

BPTP Launches "Visionnaire Villas" in Gurgaon



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BPTP, one of India's leading real estate companies today announced the launch of Visionnaire Homes, the first co-branded luxury villas. These bespoke villas are a part of a gated development spread over 48 acres in an integrated township located in the heart of Gurgaon at Sector 70A.

Speaking about the launch, Mr. Sandeep Bedi, Director – Systems & Strategy BPTP said, "Visionnaire Villas represent the finest luxury living and are a shining example of our dedication to meticulous planning and attention to detail which have made us industry leaders in quality and innovation. Our exclusive collaboration with Italian design gurus IPE Cavalli to create these architectural masterpieces is yet another step towards our goal of becoming the most preferred real estate developer in the country".

Nestled in the midst of the Aravallis, Visionnaire Villas are a perfect blend of luxury and exclusivity. These villas offer low density cluster living with excellent connectivity via the Golf Course Extension road, Sohna road and NH- 8.

"At BPTP, we are driven by the twin objectives of operational excellence and unparalleled customer experience to create best-in-class and sustainable developments. With the launch of Visionnaire Villas, we are taking the world into the future of urban living and setting a new benchmark in luxury development in the country". Mr. Bedi added further.

About IPE Cavalli Furnishings:

IPE Cavalli is one of the most recognized and revered design houses in the world. Since their inception in 1959, they have created luxury products that reflect innovation and grandeur. From manufacturing high-end armchairs, sofas, beds, sofa-beds back in 1959 to spreading its reach to more than 50 countries in the world today, the quest for perfection has been a mantra for this visionary design house.

They were one of the very first companies to adopt the use of Polyurethane, and use it in path breaking designs like seats for Lancia cars and their first product, Kosmo. The company philosophy promotes "Life Styles", free from impositions and rigid laws with innovative products that merge form and function to create furniture that redefines living spaces.

About BPTP:

The last decade has witnessed the growth of one of the most prolific real estate companies in the National Capital Region, BPTP. Under the inspired leadership of Mr. Kabul Chawla, an industry expert with 16 years of experience and intimate domain knowledge, we have created a new paradigm in urban living while on our way to becoming an industry leader.

A land reserve of 2,497 acres and 125 million sq. ft. of saleable area across Faridabad, Gurgaon and Noida, the focus on creating a significant value has propelled our net worth to INR 23.4 billion (US\$ 425 million) as of 31st March, 2012. This commitment has attracted investments from global equity investors like CPI, JP Morgan Chase & Co., Blackstone, Kotak Investment Advisors Ltd. and Kellorzo Holdings Company Ltd. Unparalleled insight into the market has resulted in 25 ongoing projects which totals a saleable area of approximately 46 million sq. ft. of which 37 million sq. ft. have been sold for INR 88.89 billion (US\$ 1.6 billion) as of 30th June, 2012.

Driven by the twin pillars of operational excellence and unparalleled customer experience, our endeavour is to create best in class and sustainable developments. In just 8 years, we have successfully launched Faridabad as an incredibly promising real estate market, with 30 million sq.ft. sold in our flagship project Parklands, Faridabad, a fully integrated township. In Gurgaon we have created perfect examples of integrated luxury townships - Amstoria and Astaire Gardens. This has created a new genre of "Affordable Luxury" housing in the NCR. Capital City NOIDA, our marquee mixed use project is set to create a bench mark in the Indian realty market.

Our core strengths are identifying opportunities before others, developing and successfully executing them to a sustainable development. We have set our sights on a future which holds even greater promise as our company strives to achieve new heights.

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