

# PACIFIC BOUZZ

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## 10<sup>th</sup> Anniversary

Wishing everyone affiliated to Pacifica India, a delightful decennial!

### In This Issue

**AWARDS** Pacifica bags Digital and Print Campaign accolades at The Realty Plus Awards.



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# MD's Insight

“These 10 years have been remarkable years of warmth, friendship, support and new beginnings”

**D**ear Readers,  
We are now 10 years old in India and still going strong! A decade is a long time for a real estate company, particularly a young one like Pacifica Companies, and I am talking about our 10 amazing years with our customers and team members. During these years, Pacifica has moulded itself to face challenges and to deliver on promises. I'm humbled and thankful for your support over all this time and we hope to sow and build a stronger relationship from hereon.

Pacifica entered the decade with a staff of two and one project in the pipeline. Today, it has a staff of about 300+ employees, has delivered

3 million sq feet, and has another 8 million under construction. With offices spread across 5 states and 7 cities, Pacifica is all set to make its mark in the real estate segment.

These 10 years have been remarkable years of warmth, friendship, support and new beginnings.

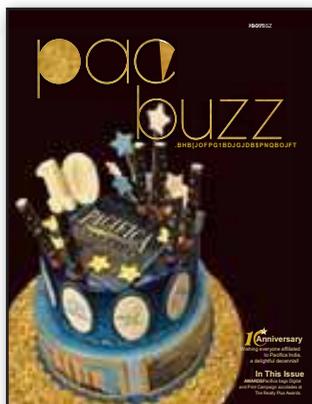
I dedicate this 10th Anniversary issue to all our readers, members and the Pacifica team. I am sure you will find this edition interesting as we have included three more sections in the magazine. In 'MEET OUR PARTNERS' section we ask our channel partners to share their views about Pacifica Companies and their role in shaping so many dreams. We have also introduced a section for 'TEAM PACIFICA', in which



team members get to speak about their role in, and their passion for the company. 'Property Guru' is a special inclusion that we have made to give our readers and customers some great investment tips and marketing insights.

We hope you enjoy this edition.  
With best wishes

**RAKESH (ROCKY) ISRANI**  
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ANNIVERSARY



# A Perfect TEN

Here's wishing everyone affiliated to Pacifica India, a delightful decennial!

Headquartered in San Diego, Pacifica Companies has been a real estate firm since 1977, with operations that span the world. Characterised by diverse and contemporary building projects, our bases have quickly expanded to Mexico and India.

Pacifica is proud to be involved in changing the realty landscape in India for the last decade now through the introduction of top-notch and creative architecture in the residential, commercial and hospitality sector. As an expanding MNC, it is our pleasure and delight to introduce only the best architectonics to the nation that suits its varied topography and cultural requirements. In the last decade, our accomplishments and milestones have been many and their mention would require more space than this magazine allows but some of the highlights are that we have grown to be \$2.7 Billion Asset Company. Our vast portfolio includes building, designing and the acquisition of townships, senior living facilities, plotted developments, hotels, IT Parks, business parks and commercial



spaces. Our presence is felt strongly in 6 major cities in India and we plan to take that further.

In terms of numerical figures, we now own over a 100 hotels, have over a 1000 acres of land invested in various developments, more than 3 million sq. ft. of which are delegated to office and retail development. We have delivered 1.4 million sq. ft. of home spaces in the last ten years and have more than 3,000 homes in development that will be delivered before the end of 2015.

Such marvelous enterprise requires a befitting ceremony. On our decennial which happened to be the 15th September 2015, Pacifica brought on the celebrations with a lavish lunch buffet at the Ahmedabad Management Association. Our personnel is the driving force that has nailed our success firmly in a new market in such a short span of time and the main intent behind the occasion was to honour the biggest contributors who have helmed our victory. Kushan Pandya, Manager of Human Capital was awarded as the winner of

Recognition Day and Jagdish Makwana, the Office Boy and Satish Gole, Purchase Officer were declared as runner-ups. Special mentions were made to Nirav Patel, the Commercial Manager of Madrid County and the Manager of Horticulture, Asif Memon for their immense work.

Punctuality is a quality we treasure in our corporate culture and Kaushik Patel, Kushan Pandya, Priyanka Patel, Amit Thakkar, Jagat Shukla, Hitendra Patel, Nirav Patel and Bhagvatsinh Parmar were rewarded for being 'on time, every time' during the workdays of 2014. All our award winners were personally felicitated by the M.D. of Pacifica, Rocky Israni and Guest Relations Manager, Sunita Punjabi. Communication is key to the sustenance of any healthy relationship, even at work - we spent a substantial amount of time addressing queries in a QnA session between the Management and Employees.

Every employee was gifted a Pacifica embossed tiffin-box to commemorate the day. No joyous occasion is complete without cake, and we concluded the event with cake-cutting.

## AWARDS

Pacifica has always been admired for the artistry and creative excellence of its digital and print campaigns. Not surprisingly, Realty Plus rewarded our advertising strategies.



# High-caliber Campaigns

The 7th Realty Plus Conclave and Excellence Awards (South) 2015, held at Hotel Royal Orchid, Bangalore, on 16th October 2015, was a glittering event that witnessed the best of the real estate fraternity coming together on a single platform.

The evening had a fitting finale, after a day choc-a-block with panel discussions on real estate development, with the 7th Realty Plus Excellence Awards (South), that rewards the best in the real-estate sector. The process of choosing winners began with inviting entries. The response was overwhelming, with entries pouring in from builders, developers, interior designers, architects, property advisors, brokers, realtors and real estate media, among others.

The highlights of the conclave was the unveiling of a realty coffee-table book called *India's Top 100 Luxury Projects* and a

series of engaging conversations by some of the trailblazers in the realty business, on the relevance of technology in an era-changing real-estate industry and the increasing demand for luxury homes in India.

Pacifica has had a very strong presence at the Realty Plus Excellence Awards in the past, and this year has been no different. *Aurum*, our luxury V.I.P. housing and luxurious villa project in Chennai proved to be the company's trump card this year — the project bagged two awards namely 'Digital Campaign of the Year' and 'Print Campaign of the Year.' The jury panel of The Realty Plus Excellence Awards 2015 consisted of some top industry professionals and leaders.

The memorable evening came to a close with cocktail party followed by a gala dinner. ■

# Round Table

Pacifica has an *open-door* policy where the opinion of every employee counts. Some quotes from our cherished staff across many departments



**Mustaq. SK,**  
Sr. Manager Marketing

“ On my Job I have a lot of challenges, deadlines and the pressure to be perfect. I see them all as opportunities to see how far I can push myself, excel at what I do, and be a valuable contributor to a team. The best part of my job is that it doesn't feel like a job at all. Everyday offers something different, and today excites me more than the yesterday”



**Pallavi S. Nair,**  
Senior Architect -  
Central Planning and Projects

“ I have a burning passion for Architecture. Pacifica's challenging opportunity to make 'dreams come true' for many within their financial parameters , a good working environment within a global corporate family , offers me motivation to meet each goal ,and the sense of accomplishment is overwhelming. My main responsibilities involve interacting with everyone on different levels of the organization and across all functional areas.”



**Ms. Nirmala M.**  
Manager - Client Servicing

“ Pacifica company is an amazing place to work. They offer not just an interesting job but also better growth prospects. I am proud to see what I have accomplished because of the supportive organisation. Pacifica Company provides a multitude of opportunities to interact with different people, to grow, to teach, to promote or to be promoted, which is endless.”



