



# Investment Proposal

# Executive Summary



We present a high-potential real estate investment opportunity in **Mukteshwar-Shahar Phatak**, a fast-developing hill town in the Almora district of Uttarakhand, India. This proposal outlines the opportunity to invest in and sell residential and tourism-oriented plots in this scenic and increasingly popular destination.

**Mukteshwar-Shahar Phatak** offers ideal conditions for second homes, eco-resorts, and wellness retreats, making it a hotspot for real estate growth. Investors can expect substantial appreciation in land value and strong demand for plots due to limited availability, favorable climate, and tourism-driven infrastructure development.



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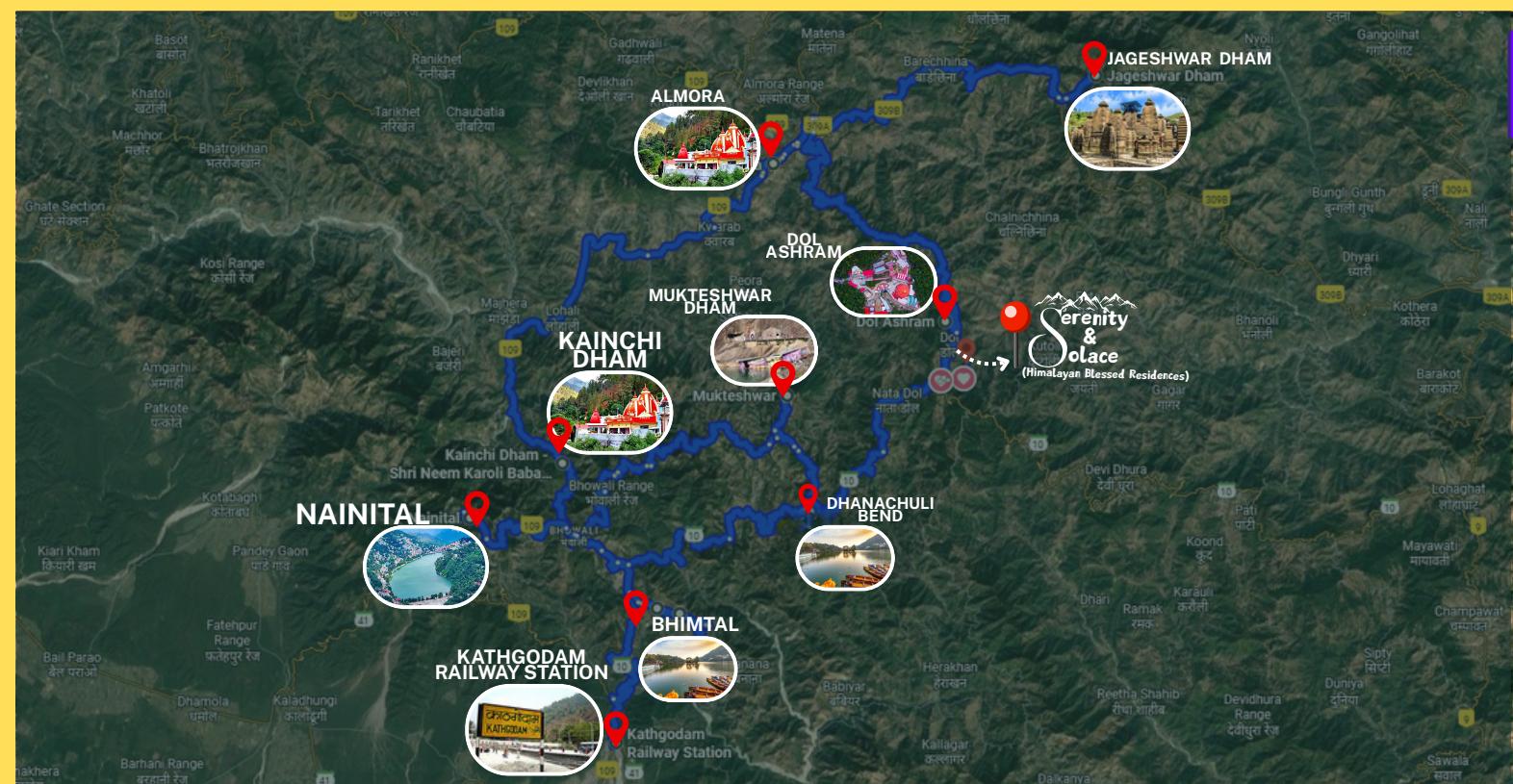
# Project Overview



