows that we have lot of manpower resources available for jobs in the field of IT & ITES. With the upcoming Metro & Badarpur flyover the connectivity to other places will be much faster & easier. With the development of NCR'S now it's the turn of Faridabad to be no.1 in the race in terms of real estate due to its low cost and availability of tremendous infrastructure. So, constructing an IT park is the need of the hour of Faridabad.

Vatika, RPS Group, Piyush & several other builders are developing many IT parks / office parks in Faridabad. So, in the future to come, Faridabad will be a hub for BPO, Outsourcing and IT Parks.

1.10.4 THREATS

- Real estate project has inherent risk of escalation of project cost and the company should have sufficient capacity to arrange funds of their own to meet the escalation of cost, if any.

Since, we have already booked around 20-25% of our space, regular flow of funds will be maintained and timely completion of the project will lessen the chances of cost escalation. Moreover, we are having long term rate contracts with our different suppliers as many projects are coming up simultaneously. Hence, this threat is mitigated.

- Real estate projects are also prone to decline/stagnancy inherent due to increase in supply over demand over a period of time.

We are going for outright sale of space. Although, efforts are being made for leasing out the space first and then sell it so as to improve profitability and interest of customer. We have already booked sufficient space so as to complete the project. Hence, this threat is mitigated.

- The slow down in US Economy has impacted the Global Economy but more so the IT Industry. Indian IT Industry has also been impacted by the same. This may have remote repercussions on the proposed project.

As per the recent trend, due to the cheaper IT space, manpower and other infrastructural facilities compatible to international standards, the MNC's are now preferring to operate from India itself. So, the slow down of US economy will not have much impact in the long run on Indian outsourcing. Moreover, due to technological upgradation and robustness of the technology, the demand for IT is increasing day by day. So, this threat is mitigated.

1.11 PROFITABILITY ANALYSIS:

As the entire area is proposed to be sold on out-right basis, as such, conventional method of computing DSCR (PAT + Depreciation and other non cash outflow expenditure debited like Preliminary Exp. etc. Plus interest on term loan as numerator and installment and interest of term loan as denominator) is not relevant in this case. The purpose of calculating DSCR in any project is to ensure that unit is generating sufficient cash accruals to meet its debt obligation. In the instant case, it is observed that every year the company will be generating sufficient cash accruals by way of sale of area as well as profit even after meeting interest and installment obligation of term loan, which shows that the company will be in a position to satisfactorily service its debt.

2.1 THE COMPANY

M/s Bhagat Steels & Forging (P) Limited came into existence in 1983. It was originally incorporated as a public limited company under registration number U27209DL1983PTC015878 dated 7th June 1983 with the objective of dealing in Foundry business. The management of the company was taken over by Aeren R. Enterprises and Crown Group in the year 2005 with the intention to develop IT Park on the land owned by the company at 12/4, Mathura Road, Faridabad. The name of the company has been changed to M/s. Crown Realtech (P) Ltd. w.e.f. 15.04.2008 in order to reflect new business activity taken up by it. Further, main object clause of the company has also been changed to carry on the business of builders, civil contractors and to construct, build, repair, remodel, demolish, develop, alter, add and maintain all kinds of residential and non residential buildings. The company has got license for setting up an IT park vide memo no. 5DP(II)-2007/32399 dt. 31.12.2007 from the Director, Town and Country planning Haryana, Chandigarh.

The previous directors of erstwhile M/s. Bhagat Steels & Forging (P) Limited have already quit and in their place two new directors – Sh. J.P. Gupta and Sh. Dinesh Kasana have joined. Presently Registered Office of the company is situated at H-27, Sainik Farms, New Delhi.

2.2. THE PROMOTERS

The project is being promoted by a group of experienced professionals who have been in the backdrop of various residential and commercial projects within and around the National Capital Region. The promoters/directors in their individual capacity or in various groups are in business of real estate as Promoters and Builders in Faridabad and National Capital Region. They have successfully completed various projects some of which are listed below:-

Promoted, constructed & marketed first multiplex named CROWN PLAZA of Faridabad on National Highway, Delhi-Mathura Road, Sector 15A, Faridabad, having a total covered area of 2,88,000 sq.ft. under the aegis of M/s Crown International a partnership firm of Sh. J.P. Gupta, Sh. Dinesh Kasna, family members of Sh. D.C.Gupta & Sh. R.S.Gandhi, along with others.

