

ALPHĀCORP

Media Analysis Dossier

September, 2018

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Overview of PR Initiatives for AlphaCorp – September 2018

- ✓ Conducted a dipstick study among key real estate and Karnal, Gurgaon-based media to assess brand recall value
- ✓ Drafted and disseminated the press release on AlphaCorp introduces customizable homes in Karnal
- ✓ Sourced and participated in various industry/trend/policy stories
 - Landscape of Commercial Realty in India
 - Circle rates of properties in Gurugram to be hiked again
 - TOI Festive Story – Auspicious time to invest in property
 - TOI Festive story Questionnaire - how the festive times ahead are a perfect time to buy real estate
 - Hindustan Festive Story – Festive season is approaching soon
- ✓ Regular Media Interaction to enhance and boost the positive image of AlphaCorp
- ✓ Implementation of communication strategy as planned.
- ✓ Generated awareness about AlphaCorp to the target audience and leveraged optimum media visibility.
- ✓ Protection of AlphaCorp's interests.
- ✓ An e-update of all clips (Direct/industry related) were tracked, categorized and scanned in JPEG/PDF format and send to the concerned person.
- ✓ Prepared a monthly analysis dossier that is shared, which contains all coverages generated by PR Professionals along with the industry related news, online news graphical analysis and overview of PR initiatives for AlphaCorp along with a folder consisting original Print Clippings.

Article Placement**Print**

S No.	Activity/Event	Date	Clip Title	Media Name	Page No.	Language
1	Brand Story	24 th September 2018	AlphaCorp introduces customisable homes in Karnal	Mail Today	13	English
2	Industry Story	30 th September 2018	Circle rates hike ho hit festive season : Builders	The Times of India	02	English

Article Placement

Online

S No.	Activity/Event	Date	Clip Title	Media Name	Links
1	Industry Story	30 th September 2018	Circle rates hike ho hit festive season : Builders	The Times of India	https://timesofindia.indiatimes.com/city/gurgaon/circle-rate-hike-to-hit-sales-during-festive-season-in-gurgaon-say-builders/articleshow/66011350.cms
2	Industry Story	30 th September 2018	Circle rates hike ho hit festive season : Builders	ET Realty	https://realty.economictimes.indiatimes.com/news/industry/circle-rate-hike-to-hit-sales-during-festive-season-in-gurugram-builders/66013286
3	Industry Story	30 th September 2018	Circle rates hike ho hit festive season : Builders	Magic Bricks	https://content.magicbricks.com/property-news/delhi-ncr-real-estate-news/circle-rate-hike-to-hit-sales-during-festive-season-in-gurugram-builders/101967.html
4	Brand Story	30 th September 2018	AlphaCorp introduces customisable homes in Karnal	News Mantra	https://www.newsmantra.in/nse/2466-alphacorp-introduces-customizable-homes-in-karnal
5	Brand Story	29 th September 2018	AlphaCorp introduces customisable homes in Karnal	Tatkal News	http://tatkalnews.com/news/175926-alphacorp-introduces-customizable-homes-in-karnal.aspx
6	Brand Story	29 th September 2018	AlphaCorp introduces customisable homes in Karnal	INVC News	http://www.internationalnewsandviews.com/everyone-wants-to-live-in-a-home-designed-around-their-tastes-and-values/#sthash.LnabiGlx.dpbs
7	Brand Story	30 th September 2018	AlphaCorp introduces customisable homes in	Welike.in	https://m.welike.in/p/4aba05b5-952d-4633-a0f6-5004cd0b6449?pid=share&c=copy&af_adset=1&af_sub

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			Karnal		1=1023014&af_sub2=4aba05b5-952d-4633-a0f6-5004cd0b6449&lang=hi
8	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	ANI	https://www.aninews.in/news/business/business/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre201809221540030002/
9	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Business Standard	https://www.business-standard.com/article/news-ani/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-118092200394_1.html
10	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	HT Syndication	http://www.htsyndication.com/htsportal/newsvoir/article/commercial-realty-of-ncr-and-top-cities-to-witness-boost%3A-cbre/30027746
11	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Yahoo	https://in.news.yahoo.com/commercial-realty-ncr-top-cities-witness-boost-cbre-101006692.html
12	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Sify Finance	http://www.sify.com/finance/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-news-news-sjwretfdjibjf.html
13	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	India.com	http://www.india.com/news/agencies/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-3340708/
14	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Big News Network	https://www.bignewsnetwork.com/news/258025948/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre

