

INVESTMENTS

Partnering for the Success of Entrepreneurship

VOLUME 3

ISSUE 4

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► Editorial...

Innovation and knowledge transferring has always been a part of our company's culture, which we have continued since its establishment. We believe in "quality living for all", leading the way in turning dreams of many people into reality by introducing different concepts and products in the field of real estate. Various products like eco-friendly homes, community rentals, trained Real Estate Marketing Agent (REMA) etc. are just few examples through which we are reaching to the general people. The newsletter has proven itself to be the powerful tool to abreast customers of the latest happening in and of the company.

“
It is a unique
experience of
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”

The statement "Knowledge is not a private property" has been the main motto for the conceptualization of BI Newsletter. It is a unique experience of getting to know customers and more importantly, giving them a chance to

get to know our organization and its products and services. From the very beginning it has been the strongest medium to communicate and reach our well-wishers, clients and customers. It is just like a stepping stone to reach the different destinations at a time. As we all know knowledge is the most powerful thing next to wealth that would determine the society's reflection.

After several issues of our newsletter, we now begin to learn the interest of our dear readers and well wishers because of which now the bi-monthly newsletter will be published every month.

This is a great milestone for our team, our well-wishers, our customers and the realty sector in general.

Editorial Team

Brihat Investments Pvt. Ltd.

Building Measurements

The total built area of any building or a structure is measured in an area like **square feet, square metre**. Building area is normally measured using linear measurement system.

A structure can be measured in various ways and some are described below:

Plinth Area: the entire living area of the ground floor along with the thickness of the external walls.

Built up Area: The sum of carpet area, area covered by thickness of walls, balconies etc. In other word built up area is the total built area.

to be continued....

MARKETING QUOTES

"You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place."
- David Ogilvy

"If you don't believe in your product, or if you're not consistent and regular in the way you promote it, the odds of succeeding go way down. The primary function of the marketing plan is to ensure that you have the resources and the wherewithal to do what it takes to make your product work."
- Jay Levinson

INSIDE

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CORPORATE HUMOR





Real Estate Investment

“
Yes, there are investors who make a great deal of money...
”

Things to Consider Before Investing in Real Estate

Real estate investments are extremely popular and make turning a profit look simple and guaranteed. Yes, there are investors who make a great deal of money because of their investments, but profit does not come easily to even the most experienced investors. They work hard and make sacrifices daily to make their dreams a reality. Following points should be considered to be a serious investor:

- Time and devotion
- Handle stressful situation
- Initial investments capital
- Research

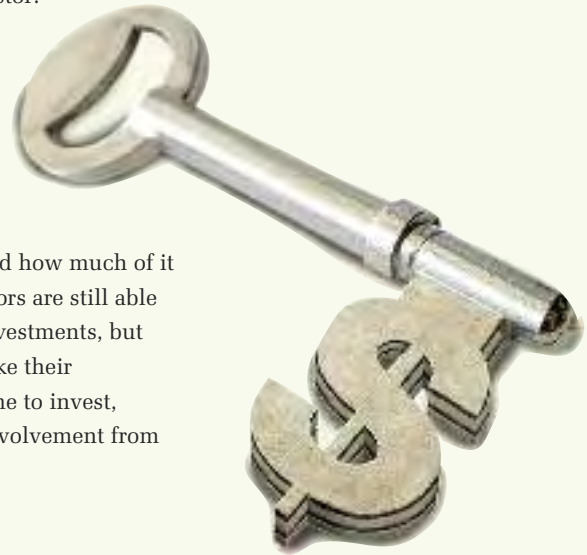
1. Time and devotion:

The first thing to be considered involves time and how much of it you can devote to your investment. Many investors are still able to hold down full time jobs while dabbling in investments, but they still have to devote a good bit of time to make their investment successful. If you do not have the time to invest, maybe an investment that requires little or no involvement from you would suit you better.

2. Handle stressful situation:

Real estate deals are also very stressful. From the moment you start looking for a property until the moment that you sell it, you will be faced with numerous decisions regarding your property. You will have to deal with contractors, real estate agents, lawyers, and potential buyers. And not everything you do will go as planned. If you cannot handle stressful situations, real estate investing might not be for you.

to be continued...



Real Estate Partnering for Entrepreneurship

“
highest standard of short and long term rental stay...
”

Community Rental Home By Owner (CRBO)

For the first time in Nepal, Brihat Investments (BI) is venturing its Entrepreneurship into service industry by the introduction of CRBO. We are extending our best quality of service in providing the highest standard of short and long term rental stay in our community living units for Vacationers from all over the world, Non-residential Nepalese (NRNs), Foreigners serving in Nepal. We have 3 locations of our community living where we are providing CRBO services.

