

PROJECT PROFILE

OF

AMBITION HOMES PRIVATE LIMITED

*Registered Office :*

301, 3<sup>rd</sup> Floor, Ambition Ram square

New Dak Bungalow Road – Jamal Road Corner

Patna – 800 001

## **INTRODUCTION:**

M/s Ambition Homes Private Limited is a private limited company, having its Corporation Identification No. U70102BR2009PTC014567 and its Registered office at 301, 3<sup>rd</sup> Floor, Ambition Ram square, New Dak Bungalow Road – Jamal Road, Patna – 800 001. The Company was incorporated on 1<sup>st</sup> June, 2006. The Company is involved in business as builders, property developers, Engineering Contractors, Civil, mechanical and labour contractors, building and erection engineers, consultants, dealers in, and other items in connection therewith or incidental thereto for Residential and Commercial purposes.

## **BRIEF INTRODUCTION:**

### **Residential Buildings:**

Residential construction is different than commercial construction, because these buildings are used for people to live in instead of working in. While many people think that single family homes are residential construction, the category also includes multi-family homes, apartments and condominiums. For each residential construction project, a piece of land is purchased, cleared, and graded. The drainage and other features are added and then the construction of the building takes place. Once the home is finished, a person moves in and the contractor moves on to their next project.

### **Commercial Buildings:**

Commercial construction is usually done to attract buyers to invest in restaurants, hotels, or offices. It is important for you to know the plan and design of your construction site. A commercial construction project is undertaken within the private sector as the main motive of this business is to earn maximum profit.

It is their business to design the commercial structures and offer them for sale. This is usually of three types depending upon the structures, which are:

- Small-scale for home renovations.

- Medium-scale for shopping malls and small businesses
- Large-scale for big offices, skyscrapers, and hospital

## **A GLIMPSE OF REAL-ESTATE INDUSTRY IN INDIA:**

Real estate is a property that consists of land and improvements, such as buildings, fixtures, roads, structures, and utility systems. It generally includes undeveloped property and vacant land and housing for individuals and families, such as single-family homes, apartments, condominiums, townhouses, and other types of living arrangements. It also involves commercial properties, such as shopping malls, individual stores, office buildings, parking lots, medical centers, and hotels, and industrial buildings that are used for manufacturing, mechanical production, research and development (R&D), construction, transportation, logistics, and warehousing. In India, investments in the real estate sector are increasing rapidly as they offer a high return on investment (ROI) and tax benefits.

### **India Real Estate Market Trends:**

In India, the real estate industry is one of the highest employment generators after the agriculture sector. This can be attributed to the escalating demand for residential properties due to rapid urbanization and inflating disposable incomes of individuals. Moreover, the increasing need for contemporary office spaces and the emerging trend of urban and semi-urban lodging are acting as other significant growth-inducing factors. Furthermore, the expanding e-commerce sector in the country is catalyzing the demand for warehousing facilities, which is providing a positive thrust to the market. Besides this, with the growing use of telecommunication services and the implementation of 5G and data localization norms, there is a rise in the need for data storage facilities. This, in turn, is positively influencing the demand for resilient data center infrastructure and consequently bolstering the market growth. Apart from this, various initiatives undertaken by the Government of India, such as investments in smart city projects and tax exemption for interest on housing loans, are anticipated to create lucrative business opportunities for industry investors in the country.

## **Indian Market in respect to Global Market:**

Even as the global housing market faces a slump, 2023 is likely to be a year of expansion and growth for the Indian market claim real estate experts driven primarily with the economy showing stability and a strong end-user residential demand.

## **International reality**

In USA, interest rate hikes have resulted in cancellation of projects. In the UK, property investment returns fell 10.4 per cent in 2022, in a sharp turnaround from gains of 20 per cent in 2021, claimed reports. However, the real estate markets of Asia have shown resilience in recent months. Research analysts, Credit Suisse has stated that Singapore property will be a “beacon of light” despite global housing slump.

