



In the pursuit of being perfect.



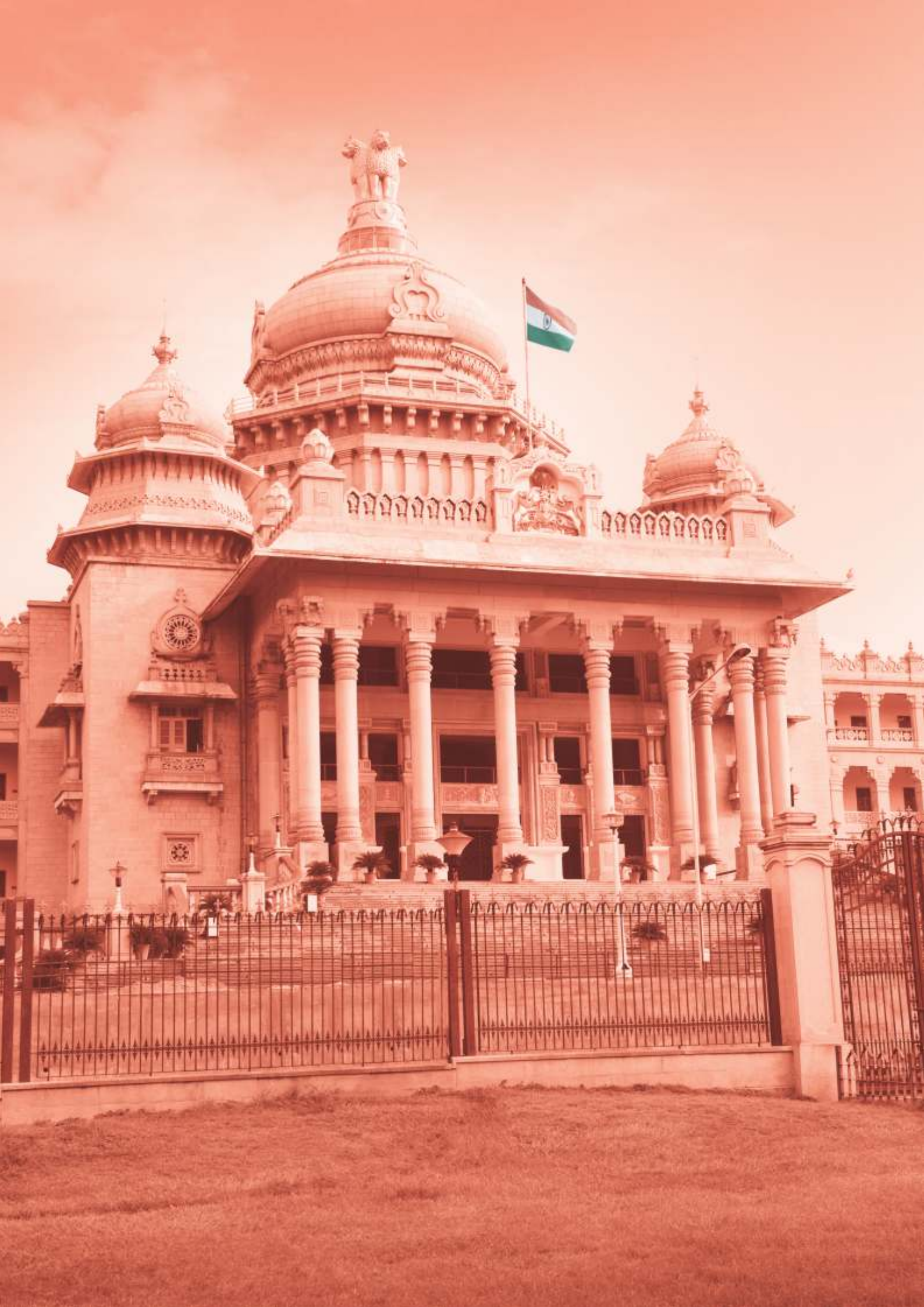
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IN THE PURSUIT OF
BEING PERFECT





