

Residential

- Chennai's only township offering affordable homes at Rs. 20 Lakhs
- Offering all city specific amenities
- Travel time of max.75 minutes during both peak and non-Peak hours
- In 2013-14, the total student population is expected to be over 1500, which will further grow to 4,000 FY16, accelerating demand for residential / hostel facilities at MARG Swarnabhoomi. Education population will continue to drive the demand along with the Light Engineering and other demand centres like Kalpakkam

Educity

- Universally education is considered a magnet for investments resulting in wealth & job creation
- Presently about 150 million students are enrolled in more than 20,000 higher education institutions worldwide and the no. is growing annually between 5% and 10%
- MARG Group has identified education sector to leverage opportunities and bring Innovation to Indian Education, through partnership with various International Universities.

IT-ITES

- Chennai's urban economy is mostly dependent on technology with telecom, software services and business process outsourcing (BPO) deemed to be the major contributors. With fresh recruitments of around 2-2.5 lacs every year by IT companies, Marg Swarnabhoomi is ideal for the Training Centres for IT/ITES companies, providing cost effective solution as an All-in-one campus to give the clients living, working, entertainment, ambience and thereby reducing the overall cost for client's operation and employees by 20%-30%.

KEY DRIVERS OF MARG SWARNABHOOMI

Defense Offset Units

- India is the largest arms importer with 70% of its procurement coming from foreign companies. Recently, Government opened up this sector to private and foreign investors with a target of achieving 70% indigenization. The Department of Industrial Policy and Promotion (DIPP) has issued over 178 industrial licenses (IL) till November 2011 and total offset opportunity expected to surpass US\$ 12B over the next 10 years. Bangalore's higher real estate prices and Hyderabad's instability in real-estate paves way for Chennai to cater to South India based defense offset units. International seaport in Chennai, Pondicherry Airport at close proximity and proposed Mugaiyur Ship Repair Yard and Minor Port makes MARG Swarnabhoomi the attractive destination for setting up of Defense offset based manufacturing units on similar lines as Lepakshi-Anantapur (A.P), GMR Aerospace Park-Hyderabad (A.P), MIHAN-Nagpur (MH) and HAL-Bangalore (KN).

Industrial and Manufacturing Units

- Unaffordable and congested Sriperumbudur, GST Road, SIPCOT, & Chennai-Bangalore highway spur the need for an alternative destination,. MARG Swarnabhoomi's Light Engineering SEZ is emerging the ideal location for industrial and manufacturing units with close proximity to the India's automobile & electronic hubs and near BHEL and BGR Energy's proposed facility and the proposed minor port at Mugaiyur.