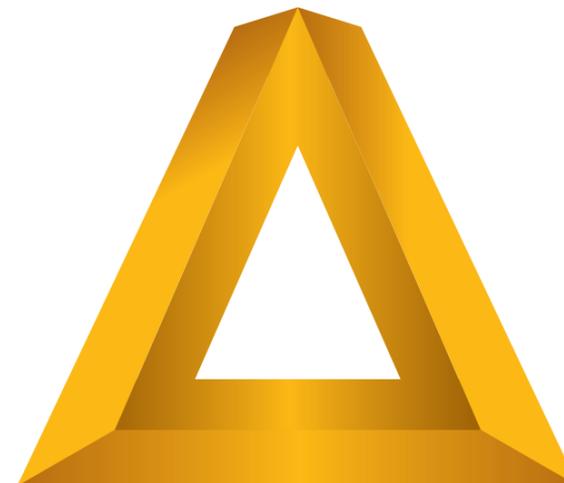


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**SALIM ASSOCIATES**  
BUILDERS & DEVELOPERS



**Guruvayur - 98465 00001 | Thrissur - 98468 44443**

Salim Associates Builders & Developers Pvt. Ltd., 1st Floor, Kripa Building, Near Railway Gate, East Nada, Guruvayur, Thrissur District, Kerala, India. PIN: 680 101 | An ISO 9001-2008 Certified Builder | Email: mail@salimassociates.com

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**HOMES THAT  
ACCOMMODATE  
YOUR DREAMS.**



## GREETINGS FROM SALIM ASSOCIATES!

Home is a blessing. A home does not just happen. It is not just brick, mortar and wood. We know that a true home is something beyond. Having a home of your own is a rapturous moment - a moment when your long cherished dream is materialized. We realize how dearly you cherish your dream for a home. How you wish your dream home to be like... That is exactly why we at Salim Associates have been creating homes with a dedication that can be compared to prayer of holy chant. The brand name for our homes, Nandanam is just an expression of how we approach our home creation. Home, an abode of blessings!

For the last 27 years we have been doing so. Creating blessed homes! We commenced our eventful journey in 1987 from the holy precincts of Guruvayoor, where we have built majority of our homes comprising quality villas and apartments. Overwhelming response from our customers encouraged us to expand to Trichur and Ernakulam. I am extremely happy to say that Salim Associates has been able to play a pivotal role in development of the real estate in Guruvayoor and Trichur.

Over the years, we have built around 20 lakh sq.ft. of living spaces with 1900 happy home owners celebrating their lives. Guided by values and integrity, Salim Associates has always cared to place customer satisfaction at the paramount realm. We believe in delivering homes that are worth every penny you spent. In building homes, we think with you, talk with you about your preferences and make your dreams ours too. That is why our customized homes are so much appreciated all over.

It has been a great journey. A sense of satisfaction permeates our inner self as we look back. We had been building up blessings for hundreds of men and women. And our joy redoubles as we see them happy and satisfied, recommending our homes to their acquaintances. We have long way to go, more blessings to fulfill. Sure, we believe you may be one among them!

Thank you all! Thanks for all the blessings and support!

Aboo Salim,  
Managing Director



## A HISTORY BEGINS, SILENTLY

Salim Associates had its inception in 1987, with its corporate office at East Nada, Guruvayoor, the world renowned pilgrim city in Trichur District. Originally started as proprietorship focusing on the construction of marriage halls, schools commercial buildings and mosques, Salim Associates soon earned trust and reputation in real estate industry, first in Guruvayoor and later in the whole Trichur District. Keen commitment and a passion for innovation, triggered the company to climb the ladders of success by expanding its horizons.

## A HISTORY THAT REWROTE THE HISTORY OF GURUVAYOOR

At the tenth year of its inception, in 1997 the Group entered into its significant second phase by registering a new company under the name S&A Builders and Engineers Pvt. Ltd, focusing on the construction of villas and apartments under the brand name 'Nandanam'. S&A, on the course of its march towards excellence by gifting innumerable families, individuals and business groups with splendid residential and commercial properties, played a pivotal role in the overall development of the real estate of Guruvayoor at large.



