

Invest in your future

# INVEST IN SHANKARPALLY

THE FUTURE OF HYDERABAD



## LOFTLINE

BY THE HOUSE OF HIRANANDANI







The corridors of

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# SHANKARPALLY

have a booming growth potential and in there lies an opportunity for those who look beyond.  
The future belongs to those who seize the opportunity today.

## A DESTINATION FOR THOSE WHO THINK AHEAD.

Loftline by House of Hiranandani offers you a chance to be a part of this growth story with its thoughtfully designed, plotted development at Shankarpally, Hyderabad.

# THE METAMORPHOSIS OF



A peculiar skyline of minarets peppered by perplexing figures of technological hubs and culture rich institutes, words fall short when it comes to describing the uniqueness of India's most forward moving city – Hyderabad.

# HYDERABAD



More than a city, Hyderabad is an investment destination that ranges across different sectors, highlight being the city's real estate sector. It is regarded as the most affordable yet one of the fastest growing residential markets in India.



# WESTERN HYDERABAD THE GROWTH HUB

Hyderabad's residential market is divided into 5 zones, which at present account for 10 lac square feet under construction area, with a steady increase in absorption every year.

**Central zone:**

- Presence of the key areas like Banjara Hills and Jubilee Hills
- One of the most populated and, is the oldest part of the city

**North zone:**

- Presence of the key areas like Kompally and Qutubullapur
- Second largest share of 15% in under construction units

**East zone:**

- Presence of the key areas like Uppal and Mallapur
- Share of 7% in under construction units

**South zone:**

- Presence of the key areas like Malakpet and Upparpally
- Third largest share in total under construction units of Hyderabad

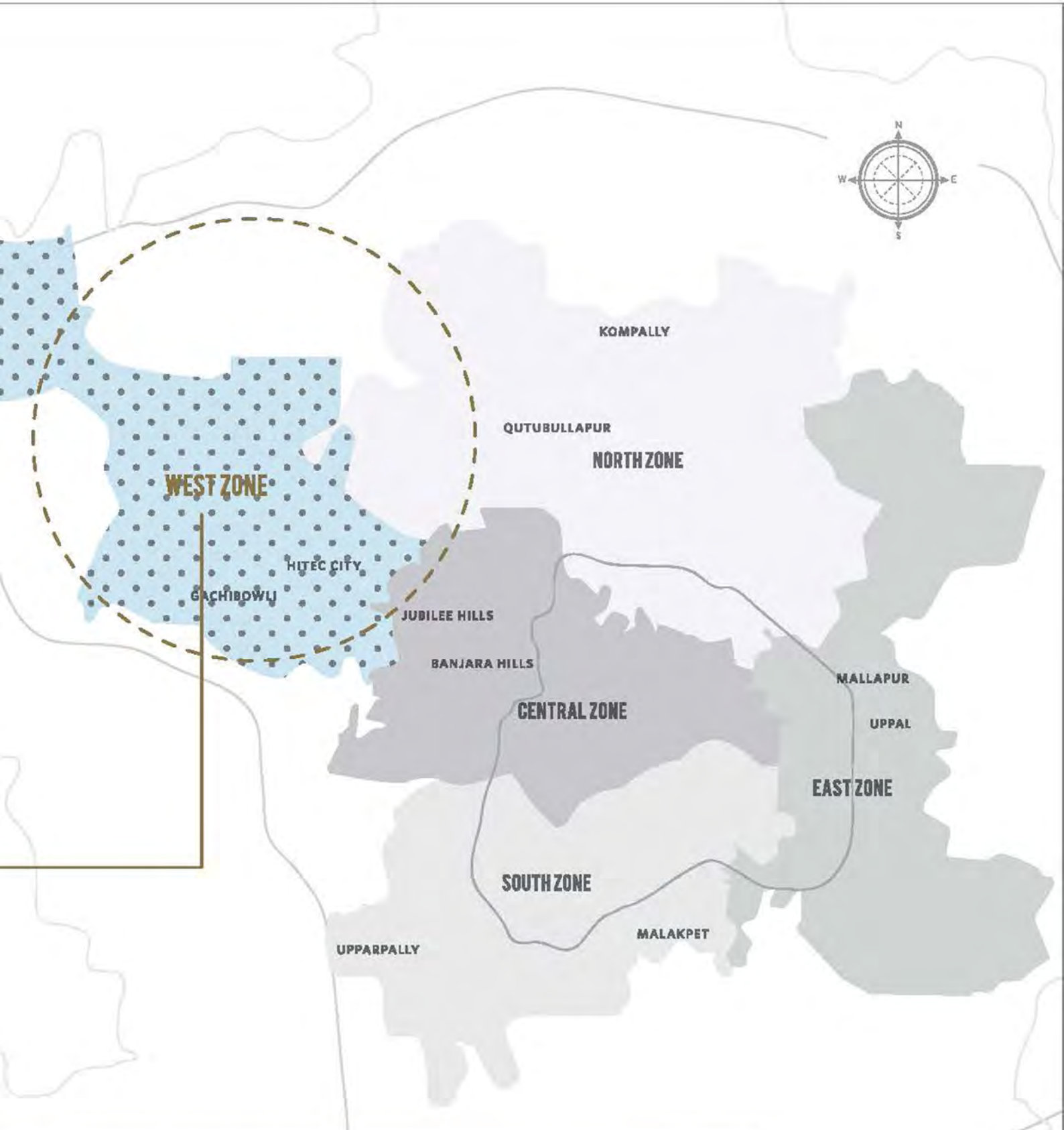
**West zone:**

- Presence of the key areas like IT/ITES corridor in theHITEC city and the financial district in Gachibowli
- The largest share of under construction units in Hyderabad - 60%