## **Indian real estate: Sustained urbanization will drive growth**

The Indian real estate sector is pretty much mirroring the resilience shown by the Indian economy despite global headwinds. Real estate is expected to contribute a larger share of India’s GDP and expand its market size in the coming years. Growth leellers are even, and momentum is only likely to ramp up in magnitude. While the global real estate industry has seen a slump and sales plummet, the Indian real estate sector serves as a fitting example of tiding over tumultuous times and show signs of growth consistency in the years to come as well,” Manoj Gaur President Credai NCR and CMD Gaur Group told Business Today. In India, the market is likely to thrive, claim realtors, despite headwinds. Yash Miglani, MD Migsun Group says, “The Indian real estate industry is currently thriving, despite headwinds faced by the global real estate market. A number of factors are driving this success, including strong economic growth, favourable demographics, and an increase in foreign investment. Economic growth in India has been strong in recent years, averaging around seven per cent per year. This has led to rising incomes and increased demand for housing, both from first-time buyers and those looking to upgrade their homes.

## **Favourable demographics**

Favourable demographics are also playing a role, with a young population that is increasingly urbanising and seeking better quality housing. Anshuman Magazine, Chairman & CEO - India, South-East Asia, Middle East & Africa, CBRE said, "In India the house ownership as a percentage of the population is low and with increasing urbanisation the demand of housing in India has maintained its buoyancy. This is expected to touch new heights in 2023. This can be seen from the fact that ready to move inventory is almost over and now customers are getting options in under construction projects only hence there is a robust demand for housing properties. India has the unique advantage of a large and youthful labour market and has risen in the global business environment ranking and continues to be an attractive market for investors globally.

## **Infrastructure spending is key to the realty success of India**

Infrastructure spending on the roads, metro-railway and other amenities have sustained realty growth in India. A sizeable capital spending on infrastructure and asset-building projects has been a key factor that has boosted growth multipliers in the real estate ecosystem. During challenging times, businesses have looked at India as an attractive, resilient, and cost-effective investment destination to contain costs.

## **Foreign investments**

Foreign investment has also been a key driver of the Indian real estate market. A number of large overseas investors have pumped money into the country's real estate sector in recent years, attracted by its potential for long-term growth. This has helped to offset any slowdown in domestic demand and keep the market buoyant.

## **Sales projections for 2024**

Anuj Puri, Chairman, Anarock Group told Business Today, "In 2024, residential supply is likely to lag sales as developers may focus on execution and calibrate launches. However, sales are likely to be in similar range as of 2024. Consolidation may continue for a while with the share of large and listed developers being 33 per

cent to 35 per cent of the overall residential area sold in 2024. A word of caution - buyer sentiment might be impacted if inflation remains unchecked. Commercial office demand may shrink by 10 per cent to 12 per cent in 2024 amidst the looming recession. Office supply may exceed demand leading to a rise in vacancy levels from the current 16 per cent to around 18-20 per cent. A possible recovery in the commercial office sector is likely by Q4 CY 2024.

### **The Bright Future of Patna Real Estate**

Patna, the heart of Bihar, is one of the best blends of rich Indian culture and modern lifestyle. Patna is not only the largest city and the capital of Bihar. The city of Patna is amongst the fastest growing cities in eastern India. Patna ranks 21 in the list of fastest-growing cities. Patna is a hot property market in Bihar. Different parts of Bihar connect well with Patna. This makes Patna, a place for the very high demand for properties. There has been tremendous growth in development in Patna. With the increasing development, the Patna Real Estate market has expanded a lot. From the perspective of a business owner as well as a customer, you can see that there is an increase in real estate projects in Patna. There are many locations in Patna that are hot in demand for residential properties, flats, individual houses, and commercial properties.

### **Reason for the demand for Real Estate in Patna**

- The economy of Patna is growing very fast. With loads of FMCG companies establishing in Patna, its economy is growing even faster.
- Since 2005 Patna's economy is being boosted by the green revolution business and Information Technology Industries.
- The service sector in Patna is also on a boom and offering bright employment options.
- Also, as per a report of the World Bank, Patna is India's 2nd best city to kick-start a business. The economy of Patna is greatly favourable for startups.

- There are offices of several leading brands in Patna and many more will be opening in the near future Patna.
- There is a proposal to set up an airport in Bihta, which is one of the reasons for the boom in Patna real estate. Apart from this, the project for the development of NH82 and NH83 is also a reason for rising Patna real estate.
- The proposed four-lane project and metro project are expected to strengthen the connectivity of Patna, which would ultimately bring good appreciation in property rates in Patna.
- As compared to some other big cities like Ahmadabad, Bhopal, Chandigarh, and Meerut etc., buying a house in Patna is way less costly. The prices of residential properties in Patna are still very low and reasonable.