## LANDMARKS

1987

EMERGENCE OF  
SALIM ASSOCIATES  
AS A PROPRIETORSHIP

1997

A NEW COMPANY IS  
REGISTERED AS - S&A  
BUILDERS AND ENGINEERS  
PVT. LTD. WITH FOCUS ON  
CONSTRUCTION OF VILLAS  
AND APARTMENTS

1999

SALIM ASSOCIATES,  
INTERIORS & FURNITURE  
PVT. LTD. STARTS  
FUNCTIONING AS AN  
INTERIOR DIVISION OF  
THE GROUP

2012

SALIM ASSOCIATES, BUILDERS  
AND DEVELOPERS PVT. LTD.  
WAS REGISTERED AS A PRIVATE  
COMPANY, AIMING TO UNDER-  
TAKE ENORMOUS PROJECTS.

### NEW WINGS, NEW HORIZONS

S&A Group further spread its wings by its next initiative exclusively for the interior works and furnitures under the name, 'Salim Associates, Interiors & Furniture Pvt. Ltd', to undertake the interior works of the apartments and villas created by S&A Builders & Engineers Pvt. Ltd.

### AIMING GREATER HEIGHTS

The year 2012 is a remarkable milestone in the history of Salim Associates. It was in this year Salim Associates, Builders and Developers Pvt. Ltd, was registered as Private Company, emerging as a full fledged builder capable to grow into an industry leader. Besides, Guruvayoor and Trichur, Salim Associates reached out to Kochi, the Metro city of Kerala. And many more districts in Kerala are waiting to welcome this innovative builder in the nearest future.

## VISION

To be the most preferred Brand across Kerala and to provide a "home" across different strata of society

## MISSION WE STRIVE TO

- Focus on quality at high standards rather than quantity.
- Build long-term relationship, rather than clientele.
- Exceed customer satisfaction through transparent and clear communication.
- Pioneer in setting new trends in the field of real estate by adapting to the ever changing demands.
- Maintain social commitment by supporting nature through usage of renewable energy, reducing wastage and promoting green concept.
- Ensure diversity and individual growth opportunity at workplace
- Fostering Culture of Teamwork
- Culture of Innovation

## VALUE PROPOSITION

Salim Associates Group has always been keen to uphold values. Its iconic adherence to professionalism has been one of its key strengths in reaping remarkable success.

The Group understands that the customer is the king. Our approach to the preferences of customers is empathetic; we feel with them and make their dreams our own. Our customizable home project is a typical example that proves how we value our customers.

When it comes to quality, Salim Associates Group has no compromise. The huge success of our projects at Guruvayoor is the proof of our sustained effort to enhance quality.

We have a dedicated customer care group ever ready to serve our customers with creative customer-oriented solutions.





## THE GROUP COMPANIES

### **SALIM ASSOCIATES ENGINEERS AND BUILDERS**

The corporate group, today known as Salim Associates, had its origin in this name. It started as proprietorship in the year 1987 at Guruvayur, Thrissur District. Salim Associates Engineers and Builders initially engaged in construction of Marriage Halls, Schools, Commercial buildings, Mosques etc. at various places of Guruvayur.

### **S & A BUILDERS AND ENGINEERS PVT. LTD.**

In 1997, a new company was registered under the name S&A Builders and Engineers Pvt. Ltd, focusing on the construction of villas and apartments under the iconic brand name 'Nandanam'. S&A Builders and Engineers soon emerged a prominent name in the building industry, gifting innumerable families, individuals and business groups with splendid residential and commercial properties.