# Culinary QUEEN

PACIFICA EMBARKS ON A QUEST TO SNIFF OUT THE COOLEST COOK AT MEADOWS@GOKULDHAM. HERE'S HOW





Pacifica has garnered quite a reputation over years as organisers of fun-filled events for their home buyers, especially in the city of Ahmedabad.

To celebrate Friendship Day, Pacifica hosted a cooking contest called 'Kitchen Queen' at Meadows@Gokuldham for its residents. Thirty two excited couples showed-off their culinary skills – the team was led by a female resident while a family member was present to assist.

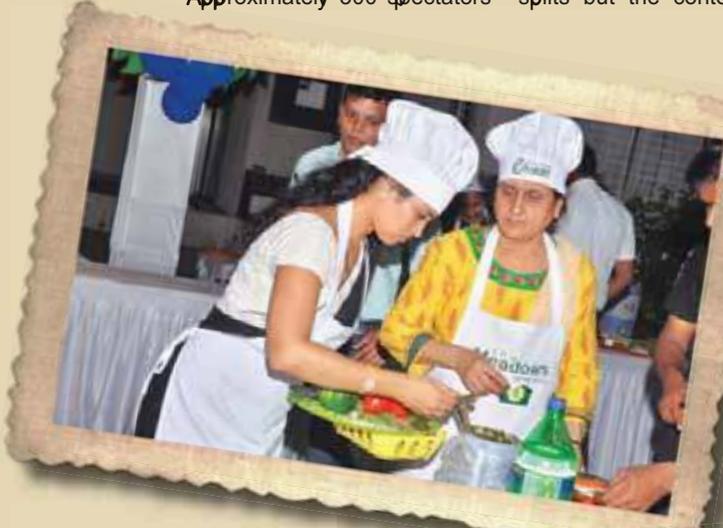
Approximately 300 spectators

cheered the contestants on the quest to find the best MasterChef of Meadows Phase 1.

Judging the event were chefs from the 'Courtyard by Marriott'- Chef Rama Mishra and Chef Vikas. The contest was broken down into four rounds. The first was a food quiz that ascertained the contestant's culinary knowledge. In the second, a whole load of brawn was put to the test; a speedy onion and tomato chopping contest left the audience in splits but the contestants in onion-induced

tears. The next round tested their snack-making skills as the contestants were asked to prepare either a sandwich orchaat (mixed vegetables) andchaas (buttermilk) as a cooler. The last round required the teams to prepare a main course, which consisted of an innovative paneer (cottage cheese) recipe with an Indian bread on the side.

The judges sampled 32 different recipes and choosing the winner was a difficult task. After putting a lot of thought



KK<TK&&



into the matter, Usha Vyas was declared winner while Anjali Ranka and Neha Jain were chosen as runner-ups. The prizes were an attractive kitty of goodies; the winner was awarded a griller, there was a blender for the first runner-up, and a tiffin and heater for the second.

Did we forget to mention that every winner was awarded a 'Kitchen

Queen' trophy to honour their culinary triumph?

The demonstration worked up quiet an appetite and the evening was brought to a close with a delicious dinner spread and children's games like musical chairs and the chilly eating-competition. A resident from Villa 137 named Pallavi Seth was so overwhelmed that she even

recited an impromptu poem on the spot, to express her elation. The event was so enjoyable that even the *Ahmedabad Times* covered the affair in their Saturday listings.

After the resounding success of Meadows Phase-1, Pacifica has commenced bookings for the second phase of the project. ■



# The Meadows @ Gokuldham

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# The Right INVESTMENT

Experts believe that buying property in a sluggish market, when rates are stable and there is enough inventory to choose from, can prove to be a rather good investment.

“ There is no doubt that the Indian property market is going through a downturn. But this is a cycle – the market goes through phases of growth as well as depression. For instance, at present, there are more houses ready for sale than there is demand for. If we look at the difficulties developers are facing in selling homes, the Indian market is sluggish, though still not at the lowest point of the trough.” This is Anuj Puri, Chairman and Country Head, Jones Lang LaSalle India, an international property consultant with offices in India.

However, according to him, this is also the best time to buy property. “The demand for intelligently-priced units will always be there,” he says. “This is a good market to buy in for people. The property prices are stable and are unlikely to go up too much, since developers want to ensure the sale of the units. There are interesting bargains available in the market. There is a good inventory to choose from. Buying into a township project will give you access to beautifully designed homes, with great infrastructure.”

It helps that inflation is, by and large, under control and the RBI has reduced borrowing rates. According to Mudassar Zaidi, National Director – Residential, “The year will see home buyers benefiting from reduced borrowing rates, increased developer-focus on affordable homes, largely stable prices, better job and income prospects. Affordable luxury housing will clearly be the flavour of the season in 2016.”

He suggests buying into an under construction

property so that you get a good price from the developer, are in a position to raise funds to buy that property in case you are looking for a loan, and are able to actualise a much higher price for your property once the market bounces back. Zaidi says though the real estate industry has been going through hard times for more than a year now, for buyers, Indian real estate is more lucrative than it has ever been before.

Here are three major reasons why Zaidi and Puri suggest buying in a sluggish market:

- The price growth of apartments has been more or less flat in the major Indian cities for more than a year. There are handsome discounts on offer and buyer-friendly home loan deals that can actually make a lot of sense in today's market conditions. In short, this is a buyer's market.
- Real estate is a far stable asset than other financial instruments which people invest in. Real estate investment remains rock solid, even in adverse market conditions, with an extreme scenario of a nominal loss. The share market does not provide this security, and can in fact wipe out an entire life's savings in a day.
- The Indian government's smart city plan is likely to shore up the property rates. It may take a few years to initiate the process and complete these undertakings. However, the real estate market operates on anticipatory sentiment, so property markets in those cities will start showing more buoyancy. This means that real estate investments there will yield better returns in the long run.

Given the lack of risk involved in purchasing a property and the kind of yield it can achieve from both rent and sale, buying real estate in sluggish market could be the most logical investment. ■



# Vedic HOMES

Harness the ancient wisdom of the Vaastu Shastra to bring happiness and prosperity into your living space. This is the first part of an ongoing series.



**D**erived from Sanskrit, the word 'Vaas' connotes a dwelling or an abode. 'Shastra' symbolises a science, or an area of study. It would be fair to define Vaastu Shastra as the 'art' of living in harmony with your surroundings. More than 3,000 years old, its principles are derived from esoteric wisdom combined with scientific application. This series is dedicated to using these principles to manifest peace, happiness and prosperity.

Vaastu divides every home into nine zones — each dedicated to a Hindu deity and a corresponding direction. Think of your home as a Rubik Cube containing nine smaller blocks which serve individual functions. You may also require a mariner's compass, should you get confused with directions:

**THE EAST** is the direction of the rising sun, governed by Lord Indra. This area relates to our health and prosperity. Living rooms and studies are best plotted here.

**THE WEST** Lord Varuna gives us rain and water. This area represents cleansing and nurture. Water closets and bathrooms should be built here.

**THE NORTH** Kubera, who has incalculable stores of wealth and prosperity, resides here. This direction is considered very auspicious, and anyone who keeps their safe and financial instruments such as wallets, jewellery, cheque-books and credit cards here, will see their money multiply. This area represents privacy and solitude, bedrooms must be built here.

**THE NORTH EAST** Place either a water-fountain or an aquarium here. This area is ruled by Chandra, who controls lunar cycles and sleep.

**THE NORTH WEST** is ruled by Vayu, Lord of the winds, who rules communication. Guest rooms and offices should be built here.

**THE SOUTH** Minimal activity should be performed here as this direction is ruled by Yama, the God of Death. The use of the southern region is banned for all auspicious functions.