BENGALURU IT'S HAPPENING

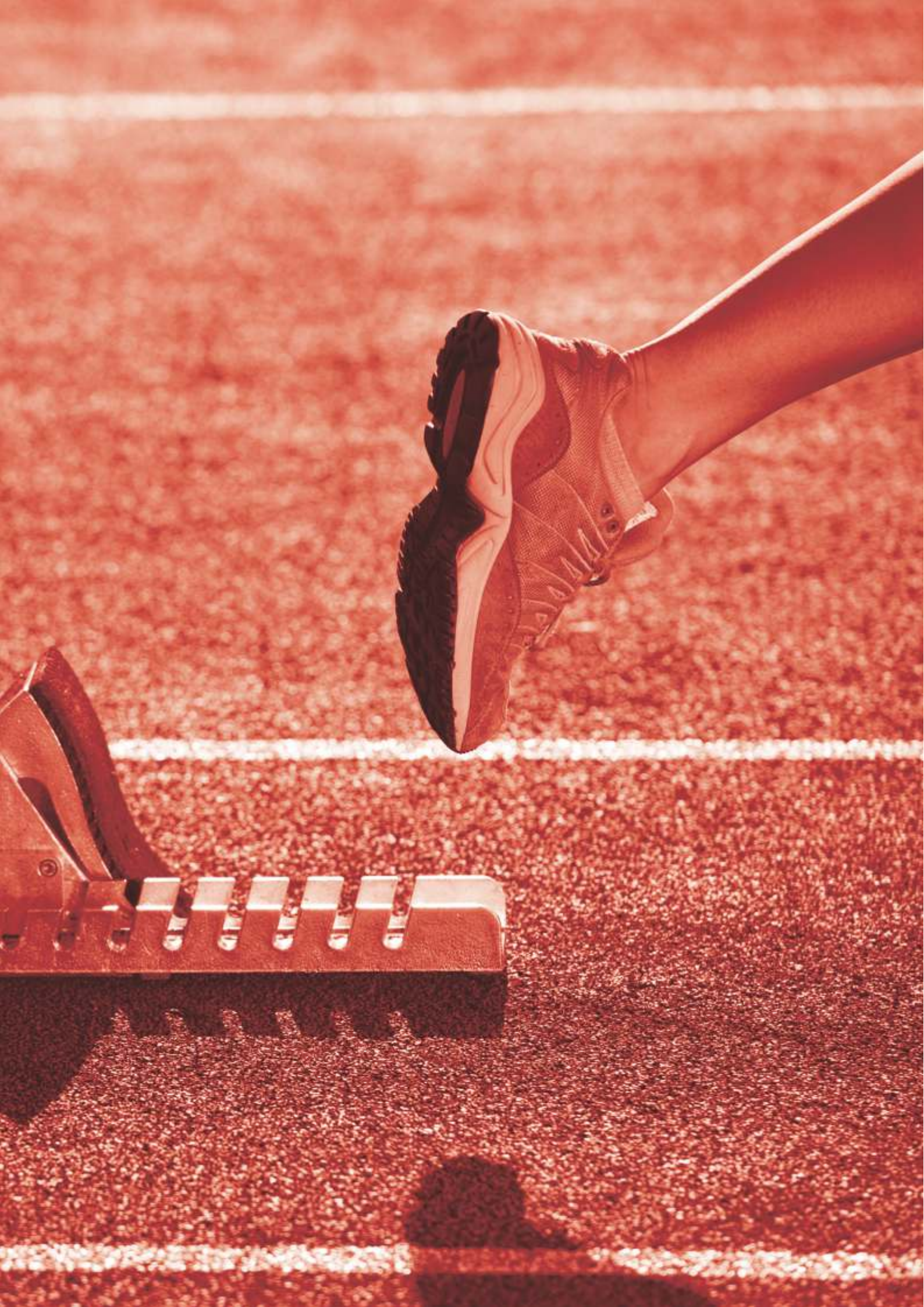
Bengaluru's transformation from the garden city to India's Silicon Valley has been nothing, but phenomenal. From a serene, quiet city, Bengaluru has become the most sought-after destination not only for the IT companies, but also for talented professionals across multiple industries ...And its skyline is a testimony of its tremendous growth. Today, Bengaluru is the fastest-growing metropolis in the country.

Over the last 16 years, Bengaluru has witnessed a huge growth in its ever growing population. The city was home to over 5.1 million people in 2001, further increased about 65% in 2011 and currently its home to over 11.5 million people. Rapid Industrialization and urban development in the city has seen a tremendous growth in its population.

