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WATCHTOWER

ALPHA ATULYAM LAUNCHED UNDER DEEN DAYAL JAN AWAS YOJNA

Affordable housing has revolutionised the Indian real estate sector. The concept is concerned with providing units which are affordable by the low and medium section of society. On the same lines, North India based realty player AlphaCorp has launched Alpha Atulyam in Alpha International City, Sector 28 – 28A, Karnal. To mark the foundation laying of the project, the realty major recently organised a 'bhoomi poojan' ceremony. The event took place in the presence of AlphaCorp employees and its partners, residents of the Alpha International City,

and other prospective buyers.

Alpha Atulyam has been launched under Deen Dayal Jan Awas Yojana (DDJAY), initiative of government, which has a vision of 'housing for all by 2022'. The scheme aims to cater to people with medium household income. Under the scheme, the project offers plots to provide affordable plotted housing to the prospective buyers.

On the occasion, Ashish Sarin, CEO, AlphaCorp said, "2019 is a year of launches and we have also planned new launches in various consumer segments. We have launched Alpha Atulyam under

Deen Dayal Jan Awas Yojana over 14.5 acres in Alpha International City, Karnal. The plots offer the area of 100-146 square yards. Under DDJAY, we are offering affordable plotted housing for low and medium potential buyers at a nominal price."

A far-sighted development, Alpha International City epitomises and provides for holistic living. Located in Sectors 28 and 29 in Karnal, midway between Delhi and Chandigarh on NH-1, this 350 acres development promises and delivers an elevated quality of life.