

June 2019

# pac buzz

Magazine of Pacifica Companies

## IN THIS ISSUE

### **Celebrations**

New beginnings at Pacifica  
Aurum, Chennai

### **US Projects**

Pacifica Senior Living offers the  
very best in retirement care

### **Awards**

Pacifica wins realty awards  
across segments



## MOVE ON. TURN OVER A BRAND NEW LEAF.

HILLCREST: 2/3/4 BHK  
LUXURIOUS APARTMENTS



*A fresh and serene beginning awaits.*

DESIGNED & PLANNED BY ONE OF THE WORLD'S MOST REPUTED ARCHITECT CONSULTANTS, 'BURT-HILL STANTEC'

UPPER-CREST LIVING: Apartments designed for ample ventilation & lighting • Contemporary Elevations with hidden service lines & AC ducts • STATUS-POINT ADDRESS: Easy access to quality Healthcare & Education • In close proximity to most IT offices & companies • In proximity to popular Entertainment destinations & Malls • Recreational Greenscapes  
• Well-planned Residences with Serene Views

BOOKINGS OPEN | CONSTRUCTION IN FULL SWING | SAMPLE HOME READY

SITE ADDRESS: FINANCIAL DISTRICT, GACHIBOWLI, HYDERABAD.



AVAIL OUR SPECIAL PICK-UP AND DROP FACILITY



**HURRY!**  
ONLY  
FEW UNITS  
LEFT

\*Conditions apply

### TO KNOW MORE

CALL: + 91 9533975975

NRI HELPLINE NO: +91 8980051111



Follow us on: [Twitter](#) / PacificaIndia [Facebook](#) / pacificacompanies [Instagram](#) / pacificacompanies [Website](#) pacificacompanies.co.in [Email](#) info@pacificacompanies.com

AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

# MD's Insight



*“The awards give me a great sense of joy that our projects are appreciated not only by home owners but also by the industry at large,”*

Before we know it, we have sailed through the first half of 2019. Life is a breeze when you live in the comforts of a good home and I am happy to say that Pacifica Companies has been in the business of constructing good quality homes since 1978. In this issue, Dipan Shah, Director of CPP and Construction at Pacifica Companies shares how Pacifica goes that extra mile to ensure maximum comfort and functionality in all its properties. He also talks about how sustainability is a key component, right from design to construction.

During the last six months, Pacifica Companies continued to build and foster environments that promote community living across its completed properties. As residents of Aurum Villas embraced their new homes, Pacifica made the milestone even sweeter by celebrating Shubhaarambh. It was a joyous occasion as it coincided with the festival of Pongal and created a sense of bonhomie among the residents.

At the Pacifica Tech Park in Chennai, a Chand Mela was organized on Pongal to brighten the atmosphere.

Pacifica strives to deliver the best amenities possible and this was evident at the inauguration of the Reflections Club house in Ahmedabad. Residents were thrilled to experience the new cricket pitch, multi-purpose gaming court, swimming pool, gymnasium and gaming zone.

One of the key yardsticks to measure excellence is awards and recognitions. Just this February, Pacifica's Reflections won the Luxury Project of the Year at the ET Now Real Estate Awards 2019.

Another star property, Aurum Villas in Chennai bagged the Villa Project of the Year at the southern edition of Realty Plus Conclave and Excellence Awards in November 2018. In the same month, we were honoured to receive the Best Brand award at the Global Real Estate Congress's regional leadership awards in Telangana.

The continuous string of awards reaffirms our role as pioneers in the sector. It gives me a great sense of joy that our projects are appreciated not only by home owners but also by the industry at large.

Pacifica Companies' sister concern Nebula Companies unveiled Aavaas its affordable housing project in Chennai. Read all about this in New Launch Section.

Several of our properties in Ahmedabad, Vadodara, Hyderabad and Chennai are in the finishing stages. I am sure these properties will continue to bring us goodwill in the coming months.

This edition also highlights three Senior Living Communities of Pacifica Senior Living in USA which offer the best in retirement care.

We hope you enjoy reading the issue.



**RAKESH (ROCKY) ISRANI**

Managing Director, Pacifica Companies  
risrani@pacificacompanies.com

[www.pacificacompanies.co.in](http://www.pacificacompanies.co.in)

Follow us on:



# CONTENTS

MAGAZINE OF PACIFICA COMPANIES

June 2019

## What's inside...

04



### In Conversation

Pacifica's Director of DPP and Construction Dipan Shah talks about his favourite projects

08

### Awards

Pacifica continues to win accolades and recognition for its properties at top real estate awards

18

### Events

Pacifica celebrated the inauguration of the new club house at Reflections, Ahmedabad



10

### Celebration

Pacifica Companies commemorated the new beginning for residents of Aurum Villas



26

### U.S. Projects

Pacifica Senior Living offers the best of retirement care in the Unites States of America

34

### Inspirational Story

Arunima Sinha is the first female amputee to scale Mount Everest. She continues to scale new heights

43

### Construction Update

Pacifica Companies' up-and-coming mid- and luxury segment properties across the world

Publisher & Founder: **Pacifica Companies**  
Chief Editorial Director: **Sanjil Chandani**  
Executive Editor (Content Designing): **Ruchika Pillai**

#### WE VALUE YOUR FEEDBACK

Write to us at : [rpillai@pacificacompanies.com](mailto:rpillai@pacificacompanies.com)

Read us online : [www.pacificacompanies.co.in](http://www.pacificacompanies.co.in)

Download our Iphone/Android App: **PacBuzz**

Editorial and Design : **Mediascope Representation (India) LLP.**



3/4/5 LUXURIOUS VILLAS

For those  
**WITH FINE TASTE IN**  
*Life*

Call +91 8144660055 | NRI helpline No: +91 8980051111  
Padur, OMR, Chennai

ARTIST'S IMPRESSION

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978

**PACIFICA**  
**aurumvillas**  
LUXURY AT ITS BEST

Ready to move in homes

Follow us on:  / PacificaIndia  / pacificacompanies  / pacificacompanies  pacificacompanies.co.in  info@pacificacompanies.com

**AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR**

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial





# THE SECRET BEHIND QUALITY HOMES

**DIPEN SHAH, DIRECTOR OF CPP AND CONSTRUCTION  
AT PACIFICA COMPANIES, TELLS US WHAT IT TAKES TO  
DELIVER COMFORTABLE HOMES.**

## **COULD YOU TELL US A LITTLE MORE ABOUT YOUR ROLE AS THE DIRECTOR OF CPP AND CONSTRUCTION AT PACIFICA COMPANIES?**

My role is to ensure quality and comfortable homes to our clients. What it expands to is to ensure good designs, maximum specifications and best possible amenities in a home. These are further customised on the basis of regional choices and preferences. This involves monitoring and managing projects on a day-to-day basis, to deliver durable homes.

