



PROPTIGER

# PROPIN SIGHT

A Detailed Property Analysis Report

 40,000+  
Projects

 10,000+  
Builders

 1,200+  
Localities

Report Created On - 7 Oct, 2015

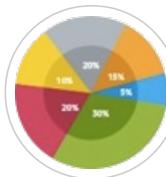


# What is *PROPIN SIGHT?*



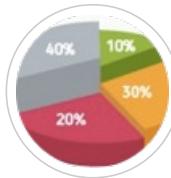
## Locality Info

This section aims to showcase various amenities viz. pre-schools, schools, parks, restaurants, hospitals and shopping complexes near a project.



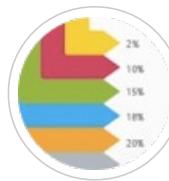
## Builder Insight

This section delves into the details about the builder and tries to give the user a perspective about the history of the builder as well as his current endeavours.



## Project Insight

This section compares your project with similar projects in the locality on construction parameters like livability rating, safety rating, launch date, etc.



## Price Insight

This section aims to show the detailed price of a project and split it into its various components including hidden ones. Various price trends are also shown in this section.



## Sobha Serene Poonamallee, Chennai

₹ 33.9 Lacs onwards

 Project Size  
8 Towers

 Configurations  
1,2,3 Bedroom Apartment

 Possession Starts  
Dec '16

Livability Score

7.3 / 10

# What is *PRICE INSIGHT?*



## Pricing Comparison

Comparison of detailed prices with various other similar projects



## Pricing Trends

Price appreciation and trends for the project as well as the locality



## Price versus Time to completion

An understanding of how the current project's prices are performing vis-a-vis other projects in the same locality

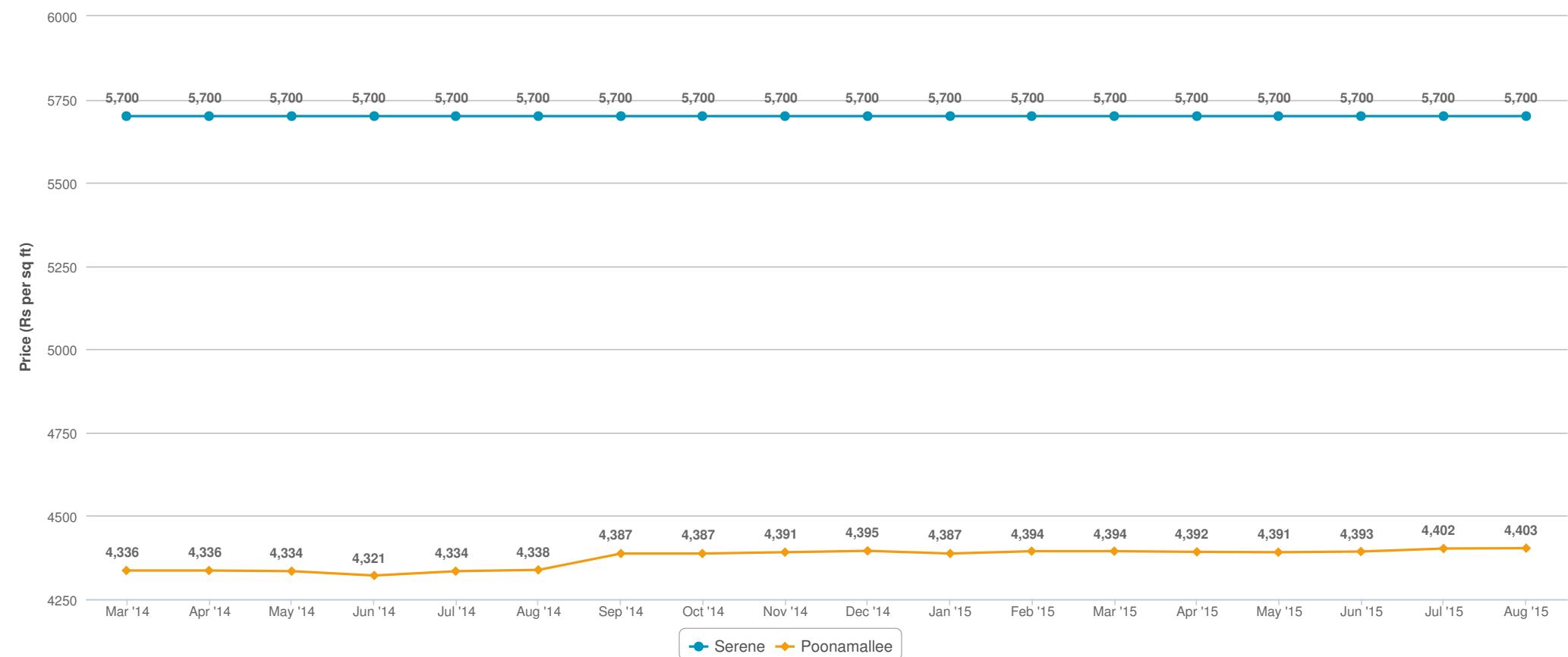


## Demand Comparison

An understanding of how the strong/weak is the demand of current project and the current locality vis-a-vis others