15	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Dailyhunt	https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/commercial+realt+y+of+ncr+and+top+cities+to+witness+boost+cbre-newsid-97556920
16	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Net India 123	https://www.netindia123.com/articles/showdetails.aspx?id=3440034&n_date=20180922&cat=Business
17	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Ashoka News	http://ashokanews.com/2018/09/22/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
18	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	New Kerala.com	https://www.newkerala.com/news/read/49225/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre.html
19	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	The Covaipost	https://www.covaipost.com/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
20	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	India Gazette	https://www.indiagazette.com/news/258025948/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre
21	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	The Youth Darpan	http://youthdarpan.com/business/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
22	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Catch News	http://www.catchnews.com/business-news/commercial-realty-of-national-capital-region-and-top-cities-to-witness-boost-cbre-133775.html

23	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Indias News	https://www.indiasnews.net/news/258025948/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre
24	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Delhi News.net	https://www.delhinews.net/news/258025948/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre
25	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	New Delhi News.net	https://www.newdelhinews.net/news/258025948/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre
26	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Chennaiyil	http://chennaiyil.com/news/voir/?c_article_id=10696&c_author_id=8796&originurl=http%3A%2F%2Fch
27	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Tennews	http://tennews.in/corporatenews2/?c_article_id=10696&c_author_id=8796&originurl=http%3A%2F%2F
28	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	IASMind	http://www.iasmind.com/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
29	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	NewsPoint	https://www.newspointapp.com/english-news/publisher-catchnews/top-news/commercial-realty-national-capital-region-top-cities-witness-boost-cbre/articleshow/14504820b122d93297da34a9c4f5fce9c1e96688?utm_source=pwa&utm_medium=bro
30	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Free Press Journal	http://www.freepressjournal.in/wire-news?c_article_id=10696&c_author_id=8796

31	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Goa Chronicle	http://goachronicle.com/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
32	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Menafn	https://menafn.com/1097471972/Commercial-Realty-of-NCR-and-Top-Cities-to-Witness-Boost-CBRE
33	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Delhi Online	http://news.delhionline.in/press-releases/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-62324
34	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	News Control Room	http://www.newscontrolroom.com/newsvoir/?c_article_id=10696&c_author_id=8796&originurl=http%
35	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Techphlie	http://www.techphlie.com/p/news-voir.html?c_article_id=10696&c_author_id=8796
36	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Abhitak News	http://www.abhitaknews.com/english/news/newsvoir.aspx?c_article_id=10696&c_author_id=8796
37	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Bizwire Express	http://www.bizwireexpress.com/showstoryNewsVoir.php?storyid=7358
38	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Broadcast Technology	http://www.broadcast-technology.com/newsvoir?c_article_id=10696&c_author_id=8796
39	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Business News This Week	http://businessnewsthiseek.com/newsvoir/?c_article_id=10696&c_author_id=8796

40	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	BusinessFortNight	http://www.businessfortnight.com/newsvoir/?c_article_id=10696&c_author_id=8796
41	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Business Views	http://businessviews.in/news-voir-press-release-news-2/?c_article_id=10696&c_author_id=8796
42	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Corporate Ethos	http://corporateethos.com/newsvoir/?c_article_id=10696&c_author_id=8796
43	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Estrade	http://www.estrade.in/news/newsvoir/?c_article_id=10696&c_author_id=8796
44	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	The Luxury Chronicle	http://www.theluxurychronicle.com/newsvoir?c_article_id=10696&c_author_id=8796&originurl=http%
45	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	First Report	http://firstreport.in/newsvoir/?c_article_id=10696&c_author_id=8796
46	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Skill India Post	http://skillindiapost.com/news-voir/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-1088216
47	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	IBTN9	https://ibtn9.com/2018/09/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/
48	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	News Hello Rajasthan	http://www.hellorajasthan.com/newsvoir-live/?c_article_id=10696&c_author_id=8796

49	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Net Indian	http://netindian.in/newsvoir?c_article_id=10696&c_author_id=8796
50	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Forever News	http://www.forevernews.in/newsvoir?c_article_id=10696&c_author_id=8796
51	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	NewsR	https://www.newsR.in/n/Press+Releases/1zj9tm1oqo/Commercial-Realty-of-NCR-and-Top-Cities-to.htm
52	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	One News Page	https://www.onenewspage.com/n/Press+Releases/1zj9tm1oqo/Commercial-Realty-of-NCR-and-Top-Cities-to.htm
53	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Hans India	http://www.thehansindia.com/home/pressreleases_newsvoir?c_article_id=10696&c_author_id=8796
54	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Web India 123	https://news.webindia123.com/news/newsvoir.asp?c_article_id=10696&c_author_id=8796&originurl=h
55	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	VarIndia	https://varindia.com/news/1529798?c_article_id=10696&c_author_id=8796
56	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Dariya News	http://www.5dariyanews.com/Latest-Headlines-Newsvoir.aspx?c_article_id=10696&c_author_id=8796
57	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Utterakhand News Network	https://uttarakhandnewsnetwork.com/newsvoir/?c_article_id=10696&c_author_id=8796

