

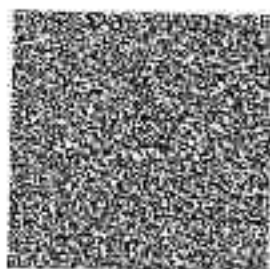


सत्यमेव जयते

INDIA NON JUDICIAL Government of Uttar Pradesh

e-Stamp

Certificate No.	: IN-UP00356853031538M
Certificate Issued Date	: 06-May-2014 04:38 PM
Account Reference	: SHCIL (FI) upshcil01/ NOIDA/ UP-GBN
Unique Doc. Reference	: SUBIN-UPUPSHCIL0100420009968567M
Purchased by	: JC WORLD HOSPITALITY PRIVATE LIMITED
Description of Document	: Article 35 Lease
Property Description	: COMMERCIAL PLOT NO. C1-K, JAYPEE GREENS WISH TOWN, SECTOR-128, NOIDA, DISTT-GAUTAM BUDDH NAGAR, U.P.
Consideration Price (Rs.)	: 79,34,08,000 (Seventy Nine Crore Thirty Four Lakh Eight Thousand only)
First Party	: JAYPEE INFRATECH LIMITED
Second Party	: JC WORLD HOSPITALITY PRIVATE LIMITED
Stamp Duty Paid By	: JC WORLD HOSPITALITY PRIVATE LIMITED
Stamp Duty Amount(Rs.)	: 8,37,93,600 (Eight Crore Thirty Seven Lakh Ninety Three Thousand Six Hundred only)



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0000044621





उत्तर प्रदेश UTTAR PRADESH

BW 471023

SUB - LEASE DEED

Total Consideration

: Rs. 79,34,08,000/-

Stamp Duty paid

: Rs. 8,37,93,600/-

THIS SUB - LEASE DEED ('Deed') is made and entered on this 7th day of May, 2014 ('Execution Date') at Noida, District- Gautam Budh Nagar, Uttar Pradesh.

BETWEEN

JAYPEE INFRATECH LIMITED, a Company duly incorporated and validly existing under the provisions of the Companies Act, 1956 and having its registered office at Sector - 128, Noida - 201304, U.P. (hereinafter referred to as the "Sub-Lessor" or the "First Party"), which expression or term shall, unless excluded by or repugnant to the context or meaning hereof, be deemed to include its legal heirs, executors, successors and legal representatives.

AND

JC WORLD HOSPITALITY PRIVATE LIMITED (having PAN: AACCCJ9340F), a Company duly incorporated and validly existing under the provisions of the Companies Act, 1956 and having its registered office at E-2/3, Vasant Vihar, New Delhi-110057 India, (hereinafter referred to as the "Sub-Lessee" or the "Second Party"), which expression or term shall, unless excluded by or repugnant to the context or meaning hereof, be deemed to include its legal heirs, executors, successors and legal representatives.



23/12/2014

27/04/2014

J. C. World Hospitality
PO Ltd C/K
Sec 108 marks



The **Sub-Lessor** or the **First Party**, and the **Sub-Lessee** or the **Second Party** shall individually be referred to as such and the respective **Party** and collectively as the "**Parties**".

WHEREAS:

- A. The Government of U.P. constituted the Taj Expressway Industrial Development Authority, vide Go UP Notification No. 697 / 77 - 04 - 2001 - 3 (N) / 2001 dated 24.04.2001 (name changed to Yamuna Expressway Industrial Development Authority vide Go UP Notification No. 1165 / 77 - 04 - 08 - 65N/ 08 dated 11.07.2008), under the U.P. Industrial Area Development Act 1976, presently having its principal office at 1st Floor, Commercial Complex, Block-P-2, Sector-Omega-1, Greater Noida, District Gautam Budh Nagar-201308, U.P. (hereinafter referred to as "**YEA**") for anchoring development of Taj Expressway (renamed as the Yamuna Expressway vide GoUP Notification No. 1165/77-04-08-65N/08 dated 11.07.2008) Project which, *inter alia*, includes construction of six-lane, 160 Km long Yamuna Expressway with service roads and associated facilities connecting Greater Noida and Agra (hereinafter referred to as the "**Expressway**").
- B. By an agreement dated 07.02.2003, (hereinafter referred to as the "**Concession Agreement**") between Taj Expressway Industrial Development Authority (now YEA), and Jaiprakash Industries Ltd. (which was subsequently merged with Jaypee Cements Ltd. whose name was subsequently changed to Jaiprakash Associates Ltd (JAL), Jaiprakash Industries Ltd. was granted concession for arrangement of finances, design, engineering, construction and operation of the **Expressway**, and to collect and retain toll from the vehicles using the **Expressway** during the term of the **Concession Period**, which is 36 (thirty six) years commencing from the date of commercial operation of the **Expressway** plus any extensions thereto, in accordance with the **Concession Agreement**.
- C. In terms of Clause 18.1 of the **Concession Agreement** and the directives of **YEA, JAL** the then Concessionaire, incorporated a Special Purpose Vehicle, namely Jaypee Infratech Limited (**Sub-Lessor**) for the implementation of the **Expressway** project. All the rights and obligations of **JAL** under the **Concession Agreement** were transferred to **Sub-Lessor** by an Assignment Agreement dated 19.10.2007 duly executed by and amongst **YEA, Sub-Lessor** and **JAL** followed by Project Transfer Agreement dated 22.10.2007 executed between **JAL** and **Sub-Lessor**, and therefore, the **Sub-Lessor** is now the Concessionaire.



उप पट्टा विलेख (90 वर्ग)
793,408,000.00 1,675,872,000.00 10,000.00 80 10,080.00 4,000

प्रतिफल मालिक जयप्रीत सिंह किराणा बीज विहीन नकल व प्रति मुद्रा क्षेत्र जय प्रकाश

श्री 40 J.C. WORLD HOSPITALITY PVT LTD द्वारा रीता दीक्षित
पुत्री श्री जय प्रकाश गौड़

जयप्रीत सिंह

निवासी नं० ई-2/3 बसन्त विहार नई दिल्ली 57

अपनी पत्नी

ने यह संपत्ति इस स्थापना में

दिनांक 7/5/2014

समय 2:13PM

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रजिस्ट्रार अधिकारी के हस्ताक्षर

श्री 40 जयप्रीत सिंह
निकाली नोएडा-1

संगीत
उप निबन्धक (प्रथम)

नोएडा

7/5/2014

निष्पादन से प्राप्त वार सुप्रीम व समग्र मजदूर व बाप यशपाल क प्रोबेशनर उक्त

पट्टा दाता

पट्टा ग्रहीता

श्री 40 Jaypee Infratech Ltd द्वारा जयप्रीत
कुमार

जयदीप कुमार

पेशा नौकरी

निवासी नं० 128 नोएडा



श्री 40 J.C. WORLD HOSPITALITY PVT LTD

द्वारा रीता दीक्षित

पुत्री श्री जय प्रकाश गौड़

पेशा नौकरी

निवासी नं० ई-2/3 बसन्त विहार नई दिल्ली 57



ने निष्पादन योग्य कि

जिनकी पत्नी श्री सीप्रीत सिंह

पुत्री श्री सुनील विलेखन

पेशा खाना

निवासी 323/2 जी एफ, हरी नगर अंधम नई दिल्ली

व श्री सन्दीप कुमार

पुत्री श्री एन सी कुमार

पेशा अन्य

निवासी 21093 जी एफ सीन नं० 4 बौदर नोएडा

ने की

कमलदास मंद मालिकों को निम्नलिखित हेतु देखा कि



रजिस्ट्रार अधिकारी के हस्ताक्षर

संगीत
उप निबन्धक (प्रथम)
नोएडा

- D. In terms of the **Concession Agreement**, YEA agreed to transfer on lease to the **Sub-Lessor**, 25 (twenty five) million square meters of land, for commercial, amusement, industrial, institutional and residential development at five or more locations alongside the **Expressway**, including 5 (five) million square meters of land at Noida/Greater Noida.
- E. YEA, in part discharge of its obligations under the **Concession Agreement** for transfer of 5 (five) million square meters of land for development at Noida/Greater Noida, transferred on **lease**, for a period of ninety years, 498.94 Hect. (1232.38 acres) of land (hereinafter referred to as the "**Leased Land**"), to the **Sub-Lessor** through various **Lease Deeds** at Noida, the details of which are provided in **Annexure - I** attached hereto (hereinafter referred to as the "**Lease Deeds**") as per the terms and conditions specified therein, and the balance 1.06 Hect. (2.62 acres) land for development is in the process of being transferred by YEA to the **Sub-Lessor** to complete the transfer of 5 (five) million square meters of land at Noida.
- F. Out of 498.94 Hect. (1232.38 acres) **Leased Land**, 434.24 Hect. (1072.58 acres) land (hereinafter referred to as the "**Subject Land**") falls in Sector-128, 129, 131, 133 & 134 at Noida (which has since been named as Wish Town, Jaypee Greens). The **Subject Land** includes the land transferred by YEA to **Sub-Lessor** through **Lease Deed** dated 30.12.2007 for grant of lease hold rights in the land admeasuring 17.35 Hect. (42.85 acres) situated in village Shahpur Govardhanpur Bangar, Tehsil Sadar, District Gautam Budh Nagar U.P., which was executed in favour of the **Sub-Lessor**, on terms and conditions as contained therein, for the term of 90 (ninety) years commencing from the date of transfer which lease deed has been duly registered in the office of the Sub-Registrar- Sadar, District Gautam Budh Nagar U.P., as Sl. No. 14281 in Book No.1 on 20.12.2007 (hereinafter referred to as the "**said Lease Deed**").
- G. The YEA granted unfettered right in favour of **Sub Lessor** to **Sub-lease** the whole or any part of the **Subject Land**, whether developed or undeveloped; by way of plots or constructed properties; or otherwise dispose of its interest in the **Subject Land/or part thereof** to any person in any manner whatsoever without requiring any consent or approval of YEA or of any other relevant authority.
- H. On the request of the **Second Party** and for the consideration being received by the **Sub-Lessor** from the **Sub-Lessee**, the **Sub-Lessor** has agreed to **Sub-lease Plot No. C1-K situated in Sector-128, Jaypee Greens Wish Town, Noida, District Gautam Budh Nagar, Uttar Pradesh** admeasuring 8096 Sq.mtrs. (2.00 acres approx.) (hereinafter referred to as the "**Demised Plot**"), out of the said **Subject Land** as described in the



पट्टा दाता

Registration No.: 2120

Year: 2,014

Book No.: 1

0101 श्री Jaypee Infotech Ltd द्वारा अजीत कुमार

अजीत कुमार

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Schedule of Property attached as **Annexure II** and located as per Location Plan attached as **Annexure III** and forms part of the said **Lease Deed** in favour of the **Sub-Lessee** through this **Sub-Lease Deed**. This **Sub-Lease Deed** shall come into effect from the Effective Date (defined below) on execution of the same on the Execution Date.

