

Press Release

Bhartiya City launches Nikoo Homes-II

The new edition of Nikoo Homes set to create fresh benchmarks in smart living

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To the numerous aspirants who were unable to book an apartment at Bhartiya City's famed Nikoo Homes-I, there is good news! The much feted home brand makes a comeback with the launch Nikoo Homes-II on October 10, 2015 just ahead of the auspicious festive season.

The unprecedented response from home buyers has prompted the new launch in District 6 of Bhartiya City - an integrated city spanning 125-acres near Hebbal in Bengaluru and envisioned as the largest development of its kind within metro limits in India. Planned by global architects presenting new standards in exteriors and interiors, Nikoo Homes-II epitomizes 'smart' living. Premised on the belief "one size never fits all", a potential buyer is spoilt for choice here. The offerings include the entire gamut of studio to 1- 3 bedroom apartments, spacious sky villas and everything in-between. Every home is a model of 'smart' design with the luxury of further customization built-in. Model apartments are ready for viewing at the Discovery Centre at Bhartiya City.

Mr Snehdeep Aggarwal, Chairman of Bhartiya Group, Promoters of Bhartiya City said "*We are launching Nikoo Homes II on the back of the extremely encouraging response we received from home buyers for Nikoo Homes-I. Since all the homes were sold out in record time, we had no choice but fast track our plans to launch the new edition. With Nikoo Homes-II we have endeavored to meet the surge in demand from people who are keen to be a part of the extraordinary urban living experience that our City of Joy offers*".

Nikoo Homes-II promises all the amenities and luxury of living in not just a smartly designed home but in the enviable environs of Bhartiya City, which was conceived and developed as a 'smart' city well before the term became a catch phrase in modern urban development. Nikoo Homes is conceived around five elements for happy living viz: Community, Culture, Family, Learning and Wellness," added Mr Snehdeep Aggarwal.

It may be recalled that the launch of Nikoo Homes-I in Nov 2012 created quite a stir as the entire lot of 2415 home units was sold in record time and it became the fastest selling home brand in Bengaluru. This exceptional interest in Nikoo Home brand has set a new benchmark in the real estate market in Bengaluru which is unprecedented and quite contrary to the reported slow-down in the sector. This is primarily because Bhartiya City offers a better life through the many features within a walking or cycling distance. The already laid-out infrastructure, the beautiful 7 Acre Central Park with a Centre for Performing Arts and the fast pace of construction of Nikoo Homes I due to be delivered as per schedule have all reinforced the credibility of Bhartiya brand.

Keeping pace with the brisk pace of development, the construction of Bhartiya Centre for Information Technology (BCIT), the 3.7million sq ft IT Park within Bhartiya City is well underway, with the first of the Blocks ready with the first tenant having started operation. Construction of Leela Hotel and Residences has already commenced after the successful launch of Leela Residences. This complex will also include the largest conference centre in Bengaluru, and will be connected with the proposed largest shopping district in Bengaluru. Architectural designing of the proposed international school at Bhartiya City is also underway.

About Bhartiya City:

Bhartiya is a diversified lifestyle group founded in 1987. It consists of two verticals: Bhartiya Fashion (international manufacturing of leather products and fur and Leather SEZ, Listed Company) and Bhartiya Urban (city development). Bhartiya Urban is developing Bhartiya City in Bengaluru, a 125 acre integrated urban township within the municipal limits of Bengaluru City - a first of its kind in India. The 20 million sqft development will be a self-contained city with housing in various formats, retail (souks, high-street retail and shopping malls), variety of hotels, business/financial district, IT campus, convention/conference centre, trade mart, a school, a hospital, all will be woven around a masterplanned public realm which will also include a 7 acre Central Park that will also house a Centre for Performing Arts. The next big initiative will be in mass housing.

To know more about Nikoo Homes –II visit the iconic Discovery Center where you can take an interactive tour of the city or walk around life-size apartments. Or visit www.bhartiyacity.com

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