



ASSOCIATE MEET

Acres n Inches - July 2018

- ✓ ATS is promoted by Mr. Getamber Anand, CMD, ATS Group and National Chairman of CREDAI (National body of Real Estate developers), has best in class reputation with lenders, PE Firms and other stakeholders
- ✓ ATS Group has delivered approx. 30 Mn sqft and currently has 40 Mn sqft area under development
- ✓ Marquee Private Equity investors namely Piramal, ASK Investments, Motilal Oswal, HDFC, ICICI Prudential, Aditya Birla Finance are associated with repeat investments in various projects of ATS across India. ATS also has a strong relationship with leading banks namely HDFC Bank, Yes Bank, ICICI Bank & LIC HFL.

Journey of ATS Group

The group started its journey with a team of 5 employees and today the group employs an in-house team of approx. 4,000 including highly-qualified engineers, supervisors, foremen and technicians and has best in class execution capability



ATS Indirapuram -1 delivered



Jeevan Geet (I) Bulandshahr delivered



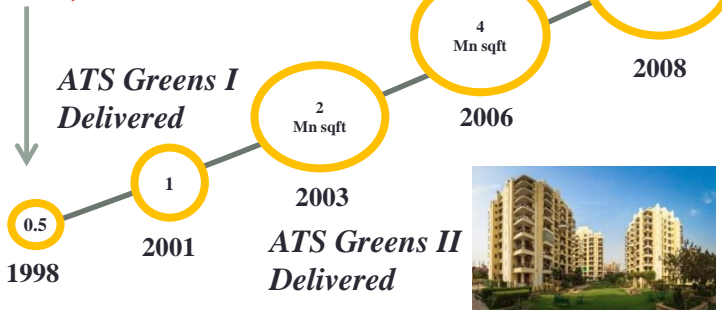
ATS Pristine -1 & ATS Koccon delivered



ATS Village Delivered



ATS Paradiso & ATS Prelude Delivered



Area under Development

All images shown are actual site images

To cater to different segments the group has structured its business across three brands



- Founded in 1998, ATS Group is focused on Luxury and Premium housing across India
- Assurance, Transparency and Sincerity – Philosophy behind the group
- Target Cities: Metros & Tier I cities
- Segment: Luxury and High End Premium Apartments and Villas
- Range of Unit Size: 1800 to 3250 sqft
- Average Price Band : INR 10 mn +



- Founded in 2012, Anand Rural Housing is focused on developing affordable/low cost housing across India
- Anand Rural Housing has successfully delivered projects in Bulandshahr and Moradabad.
- Target Cities: Tier II , Tier III & Tier IV cities
- Segment: Independent Row Houses and Independent floors
- Range of Units Size: 400-1100 sqft
- Price Band : INR 1.0 mn to INR 3.0 mn



- Founded in 2017, HomeKraft Infra (P) Limited is focused on developing affordable housing across India
- Target Cities: Metros , Tier I & Tier II cities
- Segment: Affordable apartments and Independent floors
- Range of Units Size: 1000 to 1700 sqft
- Price Band : INR 3.0 mn to INR 7.5 mn

All the group verticals have strong in-house execution capabilities including design, construction, project management and a passionate management team driving the business

Strategy for Affordable Housing

ATS Group through Homekraft and Jeevan Geet is able to identify opportunities in affordable housing and have specific strategies for different cities depending on incomes levels, demand estimate, unit size etc.

Below is a brief table discussing various parameters:

Category	Income Level (INR Lakhs per annum)	Estimated Demand (mn Units)	Avg. Unit Size (sqft)	Price Range (INR Mn)	Tier/Target Product
Low Income	2.0-5.0	8.3	400-1000	1.0-3.0	III/IV (Independent Houses/floors)
Mid Income	5.0-10.0	3.5	1000-1200	3.0-4.0	I/II (GH/Floor)
Higher Mid Income	10.0-20.0	2.2	1000-1700	4.0-7.5	Metros/I (Group Housing)
Higher Income	20.0-50.0	0.9	1800-3250	8.0-20.0	Metros/I (Group Housing)
Luxury	>50.0	0.4	3250+	20.0 +	Metros (Group Housing/villas)



Tier I, Tier II and Tier III towns form a significant part of growth in demand. The size of the apartment demanded is driven by the affordability, defined as EMI to monthly income not exceeding 30-40% of gross monthly income



About HomeKraft..