# Price Trend Of Sobha Serene

## Sobha Serene VS Poonamallee, Chennai



Property Type	1BHK+1T	2BHK+2T	3BHK+3T
Area (sq.ft.)	595, 610	1315, 1372, 1525	1579, 1739

## Price Comparison With Other Projects Similar To Sobha Serene



Sobha Serene  
Poonamallee, Chennai



Shreevelu Builder Alaka Palazzo  
Poonamallee, Chennai

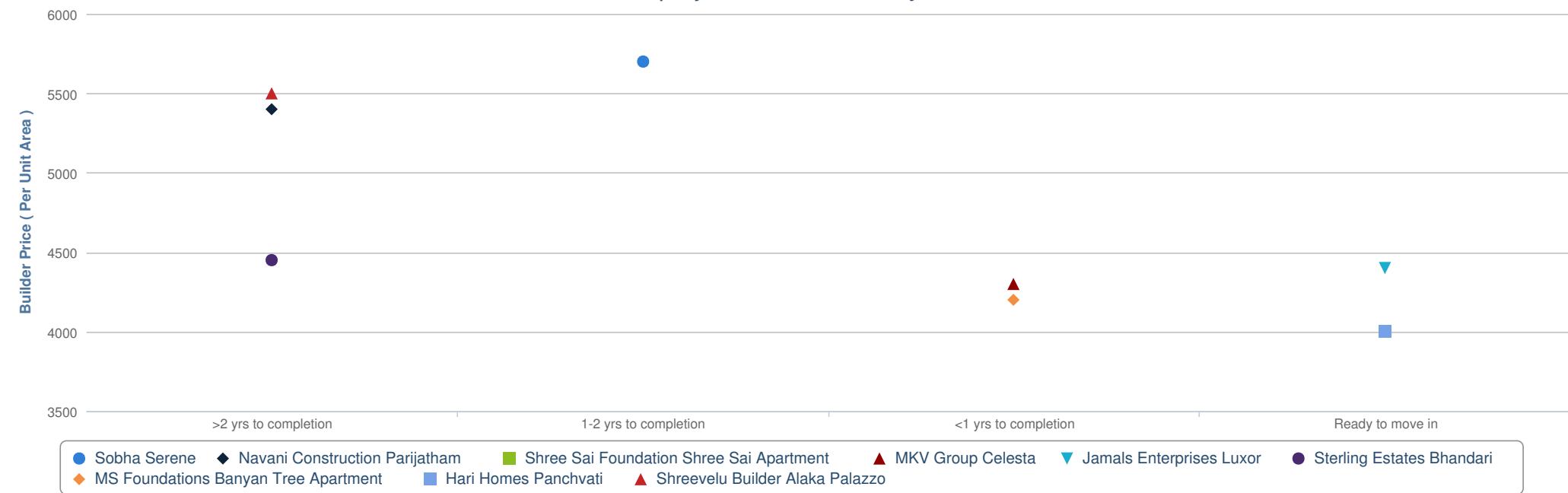


Prince Highlands  
Iyappanthangal, Chennai

Primary Purchase Price	5,700/sq.ft.	5,500/sq.ft.	5,400/sq.ft.
Advance Maintenance Charges (Month)	N.A.	Rs. 1 (One time)	Rs. 1 (One time)
Car Parking Charges	N.A.	Covered : Rs. 3 Lacs (One time)	N.A.
Power Backup Charges	N.A.	N.A.	N.A.
Club House Charges	N.A.	Rs. 30 (psf*)	N.A.

# Price Versus Time-To-Completion

## Current status of projects in 5 km vicinity of Sobha Serene



Sobha Serene's current price is Rs. 5700/sq. ft. and it is in Under Construction stage.

In comparison to locality, Sobha Serene is overpriced by Rs. 1323.84/sq. ft.

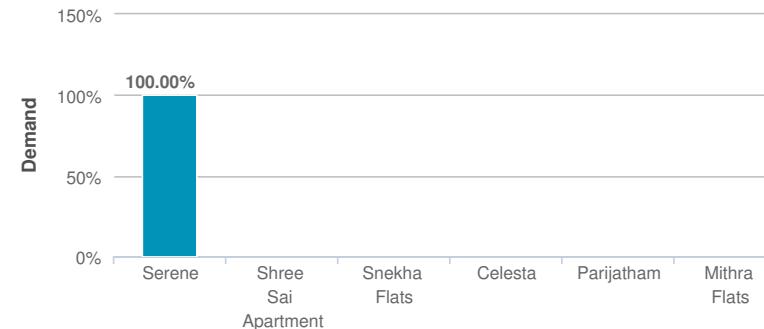
Highest price in the locality is for Sobha Serene at 5700/sq. ft. and it is in Under Construction stage.

