

NEMRA Properties
Pvt. Ltd.





COMFORT IN GUARANTEED COMMITMENT

NEMRA Properties offer an enthusiastic and fresh approach to Sri Lankan residential and commercial property, delivering personal and professional service with unbeatable local knowledge.

OUR OBJECTIVE

is to provide comprehensive and integrated property services and solutions to buyers, tenants, partners, and investors.

We thrive in creating progressive, upscale communities that seek all conveniences of a contemporary lifestyle, in a relaxed atmosphere. Through innovative teamwork and unparalleled attention to detail, we provide the best real estate assets where value and comfort are at another level.

NEMRA Properties first opened its doors in 1997 and have quickly grown to become one of the most trustworthy and independent BOI-approved property company with a remarkable history of expertise in the field of Real Estate development.

**EXTENSIVE MARKET
KNOWLEDGE,
INTENSE NETWORKING
& SEASONED
PROFESSIONALS**

who keep abreast with the global trends have established us as a reliable and reputed developer in Sri Lanka today

VISION

Our vision is to be the most trusted, quality-driven and professionally managed model organization and business leader in Designing, Construction and Development of property in Sri Lanka.



“

*Vision without action
is a dream.
Action with vision will
change the world.*

”

MISSION

Our mission is to develop a wide range of sustainable residential properties throughout the country that cater to all walks of people, to uplift the quality of their lives and contribute to the development of the nation.

Our word of honour is to establish lasting relationships with our clients by exceeding their expectations and winning their trust and confidence through unparalleled performance by each and every member of **NEMRA**.

CORE VALUES

We show integrity, carry out our job with passion, respect our clientele, reflect utmost professionalism and collaborate as a team to meet client needs.

We strive to keep our clients fulfilled; our colleagues happy; our staffs motivated; our management proud, and our brand competitive and progressive. To achieve this, we pride ourselves on our values.

NOBILITY
EXCELLENCE
MORALITY
RELATIONSHIP
AUTHENTICITY

Nobility

All our efforts translate into actions that are, dignified, unique, and imaginative. We are committed to providing first-class services in every dealings.

Excellence

We set a high bar for Excellence. We invest our energy in creating the best places.

Morality

Our work is driven by strong moral and ethical principles.

We demonstrate qualities you look for in a friend in the industry.

Relationship

We ensure success by building strong relationships with our clients and each other. We have established an environment where teamwork and collaboration are encouraged and celebrated. We believe that every transaction with our clients creates a partnership.

Authenticity

Our competitiveness is driven by our ability to deliver solutions that are genuine and authentic.

LOW RES

CORPORATE STRATEGY

- + Expand developments with unique concepts and exceptional designs in Suburban and off-city areas in Colombo and Kandy
- + Explore various residential and commercial business opportunities
- + Adapt to cost reduction methods including sustainability solutions, timely project management/ completion and reducing renter turnover
- + Business expansion in the form of joint ventures or investing in other development projects
- + Providing room for innovation that will lead to greater financial returns
- + Give emphasis to employee satisfaction and productivity

HISTORY

NEMRA Properties through the years

1997

The story of **NEMRA** began over 15 years ago in the Kingdom of Saudi Arabia, known for its lavish palaces, high-end branded fashion boutiques, restaurants, shopping malls and unique skyscrapers. Recognising a business potential and yearning to be a part of the kingdom, **NEMRA Properties** initiated Capital Bay Contracting, an interior fit-out business based in Riyadh, Saudi Arabia.

1999

NEMRA formally established its corporate as Capital Bay Establishment (CBE) for trading and contracting businesses.

2007

As the business progressed, Capital Bay Contracting was rebranded as Architecture Orbit Company and became one of the top Interior Fit Out businesses in its locality, owing to its professional team with extensive knowledge and experience in the real estate business.

Throughout its expansion, the company gained a reputation for successfully commissioning high-end brands' showrooms including Emporia Armani, Armani Collezioni, Armani Jeans, Armani Exchange, Gucci, Jimmy Choo, Dolce Cabana, and Saint Laurent.

Further, CBE designed and commissioned several leading airlines and corporate offices for multinational companies throughout the Kingdom of Saudi Arabia, Bahrain and UAE.



