



*India's most unique **integrated & green city***



Harmonious co-existence of 5 critical components of Indian economy



City with a brain

THE FAST EMERGING **NEO-URBAN CLUSTER** FOR A NEW ECONOMY

MARG Swarnabhoomi, christened as the “Land of New Thinking”, is a campus that uniquely integrates the 5 pillars of economy viz. education, research, innovation, industry and living. Located on scenic East Coast Road (ECR), mid-way between Chennai and Puducherry, it has proximity to the auto & electronic industrial hubs. This strategic ECR stretch is “the growth corridor” of the future with access to world class academia. It is also well connected via road, rail & airport and unlike other industrial clusters, it has all the facilities to foster business and education.

MARG Swarnabhoomi is an integrated and collaborative approach towards city solutions. Enhanced sustainability features like energy efficiency, smart transportation, healthcare, water bodies, vast green expanse and security. Today’s smart cities rely on minimization of energy wastage, water and food surplus, environment protection and proximity to amenities. MARG Swarnabhoomi is a carefully designed smart city that takes into account such sustainability features.

It is a city with a brain – leveraging smart & energy efficient technologies for a harmonious co-existence of innovative ideas, commerce, culture, science, productivity & social development.

Away from common din of the cities, located at scenic backwaters of ECR, the city is planned in such a way that it harmonizes with nature and offers scenic tranquility and peacefulness to uplift human mind and soul.

- Inspiring organic & inorganic innovation
- A range of 14,000 homes with blissful lifestyle
- 6,00,000 sq.ft. of ready-to-start business space
- 3,00,000 sq.ft. of research space
- 156 acres of engineering space
- Incubation space of over 1,00,000 sq.ft.
- Globally reputed educational institutions

ENVIRONMENTALLY COMPATIBLE, SUSTAINABLE & INCLUSIVE INFRASTRUCTURE DEVELOPMENT

UNIQUE ECO-SYSTEM

MARG Swarnabhoomi has been conceived and designed as a city that creates sustainable innovation. The aim is to create serial innovations through close networking of academia—research—industry. More specifically, the cluster establishes network and creates opportunities for both companies and individuals through project planning, joint research, and exchange of ideas. The ecosystem stimulates interaction between the technological "seeds" of core research institutions and the practical needs of the business world based on close collaboration.

The five key constituents of the unique ecosystem at MARG Swarnabhoomi are education, research, innovation, industry and living with each one of these acting as a feeder to the next and creating a ripple effect on building up a sustainable economic growth for regional development.

COMPOSITION

MARG Swarnabhoomi is a 1,000 acre development with 612 acres for multi-services and engineering SEZs. Multi-services SEZ consists of an IT park, IT training centers, a knowledge hub, and a science park. Engineering SEZ caters to auto components, power equipment, medical equipments, electronic components, and marine industries.

The social infrastructure, which is spread across 172 acres, is earmarked for residential communities and other developments like malls, multiplex, hospitals, a world-class golf course, sports facilities, and recreational centers.

PROJECT DESIGN – MANAGEMENT - EXECUTION

MARG Swarnabhoomi has been planned by HOK, USA, one of the finest design/architect firms and master planners in the world.



The mega project has been executed by MARG Foundation India - MARG's EPC division. With innovation as a focus, MARG EPC brings in the best of technology and knowledge partners to deliver "technology innovation" of the highest order in creating this Land of New thinking.



MARG Swarnabhoomi MASTER PLAN



MAP

AMENITIES & FACILITIES TO FOSTER CREATIVITY & INNOVATION

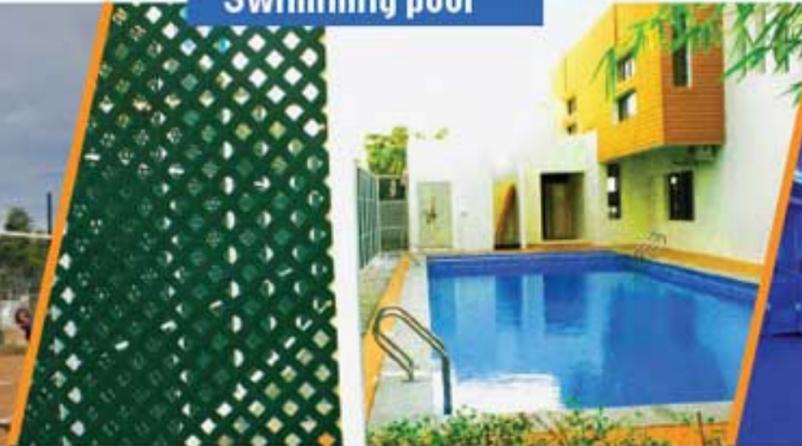
24X7 healthcare



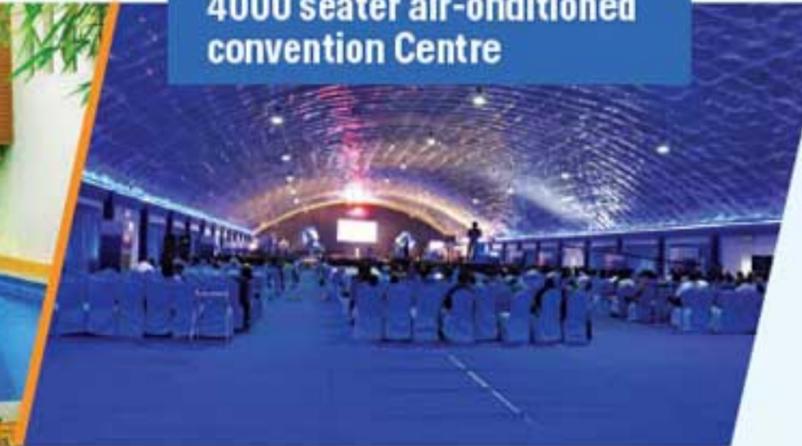
Sports facilities



Swimming pool



4000 seater air-conditioned convention Centre



Convenio



24X7 Security



Gymnasium



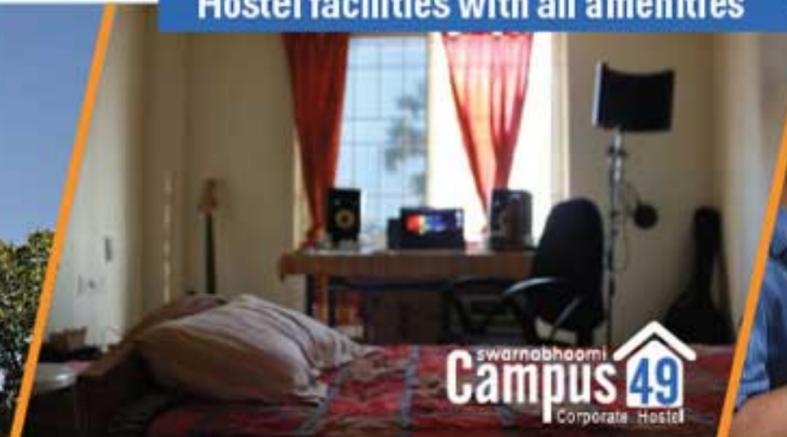
Centralized kitchen



Dual telecom redundancy



Hostel facilities with all amenities



Integrated canteen facility



ENERGY EFFICIENT TECHNOLOGIES & GREEN ECO - SYSTEM

- 6 acres of water bodies
- 19,000 planted trees
- Dedicated cycling tracks
- 3 Rain water harvesting structures with a total area of 31,000 m² and a cumulative capacity of 1,37,000 m³, enough to take care of water needs of MARG Swarnabhoomi for 2 years
- Solid Waste Management: State-of-the-art "Composting Yard" spread over 2 acres - coming soon
- Indian Green Building Council's (IGBC) pilot project for "Platinum Rated City"



Indian Green Building Council



ENERGY EFFICIENT LIGHTING SYSTEMS

Extensive use of CFL and LED lights within the MARG Swarnabhoomi campus. High efficiency electronic ballasts for lighting reduce our power consumption and help increase the power factor. Our buildings are designed to maximize natural day lighting that significantly reduces the need for artificial lighting.

Installed 37 watt solar PV panels at the peak traffic areas that needs continuous warning signal. The blinkers are mounted on a specially designed poles to withstand strong breeze for sea shore and to prevent corrosion. Planning for solar powered LED street lights.

OTHER ENERGY EFFICIENT SYSTEMS - HVAC

- High efficiency water cooled chillers for HVAC system
- VFD system for chillers, pumps and AHUs for reduced power consumption
- STP Recycled water for cooling tower make up
- Heat recovery wheels for pre- cooling of fresh air

WATER CONSERVATION

Three Rain Water Harvesting structures with a total area of 31,000 m² and a cumulative capacity of 1,37,000 m³ is, enough to take care of water needs of MARG Swarnabhoomi for 2 years period.

SEWAGE TREATMENT PLANT

The centralized Sewage treatment plant of 1200 KLD capacity recycles the waste water and makes it available for toilet flushing, cooling tower makeup water and for gardening.

Other water conservation methods include:

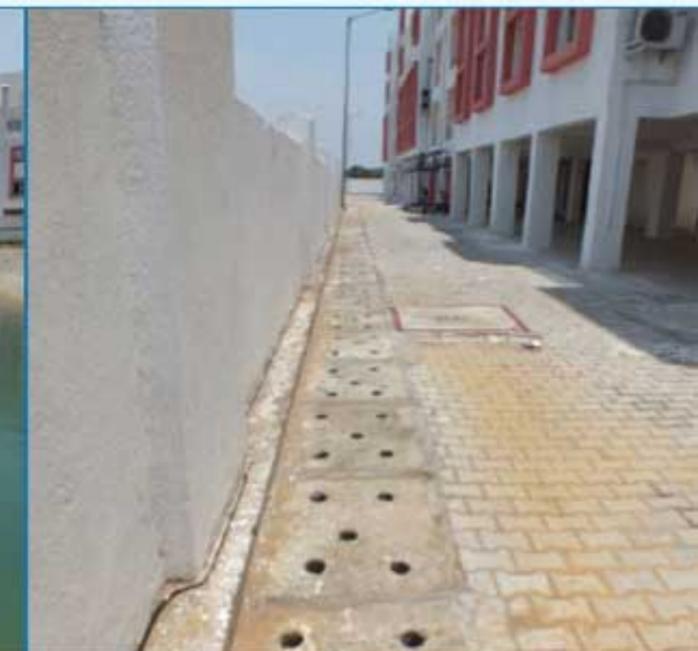
- Usage of auto sensors for Urinals and wash basins
- Dual flushing system for water closets
- Hydro Pneumatic system for domestic and flush water



Solar powered LED traffic blinkers



Surface catchment pond



20 kms of storm water drain



1200 KLD capacity sewage treatment plant

WASTE MANAGEMENT AT MARG SWARNABHOOMI

MARG Swarnabhoomi has adopted a system to manage waste that we believe is an essential aspect of sustainable building. In this context, the scraps generated has been sorted out systematically in the scrap yard for subsequent recycling, and in some cases reused. For us, managing waste also includes eliminating waste where possible; minimizing waste where feasible; and reusing materials which might otherwise become waste. Our management practices have identified the reduction, recycling, and reuse of wastes as essential for sustainable management of resources. The construction scrap materials has found several innovative & artistic reuse to make mural & models in the hands of MARG Institute of Design And Architecture (MIDAS) students and has been used as tree guards, cover slabs etc. Building debris was used for filling low lying areas.

The Zero Pollution Zone ensures nature-friendly and effective waste management system for both liquid and solid wastes using state-of-the-art sewage treatment plants. Rain water harvesting and water recycling are also put to maximum use for optimum conservation of natural resources.



Facade designed out of waste adorning the elevation of MIDAS



Waste getting converted into children play materials



Segregated steel



Abstract design



Segregated cables

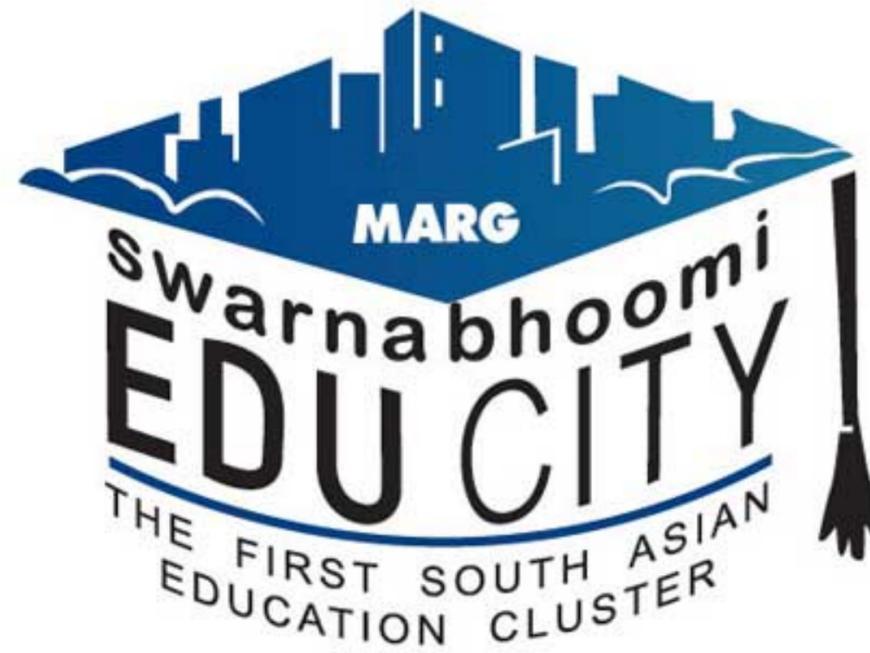


Segregated plywoods

INFRASTRUCTURE @ MARG SWARNABHOOMI

- 18 kms of heavy duty roads ready, as per highway standards, with storm water drains
- 3 km of covered pathway
- A fleet of 10 vehicles to facilitate internal transportation
- 14 acre upcoming world class cricket facility which includes a 7 acre stadium
- 7 acre upcoming integrated sports facility comprising football field, hockey field & athletic track



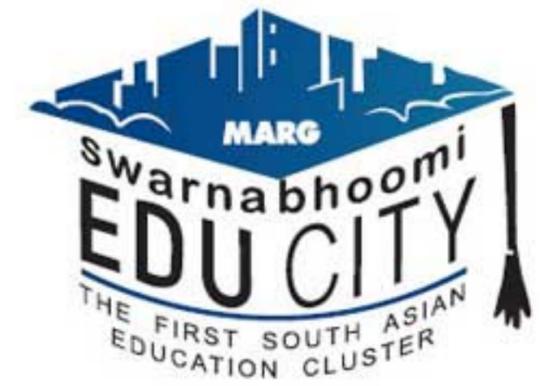


**NextGen Knowledge Hub for
global education in India**



**INDUSTRY LED EDUCATION &
INTEGRATED LEARNING ENVIRONMENT**

**Swarnabhoomi EduCity,
A Hub for Experiential Learning.**



SWARNABHOOMI EDUCITY

MARG Swarnabhoomi EduCity – Industry Led Experiential Education with an integrated Learning & living environment. It is a next gen Knowledge hub for global education in India with a walk to play & work eco-system.

With its foray into the educational arena, MARG is set to address the gap in quality talent to meet the ever increasing global needs. MARG intends to fulfill its goal by creating an equitable society by empowering young individuals with the necessary skill sets to bridge the prevalent socio-economic divide.

Innovation: Swarnabhoomi EduCity is a Knowledge Hub - the finest emerging South Asian education cluster. Envisioned as a harmonious education cluster through networking of academia, industry and research, Swarnabhoomi EduCity is a 100 acre campus that is nestled in the midst of nurturing intelligence, innovation and creativity. A serene place pulsating with life, ideas, imagination & innovation.

The mission is to create an international standard infrastructure with high standard teaching

methodologies to inculcate an element of high creativity and innovation in education to help skill development and employability.

Sustainable Investment: A key highlight of Swarnabhoomi EduCity is the excellent and wholesome infrastructure facilities available at the campus like 4000 seater convention center, 24x7 healthcare, library, integrated sports complex, amenities like gym, convenio & swimming pool, residential facility, basketball court, jogging track, water sports and a centralized kitchen.

Transformational Education: Education is the fundamental building block of MARG Swarnabhoomi's eco-system. Infrastructure is being created to cater right from elementary to higher education. The educational institutes collaborating from India and abroad will transform MARG Swarnabhoomi as the intellectual capital with a thriving high-quality human resource.

MARG's education initiatives are aimed at MARG Swarnabhoomi EduCity emerging as an education cluster for a New Economy. These initiatives under a

trust titled 'Swarnabhoomi Academy of Institutions (SAI)' provide a platform for world class education with International faculty. At SAI, we believe that education plays a pivotal role in shaping young minds and creating knowledge based society that propels a nation's fortunes while bringing about profound harmony.

Quality of Learning The MARG Group offers unique advantages to 'Swarnabhoomi Academic Institutions (SAI)':

- Extensive training opportunities at onsite projects of MARG
- On the job training at MARG's facilities amongst the brightest minds in the industry
- Help impart best practices through student exposure to international strategic partners
- Scope to absorb meritorious students into the MARG Group which already boasts of a seasoned human capital of more than 1000

- Breakthrough initiatives by MARG, like PURA (Provision of Urban Amenities in Rural Areas), will provide students with rich exposure to social issues like 'community development'

- Senior Managers from the MARG Group share their domain expertise with the students. 30,000 man hours of visiting faculty time, across functional domains, has already been pledged by top professionals at MARG

Education initiatives of SAI at MARG Swarnabhoomi- a city of sustainable innovation built on close networking of academia-research-industry nestled in the nurturing and energizing environment of education, research, innovation and industry.

Inclusion & Diversity: The institutions under SAI boast of enviable campuses & infrastructure, great learning environment & experienced faculties backed by

professional governing bodies.

The following institutes are under the purview of SAI:

- Swarnabhoomi Academy of Music (SAM)
- MARG Institute of Design & Architecture Swarnabhoomi (MIDAS)
- MARG Navajyothi Vidyalaya
- MARG Swarnabhoomi Institute of Creative Technology (MSICT)
- Central Institute of Technology
- Virginia Tech (India Campus)
- ITES



Existing Institutions



Architecture College affiliated to Anna University of Technology, Chennai and approved by Council of Architecture, New Delhi. Curriculum based on Live Experience.

CBSE board K-12 school 



First ever International professional college offering programs in contemporary music, leading to a degree at McNally Smith, USA.

MARG VT INNOVATION CAMPUS To offer PG & doctoral courses.

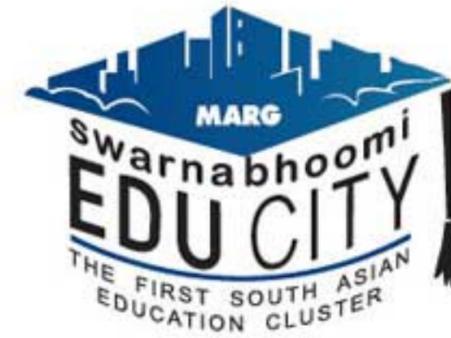


Institute of Technical Education, Singapore offering courses in Hospitality and culinary skills.

MARG Swarnabhoomi Institute of Creative Technology - Limkokwing University of Creative Technology, Worldwide is an academic twinning partner of MSICT. To offer courses in design & creative technology.



Central Institute of Technology, Australia: Multidisciplinary vocational courses in partnership with MARG Education Services.



Imparting 'S-Learning'

The concept of simulated / experiential learning

MARG Institute of Design & Architecture Swarnabhoomi (MIDAS) – addressing global need for high quality architects

As a leader in infrastructure development, MARG recognises the demand supply gap which exists between the exponential growth of infrastructure and the lack of good schools of architecture.

India is on a long-term upward trajectory in Infrastructure and construction activities, with an urgent requirement for high quality Architects to cater to the need of a booming economy. The program at MIDAS is structured to facilitate students foray into specialised areas such as Retail Design, Lighting Design, Exhibition Design, Event and Set Design and Ergonomics. Designed to bring in the prevailing trends across the world, MIDAS is one of the few Schools in India to offer alternative career options to architecture students through integrated study.

The curriculum and teaching methodology integrate international standards of delivery and assimilation. Best in class professors from across the world are an integral part of the faculty. This will enable every student to gain extensive knowledge with regard to international architectural standards and movements, right here in India

While many institutions in India offer architecture courses, there is hardly any special focus towards excellence in this unique field. MIDAS addresses the need for high quality architects not only in India but around the world. It aims to provide excellence in architecture and design, focuses on nurturing, inspiring, and equipping the students with the best of knowledge, tools and training. And with all these encouraging factors, the world won't be short of ingenious architects.

MIDAS offers 5 year Bachelor Degree Program in Architecture Studies (B. Arch - Architecture Studies). Specialised Continuous Professional Development (CPD) short term courses for working professional architects are also on the anvil.



MIDAS
MARG Institute of Design and
Architecture Swarnabhoomi





MIDAS is affiliated to Anna University of Technology, Chennai and approved by Council of Architecture, India. The graduates from MIDAS will have a compelling career as specialists with Interior Design and Architecture firms.

MARG institute of Design and Architecture Swarnabhoomi (MIDAS) is administrated by a management team which comprises of eminent academicians and industry veterans. The management team is responsible for planning and monitoring of all academic and administrative activities of the institute. The Advisory Board of MIDAS includes an eminent board of erudite advisors from both India and abroad.

The school is headed by Prof. Jaffer AA Khan RIBA, FRSA, RAIA who brings in 25 years of practice, teaching and research experience.

Students of MIDAS have an opportunity to live and learn in the inspiring environment of MARG Swarnabhoomi – a 22.9 Million Sq ft Smart eco – system located at an inspiring campus environment with an area spread over 7 acres. Facilities provided to the students are Internship in India and abroad, Futuristic studio, 24/7 computer access, 1000 acre campus environment, World class Library, High end residential accommodation facilities, swimming pool and play ground, etc.





LIVE YOUR DREAMS



The imposing 4 acre piano shaped Swarnabhoomi Academy of Music (SAM)

SAM - Professional college for contemporary music

Swarnabhoomi Academy of Music (SAM) is India's first professional college for contemporary jazz, rock and world music which is on a par with major music colleges around the world.

Located at the lush, nature rich and inspirational environment of MARG Swarnabhoomi, SAM has a 4 acre campus with a 29,000 sq.ft. facility with top of the line facilities and infrastructure on par with the best music schools in the world.

State-of-the-art Designed Learning Facilities: Top end gear, lecture halls, Ensemble rooms, Music labs, practice rooms, recital halls, library, media centre, private lessons, Performance labs, Ensembles, Ear training, Master class lectures and Open air performance centre.

All this combined with modern residential and recreation facilities integrating traditional Indian Gurukul learning system with the best of western education.

Swarnabhoomi Academy of Music has internationally renowned guitarist/composer PRASANNA as its President, along with other prominent faculty from around the globe.

Diversity, creativity and discipline are the foundations of SAM curriculum. SAM's focus on independent and creative thought challenges your imagination and intellect, while expanding your knowledge of fundamental concepts of contemporary music from across the world. SAM's curriculum is uniquely customized for you to help you find your individual space as a musician.

SAM provides an innovative, dynamic and challenging academic environment with a faculty of world class musicians to effectively guide you. SAM faculties are not only great musicians but are also passionate teachers who are highly proactive in imparting knowledge. As a SAM student, you will interact closely with your teachers both inside and outside the classroom, resulting in a productive relationship between scholar and mentor. Students come from all over the world with a hunger for learning.

Diploma in Music Performance

The Diploma Program in Music Performance at Swarnabhoomi Academy of Music provides you with the tools necessary for building a career in music as a performer, composer, songwriter, arranger, producer or teacher.

Since its inception in July 2010, around 40 musicians from 20 countries have taught in the Diploma Program.

At present, SAM offers three Diploma Programs of varying duration

- Single Semester Diploma Program in Music Performance
- One Year Diploma Program in Music Performance
- Two year Diploma Program in Music Performance

Student Exchange programs with McNally Smith College of Music

SAM and McNally Smith College of Music, USA (MSCM) signed The "International Experience Agreement" (IEA) which paves the way for semester abroad programs for SAM and McNally students. Under the IEA, a SAM student can take a semester abroad and study at MSCM and an MSCM student can take a semester abroad and study at SAM.

SAM will also provide a significant scholarship to interested students who would like to do a semester at MSCM to enable SAM exchange students get a semester education at MSCM at a cost much lower than the regular MSCM fees. Under the IEA, SAM students may take up to fifteen (15) credits per semester at MSCM. Of these fifteen credits, two (2) credits may be APP (Private Lessons) courses once they are accepted to MSCM.

After the semester abroad, SAM and MSCM students will return to their respective institutions to complete the rest of their academic program.

McNally Smith is one of the largest colleges of music in the US with an enrollment of nearly 700 students, top class faculty and facilities.



Honing music skills at Swarnabhoomi Academy of Music (SAM)



Swarnabhoomi Academy of Music (SAM) - State-of-the-art music equipments and large ensemble rooms



Jordan Rudess - the star quest faculty for fall 2012 session

Fall 2012 program @ Swarnabhoomi Academy of Music has roped in an international star faculty from 6 countries that promise to deliver an exciting and enriching learning experience for the students. The line up of the international faculties includes American Keyboardist best known as member of progressive metal band 'Dream Theater' and progressive Rock supergroup ' Liquid Tension Experiment' , Pianist and Composer Jordan Rudess as guest faculty. In addition, the full time faculty includes Sofia Tosello (Argentina), Yuri Juarez (Peru), Deanna Witkowski (USA), Arthur Kell (USA), Karina Colis (Mexico), Fjoralba Turku (Albania), Juancho Herrera (Venezuela), Dario Boente (Argentina), Lonnie Plaxico (USA), Phil Maturano (USA), Prasanna (world renowned guitarist and composer) and Karthick (Internationally renowned Ghatam artist).

