



INTRODCUTION

Mams Infra Projects is a part of MAMS HOLDINGS. MAMS INFRA is targeting a 3 million (30 lakhs) Homes target by 2020.

Through **Public Private Partnership & Private partnership in joint development agreement** our focus is on serving very large, under-privileged mid-to-low income populations in India. These projects deliver quality, affordable Urban Housing to create new or improved livelihoods opportunities across India.

With the now Cashless economy coming Up there is demand for bankable properties and with lower interest rates the hunger of housing will only grow.

GENESIS & BACKDROP

- The Prime Minister of India has embarked on a journey to make **HOME FOR ALL**. In this slogan lies a big truth of Indian housing. 65% of the demand for housing is in the affordable segment for independent homes between 40 lakhs to 90 lakhs; and apartments within 20 lakhs INR. The PM and his team has released its target of building 110 Million Affordable home units within 2020.
- MAMS INFRA had started this slogan in 2012 and has embarked on this journey for providing AFFORDABLE HOMES FOR ALL, targeting 3 million SMART & Affordable apartments & Villas to Indian consumers.
- The real Life today is led by the SMART PHONE revolution. Everything from news to grocery for home and ready to eat food, etc is on a call away using the smart phone via Internet/ Wi Fi.
- The connectivity to Living habitats has become better therefore ideal locations are away from congested main downtowns and moving to more strategic & clean environs.
- The disruptive business models have give us UBER & OLA so transport is available at door step.
- SO it was only logical to evolve our concept of SMART AFFORDABLE SECURE e-Connected & FURNISHED Homes called UASM – URBAN AFFORDABLE SMART HOMES. MAMS affordable homes have these features as detailed in the ensuing paragraphs. DIGITAL INDIA and MAKE IN INDIA are a part of our design with Home Automation via Mobiles and Make India concept through furniture & construction.

CONCEPT NOTE

MAMS INFRA – HYDERABAD'S FIRST SMART FURNISHED

& AFFORDABLE HOMES.

AMAZON VALLEY



FURNISHED \$\$ eCONNECTED \$\$ SECURE \$\$ HOME AUTOMATION



MAMS is coming up with SMART AMAZON VALLEY. SMV is a smartly conceived and well laid out integrated Community of Villas and G+3 Buildings, that is just six minutes from the entrance of Hyderabad's International Airport. This 32.12 acre Smart Homes have been designed with sustainability and comfort in mind. Amazon Valley matches the highest of international standards by adhering to global best practices. Our master planners, GP & Associates, Delhi & MBH of USA, have ensured that every inch of this one of its kind smart LIFE HUB, a thriving Gated community of Smart, e-Connected, Secure & Furnished apartments & Villas – the first of its kind in Hyderabad.

SMART AMAZON VALLEY is aimed at living up to expectations and makes for a lifestyle that's serene and ultra comfortable, but in an affordable way at one of the BEST LOCATIONS & POLLUTION FREE ENVIRONS in HYDEARABAD

AMAZON VALLEY comes with amenities such as

- A Park & Children's area,
- Jogging & Cycle Track,
- Green Walkathon Strip
- Swimming Pool
- Sports Arena,
- Club House with Gym
- Function Hall with Recreation facilities
- Full WiFi ,
- Home automation
- Environment sustainability with water recycling, Effluent Treatment Plant
- Full Facility Management options
- Commercial hub for in-community self-sufficiency
- Sufficient owner & Guest Parking
- Economic Power management & solar Interfaces, LED street options
- Waste Management
- Cashless Community
- Many more utilities including provision for self sustained community,

Which means selecting a house in Hyderabad, just got simpler and in an AFFORDABLE way..
Welcome to smarter living.@ **AMAZON VALLEY**.

FULL SMART CYCLE- MAMS ADVANTAGE DEPICTION

Smart Planning



Over 32 acres of open space, and clear zoning for homes,

Smart Living



Home automation options. Intelligent security management for the enclave. Apartments built with advanced technology.

Smart Health



Bicycles & Jogging Track, eco-friendly Green Belt

Smart Water Management



Rainwater harvesting, water recycling, wastage prevention, drinking water stations, landscaping that is water efficient.

