

Our Good Samaritans

Spreading Happiness all Around

Shri Badri Prasad, Ashiana's gardener for the last 12 years, was unable to open a salary account with any private sector bank as he was illiterate. Mr. Harvinder Singh, Manager Accounts, Bhiwadi, decided to teach Badri to read and write. The joy on Badri's face when he affixed his signatures to open a salary account, and the smile of satisfaction on Harvinder's face, were a sight to behold.

Going the Extra Mile

Two months back, Mr Yuri Gagarin, Estate Manager of Ashiana Aangan, Bhiwadi, started a voluntary 'Personal Grooming & Basic Etiquette' workshop for his staff, teaching them to wear polished shoes, neat and ironed uniforms, saying thank you, phone etiquette, etc. Yuri holds these classes in his free time in the evenings. The pride and joy that Yuri's 'students' display in their new-found personalities is matched by the delight that Aangan residents experience while interacting with the well groomed and polite staff.

We've Got Mail...

I have just gone through the Apna Ashiana No.32 issue. I must congratulate you for packing in so much information in so little a space.

I am a seagoing Ship Captain and had very little leave while taking over my flat at Ashiana Utsav, Jaipur. I arrived late at night with bag and baggage, extremely stressed and getting on everyone's nerves. Despite this, that night and over the next few days, every member of the Ashiana Staff helped in every way, beyond the call of duty; and with a smile. I wish to convey my sincerest thanks to them: To Cdr. Rawat who stowed my baggage at his own residence at that late hour ; Mr Aseem Sharma, Dharmendra, Nivedita, Yatinder of Sales; Mr Narendra, Reema and Dharmendra with the registration procedure; Mr Bhasker Pandita and his team of Engineers; Mr Vikas Joshi, Pranshu, Mr Chandan the Electrician, Messrs Sonu and Nigam (yes, those are their real names!) and Sunil at the maintenance team; and finally, the ever dutiful, and cheerful Security Guards.

With Cdr. Rawat at the helm and such capable officers and staff to back up, it is no wonder that Ashiana has found its well deserved place in the Forbes list.

I have finally come to roost in MY ASHIANA.

Capt Deepak Sikand,
Ashiana Utsav, Jaipur

I would like to thank you for all the kindness, courtesy and help extended during the completion of house registration formalities on 24-25 March 2011. Now I believe that Ashiana's claim of nurturing smiles is indeed true!

Dharmender Singh,
Ashiana Amarbagh, Jodhpur



Utsav Jaipur's Park is perfect for a walk with its soothing sound of water and calming look of greenery

In my 68th year, while searching for a beautiful place to spend the rest of my life, I chose Ashiana Amarbagh. After spending three months here I am much happier; this is a good place for living; there is no noise pollution and one can enjoy a restful sleep. The services provided by the company are prompt and one does not face the day-to-day problems of water, electricity, cleanliness, gardening etc. I hope the company continues to maintain the environment and standard of services.

M D Vaishnav, Advocate
Member, Raj Bar Council,
Ashiana Amarbagh, Jodhpur

We have recently moved to our dream home at Ashiana Amarbagh and really enjoy the lush green and healthy environment, due to which all my family members have started going for a morning walk. So it has been a sound investment! I also appreciate the maintenance group for their efforts in maintaining the campus properly in all aspects.

Dr. S. S. Mohanty,
Delightful owner at Ashiana Amarbagh
Scientist-C, Desert Medicine Research
Centre (Indian Council of Medical Research)



From the Desk of the Jt. MD

Dear Friends,

The excitement I feel as I work on my second newsletter is heightened by the numerous interesting developments that have taken place in the last quarter; from product improvement to employee engagement to garnering customer feedback.

Expanding our scope of customer feedback has been a vital step. A team of top executives has been formed to talk to customers directly and find out what, in their opinion, we are doing right (Continue Doing), what we are doing wrong (Stop Doing) and what we are not doing (Start Doing). Aligning our improvements to our customers needs will make them more meaningful. I am grateful to our customers for their time.

Utsav, which is very close to my father, is seeing higher occupancy, at both Bhiwadi and Jaipur. Utsav Bhiwadi has over 300 occupants. The Trial Apartment at Utsav Jaipur is now operational and we have also started Utsav Care Homes at Bhiwadi on a small scale. We hope the Care Homes will provide assistance to those Seniors who need it, and help them get back to leading a healthy, comfortable and independent life.

I am grateful for the opportunities I have got in life to learn, be inspired and to grow. In an effort to share some of this, I shall be sending out a quarterly letter to all Ashiana Employees and I hope that they too will be inspired to make the most of their lives. An extract from my first letter is reproduced in this issue of Apna Ashiana.

Wishing you Health & Happiness,

Keep Smiling!

