

**LET'S CONSTRUCTIVELY BUILD
THE FOUNDATION OF THE BRAND NEW YEAR.**

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Luxury homes in prime locations, at affordable prices.



Quality uncompromised.



Green homes for healthier living.



100% transparency. No hidden charges.



We pay, if we delay.



Monthly newsletter with regular updates.



Regular customer meets every quarter.



2,000+ delighted customers.



1 out of every 4 units is sold through customer referral.



Special discounts for special citizens.



End-to-end relationship managers.



Stay connected with our Mobile app

Urban Tree has created a distinct name for itself through world-class lifestyles that reflect cutting-edge quality and design standards. Urban Tree has always laid strong emphasis on integrity and transparency and is committed to delivering the finest quality of life. Your money is hard-earned and we will spare no effort in creating homes that will delight you for life.



A member of the
Builders' Association of India



An ISO 9001:2008
Certified Company



A member of the
Indian Green Building Council



A member of
CREDAI Chennai

The Men of Few Words



Dear friends,

We wish you and your family a very Happy New Year! May this beautiful brand new year bestow happiness and prosperity upon every life we touch as we spread love to all those we hold dear. Let's join them in celebrating memorable moments that keep us strong in the grand journey of life. Here's to a great year ahead.

A stylized, handwritten signature in black ink, likely belonging to Abhishek and Abhinay Mehta. The signature is composed of several bold, sweeping strokes.

Abhishek & Abhinay Mehta
Managing Directors

Hello Again and Greetings to All!

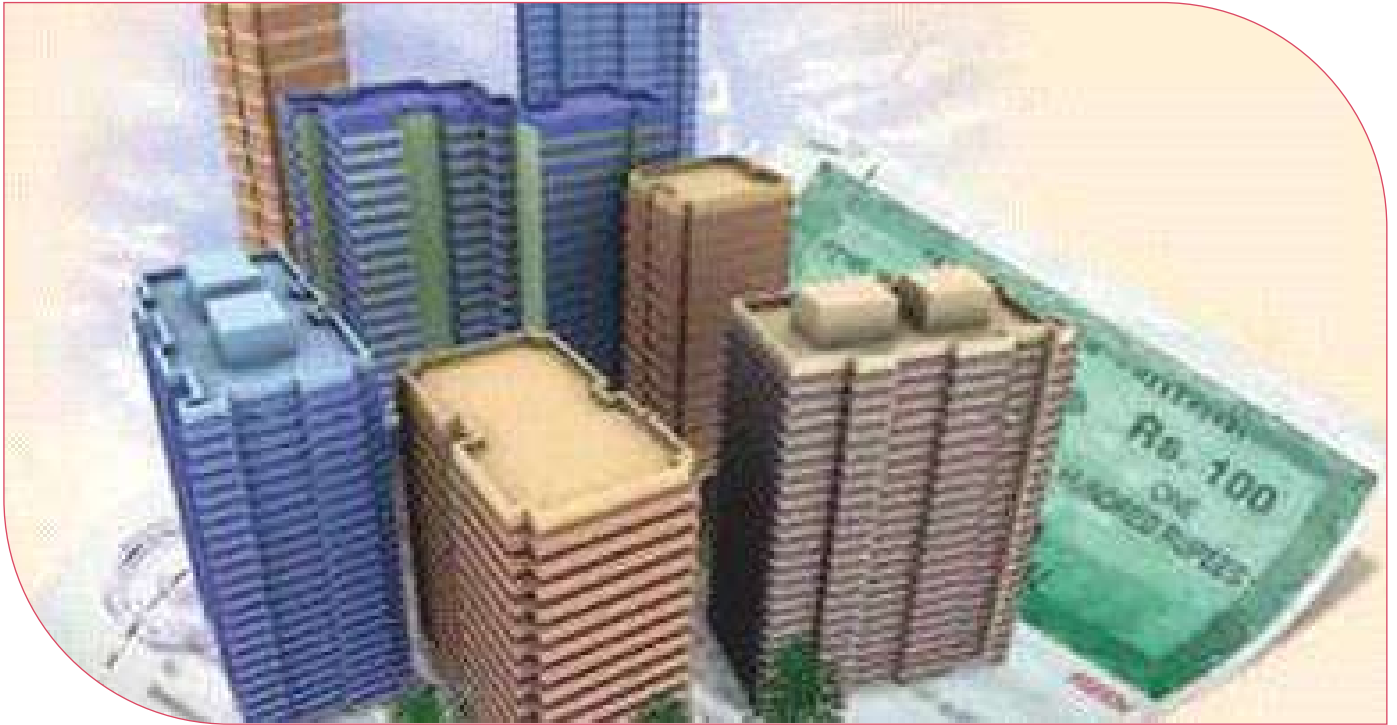
Each issue of this newsletter brings to you all the information you need to know about our projects.

