

pac buzz

Magazine of Pacifica Companies

In This Issue

Open House

Our annual Rewards & Recognition ceremony

The Clubhouse @ The Meadows

An American-themed wooden pavilion

Property Guru

Demystifying the Demonetisation

Awards

Big win at the Realty Plus Excellence Awards 2017

New Project

Nebula Group debuts Aavaas in Hyderabad



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@ Aurum Villas



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MD's Insight



“The government’s decision to demonetise will only positively benefit the country’s realty, and it will prosper in the long run.”

Dear Readers,

India’s economy finally seems to be settling in, with financial transactions being conducted in new currency notes after demonetisation. While the government’s policy will boost the stature of India’s industry and infrastructure, the national realty market has felt its after-effects the most. What we can say with certainty is this—the short window period we now have is the best phase to invest in your dream home, and The government’s decision to demonetise will only positively benefit the country’s realty, and it will prosper in the long run, as we have elaborated in the *Property Guru* section.

Get the first glimpses of **Aavaas**, our budget township in Hyderabad that emphasises on sustainable housing and community living, as part of our ‘Dream 2020’ vision—a resolve to house a minimum of 10,000 families by the year 2020. Even though the property has been designed for those on a strict budget, with premium amenities like free wi-fi connectivity, a sports court, a clubhouse, community hall, rooftop skywalks, the value exceeds the price tag.

Even in our existing housing societies where families have happily settled within them, we constantly find new ways to delight and dazzle every member in the

Pacifica fold. Architect Kamal Mangaldas executed a fabulous clubhouse as a value-add to **The Meadows @ Gokuldhham**, themed as an American log pavilion with a state-of-the-art gym, meditation hall, trampoline, a sit-out for our beloved senior members—all surrounded by lush green lawns, which make for a scenic summer picnic!

Life at Pacifica is all about teamwork and synergy. We strongly believe that destressing our team’s internal think-tanks helps us to recharge our batteries and refuel our creativity. Amidst the end-of-the-year festive slowdown, we also organised a tree-plantation drive at some of our projects and organised a ‘Snow Ball’ in the sultry city of Chennai! Read more about it in our *Montage* section. Within this edition, you will also read about other interesting events that Pacifica has hosted in the recent past.

Providing our ageing elders with comfortable retirement has been a prime concern for Pacifica. Our U.S. team has recently acquired two beautiful senior-care facilities in the state of California, adding them to our long list of retirement communities. Oregon’s natural wilderness and camping trails can be experienced and explored best whilst staying at the Best Western Plus Beachfront Inn, now a part of Pacifica’s hospitality portfolio.

Enjoy some time out with your children, as we approach the summer vacations ahead. ■



RAKESH (ROCKY) ISRANI
 Managing Director, Pacifica Companies
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Refurbishing your house to look like a chic home, will help increase its market-value manifold when you sell it.

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AWARDS

BREAKING THE ICE

PAC BUZZ WINS BIG AT THE IN-HOUSE COMMUNICATION EXCELLENCE AWARDS, FOR FIFTH YEAR IN A ROW.

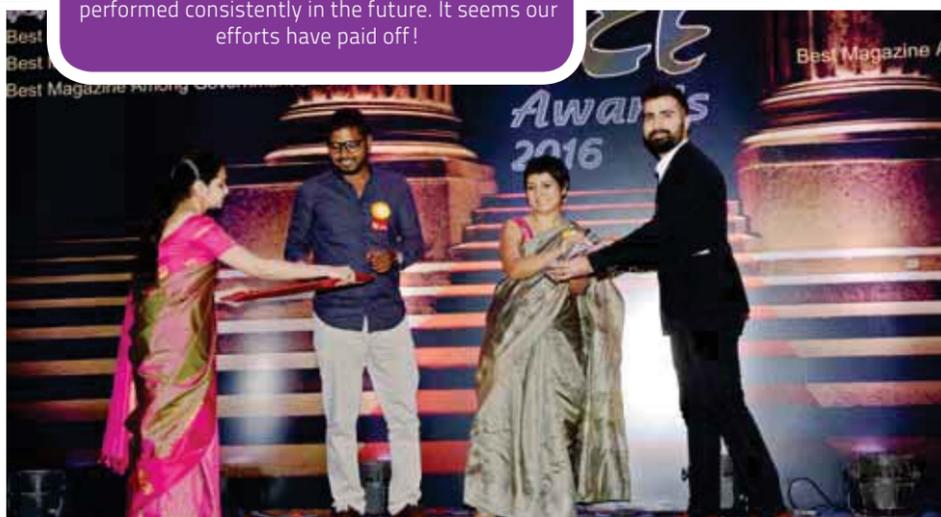


WINNING BIG!

Pacifica's association with the ICE Awards extends to five consecutive years where we have been declared runners-up in the first three and then the winner, in the latter two. Our consistent victories encouraged us to give the entire magazine a design makeover so that we performed consistently in the future. It seems our efforts have paid off!

Now in its eighth edition, the In-house Communication Excellence (ICE) awards is an initiative started by the Shailaja Nair Foundation. It recognises the best corporate publication that use its international newsletter as a motivational tool to strengthen bonds between employees as well as clients.

Pacifica was declared as a nominee at the luxury event this year as well, and so were present at the prestigious gala held at a private hall at the Mumbai Cricketer's Association in Bandra Kurla Complex, on the 4th of June 2016. The competition was tough and among the list of nominees were wonderful trade publications from recognised institutions such as Reserve Bank of India, Hindustan Unilever Ltd., Mahindra & Mahindra, UB Group, Taj Hotels, Mumbai International Airport Pvt. Ltd., Ford India Western Railways, Maharashtra Police, Vanarai Foundation, Chinmaya Mission Trust, Government Law College, IIT-Bombay, GIC, Bank of Baroda, and several more.



While Pacifica has been a regular on the ICE Award's list of winners, we were pleasantly surprised to be awarded the **Best International Magazine** and **Best Ice Coverage** at the soiree. In fact, after winning the **Best Magazine** award last year, we assumed we had hit a glass ceiling of sorts.

We regret that this year's occasion was the last edition of the award ceremony that defines superlative corporate magazines. The industry will miss a valuable source of motivation. ■

• ACTUAL SITE IMAGE •

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Illuminating Aurum

BEDAZZLED – THE DIWALI BONANZA ORGANISED AT PACIFICA AURUM, LIT UP MANY HAPPY FACES.

Pacifica Aurum transformed into a magical township dotted with glittering lights this Diwali – as we decorated the premises with diyas, candles and twinkling fairy lights to welcome the Indian Goddess of wealth and abundance, *Lakshmi*, into our homes.

After the puja and along with the festivity – celebrated with members of the society by lighting crackers, Pacifica also wanted to turn the *festival of light* into a fiesta of music and sound. We invited a few surprise guests, the hippest live-band from Chennai’s showbiz scene—Drop Squad to serenade the residents with an assortment of hit songs. The quadruple proved their mettle by performing a medley of

music from a curated playlist and playing popular songs live on-demand, from the audience.

It was the sort of celebration that none of the residents of Aurum had an inkling about and they were all taken by surprise! Emcee Angel Mark welcomed the members of the society to the event, and broke the ice with her wicked sense of humour and a series of party games, before handing over the stage to Drop Squad. The sprawling lawns of the podium at Happiness Towers served as a dance floor as residents took to the floor and started grooving to the music. The evening soon resembled a happening musical event and dance bonanza, as the people who

call Aurum their home left their inhibitions behind and started dancing.

The wacky dance moves made the residents drum up an appetite and we followed up the concert with an elaborate Diwali feast laid out for the members of the building. A buffet of sumptuous dishes and sweets were spread out for the residents to feast on. Nothing gave us more joy on Diwali than to see the

350 people, who showed up at the event, return home with a smile.