**THE SOUTH EAST** is ruled by Agni, and all pantries, furnaces, boilers, heaters go here. Your kitchen should ideally be built here. The East is where the sun rises and temperatures are significantly higher in the southern hemisphere. Placing cooling appliances such as air-conditioners or coolers here will result in a clash in temperatures causing its occupants to get frequent fevers and colds.

**THE SOUTH WEST** is considered home to the demoness Nairuti. Storage Rooms, garbage bins or heavy immovable goods should be placed here. Water appliances such as faucets, water tanks and bathrooms should NEVER be built here as they could get contaminated by dark energy and prove harmful to man.

**THE CENTRE** The very middle of the house belongs to the element of space, and represents abstractions and a void. Keep nothing here as far as possible.

Even though the functions of the spaces seem bound by religious beliefs, careful thought will allow you to decipher logic and common sense. ■





Your morning sip of coffee



your evening snacks

# CELEBRATING A DECADE OF LOVE & COMMITMENT..

**The Meadows**  
@ Gokuldhham  
Luxurious Villas, Ahmedabad

**Reflections**  
by Pacifica  
Luxurious Apartments, Ahmedabad

**Sanguine Estates**  
Plotted Development, Ahmedabad

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Premium Apartments, Ahmedabad



5 Star Hotel, Bangalore



High-rise Apartments, Ahmedabad

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High-rise Apartments, Ahmedabad



Luxurious Villas, Vadodara



Premium Villas & Apartments, Vadodara



Office Spaces, Chennai



5 Star Hotel, Ahmedabad

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## ACQUISITIONS



# REVIVING Hope

Pacifica Companies acquires four Japanese-American senior care facilities from non-profit organisation, Keiro Senior HealthCare.

In 1961, a group of eight Japanese-American community leaders from the city of Los Angeles — George Aratani, Edwin Hiroto, Kiyoshi Maruyama, James Mitsumori, Gongoro Nakamura, Frank Omatsu, Joseph Shinoda, and Fred

Wada — established Keiro Senior HealthCare to meet the specific needs of Japanese-American seniors. This formidable achievement by the founders of Keiro created a culturally-sensitive environment with a familiar language, food, and values; a place for Japanese-American seniors in their twilight years to call home. With an emphasis on *genki* (Japanese for 'healthy') living, Keiro Senior HealthCare offers skilled nursing, rehabilitative care-services, hospice care and assisted living facilities for seniors.

Shawn Miyake, President and Chief Executive Officer of Keiro Senior HealthCare released an official statement on the non-profit organisation's website stating, "After much discussion, exploration, and soul-searching over the past couple of years, the Keiro board and leadership team have determined that the sale of the facilities to a larger, better-funded health care organisation will position the facilities to serve our





community for a longer period than we might have been able to sustain on our own.”

In a landmark deal, Pacifica Companies acquired four Keiro facilities — Keiro Retirement Home and Keiro Intermediate Care Facility in Boyle Heights, Keiro Nursing Home in Lincoln Heights and South Bay Keiro Nursing Home in Gardena for \$41 million. As per conditions of the sale, Pacifica will operate the facilities for the next five years in the way Keiro has provided, including its handling of policies and insurance, resident care, Japanese cultural services, etc.

#### **KEIRO NURSING HOME, LINCOLN HEIGHTS**

Offers nursing and rehabilitative care to residents with complex care needs in a modern facility. Divided into neighbourhoods, its large size accommodates a broad range of service preferences, including a secured community for individuals with Alzheimer’s disease and related dementias, and a short stay neighbourhood for residents who require more intense nursing care and rehabilitation after being hospitalised.

#### **SOUTH BAY KEIRO NURSING HOME**

A ‘home away from home’ for seniors from the area. A close, nurturing community of residents, family members, volunteers,

and staff partners to enhance the quality of life for seniors living there. Similar to Keiro Nursing Home in Lincoln Heights, skilled nursing and rehabilitation care options are available in this cosy setting.

#### **KEIRO INTERMEDIATE CARE FACILITY**

Unique levels of service for individuals who require light nursing care and assistance with daily activities. This special care option provides seniors with respect and compassion in support of the transition they are making. An outdoor walking program, life enriching classes, and intergenerational programs enable residents to stay engaged with life.

#### **KEIRO RETIRMENT HOME**

An independent living community often described as ‘paradise.’ Surrounded by the beauty of a traditional Japanese landscape, residents can pursue hobbies and interests, dine on chef-prepared Japanese and Western-style meals, and enjoy provided transportation services to suit their lifestyle preferences. Additional support services are available as per individual needs.

As an established leader in providing senior citizen welfare, Pacifica Companies already operates 55 senior facilities in 14 states across the United States of America ■



SPOTLIGHT

# Channeling CASABLANCA

VOTED AS THE WORLD'S BEST HOTEL, PACIFICA IS PROUD TO USHER THE WESTIN LAKE, LAS VEGAS INTO ITS WEALTH OF ACQUISITIONS.



Once you are all partied out at the casinos and clubs of the Las Vegas

Strip and your eyes shy from the harsh glare of its bright neon lights – come to the Westin Lake Las Vegas. In a stark contrast to the garish architectural pastiches nearby, the Westin Lake was built with the intention of creating a desert oasis overlooking Lake Las Vegas.



This uber luxe resort channels the Moroccan Casbah, as it replicates sights and sounds familiar to the environs of Northern Africa. You are greeted by the lingering aroma of White Tea essences, the Westin Group's signature scent, soft lighting and mood transforming music; all ingredients of creating the perfect sensory experience.

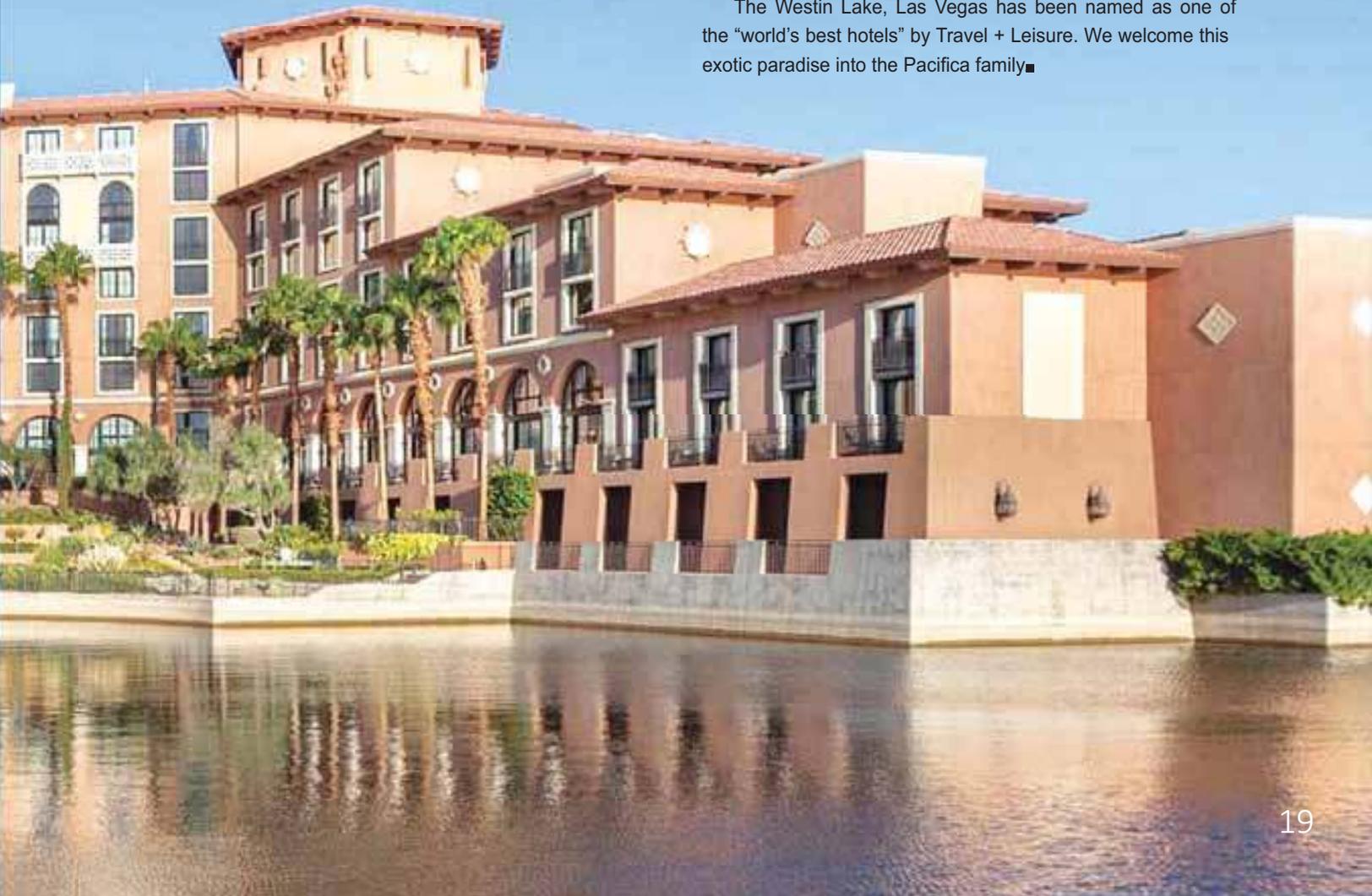
Many pleasures await you in this desert paradise. The Jack Nicklaus Signature Golf Course is surrounded by majestic red rock mountains, while each hole offers stunning views of a 320-acre lake, the focal point of Lake Las Vegas. The lavish clubhouse features a full golf shop, as well as casual and fine dining. French luxury intersects with thousands of years of Berber culture at the Moroccan-inspired respite for weary muscles, Spa Moulay, renowned for its signature paraffin treatments.

