



— AKSHARA —  
ANANDA

WELLNESS FARM COMMUNITY

WHEN THE WORLD  
OUTSIDE OVERWHELMS YOU,



WHERE DO YOU  
ESCAPE TO?





A place where the world silences  
and the universe reassures you of  
your belonging.

Welcome to

# AKSHARA ANANDA

a thoughtfully designed wellness  
farm community you can proudly  
be a part of.

*Situated at Paidigummal Village, Kohir  
Mandal, Akshara Ananda is developing a  
luxury farm community and wellness  
resort nestled in the lap of nature.*

*Akshara Ananda is a marquee farm estate project by Akshara.*

Akshara Ananda is an unparalleled investment opportunity. It's an endeavour to create an ecosystem that lets you indulge in nature while rejuvenating at a world-class wellness resort and spa.

The enormity of the land and its lush expanse envelop you in a feeling of well-being the moment you step in. Being surrounded by a myriad of mango and teak trees that carry decades of wisdom creates a transcendental experience.

SPREAD ACROSS

150 ACRES,

AKSHARA ANANDA IS A VISION  
OF A SUSTAINABLE FUTURE,  
ROOTED IN WELLNESS.





# AN INSIGHT INTO AKSHARA

Akshara is a distinguished real estate developer that prioritises sustainability and environmental responsibility as a central core of their projects. Unique architectural designs, pleasing aesthetics & sensitivity to nature are their inherent strengths. With a stellar track record of delivering successful projects, Akshara has earned the trust of clients over the years.

The company is spearheaded by Ashwin Rao, its founder & Managing Partner, who brings over 25 years of valuable experience in the real estate industry. Ashwin is a thought leader, known for articulating latest trends and policies and is respected for his insights and contributions to the real estate sector.



# ANANDA

WELLNESS FARM COMMUNITY

*Akshara Ananda is envisioned as a project that caters to the needs of modern living while being committed to creating a community that is both aesthetically pleasing and environmentally conscious.*

With a focus on sustainability, Akshara is committed to creating a greener tomorrow and has become a trusted name in the industry, delivering projects that cater to the evolving needs of modern investors.



# MASTER PLAN

FARM ESTATES  
WITH AN AVERAGE SIZE

OF 4000 SQ YARDS.



ANANDA IS NESTLED IN THE LAP OF NATURE,  
A GREAT INVESTMENT OPPORTUNITY WITH PROXIMITY  
TO MULTIPLE LANDMARKS

**Mominpet - 21 km**

**Woxen Business School - 22 km**

**Mumbai Highway NH65 - 22 km**

**Shankarpally - 49 km**

**Financial District Nanakramguda - 75 km**

**NIMZ - 43 km**

**RRR - 35 km**

**ORR - 67 km**

**Neopolis IT SEZ - 71 km**



**AREA DETAILS**




TOTAL NO OF PLOTS	-105
AVG PLOT SIZE	- 4000 SQY (82Y x 48Y) 80 CENTS (44M x 75M)
TOTAL AREA OF PLOTS	- 90.68 ACRES
PLOT AREA OF RESORT	- 9.046 ACRES
PLOT AREA OF CLUBHOUSE	- 2.23 ACRES
PLOT AREA OF SERVICES	- 0.595 ACRES
AREA OF GOSHALA	- 1.396 ACRES
AREA OF ROADS	- 14.47ACRES
AREA OF OTHER OPEN SPACES	- 4.3322 ACRES



# GUIDED BY NATURE, WE LET THE TREES LEAD OUR WAY.

One of Akshara Ananda's distinctive features is the graciously spread mango and teak trees that wrap you in eternal peace. The 25-year-old trees are Akshara Ananda's heritage and will go on to become your family's wealth.



*Each farm plot is accompanied by mango trees. Since the community is rooted in nature, our design and vision will be guided and built around the trees, not the other way around.*

*Disconnect from the world and connect with nature.*

*Come, be a part of a community that thrives on wellness and well-being.*

# SUSTAINABLE LIVING WITH SAGE FARMS.

The biggest luxury one can have today is the luxury of growing one's own produce.

