



ICONINFRA ESTATE SERVICES (P) LTD.

ICONINFRA ESTATE SERVICES (P) LTD. A PREMIUM REAL ESTATE CONSULTING FIRM, HAS BEEN SETUP WITH A VISION TO DRIVE PROFESSIONALISM IN THE FIELD OF REAL ESTATE. WE UNDERSTAND THE PULSE OF THE MODERN DAY CUSTOMERS WHO DESERVEDLY EXPECT TRANSPARENCY AND ETHICS, TWO ATTRIBUTES CLICHÉD TO BE MISSING IN REAL ESTATE INDUSTRY OF TODAY.

PROFESSIONALISM AT THE HELM OF ICONINFRA, PERCOLATES DOWN TO EVERY MEMBER OF ITS TEAM. AT ICONINFRA, YOU CAN BE ASSURED TO BE SERVED BY THE BEST TALENTS FROM THE INDUSTRY. OUR APPROACH IS TO PARTNER WITH THE CUSTOMERS IN REALIZING THEIR DREAMS. WE STRIVE TO EDUCATE OUR CUSTOMERS, RATHER THAN TO SELL, SINCE WE BELIEVE THAT EDUCATED CUSTOMERS MAKE THE BEST CHOICE FOR THEMSELVES. FOR US, PUTTING THE CUSTOMERS' INTERESTS AHEAD OF EVERYTHING ELSE HAS BEEN THE KEY TO BUILDING AN EVER-EXTENDING BASE OF SATISFIED CUSTOMERS OVER AND OVER AGAIN.

WE ARE WAITING FOR YOU TO JOIN THE ICONINFRA FAMILY, DEAR FRIEND, LET US SUPPORT YOU IN FINDING YOUR PERFECT HOME

ICONINFRA FAMILY BELIEVES IN MAKING CLIENTS HAPPY, AND THIS DRIVES ALL OUR EFFORTS. SIMPLIFIED TRANSACTIONS, COMPLETE TRANSPARENCY, DATA-DRIVEN APPROACH, AND UNFLINCHING PROCESS RIGOR ENSURE THAT YOU ASSOCIATE ICONINFRA WITH NOTHING BUT THE BEST IN REAL ESTATE!

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ICONINFRA ESTATE SERVICES
PVT.LTD.



**ICONINFRA ESTATE
SERVICES (P) LTD.**

**INTRODUCES
LUCKNOW – THE NEW HUB OF INDIA.**

ICONINFRA ESTATE SERVICES
PVT.LTD.

Welcome to Lucknow



Lucknow Residential Real Estate Overview



➤ **THE ABOVE ANALYSIS PERTAINS TO THE NEW AND UPCOMING PART OF THE CITY (REFERRED TO AS NEW LUCKNOW IN THE REPORT), WHERE DEVELOPMENTAL ACTIVITIES INDICATE A PROMISING REAL ESTATE POTENTIAL IN THE FUTURE. AN AVERAGE CAPITAL APPRECIATION OF 8 - 10% IS EXPECTED IN THE LUCKNOW RESIDENTIAL REAL ESTATE MARKETS IN THE SHORT TERM (10 - 12 MONTHS). HOWEVER, OVER A LONGER SPAN OF 50 - 60 MONTHS, THE MARKET IS EXPECTED TO YIELD A YEAR-ON-YEAR APPRECIATION OF 10 - 15% ON A CONSERVATIVE NOTE.**

➤ **THIS ANALYSIS IS BASED ON THE PAST MARKET TRENDS, PRESENT BUILDER/BUYER SENTIMENTS AND THE ENORMOUS FUTURE REAL ESTATE POTENTIAL. WITH THE RECENT CHANGE IN POLITICAL SCENARIO OF THE STATE, A SENSE OF OPTIMISM PREVAILS ACROSS THE MARKET. THERE ARE ANTICIPATIONS OF CERTAIN KEY STEPS THAT WOULD DIRECTLY/INDIRECTLY BOOST THE REALTY SECTOR IN THE CITY. THE REVIVAL OF LIDA, THE PLANS OF AN UPCOMING INDUSTRIAL/IT CORRIDOR AND A POSITIVE APPROACH TOWARDS INVESTMENTS FROM OUTSIDE THE CITY HAVE PROVIDED THE IMPETUS FOR GROWTH IN THE REAL ESTATE MARKETS.**

