

RUDRA

Lifestyle Statements

Welcomes

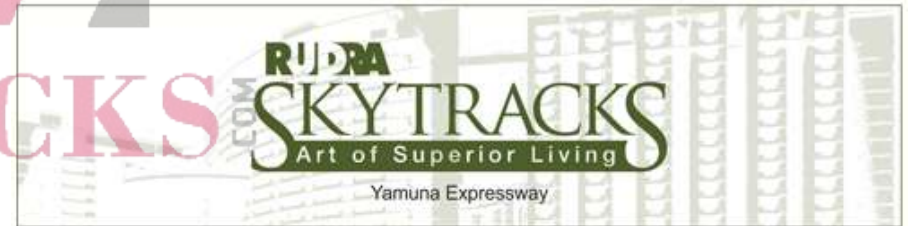
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**RUDRA
PALACE HEIGHTS**
1/2/3/4 BHK Apartments | GH-02B, Sec.1, Greater Noida (West)



**RUDRA
AQUACASA**
The First Lake City
2, 3 & 4 BHK LIFESTYLE APARTMENTS
GH 05A, SECTOR-16, GREATER NOIDA (WEST)



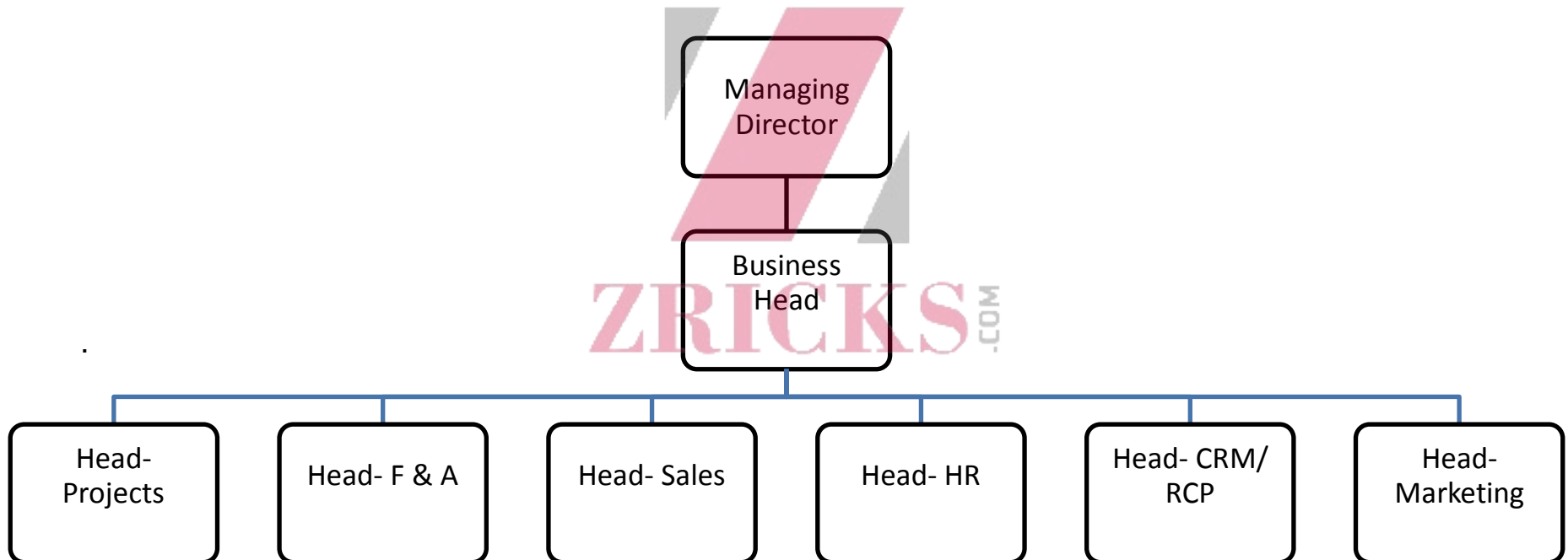
**RUDRA
SKYTRACKS**
Art of Superior Living
Yamuna Expressway