Smart Energy Management



Solar Powered LED streetlights that consume less power, intelligent systems to monitor and reduce wastage.

Smart Waste Management



Centralised garbage management, wet waste composting & use in organic farming, dry waste recycling, sewage treatment

Smart Community



The MAMS App, Smart Card for cashless transactions within the enclave, Fibre To Home, Wi Fi zone, public utilities across the Hub.

Smart Recreation



Provision of space for Club House , a Mini Market to meet all needs, and community space for guests/ parties.

Smart Location



At the new hub of growth, closest to the international airport, on a 100 feet road coming out on a 6 lane ultra modern highway and upcoming SEZ's. Easy access to everywhere in no time.

POTFOLIO & PRODUCT MIX

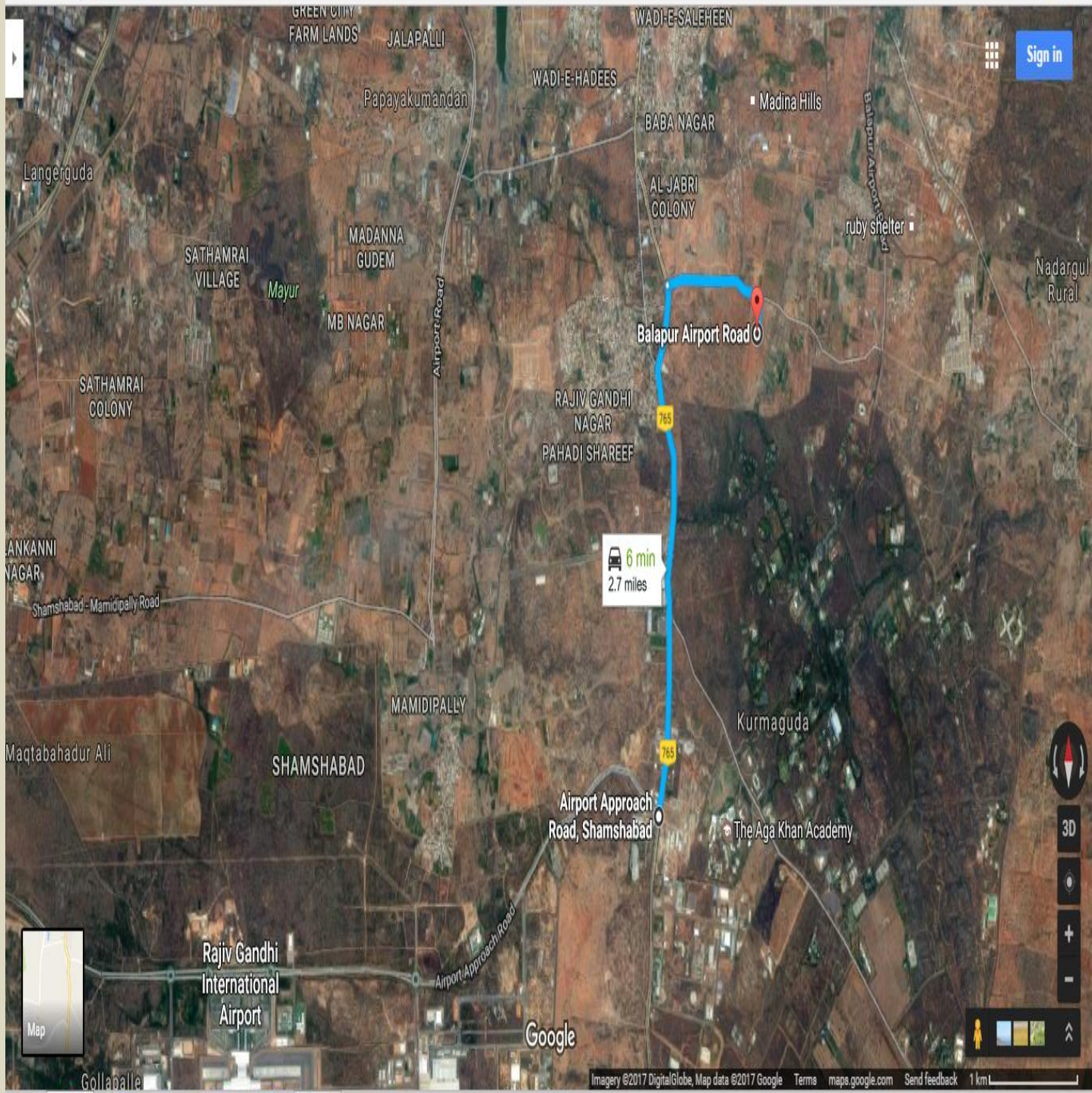
	Type of Villa	Description	Land Area	Gross BUA
1	Amazon Villa	3 BHK	143 Sq Yards or or 1287 Sq, Ft.	1175 Sq Ft
2	Mediterranean Villa	4 BHK	181 Sq Yds or 1628 Sq. Ft	1850 Sq Ft.
3	Palazzo Villa	5 BHK	222 Sq yds or 1998 Sq ft	2375 Sq. Ft
4	Golden Mile Apartments	2 BHK	75.66 Sq Yds	850 SFT
5	Goldeb Mile Apartments	1 BHK	55.00 Sq Yds	650 SFT