### **SALIM ASSOCIATES, INTERIORS & FURNITURE PVT. LTD**

A new initiative is launched exclusively for the interior works and furnitures under the name, 'Salim Associates, Interiors & Furniture Pvt. Ltd', to undertake the interior works of the apartments and villas created by S&A Builders & Engineers Pvt. Ltd.

### **SALIM ASSOCIATES, BUILDERS AND DEVELOPERS PVT. LTD.**

Salim Associates, Builders and Developers Pvt. Ltd, was registered as Private Company in 2012. It has grown up to the status of a full fledged builder capable of emerging an industry leader. The company has equipped itself with the prowess to build massive townships, magnificent residential and commercial projects and a number of innovative joint ventures. All the upcoming projects will be implemented under the patronage of this new company.



## PHILOSOPHY

A piece of land, brick, mortar and wood will not make a home. Salim Associates Group believes that homes are built with a heart. We know that a home is not a group of unconnected individuals joined under a roof. They share dreams, passions and love. There is a relation. In creating each home, SA Group has this in mind. We keep your dreams in our mind, all through the process of construction. We know that a home is a blessing – a blessing that is the result of long cherished dreams and toils. So, we value each and every customer of ours, and reward them with a wonderful home. Yes, we are here to create blessed homes, just for you!

## THE TEAM

Salim Associates has proficient team of experienced and dedicated professionals spearheaded by the Managing Director, Mr. Salim, who has been staying in the forefront as an inspiration since the day of its inception. The department heads directly report to the Managing Director, facilitating him to experience and monitor the functioning of the company. The MD is ably supported by an adept team department head, with proven track record in the construction and marketing spheres. The heads of the departments, by implementing efficient strategies and maintaining cordial companionship with their subordinates, help the company to mould dedicated professionals who passionately pursue their roles in the system, to build the dreams of customers.



## DIRECTOR'S PROFILE

**R A SALIM**  
**MANAGING DIRECTOR**

*The Founder of Salim Associates, Mr. R. A. Salim is a great visionary with excellent expertise in acquiring, constructing & developing commercial & residential real estate. A Civil Engineer by Profession, Mr. Salim set up Salim Associates – Engineers & Builders in the year 1987. With his profound insights about the trends of the real estate industry and unique enterprising skills, Mr. Salim led the company to great heights in a period of 27 years. An undisputed leader and an icon of inspiration to the staffs of Salim and Associates, Mr. Salim took his company to the status of a Developer Builder with a number of residential and commercial projects in its credits in Guruvayoor, Trichur and Kochi.*



## THE BRAND 'NANDANAM'

A builder which began its operations and reaped success in Guruvayoor cannot have a better brand name. The name 'Nandanam' which means 'heaven' is synonymous with Guruvayoor Temple. The Brand Nandanam resounds heaven-like blessed homes! So many people, especially those who are living in Guruvayoor, are emotionally attached to this name. This might be one of the reasons for the great success of their projects in Guruvayoor. The name Nandanam has now emerged an icon of fine living spaces.

## PROJECTS



1

### Sivadam Apartments, Kairali Jn. Mammiyur, Guruvayur

It is the first project which Salim Associates started its apartment project in Guruvayur. This apartment situated Kairali Junction at Mammiyur, Guruvayur.



2

### Aravindam Apartments, West Nada, Guruvayur.

It is the second apartment project of Salim Associates in Guruvayur and situated at West Nada.



3

### Nandanam Villas, Thamarayur, Guruvayur

Nandanam Villas is the first villa project of Salim Associates under the brand name of "Nandanam". The project is situated at Thamarayur - Guruvayur. The project has most specious villas which constructed in Kerala Traditional style. The project has individual villa walls and compound wall and day and night security.



4

### Nandanam Homes (Villas), Guruvayur

Nandanam Homes villa project is the second villa project of Salim Associates at Guruvayur. The project is situated at East Nada very close to Guruvayur Railway Station. The uniqueness of this project is 26 villas constructed in the traditional style with individual wall and gate. The project is also protected with compound wall and 24 hours security. The project is very much attractive with its most beautiful Padipura.



