



BPTP launches “Chateau” – Exquisite villas at Amstoria, Gurgaon

High-end customizable semi-finished villas

New Delhi, January 20, 2012: BPTP Ltd, one of the fastest growing real estate companies in the NCR, announced the launch of their new project Chateau, today. These villas are part of the company’s luxurious integrated township Amstoria in Sector 102, Gurgaon. Located on the Dwarka Expressway, Amstoria has been one of the company’s most successful ventures with land value seeing significant appreciation since the township’s launch.

With Chateau, the company is pioneering the concept of customizable homes, where residents will be given a semi-finished villa, and the limitless opportunities of customizing the interiors. This concept has been conceived keeping in mind the basic human desire for expressing individual creativity. By allowing customers the freedom to define the interiors of their home as per their own requirements, BPTP is opening up multiple avenues for customers, giving them the sort of freedom of expression that has been absent so far in real estate development.

The company is also ensuring that there is no fixed time frame within which customers need to complete the construction work. With a ceiling to floor height of 12 ft. these voluminous homes promise to bridge the gap that has so far existed between fully-constructed homes built by developers and the real needs of their residents.

The villas will feature tastefully designed external façades that will ensure uniformity in the aesthetics of the township. Each home will have the mandatory beam and pillar structures in place and will include an elevator pit for enhanced convenience.

The company is also offering customers interior packages suited to different budgets and packages, each with a defined set of specifications. BPTP is offering 40 of these unique homes with units starting at INR 5 crores.

Speaking on the occasion, Amit Raaj Jain, Senior Vice President, Marketing, BPTP said, *“BPTP understands that today, a luxury home buyer does not want an assembly line product but something that is unique and individual. After all, for most of us, a home is an expression of our every achievement. Keeping this desire for self-expression in mind, BPTP has launched Chateau, homes where the owner has unlimited power over the internal layout of the house. Though they may be outwardly uniform, every single home will be different internally, making each an individual reflection of the owner’s creativity.”*

The Chateau villas will form an integral part of the luxurious Amstoria township – a picturesque and lush green expanse spread over 126.67 acres. The township's multiple features include a golf cart facility for internal movement of visitors, barbeque pits & gazebos for social events and a conveniently located shopping centre. Sanctuary, the township's exquisite recreational club spread over 2 acres, features a heated indoor pool, outdoor and kids' pools, jogging tracks, space for outdoor activities, gymnasium, multi-cuisine restaurant, , business centre, banquet hall, state-of-the-art theatre, multiple sports facilities and a high-end spa.

The Amstoria township as a whole, has been created at par with international standards. Superior connectivity, great location and the cluster living concept are only a few of its great attributes. Beautifully designed homes, ample parking and wide internal roads are some of the other salient features of this compound. Located on the proposed 150 metre wide Northern Periphery Road (NPR) or the Dwarka Expressway, Amstoria will enjoy superior access to all focal points of the NCR. Once fully operations, the NPR will reduce travel time between the airport and Amstoria to less than 10 minutes. With the Diplomatic Enclave (proposed by Delhi Development Authority) only minutes away on the expressway, Amstoria is part of an exclusive neighbourhood and promises to be an address that inspires envy.

About BPTP

BPTP is one of the fastest growing real estate developer's in the National Capital Region. In the 8 years since our inception we've grown steadily and have left a lasting imprint on the NCR's cityscape. We have attracted reputed investors like CPI, JP Morgan Chase & Co., Merrill Lynch, Kotak Investment Advisors Ltd. and Kellorzo Holdings Company Ltd.

BPTP has a land bank of over 2000 acres, and 35 million sq. ft. of residential and commercial space that has been sold and is under multiple stages of development.

Our strengths lie in our ability to spot new opportunities and then develop and execute them in an efficient, organized manner. BPTP Parklands in Faridabad, a fully integrated and self-sufficient township, is living proof of this strength.

In Gurgaon, we've undertaken the development of the finest home options, from independent floors to apartments and villas. With Astaire Gardens and Amstoria, our integrated luxury townships, we are awarding the city with the zenith of opulent living. Capital City, our signature commercial project in NOIDA, promises to usher in a new era of commercial development, still unheard of in India. A futuristic, integrated, business and retail centre, the project promises to re-invent how business is conducted effectively.

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