RATIONALE FOR CHOSING THE PROPOSED PROJECT

1. Telangana has been voted No.1 State of India Telangana in ease of doing business.
2. Hyderabad has been voted as the Best city to live in India.
3. It is the Pharma capital of the world and has a very average of cost of living at the same time a good quality of life among all the metros.
4. Hyderabad has been the fastest growing Major city in India and is the emerging **IT capital** of the not only India but the world with World R&D HQs of Facebook, Microsoft, Google & Oracle being in Hyderabad.
5. Hyderabad is considered the safest city in the country and is a host to the top most defense research Institutions and Missile Programs. It has many all-India establishments centered her like National Policy Academy, NDRI, ICRISAT, FTIRI, IBRDT, SBIRD and many, many more.
6. Being the emerging IT Capital the growing demand for affordable homes is unstated. India's 65% market is Affordable segment while only 2% is high end which most of the major realty companies are targeting this 2%. 25% is low cost housing & plots only.

Therefore Hyderabad offers the right mix for us and in a location which is very ideal i.e BALAPUR in Hyderabad District.

Location map is given below form the site to the airport and pointers.



HIGHLIGHTS

BALAPUR comes under Saroor Nagar Mandal, Hyderabad. Our Project AMAZON VALLEY is on the Balapur-Airport Road.

- ⊙ It is on the Srisailem 6-lane Highway,
- ⊙ 4.5 Kms from Airport Entrance, a **mere 6 minutes drive from our Community gate to the Airport gate,**
- ⊙ **On a 100 feet road connecting Balapur x roads to Santosh Nagar & RCI**
- ⊙ 2 Kms from Pahadi Shareef Dargah
- ⊙ 4 Kms from Hardware Park (TATA).
- ⊙ 4 kms to AP Housing Villas of 500 no.
- ⊙ 4 kms to AGA KHAN Educational Academy
- ⊙ Midst of a thriving Population of Secure workers of defense, Airport & AIROSPACE PARKS
- ⊙ It is accessible to the Huge SHAMSHABAD CATCHMENT
- ⊙ On the super fast expressway to SRISAILAM
- ⊙ All the Special Economic Zones of Information Technology, Electronic Hardware and Aerospace are located 2 minutes away from 500' Access Controlled Outer Ring Road with Service Roads
- ⊙ METRO RAIL WAYS coming up till airport cargo road
- ⊙ Proximity to Very good Schools incl. a new DPS coming up
- ⊙ Proximity to 2 Police Stations for any emergencies
- ⊙ Hospitals, hotels and eateries are a short drive away
- Less than 10 kms earlier to Adibatla SEZ
- CRPF and Airport security and defense conglomerates makes the whole zone a safe and highly secure zone for families. Lies between 3 safety nets of The Jalpally Police station, Shamshabad Police station and the Airport Security & CRPF Quarters

**LOCATED IN THE HEART OF ITIR PROJECT (INR 50,000 CRORE)
INITIATIVE OF TELANAGAN GOVERNMENT**

➤ **Operational Units in Adibatla – Raviryala SEZ areas.**

- ☐ Tata Consultancy Services
- ☐ Tata Lockheed Martin
- ☐ Tata Sikorsky (Helicopter Manufacturing)
- ☐ Dornier (Aircraft Manufacturing)
- ☐ Bio-gene (Bio Tech)
- ☐ Tata Telecom Centre
- ☐ Hardware Park (HCL etc.)