➤ **THE UPWARD BIAS OVER A FIVE-YEAR HORIZON IS ALSO BASED ON THE ESTIMATE THAT 40% OF THE CURRENT ACTIVITY IN NEW LUCKNOW IS DRIVEN BY INVESTORS AND THIS IS EXPECTED TO INTENSIFY IN THE FUTURE. WE ANALYZED THE PAST PRICE TRENDS IN CERTAIN LOCATIONS OF NEW LUCKNOW, AS DEPICTED IN THE GRAPHS ILLUSTRATED IN THE LATER PART OF THE REPORT. WE OBSERVED THAT PRICES OVER THE LAST ONE YEAR (Q1-2011 TO Q1-2012) HAVE APPRECIATED TO THE TUNE OF 8 - 30%, WHILE OVER A SPAN OF THE LAST FIVE YEARS, YEAR-ON-YEAR APPRECIATION RANGED FROM 8 - 39%.**

➤ **THE REAL ESTATE MARKET OF LUCKNOW IS CONSIDERED TO BE ONE OF THE MOST UPCOMING TIER-II MARKETS ON ACCOUNT OF THE HUGE METAMORPHOSIS THAT THE CITY IS UNDERGOING. WHILE WE ANALYZE THIS OUTLOOK IN THE REPORT, IT IS INTERESTING TO NOTE THE CONTRASTING NATURE OF THE TWO PARTS LOCATED WITHIN THE SAME CITY BUT SEPARATED BY RIVER GOMTI. THESE POCKETS HAVE DIFFERENT REAL ESTATE DYNAMICS DRIVING THEM.**

❖ **MARKET SENTIMENT**

THE LUCKNOW REAL ESTATE MARKET IS CURRENTLY A 'BUYER'S MARKET'. IT IS LARGELY 'END-USER' DRIVEN, WITH SOME INVESTMENT ACTIVITY PREVALENT IN THE NEW EMERGING LOCATIONS. IN NEW LUCKNOW, THE INVESTOR PARTICIPATION IS APPROXIMATELY 40% WHICH IS EXPECTED TO ESCALATE IN THE FUTURE. WHILE INVESTORS ARE PREDOMINANTLY LONG-TERM INVESTORS, SHORT TERM SPECULATION IS STILL AT A VERY NASCENT STAGE.

➤ **A RECENT CRISIL REPORT TITLED 'REAL(I)TY NEXT - BEYOND THE TOP 10 CITIES OF INDIA', STATED THAT LUCKNOW IS ONE OF THE NEXT TOP TEN CITIES WITH ENORMOUS REAL ESTATE POTENTIAL.** THE BUILDERS EXUDE POSITIVE MARKET SENTIMENT IN THE LONG RUN WHICH IS SUPPORTED BY THE FACT THAT MANY OUTSIDE DEVELOPERS OF REPUTE HAVE EXPRESSED INTEREST IN ESTABLISHING THEIR PROJECTS IN THE CITY. DEVELOPERS SHOW INTEREST IN TIER-II AND TIER-III CITIES LIKE LUCKNOW BECAUSE OF BETTER PROFIT MARGINS DUE TO LOWER LAND COSTS.

❖ INVESTMENT SCENARIO IN LUCKNOW / GROWTH CORRIDORS

AFTER RIGOROUS ANALYSIS IT HAS BEEN OBSERVED THAT CERTAIN LOCATIONS IN LUCKNOW HAVE SEEN A SHARP PROPERTY PRICE GROWTH TO THE TUNE OF 25-50% IN THE PAST 2-3 YEARS.

THE LOCATIONS THAT ARE CONSIDERED HOT-SPOTS FOR INVESTMENT ARE MAINLY IN THE TRANS-GOMTI REGION. LOCATIONS SUCH AS GOMTINAGAR, INDIRANAGAR, JANKIPURAM AND THEIR EXTENSIONS ARE CERTAIN GROWTH CORRIDORS WITHIN THE CITY.

HOWEVER, AS THE CITY HAS BEEN EXPANDING RADIALY, THE HIGHWAYS CONNECTING WITH SURROUNDING CITIES SUCH AS SITAPUR, FAIZABAD, SULTANPUR, RAE BARELI, KANPUR AND HARDOI HAVE GAINED PROMINENCE IN TERMS OF INFRASTRUCTURAL DEVELOPMENT AND MARKET ACTIVITY

❖ **FACTORS BOOSTING REAL ESTATE IN LUCKNOW**

THE RESIDENTIAL REAL ESTATE IN LUCKNOW HAS WITNESSED A RAPID GROWTH DURING THE PAST FEW YEARS. KEY FACTORS CONTRIBUTING TO THE GROWTH ARE:

