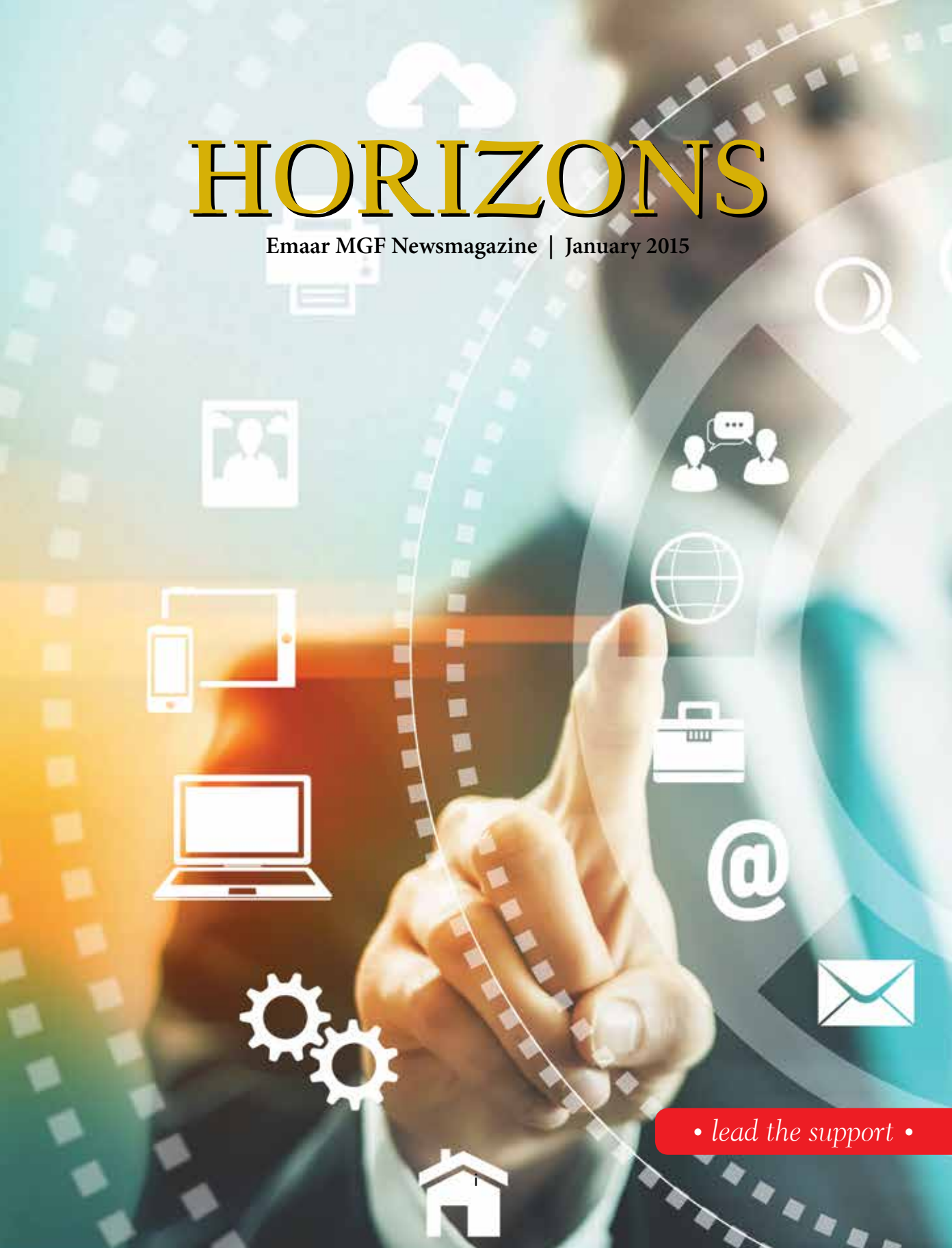


HORIZONS

Emaar MGF Newsmagazine | January 2015

• *lead the support* •

EMAAR MGF

CREATING A NEW INDIA

LEAD THE SUPPORT

2014 has drawn to a close, and all of us have enjoyed the festive season, made even more special by the love and support of those close to us. But, we probably have not acknowledged the help of those unseen entities whose sole purpose is to ensure ease in our daily operations?

Have we ever imagined the inconvenience that can be caused by shutdown of modern services like internet banking, online payments, mobile access, or customer care that we take for granted? "OUR WORLD WILL COME TO A STANDSTILL." And still, they are an essential part of our daily life.

This year end edition of Horizons will highlight the depth of Emaar MGF's customer satisfaction philosophy, embedded in our back-office service procedures. These finest practices of Customer Services, IT Support and Project Quality Control touch the lives of all of our customers, partners and stakeholders indirectly, without coming into the forefront. They envisage possible concerns and issues affecting your cause and provide seamless solutions, saving time and resources. These support services are rarely recognized in the public domain. Emaar MGF, being a leader in providing quality in construction, follows the philosophy to serve our customers with the finest quality of products.

Their ultimate objective, however, will remain the same – to develop and implement the best procedures across the industry. And to help Emaar MGF in achieving its goal of becoming "**the Most Admired Real Estate Company**".

