

ISSUE 3 | JUNE 2015

CHEMISTRIAI'S BUILDER

MONTHLY NEWSLETTER



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CHAIRMAN'S MESSAGE



Dear Reader,

I hope this message finds you in sound health and mind. We are nearing the end of summer already and it has been a heady mix of vacations, water melons, mangoes, beaches and mainly heat waves - making us crave monsoon. It is also the start of yet another academic year. How time flies!

I take the opportunity to speak about our continued journey of success. To embark on such a journey one needs the tools of preparedness, foresight and strategy. At Malles, these tools have been instrumental on setting us on the right path of success, promoting progress. We constantly strive to be one of the most competitive construction firms with emphasis on efficiency in operations, reliability for customers and push towards development. Here's wishing this quarter raises our glory to new heights and sees new developments!

Gearing up for the future, we have what it takes to endure the winds of change and are poised to make a paradigm shift in our growth. Our well-recognised market presence with a strong product portfolio is a huge strength. Speaking of our portfolio, I am very pleased to announce the launch of a new project, Sri Rama Krupa located in T.Nagar, Chennai. I am sure with the exceptional team leading this project, it will be yet another feather in our over laden hat.

I wish you all the very best team!

With regards,

Mr. U. Chandraparakasam,
Founder & Chairman

BOOKMARK CORNER

A testimonial to the brilliant achievements of the Chola in architecture, sculpture, painting and bronze casting.

One of the first great Tamil Chola building projects, the Brihadeshwarar temple was built during the Chola Empire by the command of the Tamil emperor Rajaraja Chola I. It is a hindu temple dedicated to Lord Shiva and is also known as Periya Kovil, Brihadeshwara Temple, RajaRajeswara Temple and Rajarajeswaram. It is part of the UNESCO World Heritage Site known as the "Great Living Chola Temples". According to legends, the emperor had a dream about building the temple and made it a reality. It was the site of major royal ceremonies such as anointing the emperor and linking him with its deity, Shiva, and the daily rituals of the deities were mirrored by those of the king.

Brihadeshwarar temple is one among the largest temples and most prized architectural sites in India. The esteemed architect and engineer of the temple was Kunjara Mallan Raja Raja Perunthachan. Built as per ancient texts called Vaastu Shastras and Agamas, a measure of $1\frac{3}{8}$ -inch called an angula is used in constructing the temple. This is the same measure used to build structures compliant with the Vaastu Shastras and Agamas today.

The first building fully built by granite and finished within 5yrs [1004AD – 1009AD]. The solid base of the temple raises about 5 metres above which stone deities and representatives of Shiva dance. The big Nandi weighs about 20 tonnes and is made of a single stone. The presiding deity of lingam is 3.7m tall. The outer wall of the upper storey is carved with 108 dance postures of Bharathanatyam. The shrine of Goddess was added by Pandyas during the 13th century; Subramanya Shrine by Vijayanagara rulers and the Vinayaka shrine was renovated by Maratha rulers.

The temple has Chola frescoes on the walls around the sanctum sanctorum portraying Shiva in action, destroying demonic forts, dancing and sending a white elephant to transport a devotee to heaven. These frescoes were discovered in the 1940s and portray the mythological episodes of the journey of Saint Sundarar and the Chera King to heaven, the battle scene of Tripurantaka (Lord Siva) with Asuras. Due to the continuous exposure to smoke and soot from the lamps and burning of camphor in the sanctum sanctorum over a period of centuries certain parts of the Chola paintings on the passage walls had been badly damaged. The Tanjore Nayak kings replaced them with a few paintings of their own, about 400 years ago. The Archaeological Survey of India, for the first time in the world, used its unique de-stucco process to restore 16 Nayak paintings, which were superimposed on 1000-year-old Chola frescoes. These 400-year-old paintings have been mounted on fibre glass boards, displayed at a separate pavilion. Today, the temple is the most visited tourist attraction in Thanjavur and the state alike.



WORD TO THE WISE

Diet and Nutritional Tips to Stay Healthy this Monsoon Season

We are so good to welcome the monsoon showers after experiencing the scorching summer heat. But monsoons do bring certain health risks. Here are some specific guidelines regarding what to eat and what not to eat during rains.

