

CONTEMPORARY HOUSING.
SHAPED TO PERFECTION.



NEWSLETTER
MAY 2015

FROM THE CHAIRMAN'S DESK



Mr. Atma Ram Gupta
Chairman - ARG Group

On the momentous occasion of entering our 25th year, I am thankful to all for the support and trust you have shown in ARG Group. We are really grateful to our clients and the residents of Rajasthan who have extended their hands in helping us reach this stage.

With its modest beginning in real estate, today ARG Group stands high after offering new-age homes to thousands of families. In reciprocation, the market today has grown to recognize us as a responsible leader of tomorrow. We believe that value creation is an everlasting phenomenon and trust is not built overnight. Our endeavor is to consistently surpass expectations of our stakeholders as we don't just build best-selling architectural masterpieces, we construct bridges with those who are special to us. We have always believed in quality, respect, ethics, creating values and building legacies for every generation and that is our primary reason behind changing our logo.

Today India is fast becoming one of the world's leading economic superpowers. The paradigm shift towards an open and global economy has thrown open new vistas of opportunity for creation of commercial and residential properties, and infrastructure development. Thus the scope for companies to develop and thrive in this field is enormous.

ARG Group is one of the most successful Indian enterprises in the field of real estate development and construction. Over the past 25 years, we have played a substantial role in transforming the landscape of Jaipur into a globally comparable metropolis. We have also identified the need to develop satellite townships in order to accommodate the growing migrating population in the wake of liberalization.

I assure you that we will emerge as a 360-degree solutions provider in the field of real estate development and construction. Today we can proudly claim to have set benchmarks for real estate developers and companies in India.

Best Wishes,

Atma Ram Gupta
Chairman

VISION

Building A New India By Providing Affordable Housing With Excellent Infrastructure To All Segments Of Society And Become The World's Leading Real Estate Developer Organisation.

MISSION

- To Adopt Latest Technology For Constructing Affordable Housing And Developing Related Infrastructure For All Segments Of The Society.
- To Continuously Learn And Practice The Contemporary Trends In Construction And Infrastructure Development Industry.
- To Involve All Employees As Partners In Organizational Growth.
- To Ensure Safety Of Employees.
- To Provide Opportunities For Personnel Growth.
- To Continuously Upgrade Annual Bench Marks For Higher Turnover, Profitability And Cost Effectiveness.

RECENTLY LAUNCHED LUXURIOUS PROJECT



New Gopalpura Flyover, Main Tonk Road,
Jaipur

ARG ONE

LIVE THE 5 STAR LIFE

ARG One will be designed in style to give a whole new meaning to luxury. The project was initiated on the occasion of our Silver Jubilee Celebration. With ARG One, Jaipur will soon have a new perception about luxury and lavishness.

Features:

- Apartments starting from a sprawling 3600 sq. ft. to a mind boggling 5300 sq. ft.
- 20 Bigha total project land area
- One of the Highest Residential Towers in Rajasthan
- One of the Largest Clubhouses on 10th floor in any residential project in northern India, spread across approximately 9000 sq. ft., with Swimming Pool, Sauna, Gym, Yoga Deck etc.
- Delicatessen
- VIP Lounge



ARG One, a landmark luxury residential project by ARG Group, was launched in March '15 at a press conference organized at Hotel Radisson Blu, Jaipur.

In line with its promise of world-class Five Star living, ARG One has got as its Brand Ambassador, Anoushka Shankar, Global Sitarist and four time Grammy Nominee.

On this prestigious occasion, Mr. Atma Ram Gupta, Chairman, ARG Group unveiled the project brochure amidst an august gathering of the most eminent personalities of Jaipur.

UNVEILING THE NEW LOGO OF ARG

ARG Group unveiled its new logo in January this year on the occasion of entering into its Silver Jubilee Year. The new logo stands for the new face of ARG Group. It marks a new beginning for the Group, packed with youthful energy, promise to build dreams and achieve new heights.



