

# Kensington

BOULEVARD





*Nature's beauty is an art of God...*

*By the first rays of the rising sun, the universe is stirred;  
the shining gold is sprinkled on the smiling buds of rose;  
the fragrant air is filled with sweet melodies of singing birds.*

*The dawn is the dream of God's creative fancy.*



When was the last time...  
you had a front row seat  
to nature's charm ?

Choose your  
view...  
Choose your  
boulevard



Wake up each morning to enjoy the exquisite landscaped  
boulevards, amidst the serenity of beautiful thematic  
gardens. **Kensington Central Apartments**, set in  
**Kensington Boulevard**, offer you all this and much  
more.

Space and artistic design work together, to provide a truly  
superior quality of life.







A commitment  
to making life  
easy



Ripples of  
tranquility

Exchanging smiles with familiar faces. Jogging companions who run the extra mile. Captivating moments at the boulevard, add to the richness of your life. A reflection of life as it should be.

Nestled within the landscaped boulevards and parks, the community at **Kensington Boulevard** provides a sensation of peace and tranquility to the residents.



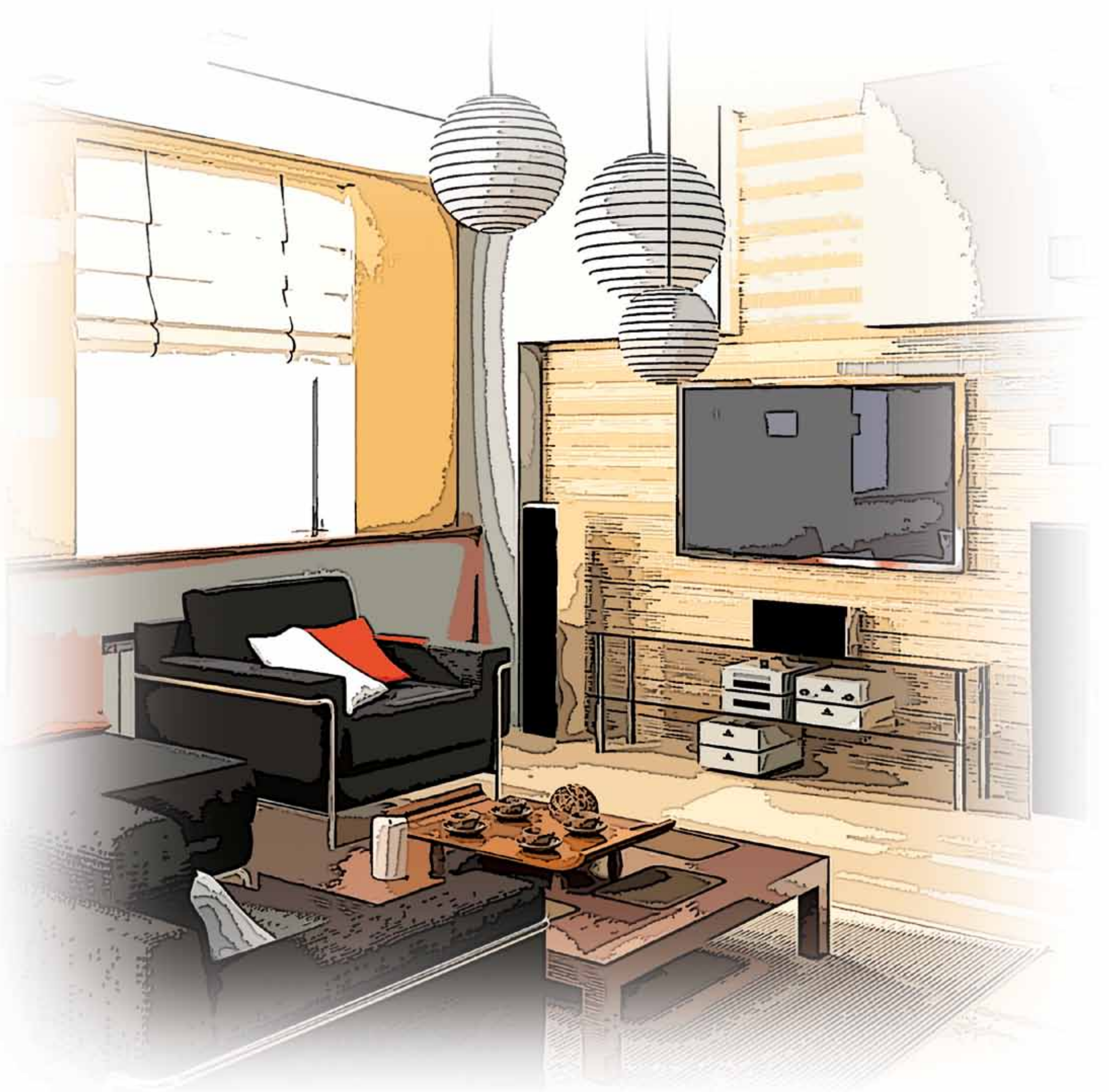


Spacious apartments  
offering enchanted  
lifestyle



All buildings consist of spacious 2, 3, 4 bedroom and studio apartments specially designed to guarantee breathtaking views of the landscaped parks and gardens.

Open spaces are an integral part of everyday living at **Kensington Central Apartments**. Stylish homes bringing you closer to nature.





Spaces designed  
to accentuate your  
lifestyle



As part of Wish Town, **Kensington Boulevard** residents will have access to a host of community services including golf facility, social clubs, indoor and outdoor sports facilities, education facilities, medical centre, retail outlets and other recreational facilities.





## An Inspired Reality...

Wish Town is a place where nature connects to a recreation destination, social activities and gracious living. “Precisely what everyone aspires for”