Spotlight!



The 1st occupants of the Trial Apartment at Utsav Jaipur, Mr. and Mrs. S K Mathur interact with Ashiana staff and Utsav residents in the Apartment Living Room.

The Trial Apartment at Utsav, Jaipur is now ready for people to experience what life at Utsav is like before they take a decision about buying a unit.

The Trial Apartment is furnished and fitted with all the basic requirements for a comfortable stay including T V, Washing Machine, Air Conditioners etc. The kitchen too has all the basics that a running kitchen would require. Household help for cleaning-up etc. will be made available. Guests will be taken around, introduced to residents and staff and shown the various facilities at Utsav. What better way to be sure about taking a major decision!

If interested, please contact Dharmendra at 09772164175



Please send contributions for Aap ki kalam se, with your full name, address and photograph. Published pieces will get a gift from our Chairman Emeritus Om Gupta. Contributions may be in English or Hindi, not more than 175 words and it should be something positive! Negative thoughts go against the Ashiana Philosophy.

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 **Ashiana**
Nurturing Smiles

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Masthead: Artists Impression of the upcoming Marine Plaza at Jamshedpur

Ashiana at RCW Conference



Jt. MD Ankur Gupta was once again invited to speak at the Retirement Communities World Australasia Conference. He spoke about the current situation of Senior Housing in India; its future outlook and challenges.

Mr. Gupta said, "It was an interesting and informative conference where one learned a lot about what is happening all around the world in Retirement Housing. It was great to interact with so many Australian developers who have been in this business for years and they were kind enough to organize visits to their Retirement Housing projects".

Philippine Retirement Summit



Ashiana's Mr. Atma Sharan (2nd from left) at the Philippine Retirement and Healthcare Summit

Mr. Atma Sharan, VP (VML), represented Ashiana Housing to speak at the Philippine Retirement and Healthcare Summit held in April, 2011 in the Philippines in collaboration with various international Chambers of Commerce.

Mr. Atma Sharan was selected to speak on 'Building Retirement Villages for the expanding number of Asian Retirees - A case study from India.'

UIT, Bhiwadi Award for Ashiana



Mr. Jaiswal, VP (Projects-Bhiwadi), receiving the award from Mr. Nandi (Secretary, UIT)

Ashiana Housing was given the award for 'Outstanding work in Initiating Housing in the Private Sector and Plantation in Bhiwadi' by UIT, Bhiwadi, on Republic Day.

The ET Conclave

Jt. MD Ankur Gupta spoke about 'Affordable Housing' at the Economic Times Conclave, prompting an interesting discussion on encouraging private and government participation in affordable housing.

Our Figures Say it All

Sales Figures for Jan - Mar 2011

The Net Sales figure for the last quarter of Financial Yr. 2010-11 was 379143 sq. ft. with 290 units. This is 50% higher than the Net Sales during the same quarter in the previous year.

Yearly achievement 2010-2011

For the first time in Ashiana's 30-year history, the company recorded sales of 1349595 sq. ft. units, 91% higher than the 706614 sq. ft. sold in the year 2009-10. A total of 1015 units were sold during the year.

The entire team at Ashiana is fully geared to reach a higher pinnacle in the financial year 2011-12.

Sharing Thoughts and Ideas

Jt. MD Ankur Gupta's decision to send out a letter every quarter to all Ashiana Employees is multi-functional. It is to share inspirational stories, open channels of communication even with Ashianaites sitting miles away, and engage each one of them in the successes, goals and vision of the company. We present excerpts from his first letter, where he talks about being inspired by MS Dhoni and Warren Buffett:

"I would like to congratulate all the employees of Ashiana on a great year. We have done record sales, record construction, record turnover ... Most importantly; we achieved all this without ever compromising on our core values..."

I strongly believe as a company, we also (like M S Dhoni) take a lot of courageous decisions like getting into retirement housing (when everyone was going for luxury housing), maintenance business (when people were looking at making a quick buck), and going to uncharted territories like Bhiwadi, Neemrana (when it was fashionable to be in Gurgaon and Noida)..."

Warren Buffett talked about saving cash as we never know when a problem or an opportunity may come our way. Ashiana saw the benefits of this during the downturn when we did not have to raise cash at obnoxious interest rates. And now when the time is getting better, we have the cash to bet on opportunities..."

I strongly urge all of you to have similar practices in your personal life and continuously take decisions with lot of courage."

The letter perhaps served its purpose best for an Ashiana employee struggling to cope with misfortune, who wrote that the letter motivated him and revived his confidence. Other responses were interesting too. S.N.Singh (Manager- Land and Legal) wrote about Ram winning the battle due to high values like truth and high character. Bhupinder (Manager HR) suggested the letter be translated in Hindi so that the ideas could be imbibed by all employees. Aseem Sharma, (Manager Sales) said he valued the sharing of views, suggestions and concerns in an open forum at Ashiana.

