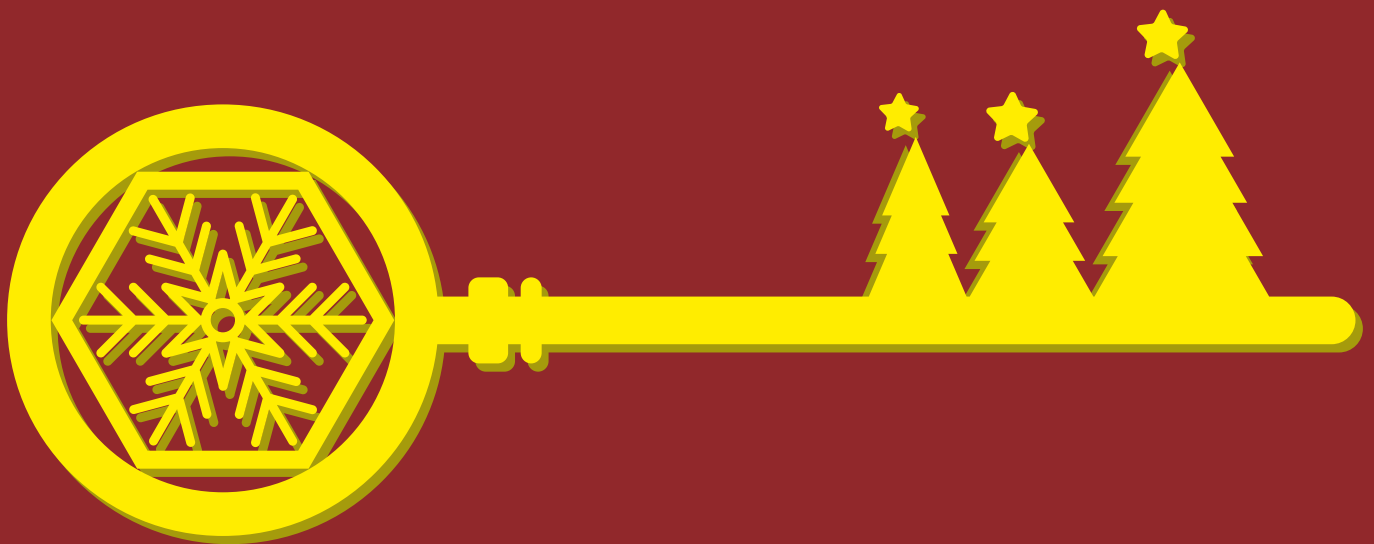


**THE SPIRIT OF GIVING IS KEY TO A LIFE OF  
HAPPINESS AND SMILES.**



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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.



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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 Merry Christmas! May this festival of giving bestow happiness 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 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 fluid, overlapping 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](mailto:feedback@urbantree.in)





Priority given to addressing flooding, traffic disruptions, says Stalin

A third master plan for Chennai is being prepared, in which combating floods, urbanisation, traffic disruptions and other problems pertaining to the city will be given importance, Chief Minister M.K. Stalin said after inaugurating Statecon 2021 – “Vision Tamil Nadu Growth for The Next 10 Years”, organised by the Confederation of Real Estate Developers’ Association of India (Credai) Tamil Nadu Chapter. The plan is for 2026 to 2046.

He said that a business centre is being planned in Pattinapakkam in Chennai and there are plans to raise the Koyambedu integrated market and bus stand, Madhavaram bus terminus and Sathangadu Iron Market to global standards.

The Chief Minister said the government is taking steps to make the State slum-free by 2031 and plans were afoot to provide 9.5 lakh houses to the poor in the next 10 years.

Mr. Stalin said that under the “Affordable Rental Housing Complex” scheme, private companies should build houses and dormitories on their own land and give it them on rent to those in need for 25 years. “This will be useful for those who work here coming from other States,” he said.

Chennai had been primarily driven by the entry and expansion of FMCG, auto and ancillary and e-commerce.

Talking about the real estate and construction sector, Mr. Stalin said the construction industry was a

# Market Updates

major contributor to the State's economic growth and was a revenue generator through registration of property. In September alone, the State government earned around ₹5,973 crore through registration of land documents and in November there was an increase of 17% in the registrations compared to last year.

"A single window portal will be introduced to quickly start construction work by approving plots of land within 60 days," the Chief Minister said.

## New chapters

Suresh Krishna, president of Credai, Tamil Nadu, said that after the farming sector, it is the construction industry which generated the maximum number of jobs. Credai planned to open five new chapters in Tirunelveli, Dharmapuri, Hosur, Salem, and Karur.

