

tthaaastu

TRIDHAATU®

Volume 1 | Issue 1



THE NEW FACE OF REAL ESTATE IN INDIA

Tridhaatu is a new generation real estate development company focused on developing signature real estate properties across Mumbai. Our vision is to develop properties in harmony with society and the environment coupled with a fundamental focus on providing a superior occupier-experience to our customers. Our philosophy emphasises delivering value with continuous innovation.



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Tridhaatu Realty & Infra Pvt Ltd
5th Floor, B Wing, Shrikant Chambers,
Next to RK Studios, Sion-Trombay Road,
Chembur (E), Mumbai - 400 071.
Tel: +91 22 67083000
www.tridhaatu.com

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MaXposure Media Group India Pvt. Ltd.
Publisher & COO: Vikas Johari
CEO & Managing Director: Prakash Johari
CFO: Kuldip Singh
Executive Editor: Saurabh Tankha

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Contacts:

Head Office: Unit No. F2B, Second Floor,
MIRA Corporate Suites, Plot No. 1&2,
Ishwar Nagar, Mathura Road,
New Delhi - 110 065.
Tel: +91.11.43011111,
Fax: +91.11.43011199
www.maxposure.in



A journey of a thousand miles must begin with a single step. With this thought in mind, three of us – me, Pritam Chivukula and Krishnan Muthukumar (Govind) – embarked on a voyage around a decade back to form Tridhaatu. And all three had a common dream – to create a distinctive real estate company which would be managed professionally, is reliable and sets standards that have never-been-experienced before. Tridhaatu is not your regular, profit maximising builder which is obsessed with industry jargons like rate per square feet, super built-up area and floor rise. The freshness of our approach comes from anticipating human needs, planning for it and doing business professionally. We like to be hands-on and that's probably why we deliver better and on time. This is why we have earned the trust and admiration of customers, investors and others who have interacted with us over the last several years. But we have many more miles to go.

Like each of our projects, when the thought of launching our own newsletter germinated, the fundamental idea was to construct a bridge for interaction and share our ideas with you. What you are holding now is the first issue of Tathaastu through which we want to forge a closer relationship with you. The newsletter from the Tridhaatu stable will brief you on the news from ancillary industries and shall have feature articles on how to setup smart-homes, procure loans for your dream home or the latest and newest technological innovations nationally as well as globally. Not to forget, a travel piece to an off-beat destination around Mumbai and a story on Do-It-Yourself where we advise readers to create something interesting. The idea is to bring in small and thoughtful innovations like the way we do in our projects.



DHANANJAY SANDU
Managing Director

The freshness of our approach comes from anticipating human needs, planning for it and doing business professionally



THE HOME AT FINGERTIPS

Get ready to live life around smart appliances at the e-home which may not be a standard yet for the middle-class

E-home, a single unit attached to various devices, is a concept that is fast taking shape in India. It is the home of the near future and as the concept hits our imagination, engineers and architects have been working day in and day out to develop different systems to make "smart-homes". Here, we outline technological innovations for futuristic homes in various stages of development available in the market. So, it is time to stay connected with your apartment with facilities like switching on the air-conditioning on the go and remotely accessing other facilities even when you are not home.

These facilities include e-letter boxes that inform you instantly about the arrival of a new mail through intelligent network or hi-speed wireless Internet in all areas of the complex. But it ensures that you are safe in your e-home and there is a 24x7 digitalised security force working for your convenience. Moreover, most of these homes are equipped with piped vacuum cleaning

so you need not carry heavy machines to clean your homes and your life becomes simpler.

Video camera at the entrance identifies visitors using facial recognition software which differentiate friends from strangers. The software also runs through the strangers' faces against a criminal database. Most of you would be aware that remote monitoring technology has already arrived in India so your home will soon be connected with your PDA or other handheld device and you will be able to manually override your smart home's systems. If you have unexpected guests at home, you can switch on the air conditioning early or open the door when the video facial recognition software detects their presence even as you sit in your office.