2014

The founder foresaw business opportunities in Sri Lankan real estate development industry which led to the introduction of **NEMRA Properties (Pvt) Ltd** as a residential and commercial property developer in Colombo, Sri Lanka.

In 2014 the Company launched its first all-in-one luxury residential tower in Colombo. Since the first project drew a lot of attention and gained extremely high and positive responses, the company has continuously developed condominiums, and been expanding its loyalty customer database. Therefore its local and international clientele recognises Nemra Properties as one of Sri Lanka's finest condominium developers favoured for its unique architectural designs, incredible amenities and timely workmanship.

NEMRA crawled its way through dire straits from initial pre-construction, construction to post-construction periods to achieve its current position in the market due to the determination of its ever-committed Directors', Management, Finance, Administration, Logistics, Design, Engineering, and Quality Assurance Teams.

2019

Due to its keen attention to detail and perfection, **NEMRA** introduced Continuous Improvement Program (CIP) in every stage of the business process. Commitment towards CIP by the entire staff paid off in 2019 when **NEMRA Properties Pvt. Ltd.** and its construction arm **NEMRA Projects & Solution Pvt. Ltd.**, both were awarded the ISO 9001:2015 International Standard.

Through this Quality Management System, **NEMRA** further committed itself to persistently reviewing and enhancing its products and services to serve customers diligently to go above and beyond their expectation and delivering value for their investment.



WHAT WE DO

OUR BUSINESS provides complete and comprehensive property services and solutions achieved through the following core business activities



Property Development



Property Investment



Property Maintenance



Property Advisory

1 - Property Development

Nemra Properties engages in selected property developments and acquisitions in residential and commercial property sectors.

We utilise our deep knowledge of the Sri Lankan property market and extensive contact base to identify locations and development sites with opportunities that offer the potential for above-average growth.

Years of Experience

We combine quality workmanship, superior knowledge and durable materials to provide with unmatched services.

Professional Standards

Working with us involves a carefully planned series of steps, centred around a programme we stick to and regularly communication if desired.

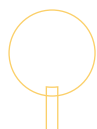


2 - Property Investment

Nemra Properties is committed to offering Real Estate Investors around the world the opportunity to build wealth through our Income Producing Investment Properties. We pride ourselves on our high-quality service, providing smooth and transparent property transactions.

We do this by offering True Turn-Key Investment Properties that are located in our top targeted areas for growth in the Market.

We help you on your journey to building Long Term Wealth while minimizing the hassles and risks of Investing in Real Estate.



3 - Property Maintenance

We employ professional maintenance workers to care for all properties under our management and conduct regular inspections since our philosophy revolves around the fact that it's better to prevent problems rather than fix them.

Our maintenance services guarantee efficiency and association of industry certified materials and best practices.

- + Surveyor Services and Project Management Services
- + Property Repairs
- + Cleaning Services
- + Garden Maintenance
- + Facilities Management
- + Handyman Services

We keep **Nemra Properties** in mint condition to safeguard our clients' investment.

- + Service Support
- + 24-hour availability
- + Customer Service
- + Peace of Mind

4 - Property Advisory

Nemra Properties' advisory team provides independent and unbiased advisory and consultancy services to property owners, developers, builders, lenders, and investors on all property-related aspects, covering an extensive range of issues concerning project locations, demographics, master planning and conceptualization.

Our advisory services also include the following:

- + Property Appraisals & Valuations
- + Market Analysis
- + Cleaning
- + Financial Analysis
- + Projects Comprehensive Analysis
- + Project Development & Management

CORE TEAM

Nemra Properties thrives with a collaborative environment in which skill sets, spheres of influence, accountability and open dialogue come together to serve the greater good of the client.

Our Team is made up of highly skilled and dynamic multinational experienced professionals with in-depth knowledge of the local property market dedicated to meeting our partners', clients' and investors requirements. These personnel are selected for their enthusiasm and personal qualities to ensure that we deliver the very highest of standards in the property market.

