SHREE RAM FILM CITY

A WORLD BEYOND IMAGINATION

ABOUT US

In this project, we are developing a Film City which include film city setup, Commercial and housing project with the name of Shree Ram Film City. This project consists 2298 residential Plots, Film Studio setup, Hotels, Commercial Plots, Schools and Club & Community Center with different shapes and sizes.

Film City that portrays reality

Index


Sophisticated vibes in your city

Executive Summary – Shree Ram Film City

Applicant Company	RAFTAR FILM CITY LIMITED
Date of Incorporation	September 2018
Nature of Activity	To Develop a Group Housing and commercial Project
Sector	Real Estate Development & Construction
Constitution	Private Limited
Pan No.	
CIN No.	U74999UP2018PLC108701
Registered Office Address	5/71 Vikas Nagar, Lucknow, Uttar Pradesh, India, 226022
Project Location	Tehsil – Sohawal, Lucknow faizabad Road, U.P.
About the Company	Private Limited is incorporated as Private Limited Company on September 2018. Currently launched a New Project for Residential As well As commercial land The RAFTAR Real Eatate Project working all over India more than 10 years continuously. Developers has completed many real estate projects and started this project of 600 acre. Land, Project named as "Sree Ram Film City".
Directors	1) JAGDUTT VERMA 2) SITA VERMA 3) MANOJ KUMAR
Proposed Project	In this project, we are developing a Film City which include film city setup, Commercial and housing project with the name of Shree Ram Film City. This project consists 2298residential Plots, Film Studio setup, Hotels, Commercial Plots, Schools and Club & Community Center with different shapes and sizes.

Inventory Detail	**Residential Properties**: Film City planing to develop 2,298 residential properties across various sizes. This indicates a significant housing development effort, catering to different segments of the population. **Film Studio Setups**: There will be 10 film studio setups. With this Film City we are aiming to provide ample infrastructure for film and media production, possibly attracting filmmakers and production houses to use these facilities. **Hotels**: The plan includes 3 hotels. These hotels will cater to tourists visiting Film City, as well as to filmmakers, actors, and crew members working on productions. **Schools**: There will be 2 schools. Which will insure commitment to providing educational facilities within the Film City complex, likely catering to the families of residents and staff working in the studios. **Club and Community Center**: Lastly, there will be a club and community center. Film City aims to create a community atmosphere within the complex, providing recreational and social spaces for residents and visitors alike. Overall, Shee Ram Film City is not just focusing on film production infrastructure but also on creating a livable community with housing, education, hospitality, and recreational amenities.

SHREE RAM FILM CITY LAYOUT

Note: These above units are as per sanctioned plan with us. Proposed residential units will be 2298 and there are multiple studio setup, hotels, Schools and etc.


Dive into the world of luxury

Key Highlights of Project	❖ Well Planned integrated Township and Film City ❖ Just 15 Km from Ayodhya Cantt. Railway Station ❖ Conveniently located on 4 lane Lucknow - Ayodhya highway ❖ Self sufficient township with shopping malls, commercial. ❖ Centres /office spaces, hospitals, recreational and educational facilities ❖ State-of-art Security and telecommunication facilities
Facilities & Amenities	❖ Majestic entrances with scenic landscapes and water bodies. ❖ Wide roads with planned pathways ❖ Earth quake resistant RCC frame structure ❖ 100% Power back-up and round the clock water supply ❖ Gated complex with 24*7 security guards ❖ Visitor screening on entry and exit ❖ Dedicated car parking for each Categories of Plots ❖ CCTV controlled security system ❖ International standard firefighting system. ❖ Schools ❖ Hotels ❖ Club & Conventional center ❖ Film studio setup ❖ Green Area
Net Realizable Value	Looking to the current market scenario and demand at present, we are expecting that Net Realizable Value of such project would be Rs. 4795.20 Crores only from residential plots.

Total Estimate Project Cost

Rs. In Crores

S.No.	Particulars	Total Cost	Expenditure
1	Land Cost	1000	1000
2	Construction Cost	1500	0.00
3	Borrowing Cost	0.00	0.00
4	Marketing Cost	5.00	0.00
5	Administrative & Other Cost	15.00	0.00
6	Contingencies	25.00	0.00
	Total Cost	**2545**	**2545**
	Net Sales Realization	4795.20	
	Net Profit	2250.20	

Means of Finance

Rs. In Crores

S. No.	Particulars	Amount	Amount
1	Capital		
2	Unsecured Loan (Promoters Contribution &Unsecured Loans)	**2545**	
	Total Own Contribution	2545	
3			
4	Term Loan From Bank	0.00	0.00
	Total	**2545**	

Target of Completion

We are projecting that project will be completed up to **July 2027**

Present Status of Project

At present project is in initial stage. Excavation work has started at site

2. Company Background

RAFTAR Group is a symbiosis of exceptional human caliber with innovative real estate development. It brings to fore the highest degree of capabilities, competence and commitment through an unmatched synergy of modern aspirations and associated fulfillment.

We, at the RFTAR Group, have always believed in converting challenges into opportunities. Driven by this indomitable zeal we have converted our modest beginnings into a real estate organization, worth reckoning. Being cosmopolitan by ethos and yet close to our roots, we launched innovative housing and commercial projects in UP. Needless to say these value driven steps have been acknowledged both for strategic efforts and ideology.

These projects consolidate our position of strength and raise hopes for a still brighter future. Our aim is to create a distinctive history for ourselves, and as one can see, we are on the way to achieve our lofty ambitions.

Our Vision

To build and develop housing, commercial and residential projects, which highlight the dreams and aspirations of our esteemed customers by providing all the luxurious, modern facilities, amenities and lively recreation at affordable prices. To transform lives by evolving a distinct definition of real estate development, which may have diverse interpretations but has one singular outcome –satisfaction.

Core Values

The basic ethos which underpins our existence is a blend of age old Indian truths and modern business conduct. We combine these principles with contemporary thinking and beliefs. Our core values are:

- To transform land into landmark, by fusing grace of form with effective functionalities.
- To develop an individualistic architectural grammar which delights diverse and discerning sensibilities.
- To set an example of excellence through unique design and structural principles.

Quality Assurance

We have a stringent quality policy, which we adhere to steadfastly. All projects are hallmarked by impeccable Magnum Quality Standards. From project planning and architectural magnificence to green buildings, we apply the best of materials from the most renowned suppliers in every project of ours.

As an organization dedicated to excellence, we wish to set standards for the rest of the industry. We Endeavor to weave the concept of 'value for everyone' in every project we conceive. We make sure that the properties we develop are landmarks, and will continue to appreciate in value and ensure maximized returns for the investors. At the same time, we take every conceivable step to ensure that you have the advantage of superior build-quality and complete peace of mind. The structural language in every project ensures this, along with optimized comforts, convenience and amenities.


FILM CITY
City Escape Reimagined

Our Services

RESIDENTIAL

We believe a house should be more than just a living space. It should be a blank template for families to begin from scratch - To add, color, zest and life and organically grow it from a „house" into a „home". Our housing projects come with all modern amenities at par with international standards.

RAFTAR Group also provides other Facilities:-

- Lake and Forest
- Luxurious club lounge
- Club house with recreational activities
- Health club with Gym
- Yoga and Meditation room
- Parks and Green streets

CUSTOMER RELATIONS

With 'Customer First' as our corporate mantra, Raftar Group is constantly working towards building investor confidence and faith in the company. Growth and building high standards of corporate governance is the focus of the Group. The confidence of our investors enables us to achieve excellence in construction, architecture and design and draw new benchmarks in the Indian real estate industry. Customer's trust on us is our most valuable asset. Without continued support of our patrons, we couldn't have achieved whatever we have been able to achieve so far. We are very much sure that our customer support and trust for us will continue to strengthen us in future too. On our
part, we assure to never let this trust down.

3. Company Profile

RAFTAR Group introduces ourselves as builder, promoters, real estate"s developers especially for medium class people belonging to UP and Near States. RAFTAR Group offer economical and innovative solutions to your property needs with in-depth study and expertise of team of professionals. We analyze the markets and opportunities to expedite transactions. "RAFTAR GROUP" was conceived in the year 2018.

