

The Jewels in our Crown

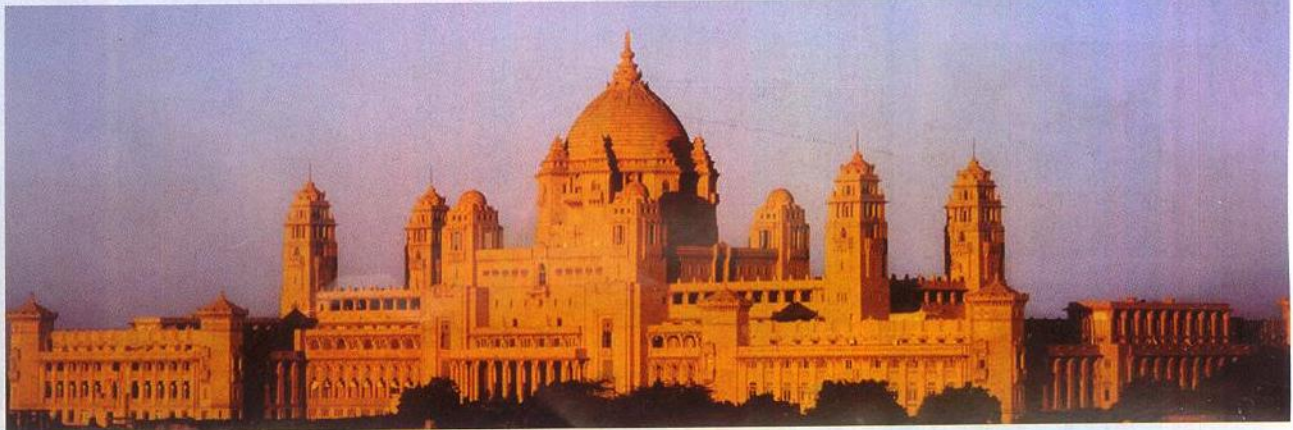
ALL INDIA STONE ARCHITECTURAL AWARD 2009



CNBC AWAAZ CRISIL-CREDAI REAL ESTATE AWARD 2010



CREDAI REAL ESTATE AWARD 2012



THE PERFECT WAY TO A ROYAL LIFE

The design for New Delhi's Viceroy's House, nor the Buckingham Palace, which could well have been the model Umaid Bhawan set out to surpass, has inspired so many avid enthusiasts'. It is a huge marble and pink - yellow stone palace with 347 rooms. Designed by H.C. Lanchester, the President of the Royal Institute of British Architects in London, this Palace was built during the time of Maharaja Umaid Singh. The Palace was constructed by more than 3,000 people over a period of fourteen years. The Palace has eight dining rooms, an underground swimming pool and a scenic garden. Half of the Palace is now converted into a luxury hotel. The Umaid Gardens near the Tourist Bungalow is a beautiful garden, attached with a simple zoo. JUNI DHAN MANDI and TALAITI MAHAL are buildings made of carved red sandstone BALSAMAND LAKE. The lake, which is actually an artificial lake, is about 3/4 km long and 50 m wide.

There is a beautiful Palace built in 1936 on the bank of the lake, which was used by the Royal family as a summer home.

A vast palace, replete with Bohemian chandeliers, gilt tête-à-têtes and taxidermied trophies bagged during ancient shikars, Umaid Bhawan sits atop a low hill and overlooks another of H. H. The Maharaja Gaj Singh II properties, the great citadel of Mehrangarh Fort.

There is, though, only one ideal place to lay one's head in this desert outpost, and that is the Indo - Saracenic pile called Umaid Bhawan Palace.

The palace retains its time - stopped aura and perhaps alone among the great Rajasthan palaces, easily conjures an era when palace ladies led segregated, gossipy lives in the secluded zenana, when the gallants of the legendary Jodhpur polo teams played fierce chukkers and returned to drink stiff whiskies in a bar where, to this day, a stuffed black bear stands upright with a drinks tray balanced in its paws.