Customer Feedback

Our Customer Feedback process just got bigger and better with the setting up of a 14-member Executive Team comprising Ashiana Directors, GMs and VPs. Every week, 4 members of the team pick 2 customers each-randomly selected from our list of existing and prospective customers-and get their views on what the company should continue doing, cease doing and begin doing. The findings are then discussed in depth and appropriate action taken.

A Written Commitment to Residents

In an effort to communicate on a regular basis with all the residents at Utsav, AGM (Utsav Bhiwadi) Saurav Sharma has decided to send out a monthly letter, which will enumerate what has been done in the past month, as well as spell out a written commitment for plans for the future. Saurav believes this will initiate and encourage an exchange of ideas for the benefit of all residents, and help involve those who are at the moment not very actively involved.

Training at Ashiana



The VML team learns about preventive maintenance of Gensets at Ashiana Aangan.

A training session on Leadership and Team Building was organized by VML for Estate Managers and Estate officers. A session on Safety & Preventive Maintenance was held for the Maintenance Staff. A Basic Masonry training session was also conducted at Bhiwadi with participants from all our centres. The successful candidates were issued CII certificates.

Corrosion Resistant Plumbing System

CPVC (Chlorinated Poly Vinyl Chloride) pipes, which are now in use at Ashiana, are made of a thermoplastic pipe material which meets the most stringent requirements including those of American, European and Indian Standards. Being corrosion resistant, environment friendly, scale-free and NSF (USA) certified, they are today the preferred option the world over for safe drinking water. Previously used GI (Galvanized) pipes tended to get clogged with rust and calcium deposits.

For geysers, it is also a safer alternative, as the CPVC pipes and fittings in use at Ashiana are technically capable of acting as a pressure release valve, relieving excess heat buildup in the geyser in case of a faulty thermostat. A faulty thermostat can lead to a dangerously high build up of pressure inside the geyser and an explosion which could cause third-degree burns.

We would like to suggest to our readers that they should have their geysers serviced periodically to ensure that the Thermostat and Pressure Relieving Valve are in working order.

Phoolwari Blossoms



The number of children being enrolled at Ashiana's Phoolwari Schools is going up.

Improving Health



Pulse Polio Drives are undertaken regularly at all our sites, along with basic information on health and hygiene

Spreading the Word



Six Sign Boards extolling the benefits of Trees have been placed along roads in Bhiwadi where we have planted/replanted over 500 trees as part of our annual commitment.

Improvements at the Utsav Café



Chef Govind is flanked by Helper Rahul (Left) and Waiter Nandan (Right) as they pose in their new Utsav Café uniforms

The Utsav Café management is bringing about improvements at the café to make eating there a better experience in different ways, big and small. The improvements range from a more visually attractive menu card to the installation of billing software. Generation of customer's bills as well as the internal accounting system is now faster and more accurate.

The new staff being hired for the café is also being trained in all aspects including behavior, communicating with seniors, accurately noting down orders placed, explanation of menu items etc. The new uniforms for the Café Staff have also added a smarter look.

Live Chat at www.ashianahousing.com

Log on to our website and you will be greeted by our company representative, ready to assist you and answer your queries relating to our projects. The live chat session is available 24/7 to make it convenient for our customers.

Walking Competition



"I have two doctors, my left leg and my right", said a wise man, and our residents follow that too!

January was the perfect time to organize a Walking Competition. A cup of tea was ready to refresh the walkers after they completed the round.

Cooking Demonstration



Master Chef of the Day, Yuri, giving a cooking demo of Spaghetti Arrabiata at the Utsav Café

Utsav ladies were so pleased with the cooking demo by Aangan Estate Manager Yuri Gagarin that they invited him to be the Master Chef for next month's Cooking Demo too!

Ladies Coffee Evening

Coffee and Samosas, Antakshari and Tambola: the Ladies Coffee Evening in the Games Lounge of the Activity Centre was an enjoyable affair.

Staff v/s Residents Tournament



The awesome twosome: Mr. Chabra and Dr. R D Agarwal

The Staff v/s. Residents Badminton Tournament held in March at the Treehouse was an exciting affair with a good number of residents turning up to watch it. Next in line is the Table Tennis Tournament.

Tambola in the Winter Sun



Utsav Residents soak the sun as they play Tambola in Utsav's Park 1 in January

Month-End Party at the Treehouse



Utsav Residents around the bonfire at the Treehouse

The Month-End Party for January began with a welcome to Utsav's latest residents, Mr. and Mrs. Sukhija. After wishing the 'birthday boys and girls', residents sat around the bonfire singing, exchanging jokes and relishing the sumptuous dinner.