Personnel

RAFTAR Group comprise of a talented group of employees with experience in different fields. Our staffs bring expertise in all facets of the building process, including craftsmanship, architecture, sculpture, IT, economics and business management. "RAFTAR Group" consists of professional staff of over 60 peoples having strong, experienced, skilled, detail oriented knowledge, willing and able to perform their duties in a respectable and professional manner, who have joined the team through industry contacts and previous working relationships. We pride ourselves in hiring the most talented people in the industry giving us diversity and decades of experience. We worked hard to maintain our commitment to customer service and satisfaction.

Management services

Our experience as conscientious and professional builders has given us the knowledge needed to effectively manage a job from conception to completion. We believe in quality housing at affordable price. We are known for our innovative designs. We assure our customers of long lasting value and shall always endeavor to provide our customers to own the finest homes. Managing constructions costs, scheduling and quality control are three important objectives. We employ for successfully completing a project. Our pre-construction services and include developing a control budget, detailed project schedule and consultation with the engineers and architects about the building materials, systems and technology suitable for project. Our goal is simple by producing durable and sustainable structures by adopting smart planning during design and construction. We are proud of housing customers from all sections of the society.

Group Mission

Our mission is to redefine excellence and give to its customers the best quality in every aspect of living. Our entire team is dedicated to ensure and to preserve the confidence of our customers have in us, ingrained in every aspect of its venture is the objective of integrating mankind with nature and technology thereby restoring life"s harmony, completeness, balance and fulfillment in the living process. The first step shall always be to create a clean pollution free environment where life can co-exist with nature in complete harmony, thus offering the complete living experience. As a result of its vast experience the "RAFTAR Group" has acquired an all-encompassing knowledge & expertise in all land-related matters. The virtues translate into variety & clarity of services the company offers. The men with the help of internal meetings & conferences determine the approach to be adopted for each assignment. "SHREE RAM FILM CITY" has evolved with a deep involvement of the best architects,
engineers and landscape designers. They have put an extra effort in planning the frame work of the Shree Ram Film City ensuring that you experience a wonderful life here. Each of our Apartments is the result of careful planning and spectacular architecture, Luxurious interiors and marvelous exteriors give us enough space to generate moments that you relish all your life with your family.

Thus, this is the Place where dream come true. An investment in a piece of our land will ensure a whole new style of peace, progress, success and prosperity.

3.1. List of Directors as on 31/03/2023 of Raftar Group

Capital Structure & Shareholding Pattern

The details of the authorized share capital and the subscribed and paid-up capital of the company as per following table as on 31/3/2023

Capital Structure

Capital Structure	**Amount (in Rs)**
Authorised Capital	1000000
Issued Capital	1000000
Paid up Capital	1000000

NET WORTH OF DIRECTORs

Rs. In Crores

S.NO	NAME	AS ON 31.03.2023
1	Jagdutt Verma	
2	Sita Verma	
3	Manoj Kumar	

Key Managerial Personnel

The company is managed through experienced professionals who head the different functional units. The various functional heads report to the Managing Director. The functional heads operate through their teams of professionally and technically qualified executives.

The construction of Residential Complexes shall be under the supervision of expert team of Architects, Engineers and quality professionals. Each apartment will be designed keeping in view the needs of customers.

DETAILS OF KEY MANAGERIAL PERSONNEL				
S.No.	**Name of The Person**	**Designation**	**Qualification**	**Experience**
1	Jagdutt Verma	HEAD Accounts&Finance	B.Com (Hons) , MBA in Finance	Vast 20 years' experience handling in accounts, Taxation and Finance
2	Sita Verma	Project Manager	Diploma in Architect	15 years' experience
3	Manoj Kumar	Head Purchase Manager	Graduate	10 years' experience in construction and industrial sector

Besides this, for project development, the company has engaged the services of reputed agencies across diverse fields including master planning design and engineering, project management, business planning, market analysis and research, marketing and branding etc.

4. Industry Analysis

Real Estate Sector Overview

The real estate sector in India assumed greater prominence with the liberalization of the economy, as the consequent increase in business opportunities and labor migration led to rising demand for commercial and housing space. At present, the real estate and construction sectors are playing a crucial role in the overall development of India"s core infrastructure. The real estate industry"s growth is linked to developments in the retail, hospitality and entertainment (hotels, resorts, cinema theaters) industries, economic services (hospitals, schools) and information technology (IT)- enabled services (like call centers) etc and vice versa. The Indian real estate sector has traditionally been dominated by a number of small regional players with relatively low levels of expertise and/or financial resources. Historically, the sector has not benefited from institutional capital; instead, it has traditionally tapped high net-worth individuals and other informal sources of financing, Which hassled to low level soft transparency? This scenario underwent a change

Within line with the sector"s growth, and as of today, the real estate industry"s dynamics reflect consumers" expectations of higher quality with India"s increasing integration with the global economy.

The Housing Sector

The housing sector has strong backward and forward linkages to over 250 ancillary industries which includes construction workers, builders, developers, suppliers, civil engineers, value"s, property consultants, furnishers, interior decorators, and plumbers – a virtually unending list. As per the „Report on Trend and Progress of Housing in India, 2012" by National Housing Bank, housing ranks fourth in terms of the multiplier effect on the economy and third amongst 14 major industries in terms of total linkage effect. After agriculture, the housing and real estate industry is the second largest employment generator in India

Issues concerning Housing in India: Housing shortage has always been a major problem over the years in our country since independence. Such shortage estimated as excess households over houses including houseless households, congestion (number of married couples requiring separate house), and replacement/ up-gradation of kutcha/ unserviceable kutcha houses and obsolescence/ replacement of old houses, etc. had grown over the decades.

The housing market in India is influenced by both demand and supply side constraints. The growing middleclass, income levels of the people, cyclical conditions, urbanization are demand drivers which have impacted the housing sector. The major supply side Constraints include the lack of availability of land, finance at reasonable rate Infrastructure, legal and regulatory framework and the limitations of the private and other stakeholders to provide low income housing.

Demand Drivers

India's exponentially rising population is the main driver of demand for housing but increasing nuclearisation, income growth and easy access to finance are the other factors. Also, tax benefits provided by the government to promote the housing sector, are fuelling up demand. Housing demand in India has been growing because of rising population. The factors which further push the growth rate are:

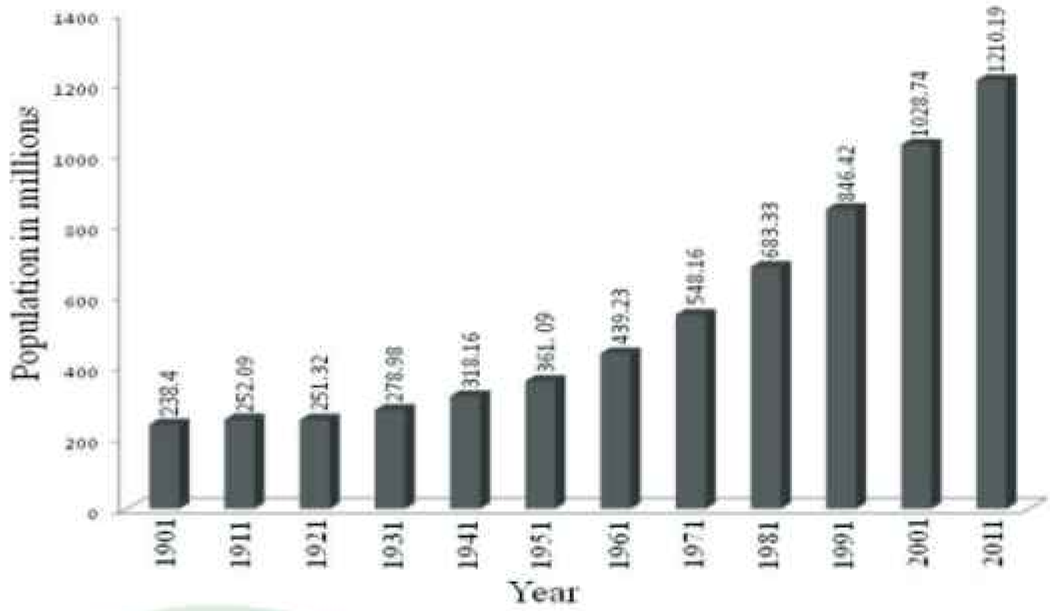
- Growing urbanisation
- Nuclearisation of families
- Ease in availing finance facilities
- Higher affordability led by improving salaries

Demand drivers and impact on housing demand:

Demand Driver	**Units Demand**
Population growth	↑
Urbanization	↑
Nuclearisation	↑
Increasing affordability	↑
Income growth	↑
Housing finance	↑
Tax incentive	↑

Increasing population: India's population was about 1210.19 million as per Census 2011, which represented around 246 million households. India"s population has grown at 1.8 per cent in last decade (2001-2011). As the population increases, housing demand grows in order to provide adequate number of houses for people.

