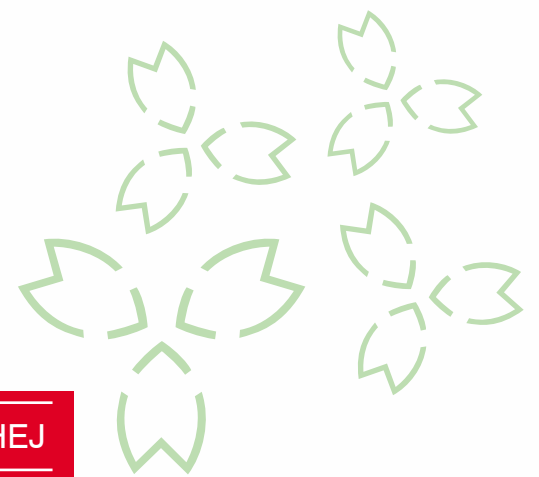


invest in land... invest in future!



ECOHABITAT -2 |

at DAHEJ





The term

“eco-friendly”

is used to describe activities  
which are good for the environment.

It is a shortened form of

“ecologically friendly”

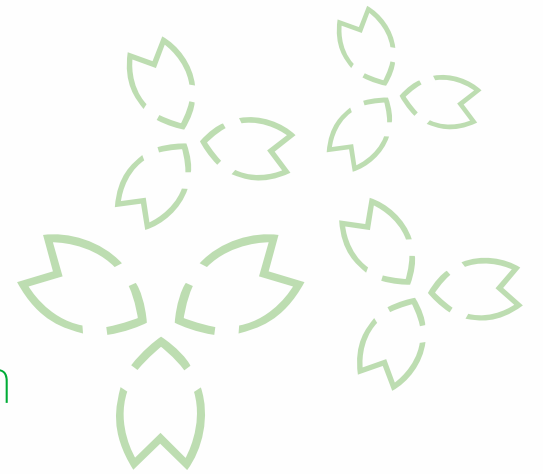
which means the things  
which are designed to benefit the

environment





A habitat  
(which is Latin for "it inhabits") is an  
ecological  
or  
environmental area  
or a sum of all environmental conditions  
at a particular place



Presenting



NJ ECO Habitat-2 is a concept of NJ India Realty Pvt. Ltd. to promote environment-friendly sustainable development of the land resources such as to protect the environment from the burning issue of global warming and to preserve “Mother Earth”.

NJ ECO Habitat-2 is located in Dahej - Gujarat, 80 kms away Vadodara. Dahej is an upcoming industrial location with a state of art infrastructure and abundance of resources to run the industry in a cost effective manner. To add to it, Dahej is also located at the path way of the center's largest infrastructure project, the DMIC. This shall significantly reduce the logistics cost of the industries located in Dahej.

Dahej looks to be a very attractive industrial location and shall emerge to be a large city of India.

Social infrastructure and residential development is the need of the hour to provide facilities to people working in Dahej and also to get quality human resources in Dahej to settle down.

In line with the same, NJ ECO Habitat-2, an environment-friendly ‘Residential Plotting’ scheme is available for the current inhabitants and migrants to Dahej, to reside and make it their permanent home.

It promises to offer environment-friendly infrastructure and self sustainable resources. The details are enclosed herewith.

NJ ECO Habitat-2 is a combination of technological, architectural and environmental excellence for the community of “Dahejians” to live a peaceful life.

Grab the OPPORTUNITY...





Mutual Funds | Real Estate | Insurance | PMS | Technology | Training & Education

Successful wealth creation for customers, is what defines lives and actions at NJ India Invest Pvt. Ltd. Established in the year 1994, NJ has over a decade of rich exposure in financial investments and portfolio advisory services.

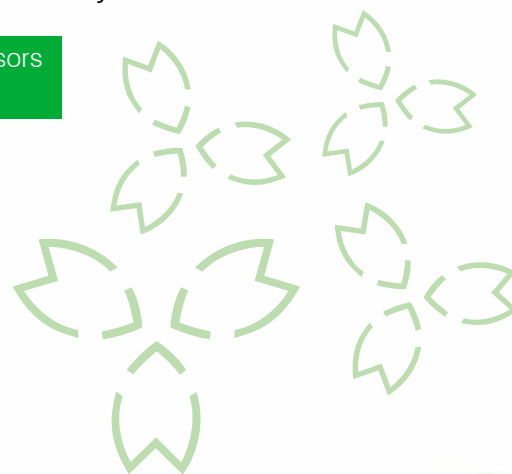
From a humble beginning, NJ, over the years, has evolved to be a professionally managed, quality conscious and customer focussed financial / investment advisory & distribution firm.