Among entire Bengaluru, South, East & North Bengaluru is in the spotlight as the growth epicentre due to tremendous commercial development. East & South Bengaluru has been the game changers. East comprises of ITPL and South comprises of Electronic City. Popularly known as E-City, it is the hub for almost all biggies of IT, corporate giants, vast number of commercial complexes, schools, hospitals, malls. With lot of working professionals from other states, moving in for job opportunities, the residential projects too have witnessed a huge growth to meet the growing demands.

When one talks about the growth of Bengaluru, will North Bengaluru lag behind? In fact, North Bengaluru is where the growth curve takes the big leap, ever since the inception of the Kempegowda International Airport. There has been no looking back at all! Good infrastructure and excellent connectivity has been helping trade and business to prosper in a big away. From schools to banks to ATMs to Malls to Multiplexes to hospitals, there's everything to make North Bengaluru the most happening destination for all.

KEPL was early to identify the potential in both North & South Bengaluru and is a leading real estate developer with numerous projects including completed, on-going and upcoming projects.



Krishna Homes is the real estate division of KEPL (Krishna Enterprises Pvt Ltd). We specialize in building aspirational urban living spaces offering rich and vibrant experiences for the modern urbanite. We believe in three key success parameters while planning any project i.e. Cost, Quality & Aspiration.

- **Aspiration:** In terms of locations chosen, project plans are optimised for maximized benefits and contemporary designs are implemented via the use of modern-day materials.
- **Quality:** High-quality materials along with the latest in construction technologies are employed for the longer durability and life of every material used in the making of a Krishna home.
- **Cost:** Due to our global sourcing capabilities and latest construction technologies we deliver projects at an optimised cost to our customers.

Krishna Homes has contributed its fair share of building masterpieces to the Indian residential, recreational and commercial sectors; all with the effective utilization of state-of-the-art equipment, technology and industry practices. Our upcoming, ongoing and completed projects are modern townships offering villas, villaments, row-houses and luxury high-rise apartments along with affordable homes in Bangalore and in the vicinity of major IT establishments.

KEPL group

KEPL has a legacy of over 25 years in multiple industries that prominently include Real Estate, Infrastructure, Retail and Hospitality. Our business verticals operate through various brands and these are:-

Atlantis is multi-brand retail chain of KEPL. It is a business integral to the success of KEPL and strengthens the group's global sourcing capabilities that revolve around a product-line that comprises: tiles, sanitary ware, CP fittings, plumbing products, modular kitchens, modular furniture/ fittings, etc. Also showcased is a diverse choice of varying products that fall under the banners of all major brands catering to the retail /wholesale customers and institutional buyers.

With almost two decades of industry experience, Atlantis with a committed & professional workforce trained within the parameters of organizational culture, inherent work ethics and dynamic functioning delivers nothing but the best of products. Atlantis currently operates in South India via a mix of owned and franchised stores while simultaneously and also aggressively expanding its presence across the country. Atlantis believes in providing quality products and benchmarked hospitality services to its stakeholders truly adhering to the group's policy of "Aspiring for Perfection".

Krishinton Hotel, an all-suite hotel, offers a sanctuary of peace and delight to all its guests and visitors.

Nestled in the central business district area of Bangalore, Krishinton is apt for business and leisure travellers. Located in proximity to the Embassy Zone and ISKON Temple, it is also a short drive away from the Bangalore International Airport, Shopping complexes and well-known educational and entertainment centres are closer too.





VISION

To become an industry benchmark in all businesses we operate and attain leadership through innovation, product quality, service standards, profitability and corporate social responsibility.

OUR MISSION

FOR CUSTOMERS: To deliver products & services benchmarked around quality, aspiration and cost; to achieve this via the best of innovations and technology.

FOR INVESTORS: To accomplish quantum growth year-on-year on revenues, profitability and market share; to deliver optimum returns on investor investments.

FOR EMPLOYEES: To attract and retain talent; maximise the potential of staff and care for their personal well-being and career growth.

FOR PARTNERS: To select partners based on the quality of work and their ability to complement our commitment to the environment, health and safety of all people associated with our businesses.



