

LINKS

Synthesis Spacelinks Newsletter | September 2015

IN FOCUS

SURAMYA ABODE

In Conversation

Mr Rajiv Vastupal

Chairman, FICCI - Gujarat State Council

Megastructures

Rani-Ki-Vav, Patan, Gujarat

Combining complex wholes & integrating traits, attitudes & impulses to create or form a personality is Synthesis. Like Henry Ford very clearly states, "Coming together is a beginning. Keeping together is progress. Working together is success". We at Synthesis Spacelinks welcome you all to be a part of our journey. This journey is about human multitasking which includes professionals like Engineers, Construction Professionals, Legal Experts, Marketing Professionals, Structural Designers, Architects and our entire team of spirited people. This culture of innovation & collaboration which gave life to the Real Estate industry is into its momentous fourth decade.

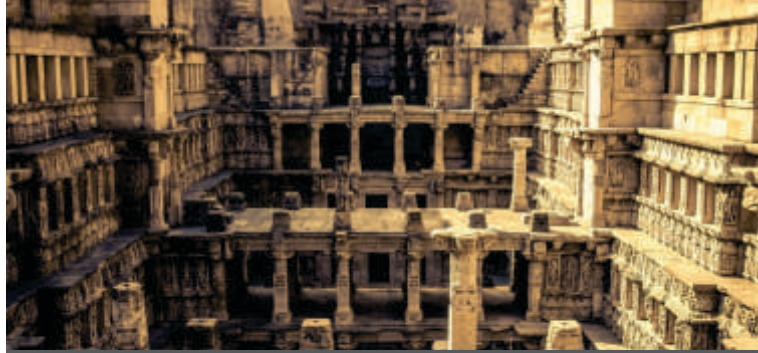
We constantly define & redefine space; hence you will always find us outdoing ourselves. Our distinctiveness is based on our genius teamwork, which functions at optimal levels. Our repertoire of work includes residential townships, commercial projects, corporate houses, weekend homes & plotted development projects. The Suramya success, Sakar, Supath, Altius series and the ongoing The First – a corporate commune are a modest range from the Synthesis team.

Our approach at Synthesis is a standing testimony of excellence & quality in construction, design & aesthetics. With decades of consistency in creativity & detailing we can assure you an evolved space. After successfully implementing our knowledge acquired over the years we have a reputation that precedes us. Accolades & awards are the external factors that prove 'where we are', but client satisfaction proves 'who we are'. We instill a sense of belonging and design space to create homes & proud homeowners.

Dedication & focus from conception to completion assures the client of what is to come. Astute analysis & relentless pursuit of perfection ensures a steady growth & speaks volumes for the team at Synthesis. Hence, we welcome you once again to be a part of our journey & progress.

Your Team at Synthesis Spacelinks.

CONTENTS



10 Megastructures - Rani-Ki-Vav, Patan, Gujarat



SURAMYA HOMES
3 TYPES OF WEEKEND HOMES

12 Projects - Status and Updates

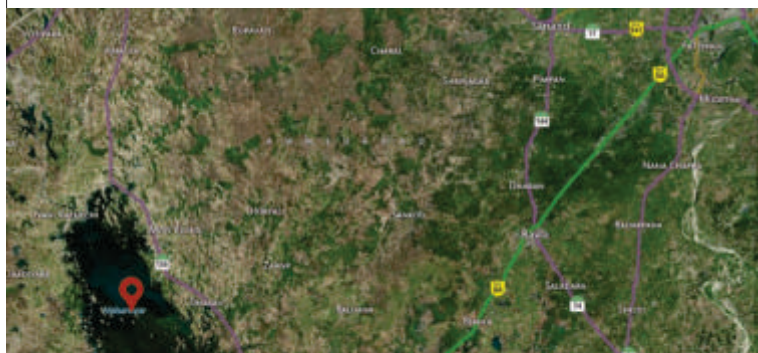


6 In Focus - Suramya Abode



A Corporate insight into
Ahmedabad's
Real Estate Industry

15 In Conversation - Mr Rajiv Vastupal



17 Ramsar Convention

- 05 **Managing Director Speaks**
Synthesis Spacelinks Pvt. Ltd.
- 06 **In Focus**
Suramya Abode - Plotted Development
- 10 **Megastructures**
Rani-Ki-Vav, Patan, Gujarat
- 12 **Projects**
Status and Updates - Ongoing & Upcoming Projects
- 15 **In Conversation**
Mr Rajiv Vastupal
- 16 **Miscellany**
News, Trends, Activities & Useful Information
- 18 **Flashback**
From Our Archives

