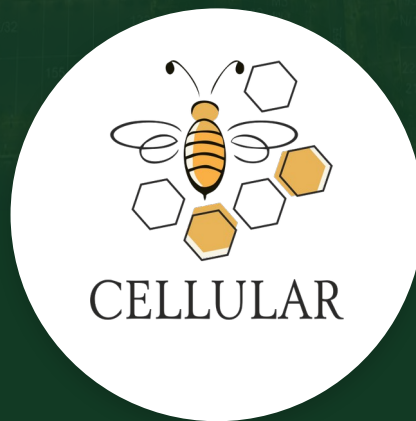




CELLULAR REALTY

C O R P O R A T E P R O F I L E

Building Communities • Enabling Growth

Cellular Realty at a Glance

Established	2005
Parent legal entity	Aditi Infrabuild & Services Limited
Principal sectors	Real estate, building & construction, roads & infrastructure, external development, logistics
Operating region	Delhi NCR — Jhajjar, Rewari, Pataudi and Gurugram
Completed developments	South City 1, Maruti Kunj, Paras Ekam, Hero Earth
Ongoing development	South City 2 (Jhajjar)
Upcoming developments	South City Greens, Cellular City 01 and 02

OUR SCALE TO DATE



WHO WE ARE

About Cellular Realty

Cellular Realty is the real estate sister concern of the Cellular Group, operating under the “Cellular” brand of Aditi Infrabuild & Services Limited — a business established in 2005 with deep roots in logistics, construction and infrastructure. From 2017, the group moved into land and plotted development.

The name Cellular is drawn from a single cell of the honeycomb — the honey bee’s dwelling, precisely designed, carefully organised and engineered to near perfection. That cell represents the steady and prosperous growth of the family it shelters.

In the same spirit, Cellular Realty builds housing societies of well-organised, precisely engineered homes, where residents advance in both their prosperity and their family life — living much as a colony of bees does, each household growing on its own terms.

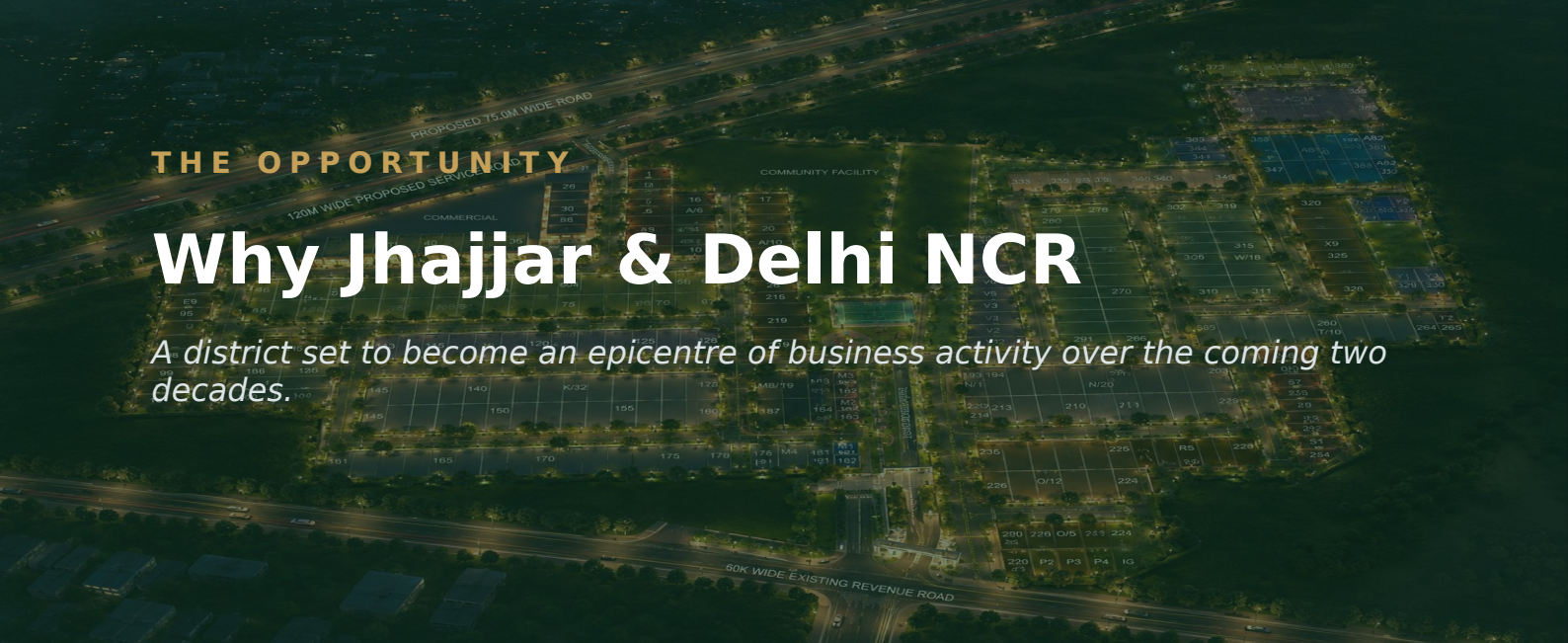
The promoters are from Haryana, born in the state and raised in Delhi NCR, with grass-roots ties across the region.