Treat yourself to an incomparable dining experience at Marssa Steak and Sushi. This AAA Four Diamond award-winning restaurant serves the finest quality ingredients with a great selection of Certified Angus Beef and Wagyu Steaks and fresh, sushi-grade fish. Under the skilled direction of Chef Kazuki Tozawa, guest will enjoy a delicious

and uniquely flavored menu guaranteed to delight both seafood and meat lovers alike. The extensive wine list reads like a journey through the ancient spice routes and includes a large collection of sake. The location will astound you, with breathtaking views of the mountains and the lake, through Marssa's floor-to-ceiling windows. For a more leisurely poolside experience, dine outdoors at our cocktail bar, Taqueira Azul with a frosty cold margarita, cervezas and fresh fish tacos. Saturday nights feature live mariachi-style entertainment. Apart from these, a host of other restaurants are at your disposal that cater to myriad tastes.

The Westin Lake Hotel specialises in hosting water-sports activities. Rent a kayak from our beach and tour around our beautiful lake. You can also enjoy the world's fastest-growing water sport; stand up paddle boarding, from our beach rental area as well. The fitness center also offer Pilates, yoga, mountain biking, zip lining, hiking trails and other fun sports. If that isn't enough, tourist attractions like Artisan Booze District, Casino Montelago, Clark County Museum and Skydive Las Vegas are all in the vicinity.

The Westin Lake, Las Vegas has been named as one of the "world's best hotels" by Travel + Leisure. We welcome this exotic paradise into the Pacifica family. ■





DISPLAY



# PROPERTY SHOWS on-the-go

Pacifica breezed past four trade shows across the country, in lesser than ten days, helping many new buyers find their dream home.

Pacifica Companies has been on a roll, making its presence felt at property shows across the country throughout the month of October.

Starting with Telangana, Pacifica participated in the Telangana Real Estate Developers Association's (TREDA) Property Show between the 2nd and 4th October, 2015, at NCL Wintech Hall in Hyderabad, where we showcased *Hillcrest*, its premium apartment venture in the midst of Gachibowli's upcoming business nexus. The event attracted over 4,000 walk-ins and a certain G. Chandra Sekhar Rao was awarded an Apple iPad at Pacifica's lucky draw at the property show.

Pacifica was back in its home state of Gujarat for the GIHED 2015 (Gujarat Institute of Housing and Estates Developers) which attracted a phenomenal 16,000 guests in between the 9th-11th October 2015 at the Gujarat Convention Center in Ahmedabad. Luxury and lifestyle apartments *Reflections* and *North Enclave*, limited edition homes and villas such as the *Meadows*, *Marvella* and *Sanguine Estates* were presented there.





Between the 10th and 11th October, the company had to be present at the Times of India Property Show in both Vadodara and Chennai, simultaneously. The Times Property Expo 2015 in Vadodara offers ace real estate developers the most effective platform to connect and network with an elite and affluent clientele of individual and institutional investors, who are awaiting a chance to invest in chic and sophisticated projects, that attract *crème de la crème* buyers. The event was hosted at the Surya Palace Hotel and attracted close to 3,000 visitors.

Pacifica *Aurum* took centre-stage at the Chennai edition of The Times of India Property Show 2015. The luxury apartment and villas have been the recipients of two Realty Plus Excellence Awards. (More details on Page 6.) Pacifica attracted more than 3,000 guests to its stall at the Chennai Trade Centre.

Pacifica Companies takes pride in participating in property shows as they are a convenient method to interact with homebuyers, showcase their stunning constructions, and facilitate easy bookings. ■



# Meet Our Partners



**Mr. Sutramani N**  
City Head, PropTiger  
Chennai



“THE REAL ESTATE INDUSTRY, SO FAR, HASN'T OFFERED ANY LEVEL OF PROFESSIONAL SERVICE TO HOME BUYERS.”

## About PropTiger.com

**P**ropTiger aspires to become India's largest online real estate broker, the first port-of-call for Indians looking to buy a home. It strongly believes that a lot can be done to improve how a family buys a property. PropTiger streamlines the property buying process for Indian families by offering the following:

**Professional Service** So far, the real estate industry hasn't offered any level of professional service to home buyers. As a branded service provider, with a pan-India presence, the company prides itself on the training and mentorship it provides its staff and the culture of professionalism it brings into realty.

**Transparency** Dealing with the local broker can be scary. Can you trust them? Are they just spinning yarn and will they dupe you? PropTiger wants to bring more transparency into the home-buying process, so that you are in control and are always aware of your options.

### WHAT ARE YOUR OPINIONS ON CHENNAI AS A REAL ESTATE MARKET?

Chennai is a conservative market, where sentiments and trust stand as the most important deciding factors. At present the Chennai market is not fully operational. Due to various reasons such as job instability, collapse of high-rise structures, high costs and a buyer's inability to deliver on time.

### WHAT ARE THE BUYER'S SENTIMENTS WITH REGARDS TO THE REAL ESTATE MARKET?

Sentiments are nothing but the positivity on which a sale platform is built. To be precise, a sale can happen within the span of a warm welcome, between client interactions and by explaining the project details without confusion. This will create a clear impact on the client's mind.

### WHAT MARKETING STRATEGIES DOES YOUR COMPANY EMPLOY?

Our business model itself is a strategic combination of an online portal with a consultative approach, which not only provides us the leads required, but also gives us an edge over the competitive market.

### FOR HOW MANY YEARS HAVE YOU BEEN WORKING WITH PACIFICA? WOULD YOU EXPLAIN HOW YOU STRUCK A WORKING RELATIONSHIP WITH THE COMPANY?