It's my pleasure to extend a warm welcome to all our readers, and to thank you all for being a big part of our journey. This journey would not have been what it is today without your support. We have been around for over 3 decades and are proud to be standing tall and still going strong. It is safe to say we all learn in a predictable pattern, but taking chances and incorporating unfamiliar ideas has hugely contributed to the success of Synthesis. This journey has been a constant learning experience, which today marks the inspiration for Synthesis.

The gracious welcome that we have received during our tenure in this industry has been overwhelming. This collective vision of collaboration & integration is the sole reason for our growth. The team and its constant efforts have resulted in huge transformations and smooth transitions with time. Relentlessly pursuing goals & achieving targets has been our mission throughout. Our testimonials speak of not only satisfied clients, but happy employees as well.

From residential to commercial to weekend homes our lineup in the Realty industry has been varied and significant. Our modest repertoire has had symbolic value in turning this industry around. I am extremely humbled and appreciative of all the collective effort & significant contribution from our team & the readers. The growing clientele is a constant motivation boost for Synthesis and keeps reiterating the fact that we are getting there. Therefore, conclusively, I must hereby thank each one of you'll for your vital influence and participation in building this company and seeing it grow with me.

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination" – Jimmy Dea

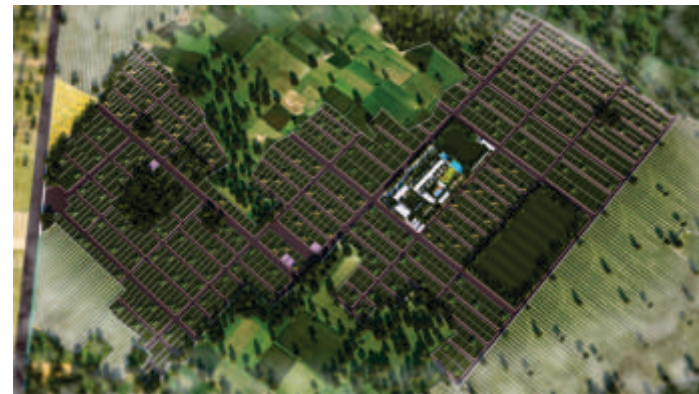
Humbly yours,
Pankaj Shah, Managing Director, Synthesis Spacelinks.

IN FOCUS
SURAMYA ABODE |

LIFE IS **GOOD**.
WE JUST MADE IT **BETTER**.

'Architecture has always been a very idealistic profession. It's about making the world a better place, and it works over the generations because people go on vacation and they look for it' – Frank Gehry. With Suramya Abode your search will not let you down. Our race is very astute & keen on good aesthetics; we like to please the eye. And this aesthetic minimalism balanced with subtle elaboration is an extremely viable design intent, it's precise, practical & expressive. A weekend for the entire family Suramya Abode ensures everyone is leisurely busy. It is cleverly designed and encompasses restaurants, theatre space, swimming pool, gymnasium, conference rooms, recreation facilities, jogging track etc and ample parking space.