Free Ayurvedic Check-up Camp



Dr. Gopalakrishnan of Shantigiri Hospital with residents at the Utsav Medicare Centre

Ashiana Housing Launches UTSAV Care Homes

Ashiana has launched UTSAV CARE HOMES: 'assisted-living services' designed for people who require supervision or assistance in performing their daily chores and for whom independent living arrangements are unsuitable. The first unit of Utsav Care Homes commenced operations at Bhiwadi in April, 2011.

The staff is trained to render discreet supervision and help with dressing, bathing, eating, or using the bathroom. The facility is appropriate for senior citizens who do not require medical treatment, but require nursing management and care. Services are shared and therefore economical and yet specific to particular requirements.

Lohri Celebrations



Utsav Residents celebrated Lohri at the Amphitheatre and danced to the beats of the dhol

Valentine's Day Celebration



Cutting the cake on Valentine's Day

Valentine's Day was yet another occasion for us to get the residents together for some fun, music and good food. Mrs. Chhabra gave a brief history of Valentine's Day. Dr. Tyagi and Mr. Jain sang some beautiful love songs and Col. Gurdyal was at his witty best. Mr. Arora, who was staying at the Trial Apartment, was given a warm welcome by the residents.

Guided Meditation



Meditation Teacher Sania, seated in the centre, from the Prerna School of Inspiration, Gurgaon teaching 'Relaxation through Guided Meditation'

New Year Celebrations



The Kaalbeliya Dance performance at the New Year Event



Utsav residents and guests in front of the Activity Centre on New Year's Day

About 350 guests, comprising customers, staff and other friends of Ashiana, enjoyed a multi-faceted show to celebrate the New Year. There was fusion music, interactive games, folk dances, semi-classical music and a festival of kites. The appreciation and participation of the guests made the day a success.

Month End Party



Mrs. and Mr. Chaturvedi cutting the cake

The month-end party held on March 6 was attended by residents of both Manglam and Utsav. The party began with a game of Musical Chairs, followed by other party games and songs by Mrs. Matta, Mrs. Sharma and Mr. Anurag Gupta. We had also invited customers who have taken possession, but are yet to shift in. They said they were looking forward to joining this wonderful fraternity as soon as possible.

Holi at Utsav



Holi Celebrations at Utsav



Mrs. Matta, Mrs. Sharma and Mrs. Chaturvedi at the Holi festivities

The functions of Holika Dahan and Holi were celebrated at Utsav with the residents and entire staff coming together. After the puja, young and old played with holi-ke-rang and sang and danced to the beats of the local band.

Activities Galore at Utsav



Concentrating on a game of Carrom at the Activity Centre



A game of Table Tennis is a great way to pass the time



Residents watching the India v/s England Cricket Match in the TV Lounge with their young guests

Republic Day at Utsav



The residents and the Phoolwari children singing the National Anthem

Every resident participated actively in the Republic Day Celebrations at Utsav. The honour of Flag Hoisting was given to the senior most resident of Utsav, Mr. R.G. Goenka. A rousing rendition of the National Anthem followed by other patriotic songs sung by the children of Phulwari made for a wonderful atmosphere. The first resident of Utsav, Mr. R.K. Matta, was asked to distribute sweets and snacks to the children of Phoolwari. Col. V. Chaturvedi's patriotic speech was an inspiration for the children present.



Snacks being distributed to the children of Ashiana Phoolwari School on Republic Day

Utsav Activity Calendar at ashianahousing.com

Utsav residents at Bhiwadi and Jaipur can now check out the activities planned for the month by logging on to ashianahousing.com. Our residents can plan their days accordingly, select the activity they would like to be a part of and inform the Activity Manager.

Inauguration of the Ashiana Aangan Club House



Mr. Sangram Singh, Addition SP (Alwar), inaugurating Ashiana Aangan's Club House



Ashiana Aangan resident, Mr. Charan Jeet Singh Nagi, playing pool at the Aangan Club

Mr. Sangram Singh, Addition SP (Alwar), inaugurated the Ashiana Aangan Clubhouse on January 29. He took a look around the club and appreciated the facilities like the Swimming Pool, Pool Table, Table Tennis, Air-conditioned Gym and Library, etc.

Aangan owners will be pleased to learn that Phase III of Aangan is ready and the handing-over began in February.

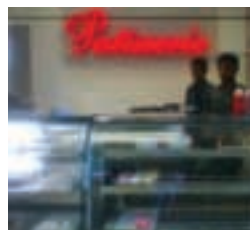
Inter-Ashiana Tournament



The Badminton Tournament in progress at Aangan's Club House

Enthusiastically played and eagerly watched, the Inter-Ashiana Badminton Tournament was held at the Aangan Club House on January 14, 15 and 16.

