



# Ghar Sansar Homes

**Elevator Pitch-Deck**

# Elevator Pitch



**"Ghar Sansar Homes" aims to make their dreams a reality by keeping in mind the poor, middle and upper class families which offers an exclusive range of affordable quality homes within the city at affordable cost to suit their lifestyle and needs with easy connectivity with modern amenities.**

**In a survey conducted by me and my team for the last 3 years. I found that monthly income of families residing in rented houses in the city due to various reasons that is 10% - below 15 thousand, 20% - 15-30 thousand, 50% - 30-55 thousand, 15% - 55-90 thousand and 5% - 90+ thousand per month.**

**So, I ready my business model for every types of income group families. So that I have 100% of customers.**



# Introduction

**Real estate has proved to be real engine growth. Over the years the real estate sector in India has emerged as a big engine for economic growth, as it has been the second largest employer next only to agriculture. It has several linkages for several other sectors and over 250 associated industries. The Indian housing industry has shown strong growth over the past few years. Moreover, rising purchasing power, continuously rising population, increasing investments in socio-economic infrastructures, rapid urbanization and migration of people from rural to urban areas are the main reasons boosting the housing sector, and it's anticipated to register a strong growth in the coming years. Accordingly, a unit increase in expenditure has a multiplier effect and the capacity to generate income is as high as five times. India is expected to reach a market size of US\$ 1 trillion by 2030 from US\$ 120 billion in 2017 and contribute 13% of the country's GDP by 2025 and is expected to rise at rate of 6% per annum.**



## Goal

Business Model

Target Market

Marketing Plan

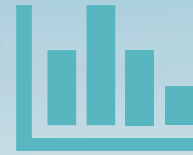


## Problem & Solution

Current Problem

Solution

Competitors



## Innovation

Business Plan

Traction



# Why ?

**Customer likes our products ?**



- ❖ **First of all our site location** – It is very-very near to town approx. 0.5 k.m. only. And all facilities are under 1 k.m..
- ❖ **Our prices** – 30-40% less than competitors and fit to all types of income group families.
- ❖ **Our facilities** – see facilities Chart.
- ❖ **Our specification** – see specification Chart.
- ❖ **Our behavior** – To meet friendly and good wisher as a consultant.
- ❖ **Our loan offers** – Easy and low EMI, low downpayment, minimum document required, short timing without harassment. All loan processes done by our employee.

# Applicant Profile - I



## Vishal Raj

Founder & C.E.O. @ Ghar Sansar Homes Pvt. Ltd.

- ◆ Experience :- 12 years of construction as a contractor, 8 years of Sales & Marketing.
- ◆ Qualification :- Bachelor of Commerce. Advance Diploma in Computer Application.

# Applicant Profile - II

## Mani Sinha

Co Director @ Ghar Sansar Homes Pvt. Ltd.

- ◆ Experience :- 22 years of marketing and fielding as a Sr. Coordinator.
- ◆ 8 years of Managing Director of Private School.
- ◆ Qualification :- Bachelor of Arts.