- ✓ HomeKraft, an ATS Group venture, is positioned to offer “Aspirational homes @ Comfortable Prices”
- ✓ An innovation in housing, HomeKraft gives customers homes that match their aspirations.
- ✓ Homes at HomeKraft come with the same ATS quality & timely delivery with has made ATS a preferred choice with home buyers

The HomeKraft Advantage

- ✓ ATS Legacy of Quality Construction and Timely Delivery
- ✓ ATS design philosophy of building “Apartments with Maximum Space Efficiency & Integrated Utilities”
- ✓ All apartments will also qualify for the [“PMAY”](#) with customers being eligible for govt. concessions schemes like “Interest Subvention under CLSS”, “Concessions on GST” etc which will lower apartment cost & give more value to customers.
- ✓ At HomeKraft, we are a team of experienced professionals who bring in the “Best Practices of Work”
- ✓ We at HomeKraft are committed to follow the highest standard of professionalism, Corporate Governance, Superior Customer Experience & Transparency



HAPPY TRAILS

Sector 10, Greater Noida(W)

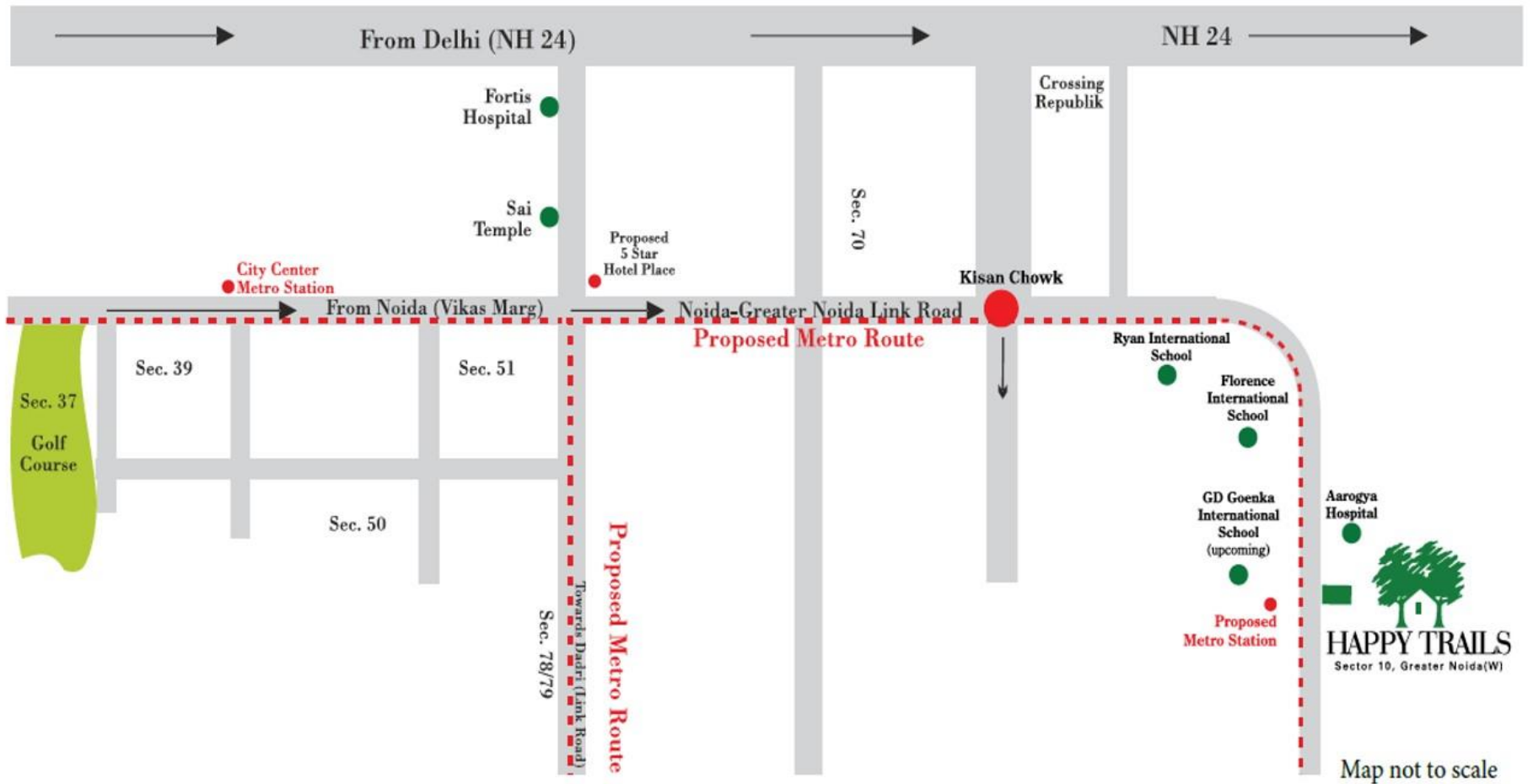
RERA No. UPRERAPRJ15574

An address you have also wanted:

