

DECCAN GROUP

AT THE ACME OF CUSTOMER-CENTRIC HOUSING DEVELOPMENT

Given the unprecedented growth of the current business landscape, the requirements of customers keep wavering from time to time. Thus, customer-centricity stands as the linchpin of the real estate industry today, as organizations are striving to not just deliver services, but create great experiences for their customers. One such renowned company in quality housing is Deccan Group, that conforms to customer-centricity across all its decisions, be it legal aspects of land use, choosing location or interior designing. In fact, the very lands deployed for construction are owned by Deccan so that the legal bottlenecks can be circumvented, project can be delivered before promised time, and higher margins can be achieved. Further, each location is chosen to be in close proximity to schools, bus stand, hospitals, offices, market and malls, thus making it ideal. No wonder, Deccan Group's residential developments (2, 3 & 4 BHK homes) spanning more than 10,00,000 sq.ft of area in Bangalore along with other commercial & hospitality projects, stand as the manifestation of its commitment to on-time delivery and value for clients' money.

An ISO 9001:2015 certified firm and a CREDAI member, Deccan Group is the brainchild of V. Ranganath (Founding Chairman & Managing Director) and R. Saritha Reddy (Joint Director). Breathing Earl Nightingale's quote 'Customer is the Boss', Ranganath ensures to constantly incorporate all the clients' customizations across Deccan's projects. It is indeed his innovative ideas and constant guidance that are shaping Deccan Group into a truly customer-centric firm, brimming with satisfied customers and huge referral sales

Live Infinite, Live Opulent!

Believing in infinite happiness and living at an infinite space, Deccan Group has unveiled 'Deccan Habitat' in Yeshwanthpur (Bangalore), where all boundaries have been diminished. It is a residential development traversing around 2,40,000 sq.ft. of

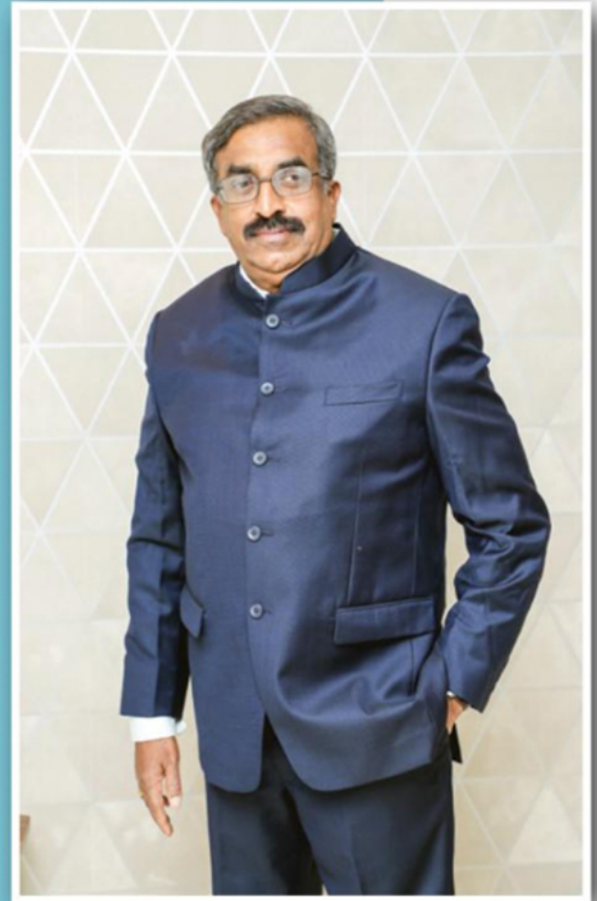


area, with ample lifestyle amenities. One such amenity is its club house (9,000 sq.ft.) equipped with multi-purpose hall (with spill out area), convenience store, fully-equipped & air conditioned gym, yoga deck, spa, indoor games arena, crèche, and many others. It also has five pool zones on the top namely infinity pool, kids pool, rain dance, jacuzzi seating and a floating sky lounge, thereby making it an infinite space.