5

### Nandanam Homes (Apartments), Guruvayur

Nandanam Homes Apartment situated at East Nada, very close to Guruvayur Railway station. The project remains in the campus of Nandanam Homes villa project campus.



6

### Nandanam Gardens (Villas), Guruvayur

Nandanam Gardens is a villa project and it has the most specious villas constructed in the traditional style. The project has individual walls and gate. Most of the clients at the project are NRIs.



7

### Nandanam Apartments, Kairali Junction, Mammiyur, Guruvayur

Nandanam Apartments project is situated at Kairali Junction, Mammiyur, which is the heart of Guruvayur town.



8

### Nandanam Arcade (Apartments), Guruvayur

Nandanam Arcade Apartment is another mile stone project of Salim Associates, which is situated at GMC Housing Colony, Thiruvankittam Road, Guruvayur. The project remains very close to Guruvayur Railway station. The project has 1 BHK and 2 BHK apartments.



9

### Nandanam Paradise Apartments, Thrissur

Located at Viyyur, just about 4 kilometers from the City, these 1, 2, 3 bed room apartments are the best value apartment for a peaceful living and a wise investment for the future.



10

### Nandanam Paradise Villas, Thrissur

Located just about 4 kilometers from the City, at Viyyur, the 3 / 4 Bedroom independent Double-storied 3/4 bed room Nandanam Paradise Villas promise you a peaceful living.



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### Nandanam Heritage Apartments – Annex I Mammipur, Guruvayur

Nandanam Heritage Apartment Annex -I is a multi-storied apartment project near Mammipur Jn at Guruvayur. This project contains 36 units of flats which is ideally located near schools, colleges, hospitals and comes to you with all modern amenities.



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### Nandanam Heritage Apartments – Annex II Mammipur, Guruvayur

Nandanam Heritage Apartment Annex -II is a multi-storied apartment project near Mammipur Jn at Guruvayur which has 33 units of Flats. The project contains 1BHK, 2 BHK and 3 BHK units.



13

### Nandanam Heritage Apartments – Annex III Mammipur, Guruvayur

Nandanam Heritage Apartment Annex -III is a multi-storied apartment project near Mammipur Jn at Guruvayur. This Annex III contains 56 flats.



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### Nandanam Heritage Apartments – Annex IV Guruvayur

Nandanam Heritage Apartment Annex -IV is a multi-storied apartment project with 50 units, which has 1,2 & 3 BHK apartments. The project is situated near Mammipur Jn at Guruvayur.



15

### Nandanam Heritage Apartments – Annex V, Guruvayur

Nandanam Heritage Apartment Annex -V is a multi-storied apartment project which covers 22 flats and it situated near Mammipur Jn at Guruvayur.



16

### Nandanam Heritage Villas, Guruvayur

Nandanam Heritage Villas situated Mammiyur Junction. The villas constructed very beautifully with culmination of traditional and modern styles.



17

### Nandanam Classic Villas, Guruvayur

Located very near to Guruvayur Temple and just walk away from Mammiyur Jn., Nandanam Classic Villas are re-defining luxurious living. Life in Nandanam Classic is peaceful and enjoyable with every convenience of life at your beck and call.