☐ Micromax Mobiles

➤ **Units Under Progress**

☐ Samuha SEZ (Aircraft Ancillary Manufacturing SEZ)

☐ Cognizant Technology Services

☐ Wonder La Entertainment Park

➤ Projected Employment in the vicinity for next 3 years - 100,000 people.

A HIGHLY SAFE ENVIRONMENT OWING TO THE AIRPORT & HIGH SECURITY IN THE AREAS.

- ⊙ Situated in an ambience of fresh air, clean and green environment without dense, polluting clusters of occupancy around the Wind City.
- ⊙ Village proximity gives access to fresh, organic and pure fruits & vegetables, Milk and a ready available cluster of Home Service workers, for the housing community.
- ⊙ Not in FUNNEL ZONE. Not in restricted area. Hmda zoning category is RESIDENTIAL
- ⊙ NOVOTEL 5 stories Development vertical no hassle for people who wanna do bigger structures latter for redevelopment
- ⊙ Access to more lands around to the extent of 100 acres for lateral development

THEREFORE WHAT WE TARGETTING IS THE BEST TARGET FOR INDIVIDUAL HOMES AND MID SIZED AFFORDABLE VILLAS

CHARTER OF MAMS

Products & Services

Affordable smart homes: Housing ranks next only to food and clothing as basic need of the people, a certain minimum standard of housing is essential for healthy and civilized existence. For most families, it denotes lifetime savings. Home ownership is both a symbol of prestige and social status and fosters social cohesion. Housing also has a spatial relationship to employment.

Customer Paradigm

Real opportunity with noble cause: The project is about solving 25% of economical housing needs in INDIA. Present shortage of dwelling units in India is 110 million units. We are targeting about only 3 million units in 5 years in phase wise manner that is only 2.67% out of 110 Million Units. It is in line with INDIAN Government vision irrespective of any government formation.

Target Market

- Mostly target would be the huge employee numbers who work in Airport, Defense and also NRI community who is employed on average pays in the middle-east.
- Middle class population and government/ private employees who want to improve their quality of life and invest in a quality asset with smart living conditions.

- Travelers who want to own a home near to airport. They are also a big force in buying as they are renting out apartments at high prices.. Then, the public in general who would like to put in money for investment purpose

Sales & Marketing Strategy

Presently we have tied up with many housing organization and other sector that is willing to buy units. As per our market research present requirement of the state is 10 million dwelling unit shortages. We have a strong hold in the market to sell the product and our focus would be towards people who are in need of shelter and can easily afford to pay 10-25 lakhs/flat.

Business Model

Minimum target would be full-phased out put of 500 flats & 500 villas Out of total requirement in the state we would be targeting only 0.0025% to start with and will move on and aim is for 25%.

Present Shortage --- 2 Million units

Our target --- 1000 units

Future target -- 25% of 2 Million units

Competitors

There are some local housing companies who have no experience in affordable housing. Presently we would not be having issues with competition but once idea is floated people might replicate the idea but we have many ideas and strategy to make it unique and different from others.