I have been associated with Pacifica from November 2011. It is the most comfortable company you can ever work with. Apart from that, the people who work here are simply amazing. The way they assist the channel partners cannot be even compared with any other. Overall, this would be one company with whom we want to be associated for on a long-term basis.

### WHAT IS DIFFERENT ABOUT PACIFICA FROM THE OTHER BUYERS YOU WORK WITH?

Simply incomparable as Pacifica is above the rest when it comes to service and handling.

### ARE THERE ANY SPECIAL ANECDOTES OR MILESTONES THAT PACIFICA AND YOU SHARE WHILE WORKING TOGETHER?

Pacifica deals with clients with perfect manners, so much so that they work even late night for conversions. Once, they came with us for our client meeting and the meeting lasted till 11.30 pm. I consider such flexibility a virtue.



**Mr. Pravin Bavadiya**  
MD - City Estate Management,  
Ahmedabad



## Meet Our Partners

“THE ONGOING FESTIVE SEASON HAS GIVEN THE MARKET A BIG BOOST AND DRIVEN THE PROPERTY MARKET TO A NEW HIGH”

# About City Estate Management

**E**stablished in 1998, City Estate Management (CEM) is broadly recognised for offering excellent one-stop property search solutions. At large, it deals in properties in the residential, commercial and hospitality segment. Initially based in Ahmedabad and catering to a limited geography, CEM has expanded to having a pan-India presence today.

### WHAT ARE YOUR OPINIONS ON AHMEDABAD AS A REAL ESTATE MARKET?

Indians are bound by traditional values. That is why the festive period offers a boost to the realty segment and developers make the most of it. The property market in Ahmedabad may have been stable for some time due to a host of macro-economic reasons. The ongoing festive season has given the market a big boost to drive the property market to a new high. In a country like India, festivities fetch requisite reprise for the market sentiments. As investing in real estate is considered to be auspicious during this time, so the chances for more bookings also increase. The demand in the Ahmedabad market has been stable, but the festive spirit is bound to add a fresh spark to the sector. Nevertheless, the real estate business is not completely festive-driven. It responds to positive market sentiments as well. As a matter of fact, it has always been driven by huge investment and festivals only prove to be catalyst to that. So, it is expected that this festive season, Ahmedabad's property market will reach a new height.

### WHAT MARKETING STRATEGIES DOES YOUR COMPANY EMPLOY?

Ethical business practices have been our top priority at every step. We use knowledge of infrastructure and good business acumen to diversify into real estate. The success of the group

is because of well-structured training modules to ensure constant honing of skills to meet the dynamic requirements of the industry.

### FOR HOW MANY YEARS HAVE YOU BEEN WORKING WITH PACIFICA?

We have been working with Pacifica since the last eight years. I enjoy working for this multi-talented real estate company.

### WHAT IS DIFFERENT ABOUT PACIFICA FROM THE OTHER BUYERS YOU WORK WITH?

Pacifica is one of the most reputed and established real estate developers in Ahmedabad. It has created a niche in the real estate industry over a period of a decade. It is a progressive and dynamic commercial construction company and provides the highest level of service to clients across all sectors of construction. They believe in maintaining complete transparency in terms of dealings and transactions with our clients and are thorough professionals when it comes to maintaining and developing healthy business relations with them.

### WHAT WOULD YOU ADVISE SOMEONE INVESTING IN PROPERTY?

Don't focus on cost, think of value...



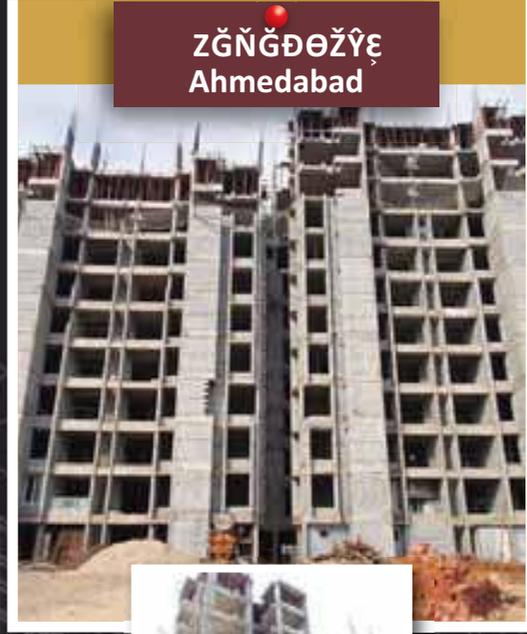
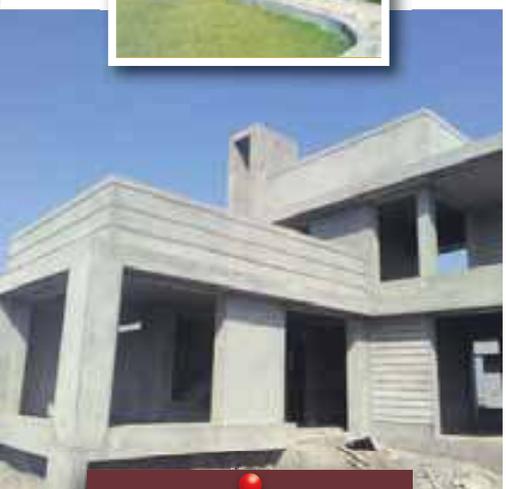
# UNDER CONSTRUCTION

*Rome wasn't built in a day — but our constructions near completion at the speed of light. A visual timeline of our pet projects that are being readied to be put on the market.*

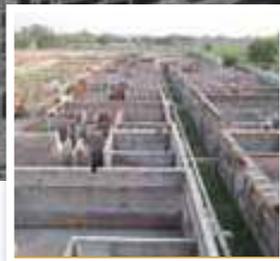
# PROGRESS REPORT



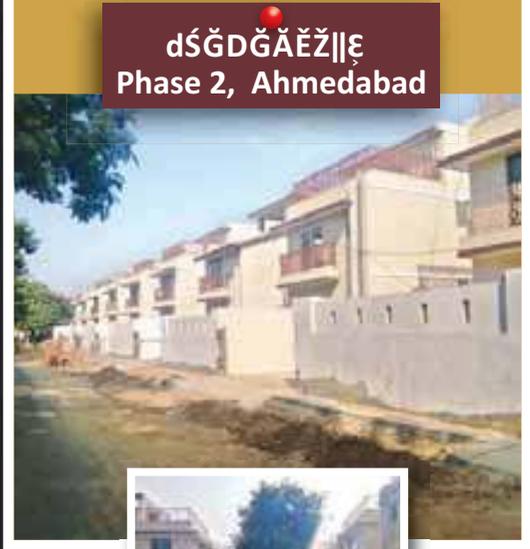
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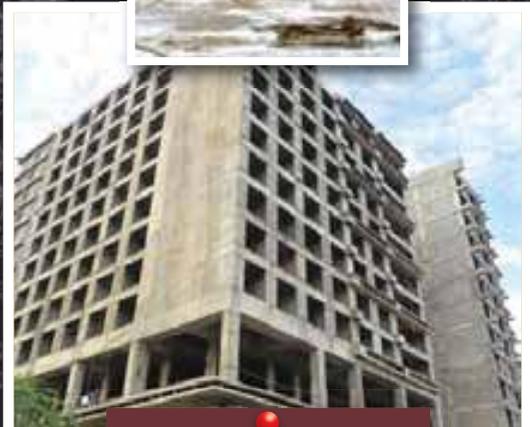
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Casa Lakeside,  
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Phase 2, Ahmedabad