Welcome! We are delighted to have customers like you behind our enormous success. We are truly thankful that you have chosen Urban Tree for providing world-class land parcels and building your dream home. Over the years, we have gained a solid reputation for work efficiency, effectiveness, dedication, and utmost professionalism. We, at Urban Tree, while highly experienced and updated on the latest construction technologies, world-class plots and high-quality building materials; strive to deliver beyond our customers' expectations. We make sure that you get only the best and the most reliable service. We are confident that you will be satisfied with our customer service, newsletters, site updates, and quarterly customer meets. It gives us great pleasure and pride to have customers who are the driving force of our success.

Every month, we reach out to customers through e-newsletters with project updates along with photographs documenting their progress.

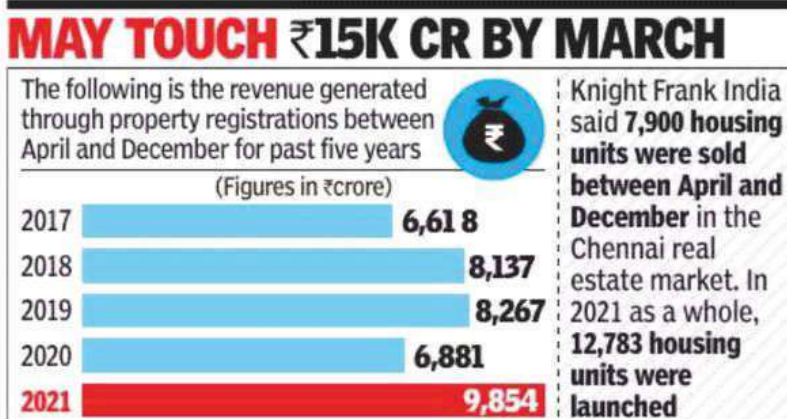
We would love to receive your reviews and suggestions, which you can send to us at feedback@urbantree.in





Chennai: Revenue through property registration at a 5-year high.

CHENNAI: The government's revenue of 9,854 crores from property registrations in the past nine months is the highest in the last five years .. from 2017. The 2021 April to December revenue was 43% more than in 2020 (6,881 crores) and 19% more than the pre-Covid year of 2019 (8,267 crores). Registration department sources said the revenue is likely to touch 15,000 crores by end of March 2022.



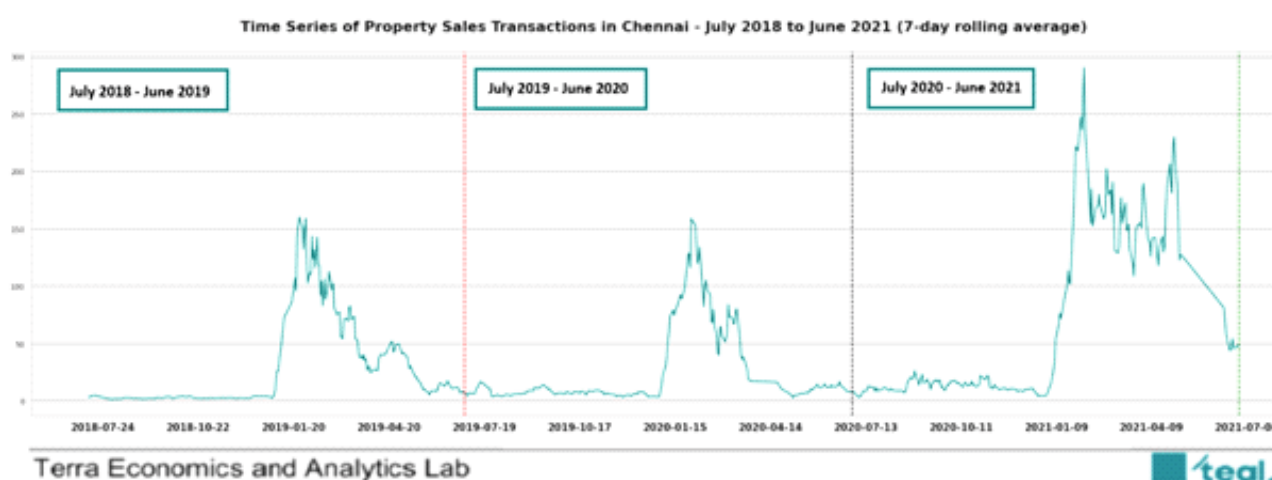
December 2021 also saw the highest revenue from land registrations in the past four years at 1405 crores... Chennai and it's suburbs are witnessing a spike in new launches. .. More than 40% of the revenue from property registrations in 2021 was from the zone of comprising the city and neighbouring districts.

