

INVESTMENTS

Partnering for the Success of Entrepreneurship VOLUME 2 • ISSUE 2 • MAR - APR 2010



FROM THE CHAIRMAN

“Strategically worked out strategies seldom fails.”

I constantly reflect upon the question “Am I keeping my customers as happy as I possibly can?” Keeping this in mind, the TCH Tower III, Panipokhari project was certainly a great accomplishment; every unit was sold within few hours using lottery system to make sure everybody got an opportunity to buy. However, even among those who were lucky to get a unit, by the time customers got to select a property, chances were that the one they had in mind had already been sold. This was apparent during the Tower III sales and undoubtedly, it brought about disappointment unfulfilling dreams of many.

Nevertheless, such experiences are our best source of learning. Much observation gave rise to an entirely new dimension in our strategy: the Pre-launching concept. Upon making a one million rupees cheque deposit mandatory to book certain property gave the customers three viable options:

1. If they get the property of their choice, a contract can be signed.

2. If they do not get the property of their choice, the deposited money can be taken back with 10% interest accrued from the date of deposit made to the launching date or

3. They can continue with their deposit for future projects at 10% interest on the deposited amount.

The Pre-launching concept is thus designed to safeguard the choice of the customer to deliver their dream home. This process was implemented simultaneously at both TCH Community Living, Thaiba and TCH Tower IV, Sitapaila projects and our endeavor was appreciated by all.

We will continue our relentless effort to keep our customers happy and wholeheartedly support what Albert Schweitzer once said, “Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”

OM RAJBHANDARY

Chairman,
Brihat Investments Pvt. Ltd.

MANAGEMENT QUOTES

“In the business world, everyone is paid in two coins: cash and experience. Take the experience first; the cash will come later.”
– Harold Geneen

“Your most unhappy customers are your greatest source of learning.”
– Bill Gates

“Leadership: the art of getting someone else to do something you want done because he wants to do it.”
– Dwight D. Eisenhower

“
Am I keeping my customers as happy as I possibly can?”

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What it takes to be an Entrepreneur ?

1. Take the freedom to believe, that if you work good and hard, you will succeed.
2. Think barrier less - “Why does this not exist?”, “Why don’t we do this?”
3. Set up a business plan.
4. Bring the business plan to someone, who can help and guide you.
5. Never accept NO as an answer, never give up, or go away, even if others want you to.
6. Follow Turner’s rule: “Lead, follow or get out of the way.”

CORPORATE HUMOR



Raw Land Investment.



Real Estate Investment

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Working with REMA eases the transaction, as does understanding.....

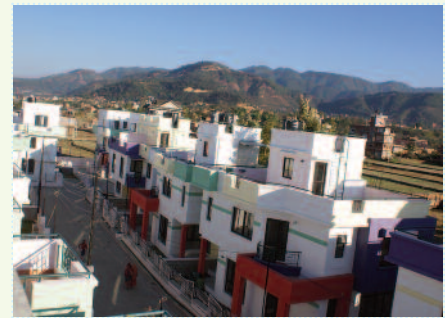
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Investing in real estate doesn't always mean buying something that is already built but also investing in land. Raw land is a real estate with no infrastructure, land that is cleared and ready for physical development. Buying undeveloped land does not have to be a complicated process. Working with REMA eases the transaction, as does understanding the key steps to follow before purchasing undeveloped land. The following points will aid in the quest of land purchase.

» **Plot growth trends** - Start with a proper map of an area where you want to invest. Consult senior planners to understand the growth trend of an area. This will help to understand the business, industrial and residential growth of the community.

» **Understanding Zoning Regulations** – Zoning is the most important method of land use regulation undertaken by the government. It comprises of a variable set of constraints on land development. Make sure to have detailed information about the property you are interested in. If the property has marshes, endangered plants or animals, is in monumental zone, is a property of the trust, has by-law restrictions, was once a land fill site or has any unusual character then it is not a wise thing to invest as many potential problems may exist in such properties.

» **Decide where you want to buy** - This is by far the toughest step. Buying land is a big commitment especially when you plan on developing it. Collect as many databases as possible of available raw land. It will give you an overview of the kinds of properties and their respective cost.



TCH Community Living - Thaiba

contd.....

B



Real Estate Partnering for Entrepreneurship

What A Good Entrepreneur Means And Does...

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The important thing is not being afraid to take a chance.....