- Sec 10, Greater Noida (W)
- On the Noida-Greater Noida Link Road
- 15 min drive to NH 24
- 20 mins from Noida City Centre
- 5 mins drive to Kishan Chowk (Gaur Chowk)
- Prominent schools, education institutions in the vicinity
- Next to upcoming metro station

Key Features

Location Map



Low density project with 80% open area

- ✓ 8.59 Acres (Approx.)
- ✓ 12 towers
- ✓ 1239 homes

Smart Homes (Home Automation)*:

- ✓ 12 point in 1625 sq ft apts
- ✓ 10 points in 1385 & 1165 sq ft Apts

* Optional at additional cost

Happy Trails – Site Plan



Type A:
1625 Sqft

Type B:
1385 Sqft

Type C:
1165 Sqft

An approx. 1 lac sq ft club house & its amenities



Key Club Amenities:

- ✓ Swimming Pool
- ✓ Gymnasium
- ✓ Badminton
- ✓ Tennis
- ✓ Basketball
- ✓ Squash Court
- ✓ Jogging Track
- ✓ Skating Rink





Key Design Features:

- ✓ Designed by Hafeez Contractor
 - ✓ Familiar ATS design
- ✓ Efficient design to give maximum living space & more value to customers
- ✓ Most homes with Good View – either greens / club / 50 mtr green belt
- ✓ 7 out of 12 towers feature 2 apts to a core





