

Vol 3 Issue 2

REALTY FLASH

Even as we go to press, news has come in that Kohinoor-CTNL has emerged as a winner in the bidding process for the five-acre Kohinoor Mill No. 3 NTC land in Dadar. Kohinoor-CTNL of Kohinoor Group's real estate division bid for Rs 421 crore and won hands down, the second highest being Rs 411.11 crore.

Kohinoor City - Big Hit with NRIs

When prospective buyers in the Gulf heard about the world-class project, Kohinoor City, their response was truly enthusiastic

Time: 8pm

Venue: The Ballroom of the Al Bustan Rostana, Dubai.

Situation: Question and answers at the end of a presentation on Kohinoor City.

A gentleman raises his hand and asks, "I have only one question, isn't this too good to be true?"

This was the amazing response across the Gulf to the launch of Kohinoor City in Dubai at a conference organized by our marketing partners, Expat Properties. From Muscat in Oman, to Dubai and on to Abu Dhabi in the United Arab Emirates, NRIs rushed to get a piece of the action.

Mr. Santosh Shetty, the MD of Expat Properties said at one venue that while they have worked with many properties in the past, this was the first one in which around 15 directors and staff of Expat have purchased apartments themselves.

With a range of truly

Mr. Santosh Shetty and Mr. Nathan Andrews at the conference

Mr. Santosh Shetty and Mr. Nathan Andrews at the conference

world-class amenities, like an internationally affiliated club, customizable interiors and 24x7 emergency services, Kohinoor City struck a chord with expatriates who have grown accustomed to taking these facilities for granted. One couple came up to say that they have been waiting almost six years for such a project and had

refused to settle for less in the interim.

Another key driver for the overseas Indians is the

transparent pricing structure. Unlike other offerings Kohinoor City has gone to the market with one price across all areas and with no hidden surcharges. The price is inclusive of parking, infrastructure, club membership and fitted kitchens.

Customers were genuinely impressed when they realized that the price quoted was the end price and that irrespective of their bargaining skills they could and would get a fair deal.

The third motivator was the investment potential. Given the infrastructure development by Kohinoor on the property and the flyovers and Metro rail coming up right next to Kohinoor City it is a reasonably safe bet that property prices will rise in the short to medium term.

Most buyers in the Gulf anticipate their property to rise by around 20% in the next two years, which, if they put a ten per cent down payment, translates into a 100% return on investment.

With the resounding endorsement from our overseas compatriots, Kohinoor City can confidently assert that it is indeed a world-class development.



Special



IKEA Kitchen



Children's Room



Master Bedroom



With regard to 'Asian Marketplaces' (see www.asianmarketplaces.com), Editor-in-Chief Kelly, for better or ill, has been the creative, energetic and essential driving force. Without going as far as Marché

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BLOGGER'S KORNER



Pankaj Palshikar
Associate Principal
DSA Architects

When the Kohinoor City project dropped in my lap, my first thought was - What can I give Kohinoor City inhabitants that Mumbai residents today miss and long for? After giving it plenty of thought, I zeroed in on certain aspects and features which I felt must be part of Kohinoor City.

As against the current trend of 'high-rise, high-density' townships, I opted for a 'low rise, low density' model. Besides, in the concrete jungles of this great megapolis, sadly there is not much place for nature. So I decided to give my customers plenty of greenery and pleasing landscapes. In high-rises, people are cut off from each other partly due to a hectic lifestyle and more so because of the dense population making them long for their own space and privacy. Each one lives in his/her own ivory tower.

I was convinced that low-rises with exciting features like balconies (which are fast disappearing), green and colourful landscapes would tempt people to come out into the balcony and admire nature. They could also look across at other faces (not unrecognizable specks as in high-rises) which would gradually get familiar. This would encourage social contact and mixing, bringing people closer together. I suppose many of us have such fond memories of our childhood. Standing in the balcony and passing time. Close to Mother Earth, close to nature, close to friends and neighbours. Refreshing, wasn't it?

The other aspects that came to my mind were the need to provide plenty of recreational space and all ultra-modern amenities. I had to give my customers a ready-to-move-in flat with all amenities one could wish for. It truly had to be a 'city' where all their needs and luxuries could be met. And so we conceived the township with a shopping mall, playground, auditorium, banquet hall, schools, hospital... the works, so that it wouldn't be necessary to move out of Kohinoor City for anything. I took care to see that everything required for a good happy enviable lifestyle would be easily accessible to Kohinoor City residents just around them within walking distance. All they would need to do is reach out for them. And this keeping every age group in mind.

Putting it in a nutshell, I planned to provide them with a 'week home' and a 'weekend home' both rolled into one; so that the thought of going anywhere for the weekend wouldn't even enter their minds. And the way Kohinoor City is planned, I have no doubt people in Kohinoor City would prefer to stay in their lovely homes even during the weekends. ☺

In Service of Services

The buzzword today is services. Everyone is looking at outsourcing and there is a booming need for trained experts capable of rendering professional services in almost all sectors. Grant Thornton's 2005 International Business Owners' Survey says - *People willing to work are plenty, but shortage of skills is the main reason hampering business expansion worldwide.*

So where does the future lie? **Services**, of course.

Kohinoor Education has not only kept astride of such changes but also anticipated them and introduced new courses or modified existing courses to meet the need of the hour. True to this tradition, Kohinoor Education has now restructured itself to offer courses in **Technical and Vocational Education, Engineering Services, Hospitality Services and Management Services** to groom students into skilled professionals capable of rendering specialized services in diverse business segments.

