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ENGINEERING INNOVATIONS

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ENGINEERING INNOVATIONS



era landmarks
Live the difference

ERA LANDMARKS (INDIA) LIMITED
(Formerly known as Era Infrastructure (India) Limited)

Live the difference

Group business portfolio



Era group of companies - A snapshot

Era is a world-class engineering, construction & services conglomerate, well positioned in key and fast-growing markets of infrastructure development, pre-engineered buildings, real estate, hospitality & entertainment and power, all of which offer long-term growth potential.

A versatile organization comprising five companies, Era's success has been largely driven by the valuable guidance provided by an eminent board of directors and a strong intellectual capital that have not only added immense value to the business, but have also demonstrated entrepreneurial drive and flair to move the organization forward without compromising on sound corporate governance.



Formerly known as *Era Constructions (India) Ltd. **Era Metal Building Systems Ltd. *** Era Infrastructure (India) Ltd. **** Era Financial Services (India) Ltd.

Group vision

"To be the group of first choice in engineering, construction, real estate, entertainment & hospitality and project management through committed focus on quality, innovation, technology, stakeholders' growth and social responsibility."



Era group strengths

Unique and synergistic business portfolio

Diversified and de-risked businesses

Management vision, expertise & knowledge, solid development & investment capacity

Over 2 decades of experience in infrastructure development. Wide presence across sectors

Impeccable track record for on-time delivery of quality projects & turnkey solutions

Creditable reputation amongst all stakeholders & clientele

Collaborating with the best-in-class and entering into strategic JVs for large projects

Sophisticated fleet of construction equipment

Strong ingenious engineering, design and construction capabilities

Scientific project management & execution procedures

2500+ quality human assets across key functions

Robust internal systems & global technology practices

With this formidable and unique combination of strong core business strengths, Era is confident of unlocking the potential of sectors that are the true catalysts of tomorrow's India.





era landmarks
Live the difference
ERA LANDMARKS (INDIA) LIMITED

Live the difference



Landmark projects



Aspen Garden
BYPASS, MEERUT



era mall
Meerut



Redwood Residency
SEC-79, FARIDABAD



era mall
Agra



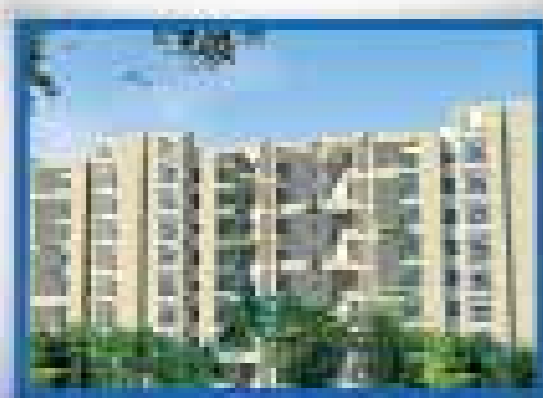
HAYWOOD COLONNADE
SEC-76, FARIDABAD



GE
Gardenia Estate
MEERUT CITY



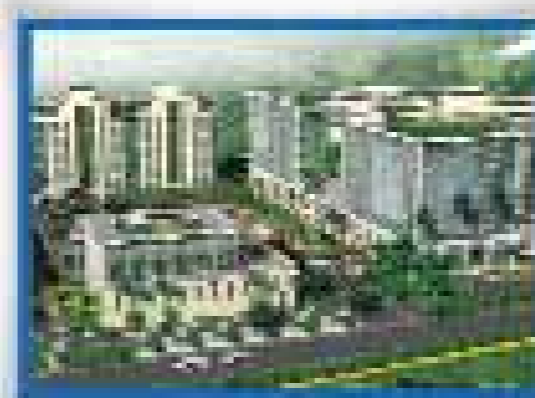
era arcade
SIRSA



Aster Court
JAIPUR



Laurel Garden
SEC-21, SIRSA



IT SQUARE
GREATER NOIDA



Oakwood Court
SEC-5B, PALWAL

*And see how
you'll just
love the difference!*



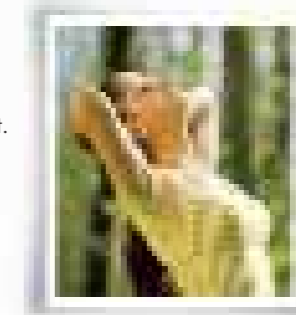
*T*he difference between monotony and excitement.