## **HOW HAS THE CONSTRUCTION SECTOR EVOLVED IN THE LAST FIVE YEARS?**

In my opinion the sector is slowly maturing. Technological advancements have helped us a lot – right from routine execution supervision to the choice of finishing materials and technologies.

On the customer front, these evolutions have transferred into better liveable spaces. For example, the use of AAC i.e. Aerated Autoclave Concrete, in constructing high-rise buildings. AAC blocks have much better thermal resistance compared to concrete blocks and can reduce the AC load by 3% to 5% easily. Similarly, the quality and finishing of vitrified tiles has also improved with automation.

One can give similar examples for plumbing, door-window finishes or even for external textures. At Pacifica, we have a centralised CPP department, which keeps track of all these developments, studies them for their credentials as well as viability/feasibility and then meticulously selects the right breed of technology and material for the project.

## **TODAY SUSTAINABLE DEVELOPMENT IS A BUZZWORD. HOW DO YOU INCORPORATE IT IN PACIFICA COMPANIES' PROJECTS?**

At Pacifica, we have always incorporated sustainability in our SOP's. We take care of it at three levels – design, construction and operations.

Of the three levels; sustainability at design stage is very important because it lays the footprint for the next two levels. As a mandate, all our design projects are evaluated on the context of climatically appropriate design. This starts at the layout stage. All our projects have STP and secondary pipe lines to re-use the STP-treated water for flushing. We use LED fixtures extensively in all common areas and clubhouses. Even for the external texture, we select ones which have a higher UV resistance and crack-bridging properties, ensuring low maintenance.

The list is never ending but I would like to emphasise that we consider sustainability in our decision-making process. Many of these features are overlooked by customers when they compare cost per sq. ft. of the house while finalising a property. For example, we have opted for cavity walls in our villas as well as in our high-rise projects to warrant a comfortable inner environment for our customers. It comes at double the cost giving that extra comfort to our customer; is the key to our satisfaction.

## **YOU ARE CURRENTLY OVERSEEING 8 PROJECTS ACROSS THE COUNTRY. HOW DO YOU MANAGE TO OVERSEE ALL AT THE SAME TIME?**

Overseeing multiple projects and that too, across the country,

can be challenging if they are not integrated correctly in the responsibility matrix of management. At Pacifica, we have creatively designed our operational structures with a detailed RACI (Responsible, Accountable, Consulted and Informed) matrix. The structure is further backed up with a detailed MIS (Management Information System). This makes my day-to-day working very focused and productive. This is strengthened with CPP and Construction verticals like design, MEP, contracts, planning, purchase, etc. at the head office. We have equally structured site verticals like quality, planning, contracts, stores, purchase, billing, etc.

Our well-designed HR policies also enable us to retain good talent. Many of the team members have been with us for a long time. A healthy relationship with my team makes my job very easy as everyone is harmoniously performing with required ownership.

#### **HOW DO YOU KEEP TRACK OF QUALITY, DESIGN ERRORS AND DELAYS DURING THE EXECUTION PHASE?**

To me as a technocrat, the execution phase is the most exciting phase of the entire project cycle. We design macro schedules which are further divided into micro schedules. The field team then takes these micro planners and further subdivides them. For example, our micro schedule is charted out in months and weeks. The field team then breaks down the micro sheet into days and output per day. If one has a passion for execution, the whole process is very engrossing. These processes are documented by a very well customized MIS and ERP (enterprise resource planning). Comprehensive weekly, bi-weekly and monthly reports are specially designed to track the project on various desired parameters like quality, speed, cost, resources, etc.

Quality and progress are a structured output of our system design. We believe in a zero-tolerance policy when it comes to quality and design errors. We have a specific QAP (Quality Assurance Plan) for each site. This details the entire QA (Quality Assurance) and QC (Quality Control) procedures for each site. Apart from it, regular internal quality audits are carried out by each project head and quality person. At all our sites, accredited national and international agencies also carry out regular third-party quality audits. The reports are directly shared with me so as to have further required checks and balances in the system.

There is a three-layer system in place before a home is handed over to the customer. First, the project engineer confirms and personally checks the quality of the finishes. Once he is satisfied, he shares the unit details with the Project Head, who further checks the unit and internally

certifies it to be complete. A specialised team from across sites carries out a cross project audit of the certified units and addresses snags, if any, or clears it for customer handing over. A CRM representative team member checks the unit again. Only after this, the unit is given to the customer.

#### **WHICH PROJECT HAS BEEN THE MOST CHALLENGING TILL DATE AND WHY?**

For any construction project, these are routine challenges and it would be unjust to highlight them as a special challenge. It is part of our routine job to work around those daily challenges.

#### **WHICH PROJECT IS CLOSE TO YOUR HEART?**

To me, it is as if someone is asking me to choose which is my favourite body part – my eyes, hand or leg! I cannot pick one over another. All my projects are like a part of my body and I love them equally. Each project has its own strength and flavour. We have put equal amount of our sweat and blood in each of them and nurtured them to the best possible level.

#### **HOW DOES ONE BALANCE CREATIVITY, FUNCTIONALITY AND QUALITY IN LARGE SCALE PROJECTS?**

We try to deliver the best possible architecture while focusing on functionality and quality in large scale projects. It is a challenge. Many a time, we had to let go off architectural creativity in order to retain functionality and operational feasibility. We took this call because of the projected need to fit into the target bracket and suit the financials of the project. We did not compromise on functionality of the building. Whenever we have had to choose between a creatively iconic building and a functionally performing building with the best possible architecture, we have chosen the latter.

If I had to answer the same question differently with creativity as the focus, then I would say that creativity cuts across all our day-to-day functioning and quality. I as a Director, constantly strive towards integrating that creative approach and mindset in my entire team. Thinking out of the box with the required objectivity to make each day-to-day process more functional and productive is what I would define as being creative. And that's what we do as a team at Pacifica. This helps us to constantly evolve our systems and achieve new benchmarks of success, ultimately resulting in work satisfaction. ■





*Luxury is in the*  
**ADDRESS!**

2 | 3 | 4 BHK Luxury apartments

Call +91 8144660055 | NRI helpline No: +91 8980051111

READY TO MOVE IN HOMES | Padur, OMR, Chennai

Follow us on: [Twitter](#) / PacificaIndia [Facebook](#) / pacificacompanies [Instagram](#) / pacificacompanies [WhatsApp](#) pacificacompanies.co.in [Email](#) info@pacificacompanies.com

AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

**PACIFICA**<sup>TM</sup>  
C O M P A N I E S

Shaping real estate globally... since 1978

# Leading the way with LUXURIOUS VILLAS

PACIFICA COMPANIES' HIGH-END  
PROPERTIES IN GUJARAT AND CHENNAI  
HAVE BAGGED SEVERAL AWARDS



At the southern edition of Realty Plus Conclave and Excellence Awards in November 2018, Pacifica Companies bagged the Villa Project of the Year award for Aurum Villas.