Akshara Ananda has joined hands with Sage Farms, the longest-standing name in sustainable food and farming practices in Hyderabad. Founded by Kavitha Mantha, Sage believes that a healthy and sustainable lifestyle is as critical to humans as it is to the environment.

Kavitha completed her MBA from the University of Cambridge and is the owner and Chief Curator of Sage Farm Cafe, the only farm-to-table cafe in Hyderabad that sources produce, dairy and meats from the Baby Elephant Farm in Shankarpally, also owned by Kavitha.

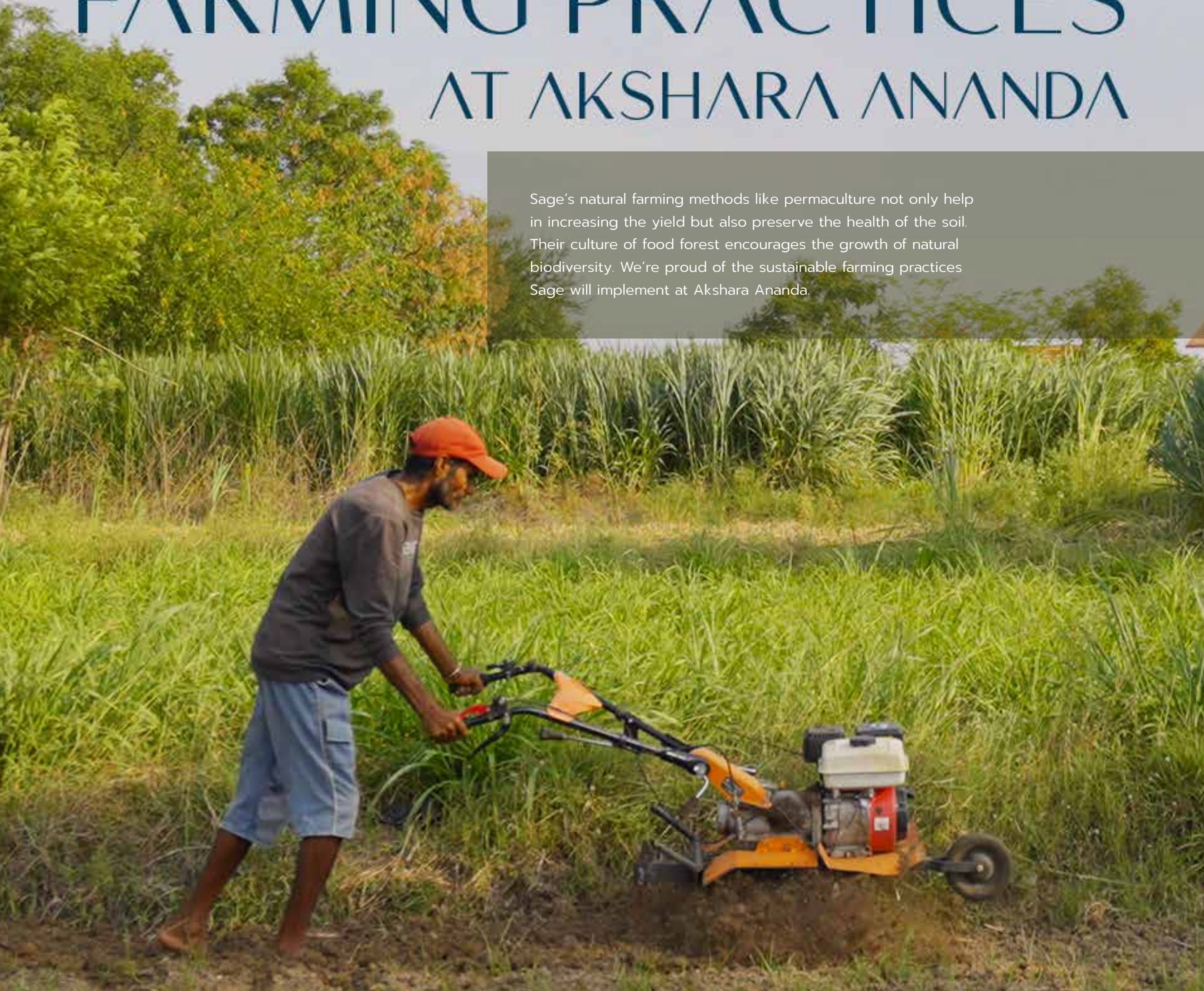
Standing true to its name, Sage's journey has been an implicit pursuit of simplicity and wisdom. Their food philosophy of encouraging local and seasonal produce aims at creating unique food experiences, and nurturing positive and continuous lifestyle choices.

