

15

Years  
Building  
Relationships

expat®



## 15 YEARS – BUILDING RELATIONSHIPS & PIONEERING TOTAL REAL ESTATE CARE

15 years... And what a journey it has been...

It seems like not too long ago, when a young visionary entrepreneur started business with what can only be termed 'humble beginnings'. Since then, they've come a long way ... Let me take you through their 15 year journey...

In 1994 Santosh Shetty, coming out from management training and a short stint with Contract Advertising, decided to pursue a dream, after several days of seeking advice from friends and with a vision to get into the Real Estate business - a decision was made- with just Rs 10000 in hand. Coincidentally, through a mere acquaintance, this young entrepreneur was led to 1500 acres of land on the outskirts of Pune. No one realised the possible gold mine they were sitting on until they went to visit the site. The breathtaking scenery near the backwaters of Warasgaon Dam provided an instant confirmation to pursue the vision – that's where the dreams began.

With the support of two engineers who had the passion to steer this vision to fulfilment, dreams were set in motion. This small settlement was beautiful beyond description, untouched nature surroundings and tranquillity that kept you with a feeling of spiritual awe. Everything about this land echoed breath-taking, to the extent that an Ad agency aptly named it – 'Solitude, a little space for your dreams'. Which is why even today, the spirited memories related to 'Solitude' remind them of

their humble and unsophisticated beginnings! Solitude, was initially offered at 2 lakhs 75 thousand for investors and the response generated was completely astounding. Thus was birthed the first sales team of 3 in Mumbai, as they introduced the project to people in the community. But as engineers with very limited business potential, it was only later that they realised what a mammoth task was set before them. With cold facts of government permissions and



legal sanctions coming to surface, it was clear that the property business served more than ONE challenge. Yet, with hard - wearing perseverance the sales team was able to manage the difficulties they faced. Even so, with sanctions for access to the property delayed by 2 years and other shortcomings, relationships were strained / severed. It was then that the key leaders made a decision to base all business transactions on 1st restoring severed relationships and also building new ones. And so was birthed a new vision for Expat Properties - 'Building Relationships'.

In the time that followed, they hit their first recession, but rather than seeing it as a slide they saw it as an opportunity to hone their skills in selling a project they totally believed in—in the end it was the trust and faith that clients put in them that became the driving force of the team. One could immediately identify the passion and vengeance with which they pursued sales by the ground reality struggles they faced like having 'chai' with lepers, encountering wild animals and snakes. Perhaps the delight lay in the magnificence of fireflies that hovered the area at night or those warm summer nights when they stayed up to call upon the 'Rain Gods' to bring back the beauty of the lake side. Such were the memories placed in the Expat Treasure Trove.

Steadily growing for the next 3 years doing independent work, infrastructure started coming into place. Eventually, the experience gained in land trade created a wealth of opportunities to scope for more land outside of Mungaon and to take on road construction and other infrastructure projects. In the short time that followed, our ability to manage the growing sales requests grew to a point beyond the 3-team capability, which led to the growing of the company. After that, there was no turning back! The company opened new divisions of Contracting, Land Trade and Property Sales while throughout marketing projects by other developers. These divisions began to fuel the growth of the company which eventually led to

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## GROWING NETWORK OF EXPAT GROUP

### Expat Leisure & Resorts Bangalore Ltd.



It is not just an Indoor sports centre, it is India's very first, international standard for sporting mayhem. Having recently participated in the Asia cup in Sri Lanka, talks are on for hosting the Invitation Cup. Greater things are expected in the near future.



### Expat Media International

Circulating around 30,000+ copies, The International Indian is the oldest authoritative magazine in the Gulf region. But its popularity doesn't end there. A literary publication of fresh, original and insightful writing relevant to various aspects of life in the Indian Diaspora. With the exclusive limited land offer to its subscribers, the magazine has received more attention on a global scale. With many innovative plans in the pipeline, there is much to look forward to.



### Expat Investments Pvt. Ltd.

Land is a futuristic investment and returns are more secure since they are linked to a solid asset. The reason behind the investment division was to fuel opportunities to invest in a selection of high-quality Real Estate

investment portfolios from across the region. upon realising that there were larger investment offers which were outside of retailing of land and investors who were looking for high return opportunities, this division was solely formed to meet such needs. Thus, the aim is to identify direct and indirect investment solutions that can meet our investors' target returns and risk profiles. Although this division is still in its embryonic stage, it has received good responses and many clients have found greater security and benefits in land projects as compared to stocks and shares. The team helps navigate through Real Estate investment decision-making by merging client's objectives with our unique grasp of the opportunities in the marketplace thus, crafting customized solutions that make a tangible difference. At Expat our in-house products talk of returns, time horizon, risks and benefits. Currently, we have an investment opportunity in Chandrapura called Beulah Estates.