Engineering services is one of the most potential areas of growth. Keeping this trend in mind, **Kohinoor School of Engineering Services** is offering one-year focused diploma courses in -

- **Electronics Engineering Services**
- **Electrical Engineering Services**
- **Automobile Engineering Services**
- **Air-conditioning Refrigeration Services**
- **Hardware and Network-ing Services**

The highlights of these courses are -

- These job-oriented courses are designed keeping in mind



A wide array of engineering services courses is offered by Kohinoor School of Engineering Services

customer services to train a new generation of customer-friendly service technicians.

● Focus on industry manpower requirements emphasis on youth apprenticeship and a smooth school to work transition is the main objective of these courses.

● These technicians will work closely with engineers to help design, test, manufacture and service the technology that is changing our lives.

● These are practical oriented courses which will introduce you to the fundamentals of Engineering, after completion of these courses one can find a job or placement in industry. The students can be absorbed as a service technician in industry or can become self-employed by setting up workshop or small-scale unit.

● The unique feature of the Kohinoor Engineering Services Courses is Industrial Participation. Students get an advantage of doing their practicals on Branded Products. The syllabus is designed with the help of industry, Guest Lectures, faculty training, opportunity for field exposure through OJT

(On The Job Training) with the industry network of franchises is the support we get from the Industrial tie-ups.

● An opportunity for students to be interviewed by large Multinationals like Videocon, Kenstar, Whirlpool, L.G, Philips, Maruti Service Centres etc.

Students enrolling for any of these courses are not taught only technical skills but also soft skills which include modules on Grooming and Personality Development, Effective Communication, English Speaking Skills, Documentation, Service Excellence, Interview Techniques and Customer Relationship Management (CRM) to mould them into complete service professionals who are a customer's delight. After all, one satisfied customer can bring a lot more! After Engineering Services courses, next on the cards are courses in Hospitality Services and Management Services. ☺

More info? Call (91-22)

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A New Communication Campaign for JKTI

A new communication campaign for a 43-year-old institution was no easy task as **Jayashree Kadne** discovered

Kohinoor Technical Institute
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- Electronics Engineering Services
- Electrical Engineering Services
- Automobile Engineering Services
- Computer Hardware and Net Working
- Air Conditioning & Refrigeration Services

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Sunday open

One summer morning after a meeting, it was decided that we upgrade the courses of the 43-year old Joshi's Kohinoor Technical Institute (JKTI) and embark on a new communication campaign. A new marketing and advertising campaign, right from designing of the new brochures to all promotional material was called for. A big task lay ahead!

How and where do we start was the question. The main task lay in changing the mindset of the people associated and yet not make them feel 'left out'. I had to take their views and opinions at every step of this exercise.

The uphill task began first with the selection of the few photographs, which we had in stock. The same were sent to our adman who did the first artwork. The artwork layout was very impressive, but the photographs looked very old. Why not get a new set of photographs was the next question?

What about the budget for the new photographs? The hunt for a budget photographer began and finally we located one who fitted our budget. I accompanied him to our branch locations where we planned to have this session. We got excellent photographs for the different courses. The artwork was then ready, approved and finally the brochures were sent for printing. These brochures have upgraded the identity of JKTI.

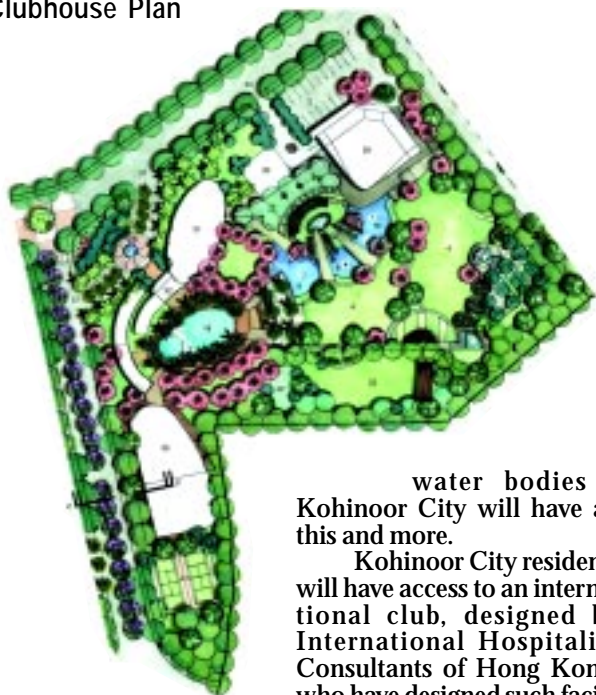
This done, the next task was to search for a new face to feature in the advertising and sales promotion campaign. The search for a Brand Ambassador then began.

A few were of the opinion that a well known personality was ideal to promote our courses, but most of us felt, why do we need a celebrity? Since we are targeting the student community, we need to have a face that parents and students will identify with. We had to focus on the target audience, who would identify their child with the student in the advertisement. So we decided that it had to be a typical student, not a celebrity. We embarked on a hunt for a bright face with hope in his/her eyes. We finally zeroed down on one who was just ideal and decided to use her in the campaign. Now she has become the face of JKTI.

Planning and executing a new communication campaign for a 43-year old educational institution is not an easy task. It was a challenge I took up. With the help of my team and guidance from my superiors, we achieved satisfying results. But for me, the journey towards image building of JKTI has just begun, and is a long one. After all, life is all about moving from one challenge to the next. ☺

(Jayashree Kadne is Deputy General Manager, JKTI)

Clubhouse Plan



Just off the LBS Marg in Mumbai, an eight-minute drive from the Bandra-Kurla Complex and a ten-minute walk from Vidyavihar station, there is a revolution in the making. Kohinoor Planet Constructions Private Limited, the real estate arm of the Kohinoor Group, is constructing a 1.5 million sq. ft. township that will boast of many firsts.