With multi-faceted knowledge and global worldview, Team **NEMRA** delivers an impeccable, full-service approach to residential real estate. Tapping into a broad array of experiences allows the team to serve clients on every level — from investment guidance to negotiation to sales to maintenance — and lead them towards real estate success.

PROCESS

As a real estate developer, we find broad knowledge, on the ground experience and an extensive network to be vital since we happen to wear many hats in the course of the property development journey.

We have laid it out simply, yet the Property Development Process is far from simple. At **Nemra Properties** we consider the following distinct stages as fundamental Necessities of a Project Development Process.



1 Secure Development Site

○ Pre Purchase stage

Once an opportunity for a specific project is identified, we evaluate potential suburbs, neighbourhoods and sites, do a preliminary market study, put together a budget, carry out a preliminary financial analysis, prepare a timing analysis and review the political climate. Additionally, we study the council zoning maps, identify potential sites, and discuss the potential development project with the board of directors, architects and engineers.

Once thorough research is done we conduct a **feasibility study** to demonstrate the proposed project's viability and potential to turn a worthwhile profit. Due to our far-reaching knowledge and market intelligence, we have the capability to conduct detailed **due diligence** for our property acquisitions.

○ Location

Once we are satisfied with the project's profitability, we look for the **best location** to prepare for construction development.

To find the best locations for our properties, we pay attention to the following details:

- + Peaceful, safe and secure environment
- + Free from noise and air pollution
- + Proximity to Hospitals, Schools, Supermarkets, Restaurants and Banks
- + A pleasant and wonderful view

When we choose locations, we make sure the neighbourhood isn't just desirable to us but has objective qualities, such as attractive amenities, safe streets, and good schools, that will help ensure your investment appreciates in value over time.

In this phase we finalise the acquisition of the site, get any required government approvals and begin discussions with our builders, engineers, and the other professionals for the construction of the project. We also get our finance in order, engage our architects to produce our plans and converse with builders and project managers. Finally, we submit a Development Application, revise and update our feasibility study, and potentially begin presales.

2 Designing/ Planning and Approvals

Aiming to deliver the optimum result, we co-operate with the most experienced architects, interior designers and engineers to study and plan the properties along with skilled and reliable crews of all specialities.

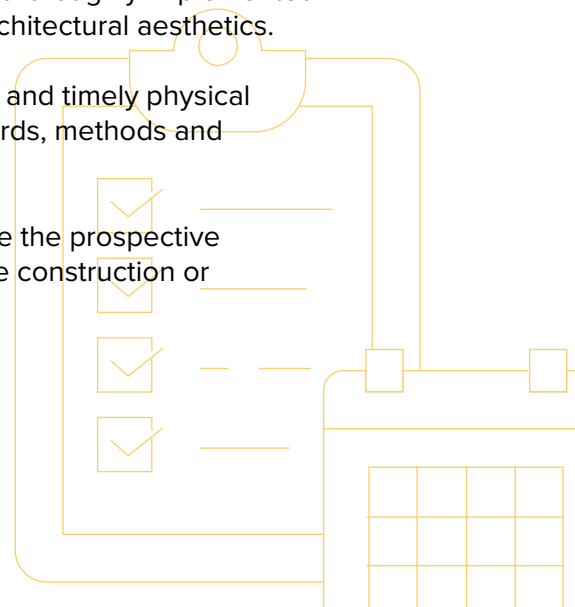
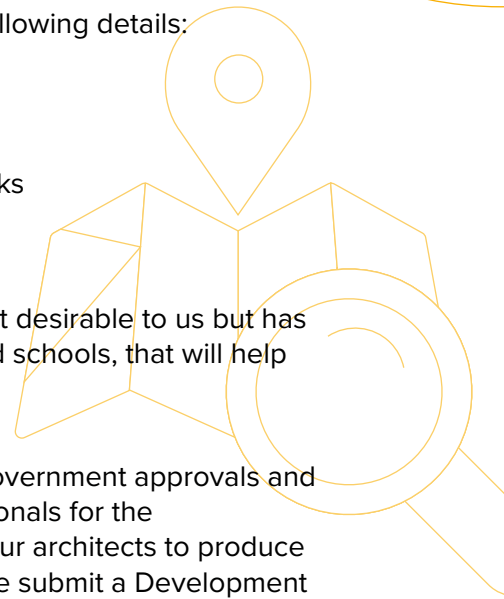
○ Design

We employ qualified Chartered Architects, Chartered Structural Engineers and qualified MEP Engineers who possess adequate experience in designing unique building structures that are sustainable and aligns with international standards.

