

M3M SEALS ONE OF THE LARGEST REAL ESTATE DEAL WITH DLF
Rs 440 CRORE WORTH OF PRIME LAND IN GURGAON FROM THE DLF GROUP

New Delhi, January 10, 2012: M3M, a leading real estate developer of India is proud to announce one of the largest land deal of 2011. M3M has bought 28 acres of prime land in Gurgaon from the DLF Group. The deal size is Rs 440 crore.

The land is strategically located in sector 70 A, on Golf Course (Extn)-Southern Peripheral Road, overlooking the Aravalis and connecting with the SPR (Southern Peripheral Road) to NH-8.

Speaking on the occasion, Mr. Pankaj Bansal, Director, M3M said *“One More Feather To our Crown and the clinching of this deal has shown our commitment towards aggressive expansion plans in the near future. The company has already launched projects worth US\$ 2.5 Billion in one and a half years, one of the few companies to have launched more than 10 million sq.ft in such a short span. M3M with its present land bank of over 600 acres is now working towards quantum investments in the real estate sector”*.

Mr. Bansal further added that M3M India Limited is a 100% debt free company, promising a luxurious lifestyle in the heart of Gurgaon.

The deal was hotly contested between some of India’s leading real estate companies. However, it was M3M that bagged the deal.

Dr. Kunal Banerji, President-Marketing, M3M Group, while making this deal public, said, *“We are very proud to have finally concluded such a large deal with one of the leaders of real estate, DLF. As you know, we at M3M are on an expansion mode”*.

The group with its consistent investments in superior technology and fine craftsmanship has been credited with bringing unique concepts to its consumers.

About M3M

Established over 12 years ago as a real estate developer, M3M Group Stands for ‘Magnificence in the trinity of Men, Materials & Money’. Distinguishing factors of M3M within the Industry, are its innovative, unique & unparallel concepts, multi dimensional reality solutions, and unmatched high service standards. Showing its commitment towards developing state-of-the-art real estate masterpieces, M3M has always strived to garner the best talent in the industry. The company has gained valuable experience in the real estate sector with diverse and complimentary talents from a rich network of top notch intermediaries, financial institutions, high-net-worth individuals and some of the most reputed developers in India.

M3M India Limited – A Class Apart!

A Real Estate Company with impeccable taste and style

-An Introduction-

M3M India Ltd., the 21st century visionary real estate developer, proposes to be the creator of idyllic high-end city developments in the country by building classic designer projects. **M3M** Group Stands for **M**agnificence in the trinity of **M**en, **M**aterials & **M**oney. Established under the futuristic leadership of professionals, M3M India Ltd. is poised to achieve the core distinguishing factors within the Industry, which are its innovative, unique & unparalleled concepts, multi dimensional reality solutions, and unmatched high service standards. Showing its commitment towards developing state-of-the-art real estate masterpieces, M3M has always strived to garner the best talent in the industry.

Apart from its Ultra Luxury Residential Project-M3M Golf Estate, the Group's latest commercial venture-M3M URBANA is "California-like" in design with the consumer friendly retail spaces and sophisticated office spaces that resemble "Manhattan", at a prime locale of Gurgaon. M3M Group has also launched M3M COSMOPOLITAN, one of India's finest retail and commercial hubs in Gurgaon. The project is designed using a unique architectural philosophy that will redefine Gurgaon's retail and commercial landscape that will rival some of the world's best retail avenues. The group has recently launched-M3M MERLIN-A Singapore style residential complex, in the heart of Gurgaon. Another feather in its cap that will add to its reputation in producing world class projects.

The Company has gained real estate expertise with diverse and complimentary talents from a rich network of top notch Financial Institutions, High Net worth Individuals and some of the most reputed developers in India. M3M India Ltd's first project M3M GOLF ESTATE in Gurgaon, has been valued at more than USD 1.5 Billion on completion.