Lowest price in the locality at Shree Sai Foundation Shree Sai Apartment at 4000/sq. ft. and it is in Ready to Move In stage.

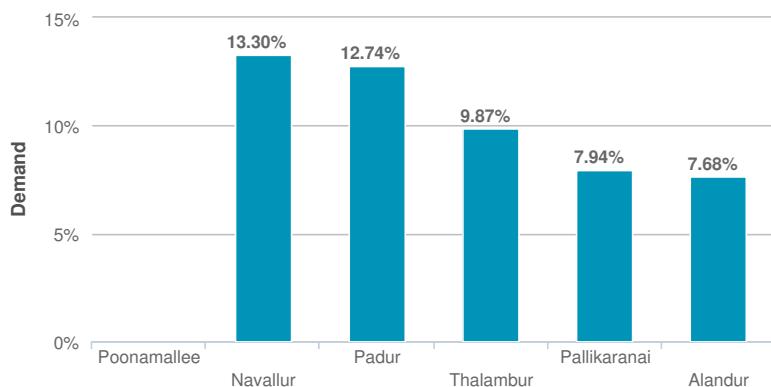
## Analysis

- Serene has 100.00 % demand amongst all projects in Chennai.
- The highest demand 100.00% in Chennai is for Serene.
- The lowest demand 0.00% in Chennai is for Shree Sai Apartment

Demand of projects in 5 km vicinity of Sobha Serene



## Demand in popular localities of Chennai



## Analysis

- Poonamallee has 0.00 % demand amongst all projects in Chennai.
- The highest demand 13.30% in Chennai is for Navallur.
- The lowest demand 0.00% in Chennai is for Poonamallee

## PROJECT INSIGHT

*Favorite project vis-a-vis similar others*



### Basic Details Comparison

A comparison of various basic details of the project like livability rating, project land area, loading percentage, delay etc. with other similar projects



### Amenities Comparison

A comparison of various amenities of the project like Swimming Pool, Gymnasium, Intercom, 24X7 Security etc with other similar projects

## Sobha Serene Comparison With Other Similar Projects



Sobha Serene  
Poonamallee, Chennai



Shreevelu Builder Alaka Palazzo  
Poonamallee, Chennai



Prince Highlands  
Iyappanthangal, Chennai

Livability Rating*	7.3/10	7.0/10	7.5/10
Safety Rating*	N.A.	N.A.	N.A.
Builder	Sobha	Shreevelu Builder	Prince
Locality	Poonamallee, Chennai	Poonamallee, Chennai	Iyappanthangal, Chennai
Number of Towers	8	5	13
Project Land Area	3.15 Acres	4 Acres	5.68 Acres

\*Livability rating is calculated on the basis of Proptiger's proprietary rating algorithms, [Know more](#)

\*Safety rating is provided on the basis of safety pin data

## Sobha Serene Comparison With Other Similar Projects (Continued ...)



Sobha Serene  
Poonamallee, Chennai



Shreevelu Builder Alaka Palazzo  
Poonamallee, Chennai



Prince Highlands  
Iyappanthangal, Chennai

Part of Township	No	No	No
Average Flats Per Floor	5.5	4.67	4.89
Loading Percentage	N.A.	N.A.	N.A.
Launch Date	Aug '13	Jun '10	May '13
Possession Date	Dec '16	Oct '15	Dec '16
Delay	On time	1 month(s)	6 month(s)

## Amenities Comparison Of Sobha Serene With Other Similar Projects



Sobha Serene  
Poonamallee, Chennai



Shreevelu Builder Alaka Palazzo  
Poonamallee, Chennai



Prince Highlands  
Iyappanthangal, Chennai

Sports Facility	☒	☒	☒
Indoor Games	☒	☒	☒
24 X 7 Security	✓	✓	✓
Jogging Track	跑道	跑道	跑道
Power Backup	电池	电池	电池

Common Amenities

Gymnasium Swimming Pool Children's play area Club House Multipurpose Room Landscaped Gardens

Amenities not available in any project

Cafeteria Rain Water Harvesting Golf Course Intercom Maintenance Staff



## BUILDER INSIGHT

*Credentials of the builder*



### Builder Profile

A detailed overview of builder including his past track record, number of years of operation, number of projects delivered etc.



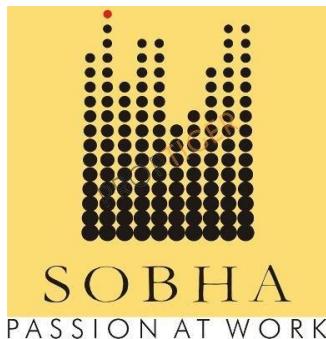
### Delivered Projects

Info about top projects that have been delivered by builder in the past, their date of delivery etc.