A measure of how much the college has become sought after in the international music world can be seen from the fact that Fall 2012 will witness students such as Conrad Reeves who just graduated with a degree from Oberlin Conservatory, America's oldest and one of the most prestigious conservatories in the world that was awarded a medal of honor by Barack Obama recently, Neal Goldberg who studied at Berklee College of Music, well known Tunisian drummer Ayman Boujlida who has a degree in music and musicology, Joel Thielman, an exchange student from McNally Smith, Maria Lucas from Argentina who is an exceptional singer alongside being a PhD candidate in Sustainable Housing Development at Putra university, a few other international students and many other amazing students from India.

SAM also have interesting collaborative partnerships coming up with Sao Paulo's Souza Lima Conservatory, one of the largest and most prestigious music colleges in Brazil and the exciting Indian International Arts Festival 2013 of which SAM will be a partner along with Allan Tweedie, a veteran music promoter from Scotland.

SAM's President and renowned guitarist Prasanna had debuted as a music director in the Tamil Film "Vazhakku Enn 18/9" with two heartrending songs which do not feature any instrument in the background but brilliantly underscore the poignant moments of the film.





MARG Navajyothi Vidyalaya – A school focused on holistic education

As part of the initiative to provide overall regional growth, MARG is committed to the developmental needs of the society and as a step in this direction MARG had made a humble beginning with 'MARG Navajyothi Vidyalaya' at MARG Swarnabhoomi. The school is envisioned to lend new light to the region. It not only imparts knowledge aimed at excellence but also prepare children to be global citizens with care and respect for Indian culture, heritage, values, society and environment.

MARG Navajyothi Vidyalaya is a unique CBSE school for providing best in education and extraordinary learning experience to the students. The school has the requisite infrastructure to take care of both academic & extra-curricular activities and offers programmes for singing, dancing, music and oratorical activities for the overall development of the children. The school have state-of-the-art facilities such classrooms, labs, library, an AV room, a conference room, spacious dining area, an

athletic track with a sports field and courts for volleyball, tennis, throw ball, basketball and badminton.

The school has a G+2 building with an area of 20,000 square feet. All the classrooms are well ventilated. Children are provided with a theme based learning environment. The school is well equipped with all educational aids to foster overall development of the child. Computer lab and a 'Smart Class' facility enable the children to be in touch with the latest. The school has ample lush green spaces, a garden and playground with sports facilities.

MARG Navajyothi Vidyalaya is headed by an educationist with more than 30 years of experience in school education. A team of trained teachers experienced in handling CBSE syllabus are taking care of the overall development needs of the children.

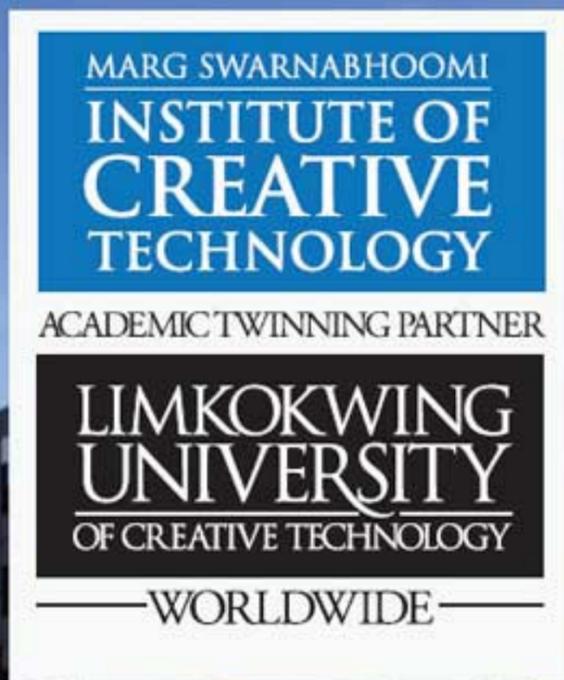
MARG Swarnabhoomi Institute of Creative Technology (MSICT)

MARG Swarnabhoomi Institute of Creative Technology (MSICT) and Limkokwing University of Creative Technology Worldwide as academic twinning partner are offering globally recognized, innovative degree and certificate programmes in design and creative technology leading to degree in Limkokwing University, Malaysia/ London.

Limkokwing University is an international University with a global presence across 3 continents. With over 30,000 students coming from more than 150 countries, studying in its 15 campuses in United Kingdom, Malaysia, China, Indonesia, Cambodia Botswana, Lesotho and Swaziland. The university has established worldwide recognition through its innovative brand of creative education merging the best of east and west.

MSICT is located in the buzzing MARG Swarnabhoomi EduCity & has launched 21st century innovative industry-driven degree programmes & professional certifications on Fashion & Retail Design, Creative Multimedia, Graphic Design, Brand Management, Photography, Event Management, Hair Design, Tourism Management, Games Art etc. These courses are job oriented and offer international exchange programs.

The tie-up seeks to empower a new generation of Indians to gain confidence for venturing into entrepreneurial activities that will expand India's economy and develop creative industries.





Virginia Tech (India Campus) – Collaborative research, education and outreach

MARG and Virginia Tech, USA is jointly collaborating to set up a Center of Research through Virginia Tech's Institute for Critical Technology and Applied Science (VT-ICTAS).

The University campus is designed on the similar lines as Virginia Tech, USA with the objective to deliver programs in India to foster graduate education as well as scientific and technological engagement through a model of collaborative research, education and outreach that will address current and future global issues and opportunities.

MARG and Virginia Tech will set up research lab wing focusing on the most celebrated concepts of innovation on Nano Technology, Energy Harvesting and Cognitive Radio. Virginia Tech will initially involve 50 researchers for Nano Technology at its innovation centres. MARG Swarnabhoomi has earmarked six lakh sq. feet for the three innovation centres of Virginia Tech at its facility.

CENTRAL INSTITUTE OF TECHNOLOGY - MARG SWARNABHOOMI

CIT-Australia is one of the largest TAFE Institutions and leader in practical, vocational training in Western Australia. It is also the oldest post-secondary educational institution with its roots going back one hundred years to the days of Perth Technical College.

MARG Limited signed MOU with Central Institute of Technology to offer vocational courses. The Institution will come up in one lakh square feet at MARG Swarnabhoomi on East Coast Road, near Chennai. Initially, The Institute will offer vocational courses in the areas of music business, architectural technology and building, civil, structural engineering and drafting. In the second phase, vocational courses in electronic engineering, mechanical engineering and drafting, mining and interactive multimedia would be added. Central Institute of Technology will address the growing demand for quality vocational education in India. CIT and MARG would jointly conduct workshops and seminars on international vocational education developments. Through this initiative MARG has pioneered the high-end Vocational training in India.

ITE SINGAPORE – MARG SWARNABHOOMI

Institute of Technical Education (ITE) is Singapore's principal provider of Technical Education and Training and forms an integral part of the Singapore's mainstream national education and training system. Further ITE is also a statutory board under the Ministry of Education, Singapore.

The collaboration between MARG and ITE is to offer multi-disciplinary vocational courses in Hospitality Operations, Asian and Western Culinary Arts, Food and Beverage Operations, Pastry and Baking etc.

*An inspiring environment that propels you
to the next level of research and innovation.*



MARG
SCIENCE PARK

ENVISIONING THE FUTURE AND NURTURING INNOVATIONS

MARG Science Park is a world-class infrastructure for cutting edge research in Life Sciences technologies. It is intelligently designed to serve as a breeding ground for research and innovation. Spread over 40 acres - a part of the Multi-services SEZ at MARG Swarnabhoomi, it houses world-class ready-to-use wet laboratory space for research in various sectors of Life Sciences. And with tax benefits that ensure competitive cost of operation, the environment is an encouraging setting for researchers from the field of Life Sciences.

- Construction of phase-I spread over 210,000 sq ft of Wet Laboratory building is underway in MARG Swarnabhoomi.
- M/s Biophenolika Polymers has obtained approval from the Development Commissioner of State Government of Tamil Nadu for setting up an R&D Center in Polymers.
- Institute of Clinical Research India (ICRI), a leading player in Clinical Research Training in India is in advanced stages of setting up a campus at the Science Park.



INFRASTRUCTURE COMPONENTS

Ready-to-use labs on lease	700,000 sq.ft.
Bio-IT Zone	300,000 sq.ft.
Incubation Space	100,000 sq.ft.
Built-to-suit Campus (Developed land plots)	21 acres

A GAMUT OF STATE-OF-THE-ART LAB UTILITIES SUPPORT

The multi-tenanted laboratory infrastructure comply with BL-2 standards

- Manifold connection with gas lines
- Compressed air
- Vacuum
- Demineralised (DM) water
- Enclosures for safety showers
- Effluent drainage and treatment
- High speed internet access
- Fire detection & protection systems
- Fail proof power through dual feeders
- Micro Meteorological Centre to monitor the environment

CENTRAL INSTRUMENTATION FACILITY

Common instrumentation facility for
Bio-pharmaceuticals and Biotechnology





INDUSTRY ASSOCIATIONS TO EMPOWER RESEARCHERS



The International Association of Science Parks (IASP) is the largest global network of Science and Technology parks



Working alliance with The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), a United Nations agency to set up an integrated Agro-processing zone in the Science Park which will include an Agro-incubation Centre, a testing lab and various other amenities



A Technology Incubation Centre (TIC) is also being created with the aid of the Government of India to support start-up incubation in Life Sciences research. The centre will consist of laboratory modules for research and development

CELEBRATING SCIENCE. CONSERVING NATURE.

MARG Science Park, a green campus

MARG Science Park is designed to conform to environment-friendly norms and meet the US Green Building Council's LEED Platinum standards. This ensures improved efficiency and reduced operating costs, better employee health and a tangible increase in productivity. On a larger scale, it also opens the possibility for partners and investors to benefit from a higher degree of business accountability and corporate-social goodwill.

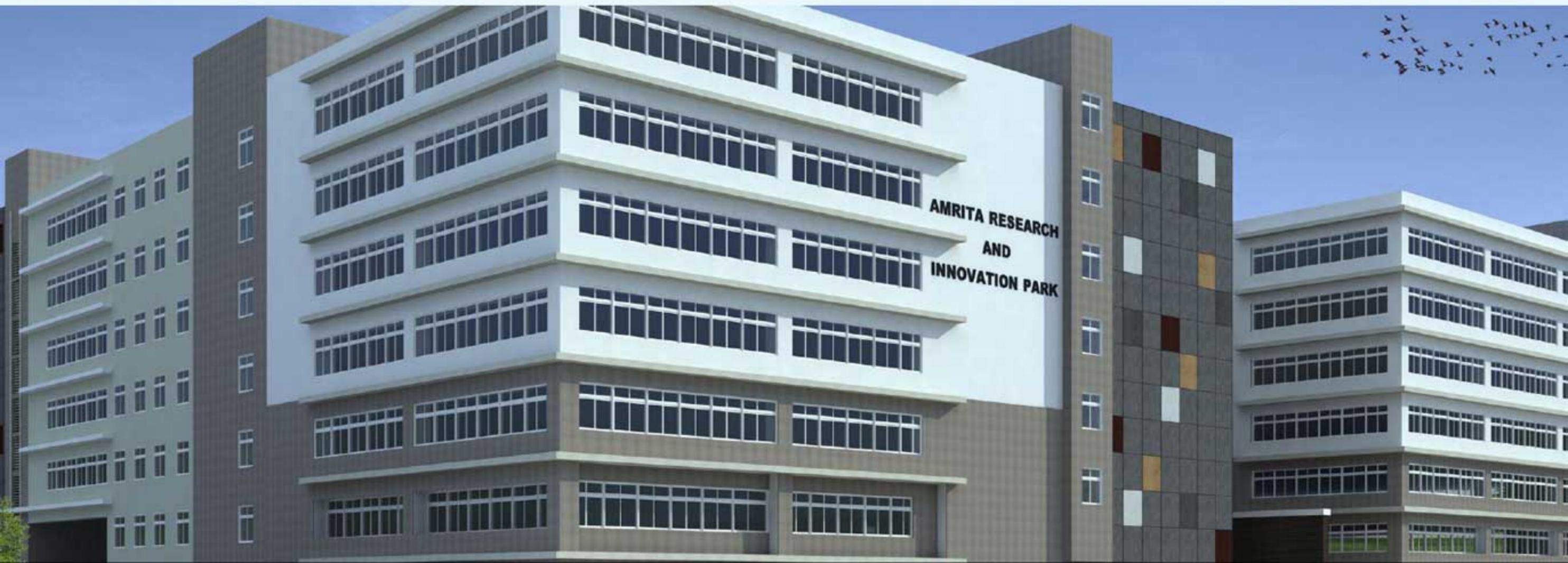


MARG AMRITA TOWERS

As part of multiservices SEZ, Amrita Research and Innovation Park (MARG AMRITA TOWERS) is designed for and dedicated to institutions/companies to house their research and innovation centers. It provides excellent facilities and conducive environment for leading industry players, enabling them towards having a strong research/innovation base. This LEED gold- or platinum-rated building enjoys a high level of natural light from the modern and tastefully designed extensive glazed elevation with spaces for uniqueness making them efficient green buildings.

The campus offers premium/shared high-speed Internet leased line services, centralized security systems, and convenient parking, with both closed and open parking spaces.

Spread over 7.84 acres of land, MARG Amrita Towers consists of two equivalent towers of 2.76 lakh sq feet each. The multi-tenanted building is developed as an IT/ITES technology park, offering tenants an opportunity to enjoy unrivalled office space in terms of superior specifications and finishes, professional automated building management services, an international landlord with best practices, and supporting infrastructure, including cafeteria and food court. Two towers are connected with a walkway at 3rd floor. As a packaged solution, MARG Amrita Towers offers an unmatched lifestyle for the employees of its clients who live in MARG Swarnabhoomi.



Home to leading Industry brands.



ENGINEERING COMPANIES AT MARG SWARNABHOOMI



THE DESTINATION FOR SMART INDUSTRIES

The fourth unique aspect of MARG Swarnabhoomi is the presence of workspace infrastructure for the diversified industries in the ecosystem. The industries can benefit immensely from the innovation done in collaboration with the research organisations. Some of the advantages are early access to cutting-edge research and technology, outsource R&D requirements, and minimize time-to-market. And at the same time the research companies can benefit from addressing challenges and setting benchmarks in providing solutions to the industry.

MARG Swarnabhoomi is a 1,000 acre development with 612 acres for multi services and **engineering SEZs**.

ENGINEERING SEZ

Spread over 311 acres of land with over 156 acres of processing area, the meticulously designed engineering SEZ intelligently caters to every minute need of the engineering industry, making it an ideal destination to start up operations. It caters to auto components, power equipment, medical equipments, electronic components, marine industries, etc.

MULTI SERVICES SEZ

The Multi services SEZ is spread in over 300 acres of land parcel and provides a platform for companies in the sectors like IT/ITES companies, training and development centers, animation and gaming companies, health care, e-publishing/e-learning, etc.



ADVANTAGES AT MARG SWARNABHOOMI - ENGINEERING SEZ

Proximity to Auto and Electronics Corridor: Chennai has always been a favourite destination for Auto car manufacturers from across the globe. Many auto giants as well as support industries have set up manufacturing bases in Chennai, making it the auto manufacturing hub of the nation.

With the telecom giant Nokia opening up the world's largest mobile handset manufacturing unit in Chennai, the business opportunity were opened for electronic and its allied industries, which has made Chennai the electronic manufacturing hub of the nation.

Companies setting up their manufacturing units in the Engineering SEZ of MARG Swarnabhoomi will enjoy fiscal and operational benefits due to their proximity and connectivity with the manufacturing hub of the country.

Conducive Business Environment: The Engineering SEZ of MARG Swarnabhoomi has created a business-friendly eco-system by utilising-smart economy, smart governance, smart environment, smart people (social and human capital), smart mobility (ICT) and smart living.

World-Class Infrastructure: MARG Swarnabhoomi provides world-class infrastructural amenities. Besides basic amenities like power, water and communication, it also has 24X7 security, technologically advanced medium for water treatment and recycling etc. Companies in MARG Swarnabhoomi make use of better infrastructure and facilities, thus enhancing their production capabilities.

Factories already operational in Engineering SEZ are, Grundfos, Vanspall and Virgo. Other firms are slated to follow suit shortly and are in the construction/approval phase.

Accommodation for factory workers: MARG Swarnabhoomi provides accommodation options for factory workers of all income groups by building a workers colony and compact homes. Workers colony will include dormitories and small houses with a kitchenette. Compact homes are low-priced apartments that are designed especially for the factory workers with families.



***7000 homes launched.
The biggest home inventory in South India.***



Come home to fine living

MARG Swarnabhoomi presents a range of well designed homes for a blissful living. These homes are planned in well designed residential communities that are spread across 172 acres of land earmarked as social infrastructure to support the companies, institutes and establishments in the adjoining two SEZs.

Nestled in a pollution free world of sunshine, greenery, fresh air, these homes present scenic sea and lake views. Surrounded by the sprawling backwaters of Cheyyur, this habitat offers a truly scenic panoramic view of the surroundings.

The life at MARG Swarnabhoomi is a fun-filled and full of convenience as there are malls, multiplex, hospitals, schools, world class golf course, sports facilities and recreational centers located within the city. The townships here are equipped with club house, swimming pool and multipurpose hall to cater to the lifestyle needs of its residents.

It is a world filled with happiness and tranquility that comes with environs so eco-friendly, as great importance has been laid on long term value with rain water harvesting, solid waste management and other new age recycling technology.

From our well planned city to its unique ecosystem of education, research, innovation and industry, from concept of a community to its design, from the picturesque location to the facilities we provide, from the quality of construction to the features we provide, homes at MARG Swarnabhoomi brings to you an experience like no other... something you can truly call as a appreciating asset and a great place to live.





MAHA
Utsav

582 apartments
752 – 3416 sq ft

The joy of sound investment.

Maha Utsav stands for Sound Investment, Superior Design and Top-Notch Amenities. Maha Utsav is an ideal option for those looking for Value for Money apartments, rightly priced, without compromising on essential features. Each Maha Utsav apartment features 3 sided ventilation, spacious rooms, a balcony and access to modern convenience facilities.



Utsav

720 apartments
628 – 1181 sq ft

The joy of value conscious home.

'Utsav' for the value conscious home seeker! These cost-effective smart apartments are loaded with great features and amenities and promises to be the new defining address for discerning home seekers.



MARG
navratna

Phase 1: 300 apartments
Phase 2: 280 apartments

The joy of designer homes.

MARG Navratna is an exquisitely crafted residential apartment complex. MARG Navratna - designer homes in the neo city comes with malls, multiplex, hospitals, schools, world class golf course, sports facilities and recreational centers located within the city. MARG Navratna boasts of superior construction quality and International quality residential infrastructure. The project is designed to be eco-friendly and great importance has been laid on long term value with rain water harvesting, solid waste management and other new age recycling technology.



aayush

Compact apartments
1080 apartments
615 - 721 sq ft
₹ 11 lakhs onwards*

The joy of owning your dream apartment.

It's time to make your dream of owning a home a reality. Aayush is priced right and is a great investment. Aayush comes packed with great amenities like Children's play area, Swimming pool, Clubhouse and Gym. It's your dream home at your budget. Now that's priceless.



four seasons

4320 apartments
₹ 18.57 lakhs onwards*

The joy of getting all your wishes granted.

4 Seasons the tallest apartment complex on ECR consists of 4320 affordable homes that are built around your needs. Located just 45 minutes from Siruseri, it's nestled in a pollution free world of sunshine, greenery and fresh air. What's more, 4 Seasons comprises of 26 floors that offers scenic sea & lake views and comes with just about everything that you ever wished for.

OUTCOME OF THE PROJECT

MARG SWARNABHOOMI – USHERING REGIONAL DEVELOPMENT

In 2006, the entire area of MARG Swarnabhoomi was a barren land and the region was classified as socially & industrially backward. MARG Swarnabhoomi was conceived as a backward integration to the MARG's philosophy of inclusive growth, holistic region development and sustainability. The vision of MARG Swarnabhoomi to create a 1 billion dollar economy by 2016 will have a huge impact on people living in and around. The project has revitalized the entire region by opening the doors for world class education & employment opportunities. MARG Swarnabhoomi has already attracted leading international institutes such as Virginia Tech – USA, Limkokwing – Malaysia, Central Institute of Technology - Australia in the knowledge domain and is now home to many leading Industry brands that source talents from local areas.

Additionally, the successful operations at MARG Swarnabhoomi have had a cascading effect many major projects of importance to the development of the region like NTPC's power plant and BGR Energy etc have been launched.

USHERING INDUSTRIAL DEVELOPMENT

MARG Swarnabhoomi is spurring rapid Industrial development in the region by offering world class infrastructure and amenities to the companies in its SEZ zones. M/s Virgo Engineers, M/s P.H.Hydraulics and Pneumatics, M/s Eswari Electricals and M/s Vanspall Associates have started operations from their plant in the engineering SEZ. Additionally, MOU/Leases have been signed with M/s Tecpro Energy Systems, M/s Twin Disc (Far East) Pte Ltd, M/s Eswari Electricals and M/s Kwik Patch Ltd.

The total exports from the engineering SEZ in Financial year 20011-12 was Rs.1221 lakhs, apart from this SEZ to SEZ and SEZ to DTA Sales was to the tune of Rs.677 lakhs.

USHERING KNOWLEDGE DEVELOPMENT

MARG Navajyothi Vidyalaya, based on CBSE syllabus provides opportunity to the first generation school goers for quality education at an affordable cost. The school currently caters to 400 students from class LKG to IXth Std. First generation students from neighbourhood communities are enjoying the benefits of affordable CBSE based education with all possible amenities, in a precinct close to their homes.

MARG INSTITUTE OF DESIGN AND ARCHITECTURE, SWARNABHOOMI (MIDAS) offers five year under-graduate program in Bachelor of Architecture and budding architects from across the country are residing in MARG Swarnabhoomi today learning the basics in a live lab environment of 2.9 million sq. ft.

Swarnabhoomi Academy of Music (SAM) is the first ever professional college in music in India offering a range of programs in contemporary music that includes Jazz, rock, classical and world music. It has fast developed a reputation of being one of the finest music schools in the country today. At SAM learning happens 24 hours. Access to a global faculty and state-of-the-art equipments and a focused serene environment makes SAM a truly transformational 'modern gurukula' styled learning experience.

Exemplarr Center for Employability and Learning (EXCEL) is a finishing School which offers industry specific course curriculum and provides placement assistance. It is aimed towards generating rural employment opportunities while offering composite and holistic career matrix to aspiring young talents. EXCEL has helped hundreds of rural youth to get gainful employment opportunities.



USHERING FINE LIVING

A highly successful master-plan of MARG Swarnabhoomi has resulted in the novel achievement of enhanced quality of life and fine living standards through a 'WALK TO' approach.

- Walk to **work**
- Walk to **amenities**
- Walk to **shop**
- Walk to **leisure**

And all this with the facility of residential communities with lifestyle apartments.



USHERING SOCIAL DEVELOPMENT

MARG Parivarthan – the brand that encapsulates the exclusive CSR programmes of MARG Swarnabhoomi has been engaged in community development activities in panchayats around the project. The CSR programmes are focused on improving vital social parameters like Education, Health, Community Infrastructures, Environment etc.

USHERING "NEO-URBAN LEADERSHIP"

With the growth in Indian population from 1.21 bn to 1.47 bn in 2030 and a current literacy rate of 74%, rejuvenation of existing small urban centres into bustling industrial hubs is a must. Trends show that urban population will grow by 240 mn in the next two decades. On this basis, McKinsey Global Institute Report (Ministry of Agriculture) states that we can easily build 350 cities of 100 sq km without touching the forest area and water bodies through proper planning. These new cities will be essential to tackle urbanization issues like hygiene, pollution and traffic snarls. MARG Swarnabhoomi is only leading this trend and is well on its way to be an innovative 'people & resource efficient city' that is attracting global talent.



