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An FDI Venture

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Rajasthan's youngest city
is the new found promised land
fast developing into a
truly international township.

Spread over 700 acres of land, the township is meticulously planned from every aspect of modern urban design principles based on thorough analysis and planning.



From the Rajputs to the Mughal rule to being an integral part of the Republic of India, Rajasthan has gone through a sea of socio-political change. Each time this change has brought newness in thinking, in life and lifestyle of the people. It is time for change again. This time it is taking shape into a 700-acre integrated city - IndiCity, a promised land fast developing into a truly international township.

Just 30 minutes away from Jaipur city along the Jaipur-Ajmer corridor, IndiCity heralds the birth of a new “World City” in Rajasthan. Meticulously planned from every aspect of modern urban design principles it is a city where the promise is based on “Thorough

Analysis and Planning”. IndiCity is not called a master planned integrated city merely in words. Be it the various sub-cities, road circulation network, and width of roads, water, noise, air and power management to the various land-scaping and soft-scaping elements, the master plan of IndiCity takes care of everything.

In-depth study by experts in the field of Hydro-Geology and Geo-Technical aspects form the basis on which world's most renowned Architect firm, HOK of USA has done the Master Planning of IndiCity. The architects have gone down to the level of detailing rarely seen in Indian Real Estate sector.



Integrated Hi-Tech Township

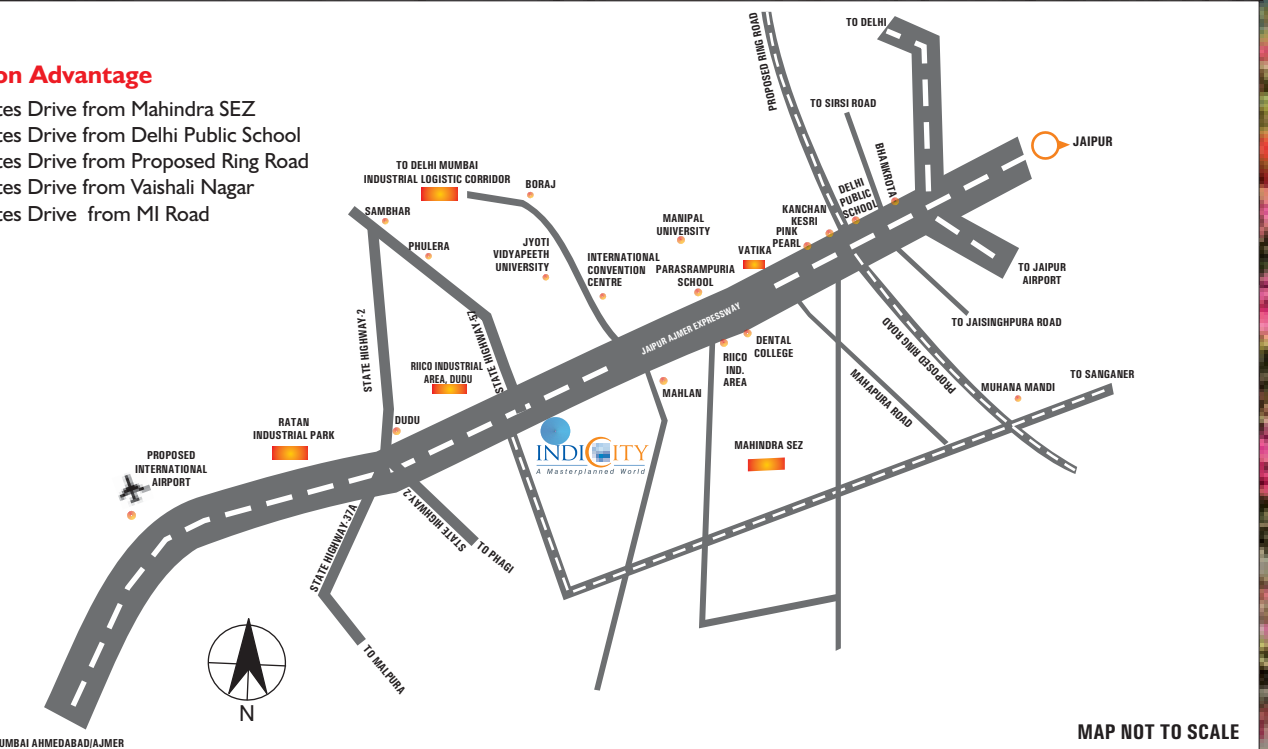
spread over more than 700 acres
on Jaipur-Ajmer Expressway

Location Map

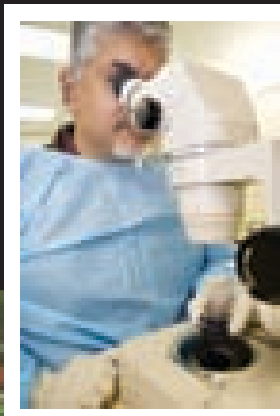
- Ideally located on Jaipur - Ajmer Express Highway (Off Bagru, Near Mahlan)
- Close proximity to Mahindra SEZ
- Easy access to the city

Location Advantage

- 7 Minutes Drive from Mahindra SEZ
- 10 Minutes Drive from Delhi Public School
- 10 Minutes Drive from Proposed Ring Road
- 25 Minutes Drive from Vaishali Nagar
- 35 Minutes Drive from MI Road



Kashi-The Scholar City



Kashi-The Scholar City will mark the beginning of a new era in education. The zone will comprise a number of quality academic institutions. It is provisioned to have a K12 residential School with a capacity to teach around 1000 resident scholars. Scholar City will also have a day school matching the best schools in India. In fact, right from primary, to full residential schooling to college and university level education, Scholar City inside IndiCity is planned for an all-inclusive academic journey. In addition, it is expected to house institutions providing professional courses and vocational courses as well. With large open spaces, tranquil environment and some of the best academic institutions, Kashi-The Scholar City will be the perfect environment for scholastic pursuits.

“If we value the pursuit of knowledge we must be free to follow wherever that search may lead us.”

Kashi-The Scholar City sits on a pastoral 7 picturesque acres in IndiCity, ready to be a highly energized, dynamic educational hub. Welcome to education right at your doorstep!

Kashi-The Scholar City

Kashi-The Scholar City

Aerial view: Kashi-The Scholar City
Area: 7 Acres
Land for: International Residential School, College for vocational courses



Kashi-The Scholar City will draw the biggest names in education and offer the best of infrastructure, facilities and tutelage.

Within the erudite premises will be a special zone dedicated to the pursuit of knowledge and experience. The infrastructure facilities, the strategic location and the all inclusive convenience of being part of IndiCity will make Scholar City and its knowledge zone a major confluence of intellect.



Master Planner's Vision of Kashi-The Scholar City

Flanking the southern edge of the Town Center community, this low density campus is positioned as a civic connective tissue that links two residential communities at IndiCity. The campus's ceremonial entrance forms a grand plaza to the north at the turning point of Scholar City's Parkway, the primary civic connector for these southern neighborhoods. The campus is organized in three compact nodes or quads. The South Quad acts as the lower connector with adjacency to one of the site's Neighborhood Centers.

