

FAQ – The Empyrean - Bangalore

1. What type of Housing Units are available in this project?

The Empyrean – Bangalore is an Integrated Township coming up beyond Whitefield Area along the National Highway – NH207. It will have Villas, Row Houses & Courtyard Homes built on a land of 210 Acres. Surrounded by 212 Acres of Green Reserve, a proposed International School spread over 40 Acres and 75 Acres of Lake Bodies in close vicinity.

The development at our township will be essentially low rise, including different sized Villas, Row Houses and Courtyard Homes.

2. Is the entire project being launched in one go?

Usually a project of this size and scale gets launched in phases and we too at The Empyrean are launching this project in 3 Phases. Phase 1 will be built on a land area of approx. 52 Acres and will have about 450 Units. Phase 2 and Phase 3 will be completed within 2 years after Phase 1 is over. However the entire land has been acquired for all the Phases and the same is under conversion for Phase 2 & Phase 3. Phase 1 land is completely ready.

3. Where is this project located? Is there an arrangement to see the site?

Project is located on the NH207 (Hoskote – Sarjapur Road), east of Whitefield area. As per the BMRDA Master Plan – Satellite Town Ring Road (STRR) and Peripheral Ring Road (PRR) will be passing very close to the proposed Township. At present, it takes one hour to BIAL from our site, with STRR the airport drive time would be further reduced.

We have made adequate arrangements for taking our prospective customers to the site for a complete site visit. Our company representatives will help in giving a guided tour of the place and also be happy to answer any questions that you may have for the project.

4. How far is this Township from various key locations?

Proposed Township is very conveniently located from all the key points – 17 Kms to ITPL in Whitefield, 12 kms to Sarjapur , 45 kms to New Airport. In fact, it would take around an hour to reach the New Airport from our township – less time than what it takes from MG Road to New Airport.

Interestingly, the drive from our Township to ITPL which is about 17 kms is traffic-free, even at the peak times, as the number of vehicles commuting on this road is far less than traffic on roads coming in from Kundalahalli, Mahadevpura or Outer Ring Road. So effectively one will spend the same time or even less to commute from our Township to ITPL as compared to other locations which are within 5-10 kms radius. Karnataka government has issued land acquisition notice for STRR and has accorded the highest priority to the construction of STRR.

5. Who are the promoters / developers of this project?

FIRE Luxur Developers Pvt. Ltd is a Joint Venture Company of FIRE Capital Funds, which is a Mauritius, based Capital Fund. FIRE Capital has some very eminent personalities on their board. For more details you can check out their website www.firecapital.com.

FIRE Luxur Developers Pvt. Ltd is a unique attempt at creating a Real Estate development company with high levels of integrity and professionalism. The organization draws its strength from a highly qualified and vastly experienced team of professionals bringing together the best practices of various industries going beyond Real Estate. FIRE Luxur intends to create world class housing solutions – based on the best technology platforms available – with “customer delight” being the centre of all it’s efforts. Infact the top

1 | The Information provided here is latest till the time this booklet went into print. However the status may have changed since then. You are requested to check with the company for latest update.

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management of FIRE Luxur has been in very senior positions at some of the most prominent developers in India.

6. What are the chances of the area around the proposed Township becoming another concrete jungle?

The Area leading to for the proposed Township falls under the IZ6 zone under Hoskote local planning authority. This means in future – no rapid civilization or commercialization will happen in this area. Only limited developments will be coming up – which will mostly be community related. Therefore for coming years, situation in this area will not be similar to a concrete jungle, something that has happened in some of the other outskirts of Bangalore today.

However, permissions are being given for Schools, Hospitals etc. A proposed International School is coming up on 46 Acres of land next to ours.

7. Are there any good schools existing/ coming up near the Township?

A proposed International School is coming up next to our Township on 46 Acres area. Besides there is Greenwood High on Sarjapur Area, some other leading names are seeking permission, acquiring lands in that belt to come up with Schools.

8. Are there any good Hospitals existing/ coming up near the Township?

New Hospitals are planned in the area around our Township. Currently the nearest Hospital from the Township is Vyedhi Hospital & Satya Saibaba Hospital in Whitefield. There are some other good hospitals also – VIMS on Outer Ring Road near Marathahalli and Shankar Eye Hospital on Whitefield Road.

9. What is the arrangement for people who don't own any vehicle?

Connectivity to the township will be quite good – there will be Buses plying between the Township and Whitefield (Hope Farm) point and also between Township and Sarjapur Road – in the mornings and evenings. Apart from that Taxi Service on demand will be available – 24 hours a day.