Life @ it's best was the promise Pacifica made to the home-buyers at the prestigious project AURUM when they purchased their houses. The promise was a commitment made to the new residents that Pacifica would continue to amaze them throughout their residency – an exclusive lifetime membership to fun and frolic.■

With a desire to create architecture of international standards with plush apartments, Happiness Towers at AURUM is the kind of real-estate, a buyer in New York, Los Angeles, Miami or Singapore or any European city would expect. The project was planned as a township for the global citizen who is well-heeled, well-travelled and has experienced what the best realty developers have to offer world over. A hub of energy, a hive of activity and a centre of buzz and excitement, Aurum plaza will be the single and chosen destination for the premium resident community of Pacifica Aurum’s township. Designed to inspire awe by renowned international architects Blocher & Blocher, this iconic retail space will go on to become a landmark in itself and the ideal place to host your business.



THE CLUBHOUSE AT THE MEADOWS

Playgrounds are passé; club houses are the new 'in' thing—because we want our residents at **The Meadows @ Gokuldham** to have only the best, we have built a state-of-the-art clubhouse to add to the complex's superlative facilities.

Executed by ace architect Kamal Mangaldas, the idea was to create an American log pavilion that perfectly complements the countryside ambience and green foliage. The entry is carpeted by a lush, manicured lawn that residents can walk barefoot on. For moments of zen, assume the lotus posture at the 432 HZ Zone, our serene meditation hall.

For intellectual stimulation, you can challenge your grey cells with a game of chess. But, of course, there are the clubhouse staples: dart boards, pool and Ping-Pong tables. Stay fit at our state-of-the-art gymnasium with some of the best fitness and cardiovascular equipment. If you want a heady adrenaline rush, there is a trampoline you can jump on, but it is only for the kids, mind you!

Not to forget our senior members of the premises, we have designed the exquisite Lotus Lounge – comfy outdoor sit-out where you can catch up on the latest gossip or discuss the news. The décor and facilities have been designed keeping in mind the needs of every member of the beautiful complex.

The clubhouse even has its own fountain or 'fortune spring, as it is popularly known, as an auspicious symbol of wealth, abundance and prosperity. ■

AN AMERICAN-STYLED WOODEN PAVILION MAKES AN APPEARANCE AT THE MEADOWS @ GOKULDHAM, ADDING TO THE PREMIUM PROPERTY'S ÉLAN.

Our MD Rocky Israni personally inaugurated the recreational centre in a grand inaugural ceremony. The clubhouse was lit by lights and decorations, and the event was witnessed with over 200 families that call The Meadows @ Gokuldham their home. After an extravagant feast and hearty celebrations, curiosity got the better of them, as the crowd soon started exploring the amenities. Voila! Before we knew it families were taking selfies and tagging the new enjoyment venue on social media platforms like SnapChat, Facebook, Twitter and Instagram.

- CLUB HOUSE
The Meadows By Pacifica
- 90' GREEN (FRONT PAVILION)
- CARROM BOARD
- 432 HZ ZONE (MEDITATION HALL)
- CHESS
- TRAMPOLINE
- LOTUS LOUNGE - 1 (SIT OUT)
- LOTUS LOUNGE - 2 (SIT OUT)
- TABLE TENNIS
- GYMNASIUM
- FORTUNE SPRING
- POOL TABLE
- DART BOARD



GrapeVine

Across the country, from different projects, our workforce speak their mind.



RASHMIN SHAH

*Asst. Manager-Projects
North Enclave by Pacifica,
Ahmedabad*

Pacifica is an amazing place to work in and I feel proud to be a part of the Pacifica family for the past five years. A sense of tangible achievement, building relationships with people on-site while ensuring a good job is always done! Also, very rarely do I have the time to get bored as every day brings a new challenge. Pacifica is always evolving and there is always new technology and processes being introduced, so there is always something new to learn. Also the company's strong vision and transparent work policy motivates me to be associated with Pacifica for a long time.



PRIYA MISTRY

*Assistant Manager -
Client Servicing
Madrid County, Vadodara*

My role in customer service at Pacifica Companies offers me the right kind of challenges and rewards to grow as a professional. Every day, I get to interact with a lot of people facing different situations which helps in getting the right exposure and experience. Pacifica really values each team-member's opinion which gives me a feeling of being part of the company's growth and success.



MALA HANUMANTHU

*GRE & Office Assistant
Hamilton Tower by Pacifica,
Bangalore*

The best part about my job is having an opportunity to interact with people and facilitate communication for the site team. Being a front-line executive, I always make sure that visitors who drop in at the office have a good experience throughout. I feel proud about completing a decade in this organisation. I consider myself an innovator and like to take up new challenges that excite me.

Possession Soon

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AWARDS

OVERALL EXCELLENCE

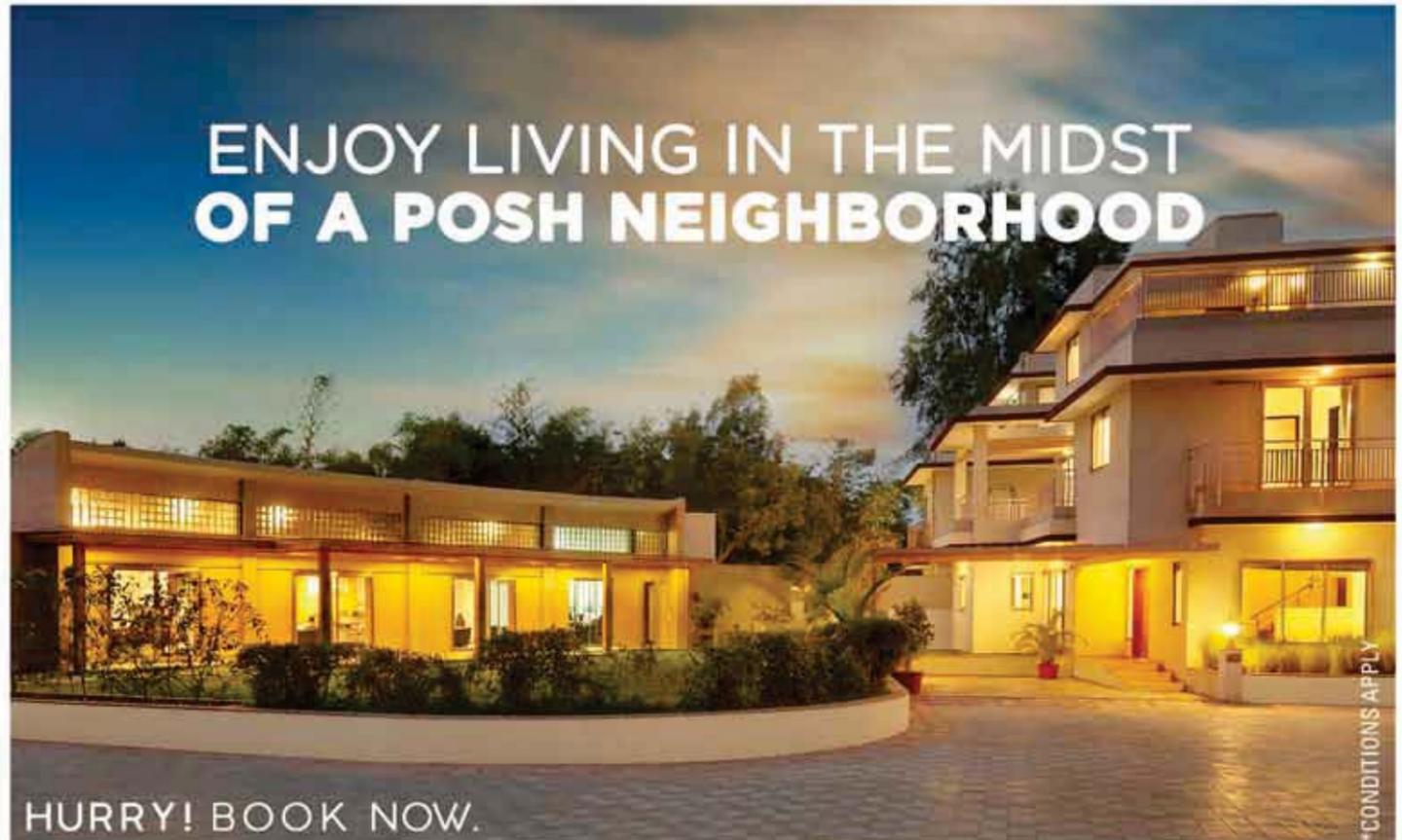
5-- THAT'S THE NUMBER OF AWARDS PACIFICA CLAIMED AT THE REALTY PLUS EXCELLENCE AWARDS 2016.

