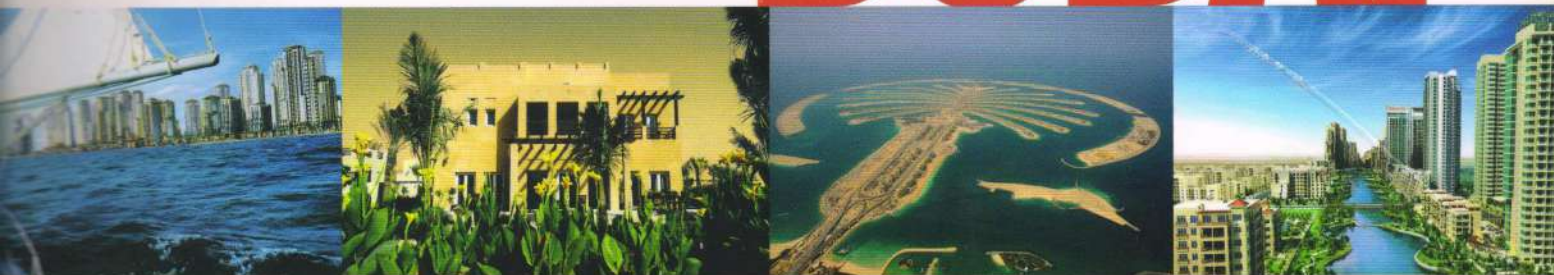


a-z PROPERTY GUIDE



DUBAI



< a compilation of Dubai's key real estate projects >

All Eyes on 'IRIS'

1. What is 'Iris'?

'Iris' is the name that we have chosen to become the brand of all our projects in Dubai, such as our current projects, Iris Blue and Iris Bay.

2. When did Sheth Estate (International) Ltd. start its operation in Dubai?

Sheth Estate (International) Ltd. commenced its actual operation in 2006. We conducted a survey on the best locations for our operations and consequently secured a unique plot at the main entrance of Dubai Marina. After completing all official procedures, we started construction of our first project in the region - Iris Blue.

3. What is your next project?

Our third project will be at the Culture Village with construction commencing before the end of 2007.

4. Can you give us a brief about Sheth Estate (International) Ltd., the parent company behind these projects?

Sheth Estate (International) Ltd., owner of the 'Iris' brand and project, is one of the largest construction and property development companies in the Indian subcontinent with a history exceeding 21 years. Sheth Estate (International) Ltd. has built some of India's largest townships, complexes and high-rise towers. Its accomplishments span over 10,000 homes built, 50 projects completed and 6.61 million square feet developed.

5. How much did Sheth Estate (International) Ltd. invest in the first two ventures in Dubai - Iris Blue and Iris Bay?

Our current investment in both ventures exceeds AED 1.5 billion.

6. What is Iris Blue?

Iris Blue, our first project, is a residential tower located at the Dubai Marina, next to Grosvenor House hotel. Its unique location offers this 35-storey tower a 270-degree Marina view, a feature we believe no other building has.

7. With the fierce competition taking place in the real estate sector in Dubai, how confident are you on your Rate of Investment?

We are very confident, simply because in such a booming market, quality and customer satisfaction are the vital elements. Our goal is to deliver this to our customers. Our fundamental criteria in building our projects are: Unique, convenient locations and magnificent views. We also give our utmost attention to the basics; architecture detail and the design. Above all, and most importantly, we aim to deliver on time. Therefore, our strategy in the market is customer-driven and based on transparency with our customers.

8. Could you tell us about your second project - Iris Bay?

Iris Bay is a half-moon shaped signature commercial building located at the Business Bay. This tower is designed by the world-renowned architectural firm, Atkins, and was launched in May 2007.

9. Why did Sheth Estate (International) Ltd. choose to invest in Dubai?

Investors are always looking for stable markets with potential to do business. Dubai became one of the world's emerging markets in the real estate sector. National, regional and international investors are injecting billions of dollars into this market. In addition to its strategic geographical location linking the five continents and its stable economy, flexible freehold laws and visionary leadership, Dubai owns a robust infrastructure that encourages businesses from all over the globe to establish their regional offices and hubs. These are amongst the key reasons that encouraged Sheth Estate (International) Ltd. to invest in Dubai.