Since it is very obvious that anyone who is planning to invest in the property market. They consider some main factors like connectivity, development projects, growth prospects, amenities, and reasonable prices, etc. And you will be surprised to know that Patna qualifies well on all such parameters. Patna Real Estate is on a rising trend and the prices for flats and individual houses in Patna are still lower in comparison to other big cities. And hence the buyers have more scope to earn a good return on investment.

### **Delhi Holds a Strong Niche for Real Estate Investment in 2024**

Real Estate Investment in Delhi has gained good attention because the need for homes and investment did not affect and today builders are leaving no stone unturned to bring quality developments representing an international structure filled with top-notch modern services to keep the investors & home buyers fully content.

With many top locations, Delhi is marked as the leading hub with a frenetic financial and technology hub generating a swimming pool for the job that escalates the employment rate, and along with this, the real estate market has taken a sharp move towards development. And as per the survey & report, Delhi NCR has been the highest revenue generator which is appx. \$610 million. The real estate future is here

as the rapid developments in transportation, jobs, the real estate industry and the entertainment sector all have ameliorated its growth where the big shots are ready to make investments.

1. **WITH POOL OF JOBS:** Being a capital city New Delhi it brings heaps of jobs where citizens can find their dream jobs and be a part of the developed & planned city. Today all top notch companies are settled here to get high opportunities and meet an ideal lifestyle that maintains the right balancing and ameliorates the standard.
2. **UNSTOPPABLE GROWTH IN REAL ESTATE:** Every city has sipped ups & downs in the real estate sector and builders are sparing no efforts to bring top notch projects which are crammed with modern features and services to change the overall experience. Also, real estate investment has been considered as the lucrative way to utilize the asset and make it 2X. From the basics to the high class project DLF One Midtown Moti Nagar investor or a home buyer can find any type of property that fits in their budget & need. So the variety of options creates a spiral for demand & supply that is essential for any city.
3. **ROBUST DEVELOPMENTS:** Delhi holds some obvious facts of robust developments where it eases the livability in terms of transportation, job opportunities, social & physical infrastructures and more, so these rapid developments make it the capital city where nothing stops.
4. **HIGH STANDARD LIVING:** To meet a high standard lifestyle the area should be crammed with robust social and physical infrastructures to have better accessibility to everything. Today the development of the mall, retail shops, commercial centre, dine-in options and more have taken its niche that brings 100 per cent comfort & ease to your living. Most importantly, the metro has connected Delhi and its adjoining areas such as Noida, Gurgaon, Faridabad and more very well to keep everyone well connected on a large scale.
5. **CONNECTIVITY:** So connectivity Delhi holds a strong niche for Real Estate Investment where top-notch builders are pulling out all stops to create better



livability for those who are missing out on the chance of living in this paradise, so better to be a part of a city that assures high ROI and exposure of city's parks.

## **ADVANTAGES:**

### **1. ROBUST DEMAND**

- a. According to Savills India, real estate demand for data centers is expected to increase by 15-18 million sq. ft. by 2025.
- b. Demand for residential properties has surged due to increased urbanisation and rising household income. India is among the top 10 price appreciating housing markets internationally.
- c. Organised retail real estate stock is expected to increase by 28% to 82 million sq. ft. by 2025.

### **2. ATTRACTIVE OPPORTUNITIES**

- a. As per ICRA estimates, Indian firms are expected to raise >Rs. 3.5 trillion (US\$ 48 billion) through infrastructure and real estate investment trusts in 2022, as compared with raised funds worth US\$ 29 billion to date.
- b. Private market investor, Blackstone, which has significantly invested in the Indian real estate sector (worth Rs. 3.8 lakh crore (US\$ 50 billion), is seeking to invest an additional Rs. 1.7 lakh crore (US\$ 22 billion) by 2030.

### **3. POLICY SUPPORT**

- a. Driven by increasing transparency and returns, there's a surge in private investment in the sector.
- b. Indian real estate attracted US\$ 5 billion institutional investments in 2020, equivalent to 93% of transactions recorded in the previous year.

- c. The real estate segment attracted private equity investments worth Rs. 23,946 crore (US\$ 3,241 million) across 19 deals in Q4 FY21.