Ensuring quality education



Rural healthcare delivery system



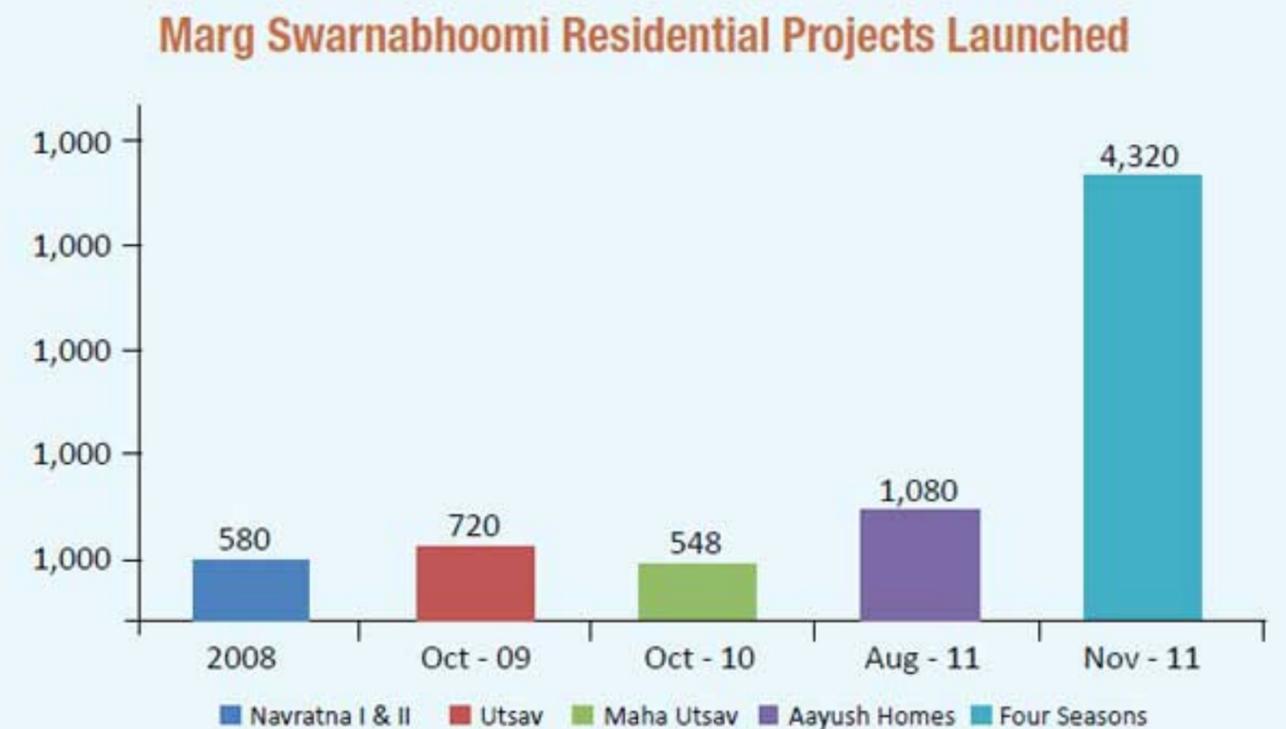
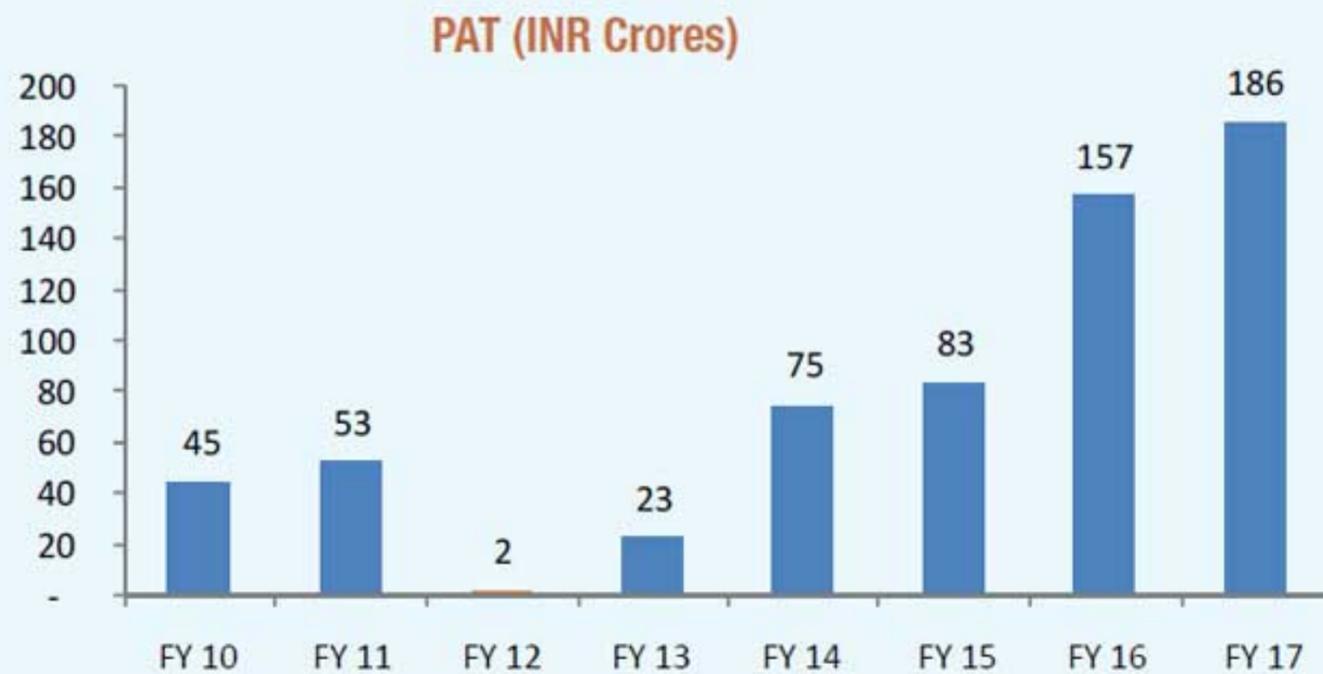
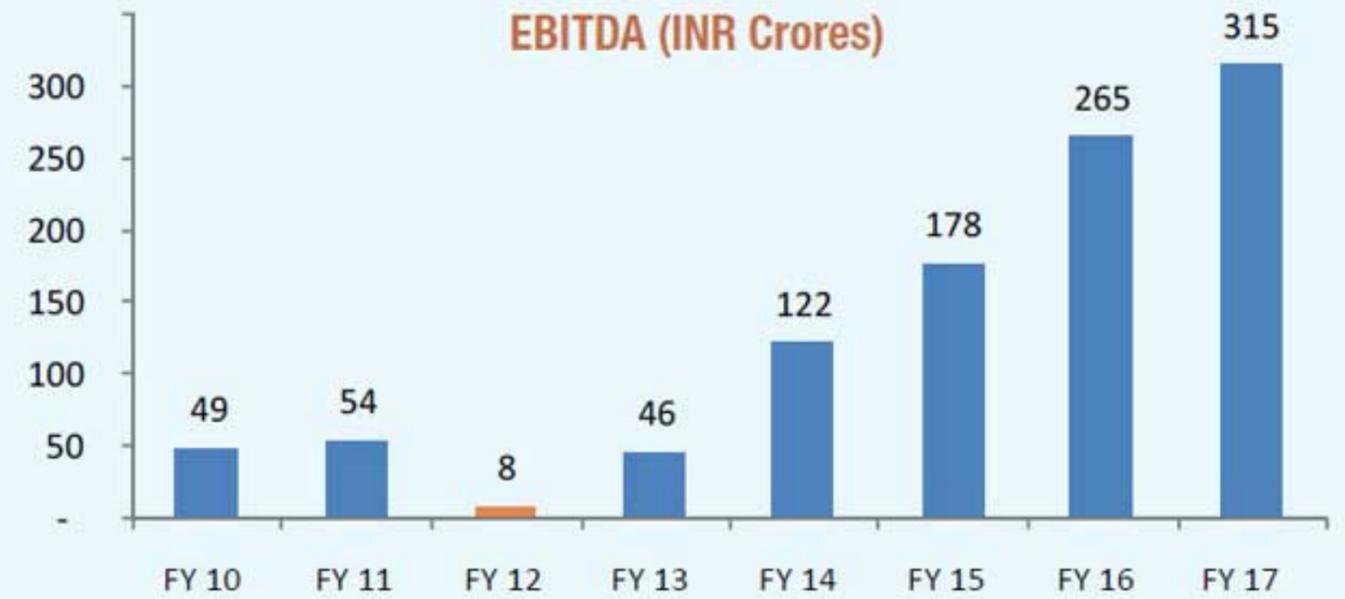
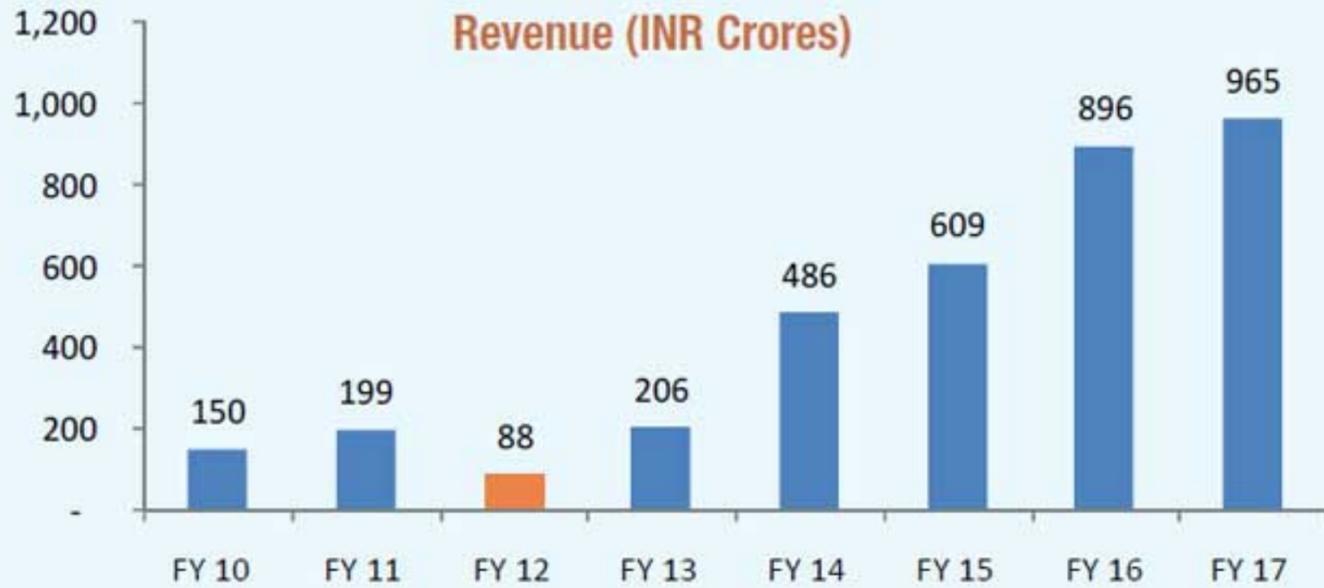
Employment opportunity through skill training



Mass tree plantation drive

FINANCIALS

MARG Swarnabhoomi's FY 2011-12 revenue stood at Rs.88 crores EBITA at Rs.13 crores and PAT at Rs. 2 Crores.



Total exports from the engineering SEZ in FY-12 was Rs.1221 lakhs, apart from this SEZ to SEZ and SEZ to DTA sales of Rs.677 lakhs.

MARG Swarnabhoomi Sold 755 Flats in FY 11-12 with a sale value of Rs.126 Crores.

MARG SWARNABHOOMI: LOOKING INTO THE FUTURE



Life sciences



Water security



Affordable healthcare



Climate change



Sports



Arts & Science



Livelihood generation



Energy security



Waste to wealth



Personal Rapid Transport System



Leisure & Tourism



Food security



***Celebrity
speak***



A R Rahman, Famous Musician

“I heard the vision of Mr.GRK Reddy. It sounds incredible. May god bless and make his dream come true.”



Kapil Dev, India Cricketer

“I think the smaller cities are much hungry, greedy and they have proved that given an opportunity they can change the world...”



Ms. Shoba De, Celebrated Columnist

“Swarnabhoomi is a visionary plan, a city of future. It's like a great new world.”



T. T. Rangarajan, Founder - Alma Mater

“I believe GRK will build an ethical, value based and morally sound city where integrity will be established striving tirelessly towards perfection...”



Dr. R.K. Pachauri, Chief, I.P.C.C

“MARG Swarnabhoomi will set the new stage for other such developments... It can be a path breaker and can provide a model for replication for the rest of the world.”



Prabhat Kumar, Scientist & Project Director - Bhavani

“MARG Swarnabhoomi is truly going to be the most important place developing scientifically with high skills and technologies.”



N. Murali, Managing Director - The Hindu

“Look at the facility of holistic township here - IT, Innovation, Service, Manufacturing, wellness centre and the best Academy of Music.”



Lakshmi Narayanan, Vice-Chairman - Cognizant Tech.

“Better places to live, work, and play are instrumental in ensuring a higher quality of life, improved work-life balance, and enhanced human efficiency and productivity.”



V. Ram Gopal, ED, Indian Bank

“People can live at MARG Swarnabhoomi with all facilities available, least inconvenience, least energy spent on other activities and concentrate on their work & productivity...”



Dr. M. B. Nirmal, President - ExNoRa International

“Swarnabhoomi has done marvellous work.”



Padmashree Thotta Tharani, Art Director

“The plus point of MIDAS is that college students have the opportunity to witness live infrastructure coming side by side while learning. This is the practical experience...”



Donald Mulligan, Ex-US Consulate, Chennai

“The very idea of massive commercial investment using culture & music as its flagship to bring people together at MARG Swarnabhoomi is remarkable.”



**Ramesh Ramanathan, Founder
– Janagraha Centre for Citizenship & Democracy**

“The city model which GRK is doing strives to reduce the cost at which we do business, the cost of living and the cost at which we enjoy our quality of life.”



Dr. R.K. Pachauri, Chief, I.P.C.C

“Being here, I just want to enjoy the atmosphere and aspirations of MARG Swarnabhoomi.”



Robin Singh, India Cricketer

“We will setup a centre of sports excellence at MARG Swarnabhoomi where we can teach and share the experience on sports.”

THE MARG GROUP

Incorporated in 1994, MARG Group among India's fastest growing infrastructure organizations - undertaking holistic regional development, unlocking economic prosperity and creating inclusive & sustainable growth models. The organization has embarked on an innovation led development, in the canvas of new sustainable India that few have attempted. Listed by Dun & Bradstreet as among "India's Top 500 Companies 2010", MARG Group has projects worth more than ₹3250 crores under execution, a seasoned human capital of more than 1000, global partners in the Infra space and offices spread across India, Singapore and China.

With over two decades of reassuring presence and pioneering the development of economic growth centers, MARG's portfolio spans across the infrastructure value chain.

MARG's business is structured across 5 verticals:

- ENGINEERING PROCUREMENT & CONSTRUCTION (EPC)
- MARINE INFRASTRUCTURE & SERVICES
- URBAN & INDUSTRIAL INFRASTRUCTURE
- REAL ESTATE
 - RESIDENTIAL
 - COMMERCIAL
- EDUCATION SERVICES

Extensively awarded for 'Corporate Social Responsibility initiatives', MARG Parivarthan - the MARG CSR brand complements the business verticals.

MARG Limited (BSE: 530543) is listed on the Bombay Stock Exchange and its shares are traded on the NSE under the category of 'Permitted Security'.

Person of the Year, GRK Reddy,
4th GIREM, Leadership Summit

Outstanding Entrepreneur – GRK Reddy
Asia Pacific Entrepreneurship Award 2011

Innovative CEO of the year 2011 "GRK Reddy"

Tamil Nadu Emerging Entrepreneurs Award, 2010

Outstanding contribution in Port Sector projects-
EPC World Awards 2011

2nd Fastest Growing Company (Medium Category)-
9th Construction World, Annual Awards 2011

India's Most Admired Infrastructure Company
"MARG Limited"

Indian Leadership Award for Industrial
Development, 2011

Indian Shining Star Award, 2010

"South East CEO Conclave Award 2010"
For Corporate Social Responsibility

Seaport Project of the Year

Cargo & Logistics Awards 2011
Emerging Port of the Year

Excellence in Social Science "MARG Parivarthan"

Asia Pacific Excellence Award, 2011

Fastest Growing Infrastructure Company (Small Category)
7th Construction World Annual Awards 2009

Fastest Growing Infrastructure Company (Medium Category)
8th Construction World Annual Awards 2010

Infrastructure Person of the Year "GRK Reddy"

Outstanding Achievement Award for Port Development
& Management, Shipping, Marine & Ports Leadership and
Excellence Awards 2010

Sri Visvesvaraya, Industrial Award,
All India Manufacturer, Organisation (TNSB) 2010

Special Jury Award – GRK Reddy
Gateway Awards of Excellence 2012



GRK Reddy - Real Estate Icons of India' 2012 - an exclusive listing of distinguished Industry leaders in India

"Golden Peacock Awards 2012" for CSR initiatives

MMA Award for Managerial Excellence 2012

Infrastructure company of the year (Runner up) - 'Construction Week Awards 2012'

accolades



MEDIA COVERAGE

MARG SWARNABHOOMI



TIMES PROPERTY

The Times of India, Chennai February 28, 2009 Realty news you can use

A city of its own

In the changing real estate scenario, there are a variety of options for the consumer to choose from. Deepti Sivakumar explores the concept of townships and its offerings



Imagine if your office is only a 15-minute walk from your home, and the supermarket is just down the road. You can drop the kids to school on your way to work and after school they can spend time at the play area. In the evenings, you can lounge at the park and then take the family out for dinner at the club. Sounds like the perfect way to live? Thankfully, it's not a distant

Marg Swarnabhoomi is only one among the many townships that are mushrooming around Chennai giving the city dweller an option to live away from the humdrum of the city while not missing out on the city's facilities. As the city limits get stretched to accommodate the growing population, townships are an effective way to manage the work-life balance. "Most IT companies and manufacturing

residential township would be an example for a township with no economic activity. "As a concept, a township with economic activity works better, as the residents don't have to go elsewhere for work. Otherwise it just becomes another large scale housing project," he adds. An example of a completed township Mahindra World City (MWC) is located on NH 45 right after Maraimalai Nagar. Spread over

Quick BYTES

- Township Talk
- Residential Properties
- Schools
- Leisure and entertainment options
- Office Space
- Retail stores

One needs to visualize the future in the next 20 years and then work backwards to create economically, socially and culturally sustainable models, says G R K Reddy, CMD of Chennai-based infra major MARG.

TIMES PROPERTY TEAM reports

VISION FOR A NEW INDIA!

MARG, has interests in infrastructure development with presence in diverse sectors like ports, ship-repair yards, dredging, marine logistics, special economic zones (SEZs), airports, power and multi-level car parks. MARG's real estate business constitutes commercial spaces like malls, serviced apartments, hotels and residential spaces including villas, row houses and affordable homes. Established in 1994, MARG is promoted by G R K Reddy, CMD, a first generation entrepreneur with over two decades of hands-on experience in financial and infrastructure related businesses.

Reddy says, "One needs to visualize the future in the next 20 years and then work backwards to create economically, socially and culturally sustainable models."

MARG Swarnabhoomi, the company's flagship project in urban and industrial infrastructure, is being developed as an inclusive and integrated 'new paradigm' city based on the principles of new urbanism, with unique offerings for business, living and learning. Based on the scenic East Coast Road (connecting Chennai to Puducherry) and designed by HOK, renowned architects from USA, MARG Swarnabhoomi reflects Reddy's strive to master plan the social fabric and his vision to design a new product for current and future generations.



Reddy says, "One needs to visualize the future in the next

20 years and then work backwards to create economically, socially and culturally sustainable models."



Spread over 1,000 acres and housing two special economic zones — multi-services and engineering —

MARG Swarnabhoomi is an aspirational habitat that embodies the principles of "inclusive growth". Reddy says: "The ever increasing urbanization in Tier II cities will lead to hygiene and pollution issues that can only be solved by upgrading existing infrastructure or building new

cities. MARG Swarnabhoomi is only leading this trend."

MARG also has a promising portfolio comprising MARG Karailai port and another one at Mugaiyur; urban residential clusters under the MARG Properties brand; MARG Junction Mall, Multi-level car parking and the Bijapur and Bellary airports. MARG also offers related services like dredging and logistics. From IT parks to residential constructions, from seaports to airports, from integrated cities to value-enhanced homes, its expertise spans across the full infrastructure value chain.

Reddy sums up: "Our business of holistic regional development unlocks economic prosperity for all. We have embarked on an innovation-led development that few have attempted. We are part of the canvas of a new and sustainable India and hence an intrinsic part of the growth story."

property index

PRIME RESIDENTIAL

COLONY	CAPITAL VALUE INDEPENDENT HOUSE Rs./Sq. YARD	CAPITAL VALUE APARTMENT Rs./Sq. Ft.
Chennaiyapuri	95000 to 110000	63000 to 79000
Golf Links / Jar Ragh Sander Nagar		
Shanti Niketan, Westend	75000 to 80000	38000 to 50000
Vasanth Vilas, Anand Niketan	65000 to 75000	32000 to 48000
Anandalek	62500 to 71500	33000 to 44000
Defence Colony	62500 to 67500	26000 to 32000
Panchsheel Park	50000 to 54000	27000 to 35000
NIS Regd, SDA	45000 to 51000	26000 to 32000
Prinds Colony, Maharaja Ragh	39000 to 42000	25000 to 28000
Greater Kailash I & II	32000 to 40000	18000 to 24000

SOURCE: CB ENRIARD ELLIS

Central Park II

 AS EXCLUSIVE AS YOU ARE.

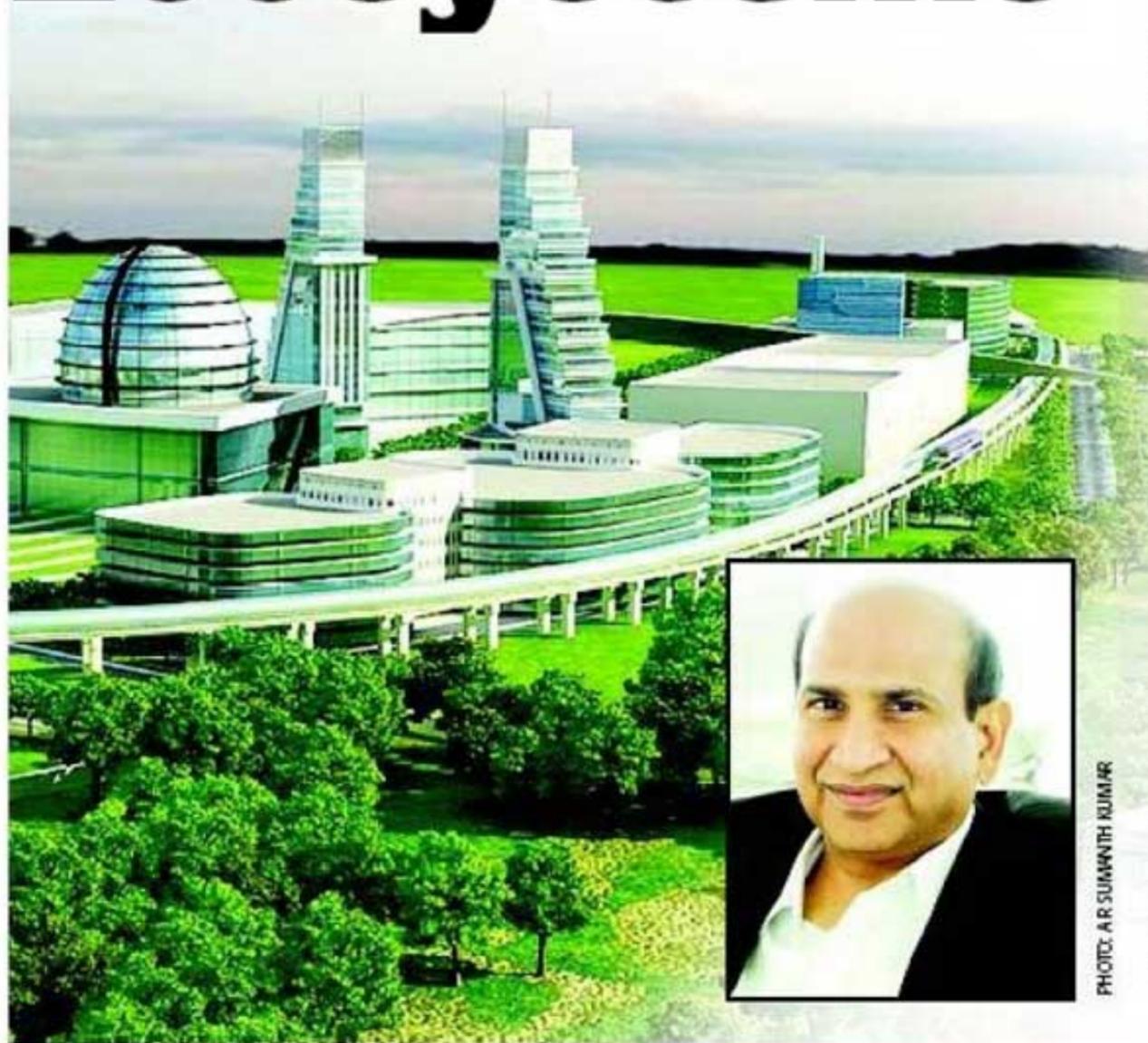
www.marggroup.in

 MONALISHA - 994229554, AMIT - 994229557

Envisioning Ecosystems



In the world of development, the Chairman and Managing Director of MARG, is touted as a visionary. **AKHILA KRISHNAMURTHY** in conversation with GRK Reddy...



You often use the word ecosystem. In Chennai, you are a pioneer in creating one. What was the inspiration?

In the early 90s, when we interacted with various IT companies while setting up an IT Park on the now famous OMR (Old Mahabalipuram Road), we realised that India was going to be the next big thing. The core of Fortune 500 companies was literally being worked out of India. That got me thinking. I realised we had a very sound educational system, family values and culture. The only deterrent was infrastructure. We needed to create that.

Back in the 90s, leading multinationals were setting up back offices here and needed large spaces for people to live, work and learn, and more importantly, on a scale that could really nourish the talents of those who inhabited it. The city didn't have the chassis or capability to withstand the pace of development. It was time for a paradigm shift; it was time to approach and treat things differently.

So, you decided to create a mini-city of sorts, right?

Yes. I felt the need of the hour was to address the future, long-term requirement of a city. In the world we live in, sustainability is imperative. We had to look at creating spaces that are socially, financially, economically and needless to say, environmentally conscious. That's precisely what we are doing with Swarnabhoomi.

PHOTO: A R SUMANATH KUMAR

Envisioning Ecosystems

When we build infrastructure, we do so primarily to meet the human needs. Our objective is to create an ecosystem where the human mind co-exists with nature's many elements and understands that nature is an integral part of existence

GRK Reddy
MARG

The concept of a mini-city is almost a movement of sorts. It requires a significant shift in the mindsets of people. How is the city responding to it?

Any movement is born out of an underlying mood. For the last decade or so, people have been talking extensively about sustainability for instance. Also, this model has taken form and shape over the last ten years across the country. In Chennai, in particular, the OMR and Sripet corridors have assumed importance, thanks to the IT, ITES and the automotive sectors. This growth has largely triggered off the need for a trend like this. It is bound to find its way and culminate into something huge.

These things take time, right?

Yes. Plus, in the evolution stage, it is a must to visualise the future in the next 20 years and work backwards. Else the models don't work.

Which we guess is what you are doing?

Exactly. We have been researching old models, identifying their limitations and placing them in the present-day context keeping in mind two essential aspects - human life and nature. We recognise that the environment you live and grow in has the potential to shape the mind.

Celebrating the spirit of human life, you talk a lot about it. Can you elaborate how that translates into development?

When we build infrastructure, we do so primarily to meet the human needs. Our objective is to create an ecosystem where the human mind co-exists with nature's many elements and understands that nature is an integral part of existence.

