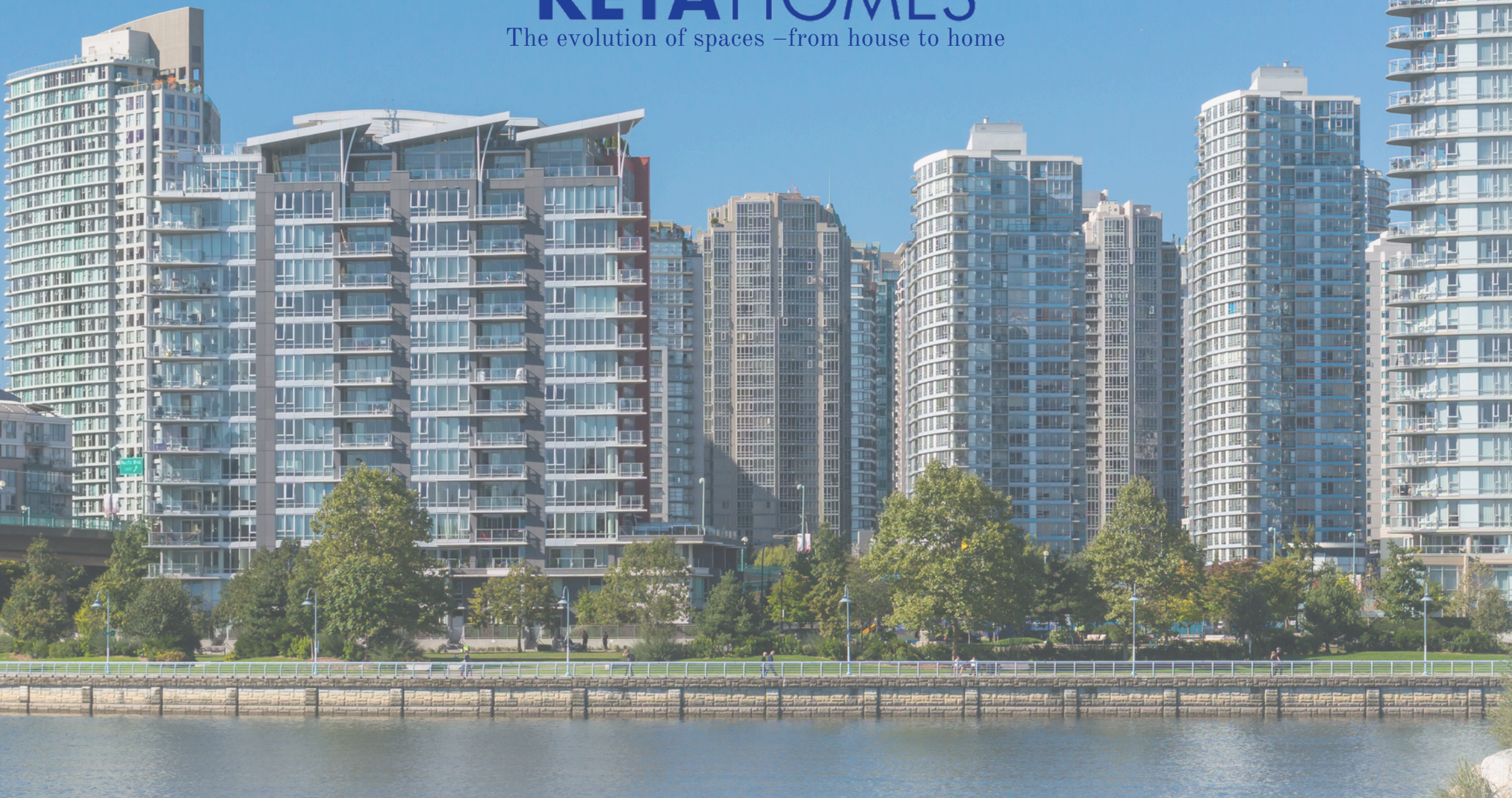




KEYA HOMES

The evolution of spaces –from house to home







ABOUT US

Our journey began in 2013 when the company was established as a Private Limited Company with one goal in mind: to bring nature and technology to the lifestyle of our customers and transform living as we know it.

Bipin Ram Agarwal, Ratan Kumar Kandoi, and Dinesh Kejriwal are the promoters and shareholders of the company. With them, they bring experience in manufacturing industrial batteries and LED, business strategy, hands-on exposure of granite exports, and sales and marketing expertise in real estate.

