

# pac buzz

Magazine of Pacifica Companies



## GOING BEACHFRONT WITH **PIER SOUTH RESORT**

AUTOGRAPH COLLECTION BY MARRIOTT, IMPERIAL BEACH, CALIFORNIA.

### **In This Issue**

**New Address**  
**St. Andrews Memory**  
Care for senior citizens

Art of Living with  
**Khurshed Batliwala**

**Report**  
Pacifica's first HR conclave

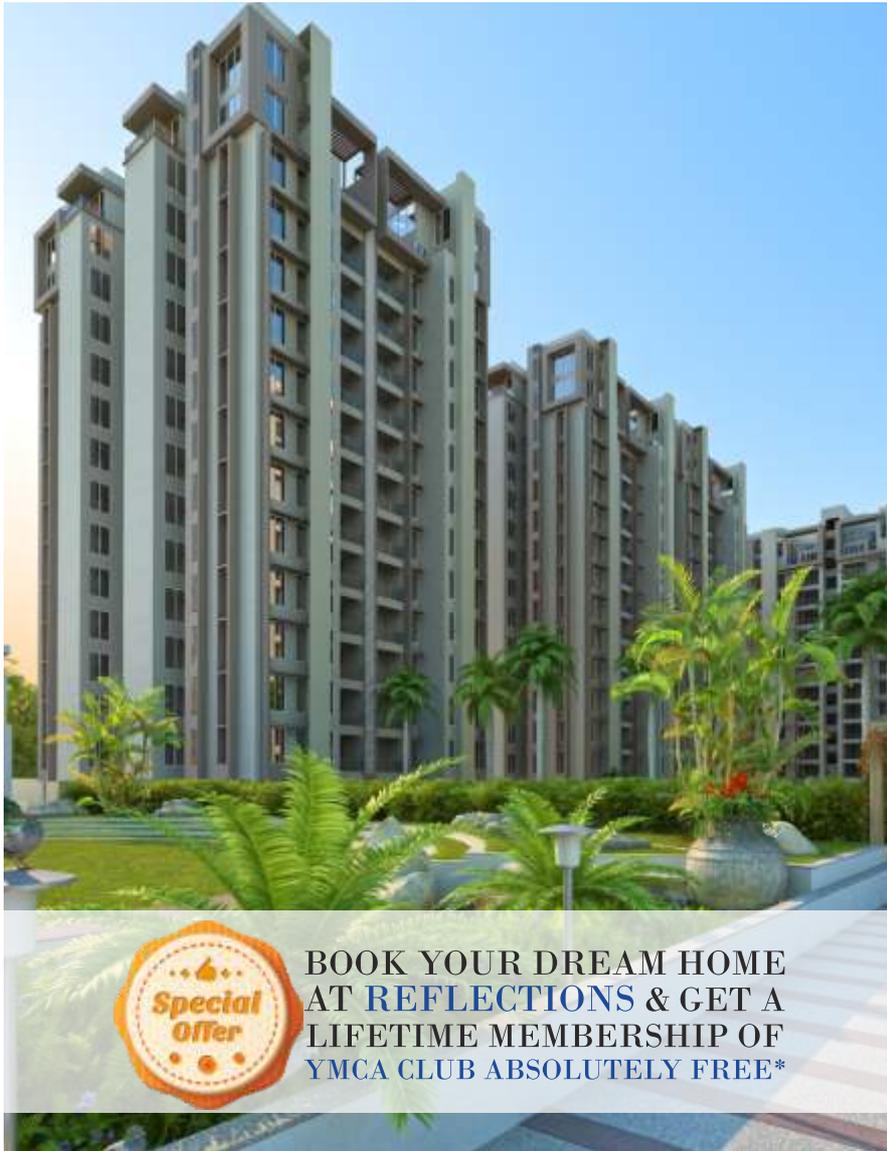
BOOKINGS  
OPEN

# Reflections

by Pacifica

2/3/4 BHK Luxurious Apartments

An address where peace & convenience coexist in harmony



BOOK YOUR DREAM HOME  
AT REFLECTIONS & GET A  
LIFETIME MEMBERSHIP OF  
YMCA CLUB ABSOLUTELY FREE\*



Site : Nr. Vaishnodevi Temple, B/h Nirma University, Off S.P Road

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978

**Corporate Headquarters - India**

311, Iscon Mall, Above Star Bazaar, Satellite, Ahmedabad - 380015

Landline : +91 79 40027785 Fax : +91 79 40027786, Mob : +91 9978993106 +91 9925001660

Residential | Senior Living | Townships | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

Offices : Ahmedabad - Vadodara - Chennai - Hyderabad - Bengaluru - NCR

SMS : PACIFICA to 54242 | [www.pacificacompanies.co.in](http://www.pacificacompanies.co.in) | [info@pacificacompanies.com](mailto:info@pacificacompanies.com)

Follow us on





# MD's Insight



It gives me immense pleasure to bring to you yet another information-packed issue of Pac Buzz. We take you to the launch of our Casa Lakeside project in this issue. This luxury villa township is the newest member in our portfolio. Among our upcoming projects is the Madrid Club House. I take great pride in informing you that the Madrid Club House will be completed this year, way ahead of schedule. But that is only one part of the story.

At Madrid, we have now introduced UPVC windows instead of the committed specification of aluminum. While that has added to the construction cost, the result is worth the extra effort. I sincerely hope you will appreciate it.

In other news, we share with you our experience at the two property shows in Gujarat, our new acquisition abroad for the Senior Citizen Community, and Pacifica's first HR Conclave in Chennai.

With this issue, we have also tried to give a holistic appeal to the magazine by introducing columns that are great reads — from inspiring stories of legends to finding happiness in life through Art of Living. I hope you enjoy reading it as much as we enjoyed putting it together.

Remember, with Pac Buzz, you are just a mail away from me.

**Rakesh (Rocky) Israni**  
Managing Director, Pacifica Companies  
risrani@pacificacompanies.com



Cover: Pier South Resort, Autograph Collection by Marriott, Imperial Beach, California

Site : NrVaishnodev Temple, B/h Nirma University, Off SP Road

[www.pacificacompanies.co.in](http://www.pacificacompanies.co.in)

Follow us on:

# CONTENTS

MAGAZINE OF PACIFICA COMPANY



## 25

### Spotlight

Presenting Pacifica Host Hotels' new California property, Autograph Collection by Marriot's Pier South Resort

## 06

### Citizens

Our community connect event in Ahmedabad was a huge success

## 16

### Display

Our successful run at the GIHED and CREDAI events in Gujarat

## 22

### Architecture

Žižkov Television Tower is an architectural landmark in Prague

### INTERVIEW

## 04

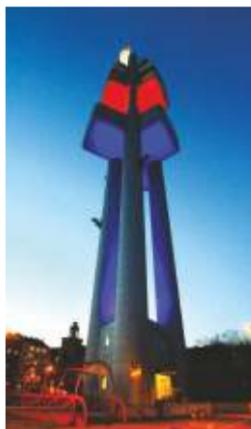
### The key to Happiness

A lesson in happiness from Art of Living Guru Khurshed Batliwala

## 10

### People

Presenting Pacifica's first Human Resource Conclave in Chennai



## 26

### Inspire

Read the story of Napoleon Hill, the popular self-help author

## 28

### Humour

Bringing the lighter side of corporate world to you



## 14

### Under Construction

The progress report on projects across India

Editorial and Design: Mediascope Publicitas Pvt. Ltd.

## An Auspicious start

In keeping with our philosophy of building self-sustaining, uber luxurious homes, Pacifica set the foundation for the first phase of the Casa Lakeside project in Vadodara with the traditional bhoomi puja

'Praying to the land' or bhoomi puja is a long-standing tradition in India. Farmers worship mother earth for a better crop, while developers pray to seek the blessings before embarking on a new project. Bhoomi puja is a tradition that is taken very seriously at Pacifica.

Understandably then, work on Casa Lakeside, Pacifica's new luxury project, had to begin with this ritual. Organised by the Vadodara team, the bhoomi puja was attended by the entire Pacifica team.

Casa Lakeside, a luxury 4BHK villa township, is located near Old Padra Road. Designed as a self-contained community, these villas will boast an avant-garde design aesthetic and all the amenities of a contemporary luxury township.

**ABOVE:**An artistic representation of the villas

**BELOW:**Bhoomi puja in progress; team from Pacifica at the site

# CONTENTS

E S

## 25

### Spotlight

Presenting Pacifica Host Hotels' new California property, Autograph Collection by Marriott's Pier South Resort

## 06

### Citizens

Our community connect event in Ahmedabad was a huge success

## 16

### Display

Our successful run at the GIHED and CREDAI events in Gujarat

## 22

### Architecture

Žižkov Television Tower is an architectural landmark in Prague

## 10

### People

Presenting Pacifica's first Human Resource Conclave in Chennai

## 26

### Inspire

Read the story of Napoleon Hill, the popular self-help author

## 14

### Under Construction

The progress report on projects across India

## 28

### Humour

Bringing the lighter side of corporate world to you

Editorial and Design: Mediascope Publicitas Pvt. Ltd.

