

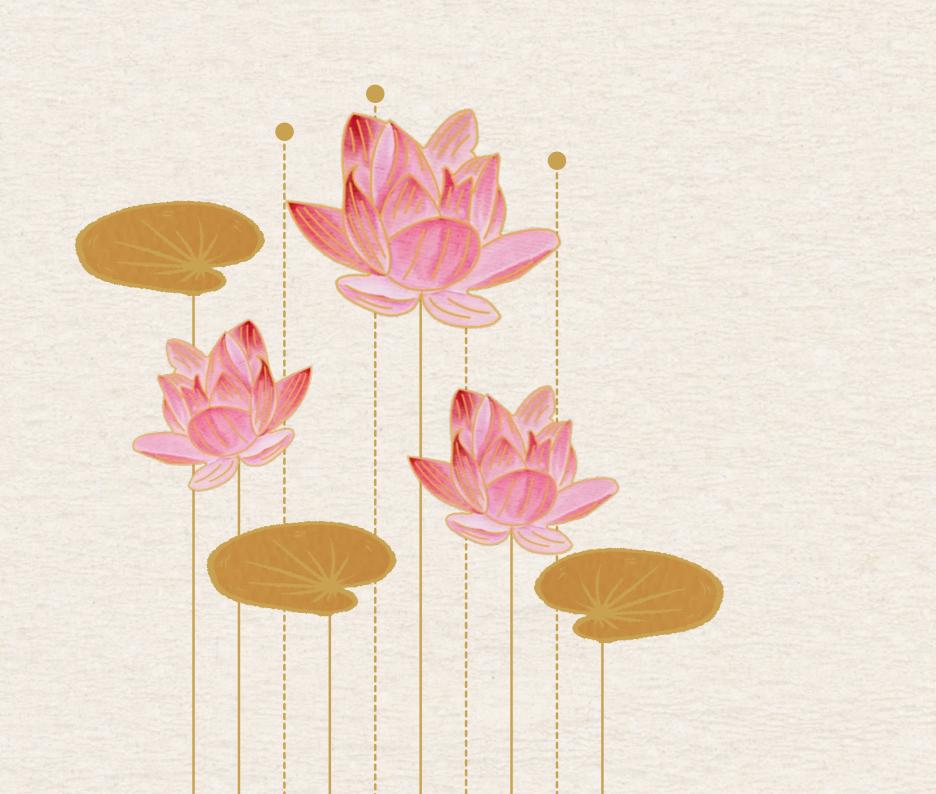
<u> उ</u>काराम





ékāyam is founded with a sincere vision to create a perfect community that blends modern and traditional, making it neo-sacred. Our work is deeply rooted in the belief that a home is not just a place but a sanctuary of peace, devotion, and holistic well-being - introducing the concept of Sanctum Abodes. Where we are dedicated to acquiring land in India's most esteemed religious cities and converting them into peaceful dwellings that seamlessly integrate traditional values with modern conveniences.





at ékāyam, every element of our heart and soul is evolved from the culture and tradition of India. The Lakshay for our work is to maintain the connection with our roots by incorporating the essence of our Sanskriti. Every sanctum abode we create is a symbol of our dedication to maintaining the sanctity and spiritual aura of these revered locations.

our homes complement the ways of neo-sacred living, and the ambience will keep you connected to nature. We offer you the conventional lives that will bring spiritualism to your homes. We strive to deliver sanctum abodes that are inspired by the history of Indian Aesthetics and also emphasize on purity and offerings that flourish culture.