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Some say that successful entrepreneurs are born, not made. Others say good entrepreneurship is a talent that can be learned and nurtured. Born or bred, an entrepreneur plays significant role in the economic development of any community resulting in financial gain which is always of benefit to a country. Everyone involved must know what the leading characteristics of a successful entrepreneur are. Here are few points that might be a great help:

- » Success occurs when opportunity and preparation meet.
- » To create a successful business, you must first master the basics.
- » Nurture your people. They make it all happen. Without them, you have no company.
- » Passionate people and loyal customers drive success in your organization.
- » The more you are willing to accept responsibility for your actions, the more credibility you will have.
- » Most people who succeed in the face of seemingly impossible conditions are people who simply don't know how to quit.
- » The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it.



TCH Community Living - Thaiba, Interior

B



Real Estate Marketing Agent



Mr. Om Rajbhandary



Dr. Sopon Pornchokchai

Signing of MOU

BI has put in enormous efforts in trying to ascertain the Real Estate Marketing Agents (REMA) in Nepal. A strong focus is being initiated to provide the finest and the most efficient services on the highest standard of ethics, values and customer care. Simultaneously, we are laying extensive groundwork while preparing a strong foundation for channels of proper dealing in this ever expanding field.

The REMA course is BI's first step towards achieving this goal and turning our vision into ideals and reality. We have affiliated with Thai Real Estate Business School (TREBS) to take it to next level.

On January 12th, 2010, MOU (Memorandum of Understanding) was signed between TREBS and BI in Yannawa, Bangkok, Thailand, amidst the presence of dignitaries from TREBS and BI respectively. Signatories are Mr. Om Rajbhandary, Chairman of BI and Dr. Sopon Pornchokchai, Director of TREBS. This affiliation enables the upcoming REMA courses to be unparallel and of paramount quality which will give the participants the ultimate international recognition.

Both Mr. Rajbhandary and Dr. Pornchokchai share a common belief that 'knowledge is not a private

property' and they will use this partnership to promote and strengthen this idea that they wholeheartedly support. The REMA training will now be even more rigorous and intensive, carefully designed for starters as well as practitioners.

TREBS is a specialized school devoted to the multidisciplinary study of Real Estate management, valuation, surveying, and property development and has rich experiences in this field over the last 10 years. As the primary objective is to enhance the development of efficient management as well as personnel skill in property valuation and related subjects in the area of Real Estate, the affiliation of BI with TREBS will be of an asset to Nepal's Real Estate Industry as well as Real Estate professionals making it the first Real Estate venture of this kind.

REMA course will unlock the door to countless opportunities. This course will definitely prove to be a benefit in today's escalating market as it will make its participants and members ready to face tomorrow's challenges and be well equipped for boundless possibilities in the field of Real Estate.



REMA Affiliation MOU Signing at Bangkok



HOME BASED TIPS

1. Add 1/2 teaspoon of baking soda while mixing the dough for 'chapatti' to make it soft.
2. If the bread is too soft to cut into pieces, hold the knife close to a flame and then slice the bread with it.
3. You can make tasty chapatti by mixing equal proportion of wheat, flour and barley.
4. If you don't have any cream to add in the soup or gravy, add a mixture of butter and milk.
5. After extracting butter from milk cream, add a little milk or curd to the residue and boil. You will get soft 'paneer'.
6. For making soft sauce, add some paneer.



HEALTH TIPS

1. Crunchy fruits and vegetables act as little toothbrushes when you chew them; they have a natural cleansing action that works on tooth enamel to remove stains.
3. Yogurt is a natural mouthwash. The live bacteria in yogurt can suppress levels of bad breath-causing bacteria.
4. Before you go to bed, apply vegetable oil to your hands, then put on gloves or wrap your hands in plastic wrap to keep the oil off your bedding. The hand coverings force the oil to penetrate your skin, preventing your hands and nails from getting too dry.

TCH Tower IV

SITAPAILA



LOCATION: 300 meters from Sitapaila Chowk
 PROJECT STATUS: Under Construction
 HANDOVER DATE: Ashwin End 2067



Typical Floor Plan

TYPE: 4-B1 (Fourth Floor)
 BUILT UP AREA: 1286.47 Sq.ft
 SELLING PRICE PER SQ.FT: Nrs.7,000.00
 SELLING PRICE: Nrs.9,005,290.00



Typical Floor Plan

TYPE: 7-B5 (Seventh Floor)
 BUILT UP AREA: 873.93 Sq.ft
 SELLING PRICE PER SQ.FT: Nrs.7,100.00
 SELLING PRICE: Nrs.6,204,903.00

