

CREDAI India awards Ashiana Utsav, Bhiwadi the Best Theme Based Township (Non-Metro)

New Delhi: Ashiana Housing Ltd., Delhi based real estate player won the award for Best Theme Based Township in Non-Metro segment for its Active Senior Living Project – Utsav Bhiwadi.

The awards were presented recently at 'CREDAI Real Estate Awards 2012' function held on Saturday, August 11, 2012 at Grand Hyatt, Mumbai.

These awards hold a special place for Ashiana, and for the theme of the Utsav. Utsav is a housing community built for the elderly keeping in mind their basic needs – An independent and dignified lifestyle which is healthy, safe and secure.

Utsav Bhiwadi was the first project under the Utsav chain to be launched. The project was delivered in 2008. Most important issue after retirement is how to spend time in an enjoyable, productive and meaningful way. Therefore, Utsav Bhiwadi was created with ample opportunities and facilities to pursue old passions, sports or hobbies that got ignored over the years.

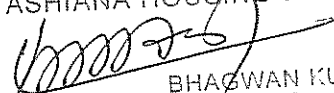
The facilities at Utsav, from yoga to swimming, from the health center to the activity club, from pleasant walkways to meditation sessions all add up to a healthy lifestyle. However for any eventuality, campus has a ready ambulance 24 hours and doctors on call. Health check-ups like blood pressure and diabetes monitoring, etc. are carried out as and when required.

The success and acceptance of the project motivated Ashiana to build similar projects in Jaipur and Lavasa. Ashiana is one of the pioneers in the field and has been recognized not only in India but internationally as well.

Utsav project in Bhiwadi was selected from amongst the leading real estate and infrastructure companies participating from 100+ cities across India including the metros. The Jury shortlisted few companies in the first round, Utsav being one of them. In the second round, the site was visited by jury members followed by a presentation made by Ashiana team in Delhi.

On receiving the award Mr. Vishal Gupta, MD, Ashiana Housing Limited, said "This is a major milestone for us. In bestowing this honor, CREDAI, the apex body for private real estate developers in India has recognized the vision that Ashiana conceptualized in 2004. Utsav has come a long way in addressing the need for quality lifestyle product for the elderly. The progress has been both successful and challenging. Utsav Bhiwadi, the first project of ours has helped us a lot in understanding the customers better. The distinction from CREDAI has strengthened our vision of nurturing smiles."

For ASHIANA HOUSING LIMITED



BHAGWAN KUMAR
Company Secretary

Ashiana Housing Limited

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About Ashiana Housing Ltd:

(BSE & NSE listed) Listed Ashiana Housing Limited is a fast growing real estate developer with its head office in New Delhi, India. It has presence in group housing, active senior living, retail, hotels and facilities management. It has pioneered the concept of active senior living in India.

Ashiana has built over 12 million sq. ft. of residential & commercial space with more than 7000 families residing in the homes built under its name. It is the first group housing developer in Patna, Bhiwadi, Jamshedpur and Neemrana, the first in active senior living and one of the few to undertake the maintenance of residential properties developed by it.

About Utsav:

Utsav is the largest chain of active senior living homes in the country. Utsav projects are housing communities built for the seniors keeping in mind their basic needs of health, safety and security.

At Utsav, one can live with total freedom in a secure environment that takes care of all his basic needs. The campuses and the homes are designed to make your life more comfortable with special care for needs which come with advancing age.

For more information on Utsav, kindly visit the site <http://www.ashianaUtsav.com/>

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