On one level, we are talking about new urbanism; on another, the need to return to our roots, nature, et al?

We are talking about the returning to the roots of civilization, which is, in a sense, quite the same, universally speaking. The fundamental principle of starting a civilization is harmony - emotional, financial, social, etc. Even in our own Indian context, the Vedas and the texts before them, spoke about sustainability. I think somewhere along the course, we lost track. We are trying to revive that.

You don't call Swarnabhoomi a township, right?

Calling that contains it into boundaries, like a gated community. What we are doing instead is creating an ecosystem that integrates its surrounding. Where seamless development occurs and where each and everyone who lives, works and learns in it, feels a part of it.



FAST FACT

REDEVELOPMENT SCHEMES FORMULATED BY THE STATE IN THE '90S ARE BEGINNING TO GAIN ACCEPTANCE AMONGST DEVELOPERS AND PUBLIC AT LARGE

Despite their initial apprehensions, th



MARG SWARNABHOOMI: REDEFINING URBANIZATION

Chennai-based infrastructure major MARG is known for its vision on 'sustainable growth' and is redefining the fundamentals of urbanisation. MARG today symbolises 'Models for Accelerated Regional Growth'

VISIONEERING A NEW INDIA



MARG Swarnabhoomi, the Company's flagship project in Urban and Industrial Infrastructure, is being developed as an inclusive and integrated new paradigm city based on the principles of new urbanism, with unique offerings for business, living and learning. Based on the scenic East Coast Road (connecting Chennai to Puducherry) and designed by HOK, renowned architects from USA, MARG Swarnabhoomi reflects GRK's drive to master plan the social fabric and his vision to design a new product for life and future generations.

Spread over 1,000 acres and housing two special economic zones: Multi-services and Engineering, MARG Swarnabhoomi is an aspirational habitat that embodies the principles of "inclusive growth". Says GRK, "The ever-increasing urbanisation in Tier II cities will lead to hygiene and pollution issues that can only be solved by upgrading existing infrastructure or building new cities. MARG Swarnabhoomi is only leading this trend."

MARG also has a promising portfolio comprising MARG Karaikal port and an upcoming one at Mugaiyur, urban residential clusters under the MARG Properties brand, MARG Junction Mall, Multi-level car park-

Spread over 1,000 acres and housing two special economic zones - Multi-services and Engineering, MARG Swarnabhoomi is an aspirational habitat that embodies the principles of "inclusive growth"

ing and the Bijapur and Bellary airports. MARG also offers related services such as dredging and logistics. From IT parks to residential constructions, from seaports to airports, from integrated cities to value enriched homes, its expertise spans across the full infrastructure value chain.

GRK aptly sums up, "Our business of holistic regional development unlocks economic prosperity for all. We have embarked on an innovation led development that few have attempted. We are part of the canvas of new sustainable India and hence being part of growth is inevitable."

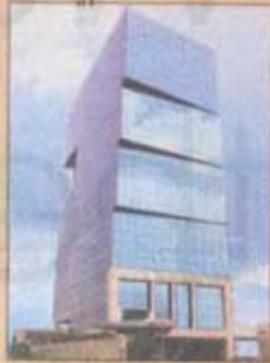
The visionary behind MARG, one of the fastest growing infrastructure organisations in India, is its CMX GRK Reddy. According to GRK, "One needs to visualise the future in the next 20-odd years and then work backwards to create economically, socially and culturally sustainable models."



MARG KARAIKAL PORT: STRATEGICALLY LOCATED PORT ON THE SOUTH EAST COAST OF INDIA

inshort

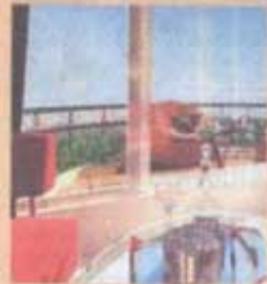
Ackruti City gets three certifications



Developer Ackruti City obtained three certifications from British Standards Institute (BSI) for its Ackruti Gold project in Bandra Kurla Complex (BKC). Ackruti Gold has won these awards ISO 14001:2004 for their environmental management system, OHSAS 18001:2007 for their occupational health and safety management system and PAS 99:2006 for their integrated management registration system. "With customer delight as our prime objective, we always strive to set new industry benchmark for each of our projects," said Hemant Shah, chairman, Ackruti City. Ackruti Gold is a commercial project consisting of a basement, a stilt level floor, a mezzanine podium and nine upper floors. It is located opposite the Asian Heart Institute and surrounded by headquarters of major banks and financial institutions.

as efficient land use, habitat preservation, effective management, efficient use of resource and enhanced quality of life for the occupants. It has been designed to facilitate restoration and preservation of the natural environment by encouraging strategies that aid interface between the built environment and natural environment. This approach will not only enhance the fabric of the planned development but also provide environments conducive for living and working.

Vijay Group and Anchor Realty's luxury project in Thane



Vijay Group, in association with Anchor Realty has launched an ultra premium luxury apartment project, 'Orion' at Ghodbunder Road in Thane. This project is estimated to cost approximately R 400 crores and includes three towers of 26 stories with over 1,25,000 square feet of recreational space.

The projects are open for booking starting November 20. The initial introductory offer is about R 7,000 per sq ft for 3 and 4 BHK flats, which are the largest in this segment.

The project also offers exclusive options of column-less design single floor flats of 5000 sq ft.

The project has been designed keeping in mind that there are no common walls between two flats. The floor-to-floor height is 11 ft. There are three levels of car parking provided.

Other amenities include rainwater harvesting, musical gardens, French windows by Fenesta, sliding doors ensuring sound and dust-proof flats, a gymnasium, sauna and jacuzzi, mini theatre, business centre, basket ball and tennis court, pool tables and jogging tracks.

Marg Swarnabhoomi gets IGBC rating

IGBC (Indian Green Building Council) has confirmed MARG Swarnabhoomi as the pilot project for India's first platinum rated city. This is a unique rating system that cities have recently started adopting. The rating system enables the designer to apply green concepts and criteria, so as to reduce environmental impact and consume less energy, which would in turn reduce the impact on global warming thereby increasing pollution-free environment. This IGBC Green Township rating systems addresses national priorities leading to benefits such

Green ratings for Marg township

The Indian Green Building Council (IGBC) has confirmed MARG Swarnabhoomi as the pilot project for platinum rated city in India, according to a press release from Marg Ltd. This is a unique rating system beginning to be adopted for cities to enable the designer to apply green concepts and criteria, to reduce environmental impact.

This IGBC Green Township rating systems addresses national priorities leading to benefits such as efficient land use, habitat preservation, effective management, efficient use of resource and enhanced quality of life for the occupants.

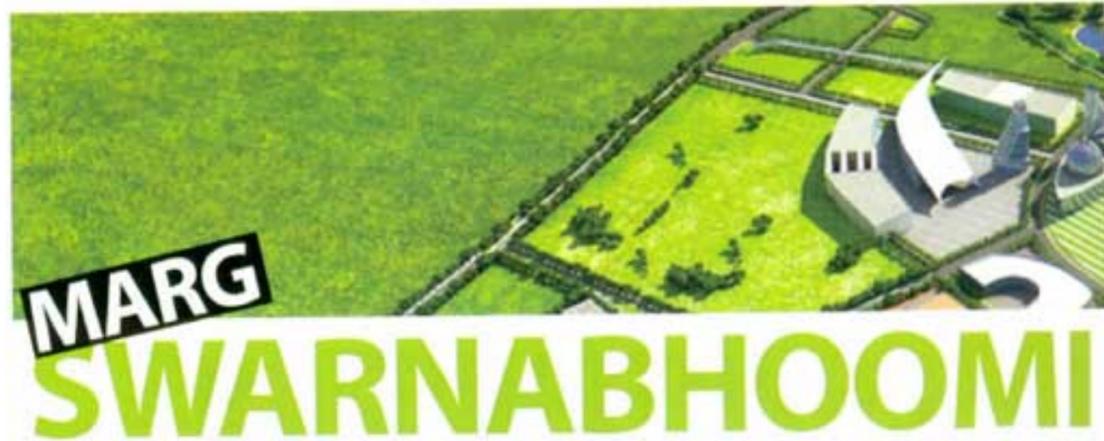
A challenge facing our cities is to meet the ever-rising demand for power, water supply and waste management. Efficient and effective use of resources is thus vital in augmenting the existing infrastructure.

With consistent commitment towards implementing Green measures and creating a liveable township, MARG Swarnabhoomi can be the first city to be certified under IGBC Green Township Rating, says Ar. Poorva Keskar, IGBC Co-Chair, Pune Chapter, in the release.

MARG Swarnabhoomi, promoted by the Chennai-based infrastructure company, is its flagship project in urban and industrial infrastructure. Buildings in Swarnabhoomi are implementing green designs targeting Gold rating and the IT Park is aiming for Platinum rating.

The Green Building movement in India has been spearheaded by IGBC since 2001. It provides the tools to facilitate the adoption of Green Building practices such as LEED India NC, CS, IGBC Green themes and IGBC Green Factories.

PROJECT TALK



Marg Group's flagship project, Marg Swarnabhoomi, integrates living with education, research and innovation and is aptly named as 'The land of new thinking.'

Marg Swarnabhoomi is an integrated city that represents an ecosystem that is people, energy and resource efficient. Based on the scenic East Coast Road (connecting Chennai to Puducherry) and designed by HOK, renowned architects from USA, Marg Swarnabhoomi reflects GRK Reddy's drive to master plan the social fabric and his vision to design a new product for life and future generations.

Use of eco-friendly and energy efficient technology at Marg Swarnabhoomi reflects the process of greening to create comfortable micro environments.

Basic philosophy

A great city is always reflected by its founding philosophy shaped by its people and by the quality of life it has to offer. GRK Reddy, Chairman & Managing Director, MargGroup, says, "Tier 2 cities are fast progressing to be 2 million population cities leading to ever increasing urbanisation issues like hygiene, pollution and traffic snarls." Based on urbanisation trends, India will require atleast 300 new cities with a minimum population of a million each. These will come in the form of



GRK REDDY, Chairman & Managing Director, Marg Group

existing city upgrades as well as new city development, leading to economies of scale and 30 per cent lesser energy consumption. This is a sign of things to come. Marg Swarnabhoomi is only leading this trend."

Reddy's basic business philosophy revolves around 'inclusive growth', 'sustainable development' and redefining the fundamentals of urbanisation. He believes a lot of thought needs to go in during the early stages of any infrastructure project. He wants to build large formats of small city-based ecosystems with easy access to educational institutions, factories and

industries, housing and healthcare. "Road and highway infrastructure companies need to understand Indian traffic patterns before the road plan is finalized," he avers.

Noble approach

Marg Swarnabhoomi, which he calls as the "Land of New Thinking" - is a global city of education research and innovation that brings together educational institutions, manufacturing and research companies, IT services firms, housing and healthcare facilities all under one roof. It has already roped in several companies including the likes of Grundfos India, Polyhose, Van Spall Associates, Virgo and Sumeet Machines in the engineering category. Strand Bioprocesses and Micro Therapeutics Research labs have been tied up in the Research & Innovation domain. Marg Swarnabhoomi has also partnered with Virginia Tech, the US-based university to set up a campus while a CBSE School and Swarnabhoomi Academy of Music (SAM) are already operational.

This project spread over 1,000 acres houses multi services and light engineering economic zones along with all support infrastructures like dedicated township and shopping and entertainment. The site is strategically located between Chennai and Pondicherry - 80 km from Chennai and

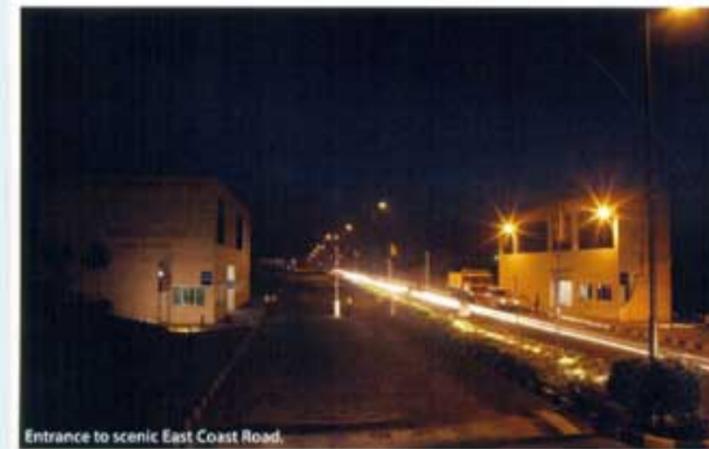
PROJECT TALK



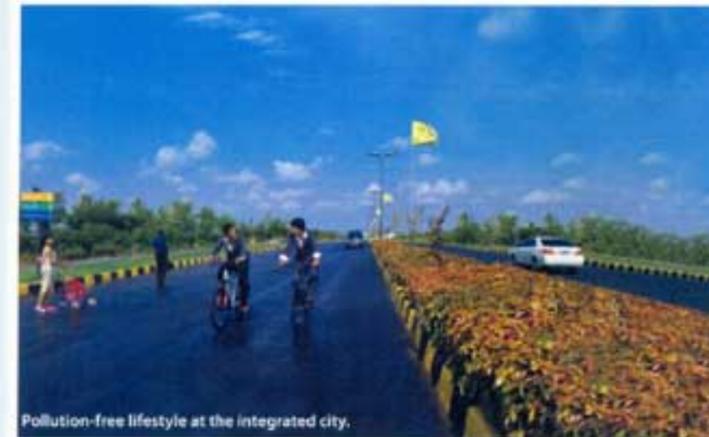
Located in the Latur block, Cheyyur Taluk, this project will be an engine for massive employment generation. Marg Swarnabhoomi is generating sizable employment which will grow to over a lakh in times to come. The Latur Block covers 41 Panchayat villages with a population of close to 80,000 people. The project is also accessible to youth seeking employment in the neighbouring areas of Kalpakkam, Puducherry, Tindivanam, Maduranthakam, Mahabalipuram and Chengalpet.

Setting an example

This project has been shortlisted as the pilot project for platinum rated city in India. This is a unique rating system by Indian Green Building Council (IGBC) that's just getting adopted for cities and "Marg Swarnabhoomi is privileged to get the pilot advantage," Reddy adds. The rating system by IGBC, which has spearheaded the Green Building system in India, enables the designer to apply green concepts and criteria, so as to reduce environmental impacts and consume less energy, which would in turn reduce the impact on global warming thereby increasing pollution free environment.



Entrance to scenic East Coast Road.



Pollution-free lifestyle at the integrated city.

scenic East Coast Road and 60 km before Pondicherry. One of the challenges for a project like MargSwarnabhoomi is that the gestation period is fairly long. Reddy says, "The

key is to take one thing at a time, without compromising on the long term vision. We're making progress in phases and at the end of each phase we do ensure it makes business sense as well."

Reddy explains the Marg nomenclature and the organisation philosophy around Marg Swarnabhoomi. He says, "Marg stands for - 'Models for Accelerated Regional Growth'. It's not only about Marg. This model of regional growth is something that can be adopted by several infrastructure companies across the country. We feel proud in taking the lead!"

Project type: An integrated city with two special economic zones for engineering and multi services, 14,000 homes, education and lifestyle options.

Location: off East Coast Road near Chennai.

Developer: Marg Ltd.

Architect: HOK, USA.

Size: Spread over 1,000 acres

INTERVIEW

'Indianise Masterplan for Infrastructure Development'

To design a successful and novel business model, it is essential to read the DNA of the region, which refers to cultural heritage, economic and other socio-economic factors, to arrive at the best mode of holistic regional development, especially with inclusive philosophy, tells GRK Reddy, Chairman and Managing Director of MARG, in an exclusive interview with Express. Excerpts:

As infrastructure segment is growing in the country and new players are entering this segment, your view on the direction the industry is gradually moving?

Infrastructure development should be properly planned and in tune with local geography and conditions. Rather than replicating models developed by other countries, we should have a proper master plan that should be Indianised.

Infrastructure should be able to adapt effectively towards minimizing the poten-

tial long-term disruption and cost to the economy. New infrastructure is planned, designed and built for the future impact on society.

Your view on government policies with regard to the infrastructure segment?

With the rapid growth of the economy in recent years, the importance and the urgency of removing infrastructure constraints have increased. Traditionally, power, railways, roads, ports, airports and telecommunications were the exclusive domain of the government. Policy has changed gradually over the past few years.

The Government-established India Infrastructure Finance Corporation is aggressive in providing long term financial assistance to infrastructure projects. Its cumulative disbursement target of ₹20,000 crore by March 31, 2011, and ₹25,000 crore by March 31, 2012, sounds very inspiring.

The allowance of tax free bond of ₹30,000 crore was

to be used by various government undertakings in 2011-2012 to provide a boost to infrastructure development in railways, ports, housing and highways development.

MARG Group seeks to become a leading global enterprise in the infrastructure segment. How do you plan to achieve this goal?

MARG's focus areas are marine infrastructure and industrial projects while residential real estate and commercial real estate will continue to be important business component.

International Infrastructure Consultants (IIC) has been retained by MARG for management, strategy, structure and processes of MARG EPC. This is intended to strengthen MARG's EPC competence, while positioning it strongly against competitors.

Other strategic alliances with world renowned international players, like PYCSA S.L., a Spain based company,



GRK Reddy, CMD

for jointly developing urban & rural infrastructure projects, LAGAN Construction (Ireland-based) for collaboration to strengthen the development in constructions of roads, airports, marine structures, water & sewage treatment plants and AECOM for master planning the Bijapur Airport will help us to scale up our opera-

tions.

We are undertaking EPC orders even in the north and have bid for several projects. In the northern region, the EPC division is executing orders of more than ₹450 crore for majors like MES, NBCC, LDA, BHEL, IOCL, HPCL, HUDA, HSC, and Northern Railways.

With an order book of Rs

3,597 crore, MARG is one of the fastest growing infrastructure companies in the country. By 2014, we hope to clock a group turnover of ₹5,000 crore. EPC will contribute 55 per cent of this billion-dollar turnover.

How has been the performance of companies infrastructure in Tamil Nadu?

Tamil Nadu has made tremendous progress in infrastructure development. Infrastructure development of Tamil Nadu is rated as one of the best in India. Tamil Nadu is in the forefront in providing an efficient transport service to the people. Also, Tamil Nadu offers state-of-the-art telecom infrastructure for high speed large volume data transfer and video conferencing, to meet the requirements of software/BPO companies. In the time to come, Tamil Nadu will be the leading state in the country in terms of infrastructure development.

What are the latest developments in MARG

Karaikal Port?

Karaikal Port - 2nd Phase expansion (capacity of 21 MMTPA) at a project cost of ₹1,569 crore to be completed by October 2011. Final phase expansion, project cost is ₹1,390 crore, which is expected to commence in 2014-15 and complete in 2016-17.

The port's key clients include Madras Cements, Chettinad Cements, Coal & Oil, JSW, Coromandel Fertilizers, Nagarjuna Fertilizers and Project Cargo. Container is seen as a huge opportunity in the east coast region. Container operations in a smaller manner will commence by April 2011.

CPCL has a captive terminal at Nagappattinam to import crude and export refined products. They have a jetty that is about one kilometre into the sea. The refinery has been operating at a level below the capacity for want of crude oil. Hence, an MoU has been signed with MARG Karaikal Port and CPCL to create a pipeline across the Vettar rivers linking the port and the CPCL's existing pipeline.

What are the differentiating factors of MARG Karaikal Port?

The main advantage of Karaikal Port is that the customers can lower their freight charges. This is mainly because of quick turnaround time due to higher discharge rates and no pre-berthing delays. By using Karaikal Port, the customers can save 150 kilometres of distance which is approx ₹300 per tonne (₹2 per km).

How is the real estate division MARG ProperTies performing? What is the latest update?

Having sold more than 2.5 million sq.ft. of residential space with many successful projects launched in the last one year, MARG ProperTies offer a wide range of affordable homes, urban smart homes, integrated townships & ultra luxury homes and is poised to build 20,000 homes. The company is planning to develop 10,000 homes in an approximately 10 million sq.ft in next three years.



MEDIA COVERAGE

EDUCATION @ MARG SWARNABHOOMI



MARG Swarnabhoomi emerges as education cluster

MARG Ltd., one of India's leading Infrastructure companies today announced that its flagship project, MARG Swarnabhoomi, christened as the city of education, research and innovation is fast emerging as a major education cluster. Swarnabhoomi Academic Institutions (SAI), a MARG education initiative, is aimed at addressing the global needs towards creating an equitable society by enabling young individuals to bridge the socio economic divide. Affordable quality education, skills development and employability enhancement training in identified industries, promoting our heritage & culture and vocational skills development are key focus areas for SAI.

Swarnabhoomi Academic Institutions (SAI) has embarked upon education ventures like Swarnabhoomi Academy of Music (SAM), MARG Navajyothi Vidyalaya, MARG Institute of Design and Architecture, Swarnabhoomi (MIDAS), Virginia Tech - India Campus and Finishing School (EXCEL), in the cultural corridor consisting of Mahabalipuram, Auroville and Kancheepuram, renowned for its architectural inspiration.

Besides these, a Centre of Excellence in Sustainable Studies that will take a uniquely integrated look at parameters like water, waste management, energy and green building initiatives, is also in the anvil.

Marg Swarnabhoomi Emerging as City of Education

ENS Economic Bureau

Chennai: Marg Ltd, one of India's leading infrastructure companies, has said that its flagship project Marg Swarnabhoomi, christened as the city of education, research and innovation, is fast emerging as a major education cluster for the new economy.

Swarnabhoomi Academic Institutions (SAI), a Marg education initiative, is aimed to address the global needs towards creating an equitable society by enabling young

individuals to bridge the socio economic divide.

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GRK Reddy

tre of Excellence in Sustainable Studies is also in the anvil.

About the developments, GRK Reddy, Chairman & Managing Director, Marg Group, said, "Our education initiatives are strategically located in the quite, green, pollution-free and pristine eco-system of Marg Swarnabhoomi. Also, the fact that students will be exposed to on-site training at Marg facilities and project sites, extensive interaction with our international partners and

faculty, and that meritorious students will be absorbed within the Marg Group is a key differentiating factor. We are building 60 million sq ft of development, two airports at Bijapur and Bellary and two sea ports at Karaikal and Mugaiyur, all for the benefit of our students."

Ganesh Ram, CEO, Marg Swarnabhoomi, said, "Senior managers at MARG have taken a pledge to dedicate 30,000 man hours to the Group's education activities annually."

Marg emerges as new edu hub

DC CORRESPONDENT

CHENNAI

MARG Swarnabhoomi, christened as the city of education, research and innovation is fast emerging as a major education cluster for new economy. Swarnabhoomi Academic Institutions (SAI), a MARG education initiative is aimed to address the global needs towards

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MARG launches institute of design and architecture

Gets approval from the Council of Architecture

Corporate Reporter

CHENNAI: MARG, a leading diversified infrastructure company, on Monday launched MARG Institute of Design and Architecture, Swarnabhoomi (MIDAS) at MARG Swarnabhoomi, 17 km from Kalpakkam near Chennai.

Addressing presspersons G. R. K. Reddy, Chairman and Managing Director, said considering the huge demand for architects and interior designers, MIDAS was launched in Swarnabhoomi, which is fast emerging as an education cluster for a new economy. Besides domestic and international exposures, students would get practical experience as there are lot of infrastructure available in MARG Swarnabhoomi, he said.

Ideal learning centre

Mr. Reddy said MIDAS would focus on nurturing, inspiring and equipping students with the best of knowledge, tools and training. MIDAS was approved by



MIDAS TOUCH: Art Director Thotta Tharani (right) inaugurating MIDAS on Monday at MARG Swarnabhoomi. Robin Singh, ex-cricketer and G. R. K. Reddy (left), CMD, MARG Group, look on.

— PHOTO: E-MAIL HANDOUT

the Council of Architecture (COA) and affiliated to the Anna University.

He said the Institute was in

close proximity to architectural landmarks such as Mahabalipuram, Puducherry and Kancheepuram, making it an

ideal learning centre. MIDAS was inaugurated by art director Thotta Tharani. Prof. Jayashree Deshpande, Director-in-charge, National Institute of Advanced Studies in Architecture (NIASA), Centre for Development Studies & Activities (CDSA) Campus, Pune and ex-Indian cricketer-cum-current Mumbai Indians coach Robjn Singh were also present on the occasion.

Mr. Reddy said the campus, spread over 7 acres with an exclusive built-up space of 43,000 sq. ft., had facilities such as futuristic studio, 24/7 computer access, 1,000-acre campus environment, world-class library and residential accommodation facilities.

Welcoming the first batch of students, Mr. Reddy said MIDAS was offering 5-year Bachelor Degree programme in Architecture Studies (B.Arch-Architecture Studies) and 5-year Bachelor Degree programme in Interior Designing (B.Arch-Interior Designing Studies).

Oscar-winning film's composer to head academy for music

TIMES NEWS NETWORK

B A Raju

Chennai: First was A R Rahman's K M Conservatory — a centre for aspiring musicians. Now, the residential Swarnabhoomi Academy of Music will open in July 2010. 'Guitar' Prasanna, who scored the music for the Academy Award-winning short film 'Smile Pinki', will be the president. Students will be taught Indian and Western music by an international faculty.



NEW ROLE: Chairman of MARG group G R K Reddy (second from left) handing over the first copy of Prasanna's (second from right) concert DVD 'Live In Sedona' to violinist A Kanyakumari

"Even if you are trained in music, the dynamics of how every musician approaches his music are very different. Although we have a tradition of teaching within our cultural boundaries, we need to throw open such musical education so a hundred students from different cultures can benefit. Our educational approach should adapt itself to it. Only then can learning music become holistic," said Prasanna during a press conference on Wednesday. Swarnabhoomi, coming up on 633 acres of land off the ECR, will include the 18,000-sq ft residential music school, said G R K Reddy, chairman and managing director of the Marg

Group, which is promoting the project. In the first year, the Academy will offer a one-year diploma course."

The aim is to help musically-oriented students attain a higher level, and internationally renowned musicians are being approached for delivering guest lectures, said Prasanna.