*West zone has largest share of under construction units in Hyderabad - 60%*

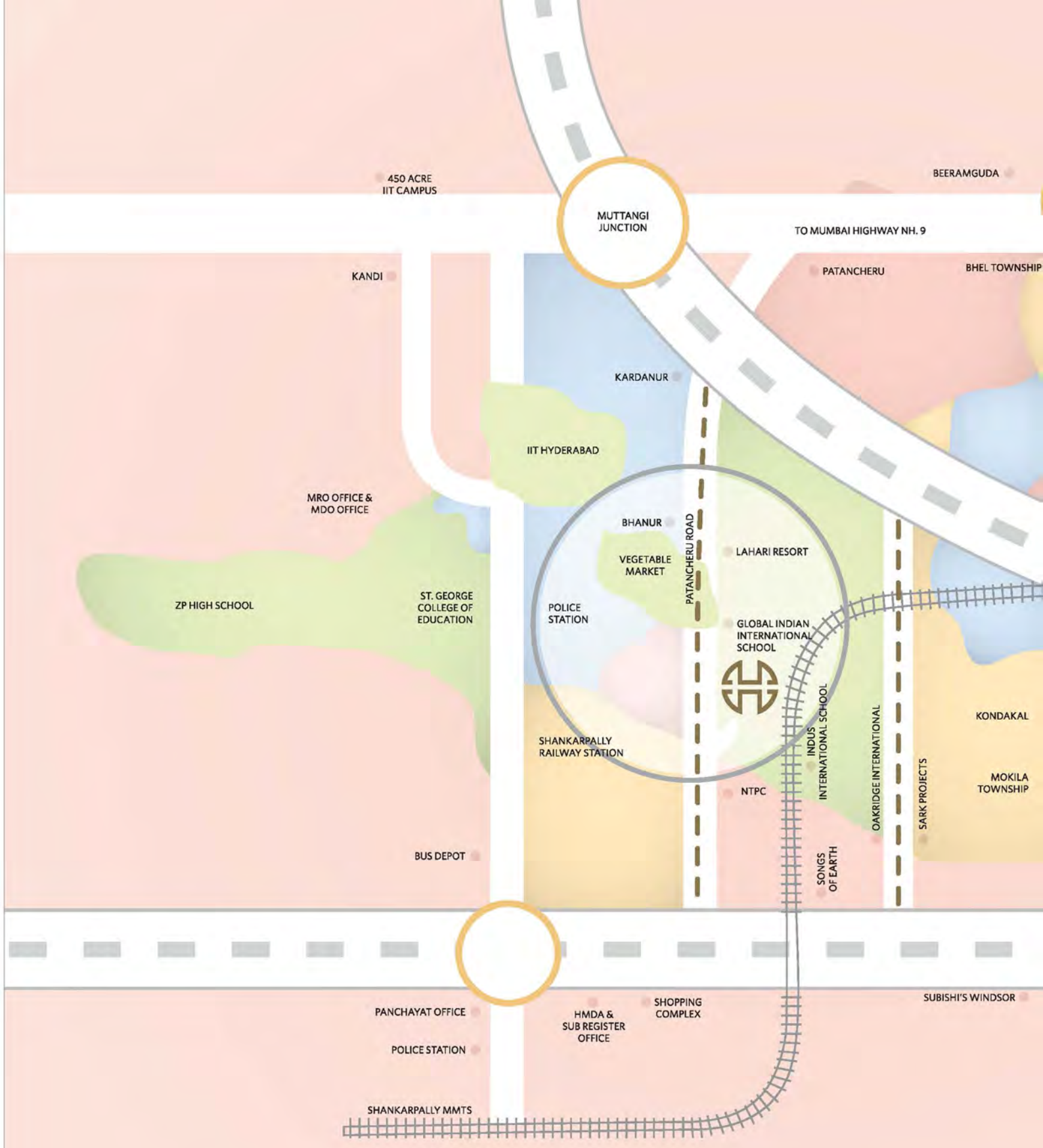


SOURCE: JLL Research



As per the JLL report, around 55% of the population across sectors like IT and ITES are inclined towards North Western Hyderabad, where Shankarpally is located. This social cohesion and the city's evolution over the past two decades has made Shankarpally the most preferred investment hotspot today.

IT/ITES: IT is Information Technology and ITES is Information Technology Enabled Services. ITES is form of Outsource services which has involvement of IT in different fields like Finance and Banking, Insurance, Telecommunication.



