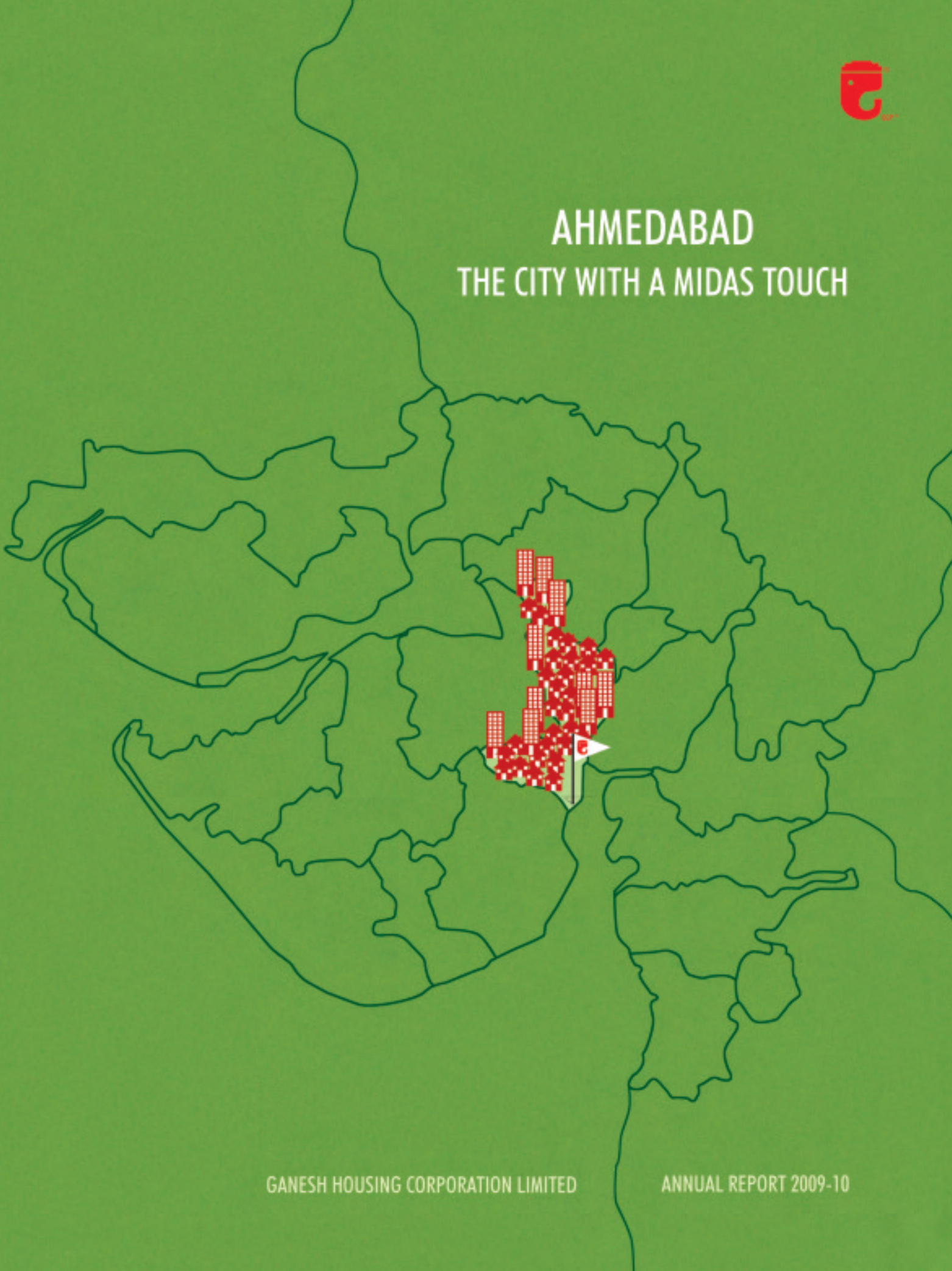




# AHMEDABAD

## THE CITY WITH A MIDAS TOUCH





**Shri Govindbhai C Patel 11-03-1937 to 29-10-2009**

Born in Ahmedabad, Shri Govindbhai Patel was the Promoter Director and Chairman of the Ganesh Housing Group. It is his relentless pursuit of excellence and exemplary entrepreneurial spirit which made Ganesh Housing a leading real estate developer of Gujarat.