Mouth-Watering Treats



The options for those with a sweet tooth in Bhiwadi have got better with the opening of Patisserie on the Ground Floor of the Village Centre.

Sit and Draw Competition



Children get ready to participate in the Sit and Draw competition held at Ashiana Villas in January. The winners were Siddhant, Sanya, Surbhi and Aditya; the runners-up were Himani, Chehak, Kanika and Shruti.

Kid's Zone at the Village Centre



The Bouncer at the Village Centre keeps the kids entertained

As we say, we're all ears to feedback from our valuable customers, and the setting up of a Kid's Zone in the Village Centre is another example of it.

To give the children a safe way to enjoy themselves in the open air, a Bouncer has been set up at the Village Centre and we were surprised to see the level of enjoyment it is giving to the kids and their parents. A person has been appointed to keep an eye on the kids as we noticed that parents were leaving the kids to play while they did their shopping. In the bargain, many shops, particularly Easy Day, reported increased footfalls!

Paint-me-Pretty



Newly re-painted Ashiana Gardens looks pretty as a picture

Holi Celebrations at Aangan



The Central Park at Ashiana Aangan was the perfect venue for Holi

The VML team organized a 'Holi Milan Samaroh' in the Aangan Central Park. About 200 Aangan residents enjoyed the delicious food and thandai. Holi colours brightened the air while the DJ played music to fit the mood. Our thanks to Aangan Resident Mrs. Anu Bhardwaj and Aangan Care-Taker Mr. Surender Sharma for making the occasion a super success.

Convenience Store at Ashiana Aangan



'1947 Retail', at Ashiana Aangan is well stocked

Adding to the convenience factor for our residents is the retail store '1947 Retail' at Ashiana Aangan. It offers a great shopping experience thanks to the wide variety of general merchandise, home ware, stationary, food, vegetables and grocery.

Mr. Pankaj Sharma, Sr. Mgr. of the store said, "Quality is paramount to us and we welcome inputs from the residents of Aangan."

The Treehouse

Individual as well as Corporate Membership is on the rise at the Treehouse. We are proud to have added Usha Shiram to our list of Corporate Members and look forward to the opportunity of serving them.

Hibiscus Spa-cum-Salon



Yet another 'First' at Bhiwadi: Spa Hibiscus, the spa-cum-salon, offers rejuvenating massages in its 4 spa suites along with sauna and steam. The relaxing ambience of the salon and top quality products like L'Oréal make it the perfect place for getting facials, manicures, pedicures etc. Hibiscus offers a special 20% discount to members of the Treehouse Club, but is good value for money even for non-members with haircuts starting at just Rs. 150/-

Happenings at the Treehouse



- ♦ To beat the summer heat, the Treehouse club has organized a Rain Dance on June 5. The entry is exclusively for members. DJ Virus promises to make every guest dance to the tunes of Bollywood and the Dhol.
- ♦ A great way to spend a Sunday afternoon: A dip in the pool, followed by the Sunday Buffet at the Treehouse.
- ♦ Another new facility is the Table Tennis Room, situated next to the Cards Room. So pick up those rackets for fun, a work out or just some competitive spirit.

Republic Day at Amarbagh



The resounding sounds of the National Anthem rent the air as Mr. Bhatnagar, of Villa N-3, hoisted the flag. Fruits and sweets were distributed to the Phoolwari School children.

The Allure of Amarbagh



Within just a few months of handing over of Amarbagh Villas, absentee owners have found tenants. Evidently, the level of satisfaction with Amarbagh is high, as three of the tenants have already purchased villas at the complex. The handing over of Phase II of Amarbagh has also begun.

Sri Sri Ravi Shankar at Amarbagh



Sri Sri Ravi Shankar being welcomed by his followers and other residents of Amarbagh

It was indeed a momentous occasion when the highly respected spiritual teacher, Sri Sri Ravi Shankar, arrived at Amarbagh. Sri Sri Ravi Shankar came to inaugurate the Villa of his follower, Mr. Shivji Rathi (Villa No. S-58) and give his blessings. More than 500 people, including many followers of the 'Art of Living' program, were present at the occasion.



Like everything else at our projects, the Gas Bank at Amarbagh is an example of safety, meticulousness and aesthetics

Neemrana News

Holi Celebrations at Ashiana Greenhill



Ladies of Ashiana Greenhill playing holi in the park

Colours, pakoras and thandai were laid out for the residents on Holi to enjoy themselves to the fullest. A dhol played in the background.