### Expat Properties (I) Ltd

This division was birthed in a move to enhance the sales and meet clients at their point of need by acting as a Personal Property Investment Manager. The team works together with related divisions like Land trade, Property Management, Channel Sales and Projects, with the common vision of putting the customer's needs first, and always with a dedication to the Expat tradition of service with integrity. Overall, they provide advisory, transaction and investment management services to clients engaged in buying, selling, leasing, investing, or financing Real Estate. These services are provided to private and institutional owners and investors as well as to corporate owners and occupiers. In addition to marketing our own properties, they offer clients

diverse investment opportunities from a host of reputed builders and developers making sure that their investment requirements are fulfilled. The company's strong value system has led to an array of long term relationships with clients which have resulted in the expansion of our operations across India and the Middle East.

### Expat Engineering (I) Ltd

Starting out as a contracting division in 1999 to service the immediate needs of our in-house project 'The Solitude', and later emerging as a separate entity, the Engineering subsidiary now provides comprehensive engineering services to their clients. With experience in a list of prestigious infrastructure projects, they have built a reputation which is synonymous with quality,



efficiency and speed. They offer a wide range of services to our clients which include, but not limited to: Project Construction Management, General Contracting Civil Works, Engineering, Procurement and Construction, Design/ Build, Logistics, Mechanical and Electrical Installation, Operation and Maintenance. Our Services are available over a wide range of project types such as high-rise towers and mixed use buildings, residential and commercial complexes, large scale housing projects, infrastructure projects, power generation, transmission

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## ...BUILDING RELATIONSHIPS & PIONEERING... from page 3

a BOOM! It was during 2005-2006, that Real Estate saw a boom globally and we rode the crest of the wave. Later on, having sensed the customer's needs in other areas like property management, investments and so on, Expat decided to become an organisation that provided holistic Real Estate solutions. Today, they have specialists in all areas related to Real Estate and have operations in different countries like Oman, Bahrain, Qatar, Kuwait, Singapore, UK & US and across India. This wave then carried them into

other fields like Media, Resorts and Healthertainment. In 2008, they reported a staggering 300% growth monetarily, with people and even with their reach. All through this growing period, they have stood behind their commitment and vision of impacting lives with a mission to build relationships in clear focus. As many clients will testify, I believe, they have delivered on these principles. This organisation (I believe) sets the bar for future businesses to lay emphasis on the needs of their clients and on

'Building Relationships' that are based on integrity, transparency and security. Thus making the transition from a self-centred philosophy to a more other centric focus. This led to a foundation based on trust.

So, today, after 15 years in an almost recessive state they're still going strong, an enterprise that justifies that the pursuit of excellence naturally equates to steady growth. It is true that the doors we open and close each day decide the lives we live!

- 1994 ✓ Bombay office opened  
✓ Office in Dubai was opened under the name of **Expat Information Services** to cater to the needs of NRI's
- 1996 ✓ Formation of the joint partnership company of **Expat Properties (I) Ltd** and **Triveni Resorts**
- 1997 ✓ Launch of the project '**The Solitude**'  
✓ Pune office opened
- 1999 ✓ Joint Venture between **Expat Properties (I) Ltd** and **Celestial Properties** and the withdrawal of Triveni Resorts
- 1999 - 2001 ✓ The Access Road from Tamini to Khind of a total of 5.6 kms road
- 2004 ✓ Opening of the Bangalore office
- 2005 ✓ Branched into different verticals of **Land Trade, Contracting** and **Property Sales**
- 1997 - 2006 ✓ Acquisition of Land of **1500 acres** in Mugaon
- 2006 ✓ Sale of 1500 acres of Mugaon land adjoining '**The Solitude**' to **Lavasa**
- 2006 ✓ Opening of the Chennai office
- 2006 ✓ Joint development association with **SABC** in Bengaluru for a Healthertainment center **XLR8**
- 2007 ✓ We evolved into the following divisions: **Property Sales, Land Trade, Engineering, Project and Investments**
- 2008 ✓ Invested in well known shares of '**The International Indian**'  
✓ Launched '**Genesis**' and '**Solitude Enclave**'

## ...GROWING NETWORK OF EXPAT GROUP from page 4

& communication projects. Through it all, Expat Engineering has consistently built a reputation for quality work and timely delivery, which have earned the satisfaction of clients. They have also been able to tap into a broad base of inter-related areas of expertise, helping them achieve an enviable record for synergy, total solution and overall value for clients. Some of the projects they have undertaken include XLR8 – a sports utility in Bangalore, Genesis – a mixed use development, Park Homes

– a residential township, Solitude - Enclave – a residential development and Lavarde – a residential plotting, to name a few.

### **Expat Projects & Development Pvt Ltd.**

The Projects team provides raw consultancy derived from a strategic understanding of trends in development and land usage. Their genesis with 'The Solitude' off Pune has taken us far and wide to key and emerging

markets in Pune, Mumbai, Bangalore, Hyderabad, Kochi, Navi Mumbai, Mysore and Goa. The extensive real time experience gained in executing various projects and the synergy of in-house expertise built through the focus of our various divisions has considerably honed their skills in Consultancy and Management of Projects. The division has the expertise to undertake detailed designing, procurement, co-ordination, installation and integration service to its valued clientele.