The epitome of fine living, Aurum Villas in Chennai offers luxurious 3, 4 and 5 BHK luxurious villas equipped world-class amenities. It seamlessly balances comfort with luxury.

Now in its 10th year, the Realty Plus Conclave & Excellence Awards

acknowledge the efforts of the Indian realty sector for its outstanding achievements in developing infrastructure facilities and promoting state-of-the-art designs and architecture. Each edition is split into two award functions – West (held in Ahmedabad) and South (held in Bengaluru).

The event is attended by top builders, developers, realtors, architects & designers, planners and entrepreneurs in the realty space.





# THE PREFERRED BRAND ACROSS REGIONS



Mr. A. Srinivas (third from right), Head of Operations, Hyderabad Bureau at the Global Real Estate Congress Awards

Pacifica Companies once again proved that it is the best real estate brand across regions. It bagged the Best Brand award at the Global Real Estate Congress's regional leadership awards in Telengana which was held on 16th November 2018 at Taj Banjara in Hyderabad. Pacifica Companies Nebula Companies both have a project in Hyderabad – Pacifica Hillcrest, an integrated township in Gachibowli, and Nebula Aavaas which offers luxurious as well as affordable lifestyle homes.

Pacifica Companies also received the same award – Best Brand Award 2018 in Real Estate at the Global Real Estate Congress's Gujarat edition. The real estate group has a series of flagship properties in Gujarat which seamlessly blend affordability with luxury and leisure.

## LUXE RESIDENCES

Reflections, an elite residential project in Ahmedabad Pacifica Companies, added one more award to its basket. It won the Luxury Project of the Year award at the ET Now Real Estate Awards 2019. The awards were held at Taj Lands End in Mumbai in February this year.

Reflections' 2,3 and 4 BHK apartments and penthouses are the benchmark of modern living. Designed by one of the most sought after architects, every home features high-end branded specifications, with best-in-class value and varied lifestyle amenities. ■



PACIFICA<sup>®</sup>  
C O M P A N I E S

Shaping real estate globally... since 1978

aurum *villas*  
LUXURY AT ITS BEST

# SHUBHAARAMBHAM







## Aurum Villas' SHUBHAARAMBHAM

Moving into a new house calls for a big celebration and when it coincides with Pongal, one of the biggest festivals observed by Tamilians, it calls for grand celebrations.

Pacifica Companies hosted a magical evening to commemorate the new beginning for residents of Aurum Villas as they embraced their new homes in Chennai.

The Shubhaarambham began with a warm welcome. This was followed by a devotional song to invoke divine blessings. The residents were treated to a visually mesmerising Bharatanatyam performance. This set the tone for the evening that was filled with fun and laughter.

The dance performances were interspersed with short interactive games with the residents and their children. Each participant received a small gift as a gesture of Pacifica's gratitude. A magic show was organised for the children and they were left spell-bound by the conjurer's tricks.

As everyone built up an appetite, the residents were guided to feast on a sumptuous buffet. The party carried on with peppy music and the happy residents danced the night away. ■













NEW LAUNCH

# Affordable Living at Aavaas Chennai

PACIFICA COMPANIES' SISTER CONCERN NEBULA COMPANIES RECENTLY UNVEILED ITS LATEST PROPERTY AAVAAS IN CHENNAI.







A partnership among three groups: Pacifica Companies, Kesar Group and Futura Group, Nebula specializes in affordable lifestyle homes. Aavaas is an innovative housing project that believes in 'Affordable Living' and not just 'Affordable Housing'. The brand offers buyers, premium facilities within a budget.

Focusing on 1BHK, 1.5BHK and 2BHK homes with smart amenities, Aavaas is a dream home for many. After establishing Aavaas in Ahmedabad and Hyderabad, Nebula

Companies expanded its vision of creating lovely homes in Chennai.

The launch event, held on 21st October 2018 at the new site, was well attended by over 200 people. Nebula Companies representatives shared their vision and introduced the brand to channel partners and IBOs. They unveiled the brochure and sample home for Aavaas Chennai along with a TVC. Guests were invited to visit the sample home followed by a hearty lunch. ■



Sales Gallery at Aavaas Chennai





## CLIENT DIARIES

# Finding the PERFECT HOME

RETIRED CIVIL ENGINEER MR. R. JAYAPALAN RECENTLY MOVED INTO THE LUXURIOUS AURUM VILLAS IN CHENNAI. HE TALKS ABOUT HIS NEW HOME THAT FEELS LIKE HEAVEN

When we set out to look for a new home, we had three main criteria – we wanted a locality where the air was pure, the water was clean and a home that was modern and luxurious. A far cry from the bustle of Vadapalani, where we were staying earlier. The area was too congested and we wanted something that was more comfortable.

So we began to search for a locality that would meet our needs. We went house hunting all over Chennai. For six months, we went from one end of the city to the other looking for properties. Then, at a realty event at Chennai Trade Centre, we came across Pacifica Companies and their properties.

That's where we learnt about Aurum Villas. It looked promising. We wanted a closer look of the property so we drove down to Old Mahabalipuram Road where the complex is located. Everything at Aurum Villas was extremely satisfying and was just what we were looking for. Right



from the décor at the entrance to the office and reception, we felt a positive vibe.

The minute we saw the property and interacted with the team members of Pacifica Companies, we had full faith and had no doubts about buying a house in Aurum Villas. It also fits within our financial budget. The entire purchase process was extremely pleasant and smooth.

Our home is heavenly. My children are residents of America. When they visited the property, they felt they were back in America and not in India. It perfectly balances comfort with luxury. I would definitely recommend Pacifica Companies' properties to my family and friends.

Aurum Villas is well maintained and there are ample amenities. We are three senior citizens who live in the villa. If we ever have a problem or a complaint, the help desk is extremely efficient and swiftly resolves our complaint. Our neighbours are well educated and cultured. We have finally found the perfect home. ■



*Reflections*  
by Pacifica

+91 9016628628

NRI Helpline No: +91 8980051111

# A Higher Quality of Living

**2/3/4 BHK LUXURIOUS APARTMENTS  
AND PENTHOUSES**

**READY TO MOVE IN HOMES | NEAR VAISHNODEVI CIRCLE, AHMEDABAD**



This project has been registered via GujRERA registration no: PR/GJ/GANDHINAGAR/GANDHINAGAR/AUDA/RAA00388/091017 & is available on the website: <https://gujrera.gujarat.gov.in> under registered projects

Follow us on: / PacificaIndia / pacificacompanies / pacificacompanies [pacificacompanies.co.in](http://pacificacompanies.co.in) [info@pacificacompanies.com](mailto:info@pacificacompanies.com)