Market Updates

Property Sales Activity in Chennai District (July 2018 - June 2021)

CHENNAI: The government's revenue of 9,854 crores from property registrations in the past nine months is the highest in the last five years .. from 2017. The 2021 April to December revenue was 43% more than in 2020 (6,881 crores) and 19% more than the pre-Covid year of 2019 (8,267 crores). Registration department sources said the revenue is likely to touch 15,000 crores by end of March 2022.

Property Sales Activity in Chennai District (July 2018 - June 2021)

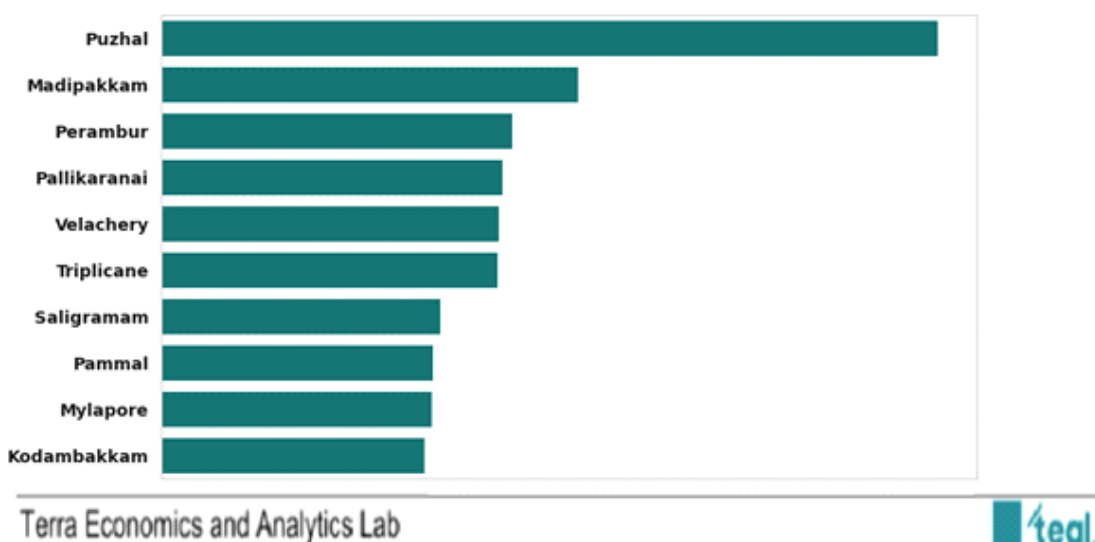


Chennai district recorded its highest property sales transactions during the three year period of July 2018 - June 2021 in Q1 of 2021. During this quarter, sales transactions reached a high of 9,592 transactions. February 2021 registered the highest property sales transactions with 3,756 transactions - a 38.3% increase from the previous month, followed by a 6% drop in March 2021. The gaining momentum in property sales in Chennai district came to a halt in the April - June 2021 quarter (Q2) due to the second wave of Covid-19. Property sales transactions fell by 61.6% in Q2 of 2021 compared to the previous quarter.