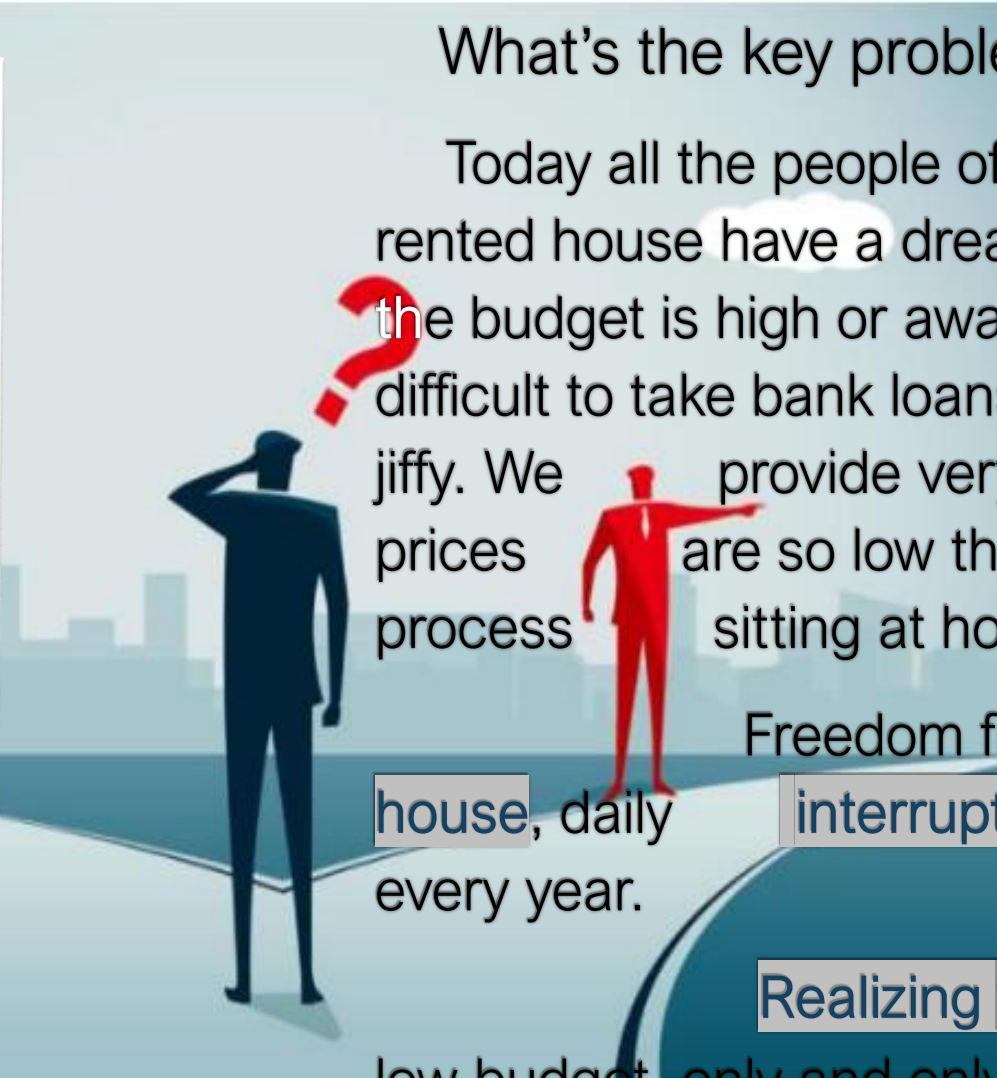
# Current Problem

What's the key problem you are trying to solve?

Today all the people of lower and middle class living in rented house have a dream to have their own house. But either the budget is high or away from their workplace, it makes it difficult to take bank loans. That's we solve all the problems in a jiffy. We provide very near the city only 0.5 k.m. Our prices are so low than another, And loan facility in easy process sitting at home.

Freedom from the hassle of higher rent of house, daily interruption of landlord and increase of rent every year.

Realizing the dream of your home, that too in a low budget, only and only **"Ghar Sansar Homes"** fulfills it.





# Competition.

➤ What other players are current in the local market? Please include names.

❖ The currently local market players are Asha Reality, Vastu Vihar, Jalpaji Complex, Ganpati Apartment and Eastern Estate. But there are some other indirect competitors 12-15 companies.



➤ Are your competitors direct or indirect?

❖ We are direct competitors, but we are using a lean methodology. We are going to lean business by business. We are customizing our CRM with each business model.



# Competition Matrix

Competitor overview				
<b>Prices</b> Starting Prices	<b>10.30 lacs</b>	<b>14.00 lacs</b> Luxury Charge Extra	<b>31.00 lacs</b>	<b>24.00 lacs</b>
<b>Distance</b> From City	<b>0.5 k.m.</b>	<b>10 k.m.</b>	<b>2 k.m.</b>	<b>15 k.m. (3 k.m. From Highway under village)</b>
<b>Facilities</b>	<b>All Facilities</b>	Only 20ft. Road & Building. No Park/ Temple/Swimming pool etc.	Only 20ft. Road & Building. Small Park, No Temple/Swimming pool etc.	<b>All Facilities</b> Only on Paper They sell plotting land first After all sell of land than he develop all facilities
<b>Quality</b>	<b>Luxury</b>	<b>Economy</b>	<b>Luxury</b>	<b>Not known</b>
<b>Area of Township</b>	<b>6,33,600 sq. ft.</b>	<b>2,81,600 sq. ft.</b>	<b>2,11,200 sq.ft.</b>	<b>5,63,200 sq.ft.</b>