UPDATE



## An Auspicious start

In keeping with our philosophy of building self-sustaining, uber luxurious homes, Pacifica set the foundation for the first phase of the Casa Lakeside project in Vadodara with the traditional bhoomi puja

Praying to the land' or bhoomi puja is a long-standing tradition in India. Farmers worship mother earth for a better crop, while developers pray to seek the blessings before embarking on a new project. Bhoomi puja is a tradition that is taken very seriously at Pacifica.

Understandably then, work on Casa Lakeside, Pacifica's new luxury project, had to begin with this ritual. Organised by the Vadodara team, the bhoomi puja was attended by the entire Pacifica team.

Casa Lakeside, a luxury 4BHK villa township, is located near Old Padra Road. Designed as a self-contained community, these villas will boast an avant-garde design aesthetic and all the amenities of a contemporary luxury township. ■

ABOVE: An artistic representation of the villas

BELOW: Bhoomi puja in progress; team from Pacifica at the site



# The Key To happiness

There is nothing that a calm, relaxed mind cannot achieve. A lesson many Pacifica employees learnt at the brand's first Art of Living workshop in Ahmedabad. Here, we take a deeper look at the thought that today has become a lifestyle with the Art of Living Guru, Khurshed Batliwala

he is a pianist, a great chef, a qualified mathematician and a devotee. Yet, the one role he is most known for is that of an affable Guru of Art of Living. But try addressing Khurshed Batliwala as a Guru and he insists that we should call him 'Bawa', a nickname he earned while delivering discourses on Art of Living across the world.

The director of WAYE (World Alliance for Youth Empowerment), an NGO that addresses and provides sustainable workable solutions for the issues faced by people, he talks about the virtues of following the path of Art of Living for a happier life.

## What initiated you into the Art of Living?

It was a simple phone call. A friend of mine called me to say that there is a "very interesting course that I think you should attend." I went for the course, not knowing that it was an Art of Living workshop. It was a fantastic experience and I was hooked. Today, I am a part of the movement.

## How has the course helped you in your personal life?

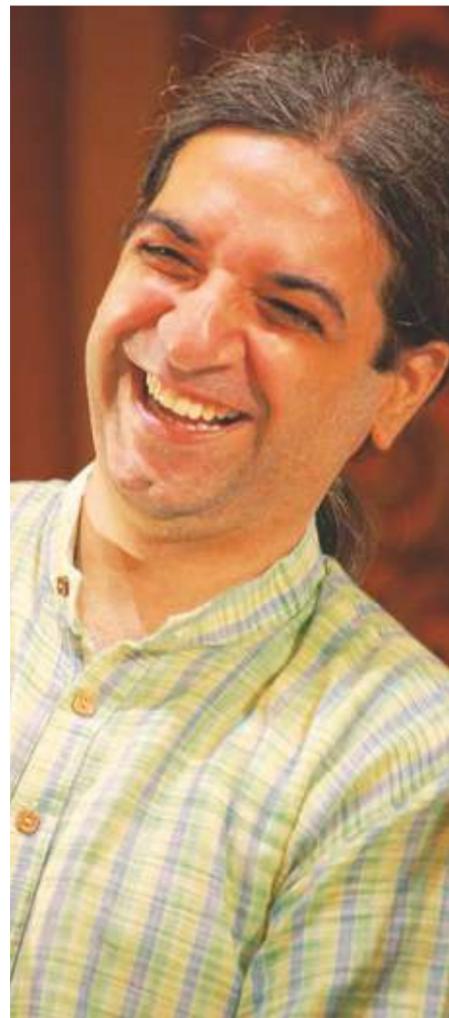
A calm, centered mind helps you deal with all kinds of challenges — whether work-

related or on the personal front. The Art of Living course calms your mind, and relaxes and centres you. So, even when you are in a crisis, you can take rational decisions. And when life is good, a calm mind allows you to enjoy it to the fullest. I think Art of Living has helped me to thoroughly enjoy life when the going is good, and take the right decisions when the going gets tough.

## What kind of misconceptions do people harbour about the practice?

There are several. They say: meditation is very difficult. Or, I can never meditate. That's not the case. Everybody can meditate provided they know the right way to do it. The other thing we hear a lot is: 'I am too young or too old'. Not necessarily. My youngest students have been eight or nine years old, and my eldest have been 92 or 93 years old. Yet another gem is: 'I don't have the time'. The lack of time is exactly the reason why one should meditate. Because when you meditate, you can manage your time better. 'I don't need a guru' is also an often heard excuse. For practicing Art of Living, you do not need a guru. Guru is the one who conceived the course. You can just do the course and practice it on your own.

The other thing I constantly hear is: 'I'm already happy, why do I need the course'.



The Art of Living course is not for depressed people, it is really for those who want to be happier.

But having said that, I have to admit, that these excuses are a thing of the past. Today, people realise that meditation is an integral part of a good lifestyle. Today, I see more people taking it up for an efficient, productive and happier life.

## What are the challenges that people face?

Interestingly, the challenges are the same that people faced 100 years ago. Everyone wants to be happy and they do not know the right way to be so. Yoga and meditation is truly the best way to enhance your life. Technology may have turned the world into one village, but it is our *yog kriyas* like *Sudharshan Kriya* that will make the world a family.

## How does Art of Living contribute towards a person's happiness?

Our programs are tailor-made for every social strata and age group and they focus on the challenges that the people face. The needs of a corporate employee are different

from those in a prison. The issues that a family man deals with are different from those of a flood victim. And while we have a course for each one of them, the common thread is meditation and yoga.

## What are the changes one should make in his/her lifestyle to live harmoniously in the present?

The first change you need to make is develop the *want* to live harmoniously. That is the biggest challenge; as soon as that is done, the rest follows suit. Then it is about practicing the Art of Living religiously, eating healthy food, avoiding alcohol and smoking — concepts that have been a part of the traditional Indian living. In addition, a bit of yoga, *seva* and *satsang* go a long way in achieving happiness.

## What has been your experience with the community of Pacifica?

Brilliant! People here are very open, receptive and co-operative. It was a pleasure interacting with them. I hope that Art of Living and its practices become an integral part of the company's culture and tradition.

The first change you need to make is develop the want to live harmoniously

**FACING PAGE:** Khurshed Batliwala or 'Bawa'  
**ABOVE:** Stills from the Art Of Living workshop for Pacifica employees

# The Key To happiness

There is nothing that a calm, relaxed mind cannot achieve. A lesson many Pacifica employees learnt at the brand's first Art of Living workshop in Ahmedabad. Here, we take a deeper look at the thought that today has become a lifestyle with the Art of Living Guru, Khurshed Batliwala

he is a pianist, a great chef, a qualified mathematician and a devotee. Yet, the one role he is most known for is that of an affable Guru of Art of Living. But try addressing Khurshed Batliwala as a Guru and he insists that we should call him 'Bawa', a nickname he earned while delivering discourses on Art of Living across the world.

The director of WAYE (World Alliance for Youth Empowerment), an NGO that addresses and provides sustainable workable solutions for the issues faced by people, he talks about the virtues of following the path of Art of Living for a happier life.

## What initiated you into the Art of Living?

It was a simple phone call. A friend of mine called me to say that there is a "very interesting course that I think you should attend." I went for the course, not knowing that it was an Art of Living workshop. It was a fantastic experience and I was hooked. Today, I am a part of the movement.

## How has the course helped you in your personal life?

A calm, centered mind helps you deal with all kinds of challenges — whether work-

related or on the personal front. The Art of Living course calms your mind, and relaxes and centres you. So, even when you are in a crisis, you can take rational decisions. And when life is good, a calm mind allows you to enjoy it to the fullest. I think Art of Living has helped me to thoroughly enjoy life when the going is good, and take the right decisions when the going gets tough.

## What kind of misconceptions do people harbour about the practice?

There are several. They say: meditation is very difficult. Or, I can never meditate. That's not the case. Everybody can meditate provided they know the right way to do it. The other thing we hear a lot is: 'I am too young or too old'. Not necessarily. My youngest students have been eight or nine years old, and my eldest have been 92 or 93 years old. Yet another gem is: 'I don't have the time'. The lack of time is exactly the reason why one should meditate. Because when you meditate, you can manage your time better. 'I don't need a guru' is also an often heard excuse. For practicing Art of Living, you do not need a guru. Guru is the one who conceived the course. You can just do the course and practice it on your own.

The other thing I constantly hear is: 'I'm already happy, why do I need the course'.



The Art of Living course is not for depressed people, it is really for those who want to be happier.