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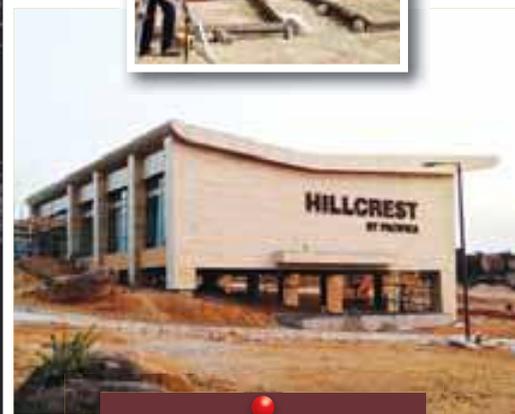


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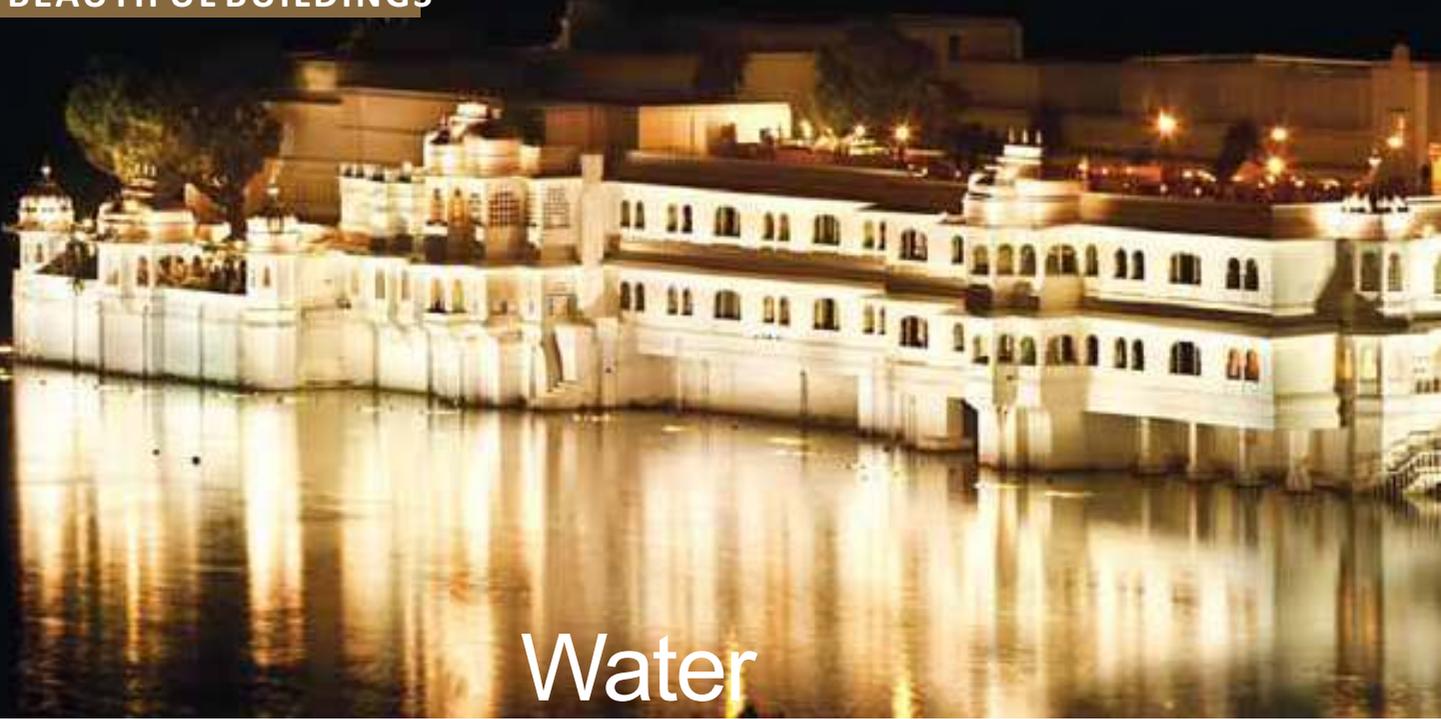


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# Water PALACE

AN INTIMATE SETTING FOR A DESTINATION WEDDING OR A PERFECT HONEYMOON, THE TAJ LAKE PALACE, UDAIPUR TOPS THE LIST OF THE WORLD'S MOST ROMANTIC DESTINATIONS

As you cruise across the beautiful Lake Pichola, around which the entire city of Udaipur revolves and on the banks of which stand several mansions, the City Palace (now part hotel and part residence of the descendants of the royal family), you will see a lovely white mansion bang in the middle of calm blue waters.

That white building was once a pleasure palace, but is now a hotel — Taj Lake Palace, Udaipur. Surrounded by water, with gorgeous views of the lakes and the surrounding riches of heritage from all its rooms and most of its common areas, this is India's only palace hotel that stands in deep lake waters. Many call it "a real-life jewel in Lake Pichola".

The 18th century palace (begun in 1743 and inaugurated in 1746) goes by the name Jag Niwas, after Maharana Jagat Singh II, the 62nd successor to the royal dynasty of Mewar. Conceived as a getaway mansion for the young Maharana, it was built on the natural foundations of a tiny four-acre island within Lake Pichola.

But to anyone standing on the mainland of Udaipur, it appears to be an ivory palace floating on the shimmering surface of the lake. When the Maharana envisioned the palace, his idea was also to create a destination where he could often come with friends and women from his harem to escape harsh Rajasthani summers. Little did he know that two centuries later, his creation would top the list of the most romantic destinations across the world.

With no easy access, the only possible entry is through small boats on the jetty across on the mainland, which helps create an air of exclusivity. The palace, however, doesn't face the mainland, which some perceive to be an architectural error. It was built facing the east so that its dwellers could offer prayers to *Surya* the sun-god, at the crack of dawn.

The view from The Taj Lake Palace, Udaipur, takes in a lot more than the lake: all around are heritage hotels and new and *faux* palaces, with the imposing Aravalli hills and the royal family's monsoon palace located on the top of the highest hill as its backdrop.



Jag Niwas appears as if it  
 ŃŹĂŕŽŸ>AÜGWŠĐŠŽŮĂ

### Rajput Glamour

In complete contrast to the buzz of the city across the calm lake waters, this palace on the island in the middle of the lake is a picture of serenity. Gorgeous courtyards, tinkling fountains, water-lily ponds and paved walkways lead to the main palace building. Scattered all across are fancy umbrellas, metal parrots and Rajasthani puppets. A cascade of rose-petals flutter down from the roof in greeting as you approach the palace hotel's interiors.

The architecture incorporates traditional local elements such as extensive use of white marble on the exterior façade and in the flooring, scalloped arches and graceful domes. Despite the arid surroundings, it is unbelievable how the courtyards transform into an oasis teeming with arboreal foliage.

### Past History

Despite their regalia and hold, the British stripped India's royalty of all their powers during their rule. The friction created by India's struggle for independence both tainted the walls of Jag Niwas and diminished its grandeur. During the famous Indian Sepoy Mutiny in 1857, several Europeans used the island as an asylum, which was offered to them by Maharana Swaroop Singh, the reigning Maharaja of Udaipur. To protect his guests, the Rana was forced to destroy the town's

Mughal gardens are a common feature in Rajput architecture



boats so that the rebels could not reach the island. When French writer Pierre Loti visited the palace in 1899, he was appalled to see unkempt interiors mouldering from damp emanations of the lake. At around the same time, American geographer Fanny Workman thought of the palace as filled with an assortment of infirm European furniture and nothing like the exotic east that she had heard so much of.