A seasonal trend that is noted during the three year period is a spike in property sales transactions during the January - March quarter of each year.

Market Updates

Top 10 Localities in Chennai district by Sales Transaction - July 2018 to June 2021

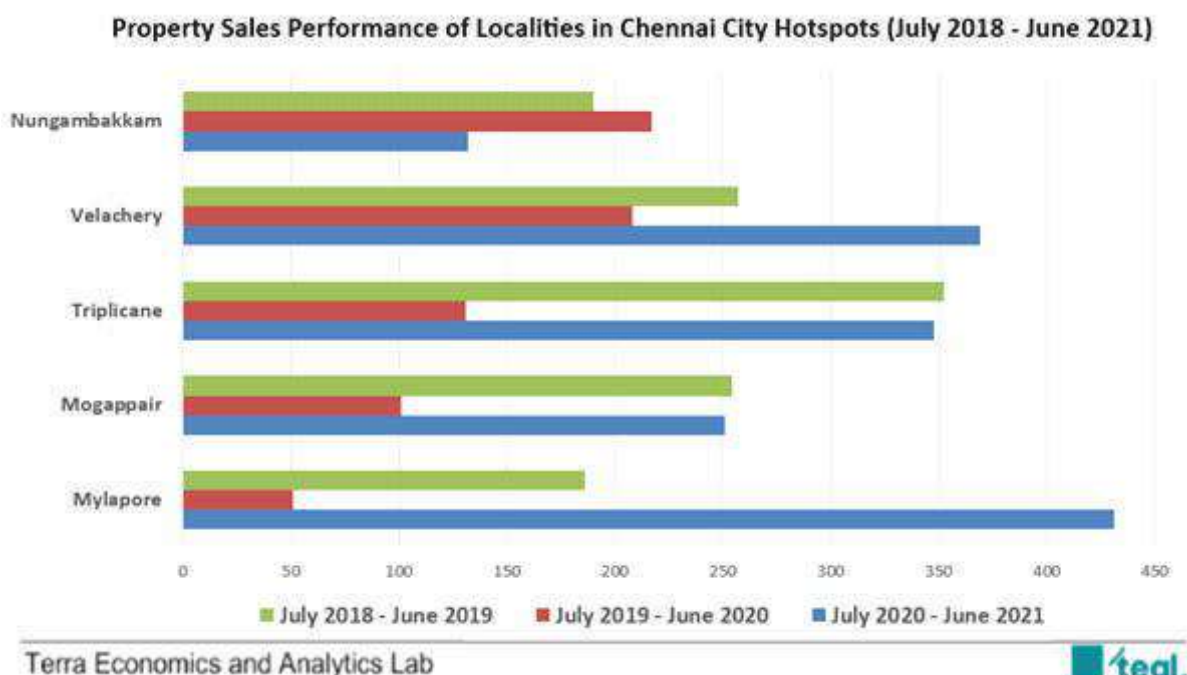


Puzhal was the top-performing locality in terms of property sales transaction in Chennai district during the July 2018 - June 2021 period. Puzhal recorded 798 sales transactions in the July 2020 - June 2021 period. Madipakkam comes at the second position with a total of 1,029 property sales transactions during the three year period. Madipakkam has been gaining popularity among property buyers due to proximity to railway stations, affordability, easy access to the IT corridor, and availability of basic amenities [1].

Mylapore and Velachery becoming Property Sales Hotspots.