In a competitive market where the consumer has several choices, the Kohinoor Group has a great deal to offer. Kohinoor City will have a mix of residential dwellings, office space, a retail/entertainment complex, a world class country club, two schools and a hospital – in short, everything designed to make a resident's life safe, comfortable and fulfilling. Imagine living in a complex where you could walk to work and your child's school was just a minute or two away! Couture boutiques, hair dressers, a shoe plaza, gourmet and street food, jogging trails, children's playgrounds,

water bodies – Kohinoor City will have all this and more.

Kohinoor City residents will have access to an international club, designed by International Hospitality Consultants of Hong Kong, who have designed such facilities around the world; tennis buffs will have multiple courts to choose from, squash enthusiasts are catered for too, golfers can swing their clubs on a putting green, and those who enjoy gyms and aerobic studios will find their wishes fulfilled as well. Swimmers, of



Architect Sandeep Shikre

course, will have a wonderful time; while pools are a common facility in many projects today, Kohinoor City's will make waves in more than one way, with a choice of a lap pool, a free form pool and a children's pool. For quieter in-

tellectual moments, there will also be the library bar, Internet café and conference facilities. Plus, residents can avail of a fully equipped spa, with specialized treatments and beauty regimens, among other things.

For residents of Kohinoor City, there will never be a dull moment; entertainment and shopping facilities will include a huge 400,000 sq ft international shopping mall, a state-of-the-art center for performing arts, a 1,200 seater auditorium and a multiplex.

While all these facilities are designed to offer convenience and higher living standards to the home buyer or of-

"We have expanded design philosophy to include every amenity, facility, convenience and luxury while not compromising on the safety and security issues for Kohinoor Cityzens."

office-goer at Kohinoor City, the group's commitment to its customers goes far deeper. At Kohinoor City, safety comes first, and concern for the environment is a close second. What sets this township apart is the fact that several safety


measures are being put into place; this complex is unique because it offers facilities for senior citizens, children and the disabled – all of them special people, with special needs.

Living here will be a pleasant experience indeed, in every sense of the word; with beautiful landscapes designed by M/s Belt Collins of Singapore, and over 400 stately trees, to welcome birds and butterflies. The project is being constructed according to US Green Building Code specifications and the environment-friendly design encompasses rainwater harvesting, reverse osmosis and vermiculture.

Architect Sandeep Shikre, the Principal of DSA Architects (architects for Kohinoor City) says, "We have expanded design philosophy to include every

amenity, facility, convenience and luxury while not compromising on the safety and security issues for 'Kohinoor Cityzens'. Kohinoor City will offer people an international living experience right here in the megapolis of Mumbai."

Kohinoor City offers this international living experience through a choice of two and three-bedroom apartments ranging from 800 sq. ft. to 1,300 sq.ft. For those who like their homes even larger, there is also the option of creating a four-bedroom apartment with an area of approximately 1,800 sq. ft.

If you are looking for a new home, then your search ends here. Get yourself a lifestyle, with Kohinoor City! 



The Kohinoor Paradigm

Kohinoor City offers

- Full accessibility for the disabled
- Assisted living throughout the development
- 24-hour emergency services on site
- Smoke detectors and gas detectors in every flat
- Separate Kids' Zones located away from driveways for children's safety
- Door-to-door laundry services and Meals on Wheels, among other facilities
- Adherence to the US Green Building Code – certifiably eco-friendly
- Customisable finishes for residential interiors
- Professional property management company to ensure long-term value
- The right to use an international club with international exchange facilities
- A pleasant environment with an internationally designed landscape

I Know What I Did Last Summer

Working at Kohinoor Planet taught **Nidhi Desai** a variety of skills, and proved to be an enjoyable experience

Experience is a great teacher. I have learnt the veracity of this truism during my working experience at Kohinoor Planet. It has taught me a multitude of things such as punctuality, team work, pro-activeness, marketing skills, creativity, responsibility, management and the gift of the gab. All these and many other concepts are now becoming a reality of life.

My first impression was one of a clean and well organized working place wherein one could really sit down to work and give one's best effort. It inspired me to put the best foot forward. The working conditions are so good that one wants to put in the last ounce of one's reserves. Being on site is the other side of the coin, and I can't wait till the marketing


office presents the same ambience as the head office.

I have learnt to work as a team member collectively and effectively. My mistakes were corrected and my achievements applauded. All the while I was encouraged to proceed in the right direction.

The infrastructure of the organization is well balanced. Each person is assigned a particular job to which he/she is held responsible. This ensures that one brings out all one's creative skills of sales, communication, management, administration to the best of one's ability. What I have enjoyed most are the group discussions that help in a healthy exchange of ideas and working methods.

The sales pitch gives a

varied interaction with people in different walks of life. One is allowed to express one's ideas and thoughts regarding any particular aspect of the job. Any initiative that one takes up is duly encouraged, provided it is in the right direction. There is total freedom of expression allowed.

This sums up my working experience of the past one month at Kohinoor Planet. It has been a very enlightening one for a raw recruit like me. It makes me raring to go to work every day! It has given me the confidence to take up any challenging job in the near future. A million thanks to Kohinoor! 

Nidhi Desai is presently studying for her Masters in Economics from Mumbai University



Chardham Yatra

If the scriptures of Hindu religion are to be believed, the holy centres of Gangotri, Yamunotri, Badrinath and Kedarnath - collectively called the Chardham (meaning four sacred spots) - are the most sacred of all pilgrimages. Undertaking a journey to these places will not just wash away one's sins but ensure release from the cycle of birth and death. The honour conferred on these places is not surprising.