Today NJ India Invest Pvt. Ltd. is one of the leading advisors and distributors of financial products and services in India.

NJ prides in being a professionally managed, quality focused and customer centric organisation.

The strength of NJ lies in the strong domain knowledge in investment consultancy and the delivery of sustainable value to clients with support from cutting-edge technology platform, developed in-house by NJ.

100+ Offices in 19 states ■ 1,000+ Employees ■ 15,000+ Advisors  
12,00,000+ Customers ■ 10,000+ Cr. of MF AUA

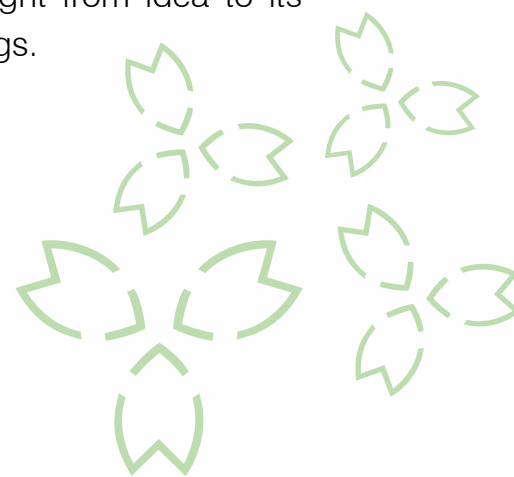




From India to New India - the world as we know is in a metamorphosis today. India is, today one of the fastest & the largest growing markets in the world. India's favourable demographic profile and strong fundamentals have made real estate a prime asset class and a cherished dream for households.

At NJ India Realty, we understand the challenges in shaping reality from your realty aspirations. In an industry, which is still evolving, we bring to customers, strong value and support in helping them achieve their dreams. We leverage our experience and scale in helping customers find and buy the 'right' property, at the 'right' price, following the 'right' process, across India.

At NJ India Realty, we have also made backward & forward integration of value-added services in our realty business. We partner with developers to meet the challenges of planning, financing, developing and marketing projects. The services at NJ India Realty enable continual partnership right from idea to its reality, encompassing all functional & operational undertakings.





## Why INDIA?

- Σ 1.3 Billion population.
- Σ Worlds largest democracy.
- Σ The present size of Indian economy is **USD 1.676 Trillion**. India should emerge **5th largest economy** by 2020.
- Σ It took 60 years for the Indian economy to reach **USD 1 Trillion** plus, by 2020, the economy is poised to reach **6 Trillion**.
- Σ Real Estate sector accounts for approximately **5%** of India's GDP. The current size of the industry is close to **USD 50 billion** and the same is expected to reach a size of **USD 180 billion** by 2020.
- Σ The Real Estate sector is the second largest employer in the country, next to agriculture. The sector has backward and forward linkages with about 250 ancillary industries such as cement, brick, steel etc.
- Σ **70%** new employment will be generated in cities, contributing more than **70% of GDP**.
- Σ Rise of globally competitive Indian companies - Reliance, Jet Airways, Wipro, Infosys, Ranbaxy, Tata Motors etc.
- Σ 100 Indian companies have market cap of **US\$ 1 billion**.
- Σ 125 Fortune 500 companies have R&D bases in India.
- Σ 91 Million urban households will be middle class, up from 22 million today.
- Σ 68 cities will have population of 1 million plus, up from 42 cities today; Europe has 35 today.



## Why GUJARAT?

### Strategic Location

- Σ Access to major International and domestic markets.
- Σ Located on the west coast of India and connected to major ports of UK, Middle East, Africa, East Asia and Australia.  
1,500 km coast line - the longest in India, offers numerous opportunities for port based industries.
- Σ Gateway to land locked states in India.