*T*he difference between mediocrity and excellence.



*T*he difference between conflict and harmony.

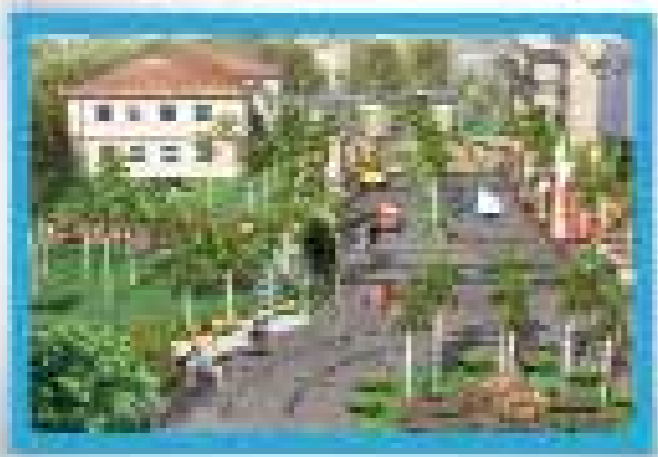


*I*t's the difference that we at **Era Landmarks (India) Ltd** have perfected into an art.



*T*he art of synergising aesthetics with architecture and of transforming the soulless world of bricks and mortar into a vibrant landscape of beauty and design.





A revolution in the making

Business is booming. The times are revolutionary and a new era is in the making.

An Era of new ideas, new concepts and new integrations.

An Era where dreams are fast getting transformed into real(i)ty.

An Era just right for players like Era Landmarks (India) Ltd., which, armed with the vision and creditable lineage of Era and powered by the strong operational synergies bestowed by Era Infra Engineering Ltd., of which we are a subsidiary, is all set to expand in the world of real estate.

A word about Era Landmarks

Incorporated in 2005, Era Landmarks (India) Limited (Era Landmarks) is a premium real estate company with over 21 projects underway and development plans in place for projects covering more than 600 acres of land over the next two years. With a diverse product portfolio and innovative offerings associated with each project, Era Landmarks is pioneering one of the fastest growing segments in the industry.

This realty venture reinforces Era's prime objective of emerging as a vertically integrated infrastructure player. This foray also marks the ultimate synergisation of the existing strengths of Era Infra Engineering Ltd. and Era Building Systems Ltd., both of which will help Era Landmarks provide distinctively aesthetic and truly differentiated properties across tier I & tier III cities, at a lower cost and with a faster turnaround.





Innovative development plans

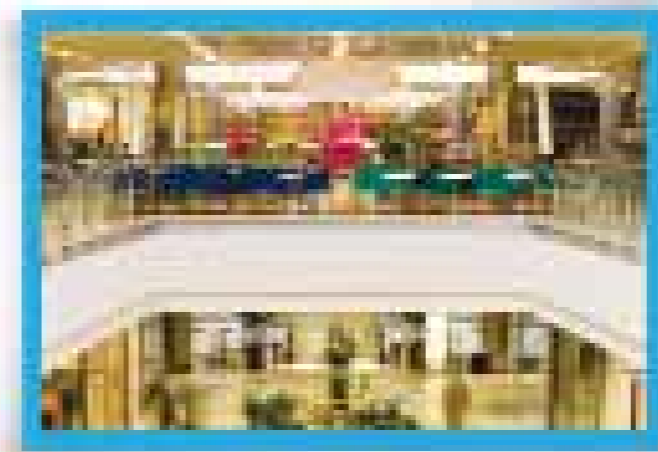
Right from pioneering global standard formats to leveraging best-in-class construction practices, our development plans are truly innovative.

