



MERCY SHELTERS PVT. LTD.
strong foundations. stronger relationships

scripting
dreams

crafting
landmarks

delivering
masterpieces

WHO WE ARE



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Every success story starts with a dream and so did ours to redefine the skyline of Chennai city like never before. Mercy Shelters has for over 2 decades modernized the concept of lifestyle living in urban India with incredible style, path breaking innovation, outstanding design and superior execution. The passion for flawless excellence of Mercy Shelters reflects in each of its landmark projects that are at par with international architectural standards.

With nearly 50 projects executed by its directors through different entities spread over several million sft in prime locations such as Royapettah, Triplicane, Mount Road, Thousand Lights, in and around Perambur, OMR, Thuraipakam, Poonamallee, Pallavaram and more, Mercy Shelters has etched its signature class in Chennai's realty market.

Be it distinctive homes, residential apartments or commercial and Industrial spaces in some of the city's finest locations, Mercy Shelters offers inimitable style, luxury and comfort and lives up to its promise of providing its customers with the best of quality, craftsmanship, innovative design, premium materials and exemplar after sales service. From concept to completion to the ultimate transition into a finished home, Mercy Shelters works with its clients hand in hand through every stage of the process. Our transparent, simplified approach is designed to create the best possible client experience . Every home we make is a standing testimony to the strong foundations we build and the lasting relationships we augur in.

TRANSFORMING
LAND TO
LANDMARKS



One stop resource destination


Mercy Shelters Pvt. Ltd. is a one stop resource destination that provides investors, developers, corporates and multinational companies with a comprehensive range of services. Our in-house offerings include pre-construction design management, construction management, general contracting, trades contracting, construction consultation, programme management and property management. These services are supported with state-of-the-art engineering, scheduling, and information processing technology.

With proposed projects at Thayar Sahib Street in Mount Road, Strahans Road in Pattalam, Anna Salai, Jamalía in Perambur and at other locations, Mercy Shelters is all set to take its brand to new heights. If you're looking to live the perfect dream, the perfect home, the perfect investment - all at the perfect location then call us today. Come add value to wealth, prosperity to property and life to living. Welcome to Mercy shelters. Welcome home.

LEADING



BY EXAMPLE

A person in a dark suit is shown from the chest down, holding a miniature, white, 3D cityscape in their hands. The cityscape consists of numerous skyscrapers of varying heights and widths. The background is a light-colored brick wall.

PRICE IS WHAT
YOU PAY
VALUE IS WHAT
YOU GET

VISION

To evolve as a brand name that is admired as an industry leader for its thoughtfully designed and carefully laid out high quality, innovative lifestyle enhancing spaces, to be recognized for its customer centric practices, and be acknowledged for nurturing long term relationships with all its stakeholders.

MISSION

To achieve the highest level of customer satisfaction, quality and business ethics. To engage in worthy experiences that inspire lasting bonds. To foster transparency in all dealings, thought leadership in action, customer insight in progress and prosperity and thus transform every relationship into positive, engaging memorable experiences that people would love to come back to. To create a brand entity that is prized for its thoughtful architecture, excellent engineering, impeccable execution and vibrant work culture.

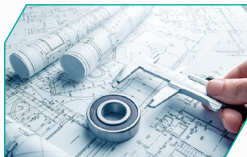
CORE VALUES

As front runners in the real estate arena, the company firmly believes in value-for-money projects, with strict adherence to timelines and budget estimates. Our steady progress has taught us that success is essentially built on strong fundamentals that bring meaningful value to our clients while working in an environment that we can all feel good about.

ZERO ERROR TOLERANCE POLICY

At Mercy Shelters, we don't compete, we set the standards. We grow our business through operational excellence and flawless execution. Our homes are built for life and we do it right every time. We always believe in "quality without compromise" and to achieve this objective, we strive to embrace a philosophy of "the customer comes first" to continually monitor the customer's needs and expectations. Critical to this objective is a business scorecard that measures our performance in managing projects as a bench-mark for consistent improvement.

An inefficient construction system beset by project delays, coupled with rampant violation of building codes, often results in compromises with quality, making structures more susceptible to structural and safety malfunctions. This is a potential danger not only to inhabitants but also people living in the immediate surroundings. At Mercy Shelters you will face none of these challenges as we have a zero error system at place.



from concept to creation.
from design to delivery.
we're with you every step
of the way



MAKING RELATIONSHIPS THE CORE OF GOOD BUSINESS

Have you ever wondered if we can think of each other at the same time. At Mercy we think of you as much as we want you to think of us. As straightforward professionals we provide a positive customer experience by remaining engrossed on long-term success over short-term profitability. We recognize that reputation outweighs profit in every instance. In our day-to-day work, we display business-like conduct on work sites, in the office and around the community. As craftpersons, we take pride in delivering exceptionally finished home that exceeds the highest of expectations. In attempting to exceed customer hopes on quality, style, budget and timeline, we are able to make a remarkable first impression. We hold everyone in our organization to a high performance level. This allows us to consistently out-perform the competition in approach and execution.