- **Land Size Available:** 3.5 acres approx
- **Plots Size:** 200–299 sq. yds
- **Ownership Type:** Freehold with clear title
- **Type :** Residential
- **Target Audience:** NRIs, urban professionals, eco-tourism investors, retirees



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# Location Highlights...

**Town:** Shahar Phatak, District Almora, Uttarakhand.

**Altitude:** Approx. 6,000 feet above sea level.

**Connectivity:** 1.5-2 hours drive from Nainital; Nearest railway station: Kathgodam (approx. 2 Hrs.); Nearest airport: Pantnagar.

**View:** The great Himalayan Range (Nanda Devi, Trishul peaks), valleys, and forested areas.

**Nearby Attractions:** Mukteshwar Dham Temple, Neem karoli ji ka Kainchi Dham, Nainital, Dol Ashram, Chauli ki Jali, Bhalu Gaad Waterfalls, Kasar Devi Temple.



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# Market Opportunity



- **High ROI Potential:** Historical appreciation of land at ~12–20% annually.
- **Limited Supply:** Government restrictions on forest. and agricultural land conversion limit new inventory.
- **Tourism Boom:** Over 30% year-on-year increase in domestic tourism in Nainital / Almora region.
- **Growing Demand:** For second homes, homestays, wellness retreats, boutique resorts.



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# Investment Model

## Direct Plot Sale Model

- **Sell plots to individuals on per sq.yards basis.**
- **Payment plan:** 6 months.
- **Expected margin:** 25%-40% depending on development and location.

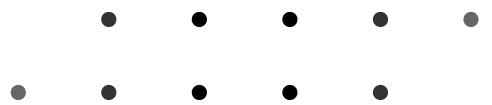


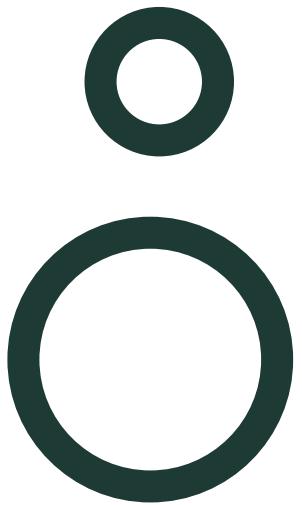
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# Development & Infrastructure Plan

- Internal Roads (15-17 feet wide).
- Water Supply\*
- Electricity Connection\*
- Perimeter Fencing and Security.
- Plantation and Landscaping.
- Optional add-on: Clubhouse, Yoga Center, Café.





# Analysis

## Strengths:

- **Scenic Location, Panoramic view, Himalayan view.**
- **High-value market with Limited Supply**
- **Favorable Climate year-round**

## Opportunities:

- **Eco-tourism & Wellness retreat Market**
- **Long-term Rental and Homestay model**
- **Strategic Partnerships with Travel firms**



# Exit Strategies

- Long-term holding for capital appreciation
- Partnership with hospitality chains for lease income

## Call to Action

We are currently offering early-stage plots at a pre-launch rate with flexible investment structures. Partner with us to capitalize on one of India's most promising hill station real estate opportunities.

### Contact for Investment Deck & Site Visit:

 Call on: +91-7827973593

 Mail us on: [reachus.serenity@gmail.com](mailto:reachus.serenity@gmail.com)

### Office Address:

Serenity & Solace, EPO 831, 8th floor, Emaar Emerald Plaza, Sector 65, Gurgaon, Pin - 122102, (Haryana)

### Site Address:

Vill - Damar, Tehsil Lamgara, Shahar Phatak, Dist. - Almora, (Uttarakhand)



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