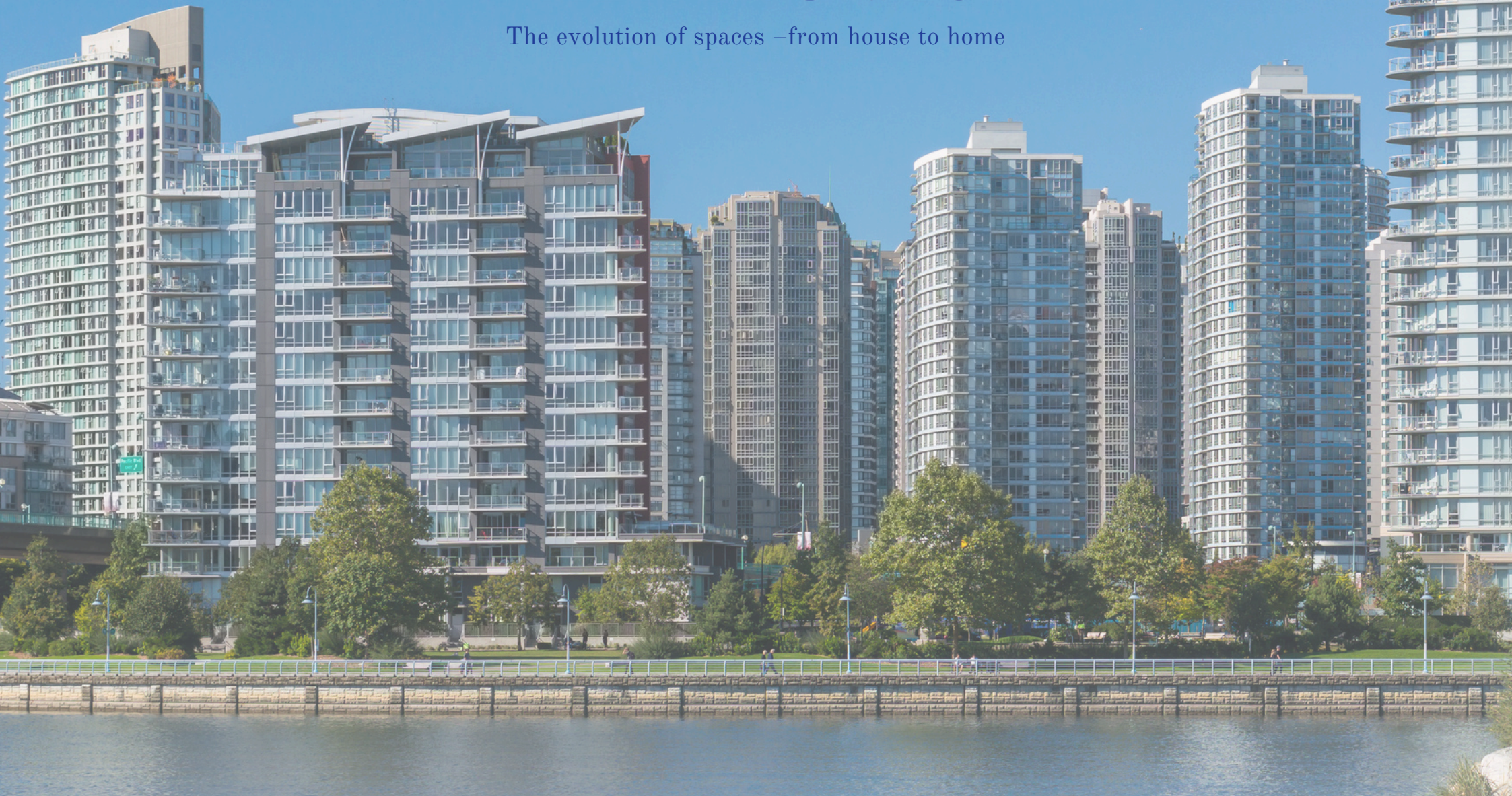




# KEYA HOMES

The evolution of spaces –from house to home









## ABOUT US

Our journey began in 2013 when the company was established as a Private Limited Company with one goal in mind: to bring nature and technology to the lifestyle of our customers and transform living as we know it.