Last of the mega - palaces built over a century - long building spree by Indian Maharajahs, Umaid Bhawan is sometimes likened to a Victorian railway station and invariably said to have been built as a charitable work - relief program for a region beset by a prolonged and killing drought. Believe what you like, the place can be reliably said to belong to its resident owner, the Oxford - educated H. H. The Maharaja Gaj Singh II, 64, the Maharajah of Jodhpur, who inherited the immense pile at age 4. Gaj Singh II was an early adopter of Western - style curatorial practices, a welcome anomaly in a country so stuffed with antiquities that treasures are often carelessly left by their owners to be devoured by white ants or to rot in the dust. H. H. The Maharaja Gaj Singh II in joint venture with Essgee Group is developing 110 Acres of land adjoining the palace as an exclusive township called UMAID HERITAGE.

THE MAGNIFICENCE OF THE OLD KINGDOM OF JODHPUR RE-CREATED



Umaid Heritage re-creates the grandeur and the magnificence of the old kingdom of Jodhpur. The old chowks-like Moti Chowk, Manek Chowk and Sojati Chowk - and boulevards that once adorned the old walled city around Meherangarh Fort, have been carefully and painstakingly remodeled to dot the landscape at Umaid Heritage. Strategically located on at the foot-hills of the Umaid Bhawan Palace, is a fully equipped residential complex that integrates world-class infrastructure with small town

joys. The project has received the honorable CNBC Awaaz - CRISIL Real Estate Awards 2010 for the Best Environmental Safety in India, also awarded as the Best Innovative Structure Category in India in CREDAI Real Estate Awards 2012, Umaid Heritage also featured among the top 3 Best Residential Townships in Non-Metro. The Birkha Bawari has received the All India Stone Architectural Awards 2009 for innovative use of stone.

“More than 150 Happy Families are enjoying living at Umaid Heritage.”



UMAID HERITAGE - A ROYAL NEIGHBOURHOOD...

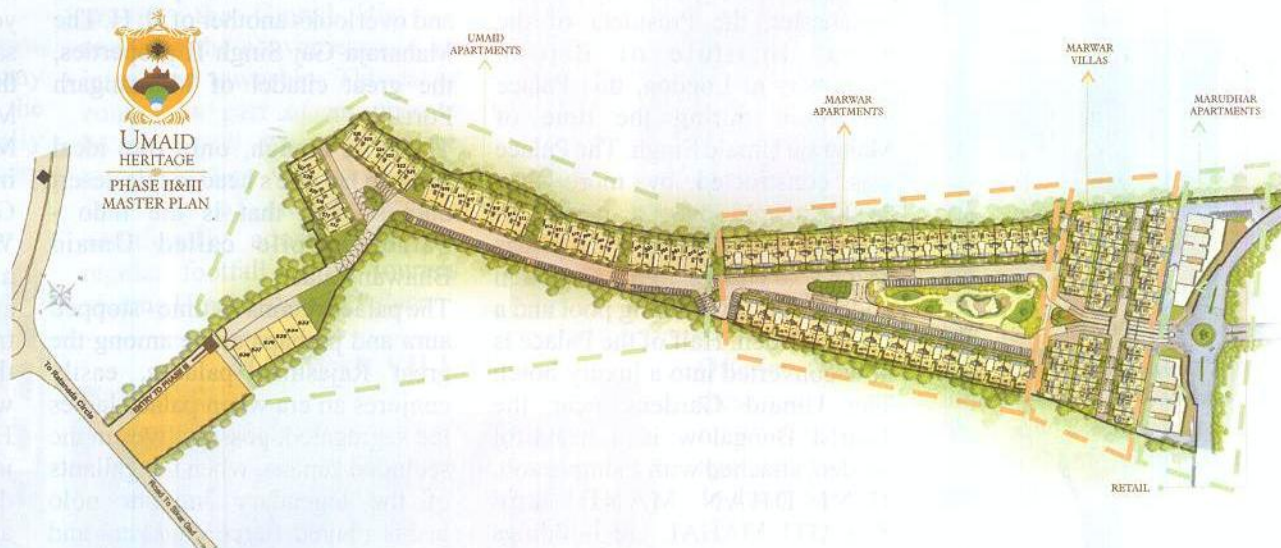
An opportunity to live on a sprawling estate. With royalty as your neighbour. And the spirit of a legacy embracing your every step.

Welcome to Umaid Heritage...

