



KAARTHI CONSTRUCTIONS  
YOU DREAM WE BUILD

# escapology

EXPERIENCE THE QUAIN TITTLE TOWNS OF OOTY

WORK

+

LIFE

*escape*

Escapology is a practice for enthusiasts to move out of busy life, in to the quaint little towns of Ooty & other Hill stations. Idealized by Kaarthi Constructions, managed by Karthikeyan N, an architect by profession who has 9 years of experience in the field & pioneered the art of design build of cottages and farm houses. His love & knowledge of pristine valleys & contour sites will make this transition owning to running Holiday abodes in natural and un-touched locations in the peaks.

IDEALIZED BY KAARTHI CONSTRUCTIONS

50%



tourists in last 5 years



7350 ft above sea level



"go to" places for family



*affordable holiday abodes in natural and untouched locations in the peak*

Homes around popular destinations, educational institutions and well accessed valley view locations remain the most prioritized realty segment and has lured the buyers and investors. Ooty property price has appreciated multi fold in the recent decades despite of economic slowdowns and generic real estate sector performance. Price varies based on many parameters like independent plots, Gates plots, locality where it is situated, climate, view, access and many more. **Despite all these factors, lot of people prefer to travel to these locations for a calm and ambient life amidst busy weeks in cities.**





# WHY INVEST IN OOTY

It is only a boon to an investor that property prices in Ooty are comparatively less to other cities, owing to various reasons and the fact that real estate boom in Ooty is still at nascent stage which works to be the advantage for an investor. **One might have multiple properties, but owning a bejeweled property in a hill station is a social status and adds the crown. Increasing stress due to city life and job pressure mandates short vacations and staycations for urban life.** In this trend, owning a fixed asset in Ooty has been up the ladder and would be one of the best investment options as the Ooty real estate is poised for a tremendous growth in the next few years.







# OUR CONCEPT OF HOLIDAY ABODE



**MODULE 01 - 2BHK**

SQ.FT	BEDS	BATHS
915	2	2
1/2 BATH	WIDTH	DEPTH
0	-	-



**MODULE 02 - 2BHK**

SQ.FT	BEDS	BATHS
950	2	2
1/2 BATH	WIDTH	DEPTH
0	-	-



**MODULE 03 - 3BHK**

SQ.FT	BEDS	BATHS
1350	3	2
1/2 BATH	WIDTH	DEPTH
1	-	-



**MODULE 04 - 4BHK**

SQ.FT	BEDS	BATHS
1720	4	4
1/2 BATH	WIDTH	DEPTH
0	-	-



buy a plot



build a farm house



ROI on land @ 5% - 8%  
Offer for first 16 clients



lease - MOU for 5,7.5 & 10 years



Assured return of  
₹ 4500 - ₹5000 per  
room

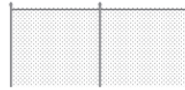


Holiday with your  
family to prior  
notice

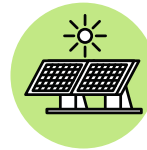
# HIGHLIGHTS

- YOUR ASSET VALUE DOUBLES UP IN THE NEXT 10 YEARS.
- YOUR ROI IN 10 YEARS WILL ALMOST GIVE BACK THE VALUE OF THE PLOT PURCHASED.
- OWNING AN ASSET IN “THE QUEEN OF HILLS” IS WHAT ONE MAY HAVE DREAMT OF AT AN AFFORDABLE RATE.

# OUR RESPONSIBILITIES



wire mesh fencing to maintain sanctity of the plot



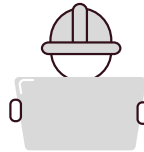
1 KW solar power to foster solar power and sustainability



Assure power supply



Manage the tea leaves to maintain purity of the plot



Build a farm house for you at desired time



Manage and run the cottages till lease period



Verify titles and documents before Registration

Please note that any add on features will not be borne by the builder and should be financed by the client. Please find the addons in the Appendix page.



# APPENDIX

1. Cost of proposed modules may vary depending on the time / year of construction.
2. Land registration cost.
3. Approval costs for construction.
4. Home Automation, Tiles and fittings other than mentioned.
5. Accessories like lights, fans etc.
6. Interior work including woodwork and loft work.
7. Sensor based fittings and fingerprint.
8. Appliances like stove, chimney, dishwasher etc.
9. Elevation works other than mentioned and Gate work .
10. Lift, Compound wall Articulation.
11. Landscape - Plants and hardscapes.
12. Rainwater Harvesting done on cost-to-cost basis.
13. RO, Genset, Gas, Terrace Garden, Balcony features will not be included.
14. Terrace insulation with weathering, cool tiles or Chunnambu technique.
15. Pest and termite control, Soil Test.
16. Wood Windows & Structural Glazing or any form of glass work in the roof.
17. Price quoted may vary subject to increase in material or labor cost or in case of any strike.