We have remained debt-free since inception and are professionally managed. This means that our customers can place their trust in us. With Keya, your dream home is in able hands.



OUR VISION

Everyone has a vision.

We do too.
Ours is to be the first
choice for home seekers
who aspire to buy a home by 2025.

OUR VALUES AND DRIVING FORCE



Bringing environment-friendly homes with a good blend of technology



Leading the way for faster construction and project completion (project cycle of three years from day 1 as opposed to the five to six years standard)



Guaranteeing economically priced homes across all product segments



Ensuring transparency



Incorporating top-notch brands / ingredients in all our projects



ANALYSIS OF REAL ESTATE



CHALLENGES

- Quality
- Transparency
- Timely delivery
- Pricing
- Compliances -RERA / Banks
- Non-conducive business environment



OPPORTUNITIES

- Few players
- Faster delivery
- Quality execution
- Economic pricing

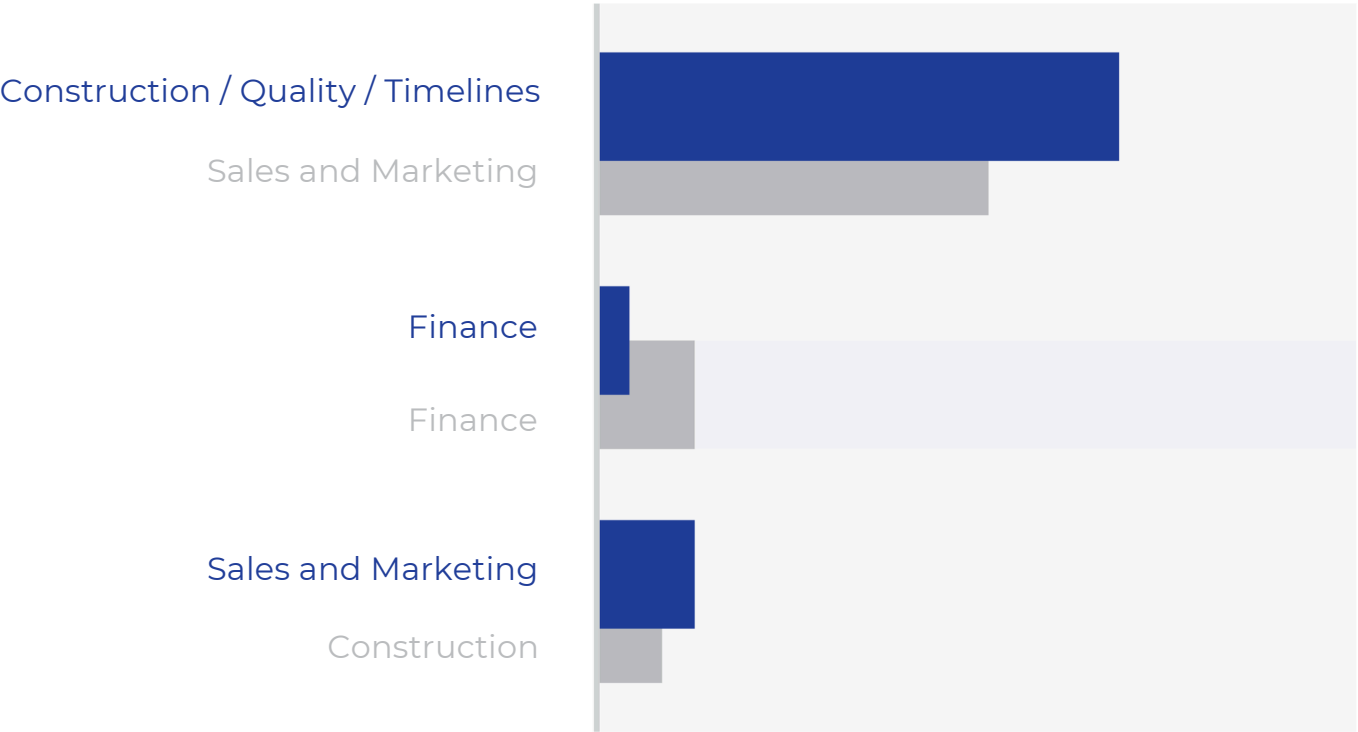


THREATS

- Finance
- Regulation
- Slow Sales
- Poor execution
- Brand value
- Pandemic



CHARTING THE TRENDS



■ Efforts Matrix Of Keya Homes
■ Efforts Matrix Of Real Estate Companies



OUR CORE TEAM



ARCHITECT

Space Matrix (Singapore-based firm)



STRUCTURAL

- Innotech Engineering Consult Pvt. Ltd.
- Anagha Engineering Consult



PLUMBING

HMN Techno Consults Pvt. Ltd.



