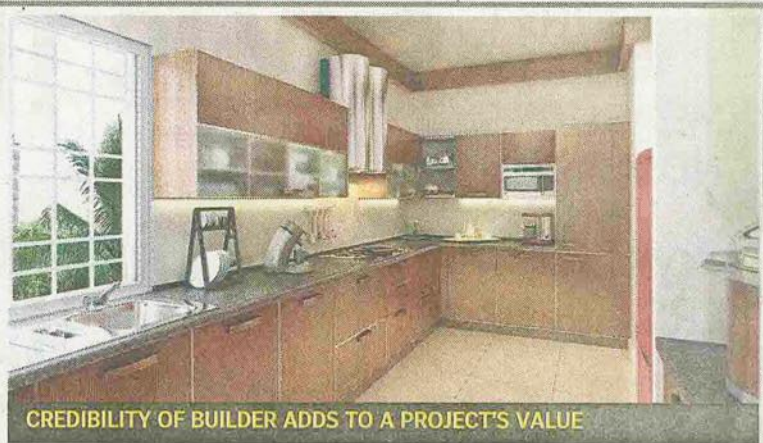


LOCATIONS CAN MOST OFTEN MAKE OR BREAK A PROJECT



CREDIBILITY OF BUILDER ADDS TO A PROJECT'S VALUE

# 'Impeccable quality is our strength'

JANANI KARTHIK  
DECCAN CHRONICLE

## WITH 50 YEARS OF EXCELLENCE IN THE FIELD OF CONSTRUCTION — APPASAMY REAL ESTATE LIMITED

After 50 years of excellence in the field of construction, Appasamy Real Estate Limited is still going strong in its inimitable style. Impeccable quality, modernity and excellence aimed at fostering an everlasting bond of customer relationship built on trust, confidence and customer delight while adhering to principles of ethics and professionalism makes them stay unique in the field of constructions. Meet Krishnan, COO of the Appasamy Real Estate Limited. On the current projects in the city, he says, "We are

currently working on many happening places in the city. OMR, Kotturpuram, Virugambakkam, Pammal and Pallikarai are the places we are currently focusing on."

On commenting on the real estate market, he says, "Real estate is doing well. City market especially the OMR market is too good. We rely on locations for a better project.

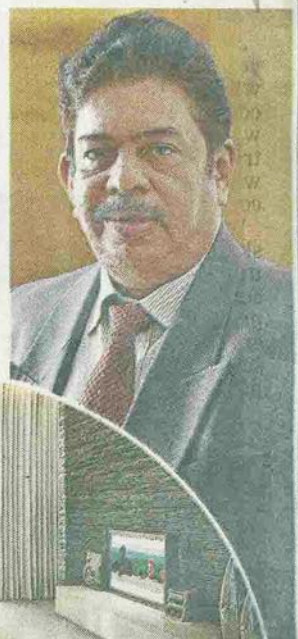
Despite fewer advertisements we are able to satisfy clients with our locales."

When asked about the target market, he says, "The location determines the target market. Currently the real estate prices have shot up. We have projects ranging from ₹80 lakhs to ₹6 crores. ₹80 lakh projects are the majority market."

On niche market, he says, we address address various spectrum of people. We are volume players and we are currently working on 3 million square feet in the city market. We

strike the entire market and are able to reach people from all walks of life.

When asked about their core strength, he replies, "We are here in the industry for 50 years. The biggest strength is our high credibility and quality. Our brand gets us major projects and keep us going ahead of the current competition in the real estate market."



OMR IS A GOOD LOCATION FOR NEW PROJECTS



THERE'S A MARKET FOR PROJECTS IN ALL SEGMENTS