# Market potential & Strategy

- ❖ **The proposed site is the main heart of the city. There is a huge scarcity of land at the site and demand has no limits. As part of the land is already having structures on it and is under a lease, the first step is to build the two floors and shift them to that place. Besides as the property is already generating a revenue of 10.5 lacs INR per month, it would also reduce a burden as we build the project.**



# Scope of the project

◆ The project is located in the main heart of city. Where there is scarcity of land the demand has no limits. The area is a big commercial hub and offering such a project to the public will pull buyers accordingly.



## Facilities

### ➤ Enjoy the serene nature at Ghar Sansar Homes Phase - I

- ◆ Located near the bank of Budhi Gandak River.
- ◆ Spacious 1 BHK / 2 BHK and Banglows.
- ◆ Sunrise River view.
- ◆ Mountain Temple with River bath.
- ◆ Children's Park of 10,000 sq. ft.
- ◆ Sky walk at 8<sup>th</sup> level.
- ◆ 100% Vastu complaint.
- ◆ Well designed banquet hall.
- ◆ Gym, Super Market and Hospitality.
- ◆ Indoor Games arena and Music Room.
- ◆ Family lounge.
- ◆ Roof top health and wellness area.
- ◆ 24 X 7 Water, Electricity, Security and Maintenance Staff.
- ◆ And much...much...more.



# Specifications

- **0.5 k.m. Bairiya Bus Stand and Zero Mile.**
- **1 k.m. All Bank's branches & ATMs, 5-5 Petrol Pumps, Top Nursing Homes, 2/4 Wheeler Show Rooms, Shopping Mall etc.**
- **1.5 k.m. Brahampura & Ahiyapur Police Station**
- **2.5 k.m. Juran Chhapra and Muzaffarpur Court.**
- **3 .5 k.m. Sariayaganj Tower and S.K.Medical College.**
- **4 k.m. Muzaffarpur Junction.**
- **And local Vegetable, Mutton, Chicken and Fish mandi on 2 min. footing distance.**



# Product / Service & process

**1 BHK** 350 sq. ft. Carpet Area @ 2,550 per sq. ft.= 8,92,500.00

FLOORS	Rate >@ 30,000 Per Floor	Luxury Charge @400 Per sq. ft.	Total
7 <sup>th</sup> floor	8,90,000	1,40,000	10,30,000
6 <sup>th</sup> floor	9,20,000	1,40,000	10,60,000
5 <sup>th</sup> floor	9,50,000	1,40,000	10,90,000
4 <sup>th</sup> floor	9,80,000	1,40,000	11,20,000
3 <sup>rd</sup> floor	10,10,000	1,40,000	11,50,000
2 <sup>nd</sup> floor	10,40,000	1,40,000	11,80,000
1 <sup>st</sup> floor	10,70,000	1,40,000	12,10,000



# Product / Service & process

**2 BHK** 550 sqft. Carpet Area @ 2,550/- per sqft. = 14,02,500.00

FLOORS	Rate >@ 50,000 Per Floor	Luxury Charge @400 Per sq. ft.	Total
7 <sup>th</sup> floor	14,00,000	2,20,000	16,20,000
6 <sup>th</sup> floor	14,50,000	2,20,000	16,70,000
5 <sup>th</sup> floor	15,00,000	2,20,000	17,20,000
4 <sup>th</sup> floor	15,50,000	2,20,000	17,70,000
3 <sup>rd</sup> floor	16,00,000	2,20,000	18,20,000
2 <sup>nd</sup> floor	16,50,000	2,20,000	18,70,000
1 <sup>st</sup> floor	17,00,000	2,20,000	19,20,000





