



MAAYRA CONSTRUCTION PRIVATE LIMITED



ABOUT US

We are a construction company that focuses on building luxurious and premium quality houses with world-class amenities for middle-class families. Our philosophy revolves around "Happiness All Around" and "Building a Trustworthy Relationship." Transparency is key to our success, and we maintain it at every stage of our projects. Our team consists of experienced engineers, including foreign professionals with B.Tech and Masters degrees in Civil and Architectural Engineering. We differentiate ourselves through our accountability, on-time delivery, affordability, uncompromising quality and safety, and the trustworthiness of our team. Green building technology, IGBC principles, resource-conscious practices throughout lifecycle. **Our Logo has already got Trademarked by Trademark- Intellectual property of India.**



VISION



Within the next five years, our vision is to become a trustworthy and renowned organization, ranking among the top three builders in Surat. We aim to be recognized for constructing luxurious and premium quality houses in our niche market segments, which include villas/bungalows, row houses, and clubhouses.



MISSION



Our mission is to deliver projects on time, ensuring quality and safety, and focusing on middle-class families' dreams by offering luxurious, affordable houses, enhancing their living standards.



PROBLEMS



Growing environmental concerns

Limited options for luxurious residences with green elements

Imbalance between opulence and sustainability

SOLUTIONS

Implement holistic sustainable design principles in our projects

We are Aiming for IGBC platinum certification for construction projects.

Promote a healthy lifestyle through world-class amenities and facilities



PRODUCTS

→ Luxurious villas/bungalows

→ Premium row houses

→ Clubhouses with world-class amenities



UNIQUE SELLING POINT

- Accountability with a 365-day free maintenance services warranty.
- On-time delivery with a penalty clause for delays.
- Affordable premium and luxurious houses.
- No compromise policy on quality and safety.
- Experienced team of engineers with international expertise.
- 100% guarantee on the quality of our work



VALUE PROPOSITION



Experienced engineers provide luxurious, affordable, and safe homes with assured quality.



World-class amenities and facilities for a healthy lifestyle.



On-time delivery and accountability with warranty and guarantees.



Integration of green elements and sustainable design principles.



MARKET SIZE



The construction Industry in India is expected to reach \$1.4 Tn by 2025. Urban population contributes 75% of GDP, with 68 cities with over 1 million inhabitants. India's construction industry market spans 250 sub-sectors, with over 40% urban population by 2030 requiring 25 million affordable units.

SOURCE: INVEST INDIA



TARGET MARKET



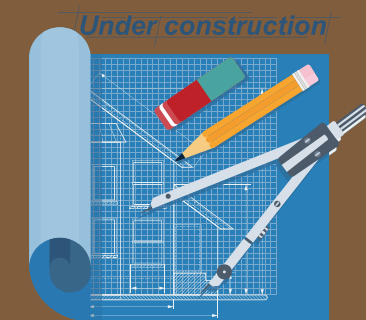
Middle class people seeking luxurious, affordable living options.



Homebuyers prioritizing greenery & healthy lifestyle.



Investors interested in supporting sustainable real estate projects



Those who appreciate unique architectural designs and impeccable craftsmanship.



BUSINESS MODEL

- Design and Development of Two Mobile Apps:
 1. Maayra Foundation: Training, job opportunities, insurance for chowk labours, free education for labour's children , as well as we are promoting greenery & other CSR activity.
 2. Maayra Ambassador: A Loyalty and Referral Program curated for our Clients and our Staff (Managers/HOD)
- Construct luxurious and premium quality houses with green elements.
- Adhere to sustainable design principles and environmentally-conscious practices.
- Offer world-class amenities and facilities for a healthy lifestyle.



AIM TO SCALE UP



- Expand operations to other cities and regions.
- Increase the number of projects and product offerings.
- Establish a strong brand presence and reputation.
- Collaborate with strategic partners and investors for growth opportunities.
- Focus on continuous innovation and improvement in construction practices.

REVENUE MODEL

- Revenue generated through the sale of luxurious and premium houses.
- Profit margins from the difference between construction costs and selling prices.
- Additional revenue streams from maintenance services, rentals, and property management.
- Rental and hiring of machines, construction materials, and equipment.
- Revenue generator segment provides surveying services through Total Station machines.



SOCIAL IMPACT

- Addressing job insecurities for daily wage laborers through training and permanent opportunities.
- Improve middle-class living standards with affordable luxury housing.
- Social security and assistance in savings schemes for workers.
- Free primary education for the children of laborer families.
- Promoting sustainable construction practices and addressing environmental concerns.



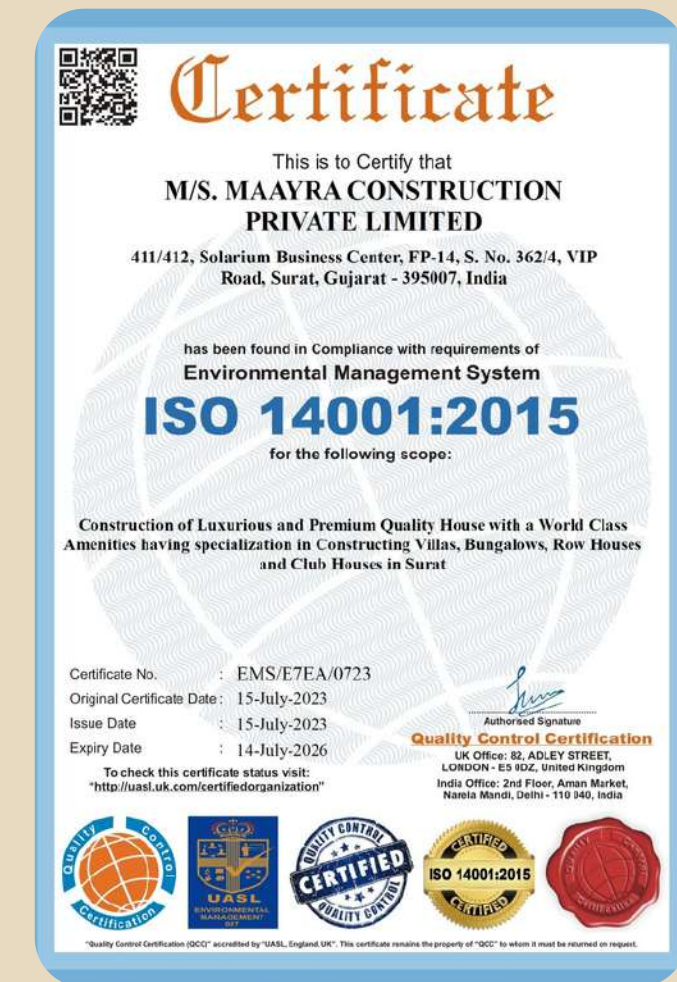
CERTIFICATES



ISO 45001 : 2018
 Occupational Health and Safety
 Management System



ISO 9001 : 2015
 Quality Management
 System



ISO 14001 : 2015
 Environmental Management
 System

MEET OUR TEAM



Mr. Rajendra Singh
Chairman



Mrs. Priyansi Ray
Managing Director



Mrs. Asha Devi
Director



CONTACT US



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*Thank
You*