**RUDRA
PAVO REAL**
2, 3, 4 BHK Premium Apartments,
Indrapuram, Gzb.

RUDRA

Lifestyle Statements



RUDRA

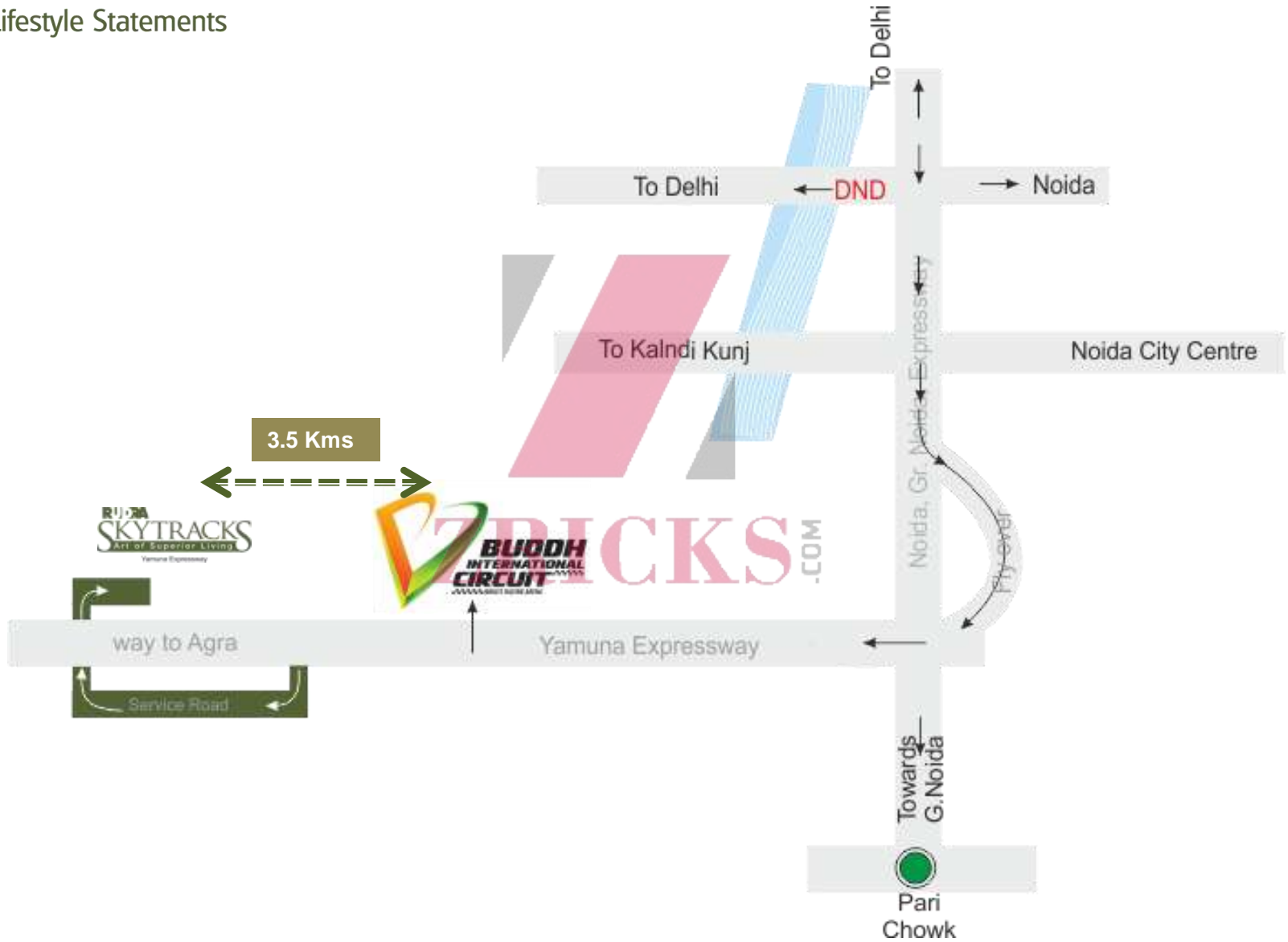
Lifestyle Statements

Vision: Rudra stands for reliability in Delivering to aspirations of member of each family from the each roof of the house it provides and creates wealth for each owner of the property and each channel partner involved.