M3M, a name synonymous with quality & reliability in Real Estate Industry, having in-depth connection with Architects, Financial Institutions and Business Houses, is ready to alter the skyline of the National Capital Region (NCR), with a special focus on Gurgaon.

M3M is striving to set new benchmarks of quality in contemporary architecture & planning and proposes to develop world class edifices in strategic partnerships with International level companies ensuring a global presence.

M3M footprints are spread across the following verticals:

- **M3M Life-** Through constant pursuit of joy in creation, the M3M Group aims to contribute to the creation of a happy, networked society that is rewarding and secure. M3M seek to bring about a prosperous future that fulfills dreams and brings happiness to all our customers & investors. Offering "never experienced" high class luxury condominiums & Villas amid maximum open space, to the extent of 110%, for natural elements with world class amenities and a most luxurious living experience located at prime locations.
- **M3M Biz** –The group have prime commercial & retail space and we are developing the country's most luxurious shopping destinations, the most sophisticated offices. We have already embarked on our first venture in the prime location of Gurgaon, Delhi/NCR.

- **M3M Zone** –The M3M Group had embarked on IT/ ITES & SEZs development, located in the heart of Gurgaon. With excellent connectivity and wide frontage, it is a prime SEZ, being developed with one of the world’s leading telecom players. There are also large areas of land available for IT parks.
- **M3M Learn** - Cities require good schools and educational institutes. This is exactly why M3M have large blocks of land in institutional zones. These zones are in close proximity to prime residential areas.
- **M3M Joy-** M3M Group have tie-ups with renowned operating hospitality partners along with aptly located and conducive land to be developed into hotels.
- **M3M Global-** The group have plans to expand business through international alliances in UK, USA, Middle East etc.

M3M believes that the following are its principal competitive strengths:

- M3M India Limited is a 100% debt free company promising a luxurious lifestyle on over 500 acres of land, in the heart of Gurgaon.
- All the proposed projects of M3M have clear land titles & requisite approvals ensuring no impediment to start development work.
- Strong network with intermediaries, government agencies, local developers and landowners.
- All M3M sites are at locations, which are in high demand, have tremendous development potential and are commercially viable.
- An organization which believes in the ethos of transparency & corporate governance.
- Ability to identify emerging trends in customer requirements and a strong marketing network.
- Emphasis on building niche, world class innovative projects.
- M3M is promoted and managed by a select team of best known professionals, having in depth understanding of the Real Estate Sector including experts from diverse fields such as Engineering, Information Technology, Marketing, Finance, Hotel Management, Law and other Management Disciplines.

By adopting & adhering to global standards for its customers, M3M is positioned to occupy a place of pride in the realty development industry. Introducing the best of global designs and practices, creative but functional and practicing innovation utilizing services of world renowned architects and engineers, M3M is erecting buildings in harmony with environs and aesthetically pleasing with dramatic landscapes and impressive façades.

With the aim to enhance the image of the nation by creating world class projects, M3M promises “To give the nation new horizons by expanding one idea into a concept of unimaginable advantages and offer a plethora of services and projects. M3M India Ltd intends to feature as the connoisseur of impeccable taste and magnificence in real estate.”

Pankaj Bansal

Director

Mr. Pankaj Bansal is the Director of M3M India Limited. A graduate in Business Administration from Amity School of Business Noida, MBA from Narsee Monjee Institute of Management Studies, Mumbai and an alumni of the Executive Management Program from Harvard Business School. Pankaj has acquired the entrepreneurial wisdom and skills with professional qualifications, the results of which are apparent in the steady rise of the M3M group in the Indian real estate industry.

Pankaj, with his professional qualification and the exposure to the international real estate market, is responsible for the development of M3M India.

He has in-depth knowledge in the marketing and development of real estate in the country; he looks after the development of the marketing strategies of all the projects starting from the initial draft of the plan to the execution and the schedules of the projects. His objectives include acquiring key insights in the area of project development in the real estate industry.