MUMBAI The visually-captivating campaign for Pacifica's 2/3 & 4 BHK luxurious apartments, **Reflections** near Vishnudev Temple, Ahmedabad paid riveting attention-to-detail, replicating the property's blueprint on a virtual canvas. On 30th September 2016, at the luxe Sahara Star hotel in Mumbai, Pacifica bagged the award for the **Best Digital Campaign of the Year** for the three-month long campaign.

GUJARAT Madrid County lights up Vadodara's cityscape with an assemblage of world-class villas and apartments offering a heavenly lavish life with blend of ultra-modernism, all wrapped up in a superlative township. At the Gujarat award ceremony hosted at 'Courttyard by Marriott', Pacifica's project **Madrid County** won the **Best Print Campaign Award**.



THE SOUTH was where we struck gold - Pacifica's project **Hillcrest**, 2,3 & 4BHK luxurious apartments, situated in Hyderabad's financial District, Gachibowli, won both the **Best Print Campaign Award** and the **Best Digital Campaign of the Year** award for its effective advertising strategies, while **Happiness Towers @ Aurum** (2, 3 and 4 BHK apartments, at OMR Road, Padur, Chennai) won the best **Consumer Connect Initiative** - the best step-by-step communication techniques used by the company to guide consumers through the sale and agreement of their home. The ceremony was held recently at Bangalore's Royal Orchid.



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TEAM BUILDING

AN OPEN DOOR POLICY

OUR ANNUAL OPEN HOUSE DAY IS A REINSTATEMENT OF OUR CORPORATE VALUES: OF DEMOCRACY AND MERITOCRACY THAT EXTENDS TO EACH EMPLOYEE.

Our Rewards and Recognition day is one close to our heart. It is an event where a large number of team members in the Pacifica family gets to assemble under one roof and interact with each other in a casual setting, dressed in their best attire. There are several challenges in running such a large MNC with hundreds of members from various parts of the country, is that very often our team doesn't get to know each other.

On 27th September 2016, team members from the head office, project teams from Baroda, Ahmedabad, Chennai, Hyderabad and Bangalore gathered at Ahmedabad Management Association's HT Parekh Hall, to spend an evening filled with interaction and appreciation. Hosted by vivacious Ruchika Pillai and buoyant Devanshi Soni, the main agenda of the event was to

create a platform of interface between the team members and higher management. This provided the members an opportunity to pose queries regarding work, real estate, work issues, the future of Pacifica companies or seek guidance from veterans. The management resolved the queries as well as offered solutions and also devised think tanks to address the minutes of the meeting. Guests were prompted to share their motivational stories and experiences with the rest of the Pacifica family.

The ceremony then further moved to award team members in three categories: *Exemplar of Excellence in Customer Service*—those employees whose efforts to attend to and address their clients' needs and grievances were prompt and par excellence, *Exemplar of Excellence in Leadership*—managerial level candidates who stood out as visionary role models that motivated their departments positively, and *Exemplar of Star Performer*—those employees who superseded the criteria laid down about their job descriptions. Furthermore, *Recognition Awards* (awards based on team voting) were presented to some, on the basis of their congeniality.

MD Rocky Israni presented each of the winners with a trophy and a badge of honour. ■

EXEMPLAR OF EXCELLENCE IN LEADERSHIP

Mr. Rocky Israni,
Mr. Amit Israni,
Mr. Chetan Vaidya,
Mr. Mustaq SK
Mr. R.Prabhakaran
Mr. Jagat Shukla
Mr. Jay Chandani
Mr. Dharmesh Shah

EXEMPLAR OF STAR PERFORMER

Mr. Mohit Sethi
Ms. Akansha Khanna
Ms. Anju Valecha
Mr. Ankit Suthar
Mr. Balaji Reddy
Mr. Devanshi Soni
Mr. Krunal Desai
Mr. S Madasamy
Mr. Mahesh Desai
Mr. Mahesh Vaghela
Mr. Mansukh Solanki
Ms. Murali M
Mr. N P Balaji
Mr. Nilesh Gajjar
Ms. Pooja Sharma
Mr. Prathab Kumar
Mr. Rahul Shah
Mr. Rashmin Shah
Ms. Ruchika Pillai

Mr. S P mandal
Mr. Sachin Sakpal
Mr. Sanju Mertia
Mr. Satish Gole
Mr. Tapan Jatakia
Mr. Bhagvat Parmar
Mr. Tushar Rohit
Mr. Vijay Prajapati
Mr. Vipul Rabari
Mr. Vipul Shah

RECOGNITION AWARDS

Mr. Mohsin Mirza – Winner
Mr. Prabhakaran – 1st runner up
Mr. Jagat Shukla – 2nd runner up
Mr. Ganesan Palani, Kushan Pandya,
Nirav Patel – popularity prizes

EXEMPLAR OF EXCELLENCE IN CUSTOMER SERVICE

Mr. Bedanta das
Mr. Hardik Thummar
Mr. K. Lokesh
Mr. Kalpesh Raval
Ms. Pallavi Singh
Mr. Pintu Singh
Ms. Priya Mistry
Ms. Radhika Thilagar
Mr. Ritesh Jain
Mr. Siddharth Jumani
Mr. Subhash Yadav
Mr. Vishal Detha



MEET OUR PARTNERS

TELL US ABOUT YOUR PROFESSIONAL EXPERIENCE.

I did my Bachelors in Civil Engineering from Nirma University and subsequently, M.S in Structural Engineering from University of Florida, Gainesville. DUCON is a leading structural firm with offices in Ahmedabad, Bangalore and Surat with projects in over 15 cities across India.

To our credit, we are designing the tallest building of Gujarat, The World Trade Centre @ GIFT City which is a 122m tall structure designed for seismic zone 4. Of all my designs, I am personally extremely proud to have designed, the new Indian Institute of Management Campus @ Udaipur (IIMU). It's a project DUCON

Since then, we have been engaged with almost 70% of all Pacifica projects across the country. We were engaged as peer reviewers and structural advisors for the hotel projects based in Hyderabad and Bangalore as well. With Pacifica, we are currently involved in Aavaas, Marvella, North Enclave, Kutumb Villa and Kesar City Centre.

WHAT IS DIFFERENT ABOUT PACIFICA FROM THE OTHER REAL-ESTATE COMPANIES YOU WORK WITH?

What sets Pacifica part is absolute clarity regarding the product, thorough due-diligence, concern for the structure and the ability to walk the extra mile to ensure every step that

extremely innovative models of marketing and product development.

WHAT PROJECTS HAVE YOU DESIGNED FOR PACIFICA AND THEIR UNIQUENESS IN TERMS OF STRUCTURAL DESIGN?