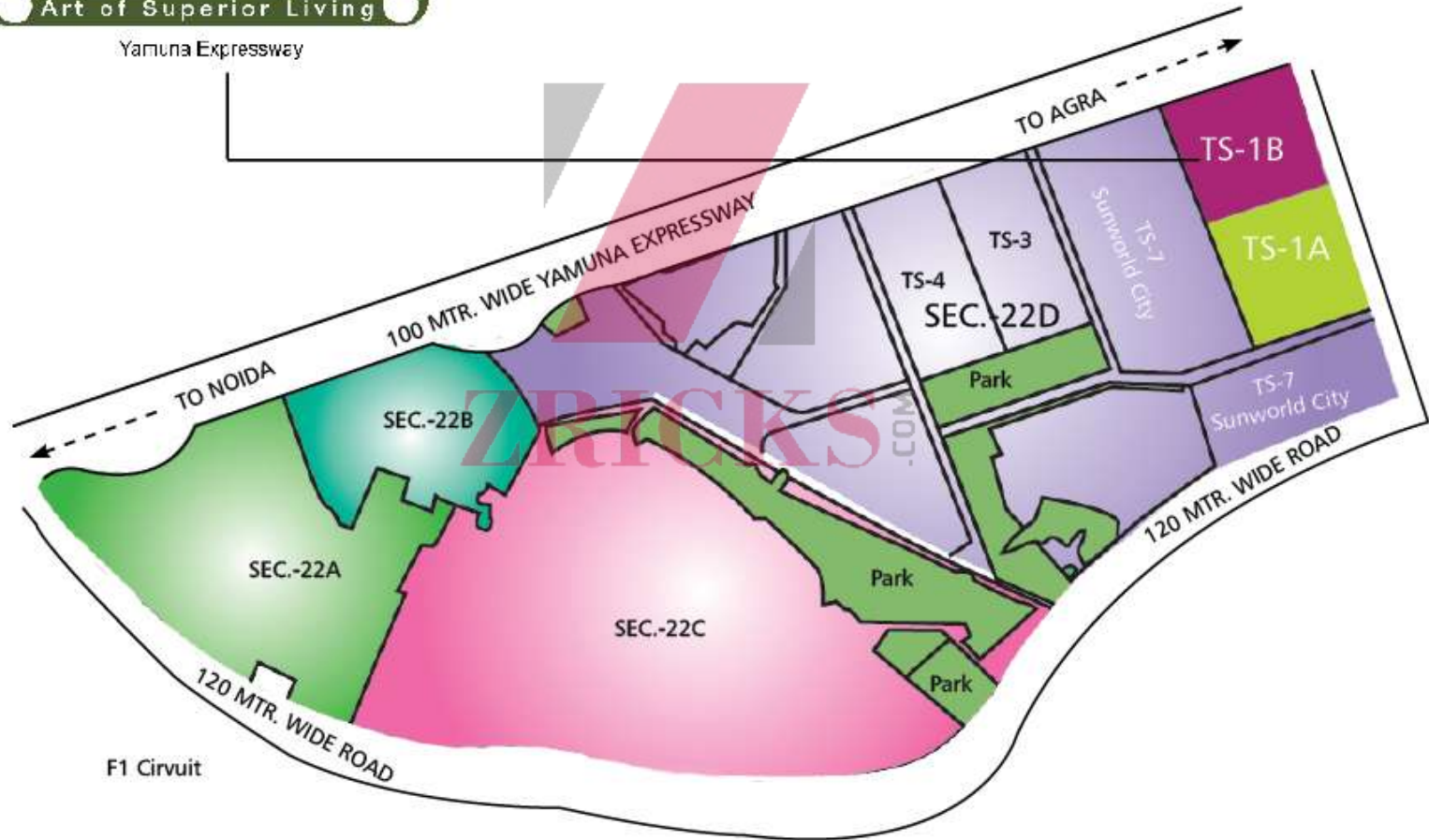
Mission: Deliver 20,000 Households with unique Lifestyle Statement by 2020.







Road Map





Layout Plan

TYPE

- T1 - 1Bed 685 sq.ft.
- T2,T3 & T4 - 2Bed/2Bed+Study 960/1155
- T5,T6 & T7 - 3Bed/3Bed+Study 1365/1470
- T8,T9 & T10 - 2Bed/2Bed+Study 960/1155

MASTER PLAN PROPOSED GROUP HOUSING
 AT YAMUNA EXPRESS WAY NOIDA

SALIENT FEATURES

Hospital

Club

Electronic security system

Mini cinema

Library

Business center

Plaza and luxurious lobbies

Separate spa for men and women

Amphitheater

Children play area

Guest suits

Common laundries for bachelors

Rock Garden

PROJECT
SPECIFICATIONS

Total Area : 38000 Sq. Mt.