OUR PHILOSOPHY

Whether it's the real estate, retail or hospitality businesses of KEPL, all verticals have their core focus centred on the customer. We're proud to call ourselves a customer centric organisation and are driven by the philosophy in every undertaking. Our experienced management, highly-skilled team and pioneering business management processes enable us to consistently provide a perfect balance of quality, aspiration and cost to our clients and customers.

VALUES

Our values are driven by our philosophy and vice-versa; both are conjoined and lead to a single focus on our customers and internal & external stakeholders. We believe in:

- Trust, Respect and Integrity
- Sensitiveness towards people and the environment
- Dedication to quality and superior customer satisfaction at every touch point

BRAND PROMISE

“Aspiring for Perfection”

Our best endeavor is to achieve perfection whether it's project / product quality, service, engineering, designs, cost, sourcing or customer satisfaction. Since our business and customers are growing on day-to-day basis, we create a conducive environment and aspire to achieve perfection in every delivery.

OUR WORK CULTURE

At KEPL, the inbuilt culture at the workplace involves a system of behaviors, beliefs, attitude and values. The same have been developed and practiced over time and it also reflects what organizational leadership values are. To contribute in different angles of the sphere, we drive and groom our people to inculcate Positive Thinking, Positive Attitude, Positive Relationships, Positive Teamwork and High Energy work environments and commitment to perfection. With this thriving culture we value our team members and award their contributions. We believe our people are the biggest brand ambassadors of our organization and their workplace perceptions will influence KEPL's brand image. Parallely, the results reflect in the Company's growth, image and bottom-line.