## w drishti

at ékāyam, our vision is to create footprints all over the religious cities in India by crafting sanctum abodes beyond mere dwellings to havens of peace, devotion, and holistic living. Our uddeshya is to maintain and connect the rich cultural heritage of these sacred lands while seamlessly integrating modern comforts, fostering an environment where spirituality and neo-sacred living coexist in perfect harmony.



our mission is to deliver sanctum abodes that reflect our uncompromising commitment to spirituality becoming a sadhan for formulating a connection with nature and our Indian culture. At ékāyam, we strive to build not just homes but vibrant communities that support spiritual growth, foster emotional balance and connect people to their roots in harmony with nature.

				samagra j	eevan मग्र जीवन)	
	- Ca acarana ाध्यात्मिक आचरण)			four amer	ntalpi	llars
Satatya (सातत्य)			bhutatya (भूतत्व)			





## adhyatmika acarana आध्यात्मिक आचरण (spiritual integrity)

we honor the deep spiritual significance of the sacred lands we develop. Our commitment is to create sanctum abodes that respect and enhance the sanctity of these revered locations.



## samagra jeevan

समग्र जीवन (holistic living)

we believe in crafting sanctum abodes that nurture the mind, body, and soul, ensuring a balanced and fulfilling lifestyle that connects nature to all our residents.



## satatya

सातत्य (authenticity)

authenticity lies at the heart of ékāyam, where every sacred dwelling stands as a testament to our relentless commitment to fulfilling our promises with absolute transparency.

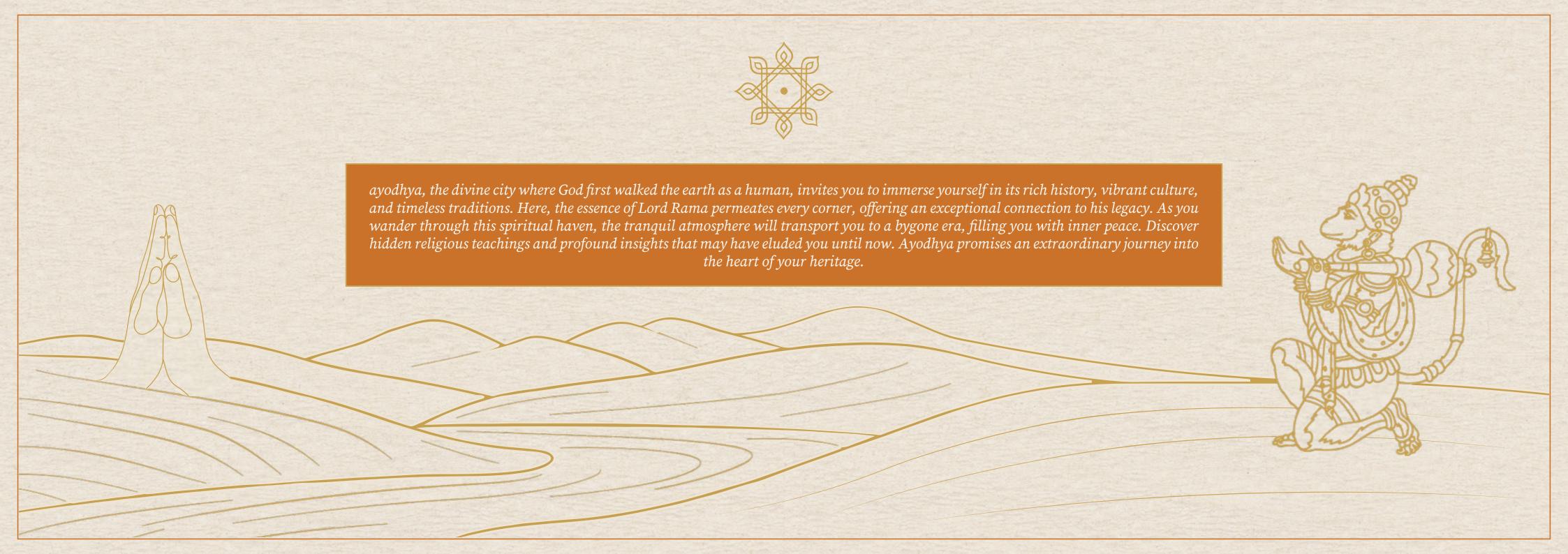


## bhūtatva

भृतत्व (earthiness)