- Acres of landscaped greens & a cluster of thematic gardens interspersed within the whole community.
- 18+9 Hole Golf Course facilities designed by Graham Cooke.
- Elegant master planned gated township.
- A complete range of residential options ranging from Independent Homes to Luxury 1 / 2 / 3 / 4 BHK apartments
- Boomerang - The Club.
- Numerous Social Clubs and Recreational Facilities.
- Multiple outdoor and indoor sports facilities for Tennis, Badminton, Squash, Table tennis etc.
- Kids play areas which will help to plan fun way for family day.
- Spiritual Centers with Temples, Meditation Centre, Discourse Halls, Yoga etc.
- Promenades featuring the finest selection of retail shops, boutiques and open bazaars.
- Town Centre with facilities like cultural galleries, restaurants & cafés, high-street retail, etc leading to the creation of a memorable sense of place with a unique community aspect.
- ‘Commercial Zone’ including facilities like 5 star hotel, shopping malls housing several top line brands, office spaces for small & large corporate houses based on the concept of ‘walk to work’.
- Schools/colleges ranging from pre-nursery to post graduation level professional colleges. The various facilities offered in these educational institutes are Gymnasium, Swimming Pools, Auditorium, Playgrounds, Activity Courts, Music & Art Rooms, Library, and Lab Facilities with latest equipment, Cafeteria / Dining Halls and Classes for Special Education etc.
- 500 bed Jaypee Super Specialty Medical & Research Centre - well equipped with the best of medical equipment & health care services and will provide complete health care solutions.
- Project exquisitely designed by world renowned architects Arcop Associates and Landscape architects Capita Lovejoy of UK.
- Power and water back up and 3-tier security system are available round the clock.
- Adjacent to the Noida-Greater Noida expressway.
- Just 10 minutes drive from Ashram Chowk, Delhi.
- Proposed Metro connectivity.

