



# KEYA HOMES

The evolution of spaces – from house to home





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## ABOUT US

Our journey began in 2013 when the company was established as a Private Limited Company with one goal in mind: to bring nature and technology to the lifestyle of our customers and transform living as we know it.

Bipin Ram Agarwal, Ratan Kumar Kandoi, and Dinesh Kejriwal are the promoters and shareholders of the company. With them, they bring experience in manufacturing industrial batteries and LED, business strategy, hands-on exposure of granite exports, and sales and marketing expertise in real estate.

We have remained debt-free since inception and are professionally managed. This means that our customers can place their trust in us. With Keya, your dream home is in able hands.

## OUR VISION

*Everyone has a vision.*

We do too.

Ours is to be the **first choice for home** seekers who aspire to buy a home by 2025.



# OUR VALUES AND DRIVING FORCE



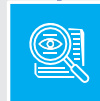
Bringing environment-friendly homes with a good blend of technology



Leading the way for faster construction and project completion (project cycle of three years from day 1 as opposed to the five to six years standard)



Guaranteeing economically priced homes across all product segments



Ensuring transparency



Incorporating top-notch brands / ingredients in all our projects

# ANALYSIS OF REAL ESTATE



## CHALLENGES

- Quality
- Transparency
- Timely delivery
- Pricing
- Compliances - RERA / Banks
- Non-conducive business environment



## OPPORTUNITIES

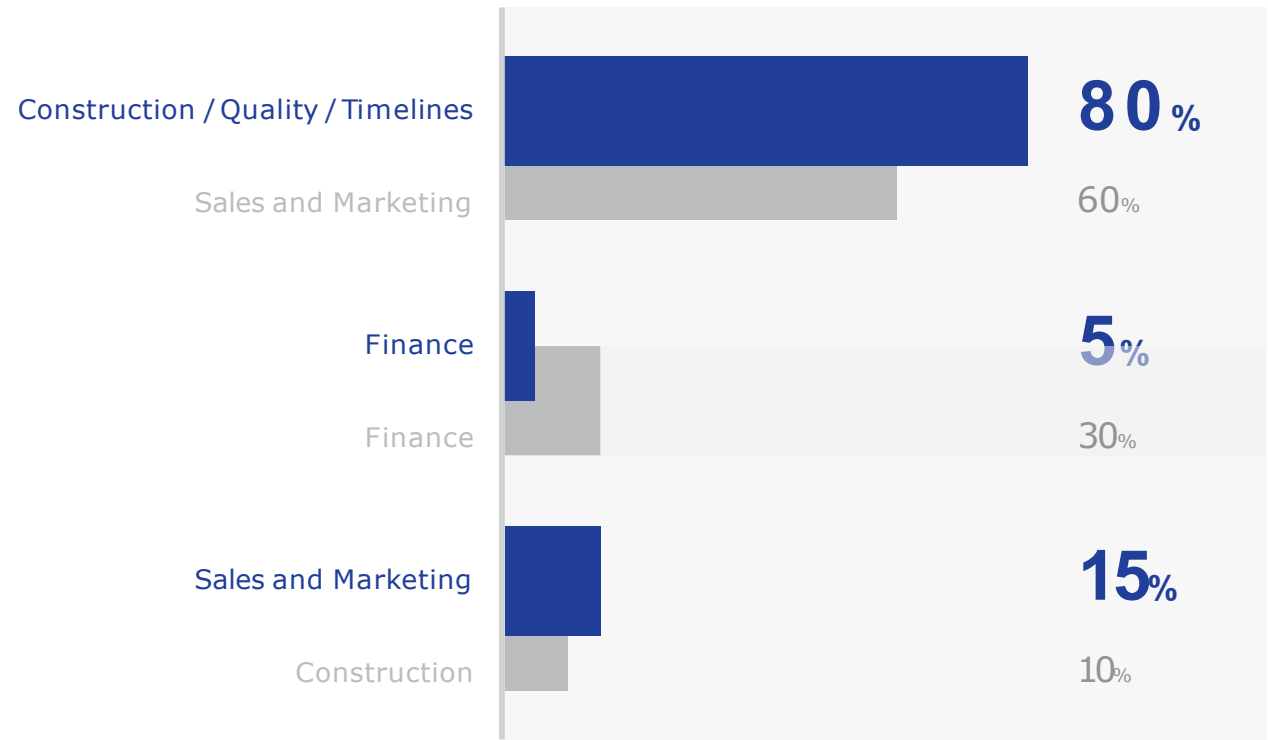
- Few players
- Faster delivery
- Quality execution
- Economic pricing



## THREATS

- Finance
  - Regulation
  - Slow sales
  - Poor execution
  - Brand value
  - Pandemic
- 
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# CHARTING THE TRENDS



■ **Efforts Matrix Of Keya Homes**  
■ Efforts Matrix Of Real Estate Companies



# OUR CORE TEAM



Space Matrix (Singapore-based firm)  
Studio Parametric (US-based firm)



Innotech Engineering Consult Pvt. Ltd.  
Anagha Engineering Consult



HMN Techno Consults Pvt. Ltd.