Ess Gee Group, helmed by Shri Suresh Gandhi, is primarily engaged in the business of

developing real estate projects in India. The group has many successful project under its banner. And now the same success story is being carried out at Jodhpur under the young leadership of his son Gaurav Gandhi. Over 4 decades of experience and tradition are a part of every Ess Gee property, making the company's legacy one of

innovation, customer satisfaction and design excellence. Ess Gee is your assurance of quality construction, superior design and award - winning customer service throughout the home-buying process and beyond. The developers is an ISO 9001:2008 certified firm.



MEMOIRS...

Since the August of 2007 we have had the pleasure to be a part of the Umaid Heritage family in Jodhpur. Service with a smile seems to be the motto of Umaid Heritage staff. The planning, layout and designs of the villas is exclusive which makes it a royal colony. well planned & beautifully developed gardens, roads, drainage and security are few of the amenities which add to the scenic location of the project next to the world famous Umaid Bhawan Palace. We have a pleasant and peaceful felling residing here and hope to maintain the same in the years to come. With the best wishes and sincere thanks to Mr. Suresh Gandhi who is at the helm of this enterprise, this vision at the Umaid Heritage project can be an example for the builders and developers of such projects.

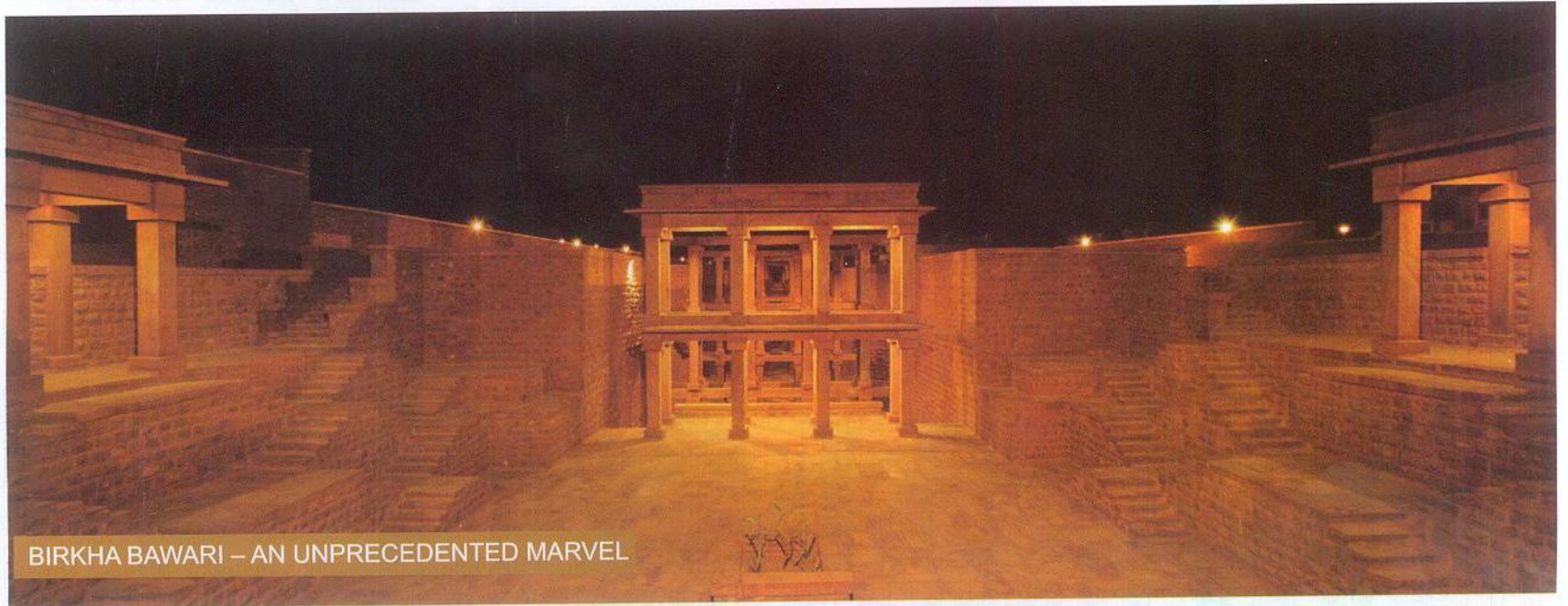
I feel very Happy and proud to pen down that I have never seen such a professional company. A company which looks after all the needs and wants of the customer. They have a very very good and excellent quality of construction and the pricing is also very reasonable. I am very satisfied with the house and the quality including location of the house that I made two repeat purchases. Now I am the proud owner of three houses. The owner of the company Mr. Gandhi is a very very positive man and takes personal care to continuously improve the quality of construction etc. I wish them all the best.

