

A decorative graphic consisting of several thin orange lines. A vertical line runs down the left side of the page. A horizontal line runs across the top, starting from the vertical line and extending to the right. Another horizontal line runs across the middle of the page, starting from the vertical line and extending to the right. A vertical line runs down the right side of the page, starting from the middle horizontal line and extending downwards. A horizontal line runs across the bottom, starting from the vertical line and extending to the right.

**CASE STUDY -  
SM PAL GROUP'S  
PLOTTED DEVELOPMENT PROJECT  
AT HALDWANI CITY, UTTARAKHAND**

A decorative graphic consisting of four orange lines that intersect to form a large, open rectangular frame. The lines are positioned at the top, bottom, left, and right edges of the central text area.

WE OFFERED A  
**360° POWER PACKAGE -**  
RIGHT FROM **PROJECT NAMING TO**  
**POST-LAUNCH ACTIVITIES**

## BEFORE LAUNCH SERVICES -

### 1. PROJECT NAME & LOGO

(The Company was very particular about having 'PAL' as part of the project name)

#### NAMES WE SUGGESTED:

The Project offers the residents a refreshing Hill View every day which in turn calms down mind... Bliss...shall we say!

Based on this fact, the name suggestions are:

**PALAVISTA**

[Vista - a pleasing view]

**PALOBLISS**

The Project with all its facilities allows people to not just build houses as per their taste but also to create a lifestyle out of it to live happily & comfortably. It's a statement of 'Living Life In One's Own Terms'.

Hence, the name suggestion:

**PALAVIDA**

[La Vida - way of life]

We all dream of owning a house and when we get to, it's a dream come true.

No matter whether the house is big or small, but it's an achievement...close to our heart, nothing more - nothing less than a palace! It's our own Kingdom.

So we suggest:

**PALLAZIO**

[Derivative word of Palacio which means Palace]

#### SELECTED NAME & LOGO:



BEFORE LAUNCH SERVICES -

**2. 3D VIEWS DEVELOPMENT &  
3D WALKTHROUGH**



ENTRANCE VIEW - 3D



AERIAL VIEW - 3D



TEMPLE & PARK VIEW - 3D



SEMI AERIAL EVENING VIEW - 3D



BEFORE LAUNCH SERVICES -  
3. 12 PAGE BROCHURE DESIGN



**Pal Colonisers (P) Ltd.**

Pal Colonisers (P) Ltd. the real estate arm of the much reputed SMI Pal Group has over the years made a mark in the real estate map of Haldwani, Uttarakhand. Under the visionary & exemplary leadership of the Group founder Mr. Suresh Pal, the company has been able to deliver some prestigious landmarks in the city of Haldwani. Pal Colonisers portrays a role of providing superior quality of life to people who have transitioned to greeneries by creating each project with uniqueness in terms of location, design, facilities, landscaping and development etc.

Some of the completed projects by the company are:  
Kunj Vihar Colony, Ecotown Phase I & II and Palam City.

Pallazio Eco Town, Dhanmill, Rampur Road Pillkothi Bypass, Haldwani, Nainital, Uttarakhand  
98370 83715 | 98370 54280 | 96390 06455 | 99172 52114

Group Companies:  
Pal Colonisers (P) Ltd. | Pal Stone Industries Ltd. | Pal Frozen Foods  
Pal Food | Pal Naman

**Experience pure bliss**

**ECOTOWN-III PALLAZIO**

**Where living is in perfect sync with nature**

Adding another feather in the cap, the SMI Pal Group now introduces Ecotown Pallazio at Haldwani, Uttarakhand, adjacent to their previous landmark developments Ecotown Phase I & II. This great community project offers plans for both residential and commercial establishments. Located in a picturesque location with a beautiful hill view, Ecotown Pallazio has tree-lined internal roads having width ranging 30ft to 50 ft. The lavish spread of green landscaping not only adds to the beauty but also allows one to live in sync with nature in a pollution-free environment.

**ECOTOWN III PALLAZIO**

**ECOTOWN III PALLAZIO**

**Cherish the joy of building your own palace**

You always dreamt of owning a home! Now it's your opportunity to bring it to reality at Ecotown Pallazio. Build your home as per your choice. Be it architecture, exterior, interior, terrace garden, balcony space or even a cozy private pool. Let your creative thinking flow. Create that dream living space for you and your family without any restrictions. There's a major plus that all will surely enjoy. The feeling of building a home yourself and most importantly, according to your taste is second to none. It's simply about having your own palace!