As we take pleasure in the celebrations of the season, Emaar MGF is proud to shed light on the practices that have become benchmark industry norms as we **'Lead the Support'**.

Warm wishes for the New Year!



"I believe positive customer orientation and attitude, robust system and processes are the key differentiators in a business to be recognized as a leader."

SHRAVAN GUPTA

Executive Vice Chairman and Managing Director

Shravan Gupta, the Executive Vice Chairman and Managing Director at Emaar MGF, has extended his visionary approach to each Emaar MGF project, from astute selection of locations to an uncompromising passion to provide luxury and unique designs to every residential community.

Dear Friends,

Greetings for the New Year 2015 to all employees, well -wishers and other stakeholders! As we look forward to a promising new year and look back upon 2014, I believe there are many lessons to help boost our performance and surpass earlier benchmarks. An honest appraisal reveals that 2014 was a challenging year in more ways than one for Emaar MGF and the industry. Notwithstanding the headwinds, we made robust progress, created a new road map for growth, launched novel strategies and deftly executed them throughout the year.

In my opening address of 2014, I had mentioned that our focus would be on delivering the best in quality and design to our esteemed customers across various spheres. Accordingly, we augmented core functions, streamlined our support systems and back- office service procedures to ensure achievement of goals, along with enhanced customer satisfaction.

At this juncture, let me emphasize that much of this would not have been possible without the steadfast support and sincere efforts of our back-office staff, who work tirelessly throughout the year to make the lives of our other employees and customers so much easier. I extend my heartfelt thanks to these conscientious employees.

Striding confidently into 2015, I'm certain that our well-planned strategies, core competence and well-thought initiatives will help achieve this year's goals, backed by a professional team always focused on Emaar MGF's vision of being 'the most admired and respected real estate Company in India'.

The Company's best practices in Customer Services, Quality Control and Information Technology touch the lives of all customers, partners, patrons, employees and other stakeholders. Given our previous performances, stakeholders expect very high standards in all deliverables. To achieve higher goals, we will once again bank upon all employees, including the back-end staff – our silent pillars of strength at Emaar MGF.

While 2014 had a significant impact on all industry players, I wish to thank all staff and stakeholders for their solidarity and support, which helped us bounce back quickly each time speed-bumps were encountered. Undoubtedly, the coming months may uncover unique opportunities and stiff challenges, too. But by working shoulder-to-shoulder as one team, like we have done before, there is no challenge that cannot be surmounted, no opportunity that cannot be seized.

I believe positive customer orientation and attitude, robust systems and processes are the key differentiators in a business to be recognized as a leader.

On this happy and positive note, let us all look forward to an era of unprecedented growth for Emaar MGF. My best wishes to everyone for a better, brighter New Year 2015!

Shravan Gupta

QUALITY ASSURANCE

Do it right the first time, every time!

Our Quality Management System has been developed along the lines of ISO 9001:2008 by integrating the principles of Quality Management and Best Engineering Practices, adopting synergetic objectives and strategies, and a value-driven professional approach in our Quality policy for meeting and exceeding the expectations of our valued customers and stakeholders. The Health, Safety and Environment Management System has been developed along the lines of OHSAS 18001:2007, ISO 14001:2004, statutory laws and regulations with an objective of minimizing risks and hazards.

The Emaar MGF Quality Program - "emQUAL", ensures implementation and compliance of the Quality Management System as per relevant Codes/Specification/ Standards, regular interactions with contractors and vendors, inspections and checks on processes/workmanship, adoption of right procedures and use of specified and acceptable materials. Under this program, and with a view to continuously enhance Quality consciousness/awareness amongst the project teams, contractors' staff and workers, and all other associated functional teams, activity-based training is imparted/ facilitated. Various motivational programs and awareness initiatives are organized to promote Health, Safety and Environment across all sites.

Strong management support, with regular monitoring and review, has given rise to increased transparency and accountability, reduced resolution time for any outstanding areas of concern, and contributed immensely towards providing a healthy, safe and environment- conscious work culture.





"Emaar MGF has always taken pride in being a leader in Quality construction, and is widely acknowledged as a Company synonymous with projects having the Quality edge. We constantly endeavor to innovate and improve, and to provide a framework to promote a healthy, safe and accident free work environment, with a view to achieve the high standards which our customers have come to associate us with, in line with the Company's Vision of becoming India's leading and most admired real estate Company."

BALJOT GILL
Vice President – Projects

CREATING CUSTOMER DELIGHT

"We, at Emaar MGF, have always tried to focus on how to improve and enhance our e-services offering further and personalize our services to address each customer and his needs individually. We value customer relationships and take customer satisfaction to a higher level through contemporary benchmarks in the construction process. Our products are customized to meet and exceed customer satisfaction, and if we set our expectations right, then we can serve them better and do a fair job."

AJAY NAMBIAR
Chief Service Officer

Our initial focus was to start with the basics, ensuring proper documentation, establishing a tracking system and taking minimum turnaround time (TAT) to act in response to customer queries. Additionally, we had set up a Contact Centre across mediums (via phone or e-mail) with the facility of a toll-free call service for a single point of contact. This ensured that customers obtained accurate and up-to-date information, from the time they made their booking till their unit was handed over to them. The communication was done through e-mails, SMS and the web, allowing customers to transact through self-help channels of FAQs and a secure web portal.