Let's look into the overall layout of Deccan Habitat!



It has three independent towers, each with two or four exclusive flats per floor. Further, each flat is built in accordance with a Villa-themed design (Deccan – first to adapt) that has no shared walls, maximum light, ventilation, privacy, and a good view, while the company absorbs the additional costs involved. The flats are also adorned with marble-finished vitrified tiles, high-speed elevators, master bedrooms with bay window & wooden-floored balcony, classy elevation (wall, wood & glass), and top-notch fittings & fixtures. Ranganath adds, “We always confine to only 35 percent of area for construction and the rest for lounges, relaxation spaces, softscape and hardscape with water bodies”. In fact, Deccan Habitat has 25-foot wide jogging tracks all around with landscape gardens, organic gardens, amphitheater and sports arena, for residents to stay healthy and fit. Furthermore, it is a habitat that strongly promotes community living among its like-minded residents – industrialists, doctors, senior corporates, entrepreneurs, NRI clients, and top management of MNCs.



V. RANGANATH

Founding Chairman & Managing Director

Ranganath is a doyen in the Indian real estate industry with 25+ years of experience in the construction of residential & commercial buildings. He currently oversees the end-to-end operations at Deccan Group.

Corporate Office: Bangalore



Traditional yet Modern Landscapes

Ranganath articulates, “We allow small modifications while executing the block work to build homes the way our buyers’ dream, be it their taste or lifestyle”. All of Deccan’s homes are Vaastu compliant with East or North-facing entrance, master bedroom in Kubera moola, kitchen in Agni moola, no toilets in any corners, and a dedicated pooja room. Not just the traditional needs, the company takes great care of incorporating advanced features in security, convenience or clients’ modern-day needs across its homes, making them utterly smart.

Deccan Habitat is an epitome of this traditional & modern blend, with provisions for smart home automation that allows clients to handle visitors and provide access to guests, right across their mobile phones from any part of the world. Besides, they can also monitor & control media units, heater, AC and lighting. The project is adaptable for advanced security features like Video Door Phone (VDP) along with intruder & gas leak sensors, giving clients extreme safety.

Besides security, offering maximum functional area is also Deccan’s forte. Be it kitchens with tiles cladded on all sides for ease of maintenance, washrooms with wet & dry areas and camouflaged geysers, or exclusive dining areas. While bringing products that are in store for the future with easy maintenance, Deccan provides a warranty of seven-10 years for all of them through associations with Schindler, Anchor, RAK, Ashirvad Pipes, Kajaria, Jaquar and other industry leaders, thus giving best value for clients’ money. The company also tests all the procured materials at third-party labs and checks for IS standards, while adhering to the norms of SPCB, Environment & Forest Standards, Fire Norms and NBC. Bagging the ‘Best Themed



WE ALWAYS CONFINE TO ONLY 35 PERCENT OF AREA FOR CONSTRUCT AND **THE REST FOR LOUNGES, RELAXATION SPACES,** SOFTSCAPE HARDSCAPE WITH WATER BODIES

Project – 2018’ from REALTY+ and ‘Themed Project - 2019’ from Entrepreneur Magazine, further adds to the magnificence of Deccan Habitat!

Behind all of Deccan’s projects stand a dedicated, professional team with impeccable sense for project delivery, which was built and currently headed by R. Saritha Reddy (Joint Managing Director). This team constantly leverages rigorous practices and double checks each home, so that it turns-out to be the best in class. In the years to come, Deccan Group has planned to unveil new banquet halls, a premium residential development (6,15,000 sq.ft.) in Yeshwanthpur, and residential developments in Mysore Road, besides venturing into commercial spaces and hospitals. “We greatly rely on strong word of mouth references from our clients, and that’s how we sail ahead even during the tough times,” concludes V. Ranganath. 