**An ideal place for the ones you care most**

One of the biggest reasons people choose to live in a gated community is for security and safety. Since there are no open roads with moving traffic, it is safer to allow your kids to play outdoors. With dedicated areas at Ecotown Pallazio set for the kids to play, it is also easier for parents to monitor them. Also, the security arrangements don't allow any stranger into the campus which ensures no threat to your valuables or family members at home whenever you are outside.

**ECOTOWN III PALLAZIO**

**ECOTOWN III PALLAZIO**

**Facilities at Ecotown-Pallazio**

Apart from an ideal pollution-free tranquil environment, meticulously planned Ecotown-Pallazio provides to residents ample conveniences such as:

- Continuous Water & Electricity supply
- Round the clock Security
- Landscaped Park with Kids Play Area & Open Gym
- 50' / 40' / 35' / 30' Ft wide Internal Roads
- Defined Temple / Pooja space

**A great location always matters**

Whenever you are planning to have your own house, location is a crucial thing to consider. Think about what is the most important factor for you when you want to buy a home. Of course, the price is a good factor, but the location is always better. Where the property is located in a good area with easy accessibility, it will be more in demand and have the potential of getting you higher return on investment (ROI). The location of your home also determines many things such as quality of life, school choices for kids, commute time, and social interaction.

**Key Distances:**

- Pantnagar Airport - 30 KM
- Railway Station - 3 KM
- Hospital - 3 KM
- City Centre - 2 KM
- National Highway - within 5 KM Radius

Located in the much developed vicinity of Haldwani that's near Pilibhith/Chauraha, Ecotown Pallazio is one of the best properties of the city. The project has easy accessibility with many hospitals, educational institutions, commercial zones, etc in close proximity.

Pal Group's other landmark projects in the neighbourhood:

- PALAM CITY
- ECOTOWN PHASE I & II
- ECOWAY ECOTOWN

BEFORE LAUNCH  
SERVICES -

4. WEBSITE DESIGN  
[www.pallazio.in](http://www.pallazio.in)





WEBSITE HOME PAGE  
(TOP - BOTTOM SCROLL FORMAT):

**ECOTOWN PALLAZIO**  
BY SM PAL GROUP

**Experience Pure Bliss**

Adding another chapter to the saga, the SM Pal Group now introduces Ecotown Palazzo, a modern, contemporary residential development in the heart of the city. The project is a prime location, offering a perfect blend of nature and urban living. The development is a testament to the group's commitment to providing a high-quality living environment for its residents.

SM Pal Group is a leading real estate developer, known for its innovative and sustainable projects. Ecotown Palazzo is a prime example of the group's commitment to providing a high-quality living environment for its residents.

**Wide**  
Roads

**Temple**  
5-Pg Space

**Continuous**  
Water & Electricity

**About SM Pal Group**

SM Pal Group is a leading real estate developer, known for its innovative and sustainable projects. The group has a long history of providing high-quality living environments for its residents. Ecotown Palazzo is a prime example of the group's commitment to providing a high-quality living environment for its residents.

**Cherish The Joy Of Building Your Own Palace**

The dream of owning a home is a goal shared by many. At Ecotown Palazzo, we make it a reality. Our homes are not just houses, they are a lifestyle. They offer a perfect blend of nature and urban living. They are a testament to the group's commitment to providing a high-quality living environment for its residents.

**An Ideal Place For The Ones You Care Most**

At Ecotown Palazzo, we understand that a home is not just a place to live, it's a place to care for the ones you love. Our homes are designed with a focus on family-friendly living. They offer a perfect blend of nature and urban living. They are a testament to the group's commitment to providing a high-quality living environment for its residents.

**A Great Location Always Matters**

Location is a key factor in choosing a home. At Ecotown Palazzo, we offer a prime location in the heart of the city. Our homes are surrounded by schools, hospitals, and shopping centers. They are a testament to the group's commitment to providing a high-quality living environment for its residents.

- Partnering Street: 300m
- Railway Station: 5-10m
- Shopping: 5-10m
- City Center: 5-10m
- National Highway: within 5-10m Radius

**Ecotown Palazzo Walkthrough**

**Contact Us**

**Address**

**Download Brochure**





**A LANDMARK OF HALDWANI  
FROM THE HOUSE OF  
PRESTIGIOUS PAL COLONISERS  
IS UNVEILING ON  
MONDAY, 15TH MARCH**



With our sustained commitment to deliver quality living spaces in the city of Haldwani, Uttarakhand, we at Pal Colonisers are coming up with another grand project.

