



NEWSLETTER

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From the MD's desk Greetings to all!

The past few months have been a stupendous success ride for the DRA family. With pride, happiness and a big vision for the future, we are venturing and expanding into a new zone - North Chennai, with new projects. As North Chennai holds great potential in becoming a growth centre, we have forayed into that market with hopes of becoming a lead player there. The coming months will also see the launch of our upcoming projects, DRA Trinity (Thoraipakkam) and DRA Infinique (Valasaravakkam). With the dream of making homes affordable for all, we have also lined up some unique budget-friendly homes for our buyers. These homes offer our buyers topmost quality and superior lifestyle at a great price.



Let's join hands and strive together to make these new ventures of DRA a grand success and I have no doubt that with our dedicated teamwork we will reach new zeniths of glory.

Special Event to Update SOP Documents

As a brand policy, DRA delivers uncompromising quality and value through premium products and an optimum design policy, which paves the way for loyalty from our customers. To further reinforce this belief and strengthen our on-time delivery practices to our customers, we conducted a special event on July 26th to update our construction SOP documents. The purpose of the event is to ensure the standard operating procedures are effective, efficient and in line with industry best practices. This will be achieved through constant innovation to stay ahead of the curve and our team's passion for excellence. Mr. Vimal Lunawath (Arihant Housing) launched the initiative and our MD Mr. Ranjeeth Rathod received it.



Holistic Nutrition & Wellness Event at DRA Ascot - July 15th

We organized a wellness initiative on 15th July to promote holistic well-being among the women of DRA Ascot. This event was conducted by Mrs. Sandhya, a well-known Holistic Nutrition and Wellness coach. It was a very enlightening session that covered important topics like hypertension, obesity and diabetes and provided a wonderful opportunity for women to prioritize their health and overall wellness.



Independence Day Celebrations - Aug 15th

Spreading the spirit of patriotism and unity, Independence Day celebrations at DRA Ascot was a colourful affair. The entire building was illuminated in tricolour and various events and activities were held to celebrate the spirit of freedom. DRA Ascot residents and staff took part actively and paid glorious tributes to our great nation.



A Colourful Canvas of Creativity

On September 11th, we conducted a drawing competition for the young, budding artists of Sky City apartments. A colourful event to unleash the creativity and imagination of little Picassos. The kids participated with enthusiasm, gave wings to their imagination and displayed their amazing artistic talents.



Madras Day Celebration

We were one of the proud sponsors for The Hindu's Madras Day Celebrations, which included various activities to engage with Chennaiites. 'Music On Wheels' made the city groove to the beats of the music band that performed on top of a hop-on-hop-off bus which went all around the city. The bus also featured The Hindu's Archival Photo Exhibit so Chennaiites could take a tour inside the bus and reminisce about Chennai's yesteryear. Food and Music Festival was celebrated at Island Grounds. Films were screened at night in the Moonlight Cinema event that happened at Besant Nagar and Thiruvanmiyur Beach. The people of Chennai were pleasantly greeted with a series of impromptu jams and unplugged performances of 'Music Mania' at parks and Metro stations. A sweet surprise was waiting for the passengers in Thirumangalam metro where Alwyn Fernandes and Co. from Kooda Serndhu Kathu performed soulful numbers of Maestro Ilaiyaraaja.



DRA HOMES

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