To achieve this, we have enlisted the prowess of renowned international architectural, town planning and engineering consultants whose exhaustive expertise, exposure & experience will surely lend immense differentiation and add value in creating strikingly innovative structures that allow residents to live the difference.

As a step in this direction, we have tied up with some of the renowned architects like Arcorp International, Synergy and Sikka Associates to build facilities of international standards which coupled with the company's experienced team enhances the value-perception and marketability of projects.

From immaculately manicured gardens to energizing gymnasiums, from sparkling water bodies to vibrant children's play area, from fail safe infrastructure to world-class facilities, and from attractive gateways to precinct parks, our real estate destinations are all set to become an address that you will be proud to call your own.





Diverse product portfolio

At Era Landmarks, there is something for every one.

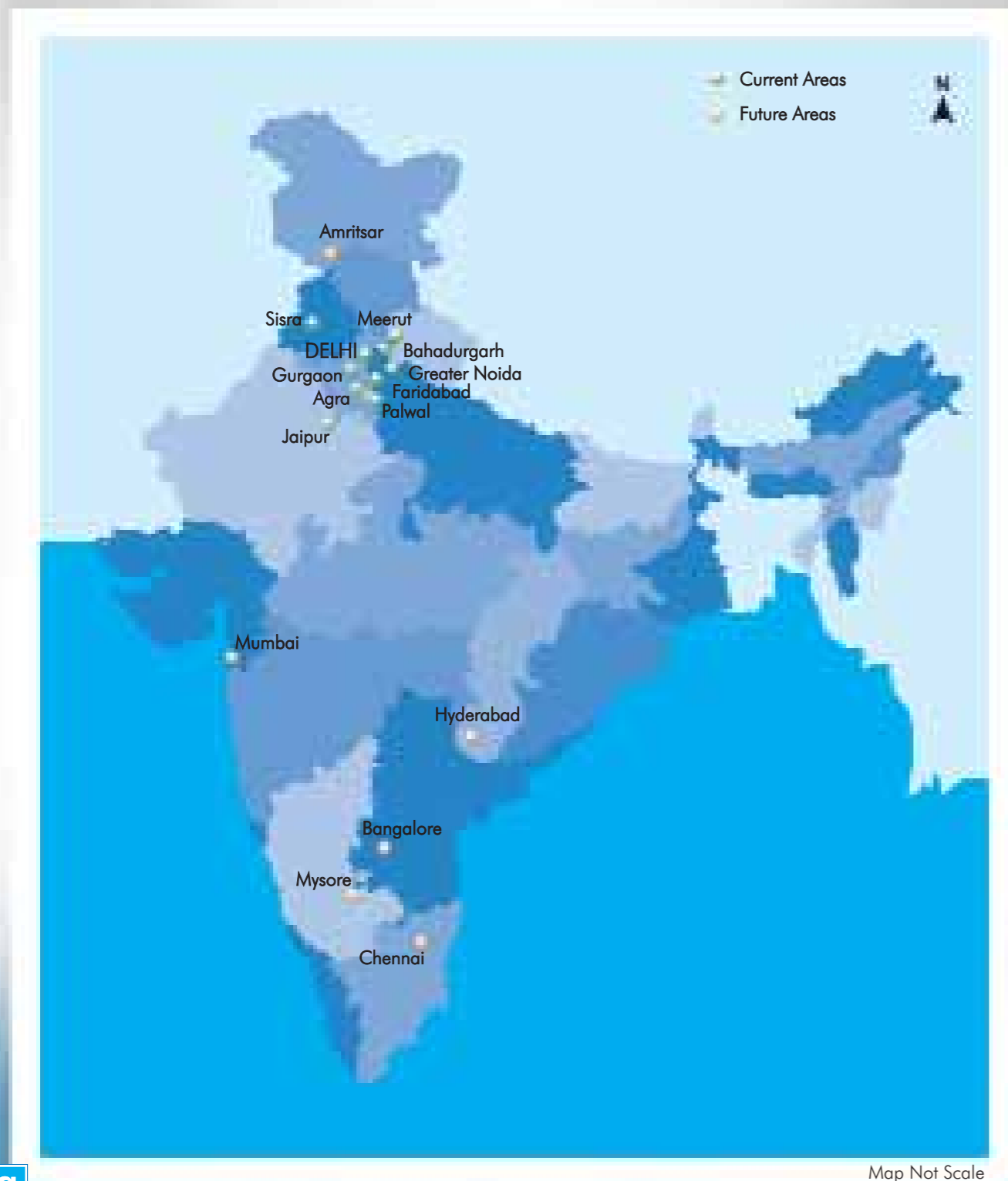
Rather than limiting ourselves to a particular format, we have embarked on plans that encompass the full spectrum of realty disciplines: live, shop and work. From multi-storied group housing to integrated townships, multiplexes to malls and IT/Knowledge parks to hi-tech cities, we are best poised to capitalize on every opportunity that presents itself in the realty space.