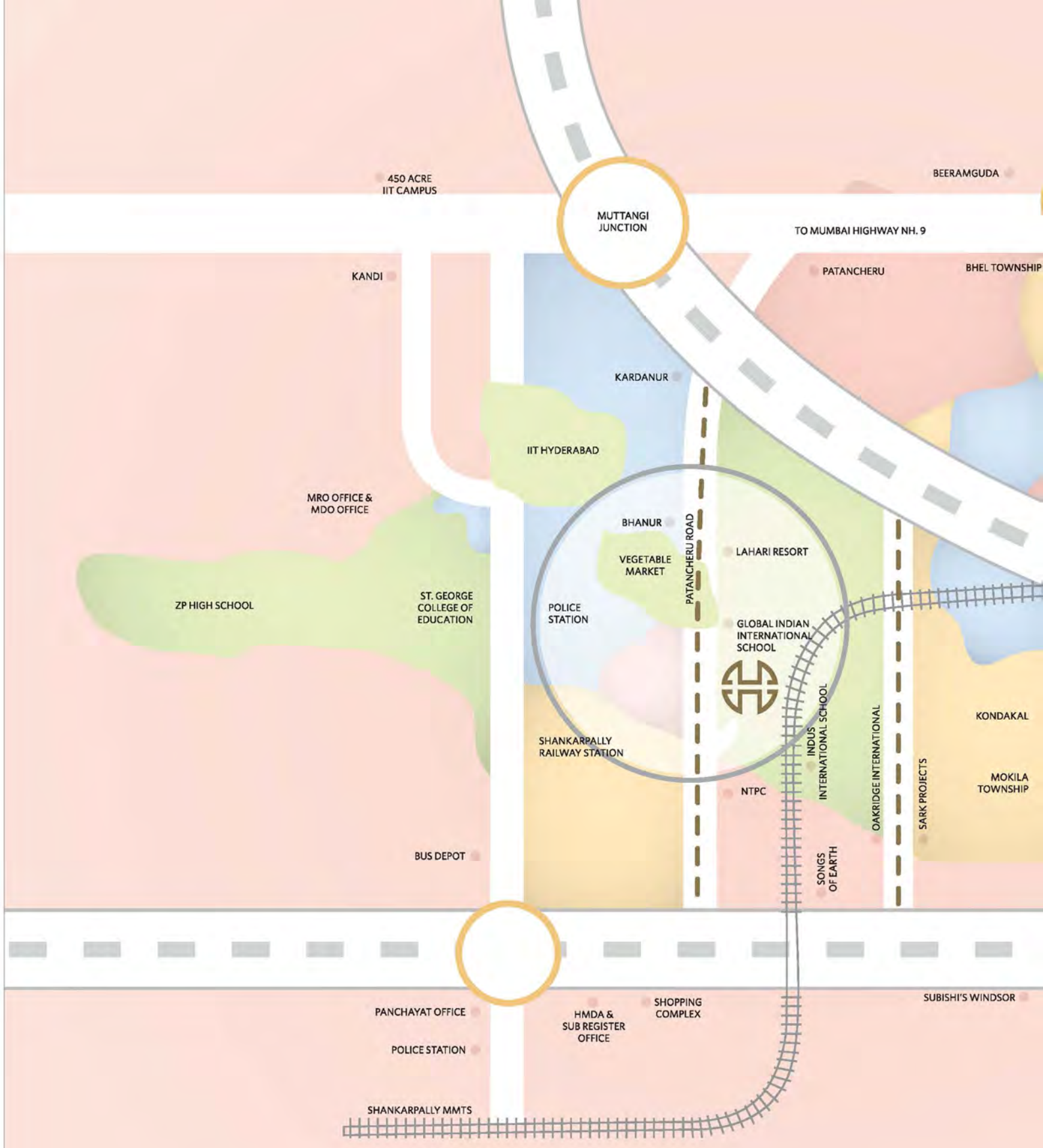
- Proposed 100ft. roads connecting to ORR
- Shankarpally 4 lane highway
- GO III zone