The five cubes describe our intellectual assets and stand for – Quality, Commitment, Integrity, Timely Execution and Innovative Technology.

Over the years, we have learnt and valued building bridges between generations. Satisfying the desires of the oldest and the youngest generations has been quite a challenge but with our novel concepts of living we have managed to bring all of them together. Thus, we have developed the 'Art of Reaching Generations'.



A press conference was organized on this special occasion to share the success story of ARG Group's growth, commitment and trust with the media and public.

CELEBRATING 25 YEARS OF EXCELLENCE



"Some people dream of success... while others wake up and work hard at it", this phrase clearly evaluates the saga of success attained by ARG Group and the position of eminence the Group has occupied in the competitive and volatile real estate market in Rajasthan. To enter into the Silver Jubilee Year and keep up the pace of winning tribute as a top notch and trustworthy builder and developer striving hard to live up to people's expectations, is a herculean task, something which

ARG Group has accomplished with flair. The success of the Group is built on the efforts of its founder, Mr. Atma Ram Gupta who has worked hard to convert his dreams into goals and his zeal for perfection in whatever he does. Credit goes to him along with his team members for transforming the skylines wherever his company has made a foray and it goes without saying that many of the Group's projects have become architectural landmarks in their own right.

ARG Group was established in 1989. Defining and changing the lifestyle of thousands of people, ARG Group today stands amongst the leading Realty and Infrastructure developers in Rajasthan.

Over two decades of prominent & striking growth, ARG Group is at a stage where it has evolved gathering immense experience and established assets - physical and intellectual. The Group has been recognized for its quality, commitment, integrity, timely execution and innovative technology.

Our strong presence is felt by our unique, rich and varied line of projects. Whether it's commercial outlets such as Shopping Malls and Office Spaces, or a wide range of Residential Complexes & Townships, from centrist to elite class, we have our own chef-d'oeuvre for all. Every project reflects the vision of ARG Group.

The Group is known for Integrated Townships, Group Housing, Shopping Malls, Office Spaces and Infrastructure & Utility Services. It has also turned out to be the torch bearer in new dimensions of real estate development in Rajasthan and continues to explore new opportunities.

With its deep-rooted foundation of ethics and values, ARG Group continues to conquer new horizons, thus pioneering and identifying new vistas of growth for the realty and infrastructure sectors. ARG Group's mission is to build a world-class Real Estate Development Company with the highest standards of professionalism, ethics and customer service and to thereby contribute to and benefit from the growth of the Indian economy.

एआरजी ग्रुप का 25वें साल में प्रवेश

जयपुर . रियल एस्टेट समूह एआरजी ने अपने राजत जयंती वर्ष में प्रवेश करने पर सभी परियोजनाओं में बन्स जनरेशन सेल (वाई दिन की छुट) की घोषणा की। इस अवसर पर ग्रुप के चेयरमैन आत्माराम गुप्ता ने राजत जयंती लोगों का भी अनाकरण किया। यह छुट प्रशासकों को 3,4 व 5 जनवरी को



छेपहर 2 बजे तक उपलब्ध होगी। इस दौरान ग्रुप की सभी परियोजनाओं पर 10 पीसटी से लेकर 16 पीसटी तक की छुट दी जाएगी। राजत जयंती साल में ग्रुप की की ओर से सांस्कृतिक, सामाजिक एवं विभिन्न प्रकार गतिविधियों का आयोजन किया जाएगा। ग्रुप ने 1990 में अपने सभी परियोजना के सह रियल एस्टेट क्षेत्र में प्रवेश किया था। ग्रुप के अभी देसपर में 3000 से ज्यादा आहक हैं।

पत्रिका

Thu, 01 January 2015
epaper.patrika.com/c/4782995

AJMER: SOON TO BE A SMART CITY

While presenting the Budget for 2014-15, Finance Minister Arun Jaitley had said the Prime Minister has a vision of developing 100 smart cities as satellite towns of larger cities and by modernizing the existing mid-sized cities.