India's population growth:



Urbanisation: The share of urban population in total population has been consistently rising over the years and stood at about 31 % in 2011. This trend in urbanization has pushed the demand for houses in urban areas. People from rural areas move to cities for better job opportunities, education, avail better lifestyle etc. A family living in rural area may migrate to an urban area as whole or only few people (generally earning member or students) may migrate; while a part of the family continues to hold their native house.

Nuclearisation:

Nuclearisation refers to formation of multiple single families out of one large joint family; living in separate houses while the ancestral house may be retained or partitioned to buy new houses. Nuclearisation in urban areas is primarily driven by changing lifestyle of people and individualism, better employment opportunities available in other cities. Nuclearisation has a dual impact - it reduces the area per household, but increases the overall number of households, thereby increasing the demand for housing units.

Income growth:

India's per capita disposable income has almost doubled in the last 5 years. Increasing disposable income increases demand for housing units as it increases the affordability.

Regulations impacting the Housing Sector The Government of India, in Constitutional Amendment Acts 73 and 74, endowed the powers of planning and development of housing to the states. The Centre formulates only the broad policies and sets the objectives for the sector. State governments are allowed to undertake regional planning and implementation of the policies. Each state has its own set of laws that define the rules and regulations for the developers, transfer of property, ownership of property and those that define the terms of relationship between tenants and landlords.

Current Scenario

The „Approach to the Twelfth Five Year Plan" by The NITI AYOG in October, 2023 states that compared to other developing countries, India has been slow to urbanise, but the pace of urbanisation is expected to accelerate over the next two decades. The 2011 Census also shows an increase in the urban population from 27.8 per cent in 2001 to 31.2 per cent in 2011, and it is likely to exceed 40.0 per cent by 2030. This would generate a heavy demand for better quality infrastructure in urban areas, especially water, sewerage, public transport and low cost housing. Since it takes time to create urban infrastructure, it is necessary to have a sufficiently long term focus on urban planning in the Twelfth Plan.

Affordable Housing: As the affordability of individuals is declining, developers are focusing on „Affordable housing, the largely unaddressed segment, to keep their cash flows intact. Affordability of individuals (measured by the ratio of property cost to annual household income) has reduced sharply as household incomes have not been able to keep up with the steep increase in real estate prices over the last 2-3 years. Currently, there is no official definition of affordable housing provided by either the Indian Government or any housing agency. The US Department of Housing and Urban Development (HUD) defines "affordable" as housing that costs (rent and utilities in an apartment or the monthly mortgage payment and housing expenses) no more than 30 per cent of a household's monthly income. RBI has provided a range of cheaper home loans (loans up to 5 lakh and between 5-20 lakh) to indicate a range for affordable housing. The housing market in India is influenced by both demand and supply side constraints. The growing middle class, income levels of the people, cyclical conditions, urbanization are demand drivers which have impacted the housing sector. The major supply side constraints include the lack of availability of land, finance at reasonable rate, infrastructure, legal and regulatory framework and the limitations of the private and other stakeholders to provide low income housing. Some of the dimensions, both supply and demand side of affordable housing are as outlined below: As per the Census 2011, the population of India was 1.21 Billion compared to 1.02 Billion in 2001. For the first time since Independence, the absolute increase in population is more in the urban areas.The Rural – Urban distribution was 68.84 per cent & 31.16 per cent respectively. The level of urbanization increased from 27.81 per cent in 2001 Census to 31.16 per cent in 2011 Census and the proportion of rural population declined from72.19 percent to 68.84 percent.There has been aspurtin growth of Population in urban areas in the country, which could be due to migration and urbanisation.


Urban Views to make your
life comfortable

• At 31.16 per cent as recorded in the Census 2011, the urban population has been growingsteadily and the number of people in urban cities and towns has gone up substantially. The absolute increase in urban population is more than in the rural areas. This has resulted in unplanned & induced rural urban migration. • Amongst the supply side impediments, land bears particular importance. A major concern today is the inflated prices of land which in turn leads to lack of availability of land for housing, developmental and other economic activities. Even when supply is increased from medium to long term, prices do not decline.Prices are normally downwardly rigid. Further, lack of clear titles and also proper legal regulations to develop land is increasing the pressure on the metros.

Projected Scenario

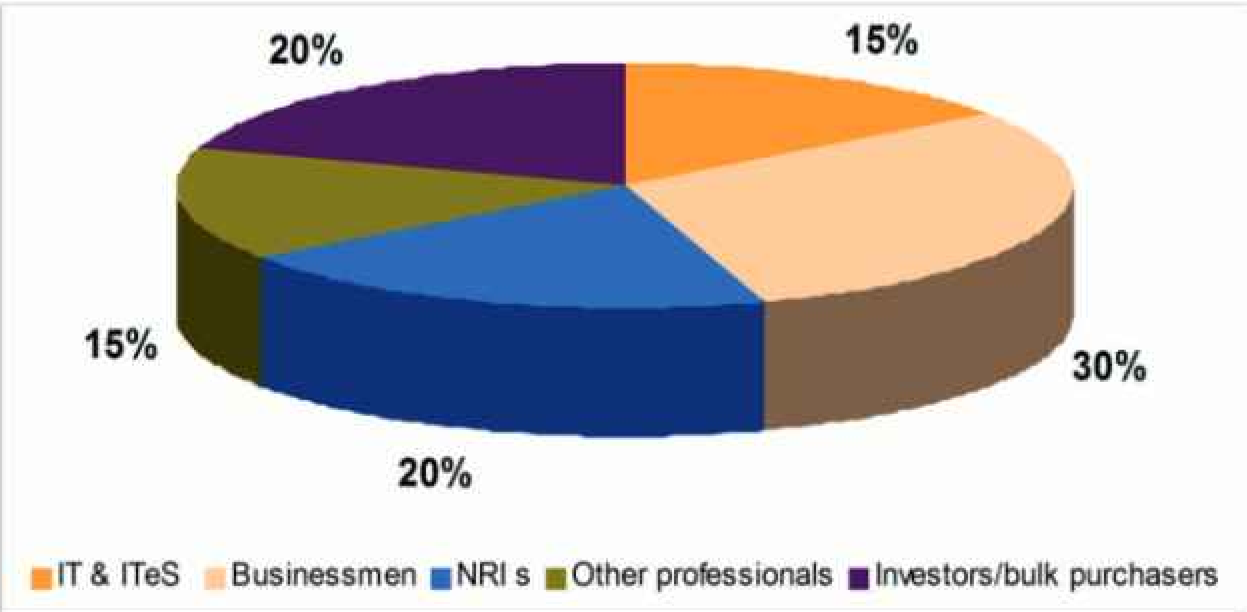
As per Industry research, housing stock is estimated to grow at 3 per cent (CAGR) over the next 5 years (2014-2019) with a higher growth expected in the urban segment as compared to the rural segment. This growth in housing stock is similar to the average annual growth from 2001 to 2011. **Urban Stock:** Better job prospects and economic conditions have increased the demand for housing in urban areas. Urban housing stock has been growing at a steady pace on account of the increasing demand. Over the next 5 years, Industry Research expects urban

housing stock to grow, on an average, by 4 per cent CAGR.

5. Market Research

Before project launching company has done market research and findings are as follows:

Feedback from Prospects



Businessmen and investors form the chunk of buyers in the catchments.
There is a lesser involvement of the end users like the IT/ITeS professionals in business transactions.

