

QVC Realty announces launch of its first project - QVC Hills

QVC Realty, India's first venture capital funded real estate firm, announced the launch of its first project, QVC Hills, an exclusive residential community located in close proximity to the Bangalore International Airport in North Bangalore. Boasting of a pristine location at the foot of Nandi Hills with breathtaking scenic views, QVC Hills is spread over 26 acres of land with the first phase consisting of 100 luxury residences.

The project consists of aesthetically designed homes exclusively focussing on the quality and lifestyle of its consumers. The plot sizes range upto 11,000 sq ft, and the built-up sizes will range between 3,500 sq ft and 6,500 sq ft. The project will contain 16 different designs of various sizes. In addition, QVC will offer customers the opportunity to customize the floor plan as per their specific requirements.

About QVC Realty

QVC Realty (QVC stands for Quality and Value for the Customer), is a fully integrated real estate development company founded in January 2007 by Mr Prakash Gurbaxani. Headquartered in Bangalore, QVC Realty is India's first

venture-funded Real Estate Company. IL&FS Investment Managers Ltd (IIML) has invested \$100 million in QVC Realty. QVC is involved in developing world-class real estate properties across various destinations in the country.