# SHANKARPALLY

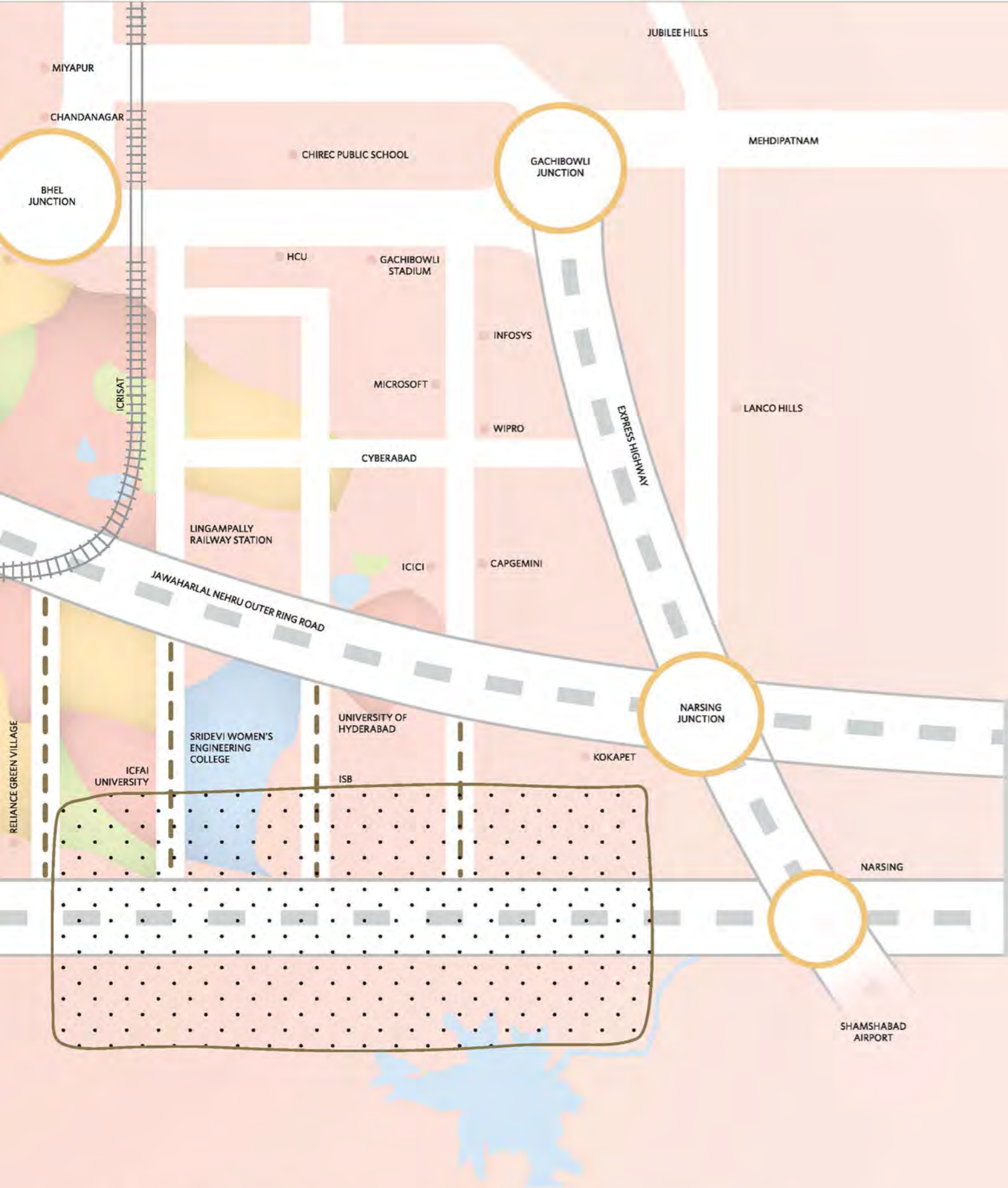
## HYDERABAD'S BEST KEPT SECRET

Rapidly changing infrastructure makes Shankarpally a truly emerging investment destination in the entire Hyderabad. The upcoming 4 lane highway and the proposed 100 feet road will soon connect the buzzing western region of Hyderabad to Shankarpally. It will not only reduce the travel time significantly but also bring the 'best of Hyderabad- Cyberabad' closer to Shankarpally. This infrastructure boost will unravel the true potential of this destination, making it one of the most preferred investment options in Hyderabad.



- Proposed 100ft. roads connecting to ORR
- ▬▬▬ Shankarpally 4 lane highway
- ▨ GO III zone





## A PLETHORA OF OPPORTUNITIES

Additionally, the 'GO III zoning' along the upcoming Shankarpally highway would ensure that there would be no major residential developments, thus largely restricting the supply along this stretch.

Shankarpally offers a plethora of opportunities for villa and plotted developments. While the Cyberabad region has mainly hi-rise residential developments. Over a period of time, as the concretization of the city accentuates and the infrastructure story unfolds, habitation is expected to move outwards in search of larger open spaces and better living areas. Hence it has a great appreciation potential.



# LOFTLINE

BY THE HOUSE OF HIRANANDANI

## THE CROWN JEWEL OF SHANKARPALLY

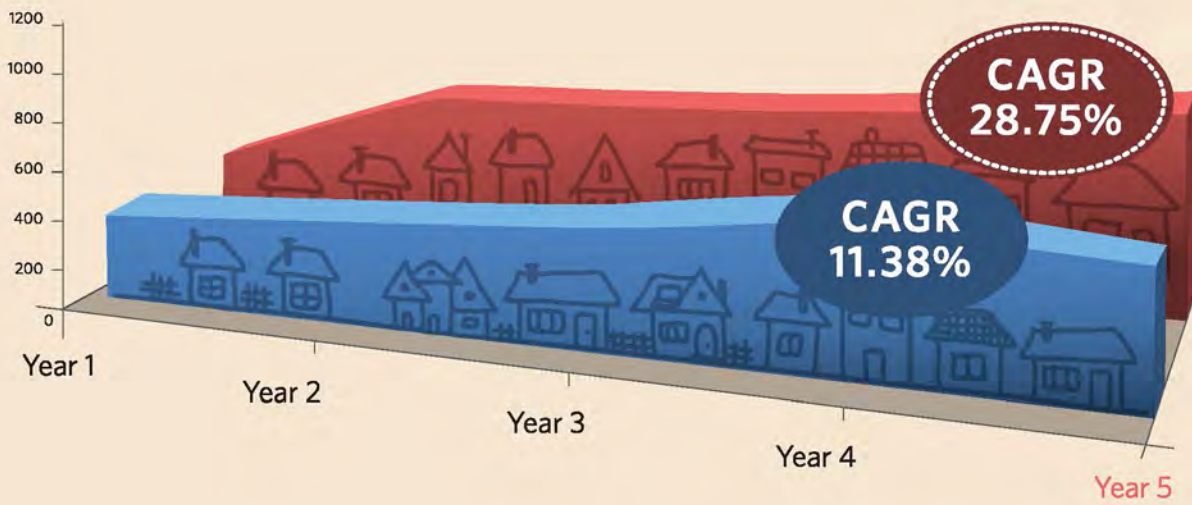
Your investments grow when you make the right choices. When it comes to real estate, it is no different. Choosing the right partner is as important as choosing the right opportunity.

House of Hiranandani is one of the largest and well-known real estate brands in India. We create new benchmarks by incorporating path-breaking technology in design to create future-ready intelligent spaces.

With Loftline by House of Hiranandani, we bring the benefit of years of experience, to create marquee developments that not just grow in stature, but also grow in value with every passing year.



HOH  
SHANKARPALLY



Investment Rationale:-  
Price appreciation at House of Hiranandani has been - 150% higher than the Shankarpally micro market.

Source:-  
Propequity and data from House of Hiranandani, data accessed in Sept 2017. Year 2017 taken as year 5.



# SHANKARPALLY TIMES

SHANKARPALLY, HYDERABAD

## HMDA'S FAST GROWING URBAN POCKET

SHANKARPALLY WILL BE PROVIDED WITH ALL FACILITIES TO ENCOURAGE EXPANSION.

The draft master plan being prepared for the extended areas of Hyderabad Metropolitan Development Authority (HMDA) has identified town like Shankarpalli, which will be developed as urban pocket.