# Product / Service & process

## **BANGLOW**

BHK	LAND AREA	CARPET AREA	ECONOMY BUILDING	LUXURY BUILDING
3 BHK DUPLEX	880 sq.ft.	1100 (550+550) sq.ft.	28.50 – 33.50 lac	32.90 – 37.90 lac
4 BHK DUPLEX	880 sq.ft.	1100 (550+550) sq.ft.	29.50 – 34.50 lac	33.90 – 38.90 lac
5 BHK TRIPLEX	880 sq.ft.	1650 (550+550+550) sq.ft.	37.50 – 42.50 lac	44.10 – 49.10 lac
5 BHK DUPLEX	1320 sq.ft.	1800 (900+900) sq.ft.	43.50 – 48.50 lac	50.70– 55.70 lac



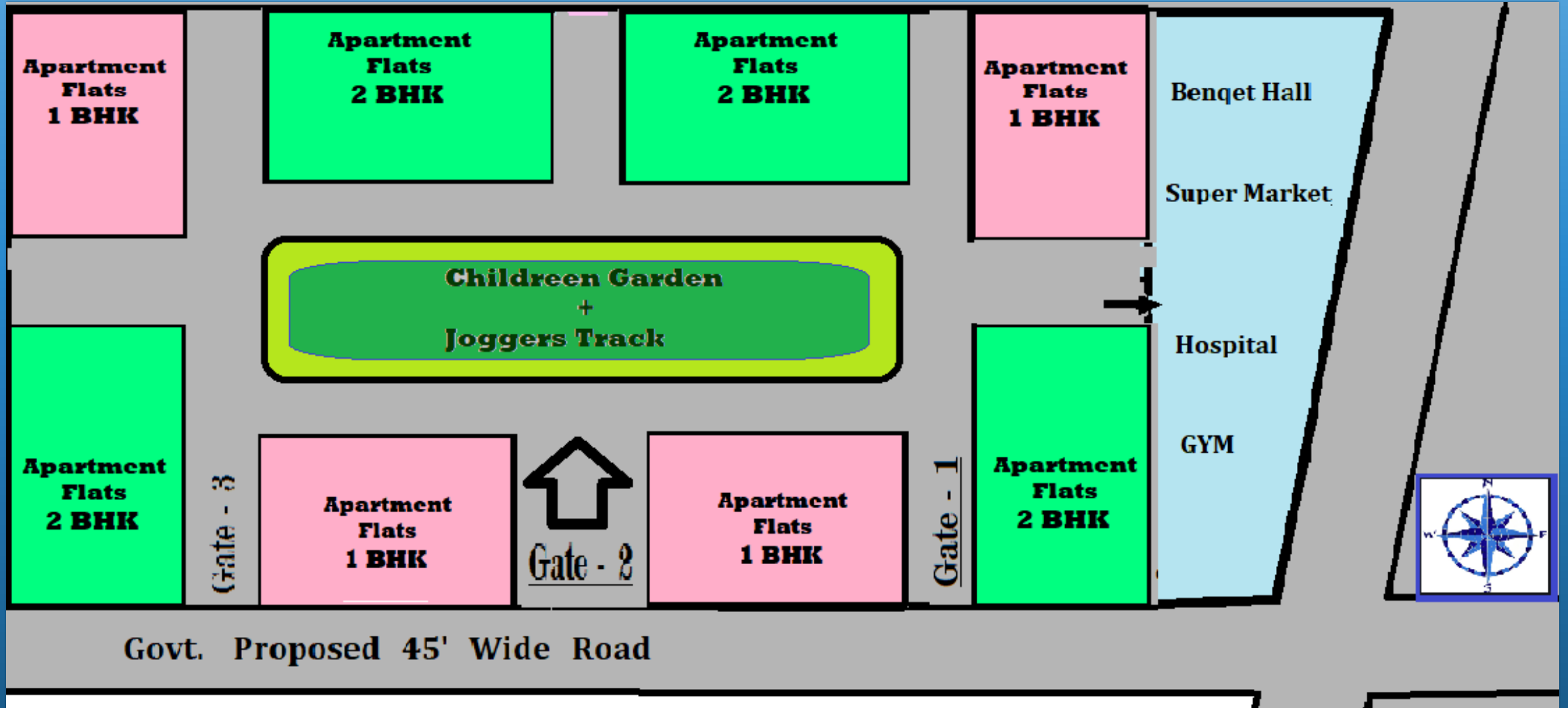
# Description

- We have More than 450+ Ready Customers, 3000+ Inquiries and 2000+ Site Visited customers.
- Our Rate is Low than Other Competitors and 0.5 k.m. to City.
- But Other Rate is so More and Far from City aprox 6-12 k.m.
- WE acquired 18 bigha (6,33,600 sq. ft.) land from 86 landlords.
- We have 448 Flats in Block 'A' and 672 flats in Block – 'B'. Block – C / D & E is under prosses. We lunch every Block - every year.
- We shall do all work by own supervision with own manpower.



# Project Map

## Block - A





# Business Plan - I

1 BHK Apartment/flats			
Floors	Price	Units	Sale prices
7 <sup>th</sup> floor	10,30,000	8	8240000
6 <sup>th</sup> floor	10,60,000	8	8480000
5 <sup>th</sup> floor	10,90,000	8	8720000
4 <sup>th</sup> floor	11,20,000	8	8960000
3 <sup>rd</sup> floor	11,50,000	8	9200000
2 <sup>nd</sup> floor	11,80,000	8	9440000
1 <sup>st</sup> floor	12,10,000	8	9680000
<b>G. Total</b>	<b>78,40,000</b>	<b>56</b>	<b>62720000</b>
<b>Costing</b>			<b>34080000</b>

Costing each tower		
1 BHK		
Floor Area	3550	
Rate	1200	4260000
Floors		8
		<b>34080000</b>

Costing total tower		Total Sales	
1 BHK	34080000	1 BHK	62720000