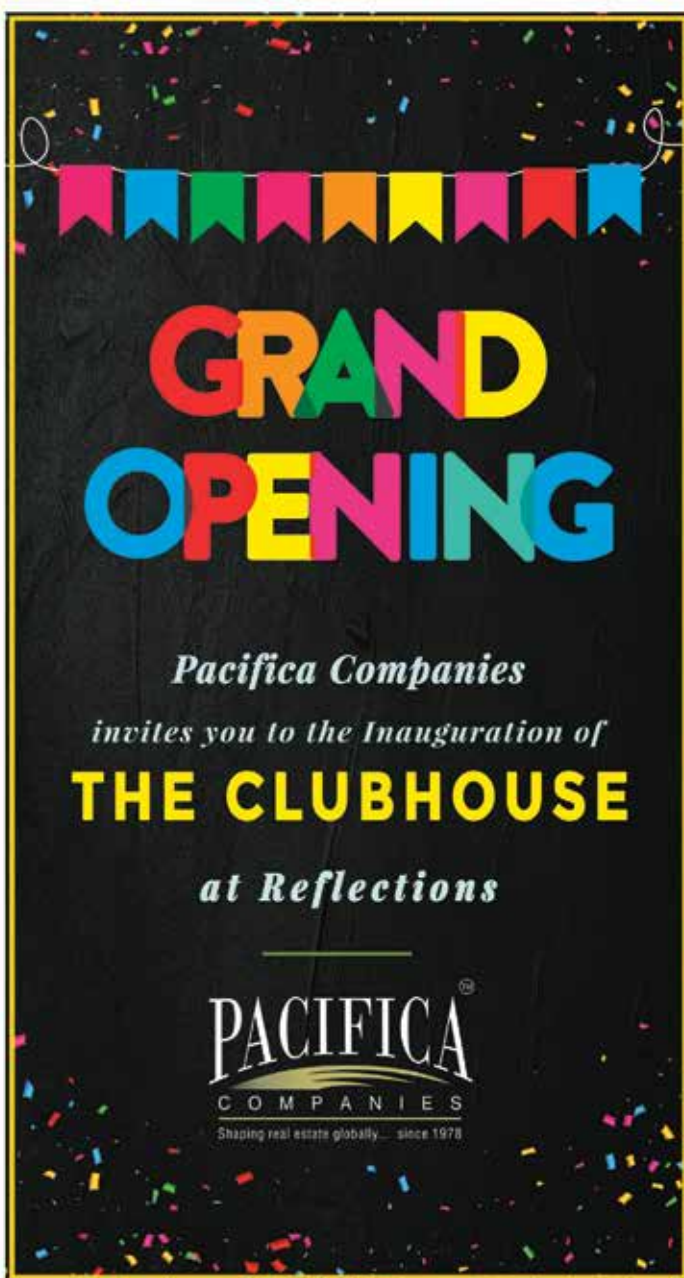
**AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR**

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978

*Reflections*  
by Pacifica

## Redefining Lifestyles CLUBHOUSE LAUNCH



The air was charged with excitement as the residents of Reflections gathered around to inaugurate the Clubhouse. One by one the residents visited the amenities like the cricket pitch, multi-purpose gaming court, swimming pool, gymnasium and gaming zone to cut the red ribbon and inaugurate each facility. The launch was met with great enthusiasm. The celebrations were taken up a notch with some fun and engaging games. This was followed by a sumptuous dinner which encompassed a live dosa counter, pav bhaji and rabdi jalebi. The floor was then opened up for dancing. As popular tracks were played, everyone had a great time. The Clubhouse and other amenities were appreciated by the residents and were an instant hit. ■



















**DEVANSHI SONI**  
Senior Executive Finance



I firmly believe that a cordial and conducive environment is the most essential aspect of any workplace. I owe a lot to my team members and wouldn't be able to perform optimally without them. We help one another, and always focus on the end-result. I genuinely enjoy working here, because of the people around me. When I look back at my time with the company, I am grateful for the things that I have learned. I am motivated to effectively contribute and deliver productive work.

# From the HEART

MEMBERS OF THE PACIFICA FAMILY TALK ABOUT  
WHAT THEY LOVE ABOUT THE COMPANY

**ATANU GHOSH**  
Senior Manager Sales, Pacifica Aurum



Selling is not an easy task but I love the thrill of taking a lead and converting it into a sales purchase. I enjoy following up with a potential consumer and convincing them on how the product will fit their lifestyle and benefit them in the long run. The ability to close deals excites me to take up greater challenges and risks without the fear of failure. I am motivated by the fact that I am helping others and empowering people. Having a good mentor is very important and I am blessed to have one so that I can deliver my best.

I have been working with Pacifica for the last four and a half years. One of the best things about this company is that it always applauds the hardworking efforts put in by its employees. Our work never goes unnoticed, and we are always rewarded by our team-leaders. This creates a healthy environment for employees to excel in their work and improve their productivity.

**PRIYANKA PATEL**  
Executive Human Capital, Pacifica Companies



The best thing about my work profile is that I get to communicate with fellow employees since I am in the Human Capital department. I am thankful to Pacifica for giving me various opportunities to grow as well as for helping me achieve my professional goals. ■



**PACIFICA**<sup>TM</sup>  
COMPANIES

Shaping real estate globally... since 1978

# A Beautiful Beginning



Follow us on: [Twitter](#) /PacificaIndia [Facebook](#) /pacificacompanies [Instagram](#) /pacificacompanies [Website](#) pacificacompanies.co.in

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

CORPORATE HEADQUARTERS - INDIA - 4,5 SIGNMA-1, BEHIND RAJPATH CLUB, NR. MANN PARTY PLOT, BODAKDEV, AHMEDABAD, GUJARAT 380059 | **LANDLINE : +91-79-40027783/84/85**

**AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR**



## US PROJECTS



# Living a full life

PACIFICA SENIOR LIVING, A DIVISION OF PACIFICA COMPANIES, OFFERS THE VERY BEST RETIREMENT CARE IN THE UNITED STATES OF AMERICA

### **The Manse on Marsh**

A premier independent and assisted living community on California's Central Coast, The Manse on Marsh offers the comforts of a boutique hotel, with the warmth of a home.

Located in peaceful San Luis Obispo, The Manse on Marsh







The Manse on Marsh, Community Lobby (Atrium)





Vista Village Senior Living offers residents a uniquely vibrant living experience with innovative accommodations, an industry-leading activities program, a popular transitions program and a pet-friendly community

is known for its independent living, assisted living, respite care and palliative care programs.

One can opt to stay in a spacious cottage or apartment with a variety of open floor plans. The campus is equipped with two restaurants that offer a variety of delicious meals, a movie theatre, glass-topped atrium, rooftop decks, patios, bird aviary, dog park and secret garden – to facilitate simple, abundant living.

### Brookdale Sunrise

Brookdale Sunrise is a senior living community in Sunrise, Florida. Its specialised offerings include independent living, assisted living, memory care, skilled nursing and continuing care retirement communities for the elderly. The facility has specially designed environments and associates trained to care members with cognitive challenges, including dementia and Alzheimer's.