Geographical diversification

In addition to broad basing our product portfolio, we have prudently selected and embarked on several ambitious projects spread across the most strategic locations offering maximum traction: Delhi, Faridabad, Gurgaon, Greater Noida, Jaipur, Meerut & Mandi Gobindgarh, spanning the five northern states of Delhi, Haryana, Rajasthan, Uttar Pradesh and Punjab in the first phase.

From thereon, we shall identify future destinations, extend our presence further into the Metros and eventually, emerge as a pan-India player.



Map Not Scale

Location advantage

Faridabad = Driven by intense demand in both commercial and residential property sector, real estate in Faridabad is ostensibly flourishing. Since almost more than two years now this industrial city has been the numero-uno destination for all property seekers.

Palwal = Falls in the Faridabad district and is easily accessible from Delhi. The Kundli - Manesar – Palwal Expressways Project (also known as the western peripheral expressway) being implemented by the Haryana State Industrial and Infrastructural Development Corporation (HSIIDC) will provide high-speed access to Palwal and metamorphose several areas in the state of Haryana.

Jaipur = Amongst India's popular tourist destinations and a fast developing IT centre.

Greater Noida = An integrated industrial township located in Gautam Budh Nagar district of Uttar Pradesh. The city boasts of contemporary, efficient, and comprehensive infrastructure comprising a judicious mix of industrial, residential, recreational and commercial areas. It has also emerged as the centre of attraction for IT related knowledge based sectors.

Meerut = Has emerged as an important destination for real estate development. Important industrial belt comprising medium and small scale industries, with almost 30% of the workforce employed in the service sector.

Bahadurgarh = The region is located about 29 km from Delhi and is home to a large number of industries, mostly small scale industries producing small machines and machine parts.

Sirsa = Located in the extreme west corner of Haryana just about 255 km from Delhi, on the National Highway, Sirsa is bound by the states of Punjab and Rajasthan. Popularly known as the Cotton Belt of Haryana, Sirsa is a perfect amalgamation of the old with the new. A town where historical character and rural development move in tandem to keep pace with rapid urbanization.

Agra = Real Estate is currently undergoing a boom in Agra and shows huge potential. It is considered as a veritable goldmine both for the investor and the end user of the property.

Future areas to be addressed

Era Landmarks plans to foray into promising cities such as Mumbai, Bangalore, Hyderabad, Chennai, Amritsar & Mysore and other growing tier I and tier II cities in India for future development plans. Its foray into these cities will enable the company to establish a pan-India presence.



Disclaimer
"The pictures so depicted may vary from the actual. The text in the print is correct to the best of our knowledge and carries only factual aspects of the organisation."