58	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	Odisha Samachar	http://eodishasamachar.com/en/newsvoir/?c_article_id=10696&c_author_id=8796&originurl=http%3A
59	Industry Story	22 nd September 2018	Commercial Realty of NCR and top cities to witness boost: CBRE	North India Kaeidoscope	http://www.northindiakaleidoscope.com/newsvoir-business-news/?c_article_id=10696&c_author_id=8796

Media	Number of articles
Print	2
Online	59
Total	61

Publication	Mail Today
Language/Frequency	English/Daily
Page No	13
Date	24 th Sep 2018

MAIL TODAY

WATCHTOWER

AlphaCorp introduces customisable homes in Karnal

Customised homes are fast gaining popularity amongst homebuyers as they give them the freedom and luxury to design their home according to their taste and comfort. A custom-made home can take care of customised needs such as space optimisation, flooring, appliances, home

decor, furnishing etc. Along the same lines, North India-based realty major AlphaCorp has recently launched customisable independent floors in Alpha International City, located in Sector 28 and 29, Karnal.

The concept gives buyers the advantage of choosing any independent floor of their choice along with an advantage of customisable design options. Buyers will have the luxury to get their homes designed as per their taste and comfort. The developers will also provide tailor-made

specifications to opt high-end construction materials. The spatial design is effectively done to separate the public and private areas for privacy. The building complex, comprising of a stilt floor for parking along with three floors which are naturally ventilated and lit, has a plot size of 360 sq. yards and the floor area of 3262 sq. feet. The concept also gives you the freedom to choose either the villa or one floor. The independent floors have lifts and dedicated car parking.

"We have introduced customisable

independent floors at Alpha International City, Karnal where our buyers will have the luxury to design their home as per their taste and comfort," said Ashish Sarin, director, and CEO, AlphaCorp.

A visionary development, Alpha International City, Karnal (AICK), epitomises and provides for holistic living at the scale of a small city. Located in the midway between Delhi and Chandigarh on NH-1, this 330-acre development promises and delivers an elevated quality of life.

Registries To Get Costlier Along E-ways, Sohna Rd

Circle rate hike to hit sales in festive season: Builders

Chetna Choudhry
@timesgroup.com

Gurgaon: Potential homebuyers as well as real estate developers are unhappy with the state government's latest move to increase circle rates by 10-25%, which is likely to push up property prices proportionately in large parts of the city.

Developers argued that the second rise in the circle rates within a year (earlier they were revised in April) would have a negative impact on real estate transactions, especially in Wazirabad, Badshapur, Kadi-pur and Harsuru sub-tehsils where new rates will come into effect on October 19.

Vijay Yadav, district revenue officer, said the areas, where the rates had been revised, fell under the municipal limits along Delhi-Gurgaon Expressway, Dwarka Expressway and Gurgaon-Alwar Highway (Sohna Road). Prominent areas include Daultabad, Adarsh Nagar, New Palam Vihar, Sheeta Colony, Bhawani Enclave and Shivaji Park, among many others. It will increase registration fees for both commercial and residential properties.

However, the rates for licensed colonies, such as DLF phases and Sushant Lok areas, have not been changed.

"The circle rates of properties up to two acres from these three expressways have been increased by up to 25%, while the rates for those falling on major state and district highways have been revised upward by up to 10%. These include areas in Gurgaon village, Sarhual, Dundaheera, Sukhralli, Chauma, Naharpur Roopa and Silokhara, etc.," he said.

Gaurav Mittal, managing director, CHD Developers Limited, said it would increase costs of properties in the affected areas. "Frequent hikes in circle rates usually have a negative impact on the market. We hope the administration will cut the rates next time to boost demand," he added.

The builders added they were expecting a rise in property sales during the upcoming festive season, when many people want to move into new houses. But now, the sharp rise in registration fees may



Same rates for regularised colonies

The revised circle rate will be charged for the 32 newly regularised colonies in Gurgaon, at 5% of the development charge. The ULB department has asked MCG to prepare a detailed report for the same. The corporation will provide water, sewage and road infra to these colonies before charging the circle rates.