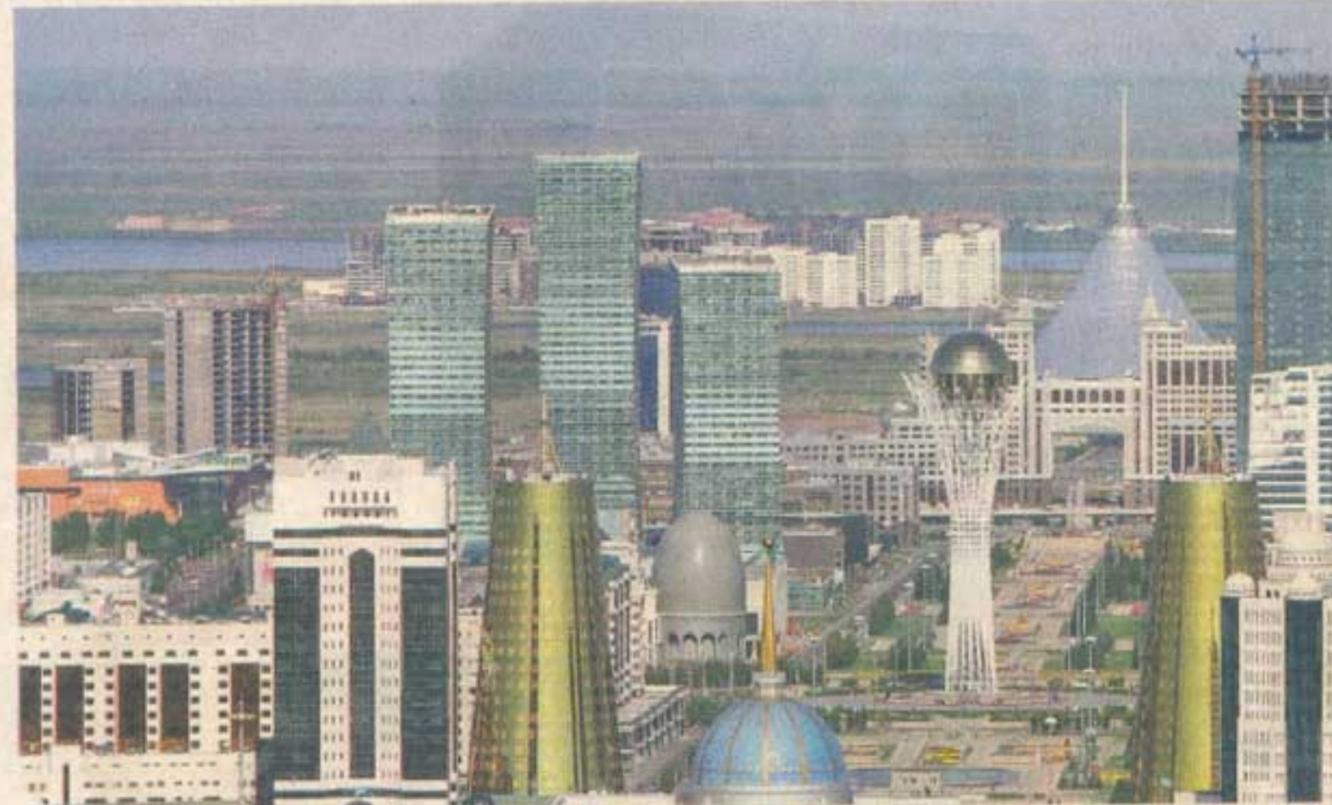
As a curtain-raiser, a week-long international workshop on contemporary music will be held from August 17. Further details can be had from music@margswarnabhoomi.com

REDIFINING THE ARCHITECTURE DEGREE



The MARG Group's new state-of-the-art architectural school will give students practical exposure, says **Lakshmi Kumaraswami**

FOR REPRESENTATIVE PURPOSE ONLY



The MARG Group's latest educational initiative is extra special for them - the infrastructure organisation recently launched an architecture school. MIDAS (Marg Institute of Design and Architecture Swarnabhoomi) has opened its doors to aspiring architects to learn the subject in a world-class environment.

The sprawling campus, located at Swarnabhoomi on East Coast Road, that already houses offices, housing projects and a school of music, offers two courses - B Arch and B Arch - Interior Design. According to GRK Reddy, Founder and Chairman of MARG, the school stands out amongst other schools because of the practical exposure students will gain. "They will see the construction of our buildings, gain

There will also be a special focus on sustainable environments and we will teach students the basics of architecture

hands-on experience from a social and financial angle. We will also provide job opportunities for eligible students at Swarnabhoomi," says Reddy.

The school, which is affiliated with Anna University, aims to inculcate international technology and techniques and moderate it in an Indian context. Jaffer AA Khan, Director of the school, says he plans to get the institution affiliated with RIBA (Royal

Institute of British Architects) in a few years. "There will also be a special focus on sustainable environments and we will teach students the basics of architecture. We hope to spend a lot of time in Mahabalipuram and Auroville, understanding designs that were constructed there years ago," he adds.

Apart from Indian faculty, the school will also bring in international faculty. Khan says he will also have guest speakers like architects Homi Khosla and Rahul Mehrotra. They also plan to conduct interesting seminars like "Urban planning principles in South Indian temples" and an art festival in the future. For admission details, log on to www.midas.ac.in.

lakshmi.kumaraswami@timesgroup.com

MIDAS builds golden ideas



TALKING IDEAS: A snapshot of a typical day at Marg Institute of Design and Architecture

MARG Institute of Design and Architecture Swarnabhoomi (MIDAS), approved by Council of Architecture, New Delhi and affiliated to Anna University, Chennai, offers B.Arch (Bachelor of Architecture) Degree programme. MIDAS is unique in terms of its approach to the whole idea of "Architecture". It focuses on "the spirit and essence of Indian culture" and intends to evolve over a period of time as an architecture institute that will bring a solution to human habitat problems.

Along with the curriculum of Anna University, MIDAS devises a unique pattern of well-researched exercises of international

quality and inspires the mind towards "thinking architecture" which has logic and reason. A graduate from MIDAS will become a responsible architect for a developing society. Architecture is taught here, not just as "building buildings" but to help look at things beyond the walls. It aims to be a trend setting school, breeding architects as leaders and not as subservient robotic characters.

MIDAS, a part of 1000 acre eco-system at MARG Swarnabhoomi, has an exclusive built up area of 43,000 sq. with a well equipped library, a futuristic studio, large spacious classrooms plus audio, video learning support and enables students to have access to 22.9 Million Sq feet

of 'Live' Lab. The faculty comprises highly experienced academicians and practitioners in the field of architecture.

The Institute is headed by Prof. Jaffer AA Khan, RIBA, RAIA, FRSA, who has over 27 years of teaching and practising experience in the field of architecture. The campus also has a swimming pool, basketball courts, multi-purpose sports ground, convenience store, 24 hours clinic and health care gymnasiums.

The curriculum at MIDAS is of international standards and the professors are from across the globe. This will enable every student to gain extensive knowledge with regard to international architectural standards and

movements, right here in India.

Commenting on MIDAS, GRK Reddy, Chairman & Managing Director, MARG Group, said MIDAS will not only cater to the needs of the budding talents in the country but also to the aspiring young talents from abroad. The course program is designed in such a way that the students get maximum domestic and international exposure keeping in mind the new trends in the field of design and architecture, he added.

AP Ganeshshram, CEO, MARG Swarnabhoomi and Education Services, said that MIDAS is structured to facilitate students foray into specialised areas such as retail design, lighting design, exhibition design, event and set design and ergonomics.

ELIGIBILITY FOR ADMISSION

A candidate who has secured an aggregate 50% marks at 10+2 level (with Mathematics as compulsory subject of examination) or at 10+3 Diploma level (recognized by Central/ State Governments) or at International Baccalaureate Diploma level, after 10 years of schooling, (with Mathematics as compulsory subject of examination) is eligible for admission into the B.Arch course. Additionally, a candidate should also pass the National Aptitude Test in Architecture (NATA) for admission into B.Arch Degree program approved by the Council of Architecture.

CAREER

Architecture is a noble profession as architects are responsible for the built environment in a society. For admissions, call 0-8754412325.

'BE THE ARCHITECT OF YOUR FUTURE'



...Says renowned architect Sanjay Mohe, as **SWETHA VISWANATHAN** listens in to his views on today's architecture programmes and the kind of talent available in the industry...

Architecture is my religion", says Sanjay Mohe, well-known architect and founder of Bengaluru-based Mindspace Architects. Sanjay was in the city recently, to address students of MARG Institute of Design and Architecture Swarnabhoomi (MIDAS) on the occasion of the institute's year-end exhibition at Lalit Kala Akademi. With over 30 years of experience in the field of architecture, it is little wonder that the prodigal alumnus of Sir JJ College of Architecture has created spectacular architectural works including research parks, factories, beach resorts, libraries and corporate offices. However, ever the one to offer advice and mentorship, Sanjay interacted with students of MIDAS, discussing at length their works, which include models of famous temples, Egyptian pyramids, geometric designs and art from waste. The event aimed to identify the best model for Madhya Kailash bus shelter and recommend its establishment to the Corporation of Chennai. As speaker at the exhibition, Mr Sanjay spoke extensively on the changes in philosophies of education that he

would like to witness.

"As a child, when people asked me what my ambition was, I readily replied that I wanted to become an architect", he says, in an exclusive chat. "Right after college, I did a few small projects with my teachers. The turning point in my career arrived when I went to Saudi for the Tower in Town project. I worked alongside eminent individuals who had immense architectural wisdom and experience. It was a great learning experience." After over two decades of work with Chandravarkar and Thacker Associates, Sanjay founded Mindspace, where he is currently Principal Architect.

Ask his take on architecture education in India and you get to know that he believes it must be issue-based as opposed to form-based. He opines that future ar-

chitects must lay greater emphasis on the purpose and significance of a structure rather than the structure itself. He advises strongly against blindly copying imageries from

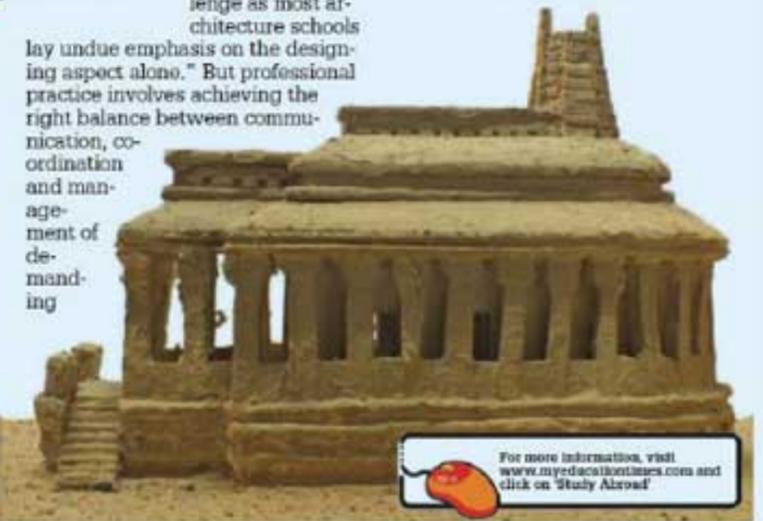
abroad, thereby encouraging each architect to find his/her own individualistic style:

"Globalisation has improved access to a wide range of technology and building materials. As a result, consumers today have become more demanding. However, this comes as a challenge as most architecture schools

lay undue emphasis on the designing aspect alone." But professional practice involves achieving the right balance between communication, coordination and management of demanding

clients. "Institutions must aim to fill the widening gap between education and profession," He says.

What does he think of the methods of teaching employed by professors of architecture? "Teachers must inculcate the value of patience and the art of appreciation in a student without compromising fundamental principles. It is important that the teacher be passionate enough inspire students and constantly challenge them to bring out their creativity." He states that teaching must not be linear and focus only on theoretical aspects; but multi-dimensional enough to hone students' professional competencies too. "Find your unique architecture philosophy, exploit your passion and be the architect of a bright future," he signs off.



For more information, visit www.myeducationtimes.com and click on 'Study Abroad'

The dawn of the millennium announced the arrival of the IT industry, which would, in the course of the next ten years, establish a stronghold in South India. The current decade however has announced the arrival of a new destination - India. All around the world, there's an enigma about our country, its culture and all that it stands for. No surprises then, that people want to travel here and even settle down in the country. This, even as the population of the country itself is ever on the rise. More people means more houses and houses these days need to stand apart. It is here that a great demand for architects exists, which in turn gives rise to the need to impart quality training in architecture at the university level.



ALL STUDENTS WHO CHOOSE TO STUDY ARCHITECTURE MUST WRITE THE NATIONAL APTITUDE TEST IN ARCHITECTURE (NATA) AND CLEAR IT WITH 80 MARKS OR MORE. SUCH IS THE QUALITY OF THIS EXAM THAT IT WOULD BE SAFE TO SAY THAT THOSE WITH GREAT PASSION FOR PURSUING A CAREER IN ARCHITECTURE, ARE THOSE WHO ARE MOST LIKELY TO CLEAR IT

try, are so in tune with our culture that our structures almost reflect this deep connect with our roots. In fact, this identity is perhaps one of our most treasured but runs the risk of being wiped out by the western-oriented architecture that today's textbooks are replete with. Our modern architects need to conserve this identity simply because it is part of our architectural heritage. This is also why schools like ours teach students to retain the native connect in all their works. Most expatriates turn to India to satisfy a spiritual void that can be filled only by sampling a part of our culture - our architecture being an example - that is one with its roots.

Most people would agree to the notion that the concept of design and space is as subjective as can get. However, with an eye on revolutionary designs - those that can change the thinking of a billion people - there's no denying that architecture in the country and State, is all set to go the extra mile and create for itself, one of the most promising industries for the near future. It was Winston Churchill who once said, "We shape our



EDU SPEAK

DESIGNS FOR TOMORROW

A steep rise in the demand for architects has made a Bachelor's in Architecture (BArch), the ideal course to meet the requirements of a growing population. JAFFER KHAN, Director, Marg Institute of Design and Architecture Swarnabhoomi, believes that India has what it takes to design buildings for tomorrow with the lessons of yesterday...



In Chennai, a B.Arch (Bachelor's in Architecture) is a five-year course that is regulated by the Council of Architecture, whose institutes are affiliated to Anna University. The syllabus is drafted by the university itself, although we at MIDAS plan on giving students something extra apart from the usual theory that their textbooks are full of, anyway. The primary subjects that a student must have studied in Class 12, to apply for an architecture programme at MIDAS are Physics, Chemistry and Mathematics. Fifty percent marks

in each of these subjects should do just fine. All students who choose to study architecture must write the National Aptitude Test in Architecture (NATA) and clear it with 80 marks or more. Such is the quality of this exam that it would be safe to say that those with great passion for pursuing a career in architecture, are those who are most likely to clear it. The NATA marks and a candidate's Board exam results are together calculated (with an assigned weightage provided to each component) and his final score determines his academic credentials. Why India? Why Chennai? It goes without saying that the best architecture is from this part of the world simply because we as a coun-

It was Winston Churchill who once said, "We shape our buildings; thereafter, they shape us." This simple statement has a great deal of meaning attached to it when you look at the bigger picture. In the last decade, architecture has meant so much to the human race. Not only has it defined who we are, but has even surpassed the heights of our imagination and gone on to become an art and science that has no boundaries.



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As told to Jude Sannith S

Theekathir-25th Aug'12

முதலாம் ஆண்டு மாணவர்கள் வரவேற்பு



சென்னை, ஆக. 22 -

காஞ்சிபுர மாவட்டம் கல்பாக்கம் அருகில் உள்ள மார்க் ஸ்வர்ணபூமி நகரில் அமைந்துள்ள மார்க் கட்டிடக்கலை கல்லூரியில் (எம்ஐடிஏஎஸ்) இந்த ஆண்டு சேர்ந்துள்ள மாணவர்களை வரவேற்கும் நிகழ்ச்சி புதனன்று நடைபெற்றது. இந்த நிகழ்ச்சியில் கிரேட்லேக்ஸ் நிர்வாகவியல் கல்லூரி நிறுவனர் பாலா பாலச்சந்திரன், மார்க் நிறுவனர் ஜி.ஆர்.கே. ரெட்டி உள்ளிட்டோர் கலந்து கொண்டனர். நாட்டின் பொருளாதார வளர்ச்சிக்கு உள் கட்டமைப்பு மிக முக்கிய பங்காற்றி வருகிறது. எனவே இந்த துறையில் உள்ள மாணவர்களுக்கு நல்ல எதிர்காலம் உள்ளது என்று எம்ஐடிஏஎஸ் இயக்குநர் ஜாபர் ஏ.கான் கூறினார்.

Times of India - Pune-2nd Aug'12

Jordan Rudess to visit India



Dream Theater's keyboard player will be teaching at a music academy in October 2012

Akhata Shetty

American keyboardist Jordan Rudess, best known as member of progressive metal band Dream Theater, will be visiting India in October. Jordan will be part of the guest faculty at Swarnabhoomi Academy of Music, Chennai. In a video uploaded by the academy, Jordan Rudess sent his greetings from Texas. He said: I am in Austin, Texas on tour with Dream Theater. This fall, I am going to be in India where I will be joining my friend Prasanna, and teaching there as a guest faculty member. Looking forward to seeing all of you in India. Confirming the news, Prasanna, president of the academy shares, "Jordan Rudess is excited to be teaching at the academy. He will be a guest faculty."

Dream Theater is an American progressive metal band which was formed in 1985 under the name Majesty by John Petrucci, John Myung, and Mike Portnoy while they attended Berklee College of Music in Massachusetts. The band took a step toward its modern lineup with the addition of keyboardist Jordan Rudess, who made his recorded debut on their sixth album, *Metropolis Pt. 2: Scenes from a Memory*.

In addition to playing in Dream Theater, Jordan has worked with many other artists including Liquid Tension Experiment, David Bowie, Steven Wilson, the Dixie Dregs and Enrique Iglesias among others. In 2011, Jordan toured as a special guest for select dates on Blackfield's summer tour, opening for them in Seattle, Portland, San Francisco, Los Angeles and Mexico City.

akhata.shetty@thehindu.com

The Hindu.07.05.09

MARG to launch music school

Staff Reporter

CHENNAI: MARG, an infrastructure company, and R. Prasanna, noted guitarist, will jointly establish Swarnabhoomi Music Academy, a professional music college, at MARG Swarnabhoomi, an upcoming project near here.

Announcing this at the press meet on Wednesday, MARG Group chairman-managing director GRK Reddy said that the music academy is part of the many other educational institutions that would come up at Swarnabhoomi shortly. The music school would be equipped with the state-of-the-art music instruments, quality faculty and world-renowned resource persons for guest lectures. "Mr. Prasanna had conceived the idea of starting a music school of international standard and we decided to support it by providing infrastructural facilities. It will redefine the way music is taught," Mr. Reddy said.

According to Mr. Prasanna,



Violinist Avasarala Kanyakumari (right), launches a DVD of guitarist R. Prasanna (second from right), in Chennai on Wednesday. MARG Group CMD GRK Reddy receives the first DVD.

- PHOTO: K.V. SRINIVASAN

who composed music for the Oscar-winning documentary film 'Smile Pinki,' the academy will satisfy the country's long-felt need for having a comprehensive music college that can prepare students for multiple career options in music. The academy would also serve as a platform for the young talents to shape up their ideas and to get to know the basics of different schools of music.

It will offer one-year diploma course in music and soon start a full-fledged four-year degree programme. Classes will begin in July 2010, he said. As on-going initiative, it would conduct a week-long workshop on contemporary music with international faculty in August 2009. 'Live in Sedona,' a DVD featuring Mr. Prasanna's latest live concert in Sedona, was released by his guru Avasarala Kanyakumari.



MESMERISING: Natalie John. PHOTO: SPECIAL ARRANGEMENT

Musical extravangaza

With a great line up and music ranging from classical to jazz to progressive rock, this was truly an epic concert. **ASIF AHMED**

What you'd normally expect to see at an Unseen Underground gig is hardcore metalheads and some pretty extreme metal bands. But this time Unseen Underground had something distinct yet amazing.

On a platter

J.A.M. II (Just About Music) was a Jazz and contemporary rock musical night featuring student groups from the Swarnabhoomi Academy of Music coached by drummer and clinician Benny Greb from Germany, contemporary Jazz maestro Prasanna, guitar virtuoso Ed Degenaro from California, bassist Steve Zerlin from Berkley College of Music, pianist James Carson and vocalist Natalie John.

This show was also apparently the Spring 2011 Graduation Concert for the academy; so the students and faculty were out in full force.

The evening started with a group of students playing alongside pianist James Carson. Singer Natalie John joined them with mesmerising notes on the saxophone.

The crowd was awestruck by the style of playing and the mixed sound harmonised through different genres of music from Indian classical to Jazz, blues to progressive rock. The crowd also enjoyed the *Land of Confusion* by Genesis covered phenomenally by the music crew.

Then it was time for the students who had successfully completed

Spring 2011 courses to collect their certificates.

After that the real madness started when Ed Degenaro came to stage with his fretless guitar solos and sweeps, harmonised with the mind-blowing voices of Ujjayinee-Roy and Natalie John.

Fusion night

Towards the end, a quartet comprising guitar maestro Prasanna, bassist Steve Zerlin, ghatam player Dr. Karthick and drummer Benn Greb, showed everyone what happens when Carnatic music meets modern Rock, with their skilful dexterity.

Whoever missed this show would regret missing an epic concert.

“

... what happens when Carnatic music meets modern Rock...

”

The-Hindu-16th-March-2012

Music mantra

WORKSHOP Swarnabhoomi Academy of Music organises a five-day musical camp, starting from March 23

Swarnabhoomi Academy of Music (SAM), the professional music college at MARG Swarnabhoomi, conducts a five day musical camp.

The residential camp starts on March 23 and will be on till March 27.

This camp will have national and international faculties including Prasanna from India, Sebastian Cruz from Columbia, Panagiotis Andreou from Greece, Manu Koch from Switzerland, Nicole Zuraltis from New

York and Harvey Wirht from Suriname.

The 5 day intensive performance camp in music will provide a platform for everyone right from top professional musicians, fledgling bands, amateur musicians to intermediate and beginner level musicians to get together and make music.

For details, log onto <http://www.sam.org.in/short-workshop.php>. The registration fee is Rs. 20,000 and it includes accommodation and meals.

Deccan-Chronicle-20th-June-2011

WHILE MY GUITAR GENTLY SINGS



It is time to strum a new tune on your guitar, get your beats in rhythm and add a new tune to your life. Swarnabhoomi Academy of Music (SAM), the prestigious musical academy from the aegis of MARG is all set to announce their forthcoming diploma certificate programme.

The programme commences on August 8, 2011 and will

end on December 16, 2011. The various modes of instruction for students include private lessons, performance labs, ensembles, ear training, class lectures, etc. To complement these means of instruction, there are recitals, jam sessions, concerts, a media centre, library and several other fun activities. SAM has partnered with the world's



largest print music publisher Hal Leonard Publishing to bring quality books, DVDs and instruction materials. Our top of the line gear includes Kawai Concert Grand, Upright and Digital Pianos, Mesa Boogie Lone Star, Mark V, Transatlantic and Express guitar amplifiers. The selection process involves candidates completing an online application on the website www.sam.org.in. The total fees for the diploma certificate program for the Indian students would be ₹ 3,57,000/- per person and for the students abroad it will be 8,000 USD.

New Indian Express - 3rd Aug 2012

New guard August 22, Swarnabhoomi Academy of Music

Celebrity composer, Jordan Rudess (from Dream Theater), will be the guest faculty at the academy this fall 2012.

Ten international artists from six countries have been signed on as full time faculty at the music school. The two year diploma course will commence on August 22. Details: 8056186754

Deccan Chronicle-6th Aug'12

Swarnabhoomi Academy of Music invites applications

DC CORRESPONDENT
CHENNAI, AUG. 6

Swarnabhoomi Academy of Music (SAM), the professional music college under the aegis of MARG Ltd, is all set to welcome the Fall 2012 batch of students for the diploma certificate programme. The one and two year diploma courses are scheduled to commence on August 22.

SAM's recent partnership with McNally Smith College of Music, USA, enables prospective students to transfer credits after graduation to pursue a degree programme at the American college with scholarship. Interested applicants can register for the course at www.sam.org.in.

This Fall, SAM has roped in international star facul-

The one and two year diploma courses are scheduled to begin on August 22

ty from six countries that promise to deliver an exciting and enriching learning experience for the students. The academy recently signed an articulation agreement with McNally Smith College of Music in Minnesota, USA. Through this arrangement, students pursuing a two-year diploma at SAM could get a degree from McNally Smith College of Music. As per the understanding, after completing the diploma programme from SAM, students can transfer up to 60

credits completed to the American Institute. In addition to the diploma, this would enable students to obtain a bachelor's degree after attending two years at McNally Smith.

Commenting on the developments at SAM, G.R.K. Reddy, chairman and managing director, MARG Group, said, "We have seen a transformation with 228 cumulative diploma and camp students from six countries, 46 faculty from 20 countries, an exchange partnership with McNally Smith College of Music and stellar support from top establishments in the music and education industry including Hal Leonard Publishing, Mesa Engineering, Kawai, Orange, Dixon, DW, Sabian, Meinl and other major players."

The Shillong Times
Date: 5 Aug 2012

Different learning experience

The Fall 2012 of Swarnabhoomi Academy of Music of Chennai has roped in international star faculty from 6 countries that promise to deliver an exciting and enriching learning experience for the students. The line up of the international faculties includes American Keyboardist best known as member of progressive metal band 'Dream Theater' and progressive Rock supergroup 'Liquid Tension Experiment', Pianist and Composer Jordan Rudess as guest faculty. In addition, the full time faculty includes Sofia Tosello (Argentina), Yuri Juarez (Peru), Deanna Witkowski (USA), Arthur Kell (USA), Karina Colis (Mexico), Fjoralba Turku (Albania), Juancho Herrera (Venezuela), Dario Boente (Argentina), Lonnie Plaxico (USA), Phil Maturano (USA), Prasanna (world renowned guitarist and composer) and Karthick (Internationally renowned Ghatam artist).