- TCH Community Living - Budhanilkantha
- TCH Community Living - Thaiba
- TCH Tower IV – Sitapaila

If you are a frequent traveler, you know how hectic and congested a hotel room can be. So here in our community living units, for around the same price range, you have the privacy of your own home, where

you can relax in huge space of your own. All of our units have big kitchens that are well equipped, well furnished, have enough utensils for gatherings and great for making a healthy meal on your schedule, either you are a cooking enthusiast or someone who just enjoys good home cooking.



In our community facilities, we have round the clock security provided by professional security services inside our gated community, well maintained Swimming Pool, and properly maintained landscaping.



Real Estate Marketing Agent

REMA, Need of an Existing Real Estate Market



Mr. Ranjit Acharya: Key Speaker of REMA Course

“The well trained and knowledgeable agents will protect and promote the interest of the buyer and seller. Trained REMA will play a role of mediator or facilitator for buying and selling residential and commercial building in an ethical manner and encourage living in a proper planned city.

As of June, 2011, BI has been successful in conducting 4th REMA course producing more than 50 REMAs who now hold opportunities and challenges in diversifying the deals in real estate with utmost transparency. BI is advocating to introduce license holder agents in Nepal. On the closing ceremony of 3rd REMA course (September 24, 2010), Mr. Om Rajbhandary, Real Estate expert of Nepal highlighted the role of REMA in existing Real Estate Market in his presentation. He also highlighted the major roles of different sectors as follows:

- Roles of Government Bodies
- Roles of Developers/ NLHDA
- Roles of Banks and Financial Institutions
- Roles of Media

Roles of Banks and Financial Institutions are:

- Developing the mechanism to provide home loan through REMA



"To provide the finest real estate marketing services on the highest standards of ethics, values and customer care"

“

The well trained and knowledgeable agents will thus protect and promote the interest of the buyer and seller....

- Providing service fee to REMA for their job accountability like of the valuator
- Trusting the recommendation of REMA for home loan as REMA will be dealing only in structurally and legally safe properties
- Rebating in interest rates for the customers of the REMA.

Roles of Media are :

- Publishing articles, interviews and case studies related with REMA
- Making customers aware by highlighting and spreading messages in terms of technical and legal aspects of property
- Getting mileage by promoting REMA through media
- Highlighting the types of property transacted by the REMA
- Educating and encouraging the public to gain knowledge on real estate
- Expanding the market for REMA professionals

In conclusion, Brihat Investments requested for the solidarity among developers, government bodies, banks and media to stimulate REMA. It will definitely upgrade the existing Kathmandu both structurally and socially and also create another beautiful city in another location with a better life.

continued from Vol 3, Issue 1 ...



HOME BASED TIPS

BASIC PRINCIPLES OF HEALTH

- 1 Regularity in meals. Do not eat them early or late, but maintain a regular schedule. Your stomach is used to eating at certain times each day.
- 2 Moderation. Only eat as much as you need. Never overeat. Only eat to satisfy hunger, and then stop.
- 3 Take small bites. Only put a small amount in your mouth at a time. You will chew and salivate it better, and tend to eat less at that meal. .
- 4 Relax and eat slowly. If you are too rushed to eat, then do not eat. Do not be hurried, anxious, worried, fatigued, or angry.
- 5 Chew your food well. You will derive far more energy out of less food.
- 6 Do not eat too many things at a meal. Three or four items (plus a little salt, oil, etc.) are all you need.
- 7 Avoid complicated mixtures. Say no to the gravies, vegetable loaves, gluten foods, and all the rest.
- 8 Avoid peculiar additives, such as vinegar, monosodium glutamate, etc., which only upset your stomach and slow digestion.
- 9 Vary your diet from meal to meal. If you ate oatmeal this morning, try rye or wheat tomorrow.
- 10 Never eat anything prepared in aluminium. Never drink water or juice out of an aluminium container. Alzheimer's is worth avoiding.

SYNDICATE COLUMN

Question:-

I am willing to buy an apartment in Kathmandu valley. However I am in confusion as the price range of apartment varies from eighteen lakh to 3 cores Nepali rupees. In this situation how the company will justify the price of apartment and which apartment will you suggest me to buy.