# Product Level Specification

<b>Structure</b>	<b>R.C.C. Framed Structure</b>
<b>LIVING ROOM, DINING ROOM &amp; LOUNGE</b>	
Floors	Tiles/laminated floor/mosaic
External Doors and Windows	Window: Pre-engineered steel frame with wooden shutters Doors: Flush doors
Walls	Internal: Oil Bound Distemper External: Good Quality external grade paint
Internal Doors	Enamel painted Flush doors
<b>BEDROOMS &amp; DRESS</b>	
Floors	Tiles/laminated floors/mosaic
External Doors and Windows	Window: Pre-engineered steel frame with wooden shutters Doors: Flush doors
Walls	Internal: Oil Bound Distemper External: Good quality external grade paint
Internal doors	Enamel painted Flush doors
<b>TOILETS</b>	
Floors	Vitrified Tiles
External Doors and Windows	Window: Pre-engineered steel frame with wooden shutters Doors: Flush doors
Fixture and Fittings	All provided of Standard Company make
Walls	Tiles in cladding up to 7' in shower area and 3'-6" in balance areas, Balance walls painted in Oil bound distemper
Internal doors	Enamel painted Flush doors
<b>KITCHEN</b>	
Floors	Vitrified Tiles
External Doors and Windows	Window: Pre-engineered steel frame with wooden shutters Doors: Flush doors
Fixture and Fittings	Stone Top with sink
Walls	Ceramic Tiles 2'-6" above counter, Balance walls painted in Oil Bound Distemper
<b>BALCONIES / VERANDAH</b>	
Floors	Ceramic/Vitrified Mosaic Tiles
Railings	MS Railing as per Design
<b>LIFT LOBBIES / CORRIDORS</b>	
Floors	Ceramic / Mosaic Tiles / Marble / Kota or equivalent
Walls	Oil Bound Distemper
Provision for Split Air Conditioning	

# Price List

## BSP – Rs 3330/- psf

(Additional Service Tax, as applicable)

### Other Applicable Charges:

S. No.	Payment Head	Charges / Rate
1	Internal Development Charges	Rs. 75.00 psf
2	External Development Charges	Rs. 75.00 psf
3	Electric Sub Station Charges	Rs. 40.00 psf
4	Social Club Membership	Rs. 1.00 Lac
5.	Car Parking	One reserved basement car parking space compulsory with any apartment.
	Underground Car Parking 1. Car park @ Rs 2.00 Lacs 2. Subsequent car park @ Rs. 2.50 Lacs	
6.	Maintenance advance for one year	Rs. 1.50 per sq. ft. per month
7.	One Time Lease Rent	Rs. 50.00 psf
8.	Preferential Location Charges	Rs. 100 psf (G to 5th Floor) Rs. 60 psf (6th to 10th Floor)

### Notes:

1. The Basic Prices are for the indicated Super area and do not include any of the additional charges mentioned above.
2. Maintenance charges as per maintenance agreement shall be payable by the allottee separately.
  - a. The interest free Maintenance deposit @ Rs. 100.00 per sq. ft. of super area shall be payable extra before handing over possession of the premises to the allottee.
  - b. Maintenance charges for the first year shall be payable in advance at the time of offer of possession @ Rs. 1.50 psf per month.
3. Areas are indicative only.
4. All Plans and layouts are subject to change at the sole discretion of the Company or Statutory Authorities.
5. Exact super area of Apartment shall be calculated at the time of handing over possession of property as constructed. Increased / decreased area shall be charged proportionately as per the allotment terms.
6. The super area means the covered area of the demised premises inclusive of the area under the periphery walls, area under columns and walls within the demised premises, half of the area of the wall common with the other premises adjoining the demised premises, cupboards, plumbing / electric shafts of the demised premises, total area of the balconies and terraces, and proportionate share of the common areas like common lobbies, lifts, common service shafts, staircases, machine room, mumty, electric sub station and other services and other common areas etc.
7. The other terms and conditions shall be as per the Application Form, Standard Terms and Conditions and the Allotment Letter of the Company.
8. The prices are subject to revision / withdrawal at any time without notice at the sole discretion of the Company.
9. Government Taxes as applicable from time to time shall be payable by the allottee in addition to the sale price as stated above.
10. Administrative Charges for transfer of allotment would be @ Rs.50 per sq ft & transfer would be allowed only after 30% of the payment has been received from the allottee (subject to change, as per the company policy).