The property entails private apartments with tastefully decorated common areas to enable residents to socialise with

their neighbours and family. Brookdale Sunrise encourages residents to rekindle their past interests and explore new ones through various engaging activities. The campus also encompasses a well-stocked library and beauty parlour.

### Vista Village Senior Living

Vista Village Senior Living in Northern San Diego County, California boasts of award-winning senior care. It offers residents a uniquely vibrant living experience with innovative accommodations, an industry-leading activities program, a popular transitions program and a pet-friendly community.

The campus encompasses ten buildings as well as one/two storey villas with extensive amenities designed to provide the very best to the residents. Known for its assisted living and memory care, Vista Village focuses on life enrichment activities and events. Residents are encouraged to engage in art and craft, fitness as well as community engagement events hosted on a monthly basis. ■

# Save thousands of rupees on your HOME LOAN!

A FEW SMALL, STRATEGIC CHANGES IN HOW YOU PAY BACK YOUR LOAN CAN MAKE A BIG DIFFERENCE



**W**ith uncertain economy prospects and rising cost, you need to look for ways to trim your budget – and what better way to save than on your home loan?

A good chunk of the population invests their money in buying a home, mostly with the help of a home loan. Repaying this loan is one of the biggest expenses in any household but, with a few small, strategic changes you can actually reduce the amount of interest that you pay on the loan.

There are various methods that enable you to repay your home loan early, and here are just a few to help you cut short your loan term and emerge debt-free. These minor adjustments can really make a big difference. By managing your cash flow and paying additional repayments to your home loan at every possible opportunity, it is quite easy to potentially reduce your loan term by ten to fifteen years!

**All the suggestions boil down to one thing** — paying off your loan as fast as you can will help reduce the total interest, thereby saving money in the long term.

**Pay before the due date:** Interest is calculated on a monthly basis, so you should pay your installments before the due date. This will reduce your interest accrued, which will help you to pay off your loan faster.

**Cut your payments in half:** Take your monthly loan repayment amount and split it in two, then pay this amount fortnightly instead of monthly. This will save you loads of cash

for years. The reason for this is that there are 26 fortnights in a year, but only 12 months. If you pay on a fortnightly basis, you end up making 13 monthly payments in a year.

**Make an extra annual payment:** If you cannot pay your loan on a fortnightly basis, try making one additional payment in the year using your bonus, birthday money or any other small windfall that you get. One extra monthly payment every year really adds up over time.

**Increase your minimum payment:** There will be massive effect on your long-term loan life and interest paid if you increase your monthly repayment amount. By adding an extra amount to your minimum payment due, you will reduce the principal loan amount, thereby reducing the loan term and total interest.

**Reduce term on loans when refinancing:** Many home loans are refinanced every three to five years, and consequently when this is completed, the repayment term is often extended to 30 years. While your EMIs may reduce, you end up paying more interest due to the longer period. If you refinance every 5 years on a thirty-year term and do not pay any additional repayments, you will never repay your loan in full, and may possibly owe almost the same when you retire as you do now. If you are refinancing always select the same term that is remaining on your existing loan. ■



*A Beautiful Life* STARTS WITH A  
*Beautiful Home*

**PACIFICA**<sup>TM</sup>  
COMPANIES  
Shaping real estate globally... since 1978



Follow us on: [!\[\]\(666e09182d4cd268646ea700ea60dcdf\_img.jpg\) /PacificaIndia](#) [!\[\]\(1ef1ef0bf9af6c6996401964cf280f2d\_img.jpg\) /pacificacompanies](#) [!\[\]\(e9a80c8557f9285916925bd4ac40fff5\_img.jpg\) /pacificacompanies](#) [!\[\]\(88e2edecff3400e68a80dd08c57d2f9c\_img.jpg\) pacificacompanies.co.in](#)

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

CORPORATE HEADQUARTERS - INDIA - 4,5 SIGNMA-1, BEHIND RAJPATH CLUB, NR. MANN PARTY PLOT,  
BODAKDEV, AHMEDABAD, GUJARAT 380059 | **LANDLINE : +91-79-40027783/84/85**

**AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR**



# Pongal Celebration @ The Pacifica Tech Park



  
**HAPPY Pongal**  
JOIN THE PONGAL CELEBRATIONS  
AT THE PLAZA @PACIFICA TECH PARK  
Have fun with games and enjoy  
non stop music with our exclusive DJ  
**11<sup>th</sup>**  
JAN  
2019 | **TIME**  
11AM TO 6PM  
 |   








Pacifica Companies celebrated the festival of Pongal at its state-of-the-art integrated Information Technology Park in Chennai on Old Mahabalipuram Road. The park donned a colourful avatar as bright decorations and tents added to the festive atmosphere. The employees were welcomed with a drum roll at the Chand Mela which was put up at the Tech Park. From 11.00 am onwards, there were different games organised and employees were ecstatic when they won prizes. Post 3.00 pm, the dance floor was opened up for employees to dance their cares away. The teams heralded the harvest festival with much fervour and excitement. ■





# A true BRAVEHEART

WHEN NATIONAL LEVEL VOLLEYBALL PLAYER ARUNIMA SINHA LOST ONE LEG IN A TRAIN ACCIDENT, SHE DIDN'T SUCCUMB TO LIFE'S TRAGEDIES. INSTEAD, SHE TOOK IT UP AS A CHALLENGE. SHE WENT ON TO BECOME THE FIRST FEMALE AMPUTEE IN THE WORLD TO CLIMB MOUNT EVEREST. READ ON TO LEARN HOW SINHA CHanneled HER GRIT, DETERMINATION AND IRON WILL TO ACCOMPLISH THE IMPOSSIBLE.







In 2011, Arunima Sinha, a national level volleyball player from Ambedkar Nagar in Uttar Pradesh was travelling by train to Delhi to appear for an examination to join the Central Industrial Security Force (CISF). A band of robbers entered the train and tried to snatch her bag and gold chain. When she resisted, the thieves pushed her out of the general compartment and on to the railway tracks. A train travelling on the adjacent tracks ran over her legs. Although she was rushed to the hospital, the doctors amputated her leg in order to save her life.

Sinha spent four months recovering at the All India Institute of Medical Sciences. Having heard about the incident in the news, a Delhi-based private company reached out to Sinha and sponsored her prosthetic leg.