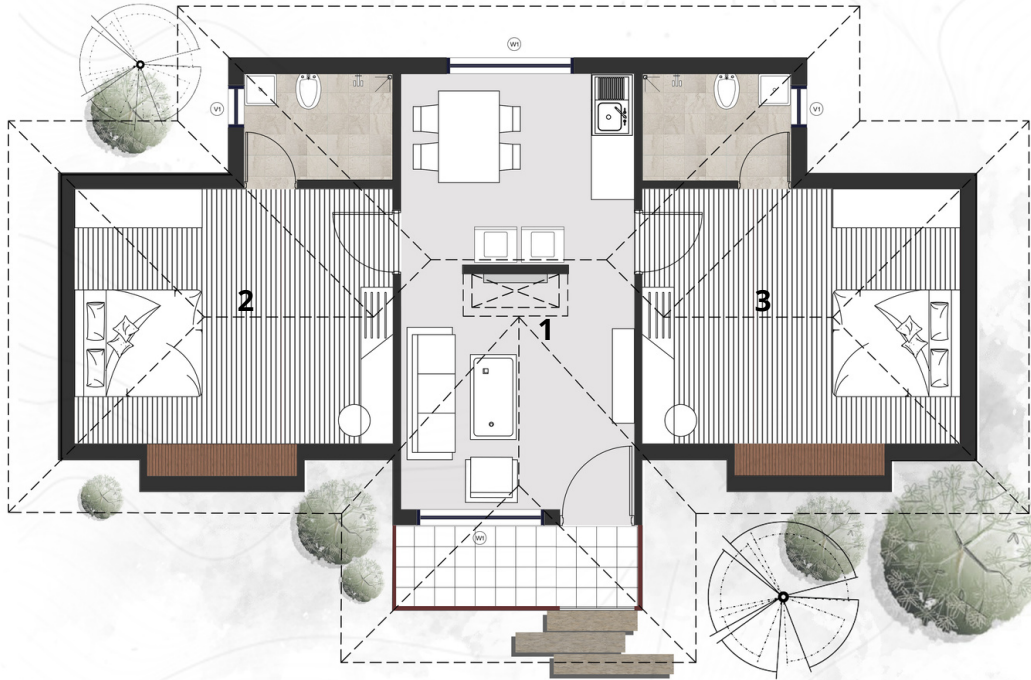
Anything other than mentioned in the quotation

# HOW MUCH TO INVEST?

PHASE 01 - Plot	21 CENTS	45 CENTS	1 ACRE	ABOVE 1 ACRE
	24 - 29 L	45 - 65 L	85 - 120 L	Based on client choice of land and location
	( Picked from our selection only )	( Picked from our selection only )	( Plot can be customized and given options )	
Phase 02 - Construction	upto 3 BHK	upto 3 BHK	3BHK & ABOVE	3BHK & ABOVE
	27 - 40 L	27 - 40 L	40 lakh onwards	customizable
Phase 02 A- Interior / Furnishing	upto 3 BHK	upto 3 BHK	3BHK & ABOVE	3BHK & ABOVE
	6 - 10 L	6 - 10 L	10 - 15 L	16 - 20 L
Phase 03 - Hand-over	upto 3 BHK	upto 3 BHK	3BHK & ABOVE	3BHK & ABOVE
	-	-	-	-