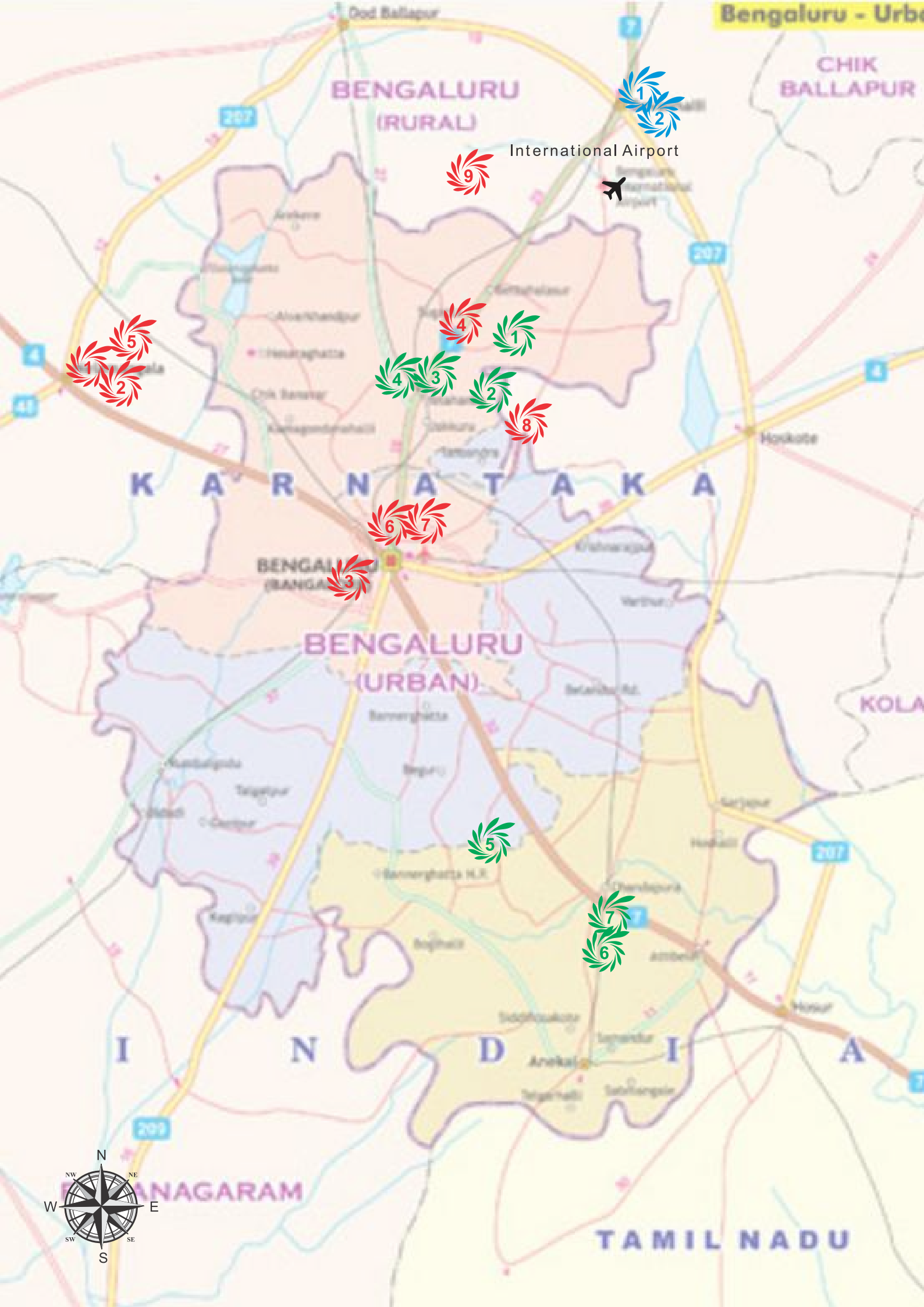


OUR CAPABILITIES

- 1.5 mn sq ft of constructed area successfully delivered
- 100+ acres of gated community plotted layouts successfully completed
- 2 mn sq ft of constructed area ready for handover
- 2.04 mn sq ft area under construction
- 4 mn sq ft scheduled for launch in the next 12 months
- A strong team of 250 professionals in Engineering, Architecture, MEP, Structures, Purchase, Finance, Legal, Sales & Marketing, and CRM
- An established brand name in terms of quality and strong business ethics
- Positive repeat clientele and references in all the projects

PROJECT PORTFOLIO

- Balanced project portfolio, comprising luxury apartments, villas, mid-range apartments and affordable homes
- Project spread in major growth hubs of Bangalore i.e. Bangalore South (Electronic City Phase-1, Phase-2 and Hosur Road) and Bangalore North (Yelahanka New Town, Thanisandra Main Road, Bagalur Road, International Airport Road, Devenahalli)



OUR PRESENCE

COMPLETED PROJECTS

1	Clifton Park	Plotted Layout & Resort
2	Hillside Meadows	Plotted Layout & Villas
3	Krishna North Villas	Villas
4	Somashekar Layout I	Plotted Layout
5	Prime Town	Plotted Layout
6	Krishna Greens	Apartments
7	Krishna Dwellington	Apartments
8	Krishna Northwoods	Villas
9	Krishna Stoneview	Plotted Layout

ONGOING PROJECTS

1	Krishna Shelton	Apartments
2	Krishna Elicia	Apartments
3	Krishna Brighton	Apartments
4	Krishna Haven	Villaments
5	Krishna Mystiq	Apartments
6	Krishna Aquabay	Apartments
7	Krishna Goldfields	Apartments

UPCOMING PROJECTS

1	Krishna Heritage City	Integrated Development (mall, hospital, hotel, apartments)
2	Krishna Gardens of Rome	Plotted Layout



THE FOUNDER

Late Shri N. K. Ravi

Founder Chairman

Late Shri N.K. Ravi may not be present with us, but his personal values and philosophy are ingrained in the Group's policy and is followed by each and every team member as a ritual. Late Mr. N.K. Ravi, the chief promoter of KEPL started his career at MICO and later moved on to UAE as a Senior Government Officer in the electricity and water works department. After working in UAE for over twenty years he came back to India with a wealth of professional experience and a vision of entrepreneurship, which further helped him to lay the strong foundation for KEPL. He always had an inclination to build an organisation which will be sensitive to its customers, investors, channel partners and society at large. His rich experience and passion helped create the KEPL we know and love today. KEPL, be it in the real estate, retail or hospitality sectors, will always look up to the principles and practices of our founder in all current and future endeavours.

THE MANAGEMENT TEAM

Mr. Anil Kumar

Managing Director

Anil is a civil engineer and is the elder son of late Mr. N.K. Ravi. Anil spends most of his time at project sites to ideate with engineers and architects to offer the best in designs and execution to the end user. He spearheads strategies, project planning and execution for real estate business. He oversees and provides strategic guidance to other business divisions as well as drives and converts organizational vision into a reality. The entire team sees him as a captain who can steer his ship through even the roughest of waters.

