



VASCON
ENGINEERS
Building Future Perfect

VASCON ENGINEERS LTD
www.vascon.com

Date : 15th July, 2010

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza
Plot no. C/1, G Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051

Kind Attn :- Mr. HARE K, Asst. V.P.

Dear Sir/ Mam

Attached herewith a media release : Premium housing project in Kharadi: Forest County receives a resounding welcome from nature lovers

For your information

Yours Faithfully

For Vascon Engineers Limited

M Krishnamurthi
Company Secretary

Corporate Office

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Regd. Office

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Media Release

Premium housing project in Kharadi: Forest County receives a resounding welcome from nature lovers

Forest County, the new housing project by Vascon Engineers in Kharadi has caught the imagination of hundreds of nature-loving home seekers. By July 11, 2010, the second day of the launch of the project, eager customers had bought more than 90 percent of 384 apartments in 9 buildings, on offer in the first phase of the project. Interestingly, work is yet to commence on Forest County, which is being developed in association with Clover Builders, another big name in real estate in Pune.

This project offers all the comforts of prime living in a green setting. The total built-up area of the first phase, consisting of 2-, 3, 3.5 and 4.5-bedroom apartments, is around 7 lakh sq.ft., valued at Rs 255 crore. Work on the second phase, comprising another 9 buildings is scheduled to start in early-2011.

According to Roopa Mudliar, Vice President, Sales, Marketing and Business Development, Vascon Engineers, while the response to the project has been overwhelming, it was not entirely unexpected. "When a brand they trust offers a well-designed home at a good location and at the right price, customers are smart enough to spot great value and pick it up immediately. Just a couple of months ago, all 48 apartments in Vascon's maiden housing project in Coimbatore were sold out on the very day of the launch. What has happened in Kharadi is a reaffirmation of that faith in what Vascon has to offer," she added.

Raj Bhansali, Director, Clover, agreed: "Today's customer is very discerning. It is very unusual for a buyer to get an opportunity to invest in a home backed by two big names—Vascon and Clover. We share a commitment to providing great home to cherish lifelong in a healthy, nourishing green environment."

Meanwhile, Vascon continues to pursue an aggressive path of growth with new projects coming up not only in Maharashtra but also in Andhra Pradesh, Tamil Nadu, Chandigarh

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