Earlier this month, CM Manohar Lal Khattar had announced that 535 colonies across the state would be regularised. The 32 regularised colonies in Gurgaon fall in areas, including Amanpuri, Sai Kunj, Surya Vihar, Krishna Nagar, Rajiv Colony, Vishnu Garden part II, Begumpur, Chandanpur, Basai Enclave part-II, Basai Extension, parts of Gwai Pahari, Nihal Colony, Hans Enclave, Sarai Alawardi, Chauma village, Ramgarh Dhani and Samsapur village. "The MCG will prepare a detailed estimate report by October-end. A survey will be held to analyse the work required in these colonies. Then tenders for infrastructure and civic works will be given," said an ULB official. **TNN**

discourage buyers, they added.

"The registration fees will go up. This hike may disappoint buyers planning to invest in the region, especially genuine and first-time investors who have limited and accounted means. It may lead to delay in investment decisions," said Puneet Khullar, vice-president, Brahma Centre Development Pvt. Ltd.

Ashish Sarin, director and CEO, AlphaCorp, echoed Khullar: "This is the second hike in circle rates this fiscal. The festive season is here and the hike will definitely impact the sentiments of buyers," he rued.

Similarly, people, who are planning to purchase new homes, are disappointed. "I was planning to buy a house in

Gurgaon and had even checked a few. But, this hike will now have an impact on our choices. We may now have to revisit the properties that we had short-listed earlier," said Kiran Joshi, a resident of Dwarka.

Girish Kumar, who works in a 5-star hotel, said, "We are looking for a bigger house and had selected a property in new sectors. But, now we have to re-work our budget."

Commercial properties are also likely to see a rise in prices. For instance, rates for residential properties have been revised to Rs 33,000 per sq yard, from previous Rs 25,000 per sq yard, in Patel Nagar. For commercial properties, the new rate is Rs 65,000 per sq yard, up from Rs 50,000.

<https://timesofindia.indiatimes.com/city/gurgaon/circle-rate-hike-to-hit-sales-during-festive-season-in-gurgaon-say-builders/articleshow/66011350.cms>

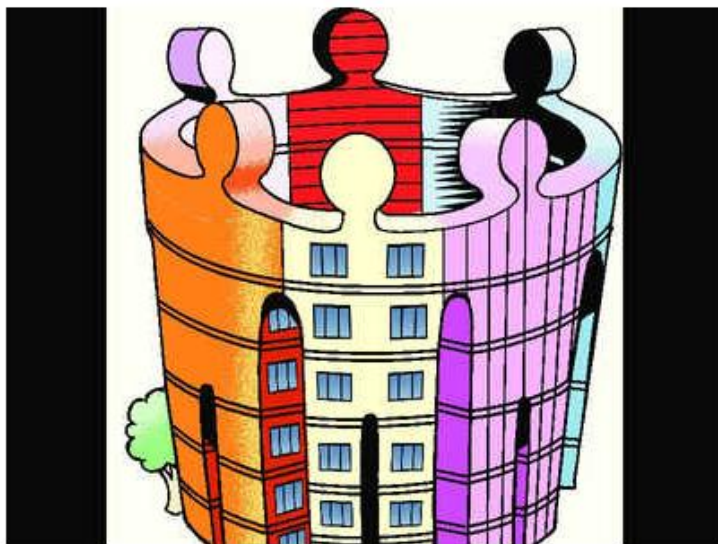
Circle rate hike to hit sales during festive season in Gurugram, say builders

Chetna Choudhry | TNN | Sep 30, 2018, 07:52 IST



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A+



Representative image

GURUGRAM: Potential homebuyers as well as real estate developers are unhappy with the state government's latest move to increase circle rates by 10-25%, which is likely to push up property prices proportionately in large parts of the city.

Developers argued that the second rise in the circle rates within a year (earlier they were

revised in April) would have a negative impact on real estate transactions, especially in Wazirabad, Badshapur, Kadipur and Harsuru sub-tehsils where new rates will come into effect on October 19.



Vijay Yadav, district revenue officer, said the areas, where the rates had been revised, fell under the municipal limits along Delhi-Gurugram Expressway, Dwarka Expressway and Gurugram-Alwar Highway (Sohna Road). Prominent areas include Daultabad, Adarsh Nagar, New Palam Vihar, Sheetla Colony, Bhawani Enclave and Shivaji Park, among many others. It will increase registration fees for both commercial and residential properties.

However, the rates for licensed colonies, such DLF phases and Sushant Lok areas, have not been changed.

“The circle rates of properties up to two acres from these three expressways have been increased by up to 25%, while the rates for those falling on major state and district highways have been revised upward by up to 10%. These include areas in Gurugram village, Sarhual, Dundahera, Sukhrali, Chauma, Naharpur Roopa and Silokhara, etc.” he said.

