

God is in the Details

Dear friends and colleagues,

I wish and hope that this newsletter finds you safe and in good health. As I am penning this article, thankfully, the spread of the COVID-19 pandemic in India seems to have been controlled, as is evident in the reduced number of cases. However, we all need to continue to adopt the precautionary and safety protocols, to ensure that every imminent and looming third wave is not as horrific as the first two ones.

The work in your 'Kiara Residency' project is progressing rapidly. We have completed the structural work for the three towers, the painting, flooring, plumbing and other allied work has already commenced. The main entrance gate has been erected and we have now started working on the amenities of the project. It is the right time for you to visit the site to witness your future home.

In this newsletter, I intend to share some details about the significance of 'specifications' in a real estate project. It is very aptly considered to be the kernel of any real estate project. With my extensive experience in this area, I hope not only to share the generic details of 'specifications' but also how the 'Kiara Residency' project has imbued this important subject.

A 'specification' is a written document describing the scope of work, materials to be used, methods of installation, and quality of workmanship for a parcel of work to be placed under contract; usually used in conjunction with working (contract) drawings in building construction. As is clear and relevant in any work we perform, the clearer a description is, the more likely will it be executed precisely.

As MIES VAN DER ROHE has quoted – "God is in the details".

The 'Kiara Residency' project is an embodiment of the time and efforts exerted on delivering the 'details' faultlessly and flawlessly. It started from the designing phase wherein the thrust was to design the project, the units and the surrounding area, to deliver to the homeowners, copiousness, affordability, privacy and easy accessibility to substantial open and green spaces. The material used in the construction of the main structure is top-notch and our engineers and project managers are trained to ensure the implementation of quality workmanship.

The finalizing of the 'internal specifications' was a laborious job, as it was necessary to ensure that the tastes and preferences of all types of customers are incorporated into the selection of the various fixtures.

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The success of any project depends upon how efficiently one adapts, upgrades, and implements.

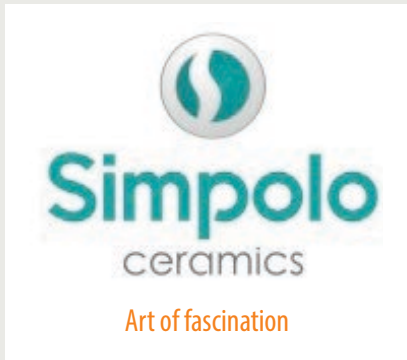
Alpana Kirloskar

Chairperson & Managing Director
Kiara Lifespaces Pvt. Ltd.



It's a Beautiful Home

The Kiara team has put together a selection of specifications from the best brands, keeping in mind the aesthetics, performance, durability, and value for money. Some state-of-the-art brands have been selected for the same.



Tiles : 'Simpolo' is the fastest growing premium brand in tiles. 'Simpolo' Ceramics has carved its niche as a consistently growing organisation with unparalleled innovation and passion rooted in simplicity.

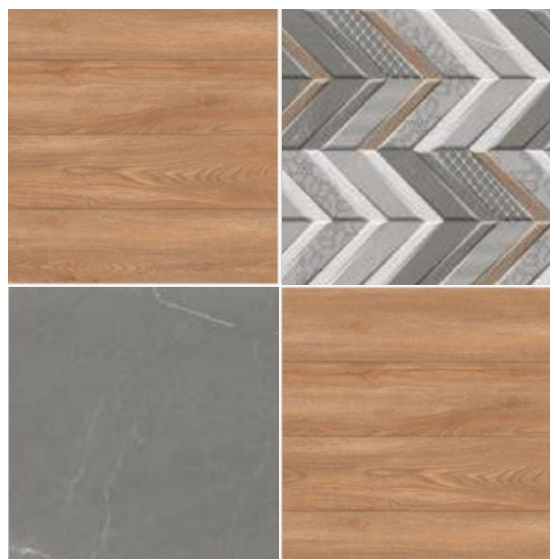
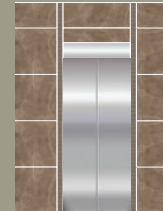
Paints

'Asian Paints' is an Indian multinational paint company, providing an external paint warranty for six years. The company is engaged in the business of manufacturing, selling and distributing paints, coatings, and products related to home décor.



Elevators

'ThyssenKrupp AG' is a German multinational conglomerate with a focus on individual engineering and steel production, having a strong presence in various segments - such as residential, office, and infrastructure.



Sanitary and C.P. Fittings

'CERA Sanitaryware' – the fastest growing company with 10 years warranty. CERA is the leading provider of complete home solution products, with a certified water-saving product with NanoGlaze technology – no stains, germs, or water droplets.



Why 'Kiara Residency'?