The Meadows presented a challenge of high water table and AAVAAS presented us with a dual challenge of high water table as well as costing and tight program. Reflections' club house is one of the few and good structurally innovative club houses we have done so far. North Enclave is definitely the most challenging in terms of structural system owing to the plot, shape and parking constraints as well as soil retention. We are proud about the fact that all these challenges were met with full satisfaction of our



UTSAV DEVENDRA SHAH
Director,
DUCON Consultants Pvt. Ltd.

Q&A Envisioning Structural Integrity

COLLABORATIONS ARE INTEGRAL TO PACIFICA'S VISION OF SUCCESS; HEAR WHAT OUR BUSINESS PARTNERS HAVE TO SAY ABOUT THE COMPANY.

adheres to all the compliances and analytical requirements. The human body is a fine example and tool to understand how a building structure behaves. It's all in the anatomy.

HOW LONG HAS YOUR FIRM PARTNERED WITH PACIFICA COMPANIES? HOW DID THIS RELATIONSHIP BEGIN?

Our association with Pacifica has been for five years now. It is extremely hard to recall how the relationship started but I would like to believe it happened at an opportune time. We were called to design The Meadows phase-2 @ Gokuldham since we were already engaged with several other projects there. Our design suggestion was well received by the client and based on the constructability of the designs as well as the clarity of drawings and details, we were approached to work on Pacifica Reflections.

the specified and desired levels of quality are achieved. These characteristics are a rarity and is found only in top developers of the country with whom we have been working.

WHAT IS PACIFICA'S STANDING IN THE REALTY BUSINESS, IN YOUR OPINION?

Pacifica has singularly managed to produce some of the best, smartest and most dynamic top cadre management in the realty business. Pacifica truly deserves the credit for harnessing and retaining the best talent from the wide pool available. It is aptly said, 'Hire Good People and let them do their job,' which I believe Pacifica has managed very well. I am extremely impressed with the HR policies of Pacifica and the extent to which it goes to ensure that the people enjoy working at Pacifica. I have noticed that with changing times, Pacifica has adopted

design team as well as Pacifica's construction teams.

AS A STRUCTURAL DESIGNER, WHAT IS THE ADVICE YOU HAVE TO OFFER TO NEW HOME BUYERS?

With the new RERA bill being implemented, the property buyers certainly stand a chance to benefit hugely. But it is imperative that a buyer not only puts emphasis on carpet or built-up area and amenities, but also graduates his awareness to the quality of construction and the credibility of structural consultant who has designed the building. Today all structural design practices are philosophy driven practices and it is important that a structural consultant in his urge to impress the clients does not compromise with the sound engineering principles and required reinforcement consumption. ■



Lighting up Lives

Pacifica Companies glimmers during the Festival of Lights.

The levels of joy at Pacifica Companies went even higher than usual during the celebration of the 'Festival of Lights' – Diwali. A few days prior to India's grandest festival, the entire head-office building as well as the projects were decked in diyas and lanterns to celebrate the festive occasion. The entire façade of the premium properties turned into dazzling pillars of light and the residents were overjoyed at the beauty of the spectacle. Diwali was celebrated with much gusto, and everyone appreciated the décor that lit up the space. ■

Let's talk about the most talked and tussled topic of our time – demonetisation and its impact on Indian realty. There are many myths that are floating around the market, thanks to the media and other market gossip, which need to be eradicated. Once you understand the pros of the so-called fiasco, you will appreciate the gesture behind demonetisation.

MYTH #1 | PROPERTY PRICES ARE GOING TO FALL

Demonetisation has brought the real-estate market to a verge where developers do not have any room to adjust pricing. Property prices had already touched rock-bottom in the last 18 months. Additionally, a significant rise in construction costs in the past few years has made the idea of reduction highly improbable. Hence, expecting property prices to fall is a misguided train of thought.

MYTH #2 | DECREASE IN PURCHASING POWER OF CONSUMERS

Demonetisation has caused better liquidity in terms of economy thereby causing price stabilisation. As a result, the Reserve Bank of India will have ample leg room to bring down the repo rates in order to create a balance between supply and demand. Also, the repo rates will originate lower borrowings for home loans. In months to come, the consequence of demonetisation will come into its true effect by showing a strengthening of the rupee rate, thus, increasing the purchasing power of the consumers.

MYTH #3 | INDIAN REALTY WILL FALTER AFTER DEMONETISATION

The projects by reputed and credible developers will hardly be affected due to this step. Reason being that buyers of such projects buy homes by applying for home loans and transactions are done through legal channels. Thus, there will not be any major impact. Small-scale developers banking on unethical practices will suffer the strongest blow. The move

of demonetisation will create a more stable and organizational real estate sector.

Apart from demonetisation, the Real Estate Regulatory Act (RERA) will make the real estate market more conducive. RERA will make property deals more transparent and fair to buyers, with regards to on-time delivery and the assurance of getting amenities that builders had promised.

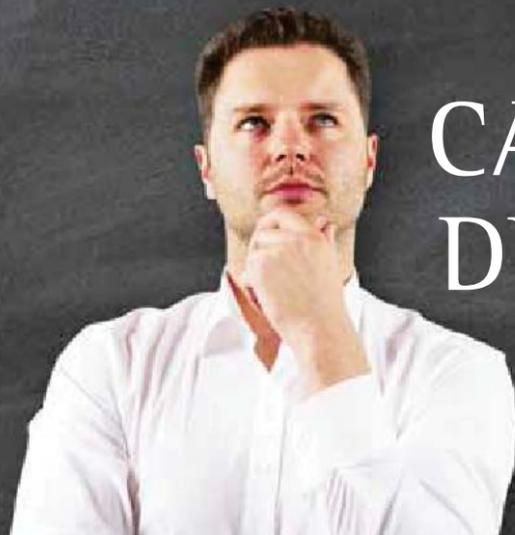
OTHER GOODIES:

- Higher lending capabilities of financial institutions will create a surplus of funds available in the real-estate sector.
- The effect will force reduction of home loan interest rates in the near future thus making funding cheaper. This affordability will mean higher credit eligibility for the same income group.
- Greater ROI on property than a nominal rate of return 6 to 7 per cent on bank deposits, as buying and renting out a home should give them more returns.
- Enhanced tax collections by government will promote fund availability to boost infrastructural development. This in response will support organised real-estate development leading to increase in demand and prices. ■



CAPITALISING THE DEMONETISATION

Don't let the recent demonetisation dissuade you from buying your dream home.



AT PACIFICA, WE BELIEVE IN COMMUNITY BUILDING. RESIDENTS OF HAPPINESS TOWERS AND EMPLOYEES OF AURUM PROJECTS OFTEN GET TOGETHER TO CELEBRATE EVENTS AND FESTIVALS

THE PAC CLUB



Ganesh Chaturthi

The residents and facility team at Happiness Towers celebrated Ganesh Chaturthi—right from bringing the statue to the premises, building a mandal, carrying out the puja during the day and in the evening on all three days—right up until the Visarjan. Many kinds of prasad were offered to the elephant deity to appease him and make this a joyous celebration.

Chilling in Chennai

With its sub-zero temperatures, snow fields and vast expanses covered in white, VGP Snow Kingdom is where you can build a snow man, have a snowball fight, experience snowfall and ride a sled or skate without having to head to North India. Since we wanted our dedicated team on the Aurum project to beat the heat, we took them on a team building exercise to VGP Snow Kingdom, where they were requested to wear their winter gear in the middle of July.

Sustainable Architecture

Horticulturists and landscape consultants have an equal say in land development along with the architects that develop our land, as we pledge to leverage sustainable architecture. Glimpses of our tree plantation drive at Pacifica Aurum. ■

WITH US, YOU DON'T BUY A HOME, YOU ACQUIRE A LIFESTYLE!