He had rich and wide experience of more than four decades of creating 16 million sq ft of residential space and 35,000 houses. For his work in his field, he was honoured with Gujarat Gaurav and the Gujarat Gaurav Samman.

As the Chairman of Govindbhai C Patel Foundation, he was known for his philanthropic and charitable work.

He may have departed for the heavenly abode, but he will remain with us in spirit. We pledge to follow his principles and take the Company to still greater heights.

With sincere remembrance,

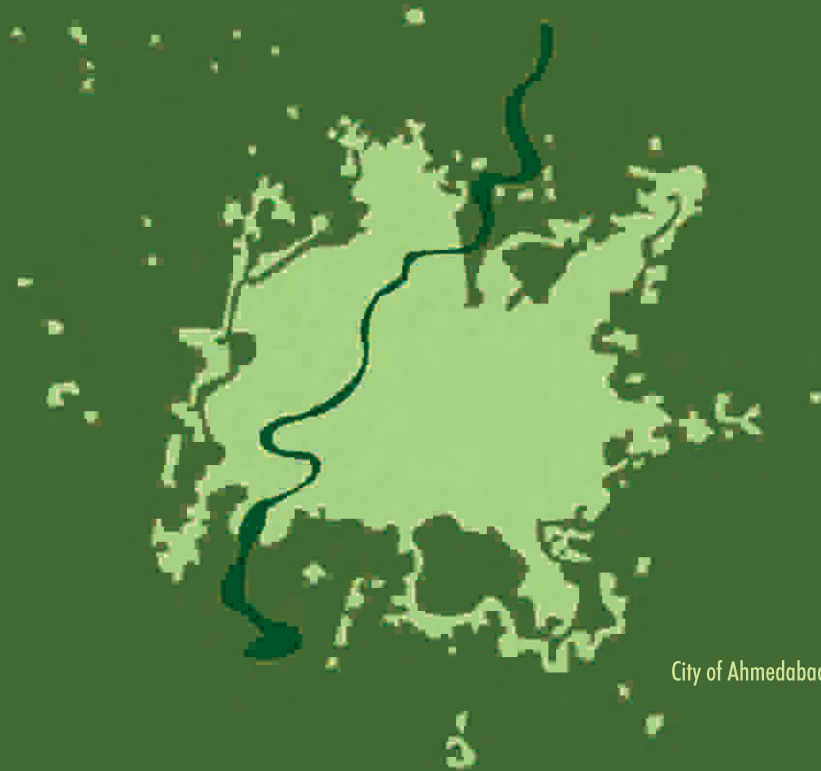
The entire Ganesh Team.



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## WHAT DO YOU SEE ?



City of Ahmedabad in 1990

## WE SAW OPPORTUNITY

This is the map of Ahmedabad, the land of opportunity, the land with a MIDAS TOUCH. Where everything has the potential to turn into gold.

The ongoing economic liberalisation in India started in 1991. The entrepreneurial Gujaratis were well poised to participate in the development of the nation. Ganesh being the largest land holder, grabbed the opportunity and began its journey to become Gujarat's largest real estate developer. Over the last two decades we have successfully completed several real estate projects of all kinds.



## THIS IS WHERE WE ARE

The fruits of liberalisation have borne fruits with India becoming the second largest growing economy in the world. Gujarat has been one of India's fastest growing states and Ahmedabad is its growth engine. Ahmedabad is poised for multi-pronged growth today and certain directions of the same are clearly visible. Recent business survey placed Ahmedabad as one of the top five destinations for investment in the country.