MILESTONES

Our Journey





THE OPPORTUNITY

Why Jhajjar & Delhi NCR

A district set to become an epicentre of business activity over the coming two decades.



Reliance MET City

600+ companies from 11+ countries and 40,000+ jobs on the doorstep, driving housing demand.



Green Corridor

The proposed six-lane Gurugram-Jhajjar corridor brings Gurugram within ~30 min and IGI within ~40 min.



World-class Amenities

AIIMS at Bhadsa and an upcoming International Cricket Stadium.



KMP & HORC

The KMP Expressway and Haryana Orbital Rail Corridor form a major economic and freight loop across North India.



A Self-sufficient City

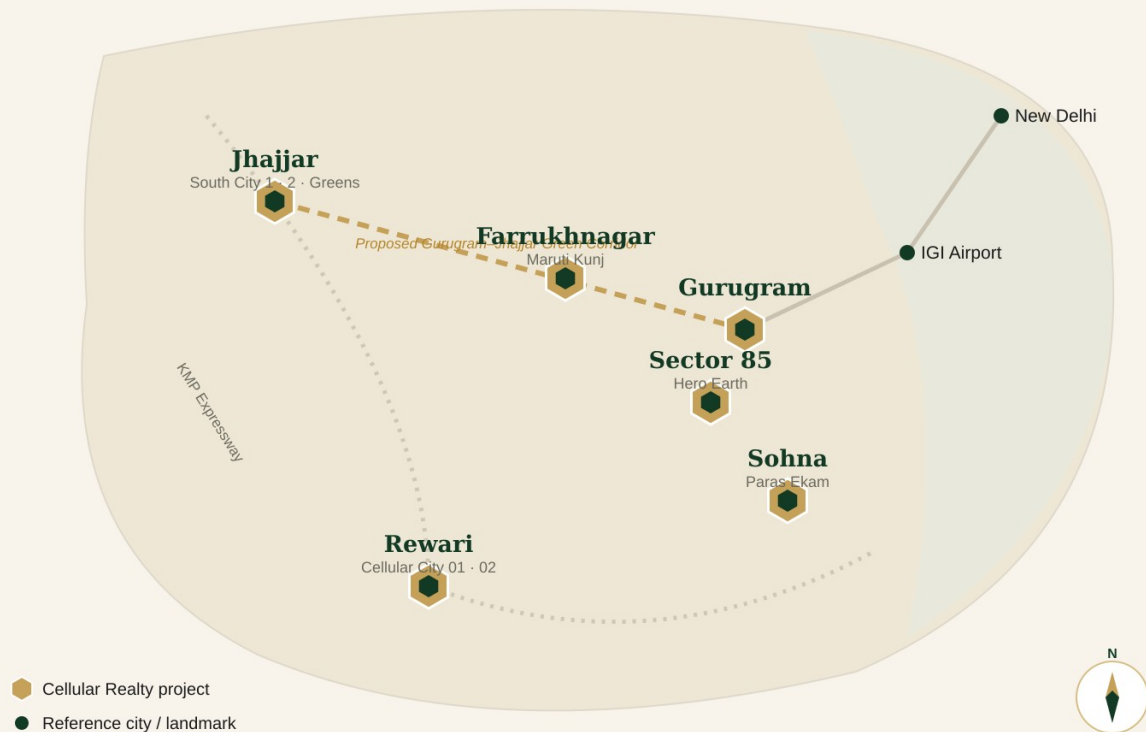
District Headquarters and Police Commissionerate for strong law and order.



Wealth Corridor

Sectors 36 & 37 connect to the corridor via the proposed 75 m sector road through South City Greens.

Projects Across Delhi NCR



Cellular Realty develops across the high-growth Haryana belt of Delhi NCR — Jhajjar, Rewari, Farrukhnagar, Sohna and Gurugram — concentrated along the corridors driving the region's next decade of growth.

Vision, Mission & Values

VISION

To be a trusted name in real estate, construction and infrastructure across India, creating well-planned, compliant developments that support modern urban living and lasting value.