### **COMPLETED PROJECTS:**

In this industry of stiff competition, the company has established and made a name for itself in the market through the following accomplished projects the Cities on Delhi and Patna:

SL. NO.	PROJECT NAME	LOCATION	PROJECT TYPE	AREA (SBU)
1	AMBITION RESIDENCY	OFF EXHIBITION ROAD	RESIDENTIAL	80,000.00
2	AMBITION BUSINESS CENTRE	JAMAL ROAD	COMMERCIAL	40,000.00
3	AMBITION SAPPHIRE	KHAJPURA BAILEY ROAD	MIXED	1,10,000.00
4	AMBITION TRIVENI	NAYA TOLA	RESIDENTIAL	1,20,000.00
5	AMBITION OJHA PLAZA	KADAMKUAN	COMMERCIAL	40,000.00
6	AMBITION SHARDA RESIDENCY	BEHIND J.D WOMENS COLLEGE	RESIDENTIAL	30,000.00
7	AMBITION RAM SQUARE	NEW DAK BUNGALOW ROAD	COMMERCIAL	1,00,000.00
8	AMBITION CORPORATE PARK	BORING CANAL ROAD	MIXED	60,000.00
9	AMBITION SRESTH MALL	PILLER NO. 54 & 55 RAJA BAZAR,	COMMERCIAL	75,000.00
10	AMBITION ABC TOWER	BORING ROAD	COMMERCIAL	60,000.00
11	AMBITION BUSINESS PARK	NEAR SAGUNA MORE	COMMERCIAL	85,000.00
12	SIDDHI VINAYAK PLAZA	R. K. BHATTACHARYA ROAD	MIXED	60,000.00
13	BALAJEE RESIDENCY	RAJENDRA NAGAR, PATNA	RESIDENTIAL	40,000.00
14	RIDDHI-SIDDHI COMPLEX	RAJENDRA NAGAR, PATNA	COMMERCIAL	50,000.00
15	KAMLA BUSINESS PARK	BORING CANAL ROAD, PATNA	COMMERCIAL	1,00,000.00

16	BHAGWATI DWARKA ARCADE	EXHIBITION ROAD, PATNA	COMMERCIAL	25,000.00
17	AMBITION GREEN RESIDENCY	NEW PATLIPUTRA COLONY	RESIDENTIAL	70,000.00
18	AMBITION ELITE	EAST BORING CANAL ROAD	RESIDENTIAL	60,000.00
19	D/44	RAJOURI GARDEN, NEW DELHI	RESIDENTIAL	30,000.00
		<b>TOTAL AREA</b>		<b>12,35,000.00</b>

### **ONGOING PROJECTS:**

Presently, the company is striving for up keeping its standards in the market as it is completing the following projects:

SL. NO.	PROJECT NAME	LOCATION	PROJECT TYPE	AREA (SBU)
1	AMBITION PRIDE	BANK ROAD	MIXED	60,000.00
2	AMBITION PARADISE	RUPASPUR, DANAPUR, PATNA	MIXED	1,50,000.00
3	THE PLATINUM	SECTOR - 32, ROHINI, DELHI	RESIDENTIAL	4,50,000.00
4	26/70	PUNJABI BAGH, NEW DELHI	RESIDENTIAL	20,000.00
5	AKASHHA	SANJAY NAGAR, GULABI BAGH	RESIDENTIAL	2,50,000.00
		<b>TOTAL AREA</b>		<b>9,30,000.00</b>

The following are the upcoming projects :

SL. NO.	PROJECT NAME	LOCATION	PROJECT TYPE	AREA (SBU)
1	AMBITION NARAYAN CENTER	FRAZER ROAD, PATNA	COMMERCIAL	50,000.00
2	NIVASAA	RANIPUR BY - PASS, PAHJAWA, PATNA	MIXED	20,00,000.00
		<b>TOTAL AREA</b>		<b>20,50,000.00</b>

## **PROMOTERS:**

<i>Name of the Directors</i>	<i>Age</i>	<i>Status</i>	<i>Qualification</i>
Rakesh Kumar Agrawal	55	Director	Graduate
Dilip Kumar Mittal	47	Director	Graduate
Nidhi Agarwal	46	Director	Graduate
Rashmi Mittal	47	Director	Graduate

**Rakesh Kumar Agrawal:** Mr. Rakesh Kumar Agrawal is a Commerce Graduate with long experience of 30 years in the business of construction and real-estate. He is presently having a good market Share in the Construction Business. His marketing ability and a good customer base has been an asset to the organization since its incorporation.

**Dilip Kumar Mittal:** Mr. Dilip Kumar Mittal is a renowned industrialist who has vast experience of over 20 years in handling the marketing and managing the many businesses. His gifted knowledge in the field of finance will surely fulfill the need of the respective role. His unmatched expertise has proven to be the guiding force for the operations in the Company since its incorporation.