Our thanks to Mr. Rajiv Gupta, President RWA; Dr. Satpal Yadav, Vice President RWA and Mr. Vinod Joshi, Treasurer RWA, for a wonderful event.

Sit and Draw Competition at Greenhill



Mrs. Mithlesh Yadav, Coordinator for the Sit and Draw Competition, with the children

Over 70 children participated in the Sit and Draw event, and enjoyed the occasion and the snacks that were given to them. The 1st prize winners in their respective groups were Shreyasee, Mahak, Priya and Nandini, while the 2nd prize winners were Isha, Priyanshu, Visha and Swati.

Ashiana Brahmananda



Ashiana Brahmananda wears a pristine look

Team Jamshedpur ended Financial Year 2010-11 with good news, having achieved their construction, sales and revenue targets. There is a lot to look forward to in the coming year.

Half the Brahmananda flats have already been sold. The project is taking shape for the timely handing-over of Phase I. The beauty of the building has been enhanced post the completion of exterior painting and work on the water tower is on.

Preparatory work at the Marine Plaza is in progress, as is the beautification of the Marine Drive. Team Jamshedpur is looking forward to serving customers even better in the year 2011-12.

Badminton Tournament

The Badminton tournament organized by the residents of Ashiana Residency Greens was a mega event with participants full of enthusiasm and a huge crowd of spectators.

Sit and Draw Competitions organized by VML



The participants for the Sit and Draw at Ashiana Woodlands get ready to display their talent

32 children took part in the Sit and Draw held at Woodlands. Aditya, Noor, Shivangee and Akshay got the 1st Prize in their respective age groups, while Michealle, Abhishek and Sana got the second prize.

Rock On!



Gardener Rohit with his beautiful creation of Lord Ganesha made with vegetables at Ashiana Gardens

Ashiana Gardens is looking even better, thanks to the efforts of the new gardening contractor, Suraj. The fountain in Phase II and the Rock Garden have been given a face lift.

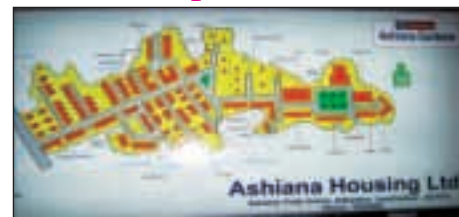
Lohri Celebrations



Residents present a charming picture as they celebrate Lohri

Ashiana Gardens residents celebrated Lohri with full zeal, doing the bhangra, the gidda and singing folk songs around the bonfire. Til, gajak, peanuts and popcorn were offered to the 'fire' and shared between residents in a beautiful display of conviviality.

Continuous Improvement at Jamshedpur



A Glow-signboard showing the layout of Ashiana Gardens is a convenience for visitors to the complex

Various steps have been taken for all round improvement. To improve security, Residency Greens' boundary fence has been raised with barbed wire. The fire fighting systems in Lilac, Orchid and Carnation has been upgraded after being inspected by AHL's fire consultant. Repair work of the Woodlands Swimming Pool and the road near it is in progress. The water tank leakage at Woodlands has been rectified with efforts made by Mr. Madan Prasad and Mr. Pratap Kumar. The painting at Ashiana Trade Centre has also been undertaken.



Three new boards showing Emergency numbers have been put up for the convenience of residents. VML has introduced Tool bags for the tradesmen and hand and shoe gloves for the electricians

57 children took part in the Sit and Draw held at Ashiana Gardens. The 1st prize winners in their respective categories were Daya, Urvi and Moitryee; Abhilasha, Madhumallika and Surabhi came 2nd and Shreya, Akanksha and Arayee came 3rd.

(Left) A collage of Ashiana Gardens prize winners and their work

Double Celebrations at Rangoli Gardens



The Dining Room of the Sample Flat at Rangoli Gardens



Kids ready to take the Elephant Ride, and (at the back) a buggy decorated with balloons

With the Sample Flat at Rangoli Gardens ready around Valentine's Day, we decided to make an occasion of it and invite our customers for not just a 'dekho' at the flat, but also a day of fun for the entire family. The children were spoiled for choice with Camel, Elephant and Buggy Rides, Lucky Draw, etc. A Bikers Show was followed by Indian Idol Runner-up Amit Sana's performance, and next was a performance by the Dazzle Group. Our customers also put their best foot forward and competed for prizes like the Best Dancing Couple, the Best Participant etc. Over 450 invitees were present to celebrate the day with us.



A piece of art that cools the atmosphere



A stunning night time view of another water body

Greenwood welcomes its First Home Owners



A view of Ashiana Greenwood, Jaipur



Cdr. Rawat, V P (Jaipur and Jodhpur) with the first residents of Greenwood, Mr. Sachdeva and his family

A function-cum-press conference was held to mark the handing over of keys to Greenwood homeowners on January 29. The guests were served lunch after they had seen the flats and the development work being done around the area. The handing-over of Phase II has also commenced.