### Under-Construction Projects

Info about top under-construction projects of the builder along with their price appreciation trends



Experience	20 Years
Project Delivered	107
Ongoing Projects	35

Founded in the year 1995, Sobha Limited is one of the largest real estate development company in India. It is a Rs. 22 billion company headquartered in Bangalore, having projects spread across 13 states and 24 cities.

Sobha Limited is primarily focused on development of residential and contractual projects. The residential projects include villas, row houses, plotted development, presidential apartments, luxury and super luxury apartments equipped with all amenities such as shopping complex, clubhouse and swimming pool.

Presently, over 45 residential projects are under construction aggregating to 27.32 million sq. ft. of space under development, 18.90 million sq. ft. of saleable space and 34 ongoing contractual projects adding up to 9.50 million square feet of area.

Sobha has constructed wide array of structures for prestigious corporate clients namely Dell, Institute of Public Enterprises (IPE), Taj Group, Hotel Leela Ventures, Infosys, Bosch, HP, Biocon and Timken. Corporate focused projects include software development blocks, corporate offices, research centres, multiplex theatres, restaurants, convention centers, club houses, hostel facilities, food courts and guest houses.

### Top Projects till Date:

- Garden in Bangalore, Mysore Road, Mysore comprising 83 plots with area ranging from 2,325 sq. ft. to 4,651 sq.ft.
- Petunia in Nagawara, Bangalore comprising 156 units of 3 and 4 BHK apartments with sizes ranging from 2,311 sq. ft. to 4,510 sq.ft.
- Carnation in Bellandur, Bangalore comprising 216 units of 3 BHK apartments with sizes ranging from 1,564 sq. ft. to 1,635 sq.ft.

### Few of its key under construction residential projects are:

- Serene in Poonamallee, Chennai comprising 176 units of 1, 2 and 3 BHK apartments with sizes ranging from 595 sq. ft. to 1,739 sq.ft.
- Ivory in Kondhwa, Pune comprising 140 units of 3 BHK apartments with sizes ranging from 1,455 sq. ft. to 1,896 sq.ft.
- Orion in Kondhwa, Pune comprising 112 units of 2 BHK apartments with sizes ranging from 1,100 sq. ft. to 1,285 sq.ft.

Sobha Limited has also received ISO 14001:2004 and OHSAS 18001:2007 certifications for environmental, health and safety management systems. The company is also honoured with several prestigious awards including 'India's Top 10 Builders Award' by Construction World, 'Builder of the Year' and 'Most Reliable Builder Award' by CNBC, 'Employer of the Year Award' by Realty Plus and 'Top Indian Real Estate Company' by Dun & Bradstreet.

## Top Projects Delivered By Sobha



**Sobha Ivory II**  
Ulsoor, Bangalore

Project was delivered on Jun, 2008

Livability Score  
8.9



**Sobha Turquoise**  
Ulsoor, Bangalore

Project was delivered on Feb, 2005

Livability Score  
8.7



**Sobha Tulip**  
JP Nagar Phase 6, Bangalore

Project was delivered on Jan, 2012

Livability Score  
8.7



**Sobha Garnet**  
Kondhwa, Pune

Project was delivered on Jun, 2015 after a delay of 5 month(s).

Livability Score  
8.4



Livability Score

8.7

## Sobha Elan

Ganapathy, Coimbatore

Project is expected to be delivered on Mar, 2017  
Has seen a price appreciation of 6.7 % over last 21 month(s)