As she recuperated in the hospital, Sinha, a spritely 24-year-old at that time, decided she didn't want to be pitied. She wanted to live life with dignity and self-respect. Arunima Sinha was inspired by cricketer Yuvraj Singh, who had successfully battled cancer, and she, too, wanted to achieve something big in her life. She made a pledge that many able-bodied people would find

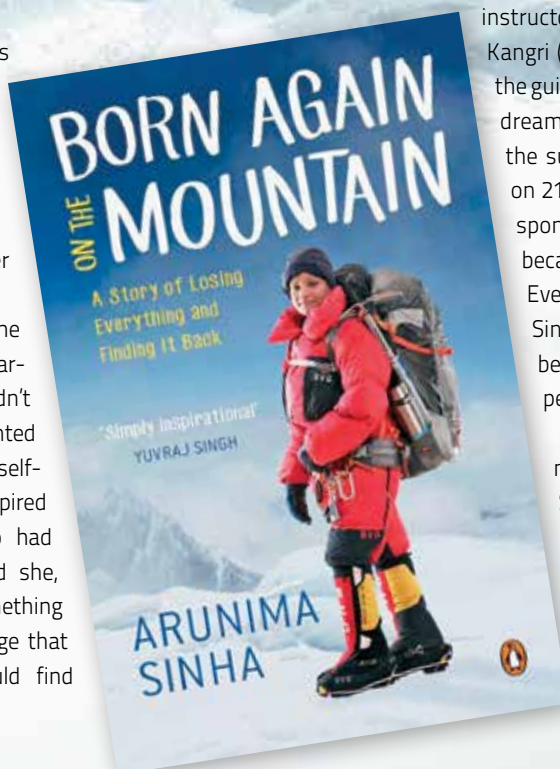
challenging. She wanted to set an example for others and made it her mission to conquer the highest peak in the world – Mount Everest.

She contacted Bachendri Pal, the first Indian woman to climb Mount Everest, and trained under her at the Uttarkashi camp of the Tata Steel Adventure Foundation (TSAF) in 2012. In the same year, Sinha climbed Island Peak (6150 metres) as preparation for her Everest ascent.

On 1st April 2013, Sinha and Susen Mahto, a TSAF instructor, who had climbed Mount Chhamser Kangri (6622 metres) together in 2012 under the guidance of Pal, set off to accomplish their dreams. Fifty two days later, Sinha reached the summit of Mount Everest at 10:55 am on 21 May 2013, as part of the Tata Group-sponsored Eco Everest Expedition. She became the first female amputee to scale Everest. At one point during her ascent, Sinha's shepherd asked her to turn back because the air was very thin but Sinha persevered on, and made a world record.

Sinha became an inspiration for millions by achieving the unthinkable. Sinha also documented her feat in a book *Born Again on the Mountain* which was launched by Prime Minister Narendra Modi in December 2014.

Sinha did not stop there. Enthused by her own success, she





## INSPIRATIONAL STORY



decided to set a new goal of scaling the seven summits of the world – Mt. Elbrus of Russia (Europe), Kilimanjaro in Tanzania (Africa), Aconcagua of Argentina (South America), Mount McKinley of United States (North America), Mount Vinson in Antarctica and Mount Kosciuszko of Australia (apart from Mount Everest).

'I want to dedicate my achievements to those who lose hope so that they never lose heart, and achieve their dreams. By conquering all the seven summits I will prove



that physical disability can never be a hindrance in achieving your life's goal if you have mental strength, strong willpower and firm determination," says Sinha on her personal website

Arunima Sinha is also working towards social welfare. She wants to open a sports academy for the poor and differently-abled persons. She is donating all the financial aids she is getting through awards and seminars for the same cause. The academy would be named Pandit Chandra Shekhar Vikalang Khel Academy. ■



Call: +91 9016361361  
NRI helpline No: +91 8980051111

**casa Lakeside**  
BY PACIFICA

JV PARTNER



Asstt. Secretary, Ministry of Housing & Urban Affairs, Government of India

4 BHK LUXURIOUS VILLAS | POSSESSION SOON

Bil-Chapad road, Vadodara

*Unwind  
amidst Nature*

Artist's Impression

Follow us on: / PacificaIndia / pacificacompanies / pacificacompanies pacificacompanies.co.in info@pacificacompanies.com

AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial



Rera: This project has been registered via GujRERA registration no: Phase 1: PR/GJ/VADODARA/VADODARA/Others/RAA00703/EX1/210119  
Phase 2: Registration No.: PR/GJ/VADODARA/VADODARA/Others/RAA00704/EX1/270219 & is available on the website:  
<https://gujera.gujarat.gov.in> under registered projects

**PACIFICA**  
COMPANIES

Shaping real estate globally... since 1978



## Designing your child's WONDERLAND

A CHILD NEEDS PLENTY OF SPACE TO MOVE, PLAY AND GROW. THEIR ROOM SHOULD ALSO REFLECT THEIR PERSONALITY. WE'VE HIGHLIGHTED A FEW POINTERS TO KEEP IN MIND WHILE DESIGNING YOUR CHILD'S BEDROOM

### Versatility

One of the biggest considerations while designing your child's bedroom is that kids tend to outgrow things very quickly. The trick is to create a space that will meet the demands of their changing preferences and evolving lifestyle. For example, getting a bed that is shaped like a car may sound like a good idea at the present, but your child may outgrow the bed in no time.

Their likes and dislikes will keep changing, so it is essential to design a space that is versatile enough to take your child through his/her childhood and beyond.

### Colour Palette

The colour of the walls in a room can make all the difference between appearing dull or bright. Pick a shade that is kid-

friendly, bright and vibrant. You could either pick a single colour for the entire room or paint one wall in a bright colour while keeping the rest of the room in more neutral shades. You can play with hues and introduce your child's colour preferences through curtains, bedding, shelves, woodwork and accessories.

Use wallpaper or stickers to enhance your little one's room with minimal cost and effort. If you are opting for wallpaper, pick themes which are not time sensitive.

### Layout and Storage

Design the room with your child in mind: a toddler may need more floor space to crawl and play around while a teen needs more seating for adult activities such as entertaining friends. The key to a successful design is clever and optimal storage. Your child should be able to access the storage by themselves.





## Painting one wall with chalkboard paint is a great way of providing your children with a blank canvas to express themselves

Apart from cupboards and desks, baskets, trays and cabinets are good storage options.

For smaller bedrooms, you could use raised or hinged beds. The space below can be used for storage or as a play or study area. This will also help create different zones for playing, sleeping and studying.

### Lighting

Ensure that there is plenty of sunlight entering your child's room. Whether they're doing homework, reading a book or playing, children need a lot of natural light. At the same time, look for curtains or blinds that can maximise natural light when you want it as well as filter it out at other times. A bedside night lamp is handy in order to dim the lights at bedtime or in case they get up in the middle of the night. Fairy lights add

a whimsical touch to the décor. When it comes to additional lights, incorporate LED lighting as traditional overhead fluorescent lights can be too harsh for your child's eyesight.

### Creative Canvas

Painting one wall with chalkboard paint is a great way of providing your children with a blank canvas to express themselves. It not only fuels your child's imagination and creativity but also enhances the décor of the room.

If your little one's love participating in contests and extracurricular activities, put their certificates and awards on display on shelves and in cabinets. This will give them a sense of confidence and will encourage them to excel in future endeavours. ■



# A cultural WONDER

**The Jagannath Temple in Puri, Odisha, is not only religiously significant but is also known for its unique architectural characteristics.**

**T**he Jagannath Temple in Puri, Odisha is one of the most sacred pilgrimage sites for Hindus. The temple, dedicated to Lord Jagannath, a form of Lord Vishnu, is one of the Char Dham sites along with Badrinath, Dwarka and Rameswaram.