Bipin Ram Agarwal, Ratan Kumar Kandoi, and Dinesh Kejriwal are the promoters and shareholders of the company. With them, they bring experience in manufacturing industrial batteries and LED, business strategy, hands-on exposure of granite exports, and sales and marketing expertise in real estate.

We have remained debt-free since inception and are professionally managed. This means that our customers can place their trust in us. With Keya, your dream home is in able hands.





OUR VISION

Everyone has a vision.

We do too.  
Ours is to be the first  
choice for home seekers  
who aspire to buy a home by 2025.



## OUR VALUES AND DRIVING FORCE



Bringing environment-friendly homes with a good blend of technology



Leading the way for faster construction and project completion (project cycle of three years from day 1 as opposed to the five to six years standard)



Guaranteeing economically priced homes across all product segments



Ensuring transparency



Incorporating top-notch brands / ingredients in all our projects



## ANALYSIS OF REAL ESTATE



### CHALLENGES

- Quality
- Transparency
- Timely delivery
- Pricing
- Compliances -RERA / Banks
- Non-conducive business environment



### OPPORTUNITIES

- Few players
- Faster delivery
- Quality execution
- Economic pricing

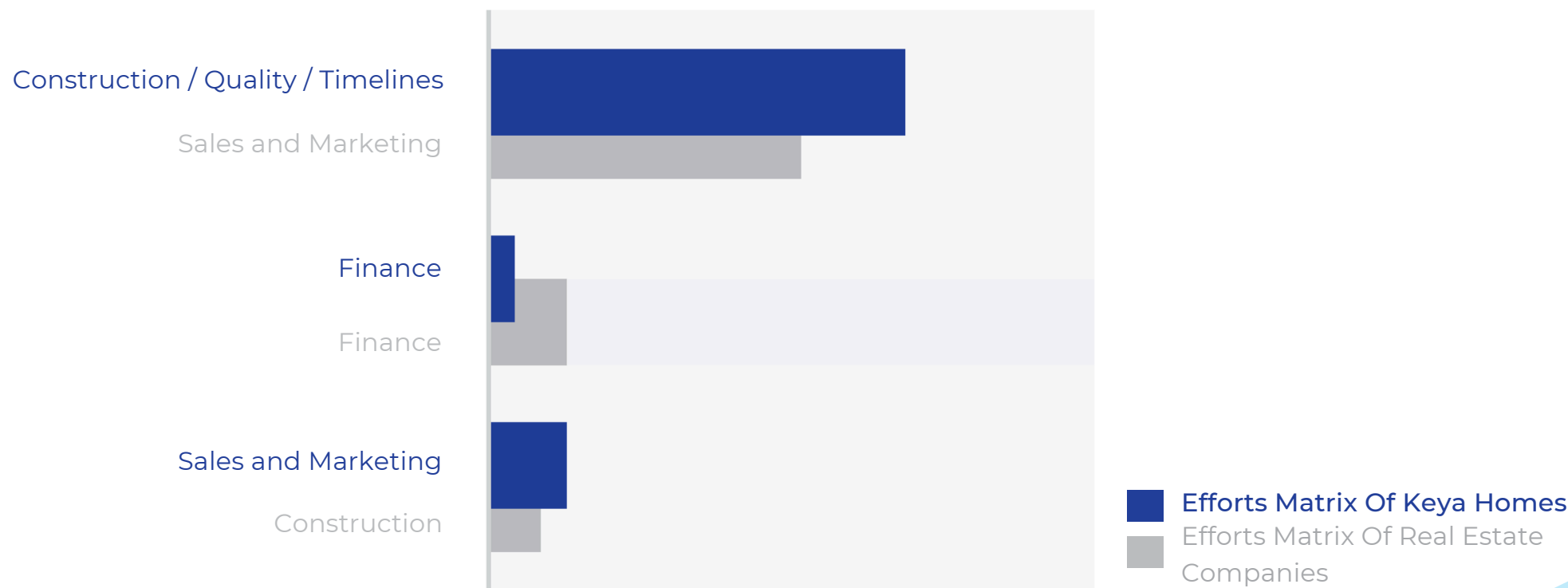


### THREATS

- Finance
- Regulation
- Slow Sales
- Poor execution
- Brand value
- Pandemic



# CHARTING THE TRENDS





## OUR CORE TEAM



### ARCHITECT

Space Matrix (Singapore-based firm)



### STRUCTURAL

- Innotech Engineering Consult Pvt. Ltd.
- Anagha Engineering Consult



### PLUMBING

HMN Techno Consults Pvt. Ltd.