Diverse product mix

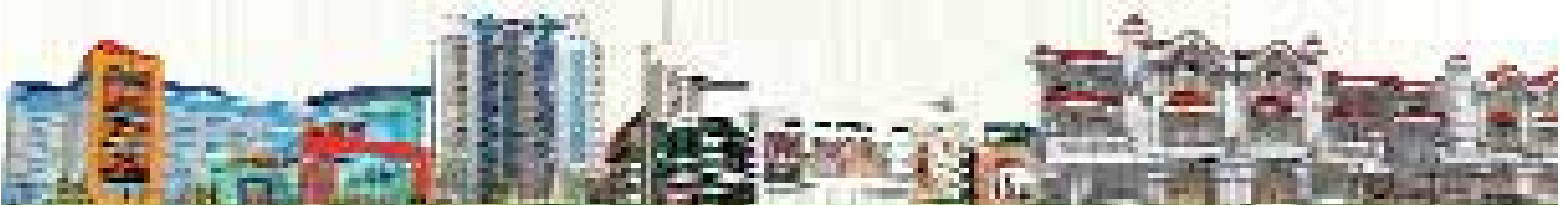
Project	Location	Type
Orchid Green	Sector 8, National Highway, Bahadurgarh, Haryana	Residential High Rise Apartments
Haywood Colonnade	Sector 76, NH - 2 Faridabad, Haryana	Residential High Rise Apartments
Redwood Residency	Sector 78, NH - 2 Faridabad, Haryana	Residential High Rise Apartments
Woodruff Court	Sector 88, NH - 2 Faridabad, Haryana	Residential High Rise Apartments
Aster Court	Shyam Nagar, Jaipur	Residential High Rise Apartments
Oakwood Court	Sector 5B, NH-2, Palwal, Haryana	Residential High Rise Apartments
Silver Oak	Sector 5A, NH-2, Palwal, Haryana	Residential High Rise Apartments
Carnation Greens	Sector 8, NH-2, Palwal, Haryana	Township
Laurel Garden	Barnala Road, Sirsa, Haryana	Township
Laurel Garden, Ext.	Barnala Road, Sirsa, Haryana	Township
Camellia Garden	Sector 3B, National Highway, Bahadurgarh, Haryana	Township
Aspen Garden	NH - 58, Delhi-Haridwar Road, Meerut, U.P.	Township
Gardenia Estate	Near Dwarika Puri, Meerut City, Uttar Pradesh	Township
Mandi Gobindgarh	Village Harbanzpur, G.T.Road, Near Chugi, Mandi Gobindgarh, Punjab.	Township
Era Greens	Civil Lines, New Delhi	Township
IT Square	KP- III, Greater Noida	IT Park
Era Mall	Old Delhi Road, Meerut	Commercial - Multiplex & Mall
Era Mall	Sikandra Road, Agra	Commercial - Multiplex & Mall

Projects	No. of projects
Townships	7
High Rise Housing	9
Malls/ Multiplexes	2
IT Parks	2
Office complex	1

The success story continues

The story of our success is a continuing one, hinging on not just one or two or three parameters but on a range of strategically complementing factors, based on futuristic development plans.

What is on the anvil is an exciting amalgamation of the best – the most modern facilities, pleasing ambience & projects that have value-additions that sell.



Bringing knowledge closer home

IT Square, Greater Noida

A first-of-its-kind IT Park in India



Strategic location	Within NCR, Knowledge Park III, Greater Noida.
Spread over	15.43 acres
USPs	<ul style="list-style-type: none">• Will be the first-of-its-kind to be developed at Greater Noida comprising residential complexes, commercial complexes and recreational facilities.• The project is tailored to meet the needs of today's complex businesses with suitable amenities and is also perfectly customized for built-to-suit corporate offices, most suitable for IT & ITES industry.• Designed by renowned architects ARCORP International.• Equipped with latest infrastructural facilities to meet the demands of IT-centric companies.• Distinct data centre for IT blocks.• A cluster of exclusive service apartments.• Four star hotel operated by world renowned brand.• Self-sufficient in terms of power, water supply, sewerage.• High level of security & ample covered and open parking space.