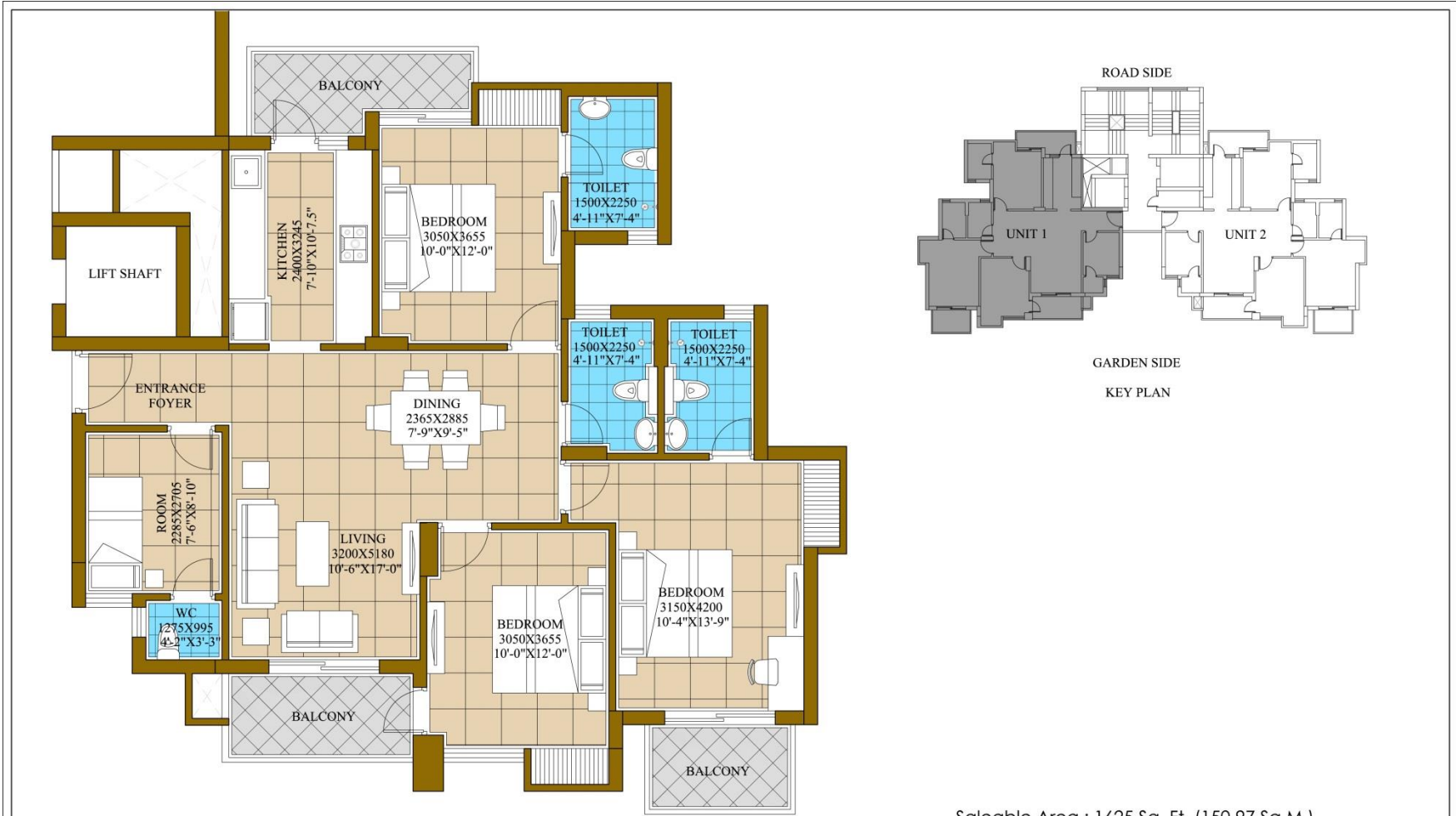
UNIT DETAILS

Happy Trails – Project Details

Type	Unit Detail	Carpet Area (sqft)	Saleable Area (sqft)	Height	No. Units on Floor	Total No. of Units
A	3BHK+3T+Study	1010	1625	B+S+27	2	358
B	3BHK+2T+Study	930	1385	B+S+27	6	465
C	2BHK+2T+Stidy	720	1165	B+S+27	8	416

UNIT LAYOUTS