As of today, Ganesh has several projects in the pipeline. In last 15 months (as on 30th June, 2010), we have made substantial progress in launching projects, execution and selling of the same which includes total 1,447,412 sq ft of residential space consisting of 688 apartments and 113,683 sq ft of commercial space. Out of total 688 apartments, 627 apartments have been sold and we are hopeful that the remaining 61 apartments will get sold in the next six months. The commercial property which was launched on 13th December, 2009 is generating good response among the business communities and we are hopeful that the project will be sold out by the end of the year.

**MORE REAL ESTATE OPPORTUNITY!** IT IS ENVISAGED THAT IN THE YEAR 2020, POPULATION OF THE CITY WILL BE MORE THAN 1 CRORE. THIS WILL PUSH AHMEDABAD BOUNDARIES FORWARD AND CREATE NEED FOR MORE RING ROADS AT EVERY 7-10 KMS. AHMEDABAD WILL SOON HAVE FIVE RING ROADS. THUS THE CITY IS GROWING AT A RAPID RATE.

ACCORDING TO A GOVERNMENT REPORT, IN 2009-10 THE STATE REGISTERED 12.99% GROSS STATE DOMESTIC PRODUCT (GSDP) GROWTH, WHICH IS MORE THAN THE TARGET OF 11.2% SET BY THE PLANNING COMMISSION UNDER THE 11TH FIVE-YEAR PLAN (2007-12). ENCOURAGED BY ITS GSDP, THE STATE NOW PLANS TO ACHIEVE 14% AND 15% GROWTH IN 2010-11 AND 2011-12 RESPECTIVELY. THIS IS THE REASON WHY GUJARAT IS TRULY EMERGING AS A PREFERRED DESTINATION FOR MIGRANT POPULATION. AS PER THE URBAN VISION 2020, PREPARED BY GIHD (GUJARAT INSTITUTE OF HOUSING AND ESTATE DEVELOPERS), SEVERAL STEPS ARE BEING TAKEN TO MAKE AHMEDABAD THE MOST LIVEABLE CITY IN INDIA, FOR THE HUMONGOUS POPULATION WHICH MAY EXCEED 1 CRORE IN THE FUTURE.

THIS INCLUDES • PLANTING TREES EVEN ON SMALL ROADS • CONSTRUCTION OF ENERGY EFFICIENT BUILDINGS • SETTING UP OF EFFICIENT DRAINAGE AND WASTE REMOVAL SYSTEM • CREATING ARTIFICIAL WATER BODIES • PLATFORMS FOR SOCIAL AND CULTURAL INTERACTIONS • SPORTS PARK • MULTILAYERED FLYOVERS. THIS WILL INSTILL A SENSE OF PRIDE AMONGST THE PEOPLE FOR BEING THE CITIZEN OF AHMEDABAD CITY. THE GROWTH IS TAKING PLACE MORE ON THE WESTERN SIDE OF THE CITY ESPECIALLY IN THE SUBURBS, WHICH IS WHERE OUR AMBITIOUS PROJECT SMILE CITY IS SITUATED.



## AND THIS IS WHERE WE CAN BE



With a total of 522 acres of highly developable land in its books, Ganesh is at the right place, at the right time. With 43 years of rich real estate experience, Ganesh is the ideal partner for realty investments for anyone looking at investing in Ahmedabad. Today and in the future.

