

ISSUE 4 APRIL 2008

# PUNE BEATS

Exclusive

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I N T R O D U C I N G

# COVER STORY

# ROHAN LEHER

## Well ventilated homes

What does ventilation mean to you? Windows? Doors? A view of the outside? Or a tiny opening in the wall? Hold on. We are introducing air supply like never before. Rohan Leher, located at Baner, offers well ventilated 2 & 3 bedroom apartments unlike any other. We bring you an exclusive coverage of this unique property, which has already made thousands in Pune crave for air supply.





# AIR SUPPLY

## NOW PERFORMING AT ROHAN APARTMENTS

Step into Rohan Leher; and a delightful breeze greets you. Just a hint of what you can expect inside. Architecturally speaking, Rohan Leher is perfectly ventilated to let in adequate air. Windows and doors are strategically placed to let the interiors have more natural light and fresh air. The refreshing design has done away with unnecessary passages inside the house that block the free flow of air, as well as light. Which means, while you and your family enjoy the smart utilisation of space inside, fresh air reaches every nook and corner of the house. Forget the AC. Forget switching the ceiling fan on. And do away with your hair drier. At Rohan Leher, air supply is performing.







# PLUS

Perfect Ventilation	Lively Light
Smart Space	Utmost Privacy

**PLUS HOME**

## HOMES:

Rohan Builders has been involved in real estate development based on innovative concepts. At Rohan, homes are so different. Aptly called PLUS Homes, these homes defy conventional design standards and offer a fresh approach to living life.

PLUS stands for Perfect ventilation, Lively light, Utmost privacy and Smart space. Rohan believes that a nice home does not just comprise beautifully furnished rooms. It should also have sufficient ventilation, ample natural light, smart space and good privacy, the very features that set PLUS Homes apart. The designs are also based on principles that offer a healthy and comfortable life.

## ENJOY AIR SUPPLY

Consider the design approach: Rohan understands that light does not penetrate more than 20 feet from one source. Large windows and openings define the design. The living room and dining area are placed at a right angle (L shaped), and the living room is in a proportion of 1:1.5 so that they don't feel confined and narrow. Cross ventilation not only ensures enough air supply, but keeps the air inside always fresh.

Rohan's unique design assures that windows do not open into a neighbouring window (that's privacy for you). Instead, the main windows open to the inviting greenery of the landscaped gardens outside. Which means, be it the living area, the bedroom or the kitchen, one finds themselves in a refreshingly airy home. Far from neighbouring eyes. Tucked away in a space of their own, enjoying the air supply.



Rohan Builders believes that life must exist alongside nature, not at the cost of it.



## ECO HOUSING: GOING GREEN WITH ROHAN

Rohan Builders believes that life must exist alongside nature, not at the cost of it. This is an ethos we call ECO Housing. Rohan starts out with a plan being designed in such a way that there is minimal alteration to the natural terrain. And we make sure that energy is conserved in whichever way possible. Sewage water is recycled and used to water the plants and for flushing. Drip irrigation is utilised for watering the landscape to prevent wastage of water. To help improve depleting ground water levels, we adopt rain water harvesting, to make use of every drop of water possible. The wet waste that is generated is processed in the biogas plant to produce rich organic manure. This is used

in the gardens and landscaping. Across Rohan projects, fly ash, a thermal waste, is put to good use through a proven and scientific process: it is blended with concrete and concrete blocks in a precise proportion to enhance their properties. By acting as a mini biosphere, the natural landscaping too plays a part in preserving the local eco systems. And then there is Rohan's PLUS Homes design - proper ventilation that let's in natural light - and thermal roofing which helps keep the interiors cooler. As a result, less electricity is consumed, which translates to huge energy savings.

### FutureScope



## SMART HOMES: THE LIFESTYLE OF THE FUTURE IS ALREADY HERE.

Welcome to the future. Gadgets and gizmos have taken over. Imagine you are driving home and you send a message to your microwave telling it to warm some pasta for you. And another message to the geyser telling it to warm water. So by the time you reach home, everything is ready and waiting for you. With Rohan Smart Homes, all this isn't just a dream. Digital features in a Rohan home include a number of gadgets that make life truly futuristic. With these most modern features, you can control

electronic appliances inside your house through your mobile phone, over the Internet or with the help of a remote control. With the digital security features like security alarms and CCTV, you are completely secured from possible intrusion from any direction. These intelligent devices are always active to protect your home, while you peacefully sleep in the night or when you are away from your home. It also adds a lot of convenience in a world where time is a premium.