Upon passing the Hingoniya Sagar drainage canals and arriving at the Town Center, the Grand Boulevard - a processional main arterial road, turns right and becomes Scholar City's Parkway. This Parkway acts as the site's greatest community connector and banks on the University as the civic and educational epicenter of these residential communities. Adjacent to a planned series of parks, vantage points, dry swales and cross-town axes, this Parkway knits together three neighborhoods while remaining an intimate, pedestrian-friendly zone.



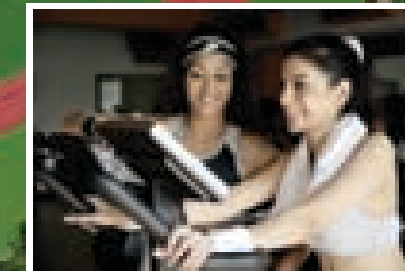
The 20 meter wide Scholar City Parkway provides addressing for civic areas, enhancing a sense of freedom and exploration.

College of Vocational Studies within the Scholar City will be a centre which provides an opportunity to do things differently. The college will provide all the relevant support in terms of training and will be a platform to enhance both practical and theoretical expertise. Furthermore, the strategic location and the overall convenience of being part of Scholar City will help the college connect with the world's best academics.



Kuru-The Sports City

A place that will prepare vivid examples of excellence.



Talent in India is not just restricted to academics. India has produced many winners in sports too. Unfortunately, the facilities till sometime back were not supportive enough for budding sportsmen. By creating Kuru-The Sports City, IndiCity fulfills a promise to the nation. Sports City will be one of the most modern and well equipped sports centres for excellence providing a “all in one place” opportunity for not only IndiCity citizens but also for neighbouring city folks.

The Sports City will have a huge multi-sports ground catering to outdoor team games like soccer, hockey and cricket. It will also have tennis courts and facilities for indoor games such as badminton. There will be dormitory facilities for the residents coming for coaching classes. The coaching and training facilities will supplement the main sporting arenas of the sports city.

Training academies for swimming, tennis, football, cricket, hockey, athletics, basket ball etc. in association with leading partners from the world of sports.

Kuru-The Sports City



Aerial view Kuru-The Sports City
Area: 18.5 Acres
Land for Model required
located in Sports building

Magadh-The Medi City



One of IndiCity's most important sub cities, Magadh-The Medi City has been strategically planned very close to the highway in order to cater to emergency needs and trauma cases on the highway. Fully equipped with world class facilities and cutting edge technology, Medi City will have hospitals with more than 100 beds and also offer excellent paramedical services. As a result, Medi City will prove to be an ideal option for world tourists looking for knee replacement, plastic surgeries, bypass surgeries which are otherwise very expensive in other parts of the world. That's not all. Medi City will be supplemented with a Nursing School which will provide a regular stream of nursing and paramedical staff for the sub city.

Pranayam - The Wellness zone



This 360 degree special healing touch destination at Magadh-The Medi City will provide solutions for the body, mind and soul to local as well international tourists looking to destress themselves.

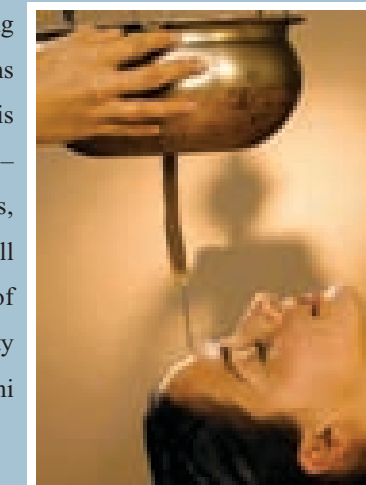


Magadh-The Medi City

Magadh-The Medi City

Aerial view: Magadh-The Medi City
Area: 6.2 Acres
Land for: Leading and trusted names in Hospitals

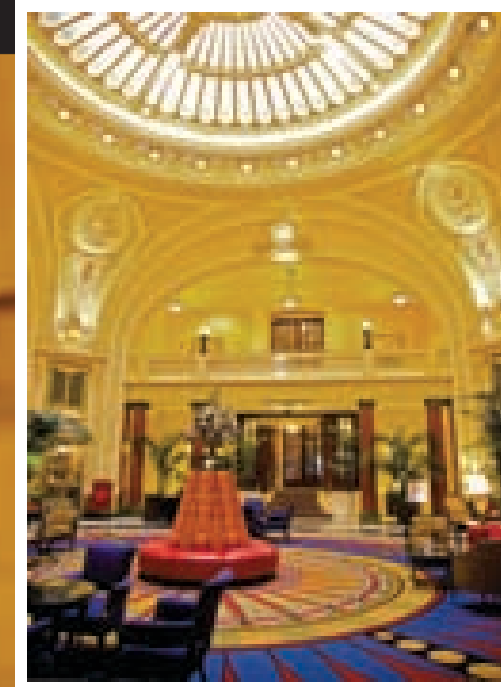
With medical tourism proving to be one of the key attractions of our country, Medi City is planned to offer a wellness zone – Pranayam. The world class, holistic healing experience will attract a continuous flow of people from nearby marble city Kishangarh, Ajmer, Jaipur, Delhi and the world at large.



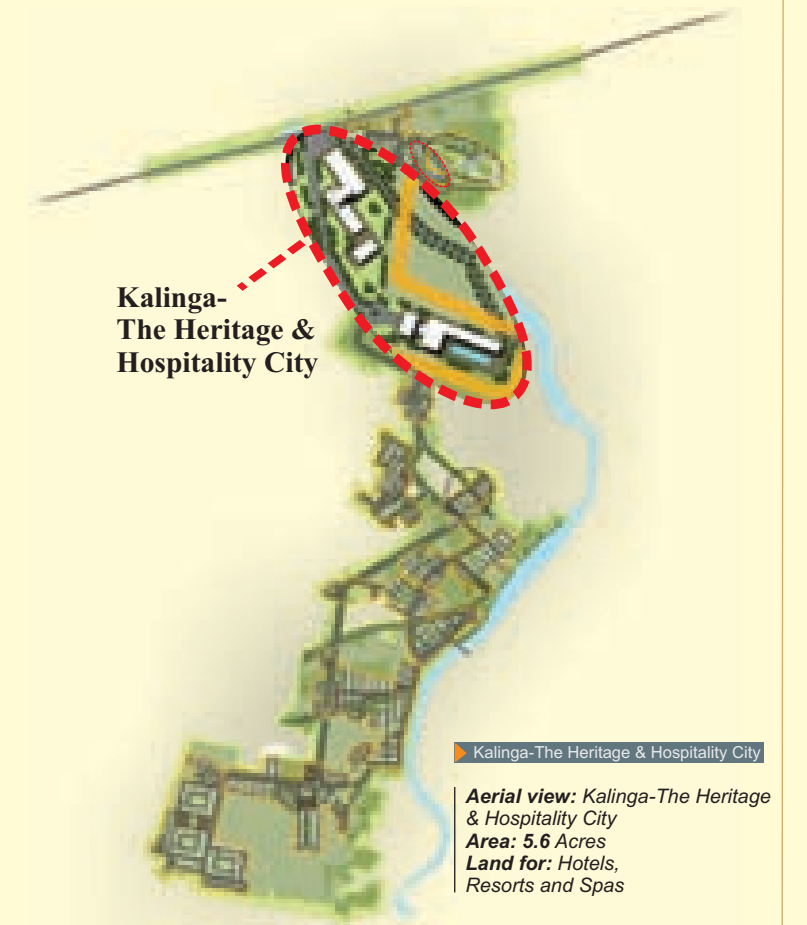
Pranayam will be the perfect heaven offering holistic healing through Ayurveda, Unani and Yoga led techniques.