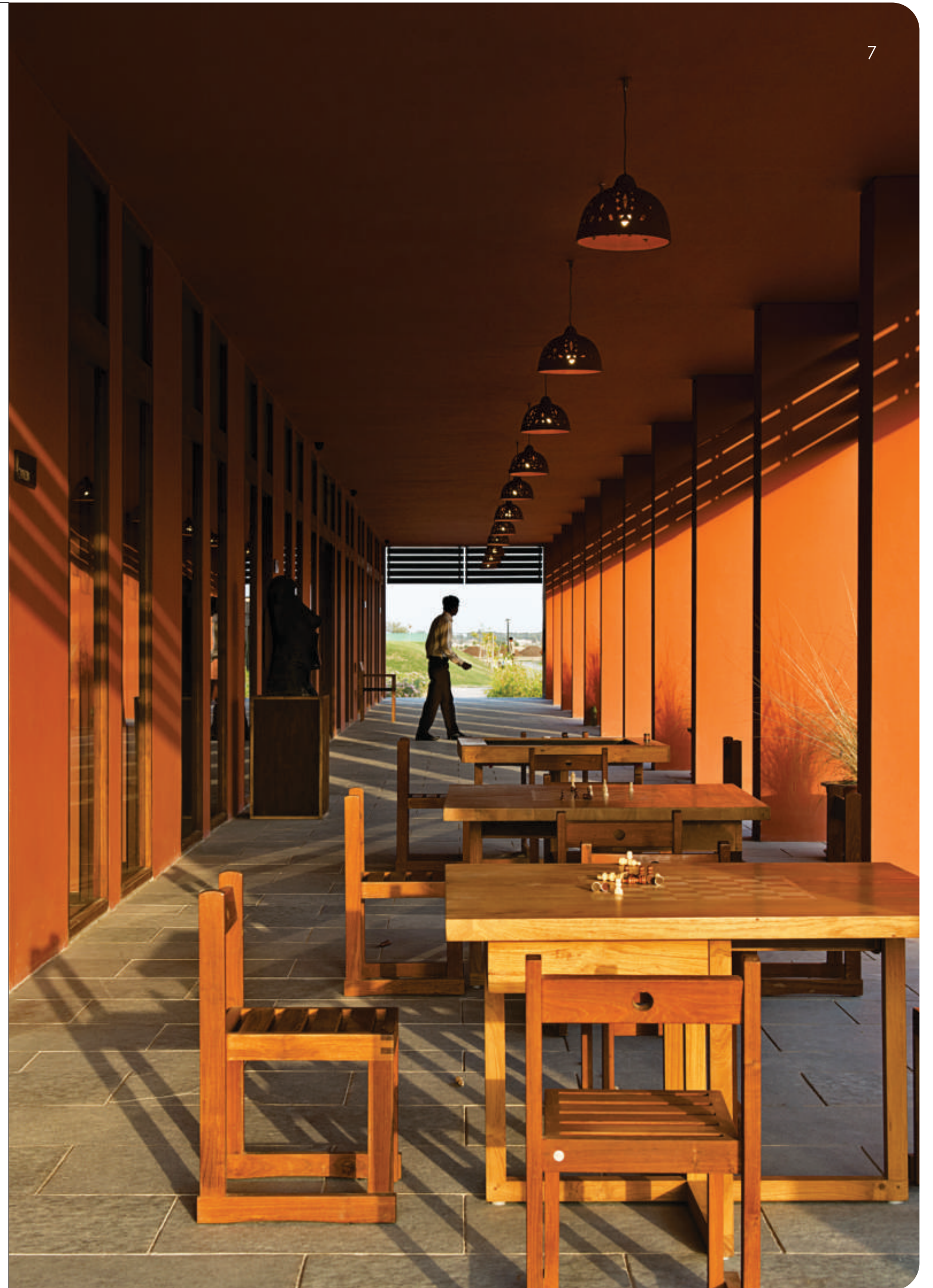
Bright colors have strongly influenced this space, and each space has been designed & placed with care. It comes as no surprise Suramya Abode has been awarded the CRISIL REAL ESTATE's HIGHEST- 6 STAR RATING for a plotted development. The fully equipped club house covers a plot area of 47,500 sq yards, which gives you an overview of the entire space occupied by this architecturally sound structure. The placement of trees and trimmed paved paths add to the presentation of this place. They are also greatly responsible in adding to the quiet ambience. The picturesque landscaping punctuates and adds to the generosity of the project.



Effectively designed the residential space is fully furnished and very well equipped. A king-size bed occupies the room with bedside lamps & knick knacks. The yellow & green backdrop walls add to the pleasantness of this space. Tastefully furnished this room ensures you have an extremely nice stay.

Suramya Abode is not just 'home away from home' but is luxury at home. The restaurant & banquet hall with the new Rain-Tree café serves everything you could wish for. The banquet hall is also a good place to hold business conferences and social gatherings.

Suramya Abode is your ideal weekend getaway which lets you unwind & relax.