- I. The **Sub-Lessor** prepared land use plan, layout plan and other plans for the development of the **Subject Land**, which were approved by New Okhla Industrial Development Authority, (hereinafter referred to as the "**NOIDA**") vide letter no. NOIDA/STP/2011/371 dated 23.03.2011, valid for a period of 5(five) years i.e. till 22.03.2016 and have since been revised, inter-alia, incorporating the Demised Plot as the area for Sector Commercial Activity, and submitted by the **Sub-Lessor** to **NOIDA** for necessary approval. The said land use plan, lay out plan and other plans as may be approved by **NOIDA** or any revision thereof in future are hereinafter referred to as "**Development Plans**".
- J. The **Sub-Lessor** represents, assures, warrants, covenants and confirms to the **Sub-Lessee** that:
- (i) The **Sub-Lessor** is the sole and exclusive owner of the lease hold rights in the **Demised Plot**, which in the revised plan submitted for approval by NOIDA, is earmarked for development as Sector Commercial activity, and the **Sub-Lessor** is legally competent to **Sub-lease the Demised Plot** and to execute this **Sub-Lease Deed** in favour of the **Sub-Lessee** giving clean, clear and marketable lease hold rights in the **Demised Plot** to the **Sub-Lessee** and that the **Sub-Lessee**, upon performance of the covenants herein contained, shall peaceably and quietly hold, possess and enjoy the **Demised Plot** during the term of this **Sub-Lease Deed** without any interruption, disturbance, claims or demands by the **Sub-Lessor** or by any person/s claiming for and on behalf of the **Sub-Lessor** except as per the covenants and provisions of this **Sub-Lease Deed**.
 - (ii) The development on the **Demised Plot** shall be for sector commercial activity.
 - (iii) Neither the execution and delivery of this **Sub-Lease Deed**, nor the consummation of the transactions contemplated thereby will: (a) violate any laws or other restriction of any governmental authority, to which the **Sub-Lessor** is subject or any provision of its memorandum of association and articles of association; (b) conflict



पट्टा गृहीता

Registration No. : 2120

Year : 2014

Book No. : 1

0201 40 J.C.WORLD HOSPITALITY PVT LTD द्वारा रीता

जय प्रकाश शर्मा

ई-2/3 धारण विहार नई दिल्ली 57

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with, result in a breach of, constitute a default under, result in the acceleration of, create in any person the right to accelerate, terminate, modify or cancel, or require any notice (other than as required under any law or under this **Sub-Lease Deed**) under any of the contracts to which the **Sub-Lessor** is a signatory.

- (iv) The **Sub-Lessor** shall, subject to the terms mentioned herein, grant, transfer, convey and assure, from time to time, its reversionary rights and interests in respect of the **Demised Plot** as may be required by the **Sub-Lessee** for construction thereon as per applicable Master Plan, Rules and Building Regulations of **NOIDA**.
- (v) The **Demised Plot** is free from all encumbrances, mortgages, liens, charges, pledges, security, assignment, privileges or priority of any kind having the effect of security or other such obligations, acquisition, injunction, gifts, attachments, hypothecation/s etc., disputes, encroachments, litigation, injunction, attachment in the decree of any court, stay order or equitable mortgage, will, trust, exchange, lease, claims, subsisting agreements (in favour of any persons, body corporate, firm, association of persons, trust, society etc.) or any other charges of any nature whatsoever and there are no pending attachment proceedings of the Income Tax Department or any other department with respect thereto and no pending proceedings for acquisition or requisition or notices therefore, and there is no impediment whatsoever in the way of the **Sub-Lessor** in transferring by way of **Sub-lease**, all their leasehold rights and interest in the **Demised Plot** and there are no restrictive covenants operating upon them and / or the **Demised Plot**;
- (vi) The **Sub-Lessor** undertake that they shall not do, omit or suffer to be done anything whereby the sub-leasehold rights granted in favour of the **Sub-Lessee** in the **Demised Plot** are avoided, forfeited, extinguished or prejudicially affected in any manner whatsoever. This shall however, exclude circumstances where the sub-leasehold rights are affected on account of applicable law, rule or regulation or policy of the State Government or the Central Government, or any other relevant authority.
- (vii) The **Sub-Lessor** undertake that it shall defend its rights and interest in the **Demised Plot** hereby **sub-leased** in favour of the **Sub-Lessee** and shall keep the **Sub-Lessee** indemnified and hold it harmless against all claims, costs, expenses, due to any proceedings or litigation for any reason, which the **Sub-Lessee** may suffer by reason of any claim for any defect in interest and leasehold rights of the **Sub-Lessor** in the **Demised Plot**.





- (viii) The payment of premium amount of the **Leased Land** has already been made by the **Sub-Lessor** to **YEA** and annual lease rent for the **Leased Land** payable to **YEA** is the obligation of the **Sub-Lessor** and the **Sub-Lessee** shall not be liable on this account.
- (ix) There is no legal impediment in entering into this **Sub-Lease Deed**.
- (x) There are no proceedings, legal or otherwise, pending in connection with the ownership or any other right, title and/or interest therein or any other aspect of the **Demised Plot**.
- (xi) There are no dues or demands pending in respect of the **Demised Plot** and all costs, charges, rents, premiums, taxes, etc. in respect of the **Demised Plot** have been fully paid by the **Sub-Lessor**.
- K. The **Sub-Lessee** has represented, assured, warranted and confirmed to the **Sub-Lessor** that:
- (i) It is a company incorporated and existing under the Companies Act, 1956.
- (ii) It has full power, authority and legal right under the laws of India and has taken all necessary steps to enter into this **Sub-Lease**.
- (iii) The **Sub-Lease Deed** constitutes legal, valid and binding obligations of the **Sub-Lessee** enforceable in accordance with its terms and the provision of law.
- (iv) It has the required capacity to perform the obligations under this **Sub-Lease Deed** and undertakes the liabilities imposed by this **Sub-Lease Deed**.
- (v) It has inspected and satisfied itself regarding the site and also the **Lease Deed** as provided by the **Sub-Lessor**.
- L. Based on the aforesaid representations, assurances, warranties and confirmations of the **Sub-Lessor** and the **Sub-Lessee**, the **Sub-Lessor** has agreed to **Sub-Lease** the **Demised Plot** for entire balance term of the said **Lease Deed** including any extensions thereof (**Term**), for a Consideration of Premium of **Rs. 79,34,08,000 (Rupees Seventy Nine Crores Thirty Four lacs Eight thousand only)** calculated @ **Rs. 98,000/- (Rupees Ninety Eight Thousand Only)** per square metre on mutually agreed terms and conditions.





NOW, THEREFORE, THIS SUB LEASE DEED WITNESSETH AS UNDER AND THE PARTIES HERETO AGREE AS FOLLOWS:

1. That in consideration of the premium of Rs. **79,34,08,000** (Rupees **Seventy Nine Crores Thirty Four lacs Eight thousand only**) calculated @ Rs.98,000/- per square metre of **Demised Plot**, to be paid by the **Sub-Lessee** to the **Sub-Lessor** in 8 installments as detailed below, the **Sub-Lessor** does hereby give on lease to the **Sub-Lessee**, with effect from February 03, 2014, being the date on which this **Sub-Lease Deed** comes into effect (the **Effective Date**) for the Term, that piece and parcel of the **Demised Plot**, on as is where is basis **TOGETHER WITH** all rights and liberties, privileges, easements and appurtenances whatsoever to the said **Demised Plot** or any part thereof belonging or in anyway appertaining or usually held or occupied therewith or reputed to belong or be appurtenant thereto **AND** all the estate, right, interest, property, claim and demand whatsoever in and to the said **Demised Plot** or any part thereof including without limitation, benefits, rights and entitlements of (i) all approvals, registrations, licenses, applications, land use plan, layout plan and other plans for the development and intended use of the **Demised Plot** including those permitted under the Development Plans (ii) contained under the provisions of the said **Lease Deed**, **TO HOLD** the said **Demised Plot** absolutely and forever subject to the terms of the said **Lease Deed** and to the performance and observance of the covenants and stipulations therein contained **ALONGWITH RIGHTS** to sub-lease, sub-let, give on license or in any other way as may be permitted under applicable laws, whole or part of the **Demised Plot** to third parties (including undivided proportionate lease hold rights in the **Demised Plot**) to enter into allotment agreements, issue letters of allotment and raise demand on the allottees for dues related to the allotment and other matters related or incidental thereto, to enter into agreements with third parties for development and intended use of the **Demised Plot** and to convey rights in and to the **Demised Plot** to facilitate development and intended use of the **Demised Plot**, to enter into management and operation agreements and other such arrangement for maximizing commercial advantage of the **Sub-Lessee**.