Republic Day at our Jaipur Sites



The children at our Greenwood Site Phoolwari School get ready to sing and celebrate Republic Day



Labourers working at the Rangoli Gardens site enjoy a special lunch during the Republic Day Celebrations

Ashiana Manglam



The Swimming Pool at Ashiana Manglam is the perfect spot for summer

For Enhanced Safety



Supervisors of Rangoli Gardens in their new Night Vision Uniforms

Lavasa Logbook

Lavasa figures among the top eight vacation spots in Maharashtra, what with activities like Water Sports, Adventure Sports and the natural beauty of the place.

Lavasa is also coming up as an excellent educational hub, and the latest major player in this field is Le Mont International School which offers international curricula at primary, middle and high school levels culminating in the International Baccalaureate Diploma.



Femina Miss India winners enjoying water sports at Lavasa

Ashiana Family Meet



In line for the 3- Legged Race

About 400 excited adults and kids (Ashianaites from Delhi, Jaipur and Bhiwadi, along with their families) congregated at Bhiwadi in February for our annual affair: the Ashiana Family Meet.

The Delhi v/s Bhiwadi Cricket Match saw Jt. MD Ankur Gupta winning the Man of the Match title with his 77 runs and leading his team to victory. Post the match, everyone moved to the Treehouse for a sumptuous lunch, and an opportunity for the families to meet our Chairman Emeritus, Mr. Om Gupta and Mrs. Beila Gupta and Directors Mr Vishal Gupta (and Mrs. Rachna Gupta), Mr. Ankur Gupta (and Mrs. Hem Gupta) and Mr. Varun Gupta.

The Organizing Committee, made up of Ms. Ashita Mujumdar and Mrs. Ritu Sinha had organized a range of sports and games like Volley Ball, Long Jump, High Jump, TT and Badminton as well as Passing the Parcel, Tug of War, 3-Legged Race, etc. In the dance performances, the children clearly over-shadowed their parents with their zeal!

The Best Employee Award announcements were met by loud cheering from colleagues. Ms. Saba Sultana, Ms. Pallavi Sharma and Ms. Akansha Pundhir who anchored the show did a great job.

MD Mr. Vishal Gupta's Vote of Thanks was a fitting finale to a memorable day which was another example of Ashiana's 'People Oriented' philosophy and the desire to 'Nurture Smiles'!



Kissa Musical Kursi kaa!

The winners of the 'BEST EMPLOYEE' Awards: JAIPUR

Supervisor (Greenwood)-Rushi Khan
Supervisor (Manglam)-Babulal
Supervisor (Rangoli)-Rajesh Dubey
Electrician-Ramesh Chand Meena
Employee-Meenu Bhalla
Office Boy-Rajeshwar Thakur

VML

Estate Officer (Village)-Ashok Singh
Estate Officer(Gulmohar)-R S Chettri
Helper (Greens)-Sushil
Mason (Gulmohar Park)-Hakim
Electrician (Gardens)-Rakesh
Electrician (Village)-Dalip Kumar
Electrician(Green Hill)-Shambhu Singh
Electrician (Aangan)-Suresh Kumar
Plumber (Utsav)-Sanjay

AHL

Mechanic-Anil Singh
Supervisor (Aangan Ph. III)-Benu Jha
Supervisor (Aangan Ph. IV)-Rajender
Supervisor (Aangan Ph. V)-Sanjeev Kr
Supervisor (Development)-Chinta Ram
Supervisor (Electricians) -Ram Niwas
Time Keeper -Dhirender Thakur
Accountant-Vikas Kumar
Special Prize -Pankaj Joshi (Legal)
Special Prize-Jitender (Marketing)

Student (Phoolwari 1)-Manohar

Student (Phoolwari 2)-Chandra Shekhar



The Delhi Team gets ready for Tug-of-War



Feedback Forum

Whether we get bouquets or brickbats, comments made by our customers are of great value: the bouquets motivate us; the brickbats tell us where we need course correction. Some of the recent feedback we received:

Mr. Mayank Kulshrestha (M-321, Aangan Ph-II)
I was prompted by friends and your advertisements to go in for this property. It is the best laid down complex in Bhiwadi. I am very happy with the quality of workmanship. I feel there should be a system to inform us about the options of extra work while booking.

Ashiana: Thank you for your suggestion. We have now put in place a system to inform customers about the options for extra work, where applicable, along with the allotment letter.

Dr. Kaushal Ohri (N-33, Amarbagh)
I am a satisfied customer and feel that the project is very good. My only major concern is the delay in handing over.