The SAM is all set to welcome the Fall 2012 batch of students for the diploma certificate programme from August 22. SAM's recent partnership with the world renowned McNally Smith College of Music, USA enables interested students to transfer credits after graduation to pursue a degree programme at the American college with scholarships.

Through this arrangement, students pursuing a Two year diploma at SAM can effectively get a degree from McNally Smith College of Music.

New-Indian-Express-27th Feb'11

Explore the Musician in You at Swarnabhoomi's five-day Camp

Swarnabhoomi Academy of Music (SAM), the professional music college at MARG Swarnabhoomi set up by India's fastest growing integrated infrastructure company – MARG Limited, in partnership with world renowned guitarist and composer Prasanna, would be conducting a five-day musical camp involving faculties of both national and international fame. The camp would begin on March 23 and would go on till March 27, this year.

SAM known to bring together musicians from across the globe will see a congregation of musicians from as far as USA this time. The five-day intensive performance camp in music will provide a platform for everyone from top professional, fledgling bands, amateurs, intermediate and beginner level musicians to come and share the joy of learning and making music together with world class faculty and facilities. The star faculties are Prasanna from India, Sebastian Cruz from US, Panagiotis Andreou from Greece, Manu Koch from Switzerland, Nicole Zuraitis from US and Harvey Wirht from Suriname. These camps are fully

residential and to register, one can log on to <http://www.sam.org.in/short-workshop.php>

The fee for registration is ₹20,000, which includes accommodation and meals for five days.

certificate programme in music performance in July 2010. SAM's innovative curriculum is giving musicians a distinctive edge and a multi-cultural musical vocabulary thus preparing them for exciting careers of

night sky and a magical quietude will be your backdrop for making creative music.

At SAM, learning happens 24 hours. To find an impromptu *clave-meets-carnatic* or *samba-meets-*

THE MARG SWARNABHOOMI

MARG Swarnabhoomi, the flagship project of MARG is being developed as an inclusive and integrated new paradigm city based on the principles of new urbanism with unique offerings for education, research and innovation. This integrated city will house a R&D hub and an innovation led futuristic science park supported by an educational, commercial and residential framework. MARG Swarnabhoomi has been designed to be an inspirational habitat based on the principles of "new urbanism" where education, research and innovation will co-exist in a stress free atmosphere.

GRK Reddy proudly calls MARG Swarnabhoomi as the "Land of New Thinking" – the global city of education, research and innovation that brings together educational institutions, manufacturing and research companies, IT services firms and housing

and healthcare facilities all under one roof. It has already roped in several companies including the likes of Grundfos India, Polyhose, Van Spall Associates, Virgo, Sumeet Machines and TVS Kwikpatch in the engineering category. Strand Bioprocesses and Micro Therapeutics Research labs have been tied up in the research and innovation domain.

MARG Swarnabhoomi has also partnered with Virginia Tech, the US-based university to setup a campus. Swarnabhoomi Academy of Music and MARG Navajyothi Vidyalaya are already operational. MARG Swarnabhoomi has been short listed by IGBC as a pilot project for "platinum" rated city in India. This is a unique rating system by Indian Green Building Council and MARG Swarnabhoomi is privileged to get be IGBC's pilot project for the first platinum rated city in India.

SAM is the first ever professional college of music in India to offer a range of programmes in contemporary music that includes rock, jazz, classical and world music. With voice, guitar, piano, bass, drums and Indian percussion performance as its focus, SAM has started its first diploma

21st century music.

SAM is a modern gurukula commune of learning, about 80 km from Chennai in Swarnabhoomi. SAM's four-acre campus is located in beautiful lush green surroundings where the soul of rural India shines. The breathtaking sunrises and sunsets, an awe inspiring

kopanitsa jam sessions on tables with knives, spoons and forks in our dining room at any time of the day is part of everyday life here. All students, staff and faculty live in the apartment complex next to the main campus and dine in our gourmet multi-cuisine facility.

Expect performances, master classes on rock guitar and piano and an interactive presentation by Cliff Wittstruck, courtesy Swarnabhoomi Academy

In the name of **music**

SWARNABHOOMI Academy of Music has seen stars like Divya Lewis and Alyssa Mendonsa emerge from its classrooms. This weekend will see the third edition of the annual five-day music performance (till March 27). International musicians and budding stars will share a platform and define the music industry through lectures, focus group discussions and performances.

Behind the festival

The success of the Swarnabhoomi Academy of Music's (SAM) music camp when it was launched, prompted Prasanna, president, to integrate academics with cultural performances. "The musicians of the previous editions felt that spending five days with some of



the greatest musicians in the world, in a residential camp, was a dream," he says. Earlier participants were Grammy Award winner Rodney Holmes and MacArthur Fellow Dafnis Prieto, among others.

Who will perform

The course modules feature seminars on gig preparation, band performances (Turkish to reggae and African music), masterclasses on composition and improvisation and performances. One of the scheduled highlights is a presentation by Cliff Wittstruck, the provost of McNally Smith College of Music, USA, on the upcoming exchange partnership programmes.

The big sound

The event will culminate in a concert on Tuesday evening. Entry is free.

Details: sam.org.in

— RI

Deccan-Chronicle-8th May'12



MARG Swarnabhoomi signed an MoU with Limkokwing University of Creative Technology, Malaysia to offer innovative programmes.

New-Indian-Express-14th May'12



MARG INKS MOU WITH LIMKOKWING UNIVERSITY: MARG Limited has signed a memorandum of understanding with Malaysian-based Limkokwing University of Creative Technology. The MoU was signed between AP Ganesh Ram, CEO - MARG Swarnabhoomi and Education Services and Dato Prof. Gail Phung, Senior Vice-President, Corporate Development Limkokwing University of Creative Technology Worldwide in the presence of GRK Reddy, CMD, MARG Group. Through this partnership, MARG Group and Limkokwing University will introduce industry-driven programmes on Games, Animation, Creative Multimedia, Advertising, Fashion & Hair Design, Interior Design, Product Design and Tourism Management etc.

VOCATIONAL COURSES

CIT to offer courses at MARG



A.P. Ganesh Ram, CEO, MARG Swarnabhoomi, and Neil Fernandes, managing director, CIT, pose with the MoU.

**DC CORRESPONDENT
CHENNAI**

With an aim to train students in vocational programmes Marg limited signed a memorandum of understanding with Central Institute of Technology (CIT), Australia, to offer various vocational courses in India by setting up a centre at MARG Swarnabhoomi, near here.

Neil Fernandes, managing director, CIT and A.P. Ganesh Ram, chief executive officer, MARG Swarnabhoomi signed the MoU.

Initially, CIT and MARG will offer vocational courses in the area of music business, architectural technology and building, civil, structural engineering and drafting, furniture and industry and interior design, mining and interactive multimedia. G. R. K. Reddy, chairman and managing director, MARG group said, "Our education city within MARG Swarnabhoomi will soon house leading international education brands from all over the world. The partnership with CIT is

aimed at addressing the growing demand for quality vocational education in India. The current scenario calls upon highly specialized and globally competitive talent to meet our industrial needs".

MARG will earmark necessary infrastructure upto one lakh Sq.ft. at Amrita park in Swarnabhoomi for delivery of selected courses.

"The serene environment and high quality vocational courses will set standards in academic proficiency," Mr Neil Fernandes said.

■ Standalone unit of university to be launched in SEZ near Chennai

Virginia tech plans R&D centre

K. SREEDEVI | DC
CHENNAI

Irked over the inadvertent delay in the clearance of the Foreign Education Providers' Bill, some of the global varsities are keen to set up their base in India through innovation centres.

These centres, which aim to provide the necessary base for research and development activity in the country, are being set up as stand-alone units of the universities.

Many varsities, including Virginia Tech of the US and a few from Malaysia and Australia, are exploring the option to take their baby steps into India through small R&D centres city. In fact, the first innovation centre of the Virginia Tech is all set to go live in a couple of months in the private special economic zone (SEZ), near Chennai being developed by MARG.

"The centre of Virginia Tech University will go live on January 26. This will initially employ about 50 researchers who will be working on nanotechnology and others," said Mr G.R.K. Reddy, CMD of MARG group. The



Virginia tech

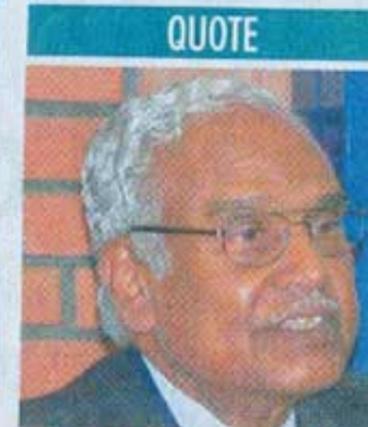
SEZ has earmarked about six lakh square feet of space for such innovation centres.

"We are also in tying with a few other Malaysian and Australian varsities who are keen to set up such innovation centres in India," he added.

It is reported that this move by foreign varsities is a result of the extraordinary delay in approving the Bill in the Parliament. Though the first draft of

the Foreign Education Providers' Bill was first drafted in 1995, it underwent a series of revisions with the final version getting approved by the Union Cabinet only in March 2010.

A parliamentary standing committee has submitted its final report to the Union HRD ministry and minister in-charge Kapil Sibal hopes to introduce the bill in Parliament in winter session starting



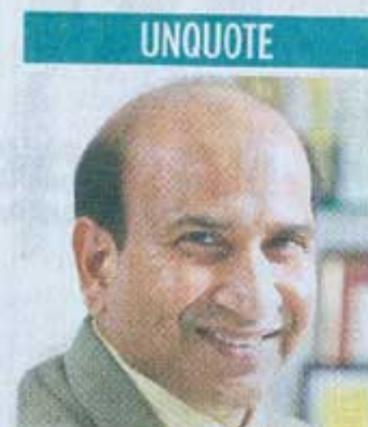
DR. ANANDAKRISHNAN

Many of the foreign universities have evinced plans for such research centres but they have not figured out a business model for that

from November end.

With the Central government outlining an ambitious target of achieving up to 30 per cent of gross enrollment ratio in higher education by 2017, end of the 12th five-year plan, many foreign varsities, especially from the US, are eyeing India as the next big opportunity.

Dismissing such innovation centres as a pressure tactics of varsities for an early passage of the bill,

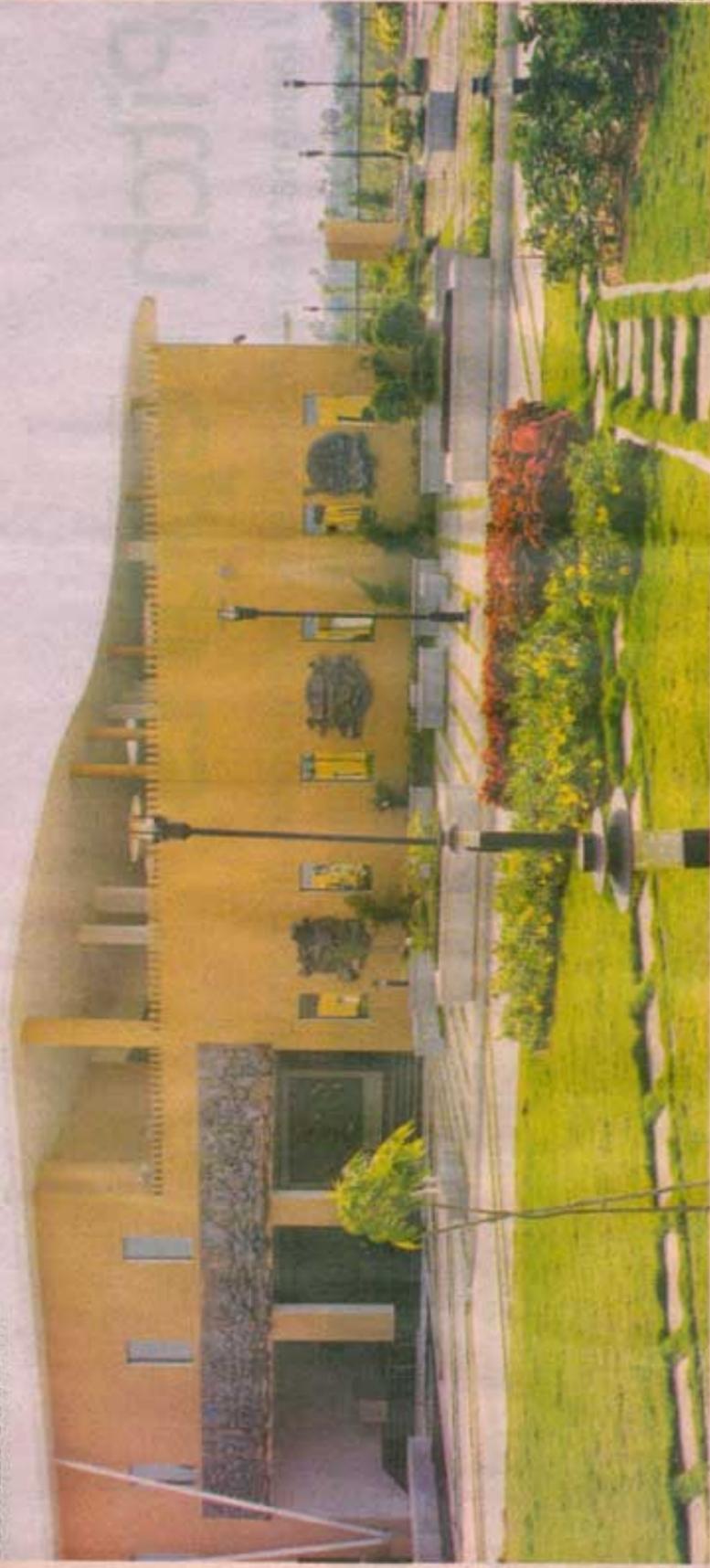


MR. G.R.K. REDDY

The centre of Virginia Tech University will go live on January 26. We are also tying up with a few other Malaysian and Australian varsities

Dr M. Anandakrishnan, former Anna University vice-chancellor and chairman-IIT Kanpur said, "Many varsities have evinced plans for such research centres but they have not figured out a business model for that."

However, a few others in the academic community feel that the Bill could give an opportunity for bright students to get quality education at a nominal cost.



WAYNE FERNANDEZ

The Swarnabhoomi Academy of Music (above); student Homi Rustomji (centre) with faculty Benny Greb and Ed DeGenaro (below); founder Prasanna (below right)

Mention "music school" and "Chennai" and A.R. Rahman's KM Music Conservatory is what comes to mind. But there's another equally ambitious music venture that has come up 75 km outside the city, the Swarnabhoomi Academy of Music (SAM). Located on the scenic East Coast Road, the school is looking to transform the way contemporary music is taught in the country — a welcome change for Indian musicians who previously had few options beyond the friendly neighbourhood guitar or drum teacher.

The school is the brainchild of guitar virtuoso Prasanna (who has played with legends like Steve Smith and Victor Wooten). His idea is to offer world-class instruction in a variety of styles spanning Western and Indian music right here in India. This he is able to do with the faculty he has assembled, using his networks as a performer and artiste of international repute. Acclaimed performers from as far as USA and Suriname have chosen to live in India and work full-time at SAM, teaching the students the finer aspects of musicianship. The current faculty includes bass player Steve Zarlín, guitarist Ed DeGenaro, singer Natalie John, drummer Lyndon Rochelle, keyboard player James Carson and ghatam exponent S. Kartik (go ahead, Google the names). Renowned drummer Benny Greb has just wrapped up a three-week stint at SAM.

The faculty and students of SAM are already revolutionising the live music scene in Chennai with regular concerts of a standard rarely seen elsewhere in the country. From contemporary jazz to pop, rock and reggae these performances, typically in pubs, have opened the ears of Chennai music aficionados — hitherto accustomed to such a standard only when it comes to Carnatic music — to the pleasures that "Western music" holds. DeGenaro has assembled The Ed DeGenaro Group, which has found a faithful following among music-lovers in Chennai as well as in cities like Kolkata and Bangalore where they have toured.

Prasanna has partnered with real estate developer MARG for the venture, and the school is thus situated on a four-acre space in the latter's sprawling mixed-use development. SAM inducted its first batch of students in 2010, and at the moment offers six-month diplomas



VINAY ARAVIND



Play school

Guitar legend Prasanna's academy is looking to transform the way music is taught in the country. Vinay Aravind finds out if it really is the Berklee of India

in a wide range of music styles on a variety of instruments and voice, with plans to offer courses of a longer duration.

Conversations with faculty and students paint a picture of a free-spirited school where teachers, staff and students live in the same block, and instruction, interaction and jam-sessions go on into the wee hours of the morning. Current student Homi Rustomji describes SAM as "wonderful, life-changing... we don't want it to ever end". This is a sentiment echoed by every student spoken to, and one of them, Gokul Ramdas, has even stayed on as a teaching intern.

Ramdas is an engineering dropout from Kozhikode who, after dabbling in sound engineering, saved up money to pay the ₹2.5-lakh fee for the six-month course at SAM, specialising in voice. Ramdas describes the education at SAM as a "spiritual experience." He insists that his stint at SAM has led to a profound improvement in his abilities as a singer.

The academy's operations are headed by Shyam Rao, a stalwart on the Chennai music scene, who has played the drums

for many bands. When Prasanna was setting up SAM, he asked Rao to come on board as vice-president. It didn't take Rao long to decide to drop his IT career of decades to take up what he thought was an "exciting project". He says the idea was to make SAM the "MIT of music".

Prasanna himself is a combination of driving force and brand ambassador for SAM, promoting the school and inviting faculty while touring the world as a performing musician. He insists that SAM is not merely a school where musicians come to improve their skills. "SAM is in between an ashram, a gurukul and a college. It is a very Indian concept, reflecting the global Indian outlook. Musicians come here to absorb a truly global musical experience," he says.

The student pool at SAM is drawn from all over the country and abroad. Rustomji maintains that "there is no place like this in India, or anywhere in Asia. For a comparable education, students would have to go to the US." Rao also claims that SAM is a venture that can stand on its feet financially, and that the break-even horizon is not very far.

But Bruce Lee Mani, frontman of

popular Bangalore band Thermal and a Quarter, sounds a note of caution about the utility the school can deliver. "The fees are on the higher side, and professional musicians may not be able to afford to take six months off, even if it is to learn from such brilliant faculty." However, he adds that "when you look at the cost of SAM versus say Berklee, and the fact that there simply exists the opportunity to learn from these musicians right here in India, it's a tremendously positive development".

There is no denying that SAM is a bold, unprecedented experiment in Indian music education. But for all the excitement and enthusiasm from different quarters, these are still early days. It remains to be seen whether these standards can be maintained over the long term, and whether the products of SAM can find enough of a market for their newly-acquired skills. For the sake of quality and diversity in Indian music, one cannot help but hope this experiment succeeds.

Vinay Aravind is a lawyer-turned-photographer based in Chennai



MEDIA COVERAGE

RESEARCH & INNOVATION @ MARG SWARNABHOOMI



Marg to set up science park at Swarnabhoomi

A world class facility for cutting edge research in life sciences technologies

MARG Limited, recently announced the setting up of the MARG Science Park, a facility for cutting edge research in life sciences technologies, at MARG Swarnabhoomi. The foundation stone for the Science Park was laid by Dr. Rajendra Kumar Pachauri, Chief, Intergovernmental Panel on Climate Change; Director General, TERI; & Head - Yale Energy and Climate Institute. Dr. Pachauri shares the 2007 Nobel Prize for peace with Al Gore on Climate Change for the Intergovernmental Panel's work to alert the world to the threat of global warming.

Speaking on the occasion, Dr. Pachauri said, "It gives me immense pleasure to inaugurate the MARG Science Park in Chennai and to dedicate the same to one of the greatest sons of Modern India, Bharat Ratan, C. Subramaniam. MARG Science Park has the potential to become a world class facility and a great centre for cutting edge research in the area of life sciences in India." MARG Science Park will be spread over 40 acres and would house world class ready-to-use wet laboratory space for research in various sectors of life sciences such as biotechnology, biopharmaceuticals, contract research, nanotechnology, agri-technology, medical devices etc. A Technology Incubator Centre and a Bio-IT Zone suitable for bio informatics & data centres will also be a part of it.

MARG science park coming up on Chennai-Puducherry road

MARG Limited, leading diversified infrastructure development company, announced the setting up of the MARG Science Park, a world class facility for cutting edge research in life sciences technologies, at MARG Swarnabhoomi. The site is strategically located between Chennai and Pondicherry - 80 kms from Chennai on scenic East Coast Road and 60 kms before Pondicherry.

The foundation stone for



GRK Reddy, CMD, MARG Group speaking during the function

the Science Park was laid by Dr. Rajendra Kumar Pachauri, Chief, Intergovernmental Panel

on Climate Change; Director General, TERI; & Head - Yale Energy and Climate Institute.

GRK Reddy, Chairman and Managing Director, MARG Group said that the MARG Science Park is an important milestone in translating the company's vision into a thriving reality. The cleaner environment with lesser pollution and the tranquil surroundings will be an ideal platform for scientists to undertake research with peace of mind.

MARG sets up science park near Chennai

By Bureau

Chennai, Sep 9: MARG Limited, a diversified infrastructure development company, on Thursday announced the setting up of the MARG Science Park, a facility for cutting edge research in life sciences technologies at its Swarnabhoomi project, 100 kms from Chennai. The foundation stone for the park was laid by Rajendra Kumar Pachauri, chief, inter-governmental panel on climate change; director general, TERI and head - Yale Energy and Climate Institute.

Spread over 40 acre, the park will house world class ready-to-use wet laboratory space for research in various sectors of life sciences such as biotechnology, biopharmaceuticals, contract research, nanotechnology, agri-technology and medical devices. The state-of-the-art facility will be complemented with excellent lifestyle amenities and business support services to make it a favoured destination for the

top players of the life sciences industry.

The science park will also house a technology incubator centre to support start ups in life sciences and a bio-IT zone suitable for bio informatics & data centre. The park has been envisioned as an 'innovation led futuristic research hub' set in an inspiring setting and will leverage the 'knowledge and innovation ecosystem' of MARG Swarnabhoomi.

GRK Reddy, chairman and managing director, MARG group, said, "The park is an important milestone in translating our vision into a thriving reality. We are happy to have Pachauri whose environmental contributions need no mention to do the honours. The park is ideally located at our Swarnabhoomi project which will have 24x7 inclusive facilities. The cleaner environment with lesser pollution and the tranquil surroundings will be an ideal platform for scientists to undertake research with

peace of mind. The park will therefore be an ideal breeding ground for a self sustaining and technologically fertile environment"

The park would be the first platinum rated science park in the country. It is already a member of the International Association of Science Parks (IASP), the largest global network of science and technology parks. The park will have a working alliance with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), a United Nations agency, for setting up an integrated agro-processing zone in the science park consisting of an agro-incubation centre, testing lab. This would give impetus to agri-related research and commercialization of research outputs from ICRISAT.

A technology incubation centre will be created with support from Centre to facilitate start-up incubation in life sciences research and would consist of laboratory modules for research.

Sethu project may be delayed, says Pachauri

M R Venkatesh

MAMALLAPURAM (TN): The controversial Sethusamudram Ship Channel Project (SSCP) to deepen the seas off Rameshwaram in South Tamil Nadu that may pave the way for a direct navigable link between the East and the West coast, could be delayed further as the Environmental Impact Study (EIS) would be submitted only in the middle of next year.

Speaking to reporters on Thursday after initiating work for a new science park 80 km away from Chennai, the head of the six-member committee appointed by the prime minister to study the project, Rajendra Kumar Pachauri, said the study needs to be conducted over a 12-month period to collect all parameters, including wind velocity, wave movements, sea conditions, turbidity etc.

"Unless we come up with all the data, we will not be able to take a position on the SSCP," Pachauri made clear when asked about what he thought of the project's environmental viability amid serious green concerns.

Pachauri also stated that the panel was carrying out the EIS in full-swing along the contentious areas where the canal was proposed to be built.

Pachauri's observations made it clear that forward movement in the project is unlikely before June 2011, despite the Centre's assurances to the Supreme Court that the committee had been asked to submit the report "as early as possible".

The prime minister had appointed the panel in July 2008 to take a thorough re-look into the project following environmental and religious opposition to it.

Pachauri, who heads the Nobel Prize-winning United Nations Intergovernmental Panel on Climate Change (IPCC), was here for the stone-laying ceremony for 'Marg Science Park', a world class facility developed by the GRK Reddy-headed 'Marg Limited'.

The facility would be used to carry out frontline research in life sciences, biotechnology, Nanotechnology and agriculture sciences. Its first research centre named after the late Union Minister C Subramaniam, who had played a key role in India's first 'Green Revolution'.

DH News Service

Science Park from Marg

MARG Ltd, the Chennai-based diversified infrastructure development company, has launched MARG Science Park, a modern facility for cutting-edge research in life sciences technologies, at MARG Swarnabhoomi.

According to a press release, Dr Rajendra Kumar Pachauri, Chief, Intergovernmental Panel on Climate Change, laid the foundation stone for the research facility.

The 40-acre MARG Science Park will house world-class ready-to-use wet laboratory space for research in various sectors of life sciences, such as biotechnology, biopharmaceuticals, contract research, nanotechnology, agri-technology and medical devices.

Complementing this will be lifestyle amenities and business support services to make it a favoured destination for top players in the life sciences industry.

A Technology Incubator Centre to support start-ups in life sciences and a Bio-IT Zone suitable for bio-informatics and data centres will also be a part of the Science Park.

Marg Swarnabhoomi, the flagship initiative of Marg, is a 1,000-acre city under development for business, living and learning master planned by renowned architects HOK, US. It is located 80 km south of Chennai, on the East Coast Road leading to Puducherry. This project houses multi services and light engineering economic zones along with a dedicated township.