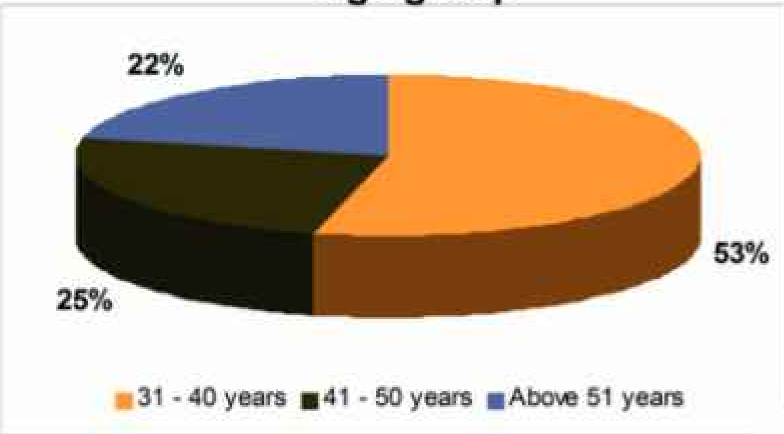
Facilities and amenities most demanded in a residential apartment (as per ranking):

- Location
- Credibility of Developer
- Social Infrastructure in Vicinity.
- Price of accommodation
- Details and Specification of Product.

Source- Primary survey

ConsumerProfiling:

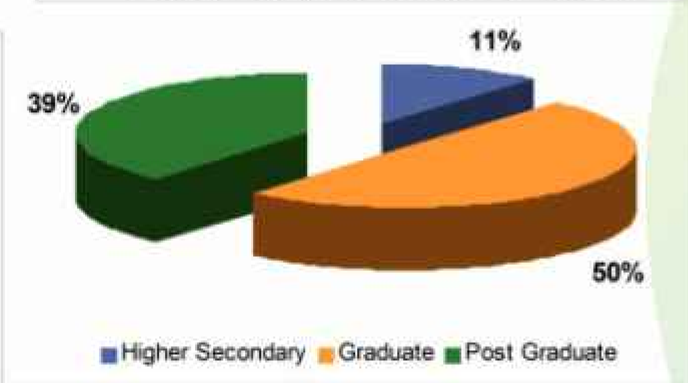
Age group



Family size

No of family members	%age
Up to 4 members	42%
5 members	30%
6 members	13%
> 6 members	15%

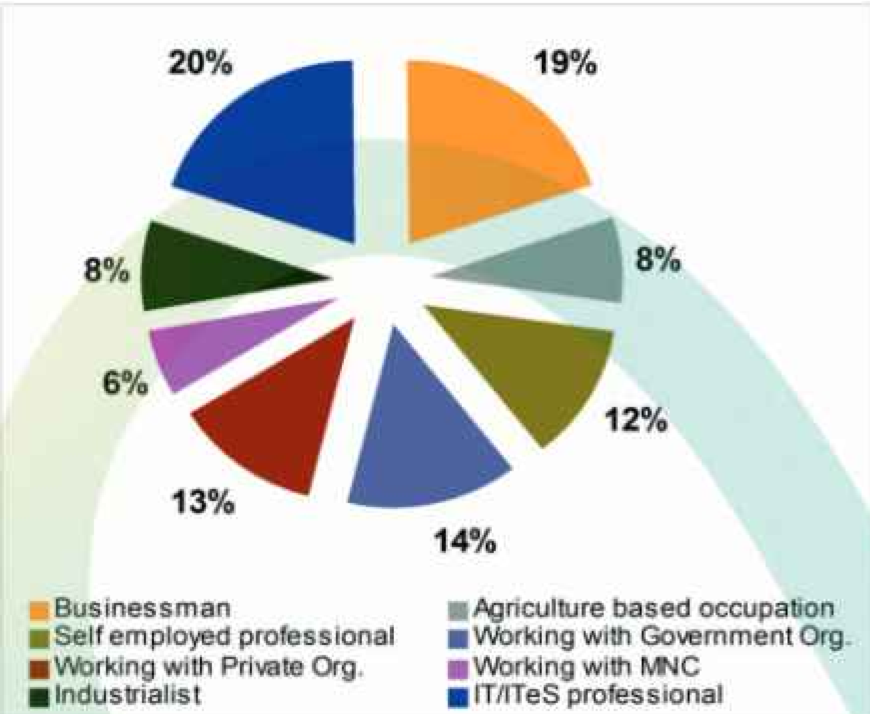
Educational Qualifications



Majority of the respondents (53%) interviewed belonged to the age group of 31-40 years. 42% of the respondents confirmed to a family size of 4 members. 50% of the respondents are graduates which displays a strong educational background.

Source- Primary survey applies to all catchments

Consumer Profiling -Occupation:



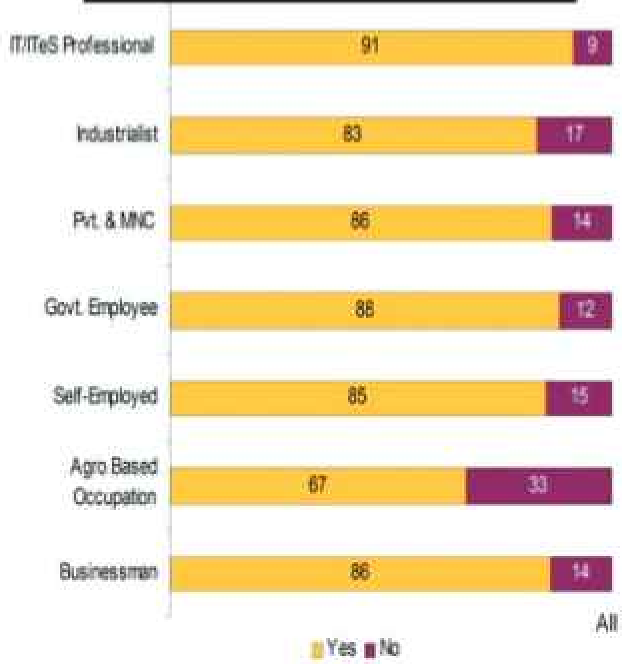
20% of the respondents belonged to IT/ITeS industry followed by a major chunk of businessmen and professionals working in Government and private organizations.

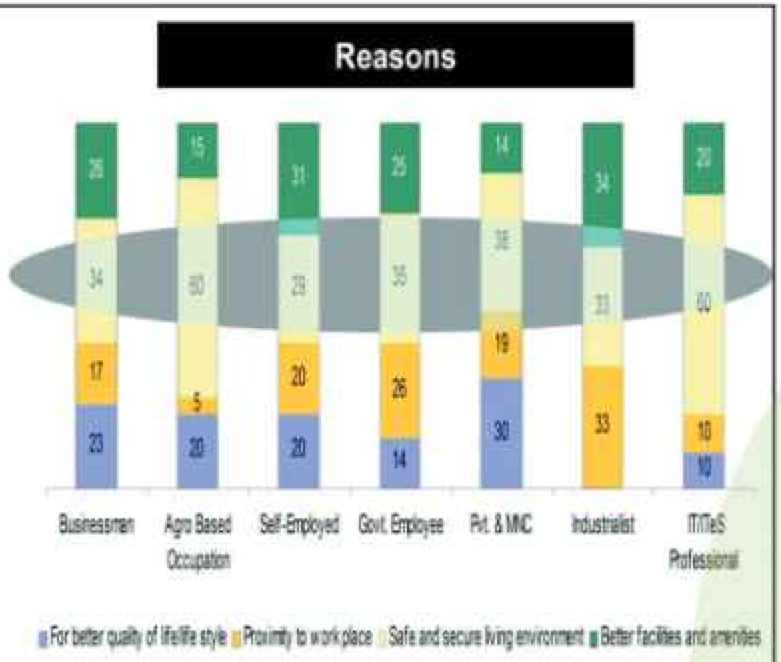
Source- Primary survey applies to all catchments