Eco-inescape



Stedrant Technoclinic Pvt. Ltd.



HMN Techno Consults Pvt. Ltd.



# THE DOs AND DON'Ts OF KEYA

DOs	DON'Ts
Spending a significant amount of time on product design	Taking feedback from home users on regular basis and designing the product as per their requirement
Always learning throughout the development process by improving visibly in newer projects based on analysis of projects in the past	Copying and lack of creativity in design and development
Making sure that our construction is the fastest	Taking a full or multiple government term for individual projects as the project tenure is 2-3 years
Enabling a one-price policy	Wasting time in discussing commercials
Standardising that the sale of inventory should only be done once	Multiple sale of inventory to lenders / bulk investors / retail investors
Running a lean set-up with transparency and professionalism	Top/ Bottom heavy set-up

# OUR BRAND PARTNERS

Waterproofing



Electrical Switches



Electrical Wires



Elevator



Sanitation



Glasses



Windows



## OUR BRAND PARTNERS

Concrete - RMC



Kids Playing Equipment



PVC Pipes



Flooring - Tiles



Door Safety



Water Management



## PROJECTS COMPLETED BY US



### **LIFE BY THE LAKE**

Jakkur

50- UNITS PROJECT- OC RECEIVED





















### **THE GREEN TERRACES**

Electronic City Phase I

393 UNITS PROJECT COMPLETED IN 2 YEARS - SOLD OUT

# PROJECT LAUNCHES / COMMENCEMENT – 2022

AROUND THE LIFE		
 <b>LOCATION</b> WHITEFIELD	 <b>TYPE</b> HIGH RISE	 <b>NO. OF UNITS</b> 512
 <b>CONFIG</b> 2/3/4 BHK	 <b>DIMENSION</b> 1250-2300 SQ FT	 <b>RANGE</b> Rs. 75L TO 1.5 CR
 <b>LAUNCH</b> Q2 2022	 <b>COMPLETION</b> Q4 2024	 <b>TOP LINE</b> 650 CR

SPRING		
 <b>LOCATION</b> BANNERGHATTA ROAD	 <b>TYPE</b> HIGH RISE	 <b>NO. OF UNITS</b> 301
 <b>CONFIG</b> 2/3 BHK	 <b>DIMENSION</b> 1300-2400 SQ FT	 <b>RANGE</b> Rs. 1 CR TO 2 CR
 <b>LAUNCH</b> Q2 2022	 <b>COMPLETION</b> Q4 2023	 <b>TOP LINE</b> 300 CR










These four projects collectively encompass 2000+units that are worth Rs. 2500 crores.










KEYA does not intend to raise any finance / debt for the execution of these projects.

We have another Rs. 4500+ crores worth of projects that are in the designing stage.



## PROJECT LAUNCHES / COMMENCEMENT – 2022

THE LAKE TERRACES		
 <b>LOCATION</b> NEOTOWN ELECTRONIC CITY PH-I	 <b>TYPE</b> HIGH RISE	 <b>NO. OF UNITS</b> 400
 <b>CONFIG</b> 2/3/4 BHK	 <b>DIMENSION</b> 1200-2300 SQ FT	 <b>RANGE</b> Rs. 75L TO 1.5 CR
 <b>LAUNCH</b> Q3 2022	 <b>COMPLETION</b> Q2 2025	 <b>TOP LINE</b> 350 CR

THE URBAN FOREST		
 <b>LOCATION</b> SARJAPURA ROAD (BEFORE WIPRO CORPORATE OFFICE)	 <b>TYPE</b> HIGH RISE	 <b>NO. OF UNITS</b> 800
 <b>CONFIG</b> 2/3/4/5 BHK	 <b>DIMENSION</b> 1300-2500 SQ FT	 <b>RANGE</b> 80 L TO 1.5 CR
 <b>LAUNCH</b> Q4 2022	 <b>COMPLETION</b> Q4 2025	 <b>TOP LINE</b> 1000 CR

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THANK YOU