It is due to the unequalled expertise in developing great ideas into signature life spaces that has helped us gain global recognition. Choosing a prominent location, building landmark projects with exceptional planning as well as amenities and delivering homes that surpass your expectation is what we do best. With us, your dreams come true.

CORPORATE OFFICE - Pacifica House, 4/5, Sigma- I, B/h Rajpath Club, Near Mann Party Plot, Bodakdev, Ahmedabad - 380 059

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A Continuum of Care



THE SUPERLATIVE SENIOR LIVING FACILITIES OFFERED BY BROOKDALE SENIOR LIVING IN CAROLINA, WILL NOW BE OFFICIATED BY PACIFICA COMPANIES.

Choosing the right senior living community goes beyond price and location. Your loved one deserves to have a high quality of life. Pacifica Companies has acquired two of Brookdale's Senior Living properties in the American states of North and South Carolina, renowned for their sensitivity towards the aged.

The Carolina portfolio is a two-property portfolio of senior living communities located in the states of North Carolina and South Carolina. The properties contain a total of 392 units, including independent living, assisted living, memory care, and skilled nursing. The properties within the portfolio were built between 1984 and 1995. Each performs a service assessment before a resident moves in, to determine the necessary care level.

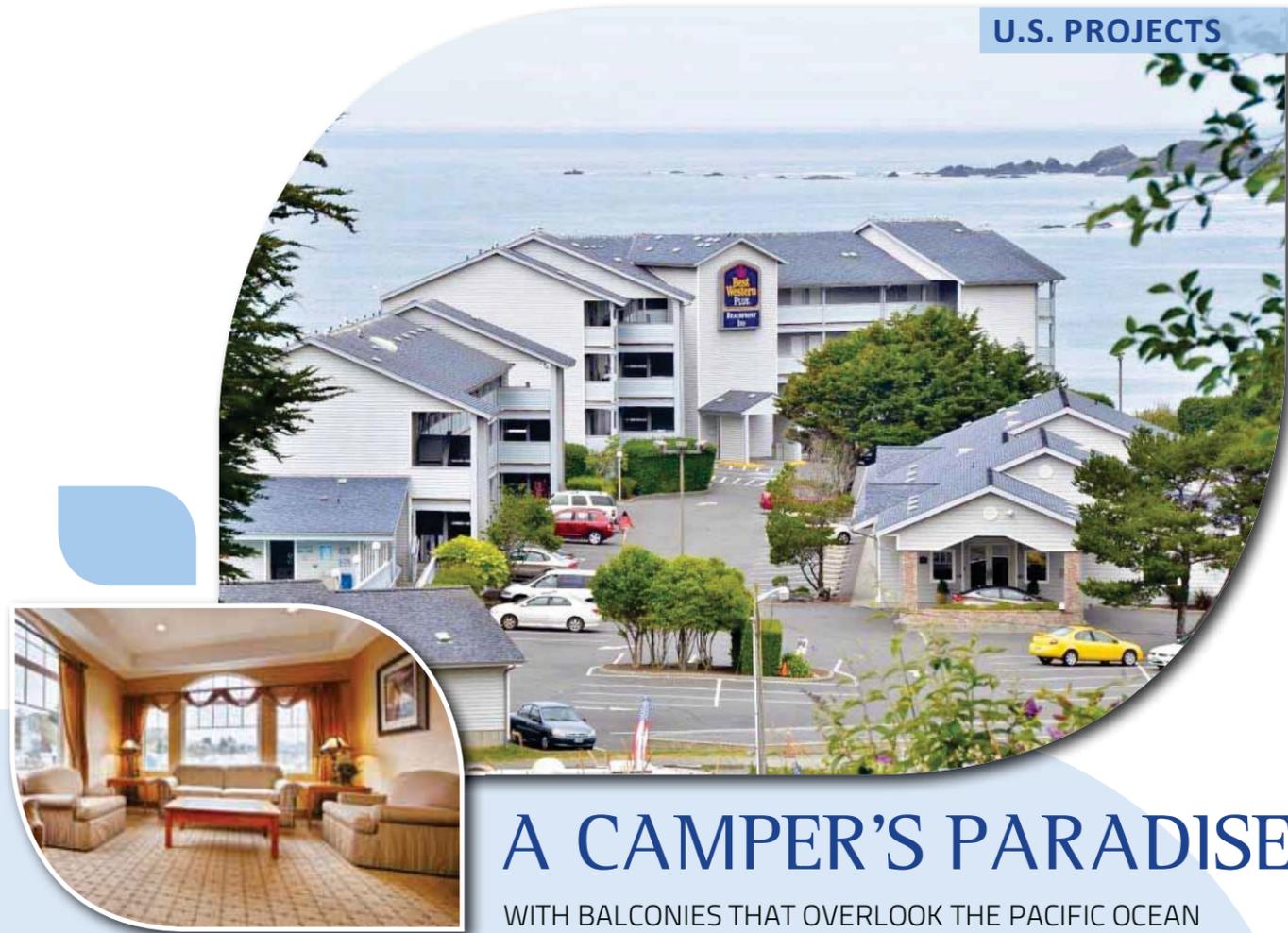
PACIFICA SENIOR LIVING HERITAGE HILLS, HENDERSONVILLE, NORTH CAROLINA

The 117-unit Hendersonville East build offers exceptional independent living for seniors and is the perfect retirement experience for residents with well-appointed accommodations, restaurant-style dining, resort-style luxuries and amenities, not only in location but in the services offered. Of the community's 97 independent living units, two are studios with an average size of 936 sq. ft., 16 are one-bedrooms with an average size of 1,005 sq. ft., 57 are two-bedrooms with an average size of 1,262 sq.

ft., and 22 are three-bedrooms with an average size of 1,543 sq. ft. The community's 20 memory care units are studios with an average size of 341 sq. ft. Members can easily accomplish daily tasks while staying socially engaged. The community offers full-service dining rooms, a library with computers and internet access, a recreation and activity room, a beauty and barber shop, and a clubhouse. The property features outdoor courtyards and outdoor gardening areas.

PACIFICA SENIOR LIVING SKYLYN, SPARTANBURG, SOUTH CAROLINA

Of the 275 units here, 116 are independent living units, 52 are one-bedrooms with an average size of 473 sq. ft., 58 are two-bedrooms with an average size of 674 sq. ft., and six are three-bedrooms with an average size of 931 sq. ft. Of the community's 102 assisted living units, 11 are studios with an average size of 293 sq. ft., 38 are one-bedrooms with an average size of 473 sq. ft., and 53 are two-bedrooms with an average size of 674 sq. ft., The community's 13 memory care units have an average size of 473 sq. ft., six are one-bedroom units and seven are two-bedroom units. The community offers a beauty salon and barber shop, fitness center, meditation chapel, spacious great room, library, and community activity room. The property features walking paths with landscaped grounds and gardens. ■



A CAMPER'S PARADISE

WITH BALCONIES THAT OVERLOOK THE PACIFIC OCEAN AND UNENDING VISTAS OF THE REDWOOD NATIONAL PARK, PACIFICA COMPANIES' LATEST HOSPITALITY ACQUISITION OFFERS YOU THE BEST OF OREGON STATE.

The town of Brookings is located along the Wild Rivers Coast in Oregon and boasts some of the warmest temperatures on the coastline. This southern entry to the Oregon coast is a base camp for trekkers and outdoor recreation enthusiasts on the Chetco, Rogue, Elk and Sixes rivers. From Port Orford to Brookings, the highway hugs some of the most dramatic and rugged coastline in Oregon, lined with sea stacks and rock formations. Low tide at beautiful Harris Beach State Park with large rocky areas, become perfect for tide pooling.