All Figs in %

Preference for Township – Profession wise

Preference for

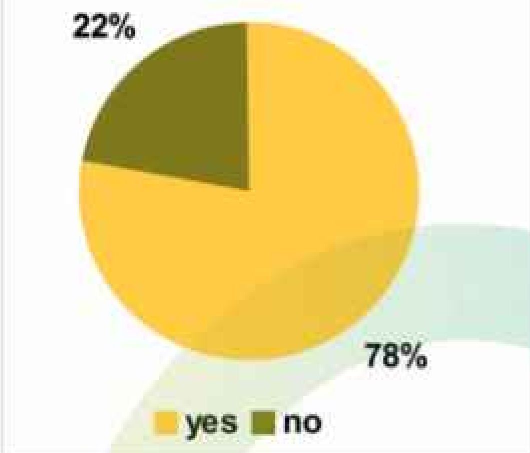




All Figs in %

Irrespective of profession majority of the respondents prefer to buy a property in an integrated township due to safe & secure living environment within the township

Primary Catchments



The prime reasons towards the preference for township being:

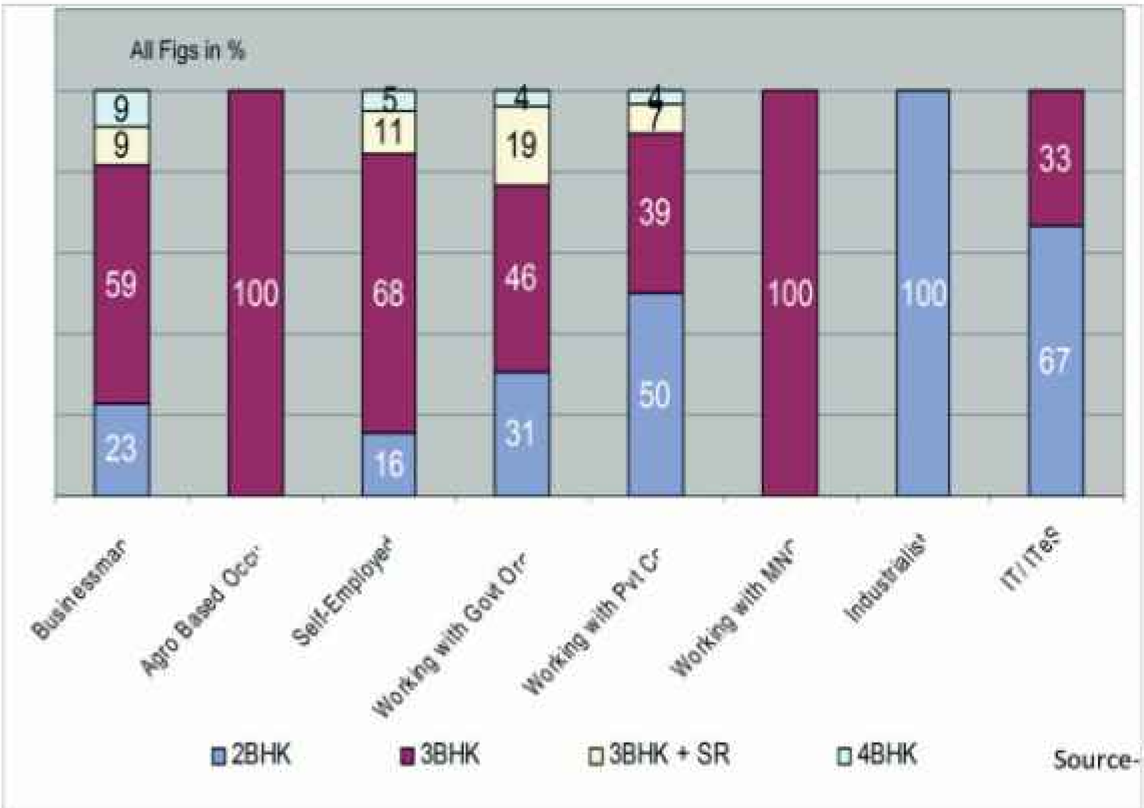
1. **Safe and secure living environment**
2. **Proximity to work place**
3. **For better quality of life style**
4. **Exclusive facilities and amenities available**
5. **Ease of maintaining international standard of lifestyle**

Higher percentage (78%) of respondents were found to be willing to buy/own a property in Township in the future due to higher levels of safety and international style of living as envisaged by the western style of living.

Source- Primary survey

Buying specifications – Profession wise BHK preference

Buying specifications (type & format)

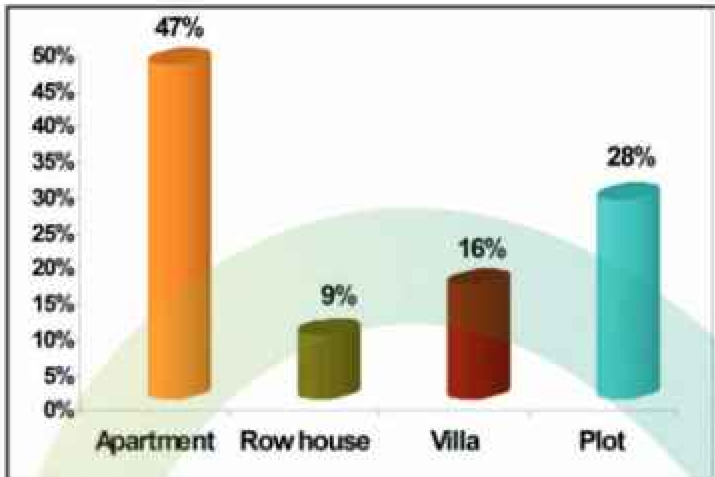


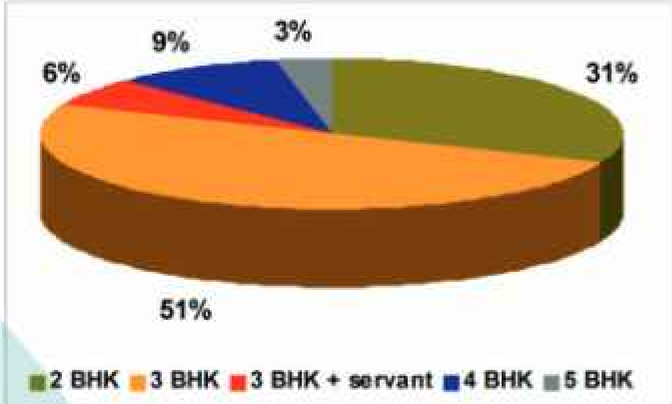
2BHKs are mostly preferred by IT/ ITeS professionals and Industrialists for investment

3 BHKs are exclusively preferred by Agro based and MNC Professionals

3BHK+ servant room are preferred selectively by businessmen, self employed and Govt. officials

Source- Primary survey

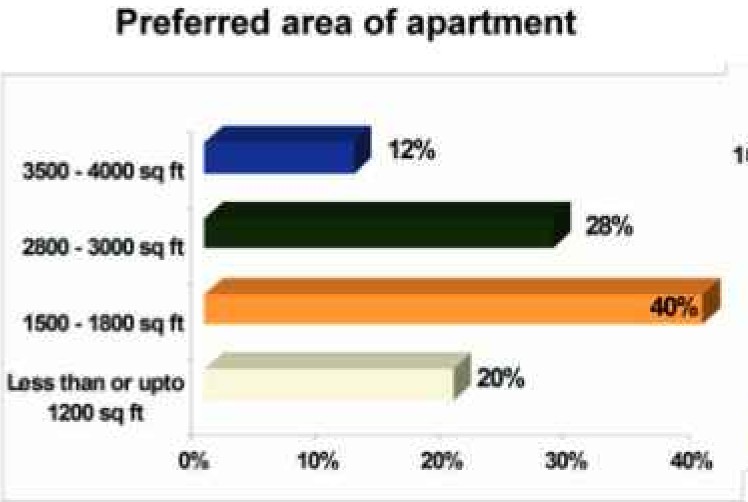


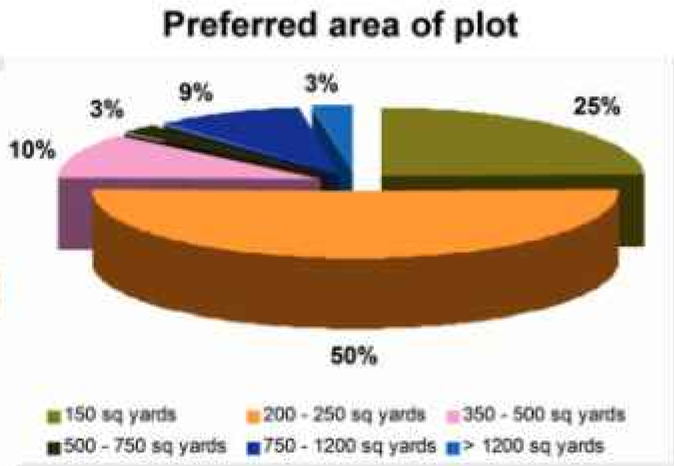


Apartments (47%) followed by independent plots (28%) are the most preferred type of future accommodation in the catchments.