MISSION

To plan and deliver plotted communities, residential societies, industrial and commercial spaces and infrastructure through sound construction and reliable execution, while building durable relationships with customers, partners and institutions.

CORE VALUES



Integrity



Accountability



Quality



Safety



Compliance



Long-term Value

The Board



Mr Manoj Bansal
**CHAIRMAN & MANAGING
DIRECTOR**

A postgraduate in science with a doctorate in business entrepreneurship, and over two decades across finance, logistics and infrastructure. He oversees the group's financial structure and overall strategic direction.



Mr Rahul Bansal
CHIEF EXECUTIVE OFFICER

A Business Administration graduate with an MBA in International Business Management and over a decade across commerce, finance, licensing and liaisoning. He directs the organisation's commercial strategy and growth.

The Board



Mr Purushotam Das Bansal

**CHIEF OPERATING
OFFICER**

Over two decades in infrastructure development, central to the group's road and highway work. He leads day-to-day operations and project execution.



Mr Parvesh Bansal

**CHIEF DEVELOPMENT
OFFICER**

Civil Engineering (RIT, Bangalore) with a PG diploma from NICMAR, Pune, and over a decade of planning experience with Wave Group and Shapoorji Pallonji.



Mr Yogesh Bansal

DIRECTOR OF SALES

A commerce graduate with more than fifteen years in construction and infrastructure. He leads the company's sales function and customer engagement.

Business Portfolio



Real Estate Development

Plotted communities, residential societies, industrial and commercial spaces, supported by core infrastructure.



Building & Construction

Residential, commercial and government building works.



Roads & Infrastructure

Roads, highways, bridges and drainage.



Trunk & External Development

Boundary walls, utilities, water and sewage systems, landscaping and hardscape.



Logistics & Supply Chain

Material supply and transportation for large infrastructure projects.

Group Companies & Legal Entities

Registered entity	Relationship	Notes
Aditi Infrabuild & Services Limited	Parent / corporate origin	Construction & logistics; government and private-sector
Silver Lake Buildtech Private Limited	Joint-venture partner	Licensee, Maruti Kunj
Vedmaan Group	Joint-venture partner	Licensee, South City 1
Cellular Consultants Private Limited	A unit of Cellular Realty	Licensee, South City 2
A A Gems Private Limited	A unit of Cellular Realty	Licensee, South City Greens
Jai Deepak Realty Private Limited	A unit of Cellular Realty	Licensee, Cellular City 01
New India Infrahousing Private Limited	A unit of Cellular Realty	Licensee, Cellular City 02
AR Agro Industry Private Limited	A unit of Cellular Realty	Real estate
YPR Infrabuild Services Private Limited	A unit of Cellular Realty	Developer — Maruti Kunj, South City 1, 2 & Greens

All the above-mentioned companies are closely held by the group and are used as SPVs (special-purpose vehicles).

Our Approach to Plotted Development



1



Site Selection

2



Planning

3



**Regulatory
Compliance**

4



Trunk Infrastructure

5



Community Design

6



Handover

Completed Projects



COMPLETED

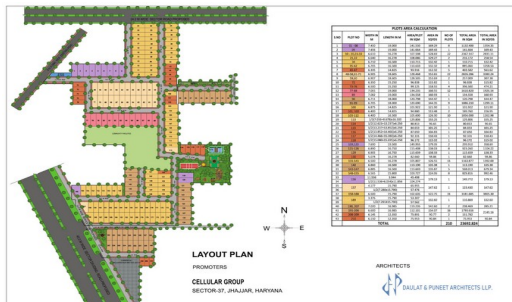
-
- An aerial view of a modern, landscaped garden. The garden features a central circular flower bed with a dark purple mulch center and a ring of colorful flowers. This central bed is surrounded by a winding, light-colored stone path that divides the garden into several sections of bright green lawn. The lawn areas are bordered by low, dark brown wooden planters filled with various colorful flowers, including pink, red, and purple blooms. The garden is enclosed by a tall, dark brown wooden fence. In the background, there are more trees and a clear blue sky with a bright sun in the upper left corner, creating a warm, golden-hour glow.