Payment Schedule:

S.No.	Instalment No.	Instalment Due Date	Rupees
			Principal Amount
A.	On Effective Date*	01.01.2014	1,00,00,000.00
1.	1 st Instalment	31.12.2014	3,00,00,000.00
2.	2 nd Instalment	30.06.2015	5,00,00,000.00
3.	3 rd Instalment	30.09.2015	10,00,00,000.00
4.	4 th Instalment	31.03.2016	10,00,00,000.00





5.	5 th Instalment	30.09.2016	10,00,00,000.00
6.	6 th Instalment	31.03.2017	10,00,00,000.00
7.	7 th Instalment	30.09.2017	16,00,00,000.00
8.	8 th Instalment	31.03.2018	14,34,08,000.00
		Total	79,34,08,000.00

* Paid vide cheque No.105971 dated 01.01.2014 drawn on ICICI Bank, Basant Lok, Vasant Vihar, New Delhi-110057 the receipt whereof, the **Sub-Lessor** hereby acknowledge.

2. The **Sub-Lessee** has handed over to the **Sub-Lessor** post dated cheques (PDCs) for the respective instalment as detailed below:

S.No.	Date	Cheque No.	Amount	Drawn on
01	31.12.2014	093443	3,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
02	30.06.2015	093444	5,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
03	30.09.2015	093445	10,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
04	31.03.2016	093446	10,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
05	30.09.2016	093447	10,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
06	31.03.2017	093449	10,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
07	30.09.2017	093450	16,00,00,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.
08	31.03.2018	093451	14,34,08,000.00	ICICI Bank Ltd. Sector-110, Noida, U.P.

3. The **Sub-Lessee** agrees and undertakes that the PDC's are 'good for payment' and shall be honoured on presentation at the respective due date.
4. In no case, the **Sub-Lessee** shall request the **Sub-Lessor** for deferment or non presentation of any of the PDCs and if any of the PDC's is not honored on presentation, the **Sub-Lessee** shall be liable to face legal action under the provisions of Negotiable Instrument Act, 1988 or any modification thereof apart from any action for recovery of amount.





5. The **Sub-Lessor** at the request of **Sub-Lessee** may grant extension of time for payment of any installment subject to payment of interest @ 12% p.a. compounded half yearly for the defaulted/delayed period. In such an event, the **Sub-Lessee** shall handover a fresh PDC equivalent to the Principal amount & the interest as applicable, to the **Sub-Lessor**.
6. The extension of time, normally, shall not be allowed for more than 60 days for each installment to be deposited, subject to maximum of three (3) such extensions during the entire payment schedule.
7. In case the **Sub-Lessee** opts to make payment of any instalment(s) before the due date, it shall be entitled to a rebate @12% p.a. for the period of early payment.
8. The payment made by the **Sub-Lessee** will first be adjusted towards interest due, if any, and thereafter the balance will be adjusted towards the installment.
9. In order to ensure timely payment of the premium on respective due dates and also the interest, wherever applicable, the **Sub-Lessee** shall designate its Current Account with ICICI Bank Limited, Sector 110, Noida, UP as "JCW Collection A/c" (**Designated Account**) and undertakes to deposit all receivables related to the Demised Plot including construction thereon irrespective of the nature thereof only in the said **Designated Account** till the time entire due / premium is paid by the **Sub-Lessee** to the **Sub-Lessor**, as per agreed payment schedule.

The **Sub-Lessee** shall ensure availability of adequate funds in the **Designated Account** for payment of the installments / dues payable by the Sub Lessee to the Sub Lessor, on the respective due date while withdrawing any amount from the **Designated Account**. The Sub Lessee further agrees that it shall authorise Shri Jaiprakash Gaur as one of the necessary joint signatories to the **Designated Account**, alongwith other signatories as may be authorised by the Board of Directors of the Sub Lessee.
10. The **Demised Plot** is being leased to the **Sub-Lessee** on the terms and conditions stated herein subject to the provisions of the **said Lease Deed**.
11. On receipt of necessary regulatory approvals, as applicable, the **Sub-Lessee** shall have right to **Sub-lease** the whole or part of the **Demised Plot** whether developed or undeveloped; by way of constructed properties; on leave and license; or otherwise dispose off its interest in the **Demised Plot** in any manner whatsoever, to any person as per rules, regulations and directions of **NOIDA/YEA**.





12. The **Sub-Lessee** shall explicitly mention in the said publicity material, application form etc, that the development on the **Demised Plot** is being undertaken by the **Sub-Lessee** pursuant to **this Sub Lease Deed** and the sale/transfer of part or whole of the **Demised Plot** is subject to the terms & conditions as contained in the said **Sub-Lease Deed**.
13. The **Sub-Lessee** shall be entitled to transfer the **Demised Plot** or the buildings constructed on the **Demised Plot** on further **Sub-lease(s)** within the terms of this **Sub-Lease Deed** and on payment of transfer charges, if any, to **NOIDA/ YEA** and/or the **Sub-Lessor**, as may be applicable. The **Sub-Lessee** shall not be entitled to sub-divide the **Demised Plot** except with the prior permission of the **NOIDA** and/or **YEA**, as applicable for grant of such permissions, and **Sub-Lessee** bearing all charges in relation to the sub-division of the **Demised Plot**, if any. The **Sub-Lessee** or its subsequent **Sub-lessees** for all such transfers shall follow the procedure, as may be specified by **NOIDA/YEA** and/or the **Sub-Lessor** before executing any subsequent **Sub lease deeds** and such transfers shall always be subject to the applicable laws, byelaws, regulations etc. including payment of applicable charges, duties, taxes, levies etc payable to any authority /body/agency as the case may be. The **Sub-Lessee** or the subsequent **Sub-lessees** as the case may be shall notify to the **NOIDA/YEA** and the **Sub-Lessor** the details of such **Sub-leases** and provide copies of such transfer/sub-lease deeds to the **NOIDA/YEA** and the **Sub-Lessor** or any other authority as may be specified by **NOIDA/YEA** and/ or the **Sub-Lessor**.
14. It shall be permissible for the **Sub-Lessee** to provide for multiple renting of the buildings constructed on the **Demised Plot** which will include but not be limited to sub-lease / rent/ license etc thereof.
15. The **Sub-Lessee** shall commence and complete the development on the **Demised Plot** as per approved layout plan and get the occupancy certificate for the buildings constructed, if any, from the Building Cell Department of the Noida/YEA as per applicable laws and said **Lease Deed**.
16. Sub-Lessee shall have the right to mortgage, pledge or create third party encumbrances for raising finance for development and intended use of the **Demised Plot**, subject to the prior written approval of the Sub Lessor, till the time all dues of the Sub Lessor are cleared / fully paid by the Sub Lessee, which approval shall not be unnecessarily withheld, and on such terms and conditions as may be specified by **YEA** and/or **NOIDA**.
17. The **Sub-Lessee** shall have a right of way to the roads adjoining the **Demised Plot** and shall be entitled to enter upon such roads for the purpose of accessing the **Demised Plot**.





18. The land use of the **Demised Plot** as per revised plans submitted for approval shall be Sector Commercial activity development as per the **Development Plans** as revised from time to time and the **Sub-Lessee** shall adhere to the same. Further, the **Sub-Lessee** shall carry out the commercial development including units and common facilities for the purchasers/users of commercial space/units on the **Demised Plot** as permitted by the **NOIDA/YEA** and applicable laws, Rules, Building Regulations thereby, adhering to:-
- (i) Standards and Specifications laid down in the Building and other Regulations of **NOIDA**/relevant Indian Standards/National Code etc.
 - (ii) Applicable Master Plans and Rules & Regulations of **NOIDA** and other relevant authorities.
 - (iii) Government policies and relevant Codes of BIS/IS relating to disaster management in land use planning and construction work.
 - (iv) All other applicable and relevant laws, including but not limited to labour and environmental laws.
19. The Floor Area Ratio (FAR), ground coverage, height and setbacks etc. in respect of the **Demised Plot** shall be governed by the applicable **NOIDA** Rules and Building Regulations.
20. The Building drawings and relevant details for construction on the **Demised Plot** shall be subject to the approval of **NOIDA** for which the **Sub-Lessee** shall follow the procedure as may be prescribed by **NOIDA** from time to time. However, if necessary, the **Sub-Lessor** shall, at request of the **Sub-Lessee**, extend all reasonable assistance to the **Sub-Lessee** in obtaining applicable permits, sanctions, approvals, clearances, etc., from **NOIDA** for effective enjoyment and construction on the **Demised Plot**, without being responsible and/or liable for the same in any manner.
21. The **Sub-Lessee** shall accept variations, deletions, additions, alterations, modifications in the **Development Plans** made either by the **Sub-Lessor** as it deems fit and proper or by or pursuant to requirement of **NOIDA** which alterations may involve changes, including change in the surroundings of the **Demised Plot**, change in the number and height of the surrounding buildings, change in the nature of usage of the surrounding buildings etc. on the **Subject Land** and the **Sub-Lessee** shall be bound by such variations, deletions, additions, alterations and modifications etc. provided it does not result in any change in the (i) location, adjacent roads, entry and exit to the **Demised Plot**, (ii) usage &





area of the **Demised Plot** and (iii) permissible FAR on the **Demised Plot**.

