



Quarterly in-house journal of My Home Group

Expressions

April - 2016



MY HOME
AVATAR
THE JOY OF INCLUSIVE LIVING





Chairman's Message

I am ecstatic on Maha Cement being chosen as one amongst India's most promising brands by World Consulting & Research Corporation. We thank WCRC for bestowing this award upon Maha cement. In alignment to our core values, we are constantly making efforts to improve the quality and offer best products to our customers. Recognitions like these are a great confidence booster in Maha Cement journey of becoming a global brand from India.

Last few months were remarkable for the Constructions vertical. My Home Abhra- Luxurious project that is built in city's most prominent locations- Madhapur was handed over to the esteemed buyers as per committed time line. On February 28th 2016, My Home Avatar- a premium lifestyle community project at Puppalguda, Gachibowli has been launched to public and Historical number of sales been recorded in a single day. Out of 1,380 units which were opened for sale over 70% were sold in a record time. Such success is only possible with all My Home employees effort & contribution in whatever they do. Motivated by this scale of success of My Home Avatar we are all geared up for the most prestigious project from My Home yet in Hitec City, next to Bio-diversity Park named My Home Bhooja, which is the most luxurious project in Hyderabad. The 36-storied modern marvel stands as a testimony to My Home's commitment of taking quality of life to even greater heights. I am very happy that CSR arm of My Home swung into action to help the flood affected people in Chennai. My Home has reached the flood effected people by distributing flood relief material. In this regard I am also thankful to Yashoda group for organizing health camps in association with My Home.

Wish you happiness and success!

Dr. Jupally Rameswar Rao
Chairman-My Home



Cement News

The domestic cement sector is likely to witness improvement in demand due to pick-up in construction activities and expected favorable monsoon this financial year. The cement sector is witnessing volume pick up on the back of initiatives taken by the government in the construction and infrastructure space.

New Initiatives:

- Maharashtra government nod for 1 lakh affordable homes under the Pradhan Mantri Awas Yojna
- Centre announces new building by-laws for Delhi integrated single window mechanism for online approval of building plans.
- The Maharashtra Housing and Area Development Authority mega budget allots 3,900 crore for low-cost homes on creating 10,000 low-cost houses this year in Mumbai, Pune and Konkan regions

Mergers & Acquisitions

- Jaypee group sells cement plants to ultratech for Rs 15000cr which are spread over Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Uttarakhand and Andhra Pradesh
- Ultratech agreement with Jayprakash Associates to buy 21.2 million tonnes per annum is positive for India's largest cement producer.
- Anil Ambani-owned Reliance Infrastructure on Thursday sold its cement subsidiary to Birla Corp for Rs.4,800 crore. Reliance Cement has a capacity of 5.5 million tonnes per annum (mtpa) in Madhya Pradesh and Uttar Pradesh
- Shree Cement is looking to ramp up capacity by another 10 million tonnes (mt) in the coming three years.

- Source: *Economic times, CMA, Money control*



Constructions News

The Parliament has recently passed the much awaited Real Estate (Regulation & Development) Bill, 2016 which has brought a major change in the real estate sector. The new law has many first's and seeks to provide various protections to the customer and also seeks to establish a level playing field among the developers. The Bill was passed by the Rajya Sabha on March 10, 2016 and then by the Lokh -Sabha five days later. It is widely expected that the Bill will be notified soon and implemented across the country.

- The new bill shall cover both residential and commercial real estate transactions.
- Builders will now have to deposit at least 70 per cent of the sale proceeds, including land cost, in a separate escrow account to meet construction cost.
- All on-going projects that have not received completion/occupancy certificates have also been brought under its purview and such projects will need to be registered with a proposed regulator within three months.
- Carpet area has now been clearly defined to include usable spaces like kitchen and toilets to make it clear.
- Garage is now to be kept out of the purview of definition of apartment and is separately defined.
- Builders will now have to pay equal rate of interest in case of default or delays as home buyers. For structural defects, liability of builders has been increased to five years.
- For wrong disclosure of information or for not complying with the disclosures and requirements, payment of per cent of project cost will be imposed on the builder.
- For all registered projects, the time frame for completion must be clearly mentioned and adhered to. The developer is expected to receive all approvals from local authorities before marketing the project. The buyer will also have the right to obtain stage-wise completion schedule.

-Source: *IBEF & Secondary research*



Maha Cement - Most Promising Brand

World Consulting and Research Corporation (WCRC) and iBrands 360 has announced **Maha Cement** as India's Most Promising Brand 2014 – 15. The award was presented to Maha Cement in a celebration program held at London in November, 2015. Our President (Marketing) Mr. K Vijay Vardhan Rao, represented Maha Cement and accepted the award.