With Sage as our farming partner, the plot owners will learn how their food is grown and gain a perspective on how their food choices impact them and the environment. It's an opportunity to create a biodiverse food forest; a zero-waste ecosystem that thrives on innovation, sustainability and green empowerment. With zero chemical and artificial pest control, Akshara Ananda Farms follows principles of natural growth and safety.

*We are proud to be associated with this pioneering team whose work in revolutionising farming methods will be followed to ensure premium quality produce.*

# PROPOSED FARMING PRACTICES AT AKSHARA ANANDA

Sage's natural farming methods like permaculture not only help in increasing the yield but also preserve the health of the soil. Their culture of food forest encourages the growth of natural biodiversity. We're proud of the sustainable farming practices Sage will implement at Akshara Ananda.



## 5 LAYER METHOD

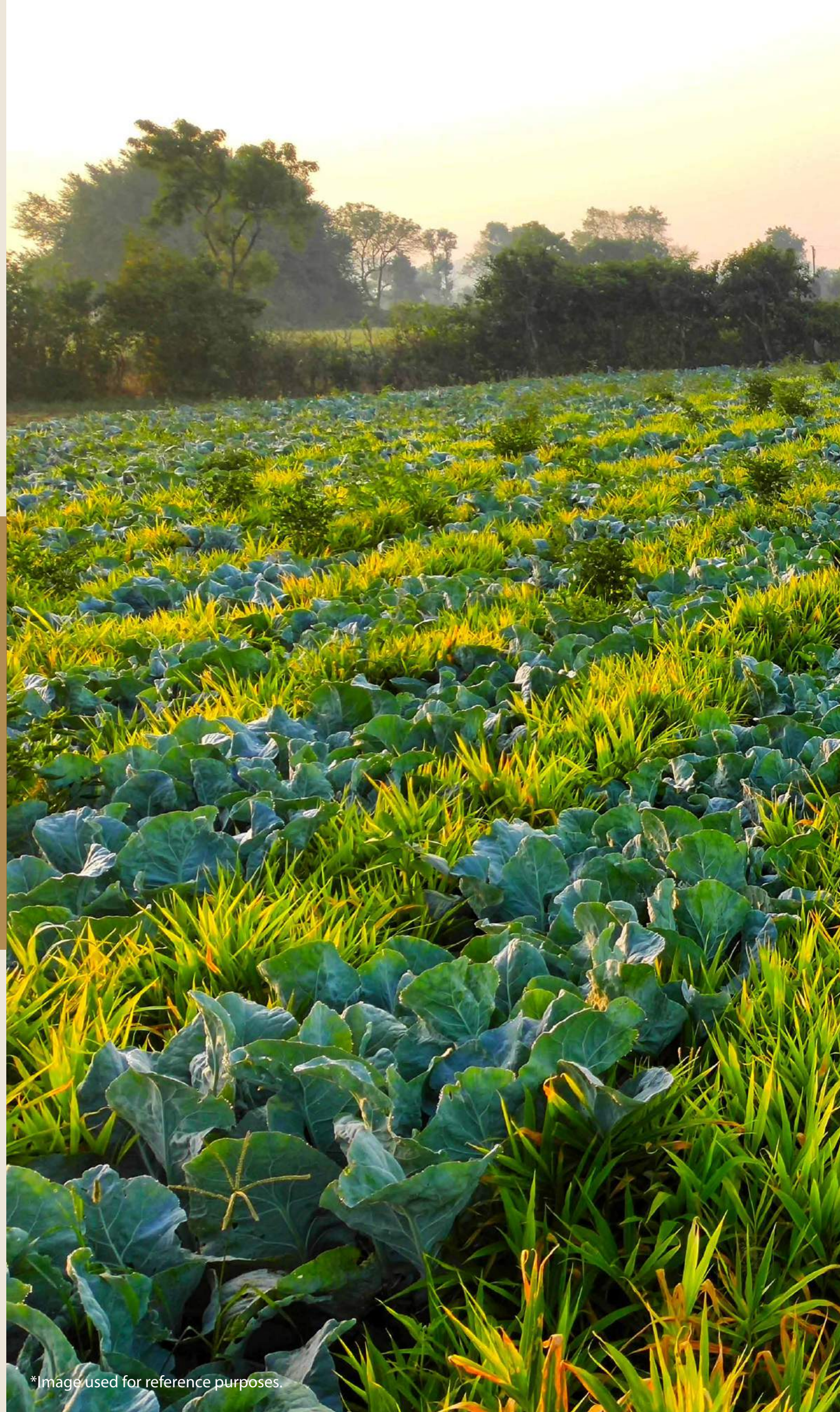
involves planting different layers of crops on the same plot of land, utilising every inch of land and vertical space. The layers are a canopy tree, a sub-tree, a shrub layer, herbaceous plants, and finally, the ground cover. This helps in creating a self-sufficient and balanced ecosystem.