22. The **Sub-Lessee** shall be required to obtain all necessary sanctions / permits / approvals etc. from relevant authorities with regard to the **Demised Plot** and all activities thereon in its own name in accordance with the applicable laws and regulations of **NOIDA/YEA** and / or other relevant authorities.
23. The **Sub-Lessee** shall, at its own cost, keep the **Demised Plot**, the construction raised thereon, partitions, pipes and appurtenances thereto or belonging thereto, in good state and maintain the same in a fit and proper condition and ensure that the support, shelter etc. of the constructed property on or pertaining to the **Demised Plot** are not damaged or jeopardized in any manner whatsoever.
- 24(a) The **Sub-Lessee** shall pay its share of all taxes (including municipal taxes), duties and other charges levied or to be levied in future by **NOIDA/YEA** or any local or other authority of Central or State Government in respect of the **Demised Plot** from the Effective date of this **Sub-Lease Deed** as computed by the **Sub-Lessor**. The share of such taxes, duties and other charges for the **Demised Plot** will be computed by the **Sub-Lessor** by first determining the same for the **Subject Land**, and then apportioning it to the area of the **Demised Plot** proportionately on the basis of the area of the **Demised Plot** and total saleable area of the **Subject Land**. Such payment shall be made by the **Sub-Lessee** to the **Sub-Lessor** or the relevant authority, as the case may be, on demand within the period as may be specified therein, failing which it will be treated as default on the part of the **Sub-Lessee**. In case any demand is received by the **Sub-Lessee** towards taxes, duties and other charges in respect of the **Demised Plot** for the period up to the date of execution of this **Sub-Lease Deed**, the same shall be liability of the **Sub-Lessor**.
- (b) The **Sub-Lessee** shall pay all taxes (including municipal taxes), duties and other charges levied or to be levied in future by **NOIDA/YEA** or any local or other authority of Central or State Govt. in respect of the buildings/apartments/facilities or any other development on the **Demised Plot**.
- 25(a) The **Sub-Lessor** shall provide external services namely sewage, and water supply lines, generally as may be made available by the **Sub-Lessor** to the other plots in the neighborhood of the **Demised Plot** within the **Subject Land** at a single point on the edge of the **Demised Plot** (hereinafter referred to as the "**Shared Areas & Facilities**"), within a reasonable time period subject to receipt of requisite approval from





Government and/or other authority, if any, for these services". The **Sub-Lessee** shall make its own arrangements for taking drainage, electrical connections and other facilities from the relevant authority at its own cost.

- (b) The **Sub-Lessee** and/or subsequent **Sub-lessees** shall pay the maintenance charges including replacement charges, if any, in respect of **Shared Areas & Facilities** (hereinafter referred to as the "**Shared Areas & Facilities Charges**"), on pro-rata basis as may be decided by the **Sub-Lessor** or the **maintenance agency** (hereinafter referred to as the "**Designated Maintenance Agency**") from time to time. The **Shared Areas & Facilities Charges** shall commence from 01.04.2014 or such other dates as may be mutually agreed, in respect of such **Shared Areas & Facilities** as may be available for use on the said date and for additional **Shared Areas & Facilities** from the date these are available for use, as may be decided by the **Sub-Lessor** or **Designated Maintenance Agency**.

The **Sub-Lessor** or the **Designated Maintenance Agency** shall be entitled to collect the taxes, dues, demands, charges, duties etc. as may be levied by concerned Municipal/ Governmental authorities including but not limited to **NOIDA/YEA** or any other statutory body on pro rata basis from the **Sub-Lessee** so long as each unit within the **Leased Land** is not separately assessed for such purposes and the taxes, dues, demands, charges, duties etc are collectively levied for the **Wish Town, Jaypee Green, Noida** or part thereof by concerned Municipal/ Governmental authorities including but not limited to **NOIDA** or any other statutory body.

- 26 (a) The **Sub-Lessee** shall make its own arrangements at its own cost for all civil amenities such as electric supply, water supply, sewerage, drainage, internal roads, etc. within the **Demised Plot** (hereinafter referred to as the "**Common Areas & Facilities within the Demised Plot**") and maintain the same at its own cost and connect the same with the main system of the **Sub-Lessor** in respect of services provided by the **Sub-Lessor** as per para 27 (a) above and with the main system of the relevant authorities at its own cost.

- b) The **Sub-Lessee** and/or subsequent **sub-lessees** shall be charged for receiving supply of services like sewerage and water etc. to the **Demised Plot** at the rate corresponding to the charges levied by relevant authorities or as applicable for other inhabitants on the basis adopted by the **Sub-Lessor** and/or **Designated Maintenance Agency**. However, the **Sub-Lessor** or **Designated Maintenance Agency** shall not be responsible for any interruption in water supply and/or its quality. **Sub-Lessee** may make its own arrangements for alternative source in case of





any break down/interruption in water supply or other services as may be provided by the **Sub-Lessor** at its own cost.

27. The **Sub-Lessee** hereby assures the **Sub-Lessor** that during the lease period, it shall promptly pay all the dues including the **Shared Areas & Facilities Charges** and charges towards sewerage & water supply etc. as per Invoices raised by the **Sub-Lessor** or **Designated Maintenance Agency**. Further, at the time of transfer of rights and obligations pertaining to maintenance of **Common Areas & Facilities** within the **Demised Plot** to an Association/Society of subsequent **Sub-lessees** of the commercial space/units or of the occupants/allottees etc. or to the **Sub-Lessee's Maintenance Agency**, the **Sub-Lessee** shall ensure :

- a) That the said Association/Society/the **Sub-Lessee's Maintenance Agency** enters into an Agreement with the **Sub Lessor** or **Designated Maintenance Agency** in a form and manner as may be decided by the **Sub Lessor** or **Designated Maintenance Agency** for taking over the responsibility to promptly pay all the dues including the **Shared Areas & Facilities Charges** and the charges towards sewerage and water supply etc. as per Invoices raised by the **Sub-Lessor** or **Designated Maintenance Agency** from time to time.
- b) That bye laws of the said Association/Society/ **Sub-Lessee's Maintenance Agency** have provisions to ensure timely payment of the dues to the **Sub-Lessor** or **Designated Maintenance Agency** for availing the **Shared Areas & Facilities** and other services and that payment of the dues shall be the sole responsibility of such Association/Society/ **Sub-Lessee's Maintenance Agency** and such dues shall have first charge on all inflows of the said Association/Society/ **Sub-Lessee's Maintenance Agency**.
- c) That in case, the **Sub-Lessee/Association/Society/ Sub-Lessee's Maintenance Agency** as the case may be defaults in payment of such dues on the due dates at any stage, the **Sub-Lessee/Association/Society/Sub-Lessee's Maintenance Agency** agrees to pay fine for such default as may be fixed by the **Sub Lessor** or the **Designated Management Agency**. In the event the default continues for more than two months, the **Sub-Lessor** or **Designated Maintenance Agency** may thereafter, at its sole discretion, stop the use of **Shared Areas & Facilities** by and the supply of services to the **Sub-Lessee** or the residents /occupants/allottees etc. within the **Demised Plot**.

28. The **Sub-Lessee** shall :





- (i) follow all laws and bye-laws, rules, building regulations and directions of **NOIDA/YEA** and the local municipal or other authority now existing or hereinafter to exist in relation to the **Demised Plot** and construction thereon and so far as they affect the health, safety and convenience of inhabitants of the **Demised Plot** and the adjoining area.
 - (ii) bear the stamp duty charges and legal expenses of execution of this **Sub-Lease Deed** including the registration charges as may be applicable.
 - (iii) permit the members, officers and representatives of **NOIDA/YEA** and workmen and other persons employed by **NOIDA/YEA** at all reasonable time of the day with prior notice to enter into and upon the **Demised Plot** and buildings to be erected thereupon in order to inspect the **Demised Plot** and buildings erected thereon.
29. **YEA** and / or the relevant authority shall have full right and title to all mines and minerals, coals, gold washing, earth oils and quarries in and under the **Demised Plot** or any part thereof and to do all acts and things, which may be reasonably necessary or expedient for the purpose of searching, removing and enjoying the same without affecting **Sub-Lessee's** right to peaceful possession and enjoyment.
30. **The Sub-Lessee** shall not display or exhibit on the **Demised Plot** any pictures, posters, statues, other articles which are indecent or immoral. **The Sub-Lessee** may display or exhibit any advertisement or placard in any part of the exterior wall of the buildings which shall be constructed over the **Demised Plot** subject to applicable laws and such clearances / approval as may be required from **YEA** and/or **NOIDA** or any other Government authority.
31. **The Sub-Lessor** shall have no objection to the **Sub-Lessee** using the word '**Wish Town, Jaypee Greens, Noida**' in its address for indicating the specific location of the **Demised Plot** in its brochure, promotional and marketing material. However this will not give the **Sub-Lessee** the right to use the word '**Wish Town, Jaypee Greens, Noida**' in any manner, either expressly or impliedly, intentionally or otherwise, so as to convey an impression that the project developed by the **Sub-Lessee** in the **Demised Plot** is part of the project of the **Sub-Lessor** or has been / is being developed, constructed or carried out by the **Sub-Lessor**.
32. Nothing herein shall be construed to provide the **Sub-Lessee** with the right to prevent the **Sub-Lessor** from:





- (i) Constructing or continuing with the construction of the other buildings, independent houses, apartments or other structures and services in the areas adjoining the **Demised Plot** without damaging, interfering or causing any obstruction to the use or development of the **Demised Plot**.
- (ii) Putting up additional constructions, residential, commercial or of any other kind on the **Subject Land**, except on the **Demised Plot**; without affecting the common roads of the **Demised Plot**.
- (iii) Amending / altering the **Development Plans** without affecting the entry to and exit from the **Demised Plot** and the permissible FAR on the **Demised Plot**.

Provided always that the rights and interests of the **Sub-Lessee** in the **Demised Plot** are not affected in any manner whatsoever.

- 33. In case **Sub-Lessee** allows the use, occupation and construction on the **Demised Plot** to any person other than the **Sub-Lessee** itself, the **Sub-Lessee** shall ensure that all obligations, liabilities and responsibilities devolving upon the **Sub-Lessee** under this **Sub-Lease Deed** shall be complied with by the user, occupier and the construction agency of the **Demised Plot** or buildings thereon and shall bring all obligations, liabilities and responsibilities to the notice of such user, occupier or the construction agency of the **Demised Plot** or buildings thereon, wherein, insofar as the **Sub-Lessor** is concerned, it would be understood that any default in carrying out the obligations, liabilities and responsibilities by the **Sub-Lessee's** user, occupier and/or the construction agency, shall be deemed to be the default of the **Sub-Lessee**.
- 34. The **Sub-Lessee** shall ensure that all obligations, liabilities and responsibilities devolving upon the **Sub-Lessee** under this **Sub-Lease Deed** shall be complied with by the subsequent sub-lessees in respect of the **Demised Plot** or buildings thereon and the **Sub-Lessee** shall bring all obligations, liabilities and responsibilities to the notice of such subsequent Sub-lessees of the **Demised Plot** or buildings thereon who will subsequently be bound by the terms of this **Sub-Lease Deed**.
- 35. The **Sub-Lessee** shall keep the **Sub-Lessor** indemnified against all actions, suits, claims, demands and proceedings, third party claims, claims of its workers and employees and cost or expense that may be suffered by the **Sub-Lessor** in respect thereof on account of anything done or omitted to be done by the **Sub-Lessee** in connection with or arising out of the **Demised Plot**, at all times which constitutes a material breach of the provisions of this **Sub-Lease Deed**. The **Sub-lessee** will ensure that it will comply with all labour laws and rules and make proper and statutory payments to its workmen and employees with





whom the **Sub-Lessor** shall have no privity and towards whom the **Sub-Lessor** shall have no obligation.