IN FOCUS
SURAMYA ABODE |



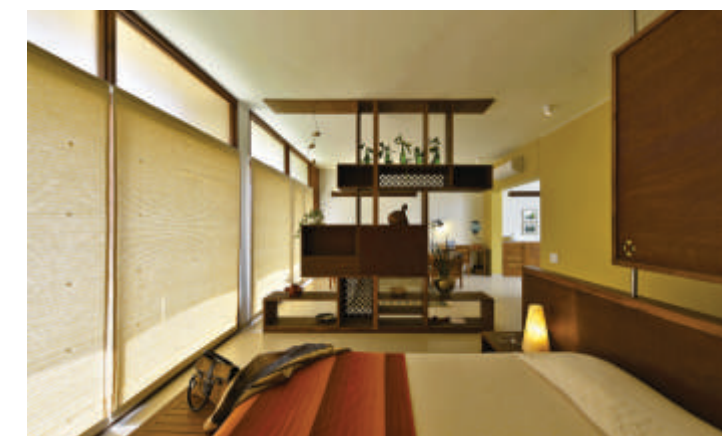
There is high pillar placement wrapped around the porches which is a good confluence of modern & contemporary. The movie theatre with its state-of-the-art sound and projection system, acoustics & luxurious seats that spell comfort is an experience in itself.

And apart from just screening movies, this space is multi-functional and can easily accommodate business conferences, seminars or lectures. Suramya Abode also boasts of an indoor play area exclusively designed for children with its central air conditioning it is utilized a great deal in the summers.



The swimming pool offers respite from the heat & also takes care of your daily exercise regime, be it a few laps or just a soak in the pool. The gymnasium is well equipped with the latest gym equipment and extremely well kept.

You will definitely want to get into your gear and sweat it away. Therefore, this infinite graceful retreat with well designed expanse and the controlled division of space sets the right mood. This dignified class is a commitment well kept by the Synthesis team.



MEGASTRUCTURES
RANI-KI-VAV, PATAN, GUJARAT |



**INSPIRATION BEHIND
FUTURE CREATIONS**
RANI-KI-VAV, PATAN, GUJARAT

A Appreciating art, scrutinizing its form & analyzing it from all aspects indeed requires a good eye. And with Indian architecture being rooted with its culture, history & depth the knowledge around it is boundless. With its explicit detailing & creation it would be lethal to leave out the minutest detail. Learning about its association & reason for prominence these establishments are the foundation for our creativity & undoubtedly the inspiration behind future creations. Indian architecture has absorbed varying impacts and risen with more vigor & exposure. We at Synthesis mark our first edition with paying tribute to one such exquisite structure – the Rani-ki-Vav at Patan, Gujarat.

To clearly define this structure with its sharp distinctiveness of Stepwells created for water resource & storage this elaborate & glorious work of architecture can leave you speechless. Its multi-storey level creation with sculptural panels and a 10 m in diameter shaft is also 30 m

deep. This subterranean structure was constructed as a functional & religious monument which emphasized the sanctity of water. Technologically sound this impressive structure is a single standing component which safely combines all the principles of a stepwell. With a stepped corridor and four pavilions created in the east-west direction this piece of art is a visual delight with its multi-dimensional form.

This stepwell was especially created when water was resourced from the ground through communal wells. It was also created in a temple-like form to celebrate water as one of our natural elements of worship. Though, unfortunately it is not used as a water-well today due to its geotectonic changes, but is fortunately well preserved. Therefore, this functional & aesthetic design will keep us intrigued & spellbound keeping us rooted to the base of architecture & ensuring we reminisce of an era never to be forgotten.

**AN ACHIEVEMENT
OF YOUR INNER DRIVE**

YOUR REASON TO MAKE YOUR LAND **YOUR HOME**

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LIFESPACE**

plots 535 sq yds & above
sanand
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**SURAMYA
GROVE**

plots 1700 sq yds & above
raska weir
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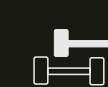
Club House



Food & Beverage



Swimming Pool



Gymnasium



Movie Theater



Residential Facilities

PROJECTS
STATUS & UPDATES |

SURAMYA LIFESPACE

NEWLY DEVELOPED SWIMMING POOL & NEW SECTOR OPEN

Plotted Development

Plots: 550 Sq.Yds. and above

Sanand

25 Min. Drive From S.G. Highway

This plotted development space built in 2011 is a dream realized. This elegant design of space with its serene surroundings, which also include a waterbody is an ideal getaway. Immaculately designed rooms, fully equipped gym, a picturesque landscape with good decking and a well maintained garden, reception space, specially designed play park for children is a complete weekend package for the entire family. Well done up restaurants with a fully equipped kitchen to tantalize those taste buds is just the icing on the cake.