After establishing the basic service parameters, the Customer Services team embarked on an external validation of its processes through ISO certification. It was imperative to establish a transparent system of evaluation to gauge customer response or feedback to the quality of services offered. We received certification for process compliance via ISO 9001:2008 in 2011 followed by ISO 10002 certification for customer complaint redressal. We introduced an automated system of customer initiated rating on service quality through emails, and SMS at the end of every call that a customer made to us either at the Contact Centre or at any of our locations. We have established a CAPS score (Customer as Promoter Score) for all of our projects wherein handover has begun.

The feedback received for our efforts has been extremely encouraging, giving us the confidence that we are on the right track. But like any other service provider, our aim is to continuously improve and expand the scale and scope of our services offered to keep on creating customer delight.



INFORMATION TECHNOLOGY
BEYOND BUSINESSES

Information Technology (IT) in the Indian real estate sector is a fast developing subject. The dynamics of the real estate business in India are not very well understood by the software giants like the SAP or Oracle. We have to constantly interact with business functions to understand the nitty-gritty of business and subsequently build it on to our ERP layer or custom build and interface ERP with standard APIs. With the constant unfolding of technology solutions and platforms, it becomes a real challenge to keep up with user demands. We have a dedicated IT team to manage the infrastructure and application development. I have had the pleasure of working with an extraordinarily dedicated staff who found no dream too big and no challenge too small.

IT brings people and information closer rather *"TOGETHER"*. We look forward to being the catalyst in providing excellent services, while operating under defined resources and financial conditions. Through our passion for people and technology we go beyond the obvious, to seek out ways in which we can enrich our interactions with the customers.

We encourage our customers and the potential customers for site visits and we create customer experience zones/sample apartments/villas to get a feel of the product in its actual dimensions. Now that we have a few completed projects, we would like our customers to have a walk through as to what Emaar MGF property is. This is a real time testimony of our product quality. We are in the process of creating virtual walk through of Emaar MGF experience on you tube or other such platforms. We, at Emaar MGF, value market sentiments and emerging necessities of our customers and are well committed to serve them better.

Our aim was to fulfill and excel in our services. We are not just IT in Emaar MGF, but we are Business Solutions. We have a robust ERP for our business transactions. We have automated our internal approval work flow for projects, purchase and other financial approvals, an employee information portal, customer issue tracking etc. We have surpassed many hurdles and taken many a great leaps. The key to our success is that we have worked as a team to achieve our business objectives.

We are glad to announce that we are one of the very few real estate developers in the country, who can boast an on-line customer portal with an integrated online payment gateway. This portal provides all information about their properties and all the transactions they have done with Emaar MGF. The portal virtually allows the customer to perform any action that he would perform either by calling in or visiting our Customer Service Desk. The portal is linked to our Oracle Business Suite in real time. All transactions are real-time and information on demand is a reality at Emaar MGF. We are also proud to proclaim that 100% customer communication and paperwork are online with minimal user intervention and existing customers can approach any of our offices – as all of them are interconnected.

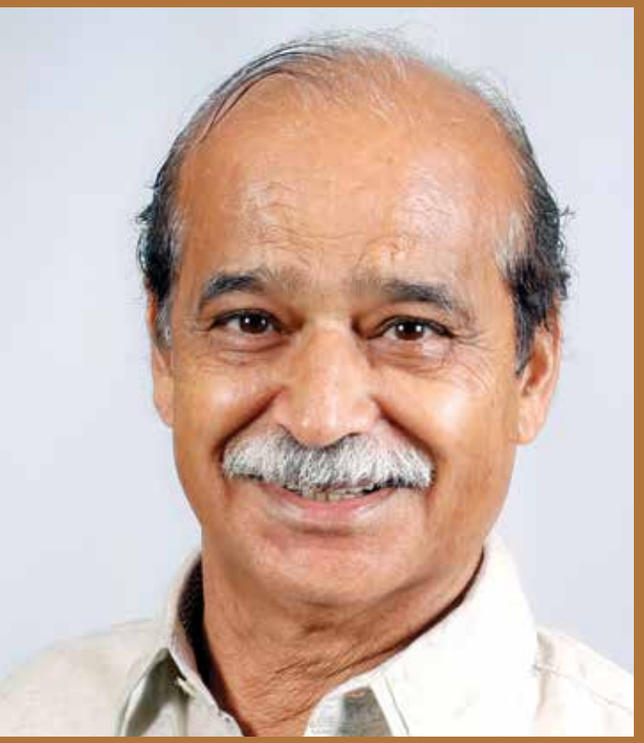
We are constantly making efforts to put together significant improvements in customer service, service delivery, cost savings, and overall insight into Emaar MGF major endeavors. We have ingrained into our team a customer oriented focus, which is the core essence of the Company. As we are approaching 2015, we are planning to launch Apps on the Android/IOS platforms for internal users, stakeholders and existing and potential customers.



"Emaar MGF has always believed in the power of Information Technology and is continuously investing in Technology Solutions. We have set our priorities to map and integrate business functions for transactions and critical business work flows from the start and the systems are constantly being upgraded to match business dynamics. All business functions use IT for complying with business processes, improving business efficiency and decision making. The Company has also leveraged technology to enhance customer experiences, the latest being the recent partnership with PayU Money on our e-services portal (real time)."