Experience all of these natural wonders at Pacifica Companies' latest laurel and Oregon's only hotel located on the sands of the Pacific Ocean, the Best Western Plus Beachfront Inn, Brookings. The beach resort has beautiful views of the Pacific Ocean from each room. From one of the many nearby boat docks, guests can charter a day-long deep sea fishing adventure or spend an afternoon on a Rogue

River Jet Boat excursion. Less than a half an hour away, guests can explore the famed Redwood National Park in all of its beauty.

The original property was built in 1990 and consisted of a three storey, 39-unit motel building which has since been reconfigured into the main lobby, small and large conference rooms, a breakfast lounge and launderette. Owing to its growing popularity due to the courteous hospitality and spectacular ocean views, in 1991, an additional 3-storey, 39-unit motel building was constructed, with more spacious rooms. Twelve of the suites in the resort include a whirlpool tub. Of these, three units have a kitchenette, extra bath, and a twin bedroom with a second whirlpool tub, a swimming pool and hot tub built into a raised deck and a pool house. In 2002, a third three-storey, 24-unit hotel building and a detached laundry room with a restaurant and gift shop was built. Being a camper's delight, the premise is pet-friendly! ■

NEW PROJECT

NEBULA GROUP'S DEBUT PROJECT **AAVAAS** IN HYDERABAD WILL TICK ALL THE RIGHT BOXES IN ANY HOMEBUYER'S CHECKLIST



Budget Homes, Luxe Amenties



Pacifica Companies has taken a quantum leap in simplifying the Indian realty scenario by launching a subsidiary called Nebula Companies that focuses on building budget homes. The new enterprise's vision is a simple reality called **Dream 2020** – to get a minimum of 10,000 families to realise their dream of owning a home by the year 2020. Know more about this creative enterprise at www.nebulacompanies.com

Quality realty still exists in a bubble of luxury that is unattainable for the common man. As an all-inclusive, self-sustainable community lifestyle centered on affordable pricing, Pacifica Companies' new subsidiary initiative Nebula Group provides essential amenities and premium facilities within a budget. They recently debuted Aavaas, a township sprawling over across 10 acres of uninterrupted green. The conceptual planning of this innovative project was remodelled from the resounding success of Aavaas, Ahmedabad.

Four blocks of 15 storeys surrounded by five acres of landscaping, the project has conspicuously allocated more than 60 per cent of the plot to open area. All of your needs will be met in-house with imperative requirements like a school, clinic, community hall and shopping avenues within the complex.

Switch from solitude to urban connectivity with shuttle-bus services transporting you to the Miyapur metro station in a matter of minutes!

Advanced security, ample parking, free wi-fi connectivity, a sports court, a clubhouse, community hall, feeder road and skywalks on the rooftop ensure that there is much to do. Since bookings commenced with the first advertisement that went live in August 2016, the project was overbooked, and attracted over 3,000 buyers. On a first-come-first-serve basis, we accommodated 2,670 customers, requesting others to stay on a waiting list.

With the pricing being well within a buyer's budget, the returns offered on the purchase of a home in Aavaas is manifold. Considering the overbookings, we are sure to accomplish Dream 2020 well before the stipulated date. ■

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A QUIET REVOLUTION IN LUXURY

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TEAM-BUILDING



exceed the quota. While the team was allowed to use herbs, condiments and spices, farsans, cones and waffles, they were instructed that their gradations would happen over the flavours created by their use of fresh ingredients and not the above. Each team member had to be involved in the preparation and were expected to whip up two savoury snacks, milk and water-based beverages and a dessert.

The teams were given aprons and chef caps and asked to decorate them with their team names and logos. We were amused by the creative suggestions that came through : Flavour Factory, Hungry Hearts, Team Cuisine, The Golden Spoon, Planet of the Chefs, Goodies, Kreative Kappa, Swad Junction, Zaika and Khana Badosh Minions. Half of each team was divided across tables in the café and the terrace which was canopied for the event. At the blast of a whistle, the teams got to work and there was a melee of juicing, peeling, mixing and every action imaginable that can be associated with a busy kitchen.

The twist in the plot in the second season was this – half an hour into the preparation, teams in the café were asked to swap tables with their members on the terrace and to finish their recipes—according to their own interpretations. Everyone looked aghast, as if they were writing an exam they were not prepared for. If this were a reality show, they looked like contestants on Survivor, not MasterChef.

Still, the end results were commendable. Kreative Kappa took away the big prize of ₹10,000 with their savoury Tangy Nachos Twist and Royal Crunchy Dome, Freak Shake and Coco Pine Cooler as drinks and Coco Rose Balls, as desserts. Flavour Factory and Swad Junction were declared runners-up, winning ₹7,500 and ₹5000, respectively. The esteemed judges, Chef Prakash and Chef Vikash from the Courtyard by Marriott, distributed the awards to the burping winners. ■



MASTERCHEF PACIFICA SEASON-2

THE SECOND EDITION OF THE NO FIRE COOKING COMPETITION HELD AT THE HEAD OFFICE, FELT MORE LIKE SURVIVOR THAN MASTERCHEF.

For a change, it wasn't the chef cooking at the YOLO Café at the Head Office in Ahmedabad.

In the second season of the *No Fire Cooking Competition*, the office was divided into ten teams and asked to choose a captain. While the fun event was slated for the 6th of August, 2016, we could hear the teams assemble during their lunch breaks and share recipes and argue over the choicest ingredients at least a week prior.

The rules were simple: Each team was given a budget of ₹750 to buy their stock. Their billing was not allowed to



ANIMATED WONDER

EVERY TIME YOU GAFF AT A SUNDAY CARTOON, REMEMBER THE MAN WHO PIONEERED ANIMATED MOTION FILM.

When Elias Disney, a humble carpenter and handyman grew concerned about the rising crime in Chicago, he invested in a farm in rural Missouri in 1903, in the best interests of his wife Flora and their five sons. An ardent believer in the 'spare the cane and spoil the child' style of upbringing, the boys frequently received a sound rap, every time they acted naughty. Their indulgent mother soothed the boys by tucking them into bed and reading them fairy tales.

Working his hand on the farm, observing nature in her full glory and playing with animals is what the fourth son, Walt, rendered as sketches on paper in free time. That, combined with his mother's knack for story-telling, allowed his imagination to run wild, a trait that would later transform him into one of the world's best animated filmmakers.

THE YOUNG ARTIST

In 1909, Elias gave up the planter's life to purchase a newspaper route in nearby Kansas. Here, the little day-dreamer found solace at an amusement park called Electric Park, which featured 100,000 electric lights illuminating a roller coaster, Dime museum, Penny arcade, swimming pool, and a colorful fountain light show. In between delivering newspapers and attending Benton Grammar School, the young boy developed a fascination for literature – and enjoyed the great classics authored by Mark Twain and Charles Dickens.

In art class, Disney surprised his teacher with original sketches of flowers with human hands and faces. After stepping on a nail while on his

newspaper route, Disney recuperated in bed for two weeks, spending his time reading and drawing cartoons.

A patriot, Walt wanted to fight in the World War-I at the tender age of 16, but was rejected as he was underage. Resilient, Walt Disney decided to join the Red Cross Ambulance Corps, which took him to France and Germany.

SOLDIER ON

After spending ten months in Europe, Disney returned to the U.S. in October 1919. After a few failed stints as a commercial artist at many studios, he decided he would try his luck in Los Angeles. He sent a letter to Margaret J. Winkler, a New York cartoon distributor, to see if she had any interest in distributing his sketches. After Winkler viewed the cartoons, she and Disney signed a contract.

He rented a room at the back of a real estate office in Hollywood where he wrote the stories, drew and filmed the animation. He hired first animator, Rollin Hamilton, and moved into a small storefront with a window bearing 'Disney Bros. Studio.' Disney's *Alice in Cartoonland* reached theaters in June 1924. When the cartoons were praised for their live action with animation backgrounds in the trade papers, Disney hired his friend Iwerks and two more animators in order to focus his attention on the stories and directing the films.