Suramya Lifespace located at Soyala off Sanand-Nal Sarovar Road is an easy drive from Ahmedabad. It also has a spectacular new swimming pool, which adds to the elegant setup.



SURAMYA GROVE

COMPLETE WITH AMENITIES, ROAD NETWORK & INFRASTRUCTURE

Plotted Development

Plots: 1500 Sq.Yds. and above

Raska Weir, Hathijan-Mehmdabad Road

11 kms from S.P. Ring Road (Hathijan Circle)

Architect: Urban Design, Groundwork

Suramya Grove is more in line with modern architecture with its neat arches & circles. The minimalistic approach to reconcile modern with a hint of contemporary has worked in their favor. The numerous movements & the equal definition of space in the alleyway gives this space depth & a post modern feel.

It is notably a well preserved & maintained property denoting class & stand. This visually expressive space ensures a worthwhile weekend away from clutter & chaos. Transforming the space using new available construction material the preciseness is clearly depicted. And Surmaya Grove has successfully accommodated constantly emerging new building techniques without any excessiveness.



SURAMYA HOMES

3 TYPE OF WEEKEND HOMES

3 Fully Developed Properties. Lifespace, Abode & Grove.

Weekend Homes

Architect: Canna Patel, HCPIA, Ahmedabad

Suramya Homes a luxurious retreat is a lush & pristine space designed with a contemporary touch.

This building style is influenced by a diverse approach and has thus resulted in a complete visual treat. A sand garden with swings, plants & trees, a well designed facade and brick pillars add to the unique style. The contemporary touch just about pushes the boundaries to accommodate modern, which gives it a different form.

With its optimal use of space & creatively designed Suramya Homes is an ideal weekend getaway. With the emergence of modern architecture; space design, construction & specifics are constantly changing, which in turn brings a whole new creation & concept.

The effective placement of flora adds a new dimension to the lush green surrounding.

ALTIVUS I, II, III & LIVING

3,15,000 SQ.FT. RESIDENTIAL DEVELOPMENT COMPLETED BETWEEN 2010 & 2014

Residential Development

Architect:

Altivus I, III & Living- Anand Patel & Associates

Altivus II - Ujjval Fadia

This residential development depicts modern living with amenities which include hi-tech security system, modular kitchen, marble flooring, energy saving solutions, ample parking, gymnasium etc. Altivus 1 is a low rise housing development with just 24 units, with a neatly trimmed garden which further adds to the opulence.

Similarly Altivus 2 follows the concept of one flat per floor, which means privacy & exclusivity. It also defines luxury, with 4 car parks per flat, and comprises of 4 1/2 bedrooms.

These novice solutions to residential housing & development marks modernism. Practically designed keeping the aesthetics in mind these residential projects can be broadly categorized as 'New Housing Solutions'.





YOUR FIRST CHANCE

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The First

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Office Modules: 1,000 To 30,000 Sq.Ft. | **Corporate Houses:** 6,000 To 15,000 Sq.Ft.

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IN CONVERSATION

MR RAJIV VASTUPAL

CHAIRMAN, MD - RAJIV PETROCHEMICALS PVT LTD.

CHAIRMAN, FICCI - GUJARAT STATE COUNCIL



“At the policy level a few minor changes would go a long way if implemented at the construction & design phase, which lies in the hands of the developers.”

1. What are your views on the current real estate industry in Ahmedabad? Any major policy change that would benefit the real estate industry as well as the consumer?

Ahmedabad comparatively is underpriced as compared with the metros, though the city is open to value addition and one can expect to get what one has been promised. There are a few developers today who have created a brand with their products and have changed not only the skyline, but the real estate industry. Synthesis Spacelink is definitely one of them who in a relatively short span of time with its legacy and expertise and with a young dynamic team has emerged a winner.