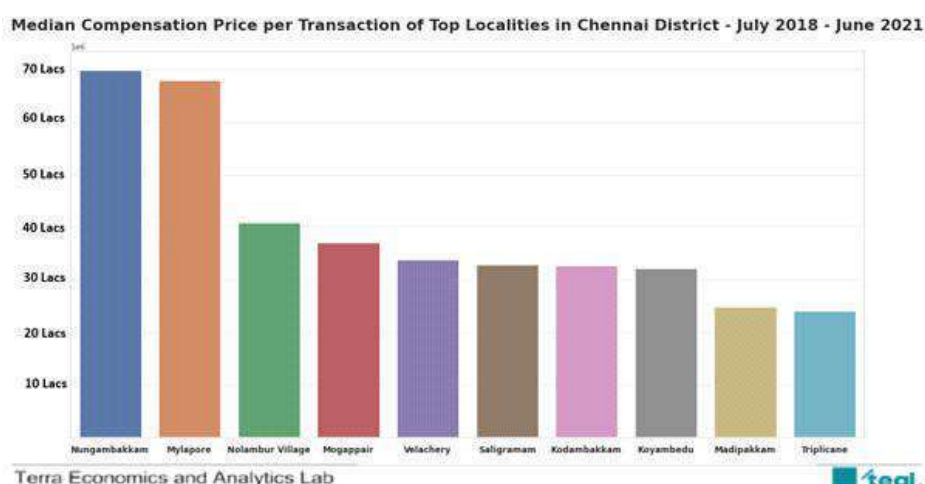
Popular localities in the city hotspots like Mylapore and Velachery also observed increased property sales transactions in 2021. Velachery has become a preferred location for buying homes by people who have their offices in the IT corridor nearby [2]. Velachery recorded 369 transactions in the July 2020 - June 2021 period - a 43.6% and 30.3% spike from the previous two years respectively. Mylapore also witnessed the maximum property sales activity during this period with 431 transactions - 88.2% higher transactions than the July 2019 - June 2020 period. Independent development of apartments at low and medium altitudes are primarily found in the locality. Prominent projects of the city like The Golden Luz Avenue, Casa Grande Arcobaleno and Kgeyes Arulagam are also present in Mylapore [2].

Market Updates



Nungambakkam recorded the highest property sales transaction during the July 2019 - June 2020 period with 217 transactions - followed by a 39% fall in the subsequent year. With top residential projects like VGN Notting Hill, Kgeyes Mahalingapuram, Sky Roof Azahar, and Forest Woods in the locality, Nungambakkam is deemed to become a vital choice for developers and home buyers [3]. While Triplicane and Mogappair experienced an increase in property sales transactions in the July 2020 - June 2021 period from their previous year, they did not reach the levels of July 2018 - June 2019 - falling short by 1%.

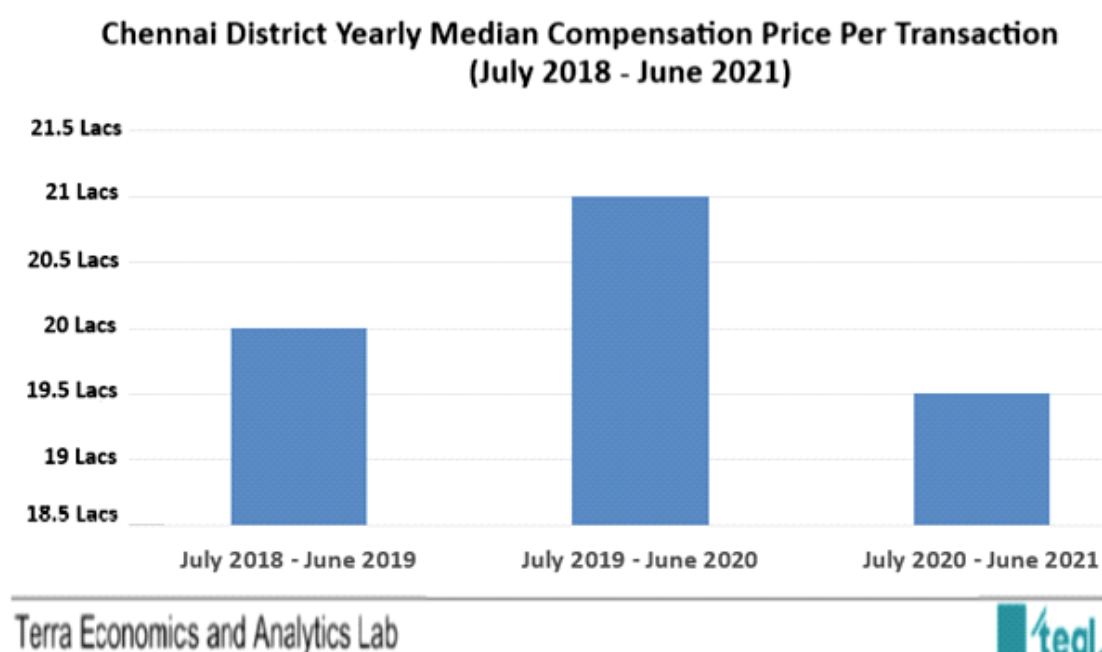
Nungambakkam Records Highest Median Compensation Price Per Transaction in the July 2018 - June 2021 Period.