Sector 3, Farrukhnagar, Gurugram

COMPLETED

- Silver Lake Buildtech (licensee) · for Maruti employees (~80% of buyers)
- 12.85625 acres · 90-180 sq yd
- Licence 18 of 2017 · RERA 127 of 2017

Ongoing & Upcoming Projects

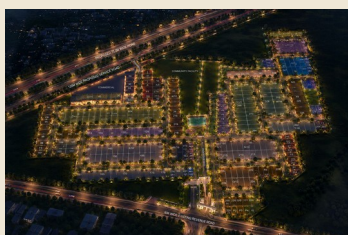


South City 2

Sector 37, Jhajjar · ONGOING

ONGOING

- Cellular Consultants (licensee) · 10.681 acres · 210 plots
- Licence 98 of 2024 · RERA HRERA-PKL-JJR-637-2024



UPCOMING

South City Greens

Sector 36, Jhajjar

A A Gems · 19.99375 acres · 380 plots · Licence 84 of 2026

Jhajjar's largest single licence



UPCOMING

Cellular City 01

Sector 23, Rewari

Jai Deepak Realty (licensee)

Under land procurement



UPCOMING

Cellular City 02

Sector 32, Rewari

New India Infrahousing (licensee)

Under land procurement

Construction & Infrastructure



**Building
Construction**



Roads & Highways



**Bridges & Civil
Structures**



Railway Projects



**External
Infrastructure**



**Trunk
Infrastructure**



**Landscaping &
Horticulture**



**Planning &
Execution**

Services & Competencies



Building & Urban Infrastructure

Earthworks; concrete & RCC; erection of structures; flooring & cladding; interior finishing; MEP; ELV & firefighting; façade.



Roads & Bridges

All-terrain, all-weather roads; road-over-bridges; foot-over-bridges; major & minor bridges; drainage.



Trunk & External Development

Boundary walls & gates; public health engineering; electrical; water & sewage treatment plants; landscaping & horticulture; hardscape.



Logistics & Material Supply

Supply of aggregates and transportation for large infrastructure projects.

SELECTED ASSOCIATIONS

Key Clients

GOVERNMENT & PUBLIC-SECTOR

**Public Works Department,
Haryana**

**Public Works Department,
Jammu**

**Public Works Department,
Rajasthan**

East Coast Railway

NBCC Limited

PRIVATE-SECTOR & INSTITUTIONAL

BSC-C&C-JV

**Subhash Infra Engineers
Pvt. Ltd.**

**IVRCL Infrastructure &
Projects Ltd.**

SAM India Builtwell Pvt. Ltd.

Lafarge India Limited

**Krishna Gritt Manufacturing
Co.**

**Ambey Mines Private
Limited**

**R K Transport &
Construction Ltd.**

**Cordial Infrastructure Pvt.
Ltd.**

Hero Realty Private Limited

Hero Steels Limited

**Regional Construction Pvt.
Ltd.**

**Corona Realtors Private
Limited**

**TDG Infraengineering Pvt.
Ltd.**

† Six of the above are engaged through YPR Infrabuild Services Private Limited.

Project-Experience Highlights

Project	Location	Client / Employer	Category
Two-laning of NH-77 (Muzaffarpur-Sonbarsa)	Bihar	BSC-C&C-JV	Roads
Rehabilitation of NH-311	Singhana, Rajasthan	PWD, Rajasthan	Roads
Road-over-bridge, Sarbhal	Odisha	East Coast Railway	Bridge
CBI Headquarters / Office Building	Lucknow	NBCC Limited	Building
Delhi Police Housing Project	Delhi	NBCC Limited	Building
Residential Houses, New Jail Building	Rewari	PWD, Haryana	Building
Maruti Kunj plotted colony	Farrukhnagar	Silver Lake Buildtech	Trunk infra
Paras Ekam plotted colony	Sohna	Paras Group	Trunk infra
Hero Earth - The Arc	Sector 85, Gurugram	Cordial / Hero Realty	Trunk infra

Why Cellular Realty



In-house Capability

Real estate, construction and infrastructure under one group.



Plotted-Development Focus

Organised colonies planned for everyday living.



Experienced Leadership

Depth across finance, operations, planning and sales.



Public & Private Exposure

A record of work for government and private clients.



Regional Roots

Deep familiarity with Haryana and Delhi NCR.



Delivery with Quality

Compliant, DTCP-licensed, RERA-registered projects, dependably handed over.

IN THEIR WORDS

What Our Customers Say



"From documentation to possession, the entire South City 1 process was clear and on time. The gated layout and green spaces are exactly what we hoped for our family."

HOMEBUYER, SOUTH CITY 1



"What drew me was the compliance — a DTCP licence and RERA registration on every project. South City 2 has appreciated well, and the paperwork was completely hassle-free."

INVESTOR, SOUTH CITY 2



"I have worked with several NCR developers. Cellular Realty stands out for transparent dealings and timely handovers — it makes recommending them to my clients easy."

CHANNEL PARTNER

Illustrative testimonials shown for layout. Verified customer feedback will replace these.

Let's Build the Next Community Together

We welcome landowners for joint development, investors and institutions for long-term partnership, and homebuyers seeking well-planned, licensed communities.



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Building Communities • Enabling Growth