The urban pocket (Shankarpalli), has a population of nearly 3 lakh, and the town will be provided with all facilities to encourage expansion here and decrease the load on the core city and its infrastructure. The only town on west of Hyderabad, with train and road connectivity. The major thrust, is on expanding employment opportunities, setting up educational and entertainment centers, health and medical facilities, residential and commercial belts, with good transport.

The HMDA has also proposed to construct a 250 km long, Peripheral Ring Road (PRR) around GHMC Limits. The plan is to construct a 300 ft road, that connect towns like Shankarpalli, Sangareddy, Chevella, Toopran, Agapally, Bibinagar, Shadnagar and Chontuppal, spread over four districts of Ranga Reddy, Medak, Mahabubnagar and

Nalgonda. The Peripheral Ring Road (PRR) also connecting Mumbai highway and bagalore highway via shankarpalli

The idea of Peripheral Ring Road is to integrate the above towns with in peripheral areas of Greater Hyderabad Municipal Corporation to facilitate uniform development in HMDA jurisdiction too. The draft master plan has also identified the location for setting up railway passenger terminals and cargo terminals.

The developments on the railway route from Hitec City Station To Shankarpalli Station.

- Hitec City St
- Hafeezpet St
- Lingampalli St (BHEL Area)
- Telugur - 400 Acres ICICI - Tisman And Speyer Techno City.
- Nagulapalli St - 125 Acres Cargo Terminal By Containers Corporation Of India & South Central Railways
- Kondakal St (Mokilla Village) - 500 Acres Hira Nandani Special Economic Zone (SEZ)
- Shankarpalli St - Ordinance & BDL

Source: shankarpallihyderabad.wordpress.com

## GROWTH PROSPECTS OF HYDERABAD'S RESIDENTIAL REALTY MARKET

Source: housing.com

Mantri cites several developments that she says augur well, for the growth of the residential and commercial real estate market in Hyderabad:

- "The government has taken several pro-active steps, to attract major international companies to Hyderabad, like improving the ease of doing business, creating better connectivity across the city through the SRDP, metro, MMTS, etc., and setting up various infrastructure facilities. The introduction of TS-IPASS, ICT policy and life sciences policy, have also boosted growth.

- Creation of the pharma city, aerospace SEZ, financial district and bio-parks, apart from providing opportunities to start-up companies and incubators, will act as strong

drivers for growth.

- The availability of ample human resources, including migrants, will cater to the industries' demands and create demand for housing.

- Hyderabad also has huge tracts of lands alongside the ORR and IT corridors that can boost horizontal development and cater to industries, as well as housing."

Ultimately, while the recent slowdown in the IT sector could have an impact, other supporting factors will continue to ensure stability for the real estate sector here.



## Hyderabad blueprint for realty boom at suburbs, unlog the heart

To decongest core areas of the city and ensure planned growth, Telangana Developers Association (TDA) suggested Hyderabad Metropolitan Development Authority (HMDA) develop satellite townships and regional townships around the Hyderabad metropolitan region. With the Union budget fillip to affordable housing, the blueprint mirrors a ground reality when a burgeoning capital would grow in the outskirts.

The association also asked the state government to earmark 100 acres for hospitals, education and sports hubs in each of the satellite townships so that residents need not travel to city for facilities.

The suggestions were made recently by TDA to chief minister K Chandrababbarao and also to HMDA in view of city's projected growth in next 25 years. It is expected that by 2041, Hyderabad's population would touch 2 crore.

The association said, satellite townships that can cater to a population of 10 lakh in next few years, should be planned in each of four directions from the city. It proposed Medchal-Shamirpet township on northern side, Shamshabad on the southern front, Pocharam to the east and Muthangi on the west. It also suggested another special IT zone at Adibhatta. Besides, regional townships have been suggested for every 1.5 lakh population at Bibinagar, Ibrahimpatnam, Hayathnagar, Toopran, Shankarpalli, Chevella, Shadnagar and Narasapur. It has been recommended to further develop the area from Maschirevula to Kollur and Patighanpur in the western part of the city as a logical extension of Hyderabad.

"The association said since migration to the city is estimated to be around three lakh a year, satellite townships are ideal for development."

Source: TNN





**THE ADVENT OF THE START-UP CULTURE AND THE GROWING RETAIL INDUSTRY, HAVE OPENED UP NEW JOB AVENUES.**

# Destination Shankarpally

Suman Sopori, Times Property, The Times of India, Hyderabad

Proposed projects of various formats and proximity to the ORR and western belt of the city are drawing investor's attention to the area. Shankarpally is located at about 34 km from HitecCity, 11 km from financial district, and 6 km from Mokila. The availability of large land banks in the area is leading to development of projects from different segments in the area. The Outer Ring Road (ORR) which is close by allows for easy connectivity to the western belt of the city. The area is currently witnessing plotted development. R Varaprasad, proprietor, Sri Sai Real Estate says, "The land value in the area ranges from about 3000 to 10,000 per sq yd. The price has been steady since the past 2 years. It is slowly witnessing an increase as high-end developers are establishing projects here. The area is primarily a mandal as of now.

But as many companies are setting up offices towards this side of the city, its strategic location makes it a good place to invest." The area has a few reputed schools and engineering colleges in close proximity too. However, social infrastructure and liveability of the area has not been developed much. The area is considered as one of the green belts of the city. As per reports, no constructions are allowed within the 10 km stretch from Kokapet to Mokila which makes the area an ideal residential location. Dr Vijay Shukla who recently purchased a 200 sq yd plot in the area says, "I have bought land here as an investment. In the next say, 10 to 15 years I think its value will see an incremental increase as all major developments in the city as taking place towards this side. Despite being a little away from the CBD, the ORR really reduces the

time taken to commute." The area has a few bus stops and buses from Patancheru and Mehdiptnam ply in the area. Ramakrishna Rao, a real estate agent who works in the area says, "The projects that are coming up in this area and mostly in the gated community format and high end ones. Reputed developers from across India are looking at setting up gated communities and townships in the locality which will be very rare to Hyderabad."