Gaurav Mittal, managing director, CHD Developers Limited, said it would increase costs of properties in the affected areas. "Frequent hikes in circle rates usually have a negative impact on the market. We hope the administration will cut the rates next time to boost demand," he added.

The builders added they were expecting a rise in property sales during the upcoming festive season, when many people want to move into new houses. But now, the sharp rise in registration fees may discourage buyers, they added.

"The registration fees will go up. This hike may disappoint buyers planning to invest in the region, especially genuine and first-time investors who have limited and accounted means. It may lead to delay in investment decisions," said Puneet Khullar, vice-president, Brahma Centre Development Pvt. Ltd.

Ashish Sarin, director and CEO, AlphaCorp, echoed Khullar. "This is the second hike in circle rates this fiscal. The festive season is here and the hike will definitely impact the sentiments of buyers," he rued.

Similarly, people, who are planning to purchase new homes, are disappointed. "I was planning to buy a house in Gurugram and had even checked a few. But, this hike will now have an impact on our choices. We may now have to revisit the properties that we had short-listed earlier," said Kiran Joshi, a resident of Dwarka.

Girish Kumar, who works in a 5-star hotel, said, "We are looking for a bigger house and had selected a property in new sectors. But, now we have to rework our budget."

Commercial properties are also likely to see a rise in prices. For instance, rates for residential properties have been revised to Rs 33,000 per sq yard, from previous Rs 25,000 per sq yard, in Patel Nagar. For commercial properties, the new rate is Rs 65,000 per sq yard, up from Rs 50,000.

<https://realty.economictimes.indiatimes.com/news/industry/circle-rate-hike-to-hit-sales-during-festive-season-in-gurugram-builders/66013286>

Circle rate hike to hit sales during festive season in Gurugram: Builders

Developers argued that the second rise in the circle rates within a year (earlier they were revised in April) would have a negative impact on real estate transactions

Chetna Choudhry | TNN | September 30, 2018, 10:52 IST

GURUGRAM: Potential homebuyers as well as real estate developers are unhappy with the state government's latest move to increase [circle rates](#) by 10-25%, which is likely to push up property prices proportionately in large parts of the city.

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Ashish Sarin, director and CEO, AlphaCorp, echoed Khullar. “This is the second hike in circle rates this fiscal. The festive season is here and the hike will definitely impact the sentiments of buyers,” he rued.

Similarly, people, who are planning to purchase new homes, are disappointed. “I was planning to buy a house in Gurugram and had even checked a few. But, this hike will now have an impact on our choices. We may now have to revisit the properties that we had short-listed earlier,” said Kiran Joshi, a resident of Dwarka.

Girish Kumar, who works in a 5-star hotel, said, “We are looking for a bigger house and had selected a property in new sectors. But, now we have to rework our budget.”

Commercial properties are also likely to see a rise in prices. For instance, rates for residential properties have been revised to Rs 33,000 per sq yard, from previous Rs 25,000 per sq yard, in Patel Nagar. For commercial properties, the new rate is Rs 65,000 per sq yard, up from Rs 50,000.

<https://content.magicbricks.com/property-news/delhi-ncr-real-estate-news/circle-rate-hike-to-hit-sales-during-festive-season-in-gurugram-builders/101967.html>



Circle rate hike to hit sales during festive season in Gurugram: Builders

Potential homebuyers as well as real estate developers are unhappy with the state government's latest move to increase circle rates by 10-25%, which is likely to push up property prices proportionately in large parts of the city.

Developers argued that the second rise in the circle rates within a year (earlier they were revised in April) would have a negative impact on real estate transactions, especially in Wazirabad, Badshapur, Kadipur and Harsuru sub-tehsils where new rates will come into effect on October 19.

Vijay Yadav, District Revenue Officer, said the areas, where the rates had been revised, fell under the municipal limits along Delhi-Gurugram Expressway, Dwarka Expressway and Gurugram-Alwar Highway (Sohna Road). Prominent areas include Daultabad, Adarsh Nagar, New Palam Vihar, Sheetla Colony, Bhawani Enclave and Shivaji Park, among many others. It will increase registration fees for both commercial and residential properties.

However, the rates for licensed colonies, such DLF phases and Sushant Lok areas, have not been changed.

"The circle rates of properties up to two acres from these three expressways have been increased by up to 25%, while the rates for those falling on major state and district highways have been revised upward by up to 10%. These include areas in Gurugram village, Sarhual, Dundahera, Sukhrali, Chauma, Naharpur Roopa and Silokhara, etc." he said.

