



POWERFUL

SJR PRIMECORP

BUILDING TRUST

With a vast experience of decades in the real estate industry and its dedication for building the best for its customers, SJR PrimeCorp stands tall among its competitors, and with every project coming to life, the trust in the company's name is rising.

With growing demand of commercial property and community living, SJR PrimeCorp is dedicated towards giving people the best space to live and an ideal environment to work, as the company's

prior motive is to fuse design with human needs and produce something beautiful, functional and of great value.

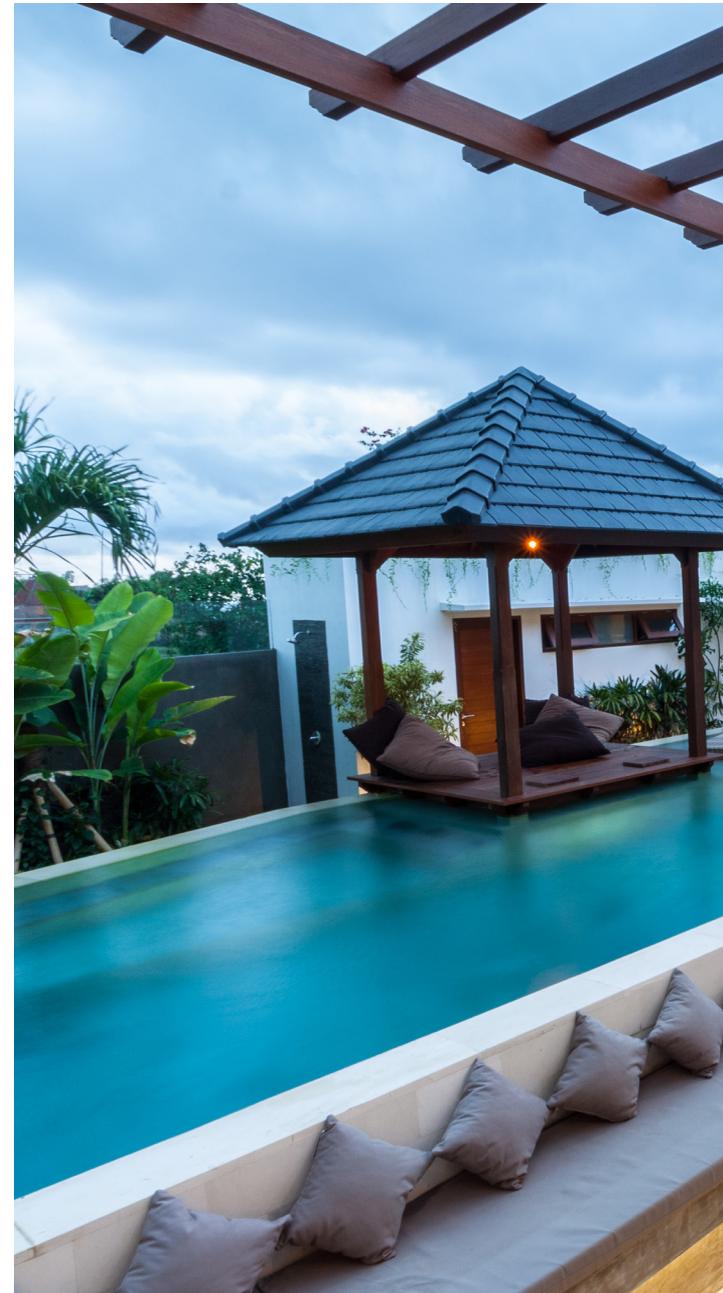
THE HISTORY OF BUILDING THE FUTURE

SJR PrimeCorp was founded by the visionary, S Jayarama Reddy in 1973. The company began its journey with building infrastructure like airport tarmacs, roads, flyovers, highways and factories. In the year 1992, SJR bagged the SJR Towers project for Infosys. By the year 2012, it had completed three commercial projects and had launched five residential projects, and by 2014 had completed 2 million sq. ft. of new commercial and retail projects.

