

# HERITAGE MAX REALTECH PRIVATE LIMITED

August 16, 2021

The Asst. General Manager,  
**State Bank of India**  
Home Loan Sales,  
Gurugram

Dear Sir/ Mam,

• **Information on the following Performa:**

S.No	Parameter	Particulars
1	Name of the Builder	Heritage Max Realtech Pvt. Ltd.
2	Registered address	K-1 Green Park Main, New Delhi-110016
3	Address for correspondence	10 <sup>th</sup> Floor, Tower D, Global Business Park, M.G Road, Gurugram-122002
4	e-mail id	Aditya.arora@conscient.in
5	Website url, if any	www.elevate.in
6	Date of establishment	5 <sup>th</sup> October 2015
7	Constitution	Pvt. Ltd. Company
8	If members of an Industry Body like Builder's Association etc, names of such bodies	No
9	Ratings from CRISIL/ ICRA / ISO certification etc. Please also mention details with copy of rating agency	No

10	Profile of the Partners / Directors			
S.No	Name	Age	Qualifications	Comments on his/her experience, area of expertise
1.	Mr. Lalit Jain	51	B.Tech (Civil)	Refer details given below
2.	Mr. Sumeet Kumar	47	B.Tech	
3.	Mr. Alejandro Jose Felez Buchholz	56	Aeronautical Engineer	
4.	Mr. Monish Krishna	47	B Arch., MSc	

**Experience/ Area of Expertise:**

- 1) **Mr. Lalit Jain** Mr. Lalit Jain has done B-Tech (Civil Engineering) from Karnataka University and has over twenty years of experience in Real Estate Business. One of the promoter Director of Conscient Group. He has profound knowledge of real estate project execution.
- 2) **Mr. Sumeet Kumar** Mr. Sumeet Kumar has done B-Tech (Mechanical Engineering) from Jamia Millia Islamia University. One of the co-founders of Micromax Informatics Limited, who looks after the IT & IT enabled technology related aspects of the Mobile phones business of Micromax Group.

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Regd. Office : K-1 Green Park Main, New Delhi-110016  
Corp. Office : 10<sup>th</sup> Floor, Tower - D, Global Business Park, M.G. Road, Gurugram – 122002  
Tel : +91 124 2803000 , Fax : +91 124 2803001 ; E-mail : info@conscient.in  
CIN : U70200DL2015PTC286008

- 3) Mr. Alejandro Jose Felez Buchholz  
Mr. Alejandro Jose Felez Buchholz is Aeronautical Engineer by profession. He is currently acting as a Managing Director of development operations for Hines India Real Estate Pvt. Ltd. and is responsible for leading all design and construction activities for Hines India. Mr. Buchholz joined the Hines Group in the year 2000 as Senior Project & Construction Manager. He relocated to India in 2014 to launch Hines India's residential platform. Prior to his relocation he was responsible for all real estate development in Cataluña and Andalucía as head of the group's Barcelona and Marbella offices.
- 4) Mr. Monish Krishna  
Mr. Monish Krishna has done Bachelor of Architecture and Master of Science in Real Estate Development. Mr. Krishna joined Hines in 2006 and was responsible for the management and oversight of all aspects of the development of the Hines 'One Horizon Center' on Golf Course Road, Gurugram. Prior to joining Hines, Mr. Krishna had worked abroad on various renowned projects in New York, Boston, Pittsfield, Massachusetts etc. He was also involved in the design and development services of New Delhi Metro Rail Project in his initial days post completing his Bachelors.

11	<b>Details of last 2-3 residential projects executed by the same firm/company/promoters</b>		
	The project 'Elevate' is the first project of Heritage Max Realtech Pvt. Ltd.		
Project Name	NA	NA	NA
Location			
Whether the project was approved by SBI?			
If approved by Housing Finance Company like HDFC/LICH F etc, and/or Scheduled Commercial Bank, furnish names of HFCs/Banks			
Month & Year of commencement of construction			
Present Status (Completed / Partially completed)	Completed on (Month & Year)	Completed on (Month & Year)	Completed on (Month & Year)
If partially completed, Expected Month & Year of Completion	..... Phases completed. Full completion expected by ..... (Month & Year)	..... Phases completed. Full completion expected by ..... (Month & Year)	..... Phases completed. Full completion expected by ..... (Month & Year)
Total built up area of the project, in Sq.M.			
Number of floors			
No. of Dwelling Units in the project			
No. of units sold in the project			
Date of Occupancy Certificate			
Date of conveyance			

For Heritage Max Realtech Pvt. Ltd.