**KEEP WATCHING THIS SPACE!**

BEFORE LAUNCH SERVICES -

**5. FULL PAGE NEWS PAPER AD  
(PRE-LAUNCH TEASER)**

THE WAIT IS OVER...

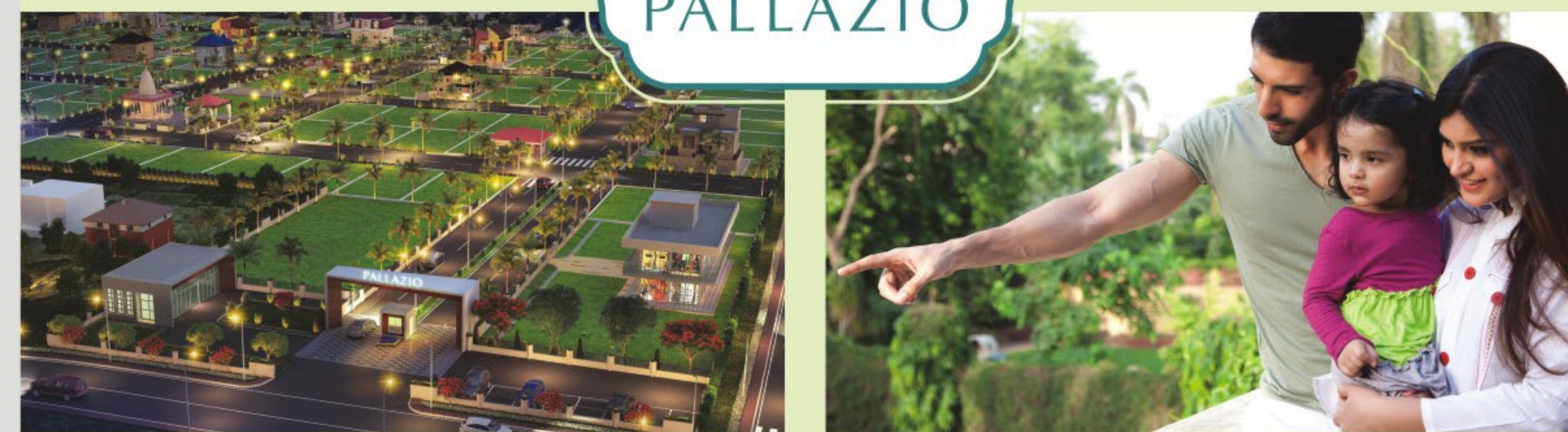


# INTRODUCING THE MOST COVETED LAYOUT IN HALDWANI

After successfully delivering many landmark projects, now introducing ECOTOWN PALLAZIO, a plotted development project at Pilikothi Bypass Road.

BOOKINGS  
OPEN

PALLAZIO



### PROJECT HIGHLIGHTS

Prime Location | Designed for both Residential & Commercial Purpose | Build Your Dream Home as per Your Taste | Continuous Water & Electricity supply  
Round the Clock Security | Landscaped Park with Kids Play Area & Open Gym | 50' / 40' / 35' / 30' Ft wide Internal Roads | Defined Temple / Puja Space

Get in touch with us today!

80060 23535 | 96390 06455 | 98370 83715

DURING LAUNCH  
SERVICES -

1. FULL PAGE  
NEWS PAPER AD

DURING LAUNCH SERVICES -

2. ANIMATED DIGITAL INVITATION



**SM PAL GROUP**

The prestigious **Pal Colonisers (P) Ltd.** is launching **Ecotown Palazzo** - the most coveted Layout Project in the city of Haldwani.

Palazzo, with its all facilities, is slated to become another landmark development from the house of S. M. Pal Group.

**You are specially invited** to be an witness to this occasion at the site on **Monday, 15th March 2021.**

Time: **10.00 am onwards**  
Address: **Ecotown Palazzo, Dhanmill, Rampur Road-Pilikothi Bypass, Haldwani, Uttarakhand**



**SM PAL GROUP**

**ECOTOWN-III**  
**PALLAZIO**

Prime Location  
Great Facilities  
Blissful Environment

**PALLAZIO**



**SM PAL GROUP**

A Place To Build  
Your Luxury Abode



**SM PAL GROUP**

Be A Part Of This  
Grand Gated Community.

