

# CHEMISTS' AI'S BUILDER

MONTHLY NEWSLETTER

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# CHAIRMAN'S MESSAGE



**Dear Customer,**

I hope all is well with you and your dear ones. Hope you had a great Navaratri, Dussehra and Pooja Celebrations. These are the festivals to clean not only our home but also our minds from the negative thoughts. They are visitors and they should be treated like that! Now, the whole world is getting ready for the Diwali and I am sure you are also busy with your shopping activities. Some are eagerly waiting for their family members who will be visiting home after a long time. After all, Diwali unites everyone, right?

This Diwali is more special for Malles as we are rolling out some exclusive offers only for this Diwali. We believe that no time is as auspicious as the Diwali month to start your new life in your new home. As a well-wisher of your family, we are always working towards giving the best for you.

Allow me to finish this letter on a high note! Let's pledge not to buy a lot of expensive crackers and pollute the city. Don't just resort to lavish spending this Diwali and buy enough only for your family's happiness. You can do it, right?

**Happy Diwali!**

With regards,

**Mr. U. Chandraprakasam,**  
Founder & Chairman

# BOOKMARK CORNER

## TAWANG MONASTERY, ARUNACHAL PRADESH

Tawang Monastery is known in Tibetan as Galden Namgye Lhatse, which translates to "celestial paradise in a clear night." It was founded by Merak Lama Lodre Gyatso in 1680-1681 in accordance with the wishes of the 5th Dalai Lama, Ngawang Lobsang Gyatso. It belongs to the Gelug school of Mahayana Buddhism and had a religious association with Drepung Monastery of Lhasa, which continued during the period of British rule.

### Location

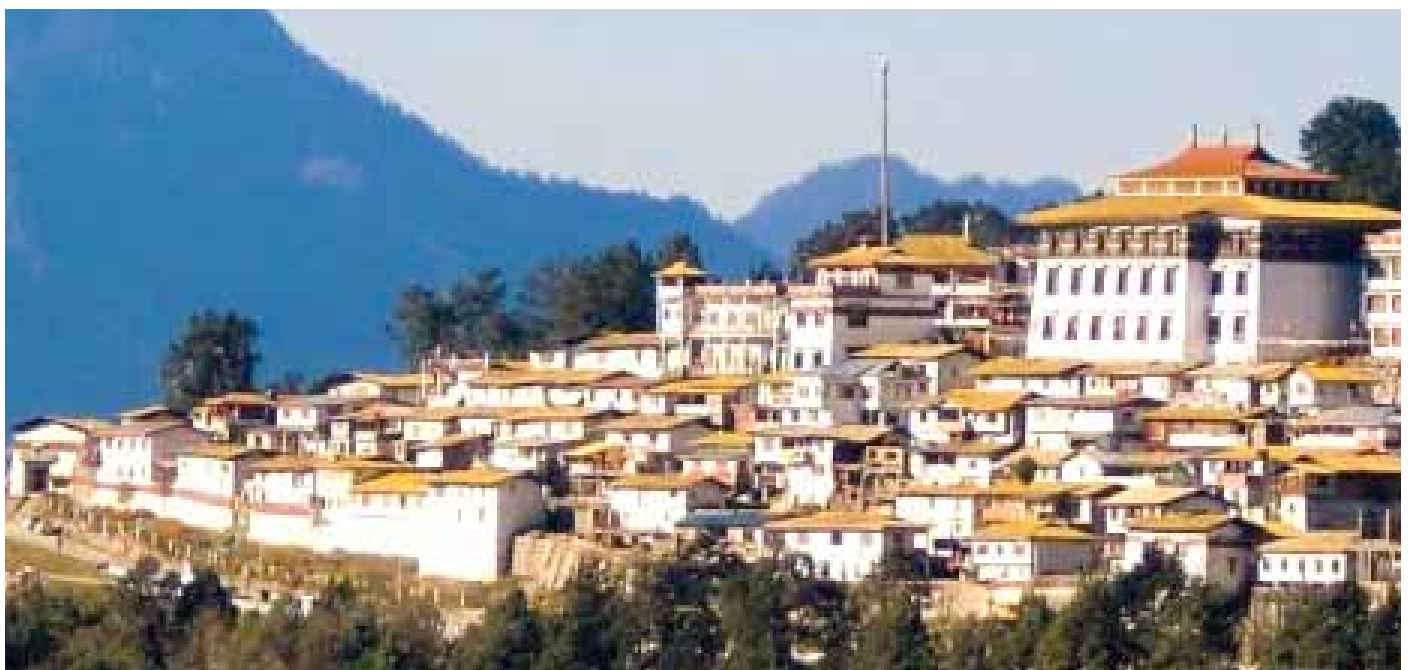
It is the largest monastery in India and second largest in the world after the Potala Palace in Lhasa, Tibet. It is situated in the valley of the Tawang River, near the small town of the same name in the northwestern part of Arunachal Pradesh, in close proximity to the Tibetan and Bhutanese border.

### Architectural Significance

The monastery is three stories high. It is enclosed by a 925 feet (282 m) long compound wall. At the entrance to the monastery there is colourful gate structure, known as the Kakaling, which is built in the shape of a "hut-like structure", with side walls built of stone masonry. According to a legend, the 5th Dalai Lama had given a roll of thread to be bound around the walls of the monastery to denote the extent to which the monastery should be built.

The monastery, built like a large mansion, is triple storied with a large assembly hall, ten other functional structures and with 65 residential quarters for students, Lamas and monks. The monastery has a school and its own water supply facility, and a centre for Buddhist cultural studies.