The Chief Minister released the Credai Tamil Nadu CBRE report which highlighted the latest developments in the real estate sector. According to the report, south Chennai was the most active residential destination and housed about 60% of the residential stock in the city.

Key corridors of the South Chennai includes OMR (Rajiv Gandhi Salai), GST (Grand Southern Trunk) Road, and ECR (East Coast Road) along with Velachery, Thiruvanmiyur, Adyar, Pallikaranai, and so on.

A majority of the residential activity was witnessed along OMR and GST. The demand was due to the presence of IT parks and SEZs.

The report pointed out that the increasing manufacturing activity had led to a rise in demand for warehouses over the past few years. The warehousing space in Chennai crossed 28 million sq. ft. by the third quarter of 2021, with close to 10 million sq. ft. added in the past three years.

Western corridors 1 and 2 included locations such as Sriperumbudur, Oragadam, Vallam, Mappedu, Mannur, Tiruvallur and account for about 60% of the stock in the city. Northern corridor, covering locations such as Puzhal, Manali and Red Hills accounts for about 35% of the total stock.

# Market Updates



## **Construction may grow at 10.7% as economy is on course to post 9.2% rise in FY22**

This growth is expected owing to the government's increased focus on infrastructure projects and smart recovery of demand expected for residential as well as commercial segments.

The estimates also said that the financial, real estate, and professional services segment is expected to see a 4 percent overall growth in FY22 versus the 1.5 percent contraction.

The construction sector is likely to grow in double digits at 10.7 percent in FY22 in a rebound from a contraction of 8.6 percent last year, aided by the base effect and a projected 9.2 percent growth in the economy, according to the Ministry of Statistics and Programme Implementation.

The Ministry has estimated India's GDP to grow 9.2 percent this fiscal amid soaring concerns over the Omicron virus infection.

The growth in the gross domestic product (GDP) of 9.2 percent in April 2021 to March 2022 fiscal (FY 2021-22) given by the National Statistical Office (NSO) in its first advance estimate compares with 9.5 percent expansion forecast by the Reserve Bank of India (RBI) last month.

The construction sector is likely to clock 10.7 percent in FY22 due to the government's increased focus on infrastructure projects and smart recovery of demand expected for residential as well as

# Market Updates

commercial segments.

“Other allied sectors such as logistics, warehousing, and data centres are also expected to fuel demand going forward,” said Samantak Das, Chief Economist and Executive Director - Research & REIS, JLL India.



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**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





**EVERY SQUARE FEET IS  
WORTH ITS WEIGHT IN GOLD**

**GOLDMINE**  
PARUTHIPATTU | AVADI

PVR | URBAN TREE

## Progress of the Project



A JOINT INITIATIVE OF



DIMENSIONS UNLIMITED

amberland



URBAN TREE

PEARL  
COUNTY

PATTABIRAM, AVADI

PLOTS STARTING FROM ₹12 LAKHS\*

INVEST IN  
PATTABIRAM,  
THE NEXT  
TARAMANI.

## Progress of the Project





**TIME TO  
INVEST IN THE NEXT  
TARAMANI**

\*CONDITIONS APPLY

A JOINT INITIATIVE WITH

**VILLA PLOTS @ ~~₹16~~ ₹13.99 LAKHS\***

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## Progress of the Project



## Event and promotions

### HINDU STALL



## Event and promotions

### HOARDING



# Your Words are our Motivation

**Name:** G. Prasanth  
**Designation:** Manager  
**Company Name:** Nakilat-Keppel Offshore & Marine Ltd - Qatar  
**Family Photo:** As attached



**Testimonial:** We are fully satisfied with the way the project has progressed so far even though there were some issues relating to the paper work in the earlier stages. All those initial bottle necks were handled very meticulously by the "URBAN TREE PROJECT TEAM". I would also like to convey my appreciation to Ms Suganya and Ms Chameli for clarifying all my queries with patience and diligence.



# Superheroes of the Month



Alagesan  
Department: Sales



Divya  
Department: Telesales



Karthik  
Department: Legal



Manimaran  
Department: Engineering



Migavel  
Department: Purchase



Ramer  
Department: Accounts



Ranjithkumar  
Department: Marketing



Suganya  
Department: CRM

This season, let's plant the spirit  
of giving in all our endeavors  
and construct a beautiful world.

**Christmas | December 25**



#### OUR PROJECTS

**SILVERFIELDS**  
PATTABIRAM

**PEARL COUNTY**  
ANNAMBEDU

**GOLD MINE**  
AVADI

**AMAZE**  
PORUR



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