18

### Nandanam Abode Apartments Annex-I Guruvayur

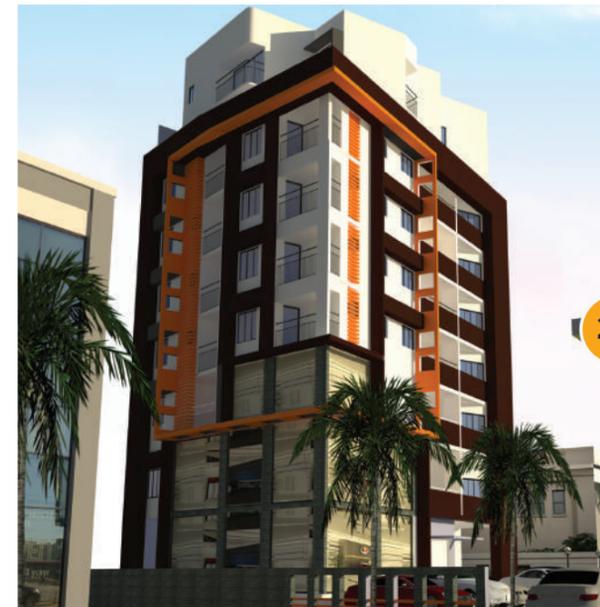
Placed in an idyllic location and ambience, Nandanam Abode is just 500 metres from Mammiyoor Shiva Temple. For those who look for a spiritual fulfillment, in the vicinity are the Guruvayur Lord Krishna Temple, Mammiyur Siva Temple and Narayankulangara Bhagavathy Temple. Other religious centres and educational institutions are also close by.



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### Nandanam Abode Apartments Annex-II Guruvayur

Placed in an idyllic location and ambience, Nandanam Abode is just 500 metres from Mammiyoor Shiva Temple. The project contains 1,2 & 3 BHK units.



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### Nandanam Plaza M.G. Road, Thrissur

Conveniently located at Kottappuram Road, just 50 meters off from the Thrissur city nerve MG Road, Nandanam Plaza stands an icon of wonderful architecture, offering a choice of 3 type flats. 1050 Sq.Ft (Type A1) 1052 Sq.Ft (Type B) and 1100 (Type A). All flats have balcony.



21

### Nandanam Antilia Kalamassery

The debut project of Salim Associates in Kochi located in Kalamassery, Antilia is a 5-storied commercial-cum-residential project boasting of exciting features. At Antilia, life's most desirable metro conveniences like Metro Station, high profile shopping malls like Lulu surrounds you.



22

### Nandanam Meadows

Nandanam Meadows is multi storied Apartment which is situated very close to Private Bus Stand, Guruvayur. The apartment consisting 40 units of 1,2 & 3 BHK flats and it is G+4 building.



23

### Nandanam Crescent

Nandanam Crescent is considered to be the luxuriate in the creature comforts of modern living. Epitomizing luxury, the Nandanam Crescent Apartments is G+13 residential project in Guruvayur. Featuring 1,2&3 bedroom flats accompanied by a host of new age amenities, Nandanam Crescent lets you experience truly luxurious living.



24

### Nandanam Haven

Nandanam Heaven is most suitable place for those who are looking for a home to settle down in Thrissur. This is also a good investment opportunity. The project situated at Viyur just about 4 KM from Thrissur City.



25

### Nandanam Galaxy

Nandanam Galaxy provided you best Convenience, Safety, Accessibility and Security. The project is very ideally located at Padukad Thrissur. Nandanam Galaxy is a range of customizable villas and Apartments with separated individual gate.



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### Nandanam Harmony

Discover the joys of community living with Nandanam Harmony. A host of villas that can be tailor – made to suite your requirements, Nandanam Harmony redefines the way you look at community living. At Nandanam Harmony, you don't limit your world to the four walls of your home. In this community, residents know each other, live amicably and celebrate life together. In this age of nuclear families, community living is a welcome change.



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### Nandanam Oasis

Nandanam Oasis is considered to be an exciting investment opportunity in the form of Service Apartment in Guruvayur. A popular concept in metropolitan cities, Service Apartments cater to those who want to stay long term. Each unit will be well –equipped with furnishing and cooking utensils. In a pilgrimage destination like Guruvayur, the scope is immense.



## CORPORATE SOCIAL RESPONSIBILITY

Salim Associates Group is always in the forefront in fulfilling its Corporate Social Responsibility. In the 27th year of its existence, the Group has initiated Salim Associates Charitable Trust, which gives away Rs. 1 lakh every month for the homeless.