The main temple in the monastery, to the west of the entry gate, is known as the Dukhang ('Du' means "assembly" and 'Khang' means "building"). It was built in 1860-61. A large image of Buddha of 18 feet (5.5 m) height is deified; it is gilded and decorated, and is in a lotus position. The main temple fell into a dilapidated condition and was renovated in 2002 in the traditional Buddhist architectural style. It has been exquisitely decorated with paintings, murals, carvings, sculptures and so forth.



# WHY DIWALI IS CELEBRATED?



*Here are top 10 answers from our history.*



There are 10 mythical and historical reasons why Diwali is a great time to celebrate. And there are good reasons not just for Hindus but also for all others to celebrate this great Festival of Lights.



**Goddess Lakshmi's Birthday:** The Goddess of wealth, Lakshmi incarnated on the new moon day (amaavasyaa) of the Kartik month during the churning of the ocean (samudra-manthan), hence the association of Diwali with Lakshmi.



**Vishnu Rescued Lakshmi:** On this very day (Diwali day), Lord Vishnu in his fifth incarnation as Vaman-avtaara rescued Lakshmi from the prison of King Bali and this is another reason of worshipping Ma Lakshmi on Diwali.



**Krishna Killed Narakaasur:** On the day preceding Diwali, Lord Krishna killed the demon king Narakaasur and rescued 16,000 women from his captivity. The celebration of this freedom went on for two days including the Diwali day as a victory festival.



The Return of the Pandavas: According to the great epic Mahabharata, it was Kartik Amavashya when the Pandavas appeared from their 12 years of banishment as a result of their defeat in the hands of the Kauravas at the game of dice (gambling). The subjects who loved the Pandavas celebrated the day by lighting the earthen lamps.



The Victory of Rama: According to the epic Ramayana, it was the new moon day of Kartik when Lord Ram, Ma Sita and Lakshman returned to Ayodhya after vanquishing Ravana and conquering Lanka. The citizens of Ayodhya decorated the entire city with the earthen lamps and illuminated it like never before.



Coronation of Vikramaditya: One of the greatest Hindu King Vikramaditya was coroneted on the Diwali day; hence Diwali became a historical event as well.



Special Day for the Arya Samaj: It was the new moon day of Kartik (Diwali day) when Maharshi Dayananda, one of the greatest reformers of Hinduism and the founder of Arya Samaj attained his nirvana.



Special Day for the Jains: Mahavir Tirthankar, considered to be the founder of modern Jainism also attained his nirvana on Diwali day.



Special Day for the Sikhs: The third Sikh Guru Amar Das institutionalized Diwali as a Red-Letter Day when all Sikhs would gather to receive the Gurus blessings. In 1577, the foundation stone of the Golden Temple at Amritsar was laid on Diwali. In 1619, the sixth Sikh Guru Hargobind, who was held by the Mughal Emperor Jahengir, was released from the Gwalior fort along with 52 kings.



The Pope's Diwali Speech: In 1999, Pope John Paul II performed a special Eucharist in an Indian church where the altar was decorated with Diwali lamps, the Pope had a tilak marked on his forehead and his speech was bristled with references to the festival of light.



# ON GOING PROJECT STATUS



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

MALLES  
**AASHIRA** 3<sup>rd</sup>  
— PERUMBAKKAM — EDITION  
BESIDE GLOBAL HOSPITALS

**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





## 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







**MALLES**   
**AKANKSHA**  
**PERUMBAKKAM**  
BESIDE GLOBAL HOSPITALS

**DESIGNED FOR OPULENCE.  
DEFINED BY ELEGANCE.**

4 BHK PREMIUM VILLAS | 900 – 1700 SFT |  
GATED COMMUNITY OF 120 VILLAS



# MODEL HOUSE CONSTRUCTION



# DO YOU KNOW



## Do you know these facts about Diwali?

1. What is the name given to the first day of the Diwali festival?
2. Unlike the rest of India, Tamilians do not burst crackers in the evening. When do they do it?
3. In which Hindu month does Diwali fall?
4. With which pooja is Diwali associated?
5. Which other religion also celebrates Diwali and why?
6. Diwali is the shortened version of Deepavali. What is the literal meaning of this term?
7. Name a sweet made during Diwali?
8. What event from Ramayana does Diwali symbolize?
9. In what way do people celebrate Diwali?
10. Diwali commemorates the killing of which demon by Lord Krishna?

**Answers:** 1) Dhanteras 2) Morning 3) Ashwin 4) Lakshmi Pooja  
5) Jains, because Mahavir attained Nirvana on this day  
6) Row of Lights 7) Gujia  
8) The return of Rama and Sita to Ayodhya after 14 years  
9) By lighting fireworks 10) Narakasura

# CUSTOMER TESTIMONIALS



## MR.B.RAVICHANDRAN

Chief Manager (Retd.), Indian Bank  
G2-105, Malles Aashira

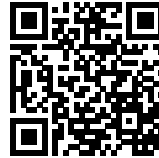
When I was scouting for a 3 BHK flat near OMR for my son, it was Mr Rajesh at Malles who guided me to book the above flat. During my interaction with Malles, right from field, marketing and their director, I found the company is keen on keeping its commitment and image. I have canvassed for a flat for my friend's daughter and Malles credited the incentive to my account.

They have made me a happy owner of a flat in Perumbakkam. God bless them to serve more people by constructing good quality homes for which they are known.

I expect good post sale treatment from them.



**PRICELESS  
GIFT  
TO US**



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Scan to view our latest news & events



Integrated ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007 Management System

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