At home in Meerut
Aspen Garden, Meerut
A world apart



Strategic location NH-58, Delhi-Haridwar Road, Meerut, U.P

Spread over 48 acres

- USPs**
- This township is marked by gothic architecture and promises to transport you into a green English countryside.
 - Villas have high ceilings, slender columns and pointed arches.
 - Splendid mix of greenery and intrinsic beauty.
 - Built over two floors, the villas are spacious with 3-4 bedrooms, attached bathrooms, separate dining and living areas, an open/closed kitchen, family room, study, balconies, an open terrace, servant's room and garage. Villas are embellished with fine material sourced from across the world.
 - Three storied row houses to suit your budget.



Living international style
Gardenia Estate, Meerut

Where good living comes home!



- Strategic location** Main City, Meerut, well connected to Delhi-Meerut Road
- Spread over** 56 acres
- USPs**
- Far from the hustle bustle of the old city.
 - Well laid-out road system to facilitate smooth traffic management.
 - Large green expanses with sleek refinements of urban dwellings.
 - Conceptualized and designed by acclaimed architect Synergy International.
 - A choice of five different types of villas, each designed on the lines of American suburban homes.
 - Built over two floors, the villas are spacious, from 1600 to 4000 sq ft, with 3-4 bedrooms.
 - Affordable row houses with user friendly designs.
 - 2 & 3 bedroom apartments with modern amenities.
 - Green buildings, environment friendly solar systems, recycled water management for irrigation, rain water harvesting.
 - Modern facilities. Clubhouse. Swimming pool. Power back-up. Playground.
 - Provision for playschool, school, commercial and retail shops.



For a new shopping experience

Era Mall, Meerut

The first-of-its-kind mall in Meerut.



Strategic location On Meerut-Delhi Road, at the entrance point of Meerut.

Spread over 1.27 acres with retail space of 1.7 lac sq ft

USPs

- A one-stop-shop for leisure & entertainment.
- Bringing world class shopping experience to Meerut.
- The best in shopping, dining, movies, family entertainment.
- Shopping arcade on 3 floors -- Big brands galore. Wide range in clothes, shoes, personal accessories, lifestyle products, furniture, carpets, linen, jewellery, crockery, kitchen appliances, white goods, toys, sports equipment.
- Family entertainment centre: Video games, billiards, cyber café and a host of other recreational facilities.
- Special kid care zone where kids are looked after by responsible staff members.
- Multi-cuisine specialized food court. Multi cuisine restaurants.
- Attractive atrium and grand entrance.
- All shops / showroom facing the atrium.
- Escalators, adequate underground parking, centrally air-conditioned.
- Top-of-the line 3-screen multiplex, with plush seats.



For shopping in class
Era Mall, Agra



Strategic location Sikandra Road, Agra

Spread over 1.37 acres

USPs

- A one-stop shop for leisure & entertainment.
- Bringing world class shopping experience to Agra.
- The best in shopping, dining, movies, family entertainment.
- Shopping arcade on 3 floors.
- Family entertainment centre: Video games, billiards, cyber café and a host of other recreational facilities.
- Special kid care zone where kids are looked after by responsible staff members.
- Multi-cuisine specialized food court. Multi-cuisine restaurants.
- Attractive atrium and grand entrance.
- All shops / showrooms facing the atrium.
- Escalators, adequate underground parking, centrally air-conditioned.
- Top-of-the line 3-screen multiplex, with plush seats.



Talk modern, live modern
Haywood Colonade, Faridabad

A premium residential township



Strategic location Sector 76, Faridabad, Well connected to Delhi.