3 BHK (51%) stands out as the highest and most conveniently preferred format for an apartment. Some nuclear families (mainly Govt. service professionals) preferred 2 BHK (31%) followed by 4 BHK format.

Buying specifications (area)



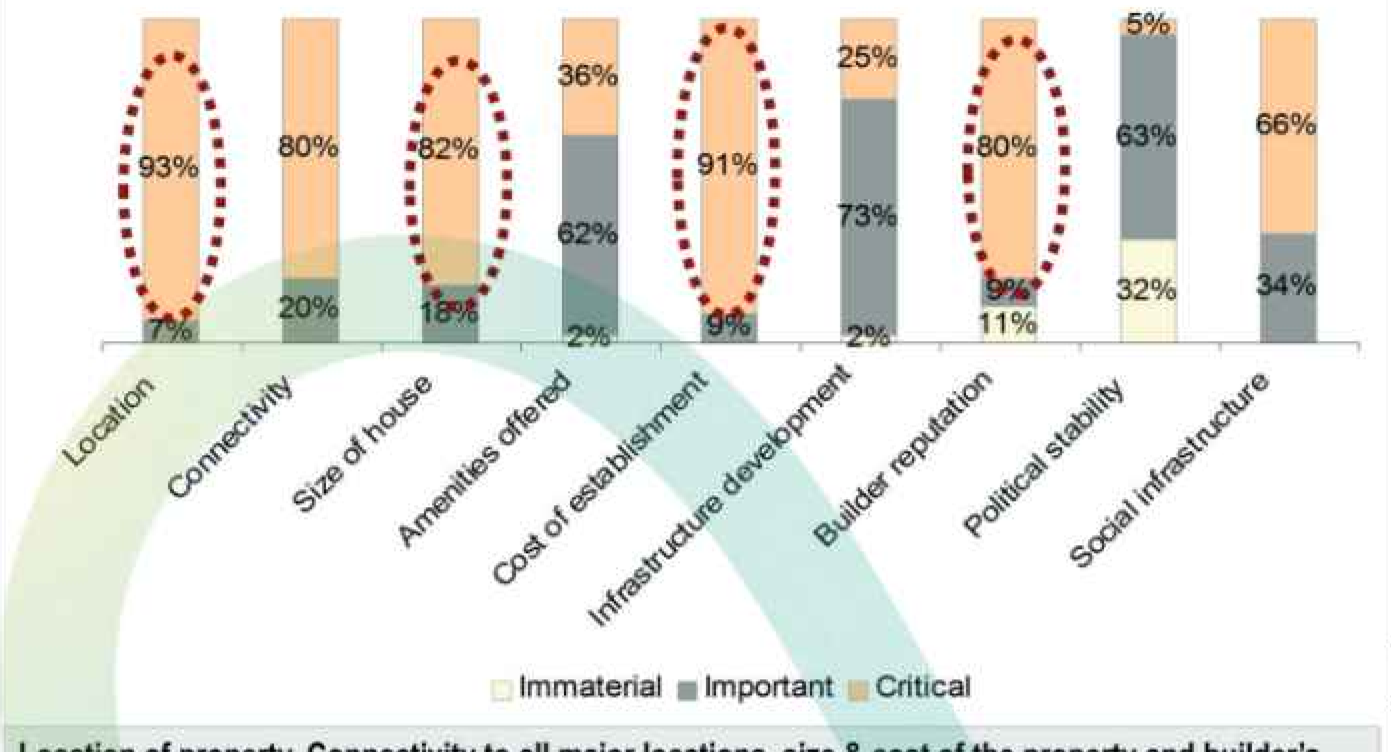


Apartment of 1500 – 1800 sq ft area has been the most likely option for the respondents followed by a higher quarter of 2800 – 3000 sq ft.

The majority are willing to invest in plot of 200 sq-250sq yards followed by format of 150 sq yards.

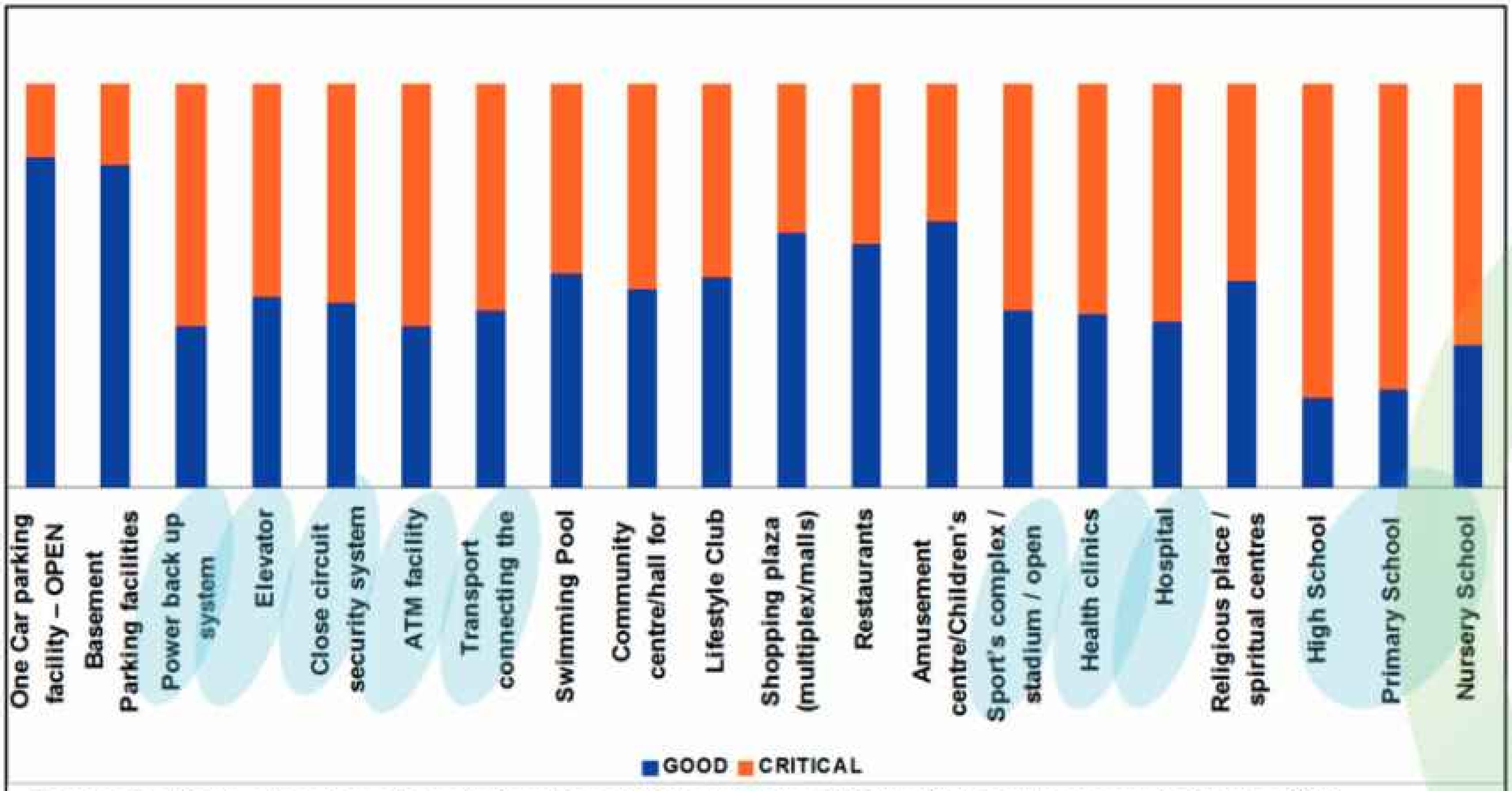
Source- Primary survey

Consumer inducing deciding factors



Location of property, Connectivity to all major locations, size & cost of the property and builder's reputation play vital role in decision making for the purchase of property in the catchments.