Towers : 10

Total Flats : 1393

Delivery : 2017

FLOOR
 PLAN FOR
 SKYTRACKS

TYPE	AREA	NOS	IN TOWER
3BED+2TOI+STUDY	1470sq.ft.	90	T5,T6,T7
3BED + 2TOI	1365sq.ft.	318	T5,T6,T7
2BED+2TOI+STUDY	1155sq.ft.	580	T2,T3,T4, T8,T9,T10,
2BED+2TOI	960sq.ft.	206	T2,T3,T4, T8,T9,T10,
1BED (1)	685sq.ft.	61	T1
1BED (2)	685sq.ft.	68	T1
1 BED (3)	685sq.ft	70	T1

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OUR USP

- Jogging Track above 20th floor.
- Proximity to world fourth largest night safari.
- Affordable price.
- Proximity to universities like Gautam Buddha and other.

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FLOOR PLAN FOR SKYTRACKS

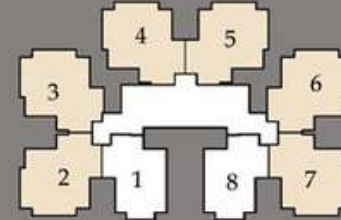
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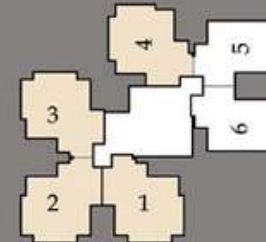
TYPE	AREA (sq.ft.)	NOS
3BED+2TOI+STUDY	1470	90



TYPE	AREA (sq.ft.)	NOS
3BED+2TOI	1365	318



KEY PLAN
 T-2, T-3, T-8 & T-10



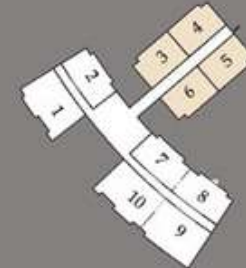
KEY PLAN
 T-4, & T-9
 2BED + 2TOILET + STUDY
 SALABLE AREA = 1155 SQFT

TYPE	AREA (sq.ft.)	NOS
2BED+2TOI +STUDY	1155	580



TYPE	AREA (sq.ft.)	NOS
2BED+2TOI	960	206

sb5#



KEY PLAN
 T-1

1BED + 1TOILET (TYPE -I)
 SALABLE AREA = 685 SQFT

TYPE	AREA (sq.ft.)	NOS
1BED(3)	685	61



KEY PLAN
 T-1

1BED + 1TOILET (TYPE 2)
 SALABLE AREA = 685 SQFT

TYPE	AREA (sq.ft.)	NOS
1BED(2)	685	68

▲
ENTRY

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KEY PLAN
 T-1
 1BED + 1TOILET(TYPE3)
 SALABLE AREA = 685 SQFT

TYPE	AREA (sq.ft.)	NOS
1BED(1)	685	70

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Price List

(w.e.f. 01.07.2013)

Accommodation	Flat Sizes
1 BHK	685 Sq. ft.
2 Bedroom + 2 Toilets	960 Sq. ft.
2 Bedroom + Study	1155 Sq. ft.
3 Bedroom	1365 Sq. ft.
4 Bedroom + Study	1470 Sq. ft.

Basic Price Under Construction Linked Payment Plan

Floor	B.S.P (INR Per sq. ft.)	Floor	B.S.P (INR Per sq. ft.)
1st	2630	11th	2430
2nd	2610	12th	2410
3rd	2590	13th	2390
4th	2570	14th	2370
5th	2550	15th	2350
6th	2530	16th	2330
7th	2510	17th	2310
8th	2490	18th	2290
9th	2470	19th	2270
10th	2450	20th	2250

Preferential Location Charges

View PLC	INR Per Sq. Ft.	Additional Charges
Expressway / Road	₹90	Lease Rent ₹50/- per sq. ft.
Park	₹50	F1 Sky Track Club Charges ₹50,000
Corner	₹25	One Covered Car Parking ₹20,00,00
		EDC ₹100 per sq. ft.
		IFMS ₹25 per sq. ft.
		Power Backup ₹15,000 per KVA

Price List

(w.e.f. 01.07.2013)

Particulars	Construction Linked Payment Plan	
	% of BSP	% of other charges
On Application for Booking	10%	
Within 30 Days of Booking	10%	
On Bhoomi Poojan	10%	
On Start of Excavation	10%	25%
Commencement of Basement	10%	
On Start of 1st Floor Slab	10%	
On Start of 4th Floor Slab	5%	25%
On Start of 8th Floor Slab	5%	25%
On Start of 12th Floor Slab	5%	25%
On Start of Top Floor Slab	10%	
On Starting of External Plaster	10%	IFMS
On Notice for Possession	5%	

Terms & Conditions:

- The prices are subject to change without any prior notice at the sole discretion of the Company.
- The term Area wherever mentioned refers to the Super Built up Area, which includes covered areas plus proportionate share of common areas such as staircase, passages, community space, lift facilities, murms etc.
- Plans, Layouts, Sizes, Specifications are subject to change/ modifications as may be decided by the company/ architect or any other competent authority.
- Booking is subject to detailed terms and conditions as given in the Builder Buyer Agreement.
- Registration, stamp duty charges and/ or any other taxes shall be chargeable as per Government norms.
- Service Tax as applicable shall be levied extra as per the prevailing rates changed from time to time.
- In case the cheque given against the booking amount bounced, the equal amount with bounce charges has to be paid by the customer within 03 working days only through DD/ RTGS/ Cash failing to do so the booking shall stand cancelled and the customer shall be left with no rights, claims or interest of any kind in the proposed unit.
- All sales will be executed against Price List as per the terms & conditions of the application form only.
- All cancellations under any circumstances are subject to terms & conditions of the application form and builder buyer agreement subsequently.
- All disputes shall be subject to the provision of Arbitration and Conciliation Act, 1996 as amended from time to time and the appointment of arbitrator in any such case shall be the sole authority of the company.

RUDRA CHANNEL PARTNER POLICY 2013-14

Objective: The objective of this policy is to define the Procedure and Terms & Conditions for appointment of Channel Partner in New Delhi & NCR of India.

Scope: It encompasses all interaction & transaction carried out with Channel Partners of Rudra Family on Business Development from appointment, performance evaluation, retention and separation.

Responsibility: President and Sales Team Leaders will be responsible for implementing this procedure

Procedure:

- a. Identifying Need of appointing Channel Partner will be a part of overall Rudra Marketing Plan for a particular project.
- b. Geographical location of Channel Partner and his area of operation will be important factors for appointment in that area.
- c. *Expression of Interest – cum – Evaluation form by Prospect to become Channel Partner is must with the submission of duly filled Form herewith annexed as M&S Format – 1, along with profile and credentials supporting wherever required.*
- d. *The documents with Expression of Interest – cum – Evaluation form of Channel Partner will be submitted by Sales Team to Respective Team Leader substantiating his meeting and discussion with prospect on policy laid with various terms & conditions as per M&S Format – 2 which will then become basic Memorandum of Understanding (MOU) with the nominated channel partner. This will enable Channel Partner to start operations in promoting and sourcing the business in his network with Rudra Sales Team Marketing & Promotion support.*
- e. *The duly signed MOU on finalization will lead to the formal agreement as per M&S Format – 3. This will form the basis of enrolment of Channel Partner in Rudra Family and make him eligible for Reward Structure in line with MOU.*
- f. All Business Volume in terms of inventory of various projects assigned to Channel Partner and related Discount structure will be informed to Channel Partners on Month to Month basis.
- g. Discounts to prospective Investors / Flat Owners announced from time to time & Channel Commissions for Channel Partners will be treated under two different heads. At No point of time they will be merged or considered as one for appropriation.

RUDRA CHANNEL PARTNER POLICY 2013-14

Note:

- i. All Reward System will be subject to TDS and Service Tax Charges applicable from time to time.
- j. Quarterly Bill of Reward will be submitted as per *M&S Format – 4 in line with the Agreement*.
- k. Performance Review will be done at the end of every Quarter at the time of submission of Quarterly Reward Bill for fixing business volume for next quarter. All renewals on the future arrangements will be fixed for equal period or more based on transparency exchanged and volume generated with smooth and quality transactions.
- l. Marketing & Sales Support to all Channel Partners will be provided by Rudra Group based on the business volume projected & achieved every quarter.
- m. Disbursement of Reward will be done as per terms agreed in MOU followed by the Agreement. However general terms are as under:

On execution of the BBA : 50% of Total Commission Payable

On Receipt of 40% of Cost : 50% of Total Commission Payable

Note: BBA shall be executed on receipt of 20% payment with applicable Service Tax.

- n. Part release of reward up to the limit of 50% of eligibility during the course of quarter is permissible only when commitment of Sales & Payment is honoured for rest of period.
- o. Channel Partner can appoint Sub-Brokers under him with clear & transparent sharing of Reward System defined in separate MOU and is available in Company's records. Disbursement of Reward can be done by Company arrangements done initially and informed in time.

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Rudra Proudly Sponsored the premiere of John Abraham Starrer – Madras Café in Delhi at Vasant Kunj, Directors Cut
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MEMBER





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