



## Twenty-Minute Lifestyle

### Redhawk ahead of market on concept of Mini-Townships

**Denver, February 20, 2008:**

Recently there has been a dominant focus on mini-townships across India with a number of infrastructure companies announcing projects for townships of various sizes. A number of state and central government officials have commented on the future of townships and the need for those that solve the infrastructure issues faced by companies and individuals in India. A number of consulting agencies like McKinsey and Forrester have commented that the only way India can solve infrastructure issues is by this type of development.

In the recent past, most of the development in India has been tactical without the focus on solving the broader infrastructural issues for organizations and the people working/ living there. The craze for SEZ designation was to determine the most tax efficient way to address development without the support of infrastructure. Redhawk has always been ahead of this curve with the correct focus on lifestyle and infrastructure for its community. The company recently filed for SEZ approval on land that can provide the infrastructural base and a "**Twenty-Minute Lifestyle**" community. This will be the first IT SEZ on Vijaywada highway in Hyderabad; the first to include a township that will support the commercial development.

Also Redhawk has a material advantage of about 12-18 months on the entire concept of mini-townships. It was a market pioneer and provided the first true township solution in the 500- to 1000-acre market segment. This segment allows commercial and community living to be focused and to allow the realization of a "**Twenty-Minute Lifestyle**".

#### **About Redhawk Investments Group**

Redhawk Investments Group, located in Denver, Colorado is in the business to assist in the development of real estate opportunities in India. Its purpose is to help develop a real estate park in India for the global services industry. The group conjoins the tremendous opportunity in the Indian real estate market and the need for professional services companies to develop a presence in India, in order to cater to local markets and develop the companies' global back offices. Redhawk Investments Group has developed a plan for building a community of captive global services centers for about twenty thousand employees along with residential, healthcare, retail and recreational facilities for the employees and their families all within a twenty-minute radius. This **Twenty-Minute Lifestyle** will provide clients with additional 30 % savings through lower turnover, higher employee engagement, better training opportunities and superior customer service.