# IF YOU ARE YOU AN NRI

**If you are you an NRI:**  
Who likes to 'think'...

**If you are you an NRI:**  
Who likes to read – about exceptional Indians at home and abroad.

**If you are you an NRI:**  
Who dreams of going back home one day...  
Who needs insights on where to settle;  
And wants to know about others who made the move;  
And how.

**If you are you an NRI:**  
Who would like some tips on raising your kids; Or professional advice on crucial issues like sex and dating?  
Or where to send them to for a college education.

**If you are you an NRI:**  
Who is passionate about India and all things Indian;  
Who likes to keep abreast with diaspora news;  
Who exults in Indian achievement.

**If you are you an NRI:**  
Who wants to know how to invest hard earned money,  
Or needs advice on where to buy land.  
Who wants to know what's happening back home;  
And how you can give back something...  
To make a difference.



If you are you an NRI, with a lot of questions, and in need of some reliable answers;

**'The International Indian'** is just the magazine for you.

Now in it's 16th year of publication, 'The International Indian' or TII as it is referred to, is the definitive and the oldest journal for Indians in the Middle East, recording and celebrating the achievements and history of Gulf-Indian society. The first magazine to introduce 'Diaspora Journalism' in the Gulf, TII emphasises "International" as a concept rich with meaning, TII mirrors life in all its myriad facets of pleasure and purpose, with a passion for India and Indians everywhere. With

its growing base of affluent subscribers in the Arabian Gulf and beyond, it has captured the imagination of serious readers and advertisers whose loyalty has sustained TII for more than a decade and a half.

TII reflects the global ethos of NRI's, featuring remarkable people in their chosen fields of endeavor, thought-provoking issues, and insightful writing relevant to various aspects of NRI life. Fascinating first person stories and hard hitting columns make TII a

unique publication.

Expat Media International (EMI), the sole media representative for TII is a joint venture between the Expat Group and the UK based Global Indian Travelers Association (GITA), the owners of TII.

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**Bangalore:** +9180 41329132/33

**Pune:** +9120 2528 5611/12/13

**EMAIL:**

theinternationalindian@expat-group.com

## XLR8 - WINNER'S CHOICE

Whether you love it or hate, there is no denying that Indoor Cricket is now more than just a blip on the sporting calendar. It has come a long way- it is fast paced, competitive and you never have to worry about the rain!!

The Asia Development Cup that took place from 17th to 22nd June was one such event which was hosted by Austasia together with the Asian Indoor Cricket Federation at the Austasia International Sports Complex, Thalawatugoda. It was the very first international exposure for team XLR8 who had to battle it out for the prestigious trophy and other cash prizes with two strong Indian teams and three Sri Lankan teams. The National Development Squad presently under training in preparation for the World Cup to be held in Australia this October was one of the teams participating in the event.

Considering the fact that XLR8 had only 15 days to put a team together and coach them, leaves a lot to be said about the final outcome! Players were "recruited" from previous tournaments held at the XLR8 center and from those who signed up. From the final 68 players only 16 players were shortlisted and coached. To add to the pressure, team XLR8 had to play against the Sri Lankan Masters who took part in the World Master Championships in Auckland and the team representing Indian Indoor Cricket from Maharashtra State.

With pressure piled on and nervous jitters beginning to set in, XLR8 coach set the record straight with his team-giving them final winnings words and motivation. All pre game nerves disappeared when they walked on to the playing field and as any coach or athlete would say that he or she wants the exuberance of a loud crowd during sporting events, the XLR8 team had a massive fan following! Unfortunately, they lost the first match but

somehow that did not deter their spirit. They had seen what they were capable of and decided to use this opportunity to the max!

The XLR8 team blew their opponents off the court with a display of patient batting which gave them a winning lead. The win of the second match in the 9 day tournament put them back on the score boards for a chance to win the finals. Win or lose, never did they anticipate that they would be makers of history, as it turned out, they were the only Indian team to ever score in '4' against the national team. They had done it - and they would reminisce this match for a long time if not always!

In a thrilling climax of the Asia Cup,

the XLR8 team were defeated by their opponents in the final over but went away with the Runners up position on the 22nd of June. Despite the final outcome, the team wasn't very disappointed as they dwelled on the excellent effort that each individual was able to contribute as part of the team.

To pick up the pace and encourage more tournaments of such, the XLR8 centre is now planning the South India Cup - India Invitation Cup around 17th Aug with around 12 teams from different parts including Sri Lanka, Singapore, Dubai and even quite a few from India.





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**XLR8**, Next to Southern Asia Bible College, Hennur Bagalur Main Road, (Bangalore International Airport Cargo Road), Kothanur P. O. Bangalore 560 077

Shakthi: **9632203745** [shakthi@xlr8.me](mailto:shakthi@xlr8.me)

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**DUBAI**

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Al Mulla Building, 2nd Floor,  
Office 207, Opp. Sheraton Deira,  
Deira - Dubai  
Tel: (+9714) 297 3932

**BAHRAIN**

Office 34 , Sabha Building 338  
(Next to Investcorp bldg), Road  
No.1705, Block 317,  
Diplomatic Area – Kingdom of Bahrain.  
Tel : (+973) 17536181

**OMAN**

Andulas Tower, Building No: 2966  
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**QATAR**

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