Umaid Heritage provides a serene & green community living experience. Such a wonderful design of spaces, multiple well maintained gardens enhances tranquillity. Umaid Heritage is nestled on one side by army complex and golf course while the other side by Grand Umaid Bhawan Palace, with Lord Hanuman keeping an eye from top of the hill what better sense of security and ease residents can expect. We have felt that we have been living here for a long time though we arrived from Pune in January 2012 and immediately developed a liking for the place. Essgee as a developer, their architects and local management are on the verge of creating a new cultural paradigm in conservative and traditional city of Jodhpur. Cheers.

P. S. Sankhla - Avinash Sankhla
Villa No. 73, Umaid Heritage - Jodhpur

- Rahul Bhuchar
H. No. : 130, 118, 117 -B, Umaid Heritage -
Jodhpur

- N. C. Mehta & Rajnee
48 A Ground - Marwar Apartments
Umaid Heritage, Jodhpur



BIRKHA BAWARI – AN UNPRECEDENTED MARVEL

BIRKHA BAWARI - ARCHITECTURE PAR EXCELLENCE

Inspired by traditional designs the Essgee Group has modernized heritage construction to build a unique rainwater harvesting system that forms the center of self-sustaining Umaid Heritage. Birkha Bawari - an embodiment of Marwar spirit and the legacy that follows. Where 'birkha' means 'rain' and 'bawari' stands for 'baoli' or 'stepwell' - creates a perfect harmony to the perpetuating landscape of Umaid Heritage yet, audaciously stands

out. Never before, a structure of this stature has left you more awestruck.

Crafted from the indigenous Jodhpur stone, the Bawari stands 60 feet deep, 625 feet long and 40 feet wide; dimensions mammoth enough to store 17.5 million liters of water. The water thus stored through rainwater harvesting, replenished the larger-than-life garden landscape surrounding the township. Designed by Jodhpur native and National Award-winning architect Anu Mridul, Birkha Bawari is a unique concept-stand-alone in terms of its make and design. It is a series of symmetrical facing walls, held together by a central support structure. The arched walls emulate the form of a vaulted roof and water is collected within the structure as a

whole. The bawari is connected to all the houses in the township through underground channels, a system that helps streamline the water collected from various rooftops. The bawari is designed in a way that minimizes any wastage of water and serves as an apt example of sustainable, green-promoting architecture.

The architectural marvel is the brainchild of Mr. Suresh Gandhi, Managing Director - Essgee Group, who wanted an innovative



way to maintain the gardens. As it turned out, it was a befitting solution to meet the water requirements, especially in a water-scarce city. And need we add, Birkha Bawari is the first bawari made after 200 years in India. It has also won the prestigious All India Stone Architectural Award 2009. Where else would you witness such architectural excellence, but here at Umaid Heritage!



TWIN TEMPLES

PLACES OF WORSHIP

This Twin-Temple is being built at center of township an ideal location for the residents of the township. The view from the temple and its advantageous location include the landscape, mountain-hills and natural greens capes as its backdrop. It is being built with Jodhpur stone style architecture; and is adorned with a large Hall at the temple that is dedicated for routine and community functions. The Shiv-Parivar and Jain temple are among the most sought after attractions at the Umaid Heritage township, they give the feel of community harmony to the residents showering the township with blessings all around.

LIVE IN A ROYAL NEIGHBORHOOD. LIVE KINGSIZE



MARUDHAR APARTMENTS

Daily life in this idyllic residential location is almost hassle - free. Don't miss these little things that will add up to a serene yet fun - filled life at Umaid Heritage - Marudhar Apartments. Being the highest structure in the area, feel the breeze in your apartments, hear the birds in the sky, and break away from the crowded nooks and corners of Jodhpur. Move into spacious Marudha Apartments... a work of renowned architect Kapadia Associates.