Another vertical which is increasingly gaining importance in these eco-driven times is conservation of energy and efficient use of resources. These homes will run off solar

panels, wind turbines or both. Backup batteries may be used or an electrolyser, compressed hydrogen and a fuel cell may also be used as backup power. Extra hydrogen and electricity will be produced and stored so you can fuel up and recharge your hydrogen fuel cell plug-in hybrid electric car. Smart showers will not only be able to recycle water but will be able to store individual profiles for each family member according to their preferences and usage patterns. Automated shampoo dispensing and soap for men and women will be programmed as will be water temperature and pressure settings.

Get ready to live life around smart appliances – ovens, microwaves and refrigerators – that will be combined and automated so remote cooking will be a possibility and meals are prepared for one's arrival. And if cooking is a task, these refrigerators will be able to download recipes based upon what it is stocked with and what is in your pantry. The good old fridge will offer more as it will now take inventory of all food supplies at home and alert you when the supplies start running out.

Organisations like Microsoft and Google are now working on applications that tie into the smart grid for individual homes so that you will be able to visually see and track which appliances use the most electricity where heating and cooling is escaping in more energy with your solar panels or wind turbines.

Futuristic homes will also have a vast neutral networking system that will connect all appliances – TVs, PCs, video, security and remote handheld or bluetooth-type devices. There will



Get ready to live life around smart appliances – microwaves, ovens and refrigerators

also be other systems in place such as saving, purifying and reusing wash and bath water.

The concept of e-homes acquires relevance because contrary to the picture it may paint on a superficial level, it is all about utilising technology to conserve precious natural resources.

In recent times, some construction projects have been promising numerous facilities to attract customers and have been able to establish credibility in their minds as they step in the future of living, literally.

Best technology practices have been incorporated in these new age projects, making it e-home in the true sense. Features like sound-resistant UPVC window for a noise-free environment inside the house have been installed with German collaboration. Additional features include the facility to upgrade your intercom to video mode and single remote for all your equipments like television, refrigerator, AC, lights and washing machine making comfortable living a different thing all together. ▲





SUCCESSFULLY YOURS

We profile six startups from Bengaluru's Koramangala, the niche hub of India's own Silicon Valley that has seen a large number of startups sprouting in the last few years. From IT solutions, customer-oriented websites to businesses that cater to homely demands, Koramangala teems with inspirational stories of many who are earning well with their entrepreneurial streak

1

RAJNEET VIMAL - DREAMSTARTS.IN

Rajneet Vimal created DreamStarts.in, a free platform for startups, where employers can interact directly with their potential talents.

DreamStarts.in is a social enterprise platform for Indian entrepreneurs.

"It was with an initial investment of ₹30,000-40,000 that I started DreamStarts in August 2011. The idea behind the website was to popularise the startups job ecosystem in India. As of now, over 170 Indian startups have used DreamStarts.in and more than 2,000 candidates have applied to the jobs listed on our portal," says Vimal, adding that they do not charge anything from the employees or the employers. "It's absolutely free for both. Whenever a company posts their jobs on DreamStarts.in, it goes through our authentication and the potential employees apply for these jobs," he puts in.

2

SAGAR CHAUDHURI - HIFIVES.IN

An online platform which helps organisations streamline and transform rewarding and gifting process to reduce administrative overheads for human resource team is HiFives.in. The online venture operates in employee rewards and recognition space. HiFives.in can be outsourced by any company to offer rewards and gifts to its employees.

"Giving employees the freedom of choice for deciding their own rewards might be one of the best ways to unlock the full potential of a rewards programme," says CEO and co-founder Sagar Chaudhuri, HiFives.in.

Founded in 2010 by professionals from Genpact, Infosys, JP Morgan and ICICI, the investment at HiFives.in stood at ₹20 lakh for first year.

4

UNIZA TASNEEM - DARIA SYSTEM

It was in 2012 that Tasneem initiated Daria System with an investment of ₹5 lakh. "Our domain expertise lies in managing financials of healthcare sector, especially superspeciality and multispeciality, large and medium hospitals, nursing homes, diagnostic centres, labs, multispecialty clinics and pharmacies by providing customised software solutions," says Tasneem, the founder and director of Koramangala-headquartered Daria System, a hospital management solution enterprise.