## MIXER CROPPING

is where different crops are grown together on the same plot of land. This helps in improving the soil structure, as different crops have different root depths and patterns.

## COMPANION CROPPING

is where different crops are grown together on the same plot of land. This helps in improving the soil structure, as different crops have different root depths and patterns.



\*Image used for reference purposes.



## THE SUBHASH PALEKAR METHOD

emphasises zero-budget, natural farming. The method involves using cow urine, cow dung, cow milk, cow curd, and cow ghee, also known as Panch Gaviya, to make Jeev Amrutham. This solution is then used as a natural fertiliser to nourish the soil and crops.

## DASHPARNI

is a mixture of ten herbs, including turmeric, ginger, and neem, to control pests and diseases. This natural solution helps in reducing the use of harmful pesticides and chemicals.



## THE 3G METHOD

involves growing ginger, garlic, and green chillies together. These crops have natural insecticidal properties and control pests and diseases in the field.

# NATURAL & SELF-SUSTAINING ECOSYSTEM

## COMPOSTING

is an essential part of farming practice. All the organic waste is collected from the farm including crop residues, kitchen waste, and animal manure, and turned into compost. This helps to add essential nutrients to the soil and reduces waste generation.

## FARM WASTE & DRIED PLANTS BECOME FEED



ANIMAL WASTE  
IS ADDED BACK  
TO THE SOIL  
AS MANURE.



FRESH AND HORMONE-FREE MILK  
IS USED FOR DAIRY AND SPECIALTY  
PRODUCTS







# THE PATH AHEAD

## SAGE FARM CAFE

*A farm-to-table cafe, connected to Akshara Ananda, aimed at nurturing souls.*

We want our investors to experience the effort and time it takes to grow food and relish every bite that comes to their table a little more. A novel way to connect with nature and letting it nurture your soul.




*Sage Farm Cafe at Akshara Ananda*



*\*Image used for reference purposes*

\*Image used for reference purposes.





# OUR GAUSHALA IS A SANCTUARY WHERE COWS ARE LOVED, PROTECTED AND DEEPLY CARED FOR.

Cows are an integral part of our ecosystem. These gentle creatures are given the respect they deserve, preserving a sacred bond that is as old as time.



\*Image used for reference purposes.

GO FISHING, KAYAKING OR SIMPLY  
WATCH THE SUNSET ON THE BANKS  
OF THE LAKE.

One of the central attractions is a man-made lake, a serene spot that essentially completes the self-sustained ecosystem at Akshara Ananda.