Kalinga-The Heritage & Hospitality City

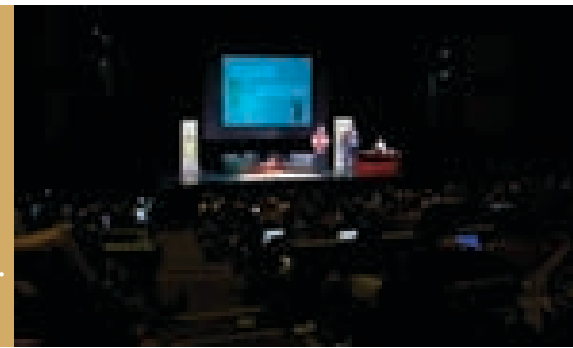
How can luxury and hospitality be ignored in Rajasthan. Known to be on the top of the tourist list, Rajasthan is quite undeniably a state expert in the art of hospitality. That's why, the *atithi devo bhavo* zone at IndiCity is aptly named Kalinga-The Heritage & Hospitality City. Spread over a picturesque location, this sub city too is strategically located in the front district of IndiCity and is almost on the Express Highway offering a range of leisure options.



The Hospitality City plans to invite leading names in Hotels and Resorts, which will offer great comfort levels to make modern maharajas envious.

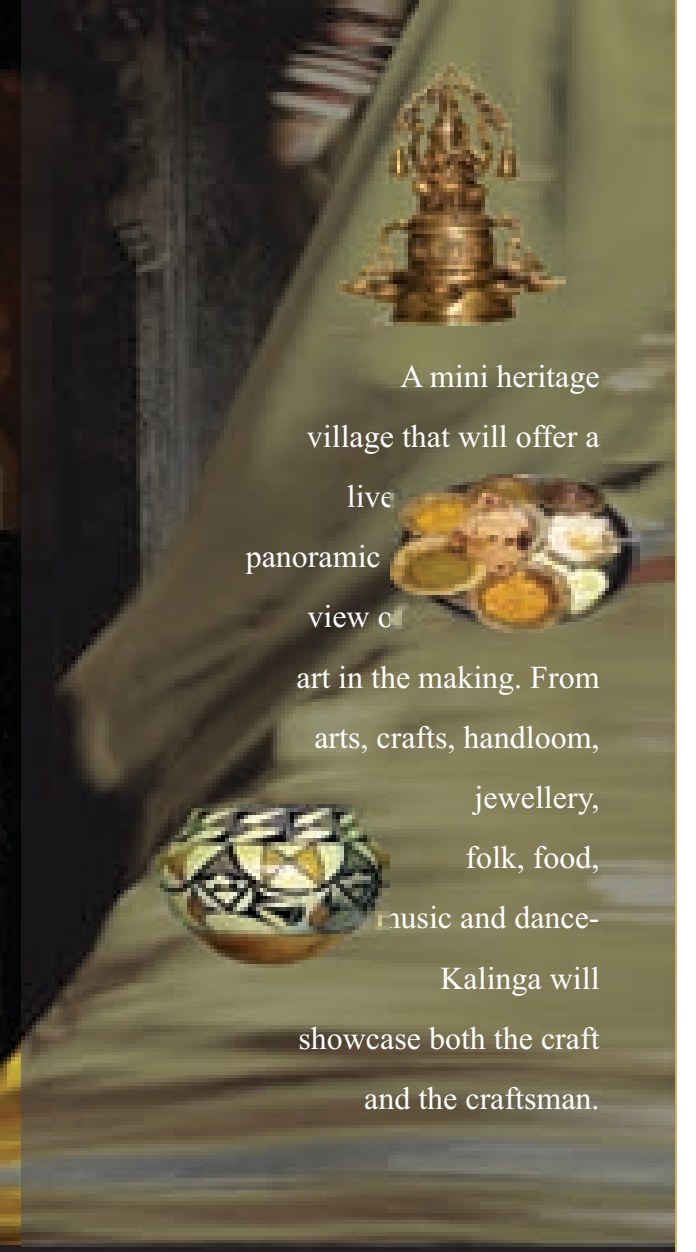


Kalinga - The Heritage & Hospitality City will be a perfect choice for outstation tourists and business executives looking to have Meetings, Incentives, Conferences and Events (MICE) away from the hustle bustle of crowded cities.



Within the sub city of Kalinga lies a unique, up close experience zone of culture carnival.

It will offer a platform to all local artists to present their creations. Undoubtedly, Kalinga City will be a winning attraction to all the tourists traversing through the golden triangle.



A mini heritage village that will offer a live panoramic view of

art in the making. From arts, crafts, handloom, jewellery, folk, food, music and dance-

Kalinga will showcase both the craft and the craftsman.

Residential Sub Cities



The way to live in the near future is right here in IndiCity. IndiCity offers a range of aspirational living options to suit every body. From exclusive, designer Villa houses to personal spacious Row houses to non compromising yet affordable mid-rise Apartments, there is a life that offers a whole new perspective to lifestyle.



Layout plan of Shivalik
(The first Residential Sub City)



- Magnolia (on 125 sq. yds. land area)
- Daisy (on 172 sq. yds. land area)
- Tulip (on 251 sq. yds. land area)
- Orchid (on 344 sq. yds. land area)
- Residential-Group Housing
- Convenience Shops
- Club House
- Landscape Green
- Jogging Track

Residential Sub Cities

Aerial view: Shivalik
Land for: Villas, Row houses & Mid-rise Apartments

No city planning is complete without a thorough planning of its inhabitants and their state of being. IndiCity has avant garde living options scattered all around the city.

Luxury Villas, Row houses & Mid-rise Apartments

Master Planner's Vision

South neighborhood and open space infrastructure

The lower half of the site is divided into four neighborhoods, composed of the Town Center community, and three other districts. Each of these neighborhoods contain of a variety of Villas, Row houses and mid-rise Apartments. Residents will live within a 150 m walking radius of a dense, climate-sensitive cluster of local neighborhood retail, shops and grocers, community facilities, and a diverse network of open spaces.