DIRECTORS

Mr. Karimullah - Managing Director

Mr. Karimullah has decades of rich management experience and tonnes of exposure and expertise in diverse business verticals. He has spent significant time in designing, marketing and administering real estate projects. His pro active exposure into sales and marketing has successfully given a turn around to many projects in the real estate industry. He is a widely travelled person exploring international markets for business and taking businesses to the next level. He is a professional to the core with great business ideas and cutting edge solutions. He believes in the indispensability of values and ethics in business along with a deep sense of corporate social responsibility.

Mr. Syed Arif - Director & CEO

Mr. Arif has been into the real estate industry since his young days and has been directly into the field, understanding the nuances and intricacies of the construction industry . He has personally managed tens of projects with excellent team management, quality standards and best industry practices. His field exposure is a great asset for the company. Mr. Arif is also associated with other businesses including interiors, tours and travels and restaurants. He is known for his relentless pursuit for excellence in business along with integrity and motivational leadership.



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CORPORATE
SOCIAL
RESPONSIBILITY



DIRECTORS

Mr. Lathifullah - Director


An outstanding professional with passion for building aesthetic projects Mr. Lathifullah is recognised for successfully completing over fifty projects covering more than one million square feet of commercial and residential construction. Mr. Lathifullah has over 35 years of rich experience in real estate and construction industry. His futuristic vision and his command over project management will bring in innovative ideas, cost effectiveness, cutting edge technology, customer satisfaction and value to the projects of the company.

Mr. Athaullah - Director

He has 13 years of best experience in managing software technology and implementing Enterprise Resource Planning and Management Information Systems. Mr. Athaullah has the ability to execute projects involving transactional automation and business processes development in the field of finance, project management & technical domains of the industry. He adeptly interacts with the top management and also with those concerned in the industry in understanding the business goals and technical requirements to deliver the desired objectives. His association with the company will bring in technology, innovation and effective management systems .



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A large, dark silhouette of a man in a suit is shown from the back, looking out over a vibrant city skyline at night. The city lights are reflected on the man's suit, and the overall scene is set against a dark blue background with a large teal triangle on the right side.

Where discipline
is bridge
between goals
and accomplishment

DIRECTORS

Mr. Mazherullah - Director

Mr. Mazher has more than two decades of experience in providing business support solutions to satisfy customers by contributing core (IT) skills across varied industry verticals. As a software consultant he has worked closely with the senior management in installing and implementing software projects besides training people in core skills to develop standard operating procedures and best practices for growth and development of the industry.

Mr. Asadullah - Director

A man with rich and varied experience in purchases, procurement and logistics, he is very efficient in negotiations as well as in vendor management. His involvement in the company will help in sourcing best materials for the building projects from the most competitive vendors without any compromise on the quality standards . His expertise in supply chain management will bring in efficiency in Inventory control and timely delivery of the projects.



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Team Work
Makes Dreams Work



HALAL HOUSING AND SHARI'AH COMPLIANT INVESTMENTS



Mercy Shelters Pvt Ltd believes in housing for all because it is a basic need and necessity of life. Hence at Mercy Shelters we have designed such products for you to fulfill your dream of buying a house for yourself and your family without getting trapped into the shackles of interest and its grave consequences. We term it Halal housing, a home without Riba (interest).

Mercy Shelters offers you two streams through which you can own your home:

1. Interest Free Instalment Plan

This plan offers you an opportunity to buy a property on an Interest Free Shariah Compliant Instalment System. Now you need not have to go through the painful ordeal of taking loans from banks and paying back in instalments with huge and high rates of interest.

You just need to pay an initial amount to Mercy Shelters and the balance amount can be paid in easy instalments without interest on a periodical basis. Such as monthly, bi-monthly etc., as you decide and thus become the absolute owner of your property upon completing the final instalment.

**BECOME
ABSOLUTE & PROUD
OWNER OF
YOUR PROPERTY...**



**WITHOUT GETTING TRAPPED INTO THE
HACKLES OF INTEREST
AND ITS GRAVE CONSEQUENCES**

THE EASY WAY FOR RIBA FREE LIVING AND HOUSING



2. Invest & Buy Plan

This plan offers you an opportunity to invest in any ongoing or upcoming project of the company and get rewarded with reasonable profits/ dividend from the company. Upon completion of the project you may either withdraw your investment amount and profits or you can subsequently invest in other projects till you are in a position to buy your own property from your investment and accumulated profits in Mercy Shelters Pvt Ltd. In the event of loss for the project you invested, you would have to equally share the losses too complying to the principle of profit and loss sharing model of Islamic investments.

Till date Mercy Shelters have facilitated many individuals and families to possess their dream homes using this principle without any element of interest. We invite you to join us in this endeavour and become a part of halal housing and the proud owner of a burdenless home-sweet-home.

STRESS FREE
INTEREST FREE
INTERESTING HOMES



a step ahead
a class apart



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