We will also be making efforts to make the BMTC Authorities agree to run Rajhamsa & Volvo Buses to and from the Township. Today local Blue Buses of BMTC ply between Whitefield and Sarjapur area and pass via proposed Township location. Further, we would be running our own buses for township residents till such time public transport is conveniently available.

10. What are the main attractions of the Township?

Our Township is set in the backdrop of a Reserved Forest area, which is open, calm and serene. Some of the important attractions and features of our Township will be.

- Entire Township has been planned as a low rise.
- Lots of Green areas inside – we will have close to 75 Acres of Green area in the form of Pocket Parks, Finger Parks, open landscaped walkways etc.
- Plenty of space for people to walk, jog, cycle and exercise
- Kids will have finger parks to play and run and have fun without the worry of heavy vehicular traffic etc.

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- There are Lake bodies in and around our Township; which not only enhances the natural beauty but also provides good ground water recharging.
- State-of-the-Art Club House with Gym and Sports facilities
- Adequate facilities for shopping and entertainment and also ample parking space for you and your friends
- Schools & Crèches for kids and all other services like Laundry, Medical Shops, Dispensary, Vet Clinic and more
- Bus service to Whitefield & Sarjapur and Taxi Service as well
- Above all, HONEST PRICING maximizing VALUE for our customers.

11. Is there any breakdown service available in or near the Township?

Yes. We are planning to have a Service Centre for Vehicles near our Township. Also we will be talking to some the leading Car Dealerships to look at putting up a towing arrangement from the Township to the nearest Dealer workshop in Whitefield area. Also, there is a petrol pump adjacent to our township.

12. What is the current Land Situation?

The entire land parcel of 210 Acres has been bought by the Company and all conversion documents for Phase 1 are complete. The project has DTCP Approval. The Environmental approvals are expected shortly.

13. What is the status of approval from the concerned Development Authority?

We have received in principle go ahead from the concerned authorities – to develop this layout as per the Master Plan submitted. Relevant copies of the documents filed with Authorities are available for viewing at our Corporate Office and shortly will be made available at the Site Office also.

14. When would the construction start for Phase 1 and when would the possession be given?

Phase 1 construction will be starting sometime around Nov 2009 to the Model Villa is ready.. Possession for Phase 1 will be given – starting Sept 2011. Thereafter we will give delivery of all the units in Phase 1 within next 3-6 months.

15. What is the fallback option incase the project is not completed on time?

The company is fully confident of completing the project in time; however in the unlikely event that the completion date is getting postponed due to reasons attributed to our failure on not being able to execute the orders in a timely manner, we will pay adequate compensation as per the penalty clause which will get defined at the time of signing of sale agreement.

Where we differentiate from other developers is that unlike other developers, the customer advances are not diverted for further land acquisition and other projects ... the focus of FIRE Luxur would be on developing this project and the company will take up other projects only after completing this project. This means that advances collected for this project will be solely deployed in this project only thereby substantially reducing the risk of time overrun substantially.

16. How good is the investment opportunity for this project?

As per the reports published by some Reputed market Research Firms, Bangalore is identified as the destination for IT and ITES development. Already, Bangalore is No.1 in terms of Software exports. Within Bangalore, the largest conglomerate of IT companies exists in ITPL Area (Whitefield). As per the reports some 1,50,000 IT Professionals work in Whitefield and every year close to 10,000 more are joining. With such increase in employment, the requirement for quality residential space in and around ITPL will increase.

Also residing in Villa type houses in large/open settings, is perhaps the most important aspiration of the present generation. Our Township will perhaps be the largest low rise development in and around Whitefield, providing high end living solutions to the community.

Therefore, there is very good scope for Capital appreciation as well as Rentals from this property in coming years. With good connectivity to Whitefield and New Airport – more and more people will find it convenient to stay in a big Township and commute to ITPL or nearby areas.

Hoskote, which is also just 18 kms, is emerging as major Industrial zone. In fact a proposed SEZ is coming up in Hoskote which will generate more employment in that area. Therefore our Township provides an excellent opportunity for Housing as well as Investment. All in all, the appreciation prospects of The Empyrean is very much on cards.

17. How is the project getting funded?

FIRE Luxur Developers is a Joint venture company of FIRE Capital Fund. FIRE (First Indian Real Estate) Capital Fund is a Private Equity FDI fund which is actively involved in development of seven large integrated township projects in India.

18. Can we change the specifications of the units as given by you?

Design change with respect to Floor Plans is not possible. However minor modifications maybe possible – after consulting with our architects. In case of Courtyard Homes, floor plans are fixed keeping in mind the space utilization and other engineering and architectural viewpoints.

What you can do is upgrade to better specifications in terms of fitments and tiles and finishing. Our standard specifications are already better than the industry norms – so in most likely case you will not feel the need to change them. But if you still wish to, you can do that at extra cost. Our Customer Relations team will assist you in the process.