Call Us For  
More Information:  
**80060 23535 | 96390 06455**  
**98370 83715**

POST LAUNCH SERVICES -

1. SITE HOARDINGS



**SM PAL GROUP**

**Live A Luxury Life at Haldwani's Most Coveted Layout**

**80060 23535 | 96390 06455 | 98370 83715**

**ECOTOWN-III PALLAZIO**

**BOOKINGS NOW OPEN**



**PALLAZIO**

**BOOKINGS NOW OPEN**

**SM PAL GROUP**

**Build Your Dream Abode at Haldwani's Most Coveted Layout**

**ECOTOWN-III PALLAZIO**

**80060 23535 | 96390 06455 | 98370 83715**



**SM PAL GROUP**

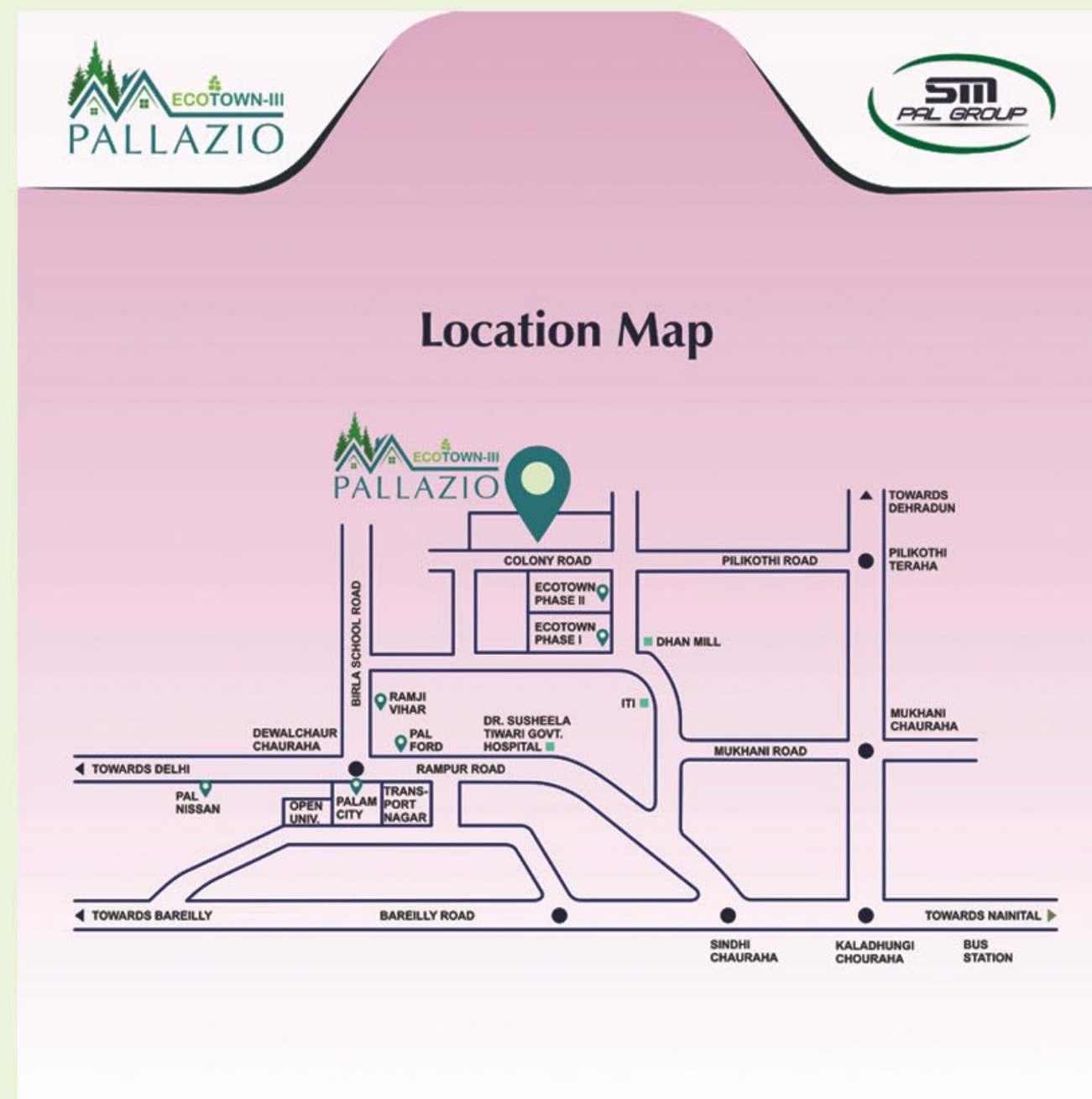
**The Most Sought After Gated Community Of Haldwani For Premium Living**

**Hurry! Limited Plots Available**

**80060 23535 | 96390 06455 | 98370 83715**

POST LAUNCH SERVICES -

2. ANIMATED DIGITAL INVITATION (EVENT AT THE PROJECT SITE)



Thank  
you