India's most promising brand (IMP 2015) is the largest multi – platform trust and loyalty benchmark project involving Indian corporations from across industries and from India. The evaluation is based on growth, quality of products, management's long term vision and strategies, innovativeness in responding to customer needs and demands. **India's Most Promising Brands** is one of the most authentic brand surveys in India which has been conducted by **Ernst & Young Global Limited**. With a clear aim of bringing the spotlight on promising brands in India, India's Most Promising Brands showcases brands that have ability to become legendary brands from India- a nation that is growing at a remarkable pace.

Ernst & Young is one of the world's leading professional services organizations, helps companies across the globe to identify and capitalize on business opportunities. E&Y represent the most credible, transparent and differentiated standard of brand research.

-Abhineesh Das, Marketing, MHIPL





Abhra Inaugural Meet



My Home Abhra- another feather in My Home Constructions success story is handed over to our esteemed “Abhrites” on 30th November 2016. My Home Abhra inaugural meet which was celebrated at Abhra central lawn area was a huge success. Chief guest for the event Shri. K T Rama Rao, Municipal, Panchayat Raj & IT minister of Telangana State Government appreciated the contribution of My Home in Hyderabad real estate growth. Guest of Honour for the evening Shri. Pullela Gopichand, former National Badminton player applauded My Home's commitment in on-time delivery of their projects. Chairman of the group Dr. Jupally Rameswar Rao shared his inspirational journey and reiterated the fact how My Home takes pride in building communities that are landmarks in the city of Hyderabad.

-Rajshekar, CCR, MHCPL



New Year Celebrations 2016





Maha Cement's three day long Annual Sales conference was held at Ramoji Film City in February 2016.

The main objective was to focus on Branding and expand to new markets & increase market share, celebrate the successful financial year 2015-16 and gear up for 2016-17. Sales & Marketing and Finance teams have attended the conference.

On Opening Day, President-Marketing and Sr. VP-Marketing extended a warm welcome to the conference. Managing -Director, Executive Director and Directors addressed the conference and emphasised on the Company's growth plan and brand equity.

On Day-2, Group Chairman attended the conference and spoke about the company's growth, expansion of plants and strength of the Sales team with its driving force to attain the company's set targets & goals.

It was wonderful to see Finance and Marketing personnel's interacted with each other on business processes, exchange ideas and understand their day to day operations.

A training session was conducted on day 2 by Mr. S Swaminathan to boost the morale of Sales force.

The event ended with vote of thanks. On day-3 the team had a fun filled sight-seeing tour of Ramoji Film City and departed to their respective locations with new enthuse and energy.

-Ch. Ajay, Marketing, MHIPL





Avatar Launch



On 28th February 2016, My Home Constructions Pvt Ltd launched another prestigious project “My Home Avatar” at Puppallaguda, Gachibowli. My Home Avatar is a premium high-rise residential project at Puppallaguda in west Hyderabad. The residential project comprises of ten blocks each having 30 floors with a total of 2780 apartments in 1314sft (2BHK) and 1834sft (3BHK) sizes, will be completed in 3 and half years. 83.5% of total project area is open to sky and dedicated for amenities, landscaping and other facilities. Shri Shri Shri Tridandi Chinna Srimannarayana Ramanuja Jeeyar Swamiji laid foundation stone for the project in the presence of Group Chairman, followed by brochure launch and walkthrough unveiling. Hundreds of customers, Management, My Home Employees and Media were present at the event. Launch was historical in Hyderabad real estate history with 1000+ bookings recorded during the launch week. Addressing the gathering Swamiji said “My Home Avatar will add another feather in the cap of Hyderabad. Under the leadership of the young team, My Home Group is breaking its own records in terms of sales and maintaining time lines for each project.”

-Rajesh Mehta, Marketing, MHCPL



Maha Kabaddi Challenge Season -III



Maha Cement is overwhelmed to be associated with Star Sports Pro Kabaddi league, as one of the prime supporter for the highly successful team, Telugu Titans in season 3.

The team jersey, logo were unveiled at the function organized by My Home at Visakhapatnam on 28th of Jan 2016. Maha Cement Team, Telugu Titans players, Dealers along with their families were part of the Jersey launch. 600 Dealers from Vizag, Patna, Bangalore, Kolkata & Orissa have enjoyed matches live at the stadium with their families and they were very happy about the fact that Maha Cement associated with the grass-root sport, and encouraging the game of Kabaddi.