Gaurav Mittal, Managing Director, CHD Developers Limited, said it would increase costs of properties in the affected areas. "Frequent hikes in circle rates usually have a negative impact on the market. We hope the administration will cut the rates next time to boost demand," he added.



The builders added they were expecting a rise in property sales during the upcoming festive season, when many people want to move into new houses. But now, the sharp rise in registration fees may discourage buyers, they added.

"The registration fees will go up. This hike may disappoint buyers planning to invest in the region, especially genuine and first-time investors who have limited and accounted means. It may lead to delay in investment decisions," said Puneet Khullar, Vice-President, Brahma Centre Development Pvt. Ltd.

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Chetna Choudhry, Economic Times, Delhi/NCR



AlphaCorp Introduces customizable homes in Karnal

Editor | October 5, 2018 @ 10:37 AM

AlphaCorp recently announced the launch of customizable independent floors in Alpha International City located in sector 28 and 28, Karnal. The concept gives buyers the advantage of either choose any independent floor of their choice along with an advantage of customizable design options. Buyers will have the luxury to get their homes designed as per their taste and comfort. The developers will also provide tailor-made specifications to opt high-end construction materials. The spatial design is effectively done to separate the public and private areas for privacy. The building complex comprising of a stilt floor for parking along with three floors which are naturally ventilated and lit, having a plot size of 360 sq yards and the floor area of 3262 sq feet. The concept also gives you the freedom to choose either the villa or one floor. The independent floors have lifts and dedicated car parking.

"Everyone wants to live in a home designed around their tastes and values, but the idea of building a dream custom home can be daunting. After many years in the business, we've honed a streamlined process that makes custom home building painless and actually enjoyable for our clients. Customized homes are fast gaining popularity amongst the buyers as they give them the freedom and luxury to design their home according to their taste and comfort. A custom-made home can take care of customized needs such as space optimization, flooring, appliances, home decor, furnishing etc. Along the same lines, we have also introduced customizable independent floors at Alpha International City, Karnal where our buyers will have the luxury to design their home as per their taste and comfort" said Ashish Sarin, Director, and CEO - AlphaCorp.

A visionary development, Alpha International City, Karnal (AICK), epitomizes and provides for holistic living at the scale of a small city. Located in Sectors 28 and 29 in Karnal, midway between Delhi and Chandigarh on NH-1, this 330 acres development promises and delivers an elevated quality of life. The township is designed to cater to the needs of its residents, both basic and aspirational, scaled to a global level.

<https://www.realtymyths.com/alphacorp-introduces-customizable-homes-in-karnal/>

AlphaCorp Introduces customizable homes in Karnal



By RealtyMyths on October 5, 2018

No Comments / 22 views



ALPHACORP

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By **The Property Times News Bureau** - October 4, 2018

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New Delhi, October 04,

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<http://tatkalnews.com/news/175926-alpha-corp-introduces-customizable-homes-in-karnal.aspx>

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September 29, 2018 02:13 PM

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<https://www.apnnews.com/alphacorp-introduces-customizable-homes-in-karnal/>

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<https://www.aninews.in/news/business/business/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre201809221540030002/>



Commercial Realty of NCR and top cities to witness boost: CBRE

ANI | Updated: **Sep 22, 2018 15:42 IST**

New Delhi [India], Sep 22 (NewsVoir): With the highest per capita income, Delhi offers immense opportunities for individuals to prosper in the state. Delhi's per capita is almost triple of the country's, making it most sought after 'job seeking' destination.

The big statistical boost has made Delhi number 1 destination for migrants from all parts of the country. The rising population triggered the growth eruption of NCR evolving it as top spot for real estate investment. Due to this tangential development, areas such as Gurgaon, Noida and Greater Noida have emerged as the major urban centres of NCR.

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Being a preferred hub for fortune 500 companies, NCR today sits at the pinnacle of India's commercial real estate map. Speedy growth in services sectors like IT/ITeS, BFSI, Telecom, etc., extensions of industrial corridors and favorability amongst MNCs has paved a strong growth path for NCR's robust economy and real estate sector. A recent study highlighted that NCR accounted for 28% of the office absorption in India. The sturdy emergence of start-ups and strengthen spirit of entrepreneurship has created a steep demand in office spaces. To keep up with the trends realtors are offering multiple and flexible option of work spaces such as flexi-offices, co-working spaces, business centers etc.