For one, they are all in the icy Garhwal ranges and regarded as the most sacred of all Himalayan ranges. It is also said that heaven and earth converge in these holy spots, and to be born or die here is a boon only the very fortunate have. The Chardham must be visited from left to right - beginning with Yamunotri, going on to Gangotri, Kedarnath and culminating the journey at Badrinath. This route follows the Hindu tradition of *parikrama* or clockwise circumambulation.

Yamunotri

Legend has it that a sage, Asit Muni, used to reside at this secluded spot in ancient times. The chief attraction at Yamunotri is the temple devoted to Goddess Yamuna and the holy thermal springs at Jankichatti (7 km. away).

The source of the Yamuna lies a further 13 km. ahead at an altitude of approximately 4,421 mts. Since the approach is extremely difficult, pilgrims usually offer obeisance at the temple itself.

The present temple was constructed by Maharani Gularia of Jaipur in the nineteenth century. The temple remains closed during the winter months of November to April.

Gangotri

The 18th century temple constructed by Gorkha General Amar Singh Thapa, is near the spot where the goddess Ganga is said to have first descended on earth from heaven, in answer to the prayers of King Bhagirath. Lord Shiva received her into his matted locks to break the great force of her fall. From there it emerged into many streams and the one which started from Gangotri was called Bhagirathi. The Pandavas, it is said, came here to perform the great 'Deva Yajna' to atone for the death of their kinsmen in the epic



battle of Mahabharat. The temple itself is situated on the right bank of the Bhagirathi. There are a number of Ashrams located on the other side of the Bhagirathi.

These include a trip to the **Gaumukh glaciers** (18 km.) - the source of the Bhagirathi for a dip in its icy waters is almost a must for



pilgrims-and to the temple of Bhairavanath at Bhaironghati, (10 km.).

Kedarnath

The Sri Kedarnathji shrine, one of the 12 Jyotirlingas of Lord Shiva, is a scenic spot situated, against the backdrop, of the majestic Sri Kedarnathji range. At an altitude of 3,581 mts. It is a 14 kms. trek from Gaurikund. Kedar is another name of Lord Shiva the protector and the destroyer. Shiva, is considered the embodiment of all passions-love, hatred, fear, death and mysticism which are expressed through his various forms.

There are more than 200 shrines dedicated to Lord Shiva in Chamoli district itself, the most important one is Sri Kedarnathji. According to legend, the Pandavas, after having won over the Kauravas in the Kurukshetra war, felt guilty of having killed their own brothers and sought the blessings of Lord Shiva for redemption. He eluded them

repeatedly and while fleeing took refuge at Sri Kedarnathji in the form of a bull. On being followed he dived into the ground, leaving his hump on the surface. The remaining portions of Lord Shiva appeared at four other places and are worshipped there as his manifestations. The arms appeared at Tungnath, the face at Rudranath, the belly at Madmaheshwar and his locks (hair) with head at Kalpeshwar. Sri Kedarnathji and the four above mentioned shrines are treated as Panch Kedar. Sri Kedarnathji is approachable on foot from Gaurikund, which is connected by road with Rishikesh, Kotdwara, Dehradun, Haridwar and other important hill stations of Garhwal and Kumaon Hills.

Badrinath

Situated in the lap of Nar-Narayan Parvat, with the towering Neelkanth peak (6,597 mts.) in the background, Badrinath is one of the most revered Hindu shrines of India. It is believed that to revive the lost prestige of

Hinduism and to unite the country in one bond, Adi Guru Sri Shankaracharya built four pilgrimage centres in four corners of India.

Among them were Badrikashram in the north, Rameshwaram in the south, Dwarkapuri in the west and Jagannath Puri in the east. Badrinath situated at an elevation of 3,133 mts. is considered to be amongst the most pious.

Sri Badrinathji Temple

On the right bank of Alaknanda lies the sacred spot perched at an altitude of 3,133 meters above the sea level. Encircled by a beautiful valley, the 15 mts. high temple is dedicated to Lord Vishnu. It is built in the form of a cone with a small cup of a lit bull and spire.

Tapt Kund

Devotees take a holy dip in the natural thermal springs on the banks of the river Alaknanda, before entering the Sri Badrinathji Temple. The water of the Kund is believed to have medicinal properties.

Neelkanth

A pyramidal-shaped snowy peak towering above Sri Badrinathji, Popularly known as the 'Garhwal Queen'.

Charanpaduka

The footprints of Lord Vishnu can be seen on a boulder in this beautiful meadow.

Brahma Kapil

A flat platform on the bank of river Alaknanda where Hindus perform *shraddha*.

Sheshnetra

A boulder having an impression of the legendary serpent-known as Sheshnag's eye. ☸



While most Indian tourists are familiar with Manali, Shimla and even Dharamshala and Dalhousie, very few know of the virgin beauty of Kinnaur or Lahaul - Spiti. Located in the dizzy heights of the Himalayas, with passes that remain closed for nearly six months, Kinnaur, Spiti and Lahaul were till now forbidden land. Only a chosen few were allowed permission to visit this secret world . . . some Moravian missionaries who had settled here since 1853, and a few brave mountaineers. Just a few years ago, this area has been opened for the adventurous tourist who can now discover

what had been hidden from the world for centuries.

Kinnaur, ringed by majestic Himalayan and Dhauladhar mountains, is a land lying on the ancient silk route. From the lush green valleys of Sangla - filled with apple, peach and apricot orchards - to the desolate Hangrang Valley, Mother Nature's portrait is ever-changing in Kinnaur. It is also a land immortalized in ancient Hindu epics and mythology as also replete with stories of Buddhism.

