

shaping tomorrow,
TODAY!

annual report 11-12



VISION

"We have dreamt of enriching the lives of our brethren by creating world-class real estate solutions and redefining lifestyle standards... Quite aptly, we are headed towards this direction."

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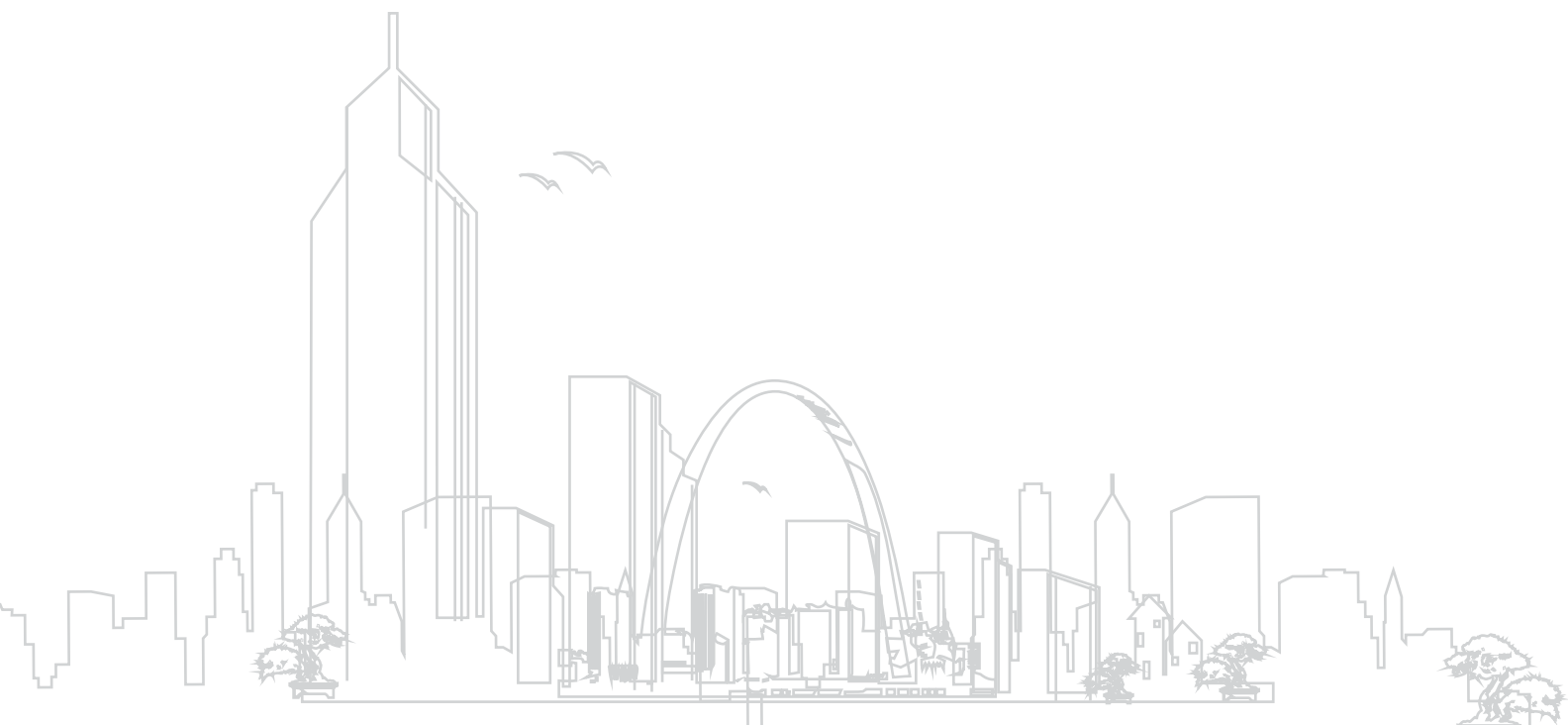
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our mission defines **OUR ETHOS, OUR GOALS**

To be the leading Real Estate Development Company in the Corporate Sector and to fulfill the growing aspiration of our customers, stakeholders and public at large.

Cities are sometimes defined by how their poorest live. Conversely, slums can mar both the image and progress of an urban agglomeration desiring to find its place in the lofty world order.

Confronted with a problem of gigantic proportions, part of Mumbai's infrastructure solution lies in slum rehabilitation.

Enter Satra Properties – a player in the real estate development space that has played a big role over the past seven years in helping transform the landscape of Mumbai.

After leaving its signature across residential, corporate and commercial segments, Satra Properties has thrown its weight behind slum rehabilitation. Presently focussing on the huge Slum Projects in suburban Mumbai.

When it's all done, numerous families hitherto living in squalor, will have access to an infinitely better life, with every basic and lifestyle amenity. From water and electricity to gardens and nurseries, temples and schools.