Telugu Titans fall firmly in the ladder and are quite easily the most exciting team in Pro Kabaddi. The total matches played by Telugu titans are 30, off which they won 15 and six were draw. Team made total raids of 1276 with 537 successful ones. Team made 22 super tackles, 251 Successful tackles.

Maha Cement extends Telugu Titans their heartiest wishes and look forward to a long and fruitful association with the team.

-Ravi Kedhar, CCR, MHIPL



Helping Hand-Chennai Flood Relief



Floods in Chennai affected India's economy very badly, making it the worst disaster last year.

On Tuesday, December 1st 2015, that's exactly happened when the dry and stagnant Adayar river that runs under the secondary runway of the Chennai International Airport overflowed its banks and water spilled all over the tarmac and aprons. This was in addition to the torrential rain that submerged one of India's biggest cities and left many thousands helpless. Essentials such as drinking water, food and medicines were in short supply.

Scores of people were reported killed in the unprecedented heavy rainfall that lashed the coastal capital of Tamil Nadu in November and ran into December.

Responding to the unpredicted calamity caused in Chennai Maha Cement took an initiative from its CSR wing "Helping Hand".

As an immediate relief to the affected people Bed sheets, Mats, Mosquito nets / Coils, Biscuits and water packets of each 3,500 units are distributed. In association with Yashoda Hospitals we also conducted free health camps in different parts of Chennai. Set of doctors with two ambulances travelled to various parts of Chennai to provide health services and free medicines distribution to the needy.

-Raju Sarswal, CCR, MHIPL

Blood Donation Camp

“The gift of blood is the gift of life”

There is no substitute for human blood. Blood cannot be manufactured – it can only come from generous donors. My Home in association with Mythri charitable trust had conducted a blood donation camp on 18th and 19th March 2016 aiming valuing the blood donation to the needy which not only saves life but also helps both the donor and recipient to live a longer and more productive life. My Home employees have stood up for this social cause and actively participated in the blood donation camp contributing to help the need and save life.



-Kaushik Choudhury, HR, MHCPL

Women's Day Celebrations

This is not just another day but it is a day to appreciate and give respect to all the women who are the essence of our lives. It's nearly our day! March 8th is International Women's Day-the day of the year to celebrate for just being us!

Celebration of International Women's Day continued by organising a special address by the Directors of My Home Constructions along with other fun activities, for women employees. The programme includes awareness of women in the society and video Presentation of some successful women.

The highlights of the event include gifts for women employees, a cake to mark the celebration and special performances by women employees and at the end a group snap of Women Employees.



-Kaushik Choudhury, HR, MHCPL

Word Puzzle

Search at least 10 Country names and send to the below mail id before 31st, May 2016. Exciting gifts awaited for lucky winner. Mail us your answers at expressions@myhomegroup.in

N	E	W	D	N	A	L	G	N	E
A	Q	X	O	D	N	A	P	A	J
B	M	G	P	U	T	J	I	A	I
U	I	E	A	B	A	D	R	B	R
C	M	T	R	A	N	O	A	S	A
Z	M	N	I	I	L	P	N	E	Q
L	U	V	S	C	C	H	I	N	A
P	A	K	I	S	T	A	N	H	Y

Previous Edition Winner



G Krishna Balaji,
Asst Manager, My Home Power

Answers

- Alligator
- Cat
- Dog
- Duck
- Giraffe
- Monkey
- Rat
- Bee
- Cow
- Dolphin
- Elephant
- Gorilla
- Mouse
- Tiger
- Bird
- Crocodile
- Donkey
- Frog
- Lion
- Rabbit

Did you know?

Did you know?

Huge concrete dishes known as 'Concrete ears' or 'sound mirrors' were erected during the World War II to detect approaching aircraft. Microphones were suspended at the focal points of these dishes, like today's D2H dishes.

Impact Of Westernization On Indian Culture

Indian Culture, which is one of the oldest & richest cultures, is now days posing a serious threat as western culture is establishing its strong base in India and slowly and gradually wiping the Indian culture. It had already made its presence in Metro's & now slowly heading towards other parts of India.

Westernization has greatly effected our traditions, customs, our family and our respect and love for others. The concept of joint families is fastly decreasing everyone wants to remain aloof from others. Nobody now bother about others and only cares about himself which is totally contradictory to our Indian culture which teaches to be a part of each other Joys and Sorrows to celebrate the moments together and share the grief together. Slowly all our values for which India has the pride is vanishing & western culture is taking its place. People are blindly following the western culture without knowing its consequences.