- *Eat seasonal fruits as they help you restore energy*
- *Have medium to low salt food and avoid heavy salty food as they are responsible for high blood pressure and water retention*

- *Foods such as brown rice, oats, and barley are the best foods in monsoon*
- *Opt for yogurt, curd and almonds in your diet instead of milk*

- *Drink only boiled and purified water to protect yourself from harmful germs*
- *Avoid too much of fish and meat this season*

- *People who face skin allergies during rainy seasons must avoid spicy foods. Spicy foods raise body temperature and stimulate blood circulation and leads to allergies and skin irritation*

- *Drink lots of herbal teas, especially those with antibacterial properties*
- *Eat steamed salads instead of raw vegetables as they contain active bacteria and virus that cause bacterial and viral infections*

- *Avoid eating fried items, pre-cut fruits and juices from road side vendors and stick to high quality and hygiene*

Have a safe and healthy monsoon!



ON GOING PROJECT STATUS



PHASE 1 SOLD OUT. PHASE 2 FEW LEFT.
BOOKINGS OPEN FOR PHASE 3



NOW, LIFE BECOMES MORE SPACIOUS & LUXURIOUS...

478 Splendid Homes | World Class Club House |
More than 25 Amazing Amenities | 3 BHK Homes | 1249 - 1648 Sft

CURRENT CONSTRUCTION STATUS



READY TO OCCUPY



WELCOME TO THE NEW ECHELON OF LUXURY LIVING

78 stunning luxury homes | Amazing amenities | 2 BHK, 2.5 BHK &
3 BHK | 1001 Sft - 1458 Sft | On OMR-Medavakkam link road |
Crisil 5 star rating

CURRENT CONSTRUCTION STATUS





THE ART OF LIVING AT THE HEART OF THE CITY

12 premium lifestyle apartments | 2 BHK, 2.5BHK & 3 BHK |
950 Sft - 1100 Sft | Located in the heart of the city

CURRENT CONSTRUCTION STATUS





MALLES
Vijayadhwajam
T.NAGAR
On Bhagirathiammal Street

FOR A LIFE UPSTYLE!

12 premium lifestyle apartments | 3 BHK | 1451 - 1810 Sft |
Replete with modern amenities | Located in the heart of the city

CURRENT CONSTRUCTION STATUS



LAUNCHING SOON AT
NUNGAMBAKKAM



MALLES
Śrī Rāmā Kr̥pā
Nungambakkam

Ground floor + 2 stilt | Commercial | Located in the heart of the city

OUR UPCOMING PROJECTS

Mugalivakkam - Appartments, Perumbakkam - Villas, Keelakatalai - Appartments, Injambakkam - Villas, T.Nagar - Commercial Building, Poonamallee - Appartments

EVENTS AND EXHIBITION

FAIRPRO, CHENNAI 2015

FAIRPRO, CHENNAI 2015 Organised by CREDAI, the three-day property expo was held from February 20 to 22 at the Chennai Trade Centre. It showcased over 300 properties from high-end luxury projects to affordable houses. Malles Constructions received a fabulous response from all visitors and there were numerous bookings for Malles homes. Recent government initiatives are all set to bring a positive outcome to the market, accelerating the success of Malles Constructions.



CBRE PROPFAIR, CHENNAI 2015

CBRE PROPFAIR 2015, a 3-day mega property show was held from May 29 to 31 at the Chennai Trade Centre, Chennai. It witnessed the coming together of leading builders, property developers and funding institutions under one roof. Malles Constructions received a fabulous response from visitors and there were numerous bookings for Malles homes.



WORLD ENVIRONMENT DAY CELEBRATION

Malles Constructions participated in the United Nations Environment Programme, World Environment Day 2015 on the 5th of June 2015. World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. Over the years it has grown to be a broad, global platform for public outreach that is widely celebrated by stakeholders in over 100 countries.