The district is full of beautiful villages and valleys in which tourists can enjoy the unique beauty and culture. Sarahan, the gateway to Kinnaur Recong Peo, is the

The Secret World



district headquarters. Kalpa (the earlier headquarters), Kothi (house of goddess Chandika) and Ribba (famous for 'Angoori' brew) are other important destinations. The Tashigang Gompa and Tilasangh Monastery are important Buddhist sites.

Spiti is a land of towering peaks upto 6,000 meters and 2,500 meters deep

gorges. It is an inhospitable cold desert with high speed winds and winter's fury makes temperatures dip to sub-zero turning gushing streams into solid masses of ice. Spiti lies between Kinnaur and Lahaul and is connected by the Kunzum Pass with the former and the Poari with the latter. It is a land where a purer form of Buddhism is practised and dotted with monasteries.

Kaza, Kunzum Pass, Schichilling and Sumdo are important destinations while important monasteries are located at Tabo, Gulling, Dhankar and Kee.

Lahaul is accessible only through the 3,915-meter high Rohtang Pass and is enroute to Leh. In Lahaul, the Himalayas present a different sight - brown barren slopes cut by icy rivers emerging from giant glaciers. Lahaul's numerous Gompas are rich store houses of Buddhist art and culture.

Keylong, Koksar, the Bara Lacha Pass, Suraj Tal Lake and Chandra Tal Lake are important destinations while Kardang, Udaipur and Triloknath are important religious sites.

Following a recent notification, Indian nationals no longer require permission to visit any part of Kinnaur, Lahaul or Spiti but foreign nationals need permits issued with pre-drawn itineraries. ☸

Contrib

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The catchline of the hugely successful campaign of the Tourism Department of India captures the essence of an incredible country that brims with remarkable treasures. Pristine beaches, the towering snow draped peaks of the majestic Himalayas, quaint hill stations, ruins of ancient civilizations, epic cities that sit on the banks of holy rivers, grand monuments, exotic pilgrim, cultural and heritage circuits, an abundance of wildlife (did you know that India has more wildlife parks, reserves and sanctuaries than any other country in the world, including those in Africa?)...

Indeed, India suffers from a crisis of abundance. Sadly many monuments, forts and other assets which would be deemed as prized possessions in many other countries are neglected for lack of funds to preserve them. Any attempt to list all of India's wealth would involve a Hanumanian task and exceed the scope of this article. To list the most important sites would lead to a clash of opinions. So we will look at those that have been listed by the UN as World Heritage Sites.



Incredible India!

To date, the World Heritage List comprises 788 sites including 611 cultural, 154 natural and 23 mixed in 134 countries. Of these 26, of which 21 are cultural and five natural, are located in India and these include the two new sites - Chhatrapati Shivaji Terminus (formerly Victoria Terminus) in Mumbai, Maharashtra and Champaner-Pavagadh Archaeological Park in Gujarat - that were added to



the list in 2004. (The complete list of all Indian sites is given alongside). From the total of 788 sites, 35 are also listed as World Heritage in Danger sites and of these two - Hampi and Manas Wildlife Sanctuary are in India.

To be included on the World Heritage List, which was started in 1983 to identify and preserve sites that were deemed as the heritage of entire mankind, a property



must satisfy certain criteria: **A cultural monument:** could be a masterpiece of creative genius; have exerted great architectural influence; be associated with ideas or beliefs of universal significance; or it may be an outstanding example of a traditional way of life that represents a certain culture.

A natural property: may exemplify major stages of the earth's history; represent ongoing ecological and biological processes; contain the most important natural habitats for conservation of globally significant biodiversity; or it may be a setting of exceptional beauty.

When a property on the World Heritage List is seriously threatened, it may be inscribed on the **List of World Heritage in Danger**, which entitles it to special attention and international assistance.

- 1) Ajanta Caves (1983) - Maharashtra - C
- 2) Ellora Caves (1983) - Maharashtra - C
- 3) Agra Fort (1983) - UP - C
- 4) Taj Mahal (1983) - UP - C
- 5) Sun Temple, Konarak (1984) - Orissa - C
- 6) Group of Monuments at Mahabalipuram (1984) - Tamil Nadu - C
- 7) Kaziranga National Park (1985) - Assam - N
- 8) Manas Wildlife Sanctuary (1985) - Assam - N
- 9) Keoladeo National Park (Bharatpur) (1985) - Rajasthan - N (See: Kariranga Birds)
- 10) Churches and Convents of Goa (1986) - Goa - C
- 11) Khajuraho Group of Monuments (1986) - MP - C
- 12) Group of Monuments at Hampi (1986) - Karnataka - C
- 13) Fatehpur Sikri (1986) - UP - C
- 14) Group of Monuments at Pattadakal (1987) - Karnataka - C
- 15) Elephanta Caves (1987) - Maharashtra - C
- 16) Great Living Chola Temples (Tanjore) (1987, 2004) - Tamil Nadu - C
- 17) Sundarbans National Park (1987) - West Bengal - N
- 18) Nanda Devi National Park (1988) - Uttaranchal - N
- 19) Buddhist Monuments at Sanchi (1989) - MP - C
- 20) Humayun's Tomb, Delhi (1993) - Delhi - C
- 21) Qutb Minar and its monuments, Delhi (1993) - Delhi - C
- 22) Darjeeling Himalayan Railway (DHR) (1999) - West Bengal - C
- 23) Mahabodhi Temple Complex at Bodhi Gaya (2002) - Bihar - C
- 24) Rock Shelters of Bhimbetka (2003) - MP - C
- 25) Champaner-Pavagadh Archaeological Park (2004) - Gujarat - C - only 1 TP
- 26) Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004) - Maharashtra - C



In all there are four sites in Maharashtra, three each in MP and UP, two each in West Bengal, Delhi, Karnataka, Tamil Nadu and Assam and one each in Gujarat, Bihar, Uttaranchal, Goa, Orissa and Rajasthan.