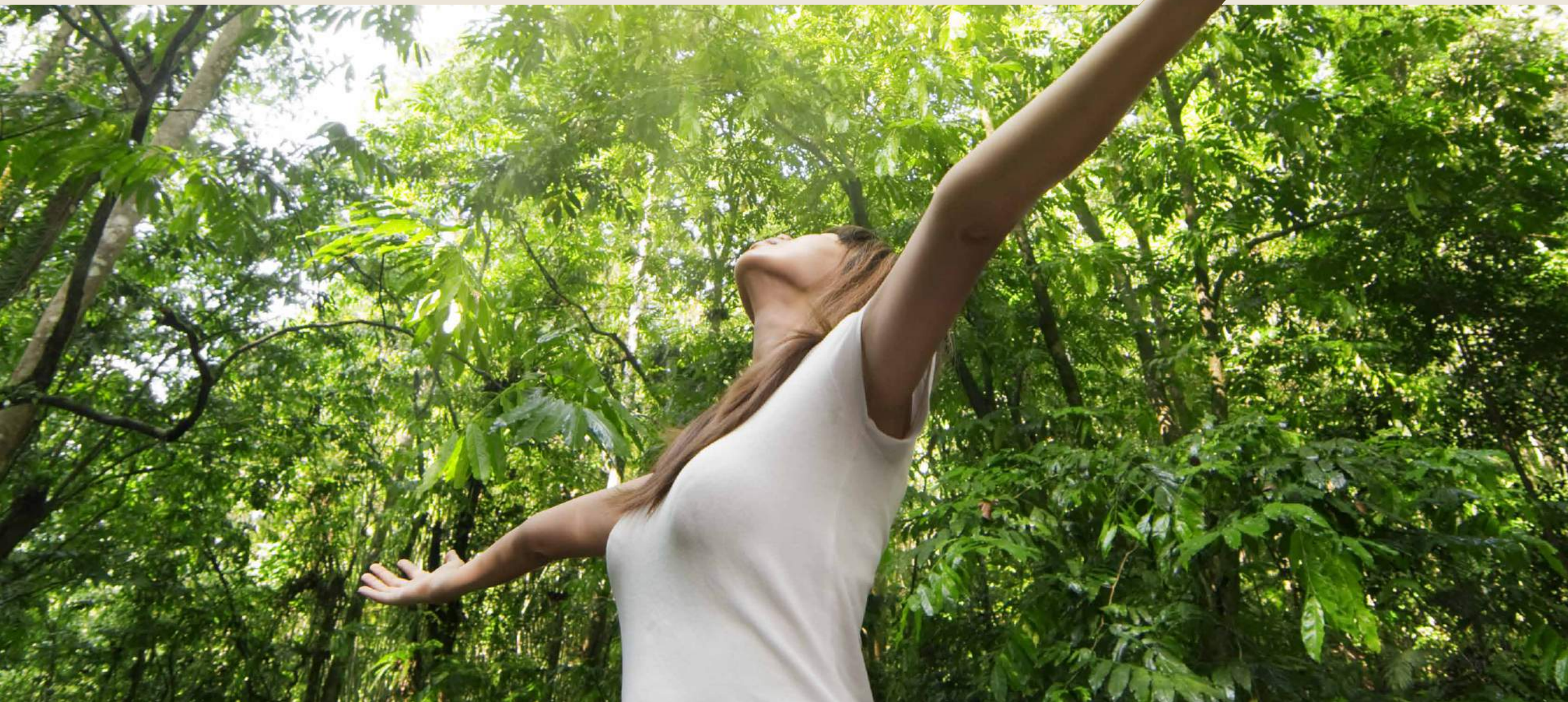


THE FUTURE OF WELLNESS  
THE AKSHARA ANANDA  
WELLNESS RESORT

WELLNESS IS THE  
EPICENTRE OF OUR WORLD.

THE CORE OF  
EVERYTHING WE DO!

Something in the air at Akshara Ananda moved us. It inspires us to create a farm community rooted in wellness. We had already envisioned an exceptional farming ecosystem, then why not build it? Akshara Ananda dedicated to developing a state-of-art wellness resort that secludes you from chaos and preserves what you truly value - everyday functionality and sustained positivity.



# THE WELLNESS GOAL



Poolside Relaxation

Elevation using Local Stones



MEET  
YOURSELF  
AS YOUR  
TRUE SELF.

Our goal is to equip you with  
personalised wellness techniques  
that are designed to become a  
part of your everyday life.



Dining & Restaurant

Common Outdoor Area



It all begins with making subtle  
changes to your lifestyle to notice  
bigger shifts in your life.