Mr. Sunil Kumar

Joint Managing Director

The younger son of late Mr. N.K. Ravi and a science graduate, Sunil heads the retail division of KEPL. He is also a marketing specialist with a huge network of acquaintances across the globe. This helps him to source the best of materials for both retail and construction businesses. Under his leadership, Krishna's retail division is heading towards a massive expansion across the country.

Mr. Deepak Gowda

Senior Vice President

Deepak has a proven track record spanning over two decades of result-oriented, multifaceted management consulting and technical leadership experience from several consulting engagements with fortune 500 clients in North America, Europe and Asia across various industries including finance, retail, oil, health care and utilities. He brings along his broad range of experience in managing complex end-to-end, cross cultural projects in delivering workable, effective solutions. An engineer by training, he is involved in all aspects of the strategic planning, procurement, liaising with various agencies and operations.



Mr. Nishad Chenicheri

Senior Vice President

Nishad has over 20 years of Management and Leadership experience including managing of high performance teams. He has the ability to combine leadership and technical skills to identify, evaluate and resolve problems of large scale and often within complex regulated environment in the Middle East region. He elevated to the position of CEO in his previous endeavor with an extensive experience in managing multimillion dollar military contracts and projects, in Middle East and Afghanistan region. He is apt in managing, executing various distribution processes of supplies that require complex scheduling and coordination in remote and volatile locations.

Mr. Prasanna Pai

Chief Financial Officer

Prasanna Pai is a chartered accountant with over 18 years of professional experience in handling finance, accounts & audits for various business establishments.

After his initial training, Pai worked at PwC's Indian & Middle East offices. In the late 90s he set up his own consulting firm, mainly handling project finance, taxation & bank audits. In the year 2007, he joined Karuturi Global Ltd. as the Chief Financial Officer and headed its global functions until 2010. Karuturi Global Ltd. is the world's largest cut-rose producer and a listed entity in BSE & NSE.

Over the last two years, Pai was employed as the head of finance with companies engaged in real estate, logistics & bio-fuel businesses based in India.

With KEPL as the CFO, Pai heads finance, accounting, retail and hospitality functions for the group. He also drives strategic initiatives and investors relations for the group.

krishna GREENS

Apartments: Mix of 2, 3 & 4 BHK (Penthouse)

Krishna Greens is one of the popular Residential Developments in RMV II Stage Bangalore. The project is designed with beautiful landscaping and spacious 12 Blocks offering over 90 apartments. Amenities include Garden, Swimming Pool, Play Area, Health Facilities, 24HrPower Backup, Maintenance Staff, Security, Intercom.



krishna Dwellington

Apartments: 2, 3 & 4 BHK

Krishna Dwellington is one of the popular Residential Developments in Hebbal neighbourhood of Bangalore. The landscape is beautiful with spacious 7 Blocks and over 78 apartments. Amenities include Garden, Swimming Pool, Play Area, Health Facilities, 24Hr Power Backup, Maintenance Staff, Security, Intercom, Club House, Rain Water Harvesting, Gymnasium etc.





Luxury Villas

Krishna Northwoods is strategically situated at the very confluence of development.

72 premium ready to move in villas located on Thanisandra Main Road and just 5kms from Manyata Tech Park. Ground + two levels villas with spacious bedrooms, living, dining and kitchen with huge balconies and terraces.





An Enviably Address

Great homes, strategic location, refreshing amenities!