Sher - E - Kashmir Conference Centre Conferencing in Kashmir

DETAILS OF FACILITIES AT SKICC

Hall	Divisions	Seating		Dimensions		Area		Facilities
		Auditorium	Classroom	Meters	Feet	Sq.M.	Sq.Ft.	
Plenary Hall	Main Floor and Balcony	600	600	30 x 30	98 x 98	900	9604	35,16 and 8 mm projections, Green Rooms, Separate VIP entrance, VIP Lounge, Recording facilities, Simultaneous 5 language interpretation, Press gallery
Winter Hall into two	Divisible	300, 150 each	140, 70 each	20 x 20	65 x 65	400	4225	Simultaneous Interpretation, 16mm projections, Overhead and slide projectors, Chalk boards, Recording facilities.
Conference Rooms 4 & 5	Divisible into two	40	25	20 x 6	65 x 19	120	1235	16 mm slide and overhead projectors
Conference	-	70	40	20 x 6	65 x 19	120	1235	16 mm slide and overhead projectors
Rooms 3 Banquet Hall	Divisible into three	670, 225, 200 and 50 each	200, 90, 90 and 20 each	20 x 54	65 x 180	1080	11700	In two divisible areas, Simultaneous Interpretation, 16mm slide and overhead projectors, chalk board, recording facilities.

LAKESIDE PARGOLAS : 100 sq.m. each for outdoor meetings : one of the salient features of SKICC.

EXHIBITION AREA : On two Lounge levels: The upper level, suitable for informal gatherings and exhibitions, is 210 sq.m. or 2254 sq.ft. The lower level is 440 sq.m. or 4680 sq.ft.



Putting out into serene Dal Lake, set amidst beautiful rose gardens and with the Pir Panjal for a backdrop - is the state-of-the-art Sher - E - Kashmir Conference Centre. It is an ultra-modern convention centre with all amenities to make convening a pleasure. It is being marketed in Maharashtra by Raja Rani Travels.

The Centre has been designed with stringent requirements to successfully

host any major conference. The auditorium has a seating capacity of 650 people in theatre style. In addition there are Banquet Halls, VIP Lounges, Exhibition Areas and ample parking. Adjoining the centre is the five-star Centaur Hotel and a stone's throw away is the other five-star Star Grand



Palace Intercontinental. **Raja Rani Travels is the GSA** for the said property and undertakes all aspects including air / rail reservations, accommodations, local transport, specific convention requirements as also sightseeing packages to complement a hard day's conference.

uted by

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A Friend in Need

Few buildings in Mumbai are designed to be disabled-friendly or to provide 24-hour emergency services. Kohinoor City shows the way

Life for disabled visitors and residents in one of India's foremost cities is set to improve. **Kohinoor Group**, founded by former Lok Sabha speaker Manohar Joshi, has taken special steps to ensure that grandparents and grandchildren are always safe and cared for. It plans to build 18 disabled-friendly towers for residential purposes. In the unlikely event of an emergency, trained paramedics and fire-fighting services will be at the door in less than two minutes.

With increasing instances of senior citizens being killed and robbed in the city, **Kohinoor City** offers a first-of-its-kind facility where senior



Aneel Khanna, Executive Director, Tops Security Limited, and Nathan Andrews, Head-Projects, Kohinoor Planet Constructions Private Limited sign the Topline 24x7 Emergency Services MoU

citizens or those with special needs are protected in a gated community and can be connected via a panic button, directly negating the need to even dial a number, at the time of crisis. Every tower is wheelchair accessible, besides the normal staircases and elevators.

Kohinoor City also promises top-of-the-line 24-hour emergency services on the premises by Topline. Each flat will have a separate gas and smoke detector providing protection and exceeding stipulated fire safety norms. An Internet messaging system/GSM is to

also be installed, which will alert the resident immediately of any visitor or emergency in the apartment, no matter how far he is. Video door phones combined with cameras on every floor, lobby and gate will provide protection from potential intruders. "For most people, houses are lifetime investments and we surely do care about their sentiments," says Nathan Andrews, Head - Projects,

Kohinoor Planet Constructions Pvt Ltd.

In **Kohinoor City**, this concern for safety extends to the kids also with all the playgrounds and recreation places for children located far off the driveways. Above all, residents are safe from the bustle, noise and pollution of city life. ☺



A Matter of Choice

Kohinoor City provides flat buyers with the option of customising the interiors at no extra cost

Every property should reflect the owner's tastes and preferences. Developers should appreciate the need to build homes around the needs of the customers rather than their convenience as taking care of the little things makes a big difference to the entire property. **Kohinoor Group** has well understood the fact that customisation of flat interiors without putting an additional cost burden on consumers is the need of the hour.

Kohinoor City offers much wider choices when it comes to non-traditionally available interior designing - from a range of tiles both Indian and imported, to mosaic tiles, three different finishes in each area and more. These offer several advantages,



combining aesthetics with a lifelong performance. Now one can change colours, mood lighting and kitchens as per individual needs and preferences.

"Customisation of flat interiors not only enhances

the aesthetic value, but also reduces the unnecessary cost which a buyer incurs while refurnishing the walls and floors of the house after buying it. Taste is a matter of choice and we believe that every customer should be

offered his choice without spending extra bucks," says Nathan Andrews, Head - Projects, **Kohinoor Planet Constructions Pvt Ltd.**



IKEA Kitchen

While some customers are prepared to pay a premium for such a facility, most feel that it should be done as a value addition, without any

extra charge. According to them, the customisation of flat interiors should be done without putting an additional cost burden on consumers. However, this is only possible in **Kohinoor City**, where the sheer volume of construction makes such an initiative economically viable.