Market Updates

Among the top localities in Chennai district, Nungambakkam and Mylapore recorded the highest median compensation price per transaction over the three year period of Rs. 70 Lakhs and Rs. 68 Lakhs respectively. In the July 2019 - June 2020 period, Nungambakkam registered the highest median compensation price of Rs. 80 Lakhs. This was followed by a 14.4% drop to Rs. 68.4 Lakhs during the July 2020 - June 2021 period.

Median Compensation Prices Fall During the July 2020 - June 2021 Period in Chennai District



Chennai district recorded the highest median compensation price per transaction during the July 2019 - June 2020 period. During this period, the median compensation price per transaction rose to Rs. 21 Lakhs, a 4.5% increase from the previous year. The median compensation price, however, dropped by 7.1% to Rs. 19.5 Lakhs in the following year.



A WORLD OF MORE

MORE SPACE IN EVERY SQUARE FEET

Inspired by the best urban living, Amaze by Urban Tree is a 1.45-acre residential property located at the heart of Chennai's newly emerging business epicenter – Porur. With 132 premium homes of 2, 2.5 and 3 BHK apartments ranging from 923 to 1287 sq. ft., the property's intelligent design and strategic planning challenge the previously stagnant approach to space, conveniently adapting to modern living needs. Amaze features a common area that occupies less than 20% of the total space, making it one of the most space-efficient residential buildings in Chennai. Value engineering is the beating heart of Amaze and with that Urban Tree provides you with more carpet space than what most regular apartments claim.

Progress of the Project





**TIME TO
INVEST IN THE NEXT
TARAMANI**

*CONDITIONS APPLY

A JOINT INITIATIVE WITH

VILLA PLOTS @ ~~₹16~~ ₹13.99 LAKHS*

amberland

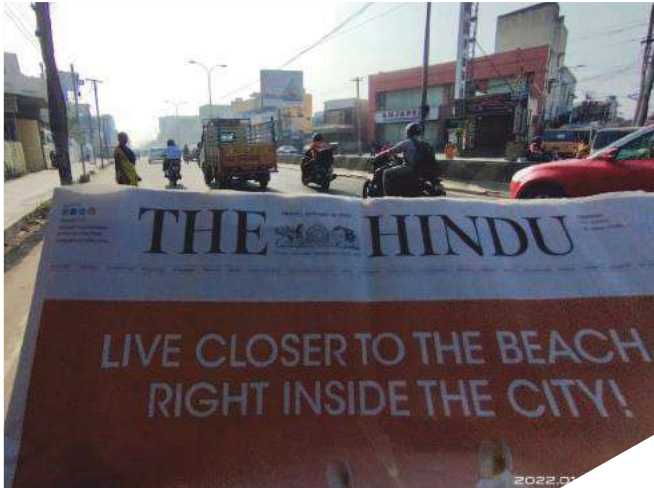
RERA NO.: TN/02/LAYOUT/0260/2020 DATED 29.12.2020 | WWW.RERA.TN.GOV.IN

Progress of the Project



Event and promotions

HOARDING



Your Words are our Motivation

Name: M. Usha

Designation:

Company Name:

Family Photo:



Testimonial: Till now, we are very satisfied with the communication and the updates from UrbanTree. Wish to continue the same in future.



