

## Press Release

### **Ansal Housing announces Bhoomi Poojan of Ansal Town Meerut, Phase III**

#### **Company to invest Rs. 200 crores in Phase III, Rs.750 crores overall in Township**

**Meerut, February 12, 2010:** Ansal Housing & Construction Ltd. (Ansal Housing), one of the premier real estate developers of India, today announced the Bhoomi Poojan of its residential township **Ansal Town Meerut, Phase-III** on Sunday 14<sup>th</sup> February, 2010. In Ansal Town Phase-III, the Company will develop 2 & 3 Bedroom free hold flats & independent floors (G+2) in the price range of Rs. 12.67 lacs to Rs. 23.20 lacs. The approximate area under development in this phase is 17.49 acres with the number of units being 1125. Ansal Housing is expected to invest Rs. 200 crores approx. in development of Phase III. Leading banks & financial institutions are offering home loan facilities. The customer will also have the advantage of making payments in interest free installments spread over a period of 30 months.

**Ansal Town** spread over approx. 65 acres, is strategically located near Modipuram Crossing on Delhi-Roorkie Bypass Road, NH-58, Meerut. The project is approved by Meerut Development Authority (MDA) & will eventually have more than 2300 families residing within its premises. Amongst its many world class amenities, Ansal Town Meerut shall also have a Shopping Mall with some of the most renowned brands showcasing their products, making the mall one of the most sought-after shopping destinations of the city. Further, Ansal Housing shall also have a single membership to a chain of select clubs of the company across the country, including the one planned at Ansal Town, Meerut.

Addressing the press today, **Mr. Kushagr Ansal, Whole Time Director, & Mr. Sunil Taneja, GM (Marketing), Ansal Housing & Construction Ltd.,** said "As a premier real estate developer we have always believed in enriching the way you live. We are proud to announce the Bhoomi Poojan of Ansal Town Phase-III in Meerut on coming Sunday, 14<sup>th</sup> February, 2010. The brand Ansal Town is synonymous with modern living. The township which has a total investment of around Rs. 750 crores, has been planned to set a new standard of luxury and style. With its amenities like Club with swimming pool, Banquet Hall, Nursing Home, Shopping Mall, amongst others, Ansal Town will redefine the way its residents live."

### **About Ansal Housing**

Ansal Housing & Construction Ltd. (Ansal Housing) is an ISO 9001:2008 certified Company engaged in the business of real estate development in India and overseas. Since its inception in 1983, Ansal Housing has given new dimension to Indian infrastructure development. The Company has constructed a massive 67.6 million sq. ft. of commercial and residential projects across India and overseas. The company has developed world-class townships, residential complexes, commercial complexes, retail spaces, hotels and movie halls that have set new standards of quality and architectural excellence, delivering the best to its customers, stakeholders and investors. Ansal Housing has projects worth Rs 6000 crores in hand with a land bank of over 2,500 acres.

Some of Ansal Housing's landmark projects include Ansal Heights and Whispering Meadows at Mumbai; Ansal Plaza which is "North India's First Factory Outlet Mall" wherein the best brands of the world are available, Neelpadm Kunj, Garden Enclave, Aavantika and Chiranjiv Vihar in Ghaziabad, Fortune Arcade at Noida; Golf Links I & II at Greater Noida and Aashiana at Lucknow.