<b>4</b>	<b>136320000</b>	<b>4</b>	<b>250880000</b>



# Business Plan - II

2 BHK Apartment/flats			
Floors	Price	Units	Sale prices
7 <sup>th</sup> floor	16,20,000	8	12960000
6 <sup>th</sup> floor	15,70,000	8	12560000
5 <sup>th</sup> floor	17,20,000	8	13760000
4 <sup>th</sup> floor	17,70,000	8	14160000
3 <sup>rd</sup> floor	18,20,000	8	14560000
2 <sup>nd</sup> floor	18,70,000	8	14960000
1 <sup>st</sup> floor	19,20,000	8	15360000
G. Total	1,22,90,000	56	98320000
Costing			49920000

Costing each tower		
2 BHK		
Floor Area	5200	
Rate	1200	6240000
Floors		8
		<b>49920000</b>

Costing total tower		Total Sales	
2 BHK	49920000	2 BHK	98320000
4	<b>199680000</b>	4	<b>393280000</b>



# Project Cost

Sl. No.	Item	Amount
1	Land	4,77,00,000.00
2	Building	33,60,00,000.00
3	Map creation	23,75,000.00
4	RERA Registration	13,12,500.00
5	Site Mao Approval	13,12,500.00
6	Other pre operative expense	0.00
7	Other Expenses	50,00,000.00
8	Water & Soil Tank, Garden and Sever	1,50,00,000.00
9	Development of Road, Lighting etc.	2,00,00,000.00
10	Lift, Generator, Pump etc.	1,00,00,000.00
<b>Total</b>		<b>44,97,06,944.44</b>



# Profitability Statement

Sl. No.	Item	Amount
1	Total Sales ( 1 BHK Apartment )	25,08,80,000.00
2	Total Sales ( 2 BHK Apartment )	39,32,80,000.00
<b>Total</b>	<b>Sales ( Sl. No. 1 + 2 )</b>	<b>64,41,60,000.00</b>
3	Total Project cost	44,97,06,944.00
<b>Total</b>	<b>Sales – Project cost = Profits</b>	<b>19,44,53,056.00</b>
%	% of Profits	43.24 %



# Gallery



Mob. no.- 7631706926  
Email: gharsansarhomes@gmail.com Website: http://gharsansarhomespvtltd.com/

We build the most cost efficient houses for lower income group families.