ANINDYA GARAI
Vice President - IT

HEAD OF DEPARTMENT SPEAK



We, at Emaar MGF, have always taken pride delivering the best quality of products with modern amenities, suited and liked by our esteemed customers. We have tried to maintain a sense of ownership and belongingness of our projects in difficult situations which resulted in providing enhanced premium products to our customers. Being India's leading real estate Company, we believe in delivering unique, integrated lifestyle and work place environment to our customers for which our brand stands for.

KARAN MAHAJAN
COO - Projects

At Emaar MGF, customers are the most vital element in our entire development process. In particular, the Customer Services Team is the brand ambassador of the Company and is taking initiatives and engaging the customers at regular intervals of time. Our quality policies were established in accordance with accepted standards so that our work stands the test of time and Customer expectations. Being pioneers in the sector, we believe in delivering value to the customers which they expect from Emaar MGF as a brand.

M. BALASUBRAMANI
COO - Projects



Emaar MGF's vision is to be recognized as a Company of customer's choice. Working towards it, we stand by our commitments for delivering quality and excellence in services. Being a growing organization, we are open to innovations in all our service domains. We have formed QAQC team to enhance our productivity, Customer Care cell is ISO certified and IT services have supported them well, to turn out to be best in the industry. We have left no stone unturned, to make it possible for our esteemed customers to own their dream space at Emaar MGF.

ARVIND GUPTA
SVP - Projects





The emphasis on good quality and HSE practices has enhanced the production and construction processes. The flip side is that the functionality requires a mature and rational approach due to its autonomous nature which we have been able to achieve on a consistent basis. I believe that our perception amongst all our stakeholders is better, which is commendable in today's environment. Quality is the cornerstone, in line with our Company's philosophy, and will automatically improve and lead to timely construction, keeping our customers and stakeholders happy."

SANJAY SHARMA
COO - Projects

CUSTOMER SPEAK



My association with Emaar MGF has been from the past six years. My husband and I were looking for a house and happened to see your front page advertisement of Commonwealth Games Village (CWGV). We invested primarily because of the location and ambience of CWGV. Its connectivity to all auditoriums, Habitat Centre, India International Centre (IIC), etc. attracted us. The apartment meet our requirements and I am quite comfortable over here. CWGV is a wonderful community and for us the perfect choice in terms of apartment size, location, layout, view and price. As and when needed, we communicate our requirements to Emaar MGF team and they have fulfilled the same.

Overall, we had a good experience with Emaar MGF, as they are very helpful, forthcoming, and responsive. The Emaar MGF team has worked very closely with us to suit our requirements. The FM team of CWGV is very responsive towards customers' needs. We shifted to our apartment in the year, 2012 and faced some teething problems as the apartment was lying vacant for almost 2 years. But, we communicated them to the team and it was sorted on immediate basis.

Personally we are not brand conscious at all. We believe in comfort and creating our own brand. The Emaar MGF team has worked very closely with us in modifying the layout of our house to suit our requirements. As a result, today we have more storage space as per our needs. The project team was always there, whenever required and ensured that our apartment gets ready as per our needs.

I must say Emaar MGF's project maintenance team is doing a fire-fighting over here, but as I said this should have been a part of planning stage. Nevertheless, the Company has given us possession and now we, as a resident, have to make the Complex even more beautiful along with facility maintenance team. Basically, it's a team work now!

SHOVANA NARAYAN
Commonwealth Games Village, Delhi

"An ideal house is where we feel comfortable, happy, which gives us the feel of home and yet neat and clean!"

We bought our home at 'The Views' almost 4 years back. We were aware of Emaar's presence across the world but didn't know that they had collaborated with MGF in India. My elder brother who lives in New Delhi had invested with Emaar MGF in Gurgaon as well as Mohali and advised us to visit Mohali Hills. As far as brand value is concerned, we choose Emaar MGF as I have to invest our hard earned money. The other main reason, why we have chosen to invest in Mohali Hills was the Customer Services team and the courteous staff over there. When we visited the sample apartment, they left a lasting impression on us.

Especially, we would like to thank the Customer Services team of Mohali Hills. They have given us the right advice from the day we invested in 'The Views'. Our experience with Emaar MGF has been very positive, and we have found the staff to be cooperative and helpful.

As far as e-services are concerned we have not used them fully but yes, we are getting regular construction updates and photographs from the team. We found the newsletter very informative but for some reason have been receiving it erratically. Now that it has been pointed out, am sure we will get it on regular basis.

There are some nuances pertaining to quality of wood and size of faucets which we brought to the attention of the Quality team. They have assured us that it will be taken care of in future.

We are glad that our feedback matters to the Company. Emaar MGF team was very receptive to the feedback and patiently tries to resolve all our concerns and issues.

Our home at 'The Views' is an ideal home where my wife, daughter, son and daughter-in-law are all staying together after several years. We are glad, that Mohali Hills has facilities and amenities like parks, badminton courts, etc. Round-the-clock security, especially at 'The Views' makes us feel safe and secure. I truly feel contented, living in my dream home and hopefully, we'll get the opportunity to invest again in the near future.