UMAID APARTMENTS

With the growing cosmopolitan populous in Jodhpur, these Umaid apartments are created to suit the contemporary lifestyle of its new age necessities. Keeping Ecology of the surroundings as priority, locally sourced stones are widely used throughout the project and act as good insulators to the Rajasthan climatic conditions.

MARWAR APARTMENTS

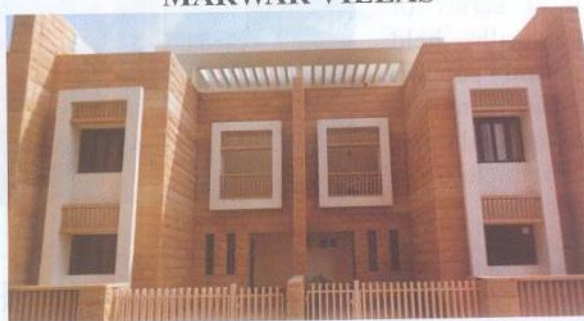
Planned and designed as an exclusive lifestyle complex to be spread over 100 acres, the architects of this luxurious abode have taken amply from the many elements that contribute to the palace's charm and skillfully blended modern - day into every curve.

SHOPPING UNDER ONE ROOF - IN YOUR NEIGHBORHOOD

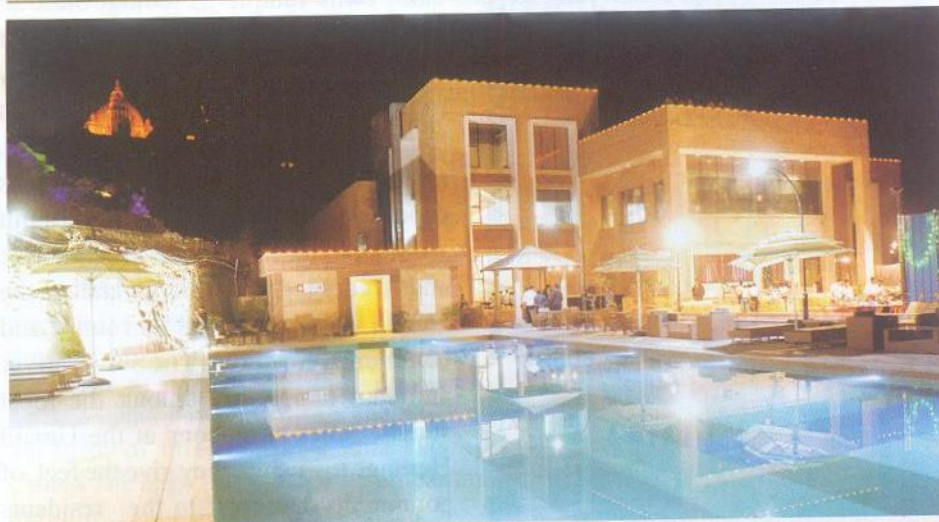
Retail shops are envisioned to provide the Umaid Heritage residents the convenience of an integrated township. This retail zone is a part of an upscale location will have a captive consumption of over 900 families of the township additionally adorned by the regular footfall of all tourists visiting Umaid Bhawan Palace.



MARWAR VILLAS



Offering the best experience of luxury and comfort, these sun - kissed, wind - caressed and sand - stoned built villas including the chowks, are inspired by the age old Marwar way of life. These villas are clad in Jodhpur Soorsagar - stone facade to match with the Chittar-stone beauty of Umaid Bhawan Palace. Beautifully landscaped gardens are located within cluster of bungalows. The beautiful landscaping and rows of trees on the sides of the driveway the road and the bungalows make an inviting setting for its inhabitants.



THE ROYAL MARWAR CLUB HOUSE

An exclusive Royal Marwar Club house thoughtfully designed for the occupants of the Umaid Heritage township. This Exclusive clubhouse facilities at par with the finest in the world. Some of them are listed as below:

- | | |
|----------------------|--------------------|
| Spa & Steam | Chess |
| Jacuzzi | Badminton & Squash |
| Kids Pool | Restaurant & Bar |
| Swimming Pool | Library |
| Party & Banquet Hall | Yoga Room |
| Lawn Tennis | Billiards |
| Table Tennis | Gymnasium |

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