**VISHAL RAJ**  
(C.M.D.)  
GHARSANSARHOMES PVT. LTD.



**GHAR SANSAR HOMES PVT. LTD.**

## Actual - Site



### GHARSANSARHOMES PRIVATE LIMITED 1 BHK APARTMENT/ FLAT



Turning dreams into reality "One BHK Flat" is the most cost efficient project of ours. It's the perfect housing solution for the one who wants premier quality construction within budget. We have adopted sustainable construction practices. The unit includes one bedroom, hall, and kitchen which is ideal for a small family.

Our vision to provide "One BHK Flat" to the most of the Lower income group.



Carpet Area - 350 sq.ft.

### GHARSANSARHOMES PRIVATE LIMITED 2 BHK APARTMENT/ FLAT



It is a 2BHK flat which contains two 10'x12' size bed Room with connected Balcony, Pooja Ghar and a Drawing cum Dining Hall connected with Kichane and Toilet.



Carpet Area - 550 sq.ft.

### GHARSANSARHOMES PRIVATE LIMITED 3 BHK DUPLUX BANGLOW



A three Bed Room unit where one bedroom is on the ground floor and two on the first floor. The master of the house deserves master class size so it has a 12x17 bedroom on the first floor. A provision for a Pooja Ghar on the ground floor.



Carpet Area - 1100 sq.ft.  
Land Area - 880 sq.ft.

## BHUMI-POOJAN



### GHARSANSARHOMES PRIVATE LIMITED 4 BHK DUPLUX BANGLOW



A luxury double stories home features living space and 2 bedrooms with kitchen and bathroom with double car parking space. A masterful accomplishment of concept and design for single or two separate families.



Carpet Area - 1100 sq.ft.  
Land Area - 880 sq.ft.

### GHARSANSARHOMES PRIVATE LIMITED 5 BHK TRIPLEX BANGLOW



This is the 3 storied independent house which contains drawing room, Kitchen room, 1 bedroom with attached toilet & Car parking space at ground floor and 2 bedroom with attached toilets on next 2 floors. A triplex unit for a large family - low budget.



Carpet Area - 1650 sq.ft.  
Land Area - 880 sq.ft.

### GHARSANSARHOMES PRIVATE LIMITED 5 BHK DUPLUX BANGLOW



A lavish style unit having 5 bedrooms, the perfect alternative for a big family. Clinging with style and character the exterior and interior defines the feature of the bungalow. The double-car garage is designed for an extensive parking and the beautiful garden area is perfect to relax your mood.



Carpet Area - 1800 sq.ft.

GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS  
Central Registration Centre  
**Certificate of Incorporation**  
[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that GHARSANSARHOMES PRIVATE LIMITED is incorporated on this Twenty fourth day of October Two thousand nineteen under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U70109BR2019PTC043814.

The Permanent Account Number (PAN) of the company is AAICG8477A.

The Tax Deduction and Collection Account Number (TAN) of the company is FENG06508F.

Given under my hand at Manesar this Twenty fourth day of October Two thousand nineteen.

Digital Signature Certificate  
ALOK TANDON  
Deputy Registrar of Companies  
Registrar of Companies  
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on [www.mca.gov.in](http://www.mca.gov.in)

Mailing Address as per record available in Registrar of Companies office:  
GHARSANSARHOMES PRIVATE LIMITED  
C/o: Mani Singh, H. No. 206, Shikharpur, Akharaagarh Road,  
MUZAFFARPUR, Muzaffarpur, Bihar, India, 842002

\* as issued by the Income Tax Department





**Thank You..**

**Ghar Sansar Homes**

**Private Limited**

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**Email Id. – [gharsansarhomes@gmail.com](mailto:gharsansarhomes@gmail.com)**

**Website - <https://;gharsansdarhomespvtltd.com>**

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