MOCK-UP PICTURES

TCH TOWER IV - SITAPAILA



Interior View - Bed Room
 Type - B1



Interior View - Dining Area
 Type - B5

TCH Community Living

THAIBA



LOCATION: Thaiba

Stand alone house with Community Living Facility

PROJECT STATUS: Completion Stage

HANDOVER DATE: End of Poush 2066

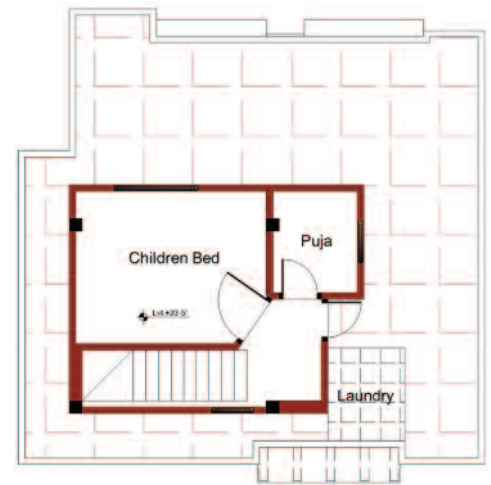


Ground Floor Plan - Type - E

TYPE: 28 E
LAND: 0-2-2-1.44
BUILT UP AREA: 1357.85 Sq.ft
SELLING PRICE PER SQ.FT: Nrs.4,783.30
SELLING PRICE IN LAND AREA: Nrs.7,326.65
SELLING PRICE:Nrs.6,495,000.00
 (including community fee)



First Floor Plan - Type - E



Top Floor Plan - Type - E

Typical Floor Plan -Type -E

TYPE: 17E
LAND: 0-2-2-0.02
BUILT UP AREA: 1378.81 Sq.ft
SELLING PRICE PER SQ.FT: Nrs.4,783.11
SELLING PRICE IN LAND AREA: Nrs.7,703.18
SELLING PRICE:Nrs.6,595,000.00
 (including community fee)

TYPE: 19E
LAND: 0-2-2-0.32
BUILT UP AREA: 1378.81 Sq.ft
SELLING PRICE PER SQ.FT: Nrs.4,783.11
SELLING PRICE IN LAND AREA: Nrs.7,645.49
SELLING PRICE: Nrs.6,595,000.00
 (including community fee)

TCH Tower III

PANIPOKHARI



LOCATION: Panipokhari

Adjacent to Japanese Embassy

PROJECT STATUS: Completed - Ready to move in.



Typical Floor Plan

TYPE: 1-A1 (First Floor)
BUILT UP AREA: 1119.15 Sq.ft
SELLING PRICE PER SQ.FT: Nrs.11,320.00
SELLING PRICE: Nrs. 13,468,778.00 (with furniture)

Contact us for more property

Early Bird Registration

Brihat Investments is pleased to give continuance to the REMA Course as it had gained wide popularity and the date for upcoming

3rd Real Estate Marketing Agent Course

will be announced soon.

Please be informed that seats are limited, and pre-registration is strongly recommended for all those aspiring candidates.

For further information and assistance contact BI Office.



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We would be more than happy to send you our newsletter regularly and also anticipate your feedbacks to help us make our publication better. Kindly contact us to get our BI newsletter on a regular basis, if you so desire.

Corporate Social Responsibility



Ms. Neeva Shakya, student of Minnesota State University, Moorhead, USA joined Brihat Investments from 18 December 2009 to 1 January 2010 as an intern.

During her brief stay, on behalf of Nepali Student Association (NSA), Minnesota State University she donated a sum of US \$ 500 to Mr. Mahabir Pun's Campaign "One- Dollar- a- Month," the Ramon Magsaysay award winner for community leadership in 2007, which is considered as the Nobel Prize of Asia. NSA conducted a fund raising program "Nepali Night -09" for the purpose.

On the same occasion additional donation was also provided by Mrs. Purnima Rajbhandary, CEO of Brihat Investments, supporting the same cause.

Study Visit To Thailand



Thai Real Estate Business School, Yannawa, Bangkok

BI had organized a study visit to Bangkok from 8th - 15th January 2010. The study visit was focused on real estate development in Thailand and was organized within a framework of broadening the overall knowledge in the housing sector.

The subsequent visit to the Thai Real Estate Business School (TREBS) and other different housing projects was not only informative but had encouraged the team to continue their efforts in establishing REMA as a profession.