Livability Score

8.5

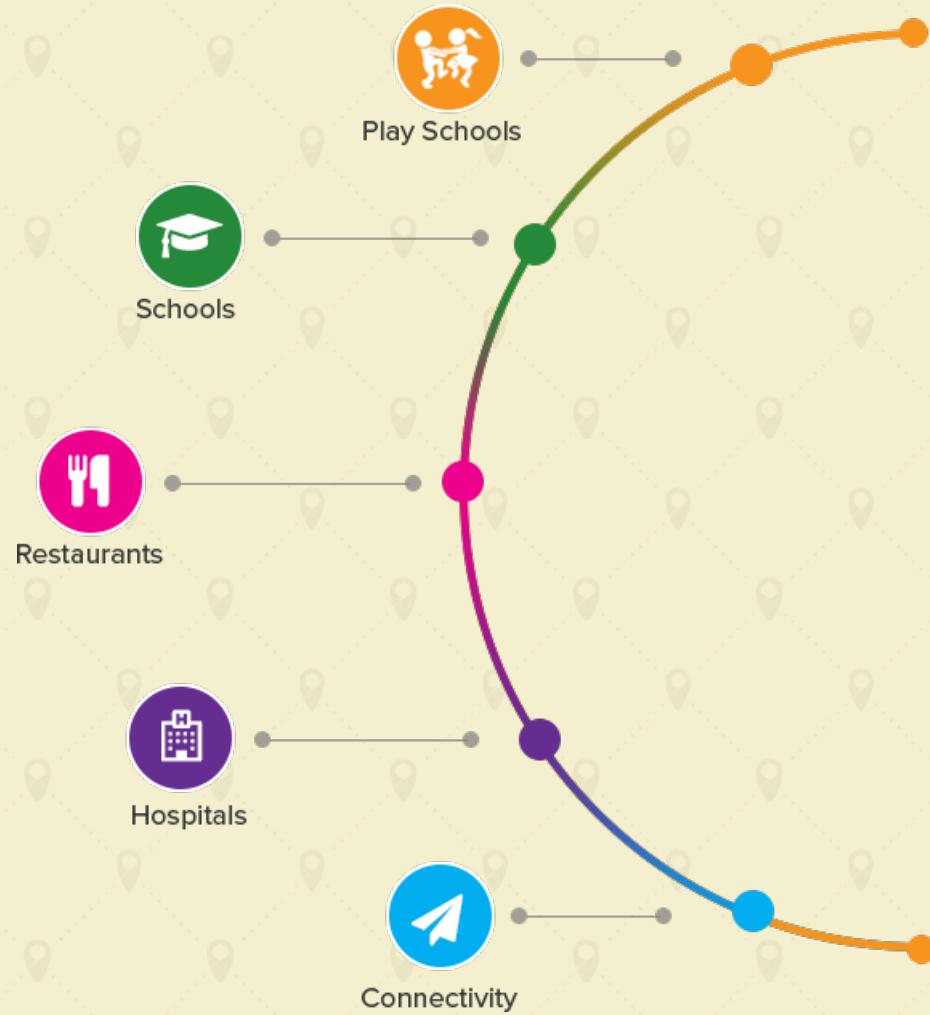
## Sobha Marvella

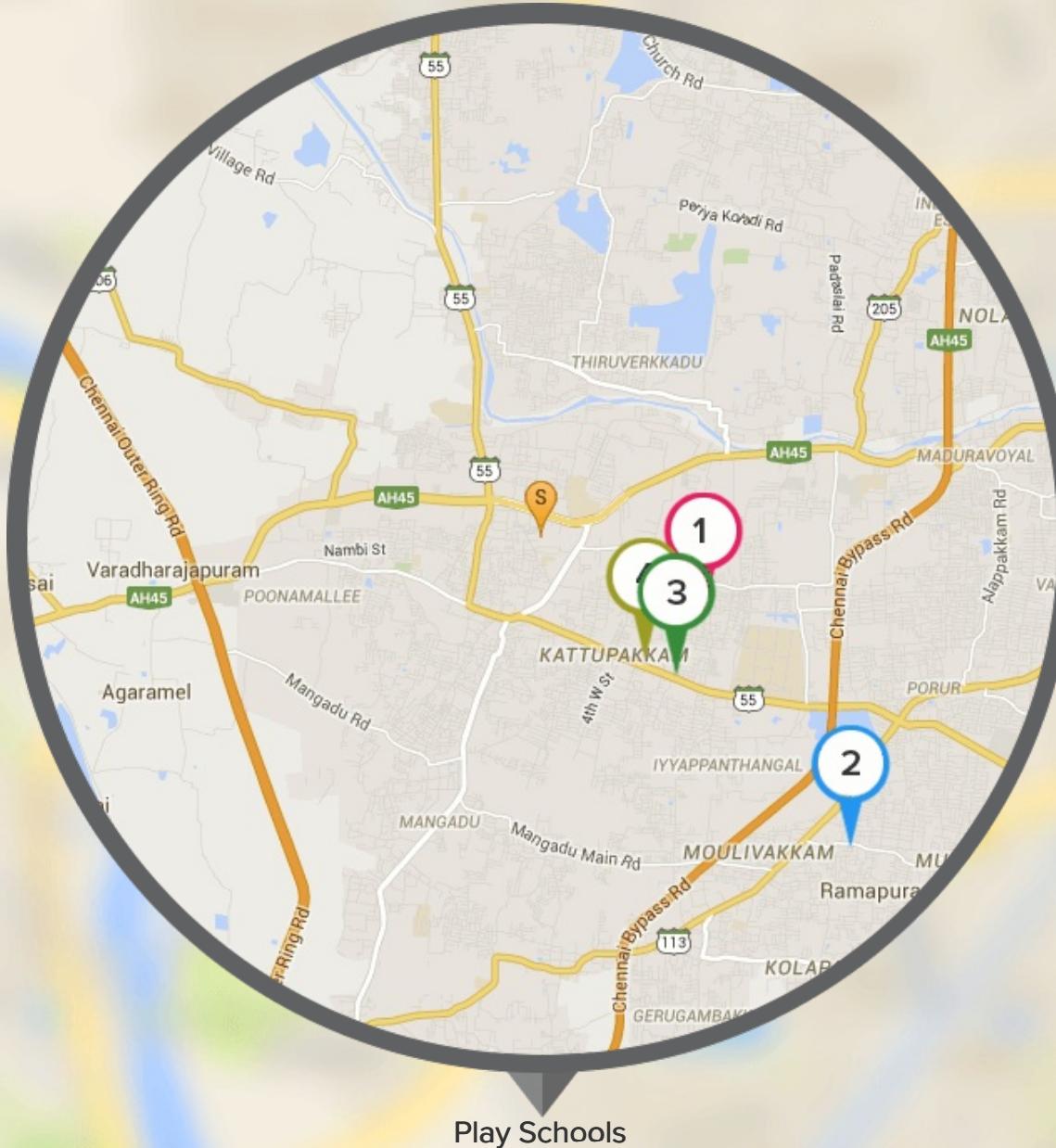
Bellandur, Bangalore

Project is expected to be delivered on Dec, 2015

## LOCALITY INSIGHT

*Everything you want to know about the locality*

