

Publication: The Times Of India Bangalore;Date: Feb 17, 2012;Section: Times Property;Page: 35;

ECO RESPONSIBILITY BEGINS AT HOME

When the need of the hour is to conserve natural resources, it is time for developers and builders to show the way. World over, pragmatic architects and developers are using energy efficient practices to distinguish their homes and buildings. In Bangalore, some builders like Habitat Ventures have taken up the green cause seriously. Habitat Ventures focuses on the best green practices available to sustain the environment. Their upcoming project Habitat Crest epitomizes this in numerous ways.

Green Features

The adverse effects of soil ecology are reduced by taking appropriate soil erosion control measures. An expansive green roof will reduce heat island effect. Electric power charging facility for vehicles will be provided. An emphasis on natural lighting sees 85% of regularly occupied indoor areas to be day lit. Other features include common area lighting using solar energy and waste water recycling with an onsite STP.

Concept of Villaments

Habitat Crest is a collection of a unique genre of residences that capture the best features of a villa and an apartment. Called villaments, there are just 150 three/four bedroom resi-



dences on offer consisting of penthouses and duplexes with sizes ranging from 2,850 sqft to 3,250 sqft, plus a private park for each home measuring area up to 1,250 sqft.

"Villas are expensive; its pluses are exclusivity, private garden and car parking close to home. An apartment, on the other hand, is crowded with parking not always close-by. The pluses are the affordability and location. We have taken the pluses of a villa and an apartment to create the villa-

ment," says Executive Director, Shivaram Kumar Malakala.

"This hybrid concept is what attracted me to Habitat Crest," says Srinivasa K who has recently bought a villament here. The concept attracts those who have always wanted a private garden but the security of an apartment. "The private garden is one feature that attracted me to Habitat Crest and I didn't have to pay an exorbitant cost for it. To me, it is complete value for money," says Kirti Kunal Shah, a happy pur-

chaser of a villament here. Habitat Crest Villaments are priced from Rs. 1.5 Crores onwards.

'On' the Main road yet 'Away'

Located in the heart of Whitefield, just 12 kms from MG Road, opposite Zuri Hotel, the project is approached by an exclusive three lane boulevard from Whitefield Main Road. The enviable lifestyle of 'walk to work' can be lived out day after day with ITP-B & EPIP in the vicinity. Plus, relaxation and entertainment is never far away with plenty of malls, restaurants and hotels. "The location is an important factor that made me select Habitat Crest," says Ameet Bhat, another customer. The fact that the project is on the main road has also appealed to Srinivasa K.

Vast Open Area

68% of lush open spaces will feature a unique landscaped central courtyard of about 1 acre with specific areas like open air amphitheatre, informal seating areas, jogging/walking tracks, etc. The central courtyard will be a vehicle free zone making it absolutely safe for kids and elders. A 0.75 acre activity area located away from the central courtyard includes play area for children, tennis court, cricket pitch, mini basketball court with bleachers.



Luxury Lifestyle

A 16,000 sqft well-equipped clubhouse will have an infinity swimming pool with a separate toddler's pool located on the terrace level for safety and privacy. One exciting feature is the basement car parking for each villament which can be easily expandable to accommodate 3 or 4 cars. "Since we have always lived in big houses, my requirement was a house with a spacious layout. The villament at Habitat Crest suited my requirement for space and a contemporary layout," says Ameet Bhat.

Great Experience

Ameet Bhat further expresses complete confidence in the company who have been "very transparent" in their dealings. "Transparency in our approach even in aspects like measurement of carpet area and strict adherence to quality will automatically bring us word of mouth referrals and brand

recognition to become the developer of choice," says Executive Director, Bhaskar TN.

The Company has also recently launched a lifestyle apartment project in Whitefield, Habitat Aster that consists of 2/3 bedroom homes with exciting features and amenities. The price point for an Aster apartment ranges between Rs. 50 to 80 lakhs.

Habitat Ventures has partnered with Pragnya Fund, a private equity fund, for the Habitat Crest project, which augments the credibility of the team and the project. By using established and avant-garde concepts, Habitat Crest promises to be a smart investment with a lifestyle that is dictated by eco-values guaranteed to make a positive impact.

You can view the Model Villament at Project Site.
T: +91-80-2841 2222 / 2333
M: +91-99026 06060 / 97419 24000
sales@habitatventures.com
www.habitatventures.com