MAKING MICKEY

In early 1925, Disney moved his growing staff to a one-storey, stucco building and renamed his

business 'Walt Disney Studio.' Disney not just hired Lillian Bounds, an ink artist, but also began dating her. On July 13, 1925, the couple married in her hometown of Spalding, Idaho.

He first sketched Disney's Studios mascot on a long train ride back from New York to Los Angeles. In a depressed state because he was experiencing a professional low, he sketched a character and named him Mortimer Mouse. Lillian suggested the name Mickey Mouse instead – a livelier name.

Back in Los Angeles, Disney copyrighted Mickey Mouse and created new cartoons with the character as the star. He struck a deal with Pat Powers of Cinephone where Disney was the voice of Mickey Mouse and Powers added sound effects and music.

Powers became the distributor of the cartoons in 1928. *Steamboat Willie* opened at the Colon Theater in New York. It was the world's first cartoon with sound. *Steamboat Willie* received rave reviews and audiences everywhere adored Mickey Mouse. Mickey Mouse Clubs sprung up around the country, soon reaching a million members.

In 1929, Disney began making *Silly Symphonies*, a series of cartoons that included dancing skeletons, the Three Little Pigs, and characters other than Mickey Mouse, including Donald Duck, Goofy, and Pluto. On the personal front, December 18, 1933, Lillian gave birth to Diane Marie Disney and on December 21, 1936, Lillian and Walt Disney adopted Sharon Mae Disney.

ANIMATED ENCORES

Everyone criticised Disney's desire to create a full-length animated feature. Despite the naysayers, Disney, ever the experimenter, went to work on the feature-length fairy tale, *Snow White and the Seven Dwarfs*. Production of the cartoon cost \$1.4 million (a massive sum in 1937) and was soon dubbed 'Disney's Folly.'

Premiering in theaters on December 21, 1937, *Snow White and the Seven Dwarfs* was a box office sensation, earning \$416 million. A notable achievement in cinema, the movie awarded Walt Disney an Honorary Academy Award in the form of one statuette and seven miniature statuettes on a stepped base. The citation read, "For *Snow White and the Seven Dwarfs*, recognized as a significant screen innovation which has charmed millions and pioneered a great new entertainment field." Disney then went on to produce animated milestones like *Pinocchio*, *Dumbo*, *Bambi*, *Cinderella* and *Peter Pan* in 1953.



Micky Mouse will always remain the lucky mascot for the animated studio





GOLDEN AGE

The period beginning with *Snow White and the Seven Dwarfs* and ending with *Bambi* is often referred to as the 'Golden Age' of Disney filmmaking. These films were all overseen by Walt himself, and established Walt Disney Studios as one of the leaders in animated filmmaking. However, the term 'Golden Age' is actually quite misleading. With the exception of *Snow White* and *Dumbo*, in terms of financial success, the 'Golden Age' wasn't all that golden. In fact, *Dumbo* was originally supposed to be merely a short film, but Disney decided to make it a full-length feature to try and recover from the losses suffered from *Fantasia*.

HARD TIMES

With the arrival of World War-II, Disney Studios faced lower budgets and smaller teams of animators available for their films. This era features six films that are comprised of multiple short films like *Saludos Amigos*, *The Three Caballeros*, *Make Mine Music*, *Fun and Fancy Free*, *Melody Time* and *The Adventures of Ichabod and Mr. Toad*—obscure features that don't even ring a bell. However, it is interesting to see how World War - II affected even the legendary Walt Disney Studios, and how war not only destroys lives, but infrastructure as well. In addition to these six films, Disney Studios also produced wartime propaganda, including anti-Nazi commercials and fliers encouraging citizens to support the war and buy war bonds.

A CARTOON WONDERLAND

On 13th July, 1955, Disney sent out 6,000 exclusive guest invites, including Hollywood movie stars, to enjoy the opening of Disneyland. ABC sent live-cast cameramen to film the opening. However, tickets were counterfeited and 28,000 people showed up. Rides broke down, water was inept for toilets and drinking fountains, food stands ran out of food, a heat wave caused freshly poured asphalt to smudge shoes, and a gas leak ensured that a few of the themed areas closed temporarily. Despite the newspapers referring to this cartoonish day as 'Black Sunday,' guests from all over the world loved it regardless and the park became a major success. Ninety days later, the one-millionth guest entered the turnstile.

SMOKE HAZARD

While children loved Disney, one of his darkest secrets that he kept hidden from his young admirer's was his persistent habit of chain-smoking. Hewas diagnosed with lung cancer in 1966. After having a lung removed and several chemotherapy sessions, Disney collapsed in his home and passed away in December. However, the spirit of the legend remains in each of his productions, even today.

Disney's death spawned two rumors that became urban legends. The first is that he had his body cryogenically frozen. The second held that he was buried somewhere on the grounds of Disneyland. Both rumors are completely untrue. Disney was cremated and his ashes interred at Forest Lawn Cemetery in Los Angeles, California. ■

PROFITABLE REMODELLING

Refurbishing your house to look like a chic home, will help increase its market-value manifold when you sell it

Realty is the best investment. Whether you're looking to capitalise on the property you own by selling that old house you received out of a family inheritance or are looking to rent out an extra room, much can be done to improve the market value of your land asset. While certain variables like the locality and maintenance of the society are out of your control, there are many things that you can do to increase the market value of your home.

FIRST IMPRESSIONS

Have you ever knocked on a stranger's door? Possibilities are that you spend a few minutes just assessing their stature by observing details like the quality of the front-door, the name plate and the knick-knacks lying around. Psychology proves that subjects form indelible first impressions by looking at a person, object or scene within a 90 second lockdown. Spruce up your entrance to enchant any passerby. Avoid common mistakes like leaving old newspapers and storage items, unsightly footwear and sun-drying laundry outside.



The entrance dramatically alters the perception of the market value of your home to any seller.

EXTRA ROOM

Maximise unutilised space by converting an unused den or study into an extra bedroom. In a country like India which is cramped for space, home buyers always choose homes that offer them solitude than spaces in which they can socialise.

MODULAR STORAGE

Another huge demand that urban buyers have is the need for storage. Our cupboards, cabinets, closets and storage rooms simply aren't enough to hold the treasures we have accumulated over a lifetime. Especially if there is a lady in the house, remember, there is always a need for an extra drawer and shelf.



Convert unused rooms into a makeshift bedroom

CONTEMPORARY FITTINGS

When most home-owners think of selling a house, their mindset is that of leaving not of arriving. However, start thinking along the lines of how you would want your home to look when you are moving into the house of your dreams. Replace your kitchen appliances, and especially the old rusty bathroom fittings. Set aside a budget to do the same. While it may pinch your pocket, you will be paid manifold while selling the house.

IN A POSITIVE LIGHT

Even if you own a top-notch property, all of your efforts will be ruined if the house isn't well lit. Keep the windows open and the rooms well ventilated and choose soft mood-lighting over the harsh glare of fluorescent lights, so that your décor stands out in the best possible manner. ■

HEAVENLY SPACES

OUTSIDE OF COLORADO SPRINGS, THE CADET CHAPEL APPEARS LIKE A MASSIVE TRIANGULAR ACCORDION PENETRATING THE TRANQUIL LANDSCAPE AND LEAVING THOUSANDS OF VISITORS IN AWE.



GOLD-DIGGERS

It all began with the gold rush of 1873. The U.S. defence forces were pushed to build an air base, when the city of Colorado Springs felt the need of military presence and added government protection. That was the genesis of the U.S. Air Force Academy.