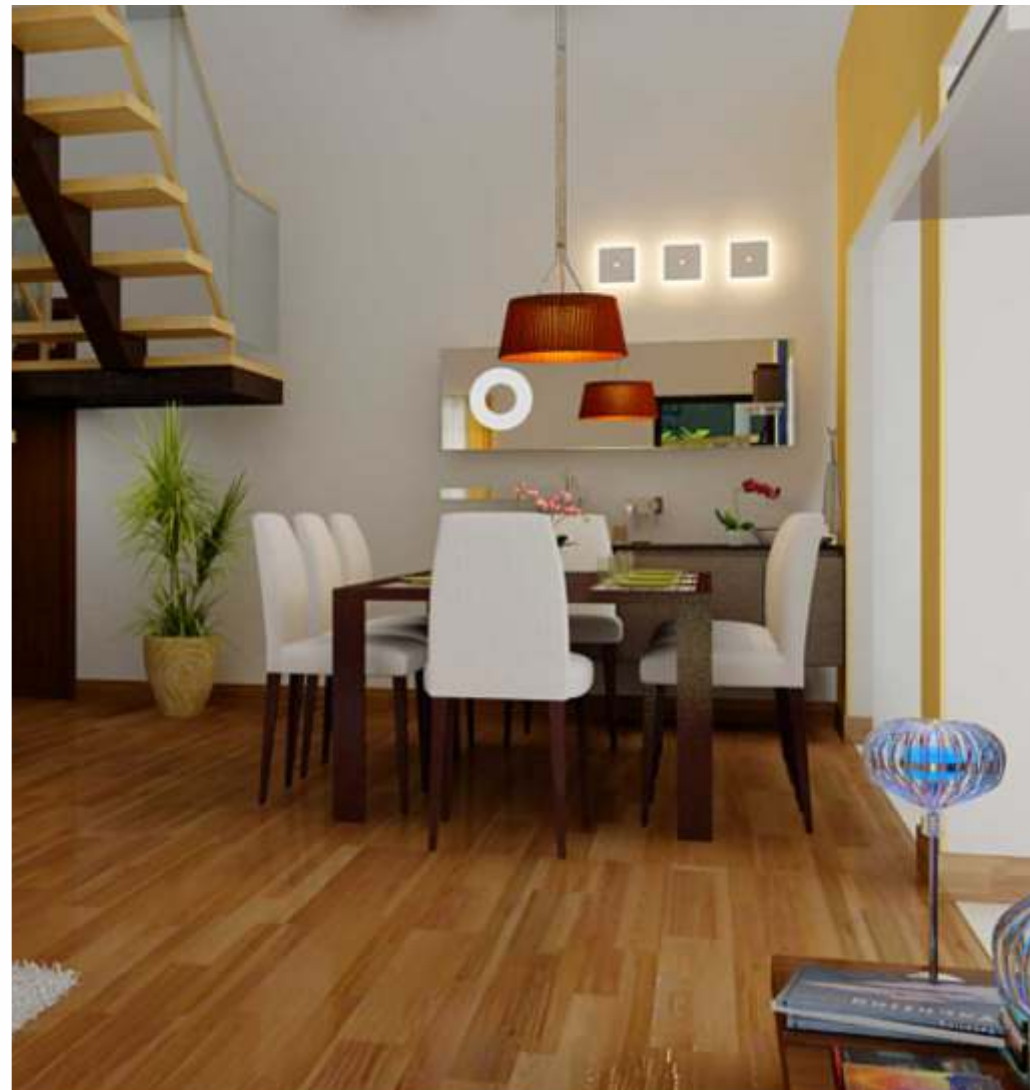
Krishna Mystiq, located off Hosur Road, before Electronic City, (Hosa Road Junction) is right next to your workplace. An exclusive apartment community spread on 6.3 acres with excellent connectivity, comprising 14 towers of B+G+4 floors with each offering 2 and 3 BHK apartments, Krishna Mystiq is also embellished with refreshing amenities. Krishna Mystiq, a home closer to everything, including your heart!





2.5 to 5 bedroom Flats, Penthouses and Duplexes

Krishna Shelton is located on Bagalur Main Road, Yelahanka. Krishna Shelton is an exclusive gated community built on land measuring 4 acres with 260 apartments comprising spacious 2.5/3/4 and 5 BHK Apartments, Duplex Villament and Penthouses. The project boasts of 70% of landscape versus 30% of construction area and it is within BBMP City limits. Krishna Shelton is well connected by Hebbal Flyover with comfortable 10 mins of uninterrupted drive and located very next to Astra Zeneca.





Welcome to 7 Star Living!

Krishna Brighton, 22 floors of 7 Star living amidst greenery, yet within city. Live on any floor, still have your garden. Enjoy the top view of your neighborhood, from the comfort of your exotic terrace garden. Krishna Brighton is spread over 1.08 acres comprising a single tower of G+22 Floors with 42 units, each home ranging from 3600 Sq ft. to 4500 Sq ft. Located in the heart of North Bangalore in Yelahanka New Town, before Ramanasree California Resorts and surrounded by reputed Educational Institutions, renowned Hospitals & Entertainment centers with commendable transport facilities.





Get more of everything!