36. The **Sub-Lessee** shall keep the **Sub-Lessor** or the **Designated Maintenance Agency** indemnified against all costs, damages, claims, losses etc. on account of non-payment and / or delay in payment of dues including **Shared Areas & Facilities Charges** and charges towards electricity & water supply etc. for any reason whatsoever.
37. The **Sub-Lessee** shall keep the **Sub-Lessor** indemnified against damages which may be caused to any property belonging to the **Sub-Lessor**/ its workmen / representative resulting from the execution of the works on the **Demised Plot** and also against claims for damages arising from the actions of the **Sub-Lessee** or his workmen or representatives, which;
- (i) Injure or destroy any building or part thereof or other structure contiguous or adjacent to the **Demised Plot**.
 - (ii) Keeps the foundation, tunnels or other pits on the **Demised Plot** open or exposed to weather causing any injury to contiguous or adjacent plot and/or building.
 - (iii) Causes any injury or damage to any building contiguous or adjacent to the **Demised Plot** by digging any pit near the foundation of such building.

The damages shall be assessed by the **Sub-Lessor**. However, the **Sub-Lessee** shall always have the right to challenge the damages assessed by the **Sub-Lessor** in appropriate proceedings.

38. The **Sub-Lessee** undertakes that it shall comply with all the covenants, representations, warranties and undertakings contained herein, and keep the **Sub-Lessor**, its employees, representatives, agents harmless and indemnified of all claims, actions as may be brought by the co-inhabitants of the **Sub-Lessee**, its guests or any person claiming through it, and all losses, damages, penalties, attorney fee, etc., as may be suffered by the **Sub-Lessor** on account of any act or omission by the **Sub-Lessee** constituting material breach of the provisions of this **Sub-Lease Deed**.
39. The **Sub-Lessor** undertake that they shall comply with all the covenants, representations, warranties and undertakings contained herein. Be that as it may, the **Sub-Lessor**, shall keep the **Sub-Lessee**, its employees, representatives, agents harmless and indemnified on account of any act or omission by the **Sub-Lessor** constituting material breach of the provisions of this **Sub-Lease Deed**.





40. In case of any breach or default of the terms and conditions of this **Sub-Lease Deed** by the **Sub-Lessee**, **NOIDA/YEA** and/or the **Sub-Lessor** may, at their sole discretion, issue a written notice calling upon the **Sub-Lessee** to rectify the breach or default within such period as may be specified under the said notice. The **Sub-Lessee**, immediately upon receipt of such notice of the breach or default, shall be under obligation to rectify, remove the breach or default within the period specified under the notice and inform the **Sub-Lessor** and / or **NOIDA/YEA**, as the case may be, of such rectification or removal of breach or default in writing failing which **NOIDA/YEA** and / or the **Sub-Lessor** shall have the right, at its sole discretion, to take such action as may be considered appropriate.
41. In case of any breach or default of the terms and conditions of this **Sub-Lease Deed** by the **Sub-Lessor**, the **Sub-Lessee** may, at its sole discretion, issue a written notice calling upon the **Sub-Lessor** to rectify the breach or default within such period as may be specified under the said notice. The **Sub-Lessor**, immediately upon receipt of such notice of such breach or default, shall be under obligation to rectify, remove the breach or default within the period specified under the notice and inform the **Sub-Lessee** of such rectification or removal of breach or default, by a written notice failing which the **Sub-Lessee** shall have the right, at its sole discretion, to take such action as may be considered appropriate. The **Sub-Lessor** shall indemnify and hold the **Sub-Lessee** harmless against any and all fines, fees, penalties, demands, cancellation/termination charges, obligations, charges, judgments, awards, amounts paid in settlement, losses liabilities, claims (including third party claims and statutory/tax claims), damages, costs and expenses (including reasonable attorney fees), cost of enforcing this Clause 41, which the **Sub-Lessee** may, in its reasonable discretion assess or which may arise or is claimed or threatened to be claimed or incurred or suffered by the **Sub-Lessee** due to (i) any breach of any provisions of this **Sub-Lease Deed**, the **Lease Deeds**, said **Lease Deed**, **Concession Agreement** or any other document, agreement, undertaking, deed, or bond provided by the **Sub-Lessor** to the **NOIDA/YEA** related to or concerning the **Demised Plot** or any of the representations, warranties, undertakings provided therein or herein becoming untrue or incomplete or invalid (ii) any event, circumstances or reasons which may result in or expected to result in termination of the said **Lease Deed**.
42. The **Sub-Lessor** shall have the exclusive right to cancel this **Sub-Lease Deed** and the **Sub-Lessee** shall lose all rights to the **Demised Plot** and construction there upon, if any, in the case of :
- (i) any misrepresentation / suppression of material facts, misstatement and / or fraud, on the part of **Sub-Lessee**.





- (ii) any violation of directions issued or rules and regulation framed by Noida and / or YEA or any other statutory Authority.
 - (iii) YEA terminating the 'Said Lease Deed'
43. If the **Sub-Lease Deed** is cancelled on the ground mentioned in clause 42 above, 25% of the amount paid by the **Sub-Lessee** till the date of cancellation, shall be forfeited by the **Sub-Lessor** and all rights under this **Sub-Lease Deed** shall stand revoked and the **Demised Plot** shall vest back in the **Sub-Lessor**. No claim whatsoever shall be entertained in this regard.
44. The **Sub-Lessee** shall not in any manner encroach upon the common land areas and facilities not handed over to the **Sub-Lessee**. Any encroachment, in any manner whatsoever, made by the **Sub-Lessee** shall be treated as default under this **Sub-Lease Deed**.
45. The **Sub-Lessee** or the **Subsequent Sub-Lessees**, as the case may be, may alienate, transfer or in any manner dispose of interest, rights in the **Demised Plot** or the construction raised thereon in accordance with the terms of this **Sub-Lease Deed** and in such forms as may be required under any applicable laws, rules regulation etc. of **NOIDA** and/or **YEA**. In such an event, the **NOIDA** and/or **YEA** and/or the **Sub-Lessor**, as the case may be may give consent on such terms and conditions including those relating to payment of transfer charges, administrative charges (or any other applicable charges), for permitting such transfer on payment of all dues payable by the **Sub-Lessee** to **NOIDA** and/or **YEA** and/or **Sub-Lessor** and/or **Designated Maintenance Agency**.
46. In the event, any clause of this **Sub-Lease Deed** or the **Lease Deeds** or any **NOIDA/YEA** rules, regulations or building bye-laws are violated or breached by the **Sub-Lessee** or any **subsequent sub-lessee/s**, leading to the **NOIDA/YEA** levying penalty on **Sub-Lessee** or **subsequent sub-lessee** and/or re-entering the **Demised Plot**, then the **Sub-Lessor** shall not be liable to pay any penalty, charges, damages, compensation or return any monies to the **Sub-Lessee** and **Sub-Lessee** shall also keep **Sub-lessor** harmless and indemnified in respect of the same.
47. Any notice, letter, communication, request, demand, statement to be made, served or communicated unto either of the **Parties** under these presents, shall be in writing and shall be deemed to be duly made, served or communicated only if the notice, letter, communication, request, demand, statement is addressed to that **Party** at the address mentioned below or such other addresses as may be intimated by the





Party in this behalf to the other **Party** and delivered by hand against receipt or sent by registered post.

(a) Notices to the **Sub-Lessor/First Party** :

The Company Secretary
Jaypee Infratech Limited
Sector - 128, Noida
NOIDA - 201304, District Gautam Budh Nagar (U.P.)

Telephone No.: +91 (120) 4609000, 2470800

(b) Notices to the **Sub-Lessee/Second Party**:

The Director

JC WORLD HOSPITALITY PRIVATE LIMITED

E-2/3, Vasant Vihar,
New Delhi-110057
Attention: Smt. Rita Dixit,
Telephone No.: +91 (120) 4378956
Email: info@jcworld.net.in

48. The **Sub-Lessee** and / or the **subsequent sub-lessees**, as the case may be, shall be responsible to inform **NOIDA/YEA** and also the **Sub-Lessor** by Registered Post of all subsequent changes in their address, failing which all notices and other communications sent at their last address as available with **NOIDA/YEA** or the **Sub-Lessor** shall be deemed to have been served to the **Sub-Lessee** or the **subsequent sub-lessees**, as the case may be.
49. It shall be the responsibility of the **Sub-Lessor** to notify any change in its registered office address to the **Sub-Lessee** failing which, all notices and other communications sent to the **Sub-Lessor** at its registered office specified hereinabove shall be deemed to have been served on the **Sub-Lessor**.
50. This **Sub-Lease Deed** constitutes the entire understanding of the terms and conditions between the **Parties** with respect to the **Sub-lease** of the **Demised Plot** to the **Sub-Lessee** and supersedes and cancels any or all prior oral or written discussions, representation, understanding, arrangement, communication or expression of intent, if any, between the **Parties** relating to the **Demised Plot** and / or subject matter of this **Sub-**





Lease Deed. No changes, modification or alteration to this **Sub-Lease Deed** shall be done without the written consent of the Parties hereto.