Competitive Advantage

Main advantages of our project are

- It will be based in city proximity, nearest to airport, school, office area, hospitals, etc
- Furnished flats (Ready to move in)
- Integrated with highest technology.
- Gated community
- Price factor

We would make this a volume base business and if we provide better quality at fewer prices then, down the line in 3-5 years time people would blindly believe in our project as it will create its name by itself. It would be a self-earning business

Management Team

Strong TEAM which includes

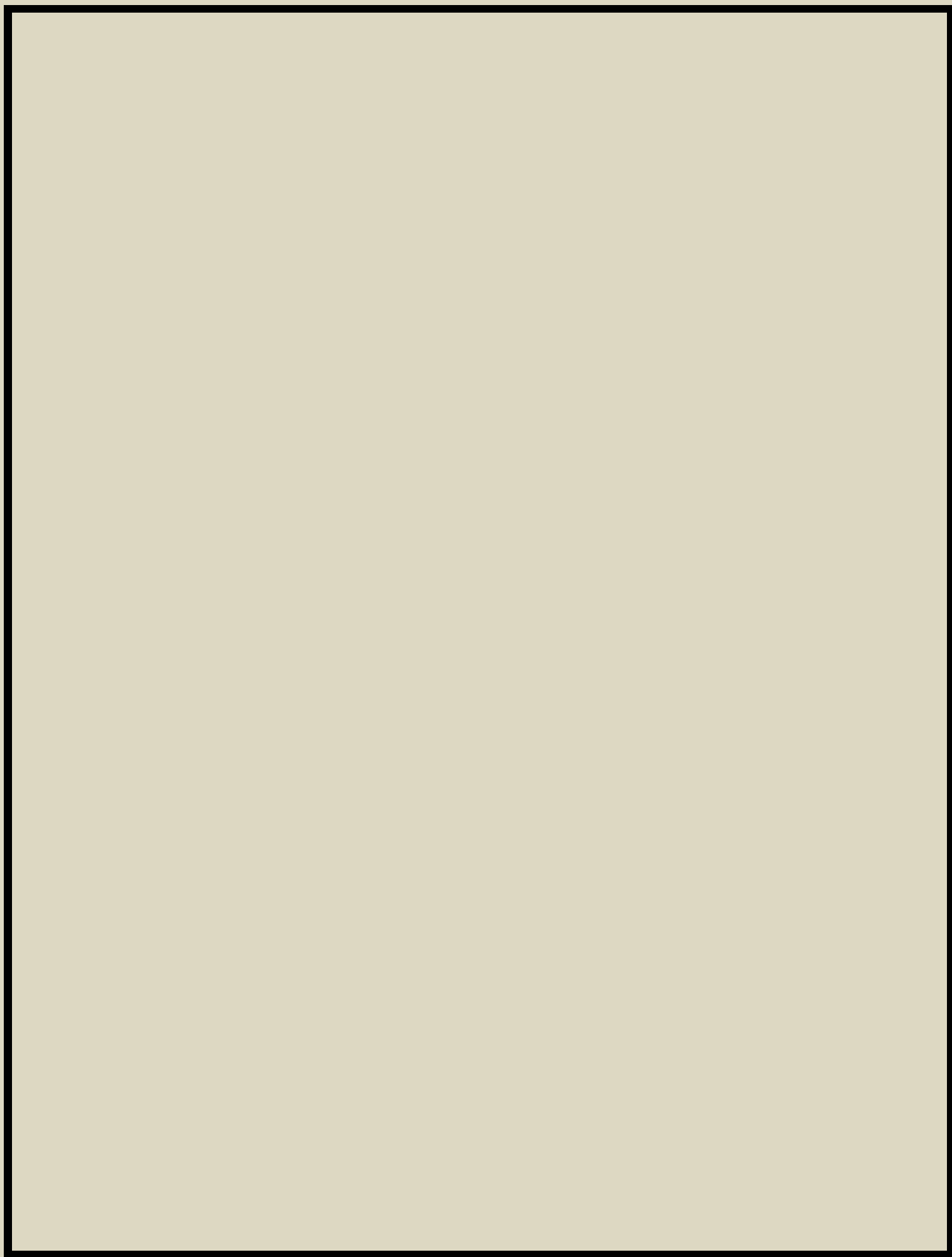
1. Mr. Mehsan Arshad who has Master's in Strategy Project Planning worked for GE, ETISALAT, UNIESTATE on many Real Estate Projects.
2. Mr. Ali holds two MBA from USA and has a strong foot hold in Indian market.
3. Mr. Irfan Khursheed is a civil Engineer with 15 plus years of experience from Middle East and India, these are few out of 10 other core members.
4. Mr. Prasad, is an eminent Architect with a number of projects in Delhi & NCR regions
5. Mr. Irfaan Rafeeqe, holds a Masters degree in Management with over 28 years of professional experience which includes as a GM of a DUBAI based real estate & contracting company for 5 years.