With digital technology, you can remain connected to your home from anywhere in the world, to monitor safety and security. Like, if you are going on a trip and you aren't sure whether you turned off the gas, lights, or the geyser, you can do that over the Internet or even from your mobile. Of course, if you are not so forgetful, all you need to do is press a key while leaving, and the home will be put in locked mode, with lights, gas switched off and will also activate your security system. Control all lights of your home from a handy remote control. Present the emergency pendant to your grandma. In case of emergency, she can just press the emergency button on the pendant and you will immediately receive an emergency alert on your phone, and even to the security. In case there is fire or leakage of cylinders, or an intrusion inside your home, it will alarm the

security and send an alert to you as well. You can also view images and clips of your visitors who come to visit you at your doorstep or at the security gate; locally or remotely, from anywhere using the Internet. The digital features also ensure you don't miss important events or functions in the society, all your memos will be flashed onto your intelligent LCD display. You can also set reminders.

Who knows, you could use your system for online home-shopping and perhaps explore many more exciting possibilities too. It's a digital world.



Bird's Eye View





ROHAN LEHER: THERE'S MORE.

THERE'S MORE.



- Spectacular landscaped area with innovative features - designed by renowned Singapore-based architects
- Thick greenery and lawns
- Innovatively designed lit swimming pool with paved deck
- Furnished clubhouse

- Professional gymnasium
- Multipurpose hall
- Furnished guest rooms
- Squash court
- Barbecue area
- Reading room
- Amphitheater
- Indoor games
- Basketball Ring

- Centralised LPG through pipeline
- Advanced Digital Home system

ROHAN  
REGULARS

- All services designed by renowned consultants
- Maintenance of all common amenities by Rohans' property management team
- Seismic resistant design
- Concrete / paved internal roads
- Impressive main entrance & lobbies
- Ample car parking
- Demarcated visitors' parking
- Pressurised water supply system
- Fire fighting system
- Rain water harvesting
- Sewage water treatment plant
- Biogas plant / Vermiculture

- Drip & sprinkler irrigation system
- Thermal insulation treatment for roof terraces
- Borewell water filtration & softening plant
- Garbage chute
- Car washing area and sanitation facilities to drivers & servants
- Automatic passenger lifts – 2 nos. per building
- Durable exterior textured painting
- 100% power back-up for common utilities
- Emergency power back-up for one light point in each room

## STANDARD SPECIFICATIONS

### TOILETS:

- Ceramic tile dado up to 7 ft. height.
- Marble / granite stone fascia for door openings.
- Basin with marble / granite counter for master bedroom and common hand wash.
- Pastel colour / white sanitaryware.
- Premium quality CP fittings.
- Single lever hot & cold mixer with overhead shower.
- Concealed plumbing with insulation for hot water lines.
- Cockroach preventive trap.

### KITCHEN:

- 'L' shape kitchen platform with granite top.
- S.S. kitchen single bowl sink with drain board.
- Ceramic tile dado up to 2 ft. height.
- Provision for fixing of water purifier.

### UTILITY AREA:

- Washing arrangement with water line and drain.
- Ceramic tile dado up to 3 ft. height.
- Inlet-outlet provision for washing machine.

### FLOORING:

- 3' x 3' vitrified tiles for living, dining, kitchen and 2' x 2' in other areas.

- Laminated wooden flooring for master bedroom.
- Decorative ceramic tiles for terraces.

### ELECTRICALS:

- Concealed, fire resistant high quality copper wiring.
- Ample light points with Roma make or equivalent modular switches.
- T.V. Point in living & master bedroom.
- Telephone point in living and all bedrooms.
- A.C. point in master and children's bedroom.
- Provision of exhaust fan in kitchen & toilets.
- Earth leakage circuit breaker.

### DOORS & WINDOWS:

- All internal doors: Flush doors with seasoned wood frame.
- French polish with Touch wood coating to all flush doors.
- Elegant main door with both side polished veneer.
- Premium quality brass fixtures & fittings.
- Powder coated / Anodized aluminum sliding windows with mosquito net.

### INTERNAL FINISH & PAINT:

- Internal walls finished with smooth coating of Gypsum / Lime.
- Acrylic oil-bound distemper painting for walls.