And Mumbai, will have transformed one more civic eyesore into a cityscape worthy of its global city status.

While Satra Properties engages itself in the mega slum rehabilitation projects in Mumbai it continues to leave its mark across middle-class and upscale milieus around India's fastest growing urban agglomerations.

Satra Properties. Realising tomorrow's dreams ahead of schedule.

where business is a **PLEASURE**

Navi Mumbai, once but a satellite of Mumbai, today a flourishing city in its own right. Characterised by a breathtaking sweep of steel and glass – all calling cards of India's Inc's latest addresses.

More than finding its place amidst this hotbed of corporate expansion, Satra Plaza is a crowning jewel in Vashi's own queen's necklace, Palm Beach Road. The project representing the aesthetics in architecture as much as it does the finer points of corporate ergonomics.

Satra Plaza is the perfect marriage of utility with style; a seamless blend of practicality with class. No wonder corporate India has ordained it another of its modern hubs.





Introducing the world of
tomorrow, **SATRA PLAZA**
Vashi, Navi Mumbai

Satra Plaza is where businesses live in perfect harmony. Where retail and corporate co-exist like they were meant to.

Retail spaces of 600 sq ft, with frontages that elegantly open onto the upmarket Palm Beach Road. The feeling of space both lateral and vertical – every ceiling rising majestically to 14 feet.

Corporate business, no less pampered. First, confronted with an expansive lobby and a grand elevation. Then, work spaces to suit every budget – from the nano to the mega.

For everyone, ample parking. Satra Properties is a work address to flaunt.



the art of **LIVING**

As Mumbai pushes its boundaries further north, its suburb of Borivili transforms into an upmarket residential location, strategically perched between the city's business district, action-packed suburbs and distant getaways.

In this turbo fast-growing suburb, the index of quality living equally soaring. It is here that families are finding a new kind of bliss that translates from personal wellbeing, all-round development and classier civic amenities.

Amidst this future of living stands Satra Park. A timely symbol of a warm, caring touch that appreciates that families live here – not just people statistics.

Within and without, a property that compromises on nothing in creating a world within a world for every member of the family. This is truly the life!

Introducing the world of
tomorrow, **SATRA PARK**
Borivali, Mumbai

Satra Park comprises aesthetically designed 16-storey residential towers with three wings. High street retail outlets occupy the ground level, adding another dimension of convenience for the towers' residents.

Convenience outside, luxury inside... the spacious 2 and 3 BHK apartments are self-contained with every modern amenity.

The quality of life spills over into the immediate ambience. Hi-tech gymnasium, jogging track, azure swimming pool with toddler's splash section. Add to that, club house, podium garden, children's play park, Jain temple... and life could not be more actualised! Plus multi-level car parking.

Further afield, schools, colleges, hospitals, temples, malls and multiplexes.

In all of this safety never gets compromised – the earthquake resistant RCC structure adds total peace of mind to the quality of life.



life as it's meant **TO BE LIVED**

Life can sometimes be a fine balance between providing one's family with a better lifestyle and affording it.

In Ghatkopar, along Mumbai's eastern corridor, exists a locale that isn't a happy compromise but a true fulfilment of aspirations. A burgeoning suburb characterised both by its accessibility to Mumbai's business nerve centre and simultaneously an upmarket hub of residential activity. The new upscale address of India's Maximum City.

Within this microcosm of Mumbai itself, sits Satra Hills. The idyllic balance between high living and affordability... Of dreams and reality.





Introducing the world of
tomorrow, **SATRA HILLS**
Ghatkopar, Mumbai

Living up to its name, Satra Hills adds the romance of a hilly location to the rest of its promises. An exotic ambience right within the bustling city. The project epitomises value and aesthetics.

Residents and visitors are first greeted by artistic exteriors, the style and theme of which gets carried into the interiors with the grand entrance lobby. Transfer to the high-rise apartments is swift and efficient on high speed elevators.

But a lover of style and aesthetics will be tempted to linger a while longer around the property to take in the landscaped gardens or marvel at the quality of life portrayed by the swimming pools, gymnasium and other amenities around the property.

Satra Hills is where life is lived to the fullest.



the confluence of **PAST AND FUTURE**

Conceptually, time stands still in Rajasthan's royal city of Jodhpur. Through the centuries, this has been the epicentre of historic architecture, with its majestic palaces, forts, temples and monuments.

And yet, time itself seems to blend past and future as history meets modernity in the very dimension that defines this ancient city – its architecture.

Modern buildings hardly seem out of place amidst the historic legacy; rather, reaffirming the status of Jodhpur as a business and tourist destination.

Satra Galleria successfully captures the seeming variance of past and present, delightfully blending it into the opulence associated with the town's eternal legacy. In a sense, it's a pleasing instance of history repeating itself.