## BEAUTIFUL BUILDINGS



The centuries-old Mewar palace has been modernised into a luxury hotel



This domed structure has a pool on



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### The conversion to Taj Lake Palace

Tough times call for drastic measures — Maharana Bhagwat Singh decided to convert the palace into a luxury hotel in the sixties and hired American artist Didi Contractor to restore its lost glory. In 1971, the Taj Group of Hotels took over and added an additional 75 rooms to its structure. Restorations have been an ongoing process since then, and there is a bid to retain the lake palace's original architectural features.

All the rooms — variously known as Bada Mahal, Khush Mahal, Ajjan Niwas, Phool Mahal and Dhola Mahal — have carved arches, paintings, crystal work, stained glass work, inland stones of pink and green lotus leaves, hand-painted motifs, mosaics, silk bolsters and swings. Among the most iconic photographs ever seen of Jag Niwas, or the Taj Lake Palace, Udaipur, is of a sandstone coloured chattri or dome over a long corridor, with a beautiful pool on the inside and the sparkling waters of Lake Pichola on the outside. That's where guests head to when they want to spend a breezy evening or just gaze at the lake and the life that unfolds on its banks.

The descendants of the royal helpers of the palace are still employed as butlers across the hotel. You can hire a 1948 Jaguar or a vintage Land Rover to go sight-seeing, taste some authentic Mewar cuisine at Neel Kamal, Bhairo or Jarokha, the hotel's restaurants or get an ayurvedic massage at the Jiva spa.

It's probably the stunning architecture that has made The Taj Lake Palace, Udaipur a perfect setting for many Hollywood films, including James Bond's 'Octopussy.' International figures such as Queen Elizabeth, the Shah of Iran, the King of Nepal and Jacqueline Kennedy have listed the palace as their favourite getaway to return to.

In a country where vernacular architectural identity will perhaps lose itself to urbane design clutter, it is a relief to know that this heritage palace hotel will remain as it always was. ■

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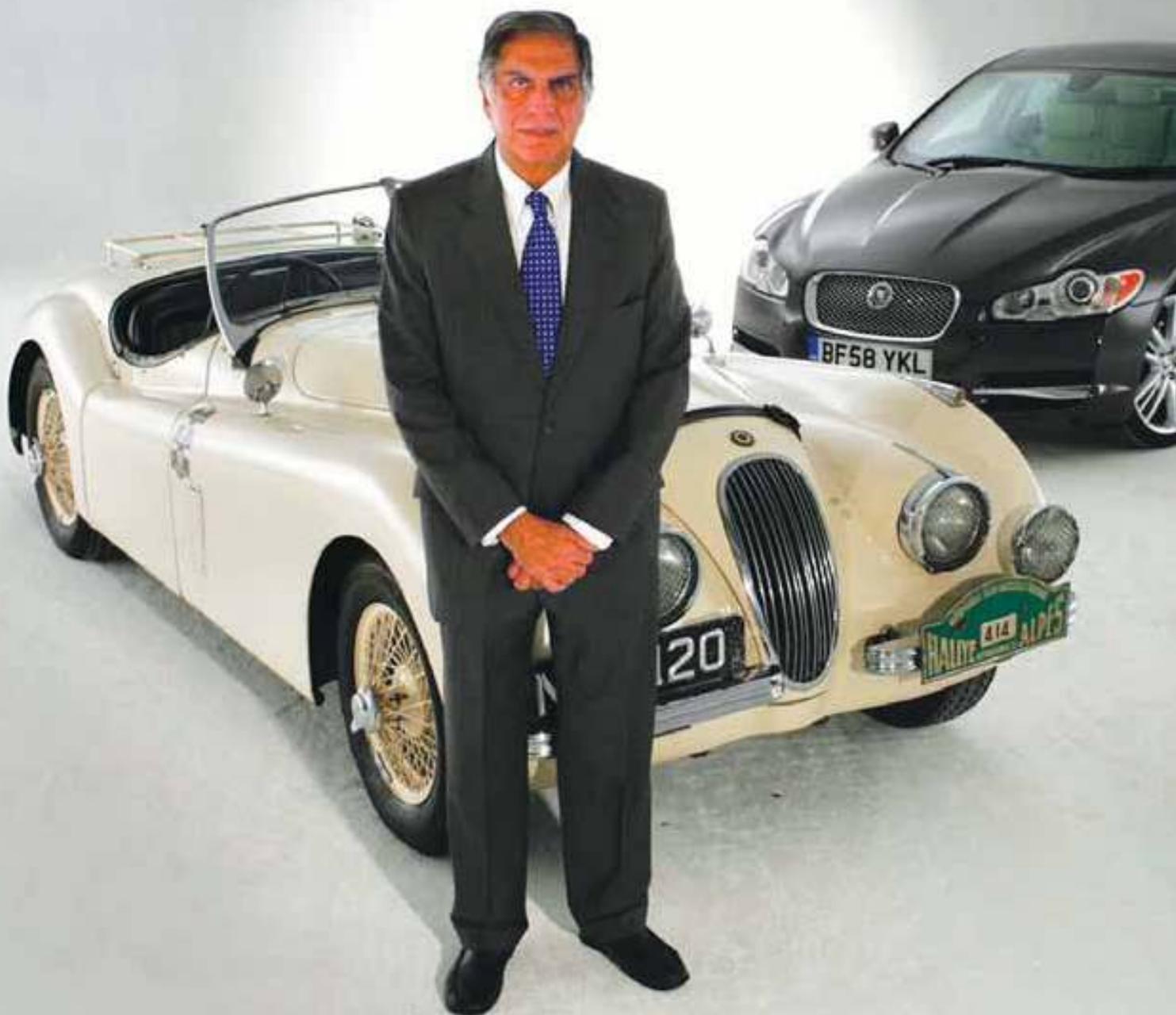
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# RATAN TATA'S Big Legacies

FROM RUNNING A WORLD-CLASS CONGLOMERATE TO NURTURING NEW ENTREPRENEURS, RATAN TATA HAS DONE IT ALL WITH GREAT ELAN. IT IS ONE THING TO LEAVE YOUR FOOTPRINTS ON THE SANDS OF TIME AND ANOTHER TO SIGNIFICANTLY RAISE THE BAR WITHIN A COMPETITIVE LEGACY OF SUCCESS.





Tata with the models of the Jaguar



The best way to understand the gravity of the persona this biography is about is by taking a quick look around the room you are in. Most likely, the takeaway Starbuckslyng on a table nearby, the tea-bags in the kitchen cabinet and the unopened bottles of mineral water, right to the many automobiles parked outside on the street stand as an unspoken testimony to the man in question. This isn't a dramatic rag to riches story, even though some insist that inheriting an entrepreneurial legacy isn't too different from being born with a silver spoon in one's mouth.

The success story of 76-year-old Ratan Tata — businessman, investor, philanthropist and Chairman Emeritus of Tata Sons - was scripted right at the time of his birth, given the legacy of the family he comes from. The Tatas were among India's first family of business, the ones who gave the country its first iconic luxury hotel — The Taj Mahal Palace, Mumbai.

It would be fair to say that Ratan Naval Tata, born on 27 December 1937, in Surat to Naval and Sonoo Tata was raised single-handedly by his grandmother, Navajbai, when his parents separated while he was a child. His education involved schooling at Mumbai's Campion School, secondary education at the Cathedral and John Cannon School and an architecture degree from New York's Cornell University in 1962, besides an Advanced Management Program from Harvard Business School in 1975.