WRAP YOURSELF  
IN WELLNESS.

# THE WELLNESS PLAN

Our wellness packages aim to present a range of antidotes to everyday lifestyle issues such as fatigue, stress, burn-out, obesity etc in a non-clinical, non-judgemental, fun and engaging way. No lifestyle change can be fruitful without continuous personal participation.

All Akshara investors will be entitled to membership at the Akshara Wellness Resort where stay, food and treatments will be discounted.

*Let calm speak to your heart.*

## LET WELLNESS SILENCE YOUR RUSH.

It is no easy feat to hush the mind and have a moment with yourself. With international wellness trends and visiting experts attached to it, the resort will be an opportunity to disconnect from the world and reconnect with yourself.

The programs vary in duration, from 3-day teasers to one and two weeks of fully immersive programs, based on each guest's profile and needs. The packages are all-inclusive of accommodation, meals, treatments, consultations, et al.



# PROPOSED WELLNESS PROGRAMS



## REJUVENATION

*7 days or 14 days*

This program is specially designed to re-energise people after a prolonged illness, to overcome emotional stress or to reboot one's life energy. Evaluate and establish a desired energy level; then work with our wellness coaches to design a personal rejuvenation journey.



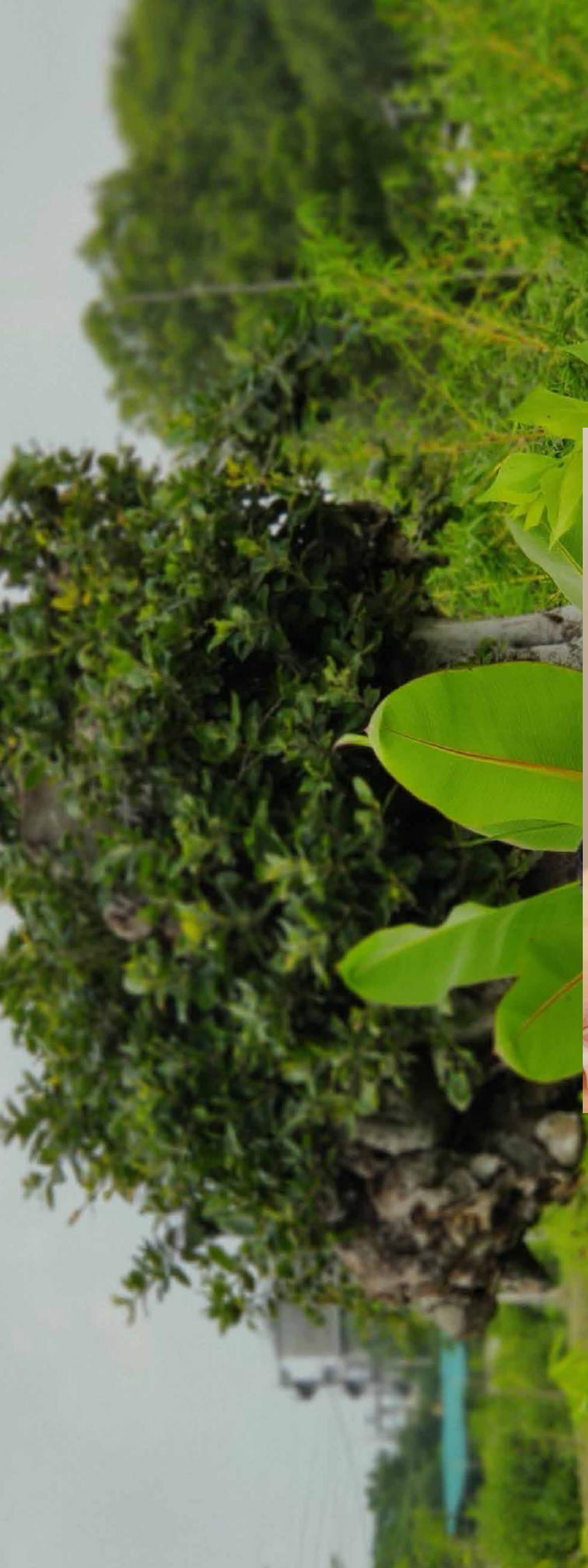
# SLEEP, REST & RELAXATION

*7 days or 14 days*



Sleep is an essential part of a healthy lifestyle. Even if one's sleep cycle is timely & lasts long, it is the quality of sleep that's imperative to well-being. The program will focus on the prerequisites for a good night's sleep: how to calm the mind to fall asleep, how to stay asleep and wake up fully rested.