ACCOLADES & CERTIFICATIONS



WINNER OF BEST VALUE FOR MONEY MARRIAGE HALL

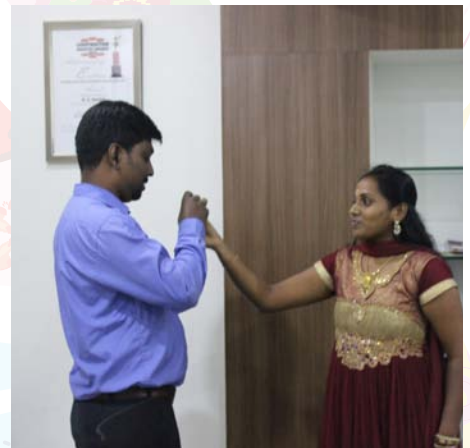
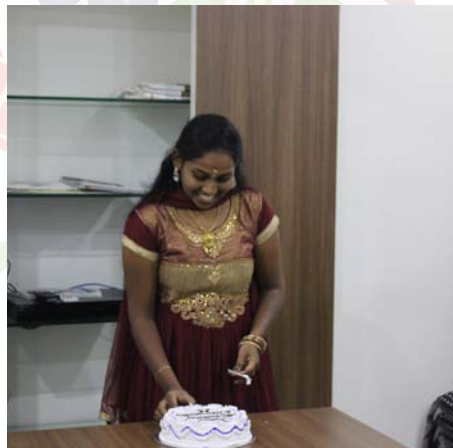
Wedding Icons 2015, a glittering and impressive awards ceremony held in Chennai on the 13th of June by Marriage Colours.com saw experts who contribute in making a signature wedding, presented with Awards in recognition of their positive inputs & service to the wedding industry. We are immensely proud of the Malles Hospitality achievement at this awards ceremony - Shri Vishnu Mahal won the "Best Value for Money Marriage Hall" award!

OHSAS & ISO CERTIFICATIONS

We are happy to announce that Malles Constructions successfully completed the ISO audit on the 12th of June, 2015, for OHSAS 18001:2007 (Management System) & ISO 14001:2004 (Environmental Management System) and received certification on the same.



MALLES IN-HOUSE CELEBRATIONS



DID YOU KNOW ?

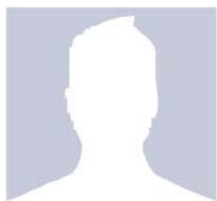
1. Which Malles project previously 4 Star has now been upgraded to 'Chennai 5 Star' by CRISIL considering the quality of materials, amenities, legal, financial and builder quality?
2. What is the philosophy on which the foundation of Malles is built?
3. How many years has Malles been in the construction business?
4. The Brihadeshwarar temple was built to grace the throne of which empire?
5. Name the main deity at the Brihadeshwarar temple in Tamil Nadu?
6. Which architectural style popularized the use of synthetic building materials such as glass, plastic and steel?
7. What is an oculus?
8. What is a cenotaph?
9. What would you be likely to find in a mastaba?
10. 'Cantilever', 'suspension', and 'swing' are all types of what common architectural construct?



1. Malles Ashira
2. Grit is right
3. 33 years
4. Chola empire
5. Lord Shiva
6. Art Deco
7. A horizontal circular opening
8. A tomb without a body
9. Dead bodies
10. Bridge

Answers:

CUSTOMER TESTIMONIALS



P. Muthu

Project Manager,
Polaris Finance Technology Ltd.

I am very proud that I have bought a flat from your company. I want to say thanks for your good quality of work and timely hand over.

Your staffs are very good and they responded very well for all my queries. I would like to thank for the alterations you have done in my flat according to my taste.

One suggestion that I would like to give is to provide single point of contact for all matters regarding to a flat.

Finally I would like to thank Mr. Sylvester, Mr. Suresh Kumar, Mr. Antony Francis and all of your staff members who interacted with me for all queries and doubts.

Project : Malles Alankar, Flat No. - 202



Gopinath Ramalingam

Thailand Govt. Employee

I'm very satisfied and would like to extend my sincere thanks to every person involved in this Alankar project.

The very best thing was that I felt like being cared as a real friend. Your staffs were extremely professional, prompt and responsible.

The quality of the construction continues to impress me especially when looking at other newly built homes of our friends. I truly feel that my flat was designed personally for me it's my distinctive home.

Again a big thanks to you & your team and best wishes for all your projects.

Project : Malles Alankar, Flat No. - 204



Joseph Benil

Sr. I.T Analyst,
DBS bank Ltd, Singapore

- Customer friendly staffs
- Strategic approach
- Quality product
- Reasonable prices

Great service overall, looking forward to invest in other Malles projects in future.

Project : Malles Alankar, Flat No. - 301



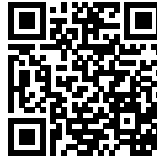
Beneven Noble

Team Head,
TCS, Chennai

I'm very much satisfied with the overall experience of buying my flat from Malles.

My flat turned out very well as promised and I would definitely recommend malles to others!

Project : Malles Altius 3E



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about our latest projects and offers



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