51. If any provision or part of any provision hereof is determined to be invalid or unenforceable in whole or in part, such invalidity or unenforceability shall attach only to such provision or part of such provision and the remaining part of such provision and all other provisions hereof shall continue to remain in full force and effect.
52. The **Parties** shall perform their obligations contained herein with due diligence and mutual cooperation keeping in view the interest of each other and execute and do all other acts, deeds, matters and things whatsoever as may be necessary for implementing or giving effect to the terms of this **Sub-Lease Deed**.
53. The **Parties** shall try to resolve any dispute between them amicably by mutual discussions/ negotiations. In case, the **Parties** are unable to resolve the disputes amicably within 30 (thirty) days from the date of the notification of the dispute by one **Party** to the other, the dispute shall be referred to arbitration of a sole arbitrator. The sole arbitrator shall be appointed by the Chairman of the **Sub-Lessor** and shall be an independent person not having any pecuniary interest in the **Sub-Lessor**. The arbitration proceedings shall be conducted in accordance with the Arbitration & Conciliation Act, 1996 or any re-enactment or modification thereof for the time being in force and its decision shall be final and binding. The venue and the seat of arbitration shall be at Distt. Gautam Budh Nagar. The proceedings of arbitration shall be in English.
54. This **Sub-Lease Deed** shall be construed and interpreted in accordance with and governed by the laws of Union of India.
55. Subject to Clause 53, the local Court of Distt. Gautam Budh Nagar, Uttar Pradesh and Hon'ble High Court of Judicature at Allahabad shall have exclusive jurisdiction over all matters arising out of or relating to this **Sub-Lease Deed**.





DETAILS OF LAND LEASED TO JIL

LAND FOR DEVELOPMENT : NOIDA (LOCATION-1)

Sl. No.	Name of Village	Date of Execution	Area (Hect.)	Area (Acres)	Details of Lease Deed Registration
1	Sultanpur	28.02.2003	55.2727	136.40	Book No. 1, Volume No. 373 Page No. 39/72, Sl. No. 1656/1657 dt. 28.02.2003 with Sub-Registrar-III, NOIDA.
	Sultanpur (Surrender Deed)	19.12.2007	-9.5014	-23.48	Book No. 1, Volume No. 1165 Page No. 395/414, Sl. No. 3718 dt. 20.12.2007 with Sub-Registrar Noida-III, (G.B. Nagar).
2	Sadarpur Majra Baktawarpur	28.02.2003	13.2088	32.59	Book No. 1, Volume No. 1126 Page No. 787/818, Sl. No. 1790/1791 dt. 28.02.2003 with Sub-Registrar-III, NOIDA.
	Sadarpur Majra Baktawarpur (Surrender Deed)	19.12.2007	-3.4537	-8.53	Book No. 1, Volume No. 1795 Page No. 211/230, Sl. No. 5490 dt. 20.12.2007 with Sub-Registrar Noida-III, (G.B. Nagar).
3	Sultanpur	17.04.2003	47.6740	117.66	Book No. 1, Volume No. 414 Page No. 17/40, Sl. No. 5766/5767 dt. 17.04.2003 with Sub-Registrar-III, NOIDA.
	Sultanpur (Surrender Deed)	04.03.2010	-0.4572	-1.13	Book No. 1, Volume No. 1974 Page No. 177/206, Sl. No. 2712 dt. 03.07.2010 with Sub-Registrar, Noida-III
4	Asgarpur	17.04.2003	23.4360	57.91	Book No. 1, Volume No. 414 Page No. 41/70, Sl. No. 5768/5769 dt. 17.04.2003 with Sub-Registrar-III, NOIDA
	Asgarpur (Surrender Deed)	19.12.2007	-3.1876	-7.88	Book No. 1, Volume No. 1165 Page No. 377/394, Sl. No. 3716 dt. 20.12.2007 with Sub-Registrar Noida-III, (G.B. Nagar).
		22.06.2009	-0.4992	-1.23	Book No. 1, Volume No. 1648 Page No. 335/356, Sl. No. 2062 dt. 06.08.2009 with Sub-Registrar Noida-III, (G.B. Nagar).
5	Sultanpur	07.06.2003	22.5769	55.77	Book No. 1, Volume No. 430 Page No. 1069/1098, Sl. No. 7472/7473 dt. 07.06.2003 with Sub-Registrar-III, NOIDA.
6	Sultanpur	03.07.2003	18.3000	45.21	Book No. 1, Volume No. 453 Page No. 391/420, Sl. No. 9725/9726 dt. 03.07.2003 with Sub-Registrar-III, NOIDA.

See Infratech Ltd.

JIL



Sl. N	Name of Village	Date of Execution	Area (Hect.)	Area (Acres)	Details of Lease Deed Registration
6	Sultanpur (Surrender Deed)	04.03.2010	-0.0800	-0.20	Book No. 1, Volume No. 1974 Page No. 119/146, Sl. No. 2710 dt. 03.07.2010 with Sub-Registrar, Noida-III
7	Asgarpur	03.07.2003	17.4400	43.08	Book No. 1, Volume No. 453 Page No. 421/450, Sl. No. 9728/9729 dt. 03.07.2003 with Sub-Registrar-III, NOIDA.
	Asgarpur (Surrender Deed)	19.12.2007	-1.1984	-2.96	Book No. 1, Volume No. 1165 Page No. 377/396, Sl. No. 3717 dt. 20.12.2007 with Sub-Registrar Noida-III, (G.B. Nagar).
		22.06.2009	-0.6992	-1.73	Book No. 1, Volume No. 1648 Page No. 355/376, Sl. No. 2063 dt. 06.08.2009 with Sub-Registrar Noida-III, (G.B. Nagar).
8	Shahpur Goverdhanpur Bangar	03.07.2003	35.2680	87.12	Book No. 1, Volume No. 668 Page No. 923/956, Sl. No. 5634/5635 dt. 03.07.2003 with Sub-Registrar, (G.B. Nagar) Sadar.
	Shahpur Goverdhanpur Bangar (Surrender Deed)	12.11.2010	-0.0312	-0.08	Book No. 1, Volume No. 7868 Page No. 205/236, Sl. No. 1256 dt. 25.01.2011 with Sub-Registrar Noida-III, (G.B. Nagar) Sadar.
9	Sultanpur	26.07.2003	8.8130	21.77	Book No. 1, Volume No. 458 Page No. 49/74, Sl. No. 10196/10197 dt. 26.07.2003 with Sub-Registrar-III, NOIDA.
	Sultanpur (Surrender Deed)	04.03.2010	-0.1714	-0.42	Book No. 1, Volume No. 1974 Page No. 147/176, Sl. No. 2711 dt. 03.07.2010 with Sub-Registrar, Noida-III
10	Shahpur Goverdhanpur Bangar (Alternate Land)	20.12.2007	17.3421	42.85	Book No. 1, Volume No. 2763 Page No. 205/248, Sl. No. 14281 dt. 20.12.2007 with Sub-Registrar, (G.B. Nagar) Sadar.
11	Shahpur Goverdhanpur Bangar	21.02.2007	6.6800	16.50	Book No. 1, Volume No. 1817 Page No. 197/462, Sl. No. 2555 dt. 21.02.2007 with Sub-Registrar, Sadar (G.B. Nagar) Sadar.
	Shahpur Goverdhanpur Bangar (Surrender Deed)	12.11.2010	-1.5008	-3.71	Book No. 1, Volume No. 7868 Page No. 97/128, Sl. No. 1252 dt. 25.01.2011 with Sub-Registrar Noida-III, (G.B. Nagar).
12	Wazidpur	15.02.2008	28.5860	70.64	Book No. 1, Volume No. 2974 Page No. 273/308, Sl. No. 1964 dt. 16.02.2008 with Sub-Registrar, Sadar (G.B. Nagar).



Sl. No.	Name of Village	Date of Execution	Area (Hecl.)	Area (Acres)	Details of Lease Deed Registration
13	Gajha Tipahabod	15.02.2008	25.0630	64.40	Book No. 1, Volume No. 1848 Page No. 435/470, Sl. No. 806 dt. 16.02.2008 with Sub-Registrar-II, Noida (G.B. Nagar).
	Shahpur Govardhanpur Bangar	15.02.2008	6.6600	16.46	Book No. 1, Volume No. 2974 Page No. 357/394, Sl. No. 1966 dt. 16.02.2008 with Sub-Registrar, Sodar (G.B. Nagar).
14	Shahpur Govardhanpur Bangar	12.11.2010	-0.0702	-0.17	Book No. 1, Volume No. 7868 Page No. 129/160, Sl. No. 1253 dt. 25.01.2011 with Sub-Registrar, Sodar (G.B. Nagar).
	Shahpur Govardhanpur (Sunder Deed)	15.02.2008	60.2860	148.97	Book No. 1, Volume No. 2974 Page No. 309/356, Sl. No. 1965 dt. 16.02.2008 with Sub-Registrar, Sodar (G.B. Nagar).
15	Rohilapuri (Sunder Deed)	12.11.2010	-1.1997	-2.96	Book No. 1, Volume No. 7868 Page No. 177/204, Sl. No. 1255 dt. 25.01.2011 with Sub-Registrar Sodar, (G.B. Nagar).
		04.03.2010	-0.3530	-0.87	Book No. 1, Volume No. 6991 Page No. 359/388, Sl. No. 17105 dt. 01.07.2010 with Sub-Registrar, Sodar
16	Shahpur Govardhanpur Khadar	15.05.2008	66.5270	164.39	Book No. 1, Volume No. 3320 Page No. 275/330, Sl. No. 9851 dt. 15.05.2008 with Sub-Registrar Sodar, Gautam Budh Nagar.
	Shahpur Govardhanpur Khadar (Sunder Deed)	12.11.2010	-1.5862	-3.91	Book No. 1, Volume No. 7868 Page No. 55/82, Sl. No. 1250 dt. 25.01.2011 with Sub-Registrar Sodar, (G.B. Nagar).
17	Shahpur Govardhanpur Khadar	15.10.2008	3.3320	8.23	Volume No. 4195 Page No. 399/440, Sl. No. 521 dt. 09.01.2009 with Sub-Registrar, Sodar (G.B. Nagar).
	Shahpur Govardhanpur Khadar (Sunder Deed)	04.03.2010	-0.0680	-0.17	Book No. 1, Volume No. 6991 Page No. 329/358, Sl. No. 17104 dt. 01.07.2010 with Sub-Registrar, (G.B. Nagar), Sodar
18	Rohilapuri	04.03.2009	1.0100	2.50	Book No. 1, Volume No. 4806 Page No. 319/348, Sl. No. 8199 dt. 30.06.2009 with Sub-Registrar, Sodar (G.B. Nagar).
	Rohilapuri (Sunder Deed)	04.03.2010	-0.3790	-0.94	Book No. 1, Volume No. 6991 Page No. 389/420, Sl. No. 17106 dt. 01.07.2010 with Sub-Registrar, Sodar