Our skilled and experienced Teams of Engineers, Technical Officers, Foremen and Supervisors work hard to ensure that the design parameters are thoroughly implemented to achieve the envisaged results in the structural integrity and architectural aesthetics.

The expert guidance provided to our Site Implementation Teams and timely physical inspections ensure the application of proper construction standards, methods and accuracy in the site work.

We guarantee maximum flexibility for internal modification in case the prospective apartment owners wish to refashion the internal layout during the construction or post-construction stage.



The architectural designs produced are remarkably **user-friendly, easily adaptable, sustainable, require less maintenance and meets with universal standards.**

All our buildings and apartments are designed to allow adequate cross ventilation and natural lights so that a comfortable lifestyle with reduced energy consumption remains a guarantee to our residents.

○ Secure Development Approvals

Similar to developed and developing countries, Sri Lanka too has a tedious property development process that entails a great deal of time to scrutinize, approve and issue Building Permit.

- + Over 10 clearances from various statutory authorities are submitted along with the application for Building Permit.
- + Calculations and analysis for water, electricity, solid waste, sewage, gas, and fire is preplanned and submitted along with the application for mandatory clearances.

Our Design, Engineering and Administrative Teams spend significant time and efforts in securing clearances and Building Permits.

3 Marketing and Sales

Promoting Nemra properties ahead of others in the market requires identifying the buyers who will see the most value in your property, shaping the advertising to target these buyers and then reaching them by using the most effective media.

○ Identify Target Reach

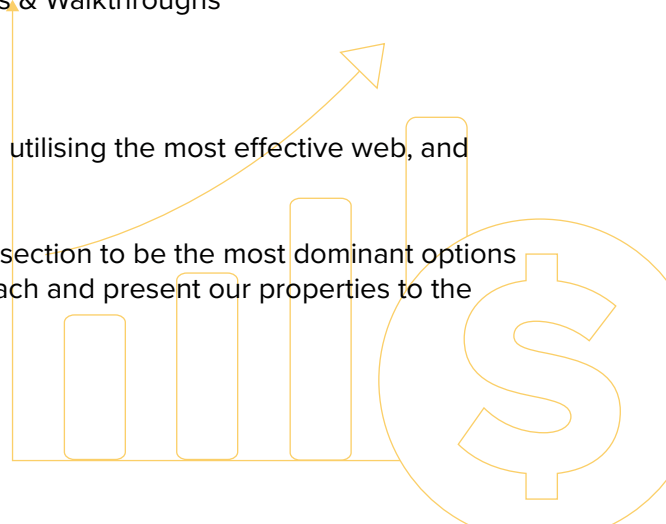
The best buyers are those that see the most value in our properties, due to the location and convenience; features and benefits; or even the welcoming customer service.

Our professional dynamic sales team with extensive knowledge of the local market are supported by aggressive and Innovative Marketing Solutions including the following:

- + E-Marketing
- + Social Media Networks
- + SMS Marketing
- + Periodical Newsletters
- + Brochures & Exhibitions
- + Property Virtual Tours & Walkthroughs

We develop and implement a targeted advertising campaign utilising the most effective web, and print media available.

We find Lanka Property web, Ikman.lk, Sunday Times Hit-Ad section to be the most dominant options for selling real estate. These are the main tools we use to reach and present our properties to the maximum number of potential buyers.



The agents we choose significantly impact our experience of selling properties. Once the development is through, we appoint foreign agents from Australia, England, Canada and Middle East to assist in the marketing process.

Apart from the above, our marketing strategy also involves ensuring smooth affordable transactions by offering financial encouragement in favour of our clients' convenience and comfort.