Crown group joined hands with Aeren R Enterprise, to redefine the innovative real estate developments. Together, they have created a new landmark CROWN INTERIORZ, an ultra-modern shopping mall in Faridabad. This fascinating new life centre with a fusion of interiors, lifestyle & entertainment is already changing the lifestyle of people of the area.

Dr. Rajesh J. Aeren, Vice-chairman of M/s. Aeren Developers & Engineers Ltd. has constructed & promoted India's first exclusive jewellery mall under the name & style of "GOLD SOUK". Presently over 100 top jewellers and jewellery brands from India & abroad have set up their shops in this Jewellery Hub. He has also been instrumental in promoting several other housing projects. Commercial Projects like AEZ Square, Vikaspuri, New Delhi, AEZ PVR, Naraina Delhi, AEZ Fun World, Vaishali are other projects

promoted by Aerens Group of which Dr. Rajesh J. Aerens has always been at the centre stage.

Crown Group has proved itself times and again. And many projects stand testimony to that. From Crown Plaza to Crown Interiorz, from Crown Technopark to Abacus Technopark, from Crown Housing to Crown Township, every project reflects a futuristic vision that Crown stands for.

2.3 THE MANAGEMENT & ORGANISATION:

The present Board of Directors of the company consists of two directors. The individual profile of the directors is discussed below:

SHRI J.P.GUPTA

Sh. J.P. Gupta, aged 53 years is a management professional, having long experience of 10 years in real estate. Previously, he was with USHA group as G.M. (HRD) and was in the group for 18 years where he handled numerous projects independently. He is also a partner in Crown International, which promoted "CROWN PLAZA" the first shopping mall of Faridabad with 2,88,000 sq.ft. (approx.) area and director in M/S Crown Buildtech (P) Ltd & Crown Techno build(P) Ltd.

SHRI DINESH KASANA

Sh. Dinesh Kasana, aged 33 years is a Chemical Engineer and belongs to a reputed family of builders and colonizers in Faridabad. He is a young engineering graduate, capable of handling all type of builder projects. In the beginning of his career itself he was instrumental in development of following three colonies/commercial complexes in and around Faridabad. Trikha Colony, Ballabgarh, Faridabad.

Sarai Khawaja Commercial Complex, Faridabad.

Laki Singh Colony, Palwal.

He was a partner in M/s Crown International, which has developed Crown Plaza (first shopping Mall in Faridabad). and director in M/S Crown Buildtech (P) Ltd & Crown Techno build(P) Ltd. He was looking after marketing and liasioning affairs of M/s Crown International.

2.4 BOARD

CRPL is a broad managed company. The present board comprises of Shri J.P. Gupta & Shri Dinesh Kasana from Crown Group. Some employee directors who are highly experience professionals in this field will shortly be inducted in the board on behalf of Aeren Group. All the directors are having long experience of construction and real estate development activities.

2.5 ORGANISATION

The day-to-day affairs of the company are proposed to be looked by Shri J.P. Gupta and Shri Dinesh Kasana under the overall guidance of the board of directors. The company shall also engage/ hire professionals for architectural, construction, marketing and other allied activities.

2.6 ASSOCIATE/ALLIED CONCERNS:

The group has three associate/allied concerns viz. Crown International, M/s Crown Buildtech (P) Ltd. M/s. Crown Technobuild (P) Ltd. and M/s Aeren R Enterprises (P) Ltd. (Formerly known as Shivgiri Suppliers Private Limited.),

2.6.1 M/s CROWN INTERNATIONAL

It is partnerships firm of Sh. J.P.Gupta, Sh. Dinesh Kasana and family members of Sh. R.S.Gandhi & Sh. D.C.Gupta alongwith others. The firm was formed for construction and management of CROWN PLAZA, first fashion mall in Faridabad. The mall has already been completed and is operational.

Crown Plaza was the first shopping Mall to come up in Faridabad. It was constructed by M/s Crown International and was marketed with active collaboration with M/s Ansal Properties and industries Pvt. Ltd as ANSAL PLAZA.

It is situated in Sector 15A on the main National Highway No. 2, 29th Milestone) and almost in the center of Faridabad. This area is surrounded by most affluent residential sectors of Faridabad. It is a shopping cum commercial complex, spanning over seven stories on approx. three acre of land. It has over 2,50,000 sq.ft. well organized retail space, leisure zone, food court with ample parking facilities. It has air-conditioned mall on ground and first floor where several reputed outlets are offering a wide range of products and services. It also has two movie halls on first floor, each with seating capacity of around 250-300 people. Several big brands like McDonald, Ebony, Bata, Meena Bazar, Sagar Ratna, Subway etc. have established their showrooms in this Mall.