Recreation Centre

For the residents of IndiCity options to relax and rejuvenate are galore. In fact, leisure after work is an integral part of the IndiCity Master Plan. Every residential sub city comes with a recreation complex that will offer a wide variety of facilities and services to enhance the lifestyle of IndiCity residents. Besides swimming pool, club, restaurants, gymnasium, play area, et al, the recreation complex will also be a perfect showplace to house many cultural events. So, be it weekends or weekdays, every day at IndiCity will be a day to look forward to.



The designers of IndiCity



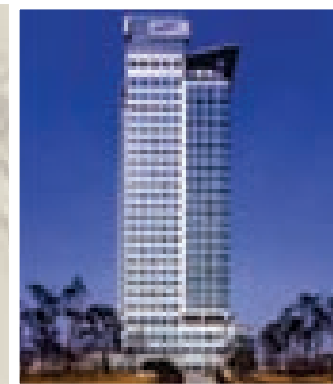
To create history, IndiCity has found an equally able partner in Hellmuth, Obata + Kassabaum, Inc. (H.O.K.), USA, a global architectural firm that specializes in planning, design and delivery solutions for buildings and communities worldwide. With a talent force of 2000 people across 24 offices in four continents, the firm has earned many accolades for creating powerful and inspiring ideas for environment that meet the world's most complex planning and design challenges.



HOK helps clients with all their facility needs through the entire building life cycle, from strategic planning through design to delivery, and ongoing management. Professionals at HOK provide a range of integrated or stand-alone services which include:

- *Advance Strategies*
- *Consulting*
- *Architecture*
- *Construction Services*
- *Engineering*
- *Interiors*
- *Lighting Design*
- *Planning*
- *Project Management*
- *Visual Communications*
- *Onsite Workplace Services*

HOK is constantly expanding its capabilities in Europe, Asia-Pacific, and Latin America. Today, about 600 HOK people – nearly one-third of the staff reside in offices outside the US.



Since inception in 1955, HOK has grown into a firm of over 1800 employees linked across a global network of office locations. The firm manages the planning, design, and construction process for all types of

projects in every part of the world. Industry surveys consistently rank HOK among the world's leading design firms. HOK is constantly expanding its capabilities in Europe, Asia-Pacific, and Latin America.



Long Branch Main Street Urban Redevelopment

HOK is renowned for delivering exceptional planning and design solutions through the creative blending of human need, environmental stewardship, science and art.

It follows a principle of clearly defining the problem before trying to solve it.

The firm is focused on applying sustainable and environmentally sound principles.

It is this discipline, which is at the core of HOK's practice, of combining wonderfully creative gestures with complex biological systems to establish a sense of "place," that helped IndiCity management select HOK - a perfect visionary partner.

HOK: Helping Build Sustainable Communities

Development, conservation and preservation are complex undertakings involving numerous variables, stakeholders and solutions. HOK is committed, at all levels to creating sustainable environments by employing materials, energy and water resources efficiently, minimizing site impacts and addressing the social and health issues that relate to development.



Using Basic Principles to Developing Sustainable Communities

Enhanced user experience; Greater durability; Reduced maintenance costs; Energy and water savings; Positive public relations; Reduction of waste, pollution and off site impacts; Conservation of resources; Limiting risk and possible litigation; Revenue from recycling; Prepared for future legislation

Neighborhood Form

Promote compact, pedestrian-friendly and mixed-use neighborhoods with many of the activities of daily life available within walking distance.

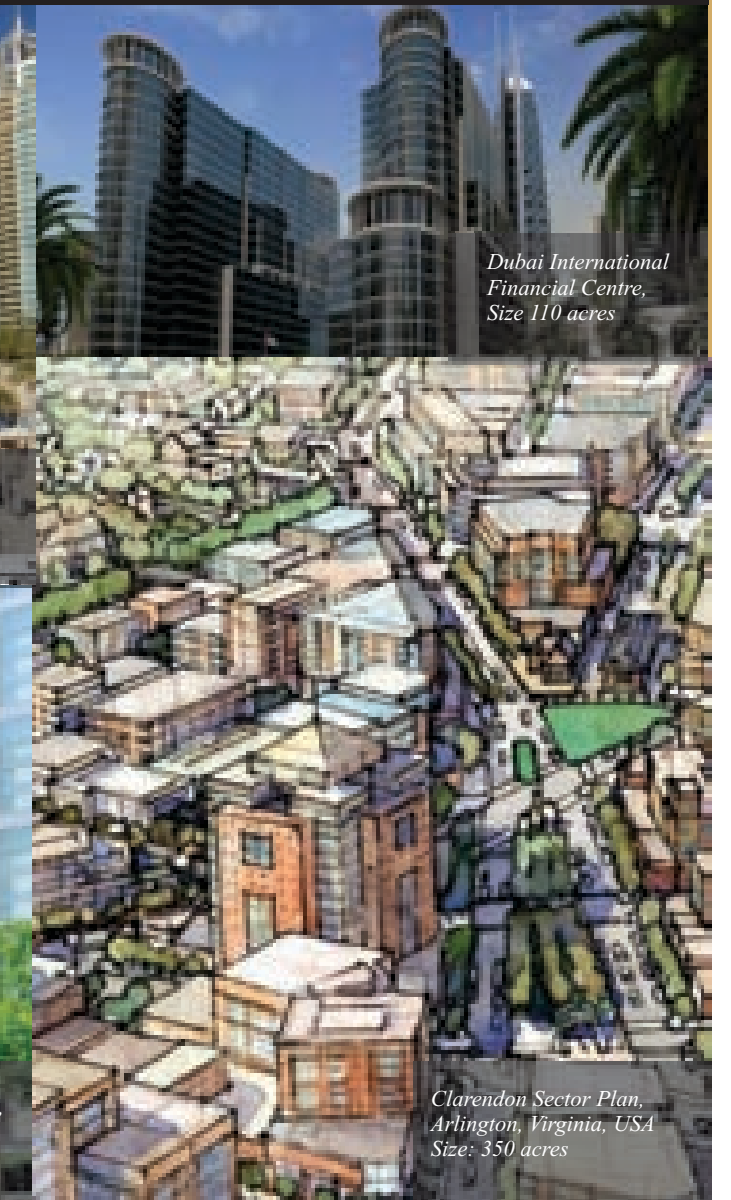
Design for the Human Scale

Design for people and their perceptions, creating a sense of neighborhood and community with streets that responds to local traditions.

Mixed-use

Promote the creation of mixed-use neighborhoods that support the functions of daily life: employment, recreation, retail, civic and educational institutions.