Spread over 26.6 acres

USPs

- Premium apartments equipped with the best in class amenities, designed by Sikka & Associates.
- 3 BHK and 3 BHK + study, premium and luxury apartments.
- High standard specifications in all apartments.
- Over 75 % green area and open spaces, green lawns, flower, beds and benches.
- Efficient and Vaastu compliant layout of apartments.
- Tennis and badminton facilities, jogging tracks and pedestrian pathways.
- Covered basement and car park.
- Club house, swimming pool and multipurpose hall and party lawn.
- Artificial lagoon and water features.
- Yoga centre and meditation pavilion.
- Round-the-clock security.
- Fully underground power, data and cable TV and telephone cable network.
- Dispensary, shopping complex and school facility within the campus.
- Round the clock water supply and power back up.



Amidst lush greenery
Redwood Residency, Faridabad

Premium residential apartments



Strategic location Sec-78, Faridabad

Spread over 10.5 acres

USPs

- A green belt adorns the areas around each building.
- Each apartment is endowed with an efficient and vastu compliant layout resulting in adequate light and cross ventilation.
- Shopping complex and other facilities within the campus.
- Spacious club house with all necessary amenities such as swimming pools, health club, badminton, multipurpose hall and party lawn for parties and gatherings, nursery school & day care centre and play area for children.
- Fully underground power, cable TV and telephone cable network.
- 24 hr manned security station.
- 24 hr power back-up.
- Earthquake resistant structures.
- Special provisions are offered for the elderly and disabled.



Going rural, the urban way *Laurel Garden, Sirsa*

A landmark housing destination in the cotton belt of Haryana.



- Strategic location** Located about 250 kms from Delhi, on the National Highway, Sirsa is bound by the states of Punjab & Rajasthan
- Spread over** (a) Township spread over 30 acres with villas and commercial complex strategically located opposite Ch. Devi Lal University
(b) Another township on main Barnala Road, spread over 25.4 acres of land, complete with plots, Villas, shopping center and club
- USPs**
 - An exquisite township dotted with pleasing villas, meticulously planned infrastructure and all the modern amenities.
 - An integrated township complete with plots, villas, malls, schools, multiplex, shopping complex.
 - First planned green township in the area.
 - Based on green building and sustainable development concept.
 - Recycled water for irrigation through effluent treatment plant.
 - Ample green spaces to lower outside ambient temperature.
 - Underground power, data, cable TV and telephone cable network.
 - Intercom facility at 24-hour manned security posts.
 - 100% power back-up.
 - 24-hour water supply.
 - Rain water harvesting.



In the land of Mahabharata

Oakwood Court, Palwal

An integrated group housing society



Strategic location Accessible from Delhi-Mathura highway NH-2, very close to Palwal Town

Spread over 11.56 acres

- USPs**
- Eco friendly environment with large landscaped greens.
 - Equipped with modern amenities such as clubhouse, swimming pool, sports area and playground for children.
 - Architectural designs by reputed architects R.K. & Associates.
 - Units and tower designs represent meeting of geometry with exploration of expressive patterns, with inclusion of diverse elements.
 - 24 hr water supply & 100% power back-up.
 - Two types of units – 2-bedroom, 2-bedroom plus study and 3-bedroom.
 - Each apartment open on three sides.
 - All towers overlooking large central green.
 - Nursery school, convenient shopping within the complex.
 - Environmental friendly designs, rain water harvesting.



Cool homes

Aster Court, Jaipur

A premium fully air-conditioned apartment complex



Strategic location Shyam Nagar, a posh colony of Jaipur

Spread over 4.79 acres

- USPs**
- Premium apartments with high standard specifications equipped with AC in every room.
 - Large structured community space with beautifully landscaped gardens.
 - Designed by Paul Freidberg (New York).
 - 100 % power back-up and 24-hour water supply.
 - Gated manned security.
 - Dedicated club with swimming pool.
 - Jogging track, children's play area.
 - Cascading water bodies and trees echoes.
 - Large airy terraces and balconies with each apartment.
 - Modular kitchen and wardrobe.
 - Sit out areas and Gazebos.
 - Large green areas adorned with lawn and flower plantations.