10. How do you see the future of the real estate market in Dubai?

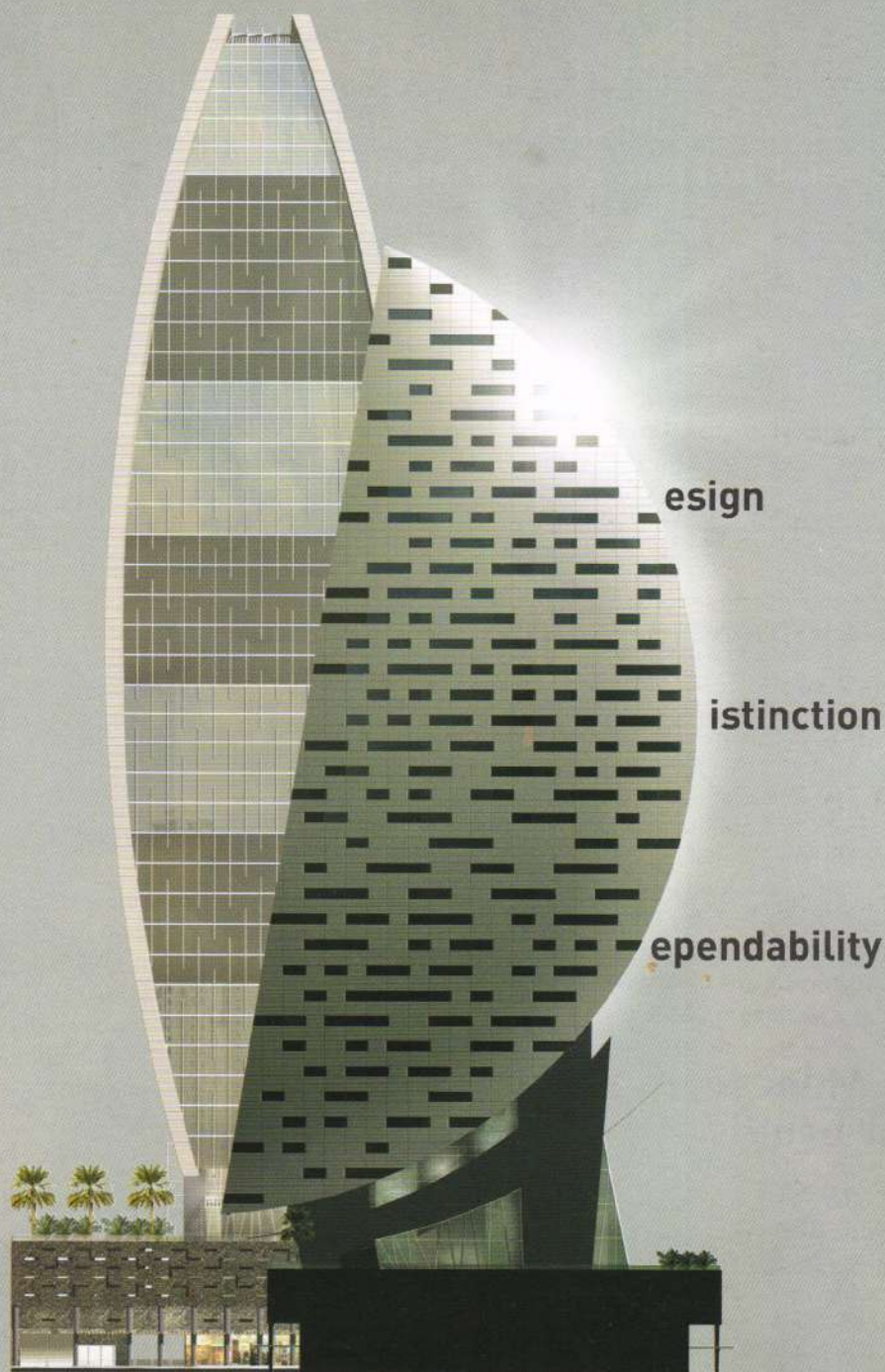
It is very promising in both the short and long term. Some speculators see the tremendous boom in the real estate market as a bubble. But whenever we analyse any economical phenomena, we need to assess surrounding factors such as politics, per capita income, GDP, geopolitical location and globalisation effects on this region, etc. There are many factors that need to be studied carefully by experts before speculating. I don't pretend to be a strategic expert to speculate, but as an active player in this sector, I see the future of Dubai and our own future, very promising.

Mr. Vimal Agrawal has been involved in the regional real estate development sector for over 25 years including the freehold development market in Dubai since opening its doors in 2002. To date, Mr. Vimal Agrawal has been involved in over \$2 billion worth of real estate development projects both locally and internationally.



Mr. Vimal Agrawal
General Manager
Sheth Estate Intl. Ltd

We deliver...



We deliver what and when we promise. What you don't see exceeds the quality of what you see. We deliver on quality, on budget, on time. Prime developments that provide you with premium investments. Come discover a track record that spans 21 years of attention to detail. And you will then begin your building of trust with us. **Guaranteed**

Developed by Sheth Estate (International) Ltd

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