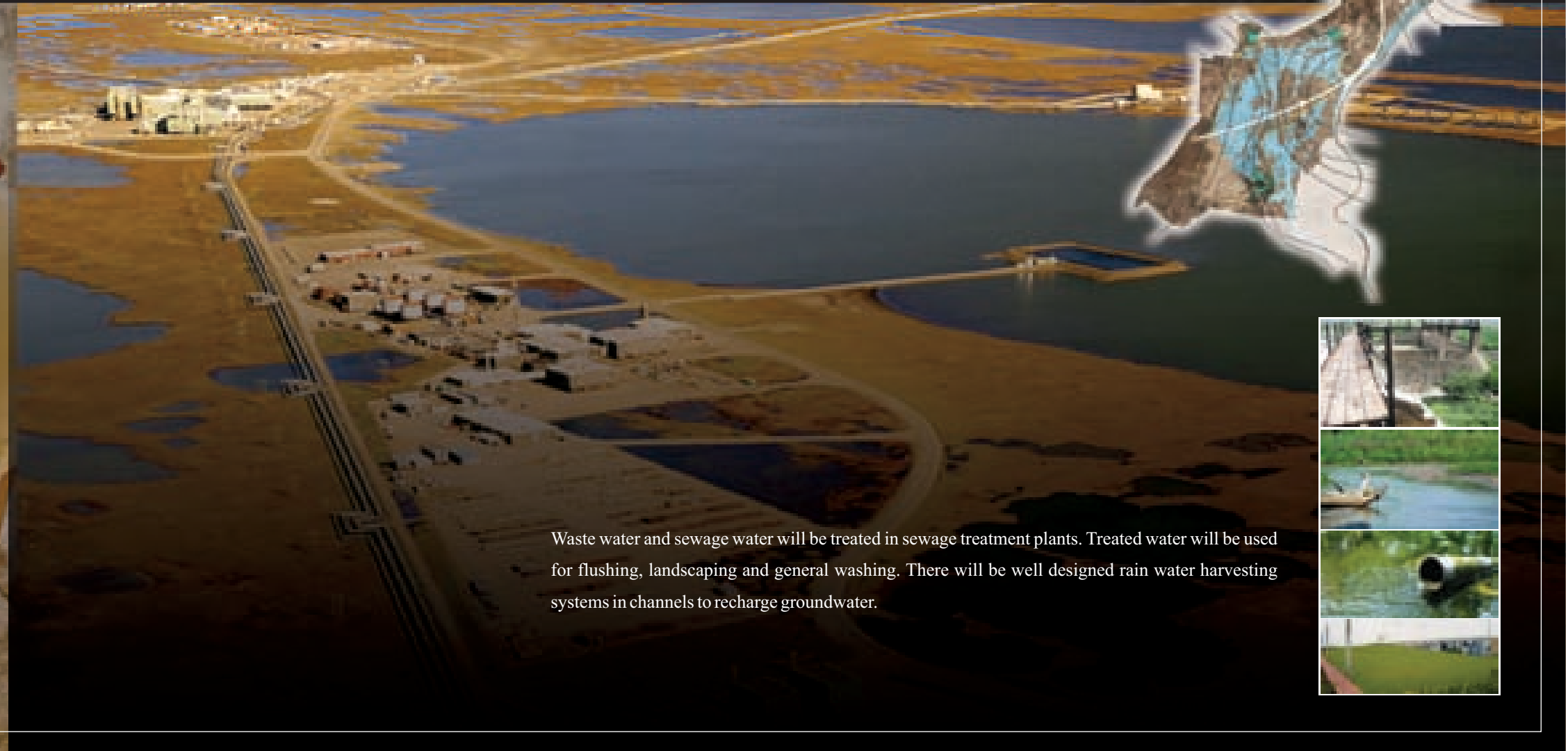
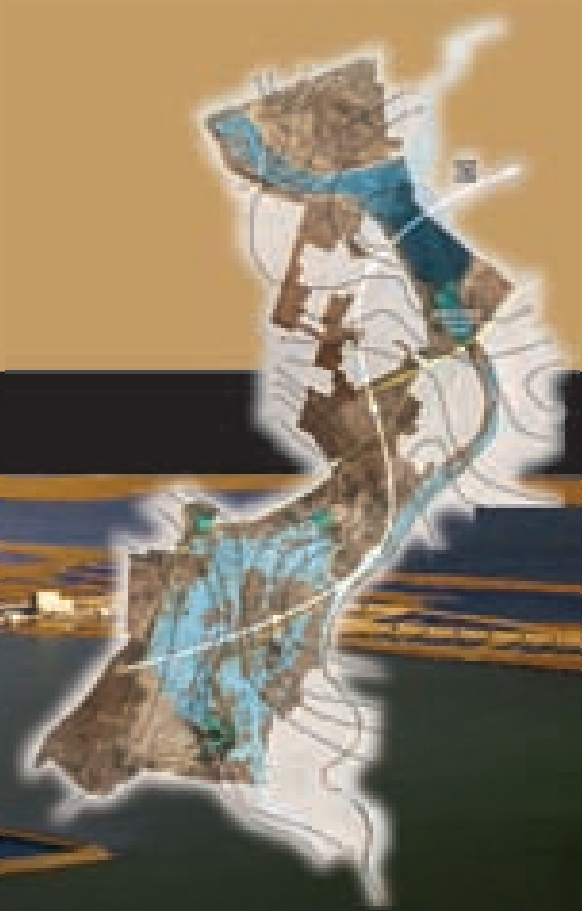
The designers of IndiCity



Thorough and thoughtful

Water fronts and their management

Taking cues from complex historical water recharge tank systems of India, especially Rajasthan's heritage of water harvesting, IndiCity will have its own water management system.



Waste water and sewage water will be treated in sewage treatment plants. Treated water will be used for flushing, landscaping and general washing. There will be well designed rain water harvesting systems in channels to recharge groundwater.

Thorough and thoughtful



Planning of IndiCity draws thematically on the traditions of Rajasthan to create sheltered pockets and green courtyards within a dense, rectilinear street grid.

The Grand Boulevard and other streets: The most important road is the single linear Great Street that will cut through a varied landscape of lush green vegetation and desert, thereby providing a unique framework of opportunities as well as scenic beauty.

The main commercial artery weaves its way across the desertscape as a 48 meter main arterial road defines the western edge of the development, allowing easy access while a number of tertiary roads branch off connecting three civic cross-town thoroughfares.

The street empties onto the City Park and Plaza, with green spaces, streetscapes and linkages to the Heritage Resort, Wellness Center and across the site.

The civic heart of the city features the site's greenest and most visible landscape features.

All residential neighborhoods will have a park and dedicated greens for residents to unwind and soothe themselves.



Open Space Typologies

Planning of IndiCity is a well researched project that has taken years resulting in offering a diverse network of open space. Be it roads, bridges, streets, or structures, here every bit of space is planned to strike the perfect balance between aesthetics and functionality without disturbing the natural surroundings. This will give an impression of travelling through a series of villages, rather than along one continuous ribbon development.



Thorough and thoughtful

LANDSCAPING

The city will have well maintained parks of various sizes. A variety of open space typologies, from dense courtyards to desert parks, will be created to preserve many of the large open tracts of land in a traditional state.