- **LUCKNOW'S POSITION AS THE STATE CAPITAL AND THE SECOND LARGEST CITY OF UTTAR PRADESH. THE CITY IS THE ONLY LARGE URBAN CENTRE AMIDST A NUMBER OF SMALL TOWNS IN THE SURROUNDING DISTRICTS, MAKING IT AN ATTRACTIVE DESTINATION.**
- **GROWING PER CAPITA INCOME OF STATE, COUPLED WITH POSITIVE ASPIRATIONS OF MIDDLE-CLASS. THE STATE'S PER CAPITA INCOME IN FY 2011 STOOD AT A MODERATE LEVEL OF INR 26,211. PER CAPITA INCOME OF UTTAR PRADESH IN FY 2006 WAS INR 14,115 AND HAS SHOWN A PROGRESSIVE TREND EACH YEAR.**
- **IMPROVING INFRASTRUCTURE IN TERMS OF ROAD NETWORKS, GOOD EDUCATIONAL INSTITUTIONS AND ORGANIZED RETAIL. CREATION OF EMPLOYMENT OPPORTUNITIES BY THE PUBLIC AND PRIVATE SECTOR COMPANIES IS AN ADDED FACTOR. .**

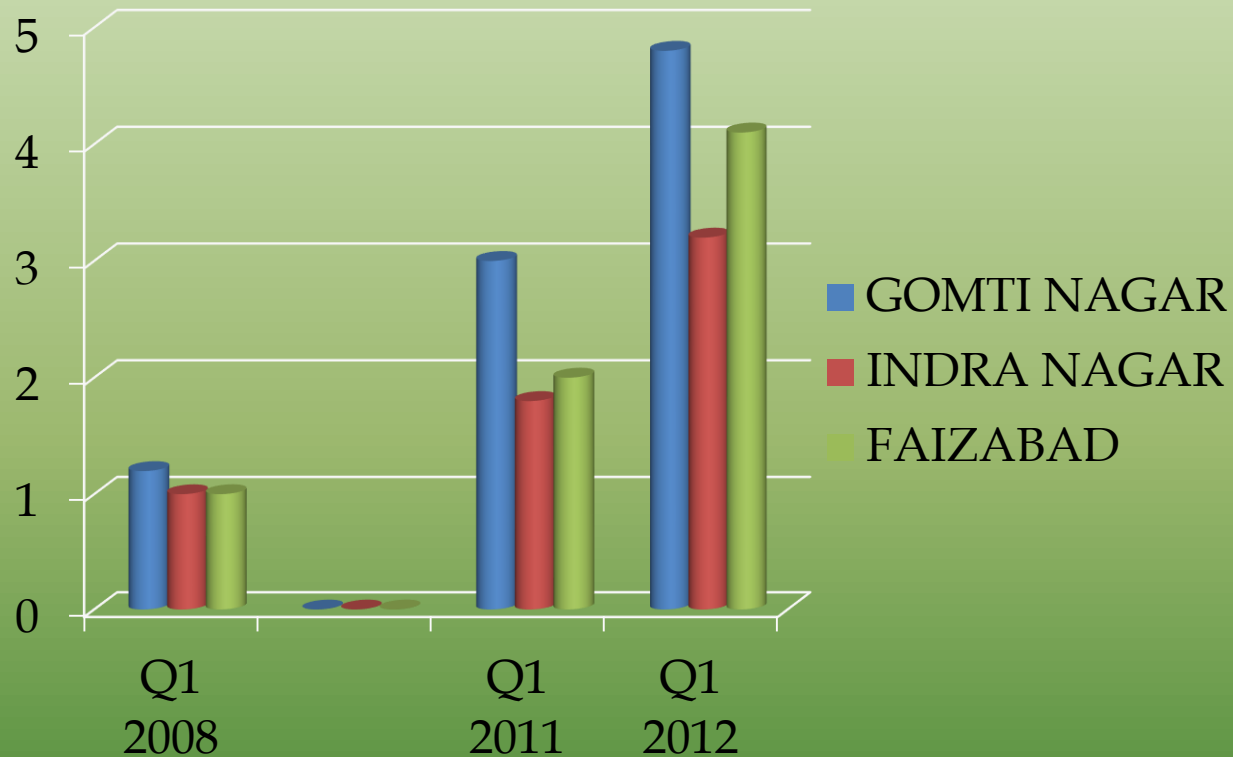
- **AVAILABILITY OF LAND AT AFFORDABLE PRICES WHEN COMPARED TO METROS, HAS LED PRIVATE DEVELOPERS TO VENTURE INTO THE MARKET.**
- **PRESENCE OF REPUTED PRIVATE DEVELOPERS LIKE DLF, ROHTAS, ELDECO, HALWASIYA, EMAAR MGF, ANSALS, UNITECH AND SAHARA IN THE FORM OF VARIOUS MEGA PROJECTS WITH WORLD CLASS SOCIAL AMENITIES IS SLOWLY AND GRADUALLY CHANGING THE FACE OF RESIDENTIAL REAL ESTATE IN THE CITY.**
- **LUCKNOW'S ELIGIBILITY UNDER JNNURM.**
- **THE PROPOSED METRO IN THE CITY IS ANOTHER REASON FOR THE BOOM**

❖ MAJOR LOCATIONS: GOMTI NAGAR PHASE I, II, AND EXTENSION, INDIRA NAGAR, CHINHAT, FAIZABAD ROAD, RABINDRA PALLI.