Born and brought up in Chickmangalore, Tasneem completed management studies from Acharya Institute of Management and Sciences, Bengaluru. She was selected by Kesdee Inc (an US-based company which was in to e-learning) as a marketing executive. She gradually went on to form Daria System.

5

VAISHALI MANIAR - CRUMBS

What started off as baking for loved ones soon transformed into a business for Vaishali Maniar, 30, founder of Crumbs, a home bakery based in Koramangala. Crumbs was launched on May 15, 2012. "Having worked for five years in a corporate environment, which I did not particularly enjoy, I always wanted to do something creative. I used to bake on and off, with brownies being a particular favourite. Then I started experimenting, and in this process, I discovered a passion for baking. I also found that my baked goodies were a hit among friends. This is when I seriously thought about turning it into a full time entrepreneurial venture."

6

SHOBITHA KEDLAYA - INSPIRA

With Koramangala having a good customer base for all niche business affairs, Shobitha Kedlaya decided to start her own designer boutique, Inspira, along with her partner Smitha Rao in 2008. "We started the boutique with an initial investment of ₹30 lakh. We took loan from a bank for some and the rest was contributed by my partner and me. At present, our turnover is around ₹50 lakh," she says.

3

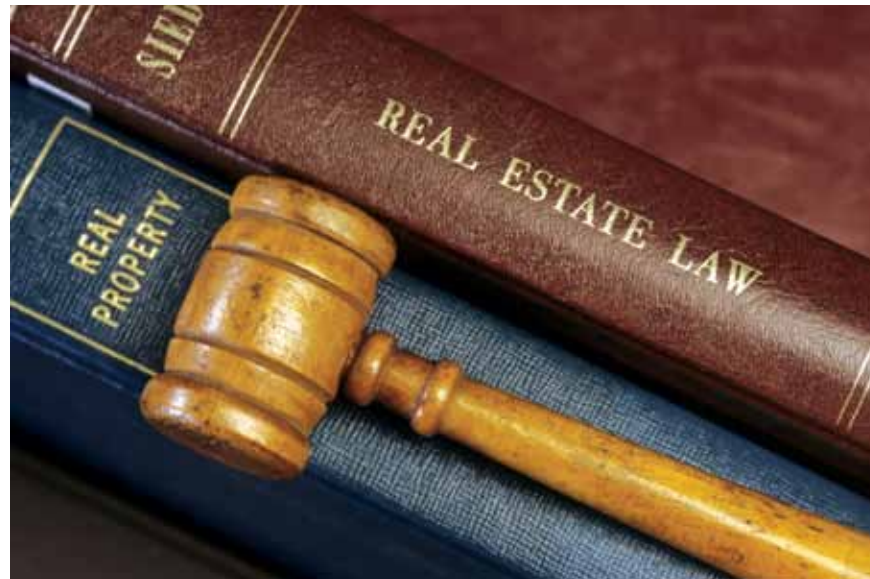
SNEHA ROY & SANANDA MISRA - TOPTOMATO.IN

An online platform for ordering all household items, TopTomato.in is no new concept but its founders plan to make it unique with its grocery subscriptions. You can subscribe for your regular needs like milk, butter et al and specify required frequency for your delivery.

TopTomato was launched in September 2012 by Sneha Roy and Sananda Misra, Indian Institute of Technology (IIT), Kharagpur graduates with experience of working in different FMCG sectors. It is a self-funded venture that took off with an initial investment of around ₹5 lakh that was utilised for creating the website as well as setting up the backend and delivery networks.

FOR A BETTER TOMORROW

To protect the interest of the consumers and ensure transparency in real estate sector, Real Estate Regulation and Development Bill has been put in place



To encourage fair practices in real estate dealings, to fix accountability with developers at every stage of development and to protect the interest of consumers in the real estate sector is what the Real Estate Regulation and Development Bill is all about. The Bill aims to regulate and promote real estate sector as also ensure the sale of plots or apartments is done in an efficient and transparent manner.