### LANDSCAPE

Eco-inescape



### STRUCTURAL PEER REVIEW

Stedrant Technoclinic Pvt. Ltd.



### ENVIRONMENT

IGBC



# THE DOs AND DON'Ts OF KEYA

DOs	DON'Ts
Spending a significant amount of time on product design	Taking feedback from home users on regular basis and designing the product as per their requirement
Always learning throughout the development process by improving visibly in newer projects based on analysis of projects in the past	Copying and lack of creativity in design and development
Making sure that our construction is the fastest	Taking a full or multiple government term for individual projects as the project tenure is 2-3 years
Enabling a one-price policy	Wasting time in discussing commercials
Standardising that the sale of inventory should only be done once	Multiple sale of inventory to lenders / bulk investors / retail investors
Running a lean set-up with transparency and professionalism	Top/ Bottom heavy set-up



## OUR BRAND PARTNERS

Waterproofing



Electrical Switches



Electrical Wires



Elevator



Sanitation



Glasses



Windows



Door





## OUR BRAND PARTNERS

Concrete -RMC



Kids Playing Equipment



PVC Pipes



PVC Pipes



Flooring



Door Safety



Paint



## PROJECTS COMPLETED BY US



### LIFE BY THE LAKE

JAKKUR  
50 HOMES  
OC RECEIVED  
READY TO MOVE IN



### THE GREEN TERRACES

ELECTRONIC CITY PHASE I  
393 HOMES  
COMPLETED IN 2 YEARS  
SOLD OUT



## PROJECTS COMPLETED BY US

KEYA  
Spring












**KEYA SPRING**  
BANERGHATTA ROAD  
272 HOMES  
OC RECEIVED  
READY TO MOVE IN










KEYA HOMES  
AROUND  
THE LIFE



**AROUND THE LIFE**  
WHITEFIELD  
468 HOMES  
OC RECEIVED  
READY TO MOVE IN

## Ongoing Projects - 2025

THE LAKE TERRACES		
		
LOCATION NEOTOWN ELECTRONIC CITY PH-I	TYPE HIGH RISE	NO. OF UNITS 387
		
CONFIG 2/3/4 BHK	DIMENSION 1200-2400 SQ FT	RANGE Rs. 1.00 -2.05 CR
		
LAUNCH Q3 2024	COMPLETION Q4 2025	TOP LINE 500 CR

THE URBAN FOREST		
		
LOCATION SARJAPURA ROAD (BEFORE WIPRO CORPORATE OFFICE)	TYPE HIGH RISE	NO. OF UNITS 727
		
CONFIG 2/3/4 BHK	DIMENSION 1300-2500 SQ FT	RANGE 1.50 -3.00 CR
		
LAUNCH Q1 2025	COMPLETION Q4 2027	TOP LINE 1500 CR



















These four projects collectively encompass 2700+ units that are worth Rs. 5000 crores.

KEYA does not intend to raise any finance / debt for the execution of these projects.

We have another Rs. 5000+ crores worth of projects that are in the designing stage.



## PROJECT LAUNCHES / COMMENCEMENT – 2025

KEYA SIGNATURE TOWER			THE LAKE PROMENADE		
					
LOCATION THANNI SANDRA ROAD-NEXT TO BHARTIYA CITY	TYPE HIGH RISE	NO. OF UNITS 400	LOCATION SARJAPURA ROAD (BEFORE WIPRO CORPORATE OFFICE)	TYPE HIGH RISE	NO. OF UNITS 1200
					
CONFIG 3 BHK	DIMENSION 1600-2000 SQ FT	RANGE Rs.2.00 -2.50 CR	CONFIG 2/3/4 BHK	DIMENSION 1300-2500 SQ FT	RANGE 1.50 –3.00 CR
					
LAUNCH Q3 2025	COMPLETION Q4 2027	TOP LINE 900 CR	LAUNCH Q3 2025	COMPLETION Q4 2027	TOP LINE 3000 CR

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THANK YOU