But having said that, I have to admit, that these excuses are a thing of the past. Today, people realise that meditation is an integral part of a good lifestyle. Today, I see more people taking it up for an efficient, productive and happier life.

## What are the challenges that people face?

Interestingly, the challenges are the same that people faced 100 years ago. Everyone wants to be happy and they do not know the right way to be so. Yoga and meditation is truly the best way to enhance your life. Technology may have turned the world into one village, but it is our *yog kriyas* like *Sudharshan Kriya* that will make the world a family.

## How does Art of Living contribute towards a person's happiness?

Our programs are tailor-made for every social strata and age group and they focus on the challenges that the people face. The needs of a corporate employee are different

from those in a prison. The issues that a family man deals with are different from those of a flood victim. And while we have a course for each one of them, the common thread is meditation and yoga.

## What are the changes one should make in his/her lifestyle to live harmoniously in the present?

The first change you need to make is develop the *want* to live harmoniously. That is the biggest challenge; as soon as that is done, the rest follows suit. Then it is about practicing the Art of Living religiously, eating healthy food, avoiding alcohol and smoking — concepts that have been a part of the traditional Indian living. In addition, a bit of yoga, *seva* and *satsang* go a long way in achieving happiness.

## What has been your experience with the community of Pacifica?

Brilliant! People here are very open, receptive and co-operative. It was a pleasure interacting with them. I hope that Art of Living and its practices become an integral part of the company's culture and tradition. ■

The first change you need to make is develop the want to live harmoniously

**FACING PAGE:** Khurshed Batliwala or 'Bawa'  
**ABOVE:** Stills from the Art Of Living workshop for Pacifica employees



# A houseful of fun

**ABOVE:** Winners of Hyundai Verna **RIGHT:** Couple posing in front of the cars  
**BELOW:** At the housie table waiting for the next number to be called; a fun quiz session

**BELOW:** The big line-up for housie; an evening where everyone was a winner



Hosted on the sprawling lawns of YMCA Club, Ahmedabad, our Grand Housie event turned to be quite a memorable evening



Nothing brings people together like a round of housie. Make that an evening of Grand Housie, and you will see strangers become good friends.

Something similar was on display at the Grand Housie event organised by Pacifica for its members in Ahmedabad.

Hosted in association with the YMCA Club (Ahmedabad), the event turned into quite a fun riot, with over 4,000 guests in attendance. Prizes distributed during the event ranged from gold coins to cash, iPad Mini to Hyundai Eon, Hyundai i10 and Hyundai Verna for the winners of the last three rounds. ■

**Above:** A rapt audience at the Grand Housie event  
**on THE LEFT:** (Clockwise) Winners posing with their prizes; a fun activity in progress; a happy couple posing for the camera



# A houseful of fun

Hosted on the sprawling lawns of YMCA Club, Ahmedabad, our Grand Housie event turned to be quite a memorable evening

Nothing brings people together like a round of housie. Make that an evening of Grand Housie, and you will see strangers become good friends.

Something similar was on display at the Grand Housie event organised by Pacifica for its members in Ahmedabad.

Hosted in association with the YMCA Club (Ahmedabad), the event turned into quite a fun riot, with over 4,000 guests in attendance. Prizes distributed during the event ranged from gold coins to cash, iPad Mini to Hyundai Eon, Hyundai i10 and Hyundai Verna for the winners of the last three rounds.

**Above:** A rapt audience at the Grand Housie event  
**on The Left:** (Clockwise) Winners posing with their prizes; a fun activity in progress; a happy couple posing for the camera



**ABOVE:** Winners of Hyundai Verna **RIGHT:** Couple posing in front of the cars  
**BELOW:** At the housie table waiting for the next number to be called; a fun quiz session



**BELOW:** The big line-up for housie; an evening where everyone was a winner





# New IN The LeAgue

Presenting our two new acquisitions that will be part of our forthcoming projects across Gujarat

At Pacifica, it is our constant endeavor to build houses that redefine not only the perception of a home, but that of community living as well. In doing so, we have been able to make our presence felt in many segments of real estate. This has been possible through construction of new properties — a few like the ones mentioned below, which have helped us reach to a wider market while meeting the needs of a growing market and population.

### Moraiya, Gujarat

Spread over 18 acres of land, this property will comprise of 2,600 houses, of which 70% units will be 1BHKs, while the rest will be divided into 2BHK and 2.5BHK. This has been done to make the houses, and the community, more appealing

to the lower income group. With this acquisition, Pacifica will become the first corporate to make its debut into the affordable housing space. Considering the recent surge in the demand for affordable housing in Gujarat, such projects will be a resourceful way to tap into the growing market. Pacifica will be designing the look, landscape and the community-feel of this project.

### Gokuldham Residential Project

The 2.3 acres property is yet another addition to Pacifica's luxury residential offerings. A 3BHK and 4BHK residential project, this property will feature low-rise apartments replete with all the living luxuries that have become the hallmark of Pacifica properties. ■



# MeeT The Super heroes

Presenting our 2013 winners, who have won the respect of their fellow workers through sheer hard work and good team leadership

Business is never about the big office or the huge profits; it's always about the people who work in it. Pacifica believes in this saying, and has always put its employees first. The Employee Recognition Day is one such initiative, wherein employees are asked to find co-workers who have impressed them the most in the past year. Each employee is asked to nominate three individuals from departments other than theirs as their superheroes. These cards are then collected and counted to announce the three winners. Over the years, we have realized that no other activity has created a better bonding between teams than honest recognition and heartfelt appreciation.

### WINNER

**Biren Patel**

GM-Project, Reflections, Ahmedabad

### FIRST RUNNERS-UP

**Nirav Patel**

Commercial Manager, Vadodara

### SECOND RUNNERS-UP

**Chetan Vaidya**

Senior Project Manager, Madrid County



# New IN The LeAgue

Presenting our two new acquisitions that will be part of our forthcoming projects across Gujarat

At Pacifica, it is our constant endeavor to build houses that redefine not only the perception of a home, but that of community living as well. In doing so, we have been able to make our presence felt in many segments of real estate. This has been possible through construction of new properties — a few like the ones mentioned below, which have helped us reach to a wider market while meeting the needs of a growing market and population.

### Moraiya, Gujarat

Spread over 18 acres of land, this property will comprise of 2,600 houses, of which 70% units will be 1BHKs, while the rest will be divided into 2BHK and 2.5BHK. This has been done to make the houses, and the community, more appealing

to the lower income group. With this acquisition, Pacifica will become the first corporate to make its debut into the affordable housing space. Considering the recent surge in the demand for affordable housing in Gujarat, such projects will be a resourceful way to tap into the growing market. Pacifica will be designing the look, landscape and the community-feel of this project.

### Gokuldhham Residential Project

The 2.3 acres property is yet another addition to Pacifica's luxury residential offerings. A 3BHK and 4BHK residential project, this property will feature low-rise apartments replete with all the living luxuries that have become the hallmark of Pacifica properties.

## MeeT The Super heroes

Presenting our 2013 winners, who have won the respect of their fellow workers through sheer hard work and good team leadership

Business is never about the big office or the huge profits; it's always about the people who work in it. Pacifica believes in this saying, and has always put its employees first. The Employee Recognition Day is one such initiative, wherein employees are asked to find co-workers who have impressed them the most in the past year. Each employee is asked to nominate three individuals from departments other than theirs as their superheroes. These cards are then collected and counted to announce the three winners. Over the years, we have realized that no other activity has created a better bonding between teams than honest recognition and heartfelt appreciation.

### THE CHOSEN ONES



**WINNER**  
**Biren Patel**  
GM-Project, Reflections, Ahmedabad



**FIRST RUNNERS-UP**  
**Nirav Patel**  
Commercial Manager, Vadodara



**SECOND RUNNERS-UP**  
**Chetan Vaidya**  
Senior Project Manager, Madrid County

# EVOLVING POWERHOUSES

Pacifica's first Human Resource Conclave 2014, which attracted over 200 HR professionals from 150 different organisations, was a stupendous success

**W**ith corporate India realising that strategic human resource management can be the key to sustained competitive advantage, companies have begun re-visiting their existing policies and adopting innovative tools towards managing its human resources.

In keeping with this trend, Pacifica, along with business analyst firm Dun & Bradstreet (D&B), organised its first HR Conclave aimed at exploring the best practices in human and talent

**BELOW:** Panelists at the D&B-Pacifica Future Workplace Summit 2014



**ABOVE:** Guest of Honour, Dr. M. Narendra, CMD, Indian Overseas Bank (top) and Arun Jain, Chairman & Group CEO, Polaris Financial Technology Limited, addressing the audience

**BELOW:** Chief guest of the evening, Thiru Mohan Pyare, IAS, Principal Secretary, Department of Labour & Employment, Government of Tamil Nadu, unveiled the report 'Insights on Future Workplace Trends', a study by Dun & Bradstreet and Pacifica

management and highlighting the challenges of managing human resources.