## MILLION MINDS - A MILLION ENTREPRENEURIAL MINDS. A MILLION DAZZLING IDEAS.

HAVING A MIXED DEVELOPMENT OF 106 ACRES OUT OF WHICH 80 ACRES IS NOTIFIED FOR DEVELOPMENT OF IT-SEZ. REMAINING 26 ACRES HAVE BEEN KEPT FOR OTHER DEVELOPMENTS LIKE RESIDENTIAL, COMMERCIAL, HOSPITALITY, RETAIL ETC. WITHIN AMC CITY LIMITS, THIS PROJECT IS LOCATED ON S G ROAD AND IS AT A DISTANCE OF 15 KMS FROM THE AHMEDABAD AIRPORT AND 18 KMS FROM AHMEDABAD RAILWAY STATION. GODREJ PROPERTIES HAS ACQUIRED AND IS DEVELOPING A VERY LARGE TOWNSHIP. THIS TOWNSHIP IS SITUATED JUST BEHIND MILLION MINDS. SINCE GODREJ GARDEN CITY HAS GOT SUCH A TREMENDOUS RESPONSE AND VALUATION, WE BELIEVE THAT THIS PROJECT WILL BE ABLE TO GENERATE GREAT VALUE FOR GANESH HOUSING.

Sardar Patel Ring Rd



Million minds  
106 acres

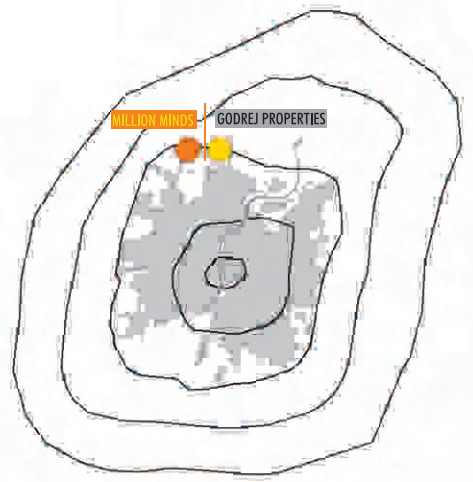


million minds  
the city of it wizards

GODREJ PROPERTIES TOWNSHIP

Image © 2007 DigitalGlobe





# AHMEDABAD

## CONTINUED GROWTH. CONTINUED SUCCESS.

INDIA IS THE SECOND MOST FAVOURED INVESTMENT NATION IN THE WORLD. IN INDIA, FDI INFLOW GREW AT AN AVERAGE OF 9% EVEN DURING THE GLOBAL MELTDOWN. AND GUJARAT HAS BEEN CONSISTENTLY INVITING INVESTMENTS. AHMEDABAD IS THE CAPITAL AND THE LARGEST CITY OF GUJARAT. AND WE ARE ONE OF THE LARGEST LAND OWNERS IN AHMEDABAD. SO OBVIOUSLY THE OPPORTUNITY FOR US IS MASSIVE.

Several key high-growth industries such as chemicals, diamond, real estate, automobile, textiles, pharmaceuticals and petrochemicals are already firmly anchored in Ahmedabad. Also the industrial centres in and around Ahmedabad, its traditional strength, are witnessing a turnaround to Ahmedabad's advantage. Ahmedabad is now one of the most preferred destinations for opening retail outlets. Ahmedabad is advantageously located on the planned Delhi Mumbai industrial corridor. The area falling on this route can be developed as a freight corridor, and warehouses can be developed to make Ahmedabad the key point for entry and exit for northern India. The influential area of DMIC in Gujarat would cover 62% of state, 74% of population in 18 of the 25 districts and would include 29 of the 39 upcoming SEZ's.

With a large number of IT-ITES SEZ's coming up in and around Ahmedabad; it has all the potential to become the IT capital of India in the next decade.

**SMILE CITY**

## SMILE CITY - GOLF LIVING PARADISE

GANESH'S BIGGEST PROJECT TILL DATE SPREAD OVER 534 ACRES, SMILE CITY IS LOCATED IN THE MOST PREMIUM WESTERN SUBURBS OF AHMEDABAD.

IT IS SITUATED JUST 7.5 KMS FROM S G ROAD AND 4.5 KMS FROM THE AHMEDABAD CITY LIMITS. FURTHER, LARGE SCALE DEVELOPMENT IS EXPECTED IN THE FUTURE ON THE WESTERN SIDE. THIS AREA IS ALSO BECOMING AN AUTOMOBILE HUB WITH THE WORLD FAMOUS TATA NANO CAR PLANT LOCATED AT A DISTANCE OF JUST 17 KMS.