According to the latest report on real estate by the Federation of Indian Chambers of Commerce and Industry (FICCI) and Ernst & Young (EY), the Land Acquisition and Rehabilitation & Resettlement Bill is likely to reduce delays and litigations in projects by providing defined guidelines for land compensation. Furthermore, the changes to the Special Economic Zone with respect to relaxation to the minimum built up area criteria are a step in the right direction, providing an impetus to real estate developers.

The Bill contains elaborate provisions to bring in the much-required transparency in real estate dealings through provisions for registration

of real estate projects and real estate agents with the Real Estate Regulatory Authority; functions and duties of promoters and agents; rights and duties of allottees etc. Once enacted, the Bill will lead to establishment of Real Estate Regulatory Authority and Real Estate Appellate Tribunal in every state for registration of all real estate projects and for speedier dispute resolution. Stringent penalties have been sought to be imposed on habitual offenders.

The Bill is expected to ensure greater accountability towards consumers, and to significantly reduce frauds and delays. The Bill aims at restoring confidence of the general public in the real estate sector; by instituting transparency and accountability in real estate and housing transactions which in turn will enable the sector to access capital and financial markets essential for its long term growth.

The Bill is also expected to promote regulated and orderly growth through efficiency and standardisation. It seeks to ensure consumer protection, without adding another stage in the procedure for sanctions. ▲

Benefits and advantages of Real Estate Bill 2013

The Bill will bring about standardisation in the sector leading to healthy and orderly growth of the industry through introduction of definitions such as 'apartment', 'common areas', 'carpet area', 'real estate project', 'prospectus' etc.

- The Bill proposes to register real estate agents which have hitherto been un-regulated, with clear responsibilities and functions, thereby leading to money trail and curbing money laundering.
- The Bill aims to ensure consumer protection, by making it mandatory for promoters to register all projects, prior to sale; and only after having received all approvals from development/ municipal authorities thereby protecting buyer investments.
- The Bill seeks to establish a regulatory oversight mechanism, through Real Estate Authority(s) and Appellate Tribunal in the States, to enforce accountability norms for the promoter buyer and the real estate agents.
- The Bill will catalyse domestic and foreign investment into the sector, contributing to enhanced activity, and increase in GDP growth.



now in audio

Wireless comfort

The AE2w is Bose's first bluetooth wireless headphone. By using TriPort technology and proprietary active equalisation, it creates deep lows and more lifelike sound when listening to music or watching video. The wireless signal works up to 30 feet from the device and the rechargeable battery provides seven hours of listening. It is available for ₹19,013.

BOSEINDIA.COM

now in kitchen

Bake'n'joy



Havells latest 28l capacity OTG

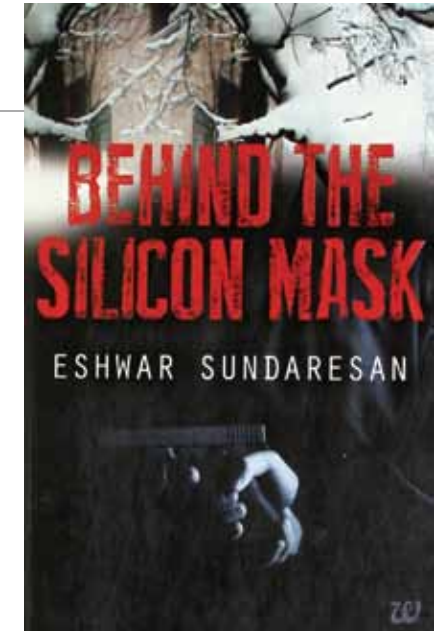
comes with a 1,500 W heating element, drawer type bake tray design, 0-60 minute mechanical timer and functions including grill, bake and toast. It has adjustable temperature function of 100-2,500°C. Motorised rotisserie function comes for all-round grilling. It has stain-resistant hygienic stainless steel outer body food-grade non-stick coated bake tray for hygienic cooking. It is available for ₹6,995.



now in living room

Light air

If you are looking for a fan-cum-light with rushed nickel finish and eight clear plastic blades, buy Havells Opus that comes with light kit and remote control and has silent operation along with 188x15 mm powerful motor. It is available for ₹22,886.