Ever since its inception, the company's single-minded focus is on creating remarkable homes as well as spaces for work and recreation.

THINKING DESIGN

The company believes in creating something that achieves objectives beyond its mere function, and doesn't consider it just a process or phase of engineering rather calls it a way of

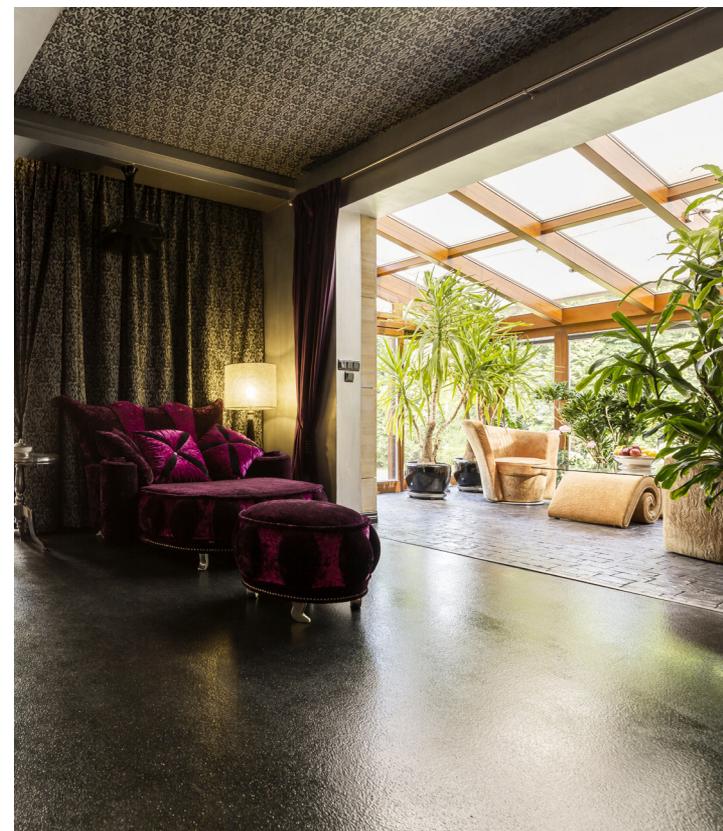


thinking. They call it 'THINK DESIGN'.

At SJR the prime focus is design, as the people associated with the company believe that when design is applied logically with the direct requirements of people they build for, design becomes the heart of the construction. Thus, the company's projects are based on four pillars of design: Smart Planning, High Value, Community & You and All-round Sensitivity.

The company ensures that every detail is fitted and finished with the best possible products for maximum value, fulfilling the needs of the young and the old and have well-planned public spaces and homes that offer complete privacy. The company has also successfully incorporated the global trend and quality in its world-class projects.





EXCELLING IN EVERY SPOT

SJR PrimeCorp has not only excelled in residential and commercial projects but has also extended towards work and retail spaces, and offers more than ten residential projects built with the concept of THINK DESIGN, across Bangalore city. Some of its existing and upcoming residential properties include Palazza City, Bluewaters, Fiesta Homes, Crystal Cove and Parkway Homes.

The company is one of the top commercial property developers in Bangalore and offers commercial properties of exceptional value at strategic locations. With simple and insightful

ideas and well-executed designs the office spaces are ideal for business productivity. The upcoming and existing commercial projects by the company include The HUB, Equinox @work, The Pavilion, Spectrum Mall, Vogue and Radiance. With several prestigious projects successfully completed, SJR PrimeCorp is constantly moving towards a leading position in the country in the real estate sector.

BALANCING SUCCESS WITH RESPONSIBILITY

SJR PrimeCorp has never failed in carrying out its social responsibilities, and environmental sensitivity is one of the core pillars of the company's philosophy, as great measures have been taken to make their projects environment-friendly – from Rainwater Harvesting to Wastewater Management plants, the firm is following great sustainable practices.

QUANTUM LEAPS

- Offers its customers cutting-edge commercial properties of exceptional value at strategic locations in Bangalore
- Creates spaces that bring people together