LANDSCAPE

Eco-inescape



STRUCTURAL PEER REVIEW

Stedrant Technoclinic Pvt. Ltd.



ENVIRONMENT

IGBC

THE DOs AND DON'Ts OF KEYA



DOs	DON'Ts
Spending a significant amount of time on product design	Taking feedback from home users on regular basis and designing the product as per their requirement
Always learning throughout the development process by improving visibly in newer projects based on analysis of projects in the past	Copying and lack of creativity in design and development
Making sure that our construction is the fastest	Taking a full or multiple government term for individual projects as the project tenure is 2-3 years
Enabling a one-price policy	Wasting time in discussing commercials
Standardising that the sale of inventory should only be done once	Multiple sale of inventory to lenders / bulk investors / retail investors
Running a lean set-up with transparency and professionalism	Top/ Bottom heavy set-up

OUR BRAND PARTNERS

Waterproofing



Electrical Switches



Electrical Wires



Elevator



Sanitation



Glasses



Windows



Door



OUR BRAND PARTNERS

Concrete -RMC



ACC

Kids Playing Equipment



KOMPANI
Let's play

PVC Pipes



ashirvad
PIPES

PVC Pipes



ASTRAL
PIPES

Flooring



Simpolo
ceramics

Door Safety



Yale

Paint



ap
asianpaints



PROJECTS COMPLETED BY US



LIFE BY THE LAKE

JAKKUR
50 HOMES
OC RECEIVED
READY TO MOVE IN



THE GREEN TERRACES

ELECTRONIC CITY PHASE I
393 HOMES
COMPLETED IN 2 YEARS
SOLD OUT

PROJECTS COMPLETED BY US

KEYA
Spring












KEYA SPRING
BANERGHATTA ROAD
272 HOMES
OC RECEIVED
READY TO MOVE IN




KEYA HOMES
AROUND
THE LIFE



AROUND THE LIFE
WHITEFIELD
468 HOMES
OC RECEIVED
READY TO MOVE IN

Ongoing Projects - 2025

THE LAKE TERRACES		
 LOCATION NEOTOWN ELECTRONIC CITY PH-I	 TYPE HIGH RISE	 NO. OF UNITS 387
 CONFIG 2/3/4 BHK	 DIMENSION 1200-2400 SQ FT	 RANGE Rs. 1.00 -2.05 CR
 LAUNCH Q3 2024	 COMPLETION Q4 2025	 TOP LINE 500 CR



















THE URBAN FOREST		
 LOCATION SARJAPURA ROAD (BEFORE WIPRO CORPORATE OFFICE)	 TYPE HIGH RISE	 NO. OF UNITS 727
 CONFIG 2/3/4 BHK	 DIMENSION 1300-2500 SQ FT	 RANGE 1.50 -3.00 CR
 LAUNCH Q1 2025	 COMPLETION Q4 2027	 TOP LINE 1500 CR

These four projects collectively encompass 2700+ units that are worth Rs. 5000 crores.

KEYA does not intend to raise any finance / debt for the execution of these projects.

We have another Rs. 5000+ crores worth of projects that are in the designing stage.

PROJECT LAUNCHES / COMMENCEMENT – 2025

KEYA SIGNATURE TOWER			THE LAKE PROMENADE		
					
LOCATION THANNI SANDRA ROAD-NEXT TO BHARTIYA CITY	TYPE HIGH RISE	NO. OF UNITS 400	LOCATION SARJAPURA ROAD (BEFORE WIPRO CORPORATE OFFICE)	TYPE HIGH RISE	NO. OF UNITS 1200
					
CONFIG 3 BHK	DIMENSION 1600-2000 SQ FT	RANGE Rs.2.00 -2.50 CR	CONFIG 2/3/4 BHK	DIMENSION 1300-2500 SQ FT	RANGE 1.50 –3.00 CR
					
LAUNCH Q2 2026	COMPLETION Q2 2028	TOP LINE 900 CR	LAUNCH Q2 2026	COMPLETION Q2 2028	TOP LINE 3000 CR

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THANK YOU