Behind the Silicon Mask
Eshwar Sundaresan
Westland, ₹250
Rating: ★★★★★

book review

Behind the Silicon Mask

Partho Sen is an extremely talented engineer who is unhappy with corporate life and dreams of becoming a writer. His best friend, Varun Belgathanthy, another gifted engineer, suffers from an identity crisis as a village-bred Indian in the United States. Both work for an Indian software company called CIKS, and are part of an important project for their US-based client, Mayflower Mercantile.

With the events occurring over 24 hours, the story revolves around a serial killer who targets immigrants in the middle of a snowstorm and an important project with a looming deadline. It alternates between Milwaukee, Bengaluru and the serial killer's point of view. ▲

BIG JOHN HAS A BUS PASS

Learn your management lessons through happenstances in daily life

One fine day, a bus driver went to the bus garage, started his bus, and drove off along the route. No problems for the first few stops – a few people got on, a few got off, and things went generally well. At the next stop, however, a big hulk of a guy got on. Six feet eight, built like a wrestler, arms hanging down to the ground. He glared at the driver and said, "Big John doesn't need to pay!" and sat down at the back.

Did I mention that the driver was five feet three, thin, and basically meek? Well, he was. Naturally, he didn't argue with Big John, but he wasn't happy about it. The next day the same thing happened – Big John got on again, made a show of refusing to pay and sat down. And the next day, and the one after that and so forth.

This grated on the bus driver who started losing sleep over the way Big John was taking advantage of him. Finally he could stand it no longer. He signed up for body building courses, karate, judo, and all that good stuff.

By the end of the summer, he had become quite strong; what's more, he felt really good about himself. So on the next Monday, when Big John once again got on the bus and said, "Big John doesn't pay!," The driver stood up, glared back at the passenger, and screamed, "And why not?" With a surprised look on his face, Big John replied, "Big John has a bus pass." Give others the benefit of doubt. They might not always be wrong and you may not always be right!



Tips That Work

Practice the following techniques to become the master of your own time

Remember that it's impossible to get everything done. Also remember that odds are good that 20 per cent of your thoughts, conversations and activities produce 80 per cent of your results.

Schedule time for interruptions. Plan time to be pulled away from what you're doing. Take, for instance, the concept of having "office hours." Isn't "office hours" another way of saying "planned interruptions?"

Plan to spend at least 50 per cent of your time engaged in the thoughts, activities and conversations that produce most of your results.

Take the first 30 minutes of every day to plan your day. Don't start your day until you complete your time plan. The most important time of your day is the time you schedule to schedule time.

Block out other distractions like Facebook and other forms of social media unless you use these tools to generate business.

EXPERT ADVICE

Management is all about managing in the short term, while developing the plans for the long term.

— Jack Welch

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

— Paul Hawken

Time Management

Everything you ever learned about managing time is a complete waste of time because it doesn't work

Chances are good that, at some time in your life, you've taken a time management class, read about it in books, and tried to use an electronic or paper-based day planner to organise, prioritise and schedule your day. "Why, with this knowledge and these gadgets," you may ask, "do I still feel like I can't get everything done I need to?"

The answer is simple. Everything you ever learned about managing time is a complete waste of time because it doesn't work.

Before you can even begin to manage time, you must learn what time is. A dictionary defines time as "the point or period at which things occur." Put simply, time is when stuff happens. There are two types of time: clock time and real time. In clock time, there are 60 seconds

in a minute, 60 minutes in an hour, 24 hours in a day and 365 days in a year. All time passes equally. When someone turns 50, they are exactly 50 years old, no more or no less. In real time, all time is relative. Time flies or drags depending on what you're doing. Two hours at the department of motor vehicles can feel like 12 years. And yet our 12-year-old children seem to have grown up in only two hours.

Management Lesson
Be sure! What is a problem in the first place before working hard to solve one

Which time describes the world in which you really live, real time or clock time?