**"I have bought land here as an investment. In the next say, 10 to 15 years I think its value will see an incremental increase."**

## Despite IT layoffs, Hyderabad's property market to see strong demand

With the IT sector going through turbulent times, we examine the impact that it will have on real estate markets like Hyderabad, which rely significantly on demand from the tech workforce

Recently, there have been numerous reports that IT companies are laying off employees. Nevertheless, Hyderabad's real estate market is expected to witness good buyer demand, despite sluggishness in the IT sector, which is the major job creator.

Although the current economic scenario

may impact Hyderabad's realty market, it will be a temporary phenomenon, insists Ashish R Puravankara, managing director, Puravankara Limited. "Moreover, the state's economy does not solely depend on one segment. The advent of the start-up culture and the growing retail industry, have opened up new job avenues. Consequently, these factors will sustain the growth of the real estate sector, even if there is a slack in the IT sector," he explains.

Source: housing.com

## Industries that drive demand in Hyderabad's property market

Experts point out that occupiers belonging to the banking, financial services and insurance (BFSI), engineering, manufacturing, aerospace and pharma sectors, have closed several large-sized deals in Hyderabad. The job opportunities created by these corporates and the influx of population, will boost the residential demand in Hyderabad. Other industries that support the demand for real estate, include retail, e-commerce, hospitality, etc.

"Industries like education, tourism and healthcare, also play a role in the process of choosing a home. For example, the presence of good schools and colleges, can encourage parents to shift to the locality, for the sake of their children. Similarly, a healthy tourism industry, can give rise to hotels and smaller guest houses across the city," suggests Snehal Mantri, director HR, marketing, Mantri Developers Pvt Ltd.

Source: housing.com

## PROMISING LOCATIONS

Housing is relatively affordable in Hyderabad, compared to other metros, points out Nibhrant Shah, founder and CEO, Isprava. In the past, land prices remained stable due to the political uncertainty. "However, with political stability and the creation of the new state of Telangana, Hyderabad can now expect large investments in its property market in the near future. Places like Srisailem Highway, located in the southern part of Hyderabad, IT-oriented areas like HITEC City, Gachibowli, Manikonda and Kukatpally, are bustling with real estate activity," adds Shah.

**"West Hyderabad holds immense real estate potential, due its connectivity to the rest of the city, along with the proximity to various social and civic amenities."**

Source: housing.com







**GREAT REAL ESTATE  
INVESTMENTS COME WITH  
EVEN GREATER  
END-USE POTENTIAL**


Real estate investment opportunities are as much about the appreciation as about the liveability, because both are interdependent. At Loftline, we have very thoughtfully designed our plotted development with a host of recreational and rejuvenating amenities.

- Clubhouse
- Multipurpose hall
- Air-conditioned gym
- Children play area
- Badminton court
- Basketball court
- Cricket net
- Table tennis

# AMENITIES







- Provision for power supply

- Blacktop road with street lighting

- Water supply network

- Underground water pump

- Sewage treatment plant

- Concealed sewer line

- Surface stormwater drainage

## **OTHER SPECIFICATIONS**

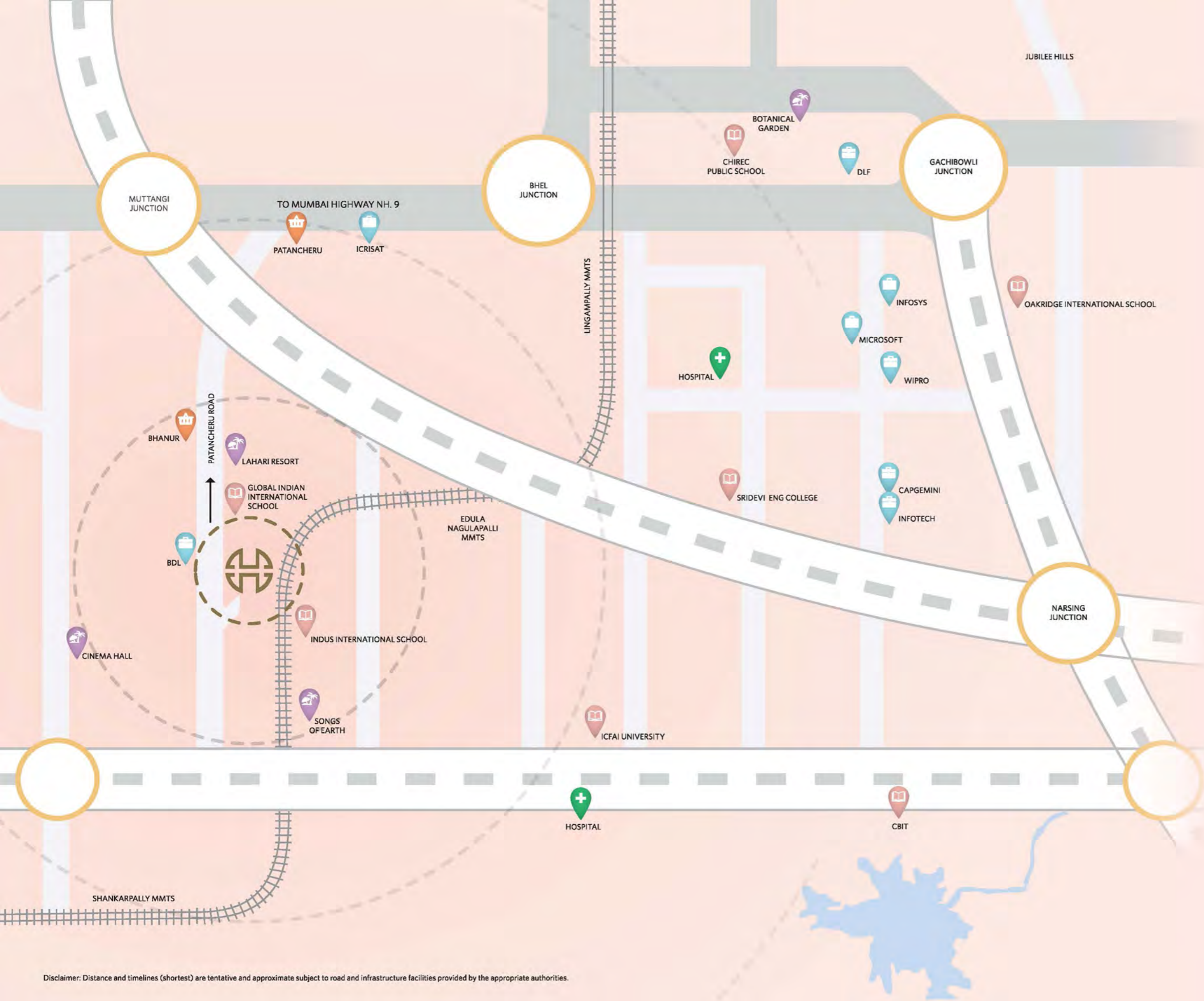
CONNECTING YOU TO  
**THE BEST OF HYDERABAD**