Sl. No	Name of Village	Date of Execution	Area (Hect.)	Area (Acres)	Details of Lease Deed Registration
19	Shahpur Goverdhanpur Khadar	04.03.2009	2.1950	5.42	Book No. 1, Volume No. 4806 Page No. 349/376, Sl. No. 8200 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
20	Sultanpur	04.03.2009	6.4760	16.00	Book No. 1, Volume No. 1618 Page No. 51/100, Sl. No. 1670 dt. 30.06.2009 with Sub-Registrar, NOIDA-III (G.B. Nagar).
21	Shahpur Goverdhanpur Bangar	05.03.2009	2.0680	5.11	Book No. 1, Volume No. 4806 Page No. 289/318, Sl. No. 8198 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
22	Wazidpur	25.05.2009	0.1010	0.25	Book No. 1, Volume No. 4806 Page No. 169/198, Sl. No. 8194 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
23	Shahpur Goverdhanpur Khadar	25.05.2009	0.2020	0.50	Book No. 1, Volume No. 4806 Page No. 199/228, Sl. No. 8195 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
24	Shahpur Goverdhanpur Bangar	25.05.2009	0.4300	1.07	Book No. 1, Volume No. 4806 Page No. 299/258, Sl. No. 8196 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
25	Asgarpur	25.05.2009	0.1780	0.44	Book No. 1, Volume No. 1618 Page No. 101/150, Sl. No. 1671 dt. 30.06.2009 with Sub-Registrar, NOIDA-III (G.B. Nagar).
26	Rohillapur	25.05.2009	2.0260	5.01	Book No. 1, Volume No. 4806 Page No. 259/288, Sl. No. 8197 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
	Rohillapur (Surrender Deed)	12.11.2010	-0.1453	-0.36	Book No. 1, Volume No. 7868 Page No. 177/204, Sl. No. 1255 dt. 25.01.2011 with Sub-Registrar Sadar, (G.B. Nagar).
27	Rohillapur	29.06.2009	7.2602	17.94	Book No. 1, Volume No. 4806 Page No. 377/404, Sl. No. 8201 dt. 30.06.2009 with Sub-Registrar, Sadar (G.B. Nagar).
28	Asgarpur (Alternate Land)	29.07.2009	1.1984	2.96	Book No. 1, Volume No. 1649 Page No. 29/80, Sl. No. 2066 dt. 06.08.2009 with Sub-Registrar-III, Noida





Sl. N	Name of Village	Date of Execution	Area (Hect.)	Area (Acres)	Details of Lease Deed Registration
29	Shahpur Goverdhanpur Khodar	26.12.2009	1.1890	2.94	Book No. 1, Volume No. 5474 Page No. 199/246, Sl. No.931 dt. 19.01.2010 with Sub-Registrar Sadar, (G.B. Nagar).
30	Sultanpur	26.12.2009	0.4269	1.05	Book No. 1, Volume No. 1699, Page No. 325/380, Sl. No.727, dt. 11.03.2010 Sub-Registrar, Noida-III (G.B. Nagar).
31	Shahpur Goverdhanpur Bangar	26.12.2009	0.0640	0.16	Book No. 1, Volume No. 5474 Page No. 247/294, Sl. No. 932 dt. 19.01.2010 with Sub-Registrar Sadar, (G.B. Nagar).
32	Asgarpur Jagir	26.12.2009	0.6165	1.52	Book No. 1, Volume No. 1699, Page No. 277/322, Sl. No.726, dt. 11.03.2010 Sub-Registrar, Noida-III.
33	Sultanpur	08.02.2010	0.5820	1.44	Book No. 1, Volume No. 1699, Page No. 227/276, Sl. No.725, dt. 11.03.2010 Sub-Registrar, Noida-III.
34	Rohillapur	08.02.2010	0.4880	1.21	Book No. 1, Volume No. 5539 Page No. 339/388, Sl. No.1818 dt. 08.02.2010 with Sub-Registrar Sadar, (G.B. Nagar).
35	Wazidpur	08.02.2010	0.5620	1.39	Book No. 1, Volume No. 5540, Page No. 1/50, Sl. No.1820 dt. 08.02.2010 with Sub-Registrar Sadar, (G.B. Nagar).
36	Gejha Tilptabad	08.02.2010	0.8220	2.03	Book No. 1, Volume No. 2681, Page No. 91/140, Sl. No. 1298 dt. 11.03.2010 Sub-Registrar-II, Noida.
37	Sultanpur (Alternate Land)	01.05.2010	0.7086	1.75	Book No. 1, Volume No. 1974 Page No. 209/260, Sl. No.2713 dt. 03.07.2010 with Sub-Registrar Noida-III
38	Rohillapur (Alternate Land)	01.05.2010	0.8000	1.98	Book No. 1, Volume No. 6992 Page No. 261/318, Sl. No.17114 dt. 01.07.2010 with Sub-Registrar Sadar, (G.B. Nagar).
39	Sultanpur	16.06.2010	1.4755	3.64	Book No. 1, Volume No. 1974 Page No. 299/348, Sl. No.2715 dt. 03.07.2010 with Sub-Registrar Noida-III, (G.B. Nagar).
40	Asgarpur Jagir	16.06.2010	0.0130	0.03	Book No. 1, Volume No. 1974 Page No. 259/308, Sl. No.2714 dt. 03.07.2010 with Sub-Registrar Noida-III, (G.B. Nagar).





SL N	Name of Village	Date of Execution	Area (Hect.)	Area (Acres)	Details of Lease Deed Registration
41	Sultanpur	18.03.2011	0.0296	0.07	Book No. 1, Volume No. 2705 Page No. 37/86, Sl. No. 5549 dt. 06.07.2011 with Sub-Registrar Noida-III, (G.B. Nagar).
	Total		443.8057	1145.60	

Sector - 151 (Aman)

1	Badoli Bangar & Badoli Khadar	31.07.2009	14.0000	34.58	Book No. 1, Volume No. 1648 Page No. 377/506, Sl. No. 2064 dt. 06.08.2009 with Sub-Registrar-III, Noida (G.B. Nagar).
2	Badoli Khadar	08.02.2010	10.3018	25.45	Book No. 1, Volume No. 5540 Page No. 51/100, Sl. No. 1821 dt. 08.02.2010 with Sub-Registrar Sadar, (G.B. Nagar).
3	Badoli Bangar	08.02.2010	0.5790	1.43	Book No. 1, Volume No. 5539 Page No. 389/438, Sl. No. 1819 dt. 08.02.2010 with Sub-Registrar Sadar, (G.B. Nagar).
4	Badoli Bangar (Alternate Land)	29.11.2010	2.6965	6.66	Book No. 1, Volume No. 7869 Page No. 163/224, Sl. No. 1265 dt. 25.01.2011 with Sub-Registrar Sadar, (G.B. Nagar).
5	Badoli Khadar (Alternate Land)	29.11.2010	0.1241	0.30	Book No. 1, Volume No. 7869 Page No. 251/310, Sl. No. 1267 dt. 25.01.2011 with Sub-Registrar Sadar, (G.B. Nagar).
6	Kondali Bangar (Alternate Land)	29.11.2010	1.5412	3.81	Book No. 1, Volume No. 7869 Page No. 1/62, Sl. No. 1262 dt. 25.01.2011 with Sub-Registrar Sadar, (G.B. Nagar).
7	Badoli Bangar	18.03.2011	4.1493	10.25	Book No. 1, Volume No. 8890 Page No. 317/366, Sl. No. 12527 dt. 04.07.2011 with Sub-Registrar Sadar, (G.B. Nagar).
8	Badoli Khadar	18.03.2011	0.0500	0.12	Book No. 1, Volume No. 8891 Page No. 1/50, Sl. No. 12529 dt. 04.07.2011 with Sub-Registrar Sadar, (G.B. Nagar).
9	Kondali Bangar	18.03.2011	1.6917	4.18	Book No. 1, Volume No. 8890 Page No. 177/228, Sl. No. 12524 dt. 04.07.2011 with Sub-Registrar Sadar, (G.B. Nagar).
	Total		35.1336	86.78	
	Grand Total		498.9393	1232.38	
	Balance Land for Lease to JIL		1.0607	2.62	





Annexure - II

to Sub-Lease Deed dated 01.05.14

SCHEDULE OF PROPERTY

The Demised Plot having area as below:-

= 8,096 Sqm. (2.00 Acres)

or thereabout at Sector 128, Wish Town, Jaypee Greens, Noida, Distt. G.B. Nagar (UP) and as demarcated on the Location Plan and bound as under;

At or towards the EAST	:	}	As per Location Plan attached as Annexure - III.
At or towards the WEST	:		
At or towards the NORTH	:		
At or towards the SOUTH	:		