Ashiana: We understand your concern and sincerely apologise for the delay. We would like to assure you that all efforts are on to make up for the delay without compromising on quality. We have already handed over 68 villas; 31 families have moved in and are enjoying the facilities at the project.

Mr Narendra Singh (N-122, Amarbagh)
I am a tenant in Villa N-06, Ashiana Amarbagh. Our family's experience while staying here prompted us to buy a unit in the project. Pollution free atmosphere, wide roads, lush green gardens, open spaces and prompt service make it a proud possession.

Ashiana: We thank you for your encouragement. We endeavour to continuously improve in every sphere.



Feedback Forum

Mr. Atul Paliwal (I-236, Rangoli Gardens)
I am very happy with Ashiana since they are good people to deal with and are transparent in their dealings.

Ashiana: We thank you for your kind words. Such encouragement brings out the best in us to serve you better.

Mr MC Sharma (M-107, Utsav Lavasa)
I have booked a 2-BHK villa in Lavasa and am staying as a tenant in Utsav Jaipur. Ashiana as a brand name has a high rating. Greenery and maintenance are the factors to be proud of.

Ashiana: We thank you for being our valued customer. We will always endeavour to nurture your smiles.

Mr Binu Mathews (I-131, Rangoli Gardens)
The information system is good, construction pace is good. Please continue to maintain it. My only concern is that the reference benefits are not pursued at a faster pace.

Ashiana: Thank you for your feedback. We have set up a system to address your concern: Reference Benefit data is compiled at the end of every month; after that it takes a month for processing and disbursing the benefits.

Mr. Kabindra Kumar Roy (E-275, Brahmananda)
I am very happy with the pollution free environment, quality of construction and timely handing over of the flat. The pre-sale experience was excellent. The only complaint is I was not informed that LIC was also financing the project.

Ashiana: We have understood your complaint and have taken corrective action.

Mr. Arun Mukherjee (A/418, Ashiana Gardens)
I am a satisfied customer. My only concern is that there are no lifts in the complex.

Ashiana: Though we do have lifts in our newer projects, the provision of lifts was neither planned nor promised for Ashiana Gardens. However, we are glad to learn that you are satisfied with our product and services.

Welcome to Ashiana



Mr. Mohd. Ibrahim
Executive IT
New Delhi (HO)



Ms. Neeti Tiwari Nayak
Planning Engineer
New Delhi (HO)



Ms. Lopamudra Dutta Choudhury
Planning Engineer
New Delhi (HO)



Mr. Harshwardhan Jaju
Management Trainee
New Delhi (HO)



Ms. Sakshi Kadyan
Executive (Sales)
New Delhi (HO)



Mr. Tajheem Quader Khan
Architect
New Delhi (HO)



Mr. Yogesh Kumar
Supervisor (Civil)
AHL Bhiwadi



Mr. Sandeep Kumar
Foreman (Civil)
AHL Bhiwadi



Mr. Devendra Singh
Supervisor (Electrical)
AHL Bhiwadi



Mr. Sumit Kumar
Site Engineer
AHL Bhiwadi



Mr. Sharda Nand
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Abdul Kaleem
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Angarmani
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Mohd. Shamim
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Girish Kumar
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Chandan Kumar
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Pradeep Kumar
Trainee Supervisor (Civil)
AHL Bhiwadi



Mr. Dhiraj Kumar Pandey
Electrical Engineer
AHL Bhiwadi



Mr. Pradeep Kumar Jangid
Electrical Engineer
VML Bhiwadi



Mr. Rajeev Sharma
Gym Trainer
VML Bhiwadi



Mr. Sanjay Kumar Sah
Mason
VML Bhiwadi



Mr. Ram Babu
Plumber
VML Bhiwadi



Ms. Shejla Sharma
Office Executive
VML Bhiwadi



Mr. Devi Singh
Security Supervisor
VML Bhiwadi



Mr. Sardar Singh
Security Supervisor
VML Bhiwadi



Mr. Sukhvinder Singh
Security Supervisor
VML Bhiwadi



Mr. Om Prakash Singh Tanwar
Security Supervisor
VML Bhiwadi



Mr. Binoy Chander Ghosh
Manager (Cafe)
VML Jaipur



Mr. Kunal Singh
Trainee Engineer
Jodhpur



Mr. Ravi Bhojwani
Executive (Sales)
Jodhpur



Mr. Rajesh Agri
Site Engineer
Jodhpur



Mr. Dilip Kumar Gahlot
Supervisor (Electrical)
Jodhpur



Mr. Sanjeev Kumar Mishra
Deputy Project Manager
Jamshedpur



Mr. Manish Prasad
Executive (Purchase)
Jamshedpur



Mr. Chandan Kumar
Site Accountant
Jamshedpur