At the policy level a few minor changes would go a long way if implemented at the construction & design phase, which lies in the hands of the developers. They must collectively & consciously implement atleast 3 major changes which include firstly - green buildings as a base concept in the form of certified green products or conserving resources by localization of procurement of products, which will eventually help conserve energy. Secondly - planned parking for home, office owners & visitors for envisaging future growth and lastly allocating green or garden space within or around the designed buildings. Most importantly developers should follow GDR & FSI norms.

2. With your experience in cables earlier, home automation and BMS recently, what is your take on 'Smart Homes'? Is it really value for money?

Automation is one of the best value-additions today and the security aspect of smart buildings is the way to go. Smart BMS with well integrated security systems with

controlled access will not only save time but also retrievable data for future usage will help in cutting down crime rate. A reduced unarmed system works best in conjunction with an automated system. Smart buildings are the future and developers who envisage this shall benefit over the others. Record and interface based solutions will pay off well for forward thinking developers. Synthesis has created its niche and presence and now is the time for them to implement & incorporate new changes in their first commercial project. High security cameras with high definition resolution and smart elevators will have far reaching consequences.

3. What would be your advice for builders on 'internal de-risking' process considering your expertise on transforming mediocre companies and taking them to new heights?

Primarily, spot selling in the real estate industry works very well and continuous booking helps generate liquidity & capital. A variable pricing mechanism also works very well. There are other processes which include compensation through variable pricing depending on the location of the apartment. The correct projection with profits and project completion implementation can further help internal de-risking. Cutting down on debts and thorough planning will go a long way in providing funds for completion of the project.

4. Do you foresee a future for high-end luxurious apartments considering the buzz around low-cost housing?

The future for high-end apartments is good primarily for senior citizens who do not have kids around -for them maintenance is generally an issue with house-keeping services, safety measures and doctor-on-call. But then again with keeping in mind the city's quality of life and the need for low cost housing one cannot be certain of this situation. But a company like Synthesis can play a pivotal role where they can foresee the value of land and the cost of construction along with the added amenities with its correct value & pricing which makes it conducive for both the buyer and the seller. Hence, it would be safe to conclude that to come up with the correct answer we still have to wait and see how the future of this industry unfolds in this city.

MISCELLANY

ACTIVITIES / NEWS / TRENDS



Raintree - Suramya Abode



Raintree - Suramya Lifespace

The aesthetically designed Rain Tree café is a fairly new addition to Suramya Abode & Suramya Lifespace. Warm & pleasant with a spectrum of hues in green this café accommodates all cuisines.



Chic & classy this space ensures a peaceful meal away from all the chaos. A delectable menu to choose from you will be spoilt for choice. From North Indian to continental a sumptuous spread awaits you at this café. All you can eat to what you want to eat your little weekend retreat will indeed be a special treat.

The soft interior and soothing ambience will add to your weekend charm. The café is a tasteful inclusion and complements the rest of the space.

The décor is not over the top, just about right to match the weekend getaway.

The view of the space outside the café adds to the pleasantness and ensures you reach out for another cup of coffee.

UPCOMING EVENTS



THE FIRST

**YOUR FIRST CHANCE
MAKE OUR 'FIRST' YOUR FIRST CHOICE**

Corporate Commune

Office Modules - 1,000 To 30,000 Sq.ft.
Corporate Houses - 8,000 To 15,000 Sq.ft.
Beside Keshavbaug Party Plot, Vastrapur
Architect: ADS Architect Pvt. Ltd.

Rightfully called The First – a corporate commune, is the first commercial project by the Synthesis team. A beautifully designed space this concept will take the commercial property market to new heights. With a three-level basement parking, exclusive entrance for all the levels, a separate elevator for each corporate house, well designed foyers, this project is par excellence. Aluminum windows, whitewashed walls, ceramic tiles, cafeteria, gymnasium, automatic passenger elevators, 4 service elevators, safe deposit vaults etc will definitely make you work better & smarter. Standing tall & beautiful, The First is indeed just the beginning for Synthesis in the corporate sector. From the architecture to the interior planning this exquisitely designed building will be a stepping stone in office modules & corporate houses.