In a boost to India's 100 Smart Cities Programme, the US will help India in developing three such cities which are Allahabad, Ajmer and Visakhapatnam.



Ajmer was chosen as it is a centre of religious significance and attracts tourists in large numbers. This mid-sized city has the potential to develop into a major hub for religious tourism. It needs development on various fronts and can act as an example for the development of other cities.

The ambitious Smart City project will help to bring world-class facilities to Ajmer. It shall translate into smart energy, smart buildings, good transport systems, telecommunications, healthcare, traffic, sanitation, proper drinking water supply and better residential areas.

ARG City: Discovering a New and Modern Ajmer

The ARG Group has already taken up the initiative to develop Ajmer as a Smart City by developing its highly prestigious residential township, ARG City, which consists of penthouses and premium apartments.

Main Features:

- 100-acre township well-located on Ajmer Highway • Only 6kms from the city's Bus Depot
- 24 hrs water supply, water softener plant for good quality water supply
- 24 hrs security with camera at main entrance gate
- Rain water harvesting system • Solar & LED Lights in common areas for energy saving
- Sewerage treatment plant • Provision for convenient shopping of daily needs
- Oasis Club House, swimming pool, library, cafeteria
- Well-equipped gymnasium, home theater, multi purpose hall, well equipped spa, squash court, billiards table & many other games

Pride of Ajmer
ARG City
city within a city



ARG'S INITIATIVE TO CREATE FIRST GREEN CITY OF RAJASTHAN: **ARG PURAM**



ARG Puram is a huge residential township developed in Kanota, a suburban area of Jaipur. It is the first Green-rated City in Rajasthan designed artistically to provide for a different Lifestyle where a world of convenience awaits with pure bliss.

ARG Puram is the largest township in Jaipur city which is definitely going to modify the meaning of affordable housing with quality work. This township, which is a mix of duplex villas and other residential options, is endowed with all the modern amenities like 24 hrs water supply, 24 hrs security, commercial shopping center, Library, temple, gym, swimming pool & many more.

★★★★★ Project rating by CRISIL



CRISIL
RATINGS



STREAMLINED PROJECTS



The city's first planned industrial park, spread over 50 acres, ARG Industrial Park offers easy connectivity, far-sighted planning, comprehensive infrastructure and excellent amenities.

Features:

- Located on Jaipur-Ajmer National Highway No.8, Next to Bagru Industrial Area.
- Connectivity with 2 International Airports (Jaipur & proposed Kishangarh)
- Connected with all functional SEZs and part of Delhi-Mumbai Industrial Freight Corridor.
- Fully facilitated with proper water & electricity supply, transportation, water drainage system etc.
- Provision for Hotel, Bank, ATMs, Business Centre and Food Courts.

MEGA FOOD PARK

ARG Group in SPV with other prominent groups is coming up with a new project, Green Tech Mega Food Park in Roopangarh, near Kishangarh. It will be developed on a land area of 82 acres. The company has already received the consent of the Central Government for setting it up. Development in Food Park will include the setting up of Cold Chain, Research and Development, Packaging, Freezing, Processing, Grading etc.

INDICITY PROJECT

ARG GROUP & GRASS FIELD is further developing and integrated township with FDI M/s Fire Capital Ltd. in 750-acre land on Main Ajmer Road (NH-8) targeting development of Hotels, Resorts, Colleges, Hospitals, Recreation Centres, Convention Centres and many more developments which will become major landmarks in the coming days on Ajmer Road. ARG Group is one of the co-promoters in this integrated Township with FDI.

RECENT ACTIVITIES



LIFE TIME ACHIEVEMENT AWARD

CREDAI has honored Mr. Atma Ram Gupta, Chairman, ARG Group, with Lifetime achievement Award for his remarkable contributions to the real estate industry in Rajasthan.