# MODULE 01



## 2 BHK - A type

- Buildup - 915 sq.ft
- 

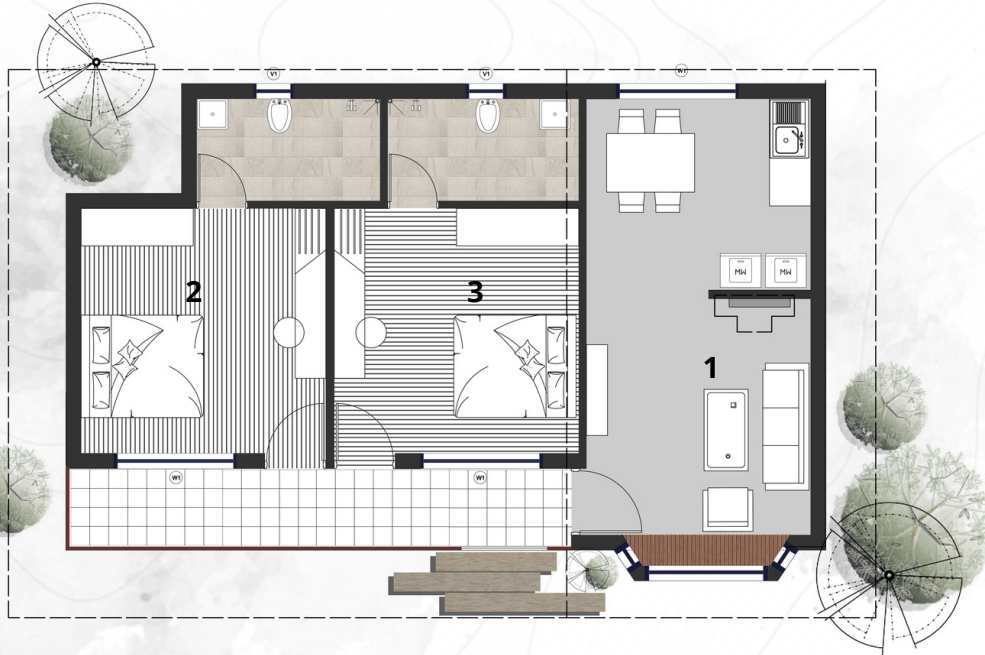
### LEGEND

1. GREAT ROOM - 11'0" X 20'6"
2. BEDROOM 01 - 15'0" X 12'0"
3. BEDROOM 02 - 15'0" X 12"





# MODULE 02



## 2 BHK - A type

- Buildup - 950 sq.ft

### LEGEND

1. LIVING - 11'0" X 22'0"
2. BEDROOM 01 - 15'0" X 12'0"
3. BEDROOM 02 - 15'0" X 12'0"



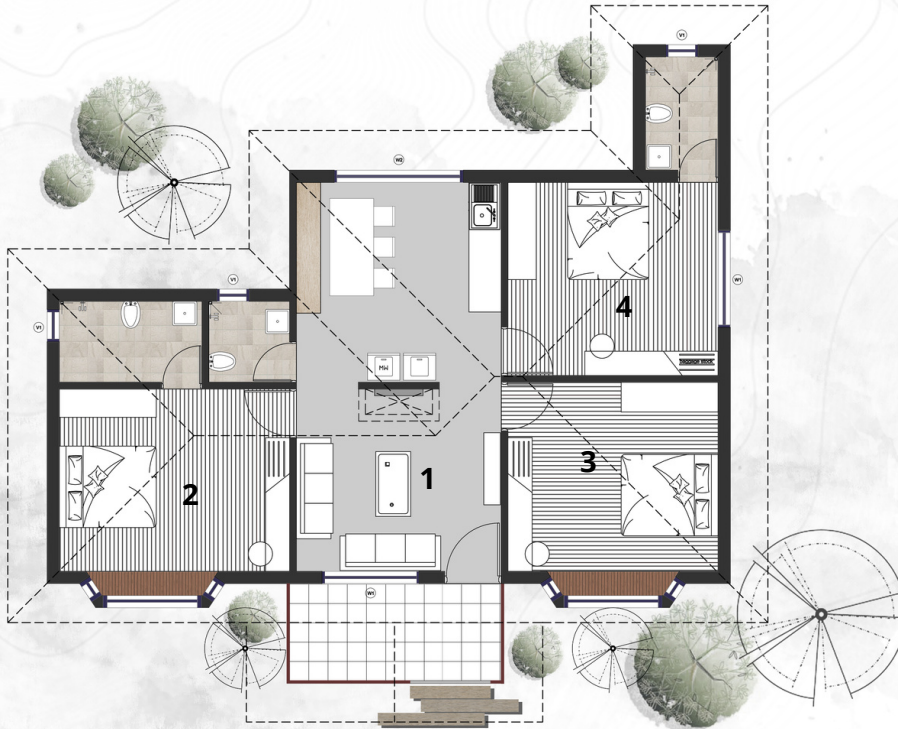
# MODULE 03

## 3 BHK

- Buildup - 1350 sq.ft

### LEGEND

1. LIVING - 12'8" X 25'0"
2. BEDROOM 01 - 14'3" X 11'3"
3. BEDROOM 02 - 15'0" X 11'8"
4. BEDROOM 03 - 15'0" X 12'0"







# about us

**AA studio** is our design studio excelling in the fields of residential, farm houses, CSR and design build projects. Headquartered in Chennai, we are a studio with 7 years of hands-on experience in architecture. Our designs are guided by the principles of design, dictated by elements that give spatial vitalities to establish creativity and uniqueness in design. We believe in designing and constructing space that reflects functional, social, economic and aesthetic consideration, providing a comfortable environment for our clients.

**Kaarthi Constructions** is a Chennai-based, construction services company and is a leading builder in diverse market segments. The company has earned recognition for undertaking CSR projects, fostering innovation and making a difference for their clients, employees and community.

Established in the year 1990, KC has achieved success through immense care in planning and choosing the right resources and execution, be it the drawings, construction material, and Vaastu to a clear title. Our constant endeavor is always to provide the best for our customers.