HARCHARAN SINGH GREWAL
The Views, Mohali Hills



AMAR YADAV
Palm Gardens, Gurgaon

I had invested in Palm Gardens, primarily because of its location which is developing very nicely. Construction quality, layout and designs of Emaar MGF are wonderful as compared to other developers. The Company uses good quality of wood, marble, basic plastering, paint, windows, external and internal façade as mentioned in the buyer's agreement. I would definitely like to invest in other properties if Emaar MGF is planning a new launch since I trust them completely. Customer needs are well attended to and the Customer Service Department answers queries within a reasonable frame of time, leaving the customer satisfied. Overall our experience with Emaar MGF has been positive and satisfying and we have found the staff to be very helpful and cooperative.

For me **"Brand is Quality"** and good brands tend to have that propensity to spend on good locations per se real estate, wherein, you can buy good chunks of prime land. As far as brand value is concerned, Emaar MGF is a well-known brand and they take good care to ensure that their properties reflect the quality that the brand stands for!

I personally admire the person who does the interiors - layout and design of the sample flat of Emaar MGF properties but unfortunately this is only for our investment purpose. Despite so many of its projects being on the floor, Emaar MGF does not face a paucity of interested customers who want to invest in its projects.

I have invested in Emaar MGF's 'Gurgaon Greens' and 'Palm Hills' projects. While making an investment, I consider - brand, quality and service to be the best in the market.

The services of the Customer Care team at Emaar MGF are quite good. In fact, I am particularly pleased with their efficient communication style. Since I have a very hectic schedule, timely e-mails from the CS team remind me of the due dates of payments which is really helpful. They also do follow-ups over the phone as well as through text messages which may appear a little overwhelming but prove useful at the end of the day.

My husband has been associated with Emaar MGF as a Business Associate, so I have a little bit of understanding about market dynamics, and the current scenario of the realty industry. Almost all our friends have invested with Emaar MGF on his recommendation and are happy with their decision.

The only concern which I have at this very moment is the possession of Palm Hills. In fact, I was really impressed with the sample flat but the final product is what really matters in terms of quality. My past experience with some developers has not been good on account of delayed possession and compromised quality. However, I have faith in Emaar MGF and hopefully will hear some good news soon. Since I intend to pass on these properties to my children, I want only the best for them. This is the reason why I have chosen a reputed brand like Emaar MGF.



MEENAKSHI DUTT
Palm Hills, Gurgaon

KEEPING PROMISES



I have been associated with Emaar MGF for the past four years when I invested in their project 'Indore Greens' at Indore. To be honest, I chose Emaar MGF not because of brand reputation, but for their excellent quality of work and services.

The Customer Services team at Indore has been the face of the Company for me ever since I made the investment in Emaar MGF. It has been a wonderful experience interacting with each one of them over the past few years. The team has been responding to all my queries in a timely manner and to my utmost satisfaction. Moreover, I am adequately pleased with the quality control measures and the IT services that are being offered by the organization. As far as the quality of construction is concerned, it is flawless.

I have been recommending 'Indore Greens' to my friends as well as relatives on account of the Company's excellent services. Hopefully in the near future, I would also make further investments with Emaar MGF.

KAPIL NEEMA
Indore Greens, Indore

"Having dreamt of owning an 'ideal home' all my life, I would sincerely like to give credit to Emaar MGF for making my dream come true."



SUDHIR MOHAN SETHI
Emerald Floors, Gurgaon

"Since I have benefited from my earlier investments with Emaar MGF, I would like to invest my hard earned money in their future projects."

My association with Emaar MGF is almost 5-6 years old when I invested in Emerald Floors – Topaz, a project which gave me fabulous returns when I sold it. Having profited from my first investment with Emaar MGF, I booked a flat in Palm Terraces Select. In fact, my elder brother has also booked a villa in The Palm Springs.

I am satisfied in terms of price appreciation for Palm Terraces Select. Moreover, Emaar MGF is a reputed brand so I have nothing to worry about as far as quality of construction is concerned. Also, the IT services being provided by the Company is one of the best among developers. Although, the Customer Services team is efficient, I wish they were more flexible towards the customers.

As far as design is concerned, the Company should consider increasing the size of servant's room. But, I am really glad that Palm Terraces Select is progressing as per schedule.

WITNESSING **DEVELOPMENTS**

Accurate and regular progress reports of construction enable the project management team to know the status of the projects and take informed decisions. The project management team, through these progress reports, is able to know 'how the project is progressing, budgets are respected, required quality is achieved and safety measures are followed.' Here's the comparison status of various projects like Palm Gardens, Palm Hills and Imperial Gardens from January – November, 2014.

Palm Gardens

January 2014



November 2014





Palm Hills





Imperial Gardens



PROJECTS

DIGITAL GREENS: Commercial
EMERALD HILLS: Residential
ESPLANADE: Residential
JAIPUR GREENS: Residential/Township



DIGITAL GREENS



With acres of green and open space "Digital Greens" located at Golf Course Extension road elevates the status of the owner.