Westernization has given rise to single families. Marriages are fastly breaking & our tolerance and patience has given the answer. The most effected are our new blooms, which have sprouted they find themselves stressed and isolated in this new atmosphere as there is no one to take care of them. They will not get the care and love of their Grandparents and they find themselves in crutches were some others will take care of them. It is very unfortunate that the new sprouts remain untouched and cut off from our moral values and sanskaras. In today's Scenario were both husband & wife are working there is no one at home to look after them to inherit the sanskaras in them as our elders who gives these sanskaras to their grand children are not with them. To many cases it is not deliberate but in majority of case the children prefers to remain away from their parents which is very unfortunate.

There's no harm in taking good things from western but this does not mean that we should completely adopt it and pretend to be western and misrepresent our identity. It is understandable that India is growing in every field and there is necessity of knowing all the cultures and their traditions. To some extent it is fine but we should not pretend that we dislike the Indian values and likes only western culture. We have to preserve our identity. One thing should be always kept in mind that western world is looking India for its honesty and its rich Cultural heritage.

It is shocking to see that Indians are forgetting their culture and western people are seeing India for obtaining salvation. They are coming here for seeking the true peace, which is total absent there. India has earned a good name in the field of Yoga and meditation were our gurus are giving teachings to western countries how to relax themselves & how to keep themselves away from disease were in India it is contradictory to it. People are only seeing money as necessity and for the same they do anything, which is very shocking.

It is very unfortunate that today's generation has very little knowledge about their culture, traditions & their roots. This is not their mistake but the mistake of their parents who does not enlighten their children about their roots about their rich cultural heritage.

Contradictory to it Parents feel proud in giving the western Sanskaras to their children. Children are brought up in this atmosphere. They are thus kept miles away from Indian culture. There is no harm in giving the knowledge of other cultures and traditions as Indians have made their presence in every part of world and it is very necessary that we should have knowledge of their culture, traditions and their language. We should do but to the limit, which is really needed, and also take care that our new sprouts are well versed with Indian culture and its values. It is the responsibility of parents to inherit the same and for this it is very necessary that parents should also be well versed with Indian culture and traditions.

No doubt the western culture is versatile and has taught to be self-independent but this does not mean that we will forget our culture at all and blindly follow it. Since India has the tradition to take good things from others but this does not mean that we will completely forget our values. We should feel proud that we are Indian s and we have such a rich cultural heritage which is very rare and should carry this forward and inherit the same to our New blooms who are going to be our future.

- Padmaja A, SAP, MHCPL

Certificate of Appreciation - G4S



There was an electrical accident in the Directors wash room at My Home office 9th floor due to which the fire was erupted and the on duty Group 4 Security guard Mr. Ravi Kumar and Supervisor Mr. Ganeswara Rao (Ganesh) responded in time and dozed off the fire. In this regard they both were given a certificate of appreciation by Sri Sanjeeva Rao Garu – Advisor (Vigilance & Security).

Can you have Amigo's at work?

The people you work with are people you were just thrown together with, “You spend more time with them than your friends and family, but probably all you've got in common is the fact that you walk around on the same bit of carpet for eight hours a day.”

Today's accurate assessment: according to the psychologists, fewer and fewer of us have any close friends at work. If we imagine between the 1980s and 2000s, the proportion of people who said they had a good work friend slid from half to less than a third. But the situation's hardly wonderful in few of our work places. It's easy to guess why. Once, we had jobs for life, which meant colleagues for life, plus company events for the family. Now, “work is a more transactional place. We go to the office to be efficient, not to form bonds.” along with telecommuting and extreme busy-ness – is poison to friendship. The guy at the desk next to yours might be gone in two months. Or you might be gone. Or, if you're a victim of the mischievous cult of appointment desks, you might not even have a desk. Why bother asking him/her to a trip?

This might not matter if we were also spending fewer hours at work, with time to falsify friendships outside, but the opposite's true, of course, which means the worst of both worlds: more work, with less social nourishment to show for it. And friendships propagate at office soil were fragile hurl to begin with. The logic of the workplace is opposed to that of making friends. Work is about getting things done, so your value's inevitably linked to what you contribute. A close friendship, by contrast, is valuable precisely because it's not transactional, in any measurable way. It's a commitment to be there regardless. This tension leads to awkwardness, as when an office friend's gaudy work makes your work harder, or when he or she is suddenly your boss.

Can you shop your way to happiness?

Assuming you can't! Or don't want to!! Just quit office skill altogether, it's worth resisting the urge to isolate yourself socially there. All the research suggests that more work friendships means better health and a sense of fulfillment. True, this means staying open to interaction with annoying people, too. The colleague who takes a single party invite for an act to unburden his deepest woes, daily, or the curious one who's desperate to hear yours. Yet even annoying people can be enriching. Sure, we're all walking on the specified same bit of carpet for another eight hours a day, but even that's preferable to each specified path of their own, alone.