CONNECTING YOU TO  
**THE BEST OF HYDERABAD**





-  Educational Institutions
-  Markets
-  Work places
-  Hospitals
-  Entertainment / Recreation

Disclaimer: Distance and timelines (shortest) are tentative and approximate subject to road and infrastructure facilities provided by the appropriate authorities.









# BEST INVESTMENTS ARE OFTEN WELL TIMED.

With the passage of time, Shankarpally will emerge as a great liveable destination and is expected to witness a strong appreciation.

PROPOSED 40' WIDE ROAD

119	118	101	100	73	72	49	48	25	24	1
120	117	102	99	74	71	50	47	26	23	2
121	116	103	98	75	70	51	46	27	22	3
	115	104	97	76	69	52	45	28	21	4
	114	105	96	77	68	53	44	29	20	5
	113	106	95	78	67	54	43	30	19	6
	112	107	94	79	66	55	42	31	18	7
	111	108	93	80	65	56	41	32	17	8
	110	109	92	81	64	57	40	33	16	9
			91	82	63	58	39	34	15	10
			90	83	62	59	38	35	14	11
			89	84	61	60	37	36	13	12
			88	85						
			87	86						

PROPOSED 30' WIDE ROAD

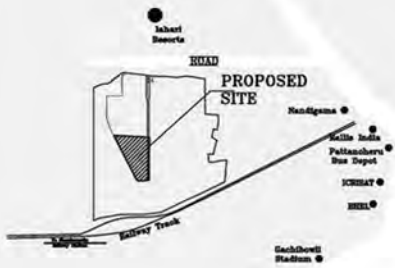
PROPOSED 30' WIDE ROAD

176	175	158	157	140	139	122
177	174	159	156	141	138	123
178	173	160	155	142	137	124
179	172	161	154	143	136	125
180	171	162	153	144	135	126
181	170	163	152	145	134	127
182	169	164	151	146	133	128
	168	165	150	147	132	129
	167	166	149	148	131	130

PROPOSED 30' WIDE ROAD

PROPOSED 30' WIDE ROAD

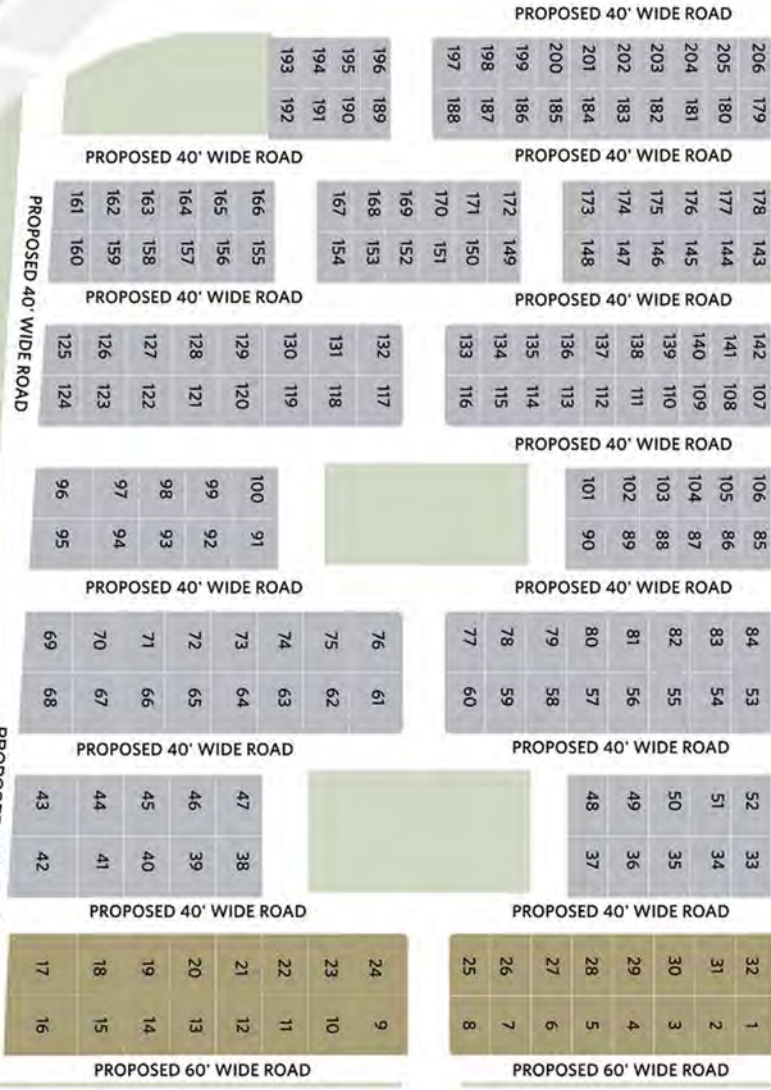
231	236	225	216	215	198	197	183
250	237	234	217	214	199	196	184
249	238	233	218	213	200	195	185
248	239	232	219	212	201	194	186
247	240	231	220	211	202	193	187
246	241	230	221	210	203	192	188
245	242	229	222	209	204	191	189
	243	228	223	208	205	190	
	244	227	224	207			
	245	226	225	206			





