

Alliance Launches Mega Integrated Township in Bangalore

*Alliance Group on Thursday launched **El Dorado Park**, Bangalore's biggest Integrated Township spread over 275 acres and located close to the Electronic City that houses the office and campuses of leading IT and Biotech companies*

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The Rs 5000-crore Bangalore-based Alliance Group today announced the launch of the city's first mega ultra-modern integrated township, **El Dorado Park**, spread over 275 acres, close to the Electronic City.

Making the announcement here, the CMD of Alliance Group, Mr Manoj Namburu said **El Dorado Park** will have 1100 premium villas and 200 row houses—ranging from 2400 sq ft to 15,000 sq. ft----- in the price range of Rs 1.15 crore-Rs 7 crore. In the second phase it plans to offer 500 high-rise luxury apartments.

Designed by world renowned architectural firms, HOK of USA, and Zachariah Consultants, **El Dorado Park** offers an 18-hole Executive Golf Course, a 150-room 5 Star hotel, a Mall with a 4 screen multiplex, tennis, squash and badminton courts, fully-equipped gym with a spa, lush green landscape with a large playground and parks.

Each villa that comes with a warranty will have imported marble flooring and modular kitchen, air-conditioned rooms, solar water heaters, a Tata Sky dish connection, top-of-the-line bathroom & electrical fittings, including an automatic garage door.

The Rs 2500-crore project, which is located in close proximity to leading IT & biotech companies, is expected to be completed in 30 months. 'An unparalleled luxury lifestyle living is assured for the discerning customers,' Mr Namburu said, adding that this was the first-of-its kind integrated township in Bangalore.

He announced that Anil Kumble, India's Test captain, will be the Brand Ambassador for the Alliance Group. Not only that, the cricketing icon has also invested in an **El Dorado Park** villa. 'We cherish his qualities of total

commitment, dedication and leadership and are proud to have him as our group's Brand Ambassador,' Mr Namburu said.

Anil Kumble, on his part, stressed that he was happy to endorse an innovative and fast growing real estate firm like Alliance that offered all its customers a unique warranty which spoke volumes about its commitment and transparency.

He said as a happy customer he also looked forward to the completion of his home in **El Dorado Park**.

For the busy executives who are keen golfers, **El Dorado Park's** executive 18-hole golf course would provide the ideal recreation right at their door-step. The international standard clubhouse of the 5-Star hotel offers its residents a complete range of modern amenities, from a regular swimming

pool to banquet halls, multi-cuisine restaurant, children's play area etc.

Further, its residents will have assured round-the-clock water and power supply through a complete power back-up.

El Dorado Park is located strategically near the Electronic City where big IT and bio tech companies like Wipro, Infosys, Motorola, AMD, HP, Biocon, Birla 3M, Siemens and Delphi systems have their campuses.

Alliance's maiden residential project **10 Downing** of 150 European style villas in Whitefield was sold out within months and is now getting occupied. The group has also launched **Bougainvillea** villa project in Chennai and **Inner Circle** in Hyderabad.

Having received the ISO 9001 certification right at its inception, Alliance is a member of Credai, Karnataka (erstwhile KOAPA), the apex body of builders in the state.

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Press Release November 24,2007

Moguls of Real Estate Launched

BANGALORE, Nov 24---The business biographies of 5 top Indian real estate developers---K.P. Singh, Niranjan Hiranandani, Sushil Ansal, Shapoor Pallonji Mistry and Irfan Razack---have been featured in a new book, ***Moguls of Real Estate***, authored by Manoj Namburu of Bangalore.

'I found there were no books at all on Indian real estate and felt that this gap could be filled by recording for posterity the business biographies these real estate moguls,' says Mr Namburu, who is also the CMD of the Alliance Group, one of the fastest growing real estate developers in the country.

Published by Roli Books, the 270-page book, is not only a biography of these barons of real estate, but also traces the recent explosive growth of the Indian real estate market, he said. It is a well-researched and informative book on the lives and entrepreneurial adventures of these veritable stalwarts of this industry. And it caters as much to the avid book lovers as to those specially interested in the real estate industry.

It will help fellow real estate developers in India to learn from their success and highlights the significant contributions they have made to the growth of the industry.

KP Singh, has had such an eventful life that his bio almost reads like a script from a blockbuster. His chance meeting with those-in-power and newsmakers like Rajiv Gandhi, Jack Welch and management practitioners like George Hoddy, gave him a distinct advantage in the real estate industry. KP Singh's business acumen and his ability to take right decisions at the right time are some of the hallmarks of his long career.

Niranjan Hiranandani, as a young boy saw and met many rich and famous patients of his father, the world renowned ENT specialist Dr L. H Hiranandani, which triggered the urge in him to emulate

them. That's how he decided to delve into the real estate industry. His desire to work on a large canvas saw him creating India's most beautiful, elegant and prestigious township called Hiranandani Gardens, in Powai, Mumbai, a landmark in its own right. Today, after numerous ups and downs, he has realized his dreams and emerged as a powerful spokesperson for the Indian real estate industry!

With the backing and sound counsel of his father Chiranji Lal, who was a reputed contractor in Delhi, Sushil Ansal has firmly established himself and the Ansal brand by constructing several landmark buildings in the heart of New Delhi, as also the Capital's first mall, 'Ansal Plaza', and residential and commercial complexes in Gurgaon and NOIDA. The bio of this 'mogul' reflects in many ways the growth of the Capital as well as of the National Capital Region (NCR).

The story of Shapoor Pallonji Mistry, is quite different as he hailed from a reputed 142-year-old family firm involved in the construction industry. How Shapoor has proven himself to be a worthy scion of the Shapoorji-Pallonji family and how he plans to take the company to new heights with 'Imperial Towers', at Tardeo India's tallest residential building, and budget mass housing in Kolkata, is vividly captured in the book.

Irfan Razack, the smart, suave and savvy real estate developer has given a distinct facelift to Bangalore, the IT hub of India, by erecting several beautiful and commercially successful landmarks like The Forum, Prestige Acropolis, Prestige Meridian, Angsana Spa. The innovatively designed UB city is also another of Irfan's offering to the Bangalore skyline. What efforts and unflinching focus have gone into building Prestige Constructions as the biggest builder in South India are described in detail in the book.

Through the bios of these 'moguls', one can view up-close the challenges faced by the Indian real estate industry, its triumphs and tribulations. It would certainly help any reader to have a better understanding of real estate in India while showing the way for the coming generations of entrepreneurs in this industry.

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You can also visit www.mogulsofrealestate.com for more information.