2.6.2.M/s CROWN BUILDTECH PRIVATE LIMITED

M/s. Crown Buildtech (P) Ltd. was originally incorporated on 12.08.1992 under the name & style of M/s. Kinetic Stocks and Securities Ltd. vide Certificate of Incorporation No. UOOOOOPB1992PTC12531. Its name was changed w.e.f. 29.10.2003 to M/s. Crown Buildtech Pvt. Ltd. Its main object is to carry on the business of builders, civil contractors and to construct, build, repair, remodel, demolish, develop, alter and maintain all kinds of

residential and non-residential buildings. Sh. Pradeep Seth, Sh. R.S. Gandhi, Shri J.P. Gupta & Shri Dinesh Kasana are its present directors.

To cater the needs of the high profile professionals and entrepreneurs of the Faridabad district, Crown Buildtech Pvt. Ltd. offers a versatile combination of enterprise and entertainment, trade and treat under one roof under the name & style of CROWN INTERIORZ. It is sprawled in land area of 28404 sq. yards admeasuring 46 kanal 19 marlas at a strategic location at Village Sarai Khwaja, Delhi-Mathura Road, Distt. Faridabad which is surrounded by commercial activities. It is an ultra-modern mall in Faridabad with a fusion of interiors, lifestyle & entertainment.

M/s. Crown Buildtech (P) Ltd. is holding 90% shares of M/s. Crown Realtech (P) Ltd.

The project loan taken from PNB (MCB New Delhi) for its Crown Interiorz project amounting to Rs.25.00 Crores has been almost repaid before time.

2.6.3.M/s CROWN TECHNOBUILD PRIVATE LIMITED

M/s. Crown Technobuild (P) Ltd. was incorporated on 28.06.2006. Sh. R.S. Gandhi, Shri J.P. Gupta & Shri Dinesh Kasana are its promoter directors. Its main object is to carry on the business of builders and real estate developers. The company is presently involved in the construction of IT Park under the name & style of 'Crown Technopark' at Faridabad and Group Housing Project at Palwal. However, no major activity has been undertaken in this concern till date. All the projects in this company have got all statutory clearances and the construction work is in its infant stage. However, we have got a very good response from the market as regards booking of space in these projects due to our market creditability and confidence and experience of public to deliver the projects in time by Crown Group. There is no borrowings from any bank except the Bank Guarantee for IDC/EDC of its Crown Technopark project and Palwal Group Housing

project amounting to Rs.6.95 Crores approx given in favour of Director, Town & Country Planning, Haryana, Chandigarh from PNB (MCB, New Delhi).

3 PROJECT DETAILS

PROJECT:

As per the overall investment ranking by CII, NCR has emerged as No. 1 destination for IT & BPO industry. Among them, Faridabad is fast emerging as the most sought after and favoured destination, witnessing a surge in demand for IT workplace in particular. Located just 1.5 km away from Delhi-Badarpur border on Main Mathura Road, ABACUS TECHNOPARK offers a unique advantage to IT and ITES companies, with closer proximity to the capital city, unparalleled connectivity and a pool of skilled manpower on an area measuring 5.86 acres.

ABACUS TECHNOPARK – an epitome of the Green Building Concept (registered with TERI for Greha Certification) will provide a new generation workspace with golden standards. It not only exudes an architectural brilliance, rather as a Green building it stands to be a high performance building too.

The salient features of the project are discussed hereunder:

3.1 COST OF PROJECT

Project cost has been estimated at Rs.12353.07 lac and comprises mainly of land and construction cost. The details are as under:

(Rs. in lac)

Sl.	Particulars	Total
1.	Land	2533.94
2.	Building & Civil Const.	8176.00
3.	Pre-operative expenses	250.00
4.	Interest during const. period	1383.54
5.	Fixed assets	9.59
	Total	12353.07

3.2 LOCATIONAL ADVANTAGES

M/s Crown Realtech Pvt. Ltd. plans to construct the proposed IT Park on a commercial plot admeasuring 5.86 acres, strategically located 1.5 km away on Main Mathura Road, NH-2, Faridabad, which is surrounded by densely populated residential colonies. Faridabad is one of the major cities of National Capital region. Delhi-Mathura road is the lifeline of Faridabad and several big showrooms are located on this road. The location of the project is surrounded by existing habitation in Ashoka Enclave on the eastern side and old industries on Northern and Southern sides.

