



SARE HOMES AND IMPACT PROJECTS OFFERS POSSESSION OF ASHBERRY HOMES IN AMRITSAR,

INTRODUCES ASSURED RENTAL SCHEME TO BENEFIT NEW OWNERS

New Delhi, January 20, 2015: SARE Homes, a FDI-funded real estate developer with seven integrated township projects in India, and Impact Projects Pvt. Ltd., a reputed developer of Punjab, begins the process of providing possession of ready-to-move-in apartments of its real estate project Ashberry Homes in its Crescent Parc Township Amritsar. 240 possessions have already been offered to customers.

On this occasion, Mr Vineet Relia, Managing Director, SARE Homes said, "Our flagship project in Amritsar is now ready and we are happy to say that once again we have met our commitment of providing possession on time. This is amongst our finest projects and we are confident the residents of the township will find their purchase a true value for their money."

SARE Homes also takes this opportunity to announce the **Assured Rental Plan** for the benefit of prospective owners. New owners, if they would like, can make 100% payment in 120 days of booking and avail monthly rentals from the developer for a period of 12 months.

Mr Pankaj Malhotra, CEO, Impact Projects, speaking on the plan said, "Many people look to purchase properties as a long-term investment option. But with this scheme we are providing owners an option of accruing short-term gains in the form of rental without going through the hassle of engaging with a broker or finding a suitable tenant."

Crescent Parc, Amritsar is one of the biggest real estate projects spanning 101-acres by leading architectural firm Fairwood, and comprises of majestic low rise towers and plots with world class amenities. The project is strategically located on the NH-1 bypass, 20 minutes from the Rajasansi International Airport, 13 minutes from Amritsar Railway Junction, 5-minute walk to the Bus Depot, and in convenient proximity of Guru Nanak Dev University, Ryan International School, Guru Ramdas Hospital, Alpha One Mall, Hyatt Hotel, leading Banks and The Golden Temple.

This international class residential township at Amritsar has a range of international standard facilities translating into global living standards, such as 24x7 water supply, power back-up and security, metalled roads and a proposed 20,000 sq. ft clubhouse, all of which have never been experienced at these price levels. This self-contained township provides residents with complete support functions for security, health care, education, transport, communication and entertainment.

In fact while praising the township, Mr Sukhdev Sandhu, one of the initial owners said, "The service provided in the township is excellent. We have got 24 hour security and the basic amenities like electricity and water supply is not even a concern. The beauty and maintenance of the township is wonderful. And the staff and service needs special mention."



About SARE Homes

Operational since 2006 in Indian realty market, SARE Homes is an offshore fund promoted by Duet Group focused on developing residential real estate in India. Having created a strong balance sheet with properties in India valued at Rs. 4,100 crore, SARE's equity is held by global institutional investors like Forum Partners and Goldman Sachs Principal Strategy (GSPS) Asia Ltd. who ensure that the fund operates to the highest standards of corporate governance. SARE's promoters, The Duet Group, is a global asset and real estate management firm based in London with offices in New York, Boston, New Delhi and Dubai.

About Impat Projects Pvt. Ltd.

Impact Projects Private Ltd. (IPPL) is a member of the Impact Group and is one of the leading real estate development companies in Punjab and has executed over a dozen successful projects since its establishment in 2001. IPPL has developed in-house and with world class partners such as Tata Housing and SARE to create some of the most innovative projects. IPPL's operations span different aspects of real estate development from identification, acquisition and consolidation of land to research, approvals, planning & designing, sales, marketing and development of projects. Having established its brand in Punjab and Himachal Pradesh, IPPL is now poised at an interesting stage of growth. Encouraged by a positive market sentiment, over the next 5-7 years, it plans to enter two more states in North India (Haryana and Rajasthan), and execute several large scale projects aiming to achieve significant growth in revenues and profitability.

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