With the exposure to lifestyles and trends in different countries through media and travel, people have become more conscious of the importance of interior design. Plus, with liberalisation of imports and easier availability of technology, a whole range of newly designed products has become available in India. Taking advantage of this, **Kohinoor City** extends its services to a customizable IKEA kitchen which comes complete with piped gas.

Underlining the core concept of **Kohinoor City**, Nathan Andrews tells customers: "It's all about you, from start to finish". ☺



Children's Room



Living Room



Master Bedroom

Kohinoor Education Signs up with ITIS



Mr Carmel Fsadni, President and Mr Heinz Burki, Member of the Board of The International Tourism Management Institute Switzerland (ITIS) were recently in India to meet Mr Unmesh Joshi, Chairman and Managing Director, Kohinoor Group, and sign a franchise agreement between Kohinoor Education India and ITIS to establish a formal relationship for the awards of the ITIS, Certificate in Hotel and Tourism Management and Diploma in Hotel and Tourism Management. Kohinoor Education and ITIS will work together to set up these programs in all Kohinoor Education centres in India. 🌐

Seen in the picture from left to right are Mr Heinz Burki, Member of the Board ITIS, Mr Unmesh Joshi, CMD, Kohinoor Group, Mr Carmel Fsadni, President ITIS and Mrs Sunita Das, Director-Projects & Development, Kohinoor - IMI, after the signing of the franchise agreement between Kohinoor Education India and ITIS at Kohinoor Corporate House.

Concern for the Environment

Kohinoor City adheres to the US Green Building Code



The design, construction, and maintenance of buildings have a tremendous impact on our environment and our natural resources. Building construction can be a major source of pollution, contributing to urban air quality problems, and consequently, even a climate change. To do away with this critical environmental issue, Kohinoor City has registered for certification in compliance with eco-friendly standards as detailed in the US Green Building Code, using initiatives such as reverse osmosis and starting landscaping immediately to minimize soil denudation.

'Green Building' construction is the design and construction of buildings giving careful consideration to three main elements: healthy indoor environment, maximum energy efficiency and conservative, thoughtful use of natural resources. Green buildings offer an opportunity to create environmentally sound and resource-efficient buildings by using an integrated approach to design. Kohinoor City promotes resource conservation, including energy efficiency, renewable energy, and water conservation features; considers environmental impacts and

waste minimization; creates a healthy and comfortable environment; reduces operation and maintenance costs; and addresses issues such as historical preservation, access to public transportation and other community infrastructure systems. The entire life-cycle of the township and its components is considered, as well as the economic and environmental impact and performance.

Traditional building practices often overlook the inter-relationships between a building, its components, its surroundings, and its occupants. With the growing environmental concern in the recent times and national and local programs encouraging environment protection, Kohinoor City aims to acquire certification of its eco-friendly



standards for environment protection laid down by the US Green Building Code. 🌐

Kohinoor Bytes

JKTI GETS YCMOU AFFILIATION



YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

Joshi's Kohinoor Technical Institute (JKTI) has obtained affiliation from Yashwantrao Chavan Maharashtra Open University (YCMOU). Most of the branches in Maharashtra and all branches outside Maharashtra are now affiliated to YCMOU.



JKTI-VIDEOCON RENEW PACT

Videocon has renewed its pact with JKTI for providing technical education and training for JKTI faculty and students as per business needs for the next three years, April 2005 to March 2008. This will also give a boost to Kohinoor School of Engineering Services where an industry tie-up plays a significant role as it helps in upgrading the course contents as per contemporary industry requirements.



Seen here from left to right Videocon Deputy Manager Sachin Anaspure and General Manager-Customer Service Kuldeep Kaul with JKTI General Manager Ganesh Mane and Deputy General Manager Jayshree Kadne at the signing of the agreement

THE ROYAL REPAST AT KOHINOOR CONTINENTAL

A Lucknowi Food Festival 'The Royal Repast' was held at The Solitaire Restaurant at Kohinoor Continental from June 17 to July 3. The renowned Master Chef Mohd Furqan Quraishi flew in from Lucknow with his team to prepare authentic Lucknowi cuisine as only he can (See Lucknowi Zayka below for festival specialties).

To enhance the *nawabi* ambience and atmosphere, Ustad Rashid Khan rendered live *ghazals* to delight customers.

The response was so overwhelming, that the festival, originally planned for 10 days, had to be extended by one whole week.



Master Chef Mohd Furqan Quraishi (extreme left) with his team members at Kohinoor Continental for the Lucknowi Food Festival



Lucknowi Zayka

Starters: Murg Angare, Gosht Tunde Ke Kabab, Raan Sikandari, Bund Gosht, Paneer Nasheman Tikka, Paneer Kesariya Seekh

Main Courses: Murg Nawab Wajid Ali Shah, Murg Musallam Dumpukht Gosht Kallo Mahal, Gosht Nahari Paneer Shahi Korma, Dhingri Dulma

Desserts: Phirni Afghani, Jahangiri Rabri, Seviyan Ka Muzaffar Chicken Burfi



Kohinoor – IMI Does It Again

100 PER CENT PLACEMENT

Once again Kohinoor – IMI has achieved 100 per cent placement for its students. This year too, Kohinoor – IMI students have been taken up in various positions at some of the best hospitality outlets.