The site is in close proximity to capital of India i.e. New Delhi, and is just 1.5 km. from Delhi-Haryana border. It has easy access from Noida, Greater Noida, Delhi and Gurgaon through road/rail network. It is also quite near to existing commercial centre at Nehru Place, New Delhi.

ABACUS TECHNOPARK will be an intelligent workspace in India for corporates & employees, particularly in IT industry. It is equipped with all world class amenities and facilities. From food courts, banks, ATM's to

convenience stores & restaurants, club with a swimming pool, snooker tables and recreational facilities like gym with Jacuzzi, sauna, spa & yoga...there is everything to keep fatigue and monotony away during the extended working hours.

The site is strategically situated on Delhi-Mathura Road, surrounded by commercial activities and is very near to Delhi. The site offers various advantages. To list a few,

- 1) True walk to work environment
- 2) No traffic congestion.
- 3) Nearness to Delhi and its suburbs like Noida, Greater Noida etc.
- 4) 24 x 7 operational support with 100% power back up
- 5) Centrally air conditioned office building and best IT infrastructure
- 6) Wi-fi enabled offices on all floors
- 7) Efficient designing to reduce AC power cost considerably
- 8) RCC structure as per seismic zone of the area
- 9) Eco friendly
- 10) Double basement parking facility
- 11) Impressive entries & spacious lobby
- 12) Optic fibre connectivity
- 13) World class building management system
- 14) State-of-the-art fire detection & protection system
- 15) Access controlled car entry & CCTV surveillance system
- 16) Rain water harvesting
- 17) Lush green landscaping
- 18) Generous & ample greenery, water bodies & fountains for a relaxed environment.

3.3 LAND

The IT park is coming up at just 1.5 km away from Delhi-Badarpur border on Main Mathura Road, NH-2, Faridabad. Total land is admeasuring 5.86 acres.

The details are as under :-

Total plot area	5.868	Acres
Total Site Area	23,749	Sq.mtrs.
Permissible Ground Coverage @ 40%	9,500	Sq.mtrs.
Permissible FAR 2.5	58,421	Sq.mtrs.
Total Available Area	628,610	Sq. ft

Details of cost of land are as under:

Particulars	Amount (Rs.)	
Land	1,913.48	Lacs
Registration Charges	146.03	Lacs
License / scrutiny fees	5.31	Lacs
EDC	390.87	Lacs
Land Development	72.00	Lacs
Services / Conversion Charges	6.25	Lacs
Total land cost	2,533.94	Lacs

The location of the IT Park plays an important role in its success. The site is close to Delhi, Noida and is surrounded by densely populated residential areas. It is about 8 kilometers away from the old Faridabad city.

3.4 BUILDING

Total plot area is 5.86 acres and total area of construction is 629610 sq.ft. The total cost of construction has been estimate has been calculated at Rs.8176.00 Lac as per estimate given by the architect M/s. Sun Globe. The building is proposed to constructed as per building bye laws in force. The floor-wise area of construction given by the Architect is as under:

Basement	BLOCK I Area in (Sq.mtr)	BLOCK II Area in (Sq.mtr)
Basement - 01	11613.08	
Basement - 02	12330.00	
Basement - 03	12330.00	
Basement - 04	12330.00	
Sub-total (Basement)	48603.08	
Upper Floors		
Ground Floor	903.82	2945.57
1 st Floor	1178.63	3474.39
2 nd Floor	1178.63	3474.39
3 rd Floor	1293.90	3704.71
4 th Floor	1293.90	3704.71
5 th Floor	1293.90	2911.15
6 th Floor	1293.90	2591.93
7 th Floor	1293.90	2587.60
8 th Floor	1293.90	2587.60
9 th Floor	1293.90	2587.60
10 th Floor	1293.90	2587.60

11 th Floor	1293.90	2587.60
12 th Floor	1293.90	2587.60
13 th Floor	1293.90	2587.60
Sub-total (Ground & Upper Floors)	17492.88	40920.05
Grand Total (Sq.ft)	66095.96	40920.05

3.5 PRE-OPERATIVE EXPENSES (Rs. 250.00 Lac)

Expenses under the head are estimated at Rs.250 lac. These expenses represent other expenses incurred during construction period i.e. salary, consultancy, advertisement etc. amounting to Rs.250 lacs.