Getting more than what you ask for is always a wonderful feeling. That is exactly what translates smiles into delight and comfort into content. And when you want an equivalent to describe this feeling, Krishna Goldfields won't let you down.

Krishna Goldfields is located in Electronic City Phase-2. Optimally planned 2 BHK and 3 BHK apartments, premium in specifications and value-based in price, these towers don't just stand tall in height but also stand high on expectations by giving you more.





Exclusive Living

Get used to living exclusively. Get used to a new lifestyle that will be envied by the rest of world. Come home to exclusive living at Krishna Haven. Located in the happening part of North Bangalore - Yelahanka New Town, Krishna Haven comprises of luxury apartments with the enviable leisure facilities and amenities. With every desirable amenity located within the residential layout and every happening destination being just a drive away, get ready to live life exclusively and joyfully, everyday!





Lakeside Lifestyle

Krishna Aquabay is your dream home on the banks of Kammasandra Lake, just after the Hosur Road Flyover closer to Electronic City Phase 1 and 2.

Krishna Aquabay is a beautiful project located in the heart of IT Hub i.e. Electronic City. The project offers multiple choices to the buyers ranging from 3 Bedroom homes with private gardens to spacious 5 bedroom duplex villaments with private terrace gardens. With the whole host of amenities next to the lake and more than 65% lung space the project offers green and serene lake-shore lifestyle.





STONEVIEW

View life from multiple angles

With KDC Stoneview you can look at life from multiple angles. Perfectly nestled in North Bangalore, close to Stonehill International School; KDC Stoneview 20 acres of plots of various sizes with an impressive clubhouse and a host of amenities.

Location of KDC Stoneview is North Bangalore, which has witnessed a steady growth in the last one year or so. KDC Stoneview is surrounded by numerous vineyards, horse riding school, airport, malls, an SEZ and hillocks.



The image shows a modern, minimalist entrance gate for KDC Stoneview. The gate is constructed from light-colored concrete or stone, featuring a large, flat roof that extends over the entrance. The word "STONEVIEW" is prominently displayed in large, bold, red capital letters on the front edge of the roof. To the left of the text is a small, stylized red logo consisting of a circular arrangement of lines. The gate is flanked by two tall, rectangular concrete pillars. In the background, a black metal fence and a paved road are visible. A person in a blue shirt and dark pants is walking towards the gate. The sky is a clear, deep blue, and there are some green trees and shrubs on either side of the gate.

STONEVIEW

20-ACRE INTEGRATED DEVELOPMENT

Homes. Hotel. Mall. School. Hospital.

Your lifestyle is all set to be redefined in a grand way! Imagine a 20-acre integrated development - with exquisite homes to live, a shopping mall to indulge in shopping, dining, entertainment & hang-out, a 5-Star Hotel for a mesmerizing hospitality & fine dining experience, a multi-specialty healthcare facility and an international school for igniting the young minds with global education standards. The project is strategically located in North Bangalore.





2015 - Quality Crown Award, Presented by International Quality Crown Award

CREATING AWARD WINNING MASTER PIECES



INTERNATIONAL QUALITY CROWN
AWARD 2015
By BID Group, Spain



THE ET BEST BRANDS
2015 AWARD
By The Economic Times



2014 - Luxury Villas Project of the Year - North Bangalore
Presented by SiliconIndia in association with
L & T Finance (Home Loans)



2014 - Best Developer - Luxury in Bengaluru
Presented by Worldwide Achievers in association with
Zee Business and Property Observer



KRISHNA NORTHWOODS
LUXURY VILLA PROJECT OF THE YEAR 2014
Presented by SiliconIndia, in association with L&T Finance



KRISHNA NORTHWOODS
BEST DEVELOPER 2014 – LUXURY IN BENGALURU
Presented by Worldwide Achievers,in association with
Zee Business and Property Observer



2015 - ET Best Realty Brands 2015, Presented by The Economic Times in association with IPSOS research.



KRISHNA SHELTON
LUXURY PROPERTY OF THE YEAR
Presented by LIC HFL and Business Standard
Global Real Estate Brand Awards



KRISHNA BRIGHTON
THE MOST ADMIRING UPCOMING PROJECT
IN THE LUXURY SEGMENT
Presented by LIC HFL and Business Standard
Global Real Estate Brand Awards