Organised by Pacifica with D&B at The Westin, Chennai, recently, HR Conclave 2014 was designed around the result of 'Insights on Future Workplace Trends', a study conducted by the two companies. Based on a survey of HR function leaders and business leaders in India, the study was an attempt to identify the major emerging trends that will define the workplace of the future.

Attended by over 200 HR professionals from 140 organisation, the conclave had plenum sessions focusing on what the Indian HR leaders are doing to achieve success, the pitfalls they are avoiding, and the technologies and services that are enabling their success. The conclave also highlighted the challenges and opportunities for HR professionals in the area of real estate.

Among those present at the conclave were Arun Jain, Chairman & Group CEO, Polaris Financial Technology, Thiru. Mohan Pyare, IAS, Principal Secretary, Department of Labour and Employment, Government of Tamil Nadu, along with the leaders from the business and HR community of Chennai.

## Insight on Future Workplace trends

Pacifica and Dun & Bradstreet (D&B) collaborated on a report that would not only reflect the current HR policies and workplace trends, but also provide meaningful insights that will have a profound effect on workplaces in the future. Published by Pacifica, Insight On Future Workplace Trends is based on the survey of HR function leaders across India. It was also the foundation base of Pacifica's first HR Conclave in Chennai.

# EVOLVING POWERHOUSE

Pacifica's first Human Resource Conclave 2014, which attracted over 200 HR professionals from 150 different organisations, was a stupendous success

With corporate India realising that strategic human resource management can be the key to sustained competitive advantage, companies have begun re-visiting their existing policies and adopting innovative tools towards managing its human resources.

In keeping with this trend, Pacifica, along with business analyst firm Dun & Bradstreet (D&B), organised its first HR Conclave aimed at exploring the best practices in human and talent

**BELOW:**Panelists at the D&B-Pacifica Future Workplace Summit 2014



**ABOVE:** Guest of Honour, Dr. M. Narendra, CMD, Indian Overseas Bank (top) and Arun Jain, Chairman & Group CEO, Polaris Financial Technology Limited, addressing the audience

**BELOW:**Chief guest of the evening, Thiru Mohan Pyare, IAS, Principal Secretary, Department of Labour & Employment, Government of Tamil Nadu, unveiling the report 'Insights on Future Workplace Trends', a study by Dun & Bradstreet and Pacifica



management and highlighting the challenges of managing human resources.

Organised by Pacifica with D&B at The Westin, Chennai, recently, HR Conclave 2014 was designed around the result of 'Insights on Future Workplace Trends', a study conducted by the two companies. Based on a survey of HR function leaders and business leaders in India, the study was an attempt to identify the major emerging trends that will define the workplace of the future.

Attended by over 200 HR professionals from 140 organisation, the conclave had plenum sessions focusing on what the Indian HR leaders are doing to achieve success, the pitfalls they are avoiding, and the technologies and services that are enabling their success. The conclave also highlighted the challenges and opportunities for HR professionals in the area of real estate.

Among those present at the conclave were Arun Jain, Chairman & Group CEO, Polaris Financial Technology, Thiru. Mohan Pyare, IAS, Principal Secretary, Department of Labour and Employment, Government of Tamil Nadu, along with the leaders from the business and HR community of Chennai.■



## Insight on Future Workplace trends

Pacifica and Dun & Bradstreet (D&B) collaborated on a report that would not only reflect the current HR policies and workplace trends, but also provide meaningful insights that will have a profound effect on workplaces in the future. Published by Pacifica, Insight On Future Workplace Trends is based on the survey of HR function leaders across India. It was also the foundation base of Pacifica's first HR Conclave in Chennai.



# Treasured moments

Our Gujarat event wasn't all about property shows. The other highlights in the Pacifica diary were two very successful treasure hunt events

Remember the old adage: All work and no play makes Jack a dull boy? We, at Pacifica, completely endorse this thought. So, on the first occasion possible, team Pacifica was out celebrating our success with our patrons and members. The first event was held in Ahmedabad, while the second was in Vadodara. On the agenda was to have fun while looking for hidden treasures strewn across the beautiful property. Put together in collaboration with Gujarat's leading newspaper *Divya Bhaskar*, the twin-city event saw a bevy of happy treasure hunters enjoying a day under the sun, and indulging in lots of laughter, good food, music and gifts.

The two-day treasure hunt is a part of Pacifica's community-building initiative. We present a collage of the twin-city event.

**Above:** Prize winners  
**FACING PAGE:** (Clockwise)  
 Prize distribution at the Vadodara event; guests at the registration desk; the Vadodara team with a bevy of happy treasure hunters



# Treasured momentS

Our Gujarat event wasn't all about property shows. The other highlights in the Pacifica diary were two very successful treasure hunt events

Remember the old adage: All work and no play makes Jack a dull boy? We, at Pacifica, completely endorse this thought. So, on the first occasion possible, team Pacifica was out celebrating our success with our patrons and members. The first event was held in Ahmedabad, while the second was in Vadodara. On the agenda was to have fun while looking for hidden treasures strewn across the beautiful property. Put together in collaboration with Gujarat's leading newspaper *Divya Bhaskar*, the twin-city event saw a bevy of happy treasure hunters enjoying a day under the sun, and indulging in lots of laughter, good food, music and gifts.

The two-day treasure hunt is a part of Pacifica's community-building initiative. We present a collage of the twin-city event. ■

**Above:** Prize winners  
**FACING PAGE:** (Clockwise)  
 Prize distribution at the Vadodara event; guests at the registration desk; the Vadodara team with a bevy of happy treasure hunters

# Progress rePort

We are proud to announce that our projects in Vadodara, Ahmedabad and Chennai are on their way to completion. We present a glimpse of the work in progress



St. Tropez Villas, Vadodara



San Martin, Madrid County, Vadodara



# Progress rePort

We are proud to announce that our projects in Vadodara, Ahmedabad and Chennai are on their way to completion. We present a glimpse of the work in progress

The Meadows (Phase II) 3/4 BHK Luxury Villas, Ahmedabad 



Reflection by Pacifica – 2/3/4 BHK Highrise Apartments, Ahmedabad 



AURUM – Villas & Apartments, OMR, Chennai 



DISPLAY



**ABOVE:**Pacifica stall at GIHED attracted close to 10,000 visitors  
**BELOW:**An executive attending to a visitor at the stall; the network table at the Pacifica stall



# MaPPinG Va DoDara

CREDAI Vadodara Property Carnival 2014 was an ideal platform to gauge the market movement in Tier II cities

If there is one property event that offers an unparalleled insight into the real estate market in Baroda, it is the CREDAI Property Carnival. Hosted by the Confederation of Real Estate Developers Association of India's (CREDAI) Vadodara edition, the event was designed to further the cause of the real estate industry in the state by bringing decision makers, planners, realty companies and brokers under one roof.

In the past three years, CREDAI Vadodara has successfully achieved this aim. And in doing so, has emerged as the preferred place for industry players to meet and exchange notes on the various issues plaguing their respective projects and seek expert advice.

Pacifica has hugely benefitted from its participation at this mega property show. This year, too, our exhibit showcased some of our recent properties including the new Casa Lakeside. The property show had over 50 stalls, ranging from real estate to furniture and fittings, bathroom fittings and electrical fittings companies. State Bank of India, HDFC and Andhra Bank were among the financial institutions that participated in the event.

**RIGHT:**(Top) Experts attending to a visitor's queries;  
(Left) Pacifica team at the event  
**BELOW:**Casa Lakeside display at the Pacifica stall;  
(Below right) Visitors at the stall

## Pacifica at GiHED

We continued our successful run at the Gujarat Institute of Housing & Estate Developers (GIHED) 2013 event, where our exhibit attracted close to 10,000 visitors

Every year hundreds of housing projects are displayed at the Gujarat Institute of Housing and Estate Developers (GIHED) Property Festival. This year, too, the show had over 200 plus projects on display at the three-day event. This included some of Pacifica's ultra-luxurious properties. Put together with an aim to understand and comprehend the needs of the customers and investors from Ahmedabad, the event saw the participation of over 70 companies from cities like Vadodara, Rajkot, Anand,

Udaipur and Jaipur. Amongst those displayed, 150 were residential and commercial properties that were still under various stage of construction.

Delegates discussed the future of real estate formats in well-attended workshops. Many expect Tier II cities like Ahmedabad to show exponential growth in segments like offices, township projects, clubs, resorts, industrial parks and retail malls, given the recent rise in property investment in the state. ■

# MaPPinG Va DoDara

CREDAI Vadodara Property Carnival 2014 was an ideal platform to gauge the market movement in Tier II cities

If there is one property event that offers an unparalleled insight into the real estate market in Baroda, it is the CREDAI Property Carnival. Hosted by the Confederation of Real Estate Developers Association of India's (CREDAI) Vadodara edition, the event was designed to further the cause of the real estate industry in the state by bringing decision makers, planners, realty companies and brokers under one roof.