### Strong Economy

- Σ Gross State Domestic Product (GSDP): INR 3,372 billion (US\$ 75 billion)
- Σ Population: 51 million
- Σ Urbanisation: 37.4%

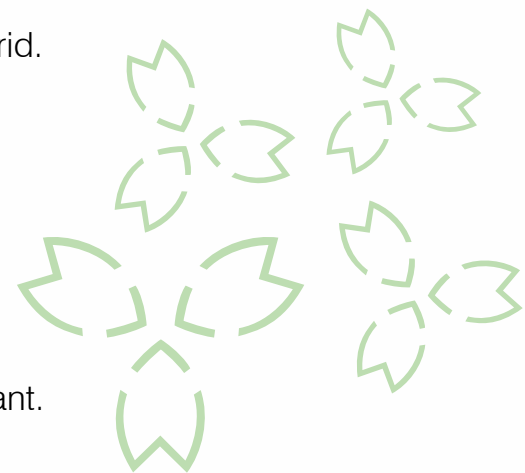
### Facts

- Σ Highly industrialized state, with 38% of GDP contributed by secondary sector.
- Σ Sustained investor confidence, state with one of the highest number of investment proposals in India.
- Σ Around 22% of India exports contributed by Gujarat.
- Σ An economy on the boom and beating recession, GSDP growth of more than 10% since 2004.
- Σ Per Capita Income at current prices (2007-08) - INR 49,251 (US\$ 985) National Average: INR 40,141 (US\$ 802)
- Σ Industrial Growth Rate (2004-08): 13.7%





## Gujarat - The Growth Engine of India

- Σ World's largest producer of processed diamonds.
- Σ World's largest grass root petroleum refinery at Jamnagar.
- Σ World's largest producer of Psyllium Husk, Fennel Seeds and Castor.
- Σ India's largest producer of Cotton.
- Σ India's first state to enter Carbon Trading Agreement with World Bank.
- Σ India's largest producer of Pharmaceuticals, Chemicals and Petrochemicals.
- Σ India's largest Copper Smelter.
- Σ India's largest producer of Salt, Soda ash and Marine products.
- Σ India's only state to have an Integrated State-wide Gas Grid.
- Σ India's first two LNG Terminal at Hazira and Dahej.
- Σ India's first Chemical Port at Dahej.
- Σ Amul ranked world's top 21 largest dairy business.
- Σ World's 3rd largest producer of denim.
- Σ World's largest gas based single location sponge iron plant.





## DMIC - Delhi Mumbai Industrial Corridor

- Σ> Delhi-Mumbai Industrial Corridor is a mega infra-structure project with the financial & technical aids from Japan, covering an overall length of **1483 kms** between the political capital and the business capital of India, i.e. Delhi and Mumbai.
  - Σ> Government of India has announced establishing of the Multi- modal High Axle Load Dedicated Freight Corridor (DFC) between Delhi and Mumbai with an investment potential of **US\$90 billion**.
  - Σ> The alignment of the proposed DFC passes through Palanpur, Mehsana, Ahmedabad, Vadodara, Bharuch and Valsad in Gujarat. About **62%** of area of the state (18 out of 26 districts) is covered within the influence area of DMIC.
  - Σ> Being laid down between Delhi and Mumbai, DFC is a new rail transportation system with high axle, multi-modal and computerised features.
  - Σ> **38%** (564 km) of the 1500 km length of DFC will pass through Gujarat. DMIC area to be developed as 'Global Manufacturing & Trading Hub' in two phases (6 nodes) - supported by world class infrastructure & enabling policy framework.
  - Σ> Investment potential for Gujarat is about **US\$30bn** (1/3rd of total investment potential in DMIC). Government of Gujarat has announced during the 'Vibrant Gujarat' summit in January, 2007 that the state has signed Memorandum of Understanding (MoU) with renowned corporate in various industrial sectors worth **INR 2,84,451 Crore** offering employment to **6,93,747** people.
- 
- 



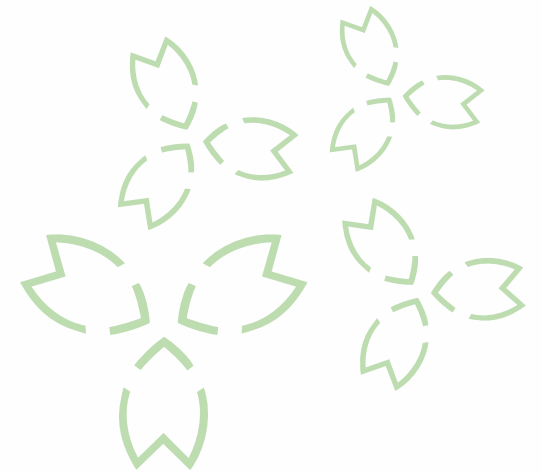
## Why DAHEJ?