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<b>12</b>	<b>Details of the present proposal</b>												
Project name	<b>Elevate</b>												
Location	Sec-59, Golf Course Ext. Road, Gurugram												
Details of construction finance / loan, if any, availed by the builder for this project.	Financial Assistance of Rs. 275 Crore sanctioned by HDFC Limited vide Sanction Letter no. HDFC/Heritage Max/ OL-1 dated 16 <sup>th</sup> March 2018. (Construction Finance of Rs. 260 Crore and Non fund based Facility of Rs. 15 Crore).												
Status of land in present project, encumbrance of the project land, if any	Project Land is mortgaged to HDFC Ltd. against the above said financial assistance.												
If approved by Housing Finance Company like HDFC/LIC HF etc, and/or Scheduled Commercial Bank, furnish names of HFCs/Banks along with copy of approval letter(s)	--												
Month & Year of commencement of construction	April 2021 {tentative} for Phase II of Elevate												
Proposed Month & Year of Completion	31 <sup>st</sup> December 2025 {tentative} for Phase II of Elevate  Completion is excluding force majeure period, if any, which is beyond the control of the Company.												
Proposed construction plan. (Please furnish details of No. of phases, No. of buildings, No. of floors, No. of dwelling units in each building. Planned Schedule of completion of each building, phase, project)	No. of phases : Two or more No. of buildings/Towers : as below No. of Floors in each tower: as below No. of Dwelling units in each tower: as below Planned Schedule of completion tower wise: as below If tower nos. changed from original sanctioned plans. please give details of renaming of towers/units												
<table border="1"> <thead> <tr> <th>No. of buildings/ Towers</th><th>No. of Floors in each tower</th><th>No. of Dwelling units in each tower</th><th>Planned Schedule of completion tower wise</th></tr> </thead> <tbody> <tr> <td>Tower D (3BHK)</td><td>S+33</td><td>128</td><td>31<sup>st</sup> December 2025</td></tr> <tr> <td>Tower E (3BHK)</td><td>S+31</td><td>120</td><td>31<sup>st</sup> December 2025</td></tr> </tbody> </table>		No. of buildings/ Towers	No. of Floors in each tower	No. of Dwelling units in each tower	Planned Schedule of completion tower wise	Tower D (3BHK)	S+33	128	31 <sup>st</sup> December 2025	Tower E (3BHK)	S+31	120	31 <sup>st</sup> December 2025
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Tower D (3BHK)	S+33	128	31 <sup>st</sup> December 2025										
Tower E (3BHK)	S+31	120	31 <sup>st</sup> December 2025										
Total built up area of the project, in Sq. Mtr.	<b>173819.370</b>												
No. of Dwelling Units in the project	<b>556 {308 in Phase I and 248 and Phase II}</b>												
No. of Units sold in the project	<b>345 Units Approx.</b>												
<b>Project Value : You may consider the Average Price of Rs. 11000/- per sq ft.</b>													
Type of Flat	No. of Flats	Average price per flat	Total										
2BHK or plot size	--	--	--										
3BHK	496	--	--										
4BHK etc.	60	--	--										
<b>Total Project Value</b>		Rs.											
<b>Business Committed by the builder no. of cases and amount</b>		It is a known fact that SBI is first preferred choice for customers. We expect that majority finance cases will go to SBI, however, the same will be driven by market forces											

For Heritage Max Realtech Pvt. Ltd.



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13	Whether you are Interested to be engaged as Marketing Associate?	No
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14. Disbursement to be made in favour of :		
Name/ Title of Account	:	Heritage Max Realtech Pvt. Ltd. – Master 2 Escrow A/c
Account Number	:	57500000622122
Bank	:	HDFC Bank Limited
Branch	:	HDFC Bank Limited, Sector 53, Vatika Atrium Branch, Gurgaon
IFSC code	:	HDFC0000572

**For Heritage Max Realtech Pvt. Ltd.**

*For Heritage Max Realtech Pvt. Ltd.*



*Authorised Signatory*

**Authoried Signatory**