In the past three years, CREDAI Vadodara has successfully achieved this aim. And in doing so, has emerged as the preferred place for industry players to meet and exchange notes on the various issues plaguing their respective projects and seek expert advice.

Pacifica has hugely benefitted from its participation at this mega property show. This year, too, our exhibit showcased some of our recent properties including the new Casa Lakeside. The property show had over 50 stalls, ranging from real estate to furniture and fittings, bathroom fittings and electrical fittings companies. State Bank of India, HDFC and Andhra Bank were among the financial institutions that participated in the event. ■

**RIGHT:** (Top) Experts attending to a visitor's queries; (Left) Pacifica team at the event  
**BELOW:** Casa Lakeside display at the Pacifica stall; (Below right) Visitors at the stall



**ABOVE:** Pacifica stall at GIHED attracted close to 10,000 visitors  
**BELOW:** An executive attending to a visitor at the stall; the network table at the Pacifica stall

## Pacifica at GiHED

We continued our successful run at the Gujarat Institute of Housing & Estate Developers (GIHED) 2013 event, where our exhibit attracted close to 10,000 visitors

Every year hundreds of housing projects are displayed at the Gujarat Institute of Housing and Estate Developers (GIHED) Property Festival. This year, too, the show had over 200 plus projects on display at the three-day event. This included some of Pacifica's ultra-luxurious properties. Put together with an aim to understand and comprehend the needs of the customers and investors from Ahmedabad, the event saw the participation of over 70 companies from cities like Vadodara, Rajkot, Anand,

Udaipur and Jaipur. Amongst those displayed, 150 were residential and commercial properties that were still under various stage of construction.

Delegates discussed the future of real estate formats in well-attended workshops. Many expect Tier II cities like Ahmedabad to show exponential growth in segments like offices, township projects, clubs, resorts, industrial parks and retail malls, given the recent rise in property investment in the state.

BOOKINGS  
OPEN

# The Meadows @ Gokuldham 3 & 4 BHK Luxury Villas



### AMENITIES

- Beautiful Landscaped Garden
- Exclusive Indoor Games
- State-of-the-art Gym
- Children's Play Area
- Meditation Hall
- Club House
- 24 x 7 Security



Site Address : "Gokuldham" Off. 200 ft. S.P Ring Road,  
On Six Lane Sanathal-Sanand Highway, Sanathal, Ahmedabad.

### Highlights

- Enjoy living in the midst of a posh neighbour hood
- 70% open landscaped spaces
- Phase 1 - Ready for Possession and Phase 2 under construction
- Strategically located - 1.2 kms from Sanathal cross roads
- Schools like DPS, Eklavya and Shanti Asiatic School are located only 0.5-1km away
- ATM facilities and Leading banks like HDFC are located just within the vicinity
- Located near Hospitals like Krishna-Shalby hospital
- Just 2 minutes away from Ahmedabad's largest sports equipment store - Decathlon
- Property Management services



### Book your Dream Home at Pacifica Meadows

and we gift you an exclusive club membership at YMCA for lifetime.\*  
Once in a lifetime offer\* brought to you by Pacifica Companies in association with YMCA.

**☎ : 99789 97479, 90999 34792, 82380 53607**



Corporate Headquarters - India : 311, Iscon Mall, Above Star Bazaar, Satellite Ahmedabad - 380015.  
Landline : +91 79 40027783 / 85 Fax : +91 79 40027786  
Residential | Senior Living | Townships | Plotted Development | Hotels | IT Parks | Business Parks | Commercial  
Offices : Ahmedabad - Vadodara - Chennai - Hyderabad - Bengaluru - NCR  
SMS : PACIFICA to 54242 | [www.pacificacompanies.co.in](http://www.pacificacompanies.co.in) | [info@pacificacompanies.com](mailto:info@pacificacompanies.com)



40,214

# 40K and counting

Pacifica's Facebook page reaches a social media milestone this month with over 40,000 likes

a few months ago, when Pacifica decided to hop onto the social media bandwagon, the intention was clear: to create a platform that would present the group as not just a modern-day realty company, but an organisation that works towards creating a good lifestyle.

True to this objective, Pacifica's Facebook page has used the social estate to educate its users about not only its upcoming, ready and newly acquired properties, but also of issues that are closely related to the concept of healthy living. The highlight of the page is its versatility. While the page largely posts details of real estate and real estate-related topics, there have been conscious efforts to talk about issues that are related to healthy community living as well. So, new interior trends and property rules are discussed with the same fervour as subjects like eco-friendly living, new home security technology and, of course, the Art of Living.

With an agenda to educate its users about adopting a holistic approach to life, it was obvious that the page garnered popular votes. And it did, with the 40,000like coming this month. Truly, a milestone!



# 40K and counting

Pacifica’s Facebook page reaches a social media milestone this month with over 40,000 likes

A few months ago, when Pacifica decided to hop onto the social media bandwagon, the intention was clear: to create a platform that would present the group as not just a modern-day realty company, but an organisation that works towards creating a good lifestyle.

True to this objective, Pacifica’s Facebook page has used the social estate to educate its users about not only its upcoming, ready and newly acquired properties, but also of issues that are closely related to the concept of healthy living. The highlight of the page is its versatility. While the page largely posts details of real estate and real estate-related topics, there have been conscious efforts to talk about issues that are related to healthy community living as well. So, new interior trends and property rules are discussed with the same fervour as subjects like eco-friendly living, new home security technology and, of course, the Art of Living.

With an agenda to educate its users about adopting a holistic approach to life, it was obvious that the page garnered popular votes. And it did, with the 40,000like coming this month. Truly, a milestone! ■





# A hOme tO retire in

Presenting our latest addition in the Senior Citizen Living Community — St. Andrews Memory Care, Portland

Of all our portfolio-building initiatives, the one that remains close to our heart is Senior Citizen Living. While we concede that owning a home is important, as you walk towards the golden years, you need more than just another home. You need a community, which comes with a bevy of facilities and peers with whom you can interact even as you continue living an independent life.

St. Andrews Memory Care in Portland, Pacifica's new acquisition, is one such community. Part of the State of Oregon's dementia care reimbursement program, this former 84-bed Chapel is known for its brilliant healthcare programme for those suffering from Alzheimer's and other forms of dementia. Spread over 2.32 acres, the community offers a warm, inviting and familiar environment that helps reduce the feeling of loneliness and confusion.

Located in a five-storey tall building, the community is home to residents aged 65 years and above. It offers stay options that are tailor-made to an individual's mental and health needs. While Level 1 of the community homes those in need of minimal care, Level 3 is for people with critical healthcare requirements. The serene and soothing ambience of St. Andrews Memory Care ensures that residents view it as their second home, a space where they can interact with new friends in a community that makes twilight years wonderful. ■

**Above:** Living area in the St. Andrew estate  
**Below:** An open garden for walk at the facility; happy residents posing for the camera



Known for its innovative healthcare solutions in San Marcos, The Meridian at Lake San Marcos offers three stay options — the Independent Living, Assisted Living and Memory Care — which can be availed on a monthly fee payment basis. The facilities in the retirement community includes a beautiful 22,000 sq.ft. Clubhouse, heated swimming pool, a movie theatre, a well put-together library, a fitness room, two gourmet dining rooms and well-appointed living quarters with all the modern-day comforts.

The retirement community also has special arrangements made to take care of a resident's day-to-day needs like scheduled medical appointment, incontinence care, weekly-revised nutritional program, bathing and grooming assistance, and other life enrichment activities.

The Meridian is among the few retirement communities that curates events round the year, which help residents to connect with each other, enjoy a fun evening and lead a socially active life.

Luxury living doesn't get better than this.

# the meridiAn

Pacifica's new San Marcos senior living community offers independent living, assisted living and memory care, all designed for those looking for more out of life

**ABOVE:** (Clockwise) One of the two gourmet dining rooms; the reception lobby at the retirement community; a section of the clubhouse; movie theatre

# A hOme tO retire in



Presenting our latest addition in the Senior Citizen Living Community — St. Andrews Memory Care, Portland

Of all our portfolio-building initiatives, the one that remains close to our heart is Senior Citizen Living. While we concede that owning a home is important, as you walk towards the golden years, you need more than just another home. You need a community, which comes with a bevy of facilities and peers with whom you can interact even as you continue living an independent life.

St. Andrews Memory Care in Portland, Pacifica's new acquisition, is one such community. Part of the State of Oregon's dementia care reimbursement program, this former 84-bed Chapel is known for its brilliant healthcare programme for those suffering from Alzheimer's and other forms of dementia. Spread over 2.32 acres, the community offers a warm, inviting and familiar environment that helps reduce the feeling of loneliness and confusion.