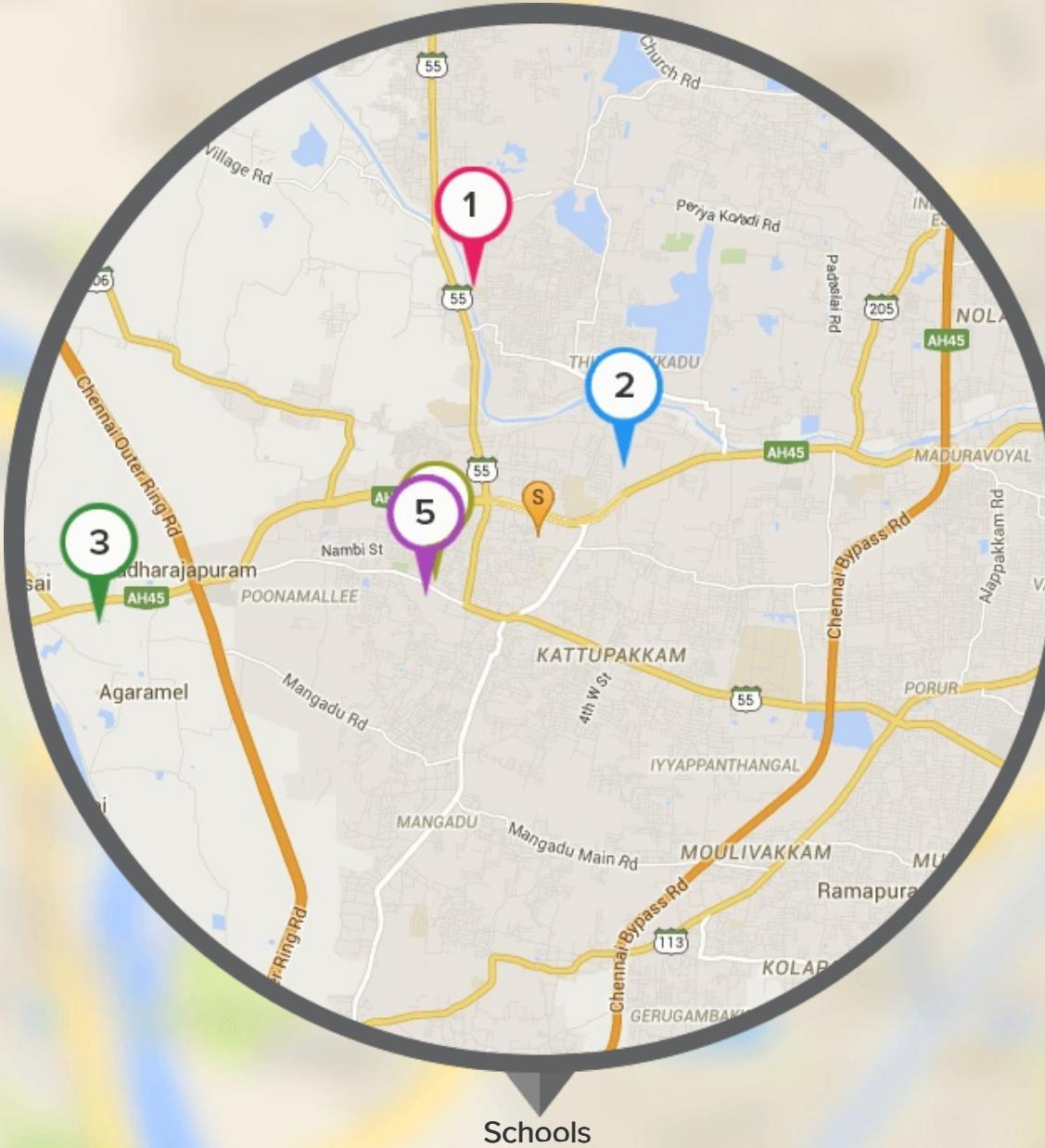




## Top 4 Play Schools (within 5 kms)

1	Kids school	★★★★★	2.00Km
2	Little Elly Preschool	★★★★★	4.88Km
3	Apple Kids International Pre School	★★★★★	2.17Km
4	Happy Kids	★★★★★	1.81Km