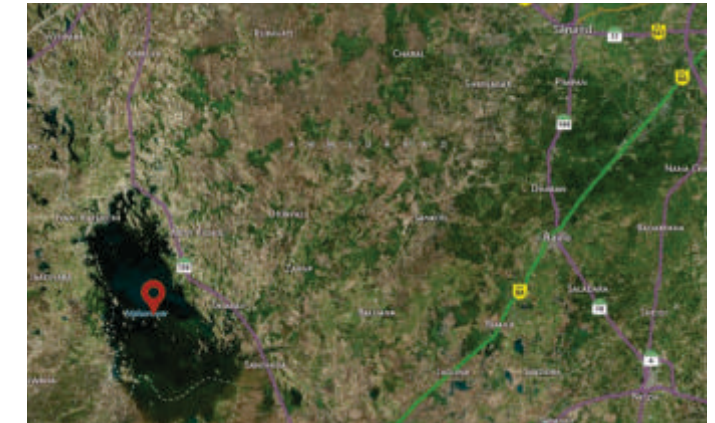
Ramsar Convention

The Convention on Wetlands, Iran, 1971

The Ramsar Convention, an International treaty for the conservation of wetlands was signed in Ramsar, Iran in 1971. This conservation of wetlands to conserve water resources aims at preserving & managing wetlands. Wetlands are a fairly wide concept which includes marshes, swamps, lakes, mudflats etc. This does require International cooperation to maintain and preserve these sites.

Synthesis ensures it does not hamper any such site, and ensures its conservation and manages its framework around it. Maintenance of its ecological nature these sites are of great importance. They are of zoological, botanical or biological important and their true significance should be understood & maintained. Hence, the team at Synthesis ensures they do not disrupt any such biogeographic wetland and takes full measure at conservation of any such wetland before building or construction.

The Nalsarovar Bird Sanctuary in Ahmedabad is also a part



of the Ramsar Convention; these wetlands are home to over 210 species of birds and visited by endangered and extremely rare species. Locals greatly rely on this source for their water needs, which is used for drinking & irrigation.

Hence, this largest natural wetland in the Thar Province has an average of about 75,000 tourists visiting every year. Hence, for builders it is imperative that they take great care in preserving these sites.

USEFUL INFORMATION



Brown - Headed Gull (Larus Brunnicephalus)



Dalmatian Pelican (Pelecanus Crispus)

FLORA & FAUNA AT SURAMYA ABODE & SURAMYA LIFESPACE

Birds Seen At Nalsarovar

Painted Stork, Asian Openbill, Black Headed Rufous Tailed Shrike, Rosy Starling And Blue Throat, Lagger Flacon, Pheased Tailed And Bronze Winged Jacanas etc...

A weekend getaway is not complete without lush green spaces & the sound of birds. Away from the city and the blasting horns and noise, the pleasantness of a weekend begins with the lineup of trees and the sight of beautiful birds. The Flora & Fauna is preserved, maintained & created at Suramya.

The trimmed garden space to the well planted trees to exotic birds everywhere, this place is haven. You will not be able to reach for your electronic gadgets even if you want to. These migratory birds include flamingos, swallows, pelicans, geese, cranes & etc their delightful invasion of this space further helps you unwind. These birds generally flock around Nalsarovar, a bird sanctuary & the largest wetland located 70 kms from Ahmedabad.

FLASHBACK
FROM OUR ARCHIVES |



spaces • people • linked

SURAMYA LIFESPACE
SANAND, OCTOBER 1990

'Once you come up with a premise, you have to work out how it all happened. It's a bit like coming up with a spectacular roof design first. Before you can get it up there, you need to build a solid foundation and supporting structure' – Linwood Barclay

Similarly, Suramya Lifespace is our supporting structure and an achievement walkthrough for our future roof designs. This plotted development space built in 2011 is a dream realized. This elegant design of space with its serene surroundings, which also include a waterbody is an ideal getaway. Immaculately designed rooms, fully equipped gym, a picturesque landscape with good decking and a well maintained garden, reception space, a good size swimming pool, specially designed play park for children is a complete weekend package for the entire family. Well done up restaurants with a fully equipped kitchen to tantalize those taste buds is just the icing on the cake.

Suramya Lifespace located at Soyala off Sanand-Nal Sarovar Road is an easy drive from Ahmedabad. Recharge & rejuvenate with the essentials & bask in the peace and leisure of the basics, and let the quiet mind do the talking!

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