# The Payment Plan

## A. Construction Linked Plan\*

S.No	Payment Due	Percentage (%)	Other Charges
1	On Booking	As Applicable**	
2	On or before 2 months from the date of Application	20% of BSP (less Booking Amount**)	
3	On or Before 4 months from the date of Application	10% of BSP	
4	On commencement of excavation	10% of BSP	
5	On laying of upper basement slab	10% of BSP	
6	On laying of 3rd floor roof slab	7% of BSP	Car parking
7	On laying of 7th floor roof slab	7% of BSP	IDC
8	On laying of 11th floor roof slab	6% of BSP	EDC
9	On laying of 15th floor roof slab	5% of BSP	PLC
10	On laying of 19th floor roof slab	5% of BSP	
11	On laying of 22nd floor roof slab	5% of BSP	ESSC
12	On laying of top floor roof slab	5% of BSP	
13	On completion of internal plaster & flooring within the apartment	5% of BSP	
14	On offer of Possession	5% of BSP	Social club membership + Maintenance advance + One time Lease Rent + IFMD
	<b>Total</b>	<b>100%</b>	

\*The total number of floors mentioned is tentative and subject to revision.

### \*\*Booking amount:

Studio Apartment/2 BHK	-	Rs. 2.00 Lacs
3 BHK (All types)	-	Rs. 3.00 Lacs
4 BHK+W	-	Rs. 4.00 Lacs
Penthouse (all types)	-	Rs. 5.50 Lacs

**Cheques should be drawn in favor of 'Jaypee Infratech Limited'.**

### Notes:

1. Installments under S. No. 4 - 14 may run concurrently with those under S. No. 1 - 3 based on the physical progress of Work at site.
2. The demand letter for Installments at S. No. 4 to 14 shall be sent in advance providing for payment period of up to 15 days.

## B. Down Payment Plan

S. No	Payment Due	Percentage (%)	Other Charges
1	On Booking	As Applicable*	
2	On or before 1 month from date of Application	95% of BSP (less Booking Amount*)	IDC + EDC+ Car park + Electric substation charges +PLC
3	On offer of possession	5% of BSP	Social Club Charges + IFMD + Maintenance advance+ Lease Rent charges
	<b>TOTAL</b>	<b>100%</b>	

**Note:** Down payment discount @ 15% on BSP

# The Lineage

Transforming challenges into opportunities has been the hallmark of the Group ever since its inception four decades ago. Jaypee Group is a Rs. 7000 crore well diversified infrastructure conglomerate with a formidable presence in Engineering & Construction, Power, Cement, Real Estate, Hospitality, Expressways & Education (not-for-profit).

## Engineering & Construction

The Engineering and Construction wing of the group is an acknowledged leader in the construction of multi-purpose river valley and hydropower projects.

The Group is the only integrated solution provider for Hydropower projects in the country with a track record of strong project implementation in different capacities and has participated in projects that have added over 8840 MW of Hydroelectricity to the National grid between 2002 to 2009.

## Cement

Jaypee Group is the 3rd largest cement producer in the country with an aggregate capacity of 14.70 MTPA and is slated to be a 23 MTPA cement producer by the year 2010 and 30 MTPA by 2011 with Captive Thermal Power plants totaling 342 MW. The group's special blend of Portland Pozzolana Cement is marketed under the brand name 'Jaypee Cement'.

## Power

The Group is India's largest Private sector Hydro-power producer and is on its way to be an integrated power producer with expansion in Thermal; Wind & Power Transmission.