A unique, integrated, corporate office complex, Digital Greens provide the best of the work-life balance. Spread across lavishly in 6.8 acres, it is aptly located in the emerging suburban business district of Sector – 61, Gurgaon. Strategically placed near the Metro corridor and within a 20 minute drive from the Delhi International Airport; it has easy access to the expressway and will also connect next to the proposed Ring Road.

Offering a combination of high-tech architecture with cutting edge technology, as per LEED guidelines for 'green buildings', one can choose from two options: Tower A, offering 3,60,000 sq. ft. (approx) and Tower B, offering 5,00,000 sq. ft. (approx)of office space.

To make life easy and comfortable, maximum space utilization is ensured via open space design and central corridors. A luxurious lobby greets you on arrival and public spaces are aesthetically designed. The whole building is centrally air-conditioned, with sufficient power back-up and high-speed elevators. Integrated building management system is equipped with modern life safety and security system, as well as adequate parking spaces at ground and basement levels and a separate multi-level car park makes and ensures maximum comfort for everybody.

DESIGNS FOR THE FUTURE

With 'Digital Greens', Emaar MGF has launched a unique and energy efficient "green" building which is non-wasteful and non-polluting, as well as flexible and adaptable for the long term. It is an office which will offer a healthy and safe environment for all the building occupants with a low operating cost.





EMERALD HILLS- IVORY

As part of the exclusive, gated, secure community of ultra-luxurious sun-washed villas and apartments with the finest finishing, Emerald Hills- Ivory promises absolute privacy. It is built across approx in 27 acres of land. With 95 low-rise villa Floors and individual villa plots, arranged aesthetically to ensure all homes face green areas. Ideally located, with modern amenities, world – class infrastructure (signature Spanish style) and adequate greens, it combines' city life with a country side look n feel.

A perfect balance of luxury and utility, Emerald Hills - Ivory will have extensive world – class recreational facilities such as lavish outdoor and indoor spaces, huge parks, kids play and party area, sports facilities and shopping centers. They all are part of larger master plan community of Emerald Hills Township. It is based near the metro corridor in a thriving neighborhood with schools and hospitals in close proximity. Strategically located in the emerging suburban business district of Golf Course Extension road, it enjoys easy access to the expressway.











ESPLANADE

Spread across over in approximately 14 acres, Esplanade is an exclusive, gated, secure community with a premium finish; offers homes that are tailor made to suit customer requirements. It is a large residential community within the jurisdiction of the Chennai Metropolitan Development Authority. Esplanade was the maiden residential project of Emaar MGF launched in Chennai, followed by the other launches – Grace and The Avenues within the same community. The project is strategically and conveniently located with an easy access to State Highway -114 and easy reach to Ennore Refineries and Neyveli Lignites.

It is a well-planned, integrated community of upscale, well-appointed apartments of up to approximately 1500 square feet each. International standards of craftsmanship, premium amenities and finish are some of the trademarks of this community. A perfect balance of luxury and utility, Esplanade is ideally located and connected to various educational institutions, hospitals like Apollo – 0.4 km and Stanley – 2.6 km, theaters, shopping malls, commercial hubs, etc.

With a wider range of amenities, facilities and landscaped open spaces and a great layout and design, it is a green haven with wide roads, walking paths, manicured lawns, and landscaped parks, jogger's track, children's play area, party hall and indoor games and club house with a gym. A well thought-out community surrounded by green areas and tree lined streets, welcome the customers to enjoy the luxury at home.

Esplanade (Phase 1) was delivered in the year 2011 and currently 302 families are living over there. The project has 344 units in 16 towers. The development at The Avenues and Grace is in progress.

JAIPUR GREENS

An exclusive gated community, spread across over 150 acres of lush green land in a serene, environment friendly setting, Jaipur Greens, is all set to become city's new landmark on Ajmer Highway. A master-planned community is designed to combine the natural surroundings with luxurious elements of modern-day living. It is located just off the NH-8 Jaipur-Ajmer Highway, in close proximity to a fully developed and operational Special Economic Zone (SEZ) with various industry majors; it is a secure and residential haven that is way beyond the ordinary.

At Jaipur Greens, the development is planned in two phases – Phase 1 plots are handed over and JDA Patta issued and Phase 2 is strategically located 200 sq. yd. plots available encompassing tranquil greenery amidst premium lifestyle, leisure and retail areas, education centre, business and commercial complexes, hotels, hospital and more. One of the most sought after addresses in whole of Jaipur, this premium property is a secure residential haven for those who are inspired by the spirit of family living in a community environment. The project also offers an easy access to educational facilities like "Step by Step International School" and adjacent to "JK Lakshmipat Singhania University".

Strategically located with direct access to NH-8 through a 200-feet wide master plan road, Jaipur Greens is just 18 kms of drive from Jaipur International Airport, Sanganer and Railway Station. The existing infrastructure in the project includes roads, telecommunication, electric and water supply, and drainage system; exemplifying world class facilities in India.



SPOTLIGHT

Our Initiatives and Interactions





Emaar MGF employees contribute to J&K Relief efforts: Jammu & Kashmir has witnessed one of the worst floods in the past six decades. There has been an immense loss of both life and property. Under our campaign 'emCare,' employees came together to contribute towards relief efforts. The funds raised were handed over for undertaking on-ground recovery and rehabilitation work in affected areas.





