



Second Innings Home

# Second Innings Home

Adding Life To The Years That Have  
Been Added To Life



# From the Founder's Desk

*“People are created to give something back to the world. The best way to solve problems is to work together with compassion towards betterment of human life through helping improve the quality of all Individuals.”*

- Anil Kumar Siddu, Founder

We are dedicated to creating and operating the best Senior Citizen care facilities in the name and style of SECOND INNINGS HOME, in India.

We are dedicated towards building and managing a chain of facilities that provide for the comfort, safety and well-being of senior citizens and that encourage active, healthy lifestyles and a positive ageing experience for India's senior citizens. Our vision is to create a family-oriented environment, within a gated community to enable the seniors to have a full filling life without missing the world around and relive their youth.

**We Are**





# Our Definition

India is placed 2<sup>nd</sup> on the population map of the world with 1.3 Billion people as of Dec'18. of these 1.3 billion, 7-8% people are in the last lap of their lives. When they should be enjoying the comfort of their full nest, they are left alone by their near & dear ones for either professional or personal reasons.

More and more senior citizens with their children based abroad and with exposure to GERIATRIC CARE are seeking accommodation in the homes for senior citizens. But to a large extent these homes are usually not up to the mark & often cater to the bottom layer of the consumer pyramid. Therefore we see a significant opportunity to offer a world-class senior care services in India to this very class.

For an Indian expatriate, often the health of near and dear ones back home can be a major concern.

of late, we observed a gradual increase in affordability and quality consciousness which will be instrumental in NRI children achieving peace of mind and feeling assured that their parents are under the proper care of a well-managed and provided care centre.

Second Innings Home is expected to be the first and only premium home & health care service in South India. It is proposed to be developed as a brand across the nation which will feature a beautiful campus located in a well-maintained gated community in the format of a premium hotel with luxurious amenities. The aim is to make it convenient for our potential residents to enjoy the privacy, comfort and tranquillity and still enjoy the hustle bustle of the city life and have easy access to all the facilities. We look forward to create a safe space for the senior citizens and yet enjoy the company of intergenerational residents of the larger community while retaining a sense of community spirit and the warmth of a small circle.





# Implementation Plan

Currently the promoters with nearly 2 decades of experience in projects have identified a land admeasuring over 28 acres at Shankerpally, Hyderabad, wherein the pilot is being implemented in about 1.85 acres. The proposed built up area is around 237,000sft.

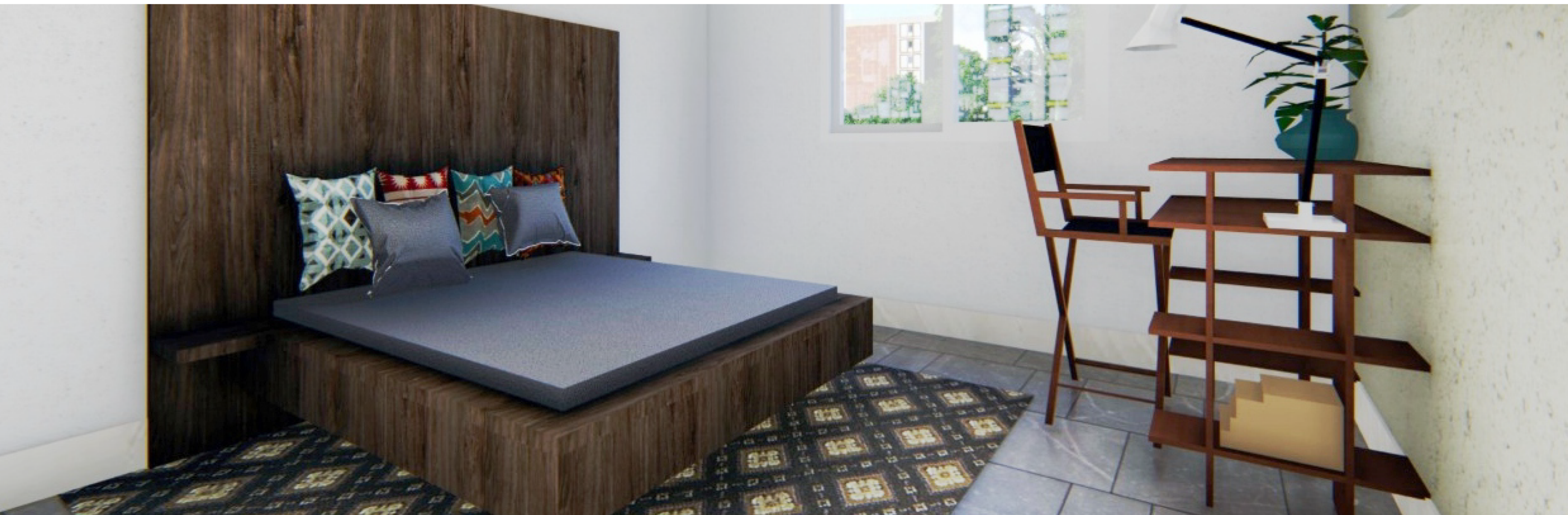
M A Architects, a reputed international firm based out of Jaipur is designing the facility. **The whole project would be operated through a TRUST with renowned Trustees on board.**

The estimated time for completing the pilot is estimated to be 36 months from the time it takes off.