STANDARD SPECIFICATIONS





# Masterplan

## Masterplan

### Legend

- Arrival plaza with special pave
- Project sign
- Security cabin
- Pebble base reflective pool waterfall
- S/S water spouts
- Linear fountains on shallow pool
- Aroma trellis seating area
- Chit chat corner underneath building
- Aroma court
- Table tennis
- Children playground
- Chess court
- Colorful garden
- Specimen tree
- Open lawn
- BBQ corner
- Chit chat corner
- Sculpture / decorative pot
- Floating court
- Old folk corner
- Garden bench
- Sculpture on flowering bed
- Children walk

- Pool shower
- Children pool with fountains
- Timber boardwalk
- Pool deck / sun deck
- Basketball court
- Columnar feature with water spout
- Swimming pool
- Jacuzzi
- Bridge to clubhouse
- Yoga / multi purpose plaza
- Blossom garden
- Seating pavilion
- Seating / viewing deck
- Jogging / strolling path
- Trellis walk
- Pond
- Herb and spice garden
- Lower garden entry plaza
- Mini amphitheater
- Club House
- Phase Two





# FURNITURE LAYOUT

2 Bedroom Flat



3 Bedroom Flat







Rohan Vasantha

## Corporate Profile

# ROHAN BUILDERS: A DISTINCTLY DIFFERENT COMPANY

Rohan Builders embarked on as a modest-sized but focused construction company in 1993. A strong, consistent, multifaceted, multi-disciplinary and vibrant organisation, committed to utmost customer satisfaction. Rohan banks on innovation, teamwork, a high degree of technical excellence, and maintains the finest standards of business practice in its entire endeavours. Long-term relationships and repeat orders from reputed clients are testimony to its quality and value of services offered. Multinationals like Coke, Pepsi, Hindustan

