



**SATRA  
GROUP**

ISO 9001 : 2008 Company

## Satra Properties (India) Limited

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Date: 18 March, 2015

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001  
Fax: 022 – 2272 3121

**Sub.: Media Release**

**Ref.: BSE CODE - 508996**

Dear Sir,

Please find attached herewith the Media Release relating to expansion and investment plan of Satra Group alongwith launch of premium residential project, '**Limited Edition-88**' at Bandra, Mumbai by its Subsidiary Company.

Thanking you.

Yours truly,

For Satra Properties (India) Limited

**Manan Y. Udani**  
Company Secretary

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**Media Release**

**For publication**

## **Satra Group to invest Rs. 1000 crore in Mumbai in the next 5 years**

Listed Company expects Rs. 2500 crores in revenue in the next 4 to 6 years on consolidated basis

**Mumbai, 18 March 2015:** Satra Group announces an initial investment of Rs 1000 crore towards developing real-estate in Mumbai. According to Chairman and Managing Director – Praful Satra of Satra Group, the expansion plan for the next 5 years includes developing of a total of 4 million sq. fts., delivering more than 1000 units of residential and commercial space.

With the increasing demand for luxury housing in South and Western Mumbai, Satra Buildcon Private Limited, Subsidiary of the Company is set to launch its ultra-luxurious residential project 'Limited Edition-88' near Bandra Sea Link, slated to serve 81 distinguished families on completion involving an investment to the tune of Rs. 250 crores.

Located in the heart of the Mumbai suburb, Bandra is a 26 storeys marvellous edifice of excellence comprising of 4 BHK, 81 apartments ranging from 382 Sq mtrs (4116 sq. fts.) to 405 sq. mtrs. (4364 sq. fts.) having a potential to generate revenue of about Rs.550 Crore over a period of 2-3 years on consolidation basis.

The building overlooks the mesmerising views of the Arabian Sea offering lifestyle amenities like modern club house, gymnasium, Jacuzzi, Swimming pool with landscaped jogging track and modern security concepts like biometric access and central monitoring system and many more features. This project is very international in style and scale with interiors of the project designed by internationally acclaimed HBA, Singapore and sample flats designed and conceptualised by Mrs. Gauri Khan. The said project is being developed as a joint venture with M/s Pyramid Developers.

Speaking on the occasion, Mr. Satra said "We are extremely happy to add a new project in the heart of the City. It shall be our endeavour to deliver the project being a winning combination in terms of quality of the property, amenities and pricing. As a part of our strategy to expand and grow, we look forward to additional future opportunities in terms of other planned projects offering affordable residential flats in premium locations in Mumbai which will translate into a revenue of about Rs. 2500 crores over a horizon period of 4 to 6 years on consolidation basis".

"In the upcoming years, our focus is on maximising the wealth of our shareholders, reduce finance costs, enhance employee productivity and increase innovation," he added.

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### About Satra Group:

Satra Group, founded in the year 2002, is in the real estate business for more than a decade and is famous for its design ingenuity, superior quality, innovative elevations and professionalism. The Company has gone to the next level through creation of world-class commercial hubs, retail, residential, malls and commercial projects. In a short duration the group has successfully developed and delivered spaces of more than 2 million sq. fts. and is projecting future development of around 7.5 million sq. fts. Manned by highly qualified professionals and equipped with latest technology, the Group aspires to continue the development with projects having good infrastructure, quality construction and delivery of outstanding futuristic projects of International standards with offering good value for money.

### Forward Looking Statement:

*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks and many other factors that could cause our actual results to differ materially from those contemplated. Satra Group will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

For further information please contact:

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