Located in a five-storey tall building, the community is home to residents aged 65 years and above. It offers stay options that are tailor-made to an individual's mental and health needs. While Level 1 of the community homes those in need of minimal care, Level 3 is for people with critical healthcare requirements. The serene and soothing ambience of St. Andrews Memory Care ensures that residents view it as their second home, a space where they can interact with new friends in a community that makes twilight years wonderful.

**Above:** Living area in the St. Andrew estate  
**Below:** An open garden for walk at the facility; happy residents posing for the camera

Known for its innovative healthcare solutions in San Marcos, The Meridian at Lake San Marcos offers three stay options — the Independent Living, Assisted Living and Memory Care — which can be availed on a monthly fee payment basis. The facilities in the retirement community includes a beautiful 22,000 sq.ft. Clubhouse, heated swimming pool, a movie theatre, a well put-together library, a fitness room, two gourmet dining rooms and well-appointed living quarters with all the modern-day comforts.

The retirement community also has special arrangements made to take care of a resident's day-to-day needs like scheduled medical appointment, incontinence care, weekly-revised nutritional program, bathing and grooming assistance, and other life enrichment activities.

The Meridian is among the few retirement communities that curates events round the year, which help residents to connect with each other, enjoy a fun evening and lead a socially active life.

Luxury living doesn't get better than this. ■

# the meridiAn

Pacifica's new San Marcos senior living community offers independent living, assisted living and memory care, all designed for those looking for more out of life

**ABOVE:**(Clockwise) One of the two gourmet dining rooms; the reception lobby at the retirement community; a section of the clubhouse; movie theatre

# Reaching for the stars

One of the finest examples of Communist-era architecture and a landmark in Prague, Žižkov Television Tower has been admired as much for its structural engineering as it is for its architectural design

**t**o many Žižkov Television Tower serves as the reminder of the bygone Communist era. To others, it is the most admirable example of modern-day structural engineering. And yet to many, it is a marvel of modern architecture.

To whichever camp you may belong, there is little doubt that the 216-metre high Žižkov Television Tower is, and will, remain the most outstanding building built in Prague. Designed by architect Václav Aulický and structural engineer Jiří Kozák and built between 1985 and 1992, the tower features three 134-metre long cylindrical tubes, of which three of the pods, positioned directly beneath the decks at the top of the tower, are used for equipment related to the tower's primary

**ABOVE:**The popular Chef Ondrej Soukup restaurant is located in the lower pod of the tower **RIGHT:**An all-lit up Žižkov Television Tower at night

function and are inaccessible to the public.

The remaining six pods are open to visitors, the highest of which are observation rooms at 100-metre (328 feet above ground level), providing for a panoramic view of Prague and the surrounding areas. The last and highest pod stores broadcasting technology.

The lower three, approximately half-way up the length of the pillars, have a recently refurbished restaurant and café bar. The base of the tower is formed by a round ferro-concrete foundation with a 30-metre diameter and weighs a stunning 12,000 tonne. Often used as a meteorological observatory, the tower is the member of the World Federation of Great Towers, an association of international towers.

A perfect example of high-tech architecture, Žižkov Television Tower stands on the top of a hill in the district of Žižkov and derives its name from this hill. It is visible from across Prague, irrespective of where you stand in the city.

Although like many other communist-era buildings Žižkov Television Tower was criticized for its unconventional design, across the world it has also come to be seen as a fascinating building. In fact, in 2000, Czech sculptor David Černý worked on a special theme called 'Babies' as a tribute to the TV tower and its creators. The 10 black toddler sculptures seen across the tower façade are a tourist attraction.

Rumour had it that the tower was planned as a transmission jammer that could be of potential

# Reaching for the stars

One of the finest examples of Communist-era architecture and a landmark in Prague, Žižkov Television Tower has been admired as much for its structural engineering as it is for its architectural design

**t**o many Žižkov Television Tower serves as the reminder of the bygone Communist era. To others, it is the most admirable example of modern-day structural engineering. And yet to many, it is a marvel of modern architecture.

To whichever camp you may belong, there is little doubt that the 216-metre high Žižkov Television Tower is, and will, remain the most outstanding building built in Prague. Designed by architect Václav Aulický and structural engineer Jiří Kozák and built between 1985 and 1992, the tower features three 134-metre long cylindrical tubes, of which three of the pods, positioned directly beneath the decks at the top of the tower, are used for equipment related to the tower's primary



**ABOVE:**The popular Chef Ondrej Soukup restaurant is located in the lower pod of the tower **RIGHT:**An all-lit up Žižkov Television Tower at night

function and are inaccessible to the public.

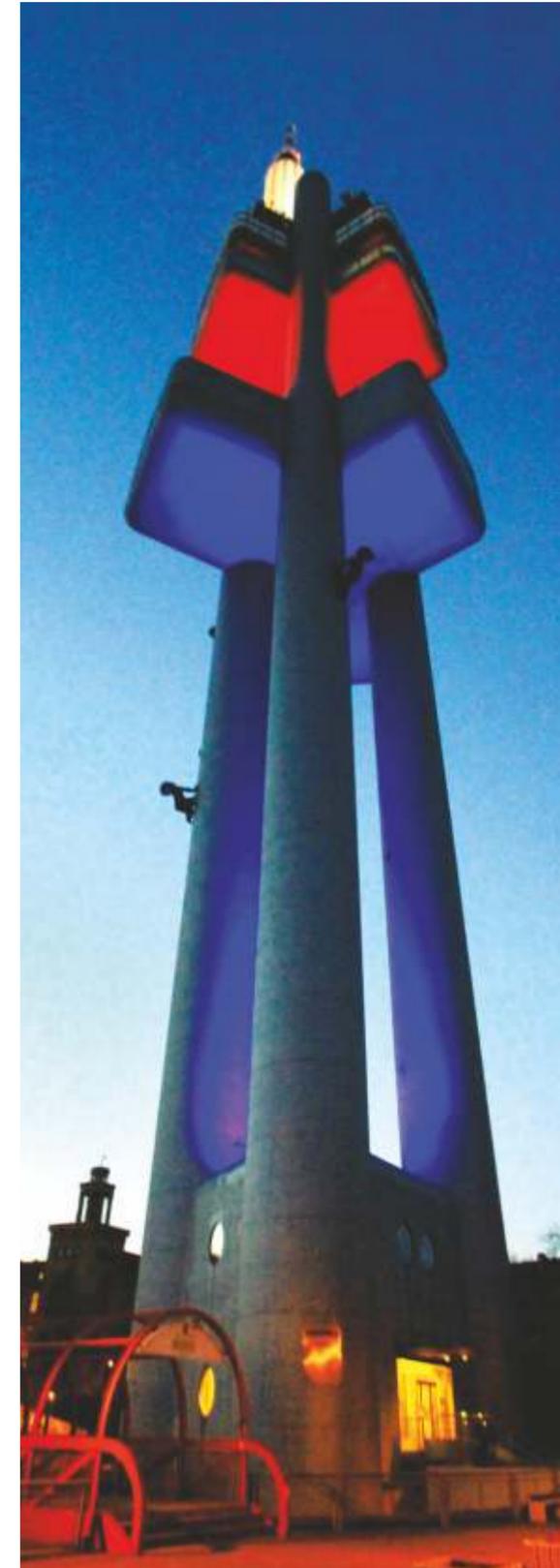
The remaining six pods are open to visitors, the highest of which are observation rooms at 100-metre (328 feet above ground level), providing for a panoramic view of Prague and the surrounding areas. The last and highest pod stores broadcasting technology.

The lower three, approximately half-way up the length of the pillars, have a recently refurbished restaurant and café bar. The base of the tower is formed by a round ferro-concrete foundation with a 30-metre diameter and weighs a stunning 12,000 tonne. Often used as a meteorological observatory, the tower is the member of the World Federation of Great Towers, an association of international towers.

A perfect example of high-tech architecture, Žižkov Television Tower stands on the top of a hill in the district of Žižkov and derives its name from this hill. It is visible from across Prague, irrespective of where you stand in the city.

Although like many other communist-era buildings Žižkov Television Tower was criticized for its unconventional design, across the world it has also come to be seen as a fascinating building. In fact, in 2000, Czech sculptor David Černý worked on a special theme called 'Babies' as a tribute to the TV tower and its creators. The 10 black toddler sculptures seen across the tower façade are a tourist attraction.

Rumour had it that the tower was planned as a transmission jammer that could be of potential



## Žižkov Television Tower AT A GLANCE



Height: **216m**  
 Cost of construction: **USD\$19 million**  
 Restaurant at: **65m**  
 No of steps: **864**  
 Elevators: **3 running at 4m/s**  
 Year of completion: **1992**



**besT seATs In ThE cITy:** The comfortable observation floor that offers a stunning view of the city

### The luxury 'One Room Hotel' was added in early 2013 and much like its name consists of one luxurious suite

use as a communications facility for the Warsaw Pact forces, in the event of an attack on NATO. By the turn of the decade, Žižkov Television Tower became an unmistakable landmark.