According to mythology, the first Jagannath Temple was built by Raja Indradyumna but was buried in the sand for thousands of years. The temple, in its present form, was initiated by Kalinga ruler Anantavarman Chodaganga Deva and completed by Anangabhim Deva III of the Eastern Ganga dynasty in the 12th century.



One of the grandest shrines of Kalingan architecture, the Jagannath Temple complex in Puri is spread across 4,00,000 sq ft. The ground plan of the temple is square but the upper reaches of its superstructure becomes circular, giving it its curvilinear appearance. The main temple stands on an elevated stone platform rising to 214 feet, and is almost as high as the Taj Mahal.

The adjoining halls and surrounding temples rise in steps toward the main tower like a mountain ridge. The temple consists of four structures called (a) the Bada Deula sanctum sanctorum (b) the Jagamohan or Mukhasala (the porch), (c) the Natamandir (the audience hall) and (d) the Bhogamandap (the hall for residuary offerings).

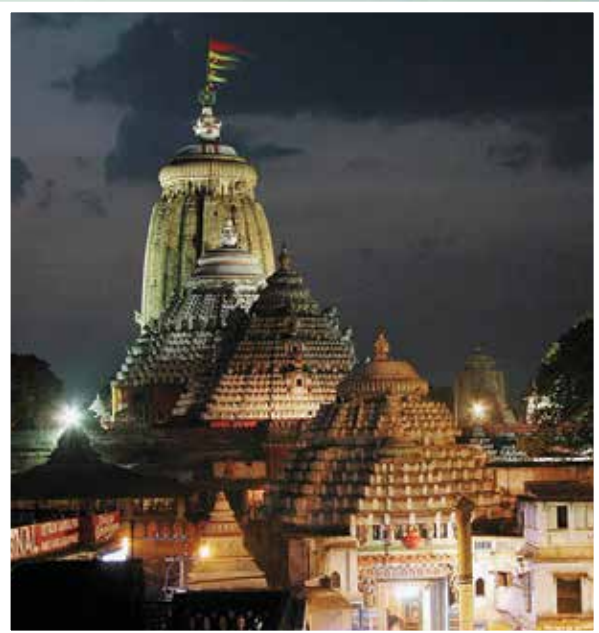
The *deula* or tower constructed in *pancharatha* (temple containing five *pagas* or segments) *rekha* (curvilinear spire) order houses the trinity of deities — Jagannath, his brother Balarama and sister Subhadra. The idols, crafted from sacred neem logs, rest on the *ratnavedi* or throne of pearls.

The Jagamohan of the temple also follows the *pancharatha* style and has a pyramidal roof. It consists of *pidhas* or horizontal platforms that recede in size as they go upwards.

The Natamandir, a hall used to offer prayers, is decorated with intricate carvings. Originally meant for dance and music, devotees assemble in this hall to offer prayers to Lord Jagannath.

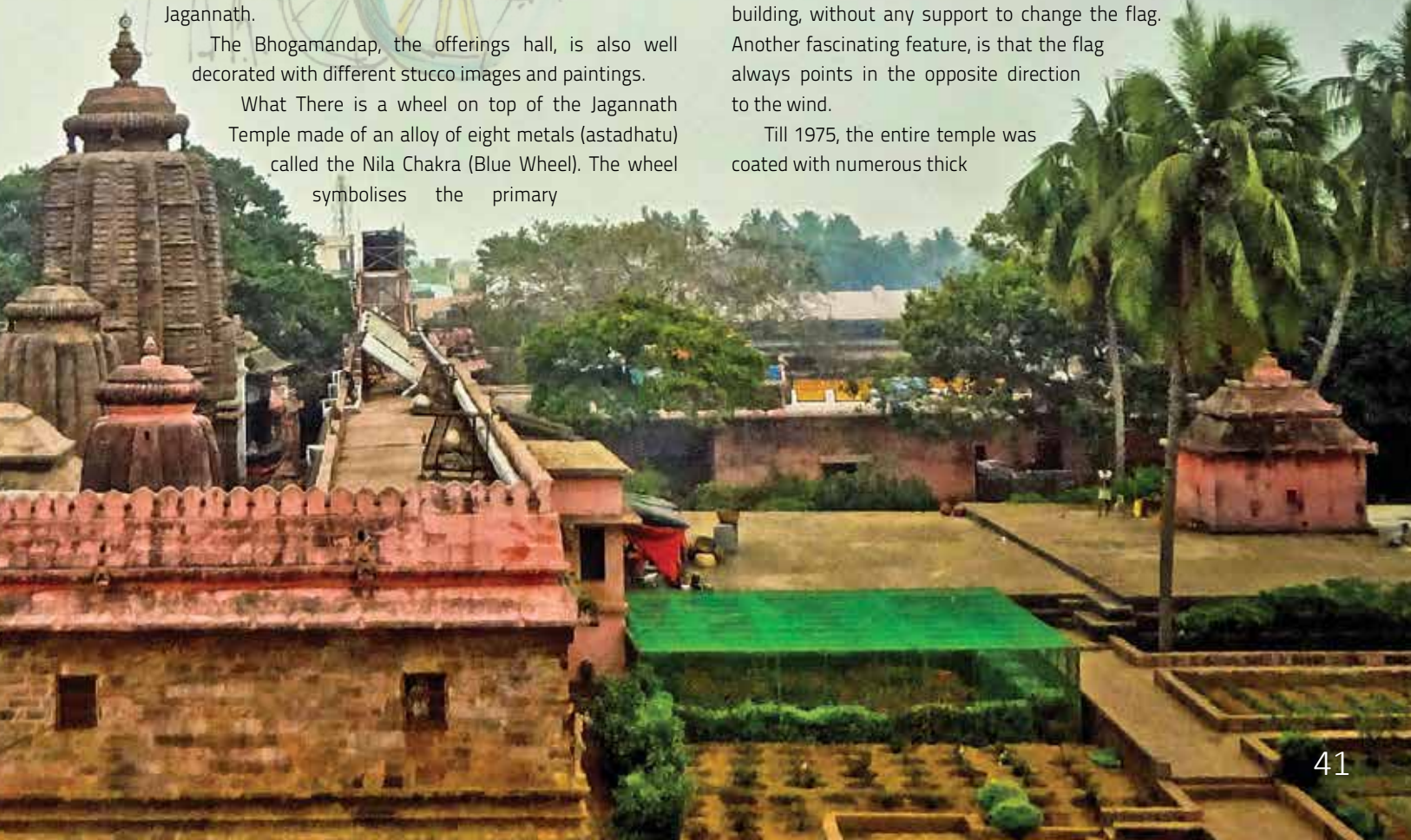
The Bhogamandap, the offerings hall, is also well decorated with different stucco images and paintings.