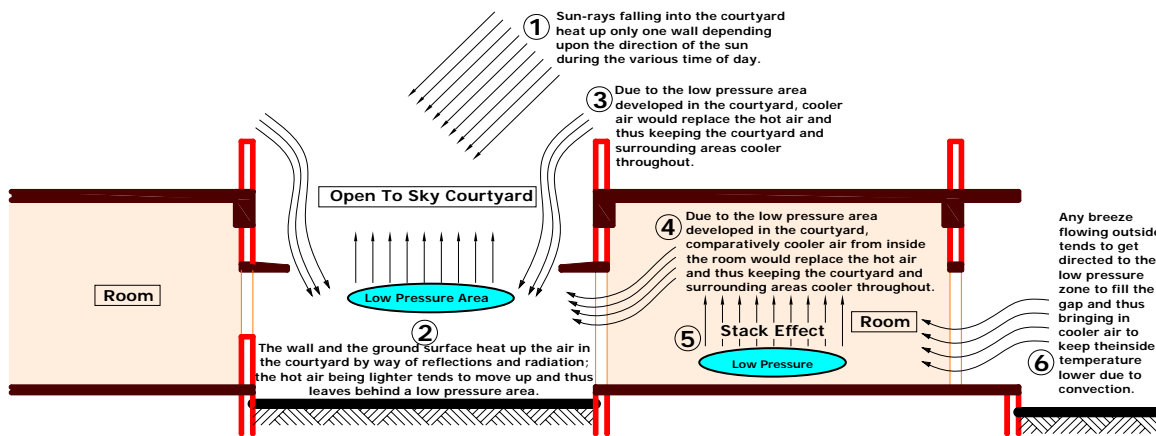
19. Is there more than one design for any particular type of Housing Unit(s)?

For Villa Designs, we are providing designs which optimize space usage and give more value to customers. Minor changes may be possible – which can be done after consulting our architects..

Our Courtyard Homes have been designed to give your maximum efficiency (i.e. maximum Carpet Area to Built Area Ratio). We have kept in mind the needs to our users and ensured that they don't pay for anything wasteful.

20. Is there anything special about the product design?

Yes, the products at The Empyrean have been designed on the principles of “Courtyard Planning”. This kind of planning helps in effective ventilation, natural lighting, energy efficiency and cooling of the house. It also helps in integrating the green/open spaces within the individual unit



21. What is the Booking amount that I will have to pay?

Please refer to the Marketing Document. We have kept very reasonable amount as booking amount. Just to bring in your commitment and start the process of Sales. This amount will be based on the type that you are interested in. This amount will be adjusted in your first installment while signing the Sale Agreement. (15% of the Basic Price)

22. When will the Sale Agreement take place?

We will have the Sale Agreement signed starting Sept 2009. At that time we will also be making allotments as per the order in which bookings have been made.

23. What will be the deductions incase I want to cancel my bookings?

No cancellation charges if done within 15 days of booking. Thereafter 25% of the Booking amount will be deducted and the rest refunded to you within 45 working days after date of cancellation.

24. What is the Cancellation policy after signing Sale Agreement with you?

We want the customers to appreciate that all our planning for construction is dependent on bookings, the company would incur heavy loss in case all the material procurement etc happens for a unit and then it gets cancelled. Therefore no cancellation will be accepted after the sale agreement is signed. This is inline with what all respectable developers are doing. However the company can provide help in re-sale of the property if the customer wants to exit from the project.

25. Are the payments linked to activity schedule or time bound?

They are both. We will follow a strict schedule for completion of certain milestones by a certain agreed time. Your payments will be required to be released on completion of certain activities – but we will ensure that these activities are completed in a given time frame – the entire product to be completed in 24 Months from date of signing of Sales Agreement.

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26. Am I eligible for any discount on the agreed Sale price if I pay the amount upfront?

Yes, you will enjoy some special rates. The difference will be given to you as Credit Note which will be adjusted against your last installment or for up gradation that you may like at the time of possession.

27. What are the other statutory/ additional charges to be paid?

Maintenance Deposit, Stamp Duty, KPTCL Charges, Water Charges, Khata Charges, Club House Deposit etc as given in the Pricing sheet will be applicable.

28. When will the property be registered in my name?

On receiving 100% payments as the specified schedule, the property will be registered in your name.

29. What is the transfer fee involved, if I want to transfer the property to some other person?

The Transfer fee will be 2% of the Sale Agreement value.

30. When will you handover the house to me?

After making all the payments as per the specified Schedule – 24 months from Sale Agreement date – the property will be handed over.