Over the years though, the Žižkov Television Tower has undergone complex reconstruction that saw the interiors of the tower change to suit the tourists, and only the original glass and peripheral walls remain. Unused rooms were merged to create an observation floor that offers a stunning view of the city. Other addition included a new restaurant, Chef Ondrej Soukup, which features

a range of cuisines, including their specialty 'neck of lamb' soup, besides French and Asian fare. The luxury 'One Room Hotel' was added in early 2013 and much like its name consists of one luxurious suite. And finally, the floor that once housed the analogue broadcast equipment was made into a colocation datacenter with a capacity of 64 racks, rented out to people looking for some stargazing.

The ingenuity of the designers of the Žižkov Television Tower lie in the way how two people gave a concrete form to the adage — reaching for the stars. ■

# Beach haven

Pacifica Host Hotels, the hospitality management arm of Pacifica, continues to expand its hotel network in with Autograph Collection by Marriott's Pier South Resort

When it comes to beachfront hotels, the challenge, often, is to build a property that can be an added attraction on the beach, if not the raison d'être for visiting the destination. Pacifica Host Hotels' new property, the Autograph Collection by Marriott's Pier South Resort at Imperial Beach, San Diego's first luxurious hotel, is an exception.

The all-new, stunning property is the first full service hotel to adorn the shores of the Imperial Beach. The uber upscale property sits on the shores of the legendary surf break Boca Rio, about 10 miles from Coronado Island, and has 78 affluently-styled suites, with each suite offering a panoramic

view of the Pacific Ocean. One of California's beachfront contemporary resorts, the hotel is a part of Marriott's Autograph Collection brand. It's also the second property that Pacifica Host Hotels is managing in this region.

Unconventional design aside, the property also features a coastal tavern and offers a gamut of the quintessential California activities such as surfing,

kayaking, paddle boarding and pier fishing.

Pier South Resort is the 36 hotel in Pacifica Host Hotel's portfolio, and is a significant part of the City of Imperial Beach and its waterfront redevelopment plans. The brand also manages Hotel Indigo San Diego in Del Mar.

**ABOVE:**The sunset view from Pier South Resort

**BELOW:** A view of the hotel at night

## Žižkov Television Tower AT A GLANCE

**besT seATs In THE cITy:** The comfortable observation floor that offers a stunning view of the city

### The luxury 'One Room Hotel' was added in early 2013 and much like its name consists of one luxurious suite

use as a communications facility for the Warsaw Pact forces, in the event of an attack on NATO. By the turn of the decade, Žižkov Television Tower became an unmistakable landmark.

Over the years though, the Žižkov Television Tower has undergone complex reconstruction that saw the interiors of the tower change to suit the tourists, and only the original glass and peripheral walls remain. Unused rooms were merged to create an observation floor that offers a stunning view of the city. Other addition included a new restaurant, Chef Ondrej Soukup, which features

a range of cuisines, including their specialty 'neck of lamb' soup, besides French and Asian fare. The luxury 'One Room Hotel' was added in early 2013 and much like its name consists of one luxurious suite. And finally, the floor that once housed the analogue broadcast equipment was made into a colocation datacenter with a capacity of 64 racks, rented out to people looking for some stargazing.

The ingenuity of the designers of the Žižkov Television Tower lie in the way how two people gave a concrete form to the adage — reaching for the stars.

Height: **216m**  
 Cost of construction: **USD\$19 million**  
 Restaurant at: **65m**  
 No of steps: **864**  
 Elevators: **3 running at 4m/s**  
 Year of completion: **1992**

## Beach haven

Pacifica Host Hotels, the hospitality management arm of Pacifica, continues to expand its hotel network in with Autograph Collection by Marriott's Pier South Resort

When it comes to beachfront hotels, the challenge, often, is to build a property that can be an added attraction on the beach, if not the raison d'être for visiting the destination. Pacifica Host Hotels' new property, the Autograph Collection by Marriott's Pier South Resort at Imperial Beach, San Diego's first luxurious hotel, is an exception.



view of the Pacific Ocean. One of California's beachfront contemporary resorts, the hotel is a part of Marriott's Autograph Collection brand. It's also the second property that Pacifica Host Hotels is managing in this region.

Unconventional design aside, the property also features a coastal tavern and offers a gamut of the quintessential California activities such as surfing,

The all-new, stunning property is the first full service hotel to adorn the shores of the Imperial Beach. The uber upscale property sits on the shores of the legendary surf break Boca Rio, about 10 miles from Coronado Island, and has 78 affluently-styled suites, with each suite offering a panoramic

kayaking, paddle boarding and pier fishing.

Pier South Resort is the 36 hotel in Pacifica Host Hotel's portfolio, and is a significant part of the City of Imperial Beach and its waterfront redevelopment plans. The brand also manages Hotel Indigo San Diego in Del Mar.

**ABOVE:**The sunset view from Pier South Resort

**BELOW:** A view of the hotel at night



# The power of knowledge

For all the accolades Napoleon Hill, the popular self-help author, garnered during his lifetime, his own life was a case of 'Great Expectations' propelled by his own thirst for life and knowledge

**T**he greatest achievers are not found in the realisation of the goal, but in the will to continue when failure breeds doubt. Napoleon Hill lived this adage.

Oliver Napoleon Hill was born in Wise County, in 1883. Contrary to his later years, Hill led his childhood in a primitive land where poverty, illiteracy and superstition ruled. Nicknamed Nap, Hill was 10 when his mother passed away, leaving his father, James Hill, an ill-equipped single parent, to take care of him.

As a child, Hill, enamoured by the outlaw Jesse James, carried a six-shooter on his hip and terrorized the county citizens. The entry of Martha, Nap's stepmother and guiding light, changed him completely.

Martha recognised the boy's potential and suggested that he used his overactive imagination to become a writer. She spent the next year tutoring him. She promised to buy him a typewriter if he gave up his six-shooter. "If you become as good with a typewriter as you are with that gun, you may become rich and famous." Hill agreed.

At 15, he became a freelance reporter for a group of rural newspapers, followed, a few years later, by a job with Bob Taylor's Magazine, a popular periodical that offered advice on how to achieve power and wealth. His first major interview was with the then richest man in the US, Andrew Carnegie.

Hill intently listened as the Pittsburgh steel magnate recounted his extraordinary accomplishments and proffered his theories on personal achievement. "It's a shame that each new generation must find the way to success by trial and error when the principles are really

The man who  
knows exactly  
what he wants...  
has no difficulty  
in believing in  
his own ability to  
succeed

# The power of learning knowledge

For all the accolades Napoleon Hill, a popular self-help author, gained in his lifetime, his own life was a 'Great Expectations' proper. A thirst for life and knowledge.

**T**he greatest achievers are those who realise the goal, but it is when failure breeds doubt that this adage.

Oliver Napoleon Hill was born in 1883. Contrary to his later years, Hill was born in a primitive land where poverty, illiteracy ruled. Nicknamed Nap, Hill was 10 weeks away, leaving his father, James Hill, his parent, to take care of him.

As a child, Hill, enamoured by the gun, carried a six-shooter on his hip and was a terror to his citizens. The entry of Martha, Nap's stepmother, in the light, changed him completely.

Martha recognised the boy's potential and that he used his overactive imagination. She spent the next year tutoring him. She said, "Buy him a typewriter if he gave up his dream to become as good with a typewriter as you may become rich and famous." Hill was determined.

At 15, he became a freelance reporter for rural newspapers, followed, a few years later, by Bob Taylor's Magazine, a popular publication. His advice on how to achieve power and success in a major interview was with the then rich and powerful Andrew Carnegie.

Hill intently listened as the Pittsburgher recounted his extraordinary adventures and proffered his theories on personal achievement. He was ashamed that each new generation must learn success by trial and error when the

clear-cut," Carnegie told him. What the world needed, he suggested, was a philosophy of achievement, a compilation of success principles from the country's greatest businessmen and leaders.

Carnegie gave Hill an offer: "Commit the next 20 years, without compensation, to documenting and recording such a philosophy of success, and I would introduce you to the wealthiest and successful men of the time." Hill relented. For the next two decades, between numerous business ventures and starting a family, he met Theodore Roosevelt, Thomas Edison, John D. Rockefeller, Henry Ford, Alexander Graham Bell, among other giants. Carnegie believed that "the man who knows exactly what he wants has no difficulty in believing in his own ability to succeed". This became the foundation for Hill's later writings and professional focus.

By 1912, driven by the growing belief that fame still awaited him, Hill, now father to three sons, moved alone to Chicago. For the next 17 years, he worked as a copy writer, candy store owner and teacher of a correspondence course in salesmanship. During World War I, Hill wrote to President Woodrow Wilson, offering his services. Wilson was the president of Princeton University when Hill had interviewed him as part of his Carnegie research project. By the end of the war, Hill was certain of his calling as a writer.