## HONOURABLE MEMBERSHIPS

Salim Associates is keen to keep good corporate relations among its co-builders. Salim Associates is a registered member in Thrissur chapter of CREDAI (Confederation of Real Estate Developer's Association of India) and CREDAI, promoting real estate development in Thrissur with a national impetus. CREDAI Thrissur comprises a league of developers and builders who have over the years earned reputation of being trustworthy among buyers and investors in and around Thrissur. Salim Associates also a prominent member in Chamber of Thrissur and Guruvayur.

## CONSULTANTS



### ActionCOACH

The prime consultant of Salim Associates Group. ActionCOACH is a team of committed, positive and successful people who are always striving to be balanced, integral and honest. ActionCOACH will work within our "14 Points of Culture" to make sure that everyone who touches, or is touched by the ActionCOACH team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.

### BLACK SWAN



Black Swan is an upstart creative agency that believes in the power of ideas. Ideas that can change the world. Ideas that are unexpected. Ideas that stem from deep-rooted insights. Or simply put, Black Swan Ideas.

### DR. P.P.VIJAYAN

Salim Associates officials regularly participate in the training programme of Dr. P.P.Vijayan such as Mind Power Management, Success Management, Neuro Linguistic Programming (NLP), Relationship Management and Information Technology Management. His training sessions have very much helped us to achieve greater success in various sectors like Human Resource Management, Sales and Marketing, Customer Care management, Client servicing and Relationship Management.

### SMMART



Smmart is the brainchild of Mr. Santosh Nair, incepted on 10th February 2000 as a Corporate Training company, along with Mrs Sindhu Nair as co-founder. smmart is in the business of providing solutions to Entrepreneur across all evolution phases of their business growth cycle. This is accomplished via providing Education, Training, Coaching, Mentoring, Motivational Speeches and related merchandise.



## SALIM ASSOCIATES INTERIORS & FURNITURE. THE GOLD STANDARD IN INTERIOR DESIGNING.

Salim Associates Interiors & Furniture boasts of an experienced team of architects, interior designers, planners and engineers who can metamorphose your space into the interior of your choice.

We are the pioneers in customization in apartments as well as villa projects. We take into account your budget, tastes, vastu principles, your comfort level etc. before coming up with a plan. Your suggestions are always welcome and each plan can be customized through interactions with our team.

Quality has always been our watchword. We see each assignment as an opportunity to prove our mettle. We continuously raise the bar and have grown to become a benchmark in the interior designing arena.

### OUR SERVICES

| Planning and Designing | Preliminary plan | Final plan | Detailed section drawings | Auxiliary drawings | Detailed estimation of planning | Electrical drawing | 3D Modeling | Electrical Fittings



## FUTURE PLANS

Salim Associates looks forward to a bright future. The company has equipped itself with the prowess to build massive townships, magnificent residential and commercial projects and a number of innovative joint ventures. Besides, Guruvayoor and Trichur, Salim Associates reached out to Kochi, the Metro city of Kerala. And many other districts in Kerala will soon be marked by the footprints of this remarkable builder.

## AWARDS & RECOGNITIONS

Accolades come naturally for excellent endeavours. For its remarkable achievements and contributions to the real estate industry, Salim Associates has been awarded the "Best Managed Company" title at the 15th annual meeting of the Chamber of Commerce, Guruvayur in 2012. The award was presented by Mr. Abdu Rabb, Honourable Minister for Education, Government of Kerala to Mr. Salim, Managing Director of Salim Associates.



### ISO CERTIFICATION

Mr. R.A. Salim receives ISO 9001-2008 certificates from Mr. K.P. Rajendran, Hon: Minister for Revenue, Govt. of India.



### BEST MANAGED COMPANY AWARD

Mr. R.A. Salim receives best managed company award from Mr. Abdu Rabb, Hon. Minister for Education, Govt. of Kerala.