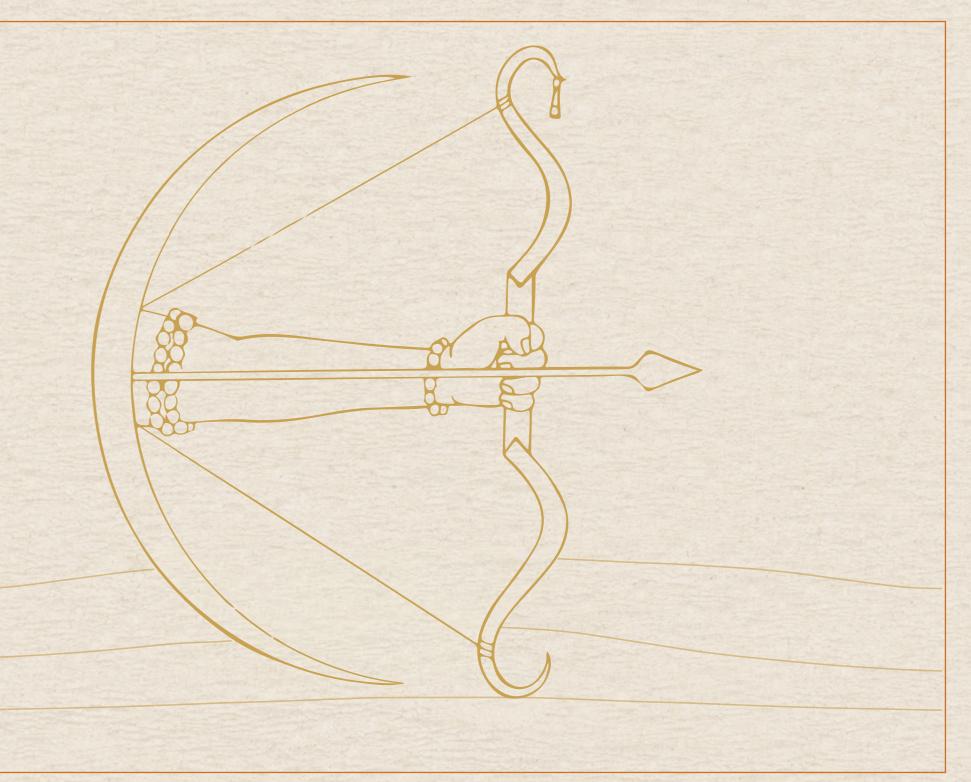
embracing natural materials and sustainable practices to create sanctum abodes that resonate with the earth's essence, promoting a grounded and harmonious lifestyle.

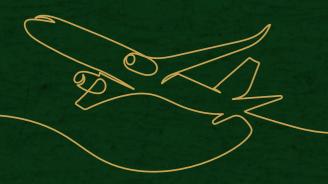






ayodhya is renowned as the birthplace of Lord Rama, one of the most revered deities in Hinduism. The city's historical and spiritual significance attracts millions of pilgrims and tourists annually. Investing in real estate here means being part of a city steeped in history and spirituality. Properties in such a culturally rich environment are likely to appreciate in value as interest in religious tourism and heritage grows.





## government initiatives



## development projects

the UP Global Investors Summit held in February 2023 secured investments of over Rs 6,000 crore for Ayodhya. The government has launched numerous infrastructure projects to improve connectivity and urban amenities in Ayodhya:



## international airport

the Ayodhya Airport project, with an investment of Rs 1,400 crore, is a key initiative to improve connectivity and boost tourism.



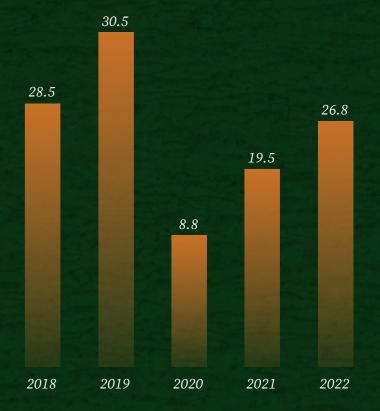
## road & bridge projects

the construction of 4-lane roads, railway overbridges, and multi-level parking facilities are part of efforts to modernize the city's infrastructure.

plans worth Rs 30,500 crore are being executed to establish Ayodhya as a capable, modern, and beautiful city. These include the construction of international sports complexes, multi-level parking facilities, smart vehicle parking, and extensive road and bridge networks.