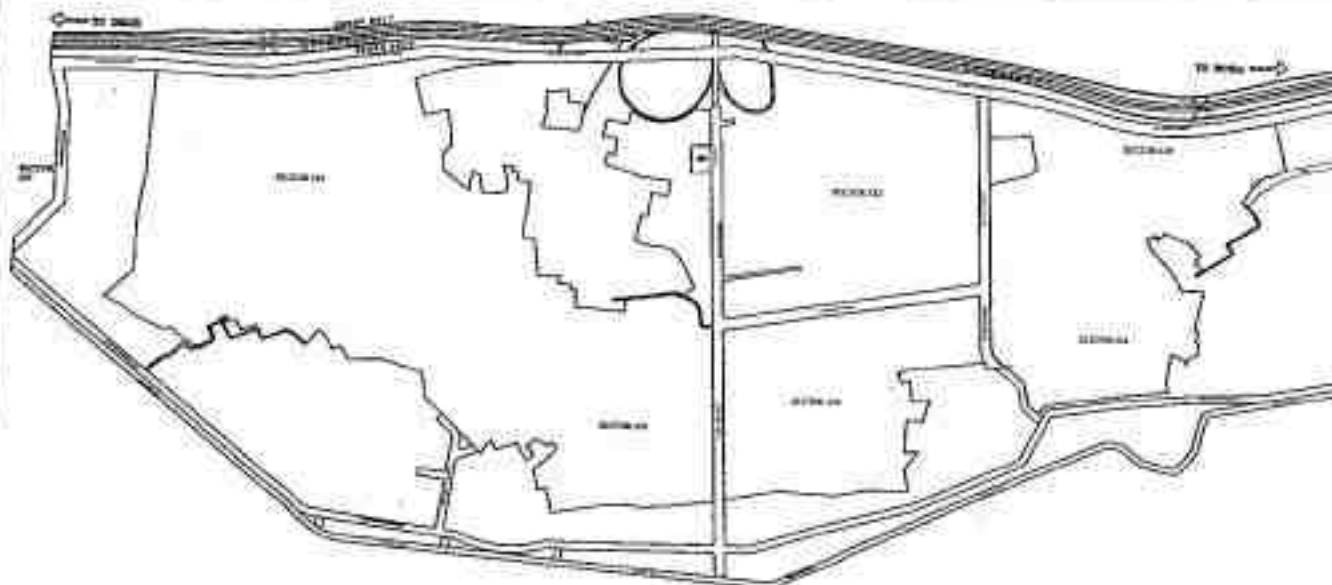




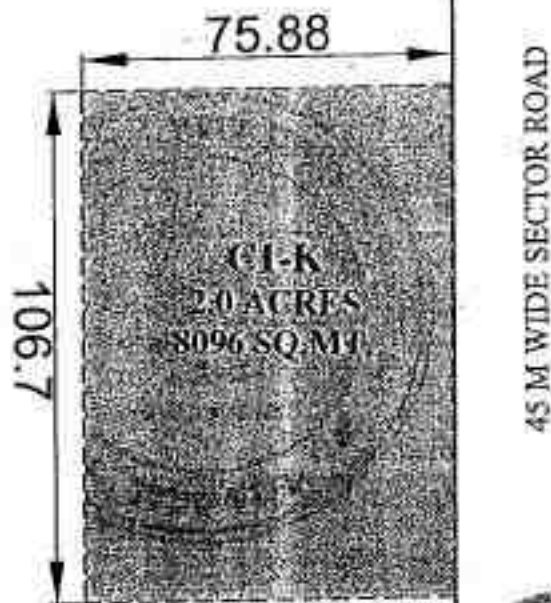
LOCATION PLAN OF DEMISED PLOT

SECTOR -128, WISH TOWN, JAYPEE GREENS, NOIDA

SUBJECT LAND INCLUDING DEMISED PLOT



DETAILS OF DEMISED PLOT



AREA OF DEMISED PLOT=8096sqmt.(2.0 Acres)



Note:- All dimensions are in mtr

LEGEND:-

DEALT BY:-

SCALE:-



IN WITNESS WHEREOF the Parties have caused these presents to be executed on their respective behalf on the day, month and year first hereinabove written in the manner hereinafter appearing:

SIGNED AND DELIVERED BY
the within named Sub-Lessor/ First Party
Jaypee Infratech Ltd.

For Jaypee Infratech Limited


Authorized Signatory

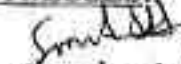
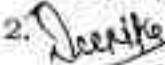
SIGNED AND DELIVERED BY

the within named Sub Lessee / Second Party
JC World Hospitality Private Limited
For JC WORLD HOSPITALITY PVT. LTD.


Authorized Signatory



WITNESSES:

1. 
Sandeep Ahuja
21093, At 1 Green Paradise Conbridge.
2.  Deepti David
323/2 Ground Floor Hari Nagar Ashram New Delhi - 110015

Enclosures: Annexure -I	:	Details of Lease Deeds.
Annexure -II	:	Schedule of Property
Annexure-III	:	Location Plan

आज दिनांक 07/05/2014 को

यही सं. 1 जिल्द सं. 4134

पृष्ठ सं. 77 से 138 पर कर्मांक 2120

रजिस्ट्रीकृत किया गया।

रजिस्ट्रीकरण अधिकारी के हस्ताक्षर



उप निबन्धक (प्रथम)

नोएडा

7/5/2014



Digital Marketing
Plan/Proposal for JC World,
Wishtown, NOIDA

May 7

2014

vServe Communications (P) Ltd. brings you the concept note for the
marketing plan for promotional activities to promote your services.

A Proposition
submitted by
the vServe
Group



Who are we?

vServe Communications (P) Ltd. is an Internet Real Estate Marketing company with over 5 years of experience in successfully implementing effective strategies for design, development Internet Marketing for real estate players.

vServe's passion is to enable independent real estate entrepreneurs to use the power of Internet and to win the Internet Marketing Game.

The company works with missionary zeal on educating Real Estate market on harnessing the power of their website.

Why vServe?

At vServe we take pleasure in helping Real Estate market in achieving their full potential through the use of technology. We are a highly focused company with dedicated staff having their expertise in the most advanced sectors of Online Marketing.

- First agency to introduce micro site concept in online industry which today is implemented by every business and showing results.
- Your marketing spend plan, and our guarantee on returns, ROI enhancement
- Our Credentials "The business success" – Designed & Promoted 100+ real estate projects in Delhi / NCR
- Media Buying – Known and largest buyers of online media inventories on platforms such as MSN, Hotmail, Google, Yahoo etc.
- Clientele – Successfully handled largest real estate campaigns including Supertech, JM Housing, Rudra Buildwell, Adhar group, Realistic RED, BOP, Buniyad, Investors Clinic, AGNI, Sumangalam, Net Ambit and many more.
- Dedicated and experienced team of Media/ Creative / Technical professionals having vast hands on industry experience
- 25+ Media professionals / Creative Designers/Technical Developers/ Digital marketing experts
- World class infrastructure supporting the approach to meet your business requirements.

Our Goal

- Selecting the best mix of media and engagement tools to gain your prospective customers who are looking for corporate / retail leasing and renting services
- Increase web site traffic
- Increase Sales/revenues
- Reach and Engage the potential prospects
- Ensures ROI

Our Strategy

- Plan – Create an instinctive design and Marketing Strategy
- Design & Develop – Design and develop most appropriate visual and user friendly technical portal
- Reach – Build the appropriate Target Audience (Reach your outreach customers i.e. consumers looking for Office Space / Commercial properties on lease or rent)
- Act – Encourage Interaction
- Convert – To Lead or Sale
- Engage – Develop Relationships

The Proposed Marketing Plan

Recommended Service	Brief Description
SMS	Recommended for instant lead generation. Ideal way to push product/service in market in no time.
Search Engine Optimization	SEO is just not about optimization, it's also communicating. It is a process of getting a high traffic rate to convert into sales.
PPC & Ad Display	The most recommended promotional activity which helps in generating business online and also in maintaining your brand image online.
E-mail Marketing	It's a recommended activity for your business which may not be useful for lead generation however may help in branding.
SMO	Interact with your fans, announce schemes and get connect to your target clients instantly.

Search Engine Optimization

Activities:

- Article Marketing
- Blended or Universal Search
- Directory Marketing
- Link Building
- Multilingual SEO
- On-page optimization
- SEO Analytics
- SEO Content Strategy
- Press Release & Web Directories

Platforms: Google, Yahoo, MSN. (We will target the search engines regionally)

Action Plan:

To increase the amount and quality of traffic coming to website from search engines

- Analyze top competitive websites of the same product.
- Discover target keywords (density analysis, meta tags, etc)
- Explore SEO data (Page Rank, incoming links, web directories, etc)
- Select the most efficient keywords (maximum traffic -- minimum competition)
- Explore statistics: monthly traffic estimation, demographics, and more.
- Improve or remove outdated information

Benefits of SEO

- Improve online visibility
- Increase in website traffic
- Generate leads
- Genuine / Authenticated Leads
- Strengthen brand awareness
- Build credibility Online
- Be the source of information

Pay Per Click

"Pay As You Go"

Pay per click or PPC is the best and reliable internet advertising system devised for search engines, third party content sites, blogs and ad networks.

What would we do?

We run specific campaigns for authenticated lead generation on platforms such as Google, Yahoo, LinkedIn, Facebook, Hotmail network etc.

How we do?

We research on Keywords, create AD, and also manage your PPC accounts

- Instant & authenticated lead generation
- Most reliable customers
- Higher chances of conversion
- Maximum ROI – Return On Investment
- Bid Based Campaigns – Easily Modified (Keep the campaign active as long as you want it for)

Benefits of PPC

- Instant & authenticated lead generation
- Most reliable customers
- Higher chances of conversion
- Maximum ROI – Return On Investment
- Bid Based Campaigns – Easily Modified (Keep the campaign active as long as you want it for)

E-Mail Marketing

We do mass mailing campaigns / mass mailing activities on qualified data, ensuring authenticated leads with Commitment

What would we do?

We are responsible to shoot engaging creative mailers of your services to target your end to end prospect

How we do?

We design visually appealing mailers with precise information and send it to our foundational Database (Companies & Corporate)

Benefits Mass Mailing

- Instant & authenticated lead generation
- More Opportunities of conversion
- Drive sales of your prospective clients
- Access to statistical reporting system
- Specific profiling done for mailers