4 Construction

While our construction team commences site work, we closely monitor the building processes and as part of our supervision, we ask ourselves questions like:

- Are all regulations being followed?**
- Is everything up to code?**
- Is the team sticking to the budget?**
- Are developments progressing on schedule?**

○ Quality Assurance

NEMRA maintains an uncompromised policy for quality. This policy is upheld due to the timely quality inspections conducted at every stage of construction and the priority we give to train our Site Implementation Team on preeminent quality control.

○ Procurement & Construction Materials

Our Procurement and Logistics Teams work very closely with ever committed Directors to select and procure right construction and finishing materials including machinery and equipment at competitive prices. We emphasize innovative designs, longevity, beauty and unmatched standards to go beyond expectations of our most valued customers.

○ Health & Safety

At **NEMRA Properties**, the Health, Safety, Security and Comfort of our clients and employees are considered the Top Priority even above our developments and profitability. Keeping this in mind, our business process pre-empt the potential risks of the entire operations and takes account of many preventative procedures.

+ 24 hour manned security along with IP Closed Circuit Surveillance System installed with recording facility and adequate back-up.

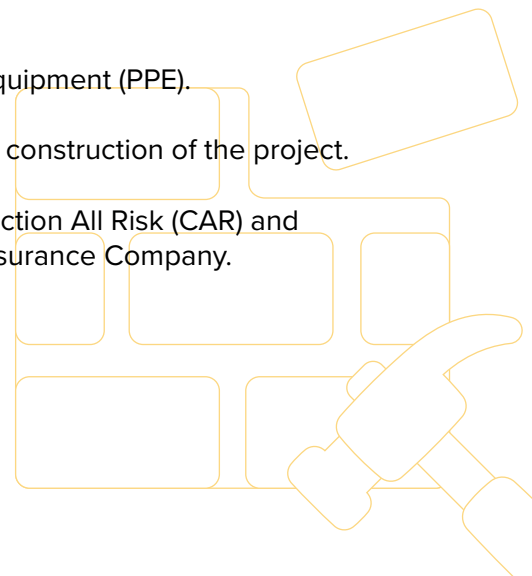
+ All site workers are provided with the right Personal Protective Equipment (PPE).

+ Ensuring the safety of neighbours and their properties during the construction of the project.

+ All sites and construction workers have fully insured with Construction All Risk (CAR) and Workmen Compensation Insurance Policies through a reputed Insurance Company.

+ We promote construction site safety through

- Communication
- Proper Equipment
- Documentation
- Supervision



5 Completion and Occupancy

The final stage of the development process is project completion, and in other words, this is the first stage of the building's life. This is the point in which the pre-development and construction risks may be detached and we start applying for the Certificate of Conformity (COC).

The occupancy permit generally marks the end of the construction phase and allows for the commencement of completion stage. Meanwhile, we obtain the approval of the Condominium Management Authority (CMA) and work on the issuance of deeds and handover the property.

Once the possession is handed over and occupied by our clients/ tenants, we find the need for professionally managed facility management team to look into the property management tasks such as maintenance, parking management, security, civil works, housekeeping, and landscaping. These tasks are equally important and determine the long life of property and thus ensure positive rental income as well as capital appreciation.

6 Project Management

A project if not managed diligently by relevant experts, could bring-in numerous issues to its stakeholders. **NEMRA** deploys competent Project Management Team (PMT) consist of Project Manager, Quantity Surveyors, QA/QC Engineers, Structural, Architectural and MEP Consultants to oversee the Construction Team and to ensure overall success of the projects.

The PMT plays a pivotal role, especially after securing initial project approvals, between the Owners (**NEMRA**) and the Construction Team in tendering, evaluation, reporting and always protecting the Owners interests. They carefully monitor every site activity and provide workable solutions in planning, scheduling, cost control, billing, quality in addition to making sure strict adherence to the specifications and design parameters by the Construction Team.



RESIDENTIAL PROPERTIES

We have our unique design aesthetic, promising an aspirational lifestyle within a thriving community, supported by its proficient management team.

We partner with consultants, funders and developers who share our ambition and commitment to deliver market-leading properties.

Our commitment to excellence is reflected in the analysis, design and execution of every project.