KEY HIGHLIGHTS

➤ FAIZABAD ROAD, A ROAD THAT CONNECTS LUCKNOW TO FAIZABAD, HAS DEMONSTRATED ACTIVE GROWTH AND IS EXPECTED TO GROW FURTHER IN THE NEAR FUTURE. THE MICRO-MARKET WITNESSES THE PRESENCE OF MANY EDUCATIONAL INSTITUTIONS, RESIDENTIAL TOWNSHIPS AND COMMERCIAL/RETAIL ESTABLISHMENTS (NISSAN, VOLKSWAGEN, TOYOTA SHOWROOMS, METRO CASH & CARRY TO NAME A FEW). RECENTLY SPENCER'S RETAIL STORE STARTED OPERATIONS ON THIS ROAD. THE MARKET PLAYERS ANTICIPATE MORE CONSOLIDATION ACTIVITIES (SMALL PLAYERS EXITING TO BIG PLAYERS) TO TAKE PLACE AT THIS LOCATION. THE RESIDENTIAL PROPERTIES ALONG THIS ROAD FALL IN THE PRICE BAND OF INR 2,000 - 2,500/SFT.

PRICE TRENDS IN TRANS - GOMTI LOCATIONS OF LUCKNOW*



Assuming 0 as the base for Q1-2008
Source: ICICI Property Services Group

After going through Lucknow Residential Real Estate Overview by ICICI Property service, we conclude that this is the right time to invest in Lucknow.

The management of Iconinfra has a wide experience of two decades in real estate marketing & being their own maiden project, ultimate care in choosing the location.

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decades in real estate marketing & being their own maiden
the management of iconinfra has a wide experience of two

❖ **ICONINFRA ESTATE SERVICES (P) LTD HAVE LAUNCHED
ICON RESIDENCY ON FAIZABAD HIGHWAY NH-28 . MASSIVE PLOTTING ON
1437929.25 SQFT -ACCOMMODATING MALL, CLUBHOUSE & VILLAS.
NA PLOTS MEASURING 600,750,1000 & 1200 SQFT RESPECTIVELY WITH
WIDE INTERNAL ROADS , DRAINAGE , WATER SUPPLY & ELECTRICITY.**





This project consists 33 acres = 1320 Gunthas

Road area = 415793.04 sqft.= 382

Green area = 19658.19 sqft.=18

Bungalow's = 253402.2 sqft.=233

Club & Mall = 41377.57 sqft.=38

Villas = 426641 sqft.=392

Total 297 plots = 269721.8 sq.ft=248

❖ **SITE VISIT PICTURES SHOWING 4 LANE HIGHWAY.**



❖ **SITE PICS WHERE WE CAN SEE THE VEHICLES ON THE HIGHWAY. FULL MARKS FOR THE LOCATION.**



❖ **WATER LEVEL IN THE WELL PROVING ABUNDANT GROUND
WATER SUPPLY**





**NEARBY
INSTITUTIONS
THAT WILL YIELD
HIGH RETURNS
ON
INVESTMENT.....**



SAGAR INSTITUTE OF TECHNOLOGY & MANAGEMENT





SARASWATI DENTAL COLLEGE

SARASWATI DENTAL COLLEGE



GOEL

Group of Institutions,
Technical Campus, Lucknow



HIND INSTITUTE OF MEDICAL SCIENCES
LUCKNOW



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— SETH M. R. —
JAIPURIA
SCHOOL LUCKNOW
तमसो मा ज्योतिर्गमय
तमसो मा ज्योतिर्गमय



INTER STATE BUS TERMINAL (ISBT) :-



DISTANCES :-





STATION -10
MINS



POLYTECHNIC-20
MINS



Nestled amidst the greens a beautiful music academy

HAZRATGANJ-25
MINS.

Kirasha K. Srin

ICONINFRA ESTATE SERVICES
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**WITH THIS WE CONCLUDE
THAT INVESTING IN THIS
PROJECT WILL YIELD BEST
RETURNS . THE PLOTS CAN BE
END USER FRIENDLY AS
RENTAL WILL BE GREAT IN
DEMAND DUE TO MANY
INSTITUTIONS NEARBY.**

**THANK YOU FOR YOUR
VALUABLE TIME.**

ICONINFRA ESTATE SERVICES
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