RCC earthquake resistance structure

Double charged vitrified tiles for all rooms

Seasoned red Marintee door frames

Two coat wall putty with primer and two coats of tractor emulsion paint

Designer lobbies

No leakage – no breakage, slung plumbing

Testimonials



NIKITA RATHI, Marketer
World Web Solutions

Our experience working with 'Kiara Residency' has been a rewarding and excellent one. The team, led by the brilliant Ms Alpana Kirloskar, is a cohesive and symbiotic unit. All the thought that goes into the development of the project – right from the planning to the execution and delivery is centred around one question – how can we deliver more to our customers? Competent engineers, skilled sales and marketing staff, thorough professionalism in dealings, and the support of the Chairperson in every aspect of the project has made the whole project work seamlessly. It is refreshing to work on a project with a team that has keen attention to detail and an interest in the development of the project and all its elements.

The quality of construction, beautiful surroundings, excellent locality, and state-of-the-art amenities of 'Kiara Residency' make the marketing of the project a very fulfilling job to complete. The powerful leadership of Ms Alpana Kirloskar is a constant source of inspiration and guidance in all the endeavours at 'Kiara Residency'. Her ideas and inputs in the aspects of marketing and design, vision to improve on every level, and most importantly – her complete and total transparency with the home-owners, potential home-owners, and team of 'Kiara Residency', are a motivating stimulus in all the actions of marketing.

Seeing the project develop over the last few months has indeed been fulfilling, and I have to say that the team at 'Kiara Lifespaces' has done a commendable job – exceeding all expectations, even their own!

The homeowners of 'Kiara Residency' can be rest assured – only the best has gone into the building of your home.

We look forward to working with the team of 'Kiara Lifespaces' in the same efficient and steady manner.

KNOW OUR MARKETER



SALEEM BEG, (B3/16/02)

We do not have enough words to express our gratitude to the 'Kiara Residency' family. They helped us find accommodation. The team is very responsive to all the requests regarding the home we bought. The main attraction of purchasing this apartment was its prime location in the 'Sushant Golf City' – with absolutely latest infrastructure and connectivity. We are really glad to make our home a happy and lovely space with all the amenities together.

KNOW OUR CUSTOMER



SAURAV SHRIVASTAVA

My parents, having stayed in Lucknow for over 40 years, always dreamt of having a house which is away from all the noise and traffic in the city. After seeing many properties for over a year, none could meet our expectations until we visited 'Kiara Lifespaces'. The property is in one of the finest localities of Lucknow. We were given a tour of the property and all the sample flats, and I must say, the way the flats were designed, there was an instant connection. The flats are spacious and the amenities provided are of outstanding quality. Given its association with the Kirloskar Group, the trust automatically built, which is an important parameter while choosing a flat. Given my excellent customer experience at 'Kiara Lifespaces' and the way it is reshaping the lifestyle of people of Lucknow, I highly recommend this.

KNOW OUR CUSTOMER

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The key is to ensure that the best quality fixtures are provided, albeit being mindful of delivering 'affordable homes'. The internal specifications include the tiles used in the living/dining rooms, bedrooms, kitchen, bathrooms, balcony and common areas, fittings in the toilet and kitchen, the finishes including the paints used in all the rooms and common areas, the windows, doors and allied fittings, the plumbing related fixtures, electrical fittings, water supply and telecommunications related provisions, lifts/elevators installed etcetera. All these items are aesthetically selected with



an understanding of design sensibilities and deep-rooted values of quality, transparency and commitment. In this newsletter, we will be emphasizing the state-of-the-art brands selected for our specifications, which are durable and of the best quality.

The success of any project depends upon how efficiently one adapts, upgrades, and implements. In the 'Kiara Residency' project, we had initially promised the provision of 'anti-skid ceramic tiles' for the kitchen. However, we have now decided to

upgrade these tiles and have made a provision for 'double charged vitrified tiles', to replace the 'anti-skid ceramic tiles' in the kitchen and to replace 'single charge soluble salts tiles' in living/dining. Since our kitchens are based on the concept of open kitchens, the continuation of the double charged vitrified times from living/dining to the kitchen ensures a seamless look. I am sure that all our esteemed customers would be more than satisfied with this change, moreover, these enhanced quality tiles are being provided WITHOUT ANY ADDITIONAL COST to the esteemed customers. You will shortly receive a communication from the Kiara team advising you of this proposed change, the reason for the change and the benefits derived from this change. I will be grateful to you if you accord your consent to fix these upgraded tiles.

In this newsletter, we would share more details of the specifications and items used in the 'Kiara Residency' project, updating you on the tree plantation drive and the plan for the landscape design in the project, sharing some pictures of the newly furnished model apartment, which has some additional features and presenting an update on the construction work in the site.

I wish to take this opportunity to thank all the customers, employees and the community at large, to make this project a successful one.

Thanks!

Alpana Kirloskar
Chairperson & Managing
Director
Kiara Lifespaces Pvt. Ltd.

Let's Go Green



Disclaimer: The images used in this newsletter may not be to the scale or may not represent actual façade / elevation. The details of windows, paints, elevation features, landscaping, ground development, trees etc. are artist's impression and would be different to actual construction of building and development. The viewers affirm that he / she has not taken his/ her decision of purchase/booking by viewing this perspective. The company is not responsible for the action of the viewer's booking / purchasing a unit relying on this perspective.

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