"With demand for co-working space on rise, Vatika Business Centre recently added 80,000 sq ft of office space, comprising over 1,100 seats, in four cities -- Delhi, Mumbai, Pune and Faridabad. Our offerings include serviced offices, co-working spaces, meeting rooms and virtual offices," said MD, Vatika Group, Gaurav Bhalla.

"With 20 business centers, VBC is the largest Indian business center provider covering more than 5, 00,000 sq ft area with more than 5000 seats in total. Our in-house facility management team 'Enviro' serves 70 million square feet every day. Our operations are spread across 80 commercial buildings, societies, hospitals and manufacturing units spread across 8 cities," added Gaurav Bhalla.

According to report by CBRE, there will be an addition of close to around 4-5 million sq ft of supply during H2 2018 across major cities including NCR, Mumbai, Bengaluru, Chennai and Hyderabad. One of the upcoming projects in Gurugram includes Athena by Brahma Center Development Pvt. Ltd. which owns the 12.206 acres of land at Sector-16 along the Delhi-Gurugram Expressway. It is a retail and commercial space spread across a leasable area of 1.3 million square feet having G + 18 floors for Grade A office space and G + 3 floors for retail. Strategically located, it offers great connectivity from Sohna road, Delhi, and the airport as well.

"The demand from commercial real estate has increased with improved occupancy and rentals. The commercial real estate market has witnessed a growth due to the increased penetration of e-commerce, demand for quality workplaces and warehouses. It is expected that the coming quarters will continue to witness more commercial supply across key markets including Delhi NCR. We are also gearing up with a commercial project in sector 15, Noida. The project will be a fusion of a shopping mall and office space with easy connectivity to Delhi via metro. As a result of the stricter regulations in the real estate industry, the commercial real estate will continue to see healthy leasing volumes," said Ashish Sarin, Director and CEO - AlphaCorp.

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The rapid growth of NCR's realty sector can be easily attributed to growth in population, rise in the number of nuclear families, easy availability of finance, repatriation of NRIs and HNIs and rise in disposable income. This steady augmentation offered a rise in the disposable income instigating a boom in consumerism pushing Organised retail sector to grow with 25-30 per cent annually.

This has resulted in the coming up of many commercial projects including Malls, Multiplexes, Shopping complexes, Food Courts, Supermarkets, co-working spaces, business centers etc. Growing importance of F&B is becoming the USP for malls. In fact, over the past five years, the space taken up by F&B has experienced faster footfalls across malls and will be the 'experiential differentiator' in future. Shoppers are increasingly chasing experiences, not just merchandise. (NewsVair)

Commercial Realty of NCR and top cities to witness boost: CBRE

ANI | New Delhi [India]

Last Updated at September 22, 2018 16:05 IST

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The big statistical boost has made [Delhi](#) number 1 destination for migrants from all parts of the country. The rising population triggered the growth eruption of [NCR](#) evolving it as top spot for [real estate](#) investment. Due to this tangential development, areas such as Gurgaon, [Noida](#) and Greater [Noida](#) have emerged as the major urban centres of [NCR](#).

Being a preferred hub for fortune 500 companies, [NCR](#) today sits at the pinnacle of India's commercial [real estate](#) map. Speedy growth in services sectors like IT/ITeS, BFSI, Telecom, etc., extensions of industrial corridors and favorability amongst MNCs has paved a strong growth path for NCR's robust [economy](#) and [real estate](#) sector. A recent study highlighted that NCR accounted for 28% of the office absorption in [India](#). The sturdy emergence of start-ups and strengthen spirit of entrepreneurship has created a steep demand in office spaces. To keep up with the trends realtors are offering multiple and flexible option of

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"The demand from commercial real estate has increased with improved occupancy and rentals. The commercial [real estate market](#) has witnessed a growth due to the increased penetration of e-commerce, demand for quality workplaces and warehouses. It is expected that the coming quarters will continue to witness more commercial supply across key markets including [Delhi](#) NCR. We are also gearing up with a commercial project in sector 15, [Noida](#). The project will be a fusion of a shopping mall and office space with easy connectivity to Delhi via metro. As a result of the stricter regulations in the real estate industry, the commercial real estate will continue to see healthy leasing volumes," said Ashish Sarin, [Director and CEO - AlphaCorp](#).

The rapid growth of NCR's realty sector can be easily attributed to growth in population, rise in the number of nuclear families, easy availability of finance, repatriation of NRIs and HNIs and rise in disposable income. This steady augmentation offered a rise in the disposable income instigating a boom in consumerism pushing Organised [retail](#) sector to grow with 25-30 per cent annually.