CHRISTMAS CELEBRATION

ARG Group employees decorated the Christmas tree and distributed sweets, cakes and chocolates. Mr. Atma Ram Gupta, Chairman, ARG Group, distributed blankets to the laborers to extend the joy of this festival of giving.



VAISHNO DEVI TRIP

ARG Group wants their employees to have fun, which raises commitment and creativity levels. The organization took the opportunity to bring all its employees together, by organizing a trip to Vaishno Devi. At ARG Group, we believe that spending time together, both while working and off the clock, is key to creating a company's culture, especially one that depends largely on collaborative efforts. The trip to Vaishno Devi was a great experience for all the employees and will remain memorable for long.



26TH JANUARY – REPUBLIC DAY CELEBRATIONS

The 66th Republic Day was celebrated in all its solemnity and grandeur at various sites of ARG Group. Mr. Atma Ram Gupta, Chairman, ARG Group, hoisted the National Flag with a great sense of pride and integrity.

CLUB HOUSE LAUNCH AT DIVINE ENCLAVE

The Group has successfully launched the Club House at one of its prestigious residential projects 'ARG DIVINE ENCLAVE' at Jaisinghpura Road, Ajmer Road, Jaipur. The project has 1, 2 & 3BHK ready to move in apartments, well-equipped with world-class facilities such as Swimming Pool, Gymnasium, Community Hall, etc.



ARG ANNUAL BUSINESS MEET 2015

ARG Group organized an Annual Business Meet on 18th & 19th April'15 at Lebua Resort, Jamdoli. The CMD and HODs discussed their business plan for the FY 2015-16 and designed strategies for the progress of upcoming projects and handing over the completed projects.

CSR ACTIVITIES

We, at ARG Group, believe in integrating with the local community, understanding their considerable resources which can create long term societal benefits.

Summary of various CSR activities:

- ARG Group has planned beautiful Homes for aged persons in the natural surroundings of Village Hardhyan Pura. This just a step forward in complying with our social responsibility towards needy elderly people to lead the rest of their lives peacefully.
- ARG Group extended a one-time financial assistance of Rs 1.25 Lakhs to the Chief Minister, Ms. Vasundhara Raje, towards CM Relief Fund and Kashmir Help. ARG Group employees actively participated in the activity and generously contributed their respective one day's salary.
- ARG Group distributed blankets to 350 labourers on the eve of Christmas.
- Mr. Atma Ram Gupta was recognized and appreciated by Akshaya Patra Foundation, on the visit of Former American President Mr. Bill Clinton, for serving children with nutritious hot cooked meal in Government Schools.
- Since inception, the ARG Group has been contributing to an Education Fund which is used for payment of school fees for children in need.
- ARG Group also constructed a Radha Krishna Temple at ARG City.
- ARG Group carried out a tree plantation activity at ARG Puram, Kanota. Mr. Suneil Shetty, Bollywood actor, graced the event with his presence and planted a tree at the site.
- ARG Group has recently adopted a circle at Vidhyadhar Nagar, Jaipur. The circle will be maintained by the company.



HAPPY CUSTOMERS



"We are very happy we chose ARG City, a well-planned township with all the modern amenities. ARG has delivered what they promised."

Mrs. & Mr. Lalit Mohan
Rtd. SBI Manager,
Penthouse owner at ARG City, Ajmer



"The project has been beautifully designed with nice spacious apartments. ARG City truly gives pleasure as it is built on trust, integrity and transparency."

Mrs. & Mr. A. K. Gupta
ARG City



"We are proud owners of a duplex villa in ARG Puram. The unpolluted environment, fresh air, open sky and the scenic greenery make life at ARG Puram so blissful."

Mr. Rupesh Lawania
ARG Puram

OUR LANDMARKS





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JAIPUR | AJMER | ALWAR | KOTA | GWALIOR | BENGALURU