At a young age of 24, he is a combination of the energy of youth and wisdom of a mature business mind. He is simple yet elegant in his attitude and appearance. On an individual level he has a deep interest in music, reading and has traveled extensively across the globe for business dealings. It may be interesting for us to know that he is currently developing over 500 acres of prime real estate in Gurgaon, Delhi NCR, where his group is building some of the most unique and upscale properties in the country.

Pankaj, is also, an avid sky-diver, with penchant for speed, and we are told that he has already booked the best sports cars that are coming into India.

Mr. Arvind Parakh

President, Finance & Strategy

Mr. Arvind Parakh is the President, Finance and Strategy at M3M India Ltd. He brings to fore over 30 years of experience in the field of Corporate Finance and Strategy. He is widely travelled and has been associated with companies of repute in India and abroad.

In his illustrious career he has worked with many leading groups like Birla, Lohia, Jindal Stainless, to name a few. At Jindal Stainless, he steered the company to become the largest stainless steel company in India with a turnover of over USD 2 billion. Besides, he has some of the most successful IPOs to his credit, IPO of OMAXE Ltd. being one such case in point which was subscribed over 64 times!

Dr Kunal Banerji

President, Marketing

Dr Kunal Banerji, President, M3M Group is acknowledged for his vast experience in the field of marketing, brand building, advertising and public relations. In his 27 years of professional career, Dr Banerji has developed numerous Marketing & Sales campaigns for various large corporate clients and successfully launched several new products and brands in the market.

Recently, Dr Kunal Banerji received a doctorate in Real Estate Marketing and Communication from Ashwood University, Texas (USA). As President, he is responsible for building a strong brand value for M3M Group and developing dynamic marketing strategies for all Real Estate projects and also in charge of developing associates with health-care and educational institutions.

Dr Kunal Banerji studied at the Watford College, UK and did his postgraduate from CAM Foundation, UK. He joined OMAXE as a Sr. Vice President in 2004 and successfully built its brand 'OMAXE' into one of the most well known and highly regarded Real Estate companies in North India, which came up with an IPO recently. He devised marketing and sales strategies for 'The Forest', 'NRI City', 'Putting Green', 'The Nile', 'Wedding Malls', 'Omaxe City Lucknow', etc.

He has done numerous executive courses, including ones at Harvard Business School and the University of Cambridge (UK). Before entering the real estate sector, he was associated with various national and MNCs such as FUJIFILM, J. K. Industries, ADINC (a Y&R associate) in Muscat Oman, Ogilvy & Mather Group, Singapore.

Dr Banerji's vast knowledge and experience has contributed to the launches of; Guy Laroche, Rolex, Mercedes Benz, Chivas Regal in Singapore, product development of Maggi Noodles, Nescafe Classic launch in Malaysia, L'Oreal and Wella launches in Indonesia, launch of Ponds Nail Polish in South East Asia and Re-launch of Modi Xerox in India, the list goes on!.

During his tenure in J. K. Industries, he successfully revamped the entire department as per international lines, achieved better valuation in the price of the company's shares through Marketing & PR activities and formulated an effective motor sports communication strategy.

In the realm of Real Estate, he has served in a senior capacity in Omaxe, Unitech, Ansal API and TDI before joining the M3M Group. He is a frequent visiting lecturer in Amity Business School, the NAREDCO Real Estate Course, and has even lectured at the Kellogg Business School in Chicago.

Mr. Gaurav Jain

Head, Finance

Mr. Gaurav Jain is a CA with 18 years of experience in Strategic Financial Planning, Budgetary Control, auditing, business transaction process and system. He has done Executive course on Real Estate from Harvard Business School. He is instrumental in business reorganization structuring mergers. He has been associated with Real Estate Funds, NBFC and construction companies like IREO, Punj Lloyd, Yamaha Motors & others.