Green Avenues

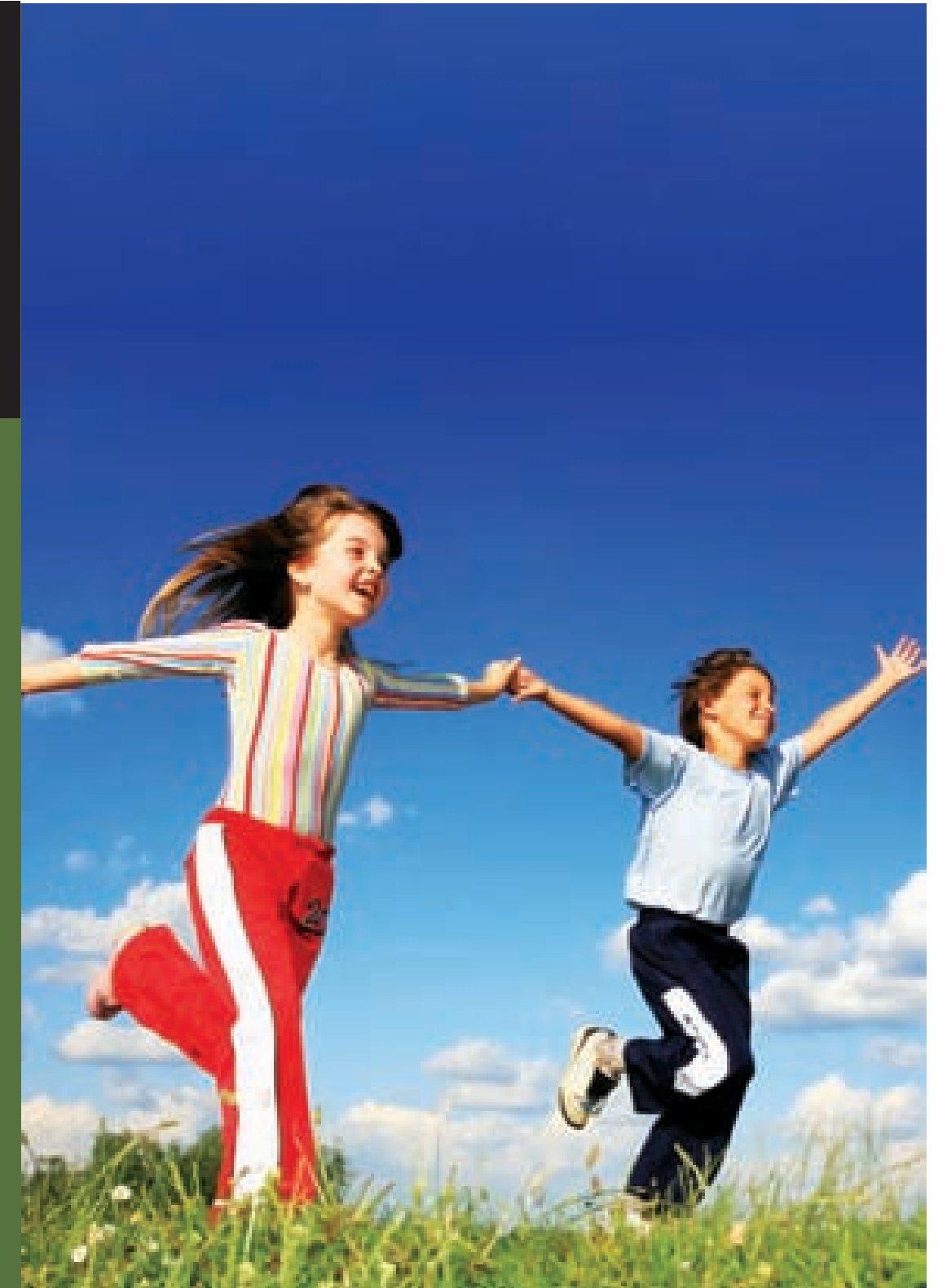
The 20 meter wide Green Avenues at IndiCity will provide generously planted vehicular and pedestrian corridors. Trees and shrubs will further complement the streetscape.

Local residential streets will have an alternating pattern of thick plantings and on-street parking.

Dense parkland and public plazas will be maintained as ornamental gardens, children's play and sports areas.

Two mega open parks will be completely natural and informal with natural desert plantings.

There will be three desertscape park lands which will be used for jogging and leisurely walks. Denser copses of tree plantings will be placed in select areas to create shelter belts against hot and dust laden winds.



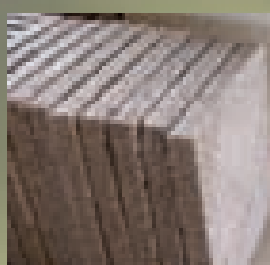
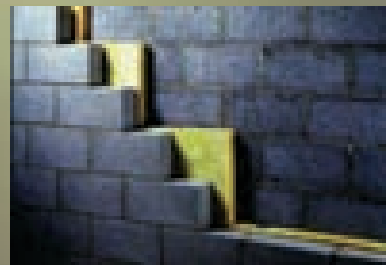
Thorough and thoughtful

Ecologic at IndiCity

In order to keep its commitment of harmony amidst inclusive growth, IndiCity will be constructed using eco-friendly materials including fly ash based light weight concrete, pre-cast hollow concrete blocks, etc.

Energy efficient and environment friendly construction materials such as fly ash cement, will be used to the extent possible.

For the welfare of workers low energy embodied materials with low emissions will be preferred.