## rising demand for accommodation

ayodhya is projected to attract 10.61 crore tourists annually by 2031 due to the influence of the Ram Mandir. It will require 8,500-12,500 branded keys in the medium to long term to meet this demand, leading to significant development in the hotel industry.

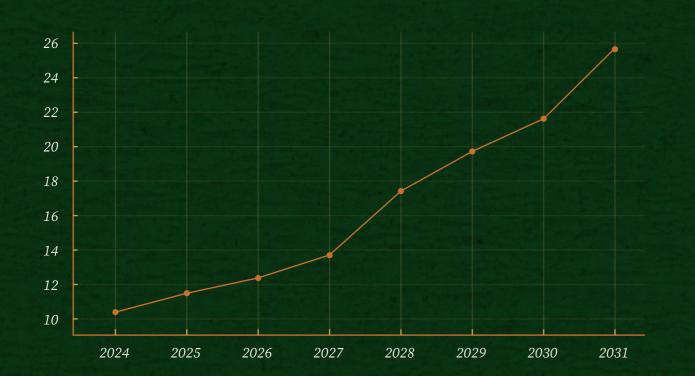


Ayodhya Tourist Arrivals (in millions)

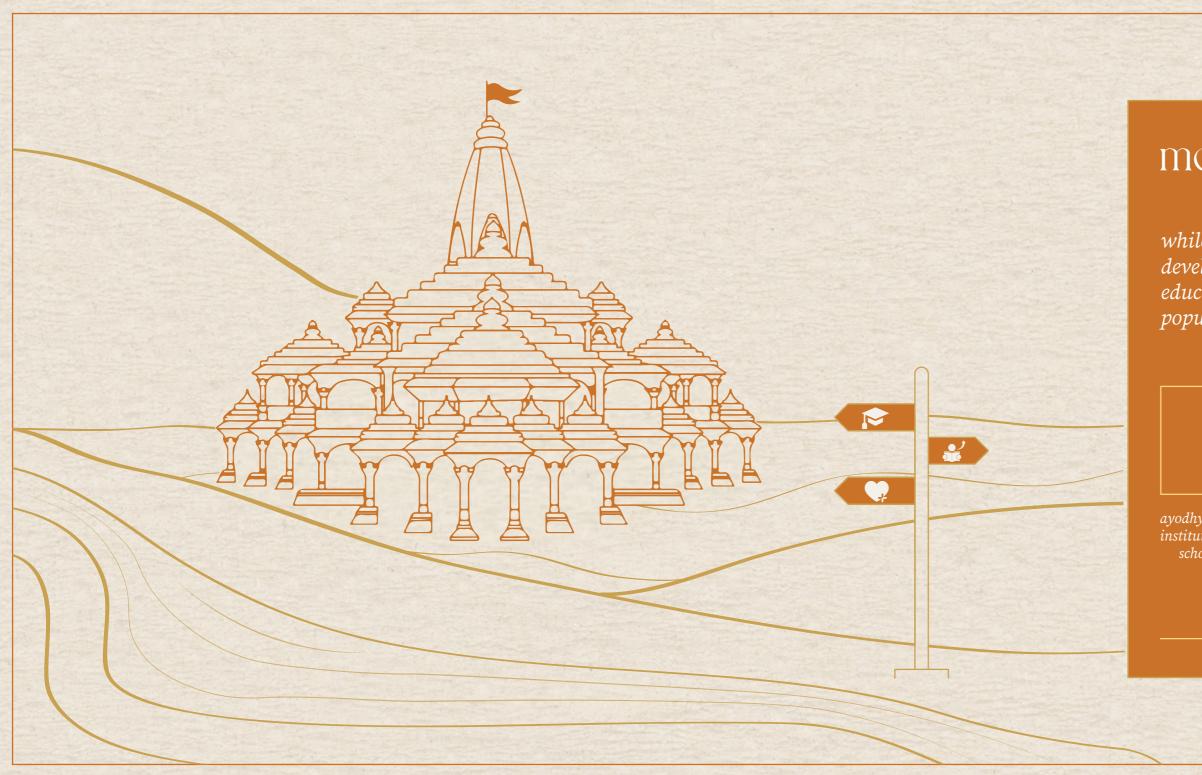
according to the Ayodhya Master Plan 2031, the government is set to invest over Rs 85,000 crore (approximately \$10 billion) in the city over the next decade.