What There is a wheel on top of the Jagannath Temple made of an alloy of eight metals (*astadhatu*) called the Nila Chakra (Blue Wheel). The wheel symbolises the primary

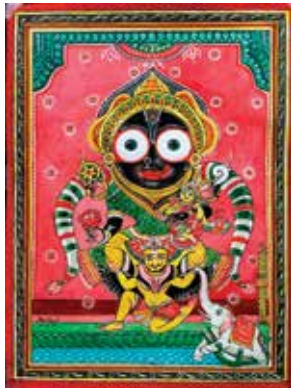


weapon of Lord Vishnu — the Sudarshan Chakra. What is unique about the chakra is that when viewed from any point in the temple complex, the person will always feel that the chakra is facing them. Every day, a different flag is tied to a mast attached to the Nila Chakra. A priest climbs up the high walls, equivalent to the height of a 45 storeyed building, without any support to change the flag. Another fascinating feature, is that the flag always points in the opposite direction to the wind.

Till 1975, the entire temple was coated with numerous thick







layers of lime plaster to protect it from the harsh salty breeze. When the Archaeological Survey of India took over the conservation of the temple, they decided to remove the lime plaster, uncovering splendid carved stonework.

The temple complex is enclosed by two rectangular walls. The outer enclosure is called Meghanada Prachira while the inner wall is called Kurma Prachira. There are thirty-six traditional communities (Chatisha Niyaga) who render a specific hereditary service to the deities. The temple has as many as 6,000 priests. Thirty different smaller temples surround the main temple.

There are four entrance gates, named as Singhadwara (lion gate), Ashwadwara (horse gate), Hathidwara (elephant gate) and Vyaghradwara (tiger gate). Pilgrims have said that once they enter the temple from Singhadwara, they cannot hear the ocean waves. The sound returns only once they leave the temple.

Given the large number of pilgrims that visit the temple every year, the Puri temple has one of the world's largest kitchens. The figures vary from 2,000 to 2,00,000 people but unbelievably the prasadam prepared in the temple kitchen never falls short.

Another notable site inside the temple is the Anandabazar. Here, the Mahaprasada of the Lord is sold. The Koili Vaikuntha, Nilachala Upabana (garden) and a museum (recently opened) are other notable features of the temple of Lord Jagannath. ■







## PROGRESS REPORT

WHILE SOME PROPERTIES ARE IN THE INITIAL STAGES OF CONSTRUCTION, WE ARE PUTTING THE FINAL TOUCHES AT OTHERS. WITH EACH PASSING DAY, PACIFICA IS EXPANDING ITS BOUNDARIES AND IS WELCOMING MORE HOUSE OWNERS INTO ITS FOLD





## UNDER CONSTRUCTION







**Aurum Plaza,  
Chennai**



**Aurum Villas at  
Pacifica Aurum,  
Chennai**





## UNDER CONSTRUCTION

>>





# Uber *Luxury* — Fab Homes —



+91 9016437437

NRI Helpline No: +91 8980051111

The  
**Meadows**  
@ Gokuldham

4BHK LUXURIOUS VILLAS | READY TO MOVE IN HOMES | THE MEADOWS, GOKULDHAM, AHMEDABAD

Follow us on: [Twitter](#) / PacificaIndia [Facebook](#) / pacificacompanies [Instagram](#) / pacificacompanies [Website](#) pacificacompanies.co.in [Email](#) info@pacificacompanies.com

AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978



## HUMOUR



### COURT ROOM DRAMA

Today was my first day entering a court.

The judge shouted 'Order, Order!!'

I was so excited,

So I shouted back 'fried rice with chicken, five bottles of beer and a chilled glass of special ice mineral water.'

I am now locked up in a dark room.

I am sure they will bring my order soon.

### SECRETS TO SUCCESS

To succeed in life, you need three things: a wishbone, a backbone and a funny bone.

— **Reba McEntire**

The road to success is always under construction.

— **Lily Tomlin**

'The brain is a wonderful organ; it starts working

the moment you get up in the morning, and does not stop until you get into the office.'

— **Robert Frost**

Knock, knock!  
Who's there?  
Opportunity!  
That is impossible.  
Opportunity doesn't come knocking twice!



### WHAT'S UP DOC?



A guy walks into work, and both of his ears are all bandaged up. The boss says, 'What happened to your ears?'

He says, 'Yesterday I was ironing a shirt when the phone rang and shhh! I accidentally answered the iron.'

The boss says, 'Well, that explains one ear, but what happened to your other ear?'

He says, 'Well, jeez, I had to call the doctor!'



A mother complained to her consultant about her daughter's strange eating habits.

'All day long she lies in bed and eats yeast and car wax. What will happen to her?'

'Eventually,' said the consultant, 'she will rise and shine.'





4/5 BHK Luxurious Villas

+91 9925446642  
NRI Helpline No: +91 8980051111

# Urban Serenity



ACTUAL IMAGE

CONSTRUCTION IN FULL SWING | Opp. Shivashish School, Nr. Swaminarayan Temple, Bopal, AHMEDABAD



This project has been registered via GujRERA registration no: PR/GJ/AHMEDABAD/AHMEDABAD CITY/AUDA/RAA00632/081117 & is available on the website: <https://gujrera.gujarat.gov.in> under registered projects

Follow us on: /PacificaIndia /pacificacompanies /pacificacompanies [pacificacompanies.co.in](https://pacificacompanies.co.in) [info@pacificacompanies.com](mailto:info@pacificacompanies.com)

AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978



NORTH  
**ENCLAVE**  
BY PACIFICA

Lifestyle apartments for a

# MODERN LIVING

+91 9016628628

NRI helpline No: +91 8980051111

Site: Next to Vaishnodevi Temple,  
Sarkej Gandhinagar Highway,  
Ahmedabad

**2/3 BHK LIFESTYLE APARTMENTS | UNDER CONSTRUCTION**

Strategically located between 2 coveted roads | Close proximity to Gandhinagar & Airport | Nr SGVP/Hiramani school/Nirma University | Fantastic clubbing experience

Artist's Impression

**PACIFICA**  
COMPANIES  
Shaping real estate globally... since 1978

Follow us on: [Twitter](#) / PacificaIndia [Facebook](#) / pacificacompanies [Instagram](#) / pacificacompanies [Website](#) pacificacompanies.co.in [Email](#) info@pacificacompanies.com

**AHMEDABAD | VADODARA | CHENNAI | HYDERABAD | BENGALURU | DEESA | NCR**

Residential | Senior Living | Township | Plotted Development | Hotels | IT Parks | Business Parks | Commercial



This project has been registered via GujRERA registration no: PR/GJ/GANDHINAGAR/GANDHINAGAR/AUDA/RAA04324/121218 & is available on the website: <https://gujrera.gujarat.gov.in> under registered projects