PH - I

TYPE	45 X 60	40 X 60	50 X 33	40 X 27	27 X 20
NORTHEAST + CORNER + LARGE + LANDSCAPE	1   25   49	73   101			
NORTHEAST + CORNER				183   198	216   236
NORTHEAST + CORNER + LANDSCAPE		119	122   140   158   176		
EAST + CORNER + LARGE + LANDSCAPE	12   36   60	86   121			
EAST + CORNER + LANDSCAPE		109	182		
EAST + LANDSCAPE		120	177   178   179   180   181		242   243   244
EAST + CORNER			130   148   166	189	205
EAST	02   03   04   05   06 07   08   09   10   11 26   27   28   29   30 31   32   33   34   35 50   51   52   53   54 55   56   57   58   59	74   75   76   77   78 79   80   81   82   83 84   85   102   103   104 105   106   107   108	123   124   125   126   127 128   129   141   142 143   144   145   146   147 159   160   161   162   163 164   165	184   185   186   187   188 199   200   201   202   203 204	217   218   219   220   221 222   223   224   237   238 239   240   241
EAST + CORNER + LARGE					225   245
WEST + CORNER + LARGE + LANDSCAPE	13   24   37   48   61   72	87   100   118			
WEST + CORNER + LARGE					206   226
WEST + CORNER + LANDSCAPE		110	139   157   167   175		246   251
WEST + LANDSCAPE		88   89   90   91   111 112   113   114	168		247   248   249   250
WEST + CORNER			131   149	190   197	215   235
WEST	14   15   16   17   18 19   20   21   22   23 38   39   40   41   42 43   44   45   46   47 62   63   64   65   66 67   68   69   70   71	92   93   94   95   96 97   98   99   115   116 117	132   133   134   135   136 137   138   150   151   152 153   154   155   156 169   170   171   172   173 174	191   192   193   194   195 196	207   208   209   210   211 212   213   214   227   228 229   230   231   232   233 234



DISCLAIMER : IN CASE OF CHANGE IN PLOT NUMBER, LOCATION SELECTED AT THE TIME OF BOOKING SHALL BE



PH - II LAYOUT PLAN

TYPE	45 X 60	40 X 60	45 X 50	35 X 50	33 X 50	30 X 50
NORTHEAST + CORNER		01   33   53			143   149   179	85   107   189
NORTH EAST + CORNER + LARGE + LANDSCAPE	61					
NORTH EAST + CORNER + LARGE	09			155		
NORTH EAST + CORNER + LANDSCAPE	38		91   117			
EAST + CORNER + LARGE + LANDSCAPE	16   42   68		95	160   90		
EAST + CORNER + LARGE				148		
EAST + CORNER + LANDSCAPE		37   60	124	116		192
EAST + LANDSCAPE	62	59	118		114   115	
EAST + CORNER		08		154   188		
EAST	10   11   12   13   14   15   39   40   41   63   64   65   66   67	02   03   04   05   06 07   34   35   36   54   55 56   57   58	92   93   94   119   120 121   122   123	156   157   158   159	86   87   88   89   111   112   113   144   145   146 147   150   151   152   153   180   181   182   183   184 185   186   187	108   109   110   190   191
WEST + CORNER + LARGE + LANDSCAPE	17   24   43   69   76		96	161   166		
WEST + CORNER + LARGE				173		
WEST + CORNER + LANDSCAPE	47	25   48   77	100   125	101   197	206	193   196
WEST + LANDSCAPE	23   75	26   78		162   163   164   165	198   199   200   201 202   203   204   205	194   195
WEST + CORNER		32   52   84	132	167   133	172   178	106   142
WEST	18   19   20   21   22   44   45   46   70   71   72   73 74	27   28   29   30   31   49 50   51   79   80   81   82 83	97   98   99   126   127 128   129   130   131		102   103   104   105   134 135   136   137   138   168   169   170   171   174   175   176 177	139   140   141



# LOFTLINE

BY THE HOUSE OF HIRANANDANI

Madhapur, Kondapur Road, Hyderabad, Telangana - 500 084

Contact:

T: 040-4020 6184 | M: +91 88860 63445/ 6

[hyderabad@houseofhiranandani.com](mailto:hyderabad@houseofhiranandani.com)