## attractive real estate prices

the real estate market in Ayodhya is expected to experience significant growth, with property prices projected to rise steadily due to increased demand, improved connectivity, and ongoing urban development projects. Ayodhya is set to become a prime investment destination with over 10.61 crore tourists projected to visit annually by 2031, leading to substantial development in the hospitality and residential sectors.







## modern amenities in a historic setting

while Ayodhya is deeply rooted in tradition, it is also evolving to offer modern amenities and infrastructure. The development of modern infrastructure and amenities, including shopping complexes, healthcare facilities, and educational institutions make it a more attractive place to live and invest in, as they cater to the needs of a growing population. This neo-sacred combination ensures a high quality of life.



rising number of schools

ayodhya hosts over 150 educational institutions, ranging from primary schools to higher secondary schools.

(Source:- http://udise.in)



increasing enrollment

an enrollment rate of over 85% in primary and secondary education. Government initiatives and private investments have played a crucial role in this positive trend.

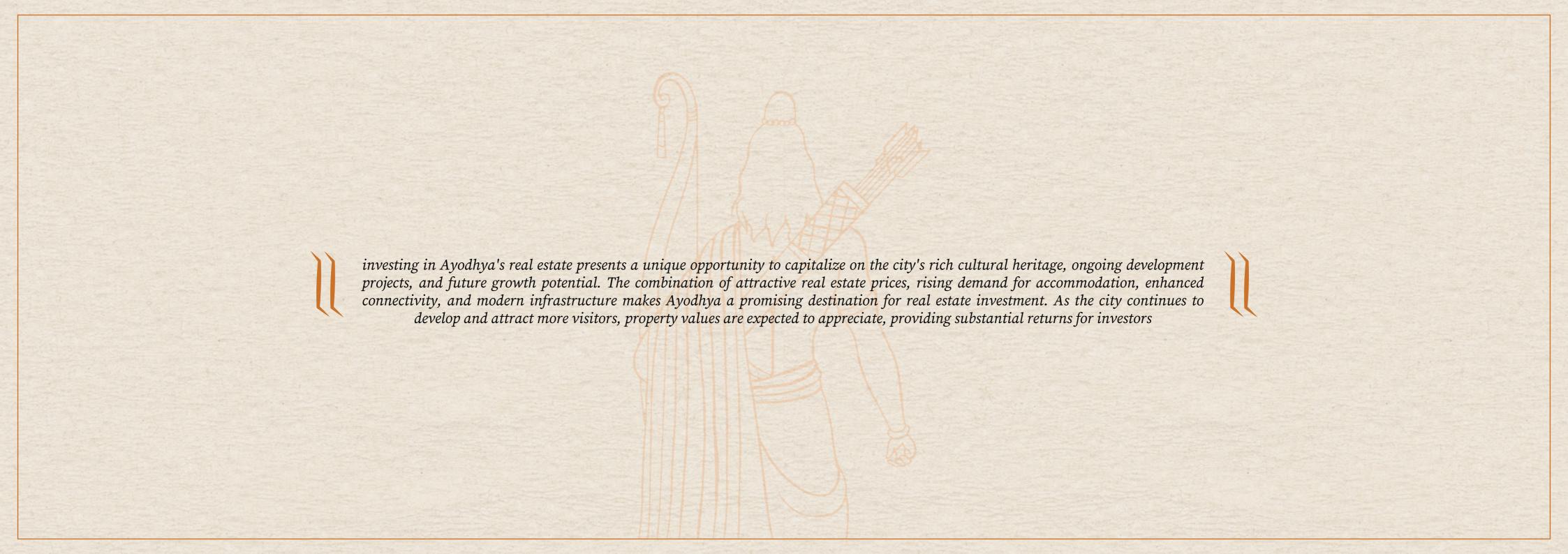
(Source:- https://niepa.ac.ir



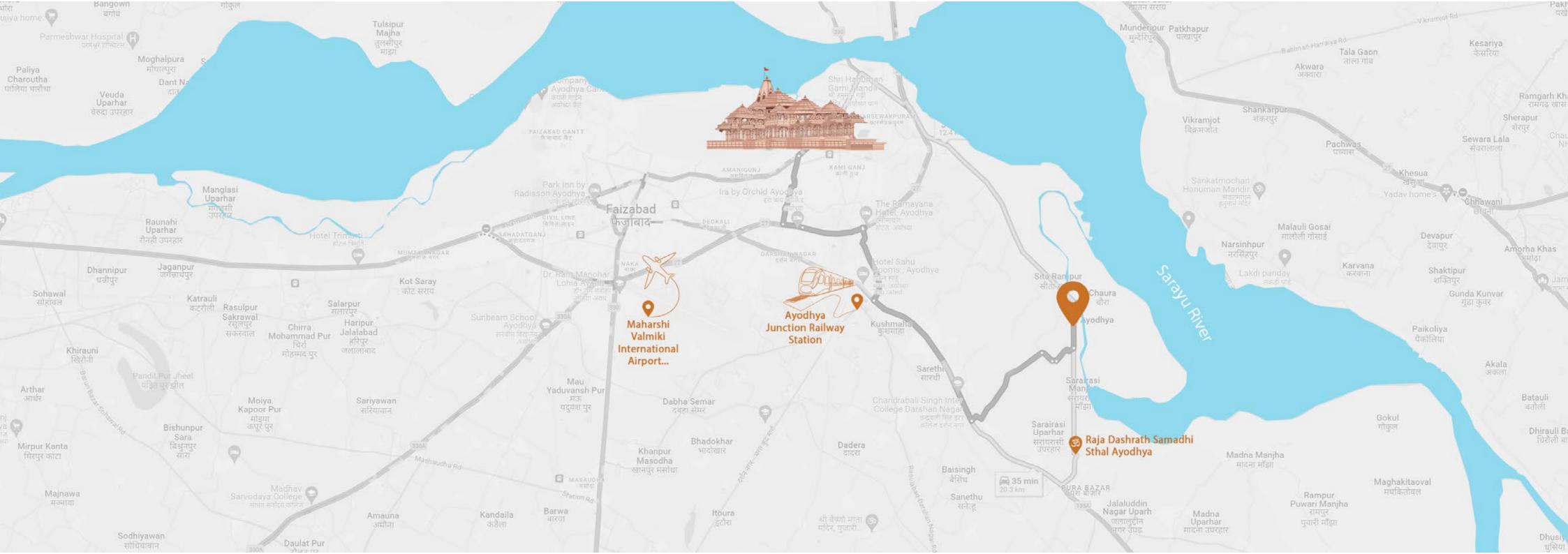
healthcare accessibility

the government has initiated various schemes to improve healthcare accessibility in Ayodhya. Programs like Ayushman Bharat ensure that even the underprivileged have access to essential healthcare services.

ource:- https://pmjay.gov.in







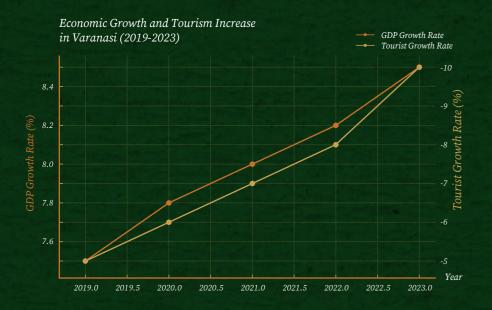


#### why Invest in Varanasi's Real Estate?

Varanasi, one of the world's oldest cities, blends rich spiritual heritage with modern development, making its real estate market especially appealing. While other cities modernize, Varanasi preserves its spiritual essence and strong roots.