Located on more than 18,500 acres of forests and foothills about 10 miles north of downtown Colorado Springs, this showcase of military instruction and leadership is the youngest of America's five military service academies; its first graduating class of second lieutenants was commissioned in 1959. While the premise in itself is impressive, what steals the show is the AFA's Cadet Chapel.

Designed in 1959 by Skidmore Owings & Merrill (SOM) architect Walter A. Netsch Jr., the building is an iconic fusing of technology, worship and aesthetically pleasing futuristic architecture. It was finished in 1963 after four years of work and a budget of \$3.5 million. From the outside, the conspicuous 17 spires dominate the landscape, but the technological know-how of the interior is truly inspiring.

A CONTEMPORARY CHAPEL

The frame of the entire chapel is constructed out of 100 identical tetrahedrons, weighing five tons a piece. Each of the tetrahedrons is colored according to pattern, some with clear aluminum and others with vibrant colored glass. The careful planning and design of the interior structure gives the place of worship a spectacular palette of deep blues and pastels when light shines against the roof.

Built to inspire all who worship in its halls, the Chapel has a multi-religious approach, with a Protestant chapel on the top floor, a Catholic chapel on the middle floor, a Muslim prayer room, and a

circular Jewish chapel on the lower floor. Although Christian worship dominates the chapel, the Jewish chapel features a famous 'Holocaust Scroll' that was donated to the church after being found in an abandoned warehouse in Poland.

Although the chapel was controversial for its pluralism when it was first built, it has come to be accepted and loved. It is open for visits and worship every day. For visitors hoping to just catch a glimpse while passing through, the huge Chapel is visible from Interstate 25 a few miles away.

Netsch's final design was selected by the U.S. Air Force after several changes to the initial draft. Netsch and his colleagues designed the entire Air Force Academy campus but his chapel, completed in 1963, soars above the horizontal and vertical lines of the boxy buildings on the 17,500-acre site and has become a popular and critical success. It is Colorado's most visited man-made tourist destination, and has received the American Institute of Architects' 25 Year Award in 1996.

RECENT RENOVATION

62 years later, last year, the firm returned to the site with a new building that serves as an education and research facility. The Center for Character and Leadership Development' (CCLD) creates a new architectural landmark for the campus, serving as a visual counterpoint to the academy's distinctive cadet chapel.

If you haven't seen this visual marvel as yet, do so within this year—academy superintendent Lt. Gen. Michelle Johnson said in her annual 'State of USAFA' address Tuesday that repairs to the nearly 53-year-old chapel are long overdue and it will remain closed for two years in 2018. ■

AFA's shimmering shrine is a mélange of glass and metal.



Aurum Villas,
Chennai



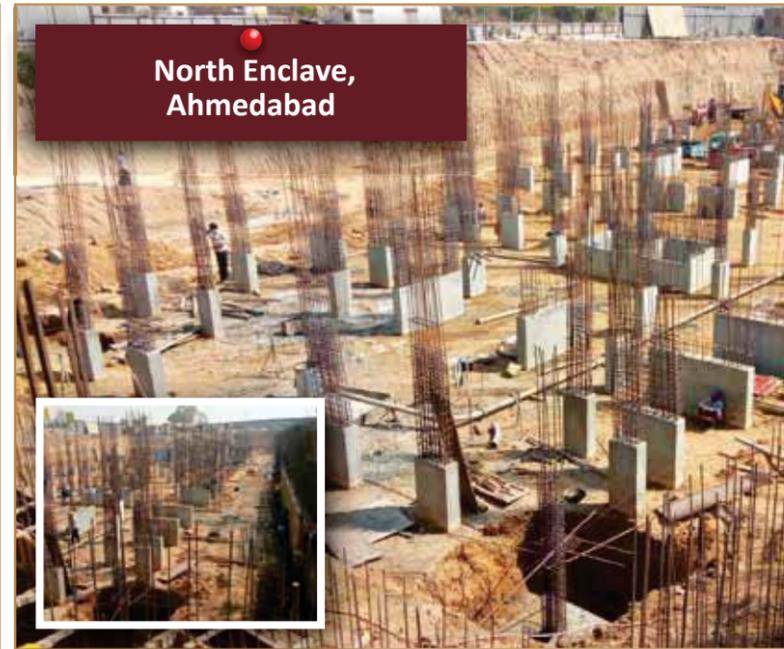
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PROGRESS REPORT

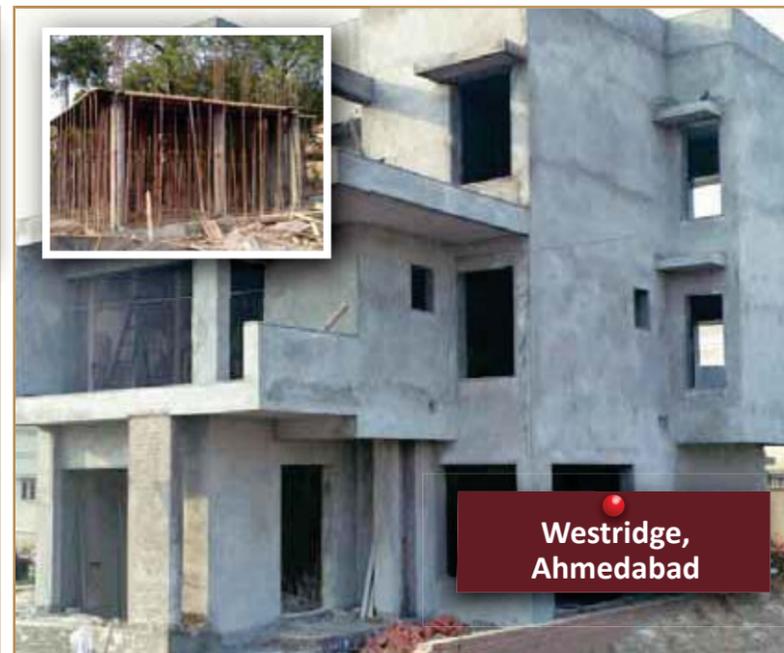
Rome wasn't built in a day — then again, Rome wasn't built by Pacifica Companies. A fast track on our bustling projects.



Pride Towers
Chennai



San Lucas @
Madrid County



Westridge,
Ahmedabad



Casa Lakeside,
Vadodara



HUMOUR



“If you work 24 hours a day, you won’t need your apartment and that will save you a lot of money and that’s the same as getting a raise!”

- Venison for dinner again? Oh Deer!
- A cartoonist was found dead in his home. Details are sketchy.
- I used to be a banker, but then I lost interest.
- Haunted French pancakes give me the crêpes.
- England has no kidney bank, but it does have a Liverpool.
- I tried to catch some fog, but I mist.
- They told me I had type-A blood, but it was a Typo.
- I changed my iPod’s name to Titanic. It’s syncing now.
- Jokes about German sausage are the wurst.
- I know a guy who’s addicted to brake fluid, but he says he can stop any time.
- I stayed up all night to see where the sun went, and then it dawned on me.
- This girl said she recognized me from the vegetarian club, but I’d never met herbivore.
- When chemists die, they barium.
- I’m reading a book about anti-gravity. I just can’t put it down.
- I did a theatrical performance about puns. It was a play on words.
- Why were the Indians here first? They had reservations.
- I didn’t like my beard at first. Then it grew on me.
- When you get a bladder infection, urine trouble.
- Broken pencils are pointless.
- What do you call a dinosaur with an extensive vocabulary? A wthesaurus.
- I dropped out of communism class because of lousy Marx.
- All the toilets in New York’s police stations have been stolen.
- The police have nothing to go on.
- I got a job at a bakery because I kneaded dough.
- Velcro – what a rip off.
- Don’t worry about old age; it doesn’t last



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