 Represents the location of Sobha Serene

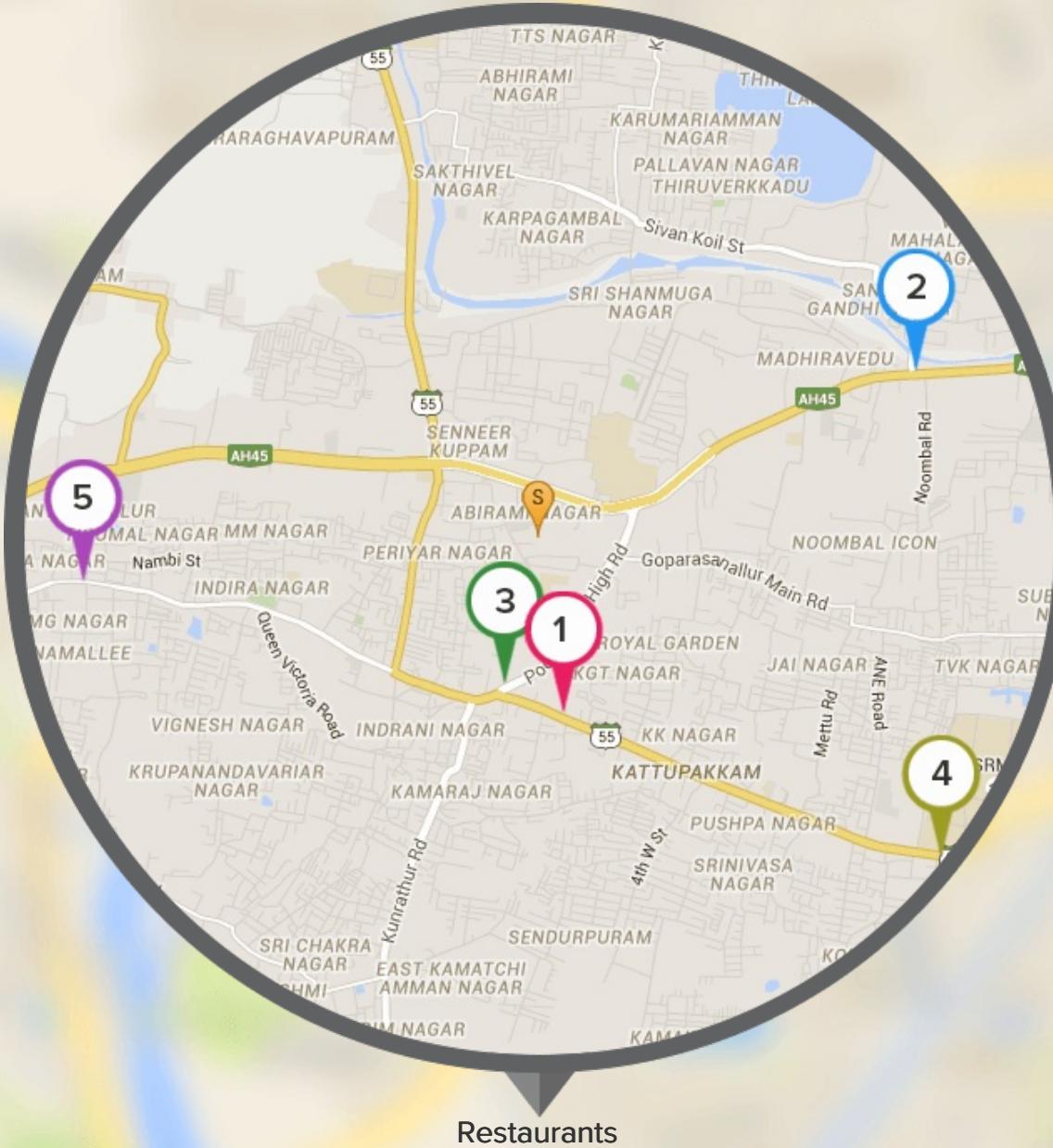


## Top 5 Schools (within 5 kms)

1	RMK International	★★★★★	2.84Km
2	ACS Medical College and Hospital	★★★★★	1.20Km
3	SJS International School	★★★★★	4.99Km
4	TBM School	★★★	1.26Km
5	Poonamalle Blind School	★★★	1.41Km