Superheroes of the Month



Alagesan
Department: Sales



Nithila kkovai
Department: CRM



Poogodi
Department: Purchase



Sidharth
Department: Marketing



Ansari
Department: Accounts



Arun
Department: Admin



Divya
Department: Telesales



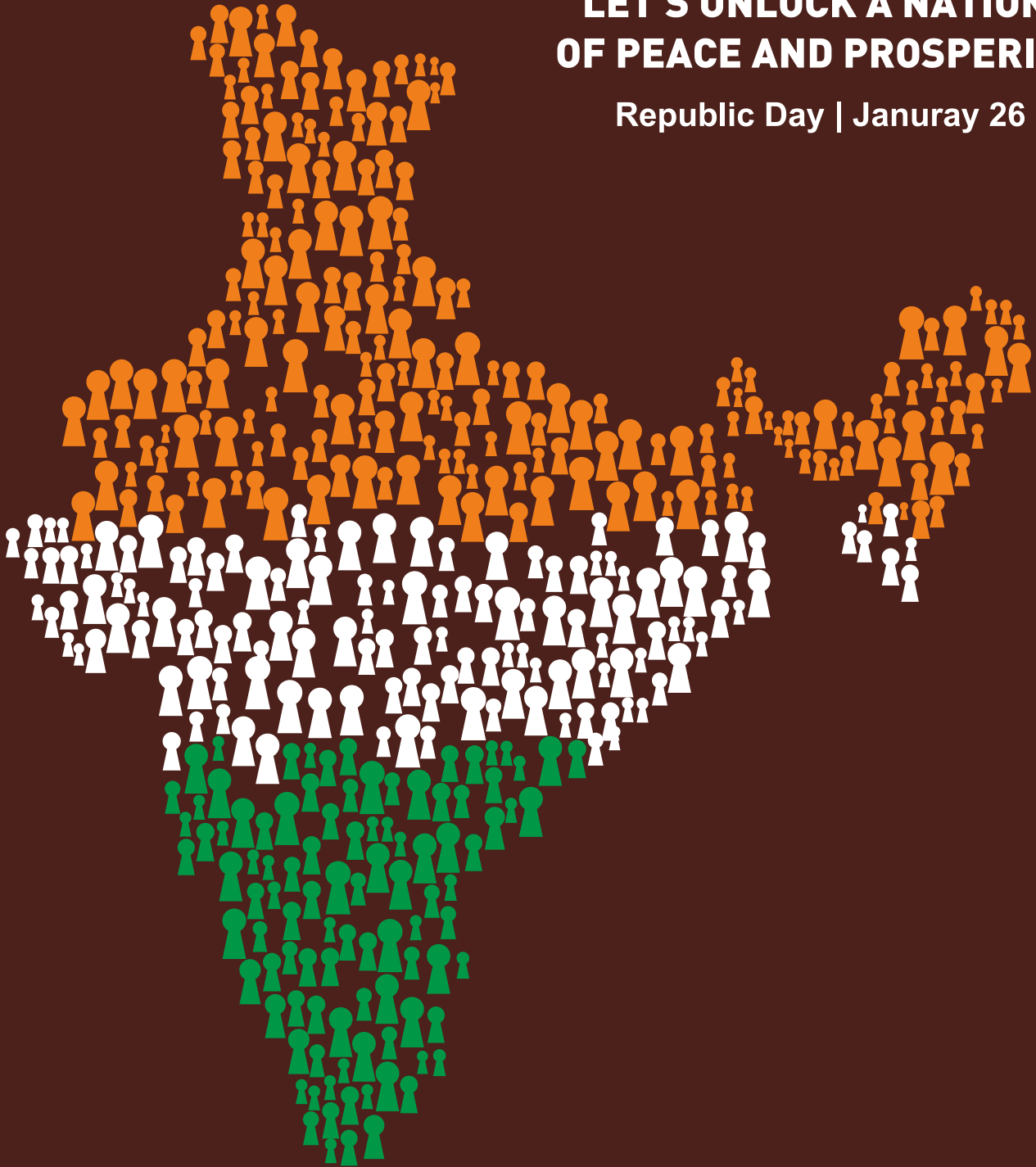
Moses
Department: Legal



Thiru
Department: Engineering

LET'S UNLOCK A NATION OF PEACE AND PROSPERITY

Republic Day | January 26



OUR PROJECTS

SILVERFIELDS
PATTABIRAM

AMAZE
PORUR



URBAN TREE INFRASTRUCTURES PRIVATE LIMITED
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Chennai - 600 034 | Board line: 400 00 321

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6600 5550



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