### Special Investment Region - Gujarat


Dahej is a fast developing port town situated on the Gulf of Khambhat in Bharuch District, Gujarat. Dahej is situated 42 km west of Bharuch. Bharuch railway station serves Dahej. Nearest airport is at Vadodara.

#### Special about DAHEJ

- ↬ GIDC - Special Investment Region.
- ↬ Area - 453 sq. km/45300 hectares.
- ↬ Focus Sectors - Chemical & Petrochemical, Engineering, Ship building, SEZs.
- ↬ GIDC as Developer - Dahej SEZ Special Economic Zones (SEZ).
- ↬ Dahej SEZ a 1700 hectare multi product SEZ - has been developed by Dahej SEZ Ltd. (DSL), a company jointly promoted by GIDC and ONGC.
- ↬ Dahej SEZ, Vagra, Bharuch - SEZ is a part of Dahej Petroleum, Chemicals and Petrochemicals Investment Region (PCPIR) and is within Delhi-Mumbai Investment Corridor (DMIC).



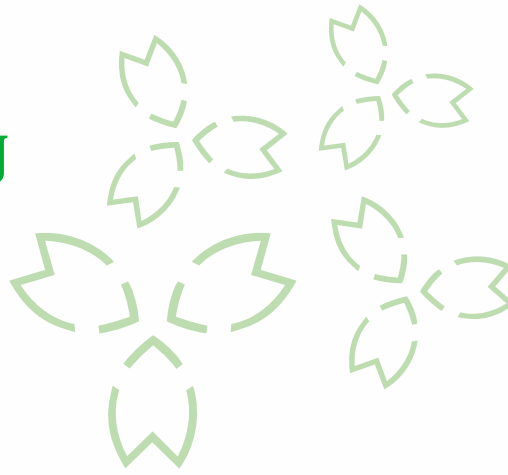
**Dahej SEZ has been identified as among the  
top 25 Global Free Zones of the Future 2010-11 by  
fDi Magazine, FT business, London**



## Development in DAHEJ

### Proposed Component

- Σ> Export-oriented Industrial Units/ SEZ.
- Σ> IT/ITES/Biotech Hub.
- Σ> Truck Terminal with Warehousing.
- Σ> Integrated Townships with residential, institutional, commercial and leisure/recreation infrastructure.  
Development of Vadodara Airport.
- Σ> Feeder Road Links: Development of Feeder road linkages connecting the identified industrial area with NHDP, DFC corridors and Hinterland includes following proposals :
  - Connectivity to NH-8, the Golden Quadrilateral Corridor.
  - Augmentation of Jambusar-Vadodara, Vadodara-Rajpipla and Rajpipla-Ankleshwar-Dahej links.
  - Development of requisite grade separators/flyovers/interchanges and underpasses along the national highways/state highways and access roads for uninterrupted freight and passenger movement to the region.
- Σ> Proposed Petroleum, Chemicals and Petro-Chemical Investment Region (PCPIR) in the region would attract large scale investments in chemical/petrochemical industry as well as in providing world-class infrastructure.

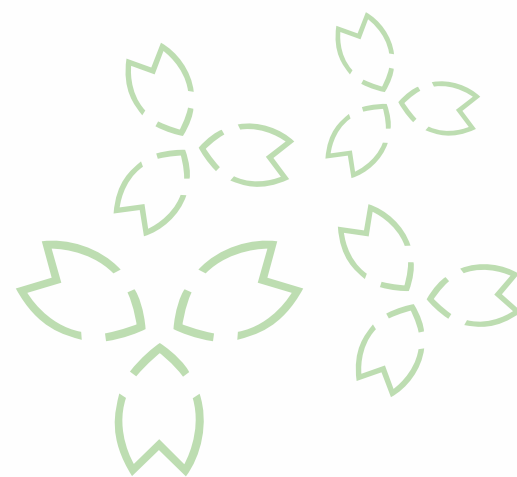


## Industries in DAHEJ

ABG Shipyard  
ActionPetrochem  
Adani Petronet Port  
Expanded Polymer Systems  
Fermenta Biotech  
Firmenich Aromatics Production  
Gujarat Alkalies and Chemicals  
Gujarat Chemical Port Terminal Co.  
Gujarat Fluorochemicals  
Gujarat Narmada Vally Fertilizer Co.  
Hemani Intermediates  
Hindalco Industries  
Indofil Chemicals Co.  
Insecticides (India)  
Luna Chemical Industries  
Meghmani Finechem  
Meghmani Organic  
Nahar Colours & Coating  
Organic Industries  
Pavit Ceramics  
Payal Petrochem  
Petronet LNG  
Pidilite Industries  
Rallis India Ltd.  
Reliance Industries  
Roxul Rockwool Insulation India  
Siris Crop Science  
SRF  
Sterling Auxiliaries  
Styrlutin India / BASF Styrenics  
Universal Chemical & Industries  
Welspun Corp