Organization taking sports to foster team spirit among employees: As part of employee engagement initiatives, Emaar MGF organized an intra-organizational FOOTBALL TOURNAMENT amongst its employees. The initiative was aimed to boost interpersonal bonding, team spirit and team work. Sport is an ideal way to bring everyone together, think a new and perform better. The HR Department has taken up this initiative to boost the spirit of employees and help in building trust at the work place.

16 inter-departmental teams were formed and in total 160 players participated. The match was played at the Shivaji College Ground, New Delhi, and inaugurated by Mr. Arman Chaudhary, HR Head, by kicking the football. QC Legends were the champions of the Emaar MGF Football League (EMFL) and CS Cheetahs got the runner up trophy.

The Best Player Trophy was awarded to Mr. Ajay Nambiar from CS Cheetahs team while all finalists received medals and certificates of commendation. The Managing Committee has chosen the best players from the tournament for the Company's official team which will now participate in Corporate matches and would be the Brand Ambassadors of Emaar MGF in the arena of competitive sports.

BITS Pilani welcomes Emaar MGF! As part of our initiative to attract top quality talent, HR and Projects team visited BITS campus, to recruit Graduate Engineer Trainees who will supplement the construction management activities at our Project sites. The bright youngsters would be an integral part of our rich talent pool and will undergo a one year on the job training at the sites.





Daan Utsav – Joy of Giving Week: Emaar MGF, in continuation of its efforts towards the well being and survival of society's needy, organized its periodic blood donation camp at the corporate office in Gurgaon. This was an extremely successful event held with the support of the Indian Red Cross Society (IRCS), a leading ISO 9001:2008 certified blood bank in India.

It aimed at creating the spirit of spreading love and happiness among those who are less fortunate than us. Employees volunteered and worked in conjunction with the medical teams of IRCS to make the blood donation camp a success.







Diwali Celebrations @ Emaar MGF: With the festivities in the air, employees gathered to celebrate the festival of lights @ Gurgaon Business Park. Nothing gives us more pleasure than celebrating the joyous occasion of 'Deepawali' together as a family. Everybody enthusiastically participated in the various cultural programs organized by HR like on-stage performances, solo and group – singing and dancing, Ramleela skit, stand-up comedy, playing an instrument, Tambola and other games, etc.

Emaar MGF associated with PayU Money to offer 'e-Services' – We are proud to announce our association with PayU, the largest consumer payment processors in the world. Customers can now pay EMIs for their properties through PayUMoney. The association will enable Emaar MGF to offer a unique and secured payment gateway on its customer service portal, 'e-Services'. PayUMoney will help customers to pay anytime and any amount with no restrictions of NEFT or RTGS. Customers simply have to make one payment and PayU Money will intelligently split it among the various projects in which they have invested.

OUR STRENGTH, OUR PEOPLE

IT Outbound at the Ganges: We at Emaar MGF believe in Building Teams. To build a team entails shaping individuals into a productive force which evolve into a cohesive unit. Recently, an outbound management program was organized for the IT team in Bayasi, 25 Kms from Rishikesh. The agenda was to focus on improving skill-sets like teamwork, cohesion, leadership, decision-making, communication, time management, problem solving, motivation, and personal development.

The training activities included waterfall climbing and river rafting; both requiring tremendous amount of confidence, determination and team spirit. But the toughest part was to jump from the cliff into the river, 40 feet below, enabling individuals to overcome their respective fears and inhibitions with visible support from their teammates. The group relaxed afterwards by taking a dip in The Ganges and interacted across the campfire while bar-be-quing at night.











Mohali Hills 'Festive Offers': Emaar MGF invited the Business Development Associates (BDA) community to 'Mohali Hills' to introduce the 'Festive Offers' planned for this season. A lazy Thursday evening witnessed a turnout of more than 200 real estate associates from the Tricity and areas around it. The festive season was heralded with musical celebrations which entertained the guests immensely.

Mr. Rajiv Gupta, Head-Sales (North), announced the festive schemes which received an enthusiastic welcome from the channel community.

During the presentation, he shared that, with Phase-I possession of The Views, The Villas and The Bungalows, families have moved into Mohali Hills. Sewage Treatment Plants and Water Works are operational while Electricity from Punjab State Power Corporation Limited has been commissioned.

He further added that with direct connectivity, Mohali Hills is now just a 20-minute drive from Sector 17 Chandigarh, and is directly connected to the International airport also.

Chak de Mohali Hills! As part of the 'Creators Calendar Initiative', HR Team (North) organized an in-house Table Tennis Tournament at Mohali Hills site office. 25 league double matches were played by 7 teams for a month, leading to the much-anticipated finals. Employees cheered their favorites during the finale. Himanshu Tomar and Sukhdeep Singh Grewal clinched the top spots in a close battle with the other finalists Sushim Gupta and Deepak Kaushik.

The Project Head spoke about 'team spirit' during the prize distribution ceremony. The winners were awarded with gold, silver, and bronze medals. Certificates were also handed over to all employees who participated in the series.