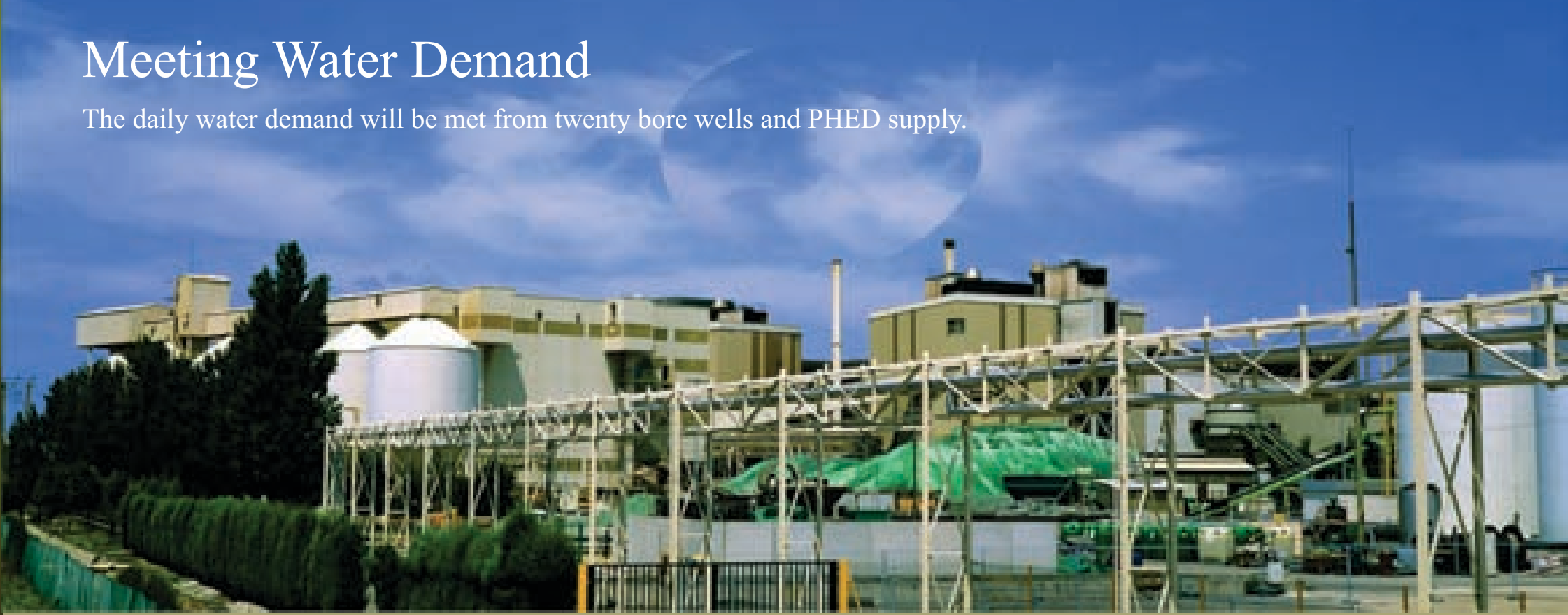
Power Management

A judicious team of experts will manage power supply after understanding the power requirements of each cluster.

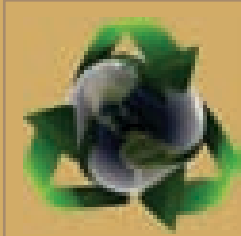


Meeting Water Demand

The daily water demand will be met from twenty bore wells and PHED supply.



Thorough and thoughtful



Waste Management

IndiCity will be sufficiently equipped to treat all its water including sewage waste at treatment unit employing the most advanced waste management technology.



Treated water will be used for various purposes at different usage levels. The treated water from STP will be used for flushing, plantation and general washing. The sludge will be used as manure in landscaping.



In tune with the Environment

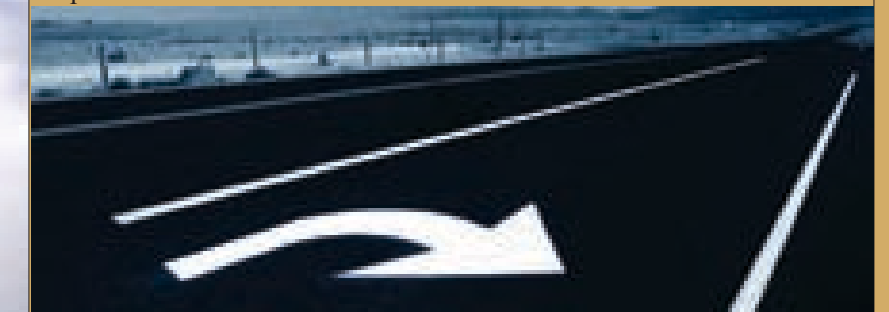
From covering transportation vehicles, using construction materials with low VOC emission levels to having sufficiently wide roads to avoid congestion - at IndiCity, monitoring of air, water and noise will be done at every step.



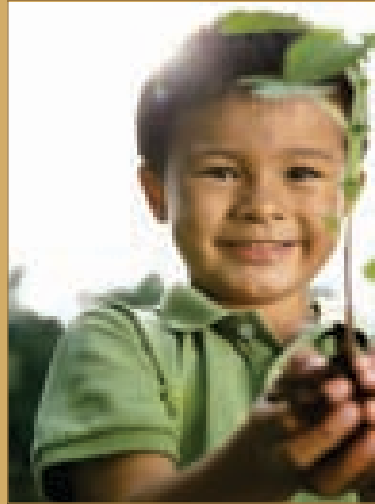
Noise check: Special measures will be taken round the year to ensure low noise levels. Trained security guards in IndiCity will regulate internal drives. The roads inside the city will have proper road marking with stop and park line. More traffic sign boards will also be provided for internal drives. Boundary walls will act as noise deflector.



Driveways with sufficient width will reduce congestion of vehicles during peak hours. There will be less starting and stopping and the vehicles will be speed restricted to ensure the noise within the permissible limits.



Thorough and thoughtful



Land Rich

To make the city a naturally beautiful habitat for years, at IndiCity the top soil scrapped off during construction will be mulched with local fertilizer and biomass which can be used for future projects in consent with the landscape architect.

IndiCity –A new chapter in socio economic development

Besides offering a global lifestyle, IndiCity will also create many employment opportunities both in the construction and post-construction phase.

While during construction, employment opportunities will be offered to at least 1500 people. In the post-construction phase, people will get direct employment opportunities in the commercial malls, retail commercial stores, and educational institutes.

Derived incomes are also expected to be generated through activities such as procurement of construction materials, transportation of raw materials and construction waste materials, etc.

Therefore, with increase in the income of the local people, IndiCity will see an upward surge in the literacy status of the area.



Fire Safety

All necessary measures such as terrace water tanks, underground static water tanks, sprinklers, reels, yard hydrant, fire extinguishers will be provided as per the code for different types of buildings. In addition to this, an internal fire station will be established within the project site to meet out any accidents.



Risk Assessment

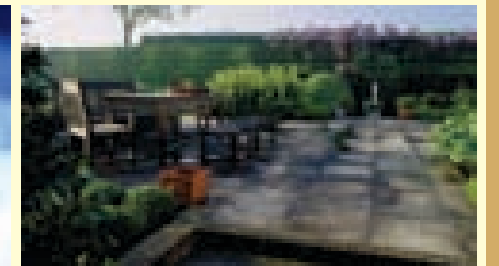
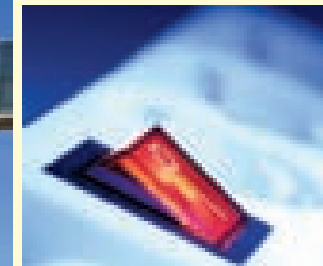
The site falls in seismic zone II & over years there is no record of earthquake reported in this area. The structures at the site are low-rise and earthquake resistant.



Vision for energy conservation



- Terrace garden will be provided as necessary
- Solar panels will be used for external lighting and the common areas





Grass field FIRE Capital - a joint venture between Grass Field Farms and Resorts (Pvt.) Ltd & FIRE Capital Fund Pvt. Ltd.

GFFC is joint venture company between Grassfield Farms & Resorts and FIRE Capital Fund, each holding a 50 percent stake in the company. It is the first and the largest FDI venture of the state towards developing an integrated and master planned township. Designed with objective of bringing world class lifestyle to the population of Rajasthan, it promises to enhance the quality of living for its residents. The aim is to maximize the value delivery to the customer even while maintaining high standards of professionalism and transparency.