Preference for facilities and amenities



Power back up, elevator, closed circuit security system, ATM facility and transportation facility connecting to city are the critical need of the potential customers . Sports Complex, Hospital and schools form the subsidiary preferences opted within a township.

Source- Primary survey

6. Shree Ram Film City

Social Infrastructure

- Located in Tehsil – Sohawal, Lucknow – Ayodhya Highway thus in terms of power, water, transportation situation is satisfactory.
- Schools ,colleges and hospitals are in close proximity
- There are classified hotels, shopping malls, etc. very close to the site.


श्रीराम
FILM CITY
Reel the Views at film City

7. SHREE RAM FILM CITY

Project Profile

Proposed project “Shree Ram Film City” is situated at Tehsil Sohawal, Ayodhya, Lucknow – Ayodhya Highway U.P., Being developed by RAFTAR Group, sprawls over thousands of acres of prime location in Ayodhya District. This fast progressing project is appraised and funded by the National Capital Region Planning Board. It is all set to create new standards in integrated township development.

The city has well co-ordinated residential, pollution free industrial, commercial and institutional sectors. Equipped with all the primary, secondary, and support infrastructural facilities – Shree Ram Film City is indeed a truly self-Contained township. With the completion of Signature Bridge, Shree Ram Film City is destined to witness spiraling growth in the real estate prices. Shree Ram Film City is strategically located in Ayodhya District, with easy access to educational institutions, shopping malls, hospitals and important business and leisure hubs. The location is ideal for cutting down your commute time while enjoying a pleasantly

relaxed lifestyle amid natural splendors.

Excellent Future Connectivity

- Next door to Signature Bridge, nearing completion
- High speed train proposed via Lucknow to Ayodhya
- 4-lane approach road from Lucknow to Ayodhya
- Connectivity from Highway to shree ram film City by Elevated road.

Distances of site from major landmarks:

Major landmarks	Approximate Distance
Bharat Kund	2.0 kms 3.0kms 1.5 Km
Shatrughan Kund	15.0 KM
Pishach Mochan	
Ayodhya Cantt Railway station	
Ram Lalla Mandir	25 Minutes Drive
Prashar Ashram	1.3 KM

This area is the most preferred residential area in the region due to its excellent location, accessibility and visibility. Owing to its excellent connectivity, it has become the major area of attraction for developers to come up with their residential developments.

Product Mix

Particulars	No. of Plots	Saleable Area in sqft
Residential Plots	2298	1250,1500,2000,5000, and 10000
Total	**2298**	

Particulars	No. of Plots	Total Saleable Area (in sq. ft.)
1250 Sq Ft	266	332500
1500 Sq Ft	895	1342500
2000 Sq Ft	682	1364000
5000 Sq Ft	319	1595000
10000 Sq Ft	136	1360000
Total		**5994000**

Availability of raw material:

Steel and Cement:

The steel yard of various companies is located in immediate Ayodhya City and there is no problem in sourcing of steel in the area. Further, the company is envisaging purchasing requirement of steel from Raipur due to price benefits and as such the company does not envisage any problem in procurement of steel. Further all the major cement manufactures such as ACC, Jaypee, Utlra tech Cement, JK, Birla etc have large cement godowns in the immediate vicinity and as such the company does envisage any problem

Manpower:

The company has finalising the A class contractors for doing the construction. These contractors have long term contracts with labour contractors and since the contractors shall be responsible for arranging the entire labour, the company does not envisage any problem for arrangement of labour

Power and water:

Water shall be arranged through the bore wells. The cost of the bore well has been included in the scope of the contractors. The water tables in Sohawal are very healthy with good quality water. Further the company have already got the quality of the available water which is conducive for the construction activities. Arrangement of all the power during the construction is in the scope of the contractor which shall be done by way of installation of adequate DG"s and supply of power from RAFTAR GROUP.

8. Present Proposal

The company has approached to finance the construction of its project namely SHREE RAM FILM CITY" is situated at Tehsil Sohawal, Lucknow Ayodhya Highway, Ayodhya (U.P.). The company proposed to develop these 600 acres of land already owned and possessed by the company in the following manner for Development of 2298 residential plots, 10 Film Studio Setup, 3 World Class Hotels, 2 Schools, Club & Conventional Hall, Shopping Mall, Commercial establishment and Green area etc.

Project Cost

The total cost of the Project are including cost of acquiring land, registration (stamp duty) charges, construction cost, marketing, advertisement expenses, borrowing cost etc. which is explained hereunder:

Rs. In Crores

COST OF PROJECT			
A.	**Cost of Project**	**Total Cost**	**Expenditure upto 31/03/2024**
a)	Land Cost	1000	1000
b)	Construction Cost	1500	0.00
c)	Borrowing Cost	0.00	0.00
d)	Marketing Cost	5	0.00
e)	Administrative & Other Cost	15	0.00
F)	Contingencies	25	0.00
	Total Cost	**2545**	**1000.00**

Means of Finance

The means of finance for the estimated project cost towards the development of project is given in the table under:

Rs. In Crores

S.No.	Particulars	Amount	Amount upto 31/03/2024
1	Capital		
2	Unsecured Loan (Promoters Contribution & UnsecuredLoans)	1000.00	1000.00
	Own Contribution	**1000.00**	**1000.00**
3	Advance from Customers		
4	Term Loan from Bank		
	Total		

Cost Particulars

The Major components of costs and available infrastructure are given as under:-

Land

The project shall be developed on 600 acres of land situated at Tehsil Sohawal , Lucknow- Ayodhya Highway, Ayodhya Uttar Pradesh

Details of all the lease agreements are enclosed as annexure to this report. The total cost of the land for the project has been taken at Rs.1000 Crore, Which include the various costs already incurred by the company in the development of the project. Details of the all costs forming part of the cost of land are also enclosed as follows:

	Rs. In Crores
1. Original Cost of land	1000.00
2. Interest upto Restructuring	0.00
3. Lease Rent	0.00
4. Interest amount after Restructure	0.00
Total	

Cost of Film City construction The Film city construction cost has been estimated at Rs.

1500 Crores which includes

all construction costs, payments to professionals, personnel costs and miscellaneous costs. The Development cost has been estimated after taking into consideration cost of Development. Residential Plots is estimated to be 6 lakh Sq. Ft. and cost of construction of Film city will be estimated at Rs. 1500 Crore.

Marketing & Selling Cost

The marketing cost has been estimated at Rs. 5 Crores. The marketing cost will include the advertisement charges, Brokerage, commission and other incidental expenses. The project shall be sold directly by the Developer to the customer with the advertisements in the leading newspapers, brokers operating in the area, bulk corporate deals etc.

Administration Costs

The company has projected following manpower at various positions across the various operations such as projects, marketing, finance and accounts, legal, CRM, liaison and general administration.

Department	No of Employees
Project	15
Procurement	6
Sales and Marketing	16
Finance & Accounts	10
HR and Admin	5
General Staff	4
Legal	1
Liaison	5
Total	62

The company has also proposed cost of Rs. 15 Crores towards HR and administration expenses including incentive which are required to meet office expenditure and cost of shared payroll of the corporate teams for smoothening the entire project which is considered reasonable looking at the time duration and size of the project.

Sales Revenue:

The company will sell residential and commercial plots and lease land to hotels, schools, multiplexes, shopping malls, and film studios. Company Sell their residential and commercial plots having total area of 6 lakh Sq. Ft. average rate of Rs. 8000 per sq. Ft. totaling to Rs. 4795.20 Crores and have collected Rs. 300 Crores as rental amount

9. PROPOSED FACILITIES

The proposed Housing cum commercial Scheme will comprise of Residential Plots, Film Studio, Shopping Mall, Green Areas, River, Schools, Hotels and etc with all basic and luxurious facilities such as Covered/Uncovered parking, Parks, Continuous Water supply, health club, among other amenities.