 Represents the location of Sobha Serene

# Restaurants Near Sobha Serene, Chennai

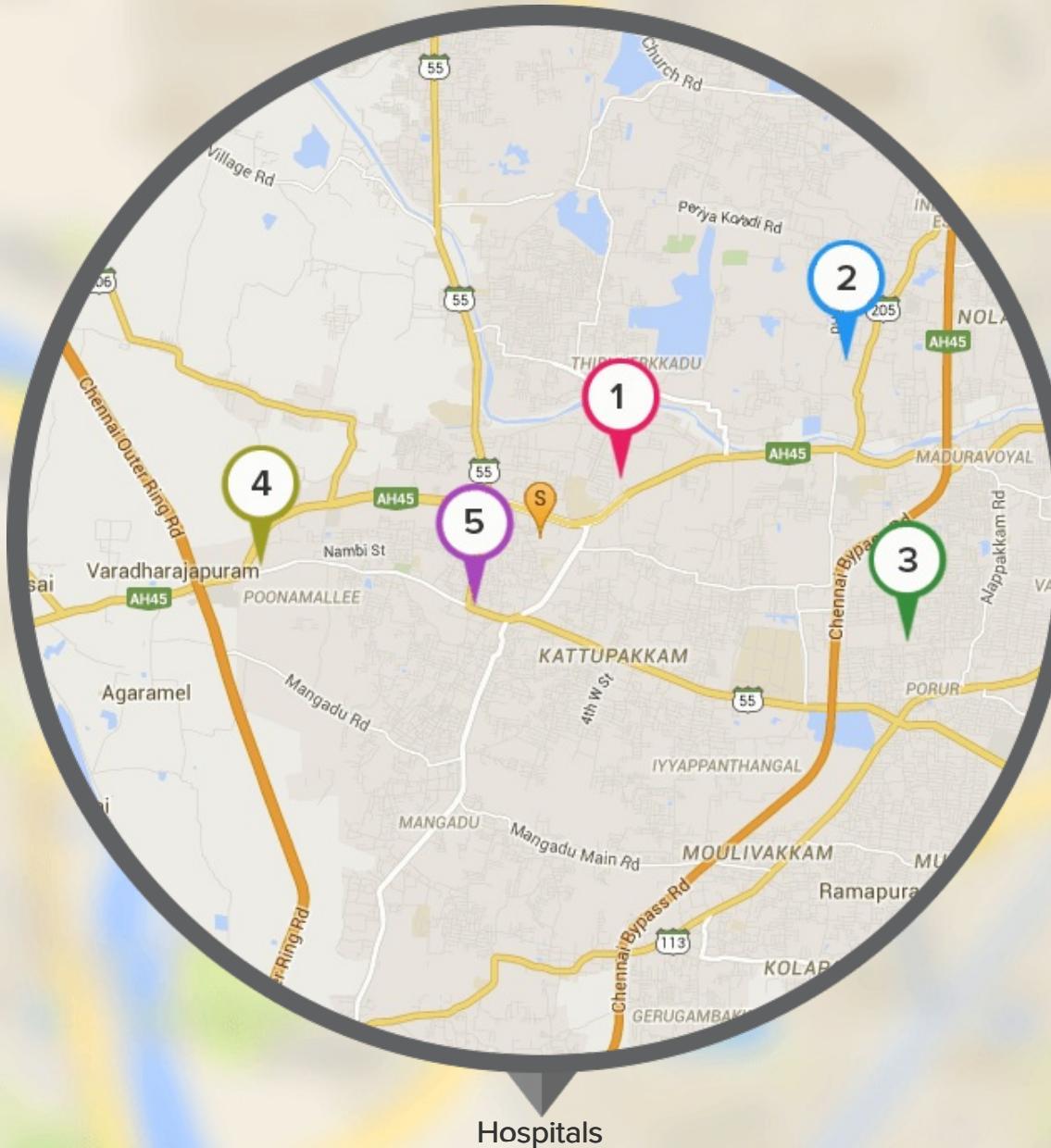


## Top 5 Restaurants (within 5 kms)

1	Sudha Snacks	1.00Km
2	Star A/C Restaurant	2.29Km
3	Sri Soundari Hotel	0.85Km
4	Marrybrown	2.86Km
5	Ashwins	2.55Km

Represents the location of Sobha Serene

# Hospitals Near Sobha Serene, Chennai



## Top 5 Hospitals (within 5 kms)

1	ACS Medical College and Hospital	1.10Km
2	Apollo Hospitals	3.92Km
3	Ramachandra Medical College & Research Institute	4.27Km
4	Ramadoss Multi Speciality	3.15Km
5	ESI	1.05Km

**S** Represents the location of Sobha Serene



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