Happy Trails – Unit Plan – Type A



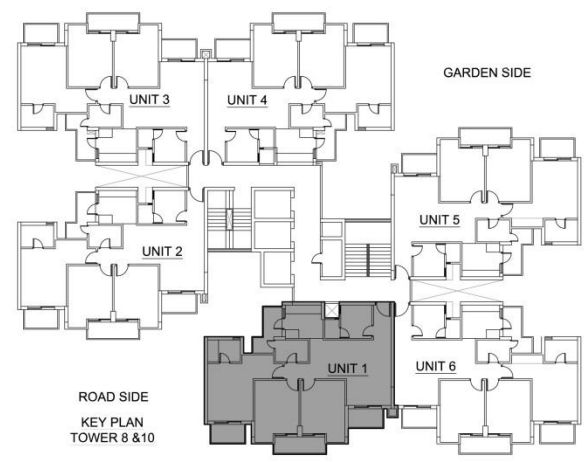
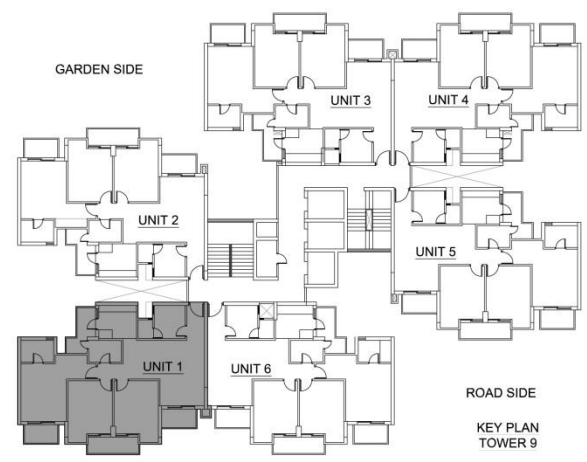
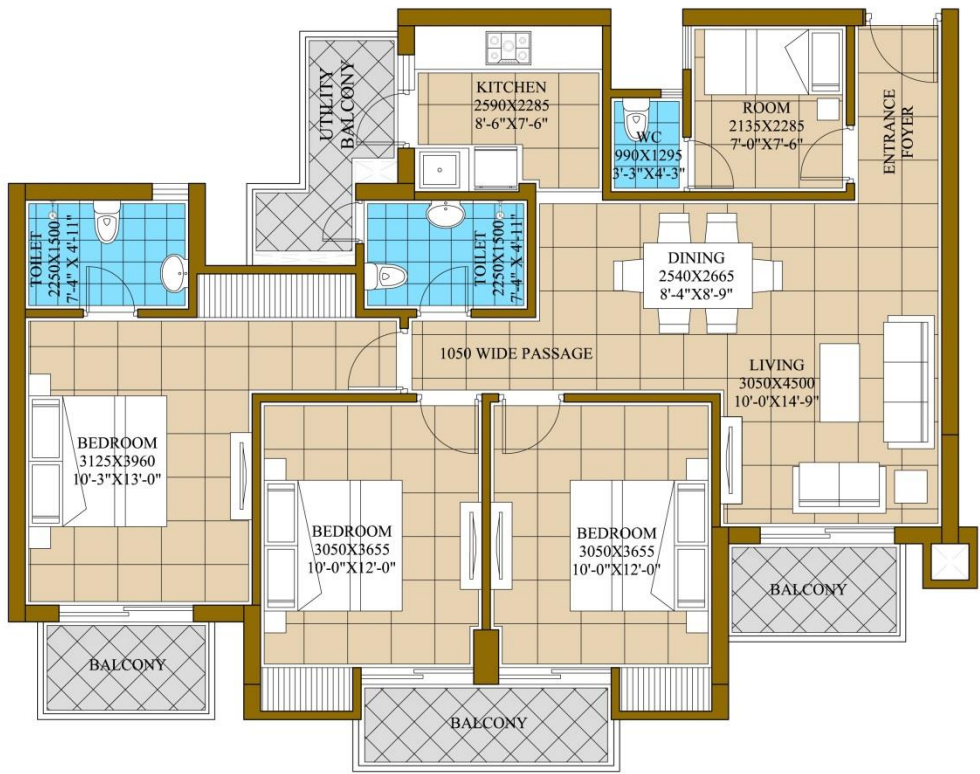
Saleable Area : 1625 Sq. Ft. (150.97 Sq.M.)
 1275 Sq. Ft. (Built-up Area) + 350 Sq. Ft. (Common Circulation + Services)
 Carpet Area : 1010 Sq. Ft. (93.83 Sq. M.)