31. What are the amenities in this Township?

The Empyrean Township comes with a host of amenities to make your life comfortable and easy. It also makes you feel as if you are going back in time – less pollution, less traffic and adequate water. It is a self contained Township so you don't have to go anywhere once you are there. For detailed Amenities, please refer the other marketing material.

32. Can I pay for the Plot now and construction later?

No. That is not possible since we are not developing Plots only. As we told you – each type of House will have a unique address and therefore what we are offering is not land – but a home.

33. What is the nearest place of work around the Township and which are the major companies located there?

Nearest commercial area is Whitefield (ITPL) which is the hub of IT activities. It is just 17 kms away. Hoskote which is the Industrial Hub is also about 20 kms away. Sarjapur Road also has many companies – and it is also just 20 kms away.

All major IT & ITES companies are present in Whitefield area like IBM, Dell, TCS, Oracle, Siemens, Accenture, SAP Labs, Wipro, GE, Intel and many more.

34. How will the Township take care of the Water and Power?

Our Township is surrounded by three Lake Bodies, with one lake actually abutting our site. These lakes provide natural recharging to the ground water resource. Additionally, we will be developing modern Rain

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Water harvesting systems to capture as much rain water and use the same after filtration. Also there'll be water treatment and sewage treatment plants in the township. The entire township has been planned taking the water requirements of each resident as per the WHO norms.

We are also using the services of Eigen, country's premium infrastructure consulting firm, to help us with the planning and implementation of power and other infrastructural facilities.

35. How is the company taking care of the environment and how much environment friendly initiatives would be taken up at your township?

FIRE Luxur plans to make The Empyrean an Eco – living society with conservation and planning initiatives such as: Rain Water Harvesting, Water Table Recharging through Lakes, Water Purification Plant, Solid Waste Disposal, Sewage Treatment Plant etc. We would be using environmentally certified bio-degradable material and materials which are easy on mother earth.

36. What experience does the FIRE Luxur have in building houses?

FIRE Luxur Developers derives its strength from the fact that it is supported by FIRE (First Indian Real Estate) Capital Fund which is actively involved in developing seven large sized integrated townships in India. Moreover FIRE Luxur's top management comprises professionals from Real Estate Industry – who have spent good years in some of the leading development companies in India. It also draws its strength from people coming from other industries with solid experience in FMCG, Durables Industry. Together with FIRE Capital team and its partners who themselves are some of the best names in the industry – FIRE Luxur has all the necessary ingredients to deliver the best housing solutions to its customers at an honest prices and create value for them.

37. What are the other projects of FIRE Capital across India?

FIRE Capital's jointly promoted Indore Project is spread over 137 Acres land whose Phase I is getting completed and delivered very soon. The project got formally launched by the Hon'ble C.M. of Madhya Pradesh in May '07 and has so far sold more than 450 units. For more details you can check their website www.silverspringsindore.com. FIRE Capital has signed an MOU with Rajasthan Govt. for developing a 1000 Acres Mega Township near Jaipur. Apart from these, FIRE Capital is actively participating in the development of Integrated Townships Jointly with local partners in Bangalore, Nagpur, Ahmedabad, & Chennai. The Empyrean Township is getting developed at Bangalore and Nagpur simultaneously.

38. What will be the arrangement of Maintenance after 2 years?

We will be generating a corpus of funds. After 2 years, we will still continue to maintain the property till we handover all the three phases to the customers. Which will happen by 2012/13? Therefore we will effectively maintaining the property for about 3 years. Beyond the same it will be handed over a Facility Management Company – due to economies of scale – the loading per house will be reasonable.

39. What is the difference between Carpet area, Built Up area and Super Built Up area?

Carpet area is the actual area that you get to live in. Built up area includes walls and other spaces which is part of your house floor plan. Super Built up area is the area which includes your Built Up area as well as the common areas – like Lifts, Porches, and Lobbies etc. We have designed our products in such a way that the ratio of carpet area to Built up area has been maximized. Due to large number of units, the common loading of amenities on an individual unit is minimized. So you get more space for the same money. Moreover since there are very little common areas in a Villa Type development as against any

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apartment development, therefore there is very little difference between Carpet and Super Built up Area. You get the maximum value for your money at The Empyrean.

40. Will your Company help me if I want to resell or rent out the property?

We can help you in reselling your property. Also there is good opportunity to get rentals – as Whitefield the hub of IT is close by and many people will keep coming to work here – and therefore would need place to stay.

41. Will I get funding from the banks? Which Banks are tied-up with your project?

You should be able to get funding depending upon your disposable income. Normally you can get up to 40% of your income as EMI provided you have no other liabilities. For more details you need to check with banks. We can help you put across to the bank of your choice. Regarding our project, we have approvals for ICICI Bank, AXIS Bank and HDFC Bank.