APPL Industries  
Aries Colorchem  
Arora Sales Agency  
Benzo Chem Industries  
Bharat Sanchar Nigam  
BOC India  
Breeze Intermediates  
Cambay SEZ Hotels  
Chemetall Lithium India  
Chokshi Colours  
CS Performance Chemiclas  
DIC Fine Chemicals  
Euclid Constructions  
Fermenta Biotech  
Fernas Construction India  
Galaxy Surfactants  
Glenmark Generics  
Glomet Technologies  
Godrej & Boyce Mfg. Co.  
Gujarat State Petronet  
Hindustan Polyamides & Fibres  
Hindusthan M-I Swaco  
Indo Baijin Chemicals  
Indofil Industries  
ISGEC  
Makhteshim Agan India  
Meghmani Chemtech  
Meghmani Industries  
Meghmani Unichem  
Neesa Infrastructure  
Neobags Overseas  
ONGC Petro Additions

P&J Cretechem  
Panama Petrochem  
Pidilite Industries  
Rallis India  
Ramdev Chemical Industries  
Roxul Rockwool Insulation India  
Sabero Organics Gujarat  
Sajjan Specialty  
Sapthagiri Hospitality  
Sarju Impex  
Shiva Pharmachem  
Sigachi Cellulos  
Sterling Vinnyl Additives LLP  
Survival Technologies  
Tatva Chintan Pharma Chem  
Tega Industries (SEZ)  
Torrent Energy  
Torrent Pharmaceuticals  
Vijay Tanks & Vessels





## Why ECO?

- Σ Social Responsibility - Practice ownership & responsibility towards environment.
- Σ Customer Centric - Better and sustainable living for future for communities.
- Σ Values - Low carbon footing & environmental impact in pursuance of project developmental works.
- Σ Marketability - Growing awareness, sensitivity & consciousness among public.

## Why NJ ECO Habitat-2

### Location

NJ ECO Habitat-2 is located in Dahej, the fast growing place in Gujarat. The growing industrial belt with DMIC project makes Dahej very lucrative for residential project too.

### Process Driven

NJ ECO Habitat-2 will be well programmed with proper land acquisition, cost analysis and project designing, which will be dealt with by an expert team of architect, structure designer, various consultants, legal advisors, auditors etc.

### Wealth Creation

As a philosophy of NJ, we always look for the customer 'Wealth Creation'. With the same objective, we identify the realty opportunity with defined research & analysis for the long term wealth creation.





Presented by



---

Developer  
**Setulogic Real Estate Pvt. Ltd.**

---

Financial Partner  
**India Realty Fund I (IRF I)**

Managed by Azure Capital Advisors

[www.njecohabitat.com](http://www.njecohabitat.com)

**DISCLAIMER:**

This booklet is for reference purpose only and is not intended to be, and must not be taken as the basis for any decision. Due care & caution has been taken in compilation of information shared, which is obtained from various external sources. However, we do not take any responsibility or liability, expressed or implied, whatsoever, for any such information shared and any statements or opinions expressed. We strongly advise readers to exercise due care & caution and verify the contents/information shared and seek independent professional advice on the subject matter before taking any decision. This document does not constitute an offer and/or contract of any type between the developer and the recipient. All transactions will be subject to the terms & conditions of the Agreement for Sale to be entered between the parties.

The developer reserves the sole, exclusive rights, without prior notice or any obligation, to make additions, alterations or amendments to the project, plans, specifications, images and details or expand, revise or abandon the plans altogether, whenever and wherever admissible, under the rules or laws; as may be deemed necessary by developer or required by authorities, and all such changes, shall be binding to all. All plans, specifications, facilities, services are indicative of the kind of development proposed and its finality is subject to the approval of respective authorities or as required/ deemed appropriate by developer.