Left to himself, Tata says he would have continued to work as an architect in New

York. But he comes from a powerful business family who had trained him to take over the reins ultimately. Tata turned down a lucrative job offer from IBM to join the family business. Despite the sense of entitlement that comes with being the Tata scion, he was asked to join at the bottom rung as a blue-collared worker on the shop floor of Tata Steel, shovelling limestone and handling the blast furnace. He lived for years in a book-crammed, dog-filled bachelor pad in Colaba.

Over the years, he has proved himself on several independent assignments: As director of National Radio and Electronics (Nelco), in 1971, he revived the company which was in dire straits but the Emergency and labour issues took it to the brink of bankruptcy. This, and the failure to revive the fortunes of the floundering Empress Textile Mills, haunted him for years.

So, when in 1991, J.R.D. Tata stepped down as Chairman and appointed Ratan Tata, his nephew, as his successor, the decision was met by a furore both within and outside the organisation. It was said that his appointment was more on the merit of his last name rather than on his actual capability. Tata proved them wrong as he embarked on a trail that would make the conglomerate a global force to be reckoned with.

Ratan Tata has had several firsts to his name, launching Tata Indica, the conglomerate's first passenger car in 1998; Tata Global Beverages acquired the Tetley

## INSPIRATION

group, the largest tea company in the UK and the world's second largest manufacturer and distributor of tea in 2000; in 2003, Tata Consultancy Services became the first Indian software company to cross \$1 billion in revenue. The company went public a year later; in 2004, Tata Motors was listed on the New York Stock Exchange. The company also acquired the heavy vehicles unit of Daewoo Motors the same year. In 2007, Tata Steel acquired Anglo-Dutch company Corus, the second-largest steel maker in Europe; in 2008, Tata Motors acquired the Jaguar and Land Rover businesses from Ford and formed a new company, Jaguar Land Rover. It also introduced Nano, the world's cheapest automobile; in 2012, Tata Global Beverages and Starbucks formed a joint venture, Tata Starbucks Ltd, and opened their first store in Mumbai.

Tata, who was also chairman of the Indian Hotels, which owns the Taj Group of Hotels, during the time of the dastardly 26/11 attacks (when Taj was one of the places targeted by terrorists), not just led the efforts to restore and revive the hotel, but also took several steps to reach relief to his affected employees and other citizens: If that isn't enough Ratan Tata received the Padma Bhushan in 2000 and Padma Vibhushan in 2008, the second and third



The indomitable spirit  
of Ratan Tata

highest civilian honours awarded by the Government of India, and innumerable awards from governments and universities across the world. His philanthropy causes, too, are immense with contributions being made to the fields of health, education, finances, environment and eradicating poverty. Tata takes criticism and controversies with a pinch of salt. "The best thing you can do is ignore them or turn every discouragement

into motivation," he once said.

Tata retired as chairman on 28 December 2012, passing the baton over to Cyrus Mistry. Today, he has emerged as a patron for young entrepreneurs. He has invested in 10 startups: like the conglomerate, Tata's personal investment portfolio is also spread across India's hottest dotcoms, affordable healthcare and clean energy. The investments

are typically between Rs 1-5 crore and made through RNT Associates. Among the companies he has invested in is Snapdeal, one of India's e-comm giants, Bluestone, the online jewellery retailer founded by IIT graduate Gaurav Singh Kushwaha, Urban Ladder, an online furniture retailer, and Swasth India, the Mumbai-based affordable healthcare startup focused on providing medical services to low income population. ■

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**PRIVACY**

Prayer rooms need to be soundproofed and so choose an area with minimal distractions. Check your family requirements with regards to space during festivals and religious gatherings. While prayer is a solitary activity for some, for many Indian homes it a community ritual that involves extended family, friends and neighbours. Do not worry if you do not have a separate room to delegate — bamboo blinds, string curtains and *shoji* screens make wonderful dividers. Be inventive, unused closets, gardens, storage areas, attics, even the area under the staircase can all be transformed to suit the purpose.

**WALLS**

The colour of your walls for your prayer room really set the mood of the room. Consider whether you prefer vibrant colors that you find uplifting and energising, or soft and neutral tones to create a more peaceful, calm atmosphere. Turn to your religion for colour symbolism to see if there is a particular colour you would like to feature.

**FLOORS**

Plush carpeting keeps heels from clacking should someone walk in, and it will help muffle the sounds in the room to keep the atmosphere more quiet and prayerful. If you can't install wall to wall carpeting in your prayer room, put down a thick rug. If kneeling or sitting on the floor is part of your prayer routine, scatter floor cushions and yoga mats around to make the space more comfortable.

**HONOUR YOUR DEITY**

The most important aspect to consider is creating an altar that serves a focal point that the rest of the meditation space



(L-R): 'āĀḌŚṢḌṢḌŽŹŹŌāĀḌŚLJḌĀŸúš|ĠŸḌLJŻzāwĠĚšĀĚŽŸEḌĀḌĠ zŹŌĀEīZĚšZēāĠzsaĠŌŽŹĚ|ĠŸḌūĀĚŽŸĀŸĚEzŌúšŌSḌŸŌ

revolves around. It could either be a shelf or a stand that your deity or Holy Book is placed upon. Decorate the space with symbols and iconography that support your religious and cultural beliefs. A simple statue or an inspirational wall hanging could work as well

**DIVINE SCENTS**

Scents can calm the mind instantly. Light some scented candles, incense or aroma oils that will instill a feeling of Zen into anyone who steps into the space.

**HEAVEN'S GARDEN**

The presence of flowers and indoor plants can be rejuvenating. Vases of flowers, garlands and even growing indoor plants can liven up the ambience of the room. ■

## HUMOUR

An employee is getting to know her new co-workers when the topic of her last job comes up.

"Why did you leave that job?" asked one co-worker. "It was something my boss said," she replied.

"What did he say?" the co-worker quizzed. "You're fired."

\*\*\*

A sales rep, an administration clerk and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out in a puff of smoke. The

Genie says, "I usually only grant three wishes, so I'll give each of you one wish each."

"Me first! Me first!" says the admin clerk. "I want to be in the Bahamas, driving a speedboat, without a care in the world."

Poof! She's gone.

In astonishment, "Me next! Me next!" says the sales rep. "I want to be in Hawaii, relaxing on the beach with my personal masseuse and an endless supply of Pina Colodas and the love of my life."

Poof! He's gone. "OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

\*\*\*

An old man walks into the tax collector's office and sits down and smiles at everyone. "May I help you?" says the clerk in charge. "No," says the old man. "I just wanted to meet the people I have been working for all these years."

One employee told his boss, "Sir, Increase my salary, I got married recently." The boss replied, "The Company cannot compensate for accidents that happen outside the company."

\*\*\*



"The theme of this year's team meeting is, 'Take it right to the edge'."

"Do you believe in life after death?" the boss asked one of his employees.

"Yes, sir," the clerk replied. "That's good," the boss said. "After you left early yesterday to go to your grandmother's funeral, she stopped in to see you."

\*\*\*

A handsome, unmarried boss called his secretary into his office one Friday afternoon.

"Miss Burden," he said, "what are you doing on Sunday night?"

"Nothing, sir," she answered, moving a little closer to him. "Nothing at all."

"Then try to be at the office a little earlier on Monday. We've got plenty to do in the morning," said the boss

\*\*\*



"We succeeded in turning around the business ... just in the wrong direction."

Sam walks into his boss's office and says

"Sir, I'll be honest with you, I know the economy isn't great, but I have over three companies after me, and I would like to respectfully ask for a raise."

After a few minutes of haggling the boss finally agrees to a 5% raise, and Sam happily gets up to leave. "By the way," asks the boss, "which three companies are after you?"

"The electric company, water company, and phone company!"

\*\*\*



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