The reason time management gadgets and systems don't work is that these systems are designed to manage clock time. Clock time is irrelevant. You don't live in or even have access to clock time. ▲



PRISTINE AND TRANQUIL

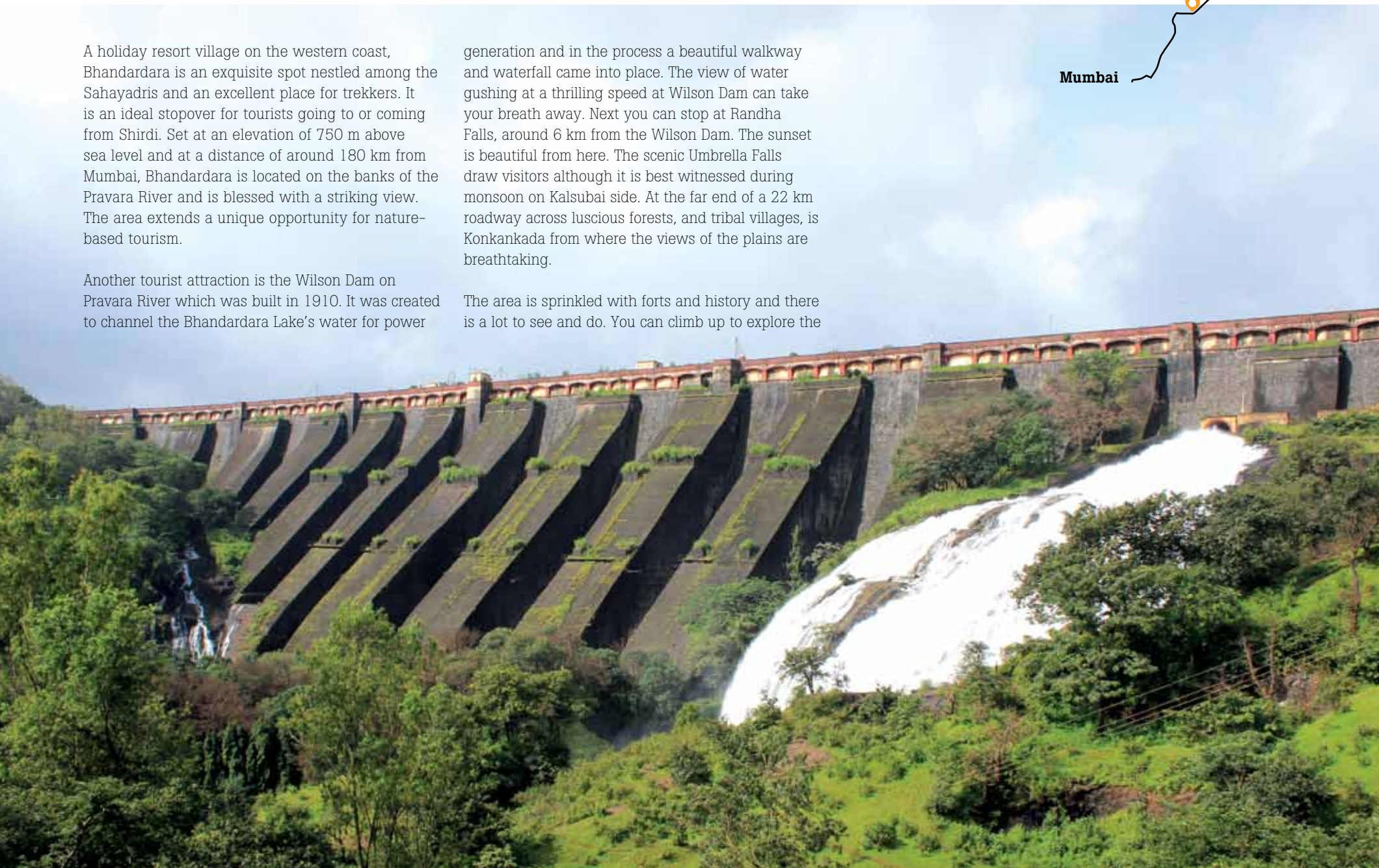
If you happen to be in Maharashtra, Bhandardara is the place to be

A holiday resort village on the western coast, Bhandardara is an exquisite spot nestled among the Sahayadris and an excellent place for trekkers. It is an ideal stopover for tourists going to or coming from Shirdi. Set at an elevation of 750 m above sea level and at a distance of around 180 km from Mumbai, Bhandardara is located on the banks of the Pravara River and is blessed with a striking view. The area extends a unique opportunity for nature-based tourism.