FIRE Capital Fund Pvt. Ltd.:

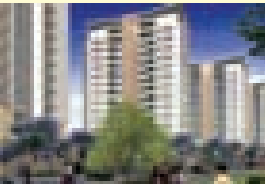
FIRE (First Indian Real Estate) Capital Fund Investments Mauritius, Pvt. Ltd. is a real estate centric private equity company investing in large format integrated township projects in Tier 2 and Tier 3 cities and the surrounding areas of Tier 1 cities. The fund had already invested in 5 township projects across India, developing approximately 2000 acres of land. Over 2500 families have already become a part of ‘FIRE Community’, putting their faith and trust in the residential township projects of FIRE Capital. The company has a strong knowledge of and ties to local markets, national, state and local government agencies, renowned master planning and architectural firms, construction companies, project management consultants and marketing agencies. The first India centric Real Estate Fund to be registered with SEBI, FIRE Capital is also famous for pioneering the concept of “Satellite Urban Villages”. The township projects the Fund invests in primarily targets middle and upper-middle class consumers by offering superior quality products at affordable price points.

FIRE Capital brings together the best teams to conceive, plan and execute successful integrated development projects. The team has a wealth of experience relating to development projects and managing regional partners and land bank owners with strong knowledge of and ties to local markets, national, state and local government agencies, renowned master planning and architectural firms, construction companies, project management consultants and marketing agencies.

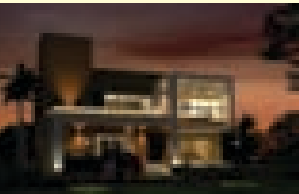
Projects of FIRE Capital Fund Pvt. Ltd.

Silver Springs Township, Indore

This joint venture project is the first investment of FIRE Capital Fund. The 139 acres township, which is master planned by RMJM (Hong Kong), has been awarded "Mega Township" status by Govt. of Madhya Pradesh. Phase-I of the township is complete and has received a tremendous response from the market. Construction work of phase-II is in full swing.



Residential Options: Villas, Row Houses, Terrace Cottages, Apartments



The Empyrean Township, Bangalore

The integrated township is spread over 230 acres, next to a 212 acres of green reserve with water bodies in its neighbourhood.

Situated in the lap of nature and master planned by AEDAS, the township is planned as an idyllic, green, low-rise & low-density development, with pedestrian-friendly & community oriented neighbourhood and 100 acres of open/green spaces. The Empyrean has already sold 90% of its phase-I which consists of around 400 luxury villas and row houses.

Residential Options: Villas, Semi-detached Villas, Row Houses

The Empyrean Township, Nagpur

Conceptualized on the theme of "Rejuvenation of five senses", The Empyrean, Nagpur is a fully integrated township sprawled over 152 acres of prime space and promises to offer an international and a contemporary lifestyle to its residents. With over 6000 residential units, a school, a health care center, office spaces, shopping area, a club house, a hotel & entertainment complex - all planned within a gated community, the township is self sufficient in nature. Located adjacent to MIHAN SEZ in Nagpur, the township has been master planned by AEDAS - world's second largest architectural firm.



Residential Options: Villas, Town Houses, Row Houses, Courtyard Homes, Apartments



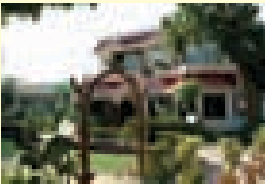
Grass field Farms & Resorts Pvt. Ltd.:

Grass field Farms & Resorts Pvt. Ltd. is a trusted real estate name in north India, primarily engaged in building luxury leisure properties such as farm houses, resorts, amusement parks and residential projects. Quality of construction, astute business acumen and a transparent work culture are the key strengths of Grass field.

Commitment to quality and time lines, and transparency have made Grass field Farms & Resorts Pvt. Ltd. a household name in Rajasthan. This is the brainchild of three enterprising men, who dreamt big:

Mr. Sunil Bansal

The Dynamic and visionary Mr. Sunil Bansal has several niche projects to his credit. He also owns the biggest club in Rajasthan under the brand name “CLUB GRASSFIELD” at Jaipur. He has several townships and resorts underway in and outside Rajasthan.



Mr. Atma Ram Gupta

Mr. Atma Ram Gupta is a renowned figure in the community of builders and developers in Rajasthan. Since the inception of the Group in 1989 he has delivered various projects in the residential and commercial segment, to the satisfaction of a huge and diverse customer base nationally as well as internationally. He has also completed commercial projects in Kota and Gwalior. ARG Group also has a few township projects in the pipeline in Kanota and Ajmer.



ARG Group is the first real estate company in Rajasthan with a CRISIL rating and an ISO 9001:2000 certification, which is a signature of excellence, commitment and quality.

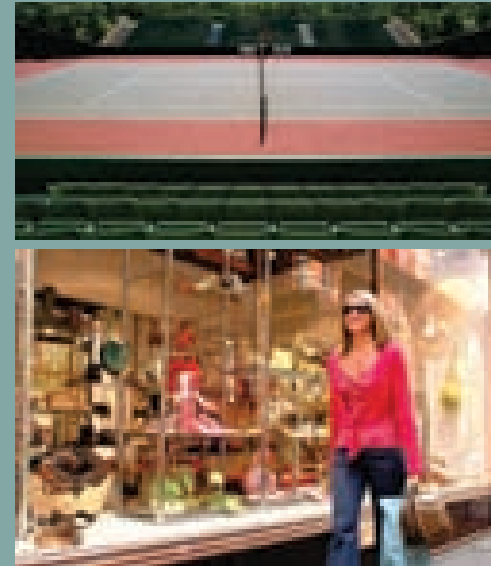
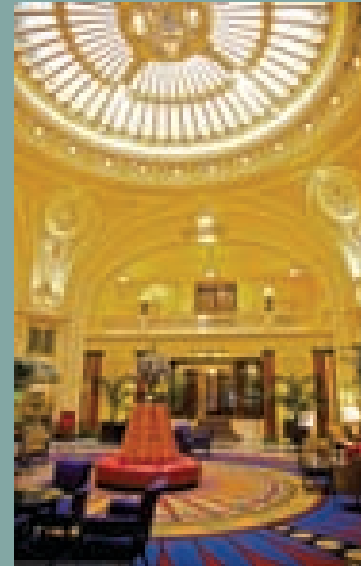
Mr. Vimal Singhvi

A renowned jeweller in Jaipur having the penchant to venture into diversified business, Real Estate being one of them. Besides manufacturing high end jewellery, he has developed townships and residential flats in Jaipur, Pune and Khatu Shyam Ji.



Key features of IndiCity

- A fully integrated, self-sufficient development sprawling over 700 acres of land, promoting “Live, Learn, Work, & Play” concept
- Rajasthan’s first and the largest FDI funded township project
- Master Planned by HOK, New York - a leading global architectural firm
- Ideally located on Jaipur - Ajmer Express Highway (NH-8), with frontage of over 1 km (direct access)
- More than 50% of space left open/green with features like parks and play areas
- JDA approved development
- Multiple housing options available, including Villas, Row Houses and Apartments



- Luxurious and a large clubhouse to provide an international lifestyle to the residents
- Sports infrastructure includes Golf putting green, Cricket ground, Swimming pool, Tennis court, facilities for indoor games, etc. along with ultra-modern gymnasium and spa facilities
- An open theater, an amphitheater, a hotel, banquet halls, a school, shopping arcades, a convention center, a restaurant, and food courts - all within IndiCity
- Eco-friendly development with robust infrastructure