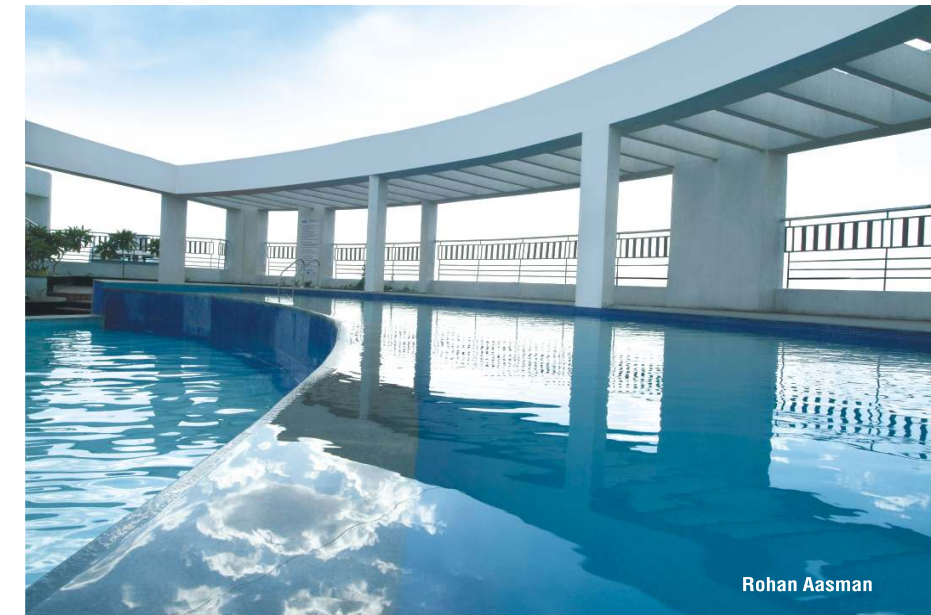


Rohan Kasturkunj

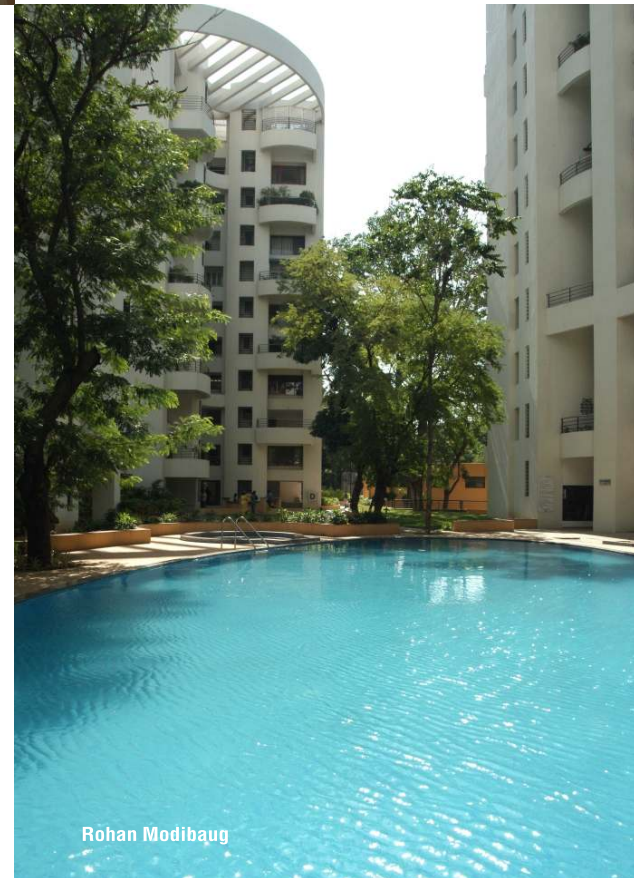
### SOME HIGHLIGHTS ABOUT ROHAN:

- Over 400 experienced Civil Engineers
- 80 landmark projects, from Uttaranchal to Pondicherry, Meghalaya to Mumbai
- A CRISIL Rating of DA2.
- A diversified group, with operations in civil engineering, real estate development, infrastructure, agriculture and IT.

Lever, Fiat, LG, Cargil, Cadbury's, Colgate and many others have entrusted their industrial projects to Rohan, and it has thankfully taken up the challenge by building award-winning projects. Today, Rohan Builders is a renowned name in residential and commercial construction and is acclaimed for introducing fresh concepts in residential construction, including innovative design and structure, modern and new amenities, quality construction



Rohan Aasman



Rohan Modibaug

and timely delivery. 15 years on, the same passion and expertise is seen across residential projects like 10 Kasturkunj, 1 Modibaug, Rohan Aasman, Rohan Madhuban, Rohan Garima, Rohan Tarang and Rohan Nilay, all in Pune; Rohan Vasantha, Rohan Jharoka, Rohan Mihira and Rohan Ashima in Bangalore.





Rohan Tarang



Rohan Seher

How one builds is as important as what one builds, according to Rohan.

Rohan has an enviable track record of completing 97% projects on-time and has grown into a builder of national repute.



Rohan Nilay

## MILESTONES

- In 1998, the Company got a major order for simultaneous construction of bottling plants for Coca-Cola India Ltd. at Bangalore, Ghaziabad, Goa and Vijaywada.
- 2005 – 2006: Company successfully bagged four Toll Projects in Punjab worth Rs. 3.5 billion (maintenance and operations of road projects).
- 2007: The persistent efforts translated in yet another road project on Annuity basis from NHAI worth Rs 2.5 billion (4 lane road from Amritsar to Wagha Border).
- In 2007, the Company received the largest single order for Rs. 2.25 billion, from Ashok Leyland.



Rohan Tapovan



Rohan Madhuban



# AWARDS & ACHIEVEMENTS

- **CRISIL Rating** of DA2. This rating signifies that the developer's ability in executing real estate projects as per specified quality levels, adhering to time schedules and transferring clear titles is, 'Very Good'.
- **Quality, Speed & Durability Award** from Builders Association of India, Pune for the years 1997, 1999, 2000, 2001, 2002, 2005 and 2007.
- **Best Project Award** from Architects, Engineers & Surveyors Association, Pune for the years 2001, 2002 and 2007.
- **International Safety Award** from Construction Users Round Table for Outstanding Safety record in 2005.
- **Safety Award** from National Safety council in 2007.







Disclaimer: The contents of this brochure are purely conceptual and have no legal binding on Rohan Builders. The furniture shown in the plans does not form the part of actual unit. The builders reserve the right to amend the contents, plans and specification without prior notice.  
Note: The Saleable built-up areas shown in the brochure are calculated as: Saleable built-up area + proportionate common area.

 **ROHAN**  
BUILDERS (INDIA) PVT. LTD.  
CRISIL Rating - DA2

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