Trainee Demi Chef de Partie (DCDP) at	Oberoi, Mumbai
Front Office Executive at	J W Marriott
F & B Associate at	J W Marriott
Guest Relations Executive (GRE) at	Grand Hyatt
Sales Coordinator at	Grand Hyatt
Sales and Marketing Executive at	Grand Hyatt
Catering Sales Coordinator at	Hyatt Regency
Housekeeping Executive at	The Orchid
Hotel Operations Trainee (HOT) at	Kohinoor Continental
Retail Management Trainee at	Café Coffee Day
Operational Trainee at	Café Coffee Day
Flight Attendant at	Indian Airlines

If you deserve the best, you get the best. And Kohinoor – IMI students are certainly deserving!

We sincerely thank our partners for their valuable support without which this would never have been possible and look forward to their continued support year after year.



Between u & me...

A couple of decades ago, if anyone had told a builder that his business was a 'service' to his customer, most likely he would have scoffed it off. Constructing houses a service? That was unthinkable then. A house was a necessity and a builder largely looked at it as providing a roof over one's head. The builder's job was to construct the building as per the engineer's plan and sell the flats. There was no dearth of takers.

A 1,2 or 3 BHK sold easily and sometimes at a premium too. I remember when I came to stay at Dadar as a schoolboy, I was excited at staying by the seaface. That itself was a great attraction and the USP for the builder. The thought of scrutinizing the flat and evaluating its pros and cons never even entered our head. Why, I remember there was a time when having a self-contained house (one with a toilet-bath in the house) was a privilege for the middle class. The builder built a structure of brick and cement made attractive with a coat of paint. The customer could take it or leave it. That was the scenario then.

Not any more. Today when I am on the threshold of creating Kohinoor City, I cannot even think in those terms. Real Estate has gradually evolved into a 'service to the customer'. A builder or developer has now to take into account the needs and fancies of his customer. Being in real estate means providing not only a comfortable home but a lifestyle to the customer. When people buy a flat today, they want along with a home of their choice, convenient availability of necessary amenities, recreational and fitness facilities, entertainment, greenery... well the list can go on and on. Banks and financial institutions too have contributed their bit by making home loans at affordable rates of interest easily available. Tying up with banks to provide pre-approved housing loans is an added service that attracts customers. I would say that real estate evolving from the infra-

structure industry into a service industry is a great development, and a real challenge for every developer.

If this is what real estate means today, we need to carefully consider the needs of our customers and design our projects accordingly. And certainly, it is the best who will survive. At Kohinoor City, we have tried to give our customers everything in one package while anticipating and providing for the needs and taste of all our customers. That is why we have planned it as being cent per cent physically challenged accessible as well as a certifiably environment friendly township with carefully planned educational, healthcare and entertainment facilities.

Kohinoor City apartments will be provided with a customizable world-renowned IKEA kitchen. We have retained the flexibility of customizing the interiors not only for the IKEA kitchen, but for all the rooms so that each one of our customers can get his/her apartment done exactly as per individual choice. Also, the balanced mix of residential, commercial and retail within the complex will ensure that the citizens of Kohinoor City have unparalleled and consistent service delivery for a lifetime, not just while purchasing their apartments. In terms of 'service to the customer', we have left no stone unturned to provide all we can to our customers.

Let's welcome real estate into the realm of the services sector. The services sector is growing globally in geometric progression. I am certain that with Kohinoor's policy of pursuing continuous growth in the spheres of education, hospitality and real estate, Kohinoor will be a leader in this segment. More importantly, there is no greater fulfilment than serving your customers to their satisfaction. And as the leader of the Kohinoor Group, I shall always strive for such fulfilment. ☺

- UMJ

आ !!! शिक्षक नाही ?



प्रत्येक मुंबईकराची इच्छा पूर्ण करणारी नगरी, कोहिनूर सिटी, विद्याविहारांना अकूतपूर्व प्रतिसाद मिळाला आहे. सर्व फ्लॅट्स विकले गेले आहेत. ज्यांनी आपले अपार्टमेंट अद्याप बुक केले नाही अशा नागरिकांसाठी, निराशा होऊ नका. तुम्हाला कदाकदा आधी तुमची इच्छा पूर्ण होईल. केवळ २ महिने.

- ☒ IKEA किचन
- ☒ प्राचेकाच्या सोयीनुसार इन्टिग्रेटड किचिनेट
- ☒ प्राचेकाच्या सोयीनुसार बीज बिल्डींग कोडनुसार
- ☒ आंतरराष्ट्रीय गव्हाळात सॅन्डव्हेचिंग
- ☒ १-१ पार्किंग व अतिथी पार्किंग
- ☒ प्रीमियम लाइफस्टाईल क्लब
- ☒ विहिराससाठी गेस्ट रुम
- ☒ २४ तास भोजन व अकूपट डायनिंग रेस्टोरंट्स
- ☒ सगळा आरोग्य सुविधा
- ☒ परिसरात ३ बाका
- ☒ परिसरात २४ X ७ तालीफत सेवा
- ☒ अप्पॉइन्ससाठी १०० टोके सुविधा
- ☒ ज्येष्ठ नागरिकांसाठी सर्व प्रकारची मदत
- ☒ ड्राय-टेक, २४ तास सुरक्षा
- ☒ सुरक्षित 'बालक क्षेत्र'
- ☒ आंतरराष्ट्रीय शॉपिंग मॉल
- ☒ हॉस्पिटल
- ☒ जलित कलांसाठी आधुनिक केंद्र
- ☒ तारांकित हॉटेल व ऑफिस प्लाइझ
- ☒ व्यावसायिक मान्यता व्यवस्थापन



अध्य: पारसू इतिपर्वन्त
केवळ आपल्यासाठीच



Kohinoor कोहिनूर सिटी, विलेक रोड, एम.बी.एस. मार्गजवळ, मुंबई - ४०० ०२०. फोन : ०२२ २२२४ ०८४१ - ४३. फॅक्स : ०२२ २२२४ ०८४२