#### Economic Growth

Varanasi's economy, driven by tourism, trade, and manufacturing, has grown 8% annually. Known for silk weaving and handicrafts, it is a commercial hub. The real estate sector's 5-7% CAGR indicates strong investment potential.



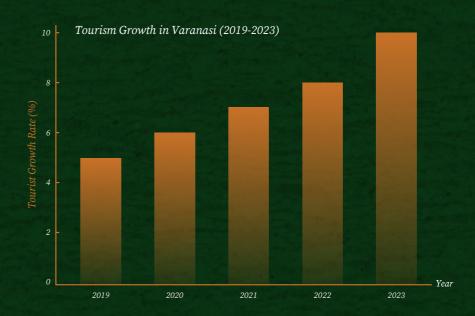
Here is a graphical representation of compare of economic growth and tourism growth in Varanasi from 2019 to 2023.

#### Government Initiatives

Government initiatives like Namami Gange and PMAY have advanced Varanasi's development with over 20,000 affordable units. The Varanasi-Kolkata Corridor and skill centers will boost economic activity and real estate demand.

#### Tourism and Cultural Significance

Varanasi's tourist arrivals increased by 10% in 2023, boosting the local economy highlighting the city's growing real estate market and highlighting the city's growing allure.



This graph shows the consistent growth in Varanasi's tourist arrivals from 2019 to 2023.

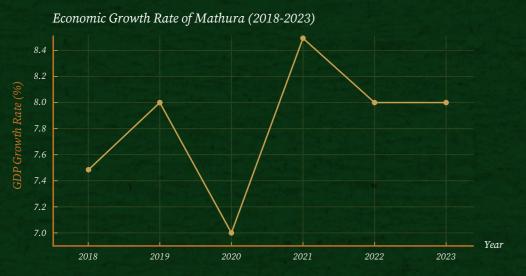


#### Why Invest in Mathura's Real Estate?

Mathura, the birthplace of Lord Krishna, holds immense spiritual and cultural significance and is an emerging real estate hotspot with great growth potential and investment opportunities.

#### Economic Growth

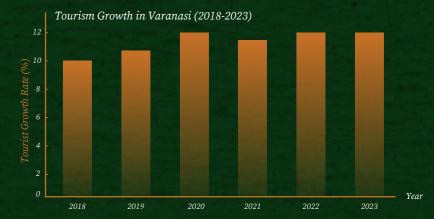
Mathura's economy is expanding into sectors like education, healthcare, and small-scale industries, creating a stable environment for real estate investments due to an 8% annual GDP growth rate.



Mathura's GDP growth rate has steadily increased from 2018 to 2023, averaging between 7.0% and 8.5%.

#### Tourism Potential

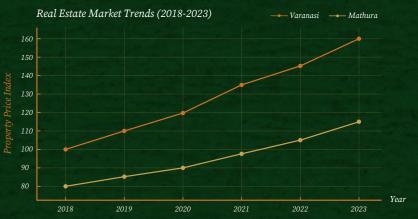
Mathura has great tourism potential due to its religious significance and numerous festivals like Janmashtami and Holi. The tourism sector has been growing at an annual rate of 12%, making it a lucrative investment opportunity.



This is the Graphical representation steady increase in Mathura's tourism growth rate from 2018 to 2023.

#### Comparison with Varanasi's Growth

Varanasi's real estate growth, fueled by infrastructure, tourism, and the Smart City initiative, serves as a model for Mathura. Prime property prices have increased by 15% annually, and the market has grown by 20% over five years.



The graph shows Varanasi's property prices rising faster than Mathura's, but Mathura also shows significant growth, highlighting its emerging potential.