- Nabin Sherchan, Butwal

In the same manner the price range of apartment depend upon the following components:

- Location
- Building structure
- Number of stories and apartments in a building
- Quality of Materials used during the construction
- Finishing quality of building as well as apartments
- Finishing items (tiles, colour, sanitary fixtures and accessories, electrical fixtures, level of kitchen finishing, materials of door and window etc.) provided in the apartment
- Area of apartment (super area and carpet area)
- Numbers of bed rooms and bathrooms
- Facilities available in the apartment project (swimming pool, well equipped gym hall, sauna, jacuzzi etc.)
- Infrastructure facilities (electricity backup, drinking water supply, sewage)
- Timely handover
- Experience and credibility of the company



*If you have any queries related to buying or selling of houses,
please email us at info@brihatinvestments.com*

Brihat Community Living

SITAPAILA



Visit our Project Site
Brihat Community Living - Sitapaila, Phase - II

Link Your Life³



RAIN WATER
HARVESTING



SOLAR ENERGY



UV PROTECTION
STICKER



GARBAGE
DISPOSAL SYSTEM



COMFORT - BLOCK

Our Project incorporates a range of eco-friendly products and concepts

- Solar electricity provision - for streetlights.
- Rain water recharge for water conservation.
- Garbage disposal system for proper waste management.
- UV protection stickers on south facing windows.
- Use of concrete lightweight blocks in place of bricks for reduction of carbon monoxide emission and conservation of clay.

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TCH Community Living

THAIBA



TYPE C

Units on SALE

TYPE: 25 A

LAND: 0-4-3-3.66

BUILT-UP AREA: 1483.48 Sq.ft.

TYPE: Plot 6 C

LAND: 0-3-0-2.15

BUILT-UP AREA: 1545.44 Sq.ft.

TYPE: Plot 28 E

LAND: 0-2-2-1.44

BUILT-UP AREA: 1357.85 Sq.ft.

TYPE: Plot 18 E

LAND: 0-3-2-1.78

BUILT-UP AREA: 1408.81 Sq.ft.



FEATURES

Fresh enviroment with community, swimming pool, jacuzzi and sauna Three Bedrooms + Puja Room

SALIENT FEATURES

- A balance between privacy and community activities.
- Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner.
- Community open spaces comprising of flower beds and sit-outs.
- Round the clock security system.
- Treated water supply.
- Individual parking space.
- A temple and swimming pool.
- Generator backups for community spaces and fire hydrants.
- NEA lines and NTC points.
- The plot area ranges from 2.5 anna to 4.7 anna.
- Built-up area ranges tentatively from 1238 Sq. ft. to 1583 Sq. ft.

TCH Tower IV

SITAPAILA



UNITS ON SALE

Building Type - A

Type: 3-A1 (Third Floor)

Built-Up Area: 1272.34 Sq.ft.

Building Type - B

Type: 5-B1 (Fifth Floor)

Built-Up Area: 1322.19 Sq.ft.

Type: 6-B2 (Sixth Floor)

Built-Up Area: 1083.42 Sq.ft.

Located 300 meters from Sitapila Chowk.
Exclusive finishing with parquet in Living Room and Master Bed Room.



SALIENT FEATURES

A balance between privacy and community activities

Environmentally sensitive designs laying more emphasis on quality living spaces with natural light and ventilation in the most optimized manner

Open spaces on the ground floor comprising of flower beds and sit-outs

Round the clock security system

Treated water supply

Individual parking space

Swimming pool, Gymnasium, Sauna and Jacuzzi rooms

Elevators

Generator backups

NEA lines and NTC points

Fire Hydrants



Announcement

Real Estate Hand Book on SALE



An extensively useful tool for the realty career oriented people

Price: NRs. 50

Books available at Nepal Land and Housing Developer's Association (NLHDA) and Brihat Investments Pvt. Ltd.



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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



Brihat Investments has been continuing its tradition of CSR by renovating, re-furnishing, and doing repair and maintenance works in Hospice Nepal at Lagankhel, Patan.

We have also professionally supported all its administrative works.

WE WOULD LIKE TO REQUEST EVERYONE TO LEND A HELPING HAND FOR A GOOD CAUSE!



Valuation Practice in International Standard (March 29, 2011)

Nepal Land and Housing Developers' Association in association with Brihat Investments Pvt. Ltd. conducted one day workshop on – "Valuation on International Practice" held on March 29, 2011 at Hotel Radisson. Dr. Sopon Pornchokchai, director of Thai Real Estate Business School (TREBS) was

the key speaker. He is also a President as well as Managing Director of Agency for Real Estate Affairs. Another Key speaker was Er. Ramachar Srinivas, valuation expert from R. Srinivas & Associates, India who have 26 years of experience in Valuation. On the same day, Real Estate hand book was also launched by Deputy Governor of Nepal Rastra Bank, Mr. Maha Prasad Adhikari.