He went to Chicago printer George Williams and pitched the idea of a magazine dedicated to a philosophy of success: 'Napoleon's Golden Rule' would be a blend of biblical psalms, gospel teachings and the lessons he had learned from his research. The magazine was an instant success.

However, a rift in his business relationship led Williams to seize control of the magazine. Unfazed, Hill moved to New York. By April 1921, he found financial backing for 'Napoleon Hill's Magazine', which became a bigger success and established him as 'America's resident philosopher-laureate of success and ethics'.

Unfortunately, his colleagues got embroiled in a bad business venture, and a few months later, the magazine folded up. Hill moved to Ohio and purchased and operated

a business college that offered courses in journalism, advertising and public speaking. This is where he met Don Mellet, publisher of the Canton Daily News, who persuaded him to write a book based on his research. However, an unfortunate turn of event left Mellet dead, sending Hill into depression. This was 1927. Hill was 44.

With Carnegie's principles, Hill, once again, set off to Philadelphia in search of a publisher for the book. After numerous rejections, Connecticut publisher Andrew Pelton agreed to print the book. Hill's eight-volume 'Law of Success' released on March 26, 1928, offering collective wisdom of the greatest achievers of that era.

Hill was now earning \$2,500 a month and lived in Catskill Mountains mansion with his family. Great Depression spoiled it again for him. The fat royalty checks dried up; the home in Catskills had to be sold; and the dream of a success school was shelved.

Despite the setbacks, when President Franklin Delano Roosevelt asked him to join the staff of his National Recovery Administration to help inspire public confidence, he accepted. This job came at a personal cost. Hill divorced in 1935. Among his contributions is said to be one of the president's most famous lines: "We have nothing to fear, but fear itself."

When his duties ended, Hill returned to the lecture circuit. In early 1937, while in Atlanta, he met Rosa Lee Beeland. They married a few months later and she laboured with him on his next manuscript, 'The Thirteen Steps to Riches'. After months of editing and rewriting, he showed the completed manuscript to his publisher, Andrew Pelton, who initially balked, saying it too

closely resembled 'Law of Success'. But at Rosa's insistence, he gave it a more thorough read before finally publishing it as 'Think and Grow Rich'. The book has sold more than one million copies till date and is considered the Bible of self-improvement book of all times. "If you can conceive it and believe it, you can achieve it."

In that one short statement, Hill had laid down his philosophy for personal achievement and set in motion a movement that inspired millions for generations to come. ■



The man who knows exactly what he wants... has no difficulty in believing in his own ability to succeed



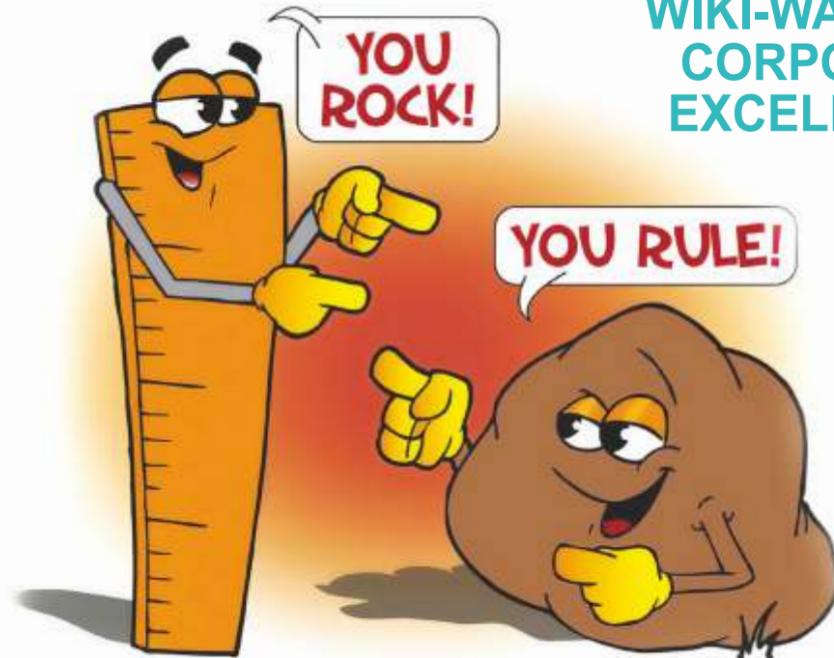
Brad, in our latest acquisition frenzy we acquired one of our own company. The bad news: we are in debt again. Good news: The stock is up 11 points.

## HE SAID IT!

"If a CEO is enthused about a particularly foolish acquisition, both his internal staff and his outside advisors will come up with whatever projections are needed to justify his stance. Only in fairy tales emperors are told they are naked."

— Warren Buffet

## YOUR WIKI-WAY TO CORPORATE EXCELLENCE



**Above-board**  
Honest and open

**Aces in their places!**  
Get back to your station, Boss is in

**Acluistic**  
Clueless and happy

**Aggressive mediocrity**  
A conscious effort to ensure that the bare minimum, and nothing more, is achieved

**Al Desco**  
Meal eaten at your desk

**ALAP**  
As Late As Possible

**Alpha pup**  
Boss' new favourite

**Anecgloat**  
A story told to impress

BOOKINGS  
OPEN

# VADODARA'S Finest Residences



## HE SAID IT!

"If a CEO is enthused about a particularly foolish acquisition, both his internal staff and his outside advisors will come up with whatever projections are needed to justify his stance. Only in fairy tales emperors are told they are naked."

— Warren Buffet

Brad, in our latest acquisition frenzy we acquired one of our own company. The bad news: we are in debt again. Good news: The stock is up 11 points.

## YOUR WIKI-WAY TO CORPORATE EXCELLENCE

**Above-board**  
Honest and open

**Aces in their places!**  
Get back to your station, Boss is in

**Acluistic**  
Clueless and happy

**Aggressive mediocrity**  
A conscious effort to ensure that the bare minimum, and nothing more, is achieved

**Al Desco**  
Meal eaten at your desk

**ALAP**  
As Late As Possible

**Alpha pup**  
Boss' new favourite

**Anecgloat**  
A story told to impress



★★★★★★  
Vadodara's first  
CRISIL Rated 6 ★ Project



Site Address : Bhayli - Vasna Road,  
Nr. Proposed Swaminarayan Temple,  
Vadodara - 391410.



SAN TROPEZ @ Madrid County  
4BHK  
LUXURY VILLAS



SAN MARTIN @ Madrid County  
2BHK  
LUXURY APARTMENTS



SAN LUCAS @ Madrid County  
2/2.5/3/4BHK  
LUXURY APARTMENTS



CASA LAKESIDE  
4 BHK VILLAS



Site Address : Bil-Chapad Road, Nr. Bil Village  
Off. Padara Road, Vadodara

☎ : 99789 90338, 97129 11407, 96876 41719



Corporate Headquarters - India

311, Iscon Mall, Above Star Bazaar, Satellite, Ahmedabad - 380015

Landline : +91 79 40027785 Fax : +91 79 40027786

Residential | Senior Living | Townships | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

Offices : Ahmedabad - Vadodara - Chennai - Hyderabad - Bengaluru - NCR

SMS : PACIFICA to 54242 | www.pacificacompanies.co.in | info@pacificacompanies.com





★★★★★  
CRISIL RATED 5 STAR PROJECT

## HURRY!!! BOOK YOUR DREAM HOME AT CHENNAI'S FIRST LIFESTYLE CITY



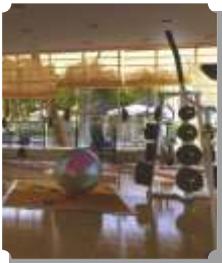
**BOOKINGS  
OPEN**

Happiness & Pride Towers

\*Conditions Apply

- Spacious 2BHK Apartments starting at 48 lakhs only\*

### - State-of-the-Art Amenities --



**DTCP APPROVED**

#### HIGHLIGHTS -

- A vast array of lifestyle and recreational amenities to help you relax and rejuvenate
- Spectacular sea views from the top floors
- Construction in full swing
- 24x7 property management services
- Model apartments ready



**TRUST . QUALITY . ETHICS**

Contact : +91 8939638264, +91 9884196044, +91 9884196600 SMS CODE : 54242

SITE ADDRESS : Pacifica Companies, Near SRR Engineering College,  
Rajiv Gandhi Salai Road ( OMR ),Padur, Chennai - 603103

E-mail: info@pacificacompanies.com • Website: www.pacificacompanies.co.in

AHMEDABAD | CHENNAI | VADODARA | HYDERABAD | BENGALURU | NCR — RESIDENTIAL | TOWNSHIPS | PLOTTED DEVELOPMENT | SENIOR LIVING | HOTELS | IT PARKS | COMMERCIAL