\*Images used for reference purposes.





# HEALTHY WEIGHT MANAGEMENT

*7 days or 14 days*

Obesity is a major cause of illness but can easily be remedied with small lifestyle changes. Our approach to weight management is positive and non-judgemental – the aim is to inspire and change negative behaviours causing weight problems and supplant them with positive ones. The program is based on Ayurveda principles, combined with nutritional and movement inspiration.

# DETOX

*7 days or 14 days*

No matter how hard we try, we are subjected to various pollutants in the form of dirty air, and manufactured foods with additives - things we have no control over - as well as mental pollutants like constant exposure to electronic devices.

Our detox program aims at cleansing your body naturally through clean, fresh food, un-packaged, organically grown and harvested right then and there. A week or two of clean air, freshwater, and physical restoration tucked away in the calmness of nature.

\*Images used for reference purposes.





# MOVEMENT REBOOT

*7 days or 14 days*

Exercise is an important part of a healthy lifestyle but most people lack inspiration to continue a routine. This program is intended to restart a sustainable exercise regimen, based on interest, need and aspiration.

The program focuses on functional fitness, guided by personal trainers, aimed at building muscular strength, flexibility, agility, coordination, and balance as per one's body type and personal goals.

*Wellness means different for all. You are welcome at the resort even if you don't wish to enrol in any of our programs.*

*Stay with us and enjoy being pampered at our state-of-the-art spa.*

# FACT SHEET

## **Gated Farm Community**

The farm community will be eco-fenced, protected and maintained by management.

## **Plot Range**

The entire land is plotted into a minimum size of 4000 Sq Yards and above.

## **Amenities**

The plots come with easy access to all amenities: roads, water, electricity, etc.

## **Surrounded by Mangoes**

Each plot includes fully grown 25-year-old Mango trees.

## **Wellness Stay**

Each plot owner will be a member of the Resort with discounted pricing on stay, wellness treatments and food.

## **Sage**

They will maintain the farm at Akshara Ananda and supply fresh organic produce to plot owners. The share of the farm maintenance fee will be indicated to plot owners.

## **Timeline**

The proposed farm estate community will be developed within 2 years and the wellness resort within 3 years (with a 6 month grace).

## **Sale Deed**

It shall be executed in accordance with the Dharani portal of Telangana and passbooks will accordingly be issued to the respective plot owners.

## **MOU**

A separate MOU between Developers and Plot owners will parallelly be executed outlining the common areas, common road network and any other rights that are pertaining to the project.



# KEY FEATURES

*We are guided by simplistic values encompassing life's core: to simply live it well.*

## **Wellness-centred**

In the midst of commercial farm estates, experience unsurpassed wellness at the Wellness Resort that combines contemporary living with old-school being.

## **Authentic Farming**

Alongside organic farmers from Sage, you will learn authentic farming practices like Organic Vegetable Gardening, Farm Picking, Goshala, Animal Touch Farm, etc.

## **Responsible Luxury**

Nature is our map and our luxury is rooted in responsibility. We ensure that no harm is done to nature. Our holistic community resides in nature's lap.

## **Sustainable Ecosystem**

Natural farming, traditional living and minimal wastage to build an ecosystem of sustainable living.

At Akshara Ananda, let your life be guided by what you truly desire. Let us remind you to keep your dreams alive.



# CHIEF ARCHITECT TONY JOSEPH



## FOUNDER OF STAPATI

Akshara Ananda is delighted to have Tony Joseph on board to design the resort.

Tony completed his master's in design from the University of Texas, Austin and started Stapati on his return to India. Stapati has steadily grown into a multi-disciplinary practice emphasising values of integrity, sustainability and innovation.

