



CREATING A NEW INDIA.

Media Centre

Company Backgrounder

Emaar MGF is a joint venture between Emaar of Dubai and MGF of India. Emaar is one of the world's leading real estate companies, having developed approximately 89 million square feet of real estate across residential, commercial and other business segments and with operations in 14 countries. MGF has established itself as one of the key players in retail real estate development in Northern India and has delivered approximately 2 million square feet of retail space.

The Company commenced operations in India in February 2005 and is into real estate development with a pan-India presence and operations spanning all key segments of the Indian real estate industry, namely the residential, commercial, retail and hospitality sectors. The Company's operations encompass various aspects of real estate development, such as land identification and acquisition, project planning, designing, marketing and execution. At present, its focus is on the development of residential projects in Delhi and elsewhere in the NCR, Mohali, Hyderabad, Chennai and other key Indian cities.

The Company's mission as a real estate company is to develop and deliver unique, integrated lifestyle and work place environments through its focus on high quality architecture, strong project execution and our customer-centric approach. It aims to develop 'integrated master planned communities' which comprise residential projects along with one or more community facilities, including retail and commercial developments, schools and hospitals, enabling a "live, work and play" theme within the same development.

In the commercial business line, the Company is focused on developing built-to-suit and multi-tenanted developments targeted towards a range of customers, from individual users and small companies, to large corporate groups in various sectors. Its commercial properties include both stand alone commercial sites and properties forming part of our integrated master planned communities.

In the retail business line, the Company is focused on developing shopping centers, large regional destination malls and retail space at our luxury hotel developments. Its retail properties include both stand alone sites and properties forming part of our integrated master planned communities.

In the hospitality business line, the Company presently intends to develop hotels in the luxury and up-market segments in India. It also plans to develop hotels in the mid-market and budget segments in India. It has entered into and going forward intends to enter into management agreements and contracts with recognized and experienced, international and domestic hospitality companies for the operation and management of our hotels. The Company is also developing some of its hospitality projects through joint venture arrangements. It has five hotel projects under various stages of development, as of that date.

Emaar MGF Land Limited

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