Volleyball Tournament @ Mohali Hills: The HR Team (North) organized a volleyball tournament for the employees of Mohali Hills. Since the table tennis matches conducted earlier this year had been well-received, a Volleyball tournament was also included in the 'Creators Calendar Initiative'. 4 teams (Site Attackers, Fast Fighters, Super Kings and Royal Strikers) 36 players and 13 matches later, employees gathered for the final match between Super Kings and Royal Strikers. The match took place on the premises of Sector 105, Mohali Hills aptly on Children's' Day. Cheered by the audience, Super Kings led by Manav Bansal defeated Ashwani Bhalla's Royal Strikers and won the Volleyball Tournament.

The event concluded with a prize distribution ceremony chaired by Mr. N. Suresh, GM Projects. He presented a trophy and gold medals to the winning team while runner's up were awarded silver medals. Participation certificates were given to all the employees who played in the Volleyball Tournament.



Emaar MGF commemorates World Quality Day: Emaar MGF celebrated 'World Quality Day' at its project sites. The theme for this year was 'Building a Quality World Together' which focused on the impact made by the quality professionals for creating superior organization as well as a better world. On this occasion, Company had organized quality awareness presentations at project sites, along with an organization wide quiz competition. Employees were also encouraged to suggest ways for improving construction quality on site with minimal or no cost impact. Prizes were given to quiz winners and best suggestions, while most quality-conscious site staff were also identified and awarded.

Emaar MGF supports "Swasth Bharat"; celebrates World Aids Day: Emaar MGF celebrated "World Aids Day" at its project sites to promote awareness about HIV/ AIDS amongst site workers. The initiative was part of the Company's efforts to take the "Swachh Bharat, Swasth Bharat" (Clean India, Healthy India), campaign forward by encouraging the idea of a healthy body, healthy workforce amongst the laborers and employees. For this purpose, Company collaborated with Haryana State Agencies for AIDS awareness programs at its various project sites in Gurgaon and Mohali.

Emaar MGF recognized by the industry for Green Building initiatives

COMMONWEALTH GAMES VILLAGE WINS ACCOLADE AT THE 5TH EPC WORLD AWARDS 2014





The Commonwealth Games Village - residential project, developed by Emaar MGF, India's leading real estate Company, has received the prestigious EPC World Award for their 'Outstanding Contribution in Green Building Project- Real Estate Category'. Sanjay Malhotra, Chief Financial Officer, Emaar MGF Land Limited had accepted the prestigious award from Dr. Mahesh Sharma, Minister of State of Culture & Tourism and Civil Aviation and Mr. Vishnu Deo Sai, Minister of State for Steel & Mining, Government of India. The property is a certified green project rated by GRIHA – Green Rating for Integrated Habitat Assessment - India's National Rating System for green building 'design evaluation system' in 2012.



The 'EPC World Awards' is one of the most cherished industry recognition awards in India for acknowledging achievements and stimulating efficiency across the entire spectrum of infrastructure, energy, EPC and construction industries. The Commonwealth Games Village is one of the green building which has received due attention for its environment – friendly design and features. The Company has always stepped up for its sustainability initiatives to offer eco-friendly lifestyle habitats which have received notable appreciation from the industry.



PROUD OF OUR LINEAGE

Emaar MGF Land Limited is a joint venture between Emaar Properties PJSC ("Emaar") of Dubai and MGF Developments Limited ("MGF") of India.

Emaar is one of the world's leading real estate companies, having developed approximately 89 million square feet of real estate across the residential, commercial and other business segments and with operations in 14 countries. MGF has established itself as one of the key players in retail real estate development in Northern India and has delivered approximately 2 million square feet of retail space.

The Company commenced operations in India in February 2005 and is into real estate development with a pan-India presence and operations spanning all key segments of the Indian real estate industry, namely the residential, commercial, retail and hospitality sectors. The Company's operations encompass various aspects of real estate development, such as land identification and acquisition, project planning, designing, marketing and execution. At present, its focus is on the development of residential projects in Delhi and elsewhere in the NCR, Mohali, Hyderabad, Chennai and other key Indian cities.

ABOUT EMAAR

Emaar Properties PJSC ("Emaar") was incorporated on June 23, 1997 under the laws of the United Arab Emirates and commenced operations on July 29, 1997. The principal activity of Emaar is to invest and develop properties, provide property management services, engage in education, healthcare and hospitality services and invest in financial services providers.

One of the world's leading real estate companies - it has developed 89 million square feet of real estate across the residential, commercial and other business segments with operations in approximately 14 countries spanning the Middle East, North Africa, Asia and Europe.

ABOUT MGF

MGF Developments Limited ("MGF") was incorporated on September 16, 1996 under the laws of India. The principal activity of MGF is leasing, hire purchase and real estate development.

It is engaged in the field of retail real estate development in Northern India and is currently one of the leading shopping mall developers in Northern India, with approximately 2 million square feet of retail space delivered and approximately 3 million square feet of retail space and above 1 million square feet of residential space under development. Some of MGF's completed projects include The Metropolitan, The Plaza, Megacity Mall and The Villas in Gurgaon, The City Square Mall in West Delhi, MGF Metropolitan Mall in South Delhi and MGF Metropolitan Mall in Jaipur.



CONTACT US

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**Business Timings (IST): 10:00 hours to 20:00 hours Monday to Friday and 10:00 hours to 17:00 hours on Weekends and Indian National Holidays.*

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