6. Mr. Md. Shafeeq is a documentation expert and landlord who specializes in deep-dive assignments of land scrutiny and land bank assessments at Hyderabad.

We are sure that MAMS INFRA with this in-depth understanding, vision and strategies shall be a sure success in its Smart & affordable venture of AMAZON VALLEY in BALAPUR, HYDERABAD.

1 BED ROOM-HALL & KITCHEN BUILDING VIEW





2 BED ROOM-HALL & KITCHEN BUILDING CLUSTER VIEW



1 & 2 BHK UNIT PLAN



1BHK UNIT PLAN

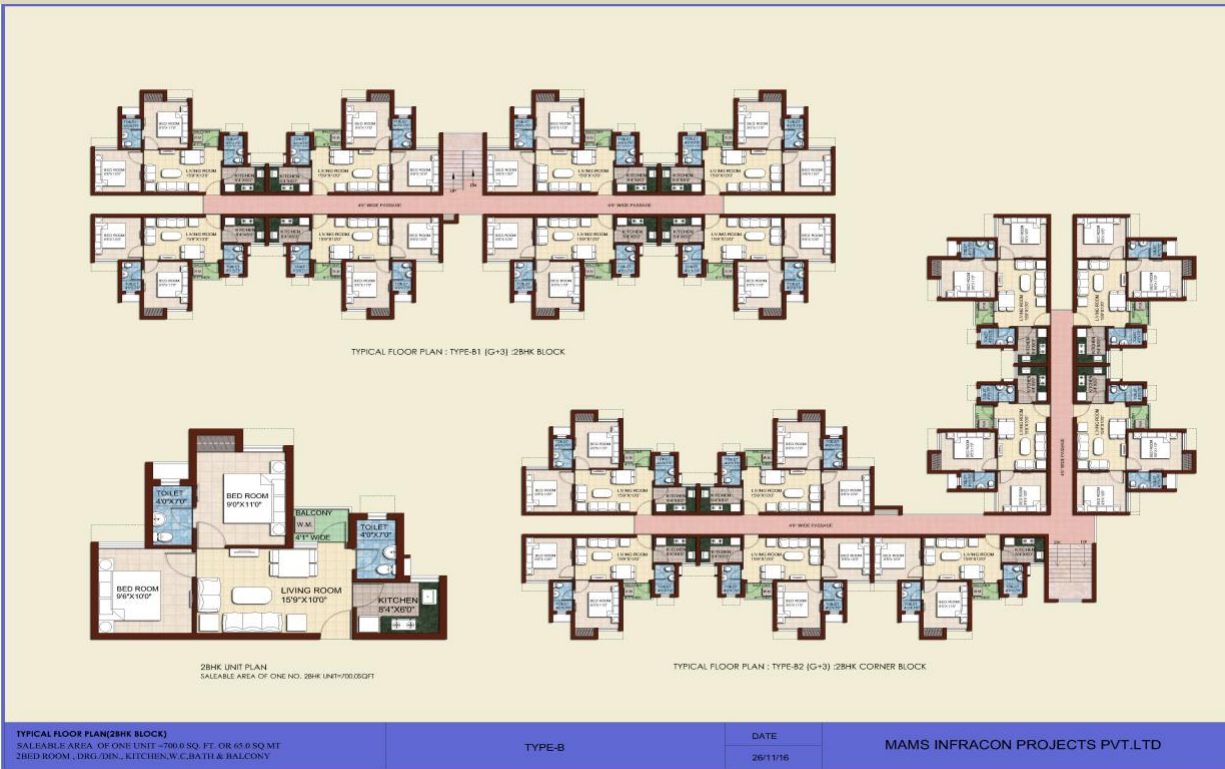


2BHK UNIT PLAN

1 BHK FLOOR PLAN



2BHK FLOOR PLAN



1BHK 3D VIEW