Marg Science Park at Swarnabhoomi



Marg Science Park, spread over 40 acres, has the potential to become a world-class facility and a great centre for cutting-edge research in the area of life sciences in India, according to Pachauri

MARG LIMITED, India's leading diversified infrastructure development company, recently started the Marg Science Park, a world class facility for cutting edge research in life sciences technologies, at Marg Swarnabhoomi on ECR. The foundation stone for the Science Park was laid by Rajendra Kumar Pachauri, Chief, Intergovernmental Panel on Climate Change. Pachauri shared the 2007 Nobel Prize for peace with Al Gore on Climate Change for the Intergovernmental Panel's work to alert the world to the threat of global warming.

Speaking on the occasion, Pachauri said, "It gives me immense pleasure to inaugurate the MARG Science Park in Chennai and to dedicate the same to one of the greatest sons of Modern India, Bharat Ratna C Subramaniam. Marg Science Park has the potential to become a world class facility and a great centre for cutting edge research in the area of life sciences in India."

Marg Science Park, spread over 40 acres, would house world class ready-to-use wet laboratory space for research in various sectors of life sciences such as biotechnology, biopharmaceuticals, contract research, nanotechnology, agri technology, medical devices, etc. The state of the art facility would be complemented with excellent lifestyle amenities and business support services to make it a favoured destination for the top players of the life sciences industry.

The Marg Science Park is envisioned as an 'innovation led futuristic research hub' set in an inspiring setting and will leverage the 'knowledge and innovation ecosystem' of Marg Swarnabhoomi. GRK Reddy, Chairman and Managing Director, MARG Group, said, "Marg Science Park is an important milestone in translating our vision into a thriving reality. It is ideally located at Marg Swarnabhoomi which will have 24x7 inclusive facilities. The cleaner environment with lesser pollution and the tranquil surroundings will be an ideal platform for scientists to undertake research with the great peace of mind."

Marg Science Park would be the first Platinum Rated Science Park in the country; it is already a member of the International Association of Science Parks (IASP), the largest global network of Science and Technology Parks.

The flagship initiative of Marg Group, the Marg Swarnabhoomi, a new paradigm city for business, living and learning, master planned by renowned architects HOK, USA, is being developed on the scenic East Coast Road connecting Chennai and Puducherry.

- RR



Science Park to come up at Swarnabhoomi

NT Bureau

Chennai, Sept 10:

Marg Limited on Thursday announced the setting up of Marg Science Park, a 'world class' facility for research in life sciences technologies at Marg Swarnabhoomi on East Coast Road.

The foundation stone for the park was laid by Rajendra Kumar Pachuri, chief, Intergovernmental Panel on Climate Change, director-general, TERI; and head - Yale Energy and Climate Institute. Speaking on the occasion, Rajendra Kumar said Marg Science Park has the potential to become a world class facility and a great centre for cutting edge research in the area of life sciences in India.

"I believe the next area of sunrise technology that India must excel in is in the field of life sciences just as we have excelled in information technology and services", he added.

Pachuri expressed confidence that the science park will be an outstanding development in the national endeavour for reaching this goal.

Marg Science Park will be spread over 40 acres and would house ready-to-use wet laboratory space for research in various sectors of life sciences such as biotechnology, biopharmaceuticals, contract research,



Rajendra Kumar Pachuri, chief, Intergovernmental Panel on Climate Change, director-general, TERI; and head - Yale Energy and Climate Institute lighting the traditional lamp to mark the laying of a foundation stone for a science park at Marg Swarnabhoomi on Thursday. Marg Group chairman and managing director GRK Reddy is also seen.

nanotechnology, agri-technology, and medical devices. The facility will be complemented with lifestyle amenities and business support services.

Marg Science Park, business head, K S Shashidhar said the facility would be the first platinum rated science park in the country. The park will have a working alliance with the International Crops Research Institute for the Semi-Arid Tropics, a

United Nations agency, for setting up an integrated agro-processing zone consisting of an agro-incubation centre and testing lab.

A Technology Incubation Center (TIC) would be created with support from government of India to facilitate start-up incubation in life sciences research and would consist of laboratory modules for research and development.

>> WORLD CLASS SCIENCE PARK

MARG Limited has announced the setting up of the MARG Science Park, a world class facility for cutting edge research in life sciences technologies, at MARG Swarnabhoomi. The foundation stone for the Science Park was laid by Dr Rajendra Kumar Pachauri, Chief, Intergovernmental Panel on Climate Change. The Science Park will be spread over 40 acres and would house world class ready-to-use wet laboratory space for research in various sectors of life sciences

BPO firm taps rural potential

DC CORRESPONDENT

CHENNAI

May 23: For the young men and women living in villages near East Coast Road, the launch of a rural BPO and a finishing school by Exemplarr Worldwide at Marg Swarnabhoomi is a blessing in disguise. Diploma and degree holders, who otherwise would have to shift to cities to take up jobs, are now happy to work at a place closer home.

Easy commuting, decent salaries, state-of-the-art facilities and a good scope for growth are some of the reasons that have attracted youth to work in this rural BPO. The finishing school, which will function from inside the Amrita Research and Innovation Park, is expected to have facilities to train 1,000 students.

"We are targeting 42 villages in this region that starts from Mahabalipuram and goes on till Kalpakkam, Chengalpattu, Tindivanam, Marakkanam and Maduranthakam. We want to empower the local population and help them grow," said Rajini Reddy, MD, Exemplarr Worldwide.

M. Gayathri (21), a B.Com graduate from Mugaiyur is happy to return to her native town after studying and working in Chennai for a while. She can now live with her parents in their own house and still go to work.

Finishing school promises to bridge skill gaps

Express News Service

Chennai: MARG, the Satellite city in the making that sits mid way between Chennai and Pondicherry on the ECR, nestled between water bodies and greenery, perhaps has another reason to celebrate. On Monday, they formally launched Exemplarr Worldwide's new state-of-the-art operations facility and finishing school at the Amrita Research and Innovation Park in MARG Swarnabhoomi.

Lakshmi Narayanan, vice-chairman, Cognizant Technology Solutions, who inaugurated the facility, said, "In this age of globalisation, there is a huge demand for quality talent.

When students come out of the colleges, they lack the necessary skill sets that are required to productively contribute at workplace. This model of finishing school comes at the right time and we need more such initiatives to capitalise on the happening global free movement of talent."

Exemplarr Worldwide, launched in 1999 offering KPO and BPO services, has come up with this finishing school that proposes to bridge the gap between skill sets produced by the universities and the skill expectations of the industry. Rajini Reddy, MD, Exemplarr Worldwide, spelling out the strategy for the finishing school, said, "Taking stock

of the demand for training these days in the market, we have planned to adopt a three-tier model. First, we will devise our own training programmes offered by our trainers. The second, the corporates can opt for our training programs and we can customise for them. The third model, we can lease out space and they can bring in their own trainers and modules."

GRK Reddy, chairman and MD, MARG Group, said, "The coming of Exemplarr Worldwide with this facility will add a boost to the MARG eco system, where people can live, work and have a lifestyle that is sustainable. It will also enhance their productivity."



GRK Reddy (fourth from left), CMD MARG Group, at the launch on Monday

Exemplarr Finishing School to meet demand in Industry

Chennai, May 24: Exemplarr Worldwide's has opened a state-of-the-art operations facility and Finishing School at Amrita Research and Innovation Park in MARG Swarnabhoomi. Lakshmi Narayanan, Vice-Chairman, Cognizant Technology Solutions inaugurated the world class facilities. Mr. T T Rangarajan, founder, Alma Mater, Dr. Santosh Babu, IAS, MD-ELCOT, Mr. V Ramagopal, ED-Indian Bank, Mr. GRK Reddy, Chairman and

Managing Director, MARG Group and Mrs. Rajini Reddy, Managing Director, Exemplarr Worldwide Limited also graced the occasion.

Exemplarr Worldwide's Finishing school is being set-up to bridge the gap between the skills produced by the universities and the skills required by the industry. The school will focus on bridging the gap between demand and supply in a few identified high growth industry segments in India. The objec-

tive is to make the Tier 2 and Tier 3 city students ready for the future demands by the industry.

The Finishing school and the state-of-the-art facility are part of the employability enhancement initiative of Exemplarr Worldwide and will provide a cost effective, composite and holistic career opportunity matrix to young and aspiring talents (including those aims for IT sector) from tier 2 and tier 3 cities for realizing their potential and career ambition

FINISHING TOUCH

MARG Limited, an infrastructure development company, has launched Exemplarr Worldwide's (publishing company) new state-of-the-art operations facility and finishing school at Amrita Research and Innovation Park in Marg Swarnabhoomi. The finishing school and the facility are part of the employability enhancement initiative of Exemplarr Worldwide and is expected to provide a cost-effective, composite and holistic career opportunity matrix to young and aspiring talents.

Liberty Times

Marg launches Operation Facility and Finishing School at Marg Swarnaboomi

MARG Limited, India's a leading infrastructure development company, has announced the launch of Exemplarr Worldwide's New State-of-the-Art Operations Facility and Finishing School at Amrita Research and Innovation Park in MARG Swarnabhoomi. Lakshmi Narayanan, Vice-



Chairman, Cognizant Technology Solutions inaugurated the world class facilities. T TRangarajan, founder, Alma Mater, Dr. Santosh Babu, IAS, MD-ELCOT, V Ramagopal, ED-Indian Bank, Mr. GRK Reddy, Chairman and Managing Director, MARG Group and Mrs. Rajini Reddy, Managing Director, Exemplarr Worldwide Limited also were present on the occasion.

Exemplarr Worldwide, launched in 1999, is a fast growing and diversified KPO and BPO solutions provider offering services in the domains of e-publishing, e-learning, legal services and architectural & engineering services.

Exemplarr Worldwide's new state of the art facility at Marg Swarnabhoomi is intended to create rural employment opportunities while offering high quality cost effective solutions to its customers. Exemplarr's finishing school is being setup to bridge the gap between the skills produced by the universities and the skills required by the industry. The objective is to make Tier 2 and Tier 3 city students ready for the demands by the industry.

Lakshmi Narayanan, Vice Chairman Cognizant Technology Solution said the new facility is a great example of the growing corporate interest in providing employers with a smart and congenial ecosystem to help them to fulfill their personal and professional needs more effectively.

GRK Reddy, Chairman & Managing Director, Marg Group said the operations facility and finishing school will further rejuvenate the eco system in this people and energy efficient city.

Ms Rajini Reddy, Managing Director, Exemplarr Worldwide Ltd said the launch of this larger facility is consistent with Exemplar's vision for creating rural employment opportunities while offering high quality cost-effective solutions to our customers.

The Hindu

Exemplarr's state-of-art school launched

MARG Limited announced the launch of Exemplarr Worldwide's New State-of-the-Art Operations Facility and Finishing School at Amrita Research and Innovation Park in MARG Swarnabhoomi. Mr. Lakshmi Narayanan, Vice-Chairman, Cognizant Technology Solutions inaugurated the world class facilities.

Mr. T T. Rangarajan, founder, Alma Mater, Dr.

Santosh Babu, IAS, MD-ELCOT, Mr. V Ramagopal, ED-Indian Bank, Mr. GRK Reddy, Chairman and Managing Director, MARG Group and Mrs. Rajini Reddy, Managing Director, Exemplarr Worldwide Limited also were present.

Exemplarr Worldwide, launched in 1999, is a fast growing and diversified KPO and BPO solutions provider offering services in the

domains of e-publishing, e-learning, legal services and architectural & engineering services. Exemplarr has its corporate headquarters at Chennai with business development offices in United States and New Zealand.

Situated at MARG Swarnabhoomi, it hosts the operations facility and the finishing school, is developed over 7.5 lakh sq.ft, spread over eight floors.



MEDIA COVERAGE INDUSTRIES @ MARG SWARNABHOOMI



MARG Paves the Way For Clean Earth

Signs MoU with Tecpro Energy Systems that will manufacture aeration products at MARG Swarnabhoomi

MARG Ltd, one of India's leading infrastructure companies, has said that its flagship project, MARG Swarnabhoomi, christened as the city of education, research and innovation, has signed a memorandum of understanding (MoU) with Tecpro Energy Systems, a leading manufacturer of aeration products and pollution control products.

As part of the MoU, Tecpro Energy Systems (TES) will be setting up a unit at MARG Swarnabhoomi to manufacture Proflex range of aeration products. The MoU was signed in the presence of C B Jeevanantham, founder chairman, Tecpro Energy

Systems, J Jayanthi Jeevanantham, CEO, Tecpro Energy Systems and AP Ganesh Ram, CEO - MARG Swarnabhoomi and Education Services.

Tecpro Energy Systems (TES) is one of the leading manufacturers of aeration products and pollution control products used in sewage treatment plant and effluent treatment plants for a green and clean earth and a better tomorrow. The organization is committed to offering quality and innovative products. Proflex diffuser for sewage treatment plants and effluent treatment plants is a result of untiring R&D efforts of TES.

Speaking about the part-

nership, C B Jeevanantham, founder chairman, Tecpro Energy Systems, said, "Our mission is to be recognized as a leading provider of aeration and pollution control products worldwide for a



green, clean earth and a better tomorrow. The plant at MARG Swarnabhoomi will manufacture Proflex diffuser used for diffused aeration in sewage treatment plants and

effluent treatment plants."

Welcoming Tecpro Energy Systems to MARG Swarnabhoomi, AP Ganesh Ram, CEO - MARG Swarnabhoomi and Education Services, said, "We are happy to have

**WE ARE HAPPY TO HAVE
TECPRO ENERGY SYSTEMS
MANUFACTURING FACILITY AT
MARG SWARNABHOOMI**

— AP Ganesh Ram,
CEO - MARG Swarnabhoomi

Tecpro Energy Systems manufacturing facility at MARG Swarnabhoomi, which already houses many leading companies. MARG Swarnabhoomi's engineer-

ing SEZ is in the unique position to cater to the needs of a diverse set of engineering companies. The zone has attracted the attention of a large number of engineering companies including global

major as well as SMEs and even MSMEs. Spread over 311 acres of land with over 156 acres of processing area, the meticulously designed engineering Special Eco-

nomie Zone at MARG Swarnabhoomi intelligently caters to every minute need of the engineering industry, making it an ideal destination to start up operations."

Waste Water Treatment being mandatory in countries worldwide, there is a huge demand for membrane diffusers, particularly in Asian countries like Sri Lanka, Bangladesh, Thailand, Malaysia and Gulf Countries. Tecpro Energy Systems are one among very few of indigenous manufacturers of Membrane Diffusers across the globe. In order to meet out the growing needs of the Waste Water Treatment Industry, Tecpro Energy Systems has proposed to expand

its manufacturing capacity by opening an additional manufacturing unit at MARG Swarnabhoomi.

Direct import of raw material from suppliers and integrated manufacturing facility in the proposed site would considerably bring down the cost and enhance competitiveness of Proflex globally. TES aim for stable long-term profitable growth through innovation, quality, commitment and ultimate customer satisfaction.

MARG Swarnabhoomi, christened as the Land of New Thinking, is the campus of education, research, innovation, industry and living. Located on scenic East Coast Road (ECR), mid-way

between Chennai and Pudukcherry, it has proximity to the auto & electronic industrial belts of the nation. This strategic ECR stretch is "the growth corridor" of the future and being close to Chennai, has access to world class academia. It is also well connected via road, rail and airport and unlike other industrial clusters, it has all the facilities to foster business. Away from common din of the cities, located at scenic backwaters of ECR, the city is planned in such a way that it harmonizes with nature and offers scenic tranquility and peacefulness to uplift human mind and soul.

— R Rajagopal

MARG SWARNABHOOMI PACT WITH TECPRO

ENERGY: MARG Ltd announced that its flagship project, MARG Swarnabhoomi, has signed an MoU with Tecpro Energy Systems, a leading manufacturer of Aeration Products and Pollution control products. As part of the MoU, TECPRO ENERGY SYSTEMS (TES) will be a setting up a unit at MARG Swarnabhoomi to manufacture PROFLEX range of Aeration Products.



Deccan Chronicle - 16th Feb 2012

MARG SIGNS DEAL FOR WATER TREATMENT

DC CORRESPONDENT
CHENNAI, FEB. 15

Seeing tangible benefits on export concessions accorded to special economic zone and with the growing demand for membrane diffusers used in waste water treatment industry, Chennai-based Tecpro Energy Systems plans to open an additional manufacturing unit at MARG Swarnabhoomi.

The company has signed a MoU with MARG to take up 0.5 acres of space to set up a water diffuser membrane making plant at a cost of ₹50 lakhs. Direct import of raw material from suppliers and integrated manufacturing facility in the proposed site would considerably bring down the cost, said Mr C.Jeevanandam of Tecpro.

AP Ganesh Ram, CEO - MARG Swarnabhoomi and Education Services said, "Spread over 311 acres of land with over 156 acres of processing area, MARG Swarnabhoomi SEZ has attracted the attention of a number of engineering companies."

Tecpro Energy's manufacturing plant in Marg Swarnabhoomi

Our Bureau

Chennai, Feb. 16

Tecpro Energy Systems is to set up a manufacturing unit at the Marg Swarnabhoomi SEZ to produce Proflex range of aeration products.

The company has entered into an agreement with Marg Ltd, which has set up the SEZ, to establish the facility at Marg Swarnabhoomi, according to a press release from Marg.

Tecpro is a manufacturer of aeration and pollution control products for use in sewage treatment and effluent

treatment. The press release quoting Mr C.B. Jeevanantham, Founder Chairman, Tecpro Energy Systems, said, "The plant at Marg Swarnabhoomi will manufacture Proflex Diffuser used for diffused aeration in Sewage and Effluent Treatment Plants."

Marg Swarnabhoomi's engineering SEZ caters to the needs of a diverse set of engineering companies. It has attracted the attention of a large number of engineering companies including global majors and MSMEs and SMEs.

The Hindu - 21st Feb 2012

Tecpro to set up unit at MARG Swarnabhoomi

MARG Swarnabhoomi, the flagship project of MARG, has signed a memorandum of understanding with Tecpro Energy Systems, manufacturer of aeration products and pollution control products. Under the MoU, Tecpro will be setting up a unit at MARG Swarnabhoomi to manufacture Proflex range of aeration products used in sewage treatment and effluent treatment plants, says a release.

MARG SEZ ATTRACTS LIGHT ENGG FIRMS

Chennai: The special export zone along Chennai's East Coast Road is fast emerging as a favourite destination of many light engineering companies. Factors such as availability of abundant engineering talent, easy transport access through roads and ports and ready-to-occupy units to cut down on operational costs seem to be impelling many firms, including multinational ones, to look at private SEZs in the city.

MARG Swarnabhoomi, which has about 128 acres of industrial space, has already sold about 30 acres of space to seven industrial units with the Pune-based valve maker being the latest entrant.

"We zeroed in on this place following easy access to talent pool and proximity to port as entire production from this facility will cater to Europe and US customers," said Mr Jagdish Desai, CEO of Virgo Engineers.

The company hopes to employ about 50 people by March 2012 and take this figure to 150 in the next two years. The availability of land for sub-vendors in and around the SEZ facility is another impelling factor to finalise on this location, said Mr V.R.Jayaraman, director (projects) of the company.

MARG has earmarked about 600 acres of land, around the SEZ unit, for smaller companies catering to both domestic and global customers.

"This is because being a 100 percent export oriented zone, units inside the SEZ cannot cater to local market and this may be a dampener for many small companies," explained Mr G.R.K. Reddy, CMD of MARG group.

Financial Express - 9th-Nov-2011

Virgo Engrs opens Rs 30-crore valve-mfg facility near Chennai

fe Bureau

Chennai, Nov 8: Virgo Engineers, a Rs 700-crore Pune-based valve manufacturing company, has expanded its manufacturing capacity by setting up a new plant near Chennai with an initial investment of Rs 30 crore.

Virgo is a leading manufacturer of a wide range of flow-control valves and allied products for the oil and gas sector. The products include ball valves, triple offset valves, well-head equipment, valves for severe service, steam products and actuators.

Jagdish Desai, CEO, Virgo Engineers, said, "Virgo Chennai is very strategic to our growth plans. The large plant that we have at Marg Swarnabhoomi gives us an opportunity to ramp up our production capabilities and be in a position to cater to increased export demand from our existing as well as from new markets that we envisage to enter in the next couple of years."

Virgo has over 750 employees worldwide and has a customer base of over 2,300 customers across 72 countries.

New Indian Express - 8th-Nov-2011

CHENNAI

Virgo's New Facility

Virgo Engineers Group, a ₹700-crore Pune-based valve manufacturing company, is expanding its manufacturing capacity by creating a new plant at MARG Swarnabhoomi, Chennai. With an investment of ₹60 crore, the new facility, which has 100,000 sq ft of factory area spread over six bays, will employ about 50 people and bring in revenues of ₹200 million this year and ₹500 million in the next full year of operations, the company said.

Virgo Eng sets up valve making plant in Chennai

BS REPORTER
Chennai, 7 November

PUNE-based valve manufacturing firm Virgo Engineers Group has set up its new manufacturing facility near Chennai with an investment of around Rs 30 crore. The company is planning to set up a foundry in Coimbatore to address its internal requirements with another around Rs 30 crore.

The new facility on around 120,000 sft in Marg Swarnabhoomi near here, is expected to generate a revenue of Rs 20 crore in the first six months of operations, by the end of current fiscal.

"We expect the revenue from the facility to grow to Rs 50 crore next year and to Rs 100 crore in the fiscal after that," said V R Jayaraman, director, projects, Virgo Engineers. The company manufactures flow control valves and allied products with focus on the oil and gas sector.

The facility, which would



The new facility in Marg Swarnabhoomi near here is expected to generate a revenue of ₹ 20 crore in the first six months of operations

employ around 50 people in the initial stage, has facilities including a machine shop for machining of valve components and a valve assembly and test set up apart from storing and warehousing facility.

The proposed foundry in Coimbatore would partly cater

to the raw material needs of the company. It would be ready by end of the fiscal year and have a capacity of 300 tonne. "Considering the demand we expect by the time, this would cater to 30 per cent of our valve casting needs at that time," he said.

The company at present has three manufacturing facilities in India, including two facilities in Pune and one in Coimbatore. Besides, it also has two production facilities in the US and one each in Italy and Germany.

Apart from Virgo, Danish pump manufacturer Grundfos, Vanspall, facility for manufacturing cooling tower equipment and an auto component manufacturing facility by Polyhose operate in Marg Swarnabhoomi, according to GRK Reddy, chairman and managing director, Marg Group.

The Rs 700-crore Virgo Engineers Group is targeting a turnover of Rs 1,000 crore by the end of current fiscal, said Jayaraman.

Virgo sets up valve manufacturing facility at MARG Swarnabhoomi

Invests Rs.30 crore in the first phase

Corporate Reporter

CHENNAI: The Rs.700-crore Pune-based Virgo Engineers Group, is expanding its valve manufacturing capacity by setting up a new plant, Virgo Valves and Controls Chennai, at MARG Swarnabhoomi near here.

Virgo Valves and Controls Pune, a part of the Virgo Group, is a leading manufacturer of a wide range of flow control valves and allied products predominantly for the oil and gas sector. Virgo Valves and Controls Chennai is a division of Virgo Valves and Controls Pune.

After inaugurating the new facility here on Monday, Jagdish Desai, CEO, Virgo Engineers Group, told presspersons that the large plant (one lakh sq. ft. spread over six bays) at MARG Swarnabhoomi would give an opportunity to ramp up production capabilities.

Mr. Desai said in the first



Jagdish Desai (left), CEO, Virgo Engineers Group, and GRK Reddy (extreme right), CMD, MARG, at the inauguration of new facility of Virgo Engineers Group at MARG Swarnabhoomi on Monday.

— PHOTO: E-MAIL HANOUT

phase, the company had invested Rs.30 crore (without machinery). Another Rs.25-30 crore would be invested in the next two years.

The Chennai plant would manufacture ball valves up to 12 inches in the first six months and from thereon would manufacture 24 inches ball valves.

With this Chennai unit, to be operational in two stages with 24,000 valves a year respectively, the total capacity would rise to 2.88 lakh units from the existing 2.40 lakh valves. The products would be exported to the U.S. and Europe, he said. The company was expecting to register a revenue of Rs.20 crore this year and Rs.50 crore in the next full year of operation of this unit.

GRK Reddy, Chairman and Managing Director, MARG

said.

Virgo Group has manufacturing plants in India, Italy, Germany and the U.S.

Mr. Desai said in India, Virgo already had two units in Pune and one in Coimbatore. The company was also in the process of becoming a fully integrated valve company by setting up a state-of-the-art foundry at Coimbatore which would be completed by the end of the fiscal year to manufacture and supply valve castings to its manufacturing units.

V. R. Jayaraman, Director (Projects), Virgo Engineers Group, said the company had registered a turnover of Rs.700 crore in 2010-11 which was expected to touch Rs.1,000 crore by 2011-12. Exports constituted 80 per cent of total sales. In the domestic market, the company was selling its products to major oil companies — ONGC, Cairn India, Reliance, HPCL and BPCL.

BULLION RATES

November 07 rates in rupees with previous rates in brackets

Chennai	
Bar Silver (1 kg)	55,740 (56,220)
Retail (1 g)	59.65 (60.15)
24 ct gold (10 g)	28,185 (28,155)
22 ct gold (1 g)	2,635 (2,632)
Mumbai	
Silver	57,100 (56,575)
Standard gold	28,100 (27,900)
Delhi	
Silver	56,700 (56,500)
Standard gold	28,540 (28,315)
Sovereign	22,250 (22,200)

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UNITED INDIA
INSURANCE



MEDIA COVERAGE

FINE LIVING @ MARG SWARNABHOOMI



'Four seasons' apartments launched

Chennai, Nov 25: 'Four Seasons' – an affordable high rise apartments located on the scenic ECR launched by MARG Swarnabhoomi. 'Four Seasons' consists of 4320 affordable homes which includes 3296 units in 2 BHK and 1024 units in 3BHK categories. Comprising of 26 floors, 'Four Seasons' would be the tallest residential complex on ECR, launched with a special limited offer introductory price of Rs. 17.82 Lakhs for a 2 BHK apartment.