Simultaneously, we are developing the franchising model across the nation. The promoters made an offer at the franchise expo in Delhi and the offer has been well received by some investors and land bank owners.

A backdrop to this entire project would be done by a **PR Agency**, based out of Mumbai.

The sales plan for taking admissions to the pilot facility is being worked by the in-house team and professional agencies based in Hyderabad. The promoters are consulting various agencies for digital marketing, email campaigning and promotion in Social Media.













# Features & Amenities

## A home away from home



Clean, green and airy ambience of the community with a variety of amenities such as laundry facility, library, locker room, prayer & meditation atrium and yoga garden surrounded by beautiful open courtyards that allow you to enjoy a cool breeze and yet protecting you from the harsh scorching sun. What makes it better is that all these amenities are connected to your apartment home by sheltered walkways.

A social organisation has agreed to evaluate the concept and is now involved in assisting us in development of the project with the help of their consulting division.

We have entered into a formal MoU wherein the social organisation will be actively involved in the planning process of the project from the beginning and once launched, their Operations division will be responsible for the management of the facility. They are providing the much needed guidelines as per ADA norms and as the pilot in Hyderabad proves to be successful, we wish to create such facilities across some 10 cities in India.

Ar. Sabine Pauli, a Senior Expert from **SES, Bonn, Germany** too spent reasonable time with us and provided the required guidelines and standards to establish this facility.

Unlike the conventional old age homes, Second Innings Homes would have state of the art facilities and standards well established internationally.



**2 BHK**  
**CARPET AREA : 59.53 sqm. (640.77 sq.ft.)**  
**BUILT UP AREA : 74.34 sqm. (800.19 sq.ft.)**



**2.5 BHK ( 2BHK + STUDY)**  
**CARPET AREA : 79.45 sqm. (855.19 sq.ft.)**  
**BUILT UP AREA : 97.21 sqm. (1046.35 sq.ft.)**





## Dining

Common dining hall to enjoy some community time be it under the open sky or in a sheltered space along with efficient room service for your convenience



## House Keeping

Daily apartment cleaning services to the residents and maintenance of all common area in the community.



## Utilities

All utilities including water, sewerage disposal and garbage disposal (excluding power for the apartment) are included in the basic monthly fee.



## 24 hr front desk service

Each apartment is equipped with intercom facility to directly contact the front desk manned with a concierge 24x7



## Recreation and Social Activities

A variety of scheduled programs planned round the year. A hobby room for art and crafts enthusiasts, a full-fledged library & reading room and additional access to Indoor games room, swimming pool shared between Second Innings Club and main town ship club.



## Parking

Secure, individual open parking spots on campus in the basement.





## Storage Lockers

A Bank style locker to safe keep jewels, cash & important papers



## Share an Experience

A unique concept of providing fully furnished sample apartments where you can host anyone to come and Experience



## Internet Access

Access to broadband in campus within the browsing centre.



## Paid services

Several need based Optional paid Services would also be available at Second Innings Home



## Extended Lifestyle Assistance

In case residents require help with bathing, shaving; family correspondence etc., they can avail these need-based at an additional cost.



## Personal Laundry

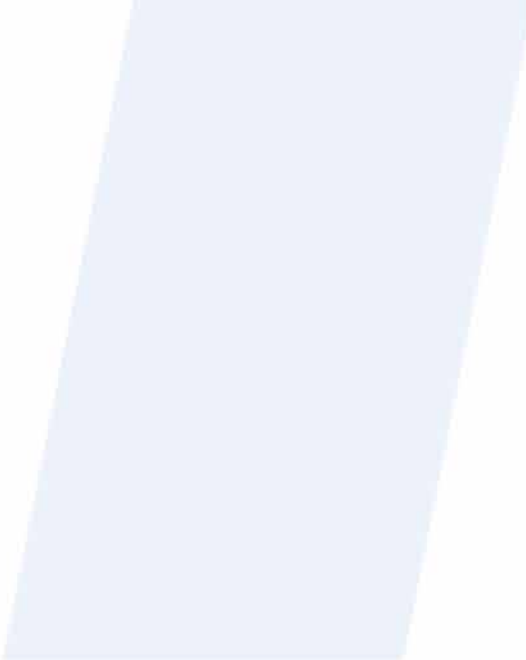
Laundering of personal items is available on a paid-for-service basis. Automatic self – use washing machines are provided within the campus.



## Guest suites

At Second Innings homes, we encourage the participation of the families of the senior citizens to share the environment and hence numerous guest suites along with play areas for the grandchildren are provided for.





Experience a home away from home with Second Innings Home, where lifetime leases bring lasting comfort.

### Lifetime Lease:

2 BHK (Built Up Area)	805sft.	54.00 Lacs*
Signup Amount		08.00 Lacs*
Balance in 4 Instalments		46.00 Lacs*

2 BHK + Study (Built Up Area)	1046sft.	68.00 Lacs*
Signup Amount		08.00 Lacs*
Balance in 4 Instalments		60.00 Lacs*

### Note\*

Refundable deposit does not carry any interest. It is paid to nominee or as per will of the lessee. For other terms & conditions, please speak to our co-ordinator.









# Second Innings Home

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