

*Celebrating the energy, vitality, and strength of seniors*  
**Ashiana Housing Ltd. celebrates World Elders day**  
*At An Active Senior Living, Bhiwadi*

**Bhiwadi, 1 October, 2011;** 1st of October is the day dedicated to all elderly people worldwide in recognition of spending their ample years for their children, dedicating their whole life for family and nurturing unconditional love for the family. On this consistent day that recognizes that our adults are an asset to society, Ashiana Housing Ltd., the pioneers of Retirement Resorts in India, celebrated “World Senior’s Day” at Ashiana Utsav, Bhiwadi – An Active Senior Living. With a promise to make each day a celebration, this carnival was a tribute to the elders offering them a life of dignity!

Various multi cultural entertainment sessions and interactive activities were organized to connect all seniors of Ashiana Utsav to participate and celebrate the day. All elders participated with great enthusiasm. Seniors were delighted to celebrate this event of love affection and joy.

Honoring elders present on the occasion, Mr. Atma Sharan, Vice President, said, “*Celebrating the energy, vitality, and strength of seniors is an opportunity for us to give an honor to those who dedicated whole of their lives for others. Organizing such an event is perhaps a platform to spell warmth, comfort, and ethos which sooth Senior Citizens. It’s our belief that Life starts after 55!! Therefore, we have created ample opportunities and facilities to pursue the old passions that got ignored over the years by our elderly. Working on the same pathways, we offer An Active Senior Living – a new enjoyable, productive and meaningful way to lead life*”.

Col. Bhalla, Resident, Ashiana Utsav, said, “We have formed a culture where we are living happily with the whole community which is another family in our second inning.”

Just half an hour’s drive from Gurgaon, Ashaina UTSAV – An Active Senior Living is a paradise for retirees providing a brilliant escape from the loneliness of life. The resort aims to give a complete experience of homeliness, not only with its atmosphere around, but also with an ambience that puts its couples at ease. “An active senior living” is a pleasant concept which promises a five star living to a niche community of senior citizens, with unmatched freedom, round-the-clock security and medical assistance, Relaxation from the dreadful life, happiness, spirituality and devotion and a leisure life to fulfill those dream which were left unaccomplished.

This dream home has been designed keeping in mind the requirements of geriatrics and caters to various needs of the residents. To give you the marvelous feel of comfy life, Ashiana Utsav, comes with state of the art facilities and amenities including club, swimming pool, badminton court, and gymnasium. An activity center surrounded by the lush green lawns in houses the restaurant, library, TV hall, internet café, auditorium, card room, hobby rooms and table tennis room. Apart from these necessary needs resort also host leisure life with activities including cinema, satsang, theatre, tambola, cultural events, festivals etc. and on top of this the best part of Ashiana Utsav is the fact that there are enough festivities in and around Jaipur that will break the monotony of day to day life.

Glad to be a part of Utsav, Mr. & Mrs Chaabra share, “The security and maintenance at Utsav, Jaipur is commendable. The beautiful lush green lawns are a treat to watch and make this place worth enjoying life.”

What makes Utsav – An Active Senior Living - the first choice to make ones Ashiana is that they are managed and maintained by the in-house facility management arm of Ashiana Group to ensure every best possible comfort to the residents. The moving-in and bill payment services are also provided. 24 X 7 availability of nurses, ambulance is ensured. Doctors, taxi and maids are available on call.

Utsav is a novel concept that promises to make life after retirement a celebration. Utsav Retirement resorts are planned, constructed and maintained as quality living places for the silvers catering to the all their aging needs.

#### **About Ashiana Housing Ltd.**

Ashiana Housing Limited-one of the finest real estate people in the country known for its timely deliveries & unmatched construction quality. The Ashiana Group has built over 10.29 million sq. ft. of residential & commercial space and put a smile on the faces of more than 6800 families who reside in various projects at Neemrana, Bhiwadi, Jaipur, Indrapuram, Greater Noida, Jodhpur, Jamshedpur, Lavasa (Pune) & Patna. They are also pioneers in bringing the concept of Retirement Resort in India and spreading it to Bhiwadi, Jaipur and Lavasa. They are the first in retirement resort and one of the few to undertake the maintenance of residential properties developed by it.

Ashiana Housing Ltd have has the pioneering thought process. Since 1979, Ashiana has stood the test of time for its quality of construction, safety of investment and integrity of commitment. Ashiana Housing Ltd has become the only real estate company from India to figure in “**Asia’s Best under a Billion**” Company compiled by **Forbes** magazine for the second year running. About 35 Indian companies made it to the list this year, Ashiana Housing being the only real estate company. Forbes lists highlights the 200 top-performing small and medium size enterprises having revenue under a \$1 billion. It picks up these firms from close to 15000 publicly listed Asia-Pacific companies.