*Stapati has won numerous awards and recognitions over the years and has been selected as one of the Top 100 Most influential design firms in South Asia by Architectural Digest for nine years continuously, from 2014 to 2022.*

Stapati's architecture emerges from a sensitive understanding of context, the evolution of design is firmly rooted in a region's traditional narratives while interpreting the elements in a modern context.

Stapati has branched out in cities like Calicut, Bangalore, Kochi and Dubai. Their hospitality projects are recognised for their innovative and regional architectural interpretations and are the most successful in their respective areas of operation.

These include the Kumarakom Lake resort in Kerala which has been rated as one of the top five resorts in India, the Alila Diwa in Goa and the Enchanted Island Resort in Seychelles, to name a few, all of which have garnered international acclaim.





Kumarakom  
Lake Resort

Rainforest  
Athirapally



Enchanted Island Resort  
at Seychelles



Alila Diwa  
in Goa

CHIEF LANDSCAPE ARCHITECT

# CHANG HUAI-YAN

## FOUNDER OF SALAD DRESSING

Chang Huai-Yan is the founder of Salad Dressing which is an award-winning design studio based in Singapore. .

Huai-Yan is inspired by contemporary culture that is defined by information technology, genomic science, and cosmic explorations. He leads a practice that leverages the flux of humanity during this post-Anthropocene transition.



*Salad Dressing was founded in 2002 as a landscape architecture studio. Under Huai-Yan's guidance, the studio has evolved into a dynamic force, seamlessly blending the realms of art, technology, and humanity. Inspired by the ever-shifting landscape of contemporary culture, Salad Dressing thrives on the ethos of embracing change and redefining traditional paradigms*

From sprawling landscapes to intimate urban spaces, the studio's portfolio spans a diverse array of projects, each imbued with a sense of purpose and innovation. Collaborating closely with experts across various disciplines, Huai-Yan and his team breathe life into ideas, transforming visions into tangible realities.

Salad Dressings has completed 300+ projects stretching 16 different countries across various climatic regions and typologies. Some of their featured projects have been- the Singapore Pavilion Expo 2020, Dubai, Vanke Baiyun, China, Alila Dalit Bay, Malaysia, Rewilding the Sky, Italy, and many more of international acclaim.



Maldives Resort  
Maldives



Alila Dalit Bay  
Sabah, Malaysia



Nevis Residences  
Saint Kitts & Nevis



Aman Tokyo  
Tokyo, Japan



Alila Seminyak  
Bali, Indonesia



Yotel  
Singapore



WELLNESS CONSULTANT

MR JESPER

HOUGAARD



To offer state-of-the-art treatments, therapies and wellness, we have collaborated with Denmark-origin internationally acclaimed Wellness-Spa Consultants Diletto Life Style and Hospitality and its Principal Consultant Mr Jesper Hougaard.

Jesper Hougaard is a Danish national who moved to Maldives in 1994 and headed the establishment of Maldivian Air Taxi which soon became the backbone of Maldives tourism and still remains the world's largest seaplane operation.

Today, Jesper has designed more than 100 spas, expanded and upgraded existing facilities and been involved in various international wellness organisations. He also served on two-term boards at the International Spa Association in the US and developed quality spa operations on behalf of the Quality Council of India.

Diletto Lifestyle & Hospitality is a holistic consultancy firm offering wellness-focused resort development based on Asian and international practices and scientifically proven modalities in responsible and sustainable luxury.

*Noticing a lack of wellness in the Maldives, Jesper founded Serena Spa in 2000 to offer high-quality spa and resort operations. This soon expanded to Kenya, Sri Lanka, India, Egypt and Seychelles as well as Spain and Singapore.*

# CORE TEAM


*Promoters*



**Ashwin Rao**  
Founder



**Kavitha Mantha**  
Founder



*Let a sky full of stars  
gaze into you.*


*Let a nap under the  
mangoes shelter you.*

*Let the teak's strength  
unburden you.*


*Let the tender soil calm you.*

*And the unending horizon  
liberate you.*

*Whether you want to till the  
soil or build a lake and swim  
in it: come experience a  
wondrous agrilife, guided by  
wellness.*



Akshara Orchards and Resorts,  
Plot No. 72, Journalist 'A' Colony,  
Jubilee Hills, Hyderabad - 500033





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