

## Press Release

### **Tama Home, Japan announces its entry into India in association with Developer Group.**

November 5, 2014: Tama Home, Japan exclusively brings their interests in construction, architectural design, real estate and enters India in a joint venture with Developer Group. This was announced by Yasuhiro Tamaki – President & CEO of Tama Home, a leading global company with interest in bringing in large investments to build ‘Highest Quality Housing at the Lowest Price’. TamaHome has sales of Rs.10, 000 crores and builds 10,000 homes a year.

Commenting on the investment, Yasuhiro Tamaki, President and CEO of Tama Home said, “Building the highest quality homes at the lowest cost, regardless of income scale, offers a more comfortable lifestyle. We have fought to build homes that eliminate common real estate practices and decrease conventional costs in half without reducing quality. We strive to support communities by providing excellent homes at the lowest price to our customers. This is the heart of TamaHome”. Citing from his experience about Japanese housing industry, Mr. Tamaki added, “higher quality housing can be built at an even more reasonable price. That is why I believe everyone can attain an even higher quality of life if the cost of housing can be brought under control”.

Developer Group is the first Japanese investor promoted real estate company in India, backed by leading Japanese Corporates & institutions who have allied with the highest caliber Indian professional team with an in depth knowledge when it comes to customer insights, project assessment as well as risk management expertise. At the cornerstone of this vision are professionalism, transparency, ethics and reliability.

On this foundation, both the companies are building a relationship that will set new standards in the realty and urban infrastructure sector. With sights set on the global arena, Akinari Tokuyama, CIO of Developer Group India Pvt. Ltd. said, “We plan to collaborate with the best of the best from across the globe and already have in place starting with TamaHome strategic alliances with the largest and best. Powered with such a line-up we are all set to be at the forefront of change”.

Developer Group strives to be a socially responsible company leading the housing industry, providing the highest quality housing at an affordable price. The joint venture shall take the initiative of building housing that is ensuring and provides everlasting comfort. Together they shall thrive to find new technologies that may find ways to satisfy customers and contribute to society.

We look to the future by working to find new technologies so that we may find ways to satisfy customers. For example, in addition to selling housing with rooftop greenery, Mr. Tamaki added, “we are taking part in collaborative research, and the development of new aseismatic technology with the Tokyo Institute of Technology to find new ways to build houses. We take pride in providing homes that offer superior comfort and safety. Therefore, we will continue to work with our business partners to utilize domestic materials”.

TamaHome has arguably built more homes than any other organisation in Japan. TamaHome is going to expand very aggressively in India over the next ten years as TamaHome focuses on businesses related to “living”: such as furniture, real estate, and finance. Building homes for a large number of customers is connected to building communities. For this reason, TamaHome conducts business in a wide-range of fields and always acknowledges a high level of social responsibility.

TamaHome today is proud to coincide its India entry with the intense focus and plans of the Government of India to build homes for every citizen in the next 10 years. TamaHome with its vast expertise & track record will enable & catalyze the Government of India programme in a most ambitious & successful manner. TamaHome hopes to play a significant part in fulfilling the Government of India’s vision to urbanize India’s fast growing one billion plus population. TamaHome looks forward to the close working relationship & cooperation with the Government of India & the various State Governments in India.

TamaHome’s first two Projects in India are in Visakhapatnam (Andhra Pradesh) in a 20 hectare (50 acres) township and in Ludhiana (Punjab) in a 60 hectare (150 acre) township. Both of these will be in collaboration with Developer Group India Pvt. Ltd.

Issued on behalf of Developer Group India Pvt. Ltd.