**Nidhi Agarwal:** She is a well-established industrialist with over 10 years of experience and having well connection with raw material suppliers as well as buyers too. She is managing the business of Ambition Homes Pvt Ltd as a director.

**Rashmi Mittal:** She is a dynamic individual with over 15 years' experience in the corporate world. She is well-versed in handling negotiations and business communications. Her kind and gentle demeanor has been a great asset for the company in handling and managing customers and Suppliers alike.

## **THE PROCESS OF CONSTRUCTION IS EXPLAINED IN THE FOLLOWING STEPS:**

- **Development:** The cost of the project is the key factor. It gives a clear idea about the Market Requirements by giving an estimated cost of the project.
- **Design:** The clients and the buyers must have a vision of the final output of the construction. It is important to show them a model of the building, and until and unless they give it a nod, it will not be possible to move ahead with the project.
- **Construction:** This is the most important part as once the construction starts, the developer has to keep a check on the budget and see that there are no unnecessary expenses. They must also ensure that the work is done systematically and is moving as per the schedule. The development process of the real estate project has 9 stages:
  - Selecting and assessment of the land: This stage is started to provide general information such as location, size, boundaries, environment interactions, current and previous used areas, infrastructure situation and access to land routes. After, it is carrying out by climatic investigation with having wind and sun conditions, temperature, rains average and humidity in the region. Then it is done extensive research on the geological situation, plot the topography, altitude, space images, coordinates, getting plant status and interaction with water. In addition to the collected data, the population of the region where the plot, demographic structure, commercial and industrial structuring in the region, adjacent building heights, and including social-cultural situation analyzed comprise the level of purchasing power of the population living in the region. Lastly, This stage is completed to investigate including land register, the information land use knowledge and permission, land minimum usage area information, building height limit TAKS, KAKS, parking area, leave the area, green area, the plan notes, information, commentaries, land records, shareholder information, and 1/1000 development plans and legal notes.

- Identifying the objectives regarding to Land: In this stage, The SWOT analysis (to general evaluate regarding to problems and opportunities) is done for Land. General factors that will be effect is identified. It makes decision for developing on Land after identifying the basic criteria that is determined which goal of the land will use for.
- Feasibility Report: In this stage, Environmental, Social and Economic analysis are done. For instance, environmental impact assessment report, marketing analysis, financial analysis, economic analysis, social-cultural and marketability analysis. Detailed strategic planning process is prepared. Design criteria are identified for planned projects of which developing land with various scenario by haggling regarding to land combination. At this stage, Planning related to master schedule and dates of target completion for Project by identifying the target budget is done. Depends on above data, Risk analysis is done by identifying all of the risks related to investment, market, finance, operational, acquire the land on optimum value, fails on the market data, inexperience, failure marketing and periodical Under the lighting of above data, investment strategy is finalized with developing conceptual by identifying most efficient purpose of the land.
- Architectural Design: Architectural design stage contains of shop drawings and details projects of engineering and architecture, testing the market as per prepared architect design, report's data about investing strategy, economic feasibility, conceptual developing, most efficient use's goal and marketing analysis.
- Cost and Budget: At this stage, Detailed budget for Project is created by calculating all of the direct and indirect costs
- Financing: This stage carried out in parallel with feasibility stage. How much of the investment will be carried out using equity, bank loans and talks about the use of external financing issues are carried out. Alternative scenarios are worked on financial models such as flat for

land development, revenue sharing model, build-operate-transfer, build-operate.

- Construction: This stage is started by obtaining the all of the permits and licences pre-construction, then going on with assignment personnel who is authority and responsible in organisation and by tracking with mobilization phase, ending with construction Works.
- Marketing & Sales and Lease: This stage should actually began at the design phase, In particular, because of process of renting will directly affect architectural design. Likewise, marketing activities playing the determined role at the process of the architectural design.
- Close-up: This stage is the last stage in real estate development. Booklet of use must be given to operator company, if the Developed Project is operated If the Developed Project will be sold, for instance a housing Project; It should be noted that the completion of all necessary legal matters in the closing stages for transferring process. Each title entire real estate development steps with a separate management topic in itself, an effective management philosophy, to support this management highly qualified employees and data that occur in all of these processes are needed strong and integrated computing infrastructure that will transfer to each other.
- **Final Outcome**: When the project is nearing completion, proper touring and inspection of the building becomes integral. The stakeholders shall make the final decision after which the building becomes ready for hand-over.