Our goal is to achieve for our investors

The best price
In the best time
With the best service



NEMRA I



NEMRA II



NEMRA III



NEMRA IV



NEMRA QUAY



GROWTH

In a short period of time Nemra Properties has assembled a portfolio of landmark development projects and high-quality investment assets in areas of Colombo projected to enjoy substantial growth in the upcoming years. We aim to endure this growth trajectory, whilst remaining extremely focused on rigorous analysis and economic fundamentals of every project.

Our growth will be led by where we see the greatest opportunities and we will use the breadth of our expertise and the strength of our financial support to retain flexibility as we see market conditions evolve.

We are actively looking for further development opportunities through outright acquisition or joint ventures with institutional funds and landowners.

Our values-driven approach is proving to be highly attractive to partners seeking to progress their developments with an experienced, enthusiastic and well-resourced developer that understand the Sri Lankan market inside out.

INVESTMENT

Our investment strategy is to produce consistent investment returns from stable operations while constantly gauging the market for the appropriate point in time to purchase lands and execute new projects while achieving attractive returns.

Our offices have a wealth of experience and expertise in residential property and are supported by our team of professional financial and sales representatives to provide comprehensive advice on all property matters. Our local and regional knowledge and attention to detail have earned us a reputation as one of the region's finest residential property developers.

Our focus is on buying creditable lands and creating excelling multi-family properties that can be positioned with an infusion of capital and management techniques. These prospective lands are pursued essentially in placid locations where residential properties have the potential to generate attractive cash-flow components

WHY PARTNER WITH NEMRA PROPERTIES?

Longstanding Experience

Our experience and expertise span beyond Sri Lanka. Our scale gives us wide-ranging specialist and local knowledge, and we take pride in providing best-in-class advice as we help individuals, businesses and organisations make better property decisions.

Satisfied Customers

We are extremely proud to have been involved in many residential projects, the results of which can be seen in our testimonials from satisfied customers.

A Great Return on Your Investment

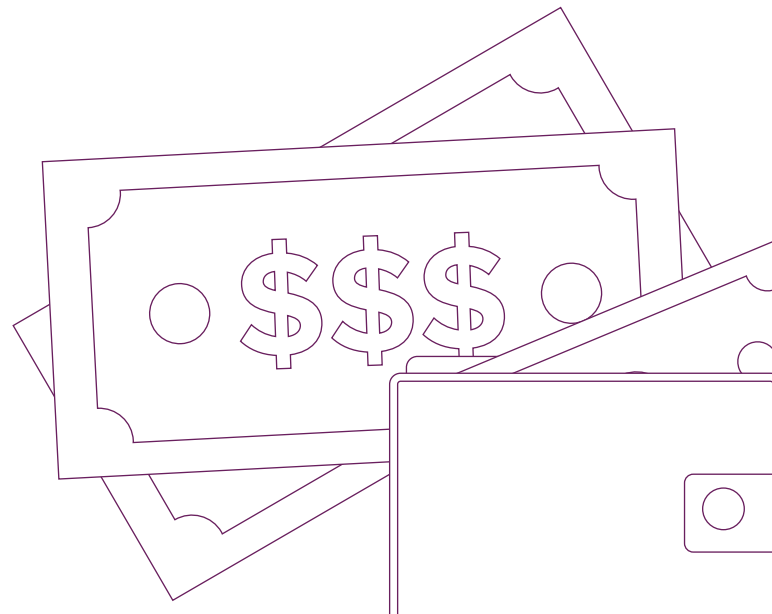
It is a known fact that real estate has proved over the years to be a solid investment. That coupled with our prestigious locations, time-tested designs, craftsmanship, quality products and upgraded amenities makes this a no-brainer. Moreover, all our completed projects have proved to be a great investment in terms of returns.

100% Professionalism

Our internal processes ensure regular quality checks performed at each stage of the project so assuring the project being performed at a high-quality standard.

CLIENT TESTIMONIALS

(See website <http://www.nemra.lk/>)



CONTACT

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Business Hours:

Monday to Friday from
9:00 a.m. to 5:00 p.m.

Property shown on
weekends by appointment.

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✉ **sales@nemra.lk**

🌐 **<http://www.nemra.lk/>**