3.6 INTEREST DURING CONST. PERIOD

These expenses represent interest on term loan during construction period amounting to Rs.1383.54 lacs

3.7 MEANS OF FINANCE

For the entire project cost of Rs. 12353.07 lac, management has considered a judicious mix of equity and term loan. Details of Means of finance are as under:

(Rs. in Lacs)

Sl.	Particulars	Total
1.	Share Capital	750.00
2.	Reserves & Surplus	0.01
3.	Term Loan	5000.00
4	Unsecured Loans	2988.55
5.	Advance Booking Amount from Customers	3614.51
	Total	12353.07

Head wise information is as under:

3.7.1 SHARE CAPITAL

Authorized Capital of the company is Rs.25.00 lac. Management has presently issued paid up capital is Rs. 24.75 lac. Entire capital is owned by directors, their friends, family members and relatives. The company proposes to issue capital as and when required for completion of this project.

3.7.2 TERM LOAN

The term loan requirement has been estimated at Rs.5000.00 lac for which the company is approaching the bank.

3.7.3 UNSECURED LOANS/ ADVANCE FROM CUSTOMERS

Promoters are receiving regular enquiries from its customers and have already received Rs. 1540.52 lac as booking advance upto 31.03.2008. The management, has already invested this amount in the project itself. Since the aim of the management is to completely sell the entire space, hence it has decided to restrict promoters' contribution to be raised solely through share capital upto Rs.750 lac only, and the balance amount of Rs.2988.55 lac will be raised through interest free unsecured loans, which will not be repaid during the currency of the term loan. Total amount of Share capital and interest free unsecured loans, will amount to Rs.3738.55 lac that will come to 30.26% of the total cost.

DE Ratio under different methods of computing is as under:

Situation	Rs. In Lacs	DE Ratio
Share Capital / Share Premium	750.00	
Term Loan	5,000.00	6.67 : 1

Share Capital / Share Premium	750.00		
Long Term Debit			
- Term Loan	5,000.00		
- Unsecured Loan	2,988.55	7,988.55	10.65 : 1
Equity			
- Share Capital / Share Premium	750.00		
- Unsecured Loan	2,988.55	3,738.55	
Term Loan		5,000.00	1.34 : 1

3.8 PRESENT STATUS OF THE PROJECT

Present status of the project is as below:

3.8.1 CLEARANCES

The project has following clearances:

Sl.	Particulars		Status
1.	Land registration	:	Since done in favour of company for part of the land and the balance land will be registered in favour of the company before disbursement of loan.
2.	Change of land use		Since obtained
3.	Environmental clearance	:	Since obtained

4.	Approval of building plans from Municipal Corporation, Faridabad	:	To be Obtained
5.	Approval from the Fire Fighting Department	:	Shall be obtained after completion of building
6.	NOC from PCB	:	To be obtained
7.	Sanction of Power, Water etc.	:	To be obtained

3.8.2 PHYSICAL STATUS

The following progress has taken place with respect to project completion:

- i. Site office has been made and is fully operational;
- ii. Marketing Office has also been made, however it shall become operational only after beginning of construction.;
- iii. Negotiations with the consultants are going on and final selection shall be done in couple of days;

3.8.3 FINANCIAL STATUS

The promoters of the company have invested Rs.2482.67 lac under various heads of expenditure of the project till 31.03.2008. A brief of the same is being given hereunder:

(Rs. in lac)

Sl.	Particulars	Amount
1.	Land (incl. Stamp duty)	91.10
2.	Cost of construction	48.84
3.	Pre-operative Expenses	3.50
4.	Advance agt. Property	1200.00

5.	Investment	129.83
6.	Fixed assets	9.59
7.	Net current assets	999.81
	Total	2482.67

The sources of the above application of funds are as under:

(Rs. in lakhs)

Sl.	Particulars	Amount
1.	Share Capital	24.75
2.	Reserve & Surplus	0.01
4.	Secured loans	1.90
5.	Unsecured Loans	915.49
6	Advance from customers	1540.52
	Total	2482.67

Advance Booking of Space

The company has got two type of payment plans for its prospective customer – one is down payment and other is construction linked plan. The company has booked space under both the schemes and has received Rs.1540.52 Lacs upto 31.03.2008. It is receiving regular enquiries from prospective customers. To realize better price, the promoters are now waiting patiently and bookings shall be thrown open to public only after commencement of construction. The company has so far not made any direct efforts for retail selling nor has it released any advertisements.