HOMEKRAFT : HAPPY TRAILS
 SECTOR 10, G. NOIDA

TOWER 1,2,3,4,5,6 AND 7
TYPE-A
TYPICAL FLOOR PLAN

Note :
 1. The Window size/ its location may change because of elevation features.
 2. Overall layout may vary because of statutory reasons in case required.
 3. Column location & sizes may vary as/structure.
 4. Layout shown is for illustration purpose, For specific unit floor plan please contact sales.

Happy Trails – Unit Plan – Type B



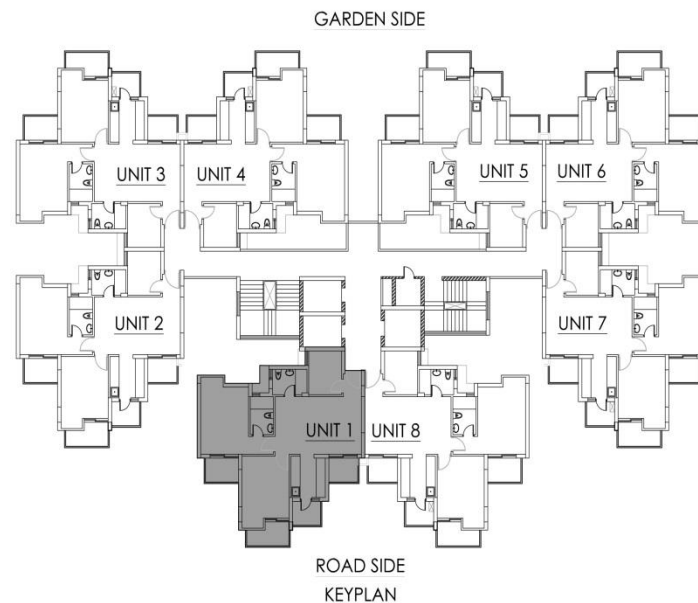
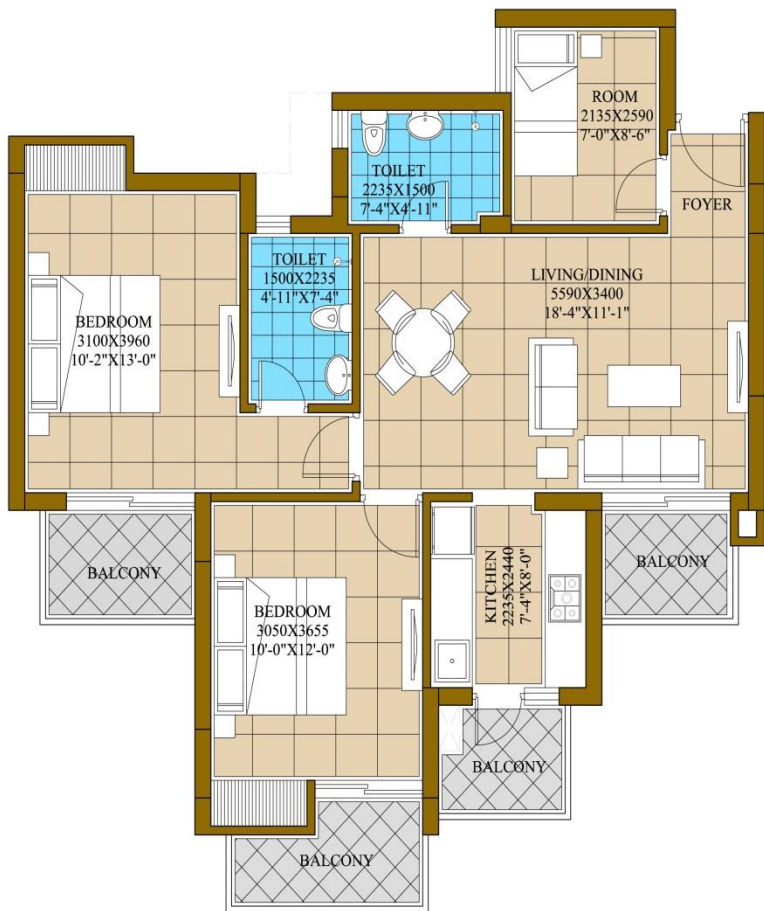
Saleable Area : 1385 Sq. Ft. (128.67 Sq.M.)
 1185 Sq. Ft. (Built-up Area) + 200 Sq. Ft. (Common Circulation + Services)
 Carpet Area : 930 Sq. Ft. (86.40 Sq. M.)

HOMEKRAFT : HAPPY TRAILS
 SECTOR 10, G. NOIDA

TOWER 8,9 AND 10
TYPE-B
TYPICAL FLOOR PLAN

- Note :
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 2. Overall layout may vary because of statutory reasons in case required.
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Happy Trails – Unit Plan – Type C



Saleable Area : 1165 Sq. Ft. (108.23 Sq.M.)
 965 Sq. Ft. (Built-up Area) + 200 Sq. Ft. (Common Circulation + Services)
 Carpet Area : 720 Sq. Ft. (66.89 Sq. M.)

- Note :
1. The Window size/ its location may change because of elevation features.
 2. Overall layout may vary because of statutory reasons in case required.
 3. Column location & sizes may vary as/structure.
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HOMEKRAFT : HAPPY TRAILS
 SECTOR 10, G. NOIDA

TOWER 11 AND 12
TYPE-C
TYPICAL FLOOR PLAN

Tentative Pricing

Saleable Area (sqft)	Unit Type	Tentative Price Range
1165	2BHK + 2T +Study	45 - 50 Lakhs
1385	3BHK + 2T + Study	55- 60 Lakhs
1625	3BHK + 3T + Study	65- 70 Lakhs

**Rate Applicable Only For Construction Linked (CLP) Plan*

**GST and Other taxes as applicable*

**Preference location charges (PLC) to be charged extra as applicable*

**The above prices are tentative and Management has sole discretion to change the prices without any prior intimation.*



HAPPY TRAILS

Sector 10, Greater Noida(W)

JOURNEY SO FAR



PROJECT TIMELINE



We Have Been Painting the town Green!!

OUTDOOR CAMPAIGN



6/15/18 12



DIGITAL CAMPAIGN

ATS HomeKraft
Aspirational Homes from **ATS**

HAPPY TRAILS
Sector 10, Greater Noida(W)
2/3 Bedroom with Study

**New Towers.
New Aspirations.**
CONSTRUCTION STARTED

RERA Registration No.: UPRERAPRJ15574 **Call +91 8151 960 000** homekraft.in

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