Jaypee Group's operational power plants are 300 MW Baspa-II (Himachal Pradesh) and 400 MW Vishnuprayag (Uttarakhand) and by 2012, the total hydropower capacity will be 1700 MW with the commissioning of 1,000 MW Karcham-Wangtoo project while the power generation (including Thermal) for the Group shall be 2200 MW. The Group is poised to be a 13,470 MW power producer by 2018.

## Hospitality

The Group owns and operates 4 Five Star Hotels, two in New Delhi and one each in Agra and Mussoorie with a total capacity of 644 rooms. Another state-of-the-art resort and SPA is being set up in collaboration with SIX SENSES at Greater Noida.

## Real Estate

The Group is a pioneer in the development of India's first golf centric Real Estate. Jaypee Greens - a world class fully integrated complex at Greater Noida consists of an 18 hole Greg Norman Golf Course. Stretching over 452 acres, it also includes residences, commercial spaces, corporate park, entertainment and nature in abundance.

Jaypee Greens also launched its second project in Noida in November 2007. India's First Wish Town, is an Integrated Township spread over 1162 acres of land comprising one 18 hole and two 9 hole golf facility & world class residences.

## Expressways

The Group is currently implementing 165 km, Noida to Agra, 6/8 lane Yamuna Expressway Project and ribbon development on 6175 acres at five locations along the expressway for commercial, industrial, institutional, residential and amusement purposes, will also be undertaken as an integral part of the project. The project is slated to be completed by 2011.

## Social Commitments

The Group has always believed in "growth with a human face" and has supported the socio-economic development of the local environment in which it operates and ensured that the economically and educationally challenged strata around the work surroundings are also benefited from the Group's growth by providing education, medical and other facilities for local development.

The Group currently provides education across all spectrum of the learning curve through 16 schools, 3 Technical Training Institutes, 2 colleges and 3 universities catering to over 20,000 students.

Last but not the least, "To strive for excellence in every activity we undertake, as we contribute in nation building through our participation in infrastructure sector of the country utilizing resources optimally, while growing with human face - NO DREAM TOO BIG."

Jaypee Infratech Limited, is proposing, subject to market conditions and other considerations, an Initial Public Offering of its equity shares and has filed the Prospectus with the Registrar of Companies (ROC), Uttar Pradesh & Uttarakhand. The Prospectus is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and at the websites of the Book Running Lead Managers at [www.morganstanley.com/indiaofferdocuments](http://www.morganstanley.com/indiaofferdocuments), [www.dspml.com](http://www.dspml.com), [www.axisbank.com](http://www.axisbank.com), [www.enam.com](http://www.enam.com), [www.icicisecurities.com](http://www.icicisecurities.com), [www.idfcsski.com](http://www.idfcsski.com), [www.jmfinancial.in](http://www.jmfinancial.in), [www.kmcc.co.in](http://www.kmcc.co.in), [www.sbicaps.com](http://www.sbicaps.com). Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled Risk Factors of the Prospectus. The information contained herein is not for publication or distribution in or into the United States of America. These materials are not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States absent registration or an exemption from registration. Any public offering to be made in the United States may be made only by means of a prospectus that may be obtained from the Company and that will contain detailed financial information about the Company and its management, as well as financial statements.

# Location Details

A symbol of modern day town planning, Noida is the fastest growing township in the National Capital Region, with international standard infrastructure.

Jaypee Greens Noida is located 4 kms from the Amity intersection, thereby enjoying good connectivity and locational advantage with respect to the city master plan. Residential, commercial, institutional and recreational facilities have been simultaneously developed in a planned manner to make it a prestigious address.

Accessibility: Easy access to Delhi and Greater Noida through the 8-lane Taj Expressway

- 10 minutes from DND Flyway
- 15 minutes from Greater Noida
- 20 minutes from South Delhi
- 25 minutes from Connaught Place
- 45 minutes from International Airport







JAYPEE GREENS

*Another Place . Another World .*

**NOIDA**

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