Nestled in a pollution free world of sunshine, greenery and fresh air, 'Four Seasons' offers scenic sea & lake views and

comes at just Rs 17.82 Lakhs for a 2 BHK apartment with assured rentals. Homes @ Swarnabhoomi are planned in well designed residential communities that are spread across 172 acres of land earmarked as social infrastructure to support the companies, institutes and establishments in the adjoining Engineering and Multi-Services SEZs.

The residential project will have 2 BHK apartments between 1004 sq.ft to 1062 sq.ft and 3 BHK apartments of 1300 sq. ft. to 1362 sq.ft. each. Surrounded by the sprawling backwaters of Cheyyur, this habitat offers a truly scenic panoramic view.



RESIDENTIAL PROJECT LAUNCHED

Marg Swarnabhoomi has launched an affordable high rise apartment project on ECR. Titled as Four Seasons, it consists of 3296 units in 2 BHK and 1024 units in 3BHK categories. Comprising of 26 floors, it is considered to be the tallest residential complex on ECR, with an introductory price of ₹17.82 Lakhs for a 2 BHK apartment. The club house will have yoga centre, swimming pool, ladies/children swimming pool, community hall, crèche, restaurant, indoor play area, game room, library and fitness centre.



Marg launches Four Seasons at Swarnabhoomi

D GOVARDAN

MARG, an infrastructure and property development company, has announced yet another residential project, Four Seasons, in its upcoming Marg Swarnabhoomi, an integrated township, on the scenic East Coast Road (ECR) where residents and industry will co-exist.

Four Seasons offers 4,320 affordable homes (introductory price is Rs 17.82 lakh for a two BHK apartment), that include 3,296 units of two BHK and 1,024 units of three BHK. Four Seasons, with 26 floors, would be the tallest residential complex on ECR. The units are spread across 172 acres of land earmarked as social infrastructure to support the companies, institutes and establishments in the adjoining engineering and multi-services SEZ, the company said in a statement.

"The USP of the project is that it would place state-of-the-art facilities within the reach of the middle class," said GRK Reddy, CMD, Marg. "Four Seasons provides unmatched value to the customers in the most cost effective manner," adds Ganesh Ram, business head of Marg Swarnabhoomi.

While the two BHK apartments come in the range between 1,004 sq ft to 1,062 sq ft, the three BHK apartments are in sizes ranging between 1,300 sq ft, and 1,362 sq ft. Surrounded by the sprawling backwaters of Cheyyur, the high-rise apartments offer a panoramic view of

Independent view

"Marg Swarnabhoomi's newly launched residential high-rise project Four Seasons is a 'value for money' project. The USP of the project is its scale in terms of open space, amenities and views from the high-rise towers. Marg Swarnabhoomi is an integrated city project comprising of industries, schools, college, shopping mall and all other amenities and infrastructure required for a project of this size. Four Seasons is bound to attract buyers / investors looking to own / invest in a residential property with a view of medium to long term capital appreciation."

— Sanjay Chugh
Founder, Skylines
Property Consultants

the surroundings. The club house at Four Seasons offers several facilities including yoga centre, swimming pool, community hall, crèche, restaurant, indoor play area, game room, library and fitness centre. The outdoor amenities include 1.6 acres of community park, children's play area, among others. Basic amenities include a school, convenience shop, vegetable shop, ATM, saloon and polyclinic.

govardand@mydigitallife.com

The Hindu - 3rd Dec 2011

Marg launches 'Four Seasons'

Chennai: MARG Swarnabhoomi, the flagship project of MARG Limited, launched another residential project, 'Four Seasons' – an affordable high rise apartments located on ECR recently. 'Four Seasons' consists of 4320 affordable homes which includes 3296 units in 2 BHK and 1024

units in 3BHK categories. Comprising 26 floors, it would be the tallest residential complex on ECR, launched with a special limited offer introductory price of Rs. 17.82 lakhs for a 2 BHK apartment.

The residential project will have 2 BHK apartments be-

tween 1004 sq.ft and 1062 sq.ft and 3 BHK apartments of 1300 sq. ft. to 1362 sq.ft. each. The club house at 'Four seasons' will have a blend of convenience, essentials and entertainment besides yoga centre, swimming pool, ladies/children swimming pool, community hall, crèche, res-

taurant, indoor play area, game room, library, fitness centre. The outdoor amenities include 1.6 acres of community park, welcome plaza and entry, elders plaza and pavilion, central court, wind sculpture, children's play area, etc.

Times of India

THE PLOT THICKENS

Marg has launched Swarnabhoomi Cityscapes - a wide range of villa plots on ECR. It has simultaneously launched three projects called Bay view, Lake View Garden and Royal Orchard near Marg Swarnabhoomi, located on the scenic ECR near Chennai.

MARG Swarnabhoomi Launches Cityscapes

Listed by Dun and Bradstreet among India's top 500 companies 2010, today MARG Group is working on projects worth more than ₹3,000 crore

MA R G Swarnabhoomi, the flagship project of MARG Limited, has launched yet another milestone project, "Swarnabhoomi Cityscapes" — a wide range of highly appreciable villa plots on scenic ECR to fulfill the dreams of people to own a plot. Swarnabhoomi Cityscapes is set to address the thrust of emerging requirement for quality and high appreciation plots in Chennai.



It has simultaneously launched three projects called Bay View, Lake View Garden and Royal Orchard near MARG Swarnabhoomi, located on the scenic ECR near Chennai.

Speaking about the villa plots' launch, GRK Reddy, Chairman and Managing Director, MARG Group, said: "East Coast Road (ECR) known for its scenic sea view, lush greenery and entertainment has witnessed drastic development in the recent past. The villa plots from Swarnabhoomi Cityscapes are planned in such a way that it harmonizes with nature and offers tranquility and peacefulness. These plots are part of the integrated holistic regional master plan which we are developing through MARG Swarnabhoomi.

"The ideal location of the villa plots in a rapidly developing urban area promises a high return on the investment. This launch is part of a bigger dream to build India's first private sector propelled 10,000 acre new city, MARG Swarnabhoomi."

Says Ganesh Ram, CEO

MARG Swarnabhoomi and Education Services: "The villa plots on ECR as represented by our new brand Cityscapes offer a winning blend to interested customers as they are not only backed by MARG Group, one of India's fastest growing infrastructure companies thereby enjoying a high degree of credibility and transparency but also are a value for money proposition keeping in mind the high appreciation potential of ECR, touted

as the fast upcoming growth corridor".

Swarnabhoomi Cityscapes addresses the master vision on holistic regional development of 10,000 acres around MARG Swarnabhoomi. It will also showcase the vision of developing MARG Swarnabhoomi as a self-sustainable model for other upcoming new cities.

To this extent, all the plots developed by Swarnabhoomi Cityscapes will be around MARG Swarnabhoomi, cur-

rently a 1,000 acre thriving new city. All these plots will have access to the shared facilities in MARG Swarnabhoomi like clubhouse with swimming pool, children's

novation. This integrated city will house a research and development hub and an innovation led futuristic science park supported by an educational, commercial and

AT A GLANCE

- Villa plots are located around MARG Swarnabhoomi, a 1,000 acre aspiration city
- Three plot projects Bay view, Lake View Garden and Royal Orchard launched in the rapidly developing urban area
- Huge appreciation value with proximity to BGR Energy and NTPC industrial projects; TTDC water sports and theme park; shared facilities of MARG Swarnabhoomi; proposed Southern Railway station in the future; starting from just ₹4.99 lakh per ground

play area and convention centre.

For booking the villa plots, customers can call the exclusive 24x7 customer service at **044-4242 7200** or log on to www.swarnabhoomicityscapes.com

MARG SWARNABHOOMI

MARG Swarnabhoomi, the flagship project of MARG is being developed as an inclusive and integrated new paradigm city based on the principles of new urbanism with unique offerings for education, research and in-

residential framework.

MARG Swarnabhoomi has been designed to be an aspirational habitat based on the principles of 'new urbanism' where education, research and innovation will coexist in a stress free atmosphere.

Christened as the "Land of New Thinking" — the global city of education, research and innovation that brings together educational institutions, manufacturing and research companies, IT services firms, housing and healthcare facilities all under one roof.

It has already roped in several companies including the likes of Grundfos India, Polyhose, Van Spall Associates, Virgo, Sumeet

Machines and TVS Kwik-patch in the engineering category. Strand Bioprocesses and Micro Therapeutics Research labs have been tied up in the research and innovation domain.

MARG Swarnabhoomi has been shortlisted as Indian Green Building Council's (IGBC) pilot project for the first Platinum rated city in India.

MARG LIMITED

MARG Limited (BSE: 530543), incorporated in 1994 and headquartered in Chennai, is an infrastructure, real estate development and services company.

The company is listed on the Bombay Stock Exchange and its shares are traded on the NSE under the category of permitted security. The holistic regional development undertaken by the group is unlocking economic prosperity and creating inclusive and sustainable growth models.

With over two decades of



reassuring presence and the credit of pioneering the development of economic growth centers, MARG's

portfolio spans across the entire infrastructure value chain — urban and industrial infrastructure, urban

residential clusters, marine infrastructure and services, malls and EPC division. The group is expanding its sectoral presence with airport projects in Bellary and Bijapur and multi-level car park projects.

Listed by Dun and Bradstreet among "India's Top 500 Companies 2010", today MARG Group has projects worth more than ₹3,000 crores under execution, a seasoned human capital of more than 1,100, global partners in the infra space and offices spread across India, Singapore and China.

The MARG CSR brand — MARG Parivarthan complements these business verticals.

More information on MARG is available on <http://www.marggroup.com>

Bay View
VILLA PLOTS

Bay View villa plot which is located at just one kilometer from the beach on ECR and close to Cheyyur Lake start from ₹9.99 lakh onwards per ground. Bay View comes with a 571 premium sea view plots which is located on the entertainment corridor, just two kilometer from TTDC Boat House (Mudalarkuppam) and proposed water sports and Theme Park

LAKE VIEW GARDENS
Villa Plots

Surrounded by nature's freshness and lush greenery, Lake View Garden plots are premium pieces of land which comes with a price range starting from ₹7.57 lakh onwards per ground. Lake View Garden offers 517 garden plots, which are located on ECR in close proximity to Koovalthur hospital and near proposed BGR Energy Plant

Royal Orchard
Villa Plots

Royal Orchard villa plot inspires by the serene power of nature and its beauty is located next to Tapovan Ultra Luxury Villas by MARG ProperTies in tranquil environment comes with a price range starting from ₹4.99 lakh per ground. Royal Orchard offers 397 garden plots off ECR which are located just 18 kilometers from Maduranthagam Railway station

The Hindu

Swarnabhoomi cityscapes launched

MARG Swarnabhoomi has launched yet another project, 'Swarnabhoomi cityscapes.' Swarnabhoomi Cityscapes comprises three projects called "Bay view", "Lake View Garden" & "Royal Orchard" near MARG Swarnabhoomi, located on ECR near Chennai.

"Bay View" villa plot which is located at just 1 km from the beach on ECR and close to Cheyyur Lake start from Rs.9.99 lakhs onwards per ground. Bay View comes with a 571 premium sea view plots which is located on the entertainment corridor, just 2 km from TTDC Boat House (Mudaliarkuppam) and proposed water sports and theme park.

"Lake View Garden" plots are premium pieces of land which starts at Rs. 7.57 Lakhs onwards per ground. Lake View Garden offers 517 garden plots which are located on ECR in close proximity to Koo-vathur hospital and near proposed BGR Energy Plant.

"Royal Orchard" is located next to Tapovan ultra luxury villas by MARG ProperTies with a price range starting from Rs 4.99 Lakhs per ground.

'SWARNABHOOMI CITYSCAPES' OFFERS A WIDE RANGE OF PLOTS ON THREE DIFFERENT PROJECTS ALONG EASTERN CORRIDOR BY THE BAY OF BENGAL

DC CORRESPONDENT
CHENNAI, MARCH 26, 2011:

MARG Swarnabhoomi, the flagship project of MARG Limited, has launched yet another milestone project, 'Swarnabhoomi Cityscapes' - a wide range of highly appreciable villa plots on scenic ECR. The ideal location of the villa plots in a rapidly developing urban area promises a high return on the investment.

Swarnabhoomi Cityscapes is set to address the thrust of emerging requirement for quality and high appreciation plots in Chennai. It has simultaneously launched three projects called "Bay view", "Lake View Garden" & "Royal Orchard" near MARG Swarnabhoomi, located on the scenic ECR near Chennai.

Speaking about the project, GRK Reddy, Chairman and Managing Director, MARG Group, said, "The villa plots from Swarnabhoomi Cityscapes are planned in such a way that they harmonise with nature and offers tranquility and peacefulness. These plots are part of the integrated holistic regional master plan, which we are developing through MARG Swarnabhoomi."

"Bay View", with 571 premium sea view plots, is located at just 1 km from the beach on ECR and close to Cheyyur Lake start from Rs 9.99 lakhs onwards per ground.

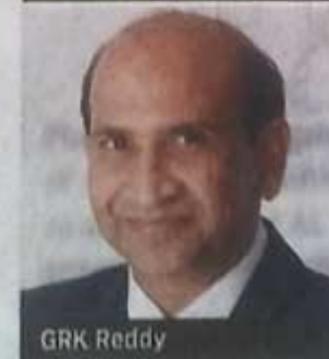
Lake View Garden plots are premium pieces of land which comes in a price range starting from Rs. 7.57 lakhs onwards per ground and offers 517 garden plots.

"Royal Orchard" villa has 397 garden plots located next to Tapovan Ultra Luxury Villas by MARG ProperTies and offered for

WIDE RANGE OF HIGH APPRECIATION VILLA PLOTS



SCENIC ROUTE: Villas near the sea come on land at economic prices



GRK Reddy

People looking for quality villas at a reasonable price would do well to check out what MARG is doing on the fast growing East Coast Road

a price starting from Rs 4.99 lakhs per ground.

Says Ganesh ram, CEO MARG Swarnabhoomi & Education Services, "The villa plots on ECR as represented by our new brand

'Cityscapes' offer a winning blend to interested customers as they not only are backed by MARG Group that enjoys a high degree of credibility but also are a value for money proposi-



tion keeping in mind the high appreciation potential of ECR, touted as the fast upcoming growth corridor in the city of Chennai, the state capital".



MEDIA COVERAGE

CSR @ MARG SWARNABHOOMI



25,000 saplings planted at Marg Swarnabhoomi

Chennai: MARG Ltd. recently announced its association with the 'Green Kalam' movement, an environment-friendly initiative undertaken to plant one million saplings across Tamil Nadu.

As a part of this movement, around 25,000 saplings have been planted at MARG Swarnabhoomi.

This is carrying forward its vision of planting 1.5 lakh saplings at MARG Swarnabhoomi and MARG Karaikal port.

Present as the chief guest was noted Kollywood actor and Padmashri recipient, Vivek.

The ceremony was inaugurated by Dr. V Ponraj, scientific advisor to Dr. Abdul Kalam.

Other guests occasion present at the event were

Dr. Mannar Jawahar, Vice-Chancellor, Anna University, Dr. Tri Shakti Sundar Raman, Chairman Tri Shakti Group, Dr. MB Nirmal, Founder and Chairman, Exnora.

Global warming

Mr. GRK Reddy, Chairman & Managing Director, MARG Ltd. said, "The world is facing the hazards of global warming today and it is becoming essential that we adopt green initiatives aggressively."

Last year we had a Mahayagnam of tree plantation at MARG Swarnabhoomi which was highly successful."

I wish the 'Green Kalam' team all the success. We assure our full fledged support for this noble cause."

Deccan Chronicle - 1.10.11



New Indian Express - 1st-Oct-2011

MARG Joins 'Green Kalam' Initiative

Chennai: As a part of Ex-NoRa's Green Kalam initiative, 25,000 saplings were planted in MARG Swarnabhoomi on the East Coast Road on Friday.

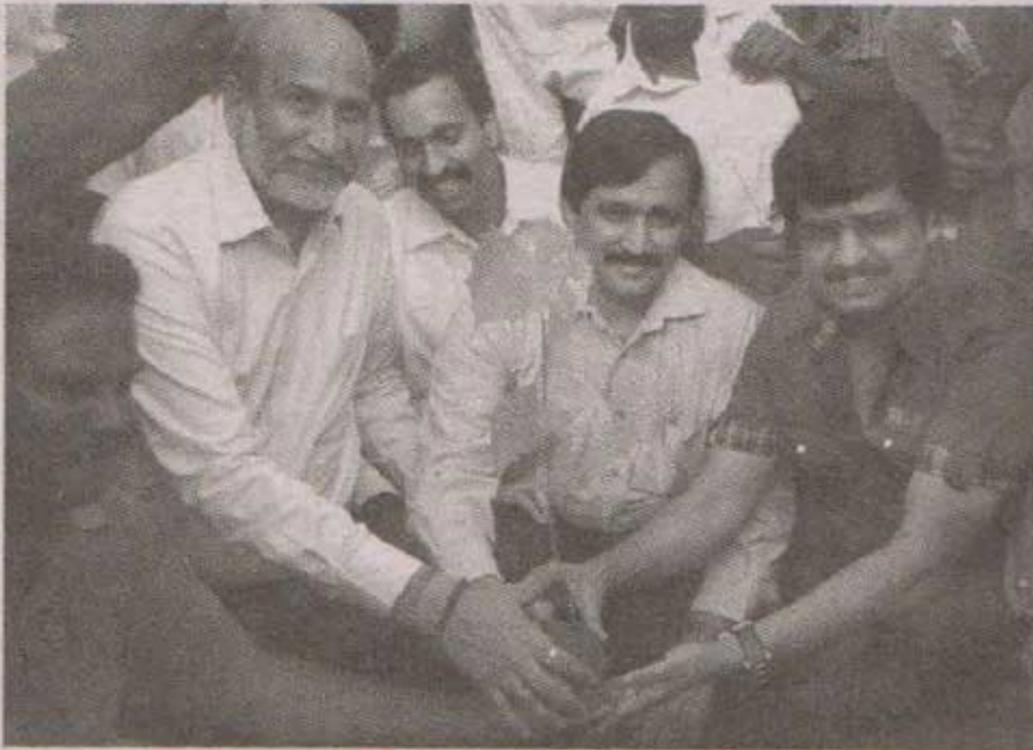
The Green Kalam project was the brainchild of former President of India, Dr A P J Abdul Kalam, who wanted to see a greener Tamil Nadu by planting one million saplings. The real estate developer will plant 1.5 lakh saplings at its projects — Swarnabhoomi and Karaikal Port.

Actor Vivek, who was the chief guest, said, "We cannot tell people not to build factories or drive cars. What we can tell them is to plant trees that provide us with oxygen." GRK Reddy, Chairman & Managing Director, MARG Ltd assured his full support to the initiative. The ceremony was inaugurated by Dr V Ponraj, scientific advisor to Dr Abdul Kalam. **ENS**

Liberty Times - 1.10.11

Marg associates with Green Kalam – plants saplings in Tamil Nadu

MARG Ltd., one of the leading infrastructure companies in India today announced its association with the inspiring 'Green Kalam' movement, a mega environment friendly initiative undertaken to plant 1 million saplings across Tamil Nadu. As an environmentally responsible corporate, MARG today planted 25,000 saplings at MARG Swarnabhoomi. MARG, will be carrying forward its vision of planting 1.5 lakh saplings at MARG Swarnabhoomi and MARG Karaikal port.



The chief guest of the occasion was the Kollywood actor Padmashri Vivek. The ceremony was inaugurated by Dr. V Ponraj, scientific advisor to Dr. Abdul Kalam. Other distinguished guests were Dr. Mannar Jawahar, Vice Chancellor, Anna University, Dr. Tri Shakti Sundar Raman, Chairman Tri Shakti Group, Dr. MB Nirmal, Founder and Chairman, ExNoRa.

Commenting on this initiative, GRK Reddy, Chairman & Managing Director, MARG Ltd. said, "The world today is facing the hazards of global warming and it is becoming increasingly essential to adapt to green initiatives aggressively.

Trinity-Mirror-9th-Oct-2011

Mega exercise to green carpet Tamil Nadu by Green Kalam, MARG duo

Chennai Oct.9: In association with the inspiring 'Green Kalam' movement, a mega environment friendly initiative

has been undertaken by MARG Ltd to plant one million saplings across Tamil Nadu. As a part of this initiative, 25,000 saplings were planted in MARG Swarnabhoomi on the East Coast Road. The chief guest was actor Vivek. It was inaugu-

rated by Dr. V Ponraj, Scientific Advisor to Dr. Abdul Kalam.

Other distinguished guests who graced the occasion were Mannar Jawahar, Vice Chancellor, Anna University, Tri Shakti Sundar Raman, Chairman Tri Shakti Group, MB Nirmal, Founder and Chairman, ExNoRa.

Commenting on this initiative, GRK Reddy, Chairman & Managing Director, MARG Ltd. said, "The world today is facing the hazards of global warming and it is becoming increasingly essential to adapt to

green initiatives aggressively. The eco-system at MARG Swarnabhoomi hinges on its green and pristine environment and it is only apt that MARG Swarnabhoomi becomes a key component in the 'Green Kalam' initiative." Actor Vivek added, "The benevolent side of Dr. Kalam has always been an inspiration.

Whether it be his drive towards educating the youth of today and the future of tomorrow or this green initiative, his vision towards our country has always been very encouraging."

Marg bags two PURA projects

MARG Limited, the integrated infrastructure company, has bagged two pilot projects under the Provision of Urban Amenities in Rural Areas (PURA).

According to a press release from the company, the public private partnership initiative of the Ministry of Rural Development, Government of India, is supported by the governments of Tamil Nadu and Pondicherry where the projects are to be implemented.

MARG will work in Lathur block, Kancheepuram district, Tamil Nadu and Karaikal district, Puducherry Union Territory. The projects cover 18 villages benefitting close to a lakh of people. It envisages development of infrastructure such as clean water distribution, drainage, sewerage and village roads to specified standards. Further, MARG will focus on skill development linked to guaranteed jobs, improvement of health and sanitation, education, women empowerment, improvement in per capita income, and ultimately a higher quality of life to all households in the targeted villages.

The total cost is expected to be around Rs 170 crore, with Rs 58 crore as viability gap funding. MARG will fund nearly 65 per cent of the project cost. As per the guidelines, MARG will develop these projects over 3 years and thereafter operate and maintain the infrastructure/amenities for 10 years.

The projects are being implemented with support from the Department of Economic Affairs and the technical assistance of Asian Development Bank. Marg bagged the project in a competitive bidding process. There were 95 corporate bidders for nine pilot projects across India.

Pura is a sustainable model for the delivery of basic urban services and facilities in rural areas to be managed through an implementation framework forged between local people, public authorities and the private sector. PURA is a flagship programme of the Ministry of Rural Development (MoRD).

Two PURA pilot projects in the pipeline

MARG Limited announced that it would work actively with Ministry of Rural Development (MoRD), Government of India for implementing 2 PURA Pilot projects, designed under Public Private Partnership (PPP) framework, with active support of the Tamil Nadu and Puducherry Governments. The projects are being implemented with support from Department of Economic Affairs and the technical assistance of Asian Development Bank. Out of initial 95 corporate bidders for 9 pilot projects across India, MARG Limited has bagged 2. PURA is a flagship programme of the Ministry of Rural Development (MoRD), Government of India. Of the 2 projects sanctioned, MARG would be working towards the development of Lathur block, Kancheepuram District, and Karaikal district, Puducherry UT. In total, 18 villages would be covered benefitting a lakh population.

Business World - 17th-Oct-2011

MARG CELEBRATES A 'GREEN' CHILDREN'S DAY VISION OF PLANTING 2,00,000 TREE SAPLINGS. 50,000 ALREADY PLANTED

On the occasion of Children's Day, MARG Limited, India's leading diversified infrastructure organization organized a sapling plantation drive at MARG Swarnabhoomi in association with Indian Telegu Association (ITA), a nonprofit Telugu cultural organisation.

The drive aptly branded "Mahayagnam of Tree Sapling Plantation" saw participation by 900 school students from Chennai schools and also from schools in neighbouring villages. 5000 saplings were planted in an area of 7 acres within MARG Swarnabhoomi.

Speaking on the occasion Mr. GRK Reddy, Chairman & Managing Director, MARG Group said, "Mahayagnam of Tree Sapling Plantation is conceived to make a difference to our lifestyles and contribute toward environmental upgradation we felt that there is no better an occasion to do this than on

Children's Day. Our future lies in the hands of these citizens of tomorrow and it is essential that we teach them the benefits of a Greener tomorrow MARG Swarnabhoomi has been selected as a pilot project for platinum rated city in India and through the Mahayagnam, we are well on our way to achieving our vision of planting 50,000 saplings at MARG Swarnabhoomi".

There is a firm belief at MARG that we need to inspire a profound shift in our aesthetic appreciation of the built environment. "MARG is committed to planting 2,00,000 tree saplings in the near future we are confronted frequently with evidence of environmental threats and there is no shortage of potential solutions, yet little is being done. If we are to forge a more optimistic relationship between humanity and the environment, we must capture the public imagination in a more fundamental way" says GRK Reddy.

New Indian Express - 15.11.10

5,000 tree saplings planted by students

Chennai: On the occasion of Children's Day, infrastructure development concern MARG Limited organised a tree sapling plantation drive at MARG Swarnabhoomi. The event was organised in association with Indian Telegu Association, a non-profit Telugu cultural organisation. The drive, "Mahayagnam of tree sapling plantation", saw the participation of 900 students from schools in Chennai and neighbouring villages. Nearly 5,000 saplings were planted in an area of seven acres within the MARG Swarnabhoomi. — ENS

The hindu - 14.11.10

CHENNAI TODAY

• GENERAL

MARG Group: Planting of tree saplings, MARG Swarnabhoomi, East Coast Road, 11.30 a.m.; n



MARG Limited

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