- Shashanka, IT, MHCPL

Humanity



One of the great exemplarity of humanity shown by our Mobile Lab Assistant by Mr. Anada Prasanna Ojha on the date of 26.03.2016 (evening) on his way to home after finishing his office work on bike, he found a small bag on the road side. He picked the same and waited there for some time so that the person who has missed the bag may come there by searching but nobody turned up. He went back to his room and found that the bag is filled with Rs.1,50,000/- with some medical prescriptions, he found some mobile number behind the prescriptions, he called the concern person and returned the missing bag without a second thought, the missing bag was from a poor family the money was for medical treatment, they praise Mr.Ojha and applauded his honesty and published his name in DHARITRI news paper with appreciation.

-Debasis Parida, CCS MHIPL



Sketch by:

-B. Sreenivasa Rao, Projects - MHIPL

Celebrations At VGU & MCW

New Year



Sankranti



Republic Day



Medical Camp



National Safety Day



Terrace Gardening Training



At work place, celebrations not only bring staff members together but also help to create the sense of team unity for a cause. At My Home along with the celebrations we are also responsible for the benefit of society at large. Few activities at plant level initiated include New year, Republic day, National safety day and Free medical camps.

Participation in Property Shows & Events

South India Property Expo-Dallas, USA



Main Sponsor for Wipro Confluence 2



Stall at SBI Property show



Maha Cement Stall at Builders Association of India at RFC



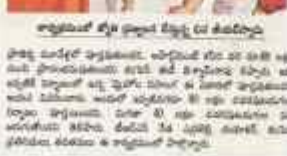
Participation in the industry related property shows and constructive sponsorships are actively carried out at My Home Group, keeping in mind to reach the right set of audience and to create brand awareness. Some of the valuable associations and participations include South India Property Expo-Dallas USA, Wipro Family Meet sponsorship, HDFC, SBI Property show & Builders association of India expo.

Fire Drill at My Home Hub



My Home Properties & Services Pvt Ltd. conducts Emergency Evacuation mock Drill in the premises twice every year and for this year it was done on 09-Feb-2016. The purpose of the programme is to create awareness among the employees to handle the situation in case of any emergency. Mr. Qureshi, Station fire Officer, Madapur, along with his team and Fire Vehicle visited our premises and demonstrated controlling methods of Fire and operation of Fire Extinguishers. Around 1905 employees from all the three blocks participated in the programme and it is very successful.

-Kaushik Choudhury, HR, MHCPL

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**Zeni maku
merronë ndihmë**

nga Hekula Dergjari, nga shtetë meqanësia shqiptare:

Shprehim nderimin për të gjithë ata që kanë kontribuar në luftën e armatosur kundër korrupsionit dhe krimit të organizuar. Kërkohet të përdoren të gjitha forcat dhe kapacitetet për të luftuar këto fenomene. Kërkohet të përdoren të gjitha forcat dhe kapacitetet për të luftuar këto fenomene. Kërkohet të përdoren të gjitha forcat dhe kapacitetet për të luftuar këto fenomene.

2. A new, noninvasive blood test
The researchers used a blood test that measures the amount of a protein called *alpha-fetoprotein* (AFP) in the blood. AFP is a protein that is produced by the liver and is also found in the blood of people with liver cancer. The researchers found that the level of AFP in the blood of people with liver cancer was significantly higher than the level of AFP in the blood of people without liver cancer.

ସାମ୍ବାଦିକଙ୍କୁ ଅଟକାଇବା

ସାମ୍ବାଦିକଙ୍କୁ ଅଟକାଇବା ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ବିଷୟ। ଏହା ସମ୍ବାଦିକଙ୍କୁ ସେମାନଙ୍କର କାର୍ଯ୍ୟରେ ଅଟକାଇବା ଏବଂ ସେମାନଙ୍କର ସ୍ୱାଧୀନତା ଉପରେ ଆଘାତ ପକାଇଥାଏ। ଏହା ସମ୍ବାଦିକଙ୍କୁ ସେମାନଙ୍କର କାର୍ଯ୍ୟରେ ଅଟକାଇବା ଏବଂ ସେମାନଙ୍କର ସ୍ୱାଧୀନତା ଉପରେ ଆଘାତ ପକାଇଥାଏ।

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My Home Group begins ₹1,000-cr residential project

We will construct the building in three phases, with each block having ground plus 30 floors. The buildings will come up in 16 per cent of the area, with the remaining 84 per cent allocated to parks, swimming pools and other amenities," said Jithan Raj, Executive Director of My Home Constructions Private