Another tourist attraction is the Wilson Dam on Pravara River which was built in 1910. It was created to channel the Bhandardara Lake's water for power

generation and in the process a beautiful walkway and waterfall came into place. The view of water gushing at a thrilling speed at Wilson Dam can take your breath away. Next you can stop at Randha Falls, around 6 km from the Wilson Dam. The sunset is beautiful from here. The scenic Umbrella Falls draw visitors although it is best witnessed during monsoon on Kalsubai side. At the far end of a 22 km roadway across lush forests, and tribal villages, is Konkankada from where the views of the plains are breathtaking.

The area is sprinkled with forts and history and there is a lot to see and do. You can climb up to explore the



If you are up for a challenge, the highest peak in Maharashtra, Mt Kalsubai, stands tall for you to conquer

Ratangad and Harishchandragad forts else follow the trails that lead to Ajoba and Ghanchakkar peaks. If you are up for a challenge, the highest peak in Maharashtra, Mount Kalsubai (1646 m), stands tall for you to conquer.

Start right before the break of dawn to watch the Sahyadri range and Mount Kalsubai in its full glory. The mesmerising view of water bodies on the way to the Sahyadri range is an added bonus for tourists.

The nearest airport is in Mumbai while Igatpuri Railway Station, around 45 km away, is the nearest railhead. One can board state transport buses from Igatpuri to reach Bhandardara. For further information, log on to www.maharashtratourism.gov.in. ▲



CAR REVIEW

FORD ECOSPORT

A futuristic-looking design and good mechanicals make Ford EcoSport super-compact SUV.

Let's look at the various versions (three engine options: two petrol options – the 1-litre EcoBoost and 1.5-litre conventional – and of course, the 1.5-litre diesel; there is a twin-clutch automatic option too with the 1.5-litre petrol) one after the other. The 1-litre EcoBoost and the 1.5-litre diesel are more in demand. The automatic is also an option worth exploring.

The EcoSport has almost everything going for it -- superb exterior styling (almost in-your face), pleasant interiors, comfortable seating, fairly large boot, a competent engine, packed with features, enjoyable ride and handling and ease of parking. It is priced from ₹5.82-9.37 lakh (ex-showroom Delhi). All these make it extremely appealing to the price-conscious Indian buyer. On the negative side is the cramped cabin at the rear, the blind spots, and most importantly fuel efficiency.

The EcoSport comes across as a car that will appeal more to youngsters. The other audience would be a family of four, who are looking for something better than the average hatchback. ▲

-by Murali Iyer
Vice President at IIFL,
Tridhaatu Antarksh Customer

DO-IT-YOURSELF

WALL WONDER

It is fair to consider walls as the most important part of the room. An old, dirty and scrapped wall can spoil your mood while a wall painted in your colour of choice can pep you up with energy and make you feel good. A plain beige wall with a wooden frame in the middle would look serene just as photos from various stages of your life printed in monochrome hanging on the wall. If you love colours, get a vibrant mix of all the colourful photos you have in accordance with the background colour of your wall. Get them framed in one colour and see another creation altogether. ▲



PHAD PAINTING

Artist: Kalyan Joshi, National Merit Award

This painting style depicted the local deities and the legendary rulers of the times. These artworks are created through layered application of brown, green, vermilion and sky blue colours and finally finished with black outlines. The medium is a white starched cloth formed as a scroll.

Phad painting is a popular style of folk painting, practiced in Rajasthan and it is traditionally done on a long piece of cloth (phad). The narratives of the folk deities of Rajasthan, mostly of Pabuji and Devnarayan are depicted on the phads. The Bhopas, the priest-singers traditionally carry the painted phads along with them and use these as the mobile temples of the folk deities.



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Tridhaatu Realty & Infra Pvt Ltd
5th Floor, B Wing, Shrikant Chambers,
Next to RK Studios, Sion-Trombay Road,
Chembur (E), Mumbai – 400 071.
Tel: +91 22 67083000
www.tridhaatu.com