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<http://www.htsyndication.com/htsportal/newsvoir/article/commercial-realty-of-ncr-and-top-cities-to-witness-boost%3A-cbre/30027746>

Commercial Realty of NCR and Top Cities to Witness Boost: CBRE

Posted On: 2018-09-22

Cities Newsvoir Columnists

Delhi, Sept. 22 -- With the highest per capita income, Delhi offers immense opportunities for individuals to prosper in the state. Delhi per capita is almost triple of the country, making it most sought after job seeking; destination. The big statistical boost has made Delhi number 1 destination for migrants from all parts of the country. The rising population triggered the growth eruption of NCR evolving it as top spot for real estate investment. Due to this tangential development, areas such as Gurgaon, Noida and Greater Noida have emerged as the major urban centres of NCR.

Coworking space by Vatika Business Centre

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New Delhi [India] | September 22, 2018 4:11:29 PM IST

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🕒 6 days ago 📅 Sep 23, 2018 👤 ANI

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by [newsvoir.com](https://www.newsvoir.com) September 22, 2018

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ANI

22 Sep 2018, 20:27 GMT+10

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Sep 23, 2018 | by IASmind.com | in Business

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NEWS AGENCIES | Updated on: 22 September 2018, 16:02 IST

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Boost: CBRE

Sep 22, 2018 15:11 PM

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http://tennews.in/corporatenews2/?c_article_id=10696&c_author_id=8796&originurl=http%3A%2F%2Ftennews.in%2Fcorporate-news-2%2F

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Sep 23, 2018 | by Trilok Singh | in Recent Post

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http://www.freepressjournal.in/wire-news?c_article_id=10696&c_author_id=8796

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Sep 22, 2018 15:11 PM

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<http://goachronicle.com/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre/>

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BY ADMIN · SEPTEMBER 22, 2018

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<http://news.delhionline.in/press-releases/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-62324>

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Sep 22, 2018 15:11 PM

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Sep 22, 2018 15:11 PM

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Boost: CBRE

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CBRE

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Sep 22, 2018 15:11 PM

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<http://skillindiapost.com/news-voir/commercial-realty-of-ncr-and-top-cities-to-witness-boost-cbre-1088216>

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NEWSVOIR · September 23, 2018 · 2 minutes read

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"The demand from commercial real estate has increased with improved occupancy and rentals. The commercial real estate market has witnessed a growth due to the increased penetration of e-commerce, demand for quality workplaces and warehouses. It is expected that the coming quarters will continue to witness more commercial supply across key markets including Delhi NCR. We are also gearing up with a commercial project in sector 15, Noida. The project will be a fusion of a shopping mall and office space with easy connectivity to Delhi via metro. As a result of the stricter regulations in the real estate industry, the commercial real estate will continue to see healthy leasing volumes," said **Ashish Sarin, Director and CEO - AlphaCorp.**

The rapid growth of NCR's realty sector can be easily attributed to growth in population, rise in the number of nuclear families, easy availability of finance, repatriation of NRIs and HNIs and rise in disposable income. This steady augmentation offered a rise in the disposable income instigating a boom in consumerism pushing Organised retail sector to grow with 25-30 per cent annually. This has resulted in the coming up of many commercial projects including Malls, Multiplexes, Shopping complexes, Food Courts, Supermarkets, co-working spaces, business centers etc. Growing importance of F&B is becoming the USP for malls. In fact, over the past five years, the space taken up by F&B has experienced faster footfalls across malls and will be the 'experiential differentiator' in future. Shoppers are increasingly chasing experiences, not just merchandise.

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Commercial Realty of NCR and Top Cities to Witness

Boost: CBRE

With the highest per capita income, Delhi offers immense opportunities for individuals to prosper in the state. Delhi's per capita is almost triple of the country's, making it most sought after 'job seeking' destination. The big statistical boost has made Delhi number 1 destination for migrants from all parts of the country. The rising population triggered the growth eruption of NCR evolving it as top spot for real estate investment. Due to this tangential development, areas such as Gurgaon, Noida and Greater Noida have emerged as the major urban centres of NCR.



Coworking space by Vatika Business Centre

Being a preferred hub for fortune 500 companies, NCR today sits at the pinnacle of India's commercial real estate map. Speedy growth in services sectors like IT/ITeS, BFSI, Telecom, etc., extensions of industrial corridors and favorability amongst MNCs has paved a strong growth path for NCR's robust economy and real estate sector. A recent study highlighted that NCR accounted for 28% of the office absorption in India. The sturdy emergence of start-ups and strengthen spirit of entrepreneurship has created a steep demand in office spaces. To keep up with the trends realtors are offering multiple and flexible option of work spaces such as flexi-offices, co-working spaces, business centers etc.

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