10. Project Implementation Schedule

	Activity	Date of Start	Date of Completion
	Land Acquisition	Already in Possession	
	Appointment of Consultants & Contractor	Commenced & Finalized May 2024	
	Construction of project	August 2024	July 2027
	Handing over of Units	September 2027	September 2028

11. Project Value:

Entire project land, admeasuring 600 Acres situated at Tehsil Sohawal, Lucknow Ayodhya Highway, Ghaziabad. Its book value is Rs. 1000 crores.

After having construction thereon, present & future estimated value of the project will be Rs. 2545 Crores.

12. SWOT Analysis:

Strengths:

a) Location

- Located at Tehsil Sohawal, Ayodhya , Lucknow – Ayodhya highway Uttar pradesh is located just 15 Km away from Ayodhya. Project is in close proximity to all important landmarks.
- The project has perfect location and it ideally connects to Luckow Ayodhya Dham and other location having **affordable category of plots**.

b) Connectivity

- Proposed Metro Connectivity.
- Nearby Proposed Airport

c) Marketing:

- As per the present status of the project company Will Start booking of total 2298 units in project soft launch and balance units will be sold with in next 3 years during construction.

Weakness:

Multiple projects being offered by local builders in the Sohawal thereby increasing competition in the region.

Opportunities:

- The Location is slowly becoming residential and industrial hub destination with rising demand for residential houses.
- Due to Habitation in the Region the project is End user & Investor Friendly.

Social Infrastructure:

- The area has good presence of a number of small and medium sized commercial centers.
- Presence of education institutes, Film City , malls, Restaurants, multiplexes, etc.
- Well Connected.

Threats:

a) High Expectations.

b) Market Positioning: With all National builders in the vicinity, clients seek differentiation in products & our market positioning.

13. Conclusion

1- Shree Ram Film City is set amidst a landscape adorned with numerous historic buildings and monuments, such as Bharat Kund, Shatrughan Kund, Rishi Prashar Ashram, Manas Tirth, Pishachmochan, and others.

2- Security-Entire project land, admeasuring 600 Acres situated Tehsil Sohawal Lucknow Ayodhya Highway with construction thereon.

3- Global brokerage firm Jefferies, in a report, said that the Ram Temple in Ayodhya is expected to have a big economic impact. It introduces a new tourist spot for India, which could attract over 5 crore tourists every year.

14. Disclaimer

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COST OF PROJECT AND MEANS OF FINANCE

(Amount in Cr)

S.NO	DESCRIPTION	Cost	Contingency	Pre-op Exp	Total Cost
1	Land	**1,000.00**			1000.00
2	Building & civil works	1000.00	50.00	50.00	1100.00
3	Furniture & Fixture	100.00	0.00	0.00	100.00
4	Electrical Equipments	50.00	0.00	0.00	50.00
5	Plant & Machinery	250.00	0.00	0.00	250.00
6	Contingency @ 1.5% of item nos 2 ,3,4&5	25.00	0.00		25.00
7	Pre-Operative Expenses	20.00		0.00	20.00
8	Interest During Construction Period	0.00			0.00
	Total Cost of the Project	**2445.00**	**50.00**	**50.00**	**2545.00**

MEANS OF FINANCE

		SAY
1	Investor	**1545.00**
2	Equity Contribution	**1000.00**
	Total Means of Finance	**2545.00**

Promoters contribution 39.29%

Shree Ram Film City

Head Office : 5/71, Vikas Nagar, Lucknow - 226022

PROJECTED BALANCE SHEET

ANNEXURE-I

Amount in Cr

YEARS	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32
OPERATING MONTHS	0	12	12	12	12	12	12	12
LIABILITIES								
CAPITAL FUND	0.10	998.81	1,065.91	1,164.53	1,314.42	1,675.72	2,121.49	2,582.27
Introduced	1,000.00							
Excess of Income over Expenditure	(1.30)	67.10	98.62	149.89	361.30	445.77	460.77	592.78
NET CAPITAL FUND	998.81	1,065.91	1,164.53	1,314.42	1,675.72	2,121.49	2,582.27	3,175.05
Long Term Liabilities	1,545.00	1,545.00	1,545.00	1,545.00	1,545.00	1,545.00	1,545.00	1,545.00
OTHER CURRENT LIABILITIES & PROVISIONS	-	30.55	43.77	66.74	159.84	197.55	204.97	264.05
TOTAL LIABILITIES	2,543.81	2,641.46	2,753.30	2,926.16	3,380.56	3,864.04	4,332.24	4,984.09
ASSETS								
FIXED ASSETS								
GROSS BLOCK	15.00	55.00	85.00	115.00	250.00	450.00	550.00	700.00
LESS: ACCUMULATED DEP	-	-	-	-	37.50	67.50	82.50	105.00
NET BLOCK	15.00	55.00	85.00	115.00	212.50	382.50	467.50	595.00
NON CURRENT ASSETS								
INVESTMENT	-	200.00	400.00	600.00	800.00	1,000.00	1,200.00	1,400.00
PRE-OPERATIVE EXPENSES	-	18.67	14.94	11.20	7.47	3.73		
CURRENT ASSETS								
RECEIVABLE	15.00	35.00	55.00	75.00	95.00	120.00	175.00	200.00
CASH & BANK	2,513.81	2,332.79	2,198.36	2,124.96	2,265.59	2,357.80	2,489.74	2,789.09
TOTAL ASSETS	2,543.81	2,641.46	2,753.30	2,926.16	3,380.56	3,864.04	4,332.24	4,984.09

Shree Ram Film City

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PROJECTED INCOME AND EXPENDITURE ACCOUNT

ANNEXURE-II

Amount in Cr

YEARS	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32
OPERATING MONTHS	0	5	12	12	12	12	12	12
I *Receipt from sale of Land*	-	200	300	450	675	898	988	1,086
Revenue from Rent of Film	-	-	-	-	300.00	330.00	429.00	644.00
City								
II Total Revenue (I+II)	-	**200.00**	**300.00**	**450.00**	**975.00**	**1,227.75**	**1,416.53**	**1,730.28**
I **Expenses**								
I Cost of Land		**100**	**150**	**225**	**400**	**500**	**650**	**750.00**
V Advertisment	**0.50**	**1.50**	**2.25**	**3.38**	**5**	**6.00**	**7.20**	**8.64**
Salary & Wages	0.20	0.60	0.75	1.00	5.00	5.50	6.05	6.66
Electricity	-	0.10	1.20	1.26	5.00	5.25	5.51	5.79
ExpensesFuel	**0.10**	0.05	0.75	0.86	1.00	1.05	1.10	1.16
Telephone & Mobile	-	0.03	0.55	0.58	0.15	0.16	0.17	0.17
Printing & Stationery	-	0.01	0.01	0.01	0.50	0.53	0.55	0.58
Repairs &	-	0.10	0.40	0.42	0.50	0.53	0.55	0.58
MaintainancesMlsc.	-	0.25	0.88	0.92	0.50	0.53	0.55	0.58
Expenses Travelling	**0.05**	0.12	0.62	0.65	1.50	1.58	1.65	1.74
Expenses Professional	**1.50**	0.15	0.60	0.63	1.00	1.05	1.10	1.16
Fees Depreciation	-	-	-	-	37.50	67.50	82.50	105.00
Maintainence Charges		**0.44**	**1.10**	**1.16**	**1.21**	**1.27**	**1.34**	**1.40**
Total Expense	**1.85**	**103.35**	**159.11**	**235.87**	**458.86**	**590.93**	**758.28**	**883.45**
V Operating Profit before Interest	**(1.85)**	**96.66**	**140.89**	**214.13**	**516.14**	**636.82**	**658.25**	**846.83**
VI								
VII Operating Profit after	**(1.85)**	**96.66**	**140.89**	**214.13**	**516.14**	**636.82**	**658.25**	**846.83**
VII InterestProvision for Tax	**(0.56)**	**29.55**	**42.27**	**64.24**	**154.84**	**191.05**	**197.47**	**254.05**
IIX Excess of Income over X Expenditure	**(1.30)**	**67.10**	**98.62**	**149.89**	**361.30**	**445.77**	**460.77**	**592.78**


SUMMER