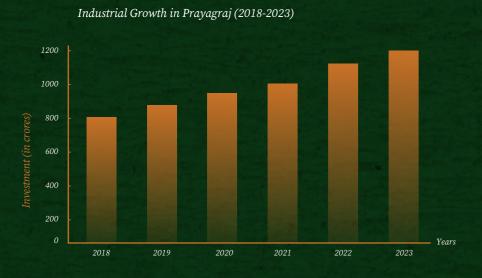


### The Development and Growth of Prayagraj's Real Estate Market

Prayagraj, formerly Allahabad, is experiencing significant real estate growth due to infrastructure improvements, economic expansion, and rising property demand. This article examines the factors driving this boom, supported by key statistics

#### Economic Growth

Prayagraj's diversified and growing economy boosts real estate demand. New industrial areas and small-scale industries have created jobs, with  $\{1,200\}$  crore invested in the region over the past five years.



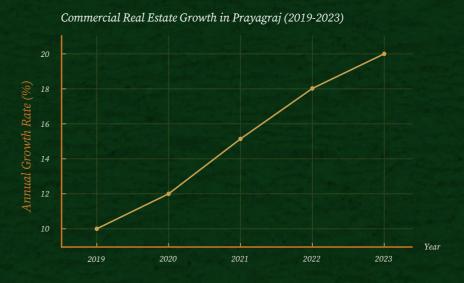
This bar graph shows Prayagraj's industrial growth from 2018 to 2023, highlighting annual investments (in crores)

#### *Infrastructure Development*

Prayagraj has seen ₹2,500 crore in infrastructure investments, enhancing public transport, road connectivity, and civic amenities, positively impacting its real estate market.

#### Commercial Real Estate Boom

Prayagraj is experiencing growth in both residential and commercial real estate, with modern retail spaces, malls, and office complexes. The commercial sector has grown by 18% annually over the past five years.



This line graph shows the annual growth rate of commercial real estate in Prayagraj from 2019 to 2023.



### Why Invest In Gangasagar, 24 Parganas Real Estate?

Gangasagar, located in the South 24 Parganas district of West Bengal, is a rapidly developing region with a unique blend of natural beauty, spiritual significance, and economic potential. Known for the annual Gangasagar Mela, one of the largest religious congregations in India, this region offers a promising landscape for real estate investment.

#### **Economic Development**

According to the West Bengal Industrial Development Corporation (WBIDC), the district has attracted investments worth over INR 1,200 crore in various sectors including logistics, tourism, and manufacturing.



This graph shows the investments in logistics, tourism, and manufacturing sectors.

#### Tourism and Pilgrimage Hub

Gangasagar is renowned for the Gangasagar Mela, which attracts over 5 million pilgrims and tourists annually. Additionally, the state government's plan to invest INR 100 crore in developing infrastructure to accommodate pilgrims.



This graph displays the investments in the Gangasagar Mela, other tourism activities, and pilgrimage infrastructure.

### Infrastructure Development

The construction of a new bridge connecting Sagar Island with the mainland, expected to be completed by 2025 at a cost of INR 600 crore, is a notable project that will significantly boost property values.

# our pratigya



## spiritual harmony

we promise to create sanctuaries that foster spiritual growth and well-being. Our homes are designed to provide serene, peaceful environments that encourage reflection, meditation, and a deep connection to the divine.



### cultural reverence

we promise to honour and preserve the cultural and spiritual heritage of the sacred lands we develop. Our homes are designed to reflect and respect the traditions and values of these revered locations.



## heritage sustainability

we promise to adopt sustainable practices that respect our locations' environment and heritage. We create homes harmoniously with nature and the cultural landscape by integrating eco-friendly designs and materials.



## traditional craftsmanship

we promise to incorporate the finest traditional craftsmanship in every home we build. Utilizing age-old techniques and local artisans, we ensure that each residence embodies the timeless beauty and intricate artistry of Indian culture.



## community building

we promise to create vibrant, supportive communities that foster connection and well-being. Our developments include communal spaces and initiatives encouraging residents to connect, share, and grow.

# सर्वारम्भ शुभारम्भः

(Every beginning is an auspicious beginning)